

YouGov / NFU Survey Results

Sample Size: 1796 GB Adults
Fieldwork: 8th - 9th June 2016

	Vote in 2015					Gender		Age				Social Grade		Region				
	Total	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1796	506	420	108	175	869	927	208	767	444	377	1024	772	216	596	386	433	165
Unweighted Sample	1796	501	459	124	184	819	977	184	739	466	407	1106	690	218	606	372	427	173
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think that the origin of this product is or is not British? (Please tick one option per row and wait for the images to upload)

Chicken (Willow Farms)

Definitely British	9	9	9	9	9	8	11	18	10	7	6	8	10	12	8	13	7	5
Probably British	39	40	39	33	35	35	42	48	40	35	37	39	39	40	36	39	41	41
TOTAL BRITISH	48	49	48	42	44	43	53	66	50	42	43	47	49	52	44	52	48	46
Probably not British	19	21	16	17	25	20	18	13	17	19	26	19	19	15	21	17	18	22
Definitely not British	2	2	2	1	3	2	1	2	1	2	2	2	1	2	2	1	1	1
TOTAL NOT BRITISH	21	23	18	18	28	22	19	15	18	21	28	21	20	17	23	18	19	23
Not sure	31	29	34	40	28	35	28	20	32	37	29	32	31	31	33	29	32	31

Carrots (Redmere Farms)

Definitely British	11	12	12	11	9	10	13	23	13	8	6	11	11	12	10	14	9	13
Probably British	43	41	42	40	41	41	45	49	47	35	41	42	43	49	42	40	44	43
TOTAL BRITISH	54	53	54	51	50	51	58	72	60	43	47	53	54	61	52	54	53	56
Probably not British	16	19	14	13	23	17	16	12	12	22	22	17	16	13	18	15	17	16
Definitely not British	2	2	2	2	3	3	2	2	2	2	3	2	2	3	2	3	1	1
TOTAL NOT BRITISH	18	21	16	15	26	20	18	14	14	24	25	19	18	16	20	18	18	17
Not sure	27	25	29	34	24	30	25	14	27	33	27	27	27	24	27	28	29	26

Blackberries (Rosdene Farms)

Definitely British	7	8	7	3	5	5	8	6	7	6	7	6	7	8	6	8	6	5
Probably British	36	32	36	27	32	33	38	45	38	28	34	35	36	43	32	36	36	39
TOTAL BRITISH	43	40	43	30	37	38	46	51	45	34	41	41	43	51	38	44	42	44
Probably not British	23	24	19	26	33	22	24	24	19	26	29	25	21	18	25	25	22	23
Definitely not British	3	6	4	4	3	4	3	4	3	3	3	3	4	3	4	2	3	2
TOTAL NOT BRITISH	26	30	23	30	36	26	27	28	22	29	32	28	25	21	29	27	25	25
Not sure	31	29	33	40	27	36	27	20	33	36	27	30	32	27	33	30	32	30

Beef (Boswell Farms)

Definitely British	6	6	6	3	5	5	6	7	5	5	6	5	7	4	6	7	5	5
Probably British	36	35	38	32	35	33	38	52	35	32	33	36	35	42	30	38	36	41
TOTAL BRITISH	42	41	44	35	40	38	44	59	40	37	39	41	42	46	36	45	41	46
Probably not British	22	22	19	21	27	22	22	22	21	22	26	23	22	18	26	21	23	18
Definitely not British	2	2	2	4	3	2	2	1	3	2	1	2	2	3	2	3	2	1
TOTAL NOT BRITISH	24	24	21	25	30	24	24	23	24	24	27	25	24	21	28	24	25	19
Not sure	34	35	36	40	31	37	32	18	36	39	34	34	34	33	36	31	34	34

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Unweighted Sample	1796	501	459	124	184	819	977	184	739	466	407	1106	690	218	606	372	427	173
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Apples (Duchy Organic)

Definitely British	17	25	21	24	12	16	18	10	12	21	27	19	15	26	21	14	12	14
Probably British	27	33	24	30	29	25	28	22	27	27	28	28	25	29	32	26	21	20
TOTAL BRITISH	44	58	45	54	41	41	46	32	39	48	55	47	40	55	53	40	33	34
Probably not British	25	19	24	19	25	25	25	40	27	18	20	25	25	21	20	27	29	32
Definitely not British	5	2	6	1	6	5	5	6	5	5	4	4	6	3	3	6	8	7
TOTAL NOT BRITISH	30	21	30	20	31	30	30	46	32	23	24	29	31	24	23	33	37	39
Not sure	26	21	25	26	28	29	23	23	28	29	20	24	29	21	24	27	30	27

You previously said that you thought that this product is definitely or probably British.

[Chicken - Willow Farms]

If you were told that this product could be from another country, how misled, if at all, would this make you feel?

[Only asked to those who thought the chicken was definitely or probably British; n=851]

Very misled	28	35	28	36	41	29	27	24	26	30	34	29	27	25	33	32	22	22
Fairly misled	37	38	38	27	33	37	37	34	32	44	42	36	37	35	31	38	41	46
TOTAL MISLED	65	73	66	63	74	66	64	58	58	74	76	65	64	60	64	70	63	68
Not very misled	21	15	24	20	17	21	22	26	24	17	17	22	21	23	21	13	28	25
Not misled at all	9	7	7	17	5	11	8	12	11	7	5	10	8	8	11	11	7	5
TOTAL NOT MISLED	30	22	31	37	22	32	30	38	35	24	22	32	29	31	32	24	35	30
Don't know	5	5	2	0	4	3	6	4	7	2	2	2	8	8	5	5	3	2

You previously said that you thought that this product is definitely or probably British.

[Carrots - Redmere Farms]

If you were told that this product could be from another country, how misled, if at all, would this make you feel?

[Only asked to those who thought the carrots was definitely or probably British; n=960]

Very misled	24	32	22	30	33	24	25	18	22	26	33	25	24	22	26	25	21	29
Fairly misled	38	38	43	40	32	39	37	29	38	43	39	38	38	45	34	42	37	32
TOTAL MISLED	62	70	65	70	65	63	62	47	60	69	72	63	62	67	60	67	58	61
Not very misled	23	20	23	15	18	22	23	33	23	15	22	24	22	19	24	16	27	29
Not misled at all	11	8	8	15	11	12	10	14	11	12	6	11	10	8	12	12	11	7
TOTAL NOT MISLED	34	28	31	30	29	34	33	47	34	27	28	35	32	27	36	28	38	36
Don't know	4	3	3	0	6	3	5	5	6	3	1	3	6	6	3	6	3	3

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

You previously said that you thought that this product is definitely or probably British.

[Blackberries - Rosdene Farms]

If you were told that this product could be from another country, how misled, if at all, would this make you feel?

[Only asked to those who thought the blackberries was definitely or probably British; n=743]

Very misled	20	30	21	22	27	19	22	11	16	24	34	20	21	20	25	23	17	12
Fairly misled	40	34	41	42	46	42	38	29	39	49	39	40	38	40	36	43	39	44
TOTAL MISLED	60	64	62	64	73	61	60	40	55	73	73	60	59	60	61	66	56	56
Not very misled	25	23	27	20	18	27	24	33	26	21	22	26	24	26	25	17	31	29
Not misled at all	11	10	7	16	4	10	12	21	13	5	5	11	11	10	12	11	10	11
TOTAL NOT MISLED	36	33	34	36	22	37	36	54	39	26	27	37	35	36	37	28	41	40
Don't know	4	3	3	0	5	2	5	7	5	1	1	3	5	4	2	6	3	5

You previously said that you thought that this product is definitely or probably British.

[Beef - Boswell Farms]

If you were told that this product could be from another country, how misled, if at all, would this make you feel?

[Only asked to those who thought the beef was definitely or probably British; n=717]

Very misled	22	33	23	23	25	22	22	9	17	29	34	21	22	21	21	25	21	18
Fairly misled	38	38	42	36	43	39	37	25	37	48	41	38	39	36	38	39	37	43
TOTAL MISLED	60	71	65	59	68	61	59	34	54	77	75	59	61	57	59	64	58	61
Not very misled	25	16	24	20	24	26	24	43	26	16	19	26	24	28	25	18	29	29
Not misled at all	11	9	7	21	4	11	11	15	14	7	5	12	9	6	13	13	11	8
TOTAL NOT MISLED	36	25	31	41	28	37	35	58	40	23	24	38	33	34	38	31	40	37
Don't know	4	4	3	0	4	2	6	8	6	0	1	3	5	8	3	5	3	1

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

You previously said that you thought that this product is definitely or probably British.

[Apples - Duchy Organic]

If you were told that this product could be from another country, how misled, if at all, would this make you feel?

[Only asked to those who thought the apples was definitely or probably British; n=819]

Very misled	44	52	41	50	52	45	44	17	31	56	61	47	40	36	52	41	41	36
Fairly misled	31	31	33	29	28	30	33	29	37	28	27	29	35	37	29	32	27	41
TOTAL MISLED	75	83	74	79	80	75	77	46	68	84	88	76	75	73	81	73	68	77
Not very misled	15	12	15	13	11	17	14	28	20	12	7	15	16	20	13	12	19	16
Not misled at all	6	3	8	8	2	6	6	16	7	3	4	7	5	5	4	11	9	1
TOTAL NOT MISLED	21	15	23	21	13	23	20	44	27	15	11	22	21	25	17	23	28	17
Don't know	3	2	3	0	7	3	3	10	4	2	0	2	5	3	2	4	3	6

Do you think that each of the following names are...?

Willow Farms

The name of the brand	50	53	52	55	59	55	45	41	47	56	55	57	40	50	54	47	49	47
The name of the farm that produced it	32	30	30	32	24	26	38	43	35	27	27	28	38	36	29	34	32	35
Don't know	18	17	18	13	17	18	17	16	18	17	19	15	21	15	17	18	19	18

Boswell Farms

The name of the brand	49	52	51	54	58	54	44	40	45	55	54	56	40	46	54	47	47	46
The name of the farm that produced it	33	31	31	34	23	27	38	44	37	27	26	28	39	38	29	34	34	35
Don't know	18	17	18	12	19	18	18	16	18	18	20	16	21	16	17	19	20	19

Rosdene Farms

The name of the brand	49	52	52	56	59	54	45	40	46	56	55	56	41	49	54	47	47	48
The name of the farm that produced it	32	31	30	32	22	27	37	44	35	26	26	28	38	36	28	34	34	33
Don't know	18	17	18	12	18	19	18	16	19	18	19	16	21	15	18	19	20	19

Redmere Farms

The name of the brand	49	52	53	55	58	54	45	41	46	55	55	56	41	49	54	46	48	47
The name of the farm that produced it	32	31	29	33	24	27	37	42	36	27	26	28	38	36	28	35	33	34
Don't know	18	17	18	13	18	19	18	17	19	18	19	16	21	15	18	19	19	20

Duchy Originals

The name of the brand	70	70	72	84	62	70	70	73	71	65	71	75	63	76	71	70	66	66
The name of the farm that produced it	14	16	12	11	20	13	15	11	11	18	15	12	16	12	14	13	14	14
Don't know	17	14	15	5	18	17	16	16	18	16	14	13	21	12	15	17	20	19