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City Wide Food Strategy

RESULTS REPORT 2022

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Background / Methodology

Food Cardiff is a city-wide partnership of individuals and organisations. It acts as a hub for connecting the people and projects working to promote healthy, environmentally sustainable and ethical food across the city; it acts as a voice for wider change.

Food Cardiff believes that the food we eat has a huge impact on life in Cardiff – not just on people's health, but on communities and businesses, farmers and food producers, and the environment too. Good food creates strong, healthy, resilient communities.

Food Cardiff was established in 2014 as one of the founding Sustainable Food Places in the UK. During the last seven years, it has developed and grown significantly, making a recognisable impact at a citywide level. In 2021, Cardiff achieved Silver Sustainable Food Places status, becoming the first place in Wales and one of only six places in the UK to achieve the prestigious accolade.

We worked with individuals, organisations and communities from across the city to develop a Good Food Strategy – our roadmap towards Cardiff becoming one of the top Sustainable Food Places in the UK.

We asked people what they would like to change around how our food system works in the city and what were the big challenges we needed to take on.

Thousands of people took part in those conversations which led to the development of our 5 Food Goals.

In 2022, Food Cardiff commissioned Cardiff Research Centre to run a survey to monitor progress against the strategy so far.

Responses to the survey were cleansed and validated, removing blank and duplicated responses, giving an overall sample of 1,140

Research Findings

In the last 12 months where did you get most of your food?

More than four out of five respondents (85.3%) cited a large supermarket as one of the top three places they got their food in the last 12 months. This was followed by a budget supermarket (56.9%) and small supermarket (41.3%).

	1		2		3		Top 3
	No.	%	No.	%	No.	%	%
Large supermarket	707	63.5	184	16.5	58	5.2	85.3
Budget supermarket (e.g. Aldi, Lidl)	266	23.9	276	24.8	91	8.2	56.9
Small supermarket (e.g. Tesco Express	59	5.3	229	20.6	172	15.5	41.3
Specialist shops (e.g. greengrocer, butchers, bakery, fishmonger)	29	2.6	115	10.3	159	14.3	27.2
Corner shop or convenience store	7	0.6	74	6.6	102	9.2	16.4
Takeaway	0	0.0	27	2.4	108	9.7	12.1
Farmers Market	9	0.8	30	2.7	49	4.4	7.9
Independent Supermarket (e.g. Clare Foods, Eastern Chinese Supermarket, Cardiff Food Centre)	7	0.6	35	3.1	42	3.8	7.5
Sit-in Restaurants	0	0.0	23	2.1	57	5.1	7.2
Veg Box	23	2.1	39	3.5	17	1.5	7.1
Community food project (e.g. Pantry or Co-op)	4	0.4	14	1.3	25	2.2	3.9
Direct from farm	1	0.1	7	0.6	11	1.0	1.7
Food Bank	1	0.1	4	0.4	2	0.2	0.6

When looking at results by demographic group, patterns of behaviour were broadly similar. However, there were some notable exceptions:

- Ethnic minority respondents (72.0%) were less likely to use a '***Large supermarket***'.
- Under 35's (54.2%) were more likely to use a '***Small supermarket***', Ethnic minority respondents (33.6%) were less likely.
- Ethnic minority respondents (21.6%) were more likely to use an '***Independent supermarket***'.
- Ethnic minority respondents (67.2%) were more likely to use a '***Budget supermarket***'.
- Ethnic minority respondents (2.4%) and those that identify as disabled (2.3%) were more likely to use a '***Food bank***'.

- Respondents that identify as disabled (22.6%) were more likely to use a '***Corner shop or convenience store***'.
- Ethnic minority respondents (8.8%) were more likely to use a '***Community food project***'.

- Ethnic minority respondents (12.0%) were more likely to use a '***Farmers market***', those with a child in the household (3.7%) were less likely.

- Under 35's (21.1%) were more likely to use a '***Takeaway***'.

- Respondents that identify as disabled (3.8%) were less likely to use a '***Sit-in restaurant***'.

- Under 35's (18.3%) were less likely to use '***Specialist shops***'.

When comparing the results with the previous survey, the largest increase was seen in the use of '***Budget Supermarkets***' (+7.5 percentage points), this was followed by '***Sit-in Restaurants***' (+5.8 percentage points, perhaps reflecting the lifting of the lockdown restrictions that were in place around the time of the first survey) and '***Small Supermarkets***' (+4.8 percentage points). There was a 4.5 percentage point decrease in the use of '***Corner shops or convenience stores***'.

	% In Top 3		
	In the last 12 months	Previous Survey (March 2020 – Feb 2021)	Difference
Large supermarket	85.3	82.9	**2.4**
Small supermarket (e.g. Tesco Express	41.3	36.5	**4.8**
Independent Supermarket (e.g. Clare Foods, Eastern Chinese Supermarket, Cardiff Food Centre)	7.5	8.7	**-1.1**
Budget supermarket (e.g. Aldi, Lidl)	56.9	49.4	**7.5**
Food Bank	0.6	0.5	**0.1**
Corner shop or convenience store	16.4	20.9	**-4.5**
Community food project (e.g. Panrty or Co-op)	3.9	3.7	**0.2**
Veg Box	7.1	8.4	**-1.3**
Farmers Market	7.9	7.2	**0.7**
Direct from farm	1.7	2.3	**-0.6**
Takeaway	12.1	15.5	**-3.4**
Sit-in Restaurants	7.2	1.4	**5.8**
Specialist shops (e.g. greengrocer, butchers, bakery, fishmonger)	27.2	27.4	**-0.1**

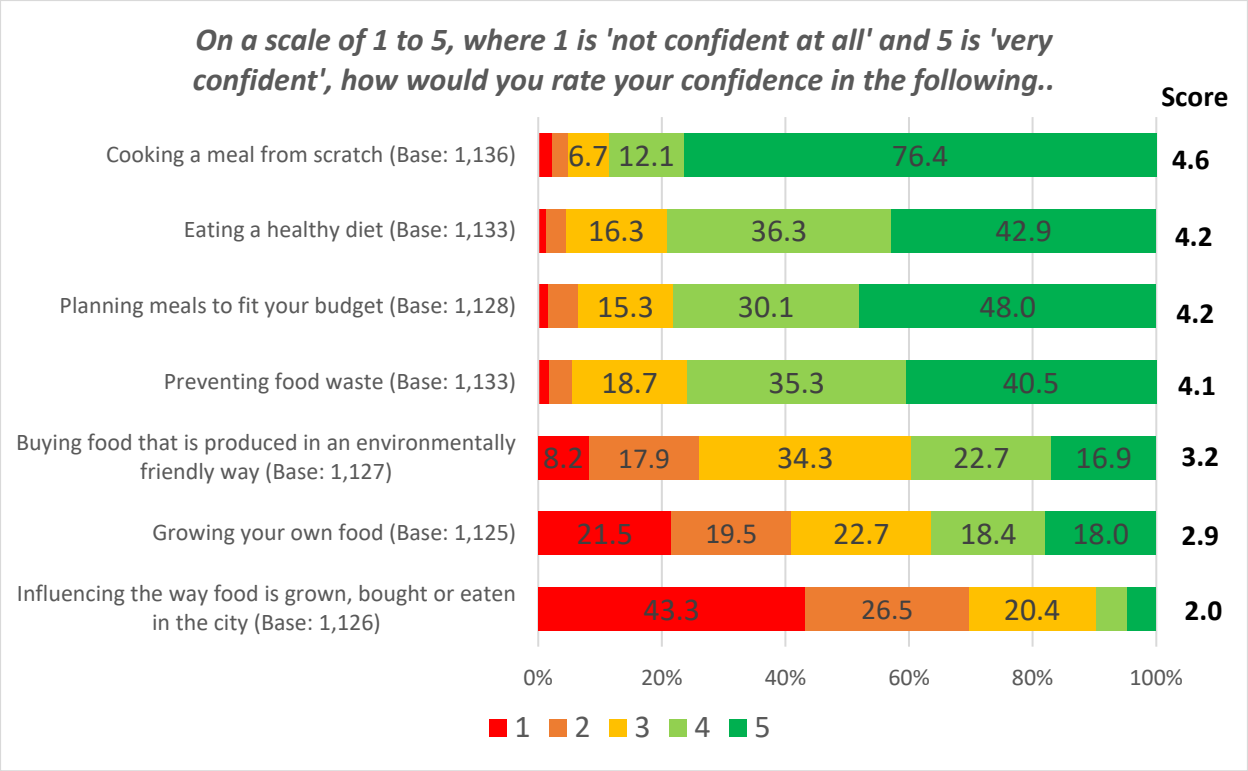
On a scale of 1 to 5, where 1 is 'not confident at all' and 5 is 'very confident', how would you rate your confidence in the following.

Respondents were asked to rate how confident they felt undertaking a range of activities. A score was assigned, based on the number of respondents answering each rating, out of a maximum of 5.

Levels of confidence were highest for '***Cooking a meal from scratch***', with nine out of ten (88.5%) respondents feeling 'very' or fairly' confident about this, generating a score of 4.6 out of 5.

Four out of five (79.2%) respondents felt confident '***Eating a healthy diet***', whilst just under four fifths (78.1%) were confident in '***Planning meals to fit their budget***'.

Confidence was lowest for '***Influencing the way food is grown, bought or eaten in the city***', with just one in ten (9.9%) expressing confidence in this.



When looking at confidence levels ('Very confident' and 'Fairly confident' combined) the results were broadly consistent across each of the demographic groups. There were however some notable differences:

- Respondents that identify as disabled (79.0%) were less confident in '***Cooking in meal from scratch***'.

- Respondents aged under 35 (26.4%) were less confident in '***Growing your own food***'. This is 14.1 percentage points lower than that of their counterparts aged 55+ (40.5%).

- Respondents aged 55+ were far more confident in '***Preventing food waste***' than those aged under 35 (83.0% and 60.4% respectively).

- Respondents that identify as disabled (59.1%) were less confident in '***Eating a healthy diet***'.

- Respondents aged 55+ were far more confident in '***Planning meals to fit your budget***' than those aged under 35 (82.6% and 67.4% respectively).

- Respondents aged 55+ were far more confident in '**Buying food that is produced in an environmentally friendly way**' than those aged under 35 (46.0% and 27.6% respectively).

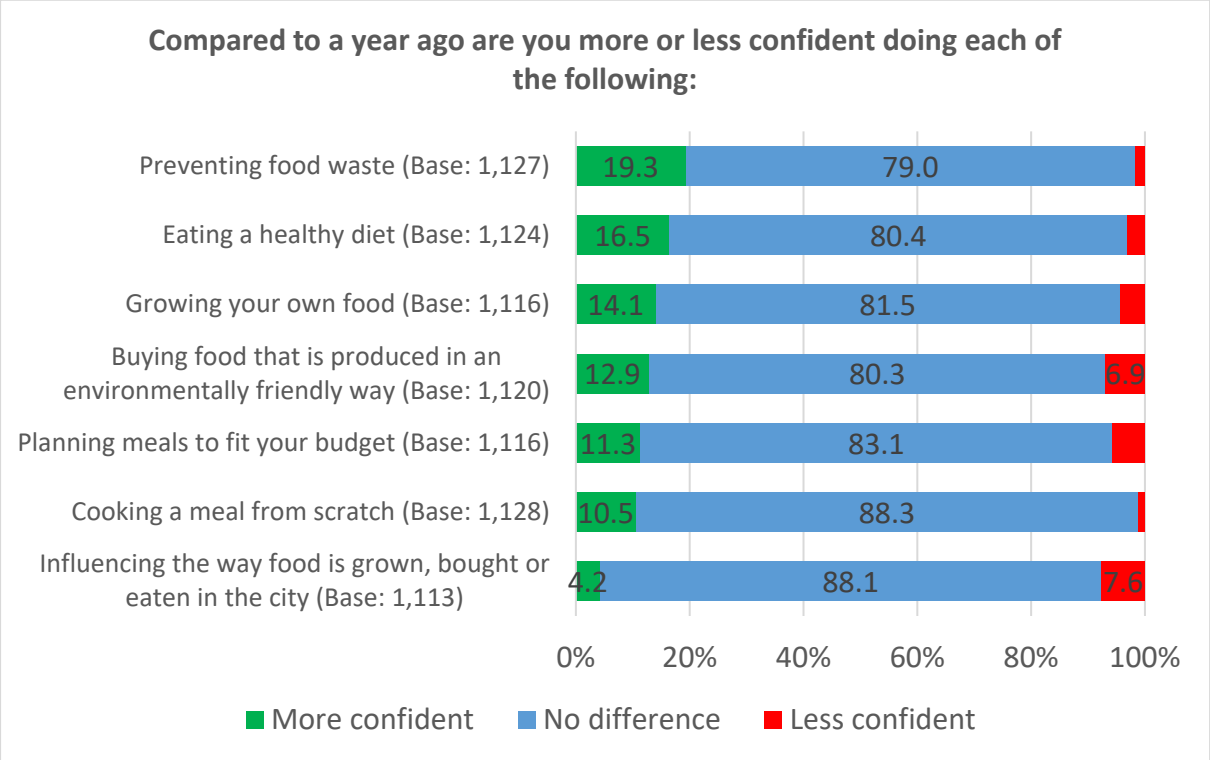
- Respondents aged under 35 (6.2%) were less confident in '**Influencing the way food is grown, bought or eaten in the city**'.

Compared to a year ago are you more or less confident doing each of the following:

Respondents were then asked to rate how confident they felt undertaking each activity compared to a year ago.

The activity that saw confidence increase the most was '***Preventing food waste***' (19.3%). This was followed by '***Eating a healthy diet***' (16.5%) and '***Growing your own food***' (14.1%).

One in thirteen (7.6%) respondents were less confident in '***Influencing the way food is grown, bought or eaten in the city***'.



The results were broadly consistent across each of the demographic groups. There were however some notable differences:

- One in five (21.5%) respondents aged under 35 felt more confident '***Cooking a meal from scratch***', this compares with less one in ten (8.1%) of those aged 55+.

- Respondents aged under 35 were twice as likely to feel more confident to '***Grow your own food***' than those aged 55+ (21.0% and 11.0% respectively).

- Ethnic minority respondents (28.3%) were more confident in '***Preventing food waste***'. Females were more confident than males (22.9% and 15.2% respectively).

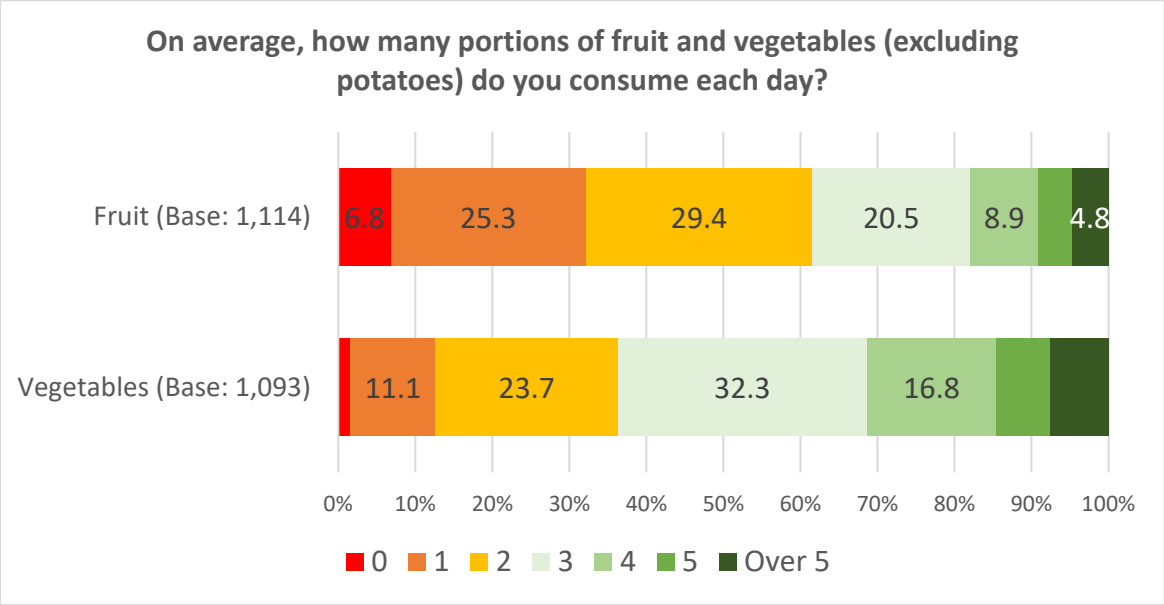
- Respondents aged under 35 were twice as likely to feel more confident in '***Eating a healthy diet***' than those aged 55+ (26.4% and 13.5% respectively).

- One in six (16.7%) respondents with a child in the household were more confident in '***Planning meals to fit your budget***'. One in nine (11.2%) respondents aged under 35 were less confident, this compares with 3.1% of those aged 55+.

Respondents that indicated that their confidence levels had changed in any of the activities were asked to explain why. These comments were then grouped into themes; these themes along with example comments for each can found in Appendix XX.

On average, how many portions of fruit and vegetables (excluding potatoes) do you consume each day?

Just one in eleven (9.1%) respondents reported eating at least 5 portions of fruit on average per day, this rises to around one in seven (14.6%) eating at least 5 portions of vegetables (excluding potatoes) each day.



Respondents aged 55 or over were most likely to eat at least 5 portions of fruit, with 11.8% reporting this amount, more than double that of those under 35 (5.0%). One in nine (11.4%) of under 35s reported they did not eat any fruit on an average day.

One in five (20.0%) ethnic minority respondents ate at least 5 portions of vegetables on an average day, this drops to one in ten (9.7%) when viewed by respondents who identify as disabled.

How often do you eat meat in a typical week?

One in five (20.3%) respondents eat meat at least once a day, this includes 5.4% that eat meat several times a day in a typical week. One in six (16.0%) respondents indicated that they never eat meat.

	No.	%
Several times a day	61	5.4
Once a day	169	14.9
6 days a week (e.g. meat-free Monday)	71	6.3
Several times a week	481	42.4
Once a week	103	9.1
Less often	67	5.9
Never (vegetarian/vegan)	182	16.0
Total Respondents	**1,134**	**100.0**

Respondents aged under 35 and those with a child in the household were the two groups most likely to eat meat several times a day (9.0% and 8.2% respectively).

Respondents aged 55+ were the group least likely to eat meat several times a day (3.4%).

Although those aged under 35 recorded the highest proportion of respondents that eat meat several times a day across each of the demographics, this group also noted the largest proportion of respondents that never eat meat in a typical week (24.8%).

Do you eat more or less meat than you did a year ago?

Over a half (54.3%) of respondents reported no change in their meat consumption compared with a year ago. Three in then (30.8%) stated that they eat less, whilst 2.8% stated that they're currently eating more than a year ago.

If less, why?

Respondents that indicated they eat less meat than they did a year ago were presented with a list of pre coded options and asked to identify the reasons why they're currently eating less meat.

'***Health reasons***' (49.0%) was deemed as the main reason why respondents had decided to eat less meat. This was followed by '***Environmental reasons***' (44.9%) and '***Cost***' (33.9%).

One in four (25.2%) cited '***Animal welfare***'.

	No.	%
Health reasons	169	49.0
Environmental reasons	155	44.9
Cost	117	33.9
Eating less meat but of better quality	95	27.5
Animal welfare	87	25.2
Influenced by family and/or friends	35	10.1
Religious beliefs	1	0.3
Other	20	5.8
Total Respondents	**345**	-

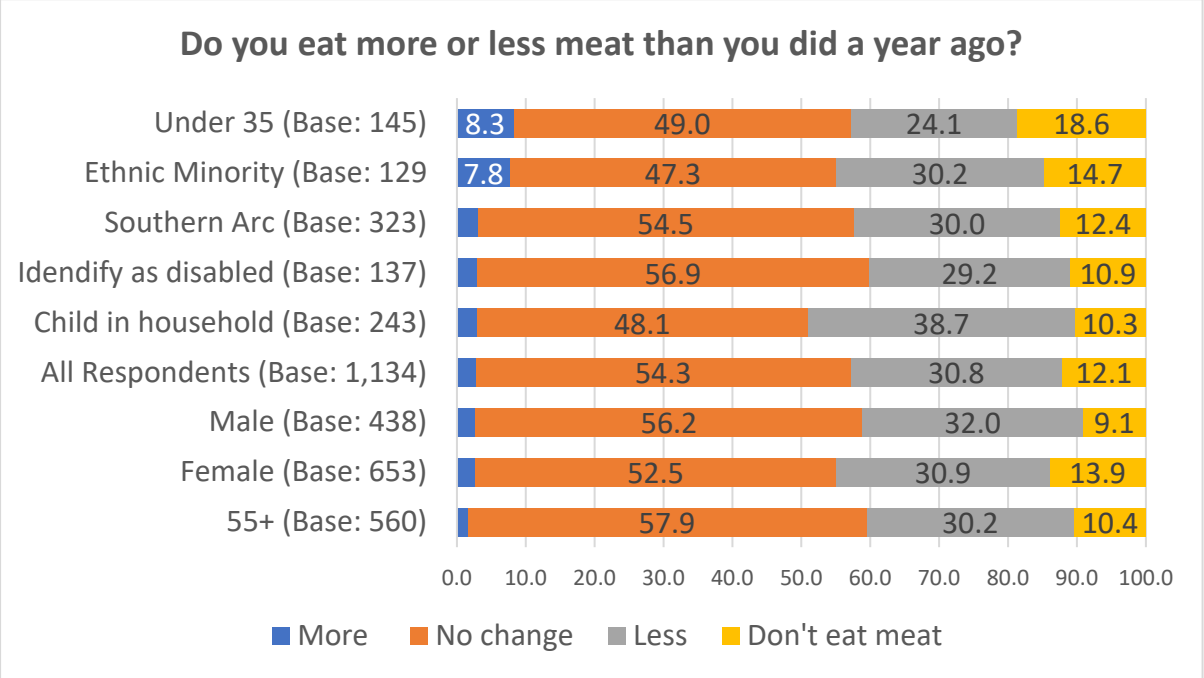
A full list of 'Other' responses can be viewed below / overleaf:

- Prefer fish and veg
- My friend was staying with me, and they preferred more meat
- Just eating more salad so less meat and bread
- Just don't fancy a lot of meat on my plate

- Availability
- Decided to become vegetarian
- I like veggie options
- We're eating less cooked meals in general
- Eating more fish
- I order Gousto boxes so the portions are controlled for me
- My son has moved out and shopping is different
- Wanted a change
- My preference for eating vegetables rather than meat has increased
- Less able to digest meat due to ageing
- What I want not readily available
- Availability
- Prefer to eat less meat and more vegetables
- Found that some vegetarian options are very tasty
- Prefer vegetarian options
- Didn't like it that much

Respondents aged under 35 and those from an Ethnic Minority were the two groups most likely to eat meat more than they did a year ago (8.3% and 7.8% respectively).

Almost two fifths (38.7%) of respondents that have a child in the house stated that they're currently eating less meat than a year ago, this is 7.9 percentage points higher than the overall findings (30.8%).

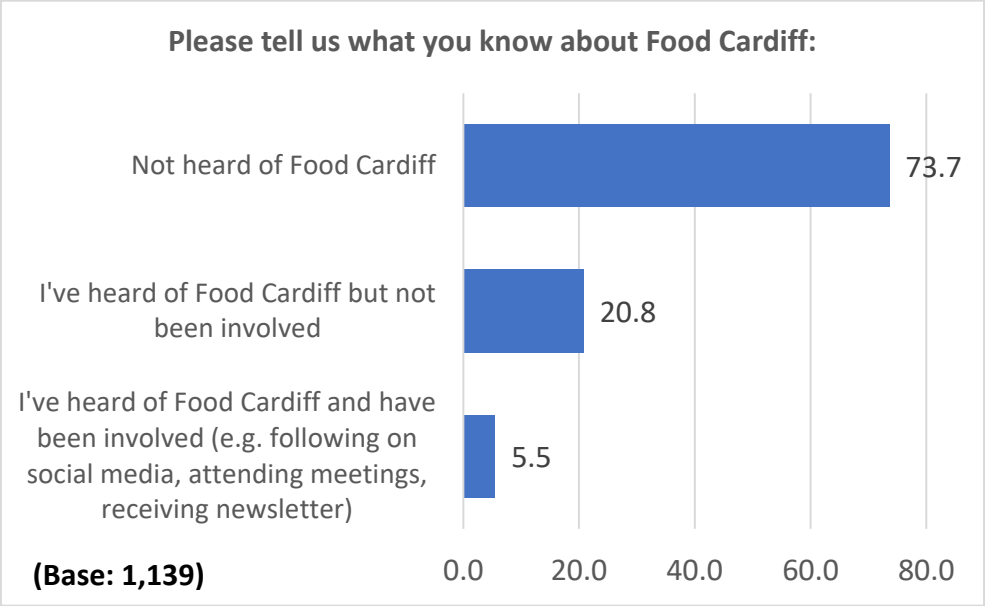


We have a partnership called Food Cardiff which works with partners promoting healthy, local, affordable and sustainable food across the City.

Please tell us what you know about Food Cardiff:

Almost three in four (73.7%) respondents were unaware of Food Cardiff; one in five (20.8%) were aware, but had no involvement, whilst 5.5% of those surveyed had been actively involved with Food Cardiff.

Awareness of Food Cardiff has increased by nine percentage points since the previous survey (26.3% and 17.3% respectively).



The results were consistent across each of the demographic groups.

Respondents that selected '***Not heard of food Cardiff***' / '***I've heard of Food Cardiff but not been involved***' were invited to leave their contact details if they'd like to sign up for the Food Cardiff monthly newsletter. This information has been passed on to the project team.

Awareness of food related activities

Please tell us what you know about food related activities in Cardiff

Almost seven in ten (68.5%) respondents were unaware of food-related activities in their area; whilst one in nine (11.0%) were aware of the activities in their area but not interested in taking part.

One in nine (10.8%) were awake if of the activities happening in their area and interest in taking part; whilst one in ten (9.7%) were aware of the activities and had taken part.

These results were consistent with the findings from the previous survey.

Results by each of the demographic groups were broadly consistent, with some exceptions:

- Around one in six (15.5%) respondents that reside in the Southern Arc are aware of food related activities in their area and have taken part.

- One in seven (14.0%) respondents aged 55+ are aware of food related activities happening in their area but not interested in taking part.

- Almost seven in ten (68.5%) of overall respondents are not aware of food related activities in their area, this drops to less than three fifths (58.2%) when viewed by Southern Arc respondents.

Respondents that selected '***I am aware of food related activities happening in my area but haven't taken part but would like to***' / '***I am not aware of any food-related activities happening in my area***' were invited to leave their contact details if they'd like more

information about food related activities taking place across Cardiff. This information has been passed on to the project team.

What barriers are stopping you from taking part?

Respondents that selected '***I am aware of food related activities happening in my area but haven't taken part but would like to***' were asked to identify any barriers that are stopping them from taking part. These comments were then grouped into themes; these themes along with example comments for each can be viewed below / overleaf:

Theme	No.	%	Example comments
No Time	55	57.3	• Not enough time. • Finding the time. • Time constraints. • Being busy
Lack of information	17	17.7	• I don't always hear about what is going on but I would like to. • Not seen much advertised.
Other commitments	11	11.5	• Doing other stuff in my free time. • Activity is during the day and I work then.
Accessibility	8	8.3	• Travelling is the main concern because no driving license.
Health condition	4	4.2	• Coeliac disease.
Covid	3	3.1	• Covid is still influencing me attending events.
Nothing / No Barriers	3	3.1	• No barriers.
Cost	2	2.1	• Money or the events are not very interesting.
Other	6	6.3	• Shy.
Total Respondents	**96**	**-**	

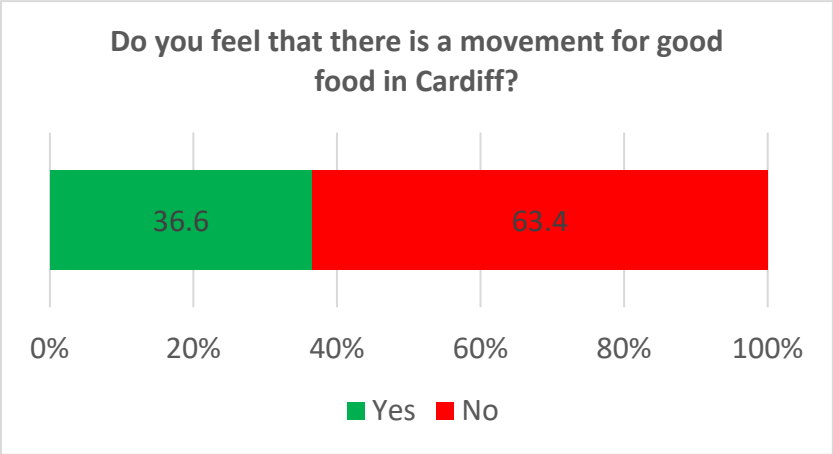
N.B. Percentages do not total 100% as respondents' comments could fall into more than one theme

Places can be described as having a "Good Food Movement", where there is high public awareness and widespread participation in food-related activities (for example growing, cooking and sharing food), and where individuals and organisations can connect and collaborate around food.

Do you feel that there is a movement for good food in Cardiff?

Overall, over a third (36.6%) of respondents felt there was a movement for good food in Cardiff.

The results were consistent across each of the demographic groups.



Respondents were invited to elaborate on their answers and explain why they felt there is / isn't a movement for good food in Cardiff. These responses were separated out by yes / no responses then grouped into themes; these themes along with example comments can be found below / overleaf.

There was a total of 254 responses received from those people who felt there was a movement for good food in Cardiff:

Theme	No	%	Example Comments
Knowledge and Awareness - receive/share information etc	83	32.7	• I work with a food charity & see the good work • Because of the emails I've received • People talk about food and growing food • I think that the level of awareness and the general message is being promoted well.
Community led initiatives/allotments/gardens etc	67	26.4	• Community Gardens, food initiatives, local community food groups • large amount of allotments and cooking events • Led by Food Cardiff, many community groups are involved in spreading the word

			• Have friends involved in Community Gardening
Good variety of healthy food restaurants stores/eateries/cafes	41	16.1	• Increase in vegan menus great for me • Lots of really good, independent cafes and restaurants opened up in the last couple of years • more plant based cafes and restaurants opening
Farmers markets/Food markets	40	15.7	• Thriving food scene, pop-ups, markets, etc. • Lots of farmers markets who share recipes • We have food festivals and independent markets and stall which are food focused
Greener lifestyle/good food practice/initiative	37	14.6	• No hard evidence, but a general sense that people are more aware of the necessity to eat well and healthy. • More grow your own initiatives • People seem to be more interested in good quality food and more interest in where is has come from.
Social Media presence	20	7.9	• Social media initiatives by Food Cardiff but still some way to go re generating more awareness • Social media posts from food producer's
Buy/eat locally	15	5.9	• Increase in local markets • I know about the various vegetable delivery schemes etc
Cost	11	4.3	• Everyone wants good quality, ethical food but at affordable prices. • Increasing environmental concern. However, also growing budgetary constraints
Food Waste	11	4.3	• More focus on food waste and sustainability • People are becoming more aware of food and food waste
Other	31	12.2	• diverse city • Not heard of the concept before. • Good idea

N.B. Percentages do not total 100% as respondents' comments could fall into more than one theme

There was a total of 547 responses received from those people who felt there wasn't a movement for good food in Cardiff:

Theme	No.	%	Example Comments
Not aware of a good food movement in Cardiff	351	64.2	• Never heard of it • I don't have much awareness of food-related activities. • I have not heard of a "Good Food Movement". • I live and work in Cardiff and this is the first I've heard about this movement. • I'm sorry but I've never heard of it so, therefore, regrettably, cannot 'feel' there is a movement for good food here. • Not aware of any activities in my area
Not publicised/Not much information	78	14.3	• Because there doesn't seem to be much information about it in the community • I am not aware of any particular campaigns or efforts • Nothing publicised about it. • Not seen anything advertised until this survey
Too many takeaways/poor quality junk food/no good restaurants	36	6.6	• Far too many fast-food shops. • Constant stream of fast food outlets opening • Far too many takeaways in comparison to fresh fruit and veg shops • Not enough places with healthy food.
Must be accessible to everyone - affordable/location	30	5.5	• Just more expensive overpriced farmers markets not needed. Too expensive for normal budgets. • These projects are generally promoted in the Southern Arc and don't reach the rest of the city • It all seems to be geared around town - nothing takes place in north Cardiff
Allotments/Community gardens	12	2.2	• It's all PR and Bull. I have an allotment; I know about producing food. Allotments are not a new idea but Cardiff gives over far too little land for allotments so your whole campaign seems pointless to me. • Allotments are being closed down in Leckwith.

Food and farmers markets	11	2.0	• Farmers Market which is the best way to consume local food are still very much confidential • Farmers markets are too expensive
Supermarkets/chains	9	1.6	• Supermarkets need to be keeping seasonal and using local growers and farms
Food Banks	5	0.9	• Significant levels of poverty/use of food banks
Other	38	6.9	• I don't pay attention to it • I know people who are interested in good food and check labels etc but not an official movement • Not really interested

N.B. Percentages do not total 100% as respondents' comments could fall into more than one theme

Have you participated in any of the following activities in the last 12 months?

Respondents were presented with a list of activities and asked to identify which, if any, that they had participated in over the last 12 months.

The most common activity over the past 12 months was '***Food growing at home***' (64.2%). This was followed by '***Shopping at a farmers market***' (59.7%) and '***Street food event***' (36.5%).

	No.	**%**
Food growing at home	544	64.2
Shopping at a farmers' market	506	59.7
Street food event	309	36.5
Informal volunteering around food (e.g. sharing food with neighbours, helping people shop)	181	21.4
Formal volunteering around food (e.g. for a food bank, pantry or other scheme with set volunteer positions)	72	8.5
Community Meal	48	5.7
Community Food Growing	38	4.5
Cooking workshop / course	33	3.9
Food waste workshop (e.g. Wasteless kitchen)	8	0.9
Total Respondents	**847**	**-**

N.B. Percentages do not total 100% as respondents could select more than one option

When looking at results by demographic group, patterns of behaviour were broadly similar. However, there were some notable exceptions:

- Under 35's were almost three times as likely as those aged 55+ to have attended a '***Street food event***' (60.9% and 21.0% respectively).

- Respondents with a child in the household (1.6%) were less likely to have attended a '***Cooking workshop / course***'.

- Ethnic Minority respondents (9.0%) were more likely to have participated in a '***Community food growing***' event. Respondents aged 55+ were almost three times as likely to have participated than those aged under 35 (5.1% and 1.7% respectively).

- Respondents that identify as disabled (13.3%) were more likely to have attended a '***Community meal***'.

When comparing activity from the past 12 months with the previous survey, it can be seen that there has been a large increase in '***Shopping at a farmers market***' (+31.0 percentage points), whilst the proportion attending a '***Street food event***' has risen by 26.0 percentage points; perhaps reflecting the lifting of lockdown restrictions.

Those involved in '***Food growing at home***' has risen by 12.4 percentage points.

The only activity to have seen a decline was '***Informal volunteering around food***' (-2.5 percentage points).

	In the last 12 months		Previous Survey (March 2020 – Feb 2021)		% point difference
	No.	**%**	**No.**	**%**	
Shopping at a farmers market	506	59.7	464	28.8	**31.0**
Street food event	309	36.5	169	10.5	**26.0**
Food growing at home	544	64.2	836	51.9	**12.4**
Community Meal	48	5.7	22	1.4	**4.3**
Cooking workshop / course	33	3.9	47	2.9	**1.0**
Community Food Growing	38	4.5	56	3.5	**1.0**
Formal volunteering around food (e.g. for a food bank, pantry or other scheme with set volunteer positions)	72	8.5	131	8.1	**0.4**
Food waste workshop (e.g. Wasteless kitchen)	8	0.9	15	0.9	**0.0**
Informal volunteering around food (e.g. sharing food with neighbours, helping people shop)	181	21.4	385	23.9	**-2.5**
Total Respondents	**847**	**-**	**1,612**	**-**	

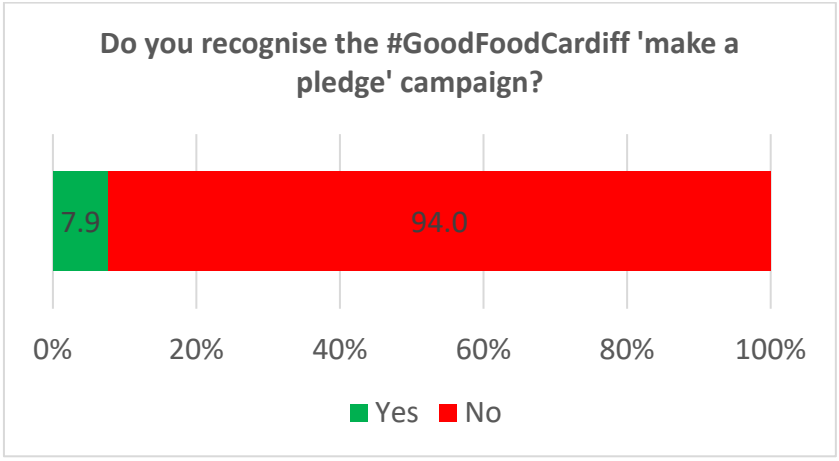
N.B. Percentages do not total 100% as respondents could select more than one option

Food Cardiff, our city-wide partnership of more than 200 individuals and organisations – has been asking people from all walks of life to 'make a pledge' and take action, to help Cardiff achieve Gold Sustainable Food Places status by the year 2024.

The campaign has been using the hashtag #GoodFoodCardiff / #BwydDaCaerdydd on social media.

Do you recognise the #GoodFoodCardiff 'make a pledge' campaign?

Less than one in ten (7.9%) respondents recognise the #GoodFoodCardiff campaign.



If yes, how did you find out about the campaign?

Respondents who were familiar with the campaign were then presented with a pre coded list of options and asked to indicate how they found out about the campaign.

'***Facebook***' (35.8%) was seen as the most likely way respondents found out about the campaign. This was followed by '***Twitter***' and '***Newsletter***' (both 23.5%).

	No.	%
Facebook	29	35.8
Twitter	19	23.5
Newsletter	19	23.5
Word of mouth	13	16.0
Instagram	6	7.4
Internet search	5	6.2
Newspaper/Magazine	4	4.9
TV	1	1.2
Other	15	18.5
Total Respondents	**81**	**-**

N.B. Percentages do not total 100% as respondents could select more than one option

A full list of 'Other' responses can be viewed below / overleaf:

- Cardiff Council I think
- Cardiff council website
- Council employment by email
- Email
- Email received
- I work for FSW
- Organisation
- Through work
- Through work - I work for Cardiff Council/SRS
- Tremorfa Pantry
- Via work newsletter
- Work email
- Works email

Have you taken any action as a result?

Respondents that recognised the pledge were presented with a pre coded list of options and asked to identify which actions they'd taken as a result of being aware of the campaign.

Over a third (36.1%) revealed that they'd '***Visited www.foodcardiff.com***', whilst around one in four (26.5%) had '***Followed Food Cardiff on social media***'; one in six (16.9%) had '***Made a pledge at www.foodcardiff.com***'

Two fifths (39.8%) of respondents that recognised the pledge had taken no action as a result.

	No.	%
Visited www.foodcardiff.com	30	36.1
Followed Food Cardiff on social media	22	26.5
Made a pledge at www.foodcardiff.com	14	16.9
Registered for an account at www.foodcardiff.com	6	7.2
Taken another action related to the campaign	3	3.6
No	33	39.8
Total Respondents	**83**	-

N.B. Percentages do not total 100% as respondents could select more than one option

Three respondents indicated they had '***Taken another action related to the campaign***', these can be viewed below:

- Donated to food bank
- Eating more healthy
- Spread the word

Are there any other suggestions / comments you would like to leave?

Respondents were invited to leave any suggestions / comments they have in relation to the consultation. These comments were then grouped into themes; these themes along with example comments for each can be viewed below / overleaf:

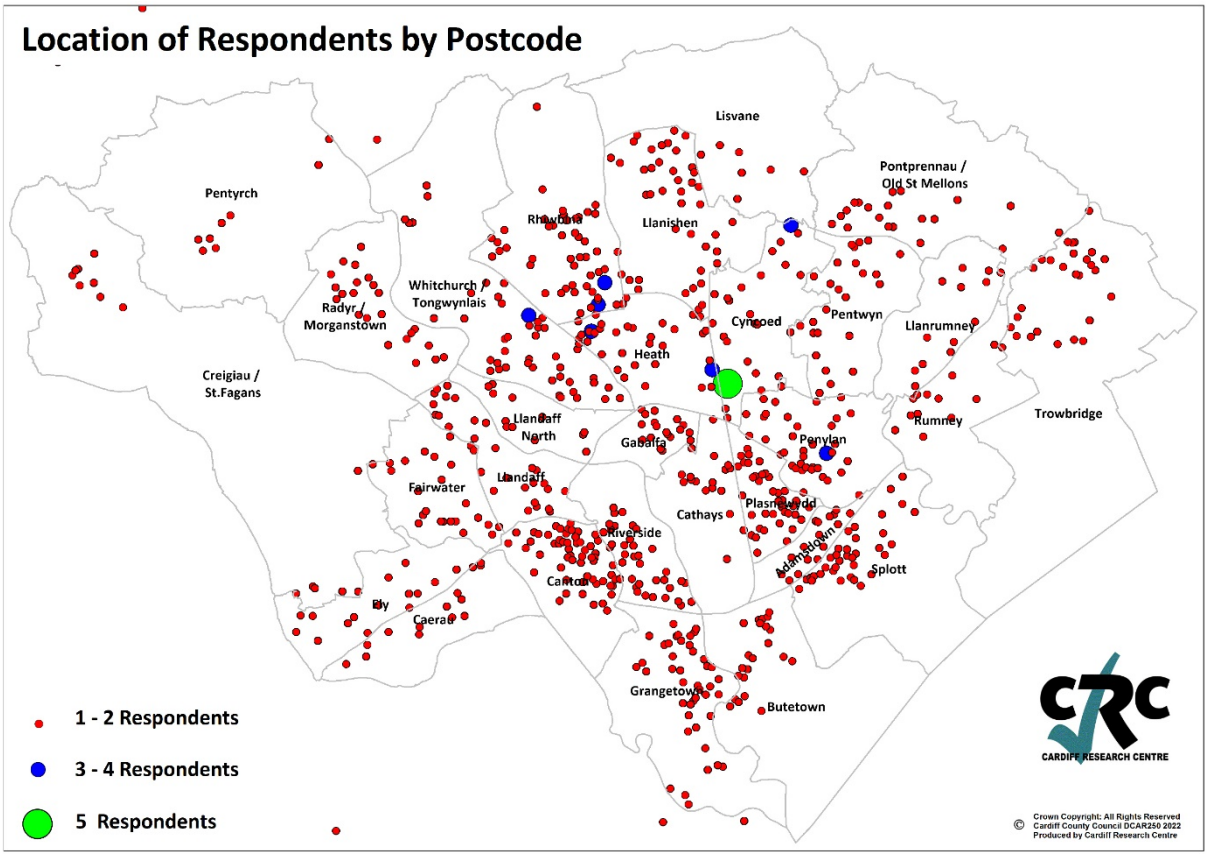
Theme	No	%	Example Comments
Raise awareness - More information/advertisement /publicity	95	42.6	• More advertising needed • Not everyone uses twitter, instagram etc so the reach maybe limited • Greater awareness for working people - where is the campaign being advertised? • This is not widely known about • Make it visible!!!
Use open spaces grassed areas for planting fruit and veg/more allotments	23	10.3	• I would like to see any spare council land, near roads in parks amongst flowers, the introduction of free vegetables to anyone in the city, who on their way home can pick fresh veg • The council should plant fruit trees in the streets so people could take it for free. You should also allow people to use the grassed areas in the streets to plant vegetables, when the veg is ready it can be left in the allotment for people to help themselves
Local community Initiatives	22	9.9	• Engage with communities that aren't already engaged • More allotments and community food growing initiatives especially for people who don't have a garden.
Good food Accessibility - cost/location etc	21	9.4	• healthy, organic food and products are too expensive. • It’s difficult getting involved with no transport and some mobility problems
Involve children/schools/kids groups	15	6.7	• Maybe talk about the importance of good, healthy food in school's and college's. • I'd like to get my Brownies and Rainbows involved in something like this
More food markets	11	4.9	• Cardiff needs more food markets like French villages • Add more food markets around Cardiff, encourage the opening local high street food shop such as green grocers, butchers etc.

Waste of funding/more important things	9	4.0	• Never heard of it. Waste of Council time and money, stick to key priorities!
Prevent food waste	5	2.2	• Food Cardiff is good because I think wasting food is bad.
Other	42	18.8	• More bins in areas where take away food is sold!! • I think people should be encouraged to swap from meat to fish; fish production is far less polluting than meat, especially beef, production. • Don't make it all about vegetarianism or vegan
Total Respondents	**223**	-	

N.B. Percentages do not total 100% as respondents' comments could fall into more than one theme

About You

Please provide your postcode below to allow us to more accurately pinpoint respondents' views and needs by area:



What was your age on your last birthday?

	No.	%
16-24	13	1.2
25-34	132	11.7
35-44	175	15.5
45-54	228	20.2
55-64	278	24.6
65-74	204	18.1
75+	80	7.1
Prefer not to say	18	1.6
Total Respondents	**1,128**	**100.0**

Are you…?

	No.	%
Female	657	58.4
Male	439	39.0
Other	7	0.6
Prefer not to say	22	2.0
Total Respondents	**1,125**	**100.0**

Do you identify as Trans?

	No.	%
Yes	5	0.5
No	1,054	95.8
Prefer to self-describe	6	0.5
Prefer not to say	35	3.2
Total Respondents	**1,100**	**100.0**

Do any children live in your household?

	No.	%
No children	867	77.9
Yes, under 5 years old (pre-school)	60	5.4
Yes, aged 5 - 11 (primary school)	95	8.5
Yes, aged 11 - 16 (secondary school)	102	9.2
Yes, aged 16 - 18 in full-time education, or working	60	5.4
Yes, aged 16 - 18 but not in full time education or working	10	0.9
Total Respondents	**1,113**	**-**

N.B. Percentages do not total 100% as respondents could select more than one option

Which of the following best describes what you are doing at present?

	No.	%
Working full time (30+ hours per week)	568	50.4
Wholly retired from work	296	26.2
Working part time (less than 30 hours per week)	145	12.9
Permanently sick or disabled person	33	2.9
Caring for a child or adult	20	1.8
Looking after home	11	1.0
In full time education	8	0.7
Unemployed - Unregistered but seeking work	7	0.6
Unemployed - Registered Job Seeker	6	0.5

On a zero hour contract	2	0.2
On a government training scheme	1	0.1
Other	31	2.7
Total Respondents	**1,128**	**100.0**

Which of the following best describes your housing tenure?

	No.	%
Owned outright	514	46.1
Owned with a mortgage	411	36.9
Private rented	126	11.3
Rented from a Housing Association	28	2.5
Rented from the Local Authority	19	1.7
Other	17	1.5
Total Respondents	**1,115**	**100.0**

Do you identify as a disabled person?

	No.	%
Yes	138	12.4
No	936	83.9
Prefer not to say	41	3.7
Total Respondents	**1,115**	**100.0**

Please tick any of the following that apply to you:

	No.	%
Long-standing illness or health condition (e.g. cancer, diabetes, or asthma)	190	47.5
Mental health difficulties	105	26.3
Mobility impairment	86	21.5
Deaf / Deafened / Hard of hearing	75	18.8
Visual impairment	25	6.3
Learning impairment / difficulties	17	4.3
Wheelchair user	10	2.5
Other	14	3.5
Prefer not to say	40	10.0
Total Respondents	**400**	**-**

N.B. Percentages do not total 100% as respondents could select more than one option

Do you consider yourself to be Welsh?

	No.	%
Yes	720	65.2
No	385	34.8
Total Respondents	**1,105**	**100.0**

What is your ethnic group?

Where the term 'British' is used, this refers to any of the four home nations of Wales, England, Northern Ireland and Scotland, or any combination of these.

	No.	%
White - Welsh/English/Scottish/Northern Irish/British	969	86.7
White - Any other white background	63	5.6
White - Irish	15	1.3
Mixed/Multiple Ethnic Groups - Any other	8	0.7
Mixed/Multiple Ethnic Groups - White & Asian	7	0.6
Mixed/Multiple Ethnic Groups - White and Black Caribbean	5	0.4
Asian/Asian Welsh/British - Indian	4	0.4
Black/African/Caribbean/Black Welsh/British - African	4	0.4
Asian/Asian Welsh/British - Chinese	3	0.3
Asian/Asian Welsh/British – Pakistani	3	0.3
Asian/Asian Welsh/British - Bangladeshi	2	0.2
Black/African/Caribbean/Black Welsh/British – Caribbean	2	0.2
Arab	1	0.1
Asian/Asian Welsh/British - Any other	1	0.1
Mixed/Multiple Ethnic Groups - White and Black African	1	0.1
Any other ethnic group (please specify)	10	0.9
Prefer not to say	20	1.8
Total Respondents	**1,118**	**100.0**

Appendix A – Change in confidence levels

Cooking a meal from scratch – More Confident (Base: 99)

Theme	No.	%	Example Comment
Practice/Experience	43	43.4	• As cooking is a skill, the more you practice and learn, the better you get at it. • Practice more. Lockdown had to cook more. • I've had more practice
Experimenting with New food/ recipes	30	30.3	• I've been experimenting more with food over lockdown • Broadened number of dishes successfully prepared
Change in circumstances - Cost/lockdown/retirement	22	22.2	• Retired so have more time • Spent more time at home due to covid
Healthier diet	11	11.1	• Trying to stop eating out or buying takeout • I have cooked more meals from scratch so have had more practice and I am more aware about healthy eating, I have changed my diet and lost 1 stone 4 lbs and i am much healthier with lower blood pressure
Awareness - Online/courses/books	4	4.0	• Tv programmes, books, social media, gusto etc
No change	4	4.0	• I have always cooked from scratch
Other	5	5.1	• You will know what has gone into the food and seeing the end result

N.B. Percentages do not total 100% as respondents' comments could fall into more than one theme

Cooking a meal from scratch – Less Confident (Base: 11)

Theme	No	%	Example Comment
Just don't cook as much anymore	5	45.5	• I just don't like my own cooking any more
Health problems	4	36.4	• I have back issues so I can't stand to prepare food
Other	5	18.2	• Cooking from scratch has always been the way to cook for me

N.B. Percentages do not total 100% as respondents' comments could fall into more than one theme

Growing your own food – More Confident (Base: 138)

Theme	No.	%	Example comments
Enjoyment and success in growing more food	31	22.5	• Growing more food and having more success with it • Successfully growing my own lettuce for two years running and creating space in my garden to do so
Have a garden/greenhouse to grow	30	21.7	• We moved and changing the garden has increased my confidence in growing • I've been given plants by my new neighbours and have access to a greenhouse
Practice and experimenting	26	18.8	• Have attempted growing a wider variety of food..although still not great at it • I've experimented growing a few vegetables
Have an Allotment	26	18.8	• I have access to an allotment • I have an allotment and a garden so have used the past year to try growing new and different crops
Knowledge and experience	23	16.7	• I work in this area and have had more opportunity to grow food at home and in work • I'm constantly learning and researching what I should grow at home
Research and information from tv/social media/other people	10	7.2	• watching Monty don • Books and learning
Lockdown	8	5.8	• Because I grew veg during Covid and it gave me confidence
Other	8	5.8	• Adopted no dig approach

N.B. Percentages do not total 100% as respondents' comments could fall into more than one theme

Growing your own food – Less Confident (Base: 43)

Theme	No	%	Example comments
Lack of facilities	9	20.9	• I've no private garden and am not allowed to grown on the housing association communal grounds. I also have a cat and cannot grow on windowsills.
Don't have time or opportunity to grow	7	16.3	• No opportunity to practice growing food from scratch
Not successful	7	16.3	• We failed last year
Age/Health issues stop me	6	14.0	• Because I've become older and more infirm
Financial cost	5	11.6	• Can't afford the seeds and pots/ soil

Don't know how	4	9.3	• Never tried it. And don't know where to start
Other	8	18.6	• No change

N.B. Percentages do not total 100% as respondents' comments could fall into more than one theme

Preventing food waste – More Confident (Base: 177)

Theme	No.	%	Example Comments
More awareness/information	72	40.7	• More aware of food waste and taking measures to limit the waste I produce • I am more aware of this now and have confidence that I can make changes to help this • good information • I'm more conscious of what I do with food
Meal Planning	39	22.0	• As I'm working from home, easier to plan meals to use up things in date order and waste less • Planning meals and creating shopping list so less food waste.
Shop more frequently/buy less/eat less	23	13.0	• I feel more able to do smaller top-up shops than I did during Covid so I'm more confident to do a smaller 'big shop'. • Started to shop more frequently and buying smaller quantities.
Eat leftovers/freeze food	21	11.9	• Working from home helps use up leftovers • I've made more use of what we have made for dinner, used up left overs or cooked extra.
Budget/cost	20	11.3	• For financial reasons • Can't afford to be wasteful
Composting	7	4.0	• I've gotten back to composting my kitchen waste and also worked with schools on this topic.
More time	7	4.0	• Again investing time to do it more efficiently
Other	22	12.4	• I've tried to cut down on food waste • Making more of an effort reduce our waste.

N.B. Percentages do not total 100% as respondents' comments could fall into more than one theme

Preventing food waste – Less Confident (Base: 15)

Theme	No.	%	Example Comments
Cost	3	20.0	• Budget makes it harder to keep on top of food i am buying. I have to buy what is available and this will often mean wrong quantity.
Lifespan of products	2	13.3	• Reduced life of products purchased
Pandemic	2	13.3	• Think the fallout of the pandemic has meant I have not planned meals as much as I had before the pandemic.
Other	9	60.0	• I feel when you're cooking with fruit and veg you do have some food waste

N.B. Percentages do not total 100% as respondents' comments could fall into more than one theme

Eating a healthy diet – More Confident (Base: 165)

Theme	No.	%	Example Comments
Choose to eat healthier	76	46.1	• Have changed my diet and choosing healthier food now • Trying to eat more healthily post lockdown • I'm more health conscious now on what i eat • I've taken time to be more aware of what o am eating and how to prepare things and make better dietary choices because i was motivated to lose weight
Educating myself - books/courses/groups etc	46	27.9	• I feel better informed after reading more about it • I took an online course
Health reasons	31	18.8	• My husband was diagnosed with type 2 diabetes • I had an OT from the mental health service visit me to discuss this kind of thing
More time	11	6.7	• Changed during lockdown as had more time • More time to plan due to working from home
Cost	5	3.0	• Eating healthily is cheaper than eating unhealthy meals
Other	6	3.6	• To keep an active life - Pilates, yoga and football etc.

N.B. Percentages do not total 100% as respondents' comments could fall into more than one theme

Eating a healthy diet – Less Confident (Base: 33)

Theme	No.	%	Example Comments
Cost/availability	11	33.3	• As I don't have the money to buy a healthy diet. • Availability and cost of products
Pandemic	7	21.2	• increased costs and access
Health Reason	6	18.2	• my mental health has worsened severely and this influences my abilities to eat healthily
Time	3	9.1	• Time issues following long working hours
No change	2	6.1	• It's not really changed, we eat very healthily
Other	6	18.2	• I am just not doing it

N.B. Percentages do not total 100% as respondents' comments could fall into more than one theme

Planning meals to fit budget – More Confident (Base: 109)

Theme	No.	%	Example Comments
Budget	66	60.6	• Trying to use less expensive alternatives to branded foods and cheaper sources of protein. • Necessity - food costs more to buy so I have to think about meals more • The increase in the cost of living has highlighted the importance of managing budgets more effectively.
Better shopping/meal planning	18	16.5	• Now in the habit of weekly menu planning • Better shopping plans
Awareness - Online/tv/word of mouth etc	11	10.1	• Educating myself via books, webinars and YouTube • Prue Leith tv programme
Less Waste	8	7.3	• I feel having ore recipes and access to a chest freezer has led me to be able to batch cook
No Change	4	3.7	• Has not changed
Other	10	9.2	• Had to in lockdown

N.B. Percentages do not total 100% as respondents' comments could fall into more than one theme

Planning meals to fit budget – Less Confident (Base: 56)

Theme	No.	%	Example Comments
Cost of living	41	73.2	• Cost of living. I cannot not budget for the month as I just about have enough to scrape for a week. • Food has increased in price so less able to buy healthy food • Can't afford healthy food
Wages have decreased/stayed same	15	26.8	• Cost of food has increased whereas wages have not. Already doing what we could to ensure no waste in food or budget • Wages falling behind inflation - my wage is worth 20% less now, taken against inflation, than it was ten years ago, despite being in the same job
Hard to plan meals	4	7.1	• It's easier and more convenient to buy ready meals so I don't really plan meals
Other	7	26.8	• Can't see how that is possible

N.B. Percentages do not total 100% as respondents' comments could fall into more than one theme

Buying food that is produced in an environmentally friendly way – More Confident (Base: 135)

Theme	No.	%	Example Comments
More aware/Information is available	83	61.5	• Always something new to learn and more to be done • I've read and listened to more articles / programs about the subject • Just by becoming more aware • More knowledge, personal interest - trying to improve my habits
Buy locally -Farmers markets/environmentally friendly/organic	50	37.0	• I'm buying more organic • I shop more at the greengrocers and when possible shop at the butchers, instead of buying meat at the supermarket • Being more aware of how agriculture can affect climate change I now actively seek to help with sustainable farming.
Vegetarian/Vegan	6	4.4	• I am also now vegetarian which as a general rule, is far more beneficial for the environment.
Grow my own food	4	3.0	• Growing veg and herbs in my garden helps to reduce my carbon footprint in a small way.

Other	13	9.6	• Needs to be done • I'm not confident about supply chains.

N.B. Percentages do not total 100% as respondents' comments could fall into more than one theme

Buying food that is produced in an environmentally friendly way – Less Confident (Base: 71)

Theme	No	%	Example Comments
Difficult to know for sure/lack information	30	42.3	• You cannot be sure if the foods you are buying are produced in an environmentally way unless you grow them yourself. • Not always aware of source of food
Cost	24	33.8	• I'm on a tight budget I can only buy cheap food • Local food tends to be more expensive that mass imported foodstuffs
Plastic packaging is the problem	7	9.9	• I do not recognise that any change has been made to the way food is produced that would make it more environmentally friendly for example there is no visible reduction in the use of plastic packaging for food.
Less choice/not sure how or where to source it	5	7.0	• Unaware how to make this change
Other	14	19.7	• Spending less time in shops due to Covid? • Because the city is becoming overpopulated with less space for growing food

N.B. Percentages do not total 100% as respondents' comments could fall into more than one theme

Influencing the way food is grown, bought or eaten in the city – More Confident (Base: 38)

Theme	No	%	Example Comments
Awareness through information	16	42.1	• Due to organisations such as Food Cardiff actively seeking input in surveys such as these • More information available to make informed choices
Promoting and supporting	15	39.5	• I am more aware of what is happening in my local area and supporting initiatives such as food co-ops. • I promote independent restaurants I'm following sustainable Cardiff, edible Cardiff and promote them on social media

Volunteering/working with organisations	10	26.3	• volunteering with local pantry and plant give aways • Awareness from working in/with foodbanks
Other	5	13.2	• Again with Tremorfa pantry, we encourage people to ignore printed dates on food

N.B. Percentages do not total 100% as respondents' comments could fall into more than one theme

Influencing the way food is grown, bought or eaten in the city – Less Confident (Base: 73)

Theme	**No**	**%**	**Example Comments**
Don't see how I can influence a change	32	43.8	• I don't have any influence • Decisions are not taken at my level. I don't have a voice. • I have no influence in what political leaders choose. Corporations and money dictate and influence.
Don't know	14	19.2	• I don't know much about it • I moved cities so not sure what exactly is available in Cardiff
Cost	9	12.3	• availability of certain foods fluctuates and increased cost - resulting in being forced to buy the cheapest options.
Pandemic	7	9.6	• Think a lot of initiatives, restaurants and stalls have been affected by the pandemic.
Haven't thought about it	3	4.1	• Not really thought about it
Other	11	15.1	• I have never been asked • Conservatives

N.B. Percentages do not total 100% as respondents' comments could fall into more than one theme