

YouGov / WWF Survey Results

Sample Size: 1692 UK Adults
Fieldwork: 22nd - 23rd September 2020

	Vote In 2019 GE			2016 EU Ref		Gender		Age				Social Grade		Region								
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Northern Ireland	Scotland	Wales	
Weighted Sample	1692	555	409	147	628	665	824	868	184	706	409	393	964	728	196	553	362	396	44	140	85	
Unweighted Sample	1692	617	476	134	742	687	756	936	145	689	451	407	1034	658	169	562	355	402	51	153	83	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How important, if at all, do you think it is that any future trade deals the UK makes should maintain current British standards for food and farm animal welfare?

Food standards

Very important	78	79	86	84	84	80	74	82	63	75	83	87	80	75	75	80	82	73	78	80	89
Fairly important	14	15	10	13	12	15	17	11	19	15	13	10	14	14	17	15	8	17	20	11	10
TOTAL IMPORTANT	92	94	96	97	96	95	91	93	82	90	96	97	94	89	92	95	90	90	98	91	99
Not very important	2	2	1	0	0	2	3	1	5	2	1	1	2	2	4	1	2	1	2	4	0
Not at all important	0	1	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	1	0	0	1
TOTAL NOT IMPORTANT	2	3	1	0	0	2	3	1	5	3	2	1	2	2	4	1	2	2	2	4	1
Don't know	6	3	3	3	3	3	6	6	13	8	2	2	4	8	3	3	9	9	0	5	0

Farm animal welfare standards

Very important	78	78	85	88	85	79	71	84	65	74	82	85	80	75	74	80	80	73	82	80	88
Fairly important	14	16	10	8	10	16	19	9	17	14	13	12	14	14	16	15	8	17	18	10	11
TOTAL IMPORTANT	92	94	95	96	95	95	90	93	82	88	95	97	94	89	90	95	88	90	100	90	99
Not very important	2	2	3	1	1	1	3	1	2	2	2	1	2	1	3	1	3	1	0	5	0
Not at all important	1	1	0	0	0	0	1	0	3	0	1	0	0	1	3	0	0	0	0	1	1
TOTAL NOT IMPORTANT	3	3	3	1	1	1	4	1	5	2	3	1	2	2	6	1	3	1	0	6	1
Don't know	6	3	2	3	3	3	6	6	13	8	2	2	4	9	3	4	8	9	0	5	0

Thinking about the UK government's trade negotiations with the USA, which of the following comes closest to your view?

It is important that the UK government resists pressure to import food produced to lower farm animal welfare standards, even if this means the best trade deal cannot be reached	75	71	85	89	85	74	73	78	65	74	80	78	80	69	74	78	73	73	79	79	75
Reaching the best trade deal with the USA should be the priority, even if this means importing food produced to lower farming animal welfare standards	6	11	4	1	3	9	9	3	4	6	6	7	6	6	7	7	7	5	6	4	12
Neither	6	7	4	2	4	6	7	5	2	7	6	7	6	7	6	4	7	8	15	9	3
Don't know	12	11	7	7	9	10	11	13	28	13	8	8	8	18	13	12	14	14	0	8	11