

YouGov / The Sun Survey Results

Sample Size: 1892 GB Adults

Fieldwork: 13th - 14th February 2013

		Voting intention			2010 Vote			Gender		Age				Social grade		Region				
	Total	Con	Lab	Lib Dem	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	1892	454	621	169	584	431	407	920	972	229	482	647	534	1078	814	242	615	405	465	165
Unweighted Sample	1892	455	598	104	614	436	374	887	1005	174	452	742	524	1256	636	249	697	354	428	164
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking only about BRITISH meat products, has the horsemeat story made you trust British meat products more, trust them less, or has it made no difference?

Has made me trust British meat products more	14	24	10	7	21	11	10	16	12	7	13	15	16	15	13	16	14	11	14	17
Has made me trust British meat products less	38	30	45	35	32	43	42	33	41	35	36	38	40	37	38	42	37	33	42	32
Has made no difference to my view of British meat products	43	44	40	54	45	40	42	46	40	47	44	43	40	43	43	34	44	48	41	47
Don't know	6	2	5	3	2	7	6	4	7	11	6	5	4	5	6	7	5	8	3	4

And has it made you more or less likely to feed yourself and your family ready meals, or has it made no difference?

Has made me more likely to eat or give my family ready meals	1	0	2	1	1	2	1	2	1	2	2	1	1	1	1	2	1	0	2	1
Has made me less likely to eat or give my family ready meals	34	36	38	34	33	35	37	34	35	29	34	35	37	34	35	41	31	29	39	35
No difference - I will continue to eat or give my family ready meals	18	16	19	24	17	17	19	23	13	24	21	18	14	18	18	14	19	22	15	18
No difference - I never ate or gave my family ready meals anyway	43	46	38	37	46	42	39	38	47	39	38	44	47	44	41	38	45	43	40	44
Don't know	4	1	3	4	2	4	4	4	4	7	6	2	2	3	5	5	4	4	3	2

Would you be willing to pay more for meat products if you could guarantee the source?

I would be willing to pay more for meat if I could guarantee where it had come from	33	39	33	28	34	36	31	31	34	28	34	34	32	35	29	37	32	28	35	34
I would not be willing to pay any more than I currently do for meat	44	42	46	43	46	44	41	48	41	42	43	45	46	43	47	38	44	47	45	46
Not sure	17	16	15	20	16	14	20	16	18	18	18	16	17	16	18	16	18	18	16	16
Not applicable - I never buy meat	6	4	6	8	4	7	8	5	7	12	6	5	5	6	6	8	7	7	4	4

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

Before doing this survey, had you ever heard of the Food Standards Agency?

Yes, I had heard of them and I know what they do	74	82	73	75	78	73	75	72	76	70	72	76	75	75	73	75	73	72	76	73
I had heard of them before, but am not certain what they do	20	15	21	16	19	23	19	20	20	14	20	20	23	20	21	18	21	20	19	23
I had never heard of them before doing this survey	3	2	2	5	2	2	4	4	2	6	4	2	1	3	2	1	3	3	3	3
Not sure	3	1	3	4	1	2	3	4	3	10	4	2	1	2	4	6	2	5	1	2

Thinking about some other food products...

How confident are you that processed seafood products like fishfingers contain what they are supposed to?

Very confident	3	3	5	3	2	5	2	4	3	5	5	3	2	3	4	3	5	1	4	2
Fairly confident	33	35	34	43	31	33	36	35	31	41	34	32	28	33	31	29	37	32	31	27
TOTAL CONFIDENT	36	38	39	46	33	38	38	39	34	46	39	35	30	36	35	32	42	33	35	29
Not very confident	40	42	42	34	46	42	35	36	44	27	37	41	49	39	42	42	35	44	42	43
Not at all confident	15	13	13	11	13	13	19	16	15	12	14	16	17	16	15	15	14	16	17	17
TOTAL NOT CONFIDENT	55	55	55	45	59	55	54	52	59	39	51	57	66	55	57	57	49	60	59	60
Don't know	8	7	6	8	7	7	8	9	8	16	11	7	4	8	8	10	9	7	7	10