



Hello again and welcome to our latest edition of theResearcher.

We've had a busy time carrying out some fascinating projects at PFA. Our survey for Cornish Mutual of schoolchildren into their understanding of the origins of food revealed some incredible statistics – amazingly some pupils believed ice cream was made with fish or potatoes!

Read about how our research has helped Cornish Mutual build a very successful campaign, Dig Down South West.

We're also very pleased to be working with some of the South West's most high profile brands, including the Eden Project and Air South West.

If you want to use market research to inform your business development or marketing strategy, please get in touch!

Best wishes

Beate Galke, Projects Manager, PFA Research

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Cornish Mutual launches: Dig Down South West

Almost two thirds of school children across the South West struggle to identify the origins of everyday food products they consume, according to a survey carried out by PFA Research.

Over 1,100 youngsters aged six to eight from Cornwall, Devon, Dorset and Somerset were questioned for the research commissioned by rural insurance firm Cornish Mutual.

Some youngsters thought beef burgers came from McDonalds or Burger King, eggs from sheep, that yoghurts were made using turkeys or ducks, bacon from horses, goats or peacocks and cheese originated from butterflies.

Less than one in four knew that beef burgers are sourced from cows, with 29 per cent saying beef burgers came from pigs.

The survey was used to determine their knowledge of vegetables,

dairy products and meat produce and to determine if they are able to recognise how they are sourced.

Cornish Mutual and PR firm Deborah Clark Associates used the findings to build the Dig Down South West campaign aimed at encouraging children to grow their own produce.

The campaign was launched by TV gardening expert Charlie Dimmock at Highfield Farm in Topsham near Exeter.

It will help to create 50 new vegetable gardens in schools across Cornwall, Devon, Somerset and Dorset to encourage children aged five to eight to take an active interest in 'growing their own' produce.



Eden Project surveys non-visitors



It's important to gather customer feedback, but what about the views of people who haven't experienced your product or service?

That's just what the Eden Project wanted to explore with a piece of market research carried out by PFA Research.

Researchers from the PFA team headed out to Cornwall's popular seaside and town destinations,

including Penzance, St Ives, Bude and Newquay, to find out why some people may not have visited the famous biomes.

Rob Rush explained: "We spoke to both local people and visitors who hadn't been to Eden. We wanted to

find out about their holiday choices and what attracts them to Cornwall.

"All this is very helpful for the client – we know hundreds of thousands of people like to go to Eden but now they know some of the reasons why people may not."

Cornwall Brand survey

PFA Research has won a contract to establish perceptions of Cornwall as a business destination.



Awarded by Cornwall Development Company under the Cornwall Brand project, PFA Research will be carrying out surveys in 2010 and again in 2012.

The research will measure the impact of marketing activity being carried out by the Cornwall Brand project over the next two years. Cornwall Brand is funded

by European Convergence and Cornwall Council funding. Its remit is to raise the profile of Cornwall as business location and challenge perceptions it's a tourism only destination.

Lucy Hunt, Manager of Cornwall Brand said: "The Cornwall Brand project works with Cornwall's most innovative and entrepreneurial businesses to help showcase to the rest of the UK Cornwall's business credentials.

"Past perceptions have shown very low awareness of the county's business credentials, which can have a negative impact on business growth in the long term.

"Over the next two years the project will be running a high profile marketing campaign to highlight the opportunities that exist in the county and hope to be able to measure the impact of this activity when the research is repeated in 2012."

The work centres around priority sectors which are expected to bring economic growth to Cornwall, including ICT and media, marine engineering, aerospace, environmental technology and food and drink.

Robert Rush, managing director of PFA Research said: "We're very pleased to be working with Cornwall Development Company on this project. We have lots of experience working on place marketing programmes and we're looking forward to building on previous market research carried out in previous years."

Dig Down South West: the results

As a result of the campaign backed by our research:

- More than 50 schools signed up to the campaign
- Extensive media coverage of Dig Down South West, including coverage in The Time, Independent on Sunday, eight broadcast interviews and more than 45 regional and newspaper features across the UK.

Some of the amazing responses from the survey:

Some pupils believed that rabbits, plastic or sheep were the main ingredient of crisps (two thirds correctly identified potatoes) and some thought ice cream was made with cheese, air, fish or potatoes (43 per cent correctly said milk or cream).

Encouragingly, however, children's overall level of recognition of vegetables and animals was high.

Nearly 70 per cent of youngsters gave the correct answer of five portions of fruit or vegetables a day as part of a healthy diet.

77 per cent of pupils in the South West had visited a farm and just under two thirds in the South West had grown their own vegetables.

Alan Goddard, managing director of Cornish Mutual, said: "Considering the South West is at the heart of the UK's rural economy, we are surprised by the findings of this survey. We hope that through Dig Down South West we can help to build on what they know and get them enthusiastic about local produce."

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