Internal Red Meat
Fieldwork Dates: 2nd - 6 th November 2018
Sample: 1,073 Adults

|  | Total | Gender |  | Age |  |  |  |  | Social Grade |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55+ | ABC1 | C2DE |
|  |  | A | B | c | D | E | F | G | н | 1 |
| There is often discussion about the 'nanny state' and whether or not the government should involve itself in certain issues. To what extent do you support government involvement in these issues? <br> Q1_1. Getting people to reduce the amount of alcohol they drink |  |  |  |  |  |  |  |  |  |  |
| Base | 1073 | 536 | 537 | 169 | 161 | 144 | 179 | 420 | 642 | 431 |
| Strongly support | 25\% | 23\% | 28\% | 20\% | 29\% | 21\% | 21\% | $\begin{aligned} & 29 \% \\ & \text { C.F } \end{aligned}$ | 27\% | 22\% |
| Tend to support | 36\% | 35\% | 37\% | $\begin{gathered} 41 \% \\ D \end{gathered}$ | 30\% | 33\% | 34\% | 37\% | 37\% | 33\% |
| Neither support nor oppose | 22\% | 23\% | 22\% | 20\% | 26\% | 21\% | 27\% | 21\% | 20\% | $\underset{H}{26 \%}$ |
| Tend to oppose | 9\% | $\begin{gathered} 11 \% \\ \mathrm{~B} \end{gathered}$ | 7\% | $\begin{gathered} 12 \% \\ G \end{gathered}$ | 7\% | $\begin{aligned} & \text { 15\%\% } \\ & \text { D.G } \end{aligned}$ | 10\% | 7\% | 10\% | 8\% |
| Strongly oppose | 6\% | $\begin{gathered} 7 \% \\ B \end{gathered}$ | 4\% | 4\% | 6\% | 6\% | 6\% | 5\% | 4\% | $\begin{gathered} 7 \% \\ H \end{gathered}$ |
| Don't know | 2\% | 1\% | 3\% | $\begin{gathered} 4 \% \\ G \end{gathered}$ | 2\% | $\begin{gathered} 4 \% \\ G \end{gathered}$ | $\begin{gathered} 2 \% \\ G \end{gathered}$ | 0\% | 1\% | $\begin{gathered} 3 \% \\ H \end{gathered}$ |
| Net: Support | 61\% | 57\% | $\begin{gathered} 64 \% \\ \text { A } \end{gathered}$ | 60\% | 59\% | 54\% | 55\% | $\begin{aligned} & \text { 66\% } \\ & \text { E.F } \end{aligned}$ | 64\% | 55\% |
| Net: Oppose | 15\% | $\begin{gathered} 19 \% \\ \text { B } \end{gathered}$ | 11\% | 16\% | 13\% | $\begin{gathered} 21 \% \\ G \end{gathered}$ | 16\% | 13\% | 14\% | 16\% |
| Q1_2. Getting people to give up smoking |  |  |  |  |  |  |  |  |  |  |
| Base | 1073 | 536 | 537 | 169 | 161 | 144 | 179 | 420 | 642 | 431 |
| Strongly support | 44\% | 46\% | 42\% | 43\% | 41\% | 47\% | 39\% | $\begin{gathered} 48 \% \\ F \end{gathered}$ | 46\% | 42\% |
| Tend to support | 32\% | 31\% | 34\% | 33\% | 33\% | 26\% | 34\% | 34\% | $35 \%$ | 29\% |
| Neither support nor oppose | 13\% | 12\% | 13\% | 14\% | 13\% | 13\% | $\begin{gathered} 16 \% \\ G \end{gathered}$ | 10\% | 11\% | $\begin{gathered} \text { 16\% } \\ H \end{gathered}$ |
| Tend to oppose | 4\% | 4\% | 4\% | 4\% | 5\% | 3\% | 3\% | 4\% | 4\% | 3\% |
| Strongly oppose | 5\% | 5\% | 4\% | 3\% | 6\% | 6\% | 6\% | 4\% | 3\% | $\begin{gathered} 7 \% \\ H \end{gathered}$ |
| Don't know | 2\% | 1\% | 3\% | 2\% | 2\% | $\begin{gathered} 4 \% \\ G \end{gathered}$ | 2\% | 1\% | 1\% | $\begin{gathered} 3 \% \\ H \end{gathered}$ |
| Net: Support | 77\% | 77\% | 76\% | 76\% | 74\% | 74\% | 72\% | $\begin{gathered} 81 \% \\ F \end{gathered}$ | $81 \%$ | 71\% |
| Net: Oppose | 9\% | 10\% | 8\% | 7\% | 11\% | 9\% | 10\% | 8\% | $8 \%$ | 10\% |

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| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | $55+$ | ABC1 | C2DE |
|  | A | в | c | D | E | F | G | н | 1 |

Q1_3. Making diet recommendations to improve health and
reduce obesity

## Q1 4 Getting people to eat less meat to help the

| Base | 1073 | 536 | 537 | 169 | 161 | 144 | 179 | 420 | 642 | 311 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Strongly support | 26\% | 25\% | 27\% | 29\% | $\begin{gathered} 34 \% \\ \text { F.G } \end{gathered}$ | 28\% | 22\% | 23\% | 28\% | 24\% |
| Tend to support | 41\% | 41\% | 40\% | 40\% | 38\% | 40\% | 43\% | 41\% | 42\% | 38\% |
| Neither support nor oppose | 19\% | 19\% | 18\% | 17\% | 17\% | 19\% | 17\% | 21\% | 17\% | $\underset{H}{22 \%}$ |
| Tend to oppose | $8 \%$ | $9 \%$ | 7\% | 9\% | 6\% | 6\% | 8\% | 9\% | $8 \%$ | 8\% |
| Strongly oppose | 5\% | 5\% | 4\% | 2\% | 2\% | 3\% | $\begin{aligned} & 7 \% \\ & \text { C.D } \end{aligned}$ | 6\% | 5\% | 5\% |
| Don't know | 2\% | 1\% | 2\% | $\begin{gathered} 3 \% \\ G \end{gathered}$ | $\begin{gathered} 2 \% \\ G \end{gathered}$ | $\begin{gathered} 3 \% \\ G \end{gathered}$ | $\begin{gathered} 2 \% \\ G \end{gathered}$ | 0\% | 1\% | $\begin{gathered} 3 \% \\ H \end{gathered}$ |
| Net: Support | 67\% | 65\% | 68\% | 69\% | 71\% | 69\% | 65\% | 64\% | $\begin{gathered} 70 \% \\ 1 \end{gathered}$ | 61\% |
| Net: Oppose | 13\% | 14\% | 12\% | 12\% | $9 \%$ | $8 \%$ | $\underset{E}{16 \%}$ | $\begin{gathered} 15 \% \\ \text { D.E } \end{gathered}$ | 12\% | 13\% |

environment

| Base | 1073 | 536 | 537 | 169 | 161 | 144 | 179 | 420 | 642 | 431 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Strongly support | 15\% | 14\% | 16\% | 19\% | $22 \%$ E.F.G | 13\% | 12\% | 12\% | 15\% | 14\% |
| Tend to support | 20\% | 21\% | 19\% | 17\% | 22\% | 19\% | 21\% | 21\% | $\begin{gathered} 24 \% \\ 1 \end{gathered}$ | 15\% |
| Neither support nor oppose | 29\% | 25\% | $\stackrel{33 \%}{A}$ | $\begin{gathered} 30 \% \\ \mathrm{D} \end{gathered}$ | 21\% | 29\% | 27\% | $\begin{gathered} 32 \% \\ \mathrm{D} \end{gathered}$ | 28\% | 31\% |
| Tend to oppose | 18\% | 20\% | 16\% | 18\% | 12\% | 15\% | 17\% | $\begin{gathered} 22 \% \\ \mathrm{D} \end{gathered}$ | 19\% | 17\% |
| Strongly oppose | 15\% | $\begin{gathered} 18 \% \\ \mathrm{~B} \end{gathered}$ | 13\% | 11\% | $\begin{aligned} & 21 \% \\ & \text { C.G } \end{aligned}$ | 17\% | $\begin{aligned} & 20 \% \\ & \text { C.G } \end{aligned}$ | 12\% | 13\% | $\underset{H}{18 \%} \underset{H}{ }$ |
| Don't know | 3\% | 2\% | 3\% | $\begin{gathered} 5 \% \\ G \end{gathered}$ | 2\% | $\begin{gathered} 7 \% \\ \text { D.F.G } \end{gathered}$ | 2\% | 1\% | 1\% | $\begin{gathered} 4 \% \\ H \end{gathered}$ |
| Net: Support | 35\% | 35\% | 35\% | 36\% | $\begin{aligned} & \text { 45\% } \\ & \text { E.F.G } \end{aligned}$ | 32\% | 34\% | 33\% | $39 \%$ | 29\% |
| Net: Oppose | 33\% | $\begin{gathered} 38 \% \\ B \end{gathered}$ | 29\% | 29\% | 33\% | 32\% | 37\% | 34\% | 32\% | 36\% |

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Q1_5. Getting people to do more exercise

| Base | 1073 | 536 | 537 | 169 | 161 | 144 | 179 | 420 | 642 | 431 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Strongly support | 29\% | 30\% | 28\% | 30\% | $\underset{F}{37 \%}$ | 28\% | 22\% | 28\% | 31\% | 26\% |
| Tend to support | 39\% | 40\% | 38\% | 38\% | 32\% | 36\% | 40\% | $\begin{gathered} 43 \% \\ 0 \end{gathered}$ | $\begin{gathered} 42 \% \\ \hline \end{gathered}$ | 35\% |
| Neither support nor oppose | 18\% | 17\% | 19\% | 18\% | 17\% | 19\% | 20\% | 17\% | 16\% | $\underset{H}{22 \%}$ |
| Tend to oppose | 7\% | 7\% | 7\% | 8\% | 9\% | 6\% | $8 \%$ | 6\% | 6\% | 8\% |
| Strongly oppose | 5\% | 5\% | 5\% | 2\% | 3\% | $\begin{gathered} \text { 6\% } \\ \mathrm{c} \end{gathered}$ | $\begin{gathered} 7 \% \\ c \end{gathered}$ | $\begin{gathered} \text { 6\% } \\ c \end{gathered}$ | 5\% | 6\% |
| Don't know | 2\% | 1\% | $\begin{gathered} 3 \% \\ A \end{gathered}$ | $\begin{gathered} 4 \% \\ G \end{gathered}$ | $\begin{gathered} 2 \% \\ G \end{gathered}$ | $\begin{gathered} 4 \% \\ G \end{gathered}$ | $\begin{gathered} 2 \% \\ G \end{gathered}$ | 0\% | 1\% | $\begin{gathered} 3 \% \\ H \end{gathered}$ |
| Net: Support | 68\% | 70\% | 66\% | 69\% | 68\% | 65\% | 62\% | $\begin{gathered} 71 \% \\ F \end{gathered}$ | $\begin{gathered} 72 \% \\ 1 \end{gathered}$ | 61\% |
| Net: Oppose | 12\% | 12\% | 12\% | 9\% | 12\% | 12\% | 16\% | 11\% | 11\% | 14\% |

Q1_6. Stopping people from smoking cannabis for
recreational purposes

| Base | 1073 | 536 | 537 | 169 | 161 | 144 | 179 | 420 | 642 | 431 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Strongly support | 23\% | 22\% | 24\% | 14\% | 17\% | 17\% | $\begin{gathered} 26 \% \% \\ c .0 \end{gathered}$ | $\begin{aligned} & 30 \% \\ & \text { C.D.E } \end{aligned}$ | $\begin{gathered} 25 \% \\ \hline \end{gathered}$ | 20\% |
| Tend to support | 19\% | 17\% | 21\% | 15\% | 21\% | 18\% | 17\% | 21\% | 20\% | 18\% |
| Neither support nor oppose | 24\% | 22\% | 26\% | 21\% | 17\% | 26\% | $\begin{gathered} 27 \% \\ \mathrm{D} \end{gathered}$ | 25\% | 23\% | 24\% |
| Tend to oppose | 16\% | 18\% | 15\% | $\begin{gathered} 22 \% \\ G \end{gathered}$ | 20\% | 17\% | 15\% | 14\% | 16\% | 17\% |
| Strongly oppose | 14\% | $\begin{gathered} 18 \% \\ \mathrm{~B} \end{gathered}$ | 10\% | $\begin{gathered} 22 \% \\ \text { F.G } \end{gathered}$ | $\begin{gathered} 21 \% \\ \text { F.G } \end{gathered}$ | $\begin{gathered} 17 \% \\ G \end{gathered}$ | 12\% | 9\% | 13\% | 17\% |
| Don't know | 3\% | 3\% | 4\% | $\begin{gathered} 6 \% \\ G \end{gathered}$ | 4\% | $\begin{gathered} 5 \% \\ G \end{gathered}$ | 3\% | 2\% | 3\% | 5\% |
| Net: Support | 42\% | 39\% | $\underset{A}{45 \%}$ | 29\% | 37\% | 35\% | $\begin{gathered} 43 \% \\ c \end{gathered}$ | $\begin{aligned} & 51 \% \\ & \text { C.D.E } \end{aligned}$ | $\begin{gathered} 45 \% \\ \hline \end{gathered}$ | 38\% |
| Net: Oppose | 31\% | $\begin{gathered} 36 \% \\ B \end{gathered}$ | 25\% | $\begin{aligned} & 44 \% \\ & \text { E.F.G } \end{aligned}$ | $\begin{gathered} 41 \% \\ \text { F.G } \end{gathered}$ | $\begin{gathered} 33 \% \\ G \end{gathered}$ | 27\% | 22\% | 29\% | 33\% |

## Internal Red Meat

## Fied

Sample: 1,073 Adults

| Total | Gender |  | Age |  |  |  |  | Social Grade |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55+ | ABC1 | C2DE |
|  | A | в | c | D | E | F | G | H | 1 |

Q2. Which of the following actions do you think has the
greatest positive impact on the environment?

| Base | 1073 | 536 | 537 | 169 | 161 | 144 | 179 | 420 | 642 | 431 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Recycling | 48\% | 46\% | 50\% | 40\% | 45\% | 46\% | 49\% | $54 \%$ | 45\% | $53 \%$ |
| Eating a plant-based diet | 18\% | 20\% | 17\% | 22\% | $\begin{aligned} & 27 \% \\ & \text { E.F.G } \end{aligned}$ | 17\% | 15\% | 16\% | $\begin{gathered} 21 \% \\ 1 \end{gathered}$ | 14\% |
| Changing to a hybrid car | 9\% | 11\% | 8\% | $\begin{gathered} 14 \% \\ G \end{gathered}$ | 9\% | 9\% | 11\% | 7\% | $\begin{gathered} \text { 11\% } \\ 1 \end{gathered}$ | 7\% |
| Changing to low energy light bulbs | 5\% | 5\% | 4\% | 4\% | 2\% | 6\% | 4\% | 5\% | 5\% | 4\% |
| Using cold water to wash clothes and hang drying | 2\% | 2\% | 2\% | 3\% | 1\% | 1\% | 2\% | 3\% | 2\% | 3\% |
| Don't know | 17\% | 16\% | 18\% | 17\% | 16\% | 22\% | 19\% | 15\% | 16\% | 19\% |

Over the next year will you try to eat less, more, or the
same amount of each of these foods?
same amount of ea

| Base | 1073 | 536 | 537 | 169 | 161 | 144 | 179 | 420 | 642 | 431 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Eat less | 24\% | 20\% | $\begin{gathered} 27 \% \\ A \end{gathered}$ | 23\% | 20\% | 22\% | 20\% | $\begin{gathered} 28 \% \\ \text { D.F } \end{gathered}$ | 28\% | 18\% |
| Eat more | 5\% | $\begin{gathered} 6 \% \\ \mathrm{~B} \end{gathered}$ | $3 \%$ | $\begin{aligned} & 11 \% \\ & \text { E.F.G } \end{aligned}$ | 6\% | 2\% | 5\% | 2\% | 4\% | 6\% |
| Eat about the same amount | 57\% | $\begin{gathered} \text { 60\% } \\ \text { B } \end{gathered}$ | 53\% | 46\% | 55\% | $\begin{gathered} 59 \% \\ c \end{gathered}$ | $\begin{gathered} 59 \% \\ c \end{gathered}$ | $\begin{gathered} \text { 60\% } \\ \mathrm{C} \end{gathered}$ | 55\% | 58\% |
| Don't know | 3\% | 4\% | $3 \%$ | $\begin{gathered} 6 \% \\ G \end{gathered}$ | $3 \%$ | $\begin{aligned} & 7 \% \\ & \text { F.G } \end{aligned}$ | 2\% | 1\% | 2\% | $\begin{gathered} 5 \% \\ \mathrm{H} \end{gathered}$ |
| N/A - I don't eat this \& don't intend to change that over the next | 12\% | 10\% | $\begin{gathered} 14 \% \\ \text { A } \end{gathered}$ | 14\% | $\begin{gathered} 16 \% \\ G \end{gathered}$ | 10\% | 14\% | 9\% | 11\% | 13\% |

Q5. You said that you will try and eat less red meat over
the coming year. What is your main reason for this?
Please select one option only.

| Base | 254 | 109 | 145 | 39 | 32 | 31 | 35 | 117 | 177 | 77 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| To improve my heath | 50\% | 48\% | 51\% | 28\% | 34\% | 48\% | 60\% | 58\% | 53\% | 43\% |
|  |  |  |  |  | * | * | C. $D^{*}$ | C.D |  | * |
| I don't like it very much | 13\% | 8\% | 16\% | 10\% | $6 \%$ | $3 \%$ | $6 \%$ | $\underset{E}{20 \%}$ | 12\% | 14\% |
| To save money | 7\% | 8\% | 6\% | 13\% | 6\% | $\stackrel{6 \%}{ }$ | $\stackrel{9}{ }{ }^{\text {* }}$ | 4\% | 5\% | $\begin{gathered} \substack{12 \% \\ \mathrm{H}^{*}} \end{gathered}$ |
| To help the environment | 27\% | 32\% | 23\% | $\begin{aligned} & 46 \% \\ & \text { F. } G^{*} \end{aligned}$ | $\begin{aligned} & 53 \% \\ & F \cdot G^{*} \end{aligned}$ | $\begin{gathered} 32 \% \\ \mathrm{G}^{*} \end{gathered}$ | $\stackrel{20 \%}{*}$ | 15\% | 28\% | 25\% |
| Other | 4\% | $4 \%$ | 3\% | 3\% |  | 10\% | 6\% | 3\% | 3\% | 5\% |
| Don't know | 0\% | $\cdot$ | 1\% |  |  |  |  | 1\% | - | $1 \%$ |

