

# Public First Poll on UK food system

**Fieldwork:** 10th May - 14th May 2023  
**Interview method:** Online Survey  
**Population represented:** UK Adults  
**Sample size:** 1023

## **Methodology:**

All results are weighted using Iterative Proportional Fitting, or 'Raking'. The results are weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First is a member of the BPC and abides by its rules. For more information please contact the Public First Polling Team ([polling@publicfirst.co.uk](mailto:polling@publicfirst.co.uk))

Independent polling by Public First, funded by Associated British Foods

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57 Assuming that these costs the same as the traditional alternative, how comfortable would you be eating food produced in the following ways?: Lab-grown dairy products . . . . . 116

58 Assuming that this was cheaper than the traditional alternative, how comfortable would you be eating food produced in the following ways?: Lab-grown meat . . . . . 118

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(1.A) Which of the following comes closest to your view?

|   | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|---|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|   |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted  | 1023  | 115   | 177   | 181   | 179   | 150   | 221 | 300          | 268 | 187 | 260 | 205               | 320     | 130        | 183        | 125     | 60         |
| Weighted  | 1023  | 142   | 175   | 174   | 174   | 143   | 215 | 275          | 264 | 223 | 253 | 220               | 317     | 131        | 178        | 118     | 59         |
| Climate Change is the single most important issue at the moment               | 10%   | 16%   | 10%   | 11%   | 9%    | 9%    | 5%  | 12%          | 9%  | 11% | 7%  | 14%               | 11%     | 7%         | 5%         | 9%      | 7%         |
| Climate Change is one of the most pressing issues of our time                 | 45%   | 55%   | 45%   | 38%   | 46%   | 40%   | 48% | 52%          | 45% | 44% | 40% | 41%               | 46%     | 40%        | 53%        | 50%     | 39%        |
| Climate Change is a concern but other issues are more important at the moment | 34%   | 25%   | 32%   | 35%   | 34%   | 35%   | 38% | 28%          | 37% | 33% | 37% | 36%               | 32%     | 39%        | 30%        | 30%     | 36%        |
| Climate Change is not that much of a concern                                  | 10%   | 2%    | 10%   | 15%   | 10%   | 14%   | 7%  | 8%           | 9%  | 10% | 13% | 9%                | 10%     | 12%        | 8%         | 8%      | 15%        |
| Climate Change is not a concern at all  | 0%    | 0%    | 0%    | 0%    | 0%    | 0%    | 0%  | 0%           | 0%  | 0%  | 0%  | 0%                | 0%      | 0%         | 0%         | 0%      | 0%         |
| Don't Know  | 2%    | 1%    | 3%    | 1%    | 2%    | 3%    | 0%  | 0%           | 0%  | 2%  | 4%  | 0%                | 1%      | 2%         | 3%         | 3%      | 3%         |

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(1.B) Which of the following comes closest to your view?

|   | Total | Gender |        | 2019                |                  |                  |                | Voting Intention    |                   | Tory swing voter | Climate change concern |                          |                      |                     |            |      |      |
|---|-------|--------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|------------------|------------------------|--------------------------|----------------------|---------------------|------------|------|------|
|   |       | Male   | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes              | High climate concern   | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |      |      |
| Unweighted  | 1023  | 493    | 524    | 373                 | 275              | 80               | 14             | 139                 | 229               | 373              | 74                     | 118                      | 94                   | 466                 | 343        | 103  | 17   |
| Weighted  | 1023  | 502    | 515    | 363                 | 274              | 81               | 14             | 141                 | 222               | 378              | 76                     | 117                      | 98                   | 464                 | 343        | 101  | 17   |
| Climate Change is the single most important issue at the moment               | 10%   | 12%    | 7%     | 8%                  | 11%              | 16%              | 0%             | 3%                  | 9%                | 11%              | 13%                    | 6%                       | 100%                 | 0%                  | 0%         | 0%   | 0%   |
| Climate Change is one of the most pressing issues of our time                 | 45%   | 45%    | 46%    | 41%                 | 52%              | 52%              | 28%            | 44%                 | 41%               | 51%              | 55%                    | 45%                      | 0%                   | 100%                | 0%         | 0%   | 0%   |
| Climate Change is a concern but other issues are more important at the moment | 34%   | 28%    | 39%    | 38%                 | 30%              | 28%              | 27%            | 43%                 | 39%               | 32%              | 29%                    | 40%                      | 0%                   | 0%                  | 100%       | 0%   | 0%   |
| Climate Change is not that much of a concern                                  | 10%   | 13%    | 7%     | 13%                 | 7%               | 4%               | 39%            | 8%                  | 10%               | 5%               | 1%                     | 9%                       | 0%                   | 0%                  | 0%         | 100% | 0%   |
| Climate Change is not a concern at all  | 0%    | 0%     | 0%     | 0%                  | 0%               | 0%               | 0%             | 0%                  | 0%                | 0%               | 0%                     | 0%                       | 0%                   | 0%                  | 0%         | 0%   | 0%   |
| Don't Know  | 2%    | 1%     | 2%     | 1%                  | 1%               | 0%               | 6%             | 2%                  | 0%                | 1%               | 1%                     | 0%                       | 0%                   | 0%                  | 0%         | 0%   | 100% |

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(2.A) Which, if any, of the following diets do you follow? If you occasionally alter between diet types, please select the diet that you follow the majority of the time.

|                   | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|-------------------|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|                   |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted        | 1023  | 115   | 177   | 181   | 179   | 150   | 221 | 300          | 268 | 187 | 260 | 205               | 320     | 130        | 183        | 125     | 60         |
| Weighted          | 1023  | 142   | 175   | 174   | 174   | 143   | 215 | 275          | 264 | 223 | 253 | 220               | 317     | 131        | 178        | 118     | 59         |
| Dairy-free        | 4%    | 5%    | 6%    | 4%    | 2%    | 3%    | 1%  | 3%           | 3%  | 5%  | 3%  | 9%                | 3%      | 2%         | 2%         | 1%      | 0%         |
| Vegetarian        | 6%    | 11%   | 10%   | 8%    | 4%    | 3%    | 3%  | 7%           | 8%  | 5%  | 5%  | 9%                | 5%      | 9%         | 4%         | 7%      | 3%         |
| Vegan             | 2%    | 4%    | 3%    | 2%    | 3%    | 1%    | 1%  | 2%           | 1%  | 2%  | 2%  | 4%                | 2%      | 0%         | 2%         | 0%      | 4%         |
| Pescetarian       | 5%    | 5%    | 3%    | 5%    | 6%    | 4%    | 6%  | 5%           | 5%  | 5%  | 5%  | 5%                | 5%      | 4%         | 4%         | 7%      | 6%         |
| Other             | 7%    | 11%   | 7%    | 6%    | 7%    | 9%    | 3%  | 7%           | 6%  | 7%  | 8%  | 10%               | 6%      | 6%         | 5%         | 9%      | 4%         |
| None of the above | 76%   | 64%   | 71%   | 75%   | 78%   | 80%   | 86% | 77%          | 76% | 76% | 77% | 64%               | 79%     | 79%        | 82%        | 77%     | 83%        |

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(2.B) Which, if any, of the following diets do you follow? If you occasionally alter between diet types, please select the diet that you follow the majority of the time.

|                   | Gender |      | 2019   |                     |                  |                  | Voting Intention |                     | Tory swing voter  | Climate change concern |                      |                          |                      |                     |            |     |     |
|-------------------|--------|------|--------|---------------------|------------------|------------------|------------------|---------------------|-------------------|------------------------|----------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|                   | Total  | Male | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote   | Conservative Labour | Liberal Democrats | Yes                    | High climate concern | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted        | 1023   | 493  | 524    | 373                 | 275              | 80               | 14               | 139                 | 229               | 373                    | 74                   | 118                      | 94                   | 466                 | 343        | 103 | 17  |
| Weighted          | 1023   | 502  | 515    | 363                 | 274              | 81               | 14               | 141                 | 222               | 378                    | 76                   | 117                      | 98                   | 464                 | 343        | 101 | 17  |
| Dairy-free        | 4%     | 4%   | 3%     | 4%                  | 4%               | 4%               | 0%               | 2%                  | 4%                | 4%                     | 6%                   | 7%                       | 11%                  | 2%                  | 3%         | 3%  | 0%  |
| Vegetarian        | 6%     | 5%   | 8%     | 5%                  | 8%               | 9%               | 0%               | 5%                  | 6%                | 6%                     | 12%                  | 3%                       | 13%                  | 6%                  | 5%         | 5%  | 5%  |
| Vegan             | 2%     | 2%   | 2%     | 1%                  | 4%               | 3%               | 0%               | 3%                  | 0%                | 4%                     | 4%                   | 1%                       | 6%                   | 2%                  | 1%         | 1%  | 0%  |
| Pescetarian       | 5%     | 5%   | 5%     | 5%                  | 4%               | 6%               | 0%               | 2%                  | 6%                | 5%                     | 10%                  | 1%                       | 15%                  | 5%                  | 4%         | 3%  | 0%  |
| Other             | 7%     | 5%   | 8%     | 5%                  | 8%               | 6%               | 0%               | 9%                  | 4%                | 6%                     | 5%                   | 5%                       | 6%                   | 9%                  | 4%         | 6%  | 0%  |
| None of the above | 76%    | 79%  | 74%    | 81%                 | 73%              | 72%              | 100%             | 79%                 | 80%               | 75%                    | 63%                  | 83%                      | 49%                  | 76%                 | 83%        | 82% | 95% |

Note:

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(3.A) To what extent are you concerned about the following issues in the UK right now?: Food shortages

|                                     | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|-------------------------------------|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|                                     |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted                          | 1023  | 115   | 177   | 181   | 179   | 150   | 221 | 300          | 268 | 187 | 260 | 205               | 320     | 130        | 183        | 125     | 60         |
| Weighted                            | 1023  | 142   | 175   | 174   | 174   | 143   | 215 | 275          | 264 | 223 | 253 | 220               | 317     | 131        | 178        | 118     | 59         |
| I'm very concerned about this       | 27%   | 44%   | 32%   | 29%   | 25%   | 22%   | 17% | 18%          | 29% | 32% | 30% | 34%               | 26%     | 26%        | 27%        | 20%     | 26%        |
| I'm somewhat concerned about this   | 39%   | 36%   | 42%   | 39%   | 35%   | 40%   | 43% | 40%          | 38% | 38% | 42% | 42%               | 40%     | 37%        | 35%        | 44%     | 35%        |
| I'm not very concerned about this   | 24%   | 17%   | 17%   | 20%   | 31%   | 26%   | 32% | 31%          | 27% | 21% | 18% | 17%               | 25%     | 25%        | 29%        | 28%     | 24%        |
| I'm not at all concerned about this | 8%    | 3%    | 6%    | 7%    | 9%    | 11%   | 9%  | 9%           | 6%  | 8%  | 8%  | 4%                | 8%      | 10%        | 9%         | 6%      | 13%        |
| Don't know                          | 2%    | 1%    | 3%    | 4%    | 1%    | 1%    | 0%  | 2%           | 1%  | 1%  | 2%  | 2%                | 1%      | 2%         | 1%         | 2%      | 3%         |

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(3.B) To what extent are you concerned about the following issues in the UK right now?: Food shortages

|                                     | Total | Gender |        | 2019                |                  |                  |                | Voting Intention    |                   |     | Tory swing voter     | Climate change concern   |                      |                     |            |     |     |
|-------------------------------------|-------|--------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|----------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|                                     |       | Male   | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes | High climate concern | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted                          | 1023  | 493    | 524    | 373                 | 275              | 80               | 14             | 139                 | 229               | 373 | 74                   | 118                      | 94                   | 466                 | 343        | 103 | 17  |
| Weighted                            | 1023  | 502    | 515    | 363                 | 274              | 81               | 14             | 141                 | 222               | 378 | 76                   | 117                      | 98                   | 464                 | 343        | 101 | 17  |
| I'm very concerned about this       | 27%   | 21%    | 34%    | 24%                 | 31%              | 25%              | 16%            | 25%                 | 24%               | 32% | 31%                  | 25%                      | 38%                  | 30%                 | 25%        | 19% | 6%  |
| I'm somewhat concerned about this   | 39%   | 38%    | 40%    | 38%                 | 41%              | 38%              | 40%            | 35%                 | 37%               | 43% | 27%                  | 43%                      | 31%                  | 41%                 | 41%        | 32% | 45% |
| I'm not very concerned about this   | 24%   | 29%    | 20%    | 27%                 | 18%              | 30%              | 32%            | 29%                 | 28%               | 18% | 35%                  | 22%                      | 23%                  | 22%                 | 28%        | 24% | 12% |
| I'm not at all concerned about this | 8%    | 11%    | 5%     | 10%                 | 7%               | 7%               | 12%            | 8%                  | 10%               | 6%  | 7%                   | 8%                       | 6%                   | 6%                  | 6%         | 24% | 7%  |
| Don't know                          | 2%    | 1%     | 2%     | 1%                  | 2%               | 0%               | 0%             | 2%                  | 1%                | 1%  | 1%                   | 1%                       | 1%                   | 1%                  | 1%         | 2%  | 29% |

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(4.A) To what extent are you concerned about the following issues in the UK right now?: Price of food

|                                     | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|-------------------------------------|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|                                     |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted                          | 1023  | 115   | 177   | 181   | 179   | 150   | 221 | 300          | 268 | 187 | 260 | 205               | 320     | 130        | 183        | 125     | 60         |
| Weighted                            | 1023  | 142   | 175   | 174   | 174   | 143   | 215 | 275          | 264 | 223 | 253 | 220               | 317     | 131        | 178        | 118     | 59         |
| I'm very concerned about this       | 62%   | 67%   | 61%   | 68%   | 68%   | 63%   | 51% | 51%          | 64% | 68% | 67% | 65%               | 63%     | 60%        | 63%        | 59%     | 58%        |
| I'm somewhat concerned about this   | 32%   | 27%   | 32%   | 27%   | 28%   | 33%   | 41% | 43%          | 30% | 26% | 27% | 28%               | 34%     | 33%        | 32%        | 35%     | 30%        |
| I'm not very concerned about this   | 4%    | 5%    | 5%    | 2%    | 3%    | 4%    | 6%  | 5%           | 5%  | 4%  | 4%  | 5%                | 2%      | 6%         | 4%         | 4%      | 10%        |
| I'm not at all concerned about this | 1%    | 0%    | 0%    | 1%    | 1%    | 1%    | 2%  | 0%           | 1%  | 0%  | 1%  | 1%                | 0%      | 0%         | 1%         | 1%      | 0%         |
| Don't know                          | 1%    | 1%    | 2%    | 2%    | 0%    | 0%    | 0%  | 1%           | 0%  | 1%  | 1%  | 1%                | 0%      | 1%         | 1%         | 1%      | 2%         |

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(4.B) To what extent are you concerned about the following issues in the UK right now?: Price of food

|                                     | Total | Gender |        | 2019                |                  |                  |                | Voting Intention    |                   |     | Tory swing voter     | Climate change concern   |                      |                     |            |     |     |
|-------------------------------------|-------|--------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|----------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|                                     |       | Male   | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes | High climate concern | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted                          | 1023  | 493    | 524    | 373                 | 275              | 80               | 14             | 139                 | 229               | 373 | 74                   | 118                      | 94                   | 466                 | 343        | 103 | 17  |
| Weighted                            | 1023  | 502    | 515    | 363                 | 274              | 81               | 14             | 141                 | 222               | 378 | 76                   | 117                      | 98                   | 464                 | 343        | 101 | 17  |
| I'm very concerned about this       | 62%   | 54%    | 70%    | 58%                 | 71%              | 56%              | 52%            | 63%                 | 51%               | 70% | 67%                  | 69%                      | 63%                  | 62%                 | 65%        | 60% | 25% |
| I'm somewhat concerned about this   | 32%   | 37%    | 28%    | 35%                 | 25%              | 40%              | 48%            | 29%                 | 42%               | 27% | 26%                  | 26%                      | 29%                  | 34%                 | 30%        | 30% | 46% |
| I'm not very concerned about this   | 4%    | 7%     | 2%     | 5%                  | 2%               | 4%               | 0%             | 6%                  | 6%                | 2%  | 6%                   | 3%                       | 6%                   | 4%                  | 4%         | 6%  | 6%  |
| I'm not at all concerned about this | 1%    | 1%     | 0%     | 1%                  | 0%               | 0%               | 0%             | 2%                  | 0%                | 0%  | 0%                   | 1%                       | 0%                   | 0%                  | 1%         | 3%  | 0%  |
| Don't know                          | 1%    | 1%     | 1%     | 1%                  | 1%               | 0%               | 0%             | 1%                  | 1%                | 1%  | 1%                   | 1%                       | 2%                   | 0%                  | 0%         | 1%  | 24% |

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(5.A) To what extent are you concerned about the following issues in the UK right now?: NHS wait times

|                                     | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|-------------------------------------|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|                                     |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted                          | 1023  | 115   | 177   | 181   | 179   | 150   | 221 | 300          | 268 | 187 | 260 | 205               | 320     | 130        | 183        | 125     | 60         |
| Weighted                            | 1023  | 142   | 175   | 174   | 174   | 143   | 215 | 275          | 264 | 223 | 253 | 220               | 317     | 131        | 178        | 118     | 59         |
| I'm very concerned about this       | 55%   | 55%   | 53%   | 46%   | 53%   | 64%   | 61% | 55%          | 58% | 58% | 49% | 54%               | 55%     | 52%        | 54%        | 57%     | 65%        |
| I'm somewhat concerned about this   | 35%   | 32%   | 37%   | 43%   | 37%   | 27%   | 33% | 36%          | 32% | 31% | 41% | 36%               | 37%     | 35%        | 38%        | 28%     | 21%        |
| I'm not very concerned about this   | 6%    | 5%    | 8%    | 6%    | 8%    | 5%    | 5%  | 6%           | 7%  | 6%  | 6%  | 5%                | 5%      | 11%        | 3%         | 11%     | 10%        |
| I'm not at all concerned about this | 2%    | 7%    | 1%    | 2%    | 2%    | 3%    | 1%  | 2%           | 2%  | 3%  | 2%  | 4%                | 2%      | 0%         | 3%         | 2%      | 2%         |
| Don't know                          | 1%    | 2%    | 2%    | 2%    | 1%    | 1%    | 0%  | 1%           | 1%  | 1%  | 2%  | 2%                | 1%      | 2%         | 2%         | 1%      | 2%         |

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(5.B) To what extent are you concerned about the following issues in the UK right now?: NHS wait times

|                                     | Total | Gender |        | 2019                |                  |                  |                | Voting Intention    |                   |     | Tory swing voter     | Climate change concern   |                      |                     |            |     |     |
|-------------------------------------|-------|--------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|----------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|                                     |       | Male   | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes | High climate concern | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted                          | 1023  | 493    | 524    | 373                 | 275              | 80               | 14             | 139                 | 229               | 373 | 74                   | 118                      | 94                   | 466                 | 343        | 103 | 17  |
| Weighted                            | 1023  | 502    | 515    | 363                 | 274              | 81               | 14             | 141                 | 222               | 378 | 76                   | 117                      | 98                   | 464                 | 343        | 101 | 17  |
| I'm very concerned about this       | 55%   | 50%    | 60%    | 55%                 | 61%              | 53%              | 34%            | 44%                 | 54%               | 59% | 59%                  | 51%                      | 56%                  | 56%                 | 56%        | 45% | 54% |
| I'm somewhat concerned about this   | 35%   | 37%    | 33%    | 36%                 | 32%              | 38%              | 34%            | 41%                 | 38%               | 33% | 31%                  | 41%                      | 31%                  | 36%                 | 36%        | 32% | 12% |
| I'm not very concerned about this   | 6%    | 8%     | 4%     | 6%                  | 5%               | 9%               | 26%            | 9%                  | 6%                | 5%  | 7%                   | 7%                       | 6%                   | 5%                  | 6%         | 13% | 6%  |
| I'm not at all concerned about this | 2%    | 4%     | 1%     | 2%                  | 1%               | 0%               | 6%             | 5%                  | 2%                | 1%  | 2%                   | 0%                       | 6%                   | 1%                  | 1%         | 8%  | 0%  |
| Don't know                          | 1%    | 1%     | 1%     | 1%                  | 1%               | 0%               | 0%             | 1%                  | 0%                | 1%  | 1%                   | 1%                       | 1%                   | 1%                  | 0%         | 3%  | 29% |

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(6.A) To what extent are you concerned about the following issues in the UK right now?: Crime levels

|                                     | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|-------------------------------------|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|                                     |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted                          | 1023  | 115   | 177   | 181   | 179   | 150   | 221 | 300          | 268 | 187 | 260 | 205               | 320     | 130        | 183        | 125     | 60         |
| Weighted                            | 1023  | 142   | 175   | 174   | 174   | 143   | 215 | 275          | 264 | 223 | 253 | 220               | 317     | 131        | 178        | 118     | 59         |
| I'm very concerned about this       | 30%   | 30%   | 23%   | 27%   | 35%   | 31%   | 34% | 26%          | 33% | 31% | 30% | 31%               | 29%     | 30%        | 29%        | 32%     | 32%        |
| I'm somewhat concerned about this   | 48%   | 48%   | 48%   | 46%   | 44%   | 53%   | 47% | 46%          | 47% | 51% | 47% | 44%               | 50%     | 50%        | 46%        | 43%     | 54%        |
| I'm not very concerned about this   | 18%   | 21%   | 21%   | 24%   | 17%   | 11%   | 16% | 24%          | 17% | 16% | 17% | 21%               | 16%     | 19%        | 21%        | 21%     | 8%         |
| I'm not at all concerned about this | 3%    | 0%    | 3%    | 2%    | 4%    | 5%    | 2%  | 3%           | 3%  | 1%  | 3%  | 1%                | 4%      | 1%         | 3%         | 4%      | 4%         |
| Don't know                          | 1%    | 1%    | 5%    | 2%    | 1%    | 0%    | 1%  | 1%           | 1%  | 1%  | 3%  | 3%                | 1%      | 1%         | 1%         | 1%      | 2%         |

Note:

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(6.B) To what extent are you concerned about the following issues in the UK right now?: Crime levels

|                                     | Total | Gender |        | 2019                |                  |                  |                | Voting Intention    |                   |     | Tory swing voter     | Climate change concern   |                      |                     |            |     |     |
|-------------------------------------|-------|--------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|----------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|                                     |       | Male   | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes | High climate concern | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted                          | 1023  | 493    | 524    | 373                 | 275              | 80               | 14             | 139                 | 229               | 373 | 74                   | 118                      | 94                   | 466                 | 343        | 103 | 17  |
| Weighted                            | 1023  | 502    | 515    | 363                 | 274              | 81               | 14             | 141                 | 222               | 378 | 76                   | 117                      | 98                   | 464                 | 343        | 101 | 17  |
| I'm very concerned about this       | 30%   | 26%    | 34%    | 40%                 | 24%              | 26%              | 39%            | 22%                 | 34%               | 30% | 27%                  | 43%                      | 42%                  | 25%                 | 33%        | 32% | 19% |
| I'm somewhat concerned about this   | 48%   | 47%    | 49%    | 46%                 | 50%              | 47%              | 39%            | 53%                 | 51%               | 48% | 50%                  | 44%                      | 34%                  | 52%                 | 47%        | 46% | 40% |
| I'm not very concerned about this   | 18%   | 22%    | 15%    | 12%                 | 22%              | 25%              | 22%            | 18%                 | 14%               | 19% | 19%                  | 10%                      | 18%                  | 21%                 | 17%        | 11% | 13% |
| I'm not at all concerned about this | 3%    | 4%     | 2%     | 1%                  | 2%               | 2%               | 0%             | 4%                  | 1%                | 2%  | 3%                   | 2%                       | 5%                   | 1%                  | 2%         | 8%  | 6%  |
| Don't know                          | 1%    | 2%     | 1%     | 0%                  | 2%               | 0%               | 0%             | 3%                  | 0%                | 1%  | 1%                   | 1%                       | 1%                   | 1%                  | 1%         | 2%  | 22% |

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(7.A) To what extent are you concerned about the following issues in the UK right now?: Quality of education

|                                     | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|-------------------------------------|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|                                     |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted                          | 1023  | 115   | 177   | 181   | 179   | 150   | 221 | 300          | 268 | 187 | 260 | 205               | 320     | 130        | 183        | 125     | 60         |
| Weighted                            | 1023  | 142   | 175   | 174   | 174   | 143   | 215 | 275          | 264 | 223 | 253 | 220               | 317     | 131        | 178        | 118     | 59         |
| I'm very concerned about this       | 22%   | 38%   | 22%   | 21%   | 21%   | 17%   | 17% | 19%          | 24% | 25% | 21% | 24%               | 23%     | 22%        | 19%        | 20%     | 25%        |
| I'm somewhat concerned about this   | 41%   | 41%   | 38%   | 39%   | 43%   | 36%   | 46% | 48%          | 40% | 39% | 36% | 45%               | 39%     | 38%        | 41%        | 40%     | 44%        |
| I'm not very concerned about this   | 25%   | 15%   | 27%   | 29%   | 23%   | 31%   | 26% | 25%          | 26% | 24% | 27% | 23%               | 25%     | 27%        | 27%        | 28%     | 25%        |
| I'm not at all concerned about this | 8%    | 4%    | 8%    | 9%    | 10%   | 10%   | 7%  | 6%           | 8%  | 9%  | 10% | 5%                | 10%     | 10%        | 9%         | 6%      | 5%         |
| Don't know                          | 4%    | 1%    | 5%    | 3%    | 3%    | 6%    | 4%  | 3%           | 3%  | 4%  | 6%  | 3%                | 3%      | 3%         | 5%         | 5%      | 2%         |

Note:

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(7.B) To what extent are you concerned about the following issues in the UK right now?: Quality of education

|                                     | Total | Gender |        | 2019                |                  |                  |                | Voting Intention    |                   |     | Tory swing voter     | Climate change concern   |                      |                     |            |     |     |
|-------------------------------------|-------|--------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|----------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|                                     |       | Male   | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes | High climate concern | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted                          | 1023  | 493    | 524    | 373                 | 275              | 80               | 14             | 139                 | 229               | 373 | 74                   | 118                      | 94                   | 466                 | 343        | 103 | 17  |
| Weighted                            | 1023  | 502    | 515    | 363                 | 274              | 81               | 14             | 141                 | 222               | 378 | 76                   | 117                      | 98                   | 464                 | 343        | 101 | 17  |
| I'm very concerned about this       | 22%   | 20%    | 24%    | 22%                 | 24%              | 19%              | 20%            | 19%                 | 20%               | 24% | 19%                  | 24%                      | 39%                  | 19%                 | 22%        | 23% | 6%  |
| I'm somewhat concerned about this   | 41%   | 41%    | 41%    | 42%                 | 43%              | 44%              | 21%            | 39%                 | 44%               | 43% | 40%                  | 43%                      | 38%                  | 47%                 | 37%        | 33% | 0%  |
| I'm not very concerned about this   | 25%   | 27%    | 24%    | 24%                 | 24%              | 29%              | 27%            | 27%                 | 26%               | 25% | 30%                  | 22%                      | 19%                  | 24%                 | 29%        | 22% | 33% |
| I'm not at all concerned about this | 8%    | 10%    | 7%     | 10%                 | 6%               | 6%               | 33%            | 8%                  | 8%                | 6%  | 7%                   | 9%                       | 2%                   | 7%                  | 9%         | 18% | 0%  |
| Don't know                          | 4%    | 3%     | 5%     | 3%                  | 3%               | 2%               | 0%             | 8%                  | 2%                | 3%  | 3%                   | 3%                       | 1%                   | 3%                  | 3%         | 4%  | 60% |

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(8.A) To what extent are you concerned about the following issues in the UK right now?: Housing supply

|                                     | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|-------------------------------------|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|                                     |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted                          | 1023  | 115   | 177   | 181   | 179   | 150   | 221 | 300          | 268 | 187 | 260 | 205               | 320     | 130        | 183        | 125     | 60         |
| Weighted                            | 1023  | 142   | 175   | 174   | 174   | 143   | 215 | 275          | 264 | 223 | 253 | 220               | 317     | 131        | 178        | 118     | 59         |
| I'm very concerned about this       | 26%   | 40%   | 30%   | 23%   | 23%   | 21%   | 21% | 19%          | 26% | 32% | 28% | 34%               | 24%     | 21%        | 27%        | 21%     | 23%        |
| I'm somewhat concerned about this   | 39%   | 39%   | 40%   | 41%   | 35%   | 32%   | 42% | 41%          | 39% | 37% | 36% | 43%               | 41%     | 36%        | 36%        | 36%     | 28%        |
| I'm not very concerned about this   | 25%   | 15%   | 22%   | 23%   | 28%   | 32%   | 30% | 28%          | 27% | 22% | 24% | 17%               | 26%     | 30%        | 22%        | 35%     | 37%        |
| I'm not at all concerned about this | 7%    | 5%    | 4%    | 9%    | 10%   | 10%   | 5%  | 9%           | 6%  | 8%  | 6%  | 3%                | 7%      | 10%        | 11%        | 8%      | 7%         |
| Don't know                          | 3%    | 1%    | 4%    | 3%    | 3%    | 5%    | 1%  | 2%           | 2%  | 1%  | 6%  | 4%                | 3%      | 2%         | 4%         | 1%      | 5%         |

Note:

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(8.B) To what extent are you concerned about the following issues in the UK right now?: Housing supply

|                                     | Total | Gender |        | 2019                |                  |                  |                | Voting Intention    |                   |     | Tory swing voter     | Climate change concern   |                      |                     |            |     |     |
|-------------------------------------|-------|--------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|----------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|                                     |       | Male   | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes | High climate concern | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted                          | 1023  | 493    | 524    | 373                 | 275              | 80               | 14             | 139                 | 229               | 373 | 74                   | 118                      | 94                   | 466                 | 343        | 103 | 17  |
| Weighted                            | 1023  | 502    | 515    | 363                 | 274              | 81               | 14             | 141                 | 222               | 378 | 76                   | 117                      | 98                   | 464                 | 343        | 101 | 17  |
| I'm very concerned about this       | 26%   | 22%    | 29%    | 22%                 | 31%              | 20%              | 26%            | 27%                 | 19%               | 29% | 31%                  | 25%                      | 32%                  | 28%                 | 23%        | 22% | 5%  |
| I'm somewhat concerned about this   | 39%   | 37%    | 40%    | 38%                 | 38%              | 46%              | 39%            | 36%                 | 35%               | 43% | 41%                  | 41%                      | 46%                  | 41%                 | 37%        | 28% | 14% |
| I'm not very concerned about this   | 25%   | 30%    | 21%    | 31%                 | 21%              | 26%              | 23%            | 25%                 | 37%               | 19% | 21%                  | 25%                      | 18%                  | 23%                 | 29%        | 28% | 42% |
| I'm not at all concerned about this | 7%    | 9%     | 6%     | 8%                  | 6%               | 6%               | 13%            | 7%                  | 8%                | 6%  | 5%                   | 7%                       | 2%                   | 6%                  | 7%         | 21% | 6%  |
| Don't know                          | 3%    | 2%     | 4%     | 1%                  | 4%               | 1%               | 0%             | 5%                  | 0%                | 4%  | 1%                   | 2%                       | 2%                   | 2%                  | 4%         | 1%  | 33% |

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(9.A) To what extent are you concerned about the following issues in the UK right now?: Recent developments in AI

|                                     | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|-------------------------------------|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|                                     |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted                          | 1023  | 115   | 177   | 181   | 179   | 150   | 221 | 300          | 268 | 187 | 260 | 205               | 320     | 130        | 183        | 125     | 60         |
| Weighted                            | 1023  | 142   | 175   | 174   | 174   | 143   | 215 | 275          | 264 | 223 | 253 | 220               | 317     | 131        | 178        | 118     | 59         |
| I'm very concerned about this       | 16%   | 20%   | 15%   | 14%   | 16%   | 18%   | 15% | 15%          | 15% | 19% | 14% | 17%               | 17%     | 18%        | 13%        | 15%     | 16%        |
| I'm somewhat concerned about this   | 35%   | 23%   | 34%   | 40%   | 38%   | 28%   | 41% | 35%          | 38% | 34% | 34% | 37%               | 35%     | 32%        | 32%        | 35%     | 43%        |
| I'm not very concerned about this   | 29%   | 37%   | 30%   | 22%   | 29%   | 29%   | 29% | 35%          | 27% | 26% | 28% | 26%               | 28%     | 34%        | 32%        | 33%     | 19%        |
| I'm not at all concerned about this | 13%   | 18%   | 14%   | 14%   | 11%   | 13%   | 9%  | 12%          | 12% | 13% | 15% | 13%               | 15%     | 9%         | 13%        | 11%     | 11%        |
| Don't know                          | 7%    | 1%    | 8%    | 10%   | 6%    | 12%   | 5%  | 3%           | 9%  | 8%  | 8%  | 7%                | 5%      | 6%         | 11%        | 6%      | 10%        |

Note:

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(9.B) To what extent are you concerned about the following issues in the UK right now?: Recent developments in AI

|                                     | Total | Gender |        | 2019                |                  |                  |                | Voting Intention    |                   |     | Tory swing voter     | Climate change concern   |                      |                     |            |     |     |
|-------------------------------------|-------|--------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|----------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|                                     |       | Male   | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes | High climate concern | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted                          | 1023  | 493    | 524    | 373                 | 275              | 80               | 14             | 139                 | 229               | 373 | 74                   | 118                      | 94                   | 466                 | 343        | 103 | 17  |
| Weighted                            | 1023  | 502    | 515    | 363                 | 274              | 81               | 14             | 141                 | 222               | 378 | 76                   | 117                      | 98                   | 464                 | 343        | 101 | 17  |
| I'm very concerned about this       | 16%   | 16%    | 16%    | 18%                 | 14%              | 18%              | 14%            | 9%                  | 15%               | 16% | 17%                  | 19%                      | 30%                  | 15%                 | 13%        | 19% | 20% |
| I'm somewhat concerned about this   | 35%   | 34%    | 36%    | 35%                 | 36%              | 31%              | 42%            | 41%                 | 33%               | 36% | 28%                  | 41%                      | 29%                  | 37%                 | 36%        | 30% | 6%  |
| I'm not very concerned about this   | 29%   | 30%    | 29%    | 29%                 | 29%              | 35%              | 24%            | 28%                 | 37%               | 28% | 36%                  | 22%                      | 28%                  | 30%                 | 32%        | 21% | 6%  |
| I'm not at all concerned about this | 13%   | 16%    | 9%     | 12%                 | 14%              | 8%               | 15%            | 13%                 | 11%               | 15% | 10%                  | 11%                      | 10%                  | 12%                 | 11%        | 26% | 5%  |
| Don't know                          | 7%    | 4%     | 10%    | 5%                  | 7%               | 8%               | 6%             | 9%                  | 4%                | 5%  | 9%                   | 6%                       | 3%                   | 5%                  | 8%         | 4%  | 64% |

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(10.A) To what extent are you concerned about the following issues in the UK right now?: Number of people on benefits

|                                     | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|-------------------------------------|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|                                     |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted                          | 1023  | 115   | 177   | 181   | 179   | 150   | 221 | 300          | 268 | 187 | 260 | 205               | 320     | 130        | 183        | 125     | 60         |
| Weighted                            | 1023  | 142   | 175   | 174   | 174   | 143   | 215 | 275          | 264 | 223 | 253 | 220               | 317     | 131        | 178        | 118     | 59         |
| I'm very concerned about this       | 22%   | 20%   | 20%   | 19%   | 23%   | 24%   | 25% | 24%          | 20% | 22% | 21% | 22%               | 20%     | 20%        | 21%        | 25%     | 33%        |
| I'm somewhat concerned about this   | 37%   | 37%   | 27%   | 36%   | 36%   | 39%   | 47% | 39%          | 34% | 41% | 34% | 36%               | 38%     | 39%        | 40%        | 34%     | 30%        |
| I'm not very concerned about this   | 26%   | 31%   | 32%   | 26%   | 24%   | 21%   | 22% | 26%          | 30% | 24% | 24% | 28%               | 26%     | 24%        | 23%        | 29%     | 22%        |
| I'm not at all concerned about this | 12%   | 9%    | 14%   | 16%   | 14%   | 13%   | 5%  | 10%          | 12% | 8%  | 16% | 11%               | 12%     | 13%        | 12%        | 10%     | 10%        |
| Don't know                          | 4%    | 3%    | 7%    | 4%    | 3%    | 3%    | 2%  | 2%           | 4%  | 4%  | 5%  | 4%                | 4%      | 4%         | 4%         | 2%      | 5%         |

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(10.B) To what extent are you concerned about the following issues in the UK right now?: Number of people on benefits

|                                     | Total | Gender |        | 2019                |                  |                  |                | Voting Intention    |                   |     | Tory swing voter     | Climate change concern   |                      |                     |            |     |     |
|-------------------------------------|-------|--------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|----------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|                                     |       | Male   | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes | High climate concern | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted                          | 1023  | 493    | 524    | 373                 | 275              | 80               | 14             | 139                 | 229               | 373 | 74                   | 118                      | 94                   | 466                 | 343        | 103 | 17  |
| Weighted                            | 1023  | 502    | 515    | 363                 | 274              | 81               | 14             | 141                 | 222               | 378 | 76                   | 117                      | 98                   | 464                 | 343        | 101 | 17  |
| I'm very concerned about this       | 22%   | 20%    | 24%    | 31%                 | 14%              | 13%              | 35%            | 23%                 | 31%               | 16% | 11%                  | 28%                      | 25%                  | 21%                 | 20%        | 32% | 16% |
| I'm somewhat concerned about this   | 37%   | 37%    | 37%    | 41%                 | 35%              | 39%              | 31%            | 34%                 | 43%               | 39% | 39%                  | 45%                      | 32%                  | 39%                 | 42%        | 20% | 18% |
| I'm not very concerned about this   | 26%   | 27%    | 25%    | 20%                 | 30%              | 39%              | 21%            | 23%                 | 21%               | 28% | 34%                  | 18%                      | 26%                  | 27%                 | 25%        | 25% | 6%  |
| I'm not at all concerned about this | 12%   | 13%    | 9%     | 6%                  | 17%              | 8%               | 13%            | 13%                 | 4%                | 13% | 13%                  | 7%                       | 13%                  | 11%                 | 10%        | 18% | 13% |
| Don't know                          | 4%    | 2%     | 5%     | 2%                  | 4%               | 2%               | 0%             | 7%                  | 1%                | 3%  | 3%                   | 3%                       | 3%                   | 2%                  | 4%         | 4%  | 47% |

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(11.A) To what extent are you concerned about the following issues in the UK right now?: Cost of energy

|                                     | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|-------------------------------------|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|                                     |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted                          | 1023  | 115   | 177   | 181   | 179   | 150   | 221 | 300          | 268 | 187 | 260 | 205               | 320     | 130        | 183        | 125     | 60         |
| Weighted                            | 1023  | 142   | 175   | 174   | 174   | 143   | 215 | 275          | 264 | 223 | 253 | 220               | 317     | 131        | 178        | 118     | 59         |
| I'm very concerned about this       | 69%   | 65%   | 68%   | 71%   | 75%   | 73%   | 65% | 60%          | 70% | 74% | 73% | 71%               | 71%     | 64%        | 71%        | 71%     | 63%        |
| I'm somewhat concerned about this   | 27%   | 31%   | 27%   | 26%   | 22%   | 25%   | 30% | 34%          | 27% | 23% | 23% | 25%               | 26%     | 29%        | 27%        | 26%     | 32%        |
| I'm not very concerned about this   | 3%    | 3%    | 2%    | 2%    | 3%    | 1%    | 5%  | 4%           | 2%  | 3%  | 2%  | 3%                | 2%      | 7%         | 1%         | 2%      | 3%         |
| I'm not at all concerned about this | 0%    | 1%    | 1%    | 1%    | 0%    | 0%    | 1%  | 1%           | 0%  | 0%  | 0%  | 1%                | 0%      | 0%         | 1%         | 0%      | 0%         |
| Don't know                          | 1%    | 1%    | 3%    | 0%    | 0%    | 0%    | 0%  | 1%           | 0%  | 1%  | 1%  | 1%                | 1%      | 1%         | 1%         | 1%      | 2%         |

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(11.B) To what extent are you concerned about the following issues in the UK right now?: Cost of energy

|                                     | Total | Gender |        | 2019                |                  |                  |                | Voting Intention    |                   |     | Tory swing voter     | Climate change concern   |                      |                     |            |     |     |
|-------------------------------------|-------|--------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|----------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|                                     |       | Male   | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes | High climate concern | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted                          | 1023  | 493    | 524    | 373                 | 275              | 80               | 14             | 139                 | 229               | 373 | 74                   | 118                      | 94                   | 466                 | 343        | 103 | 17  |
| Weighted                            | 1023  | 502    | 515    | 363                 | 274              | 81               | 14             | 141                 | 222               | 378 | 76                   | 117                      | 98                   | 464                 | 343        | 101 | 17  |
| I'm very concerned about this       | 69%   | 63%    | 75%    | 67%                 | 75%              | 65%              | 67%            | 68%                 | 60%               | 76% | 71%                  | 72%                      | 68%                  | 70%                 | 70%        | 65% | 56% |
| I'm somewhat concerned about this   | 27%   | 31%    | 23%    | 28%                 | 22%              | 31%              | 33%            | 30%                 | 34%               | 22% | 24%                  | 24%                      | 26%                  | 28%                 | 26%        | 28% | 22% |
| I'm not very concerned about this   | 3%    | 4%     | 1%     | 4%                  | 1%               | 4%               | 0%             | 1%                  | 4%                | 1%  | 4%                   | 3%                       | 2%                   | 2%                  | 4%         | 6%  | 0%  |
| I'm not at all concerned about this | 0%    | 1%     | 0%     | 1%                  | 1%               | 0%               | 0%             | 1%                  | 1%                | 1%  | 0%                   | 0%                       | 2%                   | 0%                  | 0%         | 0%  | 0%  |
| Don't know                          | 1%    | 1%     | 1%     | 1%                  | 1%               | 0%               | 0%             | 0%                  | 1%                | 1%  | 1%                   | 1%                       | 1%                   | 0%                  | 0%         | 1%  | 22% |

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(12.A) To what extent are you concerned about the following issues in the UK right now?: Climate change

|                                     | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|-------------------------------------|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|                                     |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted                          | 1023  | 115   | 177   | 181   | 179   | 150   | 221 | 300          | 268 | 187 | 260 | 205               | 320     | 130        | 183        | 125     | 60         |
| Weighted                            | 1023  | 142   | 175   | 174   | 174   | 143   | 215 | 275          | 264 | 223 | 253 | 220               | 317     | 131        | 178        | 118     | 59         |
| I'm very concerned about this       | 32%   | 38%   | 31%   | 33%   | 27%   | 30%   | 32% | 35%          | 33% | 30% | 28% | 38%               | 33%     | 20%        | 26%        | 40%     | 29%        |
| I'm somewhat concerned about this   | 42%   | 38%   | 42%   | 35%   | 49%   | 43%   | 43% | 40%          | 41% | 44% | 44% | 41%               | 44%     | 46%        | 45%        | 35%     | 31%        |
| I'm not very concerned about this   | 15%   | 20%   | 13%   | 16%   | 10%   | 14%   | 19% | 16%          | 17% | 14% | 13% | 14%               | 13%     | 18%        | 18%        | 14%     | 22%        |
| I'm not at all concerned about this | 10%   | 3%    | 9%    | 14%   | 12%   | 12%   | 7%  | 8%           | 9%  | 10% | 12% | 7%                | 9%      | 14%        | 9%         | 10%     | 16%        |
| Don't know                          | 2%    | 1%    | 4%    | 2%    | 1%    | 1%    | 0%  | 1%           | 0%  | 2%  | 3%  | 1%                | 2%      | 2%         | 2%         | 2%      | 2%         |

Note:

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(12.B) To what extent are you concerned about the following issues in the UK right now?: Climate change

|                                     | Total | Gender |        | 2019                |                  |                  |                | Voting Intention    |                   |     | Tory swing voter     | Climate change concern   |                      |                     |            |     |     |
|-------------------------------------|-------|--------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|----------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|                                     |       | Male   | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes | High climate concern | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted                          | 1023  | 493    | 524    | 373                 | 275              | 80               | 14             | 139                 | 229               | 373 | 74                   | 118                      | 94                   | 466                 | 343        | 103 | 17  |
| Weighted                            | 1023  | 502    | 515    | 363                 | 274              | 81               | 14             | 141                 | 222               | 378 | 76                   | 117                      | 98                   | 464                 | 343        | 101 | 17  |
| I'm very concerned about this       | 32%   | 34%    | 29%    | 26%                 | 37%              | 40%              | 21%            | 23%                 | 28%               | 36% | 44%                  | 27%                      | 87%                  | 48%                 | 5%         | 1%  | 6%  |
| I'm somewhat concerned about this   | 42%   | 36%    | 48%    | 43%                 | 42%              | 43%              | 21%            | 49%                 | 44%               | 45% | 40%                  | 48%                      | 8%                   | 49%                 | 55%        | 2%  | 17% |
| I'm not very concerned about this   | 15%   | 16%    | 14%    | 17%                 | 12%              | 17%              | 27%            | 16%                 | 19%               | 11% | 14%                  | 15%                      | 3%                   | 3%                  | 34%        | 22% | 12% |
| I'm not at all concerned about this | 10%   | 12%    | 7%     | 13%                 | 7%               | 1%               | 31%            | 8%                  | 9%                | 6%  | 1%                   | 8%                       | 0%                   | 0%                  | 6%         | 75% | 5%  |
| Don't know                          | 2%    | 1%     | 2%     | 0%                  | 2%               | 0%               | 0%             | 4%                  | 0%                | 2%  | 1%                   | 1%                       | 1%                   | 0%                  | 1%         | 1%  | 60% |

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(13.A) To what extent are you concerned about the following issues in the UK right now?: Loss of wildlife

|                                     | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|-------------------------------------|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|                                     |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted                          | 1023  | 115   | 177   | 181   | 179   | 150   | 221 | 300          | 268 | 187 | 260 | 205               | 320     | 130        | 183        | 125     | 60         |
| Weighted                            | 1023  | 142   | 175   | 174   | 174   | 143   | 215 | 275          | 264 | 223 | 253 | 220               | 317     | 131        | 178        | 118     | 59         |
| I'm very concerned about this       | 34%   | 33%   | 36%   | 31%   | 37%   | 36%   | 30% | 31%          | 34% | 40% | 30% | 35%               | 33%     | 25%        | 37%        | 37%     | 34%        |
| I'm somewhat concerned about this   | 44%   | 42%   | 36%   | 43%   | 42%   | 46%   | 52% | 45%          | 45% | 38% | 46% | 41%               | 45%     | 46%        | 46%        | 46%     | 36%        |
| I'm not very concerned about this   | 16%   | 18%   | 18%   | 18%   | 16%   | 10%   | 15% | 19%          | 16% | 16% | 14% | 17%               | 17%     | 20%        | 14%        | 9%      | 19%        |
| I'm not at all concerned about this | 4%    | 6%    | 5%    | 4%    | 3%    | 5%    | 2%  | 4%           | 5%  | 3%  | 5%  | 4%                | 3%      | 6%         | 2%         | 5%      | 7%         |
| Don't know                          | 2%    | 1%    | 4%    | 4%    | 2%    | 3%    | 1%  | 1%           | 1%  | 3%  | 5%  | 3%                | 2%      | 2%         | 2%         | 3%      | 4%         |

Note:

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(13.B) To what extent are you concerned about the following issues in the UK right now?: Loss of wildlife

|                                     | Total | Gender |        | 2019                |                  |                  |                | Voting Intention    |                   |     | Tory swing voter     | Climate change concern   |                      |                     |            |     |     |
|-------------------------------------|-------|--------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|----------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|                                     |       | Male   | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes | High climate concern | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted                          | 1023  | 493    | 524    | 373                 | 275              | 80               | 14             | 139                 | 229               | 373 | 74                   | 118                      | 94                   | 466                 | 343        | 103 | 17  |
| Weighted                            | 1023  | 502    | 515    | 363                 | 274              | 81               | 14             | 141                 | 222               | 378 | 76                   | 117                      | 98                   | 464                 | 343        | 101 | 17  |
| I'm very concerned about this       | 34%   | 31%    | 36%    | 34%                 | 34%              | 34%              | 23%            | 28%                 | 32%               | 33% | 38%                  | 32%                      | 66%                  | 41%                 | 21%        | 18% | 5%  |
| I'm somewhat concerned about this   | 44%   | 44%    | 44%    | 45%                 | 43%              | 50%              | 39%            | 47%                 | 48%               | 44% | 43%                  | 48%                      | 27%                  | 47%                 | 49%        | 31% | 29% |
| I'm not very concerned about this   | 16%   | 18%    | 14%    | 16%                 | 16%              | 15%              | 31%            | 17%                 | 15%               | 18% | 15%                  | 16%                      | 3%                   | 9%                  | 24%        | 32% | 12% |
| I'm not at all concerned about this | 4%    | 5%     | 3%     | 3%                  | 4%               | 1%               | 6%             | 5%                  | 4%                | 4%  | 4%                   | 2%                       | 1%                   | 2%                  | 4%         | 17% | 6%  |
| Don't know                          | 2%    | 2%     | 3%     | 2%                  | 2%               | 0%               | 0%             | 2%                  | 2%                | 2%  | 1%                   | 2%                       | 2%                   | 1%                  | 2%         | 2%  | 48% |

Note:

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(14.A) Thinking about the UK as a whole, which do you think are the most important industries for the country’s economy? Select up to three

|                                 | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|---------------------------------|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|                                 |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted                      | 1023  | 115   | 177   | 181   | 179   | 150   | 221 | 300          | 268 | 187 | 260 | 205               | 320     | 130        | 183        | 125     | 60         |
| Weighted                        | 1023  | 142   | 175   | 174   | 174   | 143   | 215 | 275          | 264 | 223 | 253 | 220               | 317     | 131        | 178        | 118     | 59         |
| Transportation                  | 8%    | 8%    | 5%    | 7%    | 11%   | 9%    | 7%  | 8%           | 8%  | 11% | 5%  | 3%                | 9%      | 10%        | 11%        | 5%      | 10%        |
| Don't Know                      | 6%    | 3%    | 14%   | 7%    | 4%    | 4%    | 1%  | 3%           | 5%  | 2%  | 11% | 6%                | 6%      | 10%        | 4%         | 4%      | 3%         |
| Arts and entertainment          | 4%    | 9%    | 6%    | 3%    | 4%    | 2%    | 2%  | 4%           | 4%  | 4%  | 5%  | 4%                | 3%      | 8%         | 4%         | 5%      | 0%         |
| Manufacturing                   | 37%   | 26%   | 24%   | 34%   | 40%   | 47%   | 46% | 38%          | 34% | 37% | 37% | 28%               | 36%     | 35%        | 43%        | 41%     | 50%        |
| Healthcare                      | 35%   | 41%   | 36%   | 33%   | 29%   | 36%   | 38% | 31%          | 37% | 41% | 34% | 39%               | 36%     | 28%        | 37%        | 31%     | 39%        |
| Banking and Finance             | 33%   | 30%   | 28%   | 29%   | 33%   | 30%   | 42% | 45%          | 32% | 28% | 25% | 36%               | 34%     | 33%        | 30%        | 28%     | 27%        |
| Water/electricity/gas companies | 30%   | 46%   | 24%   | 33%   | 19%   | 34%   | 30% | 19%          | 34% | 33% | 36% | 32%               | 31%     | 23%        | 29%        | 32%     | 33%        |
| Real estate                     | 3%    | 6%    | 3%    | 3%    | 3%    | 1%    | 1%  | 3%           | 3%  | 2%  | 2%  | 3%                | 3%      | 3%         | 2%         | 2%      | 1%         |
| IT/tech                         | 26%   | 29%   | 21%   | 25%   | 27%   | 19%   | 32% | 37%          | 27% | 20% | 17% | 30%               | 26%     | 25%        | 21%        | 29%     | 19%        |
| Agriculture/Farming/Fishing     | 23%   | 15%   | 17%   | 23%   | 27%   | 22%   | 30% | 22%          | 24% | 26% | 21% | 18%               | 21%     | 21%        | 27%        | 33%     | 29%        |
| Education                       | 19%   | 32%   | 20%   | 23%   | 14%   | 13%   | 15% | 16%          | 23% | 20% | 17% | 27%               | 19%     | 13%        | 18%        | 14%     | 20%        |
| Pharmaceuticals                 | 17%   | 11%   | 17%   | 15%   | 20%   | 21%   | 18% | 18%          | 12% | 23% | 16% | 15%               | 19%     | 19%        | 17%        | 15%     | 16%        |
| Retail                          | 12%   | 8%    | 12%   | 14%   | 16%   | 13%   | 10% | 11%          | 9%  | 8%  | 20% | 14%               | 12%     | 13%        | 11%        | 12%     | 12%        |
| Construction                    | 12%   | 7%    | 12%   | 10%   | 14%   | 18%   | 14% | 13%          | 13% | 17% | 7%  | 7%                | 14%     | 12%        | 16%        | 15%     | 9%         |
| Hospitality                     | 12%   | 12%   | 14%   | 12%   | 13%   | 14%   | 9%  | 14%          | 11% | 9%  | 14% | 12%               | 13%     | 14%        | 11%        | 11%     | 16%        |
| Other (please specify)          | 1%    | 1%    | 1%    | 0%    | 1%    | 2%    | 0%  | 0%           | 1%  | 1%  | 1%  | 1%                | 0%      | 2%         | 1%         | 0%      | 0%         |

Note:

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(14.B) Thinking about the UK as a whole, which do you think are the most important industries for the country’s economy? Select up to three

|                                 | Total | Gender |        | 2019         |        |                  |                  |                | Voting Intention |        |                   | Tory swing voter | Climate change concern |                          |                      |                     |            |
|---------------------------------|-------|--------|--------|--------------|--------|------------------|------------------|----------------|------------------|--------|-------------------|------------------|------------------------|--------------------------|----------------------|---------------------|------------|
|                                 |       | Male   | Female | Conservative | Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative     | Labour | Liberal Democrats | Yes              | High climate concern   | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |
| Unweighted                      | 1023  | 493    | 524    | 373          | 275    | 80               | 14               | 139            | 229              | 373    | 74                | 118              | 94                     | 466                      | 343                  | 103                 | 17         |
| Weighted                        | 1023  | 502    | 515    | 363          | 274    | 81               | 14               | 141            | 222              | 378    | 76                | 117              | 98                     | 464                      | 343                  | 101                 | 17         |
| Transportation                  | 8%    | 7%     | 9%     | 9%           | 9%     | 7%               | 8%               | 6%             | 8%               | 8%     | 7%                | 8%               | 8%                     | 6%                       | 10%                  | 12%                 | 0%         |
| Don't Know                      | 6%    | 5%     | 6%     | 2%           | 6%     | 1%               | 13%              | 10%            | 1%               | 5%     | 1%                | 2%               | 5%                     | 5%                       | 4%                   | 9%                  | 46%        |
| Arts and entertainment          | 4%    | 5%     | 3%     | 2%           | 6%     | 6%               | 0%               | 3%             | 2%               | 6%     | 6%                | 4%               | 11%                    | 5%                       | 3%                   | 2%                  | 0%         |
| Manufacturing                   | 37%   | 43%    | 31%    | 48%          | 32%    | 34%              | 27%              | 32%            | 45%              | 32%    | 44%               | 48%              | 27%                    | 36%                      | 39%                  | 41%                 | 18%        |
| Healthcare                      | 35%   | 26%    | 45%    | 33%          | 39%    | 30%              | 29%              | 32%            | 34%              | 38%    | 32%               | 31%              | 35%                    | 37%                      | 36%                  | 29%                 | 31%        |
| Banking and Finance             | 33%   | 44%    | 22%    | 37%          | 31%    | 40%              | 35%              | 23%            | 40%              | 32%    | 36%               | 32%              | 28%                    | 34%                      | 33%                  | 33%                 | 12%        |
| Water/electricity/gas companies | 30%   | 25%    | 35%    | 28%          | 28%    | 29%              | 32%              | 35%            | 29%              | 30%    | 32%               | 30%              | 24%                    | 30%                      | 35%                  | 21%                 | 18%        |
| Real estate                     | 3%    | 2%     | 3%     | 2%           | 3%     | 1%               | 0%               | 4%             | 2%               | 3%     | 0%                | 4%               | 0%                     | 3%                       | 3%                   | 3%                  | 0%         |
| IT/tech                         | 26%   | 34%    | 17%    | 29%          | 21%    | 38%              | 31%              | 20%            | 33%              | 25%    | 23%               | 25%              | 34%                    | 26%                      | 25%                  | 21%                 | 12%        |
| Agriculture/Farming/Fishing     | 23%   | 19%    | 27%    | 26%          | 21%    | 28%              | 24%              | 20%            | 25%              | 20%    | 35%               | 23%              | 26%                    | 25%                      | 22%                  | 17%                 | 12%        |
| Education                       | 19%   | 15%    | 23%    | 14%          | 21%    | 22%              | 20%              | 22%            | 15%              | 22%    | 23%               | 19%              | 24%                    | 21%                      | 17%                  | 14%                 | 5%         |
| Pharmaceuticals                 | 17%   | 17%    | 17%    | 17%          | 17%    | 23%              | 16%              | 19%            | 19%              | 18%    | 11%               | 15%              | 21%                    | 17%                      | 17%                  | 16%                 | 6%         |
| Retail                          | 12%   | 11%    | 14%    | 13%          | 15%    | 4%               | 7%               | 12%            | 13%              | 13%    | 1%                | 13%              | 8%                     | 11%                      | 14%                  | 15%                 | 17%        |
| Construction                    | 12%   | 12%    | 13%    | 13%          | 13%    | 13%              | 32%              | 12%            | 13%              | 12%    | 19%               | 13%              | 8%                     | 12%                      | 13%                  | 18%                 | 5%         |
| Hospitality                     | 12%   | 11%    | 13%    | 13%          | 13%    | 9%               | 0%               | 14%            | 12%              | 14%    | 4%                | 15%              | 14%                    | 12%                      | 14%                  | 9%                  | 7%         |
| Other (please specify)          | 1%    | 1%     | 1%     | 0%           | 0%     | 3%               | 0%               | 0%             | 1%               | 0%     | 3%                | 0%               | 0%                     | 0%                       | 1%                   | 1%                  | 0%         |

Note:

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(15.A) To the best of your knowledge, how much of an impact do the following industries have on the environment in the UK?: Waste management

|                               | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|-------------------------------|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|                               |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted                    | 1023  | 115   | 177   | 181   | 179   | 150   | 221 | 300          | 268 | 187 | 260 | 205               | 320     | 130        | 183        | 125     | 60         |
| Weighted                      | 1023  | 142   | 175   | 174   | 174   | 143   | 215 | 275          | 264 | 223 | 253 | 220               | 317     | 131        | 178        | 118     | 59         |
| Very negative impact          | 17%   | 27%   | 19%   | 17%   | 20%   | 9%    | 13% | 12%          | 18% | 20% | 18% | 18%               | 15%     | 24%        | 15%        | 18%     | 12%        |
| Somewhat negative impact      | 31%   | 26%   | 30%   | 28%   | 33%   | 35%   | 34% | 37%          | 35% | 29% | 23% | 25%               | 34%     | 29%        | 34%        | 34%     | 29%        |
| Neither positive nor negative | 19%   | 18%   | 22%   | 19%   | 20%   | 17%   | 19% | 16%          | 17% | 22% | 23% | 21%               | 20%     | 15%        | 17%        | 17%     | 31%        |
| Somewhat positive impact      | 16%   | 14%   | 11%   | 18%   | 10%   | 13%   | 26% | 21%          | 16% | 12% | 13% | 17%               | 15%     | 16%        | 17%        | 17%     | 10%        |
| Very positive impact          | 7%    | 8%    | 6%    | 7%    | 7%    | 10%   | 7%  | 7%           | 7%  | 9%  | 8%  | 8%                | 7%      | 6%         | 8%         | 9%      | 9%         |
| Don't Know                    | 9%    | 8%    | 11%   | 11%   | 9%    | 15%   | 3%  | 7%           | 8%  | 8%  | 14% | 12%               | 9%      | 10%        | 8%         | 6%      | 9%         |

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(15.B) To the best of your knowledge, how much of an impact do the following industries have on the environment in the UK?: Waste management

|                               | Total | Gender |        | 2019                |                  |                  |                | Voting Intention    |                   | Tory swing voter | Climate change concern |                          |                      |                     |            |     |     |
|-------------------------------|-------|--------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|------------------|------------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|                               |       | Male   | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes              | High climate concern   | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted                    | 1023  | 493    | 524    | 373                 | 275              | 80               | 14             | 139                 | 229               | 373              | 74                     | 118                      | 94                   | 466                 | 343        | 103 | 17  |
| Weighted                      | 1023  | 502    | 515    | 363                 | 274              | 81               | 14             | 141                 | 222               | 378              | 76                     | 117                      | 98                   | 464                 | 343        | 101 | 17  |
| Very negative impact          | 17%   | 16%    | 18%    | 14%                 | 18%              | 21%              | 34%            | 11%                 | 12%               | 17%              | 24%                    | 17%                      | 32%                  | 18%                 | 13%        | 13% | 6%  |
| Somewhat negative impact      | 31%   | 31%    | 31%    | 31%                 | 31%              | 35%              | 19%            | 32%                 | 34%               | 34%              | 31%                    | 30%                      | 29%                  | 36%                 | 32%        | 15% | 11% |
| Neither positive nor negative | 19%   | 21%    | 18%    | 21%                 | 18%              | 15%              | 36%            | 25%                 | 17%               | 17%              | 19%                    | 20%                      | 11%                  | 17%                 | 20%        | 35% | 18% |
| Somewhat positive impact      | 16%   | 15%    | 17%    | 19%                 | 16%              | 15%              | 6%             | 12%                 | 25%               | 14%              | 14%                    | 14%                      | 16%                  | 14%                 | 20%        | 12% | 13% |
| Very positive impact          | 7%    | 10%    | 5%     | 10%                 | 7%               | 6%               | 0%             | 5%                  | 8%                | 7%               | 7%                     | 11%                      | 9%                   | 7%                  | 7%         | 12% | 0%  |
| Don't Know                    | 9%    | 7%     | 12%    | 6%                  | 10%              | 7%               | 5%             | 15%                 | 4%                | 11%              | 5%                     | 7%                       | 3%                   | 9%                  | 9%         | 13% | 52% |

Note:

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(16.A) To the best of your knowledge, how much of an impact do the following industries have on the environment in the UK?: Agriculture

|                               | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|-------------------------------|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|                               |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted                    | 1023  | 115   | 177   | 181   | 179   | 150   | 221 | 300          | 268 | 187 | 260 | 205               | 320     | 130        | 183        | 125     | 60         |
| Weighted                      | 1023  | 142   | 175   | 174   | 174   | 143   | 215 | 275          | 264 | 223 | 253 | 220               | 317     | 131        | 178        | 118     | 59         |
| Very negative impact          | 6%    | 6%    | 8%    | 5%    | 7%    | 6%    | 3%  | 5%           | 7%  | 5%  | 5%  | 5%                | 6%      | 6%         | 5%         | 5%      | 9%         |
| Somewhat negative impact      | 23%   | 26%   | 16%   | 23%   | 23%   | 20%   | 28% | 30%          | 22% | 21% | 18% | 19%               | 25%     | 29%        | 22%        | 25%     | 13%        |
| Neither positive nor negative | 24%   | 20%   | 23%   | 25%   | 28%   | 22%   | 26% | 22%          | 22% | 27% | 27% | 24%               | 27%     | 26%        | 20%        | 23%     | 22%        |
| Somewhat positive impact      | 23%   | 21%   | 25%   | 22%   | 21%   | 22%   | 29% | 25%          | 27% | 23% | 19% | 22%               | 22%     | 18%        | 27%        | 26%     | 31%        |
| Very positive impact          | 15%   | 15%   | 17%   | 15%   | 12%   | 18%   | 13% | 13%          | 14% | 18% | 15% | 18%               | 12%     | 12%        | 18%        | 14%     | 13%        |
| Don't Know                    | 9%    | 13%   | 12%   | 10%   | 10%   | 12%   | 2%  | 5%           | 9%  | 6%  | 16% | 12%               | 7%      | 10%        | 9%         | 6%      | 12%        |

Note:

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(16.B) To the best of your knowledge, how much of an impact do the following industries have on the environment in the UK?: Agriculture

|                               | Gender |      |        | 2019                |                  |                  |                | Voting Intention    |                   |     | Tory swing voter     | Climate change concern   |                      |                     |            |     |     |
|-------------------------------|--------|------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|----------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|                               | Total  | Male | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes | High climate concern | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted                    | 1023   | 493  | 524    | 373                 | 275              | 80               | 14             | 139                 | 229               | 373 | 74                   | 118                      | 94                   | 466                 | 343        | 103 | 17  |
| Weighted                      | 1023   | 502  | 515    | 363                 | 274              | 81               | 14             | 141                 | 222               | 378 | 76                   | 117                      | 98                   | 464                 | 343        | 101 | 17  |
| Very negative impact          | 6%     | 6%   | 5%     | 4%                  | 8%               | 7%               | 7%             | 3%                  | 5%                | 7%  | 6%                   | 5%                       | 18%                  | 6%                  | 3%         | 4%  | 0%  |
| Somewhat negative impact      | 23%    | 25%  | 20%    | 23%                 | 23%              | 29%              | 23%            | 22%                 | 21%               | 25% | 29%                  | 28%                      | 33%                  | 27%                 | 20%        | 7%  | 0%  |
| Neither positive nor negative | 24%    | 26%  | 22%    | 25%                 | 21%              | 24%              | 21%            | 30%                 | 28%               | 20% | 18%                  | 22%                      | 18%                  | 27%                 | 22%        | 24% | 36% |
| Somewhat positive impact      | 23%    | 19%  | 28%    | 26%                 | 25%              | 22%              | 13%            | 16%                 | 27%               | 23% | 26%                  | 22%                      | 12%                  | 21%                 | 30%        | 26% | 6%  |
| Very positive impact          | 15%    | 16%  | 13%    | 16%                 | 13%              | 17%              | 32%            | 14%                 | 15%               | 13% | 20%                  | 16%                      | 14%                  | 11%                 | 18%        | 25% | 6%  |
| Don't Know                    | 9%     | 7%   | 11%    | 5%                  | 10%              | 2%               | 5%             | 16%                 | 4%                | 11% | 2%                   | 7%                       | 5%                   | 8%                  | 8%         | 14% | 52% |

Note:

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(17.A) To the best of your knowledge, how much of an impact do the following industries have on the environment in the UK?: Electricity generation

|                               | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|-------------------------------|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|                               |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted                    | 1023  | 115   | 177   | 181   | 179   | 150   | 221 | 300          | 268 | 187 | 260 | 205               | 320     | 130        | 183        | 125     | 60         |
| Weighted                      | 1023  | 142   | 175   | 174   | 174   | 143   | 215 | 275          | 264 | 223 | 253 | 220               | 317     | 131        | 178        | 118     | 59         |
| Very negative impact          | 9%    | 10%   | 13%   | 9%    | 13%   | 6%    | 4%  | 8%           | 9%  | 9%  | 10% | 10%               | 10%     | 11%        | 7%         | 8%      | 7%         |
| Somewhat negative impact      | 32%   | 41%   | 27%   | 30%   | 28%   | 28%   | 39% | 38%          | 31% | 31% | 29% | 32%               | 32%     | 30%        | 35%        | 35%     | 30%        |
| Neither positive nor negative | 26%   | 20%   | 27%   | 24%   | 27%   | 30%   | 28% | 25%          | 26% | 30% | 24% | 24%               | 27%     | 24%        | 27%        | 25%     | 32%        |
| Somewhat positive impact      | 15%   | 17%   | 16%   | 16%   | 13%   | 14%   | 15% | 16%          | 15% | 12% | 17% | 14%               | 14%     | 18%        | 13%        | 19%     | 13%        |
| Very positive impact          | 9%    | 6%    | 9%    | 10%   | 9%    | 9%    | 9%  | 7%           | 10% | 11% | 7%  | 11%               | 8%      | 4%         | 11%        | 8%      | 10%        |
| Don't Know                    | 9%    | 6%    | 9%    | 12%   | 11%   | 12%   | 5%  | 6%           | 9%  | 8%  | 13% | 9%                | 9%      | 12%        | 8%         | 6%      | 8%         |

Note:

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(17.B) To the best of your knowledge, how much of an impact do the following industries have on the environment in the UK?: Electricity generation

|                               | Gender |      |        | 2019                |                  |                  |                | Voting Intention    |                   |     | Tory swing voter     | Climate change concern   |                      |                     |            |     |     |
|-------------------------------|--------|------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|----------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|                               | Total  | Male | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes | High climate concern | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted                    | 1023   | 493  | 524    | 373                 | 275              | 80               | 14             | 139                 | 229               | 373 | 74                   | 118                      | 94                   | 466                 | 343        | 103 | 17  |
| Weighted                      | 1023   | 502  | 515    | 363                 | 274              | 81               | 14             | 141                 | 222               | 378 | 76                   | 117                      | 98                   | 464                 | 343        | 101 | 17  |
| Very negative impact          | 9%     | 9%   | 9%     | 5%                  | 11%              | 15%              | 6%             | 9%                  | 4%                | 10% | 11%                  | 8%                       | 20%                  | 9%                  | 8%         | 7%  | 0%  |
| Somewhat negative impact      | 32%    | 29%  | 35%    | 32%                 | 32%              | 30%              | 29%            | 32%                 | 31%               | 34% | 34%                  | 35%                      | 37%                  | 38%                 | 28%        | 18% | 6%  |
| Neither positive nor negative | 26%    | 31%  | 21%    | 32%                 | 23%              | 22%              | 46%            | 24%                 | 33%               | 21% | 26%                  | 26%                      | 16%                  | 26%                 | 25%        | 38% | 35% |
| Somewhat positive impact      | 15%    | 14%  | 16%    | 15%                 | 15%              | 16%              | 14%            | 16%                 | 17%               | 15% | 12%                  | 15%                      | 16%                  | 13%                 | 21%        | 8%  | 0%  |
| Very positive impact          | 9%     | 10%  | 7%     | 10%                 | 10%              | 12%              | 0%             | 6%                  | 10%               | 9%  | 9%                   | 8%                       | 8%                   | 6%                  | 10%        | 14% | 0%  |
| Don't Know                    | 9%     | 7%   | 11%    | 6%                  | 9%               | 6%               | 5%             | 14%                 | 5%                | 10% | 8%                   | 8%                       | 2%                   | 8%                  | 8%         | 14% | 60% |

Note:

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(18.A) To the best of your knowledge, how much of an impact do the following industries have on the environment in the UK?: Manufacturing and construction

|                               | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|-------------------------------|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|                               |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted                    | 1023  | 115   | 177   | 181   | 179   | 150   | 221 | 300          | 268 | 187 | 260 | 205               | 320     | 130        | 183        | 125     | 60         |
| Weighted                      | 1023  | 142   | 175   | 174   | 174   | 143   | 215 | 275          | 264 | 223 | 253 | 220               | 317     | 131        | 178        | 118     | 59         |
| Very negative impact          | 11%   | 16%   | 15%   | 10%   | 14%   | 11%   | 4%  | 13%          | 13% | 10% | 9%  | 12%               | 12%     | 14%        | 9%         | 13%     | 7%         |
| Somewhat negative impact      | 35%   | 40%   | 29%   | 31%   | 34%   | 32%   | 41% | 42%          | 32% | 33% | 32% | 36%               | 37%     | 38%        | 33%        | 29%     | 30%        |
| Neither positive nor negative | 21%   | 21%   | 21%   | 18%   | 21%   | 22%   | 25% | 18%          | 21% | 26% | 22% | 21%               | 21%     | 22%        | 22%        | 22%     | 23%        |
| Somewhat positive impact      | 17%   | 12%   | 17%   | 20%   | 13%   | 17%   | 19% | 16%          | 17% | 16% | 18% | 16%               | 18%     | 11%        | 17%        | 20%     | 18%        |
| Very positive impact          | 7%    | 6%    | 9%    | 9%    | 7%    | 8%    | 7%  | 6%           | 9%  | 9%  | 6%  | 8%                | 5%      | 5%         | 12%        | 7%      | 11%        |
| Don't Know                    | 8%    | 5%    | 10%   | 12%   | 11%   | 10%   | 3%  | 5%           | 8%  | 6%  | 14% | 7%                | 8%      | 10%        | 8%         | 9%      | 12%        |

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(18.B) To the best of your knowledge, how much of an impact do the following industries have on the environment in the UK?: Manufacturing and construction

|                               | Gender |      |        | 2019                |                  |                  |                | Voting Intention    |                   |     | Tory swing voter     | Climate change concern   |                      |                     |            |     |     |
|-------------------------------|--------|------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|----------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|                               | Total  | Male | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes | High climate concern | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted                    | 1023   | 493  | 524    | 373                 | 275              | 80               | 14             | 139                 | 229               | 373 | 74                   | 118                      | 94                   | 466                 | 343        | 103 | 17  |
| Weighted                      | 1023   | 502  | 515    | 363                 | 274              | 81               | 14             | 141                 | 222               | 378 | 76                   | 117                      | 98                   | 464                 | 343        | 101 | 17  |
| Very negative impact          | 11%    | 12%  | 10%    | 8%                  | 15%              | 10%              | 6%             | 12%                 | 8%                | 12% | 13%                  | 7%                       | 22%                  | 14%                 | 6%         | 7%  | 0%  |
| Somewhat negative impact      | 35%    | 34%  | 36%    | 37%                 | 34%              | 45%              | 41%            | 28%                 | 37%               | 38% | 35%                  | 37%                      | 38%                  | 40%                 | 33%        | 18% | 11% |
| Neither positive nor negative | 21%    | 23%  | 19%    | 22%                 | 21%              | 10%              | 34%            | 25%                 | 20%               | 18% | 19%                  | 23%                      | 16%                  | 19%                 | 24%        | 28% | 30% |
| Somewhat positive impact      | 17%    | 16%  | 18%    | 20%                 | 13%              | 20%              | 6%             | 15%                 | 22%               | 14% | 25%                  | 17%                      | 15%                  | 12%                 | 22%        | 21% | 6%  |
| Very positive impact          | 7%     | 9%   | 6%     | 8%                  | 9%               | 10%              | 8%             | 5%                  | 9%                | 8%  | 5%                   | 8%                       | 7%                   | 6%                  | 8%         | 14% | 0%  |
| Don't Know                    | 8%     | 5%   | 11%    | 5%                  | 9%               | 4%               | 5%             | 14%                 | 4%                | 9%  | 2%                   | 8%                       | 2%                   | 9%                  | 7%         | 11% | 54% |

Note:

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(19.A) To the best of your knowledge, how much of an impact do the following industries have on the environment in the UK?: Aviation and cargo ships

|                               | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|-------------------------------|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|                               |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted                    | 1023  | 115   | 177   | 181   | 179   | 150   | 221 | 300          | 268 | 187 | 260 | 205               | 320     | 130        | 183        | 125     | 60         |
| Weighted                      | 1023  | 142   | 175   | 174   | 174   | 143   | 215 | 275          | 264 | 223 | 253 | 220               | 317     | 131        | 178        | 118     | 59         |
| Very negative impact          | 16%   | 18%   | 15%   | 14%   | 16%   | 16%   | 18% | 16%          | 15% | 18% | 14% | 10%               | 19%     | 21%        | 16%        | 17%     | 10%        |
| Somewhat negative impact      | 32%   | 31%   | 26%   | 29%   | 33%   | 33%   | 38% | 40%          | 30% | 31% | 27% | 34%               | 30%     | 30%        | 30%        | 37%     | 37%        |
| Neither positive nor negative | 22%   | 20%   | 25%   | 27%   | 23%   | 17%   | 21% | 17%          | 24% | 26% | 23% | 24%               | 25%     | 22%        | 20%        | 14%     | 30%        |
| Somewhat positive impact      | 11%   | 10%   | 16%   | 13%   | 11%   | 8%    | 10% | 13%          | 12% | 10% | 10% | 14%               | 12%     | 9%         | 12%        | 7%      | 8%         |
| Very positive impact          | 6%    | 7%    | 6%    | 5%    | 5%    | 11%   | 5%  | 6%           | 7%  | 7%  | 6%  | 6%                | 5%      | 5%         | 8%         | 10%     | 3%         |
| Don't Know                    | 12%   | 13%   | 13%   | 12%   | 13%   | 15%   | 8%  | 8%           | 11% | 8%  | 20% | 13%               | 9%      | 13%        | 14%        | 14%     | 12%        |

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(19.B) To the best of your knowledge, how much of an impact do the following industries have on the environment in the UK?: Aviation and cargo ships

|                               | Gender |      | 2019   |                     |                  |                  | Voting Intention |                     | Tory swing voter  | Climate change concern |                      |                          |                      |                     |            |     |     |
|-------------------------------|--------|------|--------|---------------------|------------------|------------------|------------------|---------------------|-------------------|------------------------|----------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|                               | Total  | Male | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote   | Conservative Labour | Liberal Democrats | Yes                    | High climate concern | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted                    | 1023   | 493  | 524    | 373                 | 275              | 80               | 14               | 139                 | 229               | 373                    | 74                   | 118                      | 94                   | 466                 | 343        | 103 | 17  |
| Weighted                      | 1023   | 502  | 515    | 363                 | 274              | 81               | 14               | 141                 | 222               | 378                    | 76                   | 117                      | 98                   | 464                 | 343        | 101 | 17  |
| Very negative impact          | 16%    | 17%  | 15%    | 14%                 | 16%              | 23%              | 33%              | 11%                 | 15%               | 15%                    | 21%                  | 11%                      | 26%                  | 21%                 | 10%        | 9%  | 0%  |
| Somewhat negative impact      | 32%    | 32%  | 32%    | 31%                 | 31%              | 40%              | 29%              | 34%                 | 38%               | 31%                    | 37%                  | 27%                      | 32%                  | 35%                 | 33%        | 18% | 11% |
| Neither positive nor negative | 22%    | 20%  | 24%    | 25%                 | 23%              | 12%              | 21%              | 22%                 | 21%               | 21%                    | 18%                  | 26%                      | 14%                  | 19%                 | 27%        | 33% | 17% |
| Somewhat positive impact      | 11%    | 13%  | 9%     | 13%                 | 11%              | 9%               | 6%               | 11%                 | 13%               | 13%                    | 11%                  | 13%                      | 10%                  | 11%                 | 12%        | 12% | 0%  |
| Very positive impact          | 6%     | 9%   | 4%     | 9%                  | 5%               | 8%               | 0%               | 6%                  | 8%                | 7%                     | 5%                   | 11%                      | 14%                  | 4%                  | 7%         | 11% | 0%  |
| Don't Know                    | 12%    | 8%   | 15%    | 9%                  | 13%              | 7%               | 10%              | 17%                 | 5%                | 13%                    | 8%                   | 13%                      | 5%                   | 11%                 | 11%        | 18% | 72% |

Note:

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(20.A) To the best of your knowledge, how much of an impact do the following industries have on the environment in the UK?: Road transport

|                               | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|-------------------------------|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|                               |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted                    | 1023  | 115   | 177   | 181   | 179   | 150   | 221 | 300          | 268 | 187 | 260 | 205               | 320     | 130        | 183        | 125     | 60         |
| Weighted                      | 1023  | 142   | 175   | 174   | 174   | 143   | 215 | 275          | 264 | 223 | 253 | 220               | 317     | 131        | 178        | 118     | 59         |
| Very negative impact          | 20%   | 23%   | 16%   | 16%   | 24%   | 17%   | 22% | 17%          | 20% | 21% | 21% | 17%               | 23%     | 19%        | 18%        | 25%     | 12%        |
| Somewhat negative impact      | 36%   | 30%   | 30%   | 35%   | 35%   | 37%   | 44% | 46%          | 35% | 30% | 30% | 35%               | 34%     | 46%        | 34%        | 37%     | 29%        |
| Neither positive nor negative | 17%   | 17%   | 21%   | 20%   | 16%   | 17%   | 13% | 13%          | 16% | 21% | 18% | 17%               | 17%     | 13%        | 18%        | 15%     | 29%        |
| Somewhat positive impact      | 14%   | 19%   | 16%   | 15%   | 14%   | 10%   | 11% | 14%          | 14% | 14% | 14% | 16%               | 16%     | 9%         | 15%        | 9%      | 16%        |
| Very positive impact          | 7%    | 6%    | 7%    | 7%    | 5%    | 9%    | 6%  | 6%           | 7%  | 9%  | 5%  | 7%                | 4%      | 6%         | 10%        | 9%      | 5%         |
| Don't Know                    | 7%    | 6%    | 9%    | 8%    | 6%    | 11%   | 4%  | 4%           | 7%  | 6%  | 12% | 8%                | 6%      | 7%         | 6%         | 6%      | 11%        |

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(20.B) To the best of your knowledge, how much of an impact do the following industries have on the environment in the UK?: Road transport

|                               | Gender |      |        | 2019                |                  |                  |                | Voting Intention    |                   |     | Tory swing voter     | Climate change concern   |                      |                     |            |     |     |
|-------------------------------|--------|------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|----------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|                               | Total  | Male | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes | High climate concern | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted                    | 1023   | 493  | 524    | 373                 | 275              | 80               | 14             | 139                 | 229               | 373 | 74                   | 118                      | 94                   | 466                 | 343        | 103 | 17  |
| Weighted                      | 1023   | 502  | 515    | 363                 | 274              | 81               | 14             | 141                 | 222               | 378 | 76                   | 117                      | 98                   | 464                 | 343        | 101 | 17  |
| Very negative impact          | 20%    | 19%  | 20%    | 17%                 | 20%              | 25%              | 20%            | 16%                 | 17%               | 21% | 21%                  | 19%                      | 41%                  | 22%                 | 14%        | 11% | 5%  |
| Somewhat negative impact      | 36%    | 36%  | 35%    | 37%                 | 36%              | 38%              | 22%            | 40%                 | 38%               | 37% | 40%                  | 34%                      | 21%                  | 41%                 | 38%        | 19% | 6%  |
| Neither positive nor negative | 17%    | 17%  | 18%    | 19%                 | 15%              | 6%               | 27%            | 21%                 | 18%               | 14% | 14%                  | 17%                      | 9%                   | 15%                 | 18%        | 30% | 30% |
| Somewhat positive impact      | 14%    | 14%  | 14%    | 14%                 | 16%              | 16%              | 14%            | 10%                 | 16%               | 15% | 14%                  | 13%                      | 17%                  | 10%                 | 19%        | 15% | 12% |
| Very positive impact          | 7%     | 9%   | 4%     | 8%                  | 6%               | 9%               | 6%             | 5%                  | 7%                | 7%  | 6%                   | 11%                      | 9%                   | 6%                  | 5%         | 12% | 0%  |
| Don't Know                    | 7%     | 5%   | 9%     | 5%                  | 7%               | 7%               | 10%            | 9%                  | 5%                | 7%  | 4%                   | 6%                       | 3%                   | 6%                  | 6%         | 13% | 46% |

Note:

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(21.A) And which of the following do you think “making Britain greener” involves? Select all that apply

|  | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|--|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|  |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted   | 1023  | 115   | 177   | 181   | 179   | 150   | 221 | 300          | 268 | 187 | 260 | 205               | 320     | 130        | 183        | 125     | 60         |
| Weighted   | 1023  | 142   | 175   | 174   | 174   | 143   | 215 | 275          | 264 | 223 | 253 | 220               | 317     | 131        | 178        | 118     | 59         |
| Switching to cleaner forms of energy   | 76%   | 75%   | 71%   | 74%   | 74%   | 77%   | 85% | 80%          | 79% | 71% | 74% | 72%               | 79%     | 76%        | 78%        | 78%     | 66%        |
| Improving recycling and reducing the amount of single use plastic                                      | 75%   | 78%   | 64%   | 71%   | 73%   | 78%   | 83% | 78%          | 77% | 75% | 68% | 72%               | 77%     | 72%        | 76%        | 79%     | 70%        |
| Planting more trees  | 71%   | 69%   | 66%   | 71%   | 69%   | 73%   | 77% | 75%          | 71% | 71% | 66% | 64%               | 71%     | 68%        | 77%        | 76%     | 74%        |
| Reducing car use   | 58%   | 64%   | 55%   | 54%   | 59%   | 62%   | 58% | 65%          | 56% | 52% | 59% | 54%               | 64%     | 59%        | 60%        | 52%     | 51%        |
| Supporting the growth and jobs in sustainable industries such as green technology and renewable energy | 58%   | 66%   | 50%   | 57%   | 53%   | 63%   | 63% | 64%          | 56% | 61% | 52% | 57%               | 59%     | 55%        | 61%        | 60%     | 54%        |
| Making farming more environmentally friendly   | 57%   | 65%   | 52%   | 50%   | 53%   | 60%   | 64% | 62%          | 58% | 55% | 53% | 53%               | 61%     | 56%        | 53%        | 61%     | 57%        |
| None of the above  | 2%    | 1%    | 1%    | 1%    | 4%    | 2%    | 1%  | 2%           | 1%  | 3%  | 1%  | 1%                | 2%      | 1%         | 2%         | 3%      | 0%         |
| Don't Know   | 3%    | 1%    | 5%    | 4%    | 3%    | 3%    | 0%  | 1%           | 0%  | 3%  | 7%  | 2%                | 2%      | 3%         | 2%         | 6%      | 6%         |

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(21.B) And which of the following do you think “making Britain greener” involves? Select all that apply

|  | Total | Gender |        | 2019                |                  |                  |                | Voting Intention    |                   |     | Tory swing voter     | Climate change concern   |                      |                     |            |     |     |
|--|-------|--------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|----------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|  |       | Male   | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes | High climate concern | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted   | 1023  | 493    | 524    | 373                 | 275              | 80               | 14             | 139                 | 229               | 373 | 74                   | 118                      | 94                   | 466                 | 343        | 103 | 17  |
| Weighted   | 1023  | 502    | 515    | 363                 | 274              | 81               | 14             | 141                 | 222               | 378 | 76                   | 117                      | 98                   | 464                 | 343        | 101 | 17  |
| Switching to cleaner forms of energy   | 76%   | 74%    | 78%    | 76%                 | 79%              | 85%              | 55%            | 76%                 | 76%               | 80% | 87%                  | 77%                      | 81%                  | 85%                 | 75%        | 38% | 35% |
| Improving recycling and reducing the amount of single use plastic                                      | 75%   | 73%    | 77%    | 76%                 | 72%              | 85%              | 68%            | 71%                 | 81%               | 75% | 80%                  | 75%                      | 80%                  | 81%                 | 75%        | 49% | 29% |
| Planting more trees  | 71%   | 69%    | 72%    | 70%                 | 72%              | 74%              | 67%            | 73%                 | 72%               | 70% | 77%                  | 64%                      | 70%                  | 76%                 | 70%        | 58% | 35% |
| Reducing car use   | 58%   | 54%    | 62%    | 55%                 | 60%              | 67%              | 40%            | 56%                 | 56%               | 59% | 64%                  | 55%                      | 70%                  | 65%                 | 55%        | 31% | 24% |
| Supporting the growth and jobs in sustainable industries such as green technology and renewable energy | 58%   | 55%    | 62%    | 57%                 | 59%              | 66%              | 39%            | 62%                 | 55%               | 62% | 65%                  | 63%                      | 62%                  | 66%                 | 58%        | 27% | 18% |
| Making farming more environmentally friendly   | 57%   | 55%    | 59%    | 54%                 | 58%              | 60%              | 20%            | 63%                 | 55%               | 59% | 69%                  | 56%                      | 69%                  | 63%                 | 55%        | 33% | 30% |
| None of the above  | 2%    | 2%     | 1%     | 2%                  | 0%               | 0%               | 5%             | 2%                  | 2%                | 0%  | 0%                   | 1%                       | 0%                   | 0%                  | 1%         | 11% | 11% |
| Don't Know   | 3%    | 3%     | 3%     | 2%                  | 4%               | 0%               | 0%             | 4%                  | 1%                | 2%  | 1%                   | 2%                       | 1%                   | 1%                  | 2%         | 6%  | 48% |

Note:

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(22.A) Where does your household shop for its food groceries? Please select all that apply.

|   | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|---|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|   |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted  | 1023  | 115   | 177   | 181   | 179   | 150   | 221 | 300          | 268 | 187 | 260 | 205               | 320     | 130        | 183        | 125     | 60         |
| Weighted  | 1023  | 142   | 175   | 174   | 174   | 143   | 215 | 275          | 264 | 223 | 253 | 220               | 317     | 131        | 178        | 118     | 59         |
| Supermarkets  | 95%   | 95%   | 87%   | 92%   | 97%   | 99%   | 98% | 96%          | 96% | 95% | 91% | 89%               | 95%     | 97%        | 96%        | 96%     | 98%        |
| Wholesalers (e.g. Cash and Carry/Costco)  | 9%    | 16%   | 11%   | 11%   | 7%    | 5%    | 7%  | 12%          | 6%  | 11% | 7%  | 12%               | 8%      | 10%        | 7%         | 10%     | 9%         |
| Food waste avoidance initiatives (e.g. Too Good to Go)                                      | 7%    | 6%    | 12%   | 11%   | 5%    | 5%    | 4%  | 5%           | 6%  | 7%  | 10% | 7%                | 6%      | 5%         | 10%        | 8%      | 6%         |
| Specialist shops (e.g. halal, vegan, gourmet, fine foods)                                   | 6%    | 9%    | 8%    | 11%   | 3%    | 4%    | 2%  | 6%           | 7%  | 3%  | 7%  | 11%               | 7%      | 6%         | 3%         | 2%      | 1%         |
| Local independent shops (e.g. corner shops/newsagents, fruit and vegetable shops, butchers) | 26%   | 27%   | 20%   | 27%   | 20%   | 27%   | 34% | 28%          | 25% | 30% | 21% | 25%               | 25%     | 26%        | 24%        | 35%     | 25%        |
| Local food markets  | 17%   | 22%   | 15%   | 16%   | 16%   | 18%   | 16% | 16%          | 18% | 19% | 13% | 24%               | 14%     | 17%        | 16%        | 13%     | 14%        |
| Online retailers (e.g. Amazon delivery)   | 13%   | 23%   | 15%   | 18%   | 7%    | 11%   | 6%  | 13%          | 14% | 13% | 12% | 15%               | 14%     | 13%        | 11%        | 13%     | 7%         |
| Don't Know  | 1%    | 1%    | 2%    | 1%    | 0%    | 1%    | 0%  | 0%           | 0%  | 0%  | 2%  | 1%                | 1%      | 1%         | 1%         | 1%      | 0%         |
| Other (please specify)  | 0%    | 0%    | 1%    | 0%    | 1%    | 0%    | 1%  | 1%           | 0%  | 1%  | 0%  | 0%                | 1%      | 0%         | 0%         | 1%      | 0%         |

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(22.B) Where does your household shop for its food groceries? Please select all that apply.

|   | Total | Gender |        | 2019                |                  |                  |                | Voting Intention    |                   |     | Tory swing voter     | Climate change concern   |                      |                     |            |     |     |
|---|-------|--------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|----------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|   |       | Male   | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes | High climate concern | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted  | 1023  | 493    | 524    | 373                 | 275              | 80               | 14             | 139                 | 229               | 373 | 74                   | 118                      | 94                   | 466                 | 343        | 103 | 17  |
| Weighted  | 1023  | 502    | 515    | 363                 | 274              | 81               | 14             | 141                 | 222               | 378 | 76                   | 117                      | 98                   | 464                 | 343        | 101 | 17  |
| Supermarkets  | 95%   | 93%    | 96%    | 96%                 | 95%              | 93%              | 100%           | 94%                 | 96%               | 95% | 93%                  | 93%                      | 88%                  | 94%                 | 98%        | 92% | 84% |
| Wholesalers (e.g. Cash and Carry/Costco)  | 9%    | 10%    | 8%     | 11%                 | 11%              | 4%               | 7%             | 9%                  | 11%               | 9%  | 7%                   | 10%                      | 14%                  | 9%                  | 9%         | 6%  | 0%  |
| Food waste avoidance initiatives (e.g. Too Good to Go)                                      | 7%    | 6%     | 8%     | 6%                  | 11%              | 7%               | 0%             | 5%                  | 7%                | 9%  | 11%                  | 7%                       | 14%                  | 8%                  | 4%         | 5%  | 0%  |
| Specialist shops (e.g. halal, vegan, gourmet, fine foods)                                   | 6%    | 7%     | 5%     | 4%                  | 9%               | 6%               | 0%             | 4%                  | 4%                | 7%  | 7%                   | 3%                       | 16%                  | 5%                  | 7%         | 2%  | 0%  |
| Local independent shops (e.g. corner shops/newsagents, fruit and vegetable shops, butchers) | 26%   | 30%    | 23%    | 30%                 | 23%              | 29%              | 13%            | 22%                 | 29%               | 22% | 34%                  | 27%                      | 33%                  | 29%                 | 22%        | 24% | 6%  |
| Local food markets  | 17%   | 17%    | 17%    | 18%                 | 17%              | 23%              | 26%            | 11%                 | 16%               | 17% | 31%                  | 22%                      | 20%                  | 20%                 | 14%        | 11% | 0%  |
| Online retailers (e.g. Amazon delivery)   | 13%   | 15%    | 11%    | 13%                 | 17%              | 12%              | 0%             | 8%                  | 11%               | 17% | 19%                  | 16%                      | 16%                  | 14%                 | 13%        | 7%  | 5%  |
| Don't Know  | 1%    | 1%     | 1%     | 0%                  | 1%               | 0%               | 0%             | 1%                  | 0%                | 0%  | 1%                   | 0%                       | 0%                   | 0%                  | 0%         | 2%  | 16% |
| Other (please specify)  | 0%    | 0%     | 0%     | 1%                  | 0%               | 0%               | 0%             | 0%                  | 0%                | 1%  | 0%                   | 2%                       | 0%                   | 1%                  | 0%         | 0%  | 0%  |

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(23.A) Of the options you have selected, please choose ONE option where you do the majority of your food shopping. Select ONE

|   | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|---|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|   |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted  | 1014  | 114   | 172   | 180   | 178   | 149   | 221 | 299          | 267 | 186 | 254 | 203               | 318     | 128        | 181        | 124     | 60         |
| Weighted  | 1015  | 141   | 171   | 173   | 173   | 142   | 215 | 274          | 263 | 222 | 247 | 218               | 315     | 130        | 176        | 117     | 59         |
| Local food markets  | 2%    | 3%    | 4%    | 1%    | 1%    | 0%    | 1%  | 0%           | 2%  | 2%  | 3%  | 3%                | 1%      | 2%         | 2%         | 1%      | 2%         |
| Online retailers (e.g. Amazon delivery)   | 3%    | 4%    | 6%    | 6%    | 1%    | 2%    | 1%  | 4%           | 3%  | 2%  | 4%  | 4%                | 4%      | 2%         | 2%         | 2%      | 3%         |
| Supermarkets  | 90%   | 82%   | 82%   | 83%   | 97%   | 97%   | 96% | 90%          | 92% | 90% | 87% | 84%               | 91%     | 91%        | 94%        | 92%     | 90%        |
| Local independent shops (e.g. corner shops/newsagents, fruit and vegetable shops, butchers) | 2%    | 6%    | 3%    | 3%    | 1%    | 1%    | 0%  | 2%           | 2%  | 3%  | 2%  | 3%                | 2%      | 4%         | 0%         | 3%      | 1%         |
| Specialist shops (e.g. halal, vegan, gourmet, fine foods)                                   | 1%    | 1%    | 0%    | 3%    | 0%    | 1%    | 0%  | 1%           | 0%  | 1%  | 0%  | 2%                | 1%      | 1%         | 0%         | 0%      | 0%         |
| Wholesalers (e.g. Cash and Carry/Costco)  | 1%    | 1%    | 1%    | 1%    | 0%    | 0%    | 0%  | 1%           | 0%  | 0%  | 0%  | 1%                | 0%      | 1%         | 1%         | 0%      | 0%         |
| Food waste avoidance initiatives (e.g. Too Good to Go)                                      | 1%    | 1%    | 3%    | 2%    | 0%    | 0%    | 0%  | 1%           | 1%  | 1%  | 2%  | 3%                | 1%      | 0%         | 1%         | 1%      | 2%         |
| Don't Know  | 0%    | 1%    | 0%    | 1%    | 0%    | 0%    | 0%  | 0%           | 0%  | 0%  | 0%  | 0%                | 0%      | 0%         | 1%         | 1%      | 2%         |

*Note:*

BASE: Respondents who selected at least one of the above factors

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(23.B) Of the options you have selected, please choose ONE option where you do the majority of your food shopping. Select ONE

|   | Total | Gender |        | 2019                |                  |                  |                | Voting Intention    |                   |     | Tory swing voter     | Climate change concern   |                      |                     |            |     |      |
|---|-------|--------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|----------------------|--------------------------|----------------------|---------------------|------------|-----|------|
|   |       | Male   | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes | High climate concern | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |      |
| Unweighted  | 1014  | 487    | 521    | 373                 | 271              | 80               | 14             | 137                 | 229               | 371 | 73                   | 118                      | 94                   | 464                 | 341        | 101 | 14   |
| Weighted  | 1015  | 497    | 512    | 363                 | 270              | 81               | 14             | 140                 | 222               | 376 | 75                   | 117                      | 98                   | 462                 | 342        | 99  | 14   |
| Local food markets  | 2%    | 2%     | 2%     | 2%                  | 2%               | 1%               | 0%             | 2%                  | 2%                | 2%  | 3%                   | 2%                       | 3%                   | 2%                  | 0%         | 3%  | 0%   |
| Online retailers (e.g. Amazon delivery)   | 3%    | 5%     | 2%     | 3%                  | 3%               | 3%               | 0%             | 2%                  | 4%                | 3%  | 4%                   | 2%                       | 3%                   | 3%                  | 4%         | 4%  | 0%   |
| Supermarkets  | 90%   | 87%    | 93%    | 91%                 | 89%              | 91%              | 100%           | 91%                 | 90%               | 89% | 86%                  | 91%                      | 79%                  | 90%                 | 94%        | 88% | 100% |
| Local independent shops (e.g. corner shops/newsagents, fruit and vegetable shops, butchers) | 2%    | 3%     | 1%     | 2%                  | 3%               | 1%               | 0%             | 2%                  | 1%                | 2%  | 3%                   | 4%                       | 7%                   | 2%                  | 1%         | 3%  | 0%   |
| Specialist shops (e.g. halal, vegan, gourmet, fine foods)                                   | 1%    | 1%     | 0%     | 1%                  | 0%               | 3%               | 0%             | 0%                  | 1%                | 1%  | 3%                   | 1%                       | 4%                   | 0%                  | 0%         | 0%  | 0%   |
| Wholesalers (e.g. Cash and Carry/Costco)  | 1%    | 0%     | 1%     | 0%                  | 1%               | 0%               | 0%             | 2%                  | 0%                | 1%  | 1%                   | 0%                       | 0%                   | 1%                  | 1%         | 0%  | 0%   |
| Food waste avoidance initiatives (e.g. Too Good to Go)                                      | 1%    | 1%     | 1%     | 1%                  | 2%               | 1%               | 0%             | 1%                  | 1%                | 2%  | 0%                   | 0%                       | 5%                   | 1%                  | 0%         | 1%  | 0%   |
| Don't Know  | 0%    | 0%     | 0%     | 0%                  | 0%               | 0%               | 0%             | 1%                  | 0%                | 0%  | 0%                   | 0%                       | 0%                   | 0%                  | 0%         | 1%  | 0%   |

Note:

BASE: Respondents who selected at least one of the above factors

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(24.A) Which of the following are the most important factors in deciding where you do your food shopping? Please select up to three.

|  | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|--|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|  |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted   | 1023  | 115   | 177   | 181   | 179   | 150   | 221 | 300          | 268 | 187 | 260 | 205               | 320     | 130        | 183        | 125     | 60         |
| Weighted   | 1023  | 142   | 175   | 174   | 174   | 143   | 215 | 275          | 264 | 223 | 253 | 220               | 317     | 131        | 178        | 118     | 59         |
| Dietary preferences or needs                         | 9%    | 15%   | 13%   | 10%   | 9%    | 4%    | 2%  | 8%           | 11% | 6%  | 9%  | 12%               | 9%      | 10%        | 6%         | 2%      | 7%         |
| Wanting to support local businesses                  | 9%    | 13%   | 8%    | 7%    | 8%    | 10%   | 10% | 10%          | 12% | 7%  | 7%  | 8%                | 11%     | 6%         | 7%         | 11%     | 12%        |
| Price  | 82%   | 79%   | 82%   | 81%   | 85%   | 87%   | 81% | 79%          | 83% | 85% | 83% | 79%               | 84%     | 83%        | 84%        | 82%     | 82%        |
| Wanting to support the environment                   | 8%    | 12%   | 10%   | 10%   | 5%    | 7%    | 5%  | 6%           | 9%  | 10% | 9%  | 9%                | 8%      | 9%         | 8%         | 5%      | 12%        |
| Variety of choice                                    | 56%   | 59%   | 50%   | 49%   | 56%   | 57%   | 64% | 56%          | 59% | 53% | 56% | 53%               | 57%     | 62%        | 56%        | 56%     | 49%        |
| Convenience/Proximity of shops                       | 56%   | 44%   | 47%   | 54%   | 55%   | 63%   | 67% | 55%          | 59% | 55% | 53% | 52%               | 58%     | 57%        | 60%        | 58%     | 38%        |
| Wanting to support ethical businesses                | 4%    | 8%    | 5%    | 5%    | 3%    | 2%    | 2%  | 6%           | 4%  | 4%  | 3%  | 4%                | 5%      | 3%         | 2%         | 4%      | 9%         |
| Specific products I or members of my household likes | 22%   | 33%   | 20%   | 23%   | 16%   | 21%   | 22% | 26%          | 18% | 23% | 22% | 29%               | 20%     | 20%        | 19%        | 21%     | 28%        |
| Don't know   | 1%    | 1%    | 3%    | 1%    | 1%    | 1%    | 0%  | 1%           | 1%  | 1%  | 2%  | 2%                | 1%      | 1%         | 1%         | 2%      | 2%         |
| None of the above                                    | 1%    | 1%    | 2%    | 1%    | 2%    | 1%    | 0%  | 1%           | 0%  | 2%  | 1%  | 0%                | 1%      | 0%         | 2%         | 2%      | 1%         |

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(24.B) Which of the following are the most important factors in deciding where you do your food shopping? Please select up to three.

|  | Total | Gender |        | 2019                |                  |                  |                | Voting Intention    |                   |     | Tory swing voter     | Climate change concern   |                      |                     |            |     |     |
|--|-------|--------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|----------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|  |       | Male   | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes | High climate concern | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted   | 1023  | 493    | 524    | 373                 | 275              | 80               | 14             | 139                 | 229               | 373 | 74                   | 118                      | 94                   | 466                 | 343        | 103 | 17  |
| Weighted   | 1023  | 502    | 515    | 363                 | 274              | 81               | 14             | 141                 | 222               | 378 | 76                   | 117                      | 98                   | 464                 | 343        | 101 | 17  |
| Dietary preferences or needs                         | 9%    | 7%     | 10%    | 5%                  | 12%              | 10%              | 0%             | 7%                  | 6%                | 10% | 11%                  | 8%                       | 12%                  | 9%                  | 7%         | 8%  | 0%  |
| Wanting to support local businesses                  | 9%    | 9%     | 9%     | 12%                 | 8%               | 12%              | 0%             | 5%                  | 11%               | 8%  | 9%                   | 13%                      | 16%                  | 11%                 | 7%         | 4%  | 0%  |
| Price  | 82%   | 83%    | 82%    | 83%                 | 82%              | 68%              | 85%            | 89%                 | 79%               | 83% | 76%                  | 85%                      | 67%                  | 81%                 | 88%        | 86% | 72% |
| Wanting to support the environment                   | 8%    | 7%     | 9%     | 8%                  | 9%               | 13%              | 0%             | 4%                  | 8%                | 10% | 16%                  | 9%                       | 21%                  | 10%                 | 4%         | 1%  | 0%  |
| Variety of choice                                    | 56%   | 57%    | 55%    | 61%                 | 52%              | 53%              | 60%            | 58%                 | 63%               | 57% | 53%                  | 56%                      | 54%                  | 58%                 | 55%        | 54% | 30% |
| Convenience/Proximity of shops                       | 56%   | 55%    | 56%    | 56%                 | 49%              | 64%              | 57%            | 60%                 | 58%               | 51% | 59%                  | 51%                      | 44%                  | 60%                 | 56%        | 45% | 48% |
| Wanting to support ethical businesses                | 4%    | 4%     | 4%     | 4%                  | 5%               | 4%               | 0%             | 3%                  | 5%                | 4%  | 7%                   | 3%                       | 12%                  | 4%                  | 2%         | 2%  | 0%  |
| Specific products I or members of my household likes | 22%   | 21%    | 23%    | 23%                 | 25%              | 24%              | 13%            | 21%                 | 25%               | 23% | 28%                  | 21%                      | 25%                  | 20%                 | 27%        | 17% | 5%  |
| Don't know   | 1%    | 1%     | 1%     | 1%                  | 1%               | 1%               | 0%             | 1%                  | 0%                | 1%  | 1%                   | 1%                       | 2%                   | 1%                  | 0%         | 2%  | 22% |
| None of the above                                    | 1%    | 1%     | 1%     | 1%                  | 1%               | 0%               | 8%             | 1%                  | 1%                | 0%  | 0%                   | 1%                       | 0%                   | 1%                  | 1%         | 2%  | 6%  |

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(25.A) And which of the following are the most important factors in deciding which specific food products you buy? Please select up to three

|   | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|---|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|   |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted                                    | 1023  | 115   | 177   | 181   | 179   | 150   | 221 | 300          | 268 | 187 | 260 | 205               | 320     | 130        | 183        | 125     | 60         |
| Weighted                                      | 1023  | 142   | 175   | 174   | 174   | 143   | 215 | 275          | 264 | 223 | 253 | 220               | 317     | 131        | 178        | 118     | 59         |
| Price   | 80%   | 86%   | 79%   | 79%   | 86%   | 77%   | 76% | 76%          | 79% | 84% | 83% | 78%               | 80%     | 85%        | 82%        | 79%     | 81%        |
| Environmental impact of production            | 8%    | 7%    | 9%    | 9%    | 10%   | 8%    | 7%  | 11%          | 8%  | 9%  | 5%  | 8%                | 11%     | 10%        | 8%         | 5%      | 1%         |
| Taste/personal preference                     | 58%   | 64%   | 47%   | 53%   | 53%   | 67%   | 66% | 61%          | 59% | 57% | 55% | 59%               | 57%     | 68%        | 59%        | 50%     | 60%        |
| Nutritional value                             | 36%   | 47%   | 38%   | 30%   | 31%   | 30%   | 39% | 43%          | 37% | 32% | 31% | 39%               | 37%     | 30%        | 39%        | 29%     | 38%        |
| Brand   | 22%   | 26%   | 26%   | 24%   | 19%   | 19%   | 19% | 21%          | 19% | 20% | 28% | 23%               | 22%     | 20%        | 19%        | 25%     | 24%        |
| Animal welfare                                | 20%   | 19%   | 22%   | 19%   | 25%   | 21%   | 15% | 17%          | 22% | 23% | 20% | 20%               | 21%     | 15%        | 18%        | 26%     | 21%        |
| Sustainability of packaging/amount of plastic | 15%   | 15%   | 17%   | 15%   | 17%   | 14%   | 13% | 16%          | 15% | 13% | 14% | 16%               | 14%     | 16%        | 14%        | 18%     | 10%        |
| Where it was produced/originates from         | 15%   | 13%   | 8%    | 13%   | 12%   | 20%   | 25% | 21%          | 16% | 12% | 12% | 15%               | 16%     | 14%        | 10%        | 22%     | 16%        |
| Don't know                                    | 1%    | 1%    | 4%    | 1%    | 0%    | 1%    | 0%  | 1%           | 0%  | 1%  | 2%  | 1%                | 1%      | 1%         | 1%         | 1%      | 2%         |
| None of the above                             | 1%    | 1%    | 1%    | 2%    | 1%    | 3%    | 0%  | 1%           | 1%  | 2%  | 1%  | 1%                | 1%      | 1%         | 2%         | 2%      | 0%         |

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(25.B) And which of the following are the most important factors in deciding which specific food products you buy? Please select up to three

|   | Gender |      |        | 2019                |                  |                  |                | Voting Intention    |                   |     | Tory swing voter     | Climate change concern   |                      |                     |            |     |     |
|---|--------|------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|----------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|   | Total  | Male | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes | High climate concern | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted                                    | 1023   | 493  | 524    | 373                 | 275              | 80               | 14             | 139                 | 229               | 373 | 74                   | 118                      | 94                   | 466                 | 343        | 103 | 17  |
| Weighted                                      | 1023   | 502  | 515    | 363                 | 274              | 81               | 14             | 141                 | 222               | 378 | 76                   | 117                      | 98                   | 464                 | 343        | 101 | 17  |
| Price   | 80%    | 79%  | 81%    | 76%                 | 81%              | 77%              | 71%            | 91%                 | 73%               | 84% | 76%                  | 81%                      | 70%                  | 78%                 | 86%        | 87% | 61% |
| Environmental impact of production            | 8%     | 9%   | 7%     | 9%                  | 9%               | 7%               | 0%             | 5%                  | 9%                | 8%  | 8%                   | 8%                       | 17%                  | 12%                 | 3%         | 1%  | 0%  |
| Taste/personal preference                     | 58%    | 60%  | 57%    | 63%                 | 53%              | 64%              | 40%            | 64%                 | 64%               | 58% | 60%                  | 56%                      | 45%                  | 57%                 | 65%        | 58% | 32% |
| Nutritional value                             | 36%    | 33%  | 38%    | 35%                 | 34%              | 41%              | 31%            | 41%                 | 38%               | 36% | 36%                  | 40%                      | 37%                  | 38%                 | 41%        | 13% | 12% |
| Brand   | 22%    | 28%  | 16%    | 23%                 | 20%              | 16%              | 27%            | 24%                 | 30%               | 21% | 21%                  | 16%                      | 18%                  | 20%                 | 23%        | 32% | 13% |
| Animal welfare                                | 20%    | 16%  | 23%    | 22%                 | 23%              | 22%              | 13%            | 11%                 | 21%               | 22% | 25%                  | 20%                      | 32%                  | 23%                 | 14%        | 15% | 5%  |
| Sustainability of packaging/amount of plastic | 15%    | 14%  | 16%    | 14%                 | 16%              | 21%              | 0%             | 9%                  | 15%               | 15% | 23%                  | 13%                      | 34%                  | 18%                 | 8%         | 5%  | 0%  |
| Where it was produced/originates from         | 15%    | 15%  | 15%    | 18%                 | 14%              | 20%              | 15%            | 10%                 | 16%               | 14% | 20%                  | 19%                      | 16%                  | 19%                 | 12%        | 10% | 6%  |
| Don't know                                    | 1%     | 1%   | 1%     | 0%                  | 1%               | 1%               | 0%             | 1%                  | 0%                | 0%  | 1%                   | 1%                       | 1%                   | 1%                  | 0%         | 2%  | 22% |
| None of the above                             | 1%     | 1%   | 1%     | 1%                  | 1%               | 0%               | 13%            | 1%                  | 1%                | 0%  | 0%                   | 1%                       | 0%                   | 0%                  | 2%         | 3%  | 17% |

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(26.A) And of those, which would you say is THE single most important factor?

|   | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|---|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|   |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted                                    | 1001  | 113   | 169   | 177   | 177   | 145   | 220 | 295          | 264 | 182 | 252 | 202               | 313     | 126        | 179        | 122     | 59         |
| Weighted                                      | 1002  | 140   | 168   | 170   | 172   | 138   | 214 | 271          | 260 | 218 | 245 | 217               | 310     | 128        | 174        | 115     | 58         |
| Price   | 52%   | 50%   | 53%   | 52%   | 61%   | 49%   | 41% | 40%          | 52% | 58% | 60% | 50%               | 50%     | 59%        | 54%        | 48%     | 53%        |
| Brand   | 3%    | 6%    | 5%    | 5%    | 2%    | 2%    | 1%  | 4%           | 2%  | 3%  | 5%  | 5%                | 3%      | 3%         | 2%         | 2%      | 2%         |
| Taste/personal preference                     | 21%   | 15%   | 14%   | 17%   | 15%   | 25%   | 34% | 27%          | 22% | 16% | 16% | 18%               | 24%     | 17%        | 22%        | 19%     | 20%        |
| Sustainability of packaging/amount of plastic | 3%    | 1%    | 7%    | 4%    | 1%    | 2%    | 3%  | 3%           | 3%  | 4%  | 3%  | 6%                | 3%      | 3%         | 2%         | 1%      | 2%         |
| Where it was produced/originates from         | 4%    | 4%    | 1%    | 2%    | 4%    | 6%    | 5%  | 4%           | 6%  | 3%  | 1%  | 4%                | 3%      | 2%         | 4%         | 7%      | 2%         |
| Nutritional value                             | 8%    | 6%    | 9%    | 12%   | 8%    | 6%    | 9%  | 14%          | 6%  | 6%  | 8%  | 8%                | 8%      | 7%         | 7%         | 10%     | 12%        |
| Animal welfare                                | 6%    | 7%    | 6%    | 7%    | 7%    | 8%    | 4%  | 6%           | 7%  | 7%  | 6%  | 5%                | 6%      | 7%         | 7%         | 9%      | 5%         |
| Environmental impact of production            | 2%    | 1%    | 2%    | 3%    | 2%    | 2%    | 1%  | 2%           | 2%  | 1%  | 2%  | 2%                | 2%      | 1%         | 1%         | 2%      | 1%         |
| Don't Know                                    | 1%    | 1%    | 2%    | 0%    | 1%    | 0%    | 1%  | 1%           | 1%  | 2%  | 0%  | 1%                | 1%      | 0%         | 1%         | 2%      | 2%         |

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(26.B) And of those, which would you say is THE single most important factor?

|   | Total | Gender |        | 2019                |                  |                  |                | Voting Intention    |                   |     | Tory swing voter     | Climate change concern   |                      |                     |            |     |      |
|---|-------|--------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|----------------------|--------------------------|----------------------|---------------------|------------|-----|------|
|   |       | Male   | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes | High climate concern | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |      |
| Unweighted                                    | 1001  | 482    | 513    | 368                 | 270              | 79               | 12             | 137                 | 226               | 370 | 73                   | 116                      | 93                   | 463                 | 337        | 98  | 10   |
| Weighted                                      | 1002  | 492    | 504    | 358                 | 269              | 80               | 12             | 140                 | 219               | 375 | 75                   | 115                      | 97                   | 461                 | 337        | 96  | 10   |
| Price   | 52%   | 51%    | 53%    | 47%                 | 53%              | 50%              | 55%            | 59%                 | 41%               | 53% | 53%                  | 51%                      | 45%                  | 47%                 | 57%        | 60% | 100% |
| Brand   | 3%    | 5%     | 2%     | 5%                  | 4%               | 1%               | 14%            | 2%                  | 6%                | 3%  | 3%                   | 2%                       | 4%                   | 4%                  | 2%         | 7%  | 0%   |
| Taste/personal preference                     | 21%   | 25%    | 17%    | 23%                 | 17%              | 30%              | 25%            | 18%                 | 24%               | 21% | 23%                  | 24%                      | 14%                  | 20%                 | 23%        | 21% | 0%   |
| Sustainability of packaging/amount of plastic | 3%    | 3%     | 3%     | 2%                  | 5%               | 3%               | 0%             | 2%                  | 2%                | 4%  | 4%                   | 2%                       | 7%                   | 4%                  | 1%         | 1%  | 0%   |
| Where it was produced/originates from         | 4%    | 4%     | 3%     | 5%                  | 3%               | 6%               | 0%             | 1%                  | 5%                | 4%  | 5%                   | 8%                       | 4%                   | 4%                  | 3%         | 2%  | 0%   |
| Nutritional value                             | 8%    | 6%     | 11%    | 10%                 | 6%               | 4%               | 5%             | 11%                 | 11%               | 6%  | 5%                   | 9%                       | 8%                   | 9%                  | 9%         | 5%  | 0%   |
| Animal welfare                                | 6%    | 4%     | 8%     | 6%                  | 8%               | 5%               | 0%             | 5%                  | 8%                | 7%  | 6%                   | 3%                       | 12%                  | 8%                  | 4%         | 3%  | 0%   |
| Environmental impact of production            | 2%    | 1%     | 2%     | 1%                  | 3%               | 1%               | 0%             | 1%                  | 1%                | 2%  | 0%                   | 1%                       | 5%                   | 3%                  | 0%         | 0%  | 0%   |
| Don't Know                                    | 1%    | 0%     | 1%     | 1%                  | 1%               | 0%               | 0%             | 0%                  | 2%                | 1%  | 0%                   | 0%                       | 0%                   | 1%                  | 0%         | 1%  | 0%   |

Note:

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(27.A) On average, how much would you say your household spends on food groceries per week?

|               | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|---------------|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|               |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted    | 1023  | 115   | 177   | 181   | 179   | 150   | 221 | 300          | 268 | 187 | 260 | 205               | 320     | 130        | 183        | 125     | 60         |
| Weighted      | 1023  | 142   | 175   | 174   | 174   | 143   | 215 | 275          | 264 | 223 | 253 | 220               | 317     | 131        | 178        | 118     | 59         |
| Less than £20 | 3%    | 4%    | 2%    | 2%    | 2%    | 3%    | 2%  | 1%           | 3%  | 2%  | 5%  | 3%                | 2%      | 1%         | 4%         | 1%      | 3%         |
| £20-£30       | 10%   | 9%    | 11%   | 10%   | 10%   | 11%   | 10% | 8%           | 9%  | 10% | 13% | 13%               | 8%      | 12%        | 11%        | 8%      | 9%         |
| £30-£40       | 9%    | 11%   | 10%   | 10%   | 13%   | 7%    | 6%  | 5%           | 10% | 8%  | 14% | 13%               | 9%      | 5%         | 11%        | 10%     | 3%         |
| £40-£50       | 13%   | 16%   | 16%   | 13%   | 10%   | 9%    | 15% | 9%           | 16% | 12% | 16% | 15%               | 14%     | 14%        | 11%        | 12%     | 8%         |
| £50-£75       | 21%   | 18%   | 20%   | 18%   | 24%   | 23%   | 23% | 20%          | 25% | 24% | 17% | 17%               | 23%     | 26%        | 23%        | 17%     | 23%        |
| £75-100       | 21%   | 15%   | 22%   | 24%   | 19%   | 23%   | 23% | 27%          | 18% | 23% | 17% | 20%               | 18%     | 22%        | 22%        | 29%     | 27%        |
| £100-£125     | 13%   | 11%   | 13%   | 12%   | 13%   | 15%   | 13% | 19%          | 9%  | 15% | 8%  | 11%               | 15%     | 8%         | 13%        | 14%     | 13%        |
| £125-£150     | 5%    | 6%    | 4%    | 6%    | 4%    | 5%    | 3%  | 5%           | 4%  | 2%  | 5%  | 5%                | 5%      | 6%         | 2%         | 5%      | 9%         |
| Over £150     | 2%    | 5%    | 2%    | 3%    | 2%    | 2%    | 2%  | 3%           | 3%  | 3%  | 1%  | 1%                | 3%      | 4%         | 1%         | 2%      | 4%         |
| Don't Know    | 2%    | 6%    | 2%    | 2%    | 2%    | 2%    | 1%  | 2%           | 2%  | 2%  | 3%  | 3%                | 3%      | 1%         | 2%         | 2%      | 1%         |

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(27.B) On average, how much would you say your household spends on food groceries per week?

|               | Total | Gender |        | 2019                |                  |                  |                | Voting Intention    |                   |     | Tory swing voter     | Climate change concern   |                      |                     |            |     |     |
|---------------|-------|--------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|----------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|               |       | Male   | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes | High climate concern | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted    | 1023  | 493    | 524    | 373                 | 275              | 80               | 14             | 139                 | 229               | 373 | 74                   | 118                      | 94                   | 466                 | 343        | 103 | 17  |
| Weighted      | 1023  | 502    | 515    | 363                 | 274              | 81               | 14             | 141                 | 222               | 378 | 76                   | 117                      | 98                   | 464                 | 343        | 101 | 17  |
| Less than £20 | 3%    | 2%     | 3%     | 1%                  | 2%               | 1%               | 6%             | 5%                  | 0%                | 2%  | 1%                   | 1%                       | 2%                   | 3%                  | 2%         | 6%  | 0%  |
| £20-£30       | 10%   | 9%     | 11%    | 7%                  | 8%               | 14%              | 12%            | 20%                 | 8%                | 9%  | 15%                  | 6%                       | 5%                   | 11%                 | 11%        | 9%  | 5%  |
| £30-£40       | 9%    | 9%     | 10%    | 9%                  | 10%              | 4%               | 0%             | 9%                  | 11%               | 12% | 3%                   | 9%                       | 13%                  | 9%                  | 8%         | 10% | 6%  |
| £40-£50       | 13%   | 13%    | 14%    | 12%                 | 17%              | 7%               | 23%            | 12%                 | 11%               | 13% | 14%                  | 11%                      | 12%                  | 13%                 | 14%        | 15% | 12% |
| £50-£75       | 21%   | 21%    | 21%    | 21%                 | 23%              | 26%              | 23%            | 21%                 | 20%               | 22% | 22%                  | 23%                      | 15%                  | 24%                 | 20%        | 17% | 24% |
| £75-100       | 21%   | 22%    | 21%    | 24%                 | 21%              | 30%              | 0%             | 19%                 | 23%               | 22% | 24%                  | 23%                      | 19%                  | 21%                 | 23%        | 20% | 11% |
| £100-£125     | 13%   | 14%    | 11%    | 16%                 | 11%              | 14%              | 35%            | 6%                  | 17%               | 12% | 14%                  | 17%                      | 18%                  | 11%                 | 13%        | 12% | 26% |
| £125-£150     | 5%    | 4%     | 5%     | 6%                  | 4%               | 2%               | 0%             | 3%                  | 7%                | 3%  | 4%                   | 4%                       | 5%                   | 4%                  | 5%         | 6%  | 0%  |
| Over £150     | 2%    | 3%     | 2%     | 2%                  | 3%               | 0%               | 0%             | 2%                  | 2%                | 3%  | 0%                   | 3%                       | 5%                   | 3%                  | 2%         | 2%  | 0%  |
| Don't Know    | 2%    | 2%     | 2%     | 2%                  | 1%               | 1%               | 0%             | 2%                  | 1%                | 2%  | 3%                   | 3%                       | 6%                   | 2%                  | 1%         | 3%  | 16% |

Note:

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(28.A) Have you generally noticed any change in the individual price of food items you get in your food shopping over the last year?

|   | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|---|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|   |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted  | 1023  | 115   | 177   | 181   | 179   | 150   | 221 | 300          | 268 | 187 | 260 | 205               | 320     | 130        | 183        | 125     | 60         |
| Weighted  | 1023  | 142   | 175   | 174   | 174   | 143   | 215 | 275          | 264 | 223 | 253 | 220               | 317     | 131        | 178        | 118     | 59         |
| Yes, food items have generally become a lot more expensive    | 73%   | 64%   | 62%   | 76%   | 81%   | 77%   | 77% | 72%          | 75% | 75% | 68% | 69%               | 74%     | 72%        | 74%        | 77%     | 75%        |
| Yes, food items have generally become somewhat more expensive | 24%   | 28%   | 32%   | 22%   | 18%   | 22%   | 23% | 24%          | 22% | 22% | 29% | 28%               | 25%     | 22%        | 23%        | 21%     | 21%        |
| Yes, food items have generally become somewhat cheaper        | 1%    | 2%    | 2%    | 1%    | 0%    | 0%    | 0%  | 0%           | 1%  | 1%  | 1%  | 1%                | 0%      | 3%         | 0%         | 1%      | 0%         |
| Yes, food items have generally become a lot cheaper           | 1%    | 3%    | 1%    | 0%    | 0%    | 0%    | 0%  | 1%           | 1%  | 1%  | 1%  | 2%                | 0%      | 0%         | 1%         | 0%      | 2%         |
| No change   | 1%    | 2%    | 1%    | 0%    | 1%    | 1%    | 0%  | 2%           | 0%  | 1%  | 0%  | 0%                | 1%      | 2%         | 2%         | 1%      | 0%         |
| Don't know  | 0%    | 1%    | 2%    | 0%    | 0%    | 0%    | 0%  | 0%           | 0%  | 0%  | 1%  | 0%                | 0%      | 1%         | 1%         | 0%      | 2%         |

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(28.B) Have you generally noticed any change in the individual price of food items you get in your food shopping over the last year?

|   | Total | Gender |        | 2019                |                  |                  |                | Voting Intention    |                   |     | Tory swing voter     | Climate change concern   |                      |                     |            |     |     |
|---|-------|--------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|----------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|   |       | Male   | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes | High climate concern | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted  | 1023  | 493    | 524    | 373                 | 275              | 80               | 14             | 139                 | 229               | 373 | 74                   | 118                      | 94                   | 466                 | 343        | 103 | 17  |
| Weighted  | 1023  | 502    | 515    | 363                 | 274              | 81               | 14             | 141                 | 222               | 378 | 76                   | 117                      | 98                   | 464                 | 343        | 101 | 17  |
| Yes, food items have generally become a lot more expensive    | 73%   | 66%    | 80%    | 75%                 | 72%              | 77%              | 66%            | 70%                 | 69%               | 76% | 72%                  | 78%                      | 75%                  | 71%                 | 76%        | 74% | 53% |
| Yes, food items have generally become somewhat more expensive | 24%   | 30%    | 19%    | 23%                 | 23%              | 23%              | 34%            | 28%                 | 30%               | 20% | 27%                  | 18%                      | 22%                  | 27%                 | 22%        | 19% | 24% |
| Yes, food items have generally become somewhat cheaper        | 1%    | 1%     | 1%     | 1%                  | 2%               | 0%               | 0%             | 0%                  | 0%                | 2%  | 0%                   | 2%                       | 3%                   | 1%                  | 0%         | 1%  | 0%  |
| Yes, food items have generally become a lot cheaper           | 1%    | 1%     | 0%     | 0%                  | 1%               | 0%               | 0%             | 1%                  | 0%                | 1%  | 0%                   | 1%                       | 0%                   | 1%                  | 1%         | 2%  | 0%  |
| No change   | 1%    | 1%     | 1%     | 1%                  | 1%               | 0%               | 0%             | 1%                  | 1%                | 1%  | 0%                   | 1%                       | 0%                   | 1%                  | 1%         | 3%  | 7%  |
| Don't know  | 0%    | 1%     | 0%     | 0%                  | 1%               | 0%               | 0%             | 0%                  | 0%                | 0%  | 1%                   | 0%                       | 0%                   | 0%                  | 0%         | 1%  | 17% |

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(29.A) You said you've noticed that your food groceries have become more expensive. Have you made any of the following changes to your food shopping habits specifically to cope with this? Select all that apply

|   | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|---|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|   |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted  | 995   | 106   | 166   | 177   | 177   | 149   | 220 | 290          | 263 | 182 | 252 | 199               | 315     | 123        | 178        | 122     | 58         |
| Weighted  | 994   | 130   | 164   | 171   | 172   | 142   | 214 | 265          | 259 | 216 | 245 | 213               | 313     | 124        | 172        | 115     | 57         |
| Reducing the amount of 'treat' items I buy                              | 51%   | 59%   | 57%   | 54%   | 50%   | 52%   | 39% | 45%          | 57% | 51% | 50% | 53%               | 49%     | 50%        | 56%        | 49%     | 47%        |
| Gone for cheaper/generic brands   | 49%   | 57%   | 53%   | 57%   | 60%   | 49%   | 28% | 39%          | 53% | 56% | 51% | 52%               | 52%     | 49%        | 44%        | 44%     | 52%        |
| Planning my meals or my shopping more carefully to only buy what I need | 37%   | 50%   | 43%   | 31%   | 38%   | 34%   | 33% | 36%          | 40% | 44% | 30% | 33%               | 39%     | 36%        | 42%        | 30%     | 46%        |
| Reduced the overall amount of food we buy                               | 33%   | 44%   | 35%   | 38%   | 33%   | 32%   | 23% | 27%          | 31% | 40% | 37% | 39%               | 29%     | 32%        | 37%        | 29%     | 41%        |
| Started shopping at cheaper supermarkets                                | 33%   | 51%   | 33%   | 32%   | 33%   | 25%   | 26% | 26%          | 31% | 43% | 31% | 39%               | 33%     | 37%        | 29%        | 27%     | 20%        |
| Bought more frozen food over fresh food                                 | 24%   | 31%   | 28%   | 25%   | 23%   | 19%   | 18% | 20%          | 23% | 26% | 27% | 20%               | 24%     | 29%        | 24%        | 22%     | 26%        |
| Bought more canned food over fresh food                                 | 14%   | 16%   | 19%   | 17%   | 16%   | 10%   | 7%  | 11%          | 12% | 17% | 16% | 16%               | 13%     | 17%        | 11%        | 14%     | 9%         |
| Don't Know  | 1%    | 1%    | 1%    | 1%    | 1%    | 1%    | 0%  | 0%           | 1%  | 0%  | 1%  | 0%                | 1%      | 1%         | 1%         | 0%      | 0%         |
| None of the above   | 15%   | 6%    | 9%    | 8%    | 10%   | 23%   | 30% | 25%          | 15% | 9%  | 11% | 14%               | 17%     | 15%        | 10%        | 21%     | 10%        |

*Note:*

BASE: Respondents who said they noticed that their food groceries have become more expensive

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(29.B) You said you've noticed that your food groceries have become more expensive. Have you made any of the following changes to your food shopping habits specifically to cope with this? Select all that apply

|   | Total | Gender |        | 2019                |                  |                  |                | Voting Intention    |                   |     | Tory swing voter     | Climate change concern   |                      |                     |            |     |     |
|---|-------|--------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|----------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|   |       | Male   | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes | High climate concern | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted  | 995   | 474    | 515    | 366                 | 264              | 80               | 14             | 136                 | 227               | 359 | 73                   | 114                      | 92                   | 456                 | 338        | 96  | 13  |
| Weighted  | 994   | 482    | 506    | 356                 | 262              | 81               | 14             | 138                 | 220               | 362 | 75                   | 113                      | 95                   | 454                 | 338        | 93  | 13  |
| Reducing the amount of 'treat' items I buy                              | 51%   | 43%    | 57%    | 47%                 | 55%              | 53%              | 32%            | 50%                 | 43%               | 58% | 49%                  | 45%                      | 56%                  | 53%                 | 50%        | 39% | 30% |
| Gone for cheaper/generic brands   | 49%   | 45%    | 53%    | 46%                 | 50%              | 49%              | 35%            | 53%                 | 38%               | 54% | 57%                  | 52%                      | 57%                  | 47%                 | 50%        | 47% | 56% |
| Planning my meals or my shopping more carefully to only buy what I need | 37%   | 30%    | 45%    | 34%                 | 46%              | 36%              | 19%            | 36%                 | 32%               | 43% | 37%                  | 36%                      | 35%                  | 41%                 | 37%        | 24% | 15% |
| Reduced the overall amount of food we buy                               | 33%   | 29%    | 38%    | 29%                 | 34%              | 35%              | 41%            | 36%                 | 27%               | 34% | 39%                  | 30%                      | 31%                  | 33%                 | 36%        | 30% | 14% |
| Started shopping at cheaper supermarkets                                | 33%   | 31%    | 34%    | 30%                 | 35%              | 36%              | 34%            | 36%                 | 24%               | 38% | 39%                  | 40%                      | 34%                  | 33%                 | 32%        | 31% | 31% |
| Bought more frozen food over fresh food                                 | 24%   | 18%    | 29%    | 24%                 | 25%              | 19%              | 0%             | 25%                 | 23%               | 26% | 20%                  | 20%                      | 28%                  | 22%                 | 25%        | 18% | 39% |
| Bought more canned food over fresh food                                 | 14%   | 12%    | 15%    | 14%                 | 15%              | 11%              | 8%             | 18%                 | 12%               | 16% | 14%                  | 13%                      | 19%                  | 15%                 | 12%        | 8%  | 17% |
| Don't Know  | 1%    | 1%     | 0%     | 1%                  | 0%               | 1%               | 0%             | 1%                  | 1%                | 0%  | 0%                   | 0%                       | 1%                   | 1%                  | 0%         | 1%  | 7%  |
| None of the above   | 15%   | 20%    | 11%    | 20%                 | 9%               | 14%              | 34%            | 13%                 | 23%               | 8%  | 16%                  | 19%                      | 10%                  | 14%                 | 17%        | 21% | 8%  |

*Note:*

BASE: Respondents who said they noticed that their food groceries have become more expensive

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(30.A) And have you experienced any of the below changes in your eating habits as a result of food becoming more expensive? Select all that apply

|   | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|---|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|   |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted  | 995   | 106   | 166   | 177   | 177   | 149   | 220 | 290          | 263 | 182 | 252 | 199               | 315     | 123        | 178        | 122     | 58         |
| Weighted  | 994   | 130   | 164   | 171   | 172   | 142   | 214 | 265          | 259 | 216 | 245 | 213               | 313     | 124        | 172        | 115     | 57         |
| Lose weight unintentionally because of having to cut back on food bill                    | 9%    | 18%   | 14%   | 10%   | 6%    | 6%    | 3%  | 5%           | 11% | 10% | 11% | 14%               | 7%      | 7%         | 11%        | 6%      | 9%         |
| Having to eat less so my children have enough to eat                                      | 5%    | 4%    | 13%   | 7%    | 5%    | 1%    | 0%  | 3%           | 4%  | 6%  | 7%  | 7%                | 5%      | 3%         | 4%         | 3%      | 3%         |
| Not eating out as much as you used to   | 47%   | 61%   | 48%   | 56%   | 51%   | 39%   | 31% | 43%          | 45% | 49% | 49% | 45%               | 45%     | 48%        | 48%        | 45%     | 55%        |
| Having to use a foodbank  | 4%    | 7%    | 6%    | 7%    | 3%    | 2%    | 0%  | 2%           | 3%  | 7%  | 5%  | 6%                | 3%      | 3%         | 3%         | 3%      | 7%         |
| Reduced my meat and/or fish consumption   | 22%   | 27%   | 23%   | 24%   | 23%   | 22%   | 18% | 20%          | 24% | 22% | 24% | 22%               | 24%     | 13%        | 25%        | 24%     | 25%        |
| Having to make less healthy meals/having to include less fruit and vegetables in my meals | 16%   | 29%   | 27%   | 18%   | 13%   | 14%   | 3%  | 11%          | 18% | 17% | 19% | 19%               | 14%     | 17%        | 19%        | 12%     | 15%        |
| Don't Know  | 1%    | 1%    | 3%    | 1%    | 1%    | 1%    | 0%  | 1%           | 1%  | 1%  | 2%  | 1%                | 1%      | 0%         | 1%         | 3%      | 0%         |
| None of the above   | 38%   | 22%   | 27%   | 27%   | 35%   | 49%   | 58% | 44%          | 39% | 36% | 31% | 34%               | 40%     | 39%        | 37%        | 35%     | 37%        |

*Note:*

BASE: Respondents who said they noticed that their food groceries have become more expensive

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(30.B) And have you experienced any of the below changes in your eating habits as a result of food becoming more expensive? Select all that apply

|   | Gender |      |        | 2019                |                  |                  |                | Voting Intention    |                   |     | Tory swing voter     | Climate change concern   |                      |                     |            |     |     |
|---|--------|------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|----------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|   | Total  | Male | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes | High climate concern | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted  | 995    | 474  | 515    | 366                 | 264              | 80               | 14             | 136                 | 227               | 359 | 73                   | 114                      | 92                   | 456                 | 338        | 96  | 13  |
| Weighted  | 994    | 482  | 506    | 356                 | 262              | 81               | 14             | 138                 | 220               | 362 | 75                   | 113                      | 95                   | 454                 | 338        | 93  | 13  |
| Lose weight unintentionally because of having to cut back on food bill                    | 9%     | 8%   | 10%    | 8%                  | 13%              | 4%               | 0%             | 8%                  | 6%                | 12% | 10%                  | 6%                       | 19%                  | 7%                  | 8%         | 12% | 10% |
| Having to eat less so my children have enough to eat                                      | 5%     | 4%   | 6%     | 5%                  | 7%               | 1%               | 0%             | 5%                  | 3%                | 7%  | 2%                   | 7%                       | 9%                   | 4%                  | 6%         | 3%  | 8%  |
| Not eating out as much as you used to   | 47%    | 43%  | 50%    | 42%                 | 51%              | 47%              | 37%            | 51%                 | 37%               | 52% | 53%                  | 42%                      | 38%                  | 47%                 | 48%        | 46% | 30% |
| Having to use a foodbank  | 4%     | 5%   | 3%     | 4%                  | 4%               | 2%               | 0%             | 4%                  | 2%                | 4%  | 4%                   | 6%                       | 9%                   | 4%                  | 2%         | 3%  | 8%  |
| Reduced my meat and/or fish consumption   | 22%    | 18%  | 27%    | 21%                 | 25%              | 22%              | 0%             | 22%                 | 18%               | 26% | 24%                  | 26%                      | 36%                  | 24%                 | 19%        | 12% | 17% |
| Having to make less healthy meals/having to include less fruit and vegetables in my meals | 16%    | 13%  | 19%    | 13%                 | 18%              | 10%              | 8%             | 25%                 | 12%               | 19% | 12%                  | 15%                      | 14%                  | 17%                 | 17%        | 12% | 10% |
| Don't Know  | 1%     | 2%   | 1%     | 1%                  | 0%               | 2%               | 0%             | 2%                  | 1%                | 1%  | 0%                   | 2%                       | 2%                   | 1%                  | 1%         | 1%  | 7%  |
| None of the above   | 38%    | 42%  | 33%    | 43%                 | 30%              | 35%              | 63%            | 33%                 | 49%               | 29% | 32%                  | 39%                      | 27%                  | 38%                 | 38%        | 44% | 45% |

*Note:*

BASE: Respondents who said they noticed that their food groceries have become more expensive

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(31.A) Have you noticed any change in how much your household spends on food shopping over the last year?

|  | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|--|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|  |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted   | 1023  | 115   | 177   | 181   | 179   | 150   | 221 | 300          | 268 | 187 | 260 | 205               | 320     | 130        | 183        | 125     | 60         |
| Weighted   | 1023  | 142   | 175   | 174   | 174   | 143   | 215 | 275          | 264 | 223 | 253 | 220               | 317     | 131        | 178        | 118     | 59         |
| We spend a lot more on food than we did a year ago     | 48%   | 32%   | 39%   | 50%   | 54%   | 53%   | 55% | 47%          | 48% | 53% | 43% | 43%               | 51%     | 47%        | 49%        | 49%     | 47%        |
| We spend a bit more on food what we did a year ago     | 33%   | 38%   | 30%   | 32%   | 30%   | 31%   | 37% | 37%          | 34% | 30% | 31% | 32%               | 34%     | 36%        | 33%        | 35%     | 25%        |
| We spend about the same on food that we did a year ago | 9%    | 12%   | 17%   | 6%    | 7%    | 7%    | 4%  | 8%           | 9%  | 7%  | 10% | 11%               | 7%      | 8%         | 7%         | 10%     | 11%        |
| We spend a bit less on food that we did a year ago     | 6%    | 11%   | 9%    | 4%    | 5%    | 4%    | 2%  | 4%           | 7%  | 5%  | 6%  | 10%               | 4%      | 5%         | 6%         | 2%      | 6%         |
| We spend a lot less on food that we did a year ago     | 3%    | 3%    | 3%    | 4%    | 5%    | 3%    | 2%  | 1%           | 3%  | 3%  | 6%  | 2%                | 3%      | 3%         | 4%         | 3%      | 8%         |
| Don't Know   | 2%    | 3%    | 3%    | 4%    | 0%    | 1%    | 1%  | 3%           | 1%  | 1%  | 3%  | 2%                | 2%      | 1%         | 2%         | 1%      | 3%         |

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(31.B) Have you noticed any change in how much your household spends on food shopping over the last year?

|  | Total | Gender |        | 2019                |                  |                  |                | Voting Intention    |                   | Tory swing voter | Climate change concern |                          |                      |                     |            |     |     |
|--|-------|--------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|------------------|------------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|  |       | Male   | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes              | High climate concern   | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted   | 1023  | 493    | 524    | 373                 | 275              | 80               | 14             | 139                 | 229               | 373              | 74                     | 118                      | 94                   | 466                 | 343        | 103 | 17  |
| Weighted   | 1023  | 502    | 515    | 363                 | 274              | 81               | 14             | 141                 | 222               | 378              | 76                     | 117                      | 98                   | 464                 | 343        | 101 | 17  |
| We spend a lot more on food than we did a year ago     | 48%   | 46%    | 49%    | 53%                 | 47%              | 49%              | 27%            | 45%                 | 48%               | 49%              | 39%                    | 59%                      | 56%                  | 43%                 | 52%        | 47% | 41% |
| We spend a bit more on food what we did a year ago     | 33%   | 37%    | 30%    | 33%                 | 31%              | 36%              | 40%            | 32%                 | 37%               | 33%              | 37%                    | 31%                      | 27%                  | 37%                 | 32%        | 28% | 13% |
| We spend about the same on food that we did a year ago | 9%    | 8%     | 9%     | 8%                  | 10%              | 6%               | 20%            | 8%                  | 9%                | 8%               | 7%                     | 5%                       | 11%                  | 10%                 | 5%         | 10% | 25% |
| We spend a bit less on food that we did a year ago     | 6%    | 4%     | 7%     | 3%                  | 5%               | 3%               | 8%             | 8%                  | 3%                | 6%               | 5%                     | 2%                       | 2%                   | 5%                  | 7%         | 7%  | 5%  |
| We spend a lot less on food that we did a year ago     | 3%    | 3%     | 4%     | 2%                  | 3%               | 4%               | 6%             | 5%                  | 2%                | 3%               | 9%                     | 2%                       | 4%                   | 2%                  | 4%         | 5%  | 0%  |
| Don't Know   | 2%    | 2%     | 2%     | 1%                  | 3%               | 1%               | 0%             | 1%                  | 0%                | 2%               | 3%                     | 2%                       | 1%                   | 3%                  | 0%         | 2%  | 17% |

Note:

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(32.A) Why do you think food prices have changed? Please select all that apply.

|   | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|---|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|   |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted  | 1023  | 115   | 177   | 181   | 179   | 150   | 221 | 300          | 268 | 187 | 260 | 205               | 320     | 130        | 183        | 125     | 60         |
| Weighted  | 1023  | 142   | 175   | 174   | 174   | 143   | 215 | 275          | 264 | 223 | 253 | 220               | 317     | 131        | 178        | 118     | 59         |
| Surge in demand   | 9%    | 21%   | 12%   | 12%   | 5%    | 5%    | 5%  | 8%           | 11% | 9%  | 10% | 12%               | 10%     | 9%         | 7%         | 6%      | 11%        |
| Increased cost of energy  | 74%   | 57%   | 60%   | 74%   | 82%   | 76%   | 91% | 82%          | 76% | 69% | 67% | 64%               | 78%     | 75%        | 77%        | 79%     | 75%        |
| Supply chain disruptions due to war in Ukraine                          | 55%   | 39%   | 43%   | 47%   | 54%   | 63%   | 76% | 62%          | 56% | 51% | 49% | 45%               | 59%     | 58%        | 55%        | 63%     | 43%        |
| Brexit  | 44%   | 50%   | 43%   | 42%   | 46%   | 39%   | 45% | 52%          | 44% | 42% | 37% | 45%               | 47%     | 46%        | 40%        | 44%     | 38%        |
| Poor decisions by Government  | 41%   | 57%   | 52%   | 40%   | 42%   | 32%   | 28% | 38%          | 39% | 47% | 42% | 36%               | 46%     | 46%        | 44%        | 33%     | 36%        |
| Food retailers (e.g. supermarkets) unfairly choosing to increase prices | 37%   | 30%   | 35%   | 33%   | 35%   | 45%   | 42% | 36%          | 42% | 38% | 33% | 32%               | 41%     | 45%        | 35%        | 36%     | 30%        |
| Rising cost of labour   | 33%   | 34%   | 30%   | 31%   | 27%   | 36%   | 41% | 40%          | 33% | 30% | 30% | 28%               | 33%     | 35%        | 33%        | 41%     | 40%        |
| Shortages in home grown produce   | 32%   | 21%   | 25%   | 29%   | 24%   | 40%   | 49% | 37%          | 31% | 37% | 23% | 27%               | 35%     | 25%        | 34%        | 39%     | 33%        |
| Don't know  | 3%    | 5%    | 7%    | 4%    | 1%    | 1%    | 0%  | 3%           | 2%  | 3%  | 5%  | 4%                | 3%      | 1%         | 3%         | 5%      | 2%         |
| Increased taxes on food items   | 26%   | 40%   | 34%   | 30%   | 23%   | 20%   | 15% | 17%          | 29% | 30% | 29% | 27%               | 28%     | 32%        | 27%        | 16%     | 25%        |
| Food producers unfairly choosing to increase prices                     | 22%   | 14%   | 25%   | 19%   | 22%   | 28%   | 24% | 18%          | 24% | 26% | 21% | 20%               | 23%     | 26%        | 21%        | 21%     | 24%        |
| Bad weather   | 22%   | 9%    | 13%   | 21%   | 25%   | 26%   | 33% | 28%          | 23% | 18% | 18% | 21%               | 22%     | 23%        | 20%        | 28%     | 16%        |
| Government subsidies have reduced                                       | 11%   | 17%   | 7%    | 10%   | 7%    | 16%   | 13% | 9%           | 13% | 14% | 10% | 12%               | 11%     | 11%        | 10%        | 10%     | 17%        |
| Other (please specify)  | 1%    | 1%    | 2%    | 2%    | 0%    | 3%    | 1%  | 1%           | 2%  | 1%  | 1%  | 2%                | 1%      | 3%         | 1%         | 2%      | 2%         |

Note:

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(32.B) Why do you think food prices have changed? Please select all that apply.

|   | Total | Gender |        | 2019         |        |                  |                  |                | Voting Intention |        |                   | Tory swing voter |                      | Climate change concern   |                      |                     |            |
|---|-------|--------|--------|--------------|--------|------------------|------------------|----------------|------------------|--------|-------------------|------------------|----------------------|--------------------------|----------------------|---------------------|------------|
|   |       | Male   | Female | Conservative | Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative     | Labour | Liberal Democrats | Yes              | High climate concern | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |
| Unweighted  | 1023  | 493    | 524    | 373          | 275    | 80               | 14               | 139            | 229              | 373    | 74                | 118              | 94                   | 466                      | 343                  | 103                 | 17         |
| Weighted  | 1023  | 502    | 515    | 363          | 274    | 81               | 14               | 141            | 222              | 378    | 76                | 117              | 98                   | 464                      | 343                  | 101                 | 17         |
| Surge in demand   | 9%    | 10%    | 9%     | 7%           | 11%    | 12%              | 8%               | 11%            | 10%              | 10%    | 20%               | 4%               | 15%                  | 11%                      | 8%                   | 3%                  | 0%         |
| Increased cost of energy  | 74%   | 75%    | 74%    | 83%          | 68%    | 85%              | 84%              | 70%            | 83%              | 69%    | 84%               | 80%              | 66%                  | 76%                      | 78%                  | 68%                 | 42%        |
| Supply chain disruptions due to war in Ukraine                          | 55%   | 57%    | 53%    | 67%          | 40%    | 65%              | 67%              | 53%            | 71%              | 48%    | 62%               | 60%              | 59%                  | 57%                      | 57%                  | 41%                 | 16%        |
| Brexit  | 44%   | 45%    | 44%    | 31%          | 50%    | 74%              | 14%              | 47%            | 28%              | 54%    | 54%               | 44%              | 54%                  | 52%                      | 42%                  | 13%                 | 19%        |
| Poor decisions by Government  | 41%   | 42%    | 41%    | 26%          | 53%    | 49%              | 32%              | 44%            | 17%              | 53%    | 50%               | 36%              | 47%                  | 45%                      | 36%                  | 41%                 | 31%        |
| Food retailers (e.g. supermarkets) unfairly choosing to increase prices | 37%   | 39%    | 35%    | 42%          | 40%    | 33%              | 45%              | 29%            | 38%              | 41%    | 29%               | 47%              | 36%                  | 37%                      | 37%                  | 43%                 | 11%        |
| Rising cost of labour   | 33%   | 32%    | 35%    | 38%          | 30%    | 43%              | 37%              | 30%            | 42%              | 31%    | 52%               | 34%              | 30%                  | 33%                      | 39%                  | 24%                 | 29%        |
| Shortages in home grown produce   | 32%   | 30%    | 34%    | 34%          | 29%    | 51%              | 46%              | 28%            | 34%              | 32%    | 48%               | 34%              | 29%                  | 38%                      | 31%                  | 16%                 | 18%        |
| Don't know  | 3%    | 3%     | 4%     | 1%           | 3%     | 0%               | 0%               | 6%             | 1%               | 2%     | 1%                | 1%               | 1%                   | 3%                       | 2%                   | 7%                  | 33%        |
| Increased taxes on food items   | 26%   | 19%    | 34%    | 22%          | 29%    | 21%              | 13%              | 36%            | 17%              | 33%    | 30%               | 31%              | 25%                  | 27%                      | 28%                  | 21%                 | 12%        |
| Food producers unfairly choosing to increase prices                     | 22%   | 23%    | 22%    | 25%          | 22%    | 24%              | 51%              | 15%            | 24%              | 22%    | 17%               | 21%              | 24%                  | 21%                      | 23%                  | 24%                 | 7%         |
| Bad weather   | 22%   | 21%    | 23%    | 28%          | 16%    | 26%              | 38%              | 16%            | 33%              | 18%    | 27%               | 23%              | 17%                  | 25%                      | 23%                  | 12%                 | 5%         |
| Government subsidies have reduced                                       | 11%   | 11%    | 11%    | 11%          | 14%    | 12%              | 0%               | 8%             | 11%              | 13%    | 18%               | 10%              | 20%                  | 12%                      | 11%                  | 4%                  | 0%         |
| Other (please specify)  | 1%    | 2%     | 1%     | 1%           | 2%     | 0%               | 0%               | 2%             | 1%               | 1%     | 1%                | 0%               | 0%                   | 1%                       | 1%                   | 5%                  | 0%         |

Note:

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(33.A) To what extent have you seen each of the following taking action to address increases in food prices, if any?: UK Government

|  | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|--|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|  |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted                                       | 1022  | 115   | 177   | 181   | 178   | 150   | 221 | 299          | 268 | 187 | 260 | 204               | 320     | 130        | 183        | 125     | 60         |
| Weighted   | 1022  | 142   | 175   | 174   | 173   | 143   | 215 | 274          | 264 | 223 | 253 | 219               | 317     | 131        | 178        | 118     | 59         |
| I have seen them do a lot to address this        | 5%    | 5%    | 6%    | 8%    | 4%    | 3%    | 3%  | 5%           | 4%  | 6%  | 4%  | 7%                | 3%      | 6%         | 3%         | 6%      | 7%         |
| I have seen them do a few things to address this | 23%   | 23%   | 21%   | 21%   | 18%   | 25%   | 28% | 24%          | 23% | 22% | 22% | 21%               | 25%     | 21%        | 19%        | 25%     | 30%        |
| I have not seen them do anything to address this | 64%   | 63%   | 59%   | 62%   | 71%   | 64%   | 62% | 64%          | 63% | 64% | 63% | 63%               | 66%     | 63%        | 68%        | 58%     | 52%        |
| Don't Know                                       | 9%    | 8%    | 13%   | 9%    | 7%    | 7%    | 7%  | 7%           | 9%  | 8%  | 11% | 9%                | 6%      | 10%        | 9%         | 11%     | 11%        |

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(33.B) To what extent have you seen each of the following taking action to address increases in food prices, if any?: UK Government

|  | Total | Gender |        | 2019                |                  |                  |                | Voting Intention    |                   | Tory swing voter | Climate change concern |                          |                      |                     |            |     |     |
|--|-------|--------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|------------------|------------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|  |       | Male   | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes              | High climate concern   | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted                                       | 1022  | 493    | 523    | 372                 | 275              | 80               | 14             | 139                 | 229               | 373              | 74                     | 117                      | 94                   | 465                 | 343        | 103 | 17  |
| Weighted   | 1022  | 502    | 514    | 362                 | 274              | 81               | 14             | 141                 | 222               | 378              | 76                     | 116                      | 98                   | 463                 | 343        | 101 | 17  |
| I have seen them do a lot to address this        | 5%    | 6%     | 4%     | 6%                  | 4%               | 6%               | 0%             | 5%                  | 6%                | 5%               | 6%                     | 7%                       | 14%                  | 3%                  | 4%         | 6%  | 7%  |
| I have seen them do a few things to address this | 23%   | 25%    | 21%    | 30%                 | 16%              | 25%              | 21%            | 25%                 | 38%               | 17%              | 29%                    | 22%                      | 24%                  | 24%                 | 25%        | 11% | 16% |
| I have not seen them do anything to address this | 64%   | 63%    | 65%    | 57%                 | 71%              | 63%              | 72%            | 58%                 | 50%               | 70%              | 59%                    | 63%                      | 61%                  | 63%                 | 64%        | 75% | 26% |
| Don't Know                                       | 9%    | 7%     | 10%    | 6%                  | 9%               | 6%               | 6%             | 12%                 | 6%                | 8%               | 5%                     | 8%                       | 2%                   | 10%                 | 7%         | 8%  | 50% |

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(34.A) To what extent have you seen each of the following taking action to address increases in food prices, if any?: Devolved government

|  | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|--|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|  |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted                                       | 172   | 15    | 39    | 29    | 29    | 24    | 36  | 49           | 47  | 24  | 52  | 34                | 53      | 20         | 32         | 22      | 11         |
| Weighted   | 174   | 17    | 40    | 29    | 29    | 23    | 36  | 45           | 48  | 29  | 52  | 35                | 52      | 22         | 31         | 23      | 12         |
| I have seen them do a lot to address this        | 6%    | 6%    | 7%    | 10%   | 3%    | 4%    | 3%  | 13%          | 4%  | 0%  | 4%  | 14%               | 0%      | 0%         | 6%         | 13%     | 0%         |
| I have seen them do a few things to address this | 11%   | 12%   | 13%   | 4%    | 12%   | 12%   | 13% | 10%          | 8%  | 12% | 14% | 6%                | 15%     | 10%        | 9%         | 18%     | 0%         |
| I have not seen them do anything to address this | 70%   | 59%   | 64%   | 72%   | 82%   | 62%   | 76% | 69%          | 75% | 71% | 66% | 65%               | 77%     | 76%        | 79%        | 46%     | 64%        |
| Don't Know                                       | 14%   | 24%   | 16%   | 15%   | 3%    | 22%   | 8%  | 8%           | 13% | 17% | 17% | 15%               | 8%      | 14%        | 6%         | 23%     | 36%        |

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(34.B) To what extent have you seen each of the following taking action to address increases in food prices, if any?: Devolved government

|  | Total | Gender |        | 2019                |                  |                  |                | Voting Intention    |                   | Tory swing voter |                      | Climate change concern   |                      |                     |            |     |     |
|--|-------|--------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|------------------|----------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|  |       | Male   | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes              | High climate concern | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted                                       | 172   | 77     | 94     | 45                  | 42               | 13               | 0              | 20                  | 29                | 53               | 11                   | 11                       | 21                   | 72                  | 53         | 23  | 3   |
| Weighted   | 174   | 76     | 97     | 45                  | 43               | 13               | 0              | 20                  | 29                | 54               | 11                   | 11                       | 22                   | 71                  | 55         | 22  | 3   |
| I have seen them do a lot to address this        | 6%    | 9%     | 3%     | 4%                  | 2%               | 7%               | *              | 9%                  | 7%                | 4%               | 9%                   | 0%                       | 13%                  | 5%                  | 3%         | 5%  | 0%  |
| I have seen them do a few things to address this | 11%   | 13%    | 8%     | 9%                  | 20%              | 7%               | *              | 5%                  | 10%               | 13%              | 8%                   | 9%                       | 14%                  | 17%                 | 6%         | 5%  | 0%  |
| I have not seen them do anything to address this | 70%   | 74%    | 67%    | 85%                 | 66%              | 79%              | *              | 55%                 | 80%               | 70%              | 65%                  | 91%                      | 68%                  | 55%                 | 85%        | 86% | 39% |
| Don't Know                                       | 14%   | 4%     | 21%    | 2%                  | 12%              | 7%               | *              | 32%                 | 3%                | 13%              | 18%                  | 0%                       | 6%                   | 23%                 | 6%         | 4%  | 61% |

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(35.A) To what extent have you seen each of the following taking action to address increases in food prices, if any?: Local government

|  | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|--|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|  |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted                                       | 1023  | 115   | 177   | 181   | 179   | 150   | 221 | 300          | 268 | 187 | 260 | 205               | 320     | 130        | 183        | 125     | 60         |
| Weighted   | 1023  | 142   | 175   | 174   | 174   | 143   | 215 | 275          | 264 | 223 | 253 | 220               | 317     | 131        | 178        | 118     | 59         |
| I have seen them do a lot to address this        | 5%    | 8%    | 6%    | 7%    | 3%    | 3%    | 2%  | 5%           | 6%  | 6%  | 2%  | 7%                | 4%      | 6%         | 3%         | 2%      | 7%         |
| I have seen them do a few things to address this | 14%   | 19%   | 17%   | 17%   | 11%   | 15%   | 9%  | 16%          | 13% | 12% | 15% | 16%               | 15%     | 12%        | 11%        | 14%     | 19%        |
| I have not seen them do anything to address this | 70%   | 63%   | 60%   | 62%   | 78%   | 72%   | 82% | 69%          | 70% | 73% | 68% | 64%               | 73%     | 71%        | 75%        | 70%     | 61%        |
| Don't Know                                       | 11%   | 10%   | 17%   | 14%   | 8%    | 10%   | 7%  | 10%          | 11% | 9%  | 15% | 13%               | 8%      | 11%        | 12%        | 14%     | 13%        |

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(35.B) To what extent have you seen each of the following taking action to address increases in food prices, if any?: Local government

|  | Total | Gender |        | 2019                |                  |                  |                | Voting Intention    |                   | Tory swing voter | Climate change concern |                          |                      |                     |            |     |     |
|--|-------|--------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|------------------|------------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|  |       | Male   | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes              | High climate concern   | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted                                       | 1023  | 493    | 524    | 373                 | 275              | 80               | 14             | 139                 | 229               | 373              | 74                     | 118                      | 94                   | 466                 | 343        | 103 | 17  |
| Weighted   | 1023  | 502    | 515    | 363                 | 274              | 81               | 14             | 141                 | 222               | 378              | 76                     | 117                      | 98                   | 464                 | 343        | 101 | 17  |
| I have seen them do a lot to address this        | 5%    | 6%     | 4%     | 5%                  | 5%               | 10%              | 0%             | 3%                  | 4%                | 6%               | 5%                     | 9%                       | 13%                  | 5%                  | 3%         | 3%  | 0%  |
| I have seen them do a few things to address this | 14%   | 15%    | 14%    | 14%                 | 15%              | 12%              | 7%             | 17%                 | 19%               | 14%              | 18%                    | 10%                      | 18%                  | 15%                 | 15%        | 9%  | 6%  |
| I have not seen them do anything to address this | 70%   | 70%    | 70%    | 74%                 | 68%              | 68%              | 93%            | 62%                 | 69%               | 69%              | 71%                    | 75%                      | 62%                  | 69%                 | 74%        | 75% | 37% |
| Don't Know                                       | 11%   | 10%    | 13%    | 7%                  | 12%              | 10%              | 0%             | 19%                 | 8%                | 12%              | 6%                     | 6%                       | 7%                   | 11%                 | 9%         | 13% | 57% |

Note:

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(36.A) To what extent have you seen each of the following taking action to address increases in food prices, if any?: Supermarkets/food retailers

|  | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|--|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|  |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted                                       | 1023  | 115   | 177   | 181   | 179   | 150   | 221 | 300          | 268 | 187 | 260 | 205               | 320     | 130        | 183        | 125     | 60         |
| Weighted   | 1023  | 142   | 175   | 174   | 174   | 143   | 215 | 275          | 264 | 223 | 253 | 220               | 317     | 131        | 178        | 118     | 59         |
| I have seen them do a lot to address this        | 5%    | 10%   | 5%    | 6%    | 3%    | 5%    | 3%  | 5%           | 4%  | 7%  | 4%  | 6%                | 5%      | 7%         | 2%         | 6%      | 5%         |
| I have seen them do a few things to address this | 40%   | 39%   | 34%   | 39%   | 37%   | 41%   | 48% | 45%          | 42% | 37% | 36% | 40%               | 41%     | 37%        | 42%        | 42%     | 39%        |
| I have not seen them do anything to address this | 46%   | 43%   | 47%   | 43%   | 51%   | 47%   | 42% | 42%          | 43% | 49% | 49% | 45%               | 47%     | 47%        | 46%        | 40%     | 46%        |
| Don't Know                                       | 9%    | 7%    | 13%   | 12%   | 8%    | 7%    | 7%  | 8%           | 11% | 7%  | 11% | 9%                | 7%      | 9%         | 10%        | 12%     | 10%        |

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(36.B) To what extent have you seen each of the following taking action to address increases in food prices, if any?: Supermarkets/food retailers

|  | Total | Gender |        | 2019                |                  |                  |                | Voting Intention    |                   | Tory swing voter | Climate change concern |                          |                      |                     |            |     |     |
|--|-------|--------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|------------------|------------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|  |       | Male   | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes              | High climate concern   | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted                                       | 1023  | 493    | 524    | 373                 | 275              | 80               | 14             | 139                 | 229               | 373              | 74                     | 118                      | 94                   | 466                 | 343        | 103 | 17  |
| Weighted   | 1023  | 502    | 515    | 363                 | 274              | 81               | 14             | 141                 | 222               | 378              | 76                     | 117                      | 98                   | 464                 | 343        | 101 | 17  |
| I have seen them do a lot to address this        | 5%    | 6%     | 4%     | 5%                  | 4%               | 11%              | 0%             | 5%                  | 6%                | 5%               | 7%                     | 7%                       | 14%                  | 5%                  | 4%         | 4%  | 0%  |
| I have seen them do a few things to address this | 40%   | 41%    | 40%    | 44%                 | 36%              | 45%              | 23%            | 39%                 | 50%               | 38%              | 48%                    | 39%                      | 40%                  | 44%                 | 41%        | 28% | 6%  |
| I have not seen them do anything to address this | 46%   | 46%    | 45%    | 44%                 | 51%              | 37%              | 71%            | 42%                 | 39%               | 48%              | 41%                    | 46%                      | 40%                  | 42%                 | 50%        | 57% | 30% |
| Don't Know                                       | 9%    | 8%     | 11%    | 7%                  | 9%               | 7%               | 6%             | 14%                 | 6%                | 8%               | 4%                     | 9%                       | 5%                   | 10%                 | 6%         | 11% | 63% |

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(37.A) To what extent have you seen each of the following taking action to address increases in food prices, if any?: Farmers and food producers

|  | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|--|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|  |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted                                       | 1022  | 115   | 177   | 181   | 179   | 150   | 220 | 300          | 267 | 187 | 260 | 205               | 320     | 130        | 183        | 124     | 60         |
| Weighted   | 1022  | 142   | 175   | 174   | 174   | 143   | 214 | 275          | 263 | 223 | 253 | 220               | 317     | 131        | 178        | 117     | 59         |
| I have seen them do a lot to address this        | 6%    | 9%    | 10%   | 9%    | 4%    | 3%    | 2%  | 7%           | 4%  | 7%  | 6%  | 10%               | 5%      | 4%         | 3%         | 5%      | 13%        |
| I have seen them do a few things to address this | 26%   | 34%   | 23%   | 26%   | 24%   | 22%   | 27% | 25%          | 31% | 28% | 21% | 28%               | 23%     | 24%        | 29%        | 28%     | 23%        |
| I have not seen them do anything to address this | 47%   | 41%   | 46%   | 42%   | 50%   | 53%   | 49% | 48%          | 46% | 44% | 48% | 42%               | 51%     | 54%        | 47%        | 41%     | 40%        |
| Don't Know                                       | 21%   | 17%   | 21%   | 23%   | 22%   | 22%   | 21% | 20%          | 18% | 21% | 24% | 19%               | 22%     | 19%        | 20%        | 26%     | 24%        |

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(37.B) To what extent have you seen each of the following taking action to address increases in food prices, if any?: Farmers and food producers

|  | Total | Gender |        | 2019                |                  |                  |                | Voting Intention    |                   | Tory swing voter | Climate change concern |                          |                      |                     |            |     |     |
|--|-------|--------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|------------------|------------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|  |       | Male   | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes              | High climate concern   | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted                                       | 1022  | 493    | 523    | 372                 | 275              | 80               | 14             | 139                 | 228               | 373              | 74                     | 118                      | 94                   | 465                 | 343        | 103 | 17  |
| Weighted   | 1022  | 502    | 514    | 362                 | 274              | 81               | 14             | 141                 | 221               | 378              | 76                     | 117                      | 98                   | 463                 | 343        | 101 | 17  |
| I have seen them do a lot to address this        | 6%    | 6%     | 6%     | 6%                  | 5%               | 6%               | 0%             | 9%                  | 5%                | 6%               | 7%                     | 8%                       | 13%                  | 4%                  | 5%         | 12% | 7%  |
| I have seen them do a few things to address this | 26%   | 27%    | 25%    | 27%                 | 27%              | 35%              | 27%            | 19%                 | 33%               | 26%              | 34%                    | 19%                      | 24%                  | 30%                 | 25%        | 19% | 6%  |
| I have not seen them do anything to address this | 47%   | 49%    | 45%    | 48%                 | 48%              | 41%              | 54%            | 45%                 | 47%               | 45%              | 42%                    | 49%                      | 52%                  | 44%                 | 51%        | 47% | 12% |
| Don't Know                                       | 21%   | 18%    | 24%    | 19%                 | 21%              | 18%              | 19%            | 27%                 | 14%               | 23%              | 16%                    | 24%                      | 11%                  | 22%                 | 20%        | 22% | 75% |

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(38.A) What does the term ‘food security’ for the country mean to you? Please select all that apply.

|  | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|--|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|  |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted   | 1023  | 115   | 177   | 181   | 179   | 150   | 221 | 300          | 268 | 187 | 260 | 205               | 320     | 130        | 183        | 125     | 60         |
| Weighted   | 1023  | 142   | 175   | 174   | 174   | 143   | 215 | 275          | 264 | 223 | 253 | 220               | 317     | 131        | 178        | 118     | 59         |
| Food prices in the UK being affordable                             | 59%   | 63%   | 63%   | 60%   | 58%   | 55%   | 58% | 55%          | 60% | 69% | 56% | 58%               | 60%     | 65%        | 56%        | 60%     | 58%        |
| The UK being able to produce everything it consumes                | 57%   | 39%   | 52%   | 56%   | 58%   | 65%   | 65% | 59%          | 56% | 55% | 57% | 45%               | 61%     | 64%        | 56%        | 59%     | 50%        |
| Every citizen being able to afford nutritious food                 | 46%   | 47%   | 45%   | 43%   | 42%   | 48%   | 53% | 45%          | 50% | 45% | 46% | 46%               | 47%     | 48%        | 46%        | 48%     | 42%        |
| A reduced need for food banks                                      | 28%   | 25%   | 35%   | 29%   | 20%   | 28%   | 29% | 23%          | 30% | 29% | 29% | 22%               | 32%     | 33%        | 26%        | 27%     | 21%        |
| Food produced and sold in the UK being environmentally friendly    | 22%   | 16%   | 18%   | 21%   | 20%   | 26%   | 29% | 22%          | 21% | 24% | 21% | 14%               | 23%     | 21%        | 27%        | 25%     | 19%        |
| The UK selling more food to other countries than it buys from them | 17%   | 21%   | 16%   | 21%   | 15%   | 16%   | 16% | 18%          | 17% | 17% | 17% | 18%               | 21%     | 18%        | 15%        | 12%     | 16%        |
| Don't Know   | 10%   | 10%   | 10%   | 12%   | 10%   | 9%    | 9%  | 8%           | 9%  | 9%  | 14% | 8%                | 10%     | 8%         | 10%        | 13%     | 12%        |
| Other (please specify)   | 1%    | 0%    | 1%    | 0%    | 0%    | 1%    | 2%  | 1%           | 0%  | 1%  | 1%  | 2%                | 0%      | 0%         | 1%         | 2%      | 0%         |

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(38.B) What does the term ‘food security’ for the country mean to you? Please select all that apply.

|  | Total | Gender |        | 2019                |                  |                  |                | Voting Intention    |                   |     | Tory swing voter     | Climate change concern   |                      |                     |            |     |     |
|--|-------|--------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|----------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|  |       | Male   | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes | High climate concern | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted   | 1023  | 493    | 524    | 373                 | 275              | 80               | 14             | 139                 | 229               | 373 | 74                   | 118                      | 94                   | 466                 | 343        | 103 | 17  |
| Weighted   | 1023  | 502    | 515    | 363                 | 274              | 81               | 14             | 141                 | 222               | 378 | 76                   | 117                      | 98                   | 464                 | 343        | 101 | 17  |
| Food prices in the UK being affordable                             | 59%   | 55%    | 63%    | 61%                 | 59%              | 60%              | 55%            | 54%                 | 59%               | 62% | 62%                  | 64%                      | 50%                  | 63%                 | 59%        | 60% | 25% |
| The UK being able to produce everything it consumes                | 57%   | 60%    | 53%    | 64%                 | 52%              | 59%              | 63%            | 54%                 | 61%               | 54% | 57%                  | 63%                      | 67%                  | 57%                 | 56%        | 52% | 14% |
| Every citizen being able to afford nutritious food                 | 46%   | 40%    | 52%    | 46%                 | 50%              | 50%              | 33%            | 37%                 | 44%               | 50% | 50%                  | 48%                      | 40%                  | 52%                 | 44%        | 41% | 12% |
| A reduced need for food banks                                      | 28%   | 21%    | 34%    | 26%                 | 36%              | 23%              | 20%            | 20%                 | 22%               | 32% | 34%                  | 28%                      | 25%                  | 31%                 | 26%        | 25% | 14% |
| Food produced and sold in the UK being environmentally friendly    | 22%   | 19%    | 24%    | 21%                 | 24%              | 25%              | 19%            | 19%                 | 21%               | 23% | 30%                  | 20%                      | 26%                  | 24%                 | 20%        | 15% | 7%  |
| The UK selling more food to other countries than it buys from them | 17%   | 18%    | 17%    | 19%                 | 18%              | 14%              | 14%            | 13%                 | 18%               | 20% | 8%                   | 20%                      | 21%                  | 17%                 | 17%        | 16% | 7%  |
| Don't Know   | 10%   | 8%     | 12%    | 8%                  | 8%               | 6%               | 6%             | 14%                 | 9%                | 6%  | 7%                   | 7%                       | 5%                   | 8%                  | 10%        | 10% | 69% |
| Other (please specify)   | 1%    | 2%     | 0%     | 1%                  | 0%               | 1%               | 0%             | 1%                  | 2%                | 1%  | 0%                   | 2%                       | 0%                   | 1%                  | 0%         | 3%  | 0%  |

Note:

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(39.A) Have you noticed any differences in the availability of food in stores over the past year?

|   | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|---|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|   |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted                                    | 1023  | 115   | 177   | 181   | 179   | 150   | 221 | 300          | 268 | 187 | 260 | 205               | 320     | 130        | 183        | 125     | 60         |
| Weighted                                      | 1023  | 142   | 175   | 174   | 174   | 143   | 215 | 275          | 264 | 223 | 253 | 220               | 317     | 131        | 178        | 118     | 59         |
| Food availability has increased significantly | 5%    | 12%   | 6%    | 5%    | 3%    | 3%    | 2%  | 3%           | 5%  | 7%  | 5%  | 9%                | 3%      | 7%         | 3%         | 3%      | 4%         |
| Food availability has increased somewhat      | 5%    | 5%    | 8%    | 6%    | 5%    | 5%    | 2%  | 7%           | 5%  | 3%  | 6%  | 8%                | 6%      | 3%         | 3%         | 3%      | 5%         |
| No difference                                 | 23%   | 16%   | 31%   | 30%   | 22%   | 20%   | 21% | 19%          | 22% | 23% | 31% | 21%               | 26%     | 22%        | 22%        | 24%     | 24%        |
| Food availability has reduced somewhat        | 51%   | 46%   | 39%   | 40%   | 56%   | 59%   | 67% | 58%          | 55% | 48% | 43% | 47%               | 50%     | 51%        | 55%        | 57%     | 53%        |
| Food availability has reduced significantly   | 13%   | 14%   | 13%   | 16%   | 13%   | 12%   | 9%  | 13%          | 11% | 15% | 12% | 12%               | 13%     | 12%        | 16%        | 11%     | 8%         |
| Don't know                                    | 2%    | 6%    | 3%    | 3%    | 2%    | 1%    | 0%  | 1%           | 2%  | 4%  | 3%  | 4%                | 1%      | 5%         | 1%         | 2%      | 5%         |

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(39.B) Have you noticed any differences in the availability of food in stores over the past year?

|   | Total | Gender |        | 2019                |                  |                  |                | Voting Intention    |                   |     | Tory swing voter     | Climate change concern   |                      |                     |            |     |     |
|---|-------|--------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|----------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|   |       | Male   | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes | High climate concern | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted                                    | 1023  | 493    | 524    | 373                 | 275              | 80               | 14             | 139                 | 229               | 373 | 74                   | 118                      | 94                   | 466                 | 343        | 103 | 17  |
| Weighted                                      | 1023  | 502    | 515    | 363                 | 274              | 81               | 14             | 141                 | 222               | 378 | 76                   | 117                      | 98                   | 464                 | 343        | 101 | 17  |
| Food availability has increased significantly | 5%    | 6%     | 4%     | 6%                  | 5%               | 5%               | 12%            | 3%                  | 3%                | 8%  | 3%                   | 12%                      | 16%                  | 4%                  | 4%         | 4%  | 6%  |
| Food availability has increased somewhat      | 5%    | 6%     | 4%     | 5%                  | 5%               | 4%               | 6%             | 6%                  | 6%                | 4%  | 4%                   | 5%                       | 4%                   | 5%                  | 5%         | 6%  | 5%  |
| No difference                                 | 23%   | 24%    | 23%    | 25%                 | 26%              | 19%              | 20%            | 23%                 | 28%               | 21% | 20%                  | 21%                      | 21%                  | 23%                 | 22%        | 34% | 36% |
| Food availability has reduced somewhat        | 51%   | 50%    | 53%    | 53%                 | 45%              | 61%              | 62%            | 53%                 | 53%               | 49% | 56%                  | 49%                      | 44%                  | 55%                 | 55%        | 37% | 18% |
| Food availability has reduced significantly   | 13%   | 12%    | 13%    | 10%                 | 16%              | 10%              | 0%             | 12%                 | 10%               | 14% | 15%                  | 11%                      | 12%                  | 12%                 | 13%        | 13% | 11% |
| Don't know                                    | 2%    | 2%     | 3%     | 1%                  | 2%               | 2%               | 0%             | 3%                  | 0%                | 2%  | 3%                   | 2%                       | 3%                   | 2%                  | 1%         | 6%  | 24% |

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(40.A) What do you think is causing food shortages in the UK? Please select all that apply.

|  | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|--|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|  |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted                                 | 1023  | 115   | 177   | 181   | 179   | 150   | 221 | 300          | 268 | 187 | 260 | 205               | 320     | 130        | 183        | 125     | 60         |
| Weighted                                   | 1023  | 142   | 175   | 174   | 174   | 143   | 215 | 275          | 264 | 223 | 253 | 220               | 317     | 131        | 178        | 118     | 59         |
| Higher cost of energy                      | 60%   | 56%   | 47%   | 62%   | 65%   | 59%   | 67% | 61%          | 60% | 63% | 56% | 58%               | 61%     | 57%        | 59%        | 59%     | 66%        |
| War in Ukraine                             | 59%   | 52%   | 46%   | 56%   | 61%   | 62%   | 74% | 68%          | 60% | 58% | 51% | 48%               | 63%     | 63%        | 62%        | 65%     | 58%        |
| Supply chain issues (equipment, transport) | 52%   | 50%   | 47%   | 51%   | 48%   | 57%   | 59% | 56%          | 52% | 50% | 50% | 50%               | 53%     | 53%        | 50%        | 55%     | 56%        |
| Brexit                                     | 46%   | 52%   | 47%   | 50%   | 44%   | 42%   | 44% | 53%          | 46% | 44% | 40% | 45%               | 49%     | 48%        | 43%        | 48%     | 38%        |
| Poor decisions by Government               | 36%   | 52%   | 45%   | 35%   | 36%   | 26%   | 25% | 31%          | 35% | 39% | 38% | 38%               | 36%     | 35%        | 36%        | 33%     | 33%        |
| Bad weather                                | 33%   | 23%   | 24%   | 35%   | 33%   | 33%   | 44% | 41%          | 32% | 29% | 29% | 29%               | 35%     | 34%        | 32%        | 38%     | 24%        |
| Worker shortages                           | 32%   | 32%   | 28%   | 27%   | 26%   | 39%   | 38% | 37%          | 31% | 32% | 25% | 31%               | 32%     | 29%        | 30%        | 35%     | 33%        |
| Don't know                                 | 3%    | 3%    | 7%    | 2%    | 2%    | 4%    | 2%  | 3%           | 1%  | 4%  | 5%  | 3%                | 4%      | 1%         | 4%         | 5%      | 2%         |
| Climate change                             | 26%   | 33%   | 33%   | 29%   | 19%   | 18%   | 22% | 30%          | 24% | 24% | 23% | 28%               | 29%     | 21%        | 23%        | 19%     | 27%        |
| Other (please specify)                     | 1%    | 1%    | 1%    | 0%    | 0%    | 2%    | 3%  | 2%           | 1%  | 1%  | 1%  | 1%                | 0%      | 2%         | 2%         | 3%      | 0%         |

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(40.B) What do you think is causing food shortages in the UK? Please select all that apply.

|  | Total | Gender |        | 2019                |                  |                  |                | Voting Intention    |                   | Tory swing voter |                      | Climate change concern   |                      |                     |            |     |     |
|--|-------|--------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|------------------|----------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|  |       | Male   | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes              | High climate concern | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted                                 | 1023  | 493    | 524    | 373                 | 275              | 80               | 14             | 139                 | 229               | 373              | 74                   | 118                      | 94                   | 466                 | 343        | 103 | 17  |
| Weighted                                   | 1023  | 502    | 515    | 363                 | 274              | 81               | 14             | 141                 | 222               | 378              | 76                   | 117                      | 98                   | 464                 | 343        | 101 | 17  |
| Higher cost of energy                      | 60%   | 58%    | 62%    | 63%                 | 60%              | 63%              | 60%            | 56%                 | 65%               | 61%              | 64%                  | 61%                      | 62%                  | 60%                 | 63%        | 54% | 17% |
| War in Ukraine                             | 59%   | 60%    | 58%    | 68%                 | 49%              | 69%              | 67%            | 62%                 | 72%               | 56%              | 66%                  | 59%                      | 57%                  | 63%                 | 62%        | 40% | 28% |
| Supply chain issues (equipment, transport) | 52%   | 51%    | 53%    | 51%                 | 48%              | 66%              | 92%            | 55%                 | 52%               | 48%              | 56%                  | 48%                      | 44%                  | 53%                 | 56%        | 44% | 36% |
| Brexit                                     | 46%   | 44%    | 48%    | 31%                 | 59%              | 69%              | 21%            | 45%                 | 27%               | 57%              | 63%                  | 43%                      | 60%                  | 52%                 | 42%        | 22% | 25% |
| Poor decisions by Government               | 36%   | 33%    | 38%    | 19%                 | 50%              | 40%              | 36%            | 35%                 | 10%               | 47%              | 37%                  | 28%                      | 36%                  | 38%                 | 33%        | 38% | 5%  |
| Bad weather                                | 33%   | 33%    | 32%    | 39%                 | 26%              | 42%              | 30%            | 29%                 | 45%               | 29%              | 40%                  | 29%                      | 31%                  | 37%                 | 32%        | 21% | 18% |
| Worker shortages                           | 32%   | 28%    | 35%    | 37%                 | 27%              | 41%              | 13%            | 24%                 | 32%               | 29%              | 46%                  | 39%                      | 36%                  | 33%                 | 30%        | 25% | 17% |
| Don't know                                 | 3%    | 3%     | 3%     | 3%                  | 2%               | 0%               | 8%             | 5%                  | 1%                | 2%               | 1%                   | 5%                       | 1%                   | 2%                  | 2%         | 11% | 33% |
| Climate change                             | 26%   | 26%    | 25%    | 25%                 | 29%              | 27%              | 12%            | 17%                 | 26%               | 30%              | 32%                  | 24%                      | 48%                  | 35%                 | 14%        | 5%  | 0%  |
| Other (please specify)                     | 1%    | 2%     | 1%     | 2%                  | 1%               | 1%               | 0%             | 1%                  | 1%                | 1%               | 1%                   | 2%                       | 0%                   | 1%                  | 2%         | 3%  | 0%  |

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(41.A) Assuming cost and availability to not be a barrier, would you prefer to buy British produced food, or internationally produced food?

|                               | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|-------------------------------|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|                               |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted                    | 1023  | 115   | 177   | 181   | 179   | 150   | 221 | 300          | 268 | 187 | 260 | 205               | 320     | 130        | 183        | 125     | 60         |
| Weighted                      | 1023  | 142   | 175   | 174   | 174   | 143   | 215 | 275          | 264 | 223 | 253 | 220               | 317     | 131        | 178        | 118     | 59         |
| British produced food         | 63%   | 53%   | 47%   | 53%   | 61%   | 81%   | 82% | 68%          | 63% | 69% | 55% | 54%               | 67%     | 66%        | 65%        | 67%     | 61%        |
| Internationally produced food | 5%    | 10%   | 11%   | 3%    | 3%    | 1%    | 1%  | 5%           | 5%  | 7%  | 4%  | 9%                | 4%      | 4%         | 2%         | 6%      | 4%         |
| No preference                 | 29%   | 36%   | 37%   | 40%   | 32%   | 16%   | 16% | 27%          | 30% | 22% | 36% | 35%               | 27%     | 28%        | 30%        | 23%     | 31%        |
| I don't know                  | 2%    | 2%    | 5%    | 3%    | 3%    | 1%    | 1%  | 1%           | 2%  | 2%  | 4%  | 2%                | 2%      | 2%         | 3%         | 3%      | 5%         |

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(41.B) Assuming cost and availability to not be a barrier, would you prefer to buy British produced food, or internationally produced food?

|                               | Total | Gender |        | 2019                |                  |                  |                | Voting Intention    |                   | Tory swing voter | Climate change concern |                          |                      |                     |            |     |     |
|-------------------------------|-------|--------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|------------------|------------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|                               |       | Male   | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes              | High climate concern   | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted                    | 1023  | 493    | 524    | 373                 | 275              | 80               | 14             | 139                 | 229               | 373              | 74                     | 118                      | 94                   | 466                 | 343        | 103 | 17  |
| Weighted                      | 1023  | 502    | 515    | 363                 | 274              | 81               | 14             | 141                 | 222               | 378              | 76                     | 117                      | 98                   | 464                 | 343        | 101 | 17  |
| British produced food         | 63%   | 63%    | 64%    | 77%                 | 62%              | 60%              | 67%            | 49%                 | 76%               | 61%              | 61%                    | 77%                      | 62%                  | 66%                 | 66%        | 53% | 30% |
| Internationally produced food | 5%    | 5%     | 5%     | 3%                  | 5%               | 8%               | 0%             | 5%                  | 3%                | 7%               | 4%                     | 6%                       | 10%                  | 6%                  | 3%         | 5%  | 0%  |
| No preference                 | 29%   | 30%    | 28%    | 18%                 | 30%              | 33%              | 28%            | 45%                 | 19%               | 31%              | 33%                    | 16%                      | 25%                  | 27%                 | 30%        | 37% | 36% |
| I don't know                  | 2%    | 2%     | 3%     | 2%                  | 3%               | 0%               | 5%             | 2%                  | 2%                | 2%               | 1%                     | 1%                       | 2%                   | 1%                  | 2%         | 5%  | 33% |

Note:

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(42.A) You said that if cost and availability were not a barrier, you would generally prefer to buy British produced food over internationally produced food. Why is that? Select all that apply

|   | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|---|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|   |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted                                    | 653   | 60    | 86    | 95    | 109   | 122   | 181 | 205          | 170 | 130 | 145 | 111               | 215     | 86         | 119        | 85      | 37         |
| Weighted                                      | 649   | 75    | 83    | 92    | 107   | 116   | 176 | 187          | 166 | 153 | 140 | 120               | 213     | 87         | 115        | 79      | 36         |
| I want to support British farmers             | 81%   | 60%   | 74%   | 81%   | 86%   | 82%   | 87% | 82%          | 83% | 73% | 84% | 72%               | 78%     | 80%        | 88%        | 89%     | 80%        |
| It is more environmentally friendly           | 51%   | 59%   | 47%   | 53%   | 46%   | 51%   | 53% | 55%          | 56% | 47% | 46% | 51%               | 50%     | 53%        | 53%        | 57%     | 40%        |
| I trust food safety regulation more           | 50%   | 50%   | 43%   | 46%   | 45%   | 60%   | 51% | 46%          | 49% | 55% | 50% | 40%               | 48%     | 56%        | 50%        | 57%     | 59%        |
| I find the products of better quality/fresher | 48%   | 49%   | 53%   | 41%   | 40%   | 56%   | 49% | 41%          | 51% | 56% | 47% | 46%               | 44%     | 55%        | 47%        | 55%     | 53%        |
| Don't know                                    | 1%    | 0%    | 1%    | 2%    | 0%    | 1%    | 1%  | 1%           | 0%  | 0%  | 1%  | 1%                | 1%      | 0%         | 1%         | 0%      | 0%         |
| Other (please specify)                        | 1%    | 0%    | 0%    | 0%    | 0%    | 1%    | 3%  | 2%           | 1%  | 0%  | 0%  | 0%                | 2%      | 0%         | 0%         | 2%      | 0%         |

Note:

BASE: Respondents who would prefer to buy British produced food

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(42.B) You said that if cost and availability were not a barrier, you would generally prefer to buy British produced food over internationally produced food. Why is that? Select all that apply

|   | Total | Gender |        | 2019                |                  |                  |                | Voting Intention    |                   | Tory swing voter | Climate change concern |                          |                      |                     |            |     |      |
|---|-------|--------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|------------------|------------------------|--------------------------|----------------------|---------------------|------------|-----|------|
|   |       | Male   | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes              | High climate concern   | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |      |
| Unweighted                                    | 653   | 313    | 336    | 287                 | 169              | 48               | 9              | 69                  | 174               | 228              | 45                     | 92                       | 59                   | 306                 | 228        | 55  | 5    |
| Weighted                                      | 649   | 316    | 329    | 278                 | 169              | 48               | 10             | 69                  | 168               | 230              | 46                     | 90                       | 61                   | 305                 | 225        | 53  | 5    |
| I want to support British farmers             | 81%   | 77%    | 84%    | 81%                 | 77%              | 83%              | 71%            | 84%                 | 83%               | 77%              | 79%                    | 78%                      | 59%                  | 83%                 | 83%        | 78% | 100% |
| It is more environmentally friendly           | 51%   | 52%    | 51%    | 50%                 | 54%              | 56%              | 9%             | 47%                 | 43%               | 58%              | 51%                    | 58%                      | 59%                  | 64%                 | 40%        | 23% | 21%  |
| I trust food safety regulation more           | 50%   | 51%    | 49%    | 53%                 | 41%              | 51%              | 71%            | 53%                 | 53%               | 42%              | 62%                    | 50%                      | 46%                  | 48%                 | 52%        | 50% | 55%  |
| I find the products of better quality/fresher | 48%   | 47%    | 49%    | 53%                 | 42%              | 48%              | 48%            | 44%                 | 51%               | 45%              | 43%                    | 56%                      | 38%                  | 46%                 | 53%        | 52% | 38%  |
| Don't know                                    | 1%    | 1%     | 0%     | 1%                  | 1%               | 0%               | 0%             | 0%                  | 1%                | 1%               | 0%                     | 1%                       | 1%                   | 0%                  | 1%         | 3%  | 0%   |
| Other (please specify)                        | 1%    | 1%     | 1%     | 1%                  | 1%               | 2%               | 0%             | 1%                  | 2%                | 0%               | 2%                     | 0%                       | 0%                   | 1%                  | 0%         | 2%  | 0%   |

*Note:*

BASE: Respondents who would prefer to buy British produced food

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(43.A) Now imagine you were buying some vegetables and had the choice between the two following. Which would you go for?

|  | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|--|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|  |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted                                       | 184   | 30    | 21    | 28    | 32    | 28    | 45  | 62           | 45  | 33  | 43  | 35                | 55      | 28         | 35         | 22      | 9          |
| Weighted   | 185   | 36    | 22    | 26    | 31    | 26    | 44  | 58           | 47  | 39  | 41  | 37                | 55      | 29         | 34         | 21      | 9          |
| Imported, costing you £1.50 for a pack           | 7%    | 10%   | 10%   | 14%   | 6%    | 0%    | 3%  | 6%           | 4%  | 7%  | 12% | 8%                | 14%     | 0%         | 0%         | 9%      | 0%         |
| Produced in the UK, costing you £1.50 for a pack | 84%   | 73%   | 71%   | 82%   | 86%   | 97%   | 93% | 91%          | 83% | 88% | 72% | 84%               | 76%     | 100%       | 86%        | 77%     | 90%        |
| Don't Know                                       | 9%    | 16%   | 19%   | 4%    | 9%    | 3%    | 5%  | 3%           | 13% | 6%  | 16% | 8%                | 9%      | 0%         | 14%        | 14%     | 10%        |

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(43.B) Now imagine you were buying some vegetables and had the choice between the two following. Which would you go for?

|  | Total | Gender |        | 2019                |                  |                  |                | Voting Intention    |                   |     | Tory swing voter     | Climate change concern   |                      |                     |            |     |     |
|--|-------|--------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|----------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|  |       | Male   | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes | High climate concern | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted                                       | 184   | 92     | 90     | 59                  | 44               | 21               | 1              | 23                  | 35                | 63  | 20                   | 18                       | 27                   | 76                  | 60         | 16  | 5   |
| Weighted   | 185   | 96     | 88     | 57                  | 42               | 22               | 1              | 23                  | 34                | 64  | 21                   | 17                       | 27                   | 77                  | 62         | 15  | 5   |
| Imported, costing you £1.50 for a pack           | 7%    | 6%     | 8%     | 5%                  | 6%               | 5%               | 0%             | 5%                  | 5%                | 3%  | 15%                  | 7%                       | 9%                   | 9%                  | 4%         | 6%  | 0%  |
| Produced in the UK, costing you £1.50 for a pack | 84%   | 83%    | 85%    | 95%                 | 82%              | 91%              | 100%           | 83%                 | 95%               | 85% | 81%                  | 93%                      | 84%                  | 83%                 | 89%        | 87% | 20% |
| Don't Know                                       | 9%    | 10%    | 8%     | 0%                  | 12%              | 4%               | 0%             | 12%                 | 0%                | 13% | 4%                   | 0%                       | 8%                   | 8%                  | 6%         | 7%  | 80% |

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(44.A) Now imagine you were buying some vegetables and had the choice between the two following. Which would you go for?

|  | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|--|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|  |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted                                       | 259   | 25    | 54    | 47    | 46    | 35    | 52  | 66           | 73  | 42  | 75  | 49                | 85      | 30         | 50         | 31      | 14         |
| Weighted   | 259   | 34    | 53    | 46    | 44    | 33    | 49  | 59           | 71  | 53  | 73  | 52                | 85      | 31         | 48         | 30      | 13         |
| Imported, costing you £1.50 for a pack           | 48%   | 58%   | 52%   | 40%   | 46%   | 56%   | 41% | 40%          | 57% | 44% | 48% | 57%               | 53%     | 33%        | 46%        | 48%     | 26%        |
| Produced in the UK, costing you £1.75 for a pack | 40%   | 38%   | 33%   | 57%   | 30%   | 31%   | 50% | 46%          | 35% | 43% | 40% | 34%               | 27%     | 64%        | 45%        | 45%     | 67%        |
| Don't Know                                       | 11%   | 4%    | 15%   | 2%    | 24%   | 13%   | 9%  | 14%          | 7%  | 13% | 11% | 9%                | 20%     | 3%         | 9%         | 6%      | 7%         |

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(44.B) Now imagine you were buying some vegetables and had the choice between the two following. Which would you go for?

|  | Total | Gender |        | 2019                |                  |                  |                | Voting Intention    |                   |     | Tory swing voter     | Climate change concern   |                      |                     |            |     |     |
|--|-------|--------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|----------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|  |       | Male   | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes | High climate concern | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted                                       | 259   | 129    | 129    | 96                  | 66               | 19               | 7              | 40                  | 56                | 89  | 17                   | 33                       | 18                   | 118                 | 96         | 24  | 3   |
| Weighted   | 259   | 132    | 126    | 93                  | 65               | 19               | 7              | 42                  | 51                | 91  | 17                   | 34                       | 20                   | 119                 | 94         | 23  | 3   |
| Imported, costing you £1.50 for a pack           | 48%   | 48%    | 47%    | 43%                 | 48%              | 43%              | 45%            | 55%                 | 54%               | 52% | 39%                  | 38%                      | 56%                  | 46%                 | 48%        | 53% | 34% |
| Produced in the UK, costing you £1.75 for a pack | 40%   | 40%    | 41%    | 46%                 | 37%              | 44%              | 55%            | 36%                 | 38%               | 36% | 41%                  | 44%                      | 35%                  | 42%                 | 39%        | 44% | 32% |
| Don't Know                                       | 11%   | 11%    | 12%    | 11%                 | 16%              | 14%              | 0%             | 9%                  | 8%                | 12% | 20%                  | 18%                      | 9%                   | 12%                 | 13%        | 4%  | 34% |

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(45.A) Now imagine you were buying some vegetables and had the choice between the two following. Which would you go for?

|   | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|---|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|   |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted                                    | 205   | 22    | 35    | 40    | 33    | 27    | 48  | 61           | 54  | 41  | 49  | 42                | 65      | 23         | 38         | 27      | 10         |
| Weighted                                      | 202   | 24    | 36    | 38    | 32    | 26    | 46  | 57           | 49  | 48  | 47  | 43                | 64      | 23         | 37         | 25      | 10         |
| Imported, costing you £1.50 for a pack        | 51%   | 60%   | 55%   | 67%   | 53%   | 52%   | 31% | 45%          | 54% | 55% | 53% | 54%               | 57%     | 34%        | 55%        | 38%     | 61%        |
| Produced in the UK, costing you £2 for a pack | 37%   | 29%   | 42%   | 22%   | 24%   | 42%   | 57% | 39%          | 39% | 35% | 34% | 41%               | 38%     | 50%        | 31%        | 35%     | 16%        |
| Don't Know                                    | 11%   | 12%   | 3%    | 12%   | 24%   | 7%    | 12% | 16%          | 8%  | 9%  | 12% | 5%                | 5%      | 16%        | 14%        | 27%     | 24%        |

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(45.B) Now imagine you were buying some vegetables and had the choice between the two following. Which would you go for?

|   | Total | Gender |        | 2019                |                  |                  |                | Voting Intention    |                   |     | Tory swing voter     | Climate change concern   |                      |                     |            |     |      |
|---|-------|--------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|----------------------|--------------------------|----------------------|---------------------|------------|-----|------|
|   |       | Male   | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes | High climate concern | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |      |
| Unweighted                                    | 205   | 83     | 120    | 72                  | 62               | 9                | 2              | 31                  | 44                | 78  | 10                   | 20                       | 14                   | 101                 | 68         | 21  | 1    |
| Weighted                                      | 202   | 82     | 117    | 67                  | 62               | 10               | 2              | 31                  | 42                | 78  | 11                   | 19                       | 14                   | 99                  | 67         | 20  | 1    |
| Imported, costing you £1.50 for a pack        | 51%   | 42%    | 57%    | 47%                 | 57%              | 33%              | 0%             | 59%                 | 43%               | 54% | 52%                  | 32%                      | 40%                  | 50%                 | 52%        | 63% | 100% |
| Produced in the UK, costing you £2 for a pack | 37%   | 45%    | 32%    | 44%                 | 33%              | 67%              | 100%           | 31%                 | 48%               | 38% | 48%                  | 54%                      | 41%                  | 42%                 | 34%        | 26% | 0%   |
| Don't Know                                    | 11%   | 13%    | 11%    | 9%                  | 10%              | 0%               | 0%             | 9%                  | 9%                | 8%  | 0%                   | 14%                      | 19%                  | 8%                  | 15%        | 12% | 0%   |

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(46.A) Now imagine you were buying some vegetables and had the choice between the two following. Which would you go for?

|  | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|--|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|  |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted                                       | 188   | 20    | 32    | 37    | 29    | 36    | 34  | 49           | 47  | 38  | 53  | 43                | 55      | 22         | 33         | 21      | 14         |
| Weighted   | 192   | 25    | 30    | 37    | 29    | 36    | 34  | 45           | 47  | 46  | 54  | 49                | 54      | 22         | 32         | 20      | 15         |
| Imported, costing you £1.50 for a pack           | 64%   | 70%   | 67%   | 64%   | 67%   | 55%   | 62% | 62%          | 69% | 63% | 61% | 63%               | 64%     | 63%        | 70%        | 66%     | 50%        |
| Produced in the UK, costing you £2.50 for a pack | 23%   | 30%   | 23%   | 21%   | 15%   | 26%   | 23% | 29%          | 18% | 19% | 24% | 25%               | 24%     | 27%        | 23%        | 14%     | 16%        |
| Don't Know                                       | 14%   | 0%    | 10%   | 15%   | 19%   | 19%   | 15% | 8%           | 13% | 18% | 15% | 12%               | 13%     | 10%        | 7%         | 20%     | 34%        |

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(46.B) Now imagine you were buying some vegetables and had the choice between the two following. Which would you go for?

|  | Total | Gender |        | 2019                |                  |                  |                | Voting Intention    |                   |     | Tory swing voter     | Climate change concern   |                      |                     |            |     |      |
|--|-------|--------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|----------------------|--------------------------|----------------------|---------------------|------------|-----|------|
|  |       | Male   | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes | High climate concern | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |      |
| Unweighted                                       | 188   | 91     | 96     | 69                  | 53               | 15               | 2              | 21                  | 46                | 71  | 12                   | 22                       | 19                   | 82                  | 65         | 18  | 4    |
| Weighted   | 192   | 94     | 97     | 71                  | 53               | 15               | 3              | 21                  | 48                | 73  | 12                   | 22                       | 19                   | 83                  | 67         | 18  | 4    |
| Imported, costing you £1.50 for a pack           | 64%   | 66%    | 62%    | 51%                 | 69%              | 94%              | 38%            | 86%                 | 53%               | 69% | 92%                  | 55%                      | 73%                  | 54%                 | 76%        | 68% | 0%   |
| Produced in the UK, costing you £2.50 for a pack | 23%   | 20%    | 25%    | 35%                 | 16%              | 0%               | 62%            | 8%                  | 29%               | 18% | 0%                   | 35%                      | 27%                  | 26%                 | 18%        | 27% | 0%   |
| Don't Know                                       | 14%   | 15%    | 13%    | 14%                 | 15%              | 6%               | 0%             | 6%                  | 18%               | 13% | 8%                   | 9%                       | 0%                   | 20%                 | 6%         | 5%  | 100% |

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(47.A) Now imagine you were buying some vegetables and had the choice between the two following. Which would you go for?

|   | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|---|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|   |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted                                    | 203   | 18    | 35    | 33    | 43    | 28    | 46  | 62           | 57  | 37  | 44  | 36                | 68      | 27         | 31         | 28      | 13         |
| Weighted                                      | 200   | 22    | 35    | 31    | 42    | 26    | 44  | 56           | 57  | 42  | 41  | 39                | 67      | 25         | 31         | 26      | 13         |
| Imported, costing you £1.50 for a pack        | 67%   | 81%   | 53%   | 76%   | 81%   | 51%   | 63% | 67%          | 70% | 63% | 67% | 67%               | 67%     | 76%        | 80%        | 54%     | 48%        |
| Produced in the UK, costing you £3 for a pack | 18%   | 8%    | 25%   | 17%   | 9%    | 31%   | 19% | 15%          | 19% | 20% | 18% | 16%               | 15%     | 14%        | 13%        | 27%     | 44%        |
| Don't Know                                    | 15%   | 12%   | 22%   | 7%    | 10%   | 17%   | 18% | 17%          | 11% | 17% | 14% | 17%               | 18%     | 10%        | 6%         | 19%     | 8%         |

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(47.B) Now imagine you were buying some vegetables and had the choice between the two following. Which would you go for?

|   | Total | Gender |        | 2019                |                  |                  |                | Voting Intention    |                   |     | Tory swing voter     | Climate change concern   |                      |                     |            |     |     |
|---|-------|--------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|----------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|   |       | Male   | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes | High climate concern | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted                                    | 203   | 98     | 105    | 81                  | 54               | 20               | 2              | 28                  | 52                | 80  | 15                   | 25                       | 16                   | 93                  | 66         | 24  | 4   |
| Weighted                                      | 200   | 98     | 102    | 79                  | 55               | 19               | 2              | 27                  | 50                | 80  | 15                   | 25                       | 18                   | 90                  | 64         | 23  | 4   |
| Imported, costing you £1.50 for a pack        | 67%   | 67%    | 68%    | 71%                 | 59%              | 77%              | 100%           | 72%                 | 67%               | 69% | 68%                  | 74%                      | 53%                  | 68%                 | 70%        | 67% | 76% |
| Produced in the UK, costing you £3 for a pack | 18%   | 16%    | 20%    | 20%                 | 17%              | 9%               | 0%             | 21%                 | 26%               | 16% | 26%                  | 18%                      | 32%                  | 12%                 | 23%        | 19% | 0%  |
| Don't Know                                    | 15%   | 17%    | 12%    | 10%                 | 24%              | 14%              | 0%             | 7%                  | 7%                | 15% | 6%                   | 8%                       | 15%                  | 20%                 | 7%         | 14% | 24% |

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(48.A) Now imagine you were buying some chicken and had the choice between two of the following. Which would you go for?

|   | Total | Age   |       |       |       |       |      | Social Grade |     |     |     | Area              |         |            |            |         |            |
|---|-------|-------|-------|-------|-------|-------|------|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|   |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted                                  | 171   | 19    | 27    | 33    | 29    | 24    | 39   | 49           | 45  | 34  | 43  | 31                | 49      | 20         | 31         | 31      | 9          |
| Weighted                                    | 175   | 26    | 27    | 32    | 29    | 23    | 38   | 45           | 46  | 43  | 42  | 34                | 49      | 22         | 31         | 30      | 9          |
| Imported, costing you £3 for 500g           | 7%    | 15%   | 22%   | 3%    | 6%    | 0%    | 0%   | 4%           | 10% | 7%  | 7%  | 9%                | 2%      | 8%         | 3%         | 19%     | 0%         |
| Produced in the UK, costing you £3 for 500g | 86%   | 65%   | 75%   | 94%   | 82%   | 96%   | 100% | 93%          | 84% | 85% | 83% | 81%               | 92%     | 92%        | 94%        | 78%     | 63%        |
| Don't Know                                  | 7%    | 20%   | 3%    | 3%    | 11%   | 4%    | 0%   | 3%           | 6%  | 8%  | 10% | 10%               | 5%      | 0%         | 3%         | 4%      | 37%        |

*Note:*

BASE: Question randomly assigned to respondents who eat meat

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(48.B) Now imagine you were buying some chicken and had the choice between two of the following. Which would you go for?

|   | Total | Gender |        | 2019                |                  |                  |                | Voting Intention    |                   |     | Tory swing voter     | Climate change concern   |                      |                     |            |     |      |
|---|-------|--------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|----------------------|--------------------------|----------------------|---------------------|------------|-----|------|
|   |       | Male   | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes | High climate concern | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |      |
| Unweighted                                  | 171   | 89     | 80     | 75                  | 33               | 13               | 2              | 25                  | 44                | 53  | 9                    | 18                       | 16                   | 67                  | 67         | 20  | 1    |
| Weighted                                    | 175   | 94     | 78     | 74                  | 33               | 14               | 2              | 26                  | 41                | 58  | 9                    | 20                       | 19                   | 69                  | 66         | 19  | 1    |
| Imported, costing you £3 for 500g           | 7%    | 9%     | 5%     | 5%                  | 13%              | 0%               | 0%             | 16%                 | 0%                | 13% | 32%                  | 16%                      | 5%                   | 13%                 | 2%         | 5%  | 0%   |
| Produced in the UK, costing you £3 for 500g | 86%   | 81%    | 93%    | 95%                 | 78%              | 100%             | 100%           | 80%                 | 100%              | 83% | 68%                  | 84%                      | 83%                  | 82%                 | 95%        | 78% | 100% |
| Don't Know                                  | 7%    | 10%    | 3%     | 0%                  | 9%               | 0%               | 0%             | 4%                  | 0%                | 4%  | 0%                   | 0%                       | 12%                  | 5%                  | 3%         | 17% | 0%   |

*Note:*

BASE: Question randomly assigned to respondents who eat meat

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(49.A) Now imagine you were buying some chicken and had the choice between two of the following. Which would you go for?

|  | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|--|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|  |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted                                     | 186   | 20    | 38    | 28    | 34    | 24    | 42  | 59           | 38  | 29  | 56  | 26                | 65      | 21         | 42         | 22      | 10         |
| Weighted                                       | 181   | 23    | 36    | 27    | 33    | 22    | 41  | 52           | 35  | 34  | 55  | 28                | 63      | 20         | 39         | 21      | 10         |
| Imported, costing you £3 for 500g              | 36%   | 41%   | 30%   | 51%   | 47%   | 38%   | 17% | 40%          | 36% | 32% | 34% | 43%               | 36%     | 46%        | 31%        | 24%     | 35%        |
| Produced in the UK, costing you £3.50 for 500g | 56%   | 55%   | 60%   | 46%   | 40%   | 48%   | 78% | 58%          | 62% | 51% | 56% | 39%               | 58%     | 49%        | 64%        | 65%     | 65%        |
| Don't Know                                     | 8%    | 4%    | 9%    | 4%    | 13%   | 13%   | 5%  | 2%           | 2%  | 17% | 10% | 18%               | 6%      | 5%         | 5%         | 11%     | 0%         |

*Note:*

BASE: Question randomly assigned to respondents who eat meat

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(49.B) Now imagine you were buying some chicken and had the choice between two of the following. Which would you go for?

|  | Gender |      |        | 2019                |                  |                  |                | Voting Intention    |                   |     | Tory swing voter     | Climate change concern   |                      |                     |            |     |     |
|--|--------|------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|----------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|  | Total  | Male | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes | High climate concern | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted                                     | 186    | 85   | 100    | 67                  | 36               | 15               | 5              | 33                  | 45                | 53  | 12                   | 22                       | 18                   | 76                  | 62         | 23  | 7   |
| Weighted                                       | 181    | 83   | 97     | 64                  | 33               | 14               | 5              | 33                  | 43                | 52  | 12                   | 22                       | 19                   | 73                  | 60         | 22  | 7   |
| Imported, costing you £3 for 500g              | 36%    | 34%  | 37%    | 36%                 | 41%              | 41%              | 20%            | 43%                 | 31%               | 42% | 41%                  | 36%                      | 35%                  | 36%                 | 35%        | 39% | 38% |
| Produced in the UK, costing you £3.50 for 500g | 56%    | 55%  | 58%    | 58%                 | 49%              | 59%              | 80%            | 48%                 | 67%               | 50% | 51%                  | 50%                      | 65%                  | 59%                 | 54%        | 51% | 48% |
| Don't Know                                     | 8%     | 11%  | 5%     | 6%                  | 10%              | 0%               | 0%             | 9%                  | 2%                | 8%  | 8%                   | 14%                      | 0%                   | 6%                  | 11%        | 10% | 14% |

*Note:*

BASE: Question randomly assigned to respondents who eat meat

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(50.A) Now imagine you were buying some chicken and had the choice between two of the following. Which would you go for?

|   | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|---|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|   |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted                                  | 186   | 10    | 25    | 41    | 34    | 35    | 41  | 60           | 49  | 42  | 35  | 32                | 66      | 20         | 29         | 27      | 12         |
| Weighted                                    | 183   | 13    | 24    | 40    | 32    | 34    | 41  | 55           | 48  | 48  | 32  | 33                | 65      | 19         | 29         | 26      | 11         |
| Imported, costing you £3 for 500g           | 48%   | 39%   | 41%   | 66%   | 57%   | 36%   | 39% | 48%          | 51% | 50% | 41% | 57%               | 53%     | 49%        | 46%        | 30%     | 33%        |
| Produced in the UK, costing you £4 for 500g | 43%   | 50%   | 39%   | 31%   | 32%   | 58%   | 53% | 41%          | 43% | 41% | 50% | 30%               | 37%     | 51%        | 50%        | 58%     | 58%        |
| Don't Know                                  | 9%    | 11%   | 20%   | 3%    | 11%   | 6%    | 8%  | 11%          | 6%  | 9%  | 9%  | 13%               | 10%     | 0%         | 5%         | 11%     | 8%         |

*Note:*

BASE: Question randomly assigned to respondents who eat meat

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(50.B) Now imagine you were buying some chicken and had the choice between two of the following. Which would you go for?

|   | Total | Gender |        | 2019                |                  |                  |                | Voting Intention    |                   |     | Tory swing voter     | Climate change concern   |                      |                     |            |     |      |
|---|-------|--------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|----------------------|--------------------------|----------------------|---------------------|------------|-----|------|
|   |       | Male   | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes | High climate concern | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |      |
| Unweighted                                  | 186   | 93     | 92     | 67                  | 54               | 20               | 3              | 21                  | 37                | 81  | 18                   | 23                       | 21                   | 95                  | 56         | 12  | 2    |
| Weighted                                    | 183   | 93     | 90     | 65                  | 53               | 19               | 3              | 22                  | 36                | 80  | 18                   | 21                       | 22                   | 92                  | 55         | 13  | 2    |
| Imported, costing you £3 for 500g           | 48%   | 54%    | 41%    | 49%                 | 48%              | 51%              | 71%            | 48%                 | 42%               | 54% | 39%                  | 55%                      | 62%                  | 41%                 | 52%        | 65% | 0%   |
| Produced in the UK, costing you £4 for 500g | 43%   | 38%    | 50%    | 48%                 | 38%              | 45%              | 29%            | 44%                 | 55%               | 36% | 57%                  | 41%                      | 34%                  | 49%                 | 43%        | 29% | 0%   |
| Don't Know                                  | 9%    | 9%     | 9%     | 3%                  | 14%              | 5%               | 0%             | 8%                  | 3%                | 10% | 5%                   | 4%                       | 4%                   | 10%                 | 5%         | 7%  | 100% |

Note:

BASE: Question randomly assigned to respondents who eat meat

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(51.A) Now imagine you were buying some chicken and had the choice between two of the following. Which would you go for?

|   | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|---|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|   |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted                                  | 203   | 24    | 33    | 37    | 30    | 27    | 52  | 52           | 56  | 34  | 58  | 44                | 66      | 29         | 32         | 19      | 13         |
| Weighted                                    | 204   | 32    | 33    | 36    | 28    | 26    | 50  | 49           | 57  | 40  | 56  | 49                | 66      | 28         | 31         | 17      | 13         |
| Imported, costing you £3 for 500g           | 61%   | 53%   | 76%   | 69%   | 66%   | 59%   | 51% | 59%          | 60% | 56% | 70% | 69%               | 69%     | 52%        | 47%        | 59%     | 56%        |
| Produced in the UK, costing you £5 for 500g | 30%   | 44%   | 20%   | 25%   | 13%   | 33%   | 38% | 28%          | 31% | 35% | 25% | 22%               | 27%     | 36%        | 39%        | 22%     | 44%        |
| Don't Know                                  | 9%    | 3%    | 5%    | 5%    | 21%   | 8%    | 11% | 13%          | 8%  | 9%  | 5%  | 8%                | 5%      | 12%        | 14%        | 19%     | 0%         |

*Note:*

BASE: Question randomly assigned to respondents who eat meat

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(51.B) Now imagine you were buying some chicken and had the choice between two of the following. Which would you go for?

|   | Total | Gender |        | 2019                |                  |                  |                | Voting Intention    |                   |     | Tory swing voter     | Climate change concern   |                      |                     |            |     |     |
|---|-------|--------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|----------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|   |       | Male   | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes | High climate concern | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted                                  | 203   | 95     | 107    | 70                  | 66               | 12               | 3              | 28                  | 48                | 76  | 10                   | 21                       | 10                   | 101                 | 72         | 16  | 4   |
| Weighted                                    | 204   | 98     | 105    | 67                  | 67               | 12               | 3              | 29                  | 47                | 77  | 9                    | 21                       | 10                   | 100                 | 74         | 15  | 4   |
| Imported, costing you £3 for 500g           | 61%   | 64%    | 58%    | 53%                 | 70%              | 57%              | 47%            | 68%                 | 53%               | 67% | 39%                  | 56%                      | 73%                  | 56%                 | 64%        | 77% | 52% |
| Produced in the UK, costing you £5 for 500g | 30%   | 27%    | 32%    | 37%                 | 23%              | 35%              | 53%            | 18%                 | 37%               | 27% | 51%                  | 34%                      | 10%                  | 35%                 | 28%        | 14% | 26% |
| Don't Know                                  | 9%    | 9%     | 9%     | 10%                 | 7%               | 8%               | 0%             | 14%                 | 10%               | 6%  | 9%                   | 10%                      | 17%                  | 9%                  | 7%         | 8%  | 23% |

*Note:*

BASE: Question randomly assigned to respondents who eat meat

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(52.A) Now imagine you were buying some chicken and had the choice between two of the following. Which would you go for?

|   | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|---|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|   |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted                                  | 209   | 22    | 33    | 28    | 44    | 38    | 44  | 54           | 63  | 38  | 54  | 45                | 61      | 28         | 41         | 22      | 12         |
| Weighted                                    | 210   | 28    | 33    | 26    | 43    | 37    | 42  | 50           | 62  | 45  | 54  | 47                | 61      | 29         | 40         | 21      | 12         |
| Imported, costing you £3 for 500g           | 68%   | 65%   | 73%   | 61%   | 87%   | 66%   | 54% | 62%          | 70% | 68% | 73% | 65%               | 70%     | 66%        | 81%        | 59%     | 49%        |
| Produced in the UK, costing you £6 for 500g | 22%   | 31%   | 15%   | 32%   | 5%    | 19%   | 34% | 27%          | 20% | 21% | 19% | 31%               | 19%     | 16%        | 10%        | 32%     | 35%        |
| Don't Know                                  | 10%   | 3%    | 12%   | 7%    | 7%    | 15%   | 13% | 11%          | 10% | 11% | 8%  | 4%                | 11%     | 18%        | 10%        | 9%      | 15%        |

*Note:*

BASE: Question randomly assigned to respondents who eat meat

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(52.B) Now imagine you were buying some chicken and had the choice between two of the following. Which would you go for?

|   | Total | Gender |        | 2019                |                  |                  |                | Voting Intention    |                   |     | Tory swing voter     | Climate change concern   |                      |                     |            |     |      |
|---|-------|--------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|----------------------|--------------------------|----------------------|---------------------|------------|-----|------|
|   |       | Male   | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes | High climate concern | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |      |
| Unweighted                                  | 209   | 99     | 110    | 79                  | 59               | 15               | 1              | 25                  | 45                | 81  | 14                   | 29                       | 11                   | 95                  | 75         | 26  | 2    |
| Weighted                                    | 210   | 102    | 108    | 78                  | 59               | 16               | 1              | 24                  | 44                | 82  | 15                   | 28                       | 10                   | 98                  | 75         | 25  | 2    |
| Imported, costing you £3 for 500g           | 68%   | 68%    | 68%    | 62%                 | 69%              | 95%              | 100%           | 81%                 | 65%               | 72% | 89%                  | 59%                      | 47%                  | 69%                 | 73%        | 64% | 0%   |
| Produced in the UK, costing you £6 for 500g | 22%   | 22%    | 21%    | 24%                 | 24%              | 0%               | 0%             | 19%                 | 26%               | 19% | 5%                   | 19%                      | 53%                  | 21%                 | 18%        | 26% | 0%   |
| Don't Know                                  | 10%   | 9%     | 10%    | 14%                 | 8%               | 5%               | 0%             | 0%                  | 9%                | 8%  | 5%                   | 22%                      | 0%                   | 9%                  | 10%        | 10% | 100% |

Note:

BASE: Question randomly assigned to respondents who eat meat

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(53.A) What barriers, if any, prevent you from buying more food produced in the UK? Please select all that apply

|   | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|---|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|   |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted  | 1023  | 115   | 177   | 181   | 179   | 150   | 221 | 300          | 268 | 187 | 260 | 205               | 320     | 130        | 183        | 125     | 60         |
| Weighted  | 1023  | 142   | 175   | 174   | 174   | 143   | 215 | 275          | 264 | 223 | 253 | 220               | 317     | 131        | 178        | 118     | 59         |
| It's too expensive                                      | 58%   | 64%   | 61%   | 59%   | 62%   | 57%   | 46% | 53%          | 60% | 55% | 62% | 59%               | 58%     | 60%        | 57%        | 54%     | 53%        |
| International foods are more suited to my dietary needs | 5%    | 10%   | 9%    | 4%    | 2%    | 3%    | 2%  | 5%           | 5%  | 2%  | 6%  | 7%                | 6%      | 4%         | 1%         | 4%      | 6%         |
| Don't Know  | 5%    | 4%    | 7%    | 4%    | 4%    | 5%    | 5%  | 4%           | 6%  | 5%  | 6%  | 4%                | 3%      | 4%         | 8%         | 7%      | 5%         |
| Some foods I want can't be grown/made in the UK         | 47%   | 41%   | 39%   | 44%   | 41%   | 51%   | 61% | 54%          | 45% | 44% | 42% | 42%               | 50%     | 46%        | 44%        | 52%     | 46%        |
| N/A – I only ever buy food produced in the UK           | 2%    | 4%    | 1%    | 1%    | 3%    | 3%    | 2%  | 2%           | 2%  | 4%  | 1%  | 2%                | 2%      | 3%         | 4%         | 2%      | 2%         |
| It doesn't matter to me                                 | 15%   | 23%   | 16%   | 16%   | 15%   | 12%   | 11% | 12%          | 15% | 16% | 18% | 18%               | 15%     | 15%        | 13%        | 11%     | 18%        |
| There are no British-grown options in my supermarket    | 14%   | 15%   | 16%   | 13%   | 10%   | 17%   | 13% | 15%          | 16% | 13% | 11% | 16%               | 13%     | 13%        | 9%         | 19%     | 13%        |
| Other (please specify)                                  | 1%    | 0%    | 1%    | 1%    | 1%    | 2%    | 2%  | 2%           | 1%  | 1%  | 1%  | 1%                | 1%      | 1%         | 1%         | 4%      | 0%         |

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(53.B) What barriers, if any, prevent you from buying more food produced in the UK? Please select all that apply

|   | Total | Gender |        | 2019                |                  |                  |                | Voting Intention    |                   |     | Tory swing voter     | Climate change concern   |                      |                     |            |     |     |
|---|-------|--------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|----------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|   |       | Male   | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes | High climate concern | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted  | 1023  | 493    | 524    | 373                 | 275              | 80               | 14             | 139                 | 229               | 373 | 74                   | 118                      | 94                   | 466                 | 343        | 103 | 17  |
| Weighted  | 1023  | 502    | 515    | 363                 | 274              | 81               | 14             | 141                 | 222               | 378 | 76                   | 117                      | 98                   | 464                 | 343        | 101 | 17  |
| It's too expensive                                      | 58%   | 52%    | 63%    | 56%                 | 59%              | 56%              | 46%            | 60%                 | 50%               | 61% | 60%                  | 64%                      | 56%                  | 58%                 | 60%        | 57% | 26% |
| International foods are more suited to my dietary needs | 5%    | 5%     | 5%     | 5%                  | 5%               | 1%               | 0%             | 6%                  | 3%                | 6%  | 4%                   | 7%                       | 10%                  | 5%                  | 4%         | 4%  | 0%  |
| Don't Know  | 5%    | 5%     | 5%     | 6%                  | 3%               | 3%               | 7%             | 5%                  | 4%                | 3%  | 4%                   | 6%                       | 5%                   | 5%                  | 3%         | 7%  | 33% |
| Some foods I want can't be grown/made in the UK         | 47%   | 49%    | 45%    | 49%                 | 46%              | 50%              | 52%            | 42%                 | 52%               | 44% | 52%                  | 44%                      | 42%                  | 50%                 | 48%        | 38% | 18% |
| N/A - I only ever buy food produced in the UK           | 2%    | 3%     | 1%     | 4%                  | 2%               | 2%               | 0%             | 1%                  | 2%                | 3%  | 1%                   | 6%                       | 4%                   | 2%                  | 2%         | 2%  | 0%  |
| It doesn't matter to me                                 | 15%   | 20%    | 11%    | 11%                 | 16%              | 13%              | 8%             | 21%                 | 13%               | 18% | 11%                  | 10%                      | 14%                  | 12%                 | 18%        | 20% | 29% |
| There are no British-grown options in my supermarket    | 14%   | 14%    | 13%    | 15%                 | 15%              | 18%              | 13%            | 7%                  | 18%               | 13% | 21%                  | 12%                      | 27%                  | 16%                 | 9%         | 7%  | 0%  |
| Other (please specify)                                  | 1%    | 2%     | 1%     | 2%                  | 1%               | 0%               | 0%             | 2%                  | 2%                | 1%  | 1%                   | 1%                       | 0%                   | 1%                  | 2%         | 2%  | 0%  |

Note:

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(54.A) Assuming that these costs the same as the traditional alternative, how comfortable would you be eating food produced in the following ways?: Lab-grown meat

|   | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|---|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|   |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted  | 506   | 55    | 86    | 94    | 85    | 80    | 106 | 139          | 134 | 98  | 130 | 93                | 166     | 64         | 94         | 58      | 31         |
| Weighted  | 512   | 70    | 85    | 91    | 84    | 77    | 104 | 128          | 131 | 118 | 129 | 103               | 165     | 64         | 93         | 55      | 31         |
| I would have no problem eating this type of food                                  | 15%   | 20%   | 18%   | 21%   | 10%   | 5%    | 14% | 19%          | 14% | 13% | 13% | 21%               | 14%     | 6%         | 11%        | 19%     | 19%        |
| I would eat this type of food, but would still prefer the traditional alternative | 26%   | 30%   | 31%   | 31%   | 19%   | 25%   | 22% | 26%          | 32% | 24% | 22% | 29%               | 20%     | 33%        | 24%        | 36%     | 21%        |
| I would not eat this  | 59%   | 50%   | 51%   | 48%   | 71%   | 70%   | 64% | 55%          | 54% | 63% | 65% | 49%               | 66%     | 61%        | 65%        | 45%     | 60%        |

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(54.B) Assuming that these costs the same as the traditional alternative, how comfortable would you be eating food produced in the following ways?: Lab-grown meat

|   | Total | Gender |        | 2019                |                  |                  |                | Voting Intention    |                   |     | Tory swing voter     | Climate change concern   |                      |                     |            |     |     |
|---|-------|--------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|----------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|   |       | Male   | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes | High climate concern | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted  | 506   | 244    | 259    | 182                 | 134              | 39               | 8              | 63                  | 105               | 184 | 41                   | 64                       | 43                   | 226                 | 174        | 54  | 9   |
| Weighted  | 512   | 253    | 256    | 178                 | 136              | 40               | 8              | 64                  | 102               | 189 | 44                   | 64                       | 46                   | 230                 | 175        | 52  | 9   |
| I would have no problem eating this type of food                                  | 15%   | 20%    | 10%    | 10%                 | 19%              | 25%              | 0%             | 12%                 | 12%               | 17% | 14%                  | 7%                       | 34%                  | 17%                 | 9%         | 6%  | 11% |
| I would eat this type of food, but would still prefer the traditional alternative | 26%   | 32%    | 19%    | 29%                 | 22%              | 29%              | 0%             | 34%                 | 29%               | 30% | 29%                  | 29%                      | 32%                  | 29%                 | 24%        | 15% | 34% |
| I would not eat this  | 59%   | 49%    | 71%    | 61%                 | 59%              | 46%              | 100%           | 54%                 | 58%               | 53% | 57%                  | 64%                      | 34%                  | 54%                 | 67%        | 79% | 55% |

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(55.A) Assuming that these costs the same as the traditional alternative, how comfortable would you be eating food produced in the following ways?: Meat substitute made from fungi

|   | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|---|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|   |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted  | 506   | 55    | 86    | 94    | 85    | 80    | 106 | 139          | 134 | 98  | 130 | 93                | 166     | 64         | 94         | 58      | 31         |
| Weighted  | 512   | 70    | 85    | 91    | 84    | 77    | 104 | 128          | 131 | 118 | 129 | 103               | 165     | 64         | 93         | 55      | 31         |
| I would have no problem eating this type of food                                  | 19%   | 29%   | 26%   | 24%   | 17%   | 7%    | 16% | 19%          | 25% | 11% | 21% | 23%               | 18%     | 15%        | 18%        | 20%     | 28%        |
| I would eat this type of food, but would still prefer the traditional alternative | 26%   | 24%   | 23%   | 28%   | 26%   | 25%   | 30% | 30%          | 31% | 29% | 17% | 25%               | 27%     | 27%        | 25%        | 28%     | 31%        |
| I would not eat this  | 54%   | 47%   | 52%   | 48%   | 57%   | 68%   | 54% | 51%          | 44% | 60% | 63% | 51%               | 55%     | 58%        | 57%        | 52%     | 40%        |

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(55.B) Assuming that these costs the same as the traditional alternative, how comfortable would you be eating food produced in the following ways?: Meat substitute made from fungi

|   | Total | Gender |        | 2019                |                  |                  |                | Voting Intention    |                   | Tory swing voter | Climate change concern |                          |                      |                     |            |     |     |
|---|-------|--------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|------------------|------------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|   |       | Male   | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes              | High climate concern   | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted  | 506   | 244    | 259    | 182                 | 134              | 39               | 8              | 63                  | 105               | 184              | 41                     | 64                       | 43                   | 226                 | 174        | 54  | 9   |
| Weighted  | 512   | 253    | 256    | 178                 | 136              | 40               | 8              | 64                  | 102               | 189              | 44                     | 64                       | 46                   | 230                 | 175        | 52  | 9   |
| I would have no problem eating this type of food                                  | 19%   | 26%    | 13%    | 12%                 | 22%              | 31%              | 0%             | 21%                 | 13%               | 24%              | 28%                    | 10%                      | 42%                  | 22%                 | 13%        | 9%  | 11% |
| I would eat this type of food, but would still prefer the traditional alternative | 26%   | 27%    | 24%    | 30%                 | 24%              | 46%              | 12%            | 23%                 | 30%               | 26%              | 35%                    | 31%                      | 31%                  | 29%                 | 24%        | 18% | 21% |
| I would not eat this  | 54%   | 46%    | 62%    | 58%                 | 53%              | 23%              | 88%            | 55%                 | 56%               | 50%              | 37%                    | 59%                      | 28%                  | 48%                 | 62%        | 72% | 68% |

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(56.A) Assuming that these costs the same as the traditional alternative, how comfortable would you be eating food produced in the following ways?: Vegetables from crops that are gene-edited

|   | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|---|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|   |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted  | 506   | 55    | 86    | 94    | 85    | 80    | 106 | 139          | 134 | 98  | 130 | 93                | 166     | 64         | 94         | 58      | 31         |
| Weighted  | 512   | 70    | 85    | 91    | 84    | 77    | 104 | 128          | 131 | 118 | 129 | 103               | 165     | 64         | 93         | 55      | 31         |
| I would have no problem eating this type of food                                  | 19%   | 11%   | 27%   | 23%   | 14%   | 12%   | 23% | 23%          | 18% | 15% | 18% | 22%               | 18%     | 13%        | 17%        | 21%     | 26%        |
| I would eat this type of food, but would still prefer the traditional alternative | 40%   | 52%   | 38%   | 34%   | 36%   | 40%   | 43% | 39%          | 46% | 40% | 35% | 40%               | 39%     | 44%        | 41%        | 44%     | 30%        |
| I would not eat this  | 41%   | 37%   | 35%   | 43%   | 50%   | 47%   | 34% | 37%          | 36% | 45% | 47% | 38%               | 43%     | 43%        | 42%        | 35%     | 44%        |

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(56.B) Assuming that these costs the same as the traditional alternative, how comfortable would you be eating food produced in the following ways?: Vegetables from crops that are gene-edited

|   | Gender |      | 2019   |                     |                  |                  | Voting Intention |                     | Tory swing voter  | Climate change concern |                      |                          |                      |                     |            |     |     |
|---|--------|------|--------|---------------------|------------------|------------------|------------------|---------------------|-------------------|------------------------|----------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|   | Total  | Male | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote   | Conservative Labour | Liberal Democrats | Yes                    | High climate concern | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted  | 506    | 244  | 259    | 182                 | 134              | 39               | 8                | 63                  | 105               | 184                    | 41                   | 64                       | 43                   | 226                 | 174        | 54  | 9   |
| Weighted  | 512    | 253  | 256    | 178                 | 136              | 40               | 8                | 64                  | 102               | 189                    | 44                   | 64                       | 46                   | 230                 | 175        | 52  | 9   |
| I would have no problem eating this type of food                                  | 19%    | 21%  | 16%    | 15%                 | 22%              | 31%              | 0%               | 20%                 | 17%               | 20%                    | 25%                  | 13%                      | 15%                  | 24%                 | 18%        | 2%  | 21% |
| I would eat this type of food, but would still prefer the traditional alternative | 40%    | 46%  | 34%    | 44%                 | 34%              | 43%              | 31%              | 39%                 | 47%               | 40%                    | 45%                  | 38%                      | 55%                  | 36%                 | 40%        | 44% | 40% |
| I would not eat this  | 41%    | 33%  | 49%    | 42%                 | 45%              | 26%              | 69%              | 41%                 | 36%               | 40%                    | 30%                  | 49%                      | 31%                  | 39%                 | 42%        | 54% | 38% |

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(57.A) Assuming that these costs the same as the traditional alternative, how comfortable would you be eating food produced in the following ways?: Lab-grown dairy products

|   | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|---|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|   |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted  | 491   | 53    | 82    | 90    | 82    | 79    | 105 | 136          | 130 | 94  | 127 | 86                | 162     | 64         | 91         | 57      | 31         |
| Weighted  | 495   | 67    | 81    | 87    | 81    | 76    | 103 | 125          | 128 | 113 | 125 | 94                | 161     | 64         | 90         | 54      | 31         |
| I would have no problem eating this type of food                                  | 15%   | 17%   | 19%   | 23%   | 11%   | 9%    | 13% | 20%          | 15% | 9%  | 18% | 24%               | 12%     | 8%         | 13%        | 22%     | 18%        |
| I would eat this type of food, but would still prefer the traditional alternative | 31%   | 36%   | 42%   | 25%   | 27%   | 31%   | 25% | 26%          | 33% | 37% | 27% | 30%               | 27%     | 41%        | 30%        | 35%     | 27%        |
| I would not eat this  | 54%   | 46%   | 38%   | 52%   | 62%   | 60%   | 62% | 55%          | 52% | 54% | 55% | 46%               | 62%     | 51%        | 56%        | 44%     | 55%        |

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(57.B) Assuming that these costs the same as the traditional alternative, how comfortable would you be eating food produced in the following ways?: Lab-grown dairy products

|   | Total | Gender |        | 2019                |                  |                  |                | Voting Intention    |                   |     | Tory swing voter     | Climate change concern   |                      |                     |            |     |     |
|---|-------|--------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|----------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|   |       | Male   | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes | High climate concern | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted  | 491   | 235    | 253    | 176                 | 130              | 38               | 8              | 61                  | 102               | 177 | 39                   | 60                       | 39                   | 223                 | 168        | 52  | 9   |
| Weighted  | 495   | 243    | 249    | 171                 | 132              | 39               | 8              | 61                  | 99                | 181 | 42                   | 59                       | 41                   | 226                 | 168        | 50  | 9   |
| I would have no problem eating this type of food                                  | 15%   | 17%    | 13%    | 9%                  | 17%              | 27%              | 0%             | 23%                 | 10%               | 18% | 12%                  | 8%                       | 33%                  | 18%                 | 9%         | 8%  | 24% |
| I would eat this type of food, but would still prefer the traditional alternative | 31%   | 35%    | 26%    | 31%                 | 35%              | 31%              | 12%            | 26%                 | 37%               | 35% | 33%                  | 27%                      | 27%                  | 33%                 | 30%        | 24% | 32% |
| I would not eat this  | 54%   | 48%    | 61%    | 60%                 | 48%              | 42%              | 88%            | 51%                 | 54%               | 47% | 55%                  | 66%                      | 40%                  | 48%                 | 61%        | 68% | 43% |

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(58.A) Assuming that this was cheaper than the traditional alternative, how comfortable would you be eating food produced in the following ways?: Lab-grown meat

|   | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|---|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|   |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted  | 520   | 60    | 91    | 87    | 95    | 70    | 117 | 161          | 136 | 89  | 131 | 112               | 157     | 66         | 89         | 67      | 29         |
| Weighted  | 514   | 72    | 90    | 83    | 91    | 66    | 113 | 147          | 134 | 105 | 125 | 117               | 154     | 67         | 84         | 63      | 28         |
| I would have no problem eating this type of food                                  | 11%   | 12%   | 17%   | 11%   | 11%   | 9%    | 7%  | 12%          | 12% | 10% | 9%  | 14%               | 13%     | 16%        | 8%         | 3%      | 3%         |
| I would eat this type of food, but would still prefer the traditional alternative | 29%   | 33%   | 27%   | 32%   | 26%   | 24%   | 31% | 31%          | 28% | 31% | 26% | 27%               | 30%     | 34%        | 27%        | 29%     | 26%        |
| I would not eat this  | 60%   | 55%   | 57%   | 57%   | 63%   | 67%   | 62% | 57%          | 60% | 59% | 65% | 59%               | 57%     | 51%        | 64%        | 68%     | 71%        |

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(58.B) Assuming that this was cheaper than the traditional alternative, how comfortable would you be eating food produced in the following ways?: Lab-grown meat

|   | Total | Gender |        | 2019                |                  |                  |                | Voting Intention    |                   |     | Tory swing voter     | Climate change concern   |                      |                     |            |     |     |
|---|-------|--------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|----------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|   |       | Male   | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes | High climate concern | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted  | 520   | 249    | 268    | 193                 | 142              | 41               | 6              | 76                  | 125               | 191 | 33                   | 55                       | 51                   | 240                 | 172        | 49  | 8   |
| Weighted  | 514   | 249    | 262    | 187                 | 139              | 41               | 6              | 78                  | 121               | 191 | 31                   | 54                       | 52                   | 235                 | 171        | 48  | 8   |
| I would have no problem eating this type of food                                  | 11%   | 15%    | 6%     | 12%                 | 14%              | 13%              | 0%             | 4%                  | 10%               | 15% | 12%                  | 12%                      | 22%                  | 14%                 | 5%         | 8%  | 0%  |
| I would eat this type of food, but would still prefer the traditional alternative | 29%   | 33%    | 25%    | 29%                 | 30%              | 33%              | 19%            | 24%                 | 36%               | 28% | 29%                  | 23%                      | 34%                  | 30%                 | 28%        | 20% | 50% |
| I would not eat this  | 60%   | 52%    | 69%    | 59%                 | 56%              | 54%              | 81%            | 72%                 | 54%               | 57% | 58%                  | 66%                      | 44%                  | 56%                 | 67%        | 73% | 50% |

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(59.A) Assuming that this was cheaper than the traditional alternative, how comfortable would you be eating food produced in the following ways?: Meat substitute made from fungi

|   | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|---|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|   |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted  | 520   | 60    | 91    | 87    | 95    | 70    | 117 | 161          | 136 | 89  | 131 | 112               | 157     | 66         | 89         | 67      | 29         |
| Weighted  | 514   | 72    | 90    | 83    | 91    | 66    | 113 | 147          | 134 | 105 | 125 | 117               | 154     | 67         | 84         | 63      | 28         |
| I would have no problem eating this type of food                                  | 18%   | 22%   | 27%   | 12%   | 25%   | 13%   | 9%  | 21%          | 21% | 16% | 13% | 21%               | 21%     | 23%        | 11%        | 11%     | 14%        |
| I would eat this type of food, but would still prefer the traditional alternative | 25%   | 25%   | 19%   | 21%   | 20%   | 23%   | 37% | 32%          | 19% | 25% | 22% | 25%               | 23%     | 23%        | 30%        | 29%     | 15%        |
| I would not eat this  | 57%   | 52%   | 54%   | 66%   | 55%   | 64%   | 54% | 47%          | 60% | 59% | 65% | 55%               | 56%     | 54%        | 58%        | 60%     | 71%        |

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(59.B) Assuming that this was cheaper than the traditional alternative, how comfortable would you be eating food produced in the following ways?: Meat substitute made from fungi

|   | Total | Gender |        | 2019                |                  |                  |                | Voting Intention    |                   |     | Tory swing voter     | Climate change concern   |                      |                     |            |     |     |
|---|-------|--------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|----------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|   |       | Male   | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes | High climate concern | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted  | 520   | 249    | 268    | 193                 | 142              | 41               | 6              | 76                  | 125               | 191 | 33                   | 55                       | 51                   | 240                 | 172        | 49  | 8   |
| Weighted  | 514   | 249    | 262    | 187                 | 139              | 41               | 6              | 78                  | 121               | 191 | 31                   | 54                       | 52                   | 235                 | 171        | 48  | 8   |
| I would have no problem eating this type of food                                  | 18%   | 16%    | 19%    | 17%                 | 24%              | 23%              | 0%             | 10%                 | 13%               | 24% | 28%                  | 22%                      | 43%                  | 21%                 | 11%        | 3%  | 0%  |
| I would eat this type of food, but would still prefer the traditional alternative | 25%   | 30%    | 21%    | 31%                 | 20%              | 29%              | 19%            | 16%                 | 36%               | 20% | 32%                  | 31%                      | 25%                  | 29%                 | 20%        | 22% | 24% |
| I would not eat this  | 57%   | 54%    | 60%    | 53%                 | 56%              | 48%              | 81%            | 74%                 | 51%               | 55% | 40%                  | 48%                      | 32%                  | 50%                 | 69%        | 75% | 76% |

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(60.A) Assuming that this was cheaper than the traditional alternative, how comfortable would you be eating food produced in the following ways?: Vegetables from crops that are gene-edited

|   | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|---|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|   |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted  | 520   | 60    | 91    | 87    | 95    | 70    | 117 | 161          | 136 | 89  | 131 | 112               | 157     | 66         | 89         | 67      | 29         |
| Weighted  | 514   | 72    | 90    | 83    | 91    | 66    | 113 | 147          | 134 | 105 | 125 | 117               | 154     | 67         | 84         | 63      | 28         |
| I would have no problem eating this type of food                                  | 20%   | 35%   | 21%   | 15%   | 22%   | 11%   | 19% | 23%          | 22% | 24% | 13% | 27%               | 21%     | 32%        | 14%        | 8%      | 12%        |
| I would eat this type of food, but would still prefer the traditional alternative | 40%   | 33%   | 38%   | 33%   | 41%   | 39%   | 52% | 42%          | 39% | 42% | 37% | 34%               | 46%     | 33%        | 39%        | 51%     | 31%        |
| I would not eat this  | 39%   | 32%   | 41%   | 52%   | 37%   | 50%   | 29% | 36%          | 39% | 34% | 50% | 40%               | 33%     | 35%        | 47%        | 42%     | 57%        |

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(60.B) Assuming that this was cheaper than the traditional alternative, how comfortable would you be eating food produced in the following ways?: Vegetables from crops that are gene-edited

|   | Gender |      | 2019   |                     |                  |                  | Voting Intention |                     | Tory swing voter  | Climate change concern |                      |                          |                      |                     |            |     |     |
|---|--------|------|--------|---------------------|------------------|------------------|------------------|---------------------|-------------------|------------------------|----------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|   | Total  | Male | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote   | Conservative Labour | Liberal Democrats | Yes                    | High climate concern | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted  | 520    | 249  | 268    | 193                 | 142              | 41               | 6                | 76                  | 125               | 191                    | 33                   | 55                       | 51                   | 240                 | 172        | 49  | 8   |
| Weighted  | 514    | 249  | 262    | 187                 | 139              | 41               | 6                | 78                  | 121               | 191                    | 31                   | 54                       | 52                   | 235                 | 171        | 48  | 8   |
| I would have no problem eating this type of food                                  | 20%    | 24%  | 16%    | 22%                 | 19%              | 31%              | 0%               | 13%                 | 23%               | 25%                    | 17%                  | 29%                      | 35%                  | 21%                 | 17%        | 18% | 0%  |
| I would eat this type of food, but would still prefer the traditional alternative | 40%    | 43%  | 38%    | 42%                 | 42%              | 40%              | 19%              | 34%                 | 44%               | 42%                    | 33%                  | 42%                      | 36%                  | 42%                 | 41%        | 31% | 49% |
| I would not eat this  | 39%    | 33%  | 46%    | 36%                 | 39%              | 29%              | 81%              | 52%                 | 33%               | 33%                    | 50%                  | 30%                      | 29%                  | 37%                 | 43%        | 50% | 51% |

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(61.A) Assuming that this was cheaper than the traditional alternative, how comfortable would you be eating food produced in the following ways?: Lab-grown dairy products

|   | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|---|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|   |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted  | 501   | 56    | 84    | 85    | 94    | 67    | 115 | 156          | 131 | 85  | 126 | 102               | 151     | 64         | 88         | 67      | 29         |
| Weighted  | 495   | 68    | 83    | 81    | 89    | 62    | 111 | 143          | 129 | 100 | 120 | 107               | 149     | 65         | 83         | 63      | 28         |
| I would have no problem eating this type of food                                  | 14%   | 20%   | 15%   | 15%   | 13%   | 5%    | 9%  | 18%          | 17% | 10% | 9%  | 18%               | 17%     | 19%        | 9%         | 4%      | 6%         |
| I would eat this type of food, but would still prefer the traditional alternative | 32%   | 30%   | 28%   | 31%   | 27%   | 33%   | 40% | 34%          | 29% | 34% | 29% | 28%               | 31%     | 39%        | 33%        | 38%     | 21%        |
| I would not eat this  | 54%   | 41%   | 57%   | 54%   | 59%   | 62%   | 51% | 48%          | 55% | 55% | 61% | 54%               | 52%     | 42%        | 58%        | 58%     | 72%        |

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(61.B) Assuming that this was cheaper than the traditional alternative, how comfortable would you be eating food produced in the following ways?: Lab-grown dairy products

|   | Total | Gender |        | 2019                |                  |                  |                | Voting Intention    |                   |     | Tory swing voter     | Climate change concern   |                      |                     |            |     |     |
|---|-------|--------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|----------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|   |       | Male   | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes | High climate concern | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted  | 501   | 238    | 260    | 184                 | 136              | 39               | 6              | 75                  | 120               | 184 | 31                   | 52                       | 45                   | 232                 | 168        | 48  | 8   |
| Weighted  | 495   | 238    | 254    | 178                 | 133              | 38               | 6              | 77                  | 116               | 184 | 29                   | 51                       | 46                   | 226                 | 167        | 47  | 8   |
| I would have no problem eating this type of food                                  | 14%   | 16%    | 11%    | 9%                  | 18%              | 21%              | 0%             | 8%                  | 8%                | 19% | 20%                  | 9%                       | 31%                  | 17%                 | 8%         | 4%  | 0%  |
| I would eat this type of food, but would still prefer the traditional alternative | 32%   | 37%    | 28%    | 36%                 | 30%              | 32%              | 19%            | 34%                 | 41%               | 29% | 29%                  | 37%                      | 32%                  | 34%                 | 30%        | 26% | 35% |
| I would not eat this  | 54%   | 47%    | 62%    | 55%                 | 52%              | 46%              | 81%            | 58%                 | 51%               | 51% | 51%                  | 53%                      | 38%                  | 48%                 | 62%        | 70% | 65% |

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(62.A) To the best of your knowledge is Gene Editing the same thing as Genetic Modification, or are they different things? Please be honest if you do not know, we are trying to understand how widely these terms are used

|                           | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|---------------------------|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|                           |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted                | 1023  | 115   | 177   | 181   | 179   | 150   | 221 | 300          | 268 | 187 | 260 | 205               | 320     | 130        | 183        | 125     | 60         |
| Weighted                  | 1023  | 142   | 175   | 174   | 174   | 143   | 215 | 275          | 264 | 223 | 253 | 220               | 317     | 131        | 178        | 118     | 59         |
| They are the same thing   | 21%   | 30%   | 22%   | 21%   | 20%   | 18%   | 19% | 23%          | 26% | 18% | 18% | 23%               | 21%     | 27%        | 20%        | 13%     | 25%        |
| They are different things | 23%   | 23%   | 24%   | 30%   | 25%   | 18%   | 20% | 24%          | 22% | 25% | 22% | 26%               | 23%     | 21%        | 20%        | 32%     | 17%        |
| Don't Know                | 55%   | 47%   | 54%   | 49%   | 55%   | 65%   | 61% | 53%          | 52% | 56% | 60% | 51%               | 56%     | 53%        | 61%        | 55%     | 58%        |

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(62.B) To the best of your knowledge is Gene Editing the same thing as Genetic Modification, or are they different things? Please be honest if you do not know, we are trying to understand how widely these terms are used

|                           | Total | Gender |        | 2019                |                  |                  |                | Voting Intention    |                   | Tory swing voter | Climate change concern |                          |                      |                     |            |     |     |
|---------------------------|-------|--------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|------------------|------------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|                           |       | Male   | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes              | High climate concern   | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted                | 1023  | 493    | 524    | 373                 | 275              | 80               | 14             | 139                 | 229               | 373              | 74                     | 118                      | 94                   | 466                 | 343        | 103 | 17  |
| Weighted                  | 1023  | 502    | 515    | 363                 | 274              | 81               | 14             | 141                 | 222               | 378              | 76                     | 117                      | 98                   | 464                 | 343        | 101 | 17  |
| They are the same thing   | 21%   | 25%    | 17%    | 20%                 | 24%              | 23%              | 28%            | 17%                 | 22%               | 22%              | 26%                    | 18%                      | 22%                  | 20%                 | 21%        | 28% | 14% |
| They are different things | 23%   | 26%    | 21%    | 23%                 | 24%              | 31%              | 23%            | 21%                 | 24%               | 23%              | 33%                    | 21%                      | 36%                  | 26%                 | 16%        | 24% | 25% |
| Don't Know                | 55%   | 48%    | 62%    | 57%                 | 52%              | 46%              | 50%            | 62%                 | 54%               | 55%              | 42%                    | 61%                      | 41%                  | 54%                 | 63%        | 48% | 61% |

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(63.A) Genetic Modification (GMO) is a different thing to Gene Editing. In Genetic Modification of crops, DNA from a different species of plant is used to breed desirable traits in a crop, whereas Gene Editing of crops changes the existing DNA of a plant to effectively speed up the natural mutation breeding process. Taking this into account, which of the following comes closest to your view?

|   | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|---|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|   |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted  | 1023  | 115   | 177   | 181   | 179   | 150   | 221 | 300          | 268 | 187 | 260 | 205               | 320     | 130        | 183        | 125     | 60         |
| Weighted  | 1023  | 142   | 175   | 174   | 174   | 143   | 215 | 275          | 264 | 223 | 253 | 220               | 317     | 131        | 178        | 118     | 59         |
| Neither Genetic Modification nor Gene Editing sound safe    | 35%   | 32%   | 33%   | 41%   | 36%   | 38%   | 29% | 29%          | 36% | 40% | 35% | 35%               | 34%     | 35%        | 34%        | 33%     | 40%        |
| Genetic Modification sounds safe, but Gene Editing does not | 13%   | 20%   | 17%   | 9%    | 11%   | 10%   | 11% | 16%          | 13% | 12% | 11% | 17%               | 12%     | 12%        | 12%        | 11%     | 13%        |
| Gene Editing sounds safe, but Genetic Modification does not | 6%    | 6%    | 5%    | 6%    | 6%    | 7%    | 7%  | 9%           | 6%  | 6%  | 3%  | 6%                | 7%      | 5%         | 6%         | 7%      | 5%         |
| Both Genetic Modification and Gene Editing sound safe       | 20%   | 24%   | 15%   | 21%   | 16%   | 16%   | 24% | 25%          | 17% | 17% | 18% | 19%               | 18%     | 25%        | 20%        | 20%     | 18%        |
| Don't Know  | 27%   | 17%   | 30%   | 23%   | 31%   | 29%   | 29% | 21%          | 28% | 24% | 34% | 23%               | 30%     | 23%        | 28%        | 29%     | 24%        |

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(63.B) Genetic Modification (GMO) is a different thing to Gene Editing. In Genetic Modification of crops, DNA from a different species of plant is used to breed desirable traits in a crop, whereas Gene Editing of crops changes the existing DNA of a plant to effectively speed up the natural mutation breeding process. Taking this into account, which of the following comes closest to your view?

|   | Total | Gender |        | 2019                |                  |                  |                | Voting Intention    |                   | Tory swing voter | Climate change concern |                          |                      |                     |            |     |     |
|---|-------|--------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|------------------|------------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|   |       | Male   | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes              | High climate concern   | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted  | 1023  | 493    | 524    | 373                 | 275              | 80               | 14             | 139                 | 229               | 373              | 74                     | 118                      | 94                   | 466                 | 343        | 103 | 17  |
| Weighted  | 1023  | 502    | 515    | 363                 | 274              | 81               | 14             | 141                 | 222               | 378              | 76                     | 117                      | 98                   | 464                 | 343        | 101 | 17  |
| Neither Genetic Modification nor Gene Editing sound safe    | 35%   | 31%    | 38%    | 34%                 | 29%              | 36%              | 81%            | 38%                 | 29%               | 30%              | 42%                    | 36%                      | 37%                  | 32%                 | 34%        | 46% | 31% |
| Genetic Modification sounds safe, but Gene Editing does not | 13%   | 14%    | 12%    | 13%                 | 16%              | 9%               | 0%             | 10%                 | 16%               | 15%              | 15%                    | 15%                      | 14%                  | 15%                 | 11%        | 11% | 0%  |
| Gene Editing sounds safe, but Genetic Modification does not | 6%    | 6%     | 6%     | 8%                  | 5%               | 7%               | 0%             | 5%                  | 9%                | 4%               | 4%                     | 7%                       | 6%                   | 6%                  | 6%         | 5%  | 0%  |
| Both Genetic Modification and Gene Editing sound safe       | 20%   | 24%    | 14%    | 23%                 | 20%              | 28%              | 0%             | 12%                 | 26%               | 23%              | 16%                    | 16%                      | 19%                  | 19%                 | 23%        | 16% | 0%  |
| Don't Know  | 27%   | 25%    | 29%    | 23%                 | 30%              | 20%              | 19%            | 34%                 | 20%               | 28%              | 23%                    | 25%                      | 24%                  | 27%                 | 26%        | 22% | 69% |

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(64.A) Imagine that you read the following pledge from a political party ahead of the next general election: “We will invest in and support our country’s farmers to help them be more productive and reduce food prices”

|   | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|---|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|   |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted  | 268   | 30    | 43    | 49    | 52    | 34    | 60  | 67           | 77  | 56  | 65  | 49                | 97      | 30         | 46         | 32      | 14         |
| Weighted  | 269   | 37    | 41    | 47    | 51    | 33    | 59  | 63           | 74  | 66  | 63  | 52                | 95      | 30         | 46         | 31      | 15         |
| It would make me much more likely to consider voting for them     | 25%   | 32%   | 30%   | 27%   | 24%   | 24%   | 15% | 18%          | 22% | 29% | 30% | 27%               | 20%     | 28%        | 33%        | 24%     | 19%        |
| It would make me somewhat more likely to consider voting for them | 35%   | 31%   | 40%   | 37%   | 31%   | 34%   | 38% | 36%          | 32% | 42% | 31% | 31%               | 36%     | 41%        | 31%        | 36%     | 45%        |
| It would have no impact on how likely I am to vote for them       | 31%   | 26%   | 26%   | 22%   | 31%   | 33%   | 43% | 31%          | 40% | 22% | 30% | 31%               | 36%     | 19%        | 26%        | 34%     | 28%        |
| It would make me somewhat less likely to consider voting for them | 1%    | 3%    | 0%    | 2%    | 0%    | 3%    | 0%  | 2%           | 1%  | 0%  | 1%  | 0%                | 0%      | 6%         | 0%         | 0%      | 8%         |
| It would make me much less likely to consider voting for them     | 1%    | 0%    | 0%    | 6%    | 2%    | 0%    | 0%  | 4%           | 0%  | 2%  | 0%  | 2%                | 1%      | 4%         | 2%         | 0%      | 0%         |
| Don't Know  | 7%    | 8%    | 5%    | 6%    | 12%   | 6%    | 5%  | 8%           | 5%  | 5%  | 7%  | 9%                | 7%      | 3%         | 8%         | 7%      | 0%         |

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(64.B) Imagine that you read the following pledge from a political party ahead of the next general election: “We will invest in and support our country’s farmers to help them be more productive and reduce food prices”

|   | Gender |      |        | 2019                |                  |                  |                | Voting Intention    |                   |     | Tory swing voter     | Climate change concern   |                      |                     |            |     |     |
|---|--------|------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|----------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|   | Total  | Male | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes | High climate concern | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted  | 268    | 127  | 140    | 108                 | 68               | 16               | 3              | 33                  | 74                | 89  | 14                   | 29                       | 27                   | 109                 | 99         | 30  | 3   |
| Weighted  | 269    | 130  | 137    | 106                 | 67               | 15               | 2              | 35                  | 75                | 89  | 14                   | 29                       | 27                   | 109                 | 100        | 29  | 3   |
| It would make me much more likely to consider voting for them     | 25%    | 25%  | 25%    | 26%                 | 17%              | 31%              | 36%            | 29%                 | 32%               | 13% | 36%                  | 24%                      | 32%                  | 23%                 | 24%        | 25% | 32% |
| It would make me somewhat more likely to consider voting for them | 35%    | 34%  | 36%    | 37%                 | 45%              | 38%              | 0%             | 24%                 | 40%               | 46% | 37%                  | 33%                      | 44%                  | 44%                 | 30%        | 17% | 0%  |
| It would have no impact on how likely I am to vote for them       | 31%    | 32%  | 30%    | 27%                 | 30%              | 19%              | 64%            | 39%                 | 22%               | 31% | 20%                  | 25%                      | 21%                  | 29%                 | 38%        | 25% | 0%  |
| It would make me somewhat less likely to consider voting for them | 1%     | 2%   | 1%     | 1%                  | 0%               | 0%               | 0%             | 0%                  | 1%                | 0%  | 0%                   | 0%                       | 0%                   | 1%                  | 1%         | 4%  | 0%  |
| It would make me much less likely to consider voting for them     | 1%     | 2%   | 1%     | 3%                  | 0%               | 6%               | 0%             | 0%                  | 1%                | 1%  | 7%                   | 4%                       | 0%                   | 1%                  | 2%         | 3%  | 0%  |
| Don't Know  | 7%     | 5%   | 8%     | 6%                  | 8%               | 6%               | 0%             | 8%                  | 4%                | 9%  | 0%                   | 14%                      | 3%                   | 3%                  | 5%         | 25% | 68% |

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(65.A) Imagine that you read the following pledge from a political party ahead of the next general election: “We will invest in and support our farmers to help them be more sustainable and help the sector prepare for the future”

|   | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|---|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|   |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted  | 277   | 36    | 45    | 38    | 55    | 40    | 63  | 88           | 71  | 46  | 70  | 55                | 84      | 28         | 58         | 36      | 16         |
| Weighted  | 274   | 43    | 44    | 37    | 52    | 38    | 61  | 83           | 69  | 54  | 66  | 58                | 83      | 28         | 57         | 33      | 15         |
| It would make me much more likely to consider voting for them     | 20%   | 39%   | 22%   | 10%   | 23%   | 15%   | 14% | 31%          | 16% | 14% | 17% | 22%               | 19%     | 25%        | 22%        | 16%     | 13%        |
| It would make me somewhat more likely to consider voting for them | 36%   | 40%   | 30%   | 30%   | 34%   | 47%   | 38% | 40%          | 42% | 33% | 29% | 43%               | 40%     | 43%        | 20%        | 40%     | 28%        |
| It would have no impact on how likely I am to vote for them       | 33%   | 15%   | 32%   | 35%   | 34%   | 33%   | 44% | 24%          | 34% | 38% | 39% | 31%               | 29%     | 26%        | 44%        | 27%     | 53%        |
| It would make me somewhat less likely to consider voting for them | 1%    | 0%    | 2%    | 0%    | 0%    | 3%    | 0%  | 0%           | 2%  | 0%  | 1%  | 0%                | 1%      | 0%         | 2%         | 0%      | 0%         |
| It would make me much less likely to consider voting for them     | 2%    | 0%    | 3%    | 6%    | 2%    | 0%    | 2%  | 1%           | 0%  | 5%  | 3%  | 0%                | 4%      | 0%         | 0%         | 6%      | 0%         |
| Don't Know  | 7%    | 6%    | 11%   | 18%   | 7%    | 2%    | 3%  | 4%           | 7%  | 10% | 11% | 3%                | 6%      | 6%         | 12%        | 11%     | 6%         |

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(65.B) Imagine that you read the following pledge from a political party ahead of the next general election: “We will invest in and support our farmers to help them be more sustainable and help the sector prepare for the future”

|   | Gender |      | 2019   |                     |                  |                  | Voting Intention |                     | Tory swing voter  | Climate change concern |                      |                          |                      |                     |            |     |     |
|---|--------|------|--------|---------------------|------------------|------------------|------------------|---------------------|-------------------|------------------------|----------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|   | Total  | Male | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote   | Conservative Labour | Liberal Democrats | Yes                    | High climate concern | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted  | 277    | 135  | 139    | 108                 | 70               | 21               | 6                | 39                  | 61                | 102                    | 21                   | 39                       | 23                   | 131                 | 96         | 20  | 7   |
| Weighted  | 274    | 135  | 137    | 105                 | 67               | 21               | 7                | 40                  | 58                | 101                    | 21                   | 39                       | 24                   | 131                 | 93         | 19  | 7   |
| It would make me much more likely to consider voting for them     | 20%    | 21%  | 19%    | 21%                 | 21%              | 15%              | 25%              | 19%                 | 29%               | 24%                    | 20%                  | 16%                      | 34%                  | 18%                 | 24%        | 10% | 0%  |
| It would make me somewhat more likely to consider voting for them | 36%    | 40%  | 33%    | 41%                 | 30%              | 46%              | 17%              | 36%                 | 48%               | 40%                    | 38%                  | 42%                      | 36%                  | 44%                 | 34%        | 15% | 0%  |
| It would have no impact on how likely I am to vote for them       | 33%    | 29%  | 36%    | 28%                 | 42%              | 38%              | 43%              | 30%                 | 21%               | 25%                    | 43%                  | 24%                      | 13%                  | 31%                 | 36%        | 50% | 46% |
| It would make me somewhat less likely to consider voting for them | 1%     | 1%   | 1%     | 2%                  | 0%               | 0%               | 0%               | 0%                  | 0%                | 2%                     | 0%                   | 5%                       | 0%                   | 1%                  | 0%         | 4%  | 0%  |
| It would make me much less likely to consider voting for them     | 2%     | 3%   | 2%     | 3%                  | 0%               | 0%               | 0%               | 0%                  | 0%                | 3%                     | 0%                   | 5%                       | 6%                   | 1%                  | 0%         | 10% | 13% |
| Don't Know  | 7%     | 6%   | 9%     | 5%                  | 7%               | 0%               | 14%              | 14%                 | 2%                | 7%                     | 0%                   | 7%                       | 11%                  | 6%                  | 6%         | 10% | 41% |

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(66.A) Imagine that you read the following pledge from a political party ahead of the next general election: “We will invest in and support our farmers to help them produce more and ensure we are less exposed to global crises”

|   | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|---|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|   |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted  | 249   | 21    | 43    | 58    | 32    | 36    | 59  | 74           | 64  | 42  | 67  | 57                | 76      | 30         | 39         | 29      | 18         |
| Weighted  | 249   | 26    | 45    | 57    | 31    | 34    | 57  | 66           | 64  | 51  | 67  | 62                | 75      | 30         | 37         | 27      | 18         |
| It would make me much more likely to consider voting for them     | 20%   | 0%    | 20%   | 35%   | 9%    | 17%   | 24% | 17%          | 23% | 17% | 25% | 27%               | 17%     | 23%        | 13%        | 24%     | 17%        |
| It would make me somewhat more likely to consider voting for them | 42%   | 61%   | 26%   | 36%   | 45%   | 56%   | 43% | 49%          | 42% | 47% | 33% | 37%               | 40%     | 46%        | 54%        | 37%     | 47%        |
| It would have no impact on how likely I am to vote for them       | 24%   | 25%   | 33%   | 16%   | 32%   | 16%   | 23% | 23%          | 23% | 22% | 27% | 22%               | 33%     | 16%        | 15%        | 27%     | 14%        |
| It would make me somewhat less likely to consider voting for them | 3%    | 4%    | 2%    | 5%    | 0%    | 3%    | 2%  | 3%           | 4%  | 0%  | 3%  | 2%                | 2%      | 6%         | 0%         | 0%      | 11%        |
| It would make me much less likely to consider voting for them     | 1%    | 0%    | 3%    | 0%    | 0%    | 0%    | 2%  | 1%           | 0%  | 2%  | 0%  | 2%                | 1%      | 0%         | 0%         | 0%      | 0%         |
| Don't Know  | 10%   | 10%   | 16%   | 9%    | 14%   | 9%    | 7%  | 7%           | 7%  | 11% | 13% | 10%               | 6%      | 9%         | 18%        | 12%     | 11%        |

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(66.B) Imagine that you read the following pledge from a political party ahead of the next general election: “We will invest in and support our farmers to help them produce more and ensure we are less exposed to global crises”

|   | Total | Gender |        | 2019                |                  |                  |                | Voting Intention    |                   |     | Tory swing voter     | Climate change concern   |                      |                     |            |     |     |
|---|-------|--------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|----------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|   |       | Male   | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes | High climate concern | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted  | 249   | 118    | 130    | 75                  | 72               | 22               | 3              | 36                  | 47                | 93  | 20                   | 25                       | 21                   | 111                 | 79         | 34  | 4   |
| Weighted  | 249   | 121    | 127    | 72                  | 74               | 22               | 3              | 36                  | 44                | 95  | 21                   | 24                       | 22                   | 110                 | 80         | 34  | 4   |
| It would make me much more likely to consider voting for them     | 20%   | 19%    | 21%    | 26%                 | 18%              | 21%              | 31%            | 17%                 | 15%               | 22% | 25%                  | 36%                      | 32%                  | 17%                 | 21%        | 26% | 0%  |
| It would make me somewhat more likely to consider voting for them | 42%   | 41%    | 43%    | 44%                 | 49%              | 46%              | 0%             | 44%                 | 44%               | 51% | 37%                  | 43%                      | 25%                  | 50%                 | 47%        | 23% | 0%  |
| It would have no impact on how likely I am to vote for them       | 24%   | 29%    | 18%    | 20%                 | 22%              | 29%              | 31%            | 25%                 | 33%               | 17% | 34%                  | 9%                       | 18%                  | 21%                 | 23%        | 33% | 53% |
| It would make me somewhat less likely to consider voting for them | 3%    | 2%     | 3%     | 3%                  | 1%               | 4%               | 0%             | 3%                  | 4%                | 2%  | 0%                   | 0%                       | 0%                   | 2%                  | 4%         | 6%  | 0%  |
| It would make me much less likely to consider voting for them     | 1%    | 1%     | 1%     | 0%                  | 0%               | 0%               | 38%            | 3%                  | 0%                | 0%  | 0%                   | 0%                       | 0%                   | 0%                  | 1%         | 3%  | 0%  |
| Don't Know  | 10%   | 7%     | 14%    | 8%                  | 10%              | 0%               | 0%             | 8%                  | 4%                | 9%  | 4%                   | 12%                      | 25%                  | 10%                 | 5%         | 10% | 47% |

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(67.A) Imagine that you read the following pledge from a political party ahead of the next general election: “We will invest in and support our farmers to help them be more productive and ensure more of the food we buy is made in Britain”

|   | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|---|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|   |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted  | 259   | 28    | 49    | 36    | 49    | 43    | 54  | 71           | 74  | 46  | 67  | 44                | 93      | 42         | 40         | 28      | 12         |
| Weighted  | 259   | 36    | 48    | 33    | 48    | 41    | 53  | 63           | 74  | 55  | 65  | 48                | 92      | 43         | 38         | 26      | 12         |
| It would make me much more likely to consider voting for them     | 21%   | 13%   | 16%   | 22%   | 21%   | 21%   | 29% | 24%          | 16% | 27% | 18% | 19%               | 23%     | 15%        | 23%        | 26%     | 7%         |
| It would make me somewhat more likely to consider voting for them | 37%   | 48%   | 28%   | 38%   | 30%   | 38%   | 41% | 38%          | 46% | 36% | 26% | 26%               | 38%     | 53%        | 30%        | 30%     | 41%        |
| It would have no impact on how likely I am to vote for them       | 32%   | 31%   | 36%   | 27%   | 38%   | 30%   | 26% | 35%          | 24% | 29% | 39% | 37%               | 35%     | 20%        | 32%        | 32%     | 33%        |
| It would make me somewhat less likely to consider voting for them | 0%    | 2%    | 0%    | 0%    | 0%    | 0%    | 0%  | 0%           | 0%  | 0%  | 1%  | 2%                | 0%      | 0%         | 0%         | 0%      | 0%         |
| It would make me much less likely to consider voting for them     | 2%    | 2%    | 0%    | 0%    | 0%    | 7%    | 2%  | 1%           | 1%  | 4%  | 2%  | 2%                | 2%      | 3%         | 0%         | 0%      | 9%         |
| Don't Know  | 9%    | 3%    | 20%   | 12%   | 11%   | 5%    | 2%  | 3%           | 12% | 4%  | 15% | 16%               | 2%      | 9%         | 14%        | 11%     | 10%        |

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(67.B) Imagine that you read the following pledge from a political party ahead of the next general election: “We will invest in and support our farmers to help them be more productive and ensure more of the food we buy is made in Britain”

|   | Total | Gender |        | 2019                |                  |                  |                | Voting Intention    |                   |     | Tory swing voter     | Climate change concern   |                      |                     |            |     |     |
|---|-------|--------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|----------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|   |       | Male   | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes | High climate concern | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted  | 259   | 128    | 130    | 97                  | 80               | 21               | 2              | 31                  | 56                | 104 | 19                   | 31                       | 23                   | 121                 | 87         | 25  | 3   |
| Weighted  | 259   | 131    | 128    | 95                  | 80               | 22               | 2              | 30                  | 54                | 107 | 20                   | 30                       | 25                   | 119                 | 88         | 25  | 3   |
| It would make me much more likely to consider voting for them     | 21%   | 18%    | 23%    | 20%                 | 25%              | 29%              | 0%             | 6%                  | 23%               | 20% | 21%                  | 19%                      | 34%                  | 21%                 | 18%        | 13% | 0%  |
| It would make me somewhat more likely to consider voting for them | 37%   | 34%    | 40%    | 43%                 | 33%              | 45%              | 0%             | 28%                 | 46%               | 32% | 55%                  | 44%                      | 30%                  | 39%                 | 36%        | 39% | 0%  |
| It would have no impact on how likely I am to vote for them       | 32%   | 36%    | 27%    | 30%                 | 31%              | 21%              | 100%           | 41%                 | 30%               | 35% | 18%                  | 31%                      | 36%                  | 29%                 | 33%        | 40% | 0%  |
| It would make me somewhat less likely to consider voting for them | 0%    | 0%     | 1%     | 0%                  | 0%               | 0%               | 0%             | 0%                  | 0%                | 0%  | 0%                   | 0%                       | 0%                   | 1%                  | 0%         | 0%  | 0%  |
| It would make me much less likely to consider voting for them     | 2%    | 2%     | 2%     | 1%                  | 1%               | 5%               | 0%             | 3%                  | 0%                | 1%  | 6%                   | 0%                       | 0%                   | 1%                  | 2%         | 4%  | 37% |
| Don't Know  | 9%    | 10%    | 8%     | 5%                  | 10%              | 0%               | 0%             | 21%                 | 2%                | 12% | 0%                   | 7%                       | 0%                   | 9%                  | 10%        | 4%  | 63% |

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(68.A) Of the following, which do you think is more important for the food sector to prioritise? Select up to three

|  | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|--|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|  |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted   | 1023  | 115   | 177   | 181   | 179   | 150   | 221 | 300          | 268 | 187 | 260 | 205               | 320     | 130        | 183        | 125     | 60         |
| Weighted   | 1023  | 142   | 175   | 174   | 174   | 143   | 215 | 275          | 264 | 223 | 253 | 220               | 317     | 131        | 178        | 118     | 59         |
| Ensuring food remains affordable   | 68%   | 64%   | 68%   | 72%   | 67%   | 67%   | 68% | 68%          | 71% | 67% | 65% | 66%               | 68%     | 73%        | 70%        | 65%     | 63%        |
| Improving food quality and standards   | 43%   | 45%   | 47%   | 41%   | 45%   | 42%   | 41% | 44%          | 40% | 40% | 49% | 49%               | 46%     | 43%        | 37%        | 36%     | 44%        |
| Improving the environmental impact of food production in the UK and restoring nature | 35%   | 40%   | 27%   | 32%   | 38%   | 35%   | 36% | 33%          | 34% | 37% | 36% | 36%               | 30%     | 38%        | 38%        | 36%     | 37%        |
| Producing larger quantities of food/maintaining a good supply                        | 33%   | 33%   | 33%   | 30%   | 32%   | 32%   | 36% | 33%          | 35% | 32% | 32% | 31%               | 32%     | 38%        | 37%        | 29%     | 31%        |
| Increasing the share of UK-made food in our consumption                              | 33%   | 19%   | 20%   | 28%   | 29%   | 48%   | 49% | 41%          | 29% | 34% | 26% | 25%               | 37%     | 29%        | 33%        | 41%     | 32%        |
| Ensuring food is nutritious  | 30%   | 37%   | 29%   | 34%   | 24%   | 32%   | 27% | 31%          | 29% | 31% | 29% | 31%               | 31%     | 27%        | 29%        | 32%     | 28%        |
| Don't Know   | 3%    | 2%    | 7%    | 4%    | 3%    | 3%    | 0%  | 1%           | 3%  | 2%  | 6%  | 3%                | 3%      | 1%         | 4%         | 4%      | 3%         |
| Encouraging young people into the sector to future-proof the workforce               | 18%   | 17%   | 18%   | 14%   | 21%   | 12%   | 23% | 19%          | 21% | 20% | 11% | 18%               | 16%     | 22%        | 15%        | 17%     | 29%        |

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(68.B) Of the following, which do you think is more important for the food sector to prioritise? Select up to three

|  | Total | Gender |        | 2019                |                  |                  |                | Voting Intention    |                   |     | Tory swing voter     | Climate change concern   |                      |                     |            |     |     |
|--|-------|--------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|----------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|  |       | Male   | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes | High climate concern | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted   | 1023  | 493    | 524    | 373                 | 275              | 80               | 14             | 139                 | 229               | 373 | 74                   | 118                      | 94                   | 466                 | 343        | 103 | 17  |
| Weighted   | 1023  | 502    | 515    | 363                 | 274              | 81               | 14             | 141                 | 222               | 378 | 76                   | 117                      | 98                   | 464                 | 343        | 101 | 17  |
| Ensuring food remains affordable   | 68%   | 64%    | 72%    | 63%                 | 67%              | 70%              | 67%            | 81%                 | 61%               | 68% | 76%                  | 65%                      | 58%                  | 65%                 | 76%        | 68% | 19% |
| Improving food quality and standards   | 43%   | 42%    | 45%    | 44%                 | 49%              | 43%              | 26%            | 40%                 | 45%               | 47% | 45%                  | 39%                      | 39%                  | 41%                 | 48%        | 48% | 13% |
| Improving the environmental impact of food production in the UK and restoring nature | 35%   | 34%    | 35%    | 32%                 | 38%              | 43%              | 40%            | 28%                 | 33%               | 38% | 46%                  | 34%                      | 50%                  | 44%                 | 26%        | 10% | 17% |
| Producing larger quantities of food/maintaining a good supply                        | 33%   | 35%    | 31%    | 35%                 | 28%              | 30%              | 39%            | 42%                 | 32%               | 30% | 29%                  | 35%                      | 28%                  | 32%                 | 35%        | 37% | 26% |
| Increasing the share of UK-made food in our consumption                              | 33%   | 35%    | 31%    | 45%                 | 25%              | 35%              | 60%            | 19%                 | 45%               | 29% | 27%                  | 43%                      | 29%                  | 34%                 | 33%        | 35% | 7%  |
| Ensuring food is nutritious  | 30%   | 29%    | 31%    | 32%                 | 32%              | 20%              | 6%             | 33%                 | 30%               | 32% | 24%                  | 34%                      | 35%                  | 29%                 | 32%        | 26% | 17% |
| Don't Know   | 3%    | 3%     | 3%     | 2%                  | 3%               | 1%               | 0%             | 2%                  | 1%                | 3%  | 1%                   | 3%                       | 3%                   | 2%                  | 1%         | 6%  | 50% |
| Encouraging young people into the sector to future-proof the workforce               | 18%   | 18%    | 18%    | 20%                 | 17%              | 28%              | 12%            | 14%                 | 23%               | 18% | 14%                  | 19%                      | 27%                  | 19%                 | 16%        | 14% | 24% |

Note:

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(69.A) Here are some policy options that the UK may consider to increase its food production domestically and reduce prices whilst improving farming’s environmental impact.:  
Reward farmers financially for the food they produce using environmentally friendly methods in the UK

|                            | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|----------------------------|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|                            |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted                 | 1023  | 115   | 177   | 181   | 179   | 150   | 221 | 300          | 268 | 187 | 260 | 205               | 320     | 130        | 183        | 125     | 60         |
| Weighted                   | 1023  | 142   | 175   | 174   | 174   | 143   | 215 | 275          | 264 | 223 | 253 | 220               | 317     | 131        | 178        | 118     | 59         |
| Strongly support           | 28%   | 32%   | 29%   | 29%   | 24%   | 28%   | 28% | 24%          | 29% | 28% | 32% | 27%               | 25%     | 29%        | 30%        | 36%     | 29%        |
| Support                    | 48%   | 44%   | 44%   | 48%   | 48%   | 49%   | 55% | 57%          | 46% | 48% | 42% | 47%               | 48%     | 48%        | 54%        | 43%     | 45%        |
| Neither support nor oppose | 16%   | 19%   | 18%   | 12%   | 19%   | 16%   | 14% | 13%          | 17% | 18% | 17% | 18%               | 18%     | 16%        | 10%        | 15%     | 19%        |
| Oppose                     | 4%    | 1%    | 5%    | 5%    | 6%    | 2%    | 2%  | 4%           | 3%  | 2%  | 5%  | 3%                | 5%      | 2%         | 4%         | 2%      | 3%         |
| Strongly oppose            | 1%    | 1%    | 0%    | 2%    | 1%    | 5%    | 1%  | 2%           | 1%  | 1%  | 0%  | 2%                | 1%      | 2%         | 1%         | 1%      | 1%         |
| Don't know                 | 3%    | 2%    | 4%    | 5%    | 3%    | 1%    | 2%  | 1%           | 3%  | 3%  | 4%  | 3%                | 4%      | 3%         | 1%         | 3%      | 2%         |
| Total Support:             | 76%   | 76%   | 73%   | 77%   | 72%   | 77%   | 82% | 81%          | 75% | 76% | 73% | 74%               | 73%     | 77%        | 85%        | 79%     | 75%        |
| Total Oppose:              | 5%    | 2%    | 5%    | 7%    | 6%    | 6%    | 2%  | 6%           | 5%  | 3%  | 6%  | 5%                | 6%      | 4%         | 5%         | 3%      | 5%         |
| Net:                       | 72%   | 74%   | 68%   | 70%   | 66%   | 71%   | 80% | 75%          | 70% | 73% | 68% | 69%               | 67%     | 73%        | 80%        | 76%     | 70%        |

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(69.B) Here are some policy options that the UK may consider to increase its food production domestically and reduce prices whilst improving farming’s environmental impact.:  
Reward farmers financially for the food they produce using environmentally friendly methods in the UK

|                            | Gender |      | 2019   |                     |                  |                  |                | Voting Intention    |                   | Tory swing voter | Climate change concern |                          |                      |                     |            |     |     |
|----------------------------|--------|------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|------------------|------------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|                            | Total  | Male | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes              | High climate concern   | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted                 | 1023   | 493  | 524    | 373                 | 275              | 80               | 14             | 139                 | 229               | 373              | 74                     | 118                      | 94                   | 466                 | 343        | 103 | 17  |
| Weighted                   | 1023   | 502  | 515    | 363                 | 274              | 81               | 14             | 141                 | 222               | 378              | 76                     | 117                      | 98                   | 464                 | 343        | 101 | 17  |
| Strongly support           | 28%    | 26%  | 30%    | 26%                 | 34%              | 27%              | 8%             | 24%                 | 26%               | 30%              | 31%                    | 28%                      | 43%                  | 31%                 | 23%        | 21% | 6%  |
| Support                    | 48%    | 48%  | 48%    | 52%                 | 46%              | 44%              | 47%            | 53%                 | 53%               | 49%              | 44%                    | 51%                      | 41%                  | 52%                 | 51%        | 28% | 34% |
| Neither support nor oppose | 16%    | 16%  | 16%    | 15%                 | 14%              | 21%              | 28%            | 14%                 | 14%               | 15%              | 21%                    | 14%                      | 8%                   | 12%                 | 18%        | 31% | 30% |
| Oppose                     | 4%     | 5%   | 2%     | 3%                  | 3%               | 3%               | 5%             | 5%                  | 3%                | 4%               | 4%                     | 5%                       | 3%                   | 2%                  | 5%         | 6%  | 11% |
| Strongly oppose            | 1%     | 2%   | 1%     | 3%                  | 0%               | 1%               | 6%             | 0%                  | 2%                | 0%               | 0%                     | 1%                       | 0%                   | 1%                  | 0%         | 9%  | 0%  |
| Don't know                 | 3%     | 3%   | 3%     | 1%                  | 2%               | 4%               | 6%             | 4%                  | 1%                | 3%               | 0%                     | 2%                       | 4%                   | 2%                  | 2%         | 5%  | 19% |
| Total Support:             | 76%    | 74%  | 79%    | 78%                 | 80%              | 71%              | 55%            | 77%                 | 79%               | 79%              | 75%                    | 79%                      | 85%                  | 83%                 | 75%        | 49% | 40% |
| Total Oppose:              | 5%     | 7%   | 3%     | 6%                  | 3%               | 4%               | 10%            | 5%                  | 5%                | 4%               | 4%                     | 5%                       | 3%                   | 2%                  | 5%         | 15% | 11% |
| Net:                       | 72%    | 67%  | 76%    | 72%                 | 76%              | 67%              | 45%            | 72%                 | 74%               | 75%              | 71%                    | 74%                      | 81%                  | 81%                 | 69%        | 34% | 29% |

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(70.A) Here are some policy options that the UK may consider to increase its food production domestically and reduce prices whilst improving farming’s environmental impact.:  
Provide money to farmers to invest in new machinery and technology to make their farms more productive and better for the environment

|                            | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|----------------------------|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|                            |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted                 | 1023  | 115   | 177   | 181   | 179   | 150   | 221 | 300          | 268 | 187 | 260 | 205               | 320     | 130        | 183        | 125     | 60         |
| Weighted                   | 1023  | 142   | 175   | 174   | 174   | 143   | 215 | 275          | 264 | 223 | 253 | 220               | 317     | 131        | 178        | 118     | 59         |
| Strongly support           | 26%   | 28%   | 27%   | 28%   | 19%   | 26%   | 28% | 24%          | 27% | 25% | 26% | 32%               | 21%     | 23%        | 25%        | 28%     | 31%        |
| Support                    | 50%   | 49%   | 45%   | 48%   | 55%   | 53%   | 49% | 53%          | 48% | 51% | 47% | 48%               | 53%     | 52%        | 52%        | 42%     | 41%        |
| Neither support nor oppose | 17%   | 17%   | 20%   | 14%   | 17%   | 13%   | 19% | 17%          | 19% | 14% | 18% | 12%               | 18%     | 18%        | 15%        | 20%     | 23%        |
| Oppose                     | 3%    | 2%    | 2%    | 5%    | 3%    | 4%    | 2%  | 4%           | 3%  | 3%  | 4%  | 4%                | 3%      | 2%         | 4%         | 4%      | 2%         |
| Strongly oppose            | 1%    | 0%    | 1%    | 0%    | 1%    | 3%    | 0%  | 0%           | 1%  | 1%  | 1%  | 1%                | 0%      | 1%         | 1%         | 2%      | 1%         |
| Don't know                 | 4%    | 4%    | 5%    | 5%    | 5%    | 1%    | 1%  | 2%           | 3%  | 6%  | 5%  | 3%                | 5%      | 3%         | 3%         | 5%      | 2%         |
| Total Support:             | 76%   | 77%   | 72%   | 75%   | 74%   | 79%   | 77% | 77%          | 75% | 76% | 73% | 80%               | 74%     | 76%        | 77%        | 70%     | 72%        |
| Total Oppose:              | 4%    | 2%    | 3%    | 5%    | 4%    | 7%    | 3%  | 4%           | 3%  | 4%  | 4%  | 4%                | 3%      | 3%         | 4%         | 6%      | 3%         |
| Net:                       | 72%   | 75%   | 69%   | 70%   | 70%   | 72%   | 74% | 73%          | 71% | 72% | 69% | 76%               | 71%     | 72%        | 73%        | 64%     | 69%        |

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(70.B) Here are some policy options that the UK may consider to increase its food production domestically and reduce prices whilst improving farming’s environmental impact.:  
Provide money to farmers to invest in new machinery and technology to make their farms more productive and better for the environment

|                            | Total | Gender |        | 2019                |                  |                  |                | Voting Intention    |                   | Tory swing voter | Climate change concern |                          |                      |                     |            |     |     |
|----------------------------|-------|--------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|------------------|------------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|                            |       | Male   | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes              | High climate concern   | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted                 | 1023  | 493    | 524    | 373                 | 275              | 80               | 14             | 139                 | 229               | 373              | 74                     | 118                      | 94                   | 466                 | 343        | 103 | 17  |
| Weighted                   | 1023  | 502    | 515    | 363                 | 274              | 81               | 14             | 141                 | 222               | 378              | 76                     | 117                      | 98                   | 464                 | 343        | 101 | 17  |
| Strongly support           | 26%   | 27%    | 26%    | 28%                 | 27%              | 28%              | 0%             | 22%                 | 28%               | 28%              | 30%                    | 25%                      | 31%                  | 27%                 | 24%        | 25% | 6%  |
| Support                    | 50%   | 46%    | 53%    | 50%                 | 49%              | 49%              | 77%            | 50%                 | 51%               | 51%              | 45%                    | 53%                      | 46%                  | 51%                 | 55%        | 32% | 16% |
| Neither support nor oppose | 17%   | 19%    | 15%    | 17%                 | 16%              | 13%              | 6%             | 22%                 | 14%               | 14%              | 19%                    | 17%                      | 9%                   | 16%                 | 17%        | 24% | 41% |
| Oppose                     | 3%    | 4%     | 2%     | 4%                  | 2%               | 5%               | 5%             | 2%                  | 4%                | 2%               | 6%                     | 2%                       | 8%                   | 2%                  | 2%         | 7%  | 7%  |
| Strongly oppose            | 1%    | 1%     | 1%     | 1%                  | 1%               | 1%               | 6%             | 0%                  | 1%                | 1%               | 0%                     | 1%                       | 0%                   | 1%                  | 0%         | 5%  | 0%  |
| Don't know                 | 4%    | 4%     | 4%     | 1%                  | 4%               | 4%               | 6%             | 4%                  | 1%                | 4%               | 0%                     | 2%                       | 6%                   | 3%                  | 2%         | 7%  | 29% |
| Total Support:             | 76%   | 72%    | 78%    | 77%                 | 76%              | 77%              | 77%            | 72%                 | 80%               | 79%              | 76%                    | 78%                      | 77%                  | 79%                 | 79%        | 57% | 22% |
| Total Oppose:              | 4%    | 5%     | 3%     | 5%                  | 3%               | 7%               | 10%            | 2%                  | 5%                | 3%               | 6%                     | 3%                       | 8%                   | 2%                  | 2%         | 12% | 7%  |
| Net:                       | 72%   | 67%    | 76%    | 73%                 | 73%              | 70%              | 67%            | 70%                 | 74%               | 76%              | 70%                    | 74%                      | 69%                  | 76%                 | 77%        | 44% | 15% |

Note:

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(71.A) Here are some policy options that the UK may consider to increase its food production domestically and reduce prices whilst improving farming’s environmental impact.: Increase the amount of funding for research and development into new farming techniques and support their implementation on farms

|                            | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|----------------------------|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|                            |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted                 | 1023  | 115   | 177   | 181   | 179   | 150   | 221 | 300          | 268 | 187 | 260 | 205               | 320     | 130        | 183        | 125     | 60         |
| Weighted                   | 1023  | 142   | 175   | 174   | 174   | 143   | 215 | 275          | 264 | 223 | 253 | 220               | 317     | 131        | 178        | 118     | 59         |
| Strongly support           | 23%   | 25%   | 22%   | 25%   | 21%   | 20%   | 22% | 25%          | 22% | 20% | 22% | 26%               | 19%     | 19%        | 23%        | 24%     | 32%        |
| Support                    | 50%   | 48%   | 46%   | 48%   | 50%   | 54%   | 53% | 51%          | 53% | 51% | 45% | 46%               | 52%     | 54%        | 54%        | 47%     | 36%        |
| Neither support nor oppose | 20%   | 23%   | 21%   | 17%   | 20%   | 21%   | 20% | 20%          | 20% | 19% | 21% | 19%               | 21%     | 19%        | 17%        | 24%     | 23%        |
| Oppose                     | 3%    | 3%    | 2%    | 6%    | 4%    | 1%    | 2%  | 2%           | 1%  | 5%  | 5%  | 5%                | 2%      | 4%         | 2%         | 3%      | 5%         |
| Strongly oppose            | 1%    | 0%    | 2%    | 0%    | 0%    | 1%    | 1%  | 0%           | 1%  | 1%  | 2%  | 1%                | 1%      | 0%         | 1%         | 0%      | 0%         |
| Don't know                 | 4%    | 2%    | 7%    | 4%    | 5%    | 2%    | 1%  | 2%           | 3%  | 4%  | 5%  | 2%                | 4%      | 5%         | 3%         | 2%      | 5%         |
| Total Support:             | 72%   | 73%   | 68%   | 73%   | 71%   | 74%   | 76% | 76%          | 74% | 72% | 67% | 73%               | 71%     | 73%        | 76%        | 71%     | 68%        |
| Total Oppose:              | 4%    | 3%    | 5%    | 6%    | 4%    | 3%    | 3%  | 2%           | 2%  | 5%  | 6%  | 6%                | 3%      | 4%         | 3%         | 3%      | 5%         |
| Net:                       | 69%   | 70%   | 63%   | 67%   | 67%   | 72%   | 73% | 74%          | 72% | 67% | 60% | 67%               | 68%     | 69%        | 74%        | 68%     | 63%        |

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(71.B) Here are some policy options that the UK may consider to increase its food production domestically and reduce prices whilst improving farming’s environmental impact.: Increase the amount of funding for research and development into new farming techniques and support their implementation on farms

|                            | Gender |      | 2019   |                     |                  |                  | Voting Intention |                     | Tory swing voter  | Climate change concern |                      |                          |                      |                     |            |     |     |
|----------------------------|--------|------|--------|---------------------|------------------|------------------|------------------|---------------------|-------------------|------------------------|----------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|                            | Total  | Male | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote   | Conservative Labour | Liberal Democrats | Yes                    | High climate concern | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted                 | 1023   | 493  | 524    | 373                 | 275              | 80               | 14               | 139                 | 229               | 373                    | 74                   | 118                      | 94                   | 466                 | 343        | 103 | 17  |
| Weighted                   | 1023   | 502  | 515    | 363                 | 274              | 81               | 14               | 141                 | 222               | 378                    | 76                   | 117                      | 98                   | 464                 | 343        | 101 | 17  |
| Strongly support           | 23%    | 25%  | 20%    | 24%                 | 22%              | 21%              | 16%              | 19%                 | 25%               | 22%                    | 26%                  | 25%                      | 32%                  | 25%                 | 19%        | 20% | 0%  |
| Support                    | 50%    | 49%  | 51%    | 49%                 | 53%              | 58%              | 36%              | 46%                 | 52%               | 54%                    | 52%                  | 45%                      | 49%                  | 53%                 | 52%        | 33% | 30% |
| Neither support nor oppose | 20%    | 19%  | 21%    | 20%                 | 18%              | 15%              | 36%              | 25%                 | 18%               | 17%                    | 15%                  | 22%                      | 9%                   | 18%                 | 23%        | 30% | 28% |
| Oppose                     | 3%     | 3%   | 3%     | 5%                  | 1%               | 3%               | 0%               | 4%                  | 4%                | 3%                     | 3%                   | 5%                       | 5%                   | 2%                  | 3%         | 9%  | 7%  |
| Strongly oppose            | 1%     | 1%   | 1%     | 1%                  | 1%               | 0%               | 0%               | 1%                  | 0%                | 1%                     | 1%                   | 0%                       | 1%                   | 0%                  | 1%         | 4%  | 0%  |
| Don't know                 | 4%     | 3%   | 4%     | 1%                  | 4%               | 4%               | 12%              | 5%                  | 0%                | 4%                     | 4%                   | 3%                       | 4%                   | 3%                  | 3%         | 5%  | 35% |
| Total Support:             | 72%    | 73%  | 71%    | 73%                 | 75%              | 78%              | 52%              | 66%                 | 77%               | 75%                    | 77%                  | 70%                      | 81%                  | 78%                 | 71%        | 52% | 30% |
| Total Oppose:              | 4%     | 4%   | 3%     | 5%                  | 2%               | 3%               | 0%               | 5%                  | 4%                | 4%                     | 4%                   | 5%                       | 6%                   | 2%                  | 3%         | 13% | 7%  |
| Net:                       | 69%    | 69%  | 68%    | 67%                 | 73%              | 76%              | 52%              | 61%                 | 73%               | 72%                    | 73%                  | 65%                      | 75%                  | 76%                 | 68%        | 40% | 23% |

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(72.A) Here are some policy options that the UK may consider to increase its food production domestically and reduce prices whilst improving farming’s environmental impact.:  
 Make sure every area of government is working towards the same goals for the UK’s food system to give farmers more certainty

|                            | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|----------------------------|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|                            |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted                 | 1023  | 115   | 177   | 181   | 179   | 150   | 221 | 300          | 268 | 187 | 260 | 205               | 320     | 130        | 183        | 125     | 60         |
| Weighted                   | 1023  | 142   | 175   | 174   | 174   | 143   | 215 | 275          | 264 | 223 | 253 | 220               | 317     | 131        | 178        | 118     | 59         |
| Strongly support           | 30%   | 30%   | 24%   | 30%   | 28%   | 32%   | 35% | 30%          | 29% | 30% | 31% | 34%               | 24%     | 26%        | 34%        | 34%     | 40%        |
| Support                    | 53%   | 51%   | 50%   | 51%   | 55%   | 53%   | 56% | 56%          | 51% | 56% | 49% | 48%               | 58%     | 57%        | 55%        | 47%     | 37%        |
| Neither support nor oppose | 13%   | 14%   | 19%   | 12%   | 12%   | 13%   | 8%  | 12%          | 16% | 9%  | 15% | 13%               | 14%     | 13%        | 9%         | 14%     | 21%        |
| Oppose                     | 1%    | 3%    | 3%    | 2%    | 1%    | 0%    | 0%  | 2%           | 0%  | 1%  | 2%  | 3%                | 1%      | 2%         | 1%         | 1%      | 0%         |
| Strongly oppose            | 0%    | 0%    | 1%    | 1%    | 0%    | 0%    | 0%  | 0%           | 0%  | 1%  | 0%  | 1%                | 0%      | 1%         | 0%         | 0%      | 0%         |
| Don't know                 | 3%    | 2%    | 4%    | 3%    | 4%    | 2%    | 1%  | 1%           | 3%  | 4%  | 4%  | 2%                | 3%      | 2%         | 2%         | 4%      | 2%         |
| Total Support:             | 83%   | 81%   | 74%   | 82%   | 83%   | 85%   | 91% | 86%          | 80% | 86% | 80% | 82%               | 82%     | 82%        | 89%        | 81%     | 77%        |
| Total Oppose:              | 2%    | 3%    | 3%    | 3%    | 1%    | 0%    | 0%  | 2%           | 1%  | 2%  | 2%  | 4%                | 1%      | 2%         | 1%         | 1%      | 0%         |
| Net:                       | 81%   | 78%   | 71%   | 79%   | 82%   | 85%   | 91% | 84%          | 80% | 84% | 78% | 78%               | 81%     | 80%        | 88%        | 80%     | 77%        |

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(72.B) Here are some policy options that the UK may consider to increase its food production domestically and reduce prices whilst improving farming’s environmental impact.:  
 Make sure every area of government is working towards the same goals for the UK’s food system to give farmers more certainty

|                            | Gender |      | 2019   |                     |                  |                  | Voting Intention |                     | Tory swing voter  |     | Climate change concern |                          |                      |                     |            |     |     |
|----------------------------|--------|------|--------|---------------------|------------------|------------------|------------------|---------------------|-------------------|-----|------------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|                            | Total  | Male | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote   | Conservative Labour | Liberal Democrats | Yes | High climate concern   | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted                 | 1023   | 493  | 524    | 373                 | 275              | 80               | 14               | 139                 | 229               | 373 | 74                     | 118                      | 94                   | 466                 | 343        | 103 | 17  |
| Weighted                   | 1023   | 502  | 515    | 363                 | 274              | 81               | 14               | 141                 | 222               | 378 | 76                     | 117                      | 98                   | 464                 | 343        | 101 | 17  |
| Strongly support           | 30%    | 27%  | 33%    | 34%                 | 31%              | 23%              | 14%              | 22%                 | 32%               | 31% | 33%                    | 36%                      | 36%                  | 33%                 | 27%        | 24% | 14% |
| Support                    | 53%    | 54%  | 51%    | 51%                 | 54%              | 60%              | 79%              | 61%                 | 56%               | 57% | 48%                    | 50%                      | 45%                  | 52%                 | 60%        | 42% | 28% |
| Neither support nor oppose | 13%    | 14%  | 12%    | 12%                 | 12%              | 12%              | 0%               | 13%                 | 9%                | 10% | 14%                    | 11%                      | 12%                  | 11%                 | 11%        | 29% | 36% |
| Oppose                     | 1%     | 2%   | 1%     | 2%                  | 1%               | 2%               | 0%               | 0%                  | 2%                | 0%  | 3%                     | 2%                       | 1%                   | 1%                  | 1%         | 1%  | 0%  |
| Strongly oppose            | 0%     | 1%   | 0%     | 0%                  | 0%               | 2%               | 0%               | 0%                  | 0%                | 0%  | 2%                     | 0%                       | 1%                   | 0%                  | 0%         | 0%  | 0%  |
| Don't know                 | 3%     | 3%   | 2%     | 1%                  | 3%               | 1%               | 6%               | 4%                  | 1%                | 2%  | 0%                     | 1%                       | 5%                   | 3%                  | 1%         | 4%  | 22% |
| Total Support:             | 83%    | 81%  | 84%    | 85%                 | 85%              | 83%              | 94%              | 83%                 | 88%               | 87% | 81%                    | 86%                      | 81%                  | 85%                 | 87%        | 66% | 42% |
| Total Oppose:              | 2%     | 2%   | 1%     | 2%                  | 1%               | 4%               | 0%               | 0%                  | 2%                | 0%  | 5%                     | 2%                       | 3%                   | 2%                  | 1%         | 1%  | 0%  |
| Net:                       | 81%    | 79%  | 83%    | 83%                 | 84%              | 79%              | 94%              | 83%                 | 85%               | 87% | 76%                    | 84%                      | 79%                  | 83%                 | 86%        | 65% | 42% |

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(73.A) Here are some policy options that the UK may consider to increase its food production domestically and reduce prices whilst improving farming’s environmental impact.: Support farms to modernise by increasing the number of farming apprenticeships and ensuring continued professional development for farmers

|                            | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|----------------------------|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|                            |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted                 | 1023  | 115   | 177   | 181   | 179   | 150   | 221 | 300          | 268 | 187 | 260 | 205               | 320     | 130        | 183        | 125     | 60         |
| Weighted                   | 1023  | 142   | 175   | 174   | 174   | 143   | 215 | 275          | 264 | 223 | 253 | 220               | 317     | 131        | 178        | 118     | 59         |
| Strongly support           | 28%   | 26%   | 23%   | 30%   | 24%   | 28%   | 35% | 30%          | 27% | 26% | 27% | 28%               | 25%     | 27%        | 30%        | 31%     | 31%        |
| Support                    | 52%   | 48%   | 47%   | 50%   | 56%   | 57%   | 53% | 54%          | 54% | 51% | 50% | 56%               | 54%     | 55%        | 49%        | 45%     | 44%        |
| Neither support nor oppose | 15%   | 22%   | 20%   | 14%   | 13%   | 13%   | 11% | 14%          | 14% | 18% | 17% | 12%               | 16%     | 14%        | 18%        | 17%     | 18%        |
| Oppose                     | 1%    | 1%    | 2%    | 2%    | 2%    | 2%    | 0%  | 2%           | 1%  | 0%  | 1%  | 2%                | 1%      | 1%         | 1%         | 3%      | 5%         |
| Strongly oppose            | 0%    | 0%    | 2%    | 0%    | 0%    | 0%    | 0%  | 0%           | 0%  | 1%  | 1%  | 1%                | 0%      | 1%         | 0%         | 2%      | 0%         |
| Don't know                 | 3%    | 2%    | 6%    | 4%    | 5%    | 1%    | 0%  | 1%           | 3%  | 4%  | 4%  | 2%                | 4%      | 3%         | 3%         | 2%      | 2%         |
| Total Support:             | 80%   | 75%   | 70%   | 80%   | 80%   | 85%   | 88% | 83%          | 81% | 77% | 77% | 84%               | 80%     | 82%        | 78%        | 76%     | 75%        |
| Total Oppose:              | 2%    | 1%    | 4%    | 2%    | 2%    | 2%    | 0%  | 2%           | 2%  | 1%  | 2%  | 3%                | 1%      | 1%         | 1%         | 5%      | 5%         |
| Net:                       | 78%   | 74%   | 66%   | 78%   | 78%   | 83%   | 87% | 81%          | 80% | 76% | 75% | 81%               | 79%     | 81%        | 78%        | 71%     | 70%        |

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(73.B) Here are some policy options that the UK may consider to increase its food production domestically and reduce prices whilst improving farming’s environmental impact.: Support farms to modernise by increasing the number of farming apprenticeships and ensuring continued professional development for farmers

|                            | Total | Gender |        | 2019                |                  |                  |                | Voting Intention    |                   | Tory swing voter | Climate change concern |                          |                      |                     |            |     |     |
|----------------------------|-------|--------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|------------------|------------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|                            |       | Male   | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes              | High climate concern   | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted                 | 1023  | 493    | 524    | 373                 | 275              | 80               | 14             | 139                 | 229               | 373              | 74                     | 118                      | 94                   | 466                 | 343        | 103 | 17  |
| Weighted                   | 1023  | 502    | 515    | 363                 | 274              | 81               | 14             | 141                 | 222               | 378              | 76                     | 117                      | 98                   | 464                 | 343        | 101 | 17  |
| Strongly support           | 28%   | 27%    | 29%    | 32%                 | 26%              | 32%              | 21%            | 22%                 | 28%               | 27%              | 36%                    | 32%                      | 34%                  | 30%                 | 25%        | 23% | 6%  |
| Support                    | 52%   | 51%    | 53%    | 52%                 | 53%              | 51%              | 58%            | 55%                 | 58%               | 53%              | 43%                    | 51%                      | 47%                  | 51%                 | 59%        | 43% | 29% |
| Neither support nor oppose | 15%   | 17%    | 14%    | 12%                 | 16%              | 13%              | 15%            | 18%                 | 10%               | 15%              | 18%                    | 11%                      | 11%                  | 15%                 | 14%        | 24% | 36% |
| Oppose                     | 1%    | 2%     | 1%     | 2%                  | 1%               | 2%               | 0%             | 0%                  | 3%                | 1%               | 4%                     | 2%                       | 3%                   | 1%                  | 1%         | 5%  | 5%  |
| Strongly oppose            | 0%    | 1%     | 0%     | 1%                  | 0%               | 1%               | 0%             | 0%                  | 1%                | 1%               | 0%                     | 2%                       | 0%                   | 0%                  | 0%         | 2%  | 0%  |
| Don't know                 | 3%    | 3%     | 3%     | 1%                  | 3%               | 1%               | 6%             | 5%                  | 0%                | 4%               | 0%                     | 3%                       | 5%                   | 3%                  | 1%         | 4%  | 24% |
| Total Support:             | 80%   | 78%    | 82%    | 83%                 | 79%              | 82%              | 79%            | 77%                 | 86%               | 80%              | 78%                    | 83%                      | 81%                  | 82%                 | 84%        | 66% | 35% |
| Total Oppose:              | 2%    | 3%     | 1%     | 3%                  | 1%               | 4%               | 0%             | 0%                  | 3%                | 1%               | 4%                     | 3%                       | 3%                   | 1%                  | 1%         | 7%  | 5%  |
| Net:                       | 78%   | 76%    | 81%    | 80%                 | 78%              | 79%              | 79%            | 77%                 | 83%               | 79%              | 75%                    | 79%                      | 78%                  | 81%                 | 83%        | 59% | 30% |

Note:

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(74.A) And of the same list of policies, please tell us which two you find most appealing. Select up to two

|  | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|--|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|  |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted   | 1023  | 115   | 177   | 181   | 179   | 150   | 221 | 300          | 268 | 187 | 260 | 205               | 320     | 130        | 183        | 125     | 60         |
| Weighted   | 1023  | 142   | 175   | 174   | 174   | 143   | 215 | 275          | 264 | 223 | 253 | 220               | 317     | 131        | 178        | 118     | 59         |
| Don't Know   | 5%    | 4%    | 10%   | 6%    | 7%    | 3%    | 1%  | 3%           | 2%  | 5%  | 11% | 4%                | 7%      | 1%         | 5%         | 8%      | 5%         |
| I do not find any of these appealing   | 4%    | 0%    | 4%    | 6%    | 5%    | 6%    | 3%  | 4%           | 4%  | 2%  | 6%  | 4%                | 5%      | 3%         | 3%         | 3%      | 3%         |
| Reward farmers financially for the food they produce using environmentally friendly methods in the UK                                      | 37%   | 42%   | 37%   | 37%   | 33%   | 41%   | 34% | 38%          | 36% | 37% | 37% | 36%               | 35%     | 37%        | 37%        | 37%     | 45%        |
| Provide money to farmers to invest in new machinery and technology to make their farms more productive and better for the environment      | 37%   | 49%   | 33%   | 37%   | 33%   | 38%   | 36% | 35%          | 38% | 38% | 37% | 36%               | 34%     | 48%        | 37%        | 36%     | 34%        |
| Support farms to modernise by increasing the number of farming apprenticeships and ensuring continued professional development for farmers | 36%   | 32%   | 30%   | 33%   | 39%   | 39%   | 44% | 41%          | 37% | 35% | 32% | 40%               | 35%     | 35%        | 35%        | 34%     | 39%        |
| Make sure every area of government is working towards the same goals for the UK's food system to give farmers more certainty               | 35%   | 30%   | 33%   | 26%   | 37%   | 35%   | 45% | 36%          | 37% | 38% | 29% | 31%               | 37%     | 29%        | 39%        | 38%     | 32%        |
| Increase the amount of funding for research and development into new farming techniques and support their implementation on farms          | 25%   | 28%   | 26%   | 34%   | 21%   | 20%   | 22% | 28%          | 28% | 21% | 23% | 31%               | 23%     | 27%        | 26%        | 18%     | 20%        |

Note:

BASE: All Respondents

(74.B) And of the same list of policies, please tell us which two you find most appealing. Select up to two

|  | Total | Gender |        | 2019                |                  |                  |                | Voting Intention    |                   |     | Tory swing voter     | Climate change concern   |                      |                     |            |     |     |
|--|-------|--------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|----------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|  |       | Male   | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes | High climate concern | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted   | 1023  | 493    | 524    | 373                 | 275              | 80               | 14             | 139                 | 229               | 373 | 74                   | 118                      | 94                   | 466                 | 343        | 103 | 17  |
| Weighted   | 1023  | 502    | 515    | 363                 | 274              | 81               | 14             | 141                 | 222               | 378 | 76                   | 117                      | 98                   | 464                 | 343        | 101 | 17  |
| Don't Know   | 5%    | 6%     | 5%     | 2%                  | 5%               | 4%               | 5%             | 9%                  | 1%                | 4%  | 4%                   | 3%                       | 7%                   | 4%                  | 2%         | 10% | 50% |
| I do not find any of these appealing   | 4%    | 5%     | 3%     | 5%                  | 4%               | 3%               | 6%             | 4%                  | 3%                | 4%  | 3%                   | 5%                       | 1%                   | 2%                  | 3%         | 18% | 0%  |
| Reward farmers financially for the food they produce using environmentally friendly methods in the UK                                      | 37%   | 35%    | 38%    | 35%                 | 43%              | 43%              | 13%            | 31%                 | 33%               | 42% | 42%                  | 40%                      | 39%                  | 40%                 | 37%        | 22% | 11% |
| Provide money to farmers to invest in new machinery and technology to make their farms more productive and better for the environment      | 37%   | 36%    | 38%    | 36%                 | 38%              | 39%              | 34%            | 41%                 | 36%               | 39% | 47%                  | 38%                      | 39%                  | 38%                 | 39%        | 28% | 12% |
| Support farms to modernise by increasing the number of farming apprenticeships and ensuring continued professional development for farmers | 36%   | 32%    | 40%    | 42%                 | 33%              | 37%              | 31%            | 33%                 | 45%               | 34% | 30%                  | 39%                      | 31%                  | 35%                 | 42%        | 30% | 23% |
| Make sure every area of government is working towards the same goals for the UK's food system to give farmers more certainty               | 35%   | 35%    | 34%    | 41%                 | 33%              | 26%              | 43%            | 26%                 | 42%               | 32% | 22%                  | 38%                      | 34%                  | 34%                 | 39%        | 31% | 14% |
| Increase the amount of funding for research and development into new farming techniques and support their implementation on farms          | 25%   | 27%    | 23%    | 21%                 | 25%              | 33%              | 24%            | 30%                 | 28%               | 26% | 36%                  | 16%                      | 30%                  | 29%                 | 22%        | 16% | 19% |

Note:

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions



(75.A) Some UK farmers have experienced difficulties finding seasonal workers to work on their farms as a result of Brexit. Would you support or oppose increasing the number of visas to allow people to come to work in the UK for a few months to fill these shortages?

|                            | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|----------------------------|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|                            |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted                 | 1023  | 115   | 177   | 181   | 179   | 150   | 221 | 300          | 268 | 187 | 260 | 205               | 320     | 130        | 183        | 125     | 60         |
| Weighted                   | 1023  | 142   | 175   | 174   | 174   | 143   | 215 | 275          | 264 | 223 | 253 | 220               | 317     | 131        | 178        | 118     | 59         |
| Strongly support           | 32%   | 36%   | 30%   | 33%   | 29%   | 25%   | 35% | 45%          | 33% | 22% | 24% | 35%               | 34%     | 25%        | 29%        | 34%     | 24%        |
| Somewhat support           | 36%   | 29%   | 39%   | 30%   | 30%   | 44%   | 40% | 35%          | 38% | 34% | 34% | 29%               | 37%     | 40%        | 37%        | 39%     | 34%        |
| Neither support nor oppose | 17%   | 18%   | 18%   | 18%   | 17%   | 14%   | 14% | 10%          | 15% | 21% | 22% | 17%               | 14%     | 17%        | 19%        | 15%     | 21%        |
| Somewhat oppose            | 7%    | 10%   | 4%    | 7%    | 9%    | 3%    | 6%  | 5%           | 5%  | 9%  | 8%  | 10%               | 6%      | 5%         | 6%         | 6%      | 8%         |
| Strongly oppose            | 5%    | 4%    | 1%    | 6%    | 11%   | 8%    | 3%  | 3%           | 6%  | 10% | 3%  | 5%                | 5%      | 8%         | 7%         | 3%      | 5%         |
| Don't Know                 | 4%    | 3%    | 6%    | 6%    | 4%    | 4%    | 2%  | 2%           | 3%  | 4%  | 9%  | 5%                | 4%      | 5%         | 2%         | 3%      | 9%         |
| Total Support:             | 67%   | 65%   | 70%   | 63%   | 59%   | 70%   | 75% | 80%          | 71% | 56% | 59% | 64%               | 71%     | 65%        | 66%        | 73%     | 58%        |
| Total Oppose:              | 12%   | 13%   | 5%    | 13%   | 20%   | 12%   | 9%  | 8%           | 11% | 19% | 10% | 14%               | 11%     | 13%        | 12%        | 9%      | 13%        |
| Net:                       | 55%   | 51%   | 65%   | 50%   | 39%   | 58%   | 66% | 71%          | 60% | 38% | 48% | 50%               | 60%     | 52%        | 54%        | 64%     | 45%        |

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(75.B) Some UK farmers have experienced difficulties finding seasonal workers to work on their farms as a result of Brexit. Would you support or oppose increasing the number of visas to allow people to come to work in the UK for a few months to fill these shortages?

|                            | Total | Gender |        | 2019                |                  |                  |                | Voting Intention    |                   | Tory swing voter | Climate change concern |                          |                      |                     |            |     |     |
|----------------------------|-------|--------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|------------------|------------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|                            |       | Male   | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes              | High climate concern   | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted                 | 1023  | 493    | 524    | 373                 | 275              | 80               | 14             | 139                 | 229               | 373              | 74                     | 118                      | 94                   | 466                 | 343        | 103 | 17  |
| Weighted                   | 1023  | 502    | 515    | 363                 | 274              | 81               | 14             | 141                 | 222               | 378              | 76                     | 117                      | 98                   | 464                 | 343        | 101 | 17  |
| Strongly support           | 32%   | 36%    | 27%    | 28%                 | 40%              | 49%              | 0%             | 22%                 | 25%               | 39%              | 40%                    | 37%                      | 51%                  | 34%                 | 28%        | 18% | 6%  |
| Somewhat support           | 36%   | 31%    | 40%    | 36%                 | 35%              | 36%              | 31%            | 37%                 | 39%               | 36%              | 39%                    | 33%                      | 30%                  | 37%                 | 39%        | 24% | 26% |
| Neither support nor oppose | 17%   | 16%    | 18%    | 16%                 | 13%              | 12%              | 40%            | 25%                 | 18%               | 13%              | 13%                    | 11%                      | 13%                  | 14%                 | 18%        | 22% | 38% |
| Somewhat oppose            | 7%    | 7%     | 7%     | 9%                  | 6%               | 0%               | 8%             | 4%                  | 11%               | 5%               | 1%                     | 8%                       | 0%                   | 8%                  | 6%         | 10% | 0%  |
| Strongly oppose            | 5%    | 7%     | 4%     | 7%                  | 2%               | 3%               | 20%            | 5%                  | 6%                | 3%               | 3%                     | 6%                       | 5%                   | 3%                  | 4%         | 18% | 7%  |
| Don't Know                 | 4%    | 4%     | 5%     | 4%                  | 4%               | 0%               | 0%             | 7%                  | 2%                | 4%               | 3%                     | 6%                       | 1%                   | 4%                  | 4%         | 7%  | 23% |
| Total Support:             | 67%   | 67%    | 67%    | 64%                 | 75%              | 85%              | 31%            | 59%                 | 63%               | 75%              | 79%                    | 70%                      | 81%                  | 71%                 | 67%        | 43% | 32% |
| Total Oppose:              | 12%   | 13%    | 11%    | 16%                 | 8%               | 3%               | 29%            | 9%                  | 17%               | 8%               | 5%                     | 14%                      | 5%                   | 11%                 | 11%        | 28% | 7%  |
| Net:                       | 55%   | 54%    | 56%    | 48%                 | 67%              | 82%              | 2%             | 50%                 | 47%               | 67%              | 75%                    | 56%                      | 76%                  | 60%                 | 57%        | 15% | 25% |

Note:

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(76.A) And which of the following comes closest to your view?

|  | Total | Age   |       |       |       |       |     | Social Grade |     |     |     | Area              |         |            |            |         |            |
|--|-------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-------------------|---------|------------|------------|---------|------------|
|  |       | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB           | C1  | C2  | DE  | Urban/City Centre | Suburbs | Large Town | Small Town | Village | Rural Area |
| Unweighted   | 1023  | 115   | 177   | 181   | 179   | 150   | 221 | 300          | 268 | 187 | 260 | 205               | 320     | 130        | 183        | 125     | 60         |
| Weighted   | 1023  | 142   | 175   | 174   | 174   | 143   | 215 | 275          | 264 | 223 | 253 | 220               | 317     | 131        | 178        | 118     | 59         |
| It is more important to ensure farmers can hire seasonal workers from other countries to address labour shortages and maintain good supply of food in the UK                       | 58%   | 57%   | 55%   | 57%   | 49%   | 55%   | 70% | 71%          | 62% | 49% | 48% | 57%               | 59%     | 57%        | 58%        | 62%     | 52%        |
| It is more important to ensure we hire local workers to work on our farms, even if it means it we continue to experience food shortages when farmers cannot find workers in the UK | 31%   | 29%   | 27%   | 33%   | 41%   | 31%   | 25% | 22%          | 30% | 38% | 36% | 32%               | 30%     | 34%        | 29%        | 27%     | 39%        |
| Don't Know   | 11%   | 14%   | 18%   | 10%   | 10%   | 14%   | 4%  | 7%           | 9%  | 13% | 16% | 11%               | 11%     | 10%        | 13%        | 11%     | 9%         |

*Note:*

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(76.B) And which of the following comes closest to your view?

|  | Total | Gender |        | 2019                |                  |                  |                | Voting Intention    |                   |     | Tory swing voter     | Climate change concern   |                      |                     |            |     |     |
|--|-------|--------|--------|---------------------|------------------|------------------|----------------|---------------------|-------------------|-----|----------------------|--------------------------|----------------------|---------------------|------------|-----|-----|
|  |       | Male   | Female | Conservative Labour | Liberal Democrat | The Brexit Party | I did not vote | Conservative Labour | Liberal Democrats | Yes | High climate concern | Moderate climate concern | Mild climate concern | Low climate concern | Don't know |     |     |
| Unweighted   | 1023  | 493    | 524    | 373                 | 275              | 80               | 14             | 139                 | 229               | 373 | 74                   | 118                      | 94                   | 466                 | 343        | 103 | 17  |
| Weighted   | 1023  | 502    | 515    | 363                 | 274              | 81               | 14             | 141                 | 222               | 378 | 76                   | 117                      | 98                   | 464                 | 343        | 101 | 17  |
| It is more important to ensure farmers can hire seasonal workers from other countries to address labour shortages and maintain good supply of food in the UK                       | 58%   | 58%    | 58%    | 57%                 | 63%              | 72%              | 33%            | 58%                 | 55%               | 66% | 63%                  | 64%                      | 56%                  | 64%                 | 59%        | 37% | 24% |
| It is more important to ensure we hire local workers to work on our farms, even if it means it we continue to experience food shortages when farmers cannot find workers in the UK | 31%   | 32%    | 30%    | 36%                 | 28%              | 17%              | 61%            | 25%                 | 40%               | 25% | 22%                  | 29%                      | 32%                  | 26%                 | 32%        | 50% | 18% |
| Don't Know   | 11%   | 11%    | 12%    | 7%                  | 9%               | 11%              | 6%             | 17%                 | 6%                | 9%  | 15%                  | 7%                       | 12%                  | 11%                 | 9%         | 13% | 57% |

Note:

BASE: All Respondents

Fieldwork: 10th May - 14th May 2023

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions