

Eating Better Survey

ONLINE Fieldwork: 21st to 22nd September 2020

Absolutes/col percents

Table 9

Q.7 To what extent do you agree or disagree with the following statements?

I would like to do more to support farmers wherever they are in the world

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri- vate	Opin- ion Influ- encer
Unweighted base	2095	1009	1086	202	331	351	382	333	496	602	521	461	511	186	84	248	171	167	145	94	212	283	261	180	64	311	857	175
Weighted base	2095	1022	1073	232	362	335	371	310	484	572	589	425	509	177	85	234	171	181	148	102	195	274	285	181	63	332	876	192
NET: Agree	855	397	458	119	162	129	140	107	199	259	234	187	175	78	30	97	59	77	61	46	73	121	119	68	27	145	374	105
	41%	39%	43%	51%	45%	39%	38%	34%	41%	45%	40%	44%	34%	44%	35%	41%	42%	41%	45%	37%	44%	42%	38%	43%	44%	43%	55%	
Strongly agree	(5) 261	109	152	37	54	54	47	25	44	71	76	64	50	18	9	34	11	27	13	18	25	32	42	24	8	49	123	35
	12%	11%	14%	16%	15%	16%	13%	8%	9%	12%	13%	15%	10%	10%	11%	15%	6%	15%	8%	17%	13%	12%	15%	13%	12%	15%	14%	18%
Tend to agree	(4) 595	288	306	81	107	76	93	82	156	188	158	124	125	60	20	63	48	50	48	28	47	89	77	44	19	96	251	71
	28%	28%	29%	35%	30%	23%	25%	26%	32%	33%	27%	29%	25%	34%	24%	27%	28%	32%	28%	24%	28%	32%	27%	24%	30%	29%	29%	37%
Neither agree nor disagree	(3) 811	411	400	58	117	117	166	143	210	210	233	145	222	72	35	88	67	70	56	39	71	96	111	82	26	119	318	47
	39%	40%	37%	25%	32%	35%	45%	46%	43%	37%	40%	34%	44%	41%	41%	37%	39%	39%	38%	38%	36%	35%	39%	45%	41%	36%	36%	24%
Tend to disagree	(2) 217	119	98	20	41	36	32	38	50	53	63	51	50	14	14	27	18	20	12	8	24	29	29	15	7	30	98	19
	10%	12%	9%	9%	11%	11%	9%	12%	10%	9%	11%	12%	10%	8%	17%	12%	10%	11%	8%	8%	12%	11%	10%	8%	12%	9%	11%	10%
Strongly disagree	(1) 73	42	31	7	11	15	19	10	11	18	15	14	26	5	4	12	8	3	4	4	5	15	7	7	-	13	33	13
	3%	4%	3%	3%	3%	5%	5%	3%	2%	3%	3%	3%	5%	3%	4%	5%	5%	2%	3%	4%	3%	5%	2%	4%	-	4%	4%	7%
NET: Disagree	290	161	129	27	52	51	50	48	61	71	78	64	76	18	18	40	25	23	16	12	29	43	36	22	7	43	131	32
	14%	16%	12%	12%	14%	15%	14%	15%	13%	12%	13%	15%	15%	10%	21%	17%	15%	13%	11%	12%	15%	16%	13%	12%	12%	13%	15%	17%
Don't know	139	53	86	29	31	38	15	13	13	32	43	29	36	9	3	10	19	11	15	5	23	14	18	9	3	26	53	8
	7%	5%	8%	13%	9%	11%	4%	4%	3%	6%	7%	7%	7%	5%	4%	4%	11%	6%	10%	5%	12%	5%	6%	5%	5%	8%	6%	4%
Mean	3.39	3.31	3.46	3.60	3.46	3.39	3.33	3.25	3.36	3.44	3.40	3.44	3.26	3.44	3.21	3.35	3.24	3.45	3.40	3.49	3.37	3.37	3.45	3.37	3.46	3.45	3.40	3.51
Standard deviation	0.97	0.97	0.97	1.01	1.02	1.07	0.99	0.90	0.88	0.95	0.96	1.02	0.97	0.89	1.01	1.05	0.93	0.96	0.90	1.02	0.99	1.02	0.97	0.96	0.87	1.00	1.01	1.13
Standard error	0.02	0.03	0.03	0.08	0.06	0.06	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.07	0.11	0.07	0.08	0.08	0.08	0.11	0.07	0.06	0.06	0.07	0.11	0.06	0.04	0.09

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Absolutes/col percents

Table 10
Q.7 To what extent do you agree or disagree with the following statements?
I would like to do more to support all UK farmers
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Private
Unweighted base	2095	1009	1086	202	331	351	382	333	496	602	521	461	511	186	84	248	171	167	145	94	212	283	261	180	64	311	857	175
Weighted base	2095	1022	1073	232	362	335	371	310	484	572	589	425	509	177	85	234	171	181	148	102	195	274	285	181	63	332	876	192
NET: Agree	1458	681	777	145	236	210	261	232	374	382	408	318	349	124	61	170	113	129	98	68	136	177	199	137	47	233	596	131
	70%	67%	72%	62%	65%	63%	70%	75%	77%	67%	69%	75%	69%	70%	71%	73%	66%	71%	66%	67%	70%	64%	70%	76%	74%	70%	68%	68%
Strongly agree	(5) 676	283	393	70	115	110	121	98	162	158	179	162	177	53	29	83	52	67	37	31	71	73	96	65	18	102	284	61
	32%	28%	37%	30%	32%	33%	33%	32%	34%	28%	30%	38%	35%	30%	34%	36%	31%	37%	25%	31%	37%	27%	34%	36%	28%	31%	32%	32%
Tend to agree	(4) 782	398	384	75	121	100	140	134	212	224	230	155	172	71	31	87	60	63	61	37	65	104	102	72	29	130	312	69
	37%	39%	36%	32%	33%	30%	38%	43%	44%	39%	39%	37%	34%	40%	37%	37%	35%	44%	41%	37%	33%	38%	36%	40%	46%	39%	36%	36%
Neither agree nor disagree	(3) 418	215	203	45	72	74	84	59	84	125	117	69	106	43	19	42	35	31	30	22	38	65	55	30	8	71	169	28
	20%	21%	19%	19%	20%	22%	23%	19%	17%	22%	20%	16%	21%	24%	22%	18%	21%	17%	20%	22%	20%	24%	19%	17%	12%	21%	19%	15%
Tend to disagree	(2) 95	72	23	19	24	15	12	9	16	37	29	14	15	5	4	9	5	14	5	3	7	16	13	9	4	14	51	20
	5%	7%	2%	8%	7%	4%	3%	3%	7%	5%	3%	3%	3%	3%	5%	4%	3%	8%	4%	3%	4%	6%	4%	5%	6%	4%	6%	10%
Strongly disagree	(1) 38	24	14	3	8	10	8	4	5	10	12	7	10	2	-	6	3	3	2	3	4	7	4	4	1	5	19	9
	2%	2%	1%	1%	2%	3%	2%	1%	1%	2%	2%	2%	2%	1%	-	2%	2%	2%	1%	3%	2%	3%	1%	2%	2%	2%	2%	5%
NET: Disagree	133	96	37	22	32	25	20	13	21	47	40	21	25	6	4	15	8	16	8	6	11	24	17	13	5	19	71	29
	6%	9%	3%	9%	9%	7%	5%	4%	4%	8%	7%	5%	5%	4%	5%	6%	5%	9%	5%	6%	5%	9%	6%	7%	8%	6%	8%	15%
Don't know	86	31	55	21	22	26	5	6	6	17	23	17	29	4	2	6	15	5	13	5	10	9	14	1	3	10	41	3
	4%	3%	5%	9%	6%	8%	1%	2%	1%	3%	4%	4%	6%	2%	2%	3%	9%	2%	9%	5%	5%	3%	5%	*	3%	3%	5%	2%
Mean	3.98	3.85	4.10	3.90	3.92	3.92	3.97	4.03	4.07	3.87	3.95	4.11	4.02	3.98	4.02	4.03	3.98	4.00	3.93	3.94	4.04	3.83	4.01	4.02	3.98	3.96	3.94	3.81
Standard deviation	0.95	0.99	0.89	1.01	1.02	1.04	0.95	0.87	0.86	0.96	0.95	0.92	0.95	0.87	0.89	0.97	0.94	1.01	0.89	0.97	0.96	0.99	0.94	0.97	0.93	0.93	1.00	1.15
Standard error	0.02	0.03	0.03	0.07	0.06	0.06	0.05	0.05	0.04	0.04	0.04	0.04	0.04	0.06	0.10	0.06	0.07	0.08	0.08	0.10	0.07	0.06	0.06	0.07	0.12	0.05	0.03	0.09

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Absolutes/col percents

Table 11

Q.7 To what extent do you agree or disagree with the following statements?

I would like to do more to support UK farmers that have high animal welfare and environmental standards

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Private	Opinion Influ-encer
Unweighted base	2095	1009	1086	202	331	351	382	333	496	602	521	461	511	186	84	248	171	167	145	94	212	283	261	180	64	311	857	175
Weighted base	2095	1022	1073	232	362	335	371	310	484	572	589	425	509	177	85	234	171	181	148	102	195	274	285	181	63	332	876	192
NET: Agree	1536	719	817	160	251	223	285	241	376	430	428	331	347	135	61	174	119	126	101	74	139	197	215	150	45	248	642	133
	73%	70%	76%	69%	69%	67%	77%	78%	78%	75%	73%	78%	68%	76%	71%	75%	70%	70%	68%	73%	71%	72%	76%	83%	71%	75%	73%	69%
Strongly agree	(5) 824	360	464	93	137	120	152	121	201	221	219	190	195	65	35	103	65	63	54	38	86	98	112	84	20	128	340	74
	39%	35%	43%	40%	38%	36%	41%	39%	42%	39%	37%	45%	38%	37%	42%	44%	38%	35%	37%	38%	44%	36%	39%	46%	32%	39%	39%	38%
Tend to agree	(4) 711	358	353	66	114	103	133	120	175	210	209	141	152	69	25	72	54	63	47	36	53	99	103	66	24	120	302	59
	34%	35%	33%	29%	31%	31%	36%	39%	36%	37%	36%	33%	30%	39%	30%	31%	32%	35%	31%	36%	27%	36%	36%	37%	39%	36%	34%	31%
Neither agree nor disagree	(3) 366	201	165	30	71	62	61	58	83	95	103	56	113	31	19	44	34	39	30	16	33	47	42	20	11	57	147	36
	17%	20%	15%	13%	20%	18%	17%	19%	17%	17%	17%	13%	22%	17%	22%	19%	20%	22%	20%	16%	17%	17%	15%	11%	17%	17%	17%	19%
Tend to disagree	(2) 57	41	16	9	16	12	6	3	10	17	17	14	9	3	3	9	2	5	4	3	6	13	3	5	1	3	33	7
	3%	4%	2%	4%	5%	4%	2%	1%	2%	3%	3%	3%	2%	1%	4%	4%	1%	3%	3%	3%	3%	5%	1%	3%	2%	1%	4%	4%
Strongly disagree	(1) 39	23	16	8	6	10	4	2	10	11	12	9	8	2	-	3	2	1	3	2	4	6	10	6	-	5	15	11
	2%	2%	1%	3%	2%	3%	1%	1%	2%	2%	2%	2%	1%	1%	-	1%	1%	2%	2%	2%	2%	2%	4%	4%	-	1%	2%	6%
NET: Disagree	96	64	32	17	22	22	10	5	20	28	29	22	17	4	3	12	4	6	7	5	10	18	14	11	1	8	48	18
	5%	6%	3%	7%	6%	7%	3%	2%	4%	5%	5%	5%	3%	2%	4%	5%	2%	3%	5%	5%	5%	7%	5%	6%	2%	2%	5%	9%
Don't know	97	38	58	26	18	28	15	5	5	18	29	17	33	7	2	4	14	9	10	6	13	12	13	-	6	19	39	5
	5%	4%	5%	11%	5%	8%	4%	2%	1%	3%	5%	4%	6%	4%	3%	2%	8%	5%	7%	6%	7%	4%	5%	-	9%	6%	4%	3%
Mean	4.11	4.01	4.22	4.10	4.04	4.01	4.19	4.17	4.14	4.10	4.08	4.20	4.09	4.14	4.13	4.14	4.13	4.06	4.05	4.11	4.16	4.03	4.12	4.19	4.12	4.16	4.10	3.95
Standard deviation	0.94	0.98	0.88	1.06	0.98	1.02	0.85	0.81	0.92	0.93	0.94	0.94	0.93	0.84	0.89	0.95	0.89	0.88	0.97	0.93	0.98	0.97	0.98	0.98	0.80	0.86	0.94	1.12
Standard error	0.02	0.03	0.03	0.08	0.05	0.06	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.06	0.10	0.06	0.07	0.07	0.08	0.10	0.07	0.06	0.06	0.07	0.10	0.05	0.03	0.09

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Absolutes/col percents

Table 12

Q.7 To what extent do you agree or disagree with the following statements?

UK farmers should receive a fair share of the price we pay for meat and dairy in shops, cafes and restaurants

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Northern Ire-land		Public	Pri-vate
Unweighted base	2095	1009	1086	202	331	351	382	333	496	602	521	461	511	186	84	248	171	167	145	94	212	283	261	180	64	311	857	175
Weighted base	2095	1022	1073	232	362	335	371	310	484	572	589	425	509	177	85	234	171	181	148	102	195	274	285	181	63	332	876	192
NET: Agree	1762	841	921	169	278	258	331	276	450	488	494	362	417	153	74	201	149	148	117	83	168	214	247	153	54	269	709	146
	84%	82%	86%	73%	77%	77%	89%	89%	93%	85%	84%	85%	82%	86%	87%	86%	88%	82%	79%	82%	86%	78%	87%	84%	86%	81%	81%	76%
Strongly agree	(5) 1133	499	634	96	179	161	217	183	297	295	306	247	285	95	45	139	92	96	81	56	107	122	163	105	32	161	445	94
	54%	49%	59%	41%	49%	48%	59%	59%	61%	52%	52%	58%	56%	54%	53%	60%	54%	53%	54%	55%	55%	44%	57%	58%	50%	48%	51%	49%
Tend to agree	(4) 629	342	287	73	99	97	114	93	154	193	188	115	133	57	29	62	58	53	37	27	61	92	84	48	22	108	264	53
	30%	33%	27%	31%	27%	29%	31%	30%	32%	34%	32%	27%	26%	32%	34%	26%	34%	29%	25%	26%	31%	34%	30%	26%	35%	32%	30%	27%
Neither agree nor disagree	(3) 175	100	75	32	46	34	22	24	17	46	53	28	49	14	8	19	9	20	15	10	11	30	20	14	6	34	94	24
	8%	10%	7%	14%	13%	10%	6%	8%	4%	8%	9%	7%	10%	8%	9%	8%	5%	11%	10%	10%	5%	11%	7%	8%	9%	10%	11%	12%
Tend to disagree	(2) 35	24	11	5	13	8	2	2	5	13	11	8	3	4	4	5	-	2	2	-	3	10	2	4	-	12	14	9
	2%	2%	1%	2%	4%	2%	*	1%	1%	2%	2%	2%	1%	2%	4%	2%	-	1%	1%	-	2%	4%	1%	2%	-	4%	2%	5%
Strongly disagree	(1) 46	26	19	5	6	15	7	5	8	11	12	15	8	4	-	3	1	4	3	4	4	8	6	9	-	7	20	11
	2%	3%	2%	2%	2%	4%	2%	2%	2%	2%	2%	4%	2%	2%	-	1%	1%	2%	2%	3%	2%	3%	2%	5%	-	2%	2%	6%
NET: Disagree	81	51	30	11	19	23	9	6	14	24	24	23	10	8	4	8	1	6	5	4	7	18	8	13	-	19	34	20
	4%	5%	3%	5%	5%	7%	2%	2%	3%	4%	4%	5%	2%	4%	4%	3%	1%	3%	3%	3%	3%	7%	3%	7%	-	6%	4%	11%
Don't know	77	31	46	21	20	21	9	4	3	14	18	12	33	2	-	6	11	7	11	5	10	12	10	1	3	11	40	2
	4%	3%	4%	9%	5%	6%	2%	1%	1%	2%	3%	3%	7%	1%	-	2%	6%	4%	8%	5%	5%	4%	10	*	5%	3%	5%	1%
Mean	4.37	4.27	4.47	4.18	4.26	4.21	4.47	4.46	4.51	4.34	4.34	4.38	4.44	4.35	4.36	4.45	4.49	4.35	4.38	4.37	4.43	4.18	4.44	4.31	4.43	4.25	4.31	4.10
Standard deviation	0.89	0.93	0.83	0.95	0.95	1.05	0.79	0.79	0.77	0.87	0.89	0.96	0.82	0.90	0.82	0.83	0.69	0.89	0.91	0.94	0.83	0.99	0.83	1.06	0.67	0.95	0.91	1.15
Standard error	0.02	0.03	0.03	0.07	0.05	0.06	0.04	0.04	0.03	0.04	0.04	0.05	0.04	0.07	0.09	0.05	0.05	0.07	0.08	0.10	0.06	0.06	0.05	0.08	0.09	0.05	0.03	0.09

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Absolutes/col percents

Table 13
Q.7 To what extent do you agree or disagree with the following statements?
UK farmers are important in keeping our country going
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	2095	1009	1086	202	331	351	382	333	496	602	521	461	511	186	84	248	171	167	145	94	212	283	261	180	64	311	857	175
Weighted base	2095	1022	1073	232	362	335	371	310	484	572	589	425	509	177	85	234	171	181	148	102	195	274	285	181	63	332	876	192
NET: Agree	1767	845	922	170	277	260	332	279	450	480	497	361	429	153	73	203	147	146	123	86	172	212	244	155	53	276	712	145
	84%	83%	86%	73%	76%	77%	90%	90%	93%	84%	84%	85%	84%	86%	85%	87%	86%	81%	83%	84%	88%	77%	86%	86%	85%	83%	81%	76%
Strongly agree	(5) 1206	568	638	90	183	171	233	201	328	297	332	270	307	104	47	143	98	108	89	59	119	130	158	116	35	184	470	87
	58%	56%	59%	39%	50%	51%	63%	65%	68%	52%	56%	64%	60%	59%	56%	61%	57%	60%	60%	58%	61%	47%	56%	64%	56%	55%	54%	45%
Tend to agree	(4) 561	277	284	80	94	89	99	78	122	183	166	91	122	49	25	59	50	38	33	27	54	82	86	40	18	92	242	59
	27%	27%	27%	34%	26%	26%	27%	25%	25%	32%	28%	21%	24%	28%	30%	25%	29%	21%	23%	26%	28%	30%	30%	22%	29%	28%	28%	31%
Neither agree nor disagree	(3) 176	89	87	29	53	35	23	18	18	44	56	35	41	12	10	21	10	21	14	7	9	31	20	16	5	31	98	23
	8%	9%	8%	12%	15%	10%	6%	6%	4%	8%	10%	8%	8%	7%	11%	9%	6%	12%	9%	7%	4%	11%	7%	9%	7%	9%	11%	12%
Tend to disagree	(2) 45	34	11	9	15	8	1	6	7	18	8	11	8	5	1	4	1	5	2	1	2	15	6	3	1	6	23	9
	2%	3%	1%	4%	4%	2%	*	2%	1%	3%	1%	3%	1%	3%	1%	2%	*	3%	1%	1%	1%	6%	2%	2%	1%	2%	3%	5%
Strongly disagree	(1) 43	28	15	7	3	11	9	6	7	11	10	11	4	2	2	3	5	2	4	5	4	6	5	-	10	14	11	
	2%	3%	1%	3%	1%	3%	2%	2%	2%	2%	2%	2%	2%	2%	3%	1%	2%	3%	1%	3%	3%	2%	2%	3%	-	3%	2%	6%
NET: Disagree	88	63	25	16	18	19	10	11	14	29	19	21	18	9	3	6	4	10	3	5	7	20	12	9	1	16	37	20
	4%	6%	2%	7%	5%	6%	3%	4%	3%	5%	3%	5%	4%	5%	3%	3%	2%	5%	2%	5%	4%	7%	4%	5%	1%	5%	4%	10%
Don't know	64	26	38	18	15	21	7	2	2	18	16	9	22	3	-	4	10	5	9	4	7	11	8	1	4	9	30	4
	3%	3%	4%	8%	4%	6%	2%	1%	*	3%	3%	2%	4%	2%	-	2%	6%	3%	6%	3%	4%	4%	3%	*	4%	3%	3%	2%
Mean	4.40	4.33	4.47	4.11	4.26	4.28	4.50	4.50	4.57	4.33	4.39	4.44	4.45	4.41	4.35	4.47	4.48	4.36	4.48	4.39	4.48	4.21	4.39	4.43	4.50	4.34	4.34	4.07
Standard deviation	0.89	0.97	0.81	1.00	0.93	1.00	0.83	0.84	0.77	0.91	0.87	0.92	0.88	0.91	0.91	0.81	0.80	0.98	0.81	0.96	0.86	0.98	0.89	0.95	0.70	0.95	0.90	1.13
Standard error	0.02	0.03	0.02	0.07	0.05	0.05	0.04	0.05	0.03	0.04	0.04	0.04	0.04	0.07	0.10	0.05	0.06	0.08	0.07	0.10	0.06	0.06	0.06	0.07	0.09	0.05	0.03	0.09

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Absolutes/col percents

Table 14

Q.7 To what extent do you agree or disagree with the following statements?

The Government should assess future trade deals for their impact on human health and the environment

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Private
Unweighted base	2095	1009	1086	202	331	351	382	333	496	602	521	461	511	186	84	248	171	167	145	94	212	283	261	180	64	311	857	175
Weighted base	2095	1022	1073	232	362	335	371	310	484	572	589	425	509	177	85	234	171	181	148	102	195	274	285	181	63	332	876	192
NET: Agree	1622	764	857	171	261	234	299	255	402	471	453	325	372	141	66	180	126	144	107	75	159	205	224	146	48	257	684	148
	77%	75%	80%	73%	72%	70%	81%	82%	83%	82%	77%	76%	73%	80%	77%	77%	74%	79%	72%	74%	81%	75%	79%	81%	77%	77%	78%	77%
Strongly agree	(5) 911	397	514	103	144	136	154	139	235	261	258	169	223	85	28	104	63	69	59	51	87	117	127	91	30	135	362	92
	43%	39%	48%	44%	40%	40%	42%	45%	48%	46%	44%	40%	44%	48%	32%	45%	37%	38%	40%	50%	44%	43%	45%	50%	48%	41%	41%	48%
Tend to agree	(4) 711	367	344	68	117	98	145	116	167	210	195	156	149	56	38	76	63	74	48	24	72	89	97	55	18	123	322	57
	34%	36%	32%	29%	32%	29%	39%	37%	35%	37%	33%	37%	29%	32%	45%	32%	37%	41%	32%	24%	37%	32%	34%	31%	29%	37%	37%	30%
Neither agree nor disagree	(3) 266	156	110	30	57	44	40	39	56	61	70	52	82	26	12	33	19	21	25	12	17	31	38	22	9	39	113	23
	13%	15%	10%	13%	16%	13%	11%	13%	12%	11%	12%	12%	16%	15%	14%	14%	11%	12%	17%	12%	9%	11%	13%	12%	15%	12%	13%	12%
Tend to disagree	(2) 45	30	15	7	9	10	2	5	12	10	17	10	9	4	-	5	2	3	6	2	2	14	4	3	1	6	18	3
	2%	3%	1%	3%	2%	3%	1%	1%	2%	2%	3%	2%	2%	2%	2%	1%	2%	2%	4%	2%	1%	5%	2%	2%	1%	2%	2%	1%
Strongly disagree	(1) 45	30	14	4	7	12	8	4	10	14	11	12	8	1	3	4	7	4	1	3	3	6	6	7	-	12	15	16
	2%	3%	1%	2%	2%	4%	2%	1%	2%	2%	2%	3%	2%	1%	3%	2%	4%	2%	1%	3%	1%	2%	2%	4%	-	4%	2%	8%
NET: Disagree	90	60	30	12	16	22	10	9	22	24	28	21	17	5	3	9	9	7	7	5	5	20	10	10	1	18	33	19
	4%	6%	3%	5%	4%	7%	3%	3%	4%	4%	5%	5%	3%	3%	3%	4%	5%	4%	5%	5%	3%	7%	4%	5%	1%	5%	4%	10%
Don't know	118	42	76	20	28	35	22	7	5	15	37	27	38	5	5	12	17	9	9	9	14	18	12	3	5	18	46	2
	6%	4%	7%	9%	8%	10%	6%	2%	1%	3%	6%	6%	8%	3%	6%	5%	10%	5%	6%	9%	7%	7%	4%	2%	8%	5%	5%	1%
Mean	4.21	4.09	4.33	4.21	4.14	4.12	4.25	4.26	4.25	4.22	4.16	4.21	4.28	4.11	4.22	4.13	4.17	4.14	4.28	4.31	4.15	4.23	4.24	4.34	4.15	4.20	4.08	
Standard deviation	0.92	0.98	0.84	0.95	0.94	1.04	0.85	0.84	0.90	0.91	0.92	0.94	0.91	0.85	0.88	0.91	0.99	0.88	0.91	1.00	0.82	1.00	0.91	0.99	0.79	0.98	0.89	1.19
Standard error	0.02	0.03	0.03	0.07	0.05	0.06	0.04	0.05	0.04	0.04	0.04	0.05	0.04	0.06	0.10	0.06	0.08	0.07	0.08	0.11	0.06	0.06	0.06	0.07	0.10	0.06	0.03	0.09

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Absolutes/col percents

Table 15

Q.8 Please select any options you have taken over the last year in support of UK farmers?**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	North Ireland		Public	Private
Unweighted base	2095	1009	1086	202	331	351	382	333	496	602	521	461	511	186	84	248	171	167	145	94	212	283	261	180	64	311	857	175
Weighted base	2095	1022	1073	232	362	335	371	310	484	572	589	425	509	177	85	234	171	181	148	102	195	274	285	181	63	332	876	192
NET: Any	1508	724	784	164	236	226	283	224	375	417	421	317	353	120	63	166	123	130	99	79	142	174	220	145	47	242	619	169
	72%	71%	73%	71%	65%	67%	76%	72%	77%	73%	72%	75%	69%	68%	74%	71%	72%	72%	67%	78%	73%	63%	77%	80%	74%	73%	71%	88%
Selected UK-produced food ahead of imported products in shops	918	451	467	66	116	127	172	158	279	247	262	197	212	86	36	97	80	73	57	47	85	94	145	90	27	126	364	88
	44%	44%	44%	28%	32%	38%	47%	51%	58%	43%	45%	46%	42%	49%	42%	41%	47%	41%	39%	46%	44%	34%	51%	50%	43%	38%	41%	46%
Bought directly from farmers (e.g. at farm shops or farmers' markets)	742	346	395	74	104	98	145	118	202	197	199	170	176	61	27	76	58	75	47	40	76	63	114	80	25	119	298	81
	35%	34%	37%	32%	29%	29%	39%	38%	42%	34%	34%	40%	35%	35%	31%	33%	34%	42%	32%	39%	39%	23%	40%	44%	39%	36%	34%	42%
Bought from restaurants, cafes or shops (e.g. butchers) because they sell food produced in the UK	584	291	293	79	97	89	109	83	126	168	162	131	122	55	21	59	45	47	40	29	53	58	83	67	27	102	239	76
	28%	28%	27%	34%	27%	26%	29%	27%	26%	29%	28%	31%	24%	31%	24%	25%	26%	26%	27%	29%	27%	21%	29%	37%	43%	31%	27%	39%
Signed petitions or campaigned in support of UK farming (including relating to Brexit and food imports & exports)	224	76	148	21	35	36	39	35	59	65	63	42	54	17	8	25	21	16	12	10	18	30	36	25	6	38	80	29
	11%	7%	14%	9%	10%	11%	10%	11%	12%	11%	11%	10%	11%	10%	9%	11%	12%	9%	8%	10%	9%	11%	12%	14%	10%	11%	9%	15%
Supported UK farmers in other ways	185	97	88	18	21	31	37	28	51	46	51	42	47	17	10	19	18	14	15	10	14	19	22	21	5	18	68	25
	9%	9%	8%	8%	6%	9%	10%	9%	11%	8%	9%	10%	9%	10%	12%	8%	10%	8%	10%	10%	7%	7%	8%	12%	8%	6%	8%	13%
Thanked a farmer for what they do (e.g. in person or through applauding farmers as key workers during the pandemic)	168	66	101	34	38	22	26	16	31	56	38	38	35	17	4	13	5	15	7	13	17	20	29	18	10	28	77	52
	8%	6%	9%	15%	10%	7%	7%	5%	6%	10%	6%	9%	7%	10%	4%	6%	3%	8%	4%	13%	9%	7%	10%	10%	16%	8%	9%	27%
Visited farms e.g. participated in a farm open day	163	73	91	34	41	34	24	16	14	52	30	43	38	9	3	12	12	17	6	6	14	30	31	16	6	25	103	44
	8%	7%	8%	15%	11%	10%	6%	5%	3%	9%	5%	10%	7%	5%	4%	5%	7%	9%	4%	6%	7%	11%	11%	9%	10%	7%	12%	23%

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Table 15

Q.8 Please select any options you have taken over the last year in support of UK farmers?

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland		Public	Private
Weighted base	2095	1022	1073	232	362	335	371	310	484	572	589	425	509	177	85	234	171	181	148	102	195	274	285	181	63	332	876	192
Interacted with your MP about food and farming issues (e.g. written to them about the Agriculture Bill)	74	39	35	8	11	14	13	10	19	32	17	9	16	3	1	7	8	6	4	3	9	12	12	8	3	15	33	25
	4%	4%	3%	3%	3%	4%	4%	3%	4%	6%	3%	2%	3%	2%	1%	3%	4%	3%	2%	3%	4%	5%	4%	4%	4%	5%	4%	13%
Joined a food co-op or food buying group	62	30	32	15	19	11	13	4	-	27	14	8	12	3	3	11	3	2	4	3	3	10	14	2	4	14	35	24
	3%	3%	3%	6%	5%	3%	4%	1%	-	5%	2%	2%	2%	2%	4%	5%	2%	1%	3%	3%	1%	4%	5%	1%	6%	4%	4%	12%
I haven't supported UK farmers over the last year	587	299	288	68	126	109	88	86	110	155	167	108	157	57	23	68	47	51	49	22	53	101	64	36	16	90	258	22
	28%	29%	27%	29%	35%	33%	24%	28%	23%	27%	28%	25%	31%	32%	26%	29%	28%	28%	33%	22%	27%	37%	23%	20%	26%	27%	29%	12%