

## ‘Good work’ in food, farming and rural communities: first look at Populus polling data

We are keen to explore what a focus on ‘good work’ can contribute to the strategic discussion of how to build a workforce fit for the future in agriculture and horticulture.

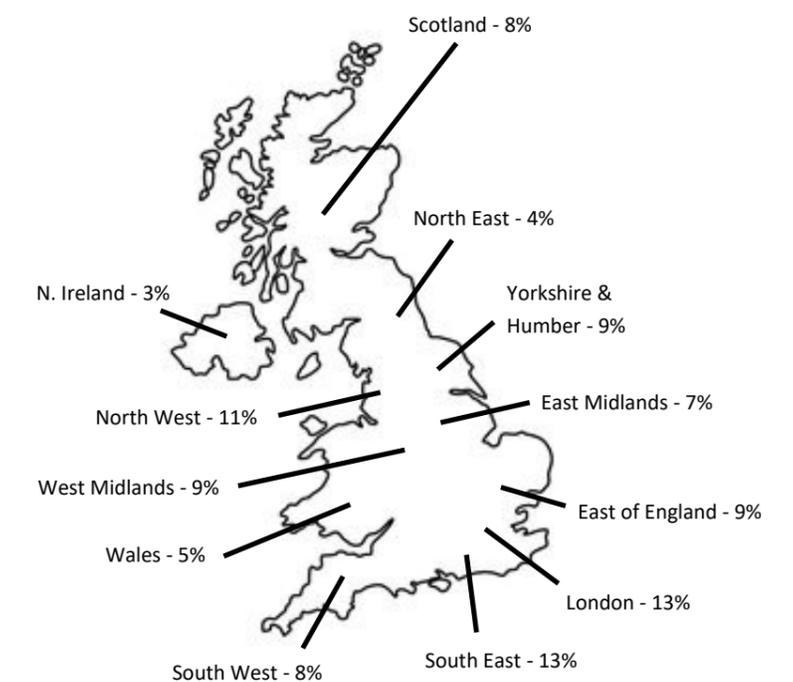
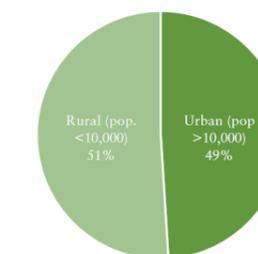
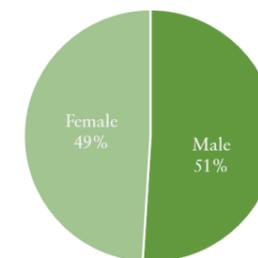
Does a person-centred perspective – understanding what people want and need from their working lives – reveal new opportunities to develop attractive opportunities for good work in farming, rural communities and the food sector?

Could such an approach highlight latent features of land-based work that are potentially attractive to young people, or place-based opportunities to develop careers across sectors?

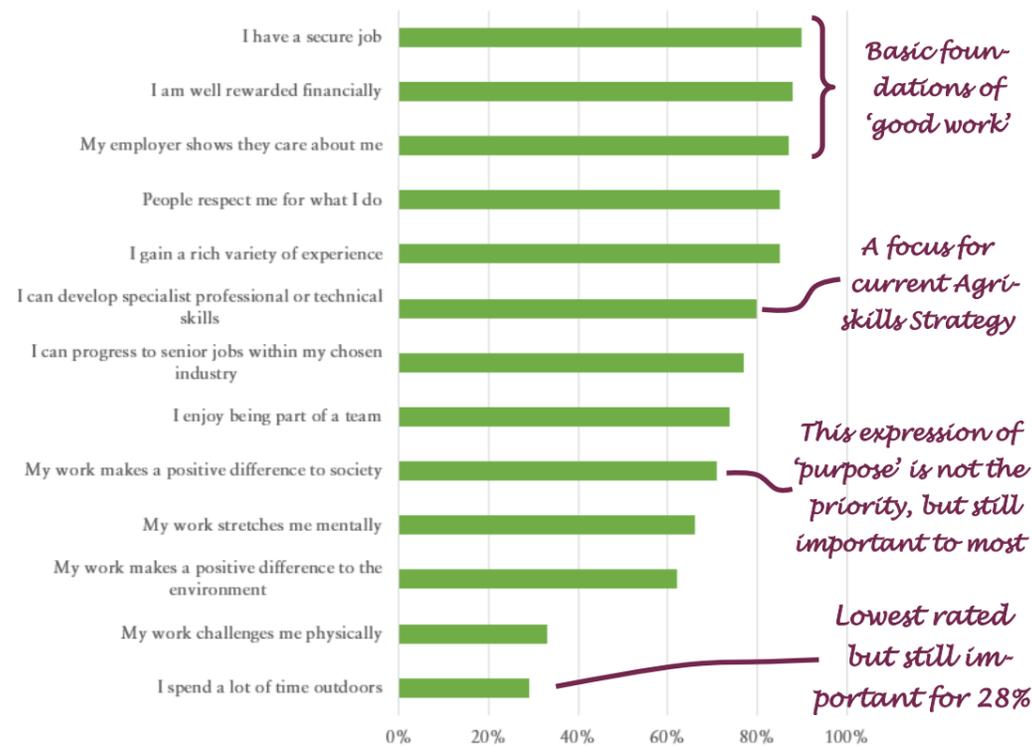
This note summarises initial observations. Further analysis will follow. **Please do not circulate.**

### Who responded to our survey

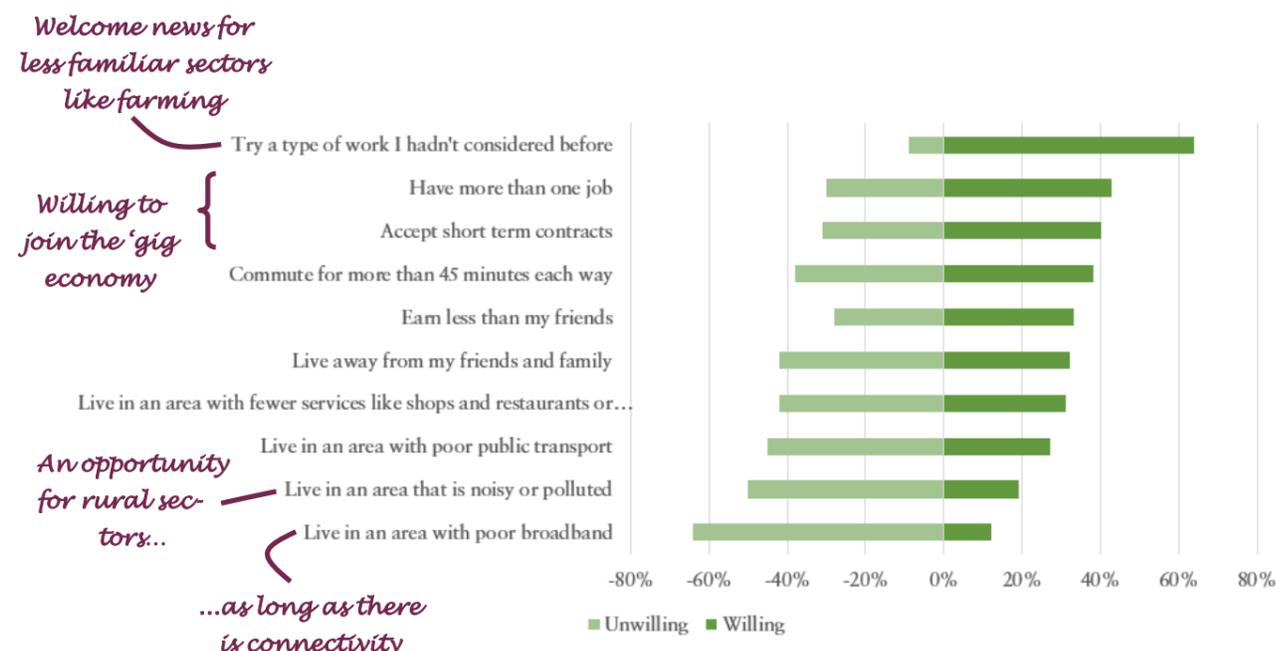
This survey of young people aged 16-24 had 1,006 respondents, across a representative spread of social groups and educational attainment level.



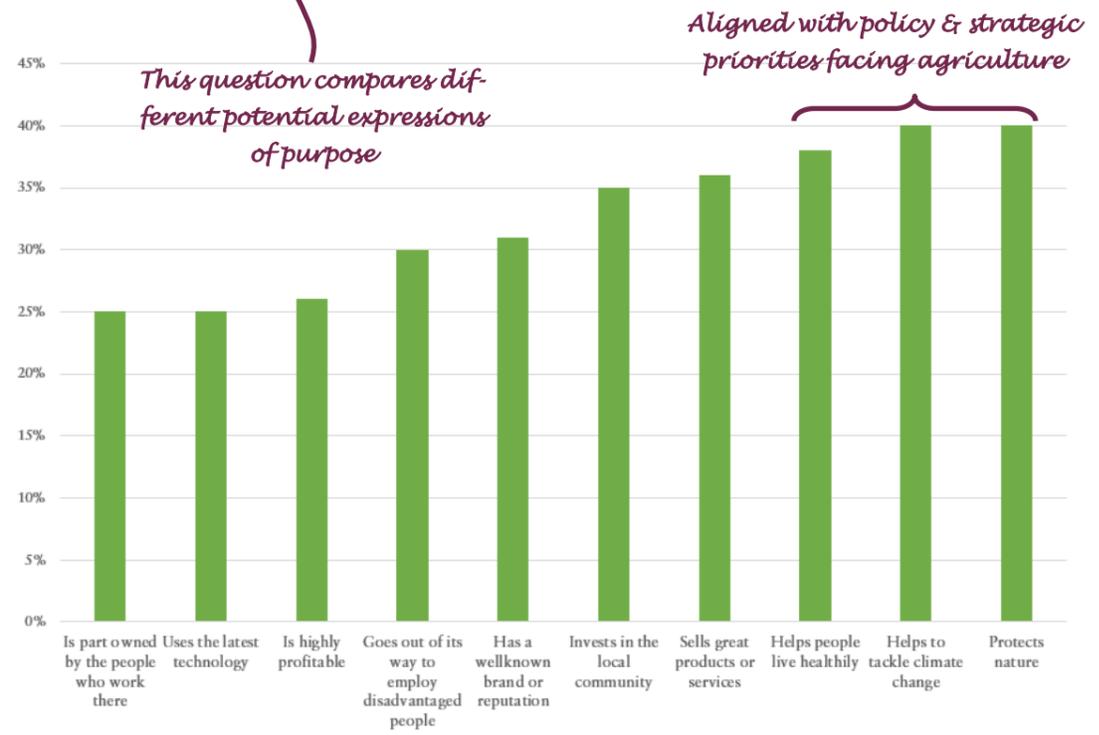
Thinking about your ideal working situation, how important or not are the following? (% important)



For your ideal working situation, how willing or unwilling would you be to do the following?



I would be proud to work for a business that.... (% strongly agree)



Imagine you have two opportunities for work that are the same in every way but one. Which would you choose?

