

The Real Bread Campaign

Who are ya?

In early 2011, we asked Real Bread Campaign members to complete a short questionnaire to help us answer the questions – just who are the people of Real Bread Campaign?

The following are the headlines of the results compiled from 126 completed questionnaires, roughly 22% of our membership at the time.

56% of our members are female
44% are male

31% are aged 41-50
29% are aged 51-60
17% are aged 31-40

What describes you best?

Home baker 67%
Baking from home for sale 10%
Professional baker / chef 10%

(other answers included millers, campaigners and educators)

We asked members 'why did you join', asking them to tick one or more of a list of suggested reasons. In order of the most to least ticks received, the top results were:

A homebaker, keen to learn more
Help change the state of the bread industry
Help the Campaign deliver its stated aims
Starting up a bakery

The next question asked members to rate on a scale of 1-4 (4 being very interested) their interest in a number of topics in relation to bread. The topics that received the most 'very interested' scores were.

Taste and flavour
Increasing the availability of Real Bread
Health and nutrition
Environmental impact
Range of Real Breads available

The last question asked members to tick one or more of a list of suggested activities of which they'd like to see the Campaign do more. In order of the most to least ticks received, the results were:

Campaigning on relevant legislation
Prompting research into health and nutrition issues
Training events
Arranging discounts on courses
Networking events