

YouGov/Eating Better Survey Results

Sample Size: 1819 GB Adults
Fieldwork: 11th - 12th September 2013

	Voting intention				2010 Vote			Gender		Age				Social grade		Region						
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland		
Weighted Sample	1819	X	X	X	X	550	442	387	882	937	216	460	622	520	1037	782	233	591	389	447	158	
Unweighted Sample	1819	434	534	96	218	539	442	412	904	915	156	384	691	588	1199	620	243	613	342	454	167	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Compared to a year ago do you think you are eating more or less meat and meat products or is it about the same amount?

More meat than a year ago	2	2	2	2	1	2	1	3	3	2	4	4	2	1	2	3	3	2	3	3	1
Less meat than a year ago	25	21	27	30	36	24	29	29	22	29	16	22	26	32	25	26	24	23	27	26	29
About the same amount	64	72	63	59	59	69	60	61	68	60	55	67	66	63	65	63	57	67	59	66	66
Don't know	2	0	1	2	2	1	1	1	3	1	7	2	1	1	1	3	7	2	1	1	0
Not applicable- I don't eat any meat or meat products	6	5	7	8	3	3	8	6	4	8	17	5	5	3	7	5	10	6	9	4	4

To what extent do you agree or disagree with the following statement?
'Producing and consuming meat/livestock products has significant negative impact on the environment'

Strongly agree	8	8	8	15	6	6	9	10	8	8	9	11	7	7	9	7	11	8	7	9	5
Tend to agree	23	18	29	32	14	17	26	33	24	23	31	27	21	20	26	20	30	19	20	26	30
TOTAL AGREE	31	26	37	47	20	23	35	43	32	31	40	38	28	27	35	27	41	27	27	35	35
Neither agree nor disagree	33	34	32	31	37	38	29	29	36	31	25	27	39	36	33	34	32	39	34	28	26
Tend to disagree	17	22	16	10	19	18	17	16	17	16	13	19	17	17	17	16	12	18	18	16	17
Strongly disagree	7	9	5	8	18	12	5	4	8	7	4	4	8	11	6	9	5	8	6	8	8
TOTAL DISAGREE	24	31	21	18	37	30	22	20	25	23	17	23	25	28	23	25	17	26	24	24	25
Don't know	11	8	10	3	6	9	14	7	7	15	18	12	7	10	9	14	10	8	14	11	14

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

How willing or unwilling are you to consider eating less meat and fewer meat products in the future?

Very willing	7	5	9	9	5	5	8	12	6	9	7	7	7	8	9	5	9	6	7	7	9
Fairly willing	27	24	28	44	29	25	27	35	24	29	18	30	26	29	29	23	33	25	26	29	21
TOTAL WILLING	34	29	37	53	34	30	35	47	30	38	25	37	33	37	38	28	42	31	33	36	30
Neither willing nor unwilling	26	22	29	23	24	26	25	25	27	26	29	24	25	28	25	28	22	27	27	25	27
Fairly unwilling	17	24	17	11	13	19	18	16	19	15	14	17	22	13	16	19	9	17	17	21	19
Very unwilling	13	17	8	4	27	18	11	4	17	9	14	10	12	16	12	14	16	13	12	12	16
TOTAL UNWILLING	30	41	25	15	40	37	29	20	36	24	28	27	34	29	28	33	25	30	29	33	35
Not applicable- I don't eat any meat or meat products	6	4	7	8	3	3	7	7	4	7	11	6	5	4	6	5	10	5	7	4	4
Don't know	4	4	2	1	0	4	4	1	4	4	7	5	4	2	2	6	1	6	4	2	4

And which two or three, if any, of the following do you think are the main reasons for eating or considering eating less meat and fewer meat products? (Please tick up to three options)

[Only asked to respondents who are willing to consider eating less meat and fewer meat products in the future; n=670]

Conditions in which animals are reared	39	42	34	52	29	42	32	44	38	39	35	38	41	39	40	37	40	39	33	39	48
To save money	35	30	38	36	36	27	37	32	28	40	35	47	35	24	28	47	34	30	36	42	30
Concern about food quality/food safety	34	45	36	16	37	32	42	28	37	33	12	28	38	42	32	38	34	31	34	36	44
To reduce the impacts on my or my family's health	33	28	32	34	29	31	33	40	35	31	30	26	37	35	35	28	31	29	39	36	24
Concern about where meat comes from	33	34	30	27	44	38	34	26	30	36	21	26	33	44	33	35	25	38	34	31	42
High carbon footprint of meat production (e.g. impact on climate change)	31	33	35	33	13	31	27	36	36	28	45	34	28	28	33	27	37	35	28	25	31
Other environmental concerns (e.g. damage to wildlife and habitats, pollution, water usage etc.)	25	20	24	24	31	30	21	23	26	24	44	25	19	26	26	22	23	26	26	22	31
Waste of feeding grain to animals instead of people (i.e. food security)	17	16	18	26	10	18	16	21	22	13	28	12	16	20	20	11	20	21	14	14	14
Religious preferences	2	3	2	5	1	2	1	1	2	2	7	3	1	0	1	3	5	0	2	2	0
None of the above	2	1	2	0	1	2	3	3	2	2	0	2	3	2	2	2	5	1	3	1	1
Don't know	1	1	1	0	0	0	1	0	1	1	0	1	0	1	1	1	0	0	2	0	0

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

Which, if any, of the following are you most likely to eat less of? (Please tick all that apply)

Ready meals/ready-to-eat food containing meat or meat products	38	36	40	37	42	40	43	42	36	41	26	38	36	47	40	36	36	36	42	40	40
Processed meat (e.g. ham, bacon, sausages etc.)	34	34	38	27	33	38	36	36	29	39	26	33	33	40	37	30	32	35	34	32	40
Red meat only (e.g. beef, lamb, pork etc.)	20	15	22	28	26	18	23	25	17	23	17	16	18	28	22	17	24	19	19	22	17
All meat and meat products	10	8	9	17	7	8	9	12	8	11	13	12	9	6	10	9	13	8	10	10	7
White meat or other poultry only (e.g. chicken)	4	3	4	1	2	3	6	3	3	4	6	4	2	4	4	4	5	3	8	1	4
Other	2	3	1	0	0	1	1	0	3	1	7	4	0	0	1	3	5	1	2	2	0
Don't know	6	3	4	5	5	3	5	5	6	6	10	7	5	4	5	7	3	10	4	5	5
Not applicable- I don't eat any meat or meat products	6	5	7	7	6	3	8	7	4	8	13	6	6	4	6	6	9	6	9	4	4
Not applicable- I am not likely to eat less of any of these	20	25	17	17	25	28	14	14	25	15	13	17	22	23	18	22	14	21	15	23	26

Which two or three, if any, of the following do you think are the most important improvements to help people's food choices? (Please tick up to three options)

Better education in schools on how what we eat impacts on our health and the environment	38	38	40	55	33	35	39	50	38	39	32	36	39	42	41	34	46	39	34	38	35
Clear labelling of the country of origin for all meat and meat products	36	42	30	38	40	43	32	34	37	35	20	29	38	46	35	38	25	37	42	33	40
Clear labelling to indicate how animals are reared	31	35	26	26	28	33	27	32	28	33	23	28	32	34	32	30	26	32	31	31	33
Better information/guidance on the environmental impacts of foods	26	23	31	38	20	22	30	32	24	27	26	26	24	27	28	22	30	27	22	24	29
Provide grants and support for farmers producing meat to higher animal welfare and environmental standards	23	23	20	30	27	26	19	25	17	28	18	21	21	29	23	23	21	24	23	22	20
Supermarkets and food companies to provide more meat-free or reduced meat alternatives	15	11	19	28	11	11	19	20	16	15	14	18	15	14	17	13	16	14	13	19	16
Restaurants and fast food companies to provide more meat-free or reduced meat choices	14	13	15	19	14	11	15	15	11	16	16	17	13	12	15	12	14	14	12	15	15
Schools, hospitals and canteens to provide more meat-free and reduced meat choices	12	10	14	16	9	9	17	14	12	12	12	10	13	12	13	11	13	12	13	12	8
None of these	3	3	1	4	3	3	1	1	5	2	11	3	2	2	4	3	6	5	2	1	1
Not applicable- I don't think there need to be any improvements to help people's food choices	9	11	8	3	14	12	8	6	12	7	14	8	9	10	9	9	8	7	15	7	13
Don't know	9	8	10	1	11	10	10	6	8	11	9	12	10	7	6	13	8	10	9	11	7

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

Do you think you would or would not be willing to pay an additional cost for meat and meat products if each of the following applied? (Please tick one option per row)
If it was produced to higher animal welfare standards

Definitely would pay more	12	14	11	17	8	11	12	14	11	14	20	12	10	12	13	12	11	12	12	12	16
Would probably pay more	43	47	42	59	45	46	42	54	40	46	28	45	44	47	46	39	40	44	44	43	44
TOTAL WOULD PAY MORE	55	61	53	76	53	57	54	68	51	60	48	57	54	59	59	51	51	56	56	55	60
Would probably not pay more	22	21	24	10	21	23	23	14	24	20	19	19	24	22	20	24	19	20	24	23	25
Would definitely not pay more	10	10	12	4	16	12	11	6	13	7	7	10	10	10	10	10	11	11	7	10	10
TOTAL WOULD NOT PAY MORE	32	31	36	14	37	35	34	20	37	27	26	29	34	32	30	34	30	31	31	33	35
Don't know	13	9	11	9	11	9	11	12	12	13	26	14	12	8	11	15	19	13	13	12	5

If it gave better financial returns to farmers

Definitely would pay more	10	11	9	18	3	9	8	10	9	10	18	11	7	8	10	9	6	11	8	12	8
Would probably pay more	35	40	35	36	40	40	34	37	30	40	38	35	29	42	36	35	37	33	40	34	32
TOTAL WOULD PAY MORE	45	51	44	54	43	49	42	47	39	50	56	46	36	50	46	44	43	44	48	46	40
Would probably not pay more	28	27	28	27	29	27	30	28	31	26	16	24	36	29	28	29	29	27	29	27	37
Would definitely not pay more	12	11	14	5	17	11	14	10	16	8	6	12	14	12	12	12	11	12	9	14	16
TOTAL WOULD NOT PAY MORE	40	38	42	32	46	38	44	38	47	34	22	36	50	41	40	41	40	39	38	41	53
Don't know	15	12	14	14	11	13	14	14	14	16	22	18	14	10	14	16	17	17	14	14	7

If it was healthier

Definitely would pay more	13	15	13	22	5	12	16	15	13	14	20	15	8	15	16	10	10	13	13	18	12
Would probably pay more	43	50	43	55	48	51	38	49	42	45	33	37	47	49	44	42	45	41	49	44	35
TOTAL WOULD PAY MORE	56	65	56	77	53	63	54	64	55	59	53	52	55	64	60	52	55	54	62	62	47
Would probably not pay more	22	19	22	10	24	20	21	19	23	21	21	24	24	17	20	24	21	24	18	17	34
Would definitely not pay more	9	9	10	5	14	9	11	6	12	6	5	9	11	8	8	10	9	10	8	8	11
TOTAL WOULD NOT PAY MORE	31	28	32	15	38	29	32	25	35	27	26	33	35	25	28	34	30	34	26	25	45
Don't know	13	8	12	8	10	8	13	11	11	14	21	16	10	10	12	14	15	13	12	13	8

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

If it was better for the environment/climate change

Definitely would pay more	9	10	9	11	2	6	10	9	9	10	22	10	6	8	10	9	10	8	9	11	9
Would probably pay more	35	33	39	60	29	33	37	47	33	38	29	36	34	39	38	31	36	36	34	36	33
TOTAL WOULD PAY MORE	44	43	48	71	31	39	47	56	42	48	51	46	40	47	48	40	46	44	43	47	42
Would probably not pay more	28	32	25	16	36	33	25	25	29	27	19	29	32	27	27	29	24	28	32	25	35
Would definitely not pay more	14	16	14	5	22	18	15	7	17	11	9	11	16	16	13	16	13	13	12	15	17
TOTAL WOULD NOT PAY MORE	42	48	39	21	58	51	40	32	46	38	28	40	48	43	40	45	37	41	44	40	52
Don't know	13	9	13	9	10	10	12	12	12	15	22	15	12	10	12	15	16	14	13	13	6

If it tasted better

Definitely would pay more	16	24	15	14	11	18	17	17	18	15	26	19	11	16	18	14	13	14	17	22	16
Would probably pay more	46	45	46	60	50	50	42	52	45	46	39	43	49	47	48	42	41	46	48	46	44
TOTAL WOULD PAY MORE	62	69	61	74	61	68	59	69	63	61	65	62	60	63	66	56	54	60	65	68	60
Would probably not pay more	18	16	19	13	21	17	21	14	17	18	8	16	20	20	15	21	18	19	17	13	23
Would definitely not pay more	9	8	9	4	10	8	10	6	10	7	8	7	10	9	8	10	13	9	6	8	12
TOTAL WOULD NOT PAY MORE	27	24	28	17	31	25	31	20	27	25	16	23	30	29	23	31	31	28	23	21	35
Don't know	12	8	11	9	9	8	11	11	10	13	19	15	10	8	11	13	15	13	12	11	5

If the ingredients' origins were known

Definitely would pay more	10	13	10	3	5	9	10	8	10	10	20	9	6	11	10	10	11	7	12	11	10
Would probably pay more	31	33	29	44	32	35	31	34	26	35	24	30	30	34	33	28	26	30	31	32	33
TOTAL WOULD PAY MORE	41	46	39	47	37	44	41	42	36	45	44	39	36	45	43	38	37	37	43	43	43
Would probably not pay more	33	32	36	35	34	32	34	35	36	31	26	31	38	33	32	35	33	33	33	33	36
Would definitely not pay more	13	13	14	7	15	14	14	9	17	9	10	14	14	11	13	13	14	15	9	12	15
TOTAL WOULD NOT PAY MORE	46	45	50	42	49	46	48	44	53	40	36	45	52	44	45	48	47	48	42	45	51
Don't know	13	9	12	12	14	10	12	15	12	14	20	16	11	11	13	15	16	14	15	13	5

Generally speaking, which of the following statements do you agree or disagree with?

(Please tick one option per row)

When food shopping, it is hard to tell which meat is more environmentally-friendly

Generally agree	67	65	69	70	80	66	71	74	66	69	50	69	68	72	67	67	57	69	68	70	69
Generally disagree	18	19	19	20	13	19	17	16	19	17	22	17	19	16	20	15	25	17	15	17	18
Don't know	15	16	11	10	7	15	12	10	15	15	28	14	13	12	13	18	18	14	17	13	14