

## UK Turkeys Survey 2010 – Regional results

The NFU-commissioned survey of more than 3,000 people by One Poll aimed to find exactly what people think about the most popular Christmas Day dish – how they buy a turkey and what choices they make when choosing one for the festive period. Please note: all figures below are percentages and “National” refers to average across all regions.

### 1. Can turkeys fly? Select One.

	North West	North East	Yorkshire and the Humber	South East
Yes	20.88	19.82	21.15	17.26
No	65.33	65.2	61.93	70.4
Don't know	13.79	14.98	16.92	12.33
	South West	West Midlands	East Midlands	East Anglia
Yes	20.86	22.26	15.17	19.63
No	62	64.63	73.45	63.01
Don't know	17.14	13.11	11.38	17.35
	Wales	London	NATIONAL	
Yes	20.47	20.55	19.77	
No	66.08	65.07	65.87	
Don't know	13.45	14.38	14.36	

**2. From where do turkeys originate? Select One.**

Correct answer is Mexico.

	<b>North West</b>	<b>North East</b>	<b>Yorkshire and the Humber</b>	<b>South East</b>
<b>Mexico</b>	24.14	21.15	24.77	22.42
<b>Turkey</b>	6.9	14.1	11.78	10.76
<b>Azerbaijan</b>	4.21	11.89	7.25	10.54
<b>Spain</b>	11.88	6.17	10.88	13.45
<b>Don't know</b>	52.87	46.7	45.32	42.83
	<b>South West</b>	<b>West Midlands</b>	<b>East Midlands</b>	<b>East Anglia</b>
<b>Mexico</b>	28.57	19.82	23.79	26.48
<b>Turkey</b>	9.14	10.98	8.97	5.94
<b>Azerbaijan</b>	5.71	6.1	3.1	4.11
<b>Spain</b>	12.29	14.02	11.72	14.16
<b>Don't know</b>	44.29	49.09	52.41	49.32
	<b>Wales</b>	<b>London</b>	<b>NATIONAL</b>	
<b>Mexico</b>	23.98	24.66	23.93	
<b>Turkey</b>	10.53	6.16	9.54	
<b>Azerbaijan</b>	7.02	4.79	6.5	
<b>Spain</b>	12.28	8.22	11.85	
<b>Don't know</b>	46.2	56.16	48.15	

**3. What is a male turkey called? Select One.**

Correct answer is stag

	North West	North East	Yorkshire and the Humber	South East
Cock	46.36	37.89	41.09	41.93
Stag	9.39	17.18	11.48	11.43
Snood	17.05	18.5	19.64	20.18
Don't know	27.2	26.43	27.79	26.46
	South West	West Midlands	East Midlands	East Anglia
Cock	47.43	46.04	43.79	45.66
Stag	10.57	11.59	7.59	10.5
Snood	14.29	14.63	17.59	13.7
Don't know	27.71	27.74	31.03	30.14
	Wales	London	NATIONAL	
Cock	41.52	41.78	43.8	
Stag	11.7	8.9	10.89	
Snood	18.71	15.07	17.13	
Don't know	28.07	34.25	28.18	

4. What meat/s will you be serving for your main Christmas Day meal this year, if any? Select all that apply.

	North West	North East	Yorkshire and the Humber	South East
Turkey	74.52	61.67	66.47	63
Goose	4.98	2.64	5.44	7.85
Beef	18.77	26.43	17.82	21.75
Pork	17.05	17.62	17.52	14.57
Vegetarian alternative	10.34	7.93	10.57	8.07
Don't know	5.36	10.57	8.76	7.62
	South West	West Midlands	East Midlands	East Anglia
Turkey	65.14	68.29	67.13	63.93
Goose	5.43	5.18	5.88	6.85
Beef	15.14	21.04	17.65	22.37
Pork	7.71	12.2	14.53	15.53
Vegetarian alternative	12	10.06	9.34	13.24
Don't know	8.57	4.57	6.57	4.57
	Wales	London	NATIONAL	
Turkey	71.35	65.07	67.12	
Goose	4.68	11.64	5.88	
Beef	23.39	21.23	20.04	
Pork	10.53	17.81	14.49	
Vegetarian alternative	14.62	18.49	10.76	
Don't know	7.02	13.01	7.26	



5. Where will your turkey be purchased from this year? Select One.

	North West	North East	Yorkshire and the Humber	South East
Direct from the farm / Farm shop	11.5	7.14	11.5	8.87
Local butchers	25.4	25.71	33.63	21.99
Supermarket	51.07	51.43	41.59	58.51
Local market	3.21	5.71	3.1	2.84
Don't know	6.95	8.57	8.41	6.38
Other	1.87	1.43	1.77	1.42
	South West	West Midlands	East Midlands	East Anglia
Direct from the farm / Farm shop	16.51	8.58	10.87	13.39
Local butchers	18.35	26.61	23.37	25.98
Supermarket	53.67	53.22	54.89	52.76
Local market	1.83	2.15	1.63	3.15
Don't know	9.17	7.3	8.15	3.94
Other	0.46	2.15	1.09	0.79
	Wales	London	NATIONAL	
Direct from the farm / Farm shop	12.5	14.58	11.30	
Local butchers	28.57	22.92	25.15	
Supermarket	45.54	46.88	51.56	
Local market	0.89	1.04	2.66	
Don't know	12.5	11.46	7.88	
Other	0	3.13	1.46	

6. What kind of turkey will be purchased? Select one

	North West	North East	Yorkshire and the Humber	South East
Fresh	59.95	58.28	62.4	52.9
Frozen	31.94	32.45	29.34	34.52
Don't know	8.12	9.27	8.26	12.58
	South West	West Midlands	East Midlands	East Anglia
Fresh	57.45	51.05	56.85	58.16
Frozen	30.21	39.24	34.01	36.17
Don't know	12.34	9.7	9.14	5.67
	Wales	London	NATIONAL	
Fresh	61.16	63.73	57.65	
Frozen	26.45	22.55	32.39	
Don't know	12.4	13.73	9.96	

7. How often do you eat turkey meat, if at all? Select One.

	North West	North East	Yorkshire and the Humber	South East
Weekly	5.17	4.85	3.63	3.81
Fortnightly	5.17	5.73	5.44	5.83
Monthly	10.92	11.89	13.9	11.66
Every few months	30.08	23.35	27.49	28.25
Only at Christmas	35.82	43.17	37.76	39.46
Never	12.84	11.01	11.78	10.99
	South West	West Midlands	East Midlands	East Anglia
Weekly	1.71	1.52	1.72	1.37
Fortnightly	4.29	4.27	4.83	6.39
Monthly	9.43	13.11	9.66	7.31
Every few months	30.29	29.57	29.66	26.03
Only at Christmas	39.14	39.63	40	38.36
Never	15.14	11.89	14.14	20.55
	Wales	London	NATIONAL	
Weekly	3.51	4.11	3.23	
Fortnightly	2.34	2.74	4.92	
Monthly	7.6	9.59	10.86	
Every few months	28.07	23.29	28.22	
Only at Christmas	41.52	40.41	39.04	
Never	16.96	19.86	19.86	

8. What is the most important factor to you with regards to turkey meat?  
Select One.

	North West	North East	Yorkshire and the Humber	South East
Price	27.32	19.02	26.05	26.89
Quality	63.4	67.48	59.66	57.7
Country of origin	1.86	4.29	3.78	3.61
Production standard	6.63	6.75	10.08	10.49
Breed of turkey	0.8	2.45	0.42	1.31
	South West	West Midlands	East Midlands	East Anglia
Price	31.03	22.51	28.22	25.19
Quality	53.88	65.37	63.37	62.22
Country of origin	6.03	4.33	2.97	3.7
Production standard	8.19	7.79	5.45	8.15
Breed of turkey	0.86	0	0	0.74
	Wales	London	NATIONAL	
Price	30.36	17.58	26.03	
Quality	58.93	53.85	60.88	
Country of origin	1.79	5.49	3.64	
Production standard	8.04	15.38	8.34	
Breed of turkey	0.89	7.69	1.10	

