

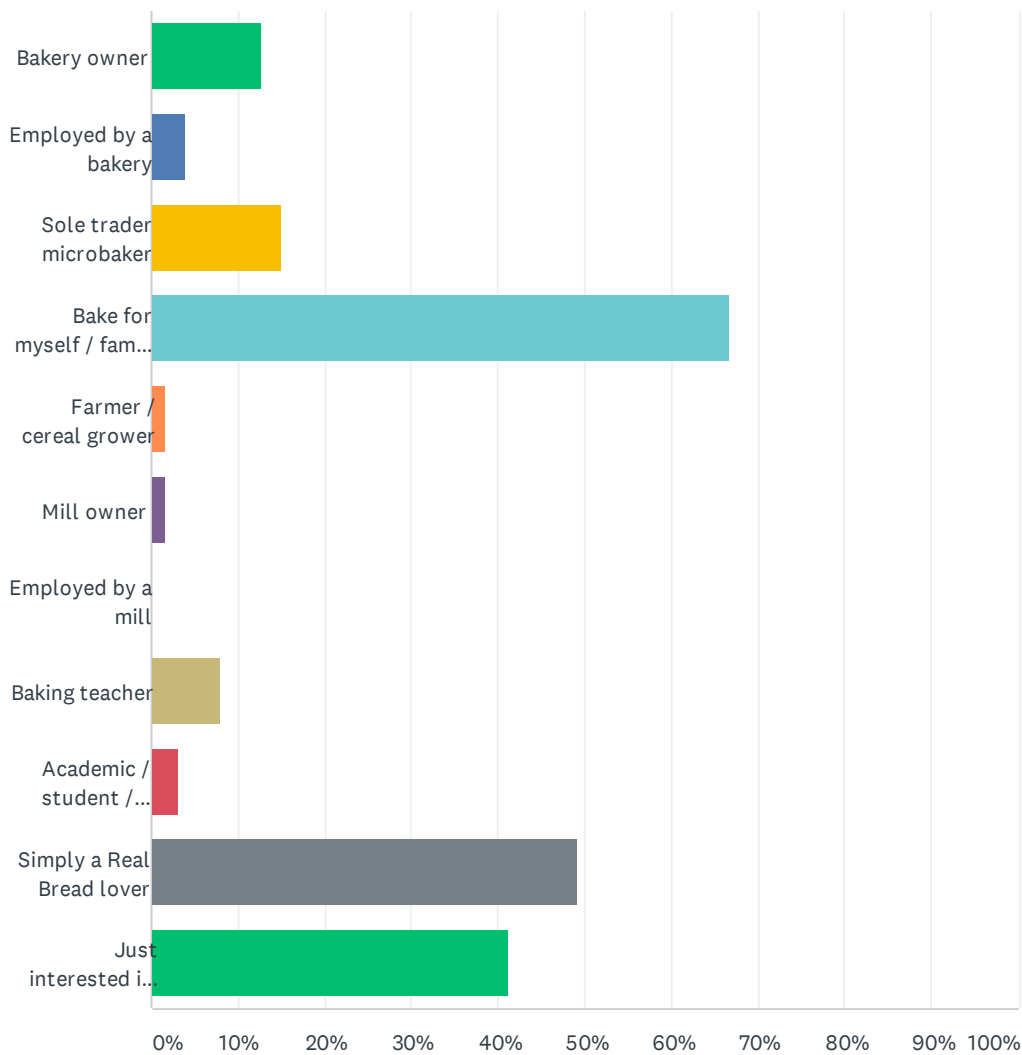
Q1 Your name and location

Answered: 126 Skipped: 0

ANSWER CHOICES	RESPONSES	
First and last name	100.00%	126
Business/organisation name (leave blank if not relevant)	34.92%	44
Address	0.00%	0
Address 2	0.00%	0
City/Town	0.00%	0
State/Province	0.00%	0
ZIP/Postal Code	0.00%	0
Country (if UK, please state nation)	100.00%	126
Email address	100.00%	126
Phone Number	0.00%	0

Q2 Which of these best describes you? (Tick all that apply)

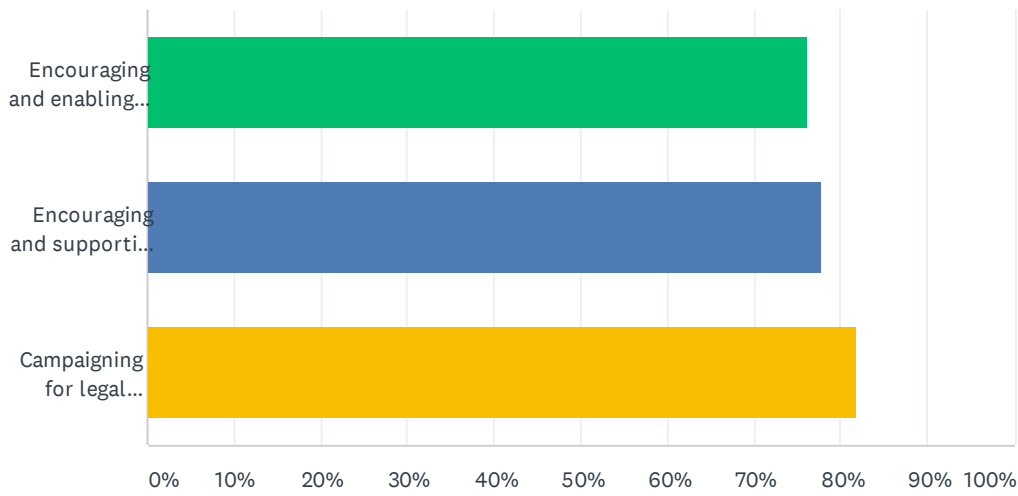
Answered: 126 Skipped: 0



ANSWER CHOICES	RESPONSES	
Bakery owner	12.70%	16
Employed by a bakery	3.97%	5
Sole trader microbaker	15.08%	19
Bake for myself / family / friends	66.67%	84
Farmer / cereal grower	1.59%	2
Mill owner	1.59%	2
Employed by a mill	0.00%	0
Baking teacher	7.94%	10
Academic / student / researcher on related subjects	3.17%	4
Simply a Real Bread lover	49.21%	62
Just interested in the Campaign's work	41.27%	52
Total Respondents: 126		

Q3 Which of these current objectives do you think should remain priorities?

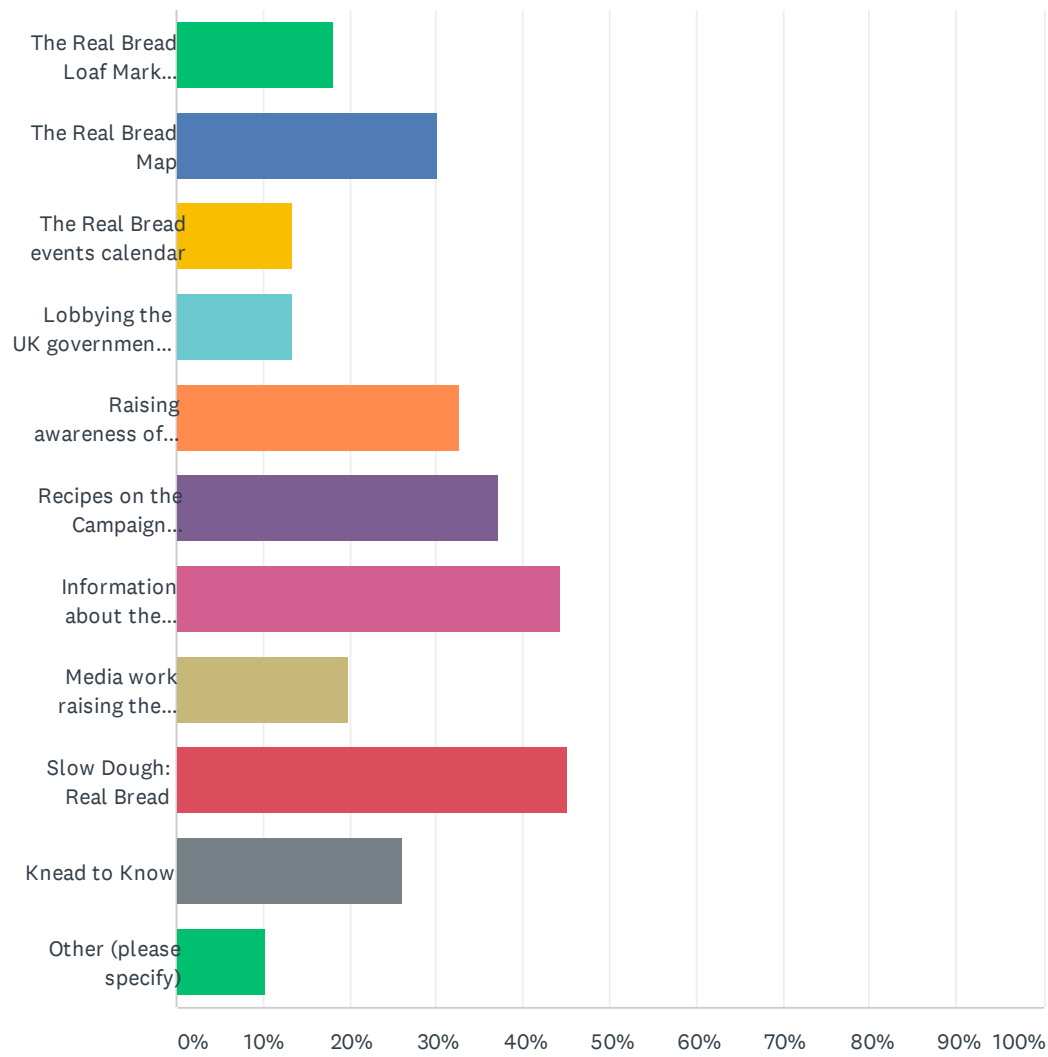
Answered: 126 Skipped: 0



ANSWER CHOICES	RESPONSES	
Encouraging and enabling more people to bake Real Bread at home	76.19%	96
Encouraging and supporting more - and a greater diversity of - people to set up and run successful Real Bread bakeries.	77.78%	98
Campaigning for legal definitions and other improvements in loaf marketing and labelling legislation	81.75%	103
Total Respondents: 126		

Q4 Have you / your enterprise / initiative benefitted from any of these? (tick all that apply)

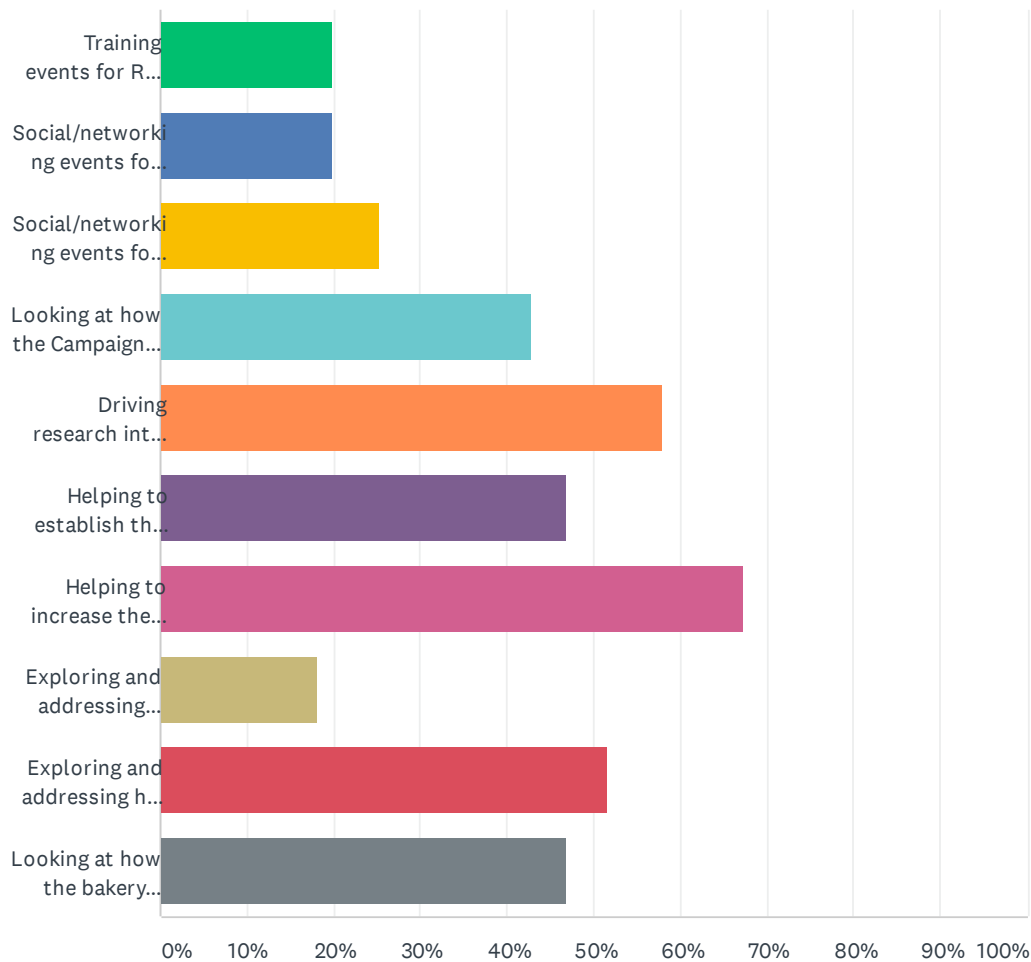
Answered: 126 Skipped: 0



ANSWER CHOICES	RESPONSES	
The Real Bread Loaf Mark scheme	18.25%	23
The Real Bread Map	30.16%	38
The Real Bread events calendar	13.49%	17
Lobbying the UK government to improve loaf marketing and labelling legislation	13.49%	17
Raising awareness of misleading loaf marketing and labelling	32.54%	41
Recipes on the Campaign website	37.30%	47
Information about the differences between bread and industrial loaf products	44.44%	56
Media work raising the profile of Real Bread and the people who make it	19.84%	25
Slow Dough: Real Bread	45.24%	57
Knead to Know	26.19%	33
Other (please specify)	10.32%	13
Total Respondents: 126		

Q5 What other activity should the Campaign consider prioritising in the future?

Answered: 126 Skipped: 0



ANSWER CHOICES	RESPONSES
Training events for Real Bread professionals	19.84% 25
Social/networking events for Real Bread professionals	19.84% 25
Social/networking events for Campaign supporters/friends in general	25.40% 32
Looking at how the Campaign can add value to the work being done by local grain networks	42.86% 54
Driving research into potential health and nutritional benefits of genuine sourdough bread	57.94% 73
Helping to establish the use of bread making as a therapeutic tool – ultimately through social prescription.	46.83% 59
Helping to increase the number of baking initiatives and enterprises that create social and training/employment opportunities for people facing a tougher time than most of us	67.46% 85
Exploring and addressing inequalities (power, ownership pay etc.) in professional baking	18.25% 23
Exploring and addressing how bread can be made financially accessible to more people	51.59% 65
Looking at how the bakery sector can minimise its contribution to the climate/nature emergency	46.83% 59
Total Respondents: 126	

Q6 Is there any other challenge that you / your enterprise faces that you think the Campaign could help to address?

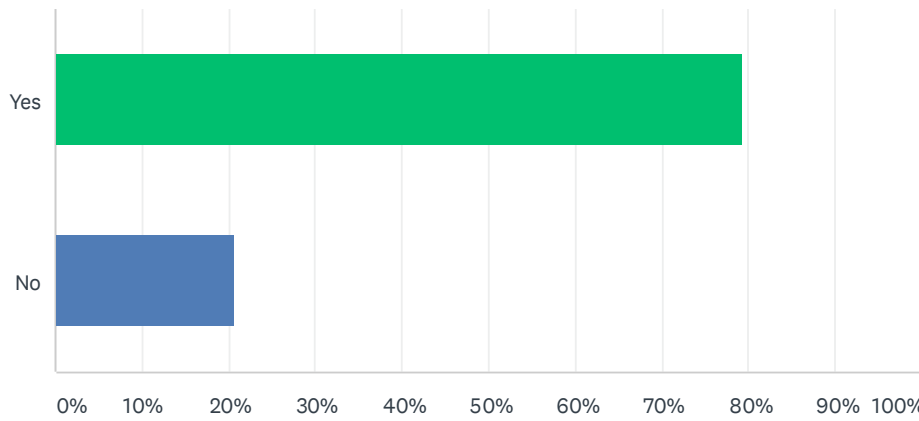
Answered: 28 Skipped: 98

Q7 If you'd like to make any positive comment about the Campaign that we'd have your permission to publish, please write it here

Answered: 26 Skipped: 100

Q8 Are you a current Campaign supporter?

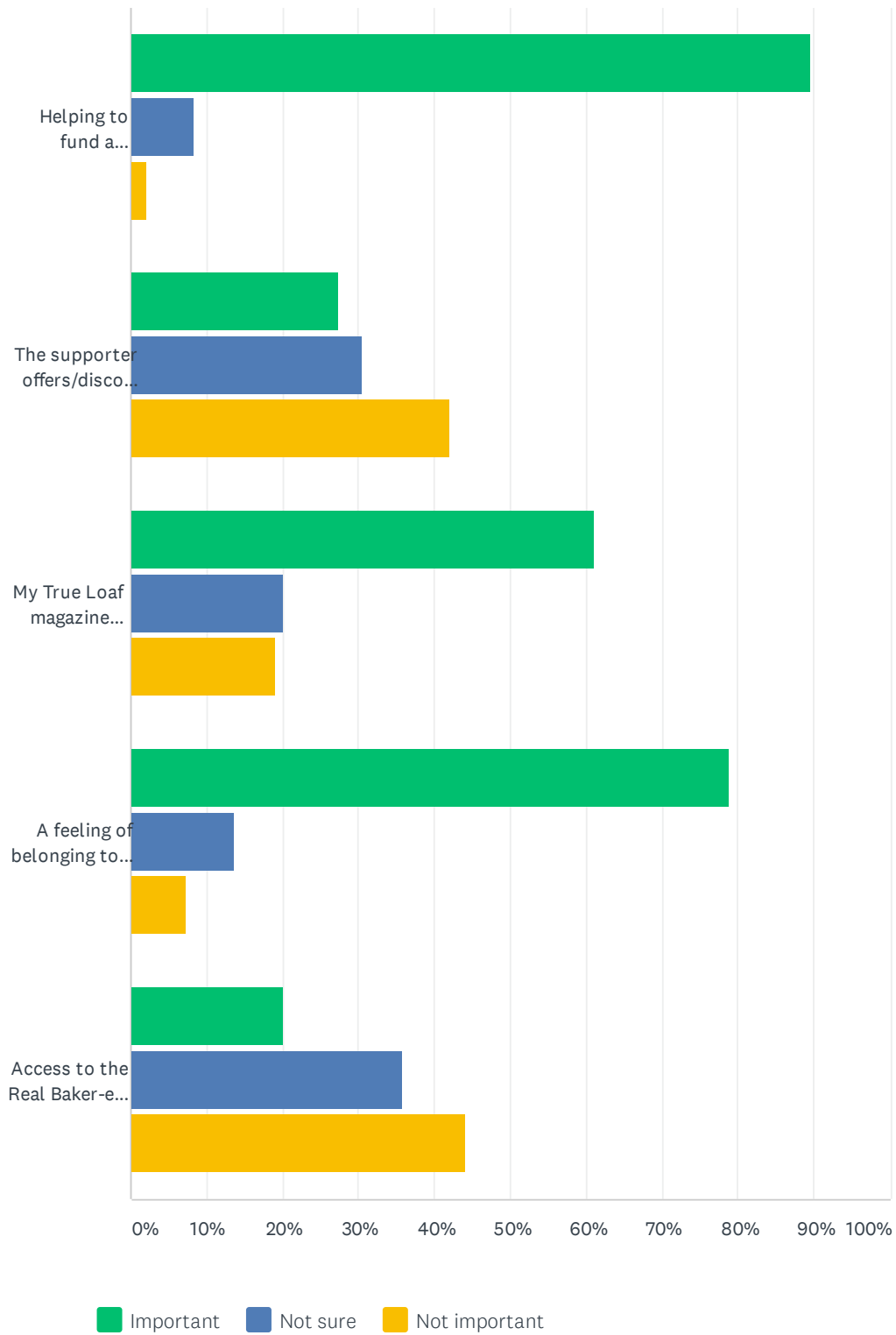
Answered: 126 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	79.37%	100
No	20.63%	26
Total Respondents: 126		

Q9 What motivates you to be a Real Bread Campaign supporter?

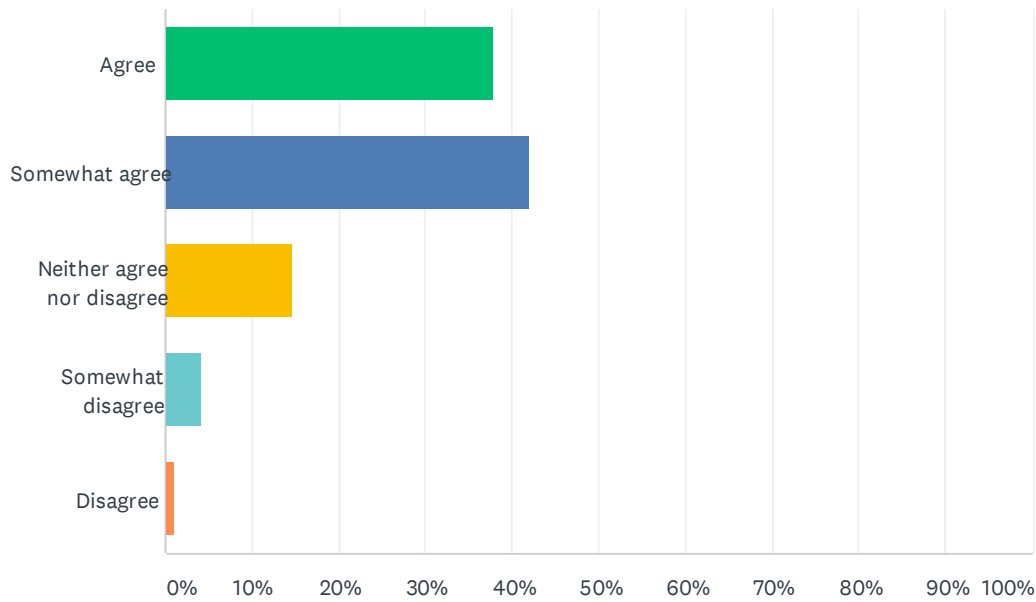
Answered: 95 Skipped: 31



	IMPORTANT	NOT SURE	NOT IMPORTANT	TOTAL	WEIGHTED AVERAGE
Helping to fund a charity/cause I believe in	89.47% 85	8.42% 8	2.11% 2	95	1.13
The supporter offers/discounts	27.37% 26	30.53% 29	42.11% 40	95	2.15
My True Loaf magazine subscription	61.05% 58	20.00% 19	18.95% 18	95	1.58
A feeling of belonging to the Real Bread movement	78.95% 75	13.68% 13	7.37% 7	95	1.28
Access to the Real Baker-e forum	20.00% 19	35.79% 34	44.21% 42	95	2.24

Q10 I feel included in / part of the Real Bread Campaign

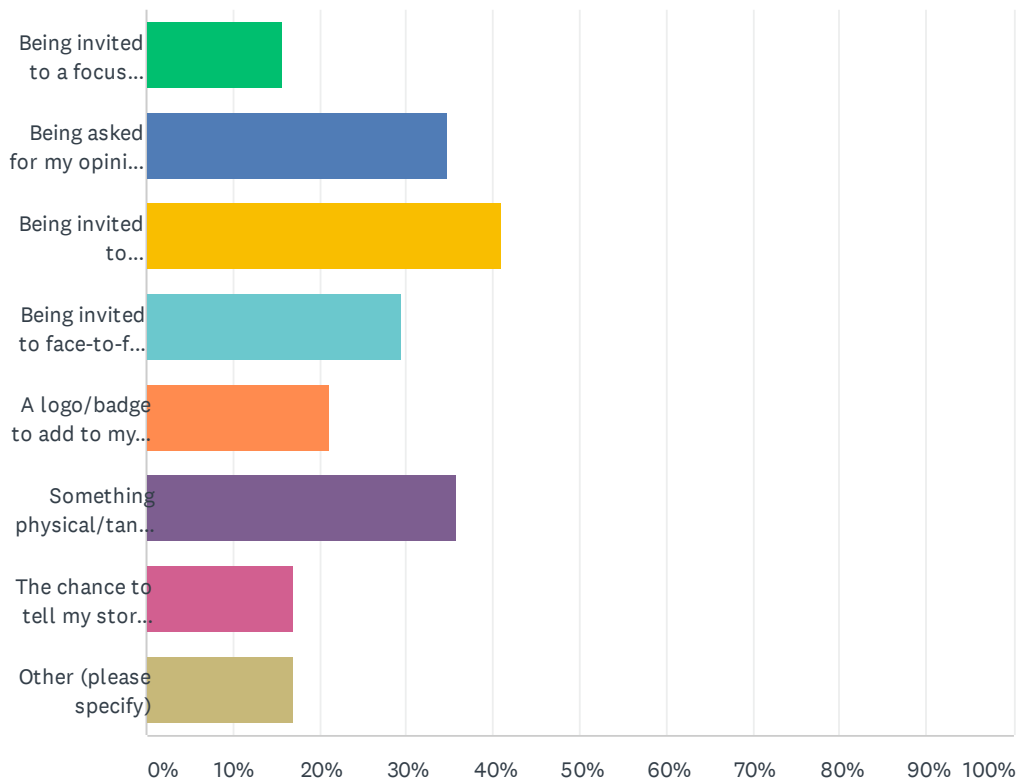
Answered: 95 Skipped: 31



ANSWER CHOICES	RESPONSES	
Agree	37.89%	36
Somewhat agree	42.11%	40
Neither agree nor disagree	14.74%	14
Somewhat disagree	4.21%	4
Disagree	1.05%	1
Total Respondents: 95		

Q11 What would help to improve your sense of belonging / inclusion? (tick all that apply)

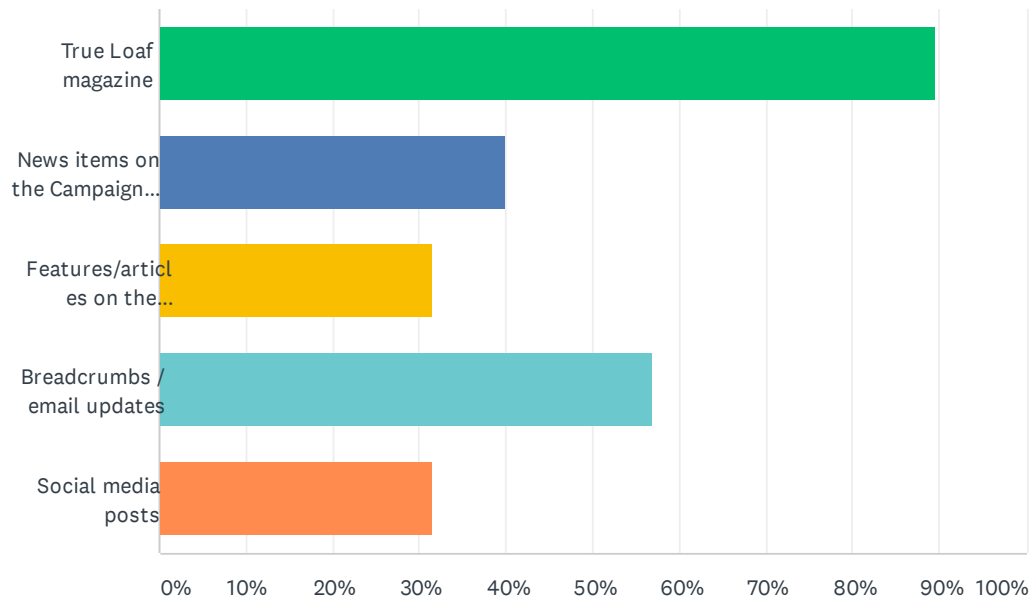
Answered: 95 Skipped: 31



ANSWER CHOICES	RESPONSES	
Being invited to a focus group	15.79%	15
Being asked for my opinion through surveys	34.74%	33
Being invited to virtual/video supporter events	41.05%	39
Being invited to face-to-face supporter events	29.47%	28
A logo/badge to add to my website / emails	21.05%	20
Something physical/tangible eg a badge, card or window sticker	35.79%	34
The chance to tell my story / air my views in an article	16.84%	16
Other (please specify)	16.84%	16
Total Respondents: 95		

Q12 Do you like to read about our work in...

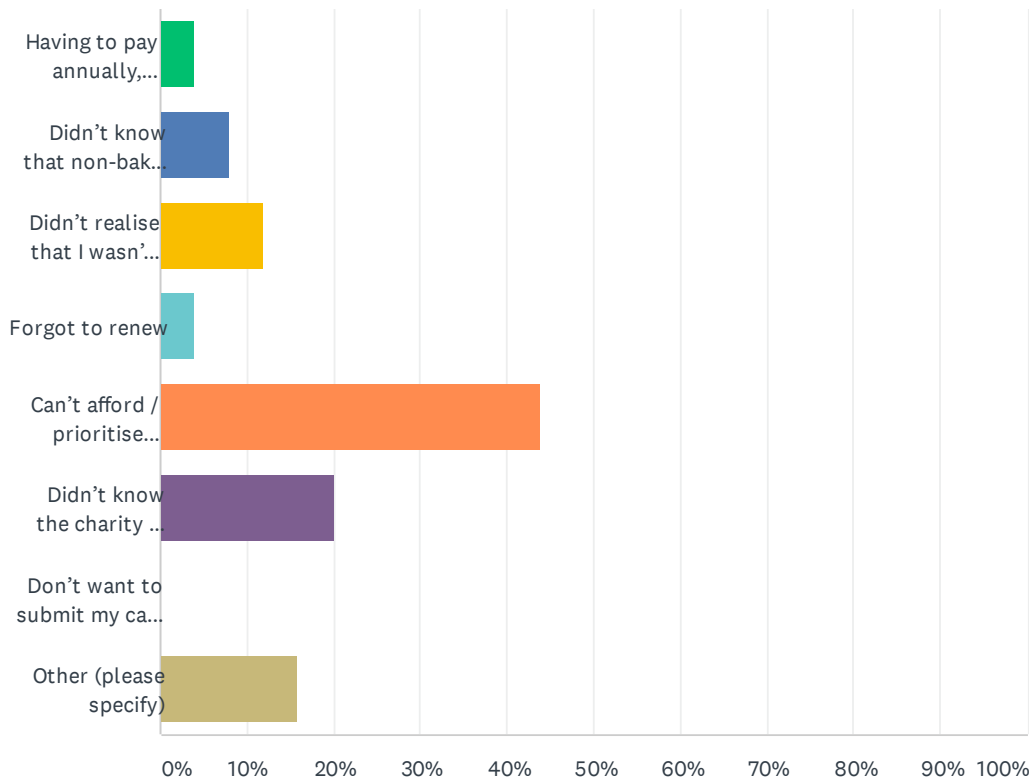
Answered: 95 Skipped: 31



ANSWER CHOICES	RESPONSES	
True Loaf magazine	89.47%	85
News items on the Campaign website	40.00%	38
Features/articles on the Campaign website	31.58%	30
Breadcrumbs / email updates	56.84%	54
Social media posts	31.58%	30
Total Respondents: 95		

Q13 For what reason(s) aren't you a Campaign supporter?

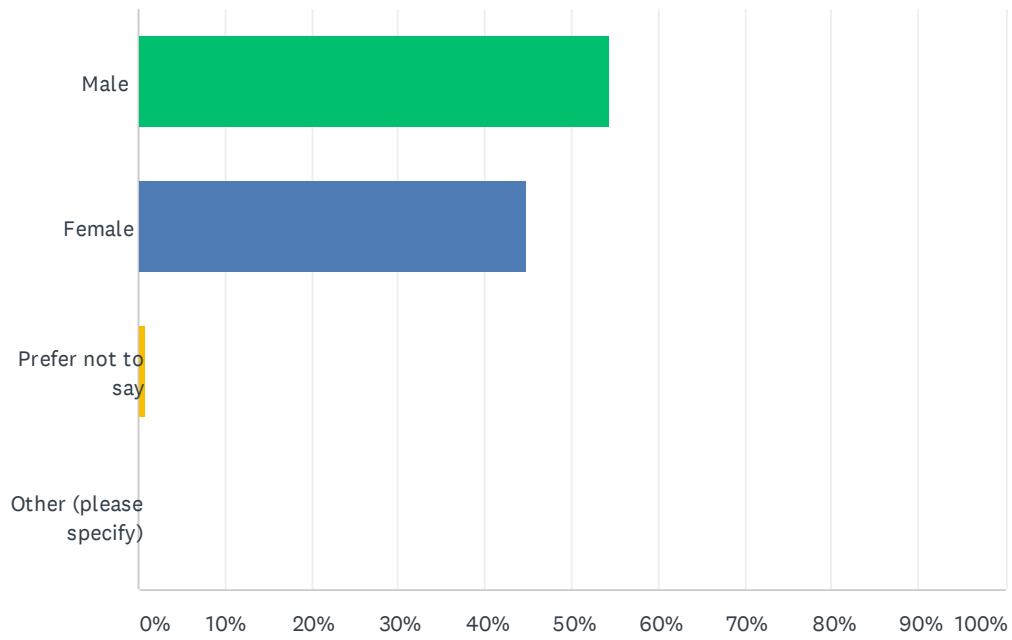
Answered: 25 Skipped: 101



ANSWER CHOICES	RESPONSES	
Having to pay annually, rather than monthly	4.00%	1
Didn't know that non-bakers could join	8.00%	2
Didn't realise that I wasn't currently a supporter	12.00%	3
Forgot to renew	4.00%	1
Can't afford / prioritise paying £22.50 a year	44.00%	11
Didn't know the charity has an annual subscription scheme	20.00%	5
Don't want to submit my card details through PayPal	0.00%	0
Other (please specify)	16.00%	4
Total Respondents: 25		

Q14 How do you self-identify?

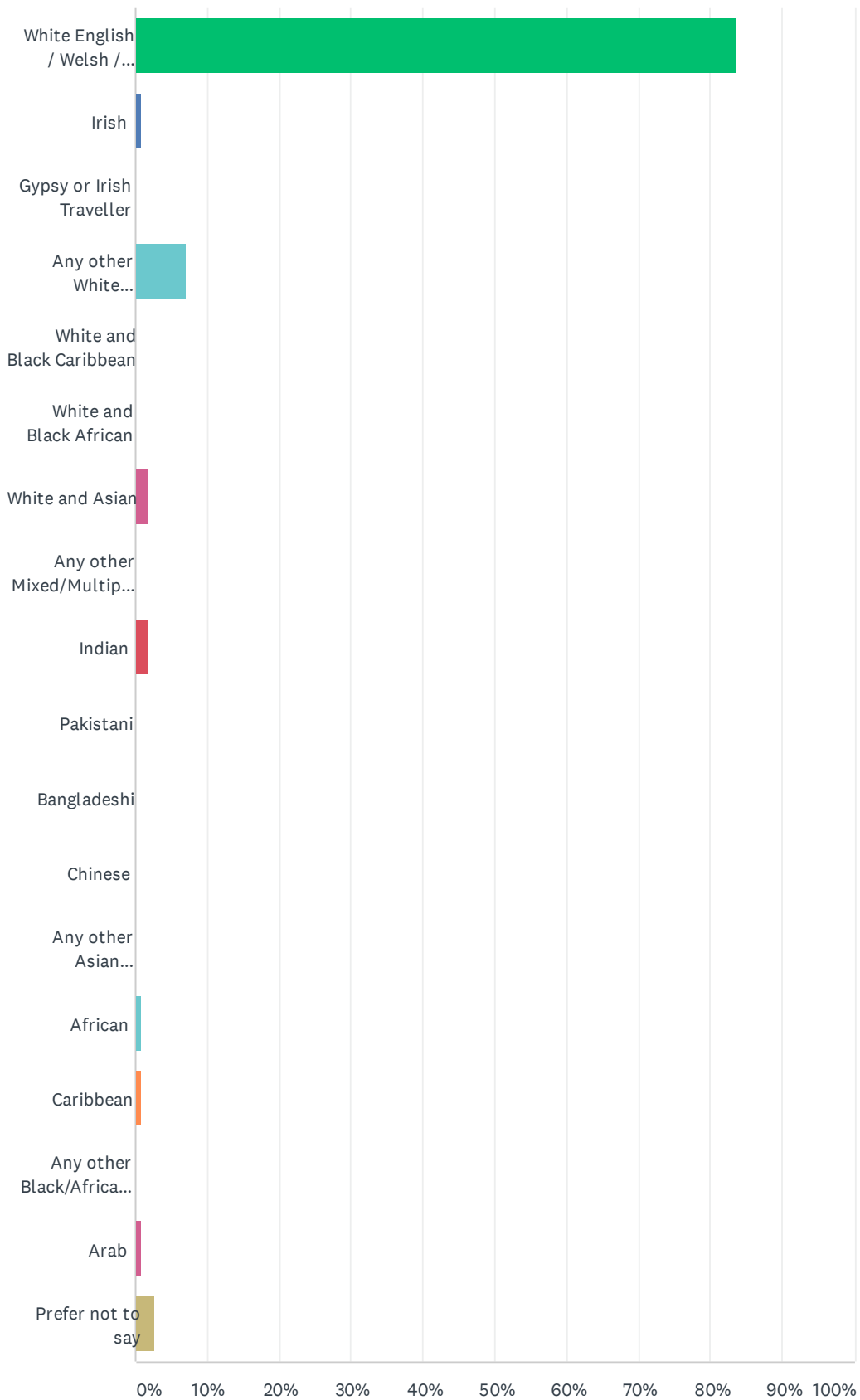
Answered: 114 Skipped: 12



ANSWER CHOICES	RESPONSES	
Male	54.39%	62
Female	44.74%	51
Prefer not to say	0.88%	1
Other (please specify)	0.00%	0
Total Respondents: 114		

Q15 Choose one option that best describes your ethnic group or background

Answered: 111 Skipped: 15



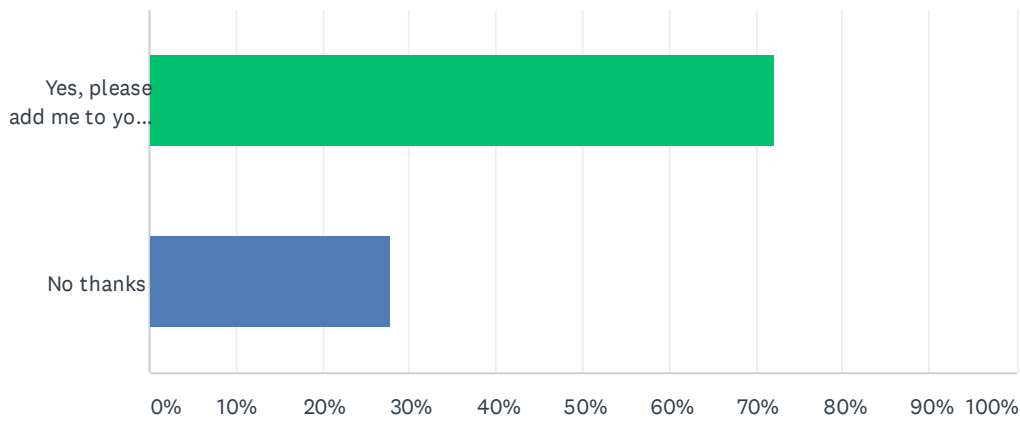
ANSWER CHOICES	RESPONSES	
White English / Welsh / Scottish / Northern Irish / British	83.78%	93
Irish	0.90%	1
Gypsy or Irish Traveller	0.00%	0
Any other White background - please describe in box below	7.21%	8
White and Black Caribbean	0.00%	0
White and Black African	0.00%	0
White and Asian	1.80%	2
Any other Mixed/Multiple ethnic background - please describe in box below	0.00%	0
Indian	1.80%	2
Pakistani	0.00%	0
Bangladeshi	0.00%	0
Chinese	0.00%	0
Any other Asian background - please describe in box below	0.00%	0
African	0.90%	1
Caribbean	0.90%	1
Any other Black/African/Caribbean background - - please describe in box below	0.00%	0
Arab	0.90%	1
Prefer not to say	2.70%	3
Total Respondents: 111		

Q16 Our platform, your voice! If you'd like the opportunity of us publishing an article you'd like to write, please give us your 'one line pitch'. In particular we'd like to give greater exposure to articles by and about Black People and People of Colour. Find out more.

Answered: 7 Skipped: 119

Q17 If you don't receive free email updates about our work, would you like to?

Answered: 115 Skipped: 11



ANSWER CHOICES	RESPONSES	
Yes, please add me to you mailing list	72.17%	83
No thanks	27.83%	32
Total Respondents: 115		