

YouGov - WWF Survey Results

Sample size: 905

Fieldwork dates: 23rd - 29th September 2020

Total	Area			
	Durham	West Yorkshire	North Staffordshire	Stoke-on-Trent

Thinking about when you buy meat and/ or vegetables...In general, how confident, if at all, are you in the standards of food produced in each of the following places? (Please select one option in each row)

Local to my area						
	Unweighted base	905	304	300	301	100
Base: Respondents in Durham, West Yorkshire and North Staffordshire surveyed		905	304	300	301	100
Very confident		52%	49%	52%	54%	46%
Fairly confident		38%	40%	38%	36%	38%
Not very confident		4%	4%	3%	6%	9%
Not at all confident		1%	1%	1%	0%	-
Don't know		5%	6%	6%	4%	7%
Net: Confident		89%	89%	90%	90%	84%
Net: Not confident		5%	5%	4%	6%	9%

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British only					
Unweighted base	905	304	300	301	100
Base: Respondents in Durham, West Yorkshire and North Staffordshire surveyed	905	304	300	301	100
Very confident	44%	43%	41%	48%	41%
Fairly confident	47%	48%	49%	43%	45%
Not very confident	5%	4%	5%	6%	9%
Not at all confident	1%	2%	1%	-	-
Don't know	3%	4%	4%	3%	5%
Net: Confident	91%	91%	90%	91%	86%
Net: Not confident	6%	6%	6%	6%	9%

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European					
Unweighted base	905	304	300	301	100
Base: Respondents in Durham, West Yorkshire and North Staffordshire surveyed	905	304	300	301	100
Very confident	20%	16%	21%	23%	18%
Fairly confident	52%	57%	53%	46%	40%
Not very confident	17%	15%	16%	20%	28%
Not at all confident	5%	4%	5%	5%	3%
Don't know	7%	8%	5%	7%	11%
Net: Confident	72%	73%	74%	69%	58%
Net: Not confident	21%	19%	21%	25%	31%

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International (i.e. outside Europe)

Unweighted base	905	304	300	301	100
Base: Respondents in Durham, West Yorkshire and North Staffordshire surveyed	905	304	300	301	100
Very confident	4%	2%	4%	6%	6%
Fairly confident	27%	28%	30%	25%	19%
Not very confident	36%	35%	37%	36%	39%
Not at all confident	23%	25%	21%	23%	20%
Don't know	10%	11%	8%	11%	16%
Net: Confident	32%	30%	34%	31%	25%
Net: Not confident	58%	59%	58%	58%	59%

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Still thinking about when you buy meat and/ or vegetables...In general, do you think each of the following are currently too strict, too relaxed, or about right?
(Please select one option on each row)

Food standards in the UK					
	Unweighted base	Durham	West Yorkshire	North Staffordshire	Stoke-on-Trent
Base: Respondents in Durham, West Yorkshire and North Staffordshire surveyed	905	304	300	301	100
They are too strict	2%	2%	1%	2%	3%
They are about right	77%	78%	77%	76%	74%
They are too relaxed	15%	13%	16%	15%	13%
Don't know	6%	7%	6%	6%	10%

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Animal welfare standards in the UK					
Unweighted base	905	304	300	301	100
Base: Respondents in Durham, West Yorkshire and North Staffordshire surveyed	905	304	300	301	100
They are too strict	1%	2%	-	2%	3%
They are about right	55%	54%	56%	56%	51%
They are too relaxed	35%	35%	34%	35%	34%
Don't know	9%	9%	9%	8%	12%

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When we refer to 'Mega farms', we mean farms that are large intensive factory farms. How concerned, if at all, are you that the UK will have more mega farms in the future?

	Unweighted base	905	304	300	301	100
Base: Respondents in Durham, West Yorkshire and North Staffordshire surveyed		905	304	300	301	100
Very concerned	30%	30%	30%	29%	33%	28%
Fairly concerned	38%	38%	36%	41%	38%	36%
Not very concerned	17%	17%	18%	17%	15%	17%
Not at all concerned	4%	4%	5%	2%	4%	4%
Don't know	11%	11%	12%	11%	10%	15%
Net: Concerned	69%	69%	66%	69%	71%	64%
Net: Not concerned	20%	20%	23%	19%	19%	21%

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Would you ever consider eating hormone-treated beef (i.e. hormones given to cattle to enable them to gain weight faster)? (If you do not eat beef, please select the 'Not applicable' option)

	Unweighted base	Durham	West Yorkshire	North Staffordshire	Stoke-on-Trent
Base: Respondents in Durham, West Yorkshire and North Staffordshire surveyed	905	304	300	301	100
Yes – I would consider eating this	11%	11%	11%	11%	11%
No – I would not consider eating this	64%	63%	63%	65%	64%
Don't know	11%	11%	12%	11%	12%
Not applicable - I do not eat beef	14%	15%	14%	13%	13%

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Which ONE, if either, of the following statements comes closest to your view? (Please select the option that best applies)

	Unweighted base	Durham	West Yorkshire	North Staffordshire	Stoke-on-Trent
	780	260	258	262	87
Base: Respondents in Durham, West Yorkshire and North Staffordshire surveyed who eat beef	779	259	258	262	87
I would prefer to buy cheaper beef, even if that means it has been treated with growth hormones	5%	6%	4%	4%	6%
I would prefer to buy beef that has not been treated with growth hormones, even if this means it is more expensive	83%	83%	85%	82%	77%
Neither of these	8%	7%	8%	8%	9%
Don't know	4%	4%	3%	5%	8%

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Before taking this survey, which, if any, of the following were you aware of? (Please select all that apply)

	Unweighted base	Durham	West Yorkshire	North Staffordshire	Stoke-on-Trent
Base: Respondents in Durham, West Yorkshire and North Staffordshire surveyed	905	304	300	301	100
It's currently banned to import meat containing growth hormones	38%	40%	34%	41%	32%
In the UK, it is required by law that food is labelled with nutritional information and to display the country of origin	77%	74%	80%	76%	69%
Future trade deals could change the rules to allow the import of food with levels of pesticides residue that are currently banned from the UK	52%	52%	53%	51%	49%
Future trade deals could change the rules on which food is currently banned in the UK (e.g. meat containing growth hormones)	57%	55%	59%	56%	51%
Future trade deals could relax the rules around food labelling (e.g. nutritional information and place of origin)	47%	47%	45%	50%	46%
None of these	13%	14%	11%	13%	17%

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Now thinking about when you purchase fruit and vegetables...Future trade deals could change the rules to allow the import of food with levels of pesticides residue that are currently banned from the UK. Which ONE, if either, of the following statements comes closest to your view? (Please select the option that best applies)

	Unweighted base	Durham	West Yorkshire	North Staffordshire	Stoke-on-Trent
Base: Respondents in Durham, West Yorkshire and North Staffordshire surveyed	905	304	300	301	100
I would prefer to buy cheaper fruit and vegetables, even if that means they had levels of pesticides residue that are currently banned in the UK	4%	5%	4%	5%	6%
I would prefer to buy fruit and vegetables that do not have levels of pesticides residue that are currently banned in the UK, even if that means they are more expensive	85%	86%	85%	84%	78%
Neither of these	5%	5%	5%	6%	6%
Don't know	5%	5%	6%	5%	10%

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To what extent, if at all, would you support or oppose a trade deal in the UK that incorporated each of the following changes? (Please select one option on each row)

Relaxing the rules around imported food standards (e.g. allowing meat containing growth hormones)

	Unweighted base	Durham	West Yorkshire	North Staffordshire	Stoke-on-Trent
Base: Respondents in Durham, West Yorkshire and North Staffordshire surveyed	905	304	300	301	100
Strongly support	0%	0%	0%	1%	2%
Tend to support	4%	6%	3%	3%	2%
Neither support nor oppose	9%	8%	7%	10%	11%
Tend to oppose	17%	15%	17%	18%	20%
Strongly oppose	67%	66%	69%	65%	60%
Don't know	4%	4%	4%	3%	5%
Net: Support	4%	7%	3%	4%	4%
Net: Oppose	83%	81%	86%	83%	80%

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Relaxing the rules around food labelling (e.g. nutritional information, place of origin, etc.)

Unweighted base	905	304	300	301	100
Base: Respondents in Durham, West Yorkshire and North Staffordshire surveyed	905	304	300	301	100
Strongly support	1%	1%	0%	2%	1%
Tend to support	3%	3%	3%	2%	2%
Neither support nor oppose	10%	13%	8%	10%	11%
Tend to oppose	25%	25%	25%	26%	30%
Strongly oppose	57%	56%	59%	56%	50%
Don't know	3%	3%	4%	3%	6%
Net: Support	4%	4%	4%	4%	3%
Net: Oppose	82%	80%	84%	83%	80%

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Relaxing the rules around the import of food with levels of pesticides residue that are currently banned from the UK

Unweighted base	905	304	300	301	100
Base: Respondents in Durham, West Yorkshire and North Staffordshire surveyed	905	304	300	301	100
Strongly support	1%	1%	0%	0%	1%
Tend to support	3%	5%	1%	3%	3%
Neither support nor oppose	7%	6%	6%	9%	11%
Tend to oppose	19%	16%	22%	19%	19%
Strongly oppose	67%	68%	66%	66%	61%
Don't know	4%	4%	4%	3%	5%
Net: Support	4%	6%	1%	4%	4%
Net: Oppose	86%	84%	89%	85%	80%

Cell Contents (Column Percentages)