

YouGov Results

Fieldwork: 31st August - 1st September 2021

Sample: 2,066 GB adults



Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

To what extent, if at all, do you recognise these food labels? (Please select one option in each column)

For each question in this survey, respondents were shown images of six food labels, called "Label 1", "Label 2" etc. This image can be seen at the end of this document.

Label 1								
Unweighted base	2066	940	1126	101	311	382	403	869
Base: All GB adults	2066	1002	1064	229	320	359	376	782
I recognise this label and know exactly what it means	37%	33%	40%	66%	60%	39%	36%	18%
I recognise this label and know a bit about what it means	16%	18%	15%	19%	18%	24%	18%	11%
I recognise this label, but I do not know what it means	17%	16%	17%	2%	7%	16%	18%	24%
I do not recognise this label	30%	33%	28%	13%	14%	22%	28%	47%
Label 2								
Unweighted base	2066	940	1126	101	311	382	403	869
Base: All GB adults	2066	1002	1064	229	320	359	376	782
I recognise this label and know exactly what it means	29%	28%	29%	33%	34%	24%	34%	25%
I recognise this label and know a bit about what it means	33%	31%	34%	24%	33%	37%	35%	33%
I recognise this label, but I do not know what it means	12%	12%	12%	18%	11%	14%	9%	11%
I do not recognise this label	26%	28%	24%	24%	22%	26%	23%	31%

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Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

Label 3

Unweighted base	2066	940	1126	101	311	382	403	869
Base: All GB adults	2066	1002	1064	229	320	359	376	782
I recognise this label and know exactly what it means	37%	35%	39%	20%	37%	35%	40%	42%
I recognise this label and know a bit about what it means	31%	31%	31%	16%	32%	36%	33%	33%
I recognise this label, but I do not know what it means	14%	14%	13%	30%	13%	13%	13%	10%
I do not recognise this label	18%	19%	17%	34%	19%	16%	15%	15%

Label 4

Unweighted base	2066	940	1126	101	311	382	403	869
Base: All GB adults	2066	1002	1064	229	320	359	376	782
I recognise this label and know exactly what it means	22%	19%	24%	27%	26%	21%	20%	19%
I recognise this label and know a bit about what it means	26%	24%	28%	28%	28%	26%	23%	26%
I recognise this label, but I do not know what it means	14%	13%	14%	14%	16%	14%	12%	13%
I do not recognise this label	39%	44%	34%	31%	30%	38%	45%	42%

Label 5

Unweighted base	2066	940	1126	101	311	382	403	869
Base: All GB adults	2066	1002	1064	229	320	359	376	782
I recognise this label and know exactly what it means	22%	22%	22%	29%	28%	20%	20%	20%
I recognise this label and know a bit about what it means	26%	23%	29%	18%	27%	29%	27%	27%
I recognise this label, but I do not know what it means	14%	13%	14%	15%	16%	16%	15%	11%
I do not recognise this label	38%	41%	35%	38%	30%	35%	38%	43%

Label 6

Unweighted base	2066	940	1126	101	311	382	403	869
Base: All GB adults	2066	1002	1064	229	320	359	376	782
I recognise this label and know exactly what it means	18%	17%	20%	13%	17%	18%	19%	20%
I recognise this label and know a bit about what it means	21%	21%	21%	16%	16%	23%	20%	24%
I recognise this label, but I do not know what it means	12%	12%	12%	18%	14%	11%	12%	9%
I do not recognise this label	49%	51%	48%	54%	53%	48%	48%	47%

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	Male	Female	18-24	25-34	35-44	45-54	55+

When purchasing products, which ONE of the following comes closest to what you normally do? (Please select one option in each column)

Label 1

	Unweighted base	1035	435	600	88	247	237	217	246
Base: All GB adults who recognised labels		1095	514	581	194	250	223	203	225
I actively look to purchase products with this label		26%	24%	28%	36%	23%	26%	20%	24%
I prefer it when products have this label, but don't actively look for it		42%	43%	41%	37%	42%	38%	45%	46%
I am not bothered whether products have this label or not		20%	23%	18%	15%	19%	26%	21%	19%
I prefer it when products do not have this label, but don't actively avoid it		3%	3%	3%	3%	3%	2%	3%	2%
I actively look to avoid products with this label		1%	1%	1%	-	2%	1%	0%	1%
Don't know		9%	8%	10%	8%	11%	7%	10%	8%

Label 2

	Unweighted base	1272	558	714	58	207	231	272	504
Base: All GB adults who recognised labels		1274	597	677	132	214	217	256	455
I actively look to purchase products with this label		24%	22%	27%	23%	31%	19%	26%	24%
I prefer it when products have this label, but don't actively look for it		42%	40%	43%	38%	34%	44%	41%	46%
I am not bothered whether products have this label or not		22%	28%	17%	23%	22%	26%	23%	20%
I prefer it when products do not have this label, but don't actively avoid it		1%	1%	1%	-	1%	2%	1%	2%
I actively look to avoid products with this label		1%	1%	1%	1%	1%	1%	1%	1%
Don't know		10%	9%	10%	14%	11%	9%	9%	8%

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Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

Label 3

Unweighted base	1452	649	803	34	211	269	292	646
Base: All GB adults who recognised labels	1415	669	746	82	219	255	274	586
I actively look to purchase products with this label	25%	20%	30%	17%	36%	28%	25%	21%
I prefer it when products have this label, but don't actively look for it	37%	33%	40%	22%	26%	36%	37%	43%
I am not bothered whether products have this label or not	25%	33%	18%	32%	23%	23%	25%	26%
I prefer it when products do not have this label, but don't actively avoid it	1%	1%	2%	-	1%	2%	1%	1%
I actively look to avoid products with this label	1%	1%	1%	2%	0%	1%	1%	1%
Don't know	11%	11%	10%	26%	13%	10%	11%	8%

Label 4

Unweighted base	959	376	583	55	162	179	173	390
Base: All GB adults who recognised labels	982	429	554	126	172	170	162	352
I actively look to purchase products with this label	18%	16%	20%	13%	21%	20%	19%	17%
I prefer it when products have this label, but don't actively look for it	44%	42%	45%	41%	41%	41%	44%	47%
I am not bothered whether products have this label or not	23%	28%	19%	33%	22%	22%	23%	21%
I prefer it when products do not have this label, but don't actively avoid it	2%	2%	3%	2%	1%	3%	2%	3%
I actively look to avoid products with this label	1%	2%	0%	1%	1%	2%	1%	0%
Don't know	12%	11%	12%	9%	14%	12%	10%	11%

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Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

Label 5

Unweighted base	1001	427	574	47	173	191	190	400
Base: All GB adults who recognised labels	999	458	541	108	174	177	178	362
I actively look to purchase products with this label	26%	23%	29%	24%	32%	23%	23%	28%
I prefer it when products have this label, but don't actively look for it	37%	35%	38%	26%	24%	36%	42%	45%
I am not bothered whether products have this label or not	23%	30%	17%	35%	26%	23%	23%	18%
I prefer it when products do not have this label, but don't actively avoid it	2%	2%	2%	1%	2%	3%	2%	2%
I actively look to avoid products with this label	2%	2%	2%	2%	2%	2%	2%	2%
Don't know	10%	7%	12%	12%	15%	13%	9%	6%

Label 6

Unweighted base	827	355	472	25	102	155	160	385
Base: All GB adults who recognised labels	809	380	429	66	106	145	148	345
I actively look to purchase products with this label	16%	13%	17%	17%	15%	19%	15%	14%
I prefer it when products have this label, but don't actively look for it	41%	36%	45%	21%	39%	38%	40%	46%
I am not bothered whether products have this label or not	31%	36%	26%	28%	30%	29%	33%	30%
I prefer it when products do not have this label, but don't actively avoid it	2%	3%	2%	5%	3%	4%	1%	2%
I actively look to avoid products with this label	2%	3%	1%	9%	3%	2%	3%	0%
Don't know	9%	9%	8%	20%	10%	8%	8%	7%

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As far as you are aware, what are the main characteristics that each of these labels represents? (Please select all that apply on each column)

Label 1									
	Unweighted base	1035	435	600	88	247	237	217	246
	Base: All GB adults who recognise labels	1095	514	581	194	250	223	203	225
Foods with this label are made to a higher quality		10%	10%	10%	14%	12%	10%	8%	5%
Foods with this label only use free range animal products		4%	5%	3%	6%	5%	5%	1%	3%
Foods with this label are fair-trade		75%	74%	76%	70%	72%	74%	80%	79%
Foods with this label are made using more sustainable methods		21%	20%	22%	28%	21%	19%	19%	19%
Foods with this label are organic		5%	6%	5%	12%	6%	3%	2%	4%
Foods with this label are made with better standards of animal welfare		8%	9%	7%	13%	7%	8%	6%	7%
Foods with this label come from within the UK only		3%	3%	3%	6%	2%	2%	1%	5%
Foods with this label have higher safety standards		8%	10%	6%	11%	9%	8%	6%	8%
Other		1%	1%	1%	-	2%	1%	1%	2%
Don't know		11%	11%	11%	12%	13%	10%	8%	11%

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Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

Label 2

	Unweighted base	Male	Female	18-24	25-34	35-44	45-54	55+
	1272	558	714	58	207	231	272	504
Base: All GB adults who recognise labels	1274	597	677	132	214	217	256	455
Foods with this label are made to a higher quality	28%	29%	27%	39%	27%	30%	26%	25%
Foods with this label only use free range animal products	7%	8%	7%	8%	12%	10%	5%	5%
Foods with this label are fair-trade	5%	6%	4%	11%	2%	4%	5%	6%
Foods with this label are made using more sustainable methods	12%	12%	11%	6%	15%	10%	10%	14%
Foods with this label are organic	3%	4%	2%	10%	3%	1%	2%	2%
Foods with this label are made with better standards of animal welfare	34%	32%	36%	31%	31%	31%	35%	38%
Foods with this label come from within the UK only	31%	32%	29%	18%	27%	27%	33%	37%
Foods with this label have higher safety standards	34%	32%	35%	54%	36%	34%	35%	26%
Other	2%	3%	2%	1%	4%	2%	3%	2%
Don't know	14%	14%	14%	13%	17%	15%	12%	14%

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Total	Gender		Age				
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Label 3

Unweighted base	1452	649	803	34	211	269	292	646
Base: All GB adults who recognise labels	1415	669	746	82	219	255	274	586
Foods with this label are made to a higher quality	23%	22%	24%	24%	27%	24%	27%	20%
Foods with this label only use free range animal products	17%	15%	18%	15%	23%	18%	13%	16%
Foods with this label are fair-trade	3%	5%	2%	14%	1%	4%	2%	3%
Foods with this label are made using more sustainable methods	8%	7%	8%	8%	8%	10%	5%	7%
Foods with this label are organic	2%	2%	2%	7%	1%	3%	1%	1%
Foods with this label are made with better standards of animal welfare	28%	25%	30%	29%	28%	29%	26%	28%
Foods with this label come from within the UK only	42%	42%	43%	51%	41%	40%	42%	43%
Foods with this label have higher safety standards	27%	26%	29%	33%	30%	32%	27%	23%
Other	2%	2%	1%	-	2%	2%	2%	1%
Don't know	16%	18%	14%	20%	18%	11%	13%	17%

Label 4

Unweighted base	959	376	583	55	162	179	173	390
Base: All GB adults who recognise labels	982	429	554	126	172	170	162	352
Foods with this label are made to a higher quality	13%	11%	14%	11%	16%	15%	15%	9%
Foods with this label only use free range animal products	18%	17%	18%	24%	22%	23%	12%	13%
Foods with this label are fair-trade	4%	5%	2%	12%	1%	4%	2%	3%
Foods with this label are made using more sustainable methods	10%	11%	10%	6%	11%	11%	11%	11%
Foods with this label are organic	4%	6%	3%	12%	3%	4%	2%	3%
Foods with this label are made with better standards of animal welfare	66%	60%	70%	70%	64%	61%	69%	65%
Foods with this label come from within the UK only	12%	14%	11%	17%	4%	16%	10%	14%
Foods with this label have higher safety standards	16%	17%	16%	18%	14%	19%	14%	16%
Other	3%	5%	2%	4%	2%	4%	4%	3%
Don't know	13%	15%	12%	14%	16%	16%	10%	12%

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Label 5

Unweighted base	1001	427	574	47	173	191	190	400
Base: All GB adults who recognise labels	999	458	541	108	174	177	178	362
Foods with this label are made to a higher quality	11%	9%	12%	14%	15%	10%	9%	8%
Foods with this label only use free range animal products	7%	8%	6%	9%	9%	10%	5%	4%
Foods with this label are fair-trade	3%	5%	2%	8%	3%	3%	1%	3%
Foods with this label are made using more sustainable methods	57%	61%	52%	59%	54%	54%	60%	57%
Foods with this label are organic	6%	7%	6%	15%	6%	5%	7%	4%
Foods with this label are made with better standards of animal welfare	28%	24%	31%	34%	30%	31%	25%	24%
Foods with this label come from within the UK only	4%	4%	4%	5%	1%	4%	4%	5%
Foods with this label have higher safety standards	13%	13%	13%	13%	15%	11%	15%	11%
Other	3%	4%	3%	1%	4%	4%	6%	2%
Don't know	13%	12%	14%	13%	17%	14%	9%	12%

Label 6

Unweighted base	827	355	472	25	102	155	160	385
Base: All GB adults who recognise labels	809	380	429	66	106	145	148	345
Foods with this label are made to a higher quality	13%	14%	12%	14%	12%	15%	13%	13%
Foods with this label only use free range animal products	9%	10%	9%	13%	10%	11%	7%	9%
Foods with this label are fair-trade	4%	6%	2%	13%	3%	4%	2%	3%
Foods with this label are made using more sustainable methods	26%	24%	27%	18%	23%	26%	22%	29%
Foods with this label are organic	68%	64%	72%	53%	62%	62%	77%	72%
Foods with this label are made with better standards of animal welfare	13%	14%	13%	24%	8%	13%	13%	13%
Foods with this label come from within the UK only	7%	7%	7%	4%	1%	7%	5%	10%
Foods with this label have higher safety standards	10%	11%	10%	13%	8%	10%	12%	10%
Other	1%	1%	1%	-	2%	2%	-	0%
Don't know	12%	13%	12%	33%	14%	13%	6%	10%



Label 1



Label 2



Label 3



Label 4



Label 5



Label 6