

YouGov / Greenpeace Survey Results

Sample Size: 1658 Adults in GB
Fieldwork: 10th - 12th July 2020

	Vote in 2019 GE			EU Ref 2016		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	Scotland
Weighted Sample	1658	562	411	149	615	657	806	852	181	691	400	386	945	713	199	557	360	400	143
Unweighted Sample	1658	615	464	131	711	705	754	904	101	684	401	472	998	660	183	566	367	389	153
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think UK supermarkets should sell more or less of the following types of produce, or is the current balance about right?

Meat produce

Should sell more of this	4	6	3	1	2	6	7	2	6	5	2	3	5	4	4	4	5	4	4
Should sell less of this	26	14	43	30	35	19	23	29	32	29	20	25	28	23	33	24	26	26	25
The balance is about right	58	73	45	58	53	68	57	58	34	55	67	64	58	58	48	61	57	59	58
Don't know	12	7	10	11	10	8	13	11	28	11	10	8	10	15	15	11	12	11	13

Plant-based produce

Should sell more of this	40	26	55	49	50	29	35	44	49	46	33	31	43	35	45	39	37	38	44
Should sell less of this	5	7	4	2	4	7	7	4	7	6	5	3	6	5	4	5	6	5	5
The balance is about right	40	56	31	37	35	52	42	39	19	36	47	52	40	41	35	43	42	40	35
Don't know	15	11	10	11	11	13	16	14	25	12	14	14	12	19	15	13	15	17	16

Thinking about the information regarding the environmental impacts of products sold by UK supermarkets, which of the following comes closest to your view?

Supermarkets should provide more information about the environmental impacts of their products	56	44	73	71	71	46	53	59	56	64	52	47	59	53	55	59	57	51	62
Supermarkets are doing everything they reasonably can to provide information about the environmental impacts of their products	24	36	14	18	18	32	28	21	19	18	26	36	24	24	26	22	24	28	21
Don't know	19	20	13	11	11	22	19	20	25	18	22	17	17	23	19	19	19	21	17

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

Do you think it is or is not acceptable for UK supermarkets to sell meat that was farmed in Britain by companies who also buy meat from farms in areas that were recently Amazon rainforest?

It is acceptable	17	25	10	13	14	20	21	14	17	18	17	16	18	16	17	18	16	18	15
It is not acceptable	54	53	64	63	62	54	52	56	39	50	58	62	56	51	51	56	54	51	59
Don't know	29	23	26	24	24	26	27	31	44	32	25	21	26	33	32	26	30	31	26

Do you think you would or would not consider buying meat products from companies who also buy meat from farms in areas that were recently Amazon rainforest?

Definitely would consider	8	9	6	7	6	9	10	6	8	8	7	8	8	7	6	7	10	8	7
Probably would consider	16	22	12	13	11	20	19	13	16	14	18	16	16	16	14	17	15	16	13
TOTAL WOULD CONSIDER	24	31	18	20	17	29	29	19	24	22	25	24	24	23	20	24	25	24	20
Probably would not consider	28	30	27	36	31	28	27	28	21	25	29	33	28	28	31	28	25	30	23
Definitely would not consider	27	23	35	31	33	25	22	31	23	27	28	28	29	25	22	26	28	27	34
TOTAL WOULD NOT CONSIDER	55	53	62	67	64	53	49	59	44	52	57	61	57	53	53	54	53	57	57
Don't know	22	16	20	14	19	18	22	22	32	25	18	16	20	25	26	21	22	20	23