



# Fork Ranger Survey Results



# AIMS OF THE RESEARCH

Jack Ferris, a sustainability and adaptation Masters student at the Centre for Alternative Technology (CAT) collaborated with the Fork Ranger Team to:

- Evaluate the influence Fork Ranger has in encouraging people to eat more sustainably
- Examine the strengths and weaknesses of an app like Fork Ranger
- Highlight future areas of research into apps and sustainable diets

**Help us measure the impact of the Fork Ranger app**  

Have you used this app for more than 3 days? Please join the survey!

Jack is researching gamified apps & sustainable diets for his master thesis. And of course we're super curious how the Fork Ranger app scores. It will only take 5-10 minutes to fill out the survey.

[Go to Jack's survey](#)

# **DEMOGRAPHICS & USAGE**

# USER PROFILES

## Methodologies:

- 18 question quantitative survey distributed to 180 people between Jan-March
- This was followed by qualitative interviews with 10 users who took part in the quant phase

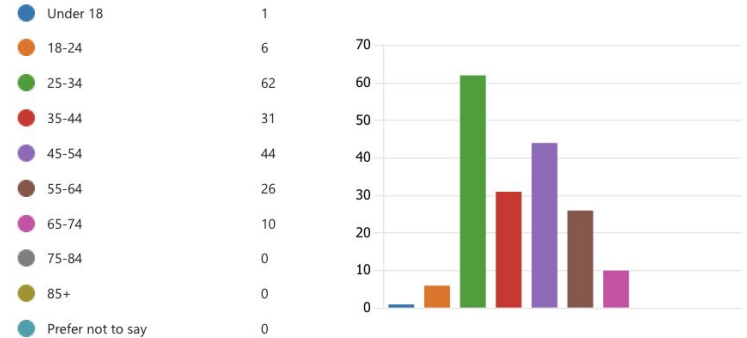
## Demographics:

- 124 females, 52 males, 2 non-binary, 2 undisclosed
- Good spread of ages - but 25-34 was the most popular
- Majority of respondents were white European (158)

## Age of respondents

### 6. How old are you?

[More Details](#)



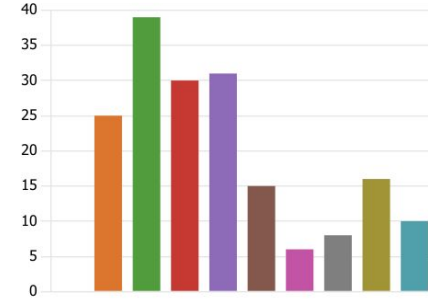
# USAGE AND FREQUENCY

## Summary

- Good spread of frequent users. The most popular period of use was:
  1. **2 weeks - 1 month** (21.6%)
  2. **2-3 months** (17.2%)
  3. **1-2 months** (16.6%)
- Respondents also engaged with the app frequently:
  1. **Daily** (40.5%)
  2. **4-6 times a week** (28.3%)
  3. **2-3 times a week** (15%)

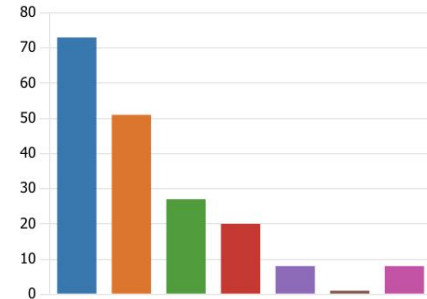
## 8. How long have you been using the Fork Ranger app?

[More Details](#)



## 9. How often do you use the Fork Ranger app?

[More Details](#)



**IMPACT**

## In total

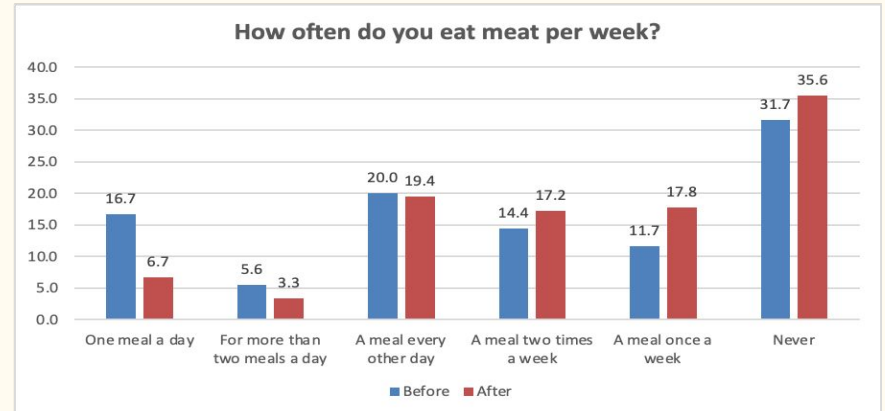
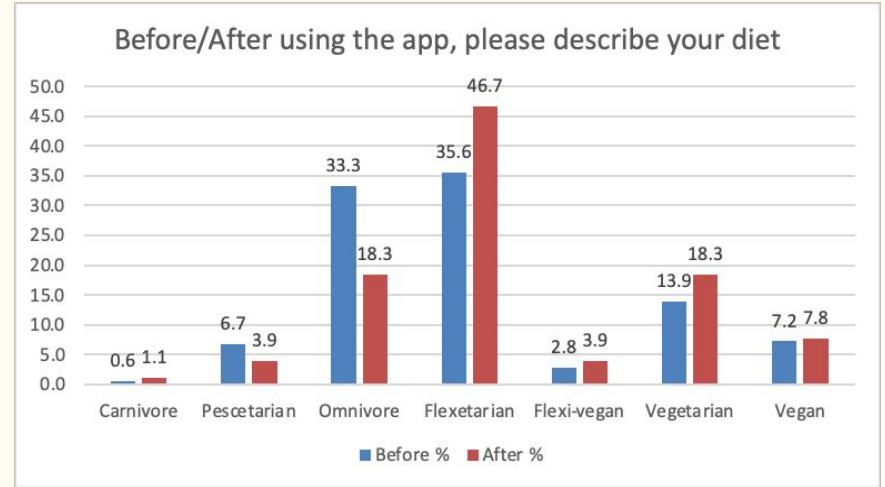
- 81 respondents (**45%**) in the study recorded a **positive** sustainable dietary change before and after using that app, whether it be a change in diet, or a reduction in their meat intake.
- **73%** of omnivores and flexitarian's reduced their meat consumption after using the app

## Diets:

- Omnivore had the biggest decrease - with the category **declining** by 45%!
- **31% increase** in the flexitarian diet category
- **39% increase shift** in vegetarian, 39% to flexi-vegan (although it's a small percentage of total respondents) and a slight increase of **8%** to vegan.
- Flexi is clearly an important identifier for respondents

## Meat

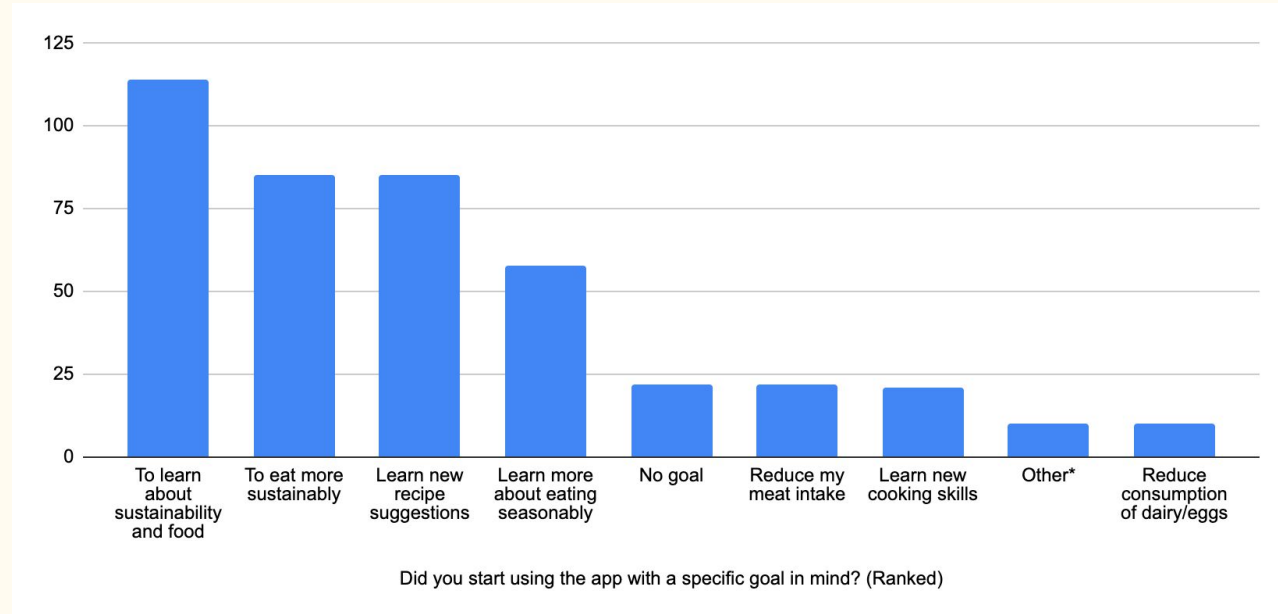
- 63 respondents (**35%**) **decreased** their meat consumption after using Fork Ranger
- Biggest category decrease was eating meat one meal a day (**-59%**), and for more than two meals a day (**-41%**), with individuals reducing their meat intake further
- Eating meat for two meals a week or **less increased by 12.8%**



# Before using Fork Ranger did you have a set goal in mind?

## Top Five goals:

1. To learn about sustainability and food (**63.3%**)
2. To eat more sustainably (**47.2%**)
3. Learn new recipe suggestions (**47.2%**)
4. Learn more about eating seasonably (**32.2%**)
5. Reduce my meat intake (**12.%**)

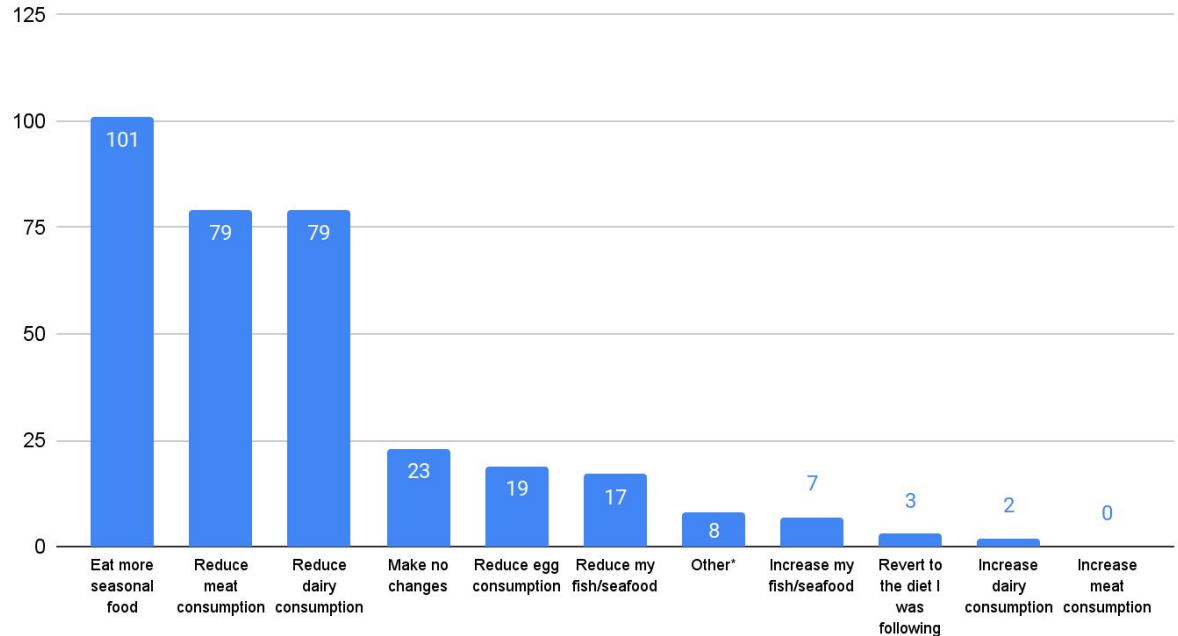


# Future plans

## Top Five planned changes:

1. Eat more seasonal food (**56.1%**)
2. Reduce Meat consumption (**43.9%**)
3. Reduce Dairy consumption (**43.9%**)
4. Make no changes\* (**12.8%**)
5. Reduce egg consumption (**10.6%**)
6. Reduce my fish consumption (**9.4%**)

*\*majority of “make no changes” were eating sustainably, either plant based or eating according to sustainable dietary guidelines*

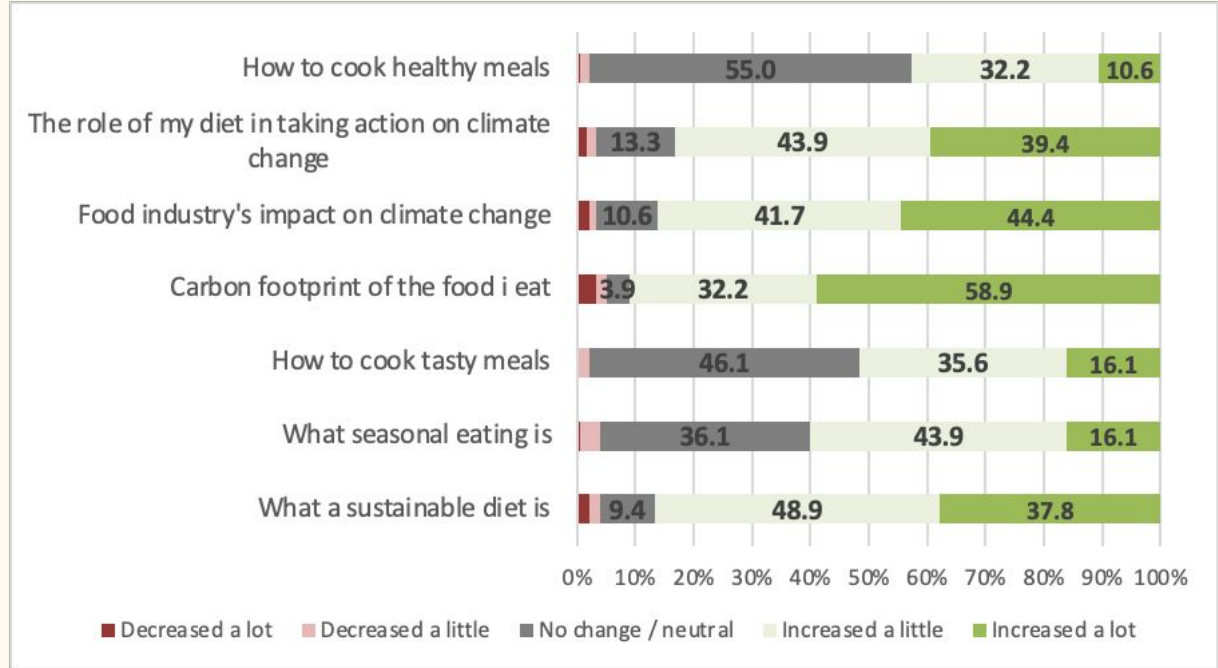


How participants planned to change their diets in the next year by (Ranked)

## While using the app how would you estimate your knowledge has increased or decreased?

### Ranked by combined increase:

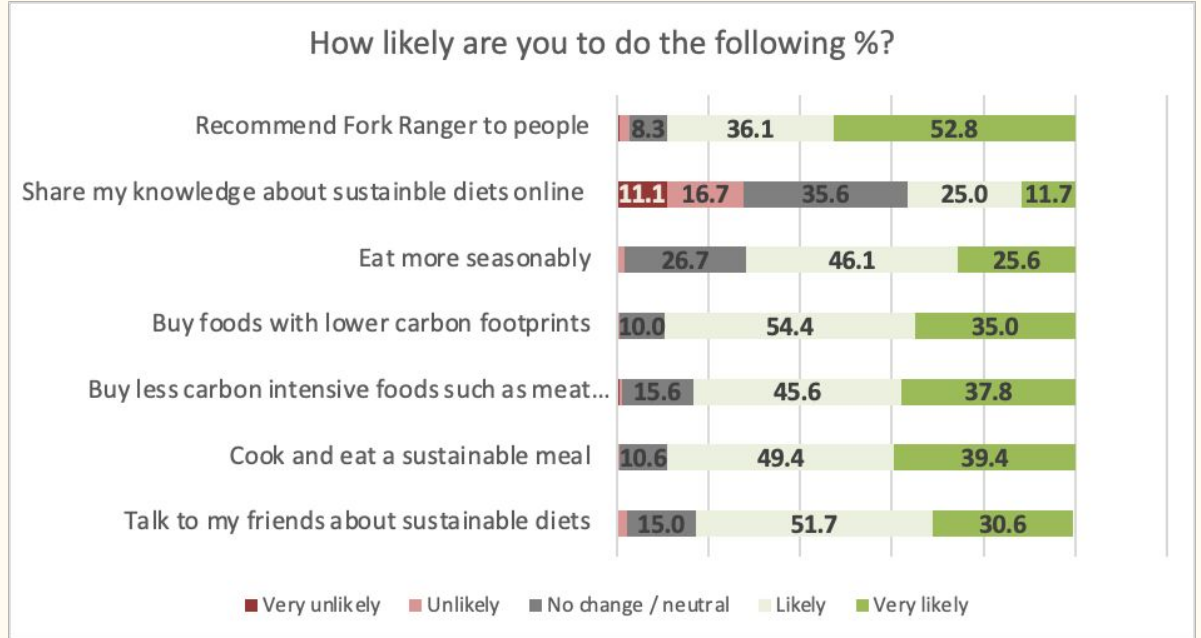
1. The carbon footprint of the food I eat (**91.1%**)
2. What a sustainable diet is (**86.7%**)
3. Food industry's impact on climate change (**86.1%**)
4. The role of my diet in taking action on the climate (**83.3%**)
5. What seasonal eating is (**60%**)
6. How to cook tasty meals (**51.7%**)
7. How to cook healthy meals (**42.8%**)



# After using Fork Ranger how likely are you to...

## Ranked by combined increase:

1. Recommend Fork Ranger to people (**88.9%**)
2. Buy food with lower carbon footprints (**89.4%**)
3. Cook and eat a sustainable meal (**88.9%**)
4. Buy less meat and dairy (**83.9%**)
5. Talk to my friends about sustainable diets (**82.3%**)
6. Cook seasonably (**71.7%**).
7. Share my knowledge about sustainable diets online (**36.7%**)

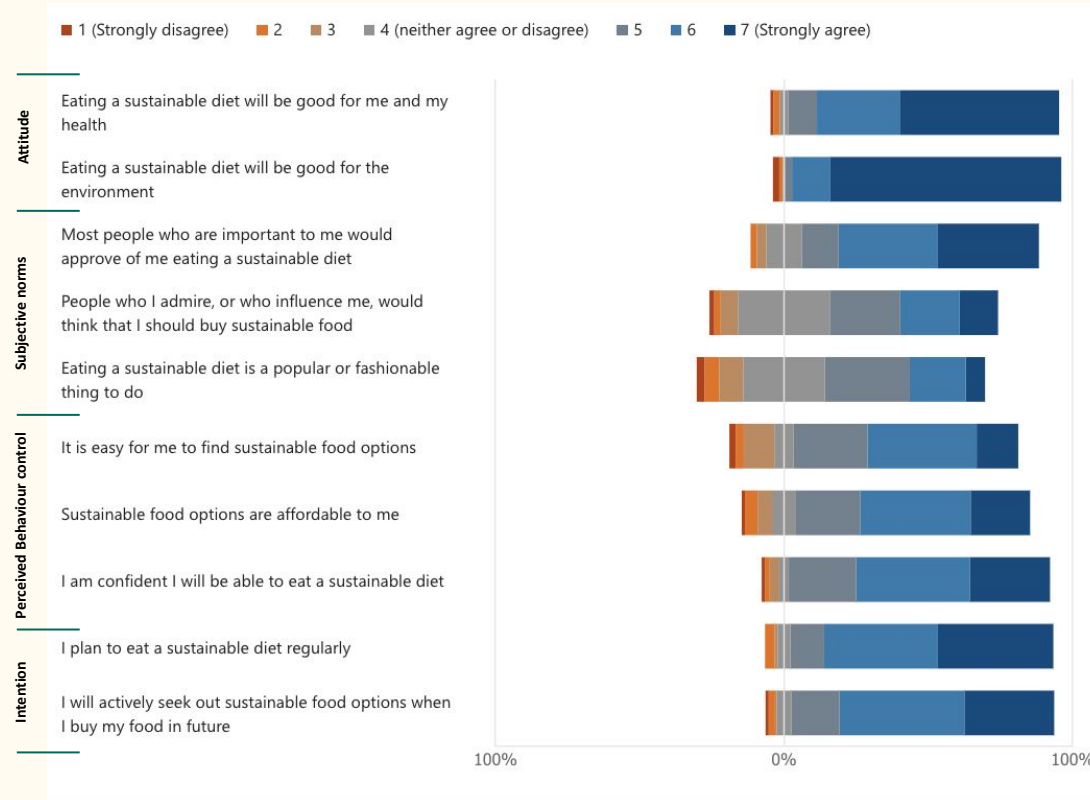


Calculated through the Theory of Planned Behaviour\* responses indicated a long-term change.

Table 9: Pearson correlation coefficient of all participants

Grouping	Category	Correlation & Significance	Intention
ALL participants (N=180)	Attitude	Correlation	0.796
		Significance	<.001
	Subjective norms	Correlation	0.796
		Significance	<.001
	Perceived Behavioural control	Correlation	0.611
		Significance	<.001

(Note using a TPB\* measure was a way to avoid social desirability bias in answers - but it's not foolproof!)

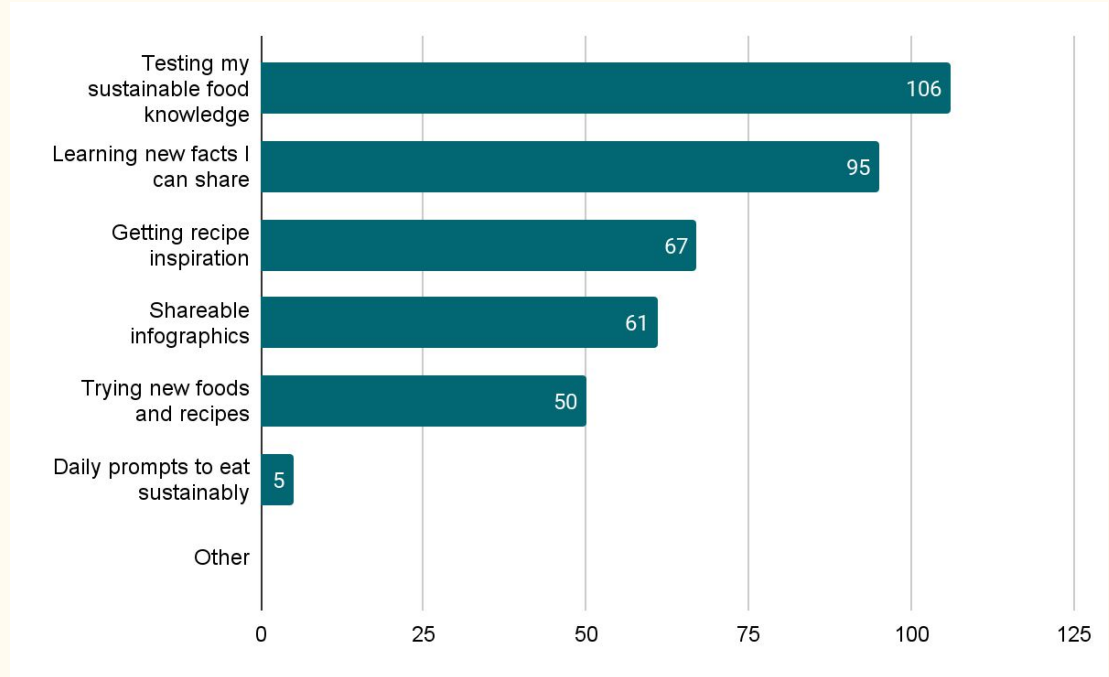


# Which part of the Fork Ranger app do you find most useful?

## Ranked:

1. Testing my sustainable food knowledge (65%)
2. Learning new facts I can share (58.9%)
3. Getting recipe information (52.8%)
4. Shareable infographics (37.2%)
5. Trying new foods and recipes (33.9%)
6. Daily prompts to eat sustainably (27.7%)

*Other responses included: \*i) "Knowing what changes in my diet have the highest positive impact on the climate", ii) "Searchable recipes and mark favourite", iii)\*"The very accurate and interesting info shown to me. I can understand deeply the impact of what I eat in our world.*



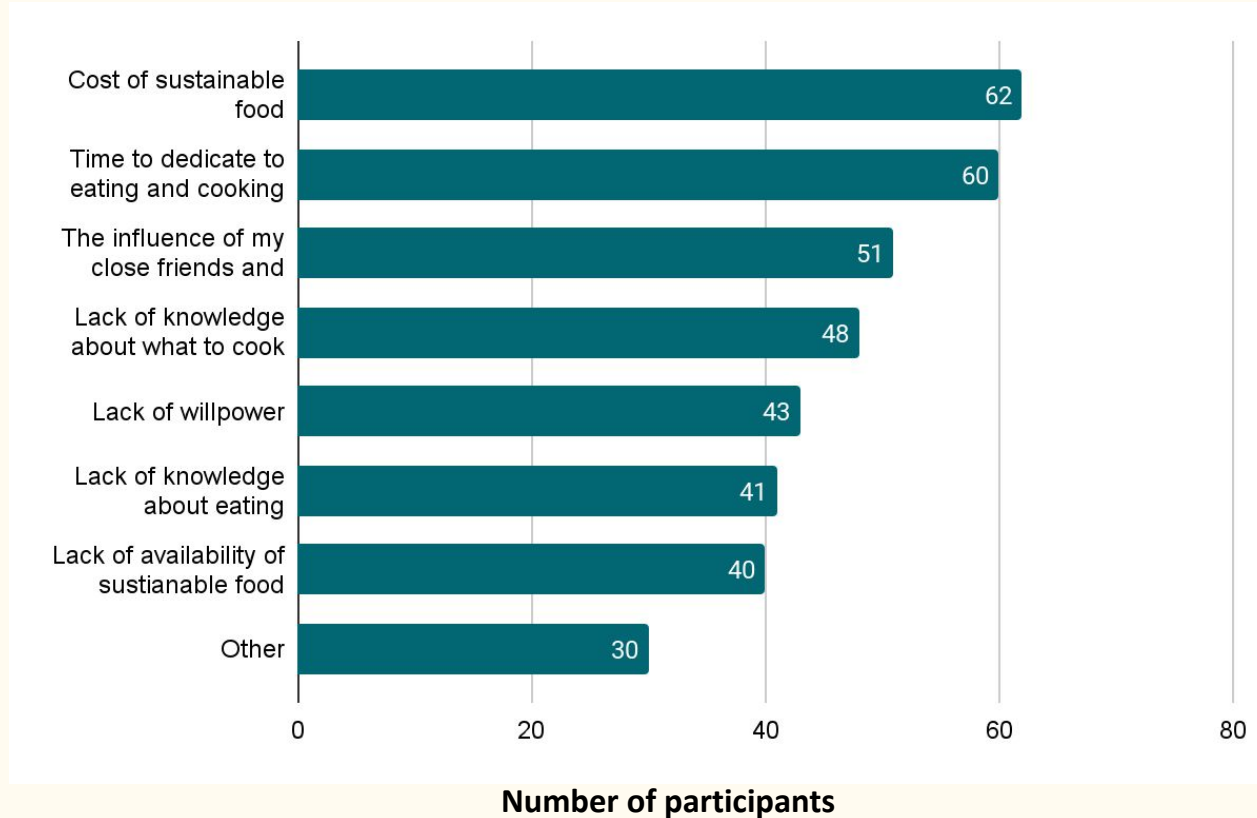
Number of participants

# Which barriers or challenges do you face when it comes to eating sustainably? (choose your top 3)

## Top Five barriers:

1. Cost of sustainable food (**34.4%**)
2. Time to dedicate to eating and cooking (**33.3%**)
3. The influence of my friends and family (**28.3%**)
4. Lack of knowledge about what to cook (**26.7%**)
5. Lack of willpower (**23.9%**)
6. Lack of knowledge about eating sustainably (**22.7%**)
7. Lack of availability of sustainable food options (**22.2%**)

*Other responses included: Getting the right nutrients on a plant based diet, feeling of powerlessness, diet restrictions due to a health issue such as diabetes, contradicting information, lack of availability of alternatives, extra time and effort to shop sustainably and convenience of “regular” food.*



# What we've learned so far..

## Behaviour change:

- Fork Ranger has an impact on behaviour - **45%** of users self-reported sustainable changes after using the app
- People shifted from omni to flexi diets, and stuck to it

## Increased knowledge:

- The majority of users (>**80%**) felt their knowledge about sustainability had changed and increased, as well as other areas of sustainable diets such as the impact of our choices as well as the food industry

## Future commitments:

- Users planned to make further changes to eat more sustainably, such as reducing meat and dairy (**43.9%**)



## What we still don't know..

- *What led users to make changes to their diets while using Fork Ranger?*
- *Why were Fork Ranger's features most impactful for them?*
- *What challenges do they still face in eating more sustainably?*
- *How much of a role does Fork Ranger play in their decision making process? How does it compare to traditional sources?*
- *Why do some users not want to change their diet?*



# **QUALITATIVE INTERVIEWS**

# SNAPSHOT OF INTERVIEWS

- Ten 30 minute semi-structured interviews
- **6** females, **4** males
- **9** had reported changes to their diets through using Fork Ranger
- Only one interviewee didn't report a change in their diet
- There was a spread of short term and long-term users, from 2 weeks, 1 month, to over 1 year!
- The interviews were transcribed and analysed using a thematic analysis (Braun & Clarke, 2006)
- Users were incredibly positive about Fork Ranger, and the analysis unveiled three themes:
  - 1. Impact**
  - 2. Experience**
  - 3. Challenges**

Table 2: Semi-structured interview questions

Semi-structured interview example questions
1. So firstly, I wondered if you could just describe your experience with the Fork Ranger app, how long have you been using it for? Are you still using it?
2. Why did you start using the app?
3. Has it had any influence on your diet?
4. What else do you think has an influence on your diet?
5. I noted you reported a reduction in meat consumption, can you tell me more about that?
6. While using Fork Ranger, how would you describe how your knowledge about sustainable diets have changed?
7. Do you think eating sustainable diets are a popular or a normal thing to do in your peer group?
8. What challenges in your life do you face in eating a sustainable diet?
9. How would you describe the role meat plays in your diet?
10. Do you ever envisage a future where you no longer consume animal products such as meat and dairy?
11. Are there any features from the app which you favoured? If so, why?
12. Do you use any other apps similar to Fork Ranger?
13. Will you keep on using the fork ranger app?

## Theme 1: Impact

- Reduction in dairy
- Reduction in meat
- Behaviour change
- Increased knowledge
- Increased confidence
- Social sharing

"I become more and more aware of the the impact of ethics sustainably or eating not sustainably." Participant A

"I found it to be a way more compelling and interesting experience than I thought I would and yeah, it's certainly helped me make changes that I kind of wanted to but wasn't able to previously"

"I'm pretty much full veggie, but one of my changes that I've had is I didn't realise until I had this app about the carbon footprint of cheese, like really didn't appreciate its impact, and I've shared that with quite a few people."

"I've made huge, huge reductions, to be honest. Pretty much six days out of seven is vegetarian now, whereas before it was probably 6-5 or six days out of seven would be meat. And so, yeah, a big, big reduction (since using the app)."

"It's jolted my behaviour a bit, again we're talking small things here, small changes, but the food that we're having tonight... it's vegan"

"It's kind of consciously happening in my brain like I know if I use a recipe from Fork Ranger that I'm doing a good thing.. it really validates my choices in my mind, which makes it feel good."

"It turned out eating the amount of cheese I do, I'd be better off eating a chicken. Which is a bit shocking to be honest. I did not realise that and I've bought vegan cheese because of that."

## Theme 2: Experience

- Ease of use
- Education
- Concise information
- Rewards
- Skills building
- Streak building
- Free
- Visually appealing
- Trustworthiness
- Informative

"for me it's a steady reminder every day to be more sustainable"

What's nice about the app is that it's very pragmatic... it doesn't preach a certain way of eating, it just makes suggestions about how to eat better each day.

"So having that daily reminder, I think is probably the thing that's kept <this change> rather than any particular piece of information."

"The fact that Fork Ranger provides like actual facts, statistics, information has definitely made me think about it and to be more and more conscious of it, and it's helped to inform the choices I make."

"The whole thing of why I like the app is that its not greenwashing or has confusing sustainability information..... I like the transparency."

"We have a certain routine about cooking.. And every now and then you think, like I'm fed up with the same thing again.. And then you start looking for some recipes. And in this case. Fork Ranger can help."

"It's not like you're reading some very formal dry piece of paper. It's been done in a fun way"

"I only cook Fork Ranger I nearly never cook anything else."

"Being able to tailor the recipes to how many people are eating it is SO useful"

## Theme 3: Challenges

- Health and nutrition
- Taste
- Peer pressure
- Cost
- Habit
- Effort
- Lack of control

"I do love like prawns, muscles, salmon. So it it's the fact that again, I know just things that taste good aren't always sustainable."

"It requires more planning and preparation. And I'm concerned about protein and getting the right nutrients."

"I would say I do it (eat meat daily) purely because, well, I do it half because it is the best source of protein that I know to do.. and eating healthy and losing weight is my biggest priority. But also it is tasty."

"Umm, I think a challenge is that a lot of the recipes that are vegetarian that are more sustainable - they're often either relatively bland. Or you need an entire stocked pantry to make tasty recipes. So I definitely need that inspiration to make it make it work"

"What shops am I gonna go to? Where can I find fair trade produce? what are usually also or a lot of them are also bio products? So I think that's a challenge to find the food in the right places from the right sources."

"If you don't know how to cook that way (with vegetables), it's gonna be the most boring food, unfortunately."

# Interview summary

## Impactful by design

- If designed well - apps, like Fork Ranger, can have a greater impact in influencing behaviour than other sources such as TV, newspapers etc.
- Users praised the design of the app, the information provided, and how it influenced their food choices

## Skills building, via recipes, is key

- The recipes were the most impactful feature for users in interviews, they found discovering new recipes was fun and a great way to make sustainable food tasty!
- This is supported by external literature - which suggest combining info provision with skills building can enact behaviour change!

## Building advocacy

- Users felt empowered by the knowledge they learnt, and were willing to share this with close friends and family. But were reluctant to share wider on social media.
- Many felt isolated inside a bubble - and didn't feel like "wider society" took sustainability as seriously as them.

## Health beats sustainability

- People want to eat sustainably, but in some cases, the biggest challenge, along with taste, is health and knowing an individual is getting the right nutrition such as protein
- Health messages combined with sustainability could be an impactful way of encouraging further changes in behaviour

**BRINGING IT  
ALL TOGETHER**

# In summary...

- **Fork Ranger can play an influential role in influencing people's diets:**
  - **45%** of users reported a change while using the app, moving from omni to flexi, vegan or veggie
  - **43.5%** of users planned to make further sustainable changes to their diets in the next year
  - Users reported an increase in knowledge about the carbon footprint of the food i eat (**91.1%**), What a sustainable diet is (**86.7%**), the food industry's impact on climate change (**86.1%**), and the role of my diet in taking action on the climate (**83.3%**)
  - **73%** of omnivores and flexitarian's reduced their meat consumption after using the app
- **After using Fork Ranger, people are likely to:**
  - Buy food with lower footprints - (**89.4%**)
  - Cook and eat a sustainable meal - (**88.9%**)
  - Buy less meat and dairy - (**83.9%**)
  - Talk to my friends about sustainable diets (**82.3%**)

## Fork Ranger is impactful because of its design and format:

- Visually appealing apps provide an easy to learn format to absorb more information, Fork Ranger was praised for its ability to deliver information concisely, via infographics and its quizzes, in a way which was easy to understand compared to other info sources
- Users relied on Fork Ranger to keep them honest - reminding them to eat sustainably each day
- Fork Ranger helped to build skills - recipes helped show users how to cook new, tasty meals, tackling challenges such as taste or lack of knowledge
- Users felt empowered with the knowledge they learnt - viewing Fork Ranger as a trusted source of information

## Small challenges remain

- Some users are reluctant to ditch meat or dairy due to concerns about nutrition - *how can you show eating sustainably is healthy too!?*

**ENDS**