

Sample Size: 1776 Adults in GB
Fieldwork: 14th - 15th January 2020

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Region					
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1776	602	440	160	684	732	860	916	195	748	423	410	1012	764	213	597	385	428	153
Unweighted Sample	1776	655	503	164	769	745	785	991	129	736	446	465	1059	717	178	619	392	428	159
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How often, if at all, do you eat vegetables of any kind?

More than once a day	28	23	39	51	38	22	24	33	33	27	30	26	33	23	33	31	26	24	29
Once a day	29	32	28	24	33	30	30	28	29	24	31	35	29	29	24	32	27	30	27
Several times a week	29	35	23	21	22	35	29	28	11	30	31	31	27	31	20	29	32	30	27
Once a week	6	4	7	0	3	6	7	5	12	7	3	3	5	7	9	3	6	6	7
Several times a month	4	2	2	1	3	4	3	4	2	5	3	3	3	4	4	2	4	4	6
Once a month	1	1	0	1	0	0	1	0	4	0	0	0	1	1	4	0	0	0	0
Less than once a month	1	0	0	0	0	1	3	0	4	2	0	1	1	2	4	1	1	2	1
Never	1	1	0	0	0	1	1	1	1	1	1	1	0	1	0	0	1	1	0
Don't know	2	1	1	2	1	2	2	1	2	3	1	1	1	3	2	1	1	3	2

Generally speaking, has the amount of vegetables you eat increased or decreased over the past 12 months?

[Asked to everyone except those who said they never eat vegetables; n=1768]

Increased a lot	8	7	9	6	7	6	6	10	15	8	8	5	7	10	10	7	10	8	6
Increased a little	20	19	24	25	25	18	20	20	15	23	20	18	21	19	22	19	24	18	18
TOTAL INCREASED	28	26	33	31	32	24	26	30	30	31	28	23	28	29	32	26	34	26	24
Stayed about the same	62	67	58	65	61	67	64	60	58	55	66	72	64	59	53	65	58	64	63
Decreased a little	6	5	6	0	4	7	5	6	8	7	4	4	5	7	9	5	4	6	6
Decreased a lot	1	1	1	0	1	1	1	2	0	2	1	1	1	1	1	2	1	1	2
TOTAL DECREASED	7	6	7	0	5	8	6	8	8	9	5	5	6	8	10	7	5	7	8
Don't know	3	1	1	4	2	1	3	2	4	4	1	0	2	4	4	2	2	2	4

You just said the amount of vegetables you eat has increased over the past 12 months. Which of the following, if any, best describe why? Please select all that apply.

[Asked only to those who said the amount they eat vegetables had increased over the past 12 months; n=508]

Health reasons	78	77	82	83	81	79	79	77	75	78	82	75	77	79	77	78	80	79	71
Concern for the environment	22	14	29	39	31	10	24	20	33	22	17	21	25	18	21	22	25	19	19
Concern for animal welfare	13	6	20	24	18	6	14	13	17	11	16	12	14	13	12	14	14	14	11
Change to financial circumstances	7	4	13	3	7	6	7	6	11	8	3	5	6	7	12	3	10	5	2
Other	10	10	9	6	10	13	7	13	7	9	9	16	9	11	6	11	8	9	22
None of these	5	7	4	6	4	7	6	5	5	6	5	5	5	6	4	6	6	5	5
Don't know	1	1	1	0	1	1	0	2	0	2	0	1	1	1	0	1	1	2	0

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

How often, if at all, do you eat meat of any kind?

More than once a day	6	7	4	5	5	7	8	4	9	6	6	3	6	5	4	6	5	7	5
Once a day	17	17	16	14	16	19	20	15	17	21	13	15	18	17	15	17	15	20	20
Several times a week	48	53	50	54	50	48	47	49	36	43	52	58	48	47	45	51	51	45	42
Once a week	8	7	6	8	7	8	6	9	2	8	8	9	6	10	7	6	7	9	11
Several times a month	7	7	5	4	5	7	8	6	7	7	8	6	7	7	11	7	7	6	4
Once a month	2	1	2	1	2	1	1	2	3	2	1	2	2	2	4	1	1	2	3
Less than once a month	3	1	3	2	3	1	3	2	6	2	2	2	2	3	2	1	3	4	4
Never	8	5	13	11	11	7	5	11	17	7	10	4	9	7	10	9	9	6	9
Don't know	2	1	1	1	1	1	2	2	3	3	1	0	1	3	2	1	2	3	2

Generally speaking, has the amount of meat you eat increased or decreased over the past 12 months?

[Asked to everyone except those who said they never eat meat; n=1628]

Increased a lot	1	2	0	0	0	1	2	0	6	1	0	0	1	1	3	1	1	1	2
Increased a little	3	1	4	2	3	2	3	3	1	4	2	1	3	2	3	2	3	4	1
TOTAL INCREASED	4	3	4	2	3	3	5	3	7	5	2	1	4	3	6	3	4	5	3
Stayed about the same	65	69	63	51	59	71	68	61	63	64	65	68	64	65	62	68	63	65	63
Decreased a little	23	22	24	34	28	20	19	26	20	20	26	24	25	20	23	22	25	22	19
Decreased a lot	6	4	8	7	7	5	6	6	5	6	7	5	5	7	6	5	7	5	9
TOTAL DECREASED	29	26	32	41	35	25	25	32	25	26	33	29	30	27	29	27	32	27	28
Don't know	3	1	1	5	2	2	3	3	4	5	1	1	2	4	2	3	2	3	5

You just said the amount of meat you eat has decreased over the past 12 months. Which of the following, if any, best describe why? Please select all that apply. Because of...

[Asked only to those who said the amount they eat meat had decreased over the past 12 months; n=478]

Health reasons	53	56	45	56	54	54	50	54	19	50	65	56	52	53	42	58	60	46	47
Concern for the environment	40	23	55	60	57	22	44	37	65	49	32	25	46	32	49	39	40	37	37
Concern for animal welfare	28	20	36	29	33	19	22	33	40	30	28	23	26	32	24	28	23	36	31
Change to financial circumstances	13	8	20	10	11	14	11	15	23	14	8	12	9	19	20	9	14	12	18
Other	13	14	9	15	14	14	12	14	12	12	14	14	12	16	10	18	8	14	14
None of these	7	12	8	4	4	12	10	6	11	7	6	9	6	9	4	6	14	7	2
Don't know	0	1	0	0	0	1	0	0	0	0	0	1	0	0	0	0	1	0	0

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

Generally speaking, how often, if at all, do you tend to do each of the following?

Choose energy-efficient appliances when you replace old ones

Always	34	36	35	44	39	33	31	36	23	27	40	43	35	31	30	38	34	29	31
Often	30	32	29	30	30	31	30	29	24	31	30	30	31	28	24	29	34	28	36
Sometimes	21	21	20	16	21	22	24	19	23	23	20	19	20	23	20	20	18	28	19
Rarely	5	3	6	2	3	5	6	4	5	6	4	4	4	6	8	4	5	5	4
Never	3	3	1	2	1	3	3	3	3	4	3	2	2	4	5	2	2	3	5
Don't know	7	5	9	5	5	6	5	9	22	8	3	3	7	8	14	6	7	7	7

Switch off electrical appliances such as televisions and computers instead of leaving them on standby

Always	32	31	33	28	32	31	30	33	38	28	32	35	31	32	34	32	34	28	31
Often	22	20	26	27	26	20	21	22	17	21	23	22	23	20	23	20	24	22	18
Sometimes	20	20	18	19	18	22	20	21	14	24	18	19	18	23	16	22	18	22	22
Rarely	17	20	16	20	17	18	19	15	20	16	17	18	18	17	15	18	18	18	17
Never	7	7	6	6	6	8	6	7	5	7	8	6	7	6	6	7	5	8	9
Don't know	3	2	1	1	1	2	3	2	6	4	1	1	3	2	6	2	2	2	3

Recycle your household rubbish

Always	72	76	74	79	77	75	66	77	56	65	79	85	71	72	62	77	74	69	67
Often	18	18	18	14	16	17	21	15	34	20	14	11	20	15	25	16	16	19	18
Sometimes	5	3	4	4	4	4	6	4	4	8	4	2	5	6	3	5	6	6	7
Rarely	2	2	2	0	1	2	2	1	2	3	1	1	1	3	3	1	2	1	2
Never	2	1	2	1	1	1	3	1	2	2	1	0	1	2	5	0	1	2	3
Don't know	2	1	0	1	1	1	2	1	2	3	1	1	1	2	2	1	1	3	3

Use your own carrier bags when shopping

Always	67	75	69	73	70	73	61	73	59	55	77	84	68	67	62	75	64	64	63
Often	23	18	25	20	23	19	26	20	29	30	17	13	23	22	29	18	24	24	24
Sometimes	6	4	4	6	5	6	8	5	7	10	4	2	5	7	5	6	8	6	7
Rarely	2	1	1	0	1	1	3	0	4	2	1	0	1	2	3	0	3	2	1
Never	1	0	0	0	0	1	1	0	0	1	1	0	0	1	0	0	0	1	1
Don't know	2	1	0	1	1	1	2	1	2	3	1	1	1	2	2	1	1	2	3

Compare prices online before buying something in-store

Always	27	29	28	26	28	28	28	27	33	27	31	22	28	26	31	29	24	25	28
Often	31	32	32	38	34	29	32	30	27	36	28	27	31	31	30	31	34	30	27
Sometimes	23	21	25	28	24	23	22	25	19	23	23	26	23	23	20	24	27	22	21
Rarely	10	10	10	7	9	11	10	11	14	7	12	13	10	11	10	9	8	14	11
Never	6	6	6	1	4	7	7	5	4	4	5	11	5	6	6	5	6	6	7
Don't know	2	2	0	1	1	2	2	2	4	3	1	1	2	2	4	2	1	3	5

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Make a packed lunch to save money																			
Always	27	24	31	22	29	23	22	31	32	31	30	13	27	26	23	29	25	27	27
Often	25	21	27	37	29	22	21	29	27	30	22	17	25	25	20	26	27	25	22
Sometimes	19	18	22	17	18	19	20	18	22	17	20	19	19	18	20	17	19	21	17
Rarely	10	10	9	8	9	10	11	8	7	9	8	14	11	8	17	10	9	8	6
Never	14	21	9	11	11	19	20	9	6	8	16	29	13	16	13	13	16	15	19
Don't know	5	5	3	5	4	6	6	5	6	5	4	8	5	6	7	5	4	5	10
Write a shopping list before you buy groceries																			
Always	36	42	35	39	39	38	29	43	30	32	38	45	35	37	28	45	36	30	32
Often	25	22	30	31	30	21	24	25	25	29	24	19	28	21	30	26	21	24	25
Sometimes	18	17	17	14	16	19	21	16	20	21	14	15	18	19	18	15	23	16	23
Rarely	12	12	11	11	10	13	15	10	17	10	14	12	12	12	15	9	12	16	10
Never	7	6	7	4	5	9	9	5	5	5	10	8	6	9	6	5	7	10	7
Don't know	2	1	0	1	1	1	2	1	2	3	1	1	1	2	2	1	1	2	3
If you had to choose, which one of the following, if any, would you prefer the UK Government to do?																			
Reduce taxes and overall public spending	19	19	15	10	13	22	17	20	18	22	17	15	17	21	24	17	18	17	24
Keep taxes and overall public spending at the same level as now	28	42	17	23	22	36	30	26	22	26	29	33	29	27	21	34	27	25	23
Increase taxes and overall public spending	31	23	50	51	48	23	35	28	30	26	36	38	35	27	30	32	34	29	32
Don't know/ prefer not to answer	22	16	18	16	17	19	17	26	30	26	18	15	19	26	26	17	20	29	21
If you had to choose, which one of the following, if any, would you prefer the UK Government to do?																			
Reduce taxes and spend less on policies to tackle climate change	13	20	8	5	6	19	19	9	14	13	15	13	14	13	14	13	13	14	12
Keep taxes and spending on climate change policies at the same level as now	29	43	21	22	25	38	29	29	18	26	32	38	28	31	21	35	30	25	28
Increase taxes and spend more on policies to tackle climate change	35	22	54	58	52	22	35	36	48	35	35	30	41	28	43	33	36	32	40
Don't know/ prefer not to answer	22	15	18	15	16	21	17	26	21	26	18	19	18	28	22	18	21	28	21
If you had to choose, which one of the following, if any, would you prefer the UK Government to do?																			
Reduce taxes and spend less on the NHS	3	6	0	2	2	4	5	2	7	5	2	1	4	2	8	2	5	2	0
Keep taxes and spending on the NHS at the same level as now	20	31	11	13	13	29	24	16	15	20	23	20	22	18	15	22	20	21	17
Increase taxes and spend more on the NHS	62	54	78	74	75	55	59	65	59	56	66	71	63	62	60	64	61	59	69
Don't know/ prefer not to answer	14	9	10	11	10	12	12	16	19	19	9	8	12	18	17	11	14	17	14

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

If you had to choose, which one of the following, if any, would you prefer the UK Government to do?

Reduce taxes and spend less on the police	4	3	4	2	3	4	5	3	13	5	2	1	4	4	5	3	3	5	8
Keep taxes and spending on police at the same level as now	29	35	26	21	27	31	32	27	28	32	30	24	30	28	28	32	29	24	35
Increase taxes and spend more on the police	48	49	55	60	54	49	47	48	38	39	53	63	50	45	47	50	48	47	38
Don't know/ prefer not to answer	19	13	15	17	15	16	16	22	21	24	16	13	16	23	20	15	20	24	18

If you had to choose, which one of the following, if any, would you prefer the UK Government to do?

Reduce taxes and spend less on education	7	9	3	1	3	7	9	5	13	7	5	5	7	6	11	5	7	5	9
Keep taxes and spending on education at the same level as now	34	48	22	24	29	43	35	34	20	33	37	40	34	34	23	39	34	35	28
Increase taxes and spend more on education	40	29	60	59	54	32	40	40	46	36	43	40	42	36	45	39	42	34	44
Don't know/ prefer not to answer	20	14	15	16	15	18	17	22	22	24	16	15	16	24	21	16	18	26	18