

Compassion in World Farming Sustainable Diets - Merged Results

Fieldwork Dates: 26th June - 7th July 2023

Total	Country								
	UK	US	France	Italy	Spain	Netherlands	Czech Republic	Poland	Combined EU countries

For the following question, by environmentally sustainably produced foods, we mean foods such as organic, free-range or pasture reared meats and other animal-sourced foods. Which, if any, of the following would encourage you to purchase environmentally sustainable produced foods? (Please select all that apply)

	Unweighted base	9420	2062	1226	1025	1039	1057	1002	1003	1006	6132
	Base: All Country Adults	9420	2062	1226	1025	1039	1057	1002	1003	1006	6132
Knowing the animals were reared with high welfare standards such as a comfortable living environment that meets their physical and behavioural needs		51%	56%	36%	55%	54%	56%	47%	47%	50%	52%
Being informed of the environmental benefits of organic agriculture (e.g. use of organic fertilisers)		33%	32%	28%	38%	30%	42%	29%	29%	33%	34%
Being informed of the benefits to nature (e.g. preventing deforestation etc.)		35%	40%	31%	37%	30%	40%	32%	29%	33%	34%
Knowing the health benefits associated with organic, free range, pasture reared meats		40%	38%	39%	36%	37%	48%	40%	35%	53%	41%
Other		6%	10%	7%	2%	4%	4%	8%	5%	3%	4%
Not applicable - nothing will encourage me to purchase environmentally sustainably produced foods		13%	13%	24%	9%	6%	8%	16%	16%	9%	11%
Not applicable – I primarily only purchase environmentally sustainably produced foods		7%	8%	8%	11%	8%	6%	6%	5%	7%	7%
Net: Would Be Encouraged to Buy Sustainably Produced Food		79%	79%	67%	80%	86%	86%	78%	79%	84%	82%
Net: Wouldn't Be Encouraged to Buy Sustainably Produced Food		13%	13%	24%	9%	6%	8%	16%	16%	9%	11%

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Before taking this survey, which, if any, of the following risks associated with high consumption and overproduction of meat products were you aware of? (Please select all that apply)

	Unweighted base	UK	US	France	Italy	Spain	Netherlands	Czech Republic	Poland	Combined EU countries
	9420	2062	1226	1025	1039	1057	1002	1003	1006	6132
	Base: All Country Adults	2062	1226	1025	1039	1057	1002	1003	1006	6132
Increased risk of certain cancers, heart disease, and obesity due to overconsumption	54%	61%	46%	52%	58%	54%	56%	46%	53%	53%
Increased risk of certain lung cancers due to air pollution from factory farms	20%	15%	19%	21%	26%	24%	20%	15%	27%	22%
Antibiotics being less effective at treating human diseases due to their routine use in animal farming	39%	46%	38%	34%	36%	33%	41%	39%	40%	37%
Increased the risk of epidemics and pandemics (e.g. COVID-19 occurring)	17%	22%	20%	15%	12%	19%	19%	14%	12%	15%
None of these	26%	26%	34%	28%	19%	25%	25%	24%	24%	24%
Net: Aware	74%	74%	66%	72%	81%	75%	75%	76%	76%	76%

Cell Contents (Column Percentages)