

RSPCA, Chicken Welfare – March 2021

Rebased table among those who eat chicken

Methodology: Savanta ComRes interviewed 2,129 UK adults aged 18+ online from 5th to 7th of March 2021. Data were weighted to be representative of population by age, gender, region, and socio-economic characteristics such as social grade. Savanta ComRes is a member of the British Polling Council and abides by its rules. Full tables at www.comresglobal.com

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BASE: All respondents	

Chicken Welfare

Q1. How many times a week do you eat chicken if at all?

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
		a	b	a	b	c	d	e	f	g	h	i
Significance Level: 95%												
Unweighted Total	1948	978	970	358	394	334	321	305	236	752	655	541
Total	1938	971	966	219	331	310	340	284	453	550	650	737
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Never	-	-	-	-	-	-	-	-	-	-	-	-
Less than once a week	253 13%	127 13%	127 13%	22 10%	33 10%	28 9%	49 14%	35 12%	86 19%	55 10%	77 12%	121 16%
							cg		abcegh			abcgh
1 - 2 times a week	986 51%	496 51%	491 51%	92 42%	140 42%	146 47%	162 48%	173 61%	273 60%	232 42%	307 47%	447 61%
								abcdgh	abcdgh			abcdgh
3 - 4 times a week	521 27%	256 26%	264 27%	70 32%	104 31%	99 32%	106 31%	62 22%	79 18%	174 32%	205 32%	142 19%
				efi	efi	efi	efi			efi	efi	
5 - 7 times a week	135 7%	67 7%	69 7%	26 12%	42 13%	32 10%	13 4%	13 4%	11 2%	67 12%	45 7%	23 3%
				defhi	defhi	defi				defhi	fi	
8 times +	42 2%	26 3%	16 2%	8 4%	13 4%	6 2%	10 3%	* *	4 1%	21 4%	16 2%	5 1%
				efi	efi	e	ei			efi	ei	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-
Net: Eat chicken at least once a week	1684 87%	844 87%	840 87%	197 90%	299 90%	282 91%	291 86%	249 88%	367 81%	495 90%	573 88%	616 84%
				fi	fi	dfi		f		dfi	fi	

Chicken Welfare

Q1. How many times a week do you eat chicken if at all?

BASE: All respondents

	Regions														Social grade		
	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	Net: England	Net: GB	ABC1	C2DE
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b
Significance Level: 95%																	
Unweighted Total	1948	32	136	205	107	156	100	215	146	159	261	106	325	1680	1916	1039	909
Total	1938	57	163	219	75	162	96	167	137	157	267	174	265	1622	1880	1072	866
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Never	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less than once a week	253	3	23	17	11	22	15	27	20	38	26	21	31	213	250	115	139
	13%	6%	14%	8%	14%	14%	15%	16%	15%	24%	10%	12%	12%	13%	13%	11%	16%
							c	cj	c	abcehijklmn				c	c		a
1 - 2 times a week	986	26	82	117	43	82	58	73	69	76	157	96	108	820	960	516	471
	51%	46%	51%	53%	57%	51%	60%	44%	50%	48%	59%	55%	41%	51%	51%	48%	54%
				gl	gl	l	gl				gilmn	l		l	gl		a
3 - 4 times a week	521	19	51	57	16	39	21	51	36	33	71	46	82	431	502	305	216
	27%	33%	31%	26%	22%	24%	22%	30%	26%	21%	27%	27%	31%	27%	27%	28%	25%
			i					i					i				
5 - 7 times a week	135	6	4	24	3	13	2	11	8	8	10	7	39	123	129	106	29
	7%	11%	3%	11%	4%	8%	2%	6%	6%	5%	4%	4%	15%	8%	7%	10%	3%
		bf		bdfijkn		bf							bdefghijklmn	bfj	bf	b	
8 times +	42	3	3	4	2	5	1	5	4	2	3	4	6	34	39	30	11
	2%	5%	2%	2%	2%	3%	1%	3%	3%	1%	1%	2%	2%	2%	2%	3%	1%
																b	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Eat chicken at least once a week	1684	54	141	202	64	139	81	140	116	119	241	152	235	1409	1630	957	727
	87%	94%	86%	92%	86%	86%	85%	84%	85%	76%	90%	88%	88%	87%	87%	89%	84%
		i	i	fghimn		i			i		gi	i	i	i	i	b	

Chicken Welfare

Q1. How many times a week do you eat chicken if at all?

BASE: All respondents

	Ethnicity							Religion									
	Total	White	Ethnic minority	Mixed	Asian	Black	Chinese	Other	No religion	Religious	Christian	Muslim	Hindu	Jew	Sikh	Buddhist	Other
	a	b	c	d	e	f	g	a	b	c	d	*e	f	g	*h	i	
Significance Level: 95%																	
Unweighted Total	1948	1473	443	72	185	112	40	34	614	1279	918	198	24	31	31	25	52
Total	1938	1564	347	60	143	89	28	27	594	1297	1018	148	19	21	25	24	42
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Never	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less than once a week	253 13%	213 14% bc	33 10%	3 5%	15 10%	11 12%	2 8%	3 11%	80 14%	164 13%	133 13%	15 10%	3 17%	1 6%	3 11%	3 11%	6 14%
1 - 2 times a week	986 51%	828 53% be	148 43% e	32 53% e	70 49% e	21 24%	13 46% e	12 45% e	325 55% bg	648 50%	527 52% g	69 47%	7 35%	8 39%	8 32%	8 33%	20 48%
3 - 4 times a week	521 27%	419 27%	95 27%	19 32% g	44 31% g	23 26%	5 18%	3 13%	149 25%	358 28%	276 27%	44 30%	7 36%	4 20%	6 25%	6 27%	14 33%
5 - 7 times a week	135 7%	84 5%	49 14% ad	5 8%	9 6% g	27 31% abcdg	6 20% ad	3 10%	33 6%	95 7%	64 6%	13 9%	2 12%	5 26% abcdi	4 16% ac	5 21%	2 5%
8 times +	42 2%	20 1%	22 6% a	1 2%	6 4% a	7 8% a	2 8% a	6 21% abcde	6 1%	32 2% a	18 2% ac	7 5% ac	- -	2 8% aci	4 15% abcdi	2 8%	- -
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Eat chicken at least once a week	1684 87%	1350 86%	314 90% a	57 95% a	129 90%	78 88%	26 92%	24 89%	513 86%	1133 87%	885 87%	132 90%	16 83%	20 94%	23 89%	21 89%	36 86%

Chicken Welfare

Q1. How many times a week do you eat chicken if at all?

BASE: All respondents

	Total	Household income before tax				Children					
		Up to £21,000	£21,001 to £41,000	£41,001 to £62,000	£62,001 or more	Net: Children aged <18	No children aged <18	Children aged <5	Children aged 5-10	Children aged 11-15	Children aged 16-18 years old
		a	b	c	d	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total	1948	557	680	326	237	828	1086	284	301	327	188
Total	1938	498	706	372	231	758	1158	236	262	317	177
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Never	-	-	-	-	-	-	-	-	-	-	-
Less than once a week	253	91	79	51	20	67	186	26	26	23	14
	13%	18%	11%	14%	9%	9%	16%	11%	10%	7%	8%
		bd					acdef				
1 - 2 times a week	986	282	366	183	94	334	643	110	102	147	84
	51%	57%	52%	49%	41%	44%	56%	47%	39%	46%	47%
		cd	d	d			acdef				
3 - 4 times a week	521	96	211	99	75	260	253	71	97	111	60
	27%	19%	30%	27%	32%	34%	22%	30%	37%	35%	34%
			a	a	a	b		b	b	b	b
5 - 7 times a week	135	23	41	32	25	73	59	21	30	32	11
	7%	5%	6%	9%	11%	10%	5%	9%	11%	10%	6%
				a	ab	b		b	b	b	
8 times +	42	5	10	7	17	24	16	8	8	4	8
	2%	1%	1%	2%	7%	3%	1%	3%	3%	1%	5%
				abc		b		b			be
Don't know	-	-	-	-	-	-	-	-	-	-	-
Net: Eat chicken at least once a week	1684	407	628	321	211	691	972	210	237	294	163
	87%	82%	89%	86%	91%	91%	84%	89%	90%	93%	92%
			a		a	b		b	b	b	b

Chicken Welfare

Q1. How many times a week do you eat chicken if at all?

BASE: All respondents

	Supermaket Used																	
	Total	I do not buy chicken for my household	Aldi	Asda	Booths	Co-Op	Lidl	M&S	Morrisons	Ocado	Sainsbury's	Tesco	Waitrose	Farm Shop	Local Butcher	Convenience Store (eg. Nisa)	Other	Net: Major supermarkets
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Significance Level: 95%																		
Unweighted Total	1948	49	465	523	77	209	350	239	336	72	431	736	156	124	272	81	54	1718
Total	1938	55	450	475	57	179	311	213	332	65	431	737	138	99	271	60	62	1714
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Never	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less than once a week	253	28	41	39	5	10	37	24	42	4	41	63	11	11	29	2	5	201
	13%	51%	9%	8%	8%	6%	12%	11%	13%	7%	10%	9%	8%	11%	11%	3%	8%	12%
		bcdefghijklmnopq	o			eo	eo	ceko		o			o	o				ceko
1 - 2 times a week	986	18	221	243	27	91	156	97	168	28	214	399	64	41	148	30	31	884
	51%	33%	49%	51%	48%	51%	50%	46%	51%	43%	50%	54%	46%	41%	54%	49%	50%	52%
		a	am	am	a	a	a	a	a	agm	a	agm		agm				am
3 - 4 times a week	521	4	138	139	12	51	91	61	93	21	132	216	43	25	66	18	22	480
	27%	7%	31%	29%	21%	29%	29%	28%	28%	33%	31%	29%	31%	25%	24%	30%	35%	28%
		a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a
5 - 7 times a week	135	5	38	40	9	23	20	22	22	6	34	42	12	15	27	9	2	109
	7%	8%	8%	8%	16%	13%	6%	10%	7%	9%	8%	6%	9%	15%	10%	15%	3%	6%
				bcfhjkpq	fhkpa	fhkpa	kq						bcfhjkpq	kq	fhjkpa			
8 times +	42	-	12	14	4	4	8	9	7	6	10	17	8	8	2	2	2	39
	2%	-	3%	3%	7%	2%	2%	4%	2%	8%	2%	2%	6%	8%	1%	3%	4%	2%
				n	bcefhjkna		n	abcefhjkna				hjkna	abcefhjkna					
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Eat chicken at least once a week	1684	27	409	436	53	169	274	188	291	60	389	674	127	88	243	58	57	1513
	87%	49%	91%	92%	92%	94%	88%	89%	87%	93%	90%	91%	92%	89%	89%	97%	92%	88%
		a	ahq	ahq	a	afghq	a	a	a	a	a	ahq	a	a	a	abfghjmnq	a	a



Chicken Welfare

Q1. How many times a week do you eat chicken if at all?

BASE: All respondents

	Importance Factors				Would be prepares to buy/eat less chicken		
	Total	Affordability	Animal Welfare	Environmental impact	Quality of Meat	Yes	No
		a	b	c	d	a	b
Significance Level: 95%							
Unweighted Total	1948	569	411	140	655	1221	387
Total	1938	532	416	122	711	1265	341
	100%	100%	100%	100%	100%	100%	100%
Never	-	-	-	-	-	-	-
Less than once a week	253	45	66	14	105	179	32
	13%	8%	16%	12%	15%	14%	10%
			a		a	b	
1 - 2 times a week	986	287	227	48	354	660	151
	51%	54%	55%	40%	50%	52%	44%
		c	c		c	b	
3 - 4 times a week	521	159	95	39	185	317	114
	27%	30%	23%	32%	26%	25%	33%
		b		b		a	
5 - 7 times a week	135	31	19	14	58	82	33
	7%	6%	5%	12%	8%	6%	10%
				ab	b		a
8 times +	42	9	10	6	9	26	11
	2%	2%	2%	5%	1%	2%	3%
				ad			
Don't know	-	-	-	-	-	-	-
Net: Eat chicken at least once a week	1684	486	350	108	606	1085	308
	87%	92%	84%	88%	85%	86%	90%
		bd					a

Chicken Welfare

Q2. Do you regularly buy chicken for your household? If so, where do you usually buy this?

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	1948	978	970	358	394	334	321	305	236	752	655	541
Total	1938	971	966	219	331	310	340	284	453	550	650	737
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I do not buy chicken for my household	55	37	18	9	3	6	10	10	17	12	16	26
	3%	4%	2%	4%	1%	2%	3%	3%	4%	2%	2%	4%
		b		b			b	b	b			b
Tesco	737	348	389	84	131	105	114	111	192	214	219	303
	38%	36%	40%	38%	39%	34%	34%	39%	42%	39%	34%	41%
		a							cdh	h		cdh
Asda	475	217	258	68	93	82	93	67	72	161	174	139
	25%	22%	27%	31%	28%	26%	27%	24%	16%	29%	27%	19%
		a		efi	fi	fi	fi	f		fi	fi	
Aldi	450	186	264	47	88	86	92	57	81	135	178	138
	23%	19%	27%	22%	26%	28%	27%	20%	18%	24%	27%	19%
		a			efi	efi	efi			fi	aefi	
Sainsbury's	431	217	214	58	93	71	62	58	89	151	133	147
	22%	22%	22%	27%	28%	23%	18%	21%	20%	27%	20%	20%
				dfhi	defhi					defhi		
Morrisons	332	170	163	36	66	54	47	44	85	102	101	129
	17%	17%	17%	17%	20%	17%	14%	15%	19%	19%	16%	17%
					d							
Lidl	311	148	163	52	72	51	48	34	53	124	99	88
	16%	15%	17%	24%	22%	16%	14%	12%	12%	23%	15%	12%
				cdefhi	defhi					cdefhi		
Local Butcher	271	123	148	41	60	44	32	32	62	101	77	94
	14%	13%	15%	19%	18%	14%	10%	11%	14%	18%	12%	13%
				dehi	dehi					dehi		
M&S	213	107	106	33	52	43	25	30	30	85	68	60
	11%	11%	11%	15%	16%	14%	7%	11%	7%	15%	10%	8%
				dfhi	dfhi	dfi				defhi		
Co-Op	179	92	86	22	53	28	17	27	32	75	45	59
	9%	10%	9%	10%	16%	9%	5%	10%	7%	14%	7%	8%
				d	acdefhi			d		cdfhi		
Waitrose	138	77	61	18	33	25	23	14	25	51	48	39
	7%	8%	6%	8%	10%	8%	7%	5%	5%	9%	7%	5%
					efi					ei		
Farm Shop	99	54	44	21	29	19	12	8	10	50	31	18
	5%	6%	5%	10%	9%	6%	4%	3%	2%	9%	5%	2%
				defhi	defhi	fi				defhi	i	
Ocado	65	34	31	9	19	16	8	4	9	27	25	13
	3%	3%	3%	4%	6%	5%	2%	2%	2%	5%	4%	2%
				i	defi	efi				efi	i	

Chicken Welfare

Q2. Do you regularly buy chicken for your household? If so, where do you usually buy this?

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	1948	978	970	358	394	334	321	305	236	752	655	541
Total	1938	971	966	219	331	310	340	284	453	550	650	737
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Convenience Store (eg. Nisa)	60	37	23	10	14	16	9	5	5	24	25	11
	3%	4%	2%	5%	4%	5%	3%	2%	1%	4%	4%	1%
				efi	fi	efi				fi	fi	
Booths	57	25	32	10	25	13	6	2	2	35	19	4
	3%	3%	3%	4%	8%	4%	2%	1%	1%	6%	3%	1%
				defi	defhi	efi				defhi	efi	
Other	62	20	42	3	3	5	13	6	32	6	18	38
	3%	2%	4%	1%	1%	2%	4%	2%	7%	1%	3%	5%
			a				abg		abcegh		g	abcegh
Don't know	8	5	2	4	1	1	1	*	-	5	2	*
	*	1%	*	2%	*	*	*	*	-	1%	*	*
				bdefhi						i		
None of these	8	3	5	4	1	2	-	1	-	5	2	1
	*	*	1%	2%	*	1%	-	*	-	1%	*	*
				bdefhi						i		
Net: Major supermarkets	1714	846	868	179	298	275	309	260	394	476	584	654
	88%	87%	90%	82%	90%	89%	91%	91%	87%	87%	90%	89%
					a	a	ag	ag		a	a	a

Chicken Welfare

Q2. Do you regularly buy chicken for your household? If so, where do you usually buy this?

BASE: All respondents

	Regions														Social grade		
	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	Net: England	Net: GB	ABC1	C2DE
Significance Level: 95%																	
Unweighted Total	1948	32	136	205	107	156	100	215	146	159	261	106	325	1680	1916	1039	909
Total	1938	57	163	219	75	162	96	167	137	157	267	174	265	1622	1880	1072	866
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I do not buy chicken for my household	55	-	5	2	2	5	2	3	2	4	3	15	10	47	55	26	28
	3%	-	3%	1%	2%	3%	2%	2%	1%	3%	1%	9%	4%	3%	3%	2%	3%
											cd	efghijklmn	ij				
Tesco	737	23	73	76	21	49	45	49	44	72	114	66	106	596	714	398	339
	38%	40%	45%	35%	28%	30%	47%	29%	32%	46%	43%	38%	40%	37%	38%	37%	39%
			degh				cd	deghm		cd	deghmn	degh	deg	g	deg		
Asda	475	14	45	82	20	50	22	40	35	31	49	26	61	394	461	260	215
	25%	25%	27%	38%	27%	31%	23%	24%	25%	20%	18%	15%	23%	24%	25%	24%	25%
			jk	efghijklmn	k	ijk			k					jk	jk		
Aldi	450	4	31	76	24	39	23	41	39	24	61	49	39	392	446	259	191
	23%	8%	19%	35%	32%	24%	24%	25%	29%	16%	23%	28%	15%	24%	24%	24%	22%
			ab	efghijklmn	abil	al	al	ail	ail	ail	al	ail	ail	ail	ail		
Sainsbury's	431	22	23	25	15	21	16	38	27	48	90	26	78	369	409	250	180
	22%	39%	14%	12%	19%	13%	17%	23%	20%	31%	34%	15%	29%	23%	22%	23%	21%
		bcdefghkln						ce	c	bcdefghkln	bcdefghkln	bcdefghkln	bcdefghkln	bce	bce		
Morrisons	332	*	30	47	10	44	13	35	20	23	47	26	38	289	332	176	157
	17%	1%	19%	21%	13%	27%	13%	21%	15%	15%	18%	15%	14%	18%	18%	16%	18%
			a	al	a	adefghijklmn	a	al	a	a	a	a	a	a	a		
Lidl	311	4	24	22	8	20	26	26	28	25	38	35	54	256	307	173	138
	16%	7%	15%	10%	11%	13%	27%	15%	21%	16%	14%	20%	20%	16%	16%	16%	16%
							abcdeghijklmn		cd			c	cdem	c	c		
Local Butcher	271	16	24	29	8	22	15	29	26	13	24	23	42	216	255	168	104
	14%	29%	15%	13%	10%	14%	16%	18%	19%	8%	9%	13%	16%	13%	14%	16%	12%
		cdeijklmn						ij	ij			ij		j		b	
M&S	213	16	23	14	15	13	7	17	12	13	34	11	38	167	197	144	69
	11%	27%	14%	7%	20%	8%	7%	10%	9%	8%	13%	6%	14%	10%	10%	13%	8%
		ce	efghijklmn	ck	ce	efghijklmn					c		cekln			b	
Co-Op	179	3	16	19	8	17	8	18	16	19	20	13	21	152	175	97	82
	9%	6%	10%	9%	11%	11%	8%	11%	11%	12%	8%	8%	8%	9%	9%	9%	9%
Waitrose	138	7	6	11	4	7	4	8	14	11	26	10	29	121	132	91	47
	7%	12%	4%	5%	5%	4%	4%	5%	10%	7%	10%	6%	11%	7%	7%	9%	5%
									beg		beg		bc	efghmn		b	

Chicken Welfare

Q2. Do you regularly buy chicken for your household? If so, where do you usually buy this?

BASE: All respondents

	Regions														Social grade		
	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	Net: England	Net: GB	ABC1	C2DE
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b	
Significance Level: 95%																	
Unweighted Total	1948	32	136	205	107	156	100	215	146	159	261	106	325	1680	1916	1039	909
Total	1938	57	163	219	75	162	96	167	137	157	267	174	265	1622	1880	1072	866
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Farm Shop	99 5%	7 12% di	8 5%	9 4%	1 1%	7 4%	3 4%	9 6%	9 7%	3 2%	11 4%	6 4%	24 9%	80 5%	92 5%	68 6%	31 4%
Ocado	65 3%	3 6% f	6 4% f	9 4% f	2 2%	4 2%	- -	4 2%	2 1%	4 3%	15 6% fh	3 2%	14 5% fh	55 3%	62 3%	46 4% b	19 2%
Convenience Store (eg. Nisa)	60 3%	4 8% i	3 2%	7 3%	2 2%	3 2%	4 4%	7 4%	5 4%	1 1%	10 4%	3 1%	11 4%	49 3%	56 3%	35 3%	24 3%
Booths	57 3%	1 2%	4 2%	4 2%	2 2%	8 5%	3 3%	6 3%	2 2%	3 2%	9 3%	5 3%	10 4%	49 3%	56 3%	41 4% b	16 2%
Other	62 3%	- -	6 3%	7 3%	3 4%	7 5% f	- -	3 2%	1 1%	3 2%	14 5% fh	7 4% f	10 4%	56 3%	62 3%	26 2%	36 4% a
Don't know	8 *	- -	1 1%	- -	* *	1 1%	1 1%	- -	1 1%	1 *	- -	1 1%	1 1%	6 *	8 *	6 1%	2 *
None of these	8 *	- -	1 1%	1 1%	1 1%	* *	- -	* *	- -	- -	* *	- -	3 1%	7 *	8 *	5 *	3 *
Net: Major supermarkets	1714 88%	51 89%	142 87%	199 91%	67 89%	144 89%	86 90%	146 87%	121 89%	142 91%	251 94%	148 85%	216 82%	1434 88%	1663 88%	940 88%	774 89%
				i		i				l	beghklmn			l			

Chicken Welfare

Q2. Do you regularly buy chicken for your household? If so, where do you usually buy this?

BASE: All respondents

	Ethnicity							Religion									
	Total	White	Ethnic minority	Mixed	Asian	Black	Chinese	Other	No religion	Religious	Christian	Muslim	Hindu	Jew	Sikh	Buddhist	Other
	a	b	c	d	e	f	g	a	b	c	d	*e	f	g	*h	i	
Significance Level: 95%																	
Unweighted Total	1948	1473	443	72	185	112	40	34	614	1279	918	198	24	31	31	25	52
Total	1938	1564	347	60	143	89	28	27	594	1297	1018	148	19	21	25	24	42
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I do not buy chicken for my household	55	49	5	*	1	3	*	-	21	31	28	2	-	-	-	-	2
	3%	3%	1%	1%	1%	3%	1%	-	4%	2%	3%	1%	-	-	-	-	4%
		b															
Tesco	737	603	131	26	50	30	9	16	206	522	426	47	5	10	11	7	15
	38%	39%	38%	43%	35%	34%	31%	60%	35%	40%	42%	32%	25%	48%	44%	31%	35%
							abdef			ad	ad						
Asda	475	365	103	18	41	29	6	9	139	327	241	52	5	6	4	3	15
	25%	23%	30%	29%	28%	33%	23%	34%	23%	25%	24%	36%	28%	29%	16%	13%	36%
			a			a						abcg					ac
Aldi	450	348	99	16	35	33	9	6	136	304	226	35	7	6	7	10	13
	23%	22%	28%	27%	24%	37%	33%	22%	23%	23%	22%	24%	35%	29%	27%	44%	30%
			a			ad											
Sainsbury's	431	346	81	22	26	17	9	6	139	287	222	32	5	11	5	4	8
	22%	22%	23%	37%	18%	19%	32%	21%	23%	22%	22%	22%	27%	51%	21%	16%	20%
				abde										abcdgi			
Morrisons	332	265	67	10	31	14	3	9	97	233	175	30	3	7	8	5	6
	17%	17%	19%	17%	22%	16%	10%	33%	16%	18%	17%	20%	14%	33%	31%	19%	14%
								aef						abci	a		
Lidl	311	232	75	15	30	21	4	5	79	229	177	27	4	3	5	4	9
	16%	15%	22%	24%	21%	23%	15%	18%	13%	18%	17%	18%	21%	14%	19%	18%	22%
			a	a	a	a				a	a						
Local Butcher	271	195	71	6	45	12	5	3	61	203	135	49	4	3	4	5	5
	14%	12%	20%	10%	31%	14%	16%	12%	10%	16%	13%	33%	19%	14%	14%	20%	12%
			ac		abceg					a		abcfgi					
M&S	213	162	51	7	20	17	4	3	50	157	119	16	3	4	7	2	6
	11%	10%	15%	11%	14%	19%	16%	11%	8%	12%	12%	11%	16%	21%	27%	8%	14%
			a			a				a	a			a	abcd		
Co-Op	179	152	27	4	14	3	1	5	53	124	94	18	2	-	1	5	3
	9%	10%	8%	7%	9%	3%	5%	18%	9%	10%	9%	12%	13%	-	5%	20%	7%
		e						be				f					
Waitrose	138	107	31	1	12	7	4	6	31	106	73	16	2	5	4	1	4
	7%	7%	9%	2%	9%	8%	14%	23%	5%	8%	7%	11%	9%	23%	17%	6%	11%
							c	abcde		a		a		abc	ac		
Farm Shop	99	65	33	3	17	9	1	3	18	80	47	21	3	2	3	2	2
	5%	4%	10%	5%	12%	10%	5%	12%	3%	6%	5%	15%	16%	8%	13%	7%	5%
			a		a	a		a		a		abc			ac		
Ocado	65	40	25	4	8	4	4	4	10	54	32	12	-	2	3	3	1
	3%	3%	7%	7%	6%	5%	16%	13%	2%	4%	3%	8%	-	10%	13%	14%	3%
			a	a	a		ade	a		a		abc		ac	abc		

Chicken Welfare

Q2. Do you regularly buy chicken for your household? If so, where do you usually buy this?

BASE: All respondents

	Ethnicity							Religion									
	Total	White	Ethnic minority	Mixed	Asian	Black	Chinese	Other	No religion	Religious	Christian	Muslim	Hindu	Jew	Sikh	Buddhist	Other
	a	b	c	d	e	f	g	a	b	c	d	*e	f	g	*h	i	
Significance Level: 95%																	
Unweighted Total	1948	1473	443	72	185	112	40	34	614	1279	918	198	24	31	31	25	52
Total	1938	1564	347	60	143	89	28	27	594	1297	1018	148	19	21	25	24	42
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Convenience Store (eg. Nisa)	60 3%	44 3%	16 5%	3 4%	4 3%	4 5%	2 5%	3 12% ad	11 2%	48 4% a	37 4%	8 5% a	2 9%	1 6%	1 4%	-	* 1%
Booths	57 3%	32 2%	25 7% a	1 2%	10 7% a	5 6% a	4 14% ac	5 17% abce	9 1%	43 3% a	20 2%	14 10% abc	1 3%	1 7% a	2 6%	1 6%	4 10% abc
Other	62 3%	49 3%	12 4%	2 3%	5 4%	2 2%	- -	4 13% abdef	18 3%	40 3%	29 3%	8 5%	- -	3 14% abcgi	-	-	1 2%
Don't know	8 *	3 *	2 1%	- -	1 1%	- -	* 1%	1 3% a	4 1%	2 *	2 *	* *	- -	- -	- -	- -	- -
None of these	8 *	3 *	2 1%	* 1%	1 1%	* *	- -	- -	1 *	4 *	2 *	2 1% ac	- -	- -	- -	- -	- -
Net: Major supermarkets	1714 88%	1417 91% bde	282 81% d	55 91% bd	103 72% d	75 84% d	25 88% d	25 92% d	530 89% d	1148 88% d	928 91% bd	102 69% bd	16 84%	19 91% d	24 93% d	22 92% d	36 86% d

Chicken Welfare

Q2. Do you regularly buy chicken for your household? If so, where do you usually buy this?

BASE: All respondents

	Household income before tax				Children						
	Total	Up to £21,000	£21,001 to £41,000	£41,001 to £62,000	£62,001 or more	Net: Children aged <18	No children aged <18	Children aged <5	Children aged 5-10	Children aged 11-15	Children aged 16-18 years old
	a	b	c	d	a	b	c	d	e	f	
Significance Level: 95%											
Unweighted Total	1948	557	680	326	237	828	1086	284	301	327	188
Total	1938	498	706	372	231	758	1158	236	262	317	177
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I do not buy chicken for my household	55	14	13	9	11	11	44	2	5	3	4
	3%	3%	2%	2%	5%	1%	4%	1%	2%	1%	2%
				b			ace				
Tesco	737	202	271	143	75	290	440	92	116	118	68
	38%	41%	38%	39%	33%	38%	38%	39%	44%	37%	38%
		d						b			
Asda	475	137	150	98	59	220	253	75	72	92	67
	25%	27%	21%	26%	26%	29%	22%	32%	27%	29%	38%
		b				b		b	b	b	abde
Aldi	450	114	156	99	65	229	217	72	81	96	52
	23%	23%	22%	27%	28%	30%	19%	30%	31%	30%	29%
						b		b	b	b	b
Sainsbury's	431	99	154	90	61	194	233	53	61	87	47
	22%	20%	22%	24%	26%	26%	20%	23%	23%	27%	27%
				a		b				b	b
Morrisons	332	77	123	77	41	151	181	52	46	65	33
	17%	16%	17%	21%	18%	20%	16%	22%	18%	20%	19%
						b		b		b	
Lidl	311	87	104	65	42	146	164	45	56	62	27
	16%	17%	15%	17%	18%	19%	14%	19%	21%	20%	15%
						b		b	b	b	
Local Butcher	271	70	100	59	29	130	140	49	48	47	30
	14%	14%	14%	16%	13%	17%	12%	21%	18%	15%	17%
						b		b	b		
M&S	213	52	69	44	41	103	105	38	38	41	20
	11%	10%	10%	12%	18%	14%	9%	16%	15%	13%	11%
				abc		b		b	b	b	
Co-Op	179	64	60	27	22	72	106	31	31	33	10
	9%	13%	9%	7%	10%	9%	9%	13%	12%	10%	5%
		bc						bf	f		
Waitrose	138	19	48	27	36	73	62	25	24	36	19
	7%	4%	7%	7%	15%	10%	5%	10%	9%	11%	11%
			a	a	abc	b		b	b	b	b
Farm Shop	99	21	26	29	22	65	33	26	31	27	10
	5%	4%	4%	8%	10%	9%	3%	11%	12%	8%	6%
				ab	ab	b		b	bf	b	b

Chicken Welfare

Q2. Do you regularly buy chicken for your household? If so, where do you usually buy this?

BASE: All respondents

	Household income before tax				Children						
	Total	Up to £21,000	£21,001 to £41,000	£41,001 to £62,000	£62,001 or more	Net: Children aged <18	No children aged <18	Children aged <5	Children aged 5-10	Children aged 11-15	Children aged 16-18 years old
	a	b	c	d	a	b	c	d	e	f	
Significance Level: 95%											
Unweighted Total	1948	557	680	326	237	828	1086	284	301	327	188
Total	1938	498	706	372	231	758	1158	236	262	317	177
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Ocado	65	13	25	18	9	40	23	9	21	15	5
	3%	3%	4%	5%	4%	5%	2%	4%	8%	5%	3%
						b		b	bcd	b	
Convenience Store (eg. Nisa)	60	14	18	10	11	36	24	10	16	16	8
	3%	3%	3%	3%	5%	5%	2%	4%	6%	5%	5%
						b		b	b	b	b
Booths	57	13	21	11	11	39	17	11	17	20	11
	3%	3%	3%	3%	5%	5%	1%	5%	7%	6%	6%
						b		b	b	b	b
Other	62	23	25	4	5	16	45	2	3	9	8
	3%	5%	4%	1%	2%	2%	4%	1%	1%	3%	4%
		c	c				acd			c	cd
Don't know	8	1	1	-	1	3	5	-	1	-	2
	*	*	*	-	1%	*	*	-	*	-	1%
None of these	8	3	1	*	1	2	5	*	1	-	-
	*	1%	*	*	1%	*	*	*	*	-	-
Net: Major supermarkets	1714	436	633	338	202	675	1019	213	226	292	151
	88%	88%	90%	91%	88%	89%	88%	90%	86%	92%	85%
									bdf		

Chicken Welfare

Q2. Do you regularly buy chicken for your household? If so, where do you usually buy this?

BASE: All respondents

	Supermarket Used																	
	I do not buy chicken for my household	Aldi	Asda	Booths	Co-Op	Lidl	M&S	Morrisons	Ocado	Sainsbury's	Tesco	Waitrose	Farm Shop	Local Butcher	Convenience Store (eg. Nisa)	Other	Net: Major supermarkets	
Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Significance Level: 95%																		
Unweighted Total	1948	49	465	523	77	209	350	239	336	72	431	736	156	124	272	81	54	1718
Total	1938	55	450	475	57	179	311	213	332	65	431	737	138	99	271	60	62	1714
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I do not buy chicken for my household	55	55	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	3%	100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		bcdefghi																
		ijklmnopq																
Tesco	737	-	158	183	24	92	132	100	138	27	177	737	52	40	85	24	19	737
	38%	-	35%	38%	43%	51%	42%	47%	42%	42%	41%	100%	37%	40%	31%	40%	30%	43%
			a	a	a	abcfh	abn	abcnp	an	a	an	abcdefg	a	a	a	a	a	abn
						ijlno					ijklmnopq							
Asda	475	-	169	475	25	61	97	58	113	23	118	183	38	32	63	25	6	475
	25%	-	37%	100%	44%	34%	31%	27%	34%	36%	28%	25%	27%	32%	23%	42%	10%	28%
			agjk	abdefghi	afgijklno	aknp	aknp	ap	aknpq	aknp	ap	ap	ap	ap	ap	agjklno	a	ap
			lnpq	ijklmnopq														
Aldi	450	-	450	169	25	62	118	47	106	31	110	158	35	26	45	23	13	450
	23%	-	100%	36%	44%	35%	38%	22%	32%	47%	25%	21%	26%	26%	16%	39%	22%	26%
			acdefghi	agjklmnop	aghijklmnop	agjklno	agjklmnop	a	agkno	acghijkl	an	a	an	an	a	agjklno	a	akn
			ijklmnopq							lmnop								
Sainsbury's	431	-	110	118	25	53	90	90	102	30	431	177	49	29	62	20	4	431
	22%	-	24%	25%	44%	29%	29%	42%	31%	46%	100%	24%	35%	30%	23%	33%	7%	25%
			ap	ap	abcefh	ap	ap	abcefh	abknpq	abcefh	abcdefg	ap	abcknpq	ap	ap	ap		ap
					kmnpq			kmnpq		iklmnopq								
Morrisons	332	-	106	113	12	56	83	55	332	21	102	138	47	22	54	23	7	332
	17%	-	24%	24%	21%	31%	27%	26%	100%	32%	24%	19%	34%	22%	20%	38%	12%	19%
			akq	akpq	a	abcjnpq	akpq	akpq	abcdefgi	aknpq	akpq	a	abcdj	a	a	abcdfg	a	a
									ijklmnopq			klmnopq				jkmpq		
Lidl	311	-	118	97	17	43	311	53	83	21	90	132	32	24	45	14	4	311
	16%	-	26%	21%	30%	24%	100%	25%	25%	32%	21%	18%	23%	25%	17%	23%	7%	18%
			ack	ap	aknpq	aknpq	abcdefghi	aknpq	aknpq	acjklno	ap	ap	ap	ap	a	ap		ap
			npq				ijklmnopq											
Local Butcher	271	-	45	63	18	32	45	41	54	17	62	85	31	37	271	16	1	170
	14%	-	10%	13%	31%	18%	15%	19%	16%	26%	14%	12%	22%	38%	100%	27%	1%	10%
			ap	apq	abcefg	abknpq	abpq	abckpq	abknpq	abcjkpq	abpq	ap	abcjkpq	abcefg	abcefg	abcefg	abcefg	ap
					hjkpq								hklpq	ijklmopq				



Chicken Welfare

Q2. Do you regularly buy chicken for your household? If so, where do you usually buy this?

BASE: All respondents

	Supermarket Used																	
	I do not buy chicken for my household	Aldi	Asda	Booths	Co-Op	Lidl	M&S	Morrisons	Ocado	Sainsbury's	Tesco	Waitrose	Farm Shop	Local Butcher	Convenience Store (eg. Nisa)	Other	Net: Major supermarkets	
Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Significance Level: 95%																		
Unweighted Total	1948	49	465	523	77	209	350	239	336	72	431	736	156	124	272	81	54	1718
Total	1938	55	450	475	57	179	311	213	332	65	431	737	138	99	271	60	62	1714
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
M&S	213 11%	- -	47 10%	58 12%	19 32%	41 23%	53 17%	213 100%	55 17%	24 38%	90 21%	100 14%	49 35%	26 26%	41 15%	15 25%	- -	213 12%
			ap	ap	abcfhjknpq	abcknpq	abpq	abcdefghijklmnpq	abpq	abcfhjknpq	abckpq	ap	abcfhjknpq	abcfhknppq	ap	abcknpq		ap
Co-Op	179 9%	- -	62 14%	61 13%	15 27%	179 100%	43 14%	41 19%	56 17%	16 24%	53 12%	92 12%	27 19%	22 22%	32 12%	21 35%	* *	179 10%
			apq	ap	abcfhjknpq	abcdcfghi jklmnpq	ap	acjknpq	apq	abcfjknpq	ap	ap	acjknpq	abcfjknpq	ap	abcfghjklmnpq		ap
Waitrose	138 7%	- -	35 8%	38 8%	18 32%	27 15%	32 10%	49 23%	47 14%	24 37%	49 11%	52 7%	138 100%	21 21%	31 11%	17 28%	- -	138 8%
			ap	ap	abcfhjknpq	abckpq	ap	abcfhjknpq	abckpq	abcfghjklmnpq	akpq	p	abcdcfghi ijklmnpq	abcfjknpq	akp	abcfhjknpq		ap
Farm Shop	99 5%	- -	26 6%	32 7%	15 26%	22 12%	24 8%	26 12%	22 6%	12 18%	29 7%	40 5%	21 15%	99 100%	37 14%	17 28%	3 5%	78 5%
				q	abcfghjklpnpq	abchjkq	aq	abchjkq		abcf hjkpq			abcfhjkq	abcdcfghi ijklnopq	abcf hjkq	abcfghjklpnpq		
Ocado	65 3%	- -	31 7%	23 5%	9 16%	16 9%	21 7%	24 11%	21 6%	65 100%	30 7%	27 4%	24 17%	12 12%	17 6%	10 17%	1 1%	65 4%
			kq		abcfh jknppq	ackq	kq	abcfhjknpq	q	abcdcfghi jklmnpq	kq		abcfh jknppq	ackpq		abcfh jknppq		
Convenience Store (eg. Nisa)	60 3%	- -	23 5%	25 5%	10 17%	21 12%	14 4%	15 7%	23 7%	10 16%	20 5%	24 3%	17 12%	17 17%	16 6%	60 100%	* 1%	49 3%
			q	q	abcfghjklpnpq	abcfhjknpq		kq	kq	abcfghjklpnpq			abcfjknpq	abcfghjklpnpq	kq	abcdcfghi ijklmnpq		
Booths	57 3%	- -	25 6%	25 5%	57 100%	15 9%	17 6%	19 9%	12 4%	9 14%	25 6%	24 3%	18 13%	15 15%	18 7%	10 16%	2 4%	57 3%
			q	q	abcdcfghi jklmnpq	ahkq	q	ahkq		abcf hjknpq	kq		abcf hjknpq	abcfhjknpq	kq	abcfhjknpq		
Other	62 3%	- -	13 3%	6 1%	2 4%	* *	4 1%	- -	7 2%	1 1%	4 1%	19 3%	- -	3 3%	1 *	* 1%	62 100%	32 2%
			eg jln		eg jln				egn			egln		egln			abcdcfgh h ijklmnoq	g



Chicken Welfare

Q2. Do you regularly buy chicken for your household? If so, where do you usually buy this?

BASE: All respondents

	I do not buy chicken for my household	Supermarket Used																
		Aldi	Asda	Booths	Co-Op	Lidl	M&S	Morrisons	Ocado	Sainsbury's	Tesco	Waitrose	Farm Shop	Local Butcher	Convenience Store (eg. Nisa)	Other	Net: Major supermarkets	
Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Significance Level: 95%																		
Unweighted Total	1948	49	465	523	77	209	350	239	336	72	431	736	156	124	272	81	54	1718
Total	1938	55	450	475	57	179	311	213	332	65	431	737	138	99	271	60	62	1714
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of these	8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Major supermarkets	1714	-	450	475	57	179	311	213	332	65	431	737	138	78	170	49	32	1714
	88%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	79%	63%	82%	52%	100%
			amnop	amnop	amnop	amnop	amnop	amnop	amnop	amnop	amnop	amnop	amnop	anp	a	anp	a	amnop

Chicken Welfare

Q2. Do you regularly buy chicken for your household? If so, where do you usually buy this?

BASE: All respondents

	Importance Factors				Would be prepares to buy/eat less chicken		
	Total	Affordability	Animal Welfare	Environmental impact	Quality of Meat	Yes	No
		a	b	c	d	a	b
Significance Level: 95%							
Unweighted Total	1948	569	411	140	655	1221	387
Total	1938	532	416	122	711	1265	341
	100%	100%	100%	100%	100%	100%	100%
I do not buy chicken for my household	55	7	4	*	28	29	6
	3%	1%	1%	*	4%	2%	2%
					abc		
Tesco	737	221	167	25	271	514	101
	38%	42%	40%	20%	38%	41%	30%
		c	c		c	b	
Asda	475	149	117	20	164	311	86
	25%	28%	28%	17%	23%	25%	25%
		cd	c				
Aldi	450	142	102	31	145	294	71
	23%	27%	25%	26%	20%	23%	21%
		d					
Sainsbury's	431	109	97	21	163	292	79
	22%	21%	23%	17%	23%	23%	23%
Morrisons	332	101	85	20	103	235	53
	17%	19%	20%	16%	15%	19%	16%
		d	d				
Lidl	311	105	58	25	98	198	63
	16%	20%	14%	21%	14%	16%	19%
		bd		d			
Local Butcher	271	60	52	19	123	200	41
	14%	11%	12%	15%	17%	16%	12%
					ab		
M&S	213	50	54	22	69	150	40
	11%	9%	13%	18%	10%	12%	12%
				ad			
Co-Op	179	61	50	14	43	122	36
	9%	12%	12%	11%	6%	10%	11%
		d	d	d			
Waitrose	138	32	35	15	43	99	33
	7%	6%	8%	12%	6%	8%	10%
				ad			
Farm Shop	99	25	26	16	22	69	24
	5%	5%	6%	13%	3%	5%	7%
			d	abd			

Chicken Welfare

Q2. Do you regularly buy chicken for your household? If so, where do you usually buy this?

BASE: All respondents

	Importance Factors				Would be prepares to buy/eat less chicken		
	Total	Affordability	Animal Welfare	Environmental impact	Quality of Meat	Yes	No
		a	b	c	d	a	b
Significance Level: 95%							
Unweighted Total	1948	569	411	140	655	1221	387
Total	1938	532	416	122	711	1265	341
	100%	100%	100%	100%	100%	100%	100%
Ocado	65 3%	13 2%	24 6% ad	8 6% ad	17 2%	40 3%	23 7% a
Convenience Store (eg. Nisa)	60 3%	17 3%	16 4%	6 5% d	15 2%	41 3%	15 4%
Booths	57 3%	8 1%	26 6% ad	9 7% ad	10 1%	32 3%	20 6% a
Other	62 3%	18 3%	15 4%	1 * c	27 4%	39 3%	12 3%
Don't know	8 *	2 *	* *	1 1%	3 *	2 *	1 *
None of these	8 *	1 *	- -	* *	1 *	3 *	2 1%
Net: Major supermarkets	1714 88%	498 94% cd	385 93% d	107 88%	604 85%	1128 89%	301 88%

Chicken Welfare

Q3. Rank top: What's most important to you when purchasing chicken?

BASE: All Respondents except those who do not buy chicken for their household

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	1948	978	970	358	394	334	321	305	236	752	655	541
Total	1938	971	966	219	331	310	340	284	453	550	650	737
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Quality of meat	711	371	340	64	97	101	117	115	217	161	218	332
	37%	38%	35%	29%	29%	32%	35%	40%	48%	29%	34%	45%
								abcbgh	abcdgh			abcdgh
Affordability	532	284	248	59	102	87	104	83	96	161	191	179
	27%	29%	26%	27%	31%	28%	31%	29%	21%	29%	29%	24%
					fi		fi	f		f	fi	
Animal welfare	416	164	252	47	69	73	67	67	92	116	140	159
	21%	17%	26%	22%	21%	24%	20%	24%	20%	21%	22%	22%
			a									
Environmental impact	122	74	48	15	37	25	25	5	15	52	49	20
	6%	8%	5%	7%	11%	8%	7%	2%	3%	10%	8%	3%
		b		ei	aefhi	efi	efi			efi	efi	
Don't know	157	78	78	33	26	24	27	14	32	59	52	46
	8%	8%	8%	15%	8%	8%	8%	5%	7%	11%	8%	6%
				bcdefghi						ei		

Chicken Welfare

Q3. Rank top: What's most important to you when purchasing chicken?

BASE: All Respondents except those who do not buy chicken for their household

	Total	Regions													Social grade		
		Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	Net: England	Net: GB	ABC1	C2DE
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b
Significance Level: 95%																	
Unweighted Total	1948	32	136	205	107	156	100	215	146	159	261	106	325	1680	1916	1039	909
Total	1938	57	163	219	75	162	96	167	137	157	267	174	265	1622	1880	1072	866
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Quality of meat	711	27	56	100	28	56	33	62	50	53	91	60	95	596	684	374	337
	37%	47%	34%	46%	38%	35%	34%	37%	36%	34%	34%	35%	36%	37%	36%	35%	39%
				beijlmn													
Affordability	532	12	42	59	24	51	37	41	37	40	77	48	65	440	520	294	238
	27%	20%	26%	27%	32%	32%	39%	24%	27%	25%	29%	28%	24%	27%	28%	27%	27%
							bcghilmn										
Animal welfare	416	13	40	33	14	33	15	35	28	49	68	32	55	348	403	237	179
	21%	22%	24%	15%	19%	20%	16%	21%	20%	31%	26%	19%	21%	21%	21%	22%	21%
			c							cdefghklmn	c			c	c		
Environmental impact	122	-	13	13	4	12	4	9	10	9	11	15	21	105	122	81	41
	6%	-	8%	6%	6%	8%	5%	6%	7%	6%	4%	9%	8%	6%	6%	8%	5%
																b	
Don't know	157	6	12	14	4	9	6	20	12	6	19	18	30	132	151	85	71
	8%	10%	8%	6%	6%	5%	6%	12%	9%	4%	7%	10%	11%	8%	8%	8%	8%
							cein					i	ei	i			

Chicken Welfare

Q3. Rank top: What's most important to you when purchasing chicken?

BASE: All Respondents except those who do not buy chicken for their household

	Ethnicity							Religion									
	Total	White	Ethnic minority	Mixed	Asian	Black	Chinese	Other	No religion	Religious	Christian	Muslim	Hindu	Jew	Sikh	Buddhist	Other
		a	b	c	d	e	f	g	a	b	c	d	*e	f	g	*h	i
Significance Level: 95%																	
Unweighted Total	1948	1473	443	72	185	112	40	34	614	1279	918	198	24	31	31	25	52
Total	1938	1564	347	60	143	89	28	27	594	1297	1018	148	19	21	25	24	42
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Quality of meat	711 37%	600 38% bdf	105 30% f	20 32% f	41 29% f	30 34% f	3 11% f	12 43% f	215 36% g	481 37% dg	404 40% dg	44 30%	3 18%	6 31%	4 16%	7 29%	12 28%
Affordability	532 27%	436 28%	89 26%	16 26%	38 27%	22 25%	6 23%	6 23%	198 33% bcdfg	327 25%	272 27% g	31 21%	4 23%	3 15%	3 10%	4 18%	10 24%
Animal welfare	416 21%	343 22% eg	69 20% eg	15 25% eg	38 27% eg	10 11%	4 14%	2 6%	106 18%	299 23% a	227 22% a	41 28% a	5 25%	4 20%	9 37% a	1 6%	10 25%
Environmental impact	122 6%	73 5%	49 14% a	6 10% a	18 13% a	14 16% a	7 25% ac	3 12% ac	24 4%	94 7% ac	46 5% abc	17 12% abc	6 31% abc	4 21% abc	8 32% abcdi	7 30% ac	5 12% ac
Don't know	157 8%	111 7%	35 10% ad	4 7% ad	7 5% ad	12 14% ad	8 27% abcd	4 16% d	51 9%	96 7%	68 7%	14 10%	1 3% d	3 12% d	1 5% d	4 17% d	5 12% d

Chicken Welfare

Q3. Rank top: What's most important to you when purchasing chicken?

BASE: All Respondents except those who do not buy chicken for their household

	Total	Household income before tax				Children					
		Up to £21,000	£21,001 to £41,000	£41,001 to £62,000	£62,001 or more	Net: Children aged <18	No children aged <18	Children aged <5	Children aged 5-10	Children aged 11-15	Children aged 16-18 years old
		a	b	c	d	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total	1948	557	680	326	237	828	1086	284	301	327	188
Total	1938	498	706	372	231	758	1158	236	262	317	177
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Quality of meat	711	162	247	152	85	230	475	59	77	102	60
	37%	32%	35%	41%	37%	30%	41%	25%	29%	32%	34%
				a			acde			c	c
Affordability	532	163	189	94	65	217	312	81	69	95	50
	27%	33%	27%	25%	28%	29%	27%	34%	26%	30%	28%
		bc						bd			
Animal welfare	416	103	172	79	45	172	239	56	61	80	29
	21%	21%	24%	21%	19%	23%	21%	24%	23%	25%	16%
										f	
Environmental impact	122	24	45	29	21	75	43	21	35	23	17
	6%	5%	6%	8%	9%	10%	4%	9%	13%	7%	10%
				a		b		b	be	b	b
Don't know	157	46	53	18	15	63	88	19	20	16	22
	8%	9%	8%	5%	7%	8%	8%	8%	8%	5%	12%
		c									be

Chicken Welfare

Q3. Rank top: What's most important to you when purchasing chicken?

BASE: All Respondents except those who do not buy chicken for their household

	Supermaket Used																	
	Total	I do not buy chicken for my household	Aldi	Asda	Booths	Co-Op	Lidl	M&S	Morrisons	Ocado	Sainsbury's	Tesco	Waitrose	Farm Shop	Local Butcher	Convenience Store (eg. Nisa)	Other	Net: Major supermarkets
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Significance Level: 95%																		
Unweighted Total	1948	49	465	523	77	209	350	239	336	72	431	736	156	124	272	81	54	1718
Total	1938	55	450	475	57	179	311	213	332	65	431	737	138	99	271	60	62	1714
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Quality of meat	711	28	145	164	10	43	98	69	103	17	163	271	43	22	123	15	27	604
	37%	51%	32%	35%	17%	24%	32%	33%	31%	26%	38%	37%	31%	22%	45%	24%	43%	35%
		bcdefghiklmoq	dem	dem			dm	dm	d		deimo	demo	d		bcdefghiklmoq	deimo	demo	
Affordability	532	7	142	149	8	61	105	50	101	13	109	221	32	25	60	17	18	498
	27%	13%	32%	31%	14%	34%	34%	23%	30%	20%	25%	30%	23%	25%	22%	28%	29%	29%
			adgjn	adgjn		adgijln	adgijln		adn		ad	adn			ad	ad	ad	adn
Animal welfare	416	4	102	117	26	50	58	54	85	24	97	167	35	26	52	16	15	385
	21%	8%	23%	25%	46%	28%	19%	26%	25%	37%	22%	23%	25%	27%	19%	26%	24%	22%
		a	af	abcefhijklmnopq	afn	af	abcfhjknq	a	a	a	a	a	a	a	a	a	a	a
Environmental impact	122	*	31	20	9	14	25	22	20	8	21	25	15	16	19	6	1	107
	6%	1%	7%	4%	16%	8%	8%	10%	6%	12%	5%	3%	11%	16%	7%	10%	1%	6%
		k		abcefhjknq	k	ck	acjkpq	k	acjkp		acjkpq	abcefhjknq	k	ackp	k	ackp	k	k
Don't know	157	15	30	25	5	10	23	17	24	3	41	52	14	10	17	7	2	119
	8%	28%	7%	5%	8%	6%	7%	8%	7%	5%	9%	7%	10%	10%	6%	11%	3%	7%
		bcdefghijklmnopq								c		c	c		c			



Chicken Welfare

Q3. Rank top: What's most important to you when purchasing chicken?

BASE: All Respondents except those who do not buy chicken for their household

	Importance Factors				Would be prepares to buy/eat less chicken		
	Total	Affordability	Animal Welfare	Environmental impact	Quality of Meat	Yes	No
		a	b	c	d	a	b
Significance Level: 95%							
Unweighted Total	1948	569	411	140	655	1221	387
Total	1938	532	416	122	711	1265	341
	100%	100%	100%	100%	100%	100%	100%
Quality of meat	711	-	-	-	711	472	105
	37%	-	-	-	100%	37%	31%
					abc	b	
Affordability	532	532	-	-	-	311	108
	27%	100%	-	-	-	25%	32%
		bcd					a
Animal welfare	416	-	416	-	-	348	45
	21%	-	100%	-	-	28%	13%
			acd			b	
Environmental impact	122	-	-	122	-	78	39
	6%	-	-	100%	-	6%	12%
				abd			a
Don't know	157	-	-	-	-	56	44
	8%	-	-	-	-	4%	13%
							a

Chicken Welfare

Q3. Rank top 3: What's most important to you when purchasing chicken?

BASE: All Respondents except those who do not buy chicken for their household

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	1948	978	970	358	394	334	321	305	236	752	655	541
Total	1938	971	966	219	331	310	340	284	453	550	650	737
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Quality of meat	1555	778	777	153	243	240	269	250	400	396	509	650
	80%	80%	80%	70%	73%	77%	79%	88%	88%	72%	78%	88%
						a	ag	abcdgh	abcdgh		ag	abcdgh
Animal welfare	1507	755	752	151	245	229	274	238	371	396	503	608
	78%	78%	78%	69%	74%	74%	81%	84%	82%	72%	77%	83%
							abcg	abcgh	abcg		ag	abcgh
Affordability	1345	680	665	142	233	223	256	207	284	375	479	490
	69%	70%	69%	65%	70%	72%	75%	73%	63%	68%	74%	67%
					f	f	afgi	af			afgi	
Environmental impact	933	467	466	109	196	164	141	114	208	305	305	322
	48%	48%	48%	50%	59%	53%	41%	40%	46%	56%	47%	44%
				de	adefhi	dei				defhi		
Don't know	157	78	78	33	26	24	27	14	32	59	52	46
	8%	8%	8%	15%	8%	8%	8%	5%	7%	11%	8%	6%
				bcdefghi						ei		

Chicken Welfare

Q3. Rank top 3: What's most important to you when purchasing chicken?

BASE: All Respondents except those who do not buy chicken for their household

	Total	Regions													Social grade		
		Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	Net: England	Net: GB	ABC1	C2DE
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b
Significance Level: 95%																	
Unweighted Total	1948	32	136	205	107	156	100	215	146	159	261	106	325	1680	1916	1039	909
Total	1938	57	163	219	75	162	96	167	137	157	267	174	265	1622	1880	1072	866
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Quality of meat	1555	51	132	183	65	130	79	128	105	136	224	132	190	1294	1504	839	715
	80%	89%	81%	84%	87%	80%	82%	76%	77%	87%	84%	76%	72%	80%	80%	78%	83%
		l	l	l	ghkl	l	l			ghklmn	gl			l	l		a
Animal welfare	1507	46	129	179	58	124	80	125	105	121	212	135	194	1252	1462	821	686
	78%	80%	79%	82%	78%	77%	83%	75%	77%	77%	80%	78%	73%	77%	78%	77%	79%
				l			l										
Affordability	1345	38	105	166	50	125	71	108	91	114	176	120	180	1131	1307	740	605
	69%	66%	64%	76%	67%	77%	74%	65%	67%	72%	66%	69%	68%	70%	69%	69%	70%
				bgjl		bghjlmn											
Environmental impact	933	19	86	87	37	80	40	80	71	82	128	80	143	788	913	555	378
	48%	34%	53%	40%	50%	50%	42%	48%	52%	52%	48%	46%	54%	49%	49%	52%	44%
			c						c	c			acf	c	c	b	
Don't know	157	6	12	14	4	9	6	20	12	6	19	18	30	132	151	85	71
	8%	10%	8%	6%	6%	5%	6%	12%	9%	4%	7%	10%	11%	8%	8%	8%	8%
								cein				i	ei	i			

Chicken Welfare

Q3. Rank top 3: What's most important to you when purchasing chicken?

BASE: All Respondents except those who do not buy chicken for their household

	Ethnicity							Religion									
	Total	White	Ethnic minority	Mixed	Asian	Black	Chinese	Other	No religion	Religious	Christian	Muslim	Hindu	Jew	Sikh	Buddhist	Other
		a	b	c	d	e	f	g	a	b	c	d	*e	f	g	*h	i
Significance Level: 95%																	
Unweighted Total	1948	1473	443	72	185	112	40	34	614	1279	918	198	24	31	31	25	52
Total	1938	1564	347	60	143	89	28	27	594	1297	1018	148	19	21	25	24	42
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Quality of meat	1555	1291	249	46	104	69	15	15	485	1037	849	100	13	14	16	14	31
	80%	83%	72%	76%	72%	78%	55%	55%	82%	80%	83%	68%	66%	69%	62%	57%	75%
		bdfg	fg	fg	fg	fg			dg	dg	bdfg						
Animal welfare	1507	1256	240	44	112	50	14	20	454	1026	818	113	12	16	21	14	31
	78%	80%	69%	73%	79%	56%	49%	74%	76%	79%	80%	77%	62%	77%	82%	59%	75%
		bef	ef	ef	bef			f									
Affordability	1345	1104	227	44	96	55	16	16	435	886	703	94	16	13	14	17	29
	69%	71%	65%	73%	67%	62%	58%	59%	73%	68%	69%	64%	82%	63%	55%	70%	70%
		b							bdg								
Environmental impact	933	703	220	34	97	55	16	17	255	653	478	92	15	11	22	15	19
	48%	45%	63%	56%	68%	62%	57%	64%	43%	50%	47%	62%	79%	54%	86%	64%	45%
			a		a	a		a		a		abci			abcdfi		
Don't know	157	111	35	4	7	12	8	4	51	96	68	14	1	3	1	4	5
	8%	7%	10%	7%	5%	14%	27%	16%	9%	7%	7%	10%	3%	12%	5%	17%	12%
			ad			ad	abcd	d									

Chicken Welfare

Q3. Rank top 3: What's most important to you when purchasing chicken?

BASE: All Respondents except those who do not buy chicken for their household

	Total	Household income before tax				Children					
		Up to £21,000	£21,001 to £41,000	£41,001 to £62,000	£62,001 or more	Net: Children aged <18	No children aged <18	Children aged <5	Children aged 5-10	Children aged 11-15	Children aged 16-18 years old
		a	b	c	d	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total	1948	557	680	326	237	828	1086	284	301	327	188
Total	1938	498	706	372	231	758	1158	236	262	317	177
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Quality of meat	1555	400	571	301	182	569	972	185	182	252	128
	80%	80%	81%	81%	79%	75%	84%	78%	69%	80%	72%
							acdf	d		d	
Animal welfare	1507	379	557	307	174	578	915	176	202	250	122
	78%	76%	79%	83%	75%	76%	79%	75%	77%	79%	69%
				ad		f	f		f	f	
Affordability	1345	350	480	273	159	534	801	151	184	243	126
	69%	70%	68%	73%	69%	70%	69%	64%	70%	77%	71%
						c				abc	
Environmental impact	933	226	351	179	133	402	520	138	159	157	90
	48%	45%	50%	48%	58%	53%	45%	58%	61%	49%	51%
				abc		b		be	abef		
Don't know	157	46	53	18	15	63	88	19	20	16	22
	8%	9%	8%	5%	7%	8%	8%	8%	8%	5%	12%
		c									be

Chicken Welfare

Q3. Rank top 3: What's most important to you when purchasing chicken?

BASE: All Respondents except those who do not buy chicken for their household

	Total	Supermaket Used																
		I do not buy chicken for my household	Aldi	Asda	Booths	Co-Op	Lidl	M&S	Morrisons	Ocado	Sainsbury's	Tesco	Waitrose	Farm Shop	Local Butcher	Convenience Store (eg. Nisa)	Other	Net: Major supermarkets
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Significance Level: 95%																		
Unweighted Total	1948	49	465	523	77	209	350	239	336	72	431	736	156	124	272	81	54	1718
Total	1938	55	450	475	57	179	311	213	332	65	431	737	138	99	271	60	62	1714
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Quality of meat	1555	39	351	388	37	132	236	162	259	42	339	586	98	63	225	38	57	1379
	80%	71%	78%	82%	64%	74%	76%	76%	78%	65%	79%	80%	71%	64%	83%	63%	93%	80%
			dimo	defilmo		m	dimo	dimo	dimo		dimo	dilmo			defilmo		abcdefghijklmoq	deilmo
Animal welfare	1507	32	348	369	47	136	253	172	261	54	338	597	114	78	220	47	51	1356
	78%	59%	77%	78%	83%	76%	81%	81%	79%	84%	79%	81%	82%	79%	81%	78%	83%	79%
			a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a
Affordability	1345	26	326	359	34	132	230	128	235	41	307	532	80	66	175	39	48	1227
	69%	48%	72%	76%	60%	74%	74%	60%	71%	63%	71%	72%	58%	67%	65%	65%	77%	72%
			adgln	adgilno		adgln	adgln		agl		agl	adgln		a			adgl	adgln
Environmental impact	933	21	235	234	39	104	143	124	170	48	186	337	82	59	141	36	23	818
	48%	39%	52%	49%	68%	58%	46%	58%	51%	73%	43%	46%	59%	60%	52%	60%	38%	48%
			jkp		abcfhjknpq	acfjkpq		acfjkpq	j	abcefgijklnpq			acfjkpq	acfjkpq	j	afjkpq		
Don't know	157	15	30	25	5	10	23	17	24	3	41	52	14	10	17	7	2	119
	8%	28%	7%	5%	8%	6%	7%	8%	7%	5%	9%	7%	10%	10%	6%	11%	3%	7%
			bcdefghijklmnopq								c		c	c		c		

Chicken Welfare

Q3. Rank top 3: What's most important to you when purchasing chicken?

BASE: All Respondents except those who do not buy chicken for their household

	Importance Factors				Would be prepares to buy/eat less chicken		
	Total	Affordability	Animal Welfare	Environmental impact	Quality of Meat	Yes	No
Significance Level: 95%		a	b	c	d	a	b
Unweighted Total	1948	569	411	140	655	1221	387
Total	1938 100%	532 100%	416 100%	122 100%	711 100%	1265 100%	341 100%
Quality of meat	1555 80%	442 83% c	343 83% c	59 48%	711 100% abc	1047 83% b	249 73%
Animal welfare	1507 78%	383 72%	416 100% acd	101 83% a	608 86% a	1066 84% b	222 65%
Affordability	1345 69%	532 100% bcd	185 44%	84 69% b	545 77% bc	852 67%	245 72%
Environmental impact	933 48%	239 45% d	304 73% ad	122 100% abd	269 38%	659 52%	174 51%
Don't know	157 8%	- -	- -	- -	- -	56 4%	44 13% a

Chicken Welfare

Q4. How worried are you about farming and deforestation?

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
		a	b	a	b	c	d	e	f	g	h	i
Significance Level: 95%												
Unweighted Total	1948	978	970	358	394	334	321	305	236	752	655	541
Total	1938	971	966	219	331	310	340	284	453	550	650	737
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very worried	388	193	194	35	60	46	61	61	125	94	107	186
	20%	20%	20%	16%	18%	15%	18%	22%	28%	17%	16%	25%
								c	abcdgh			abcdgh
Fairly worried	851	417	434	97	143	136	155	128	192	240	291	320
	44%	43%	45%	44%	43%	44%	46%	45%	42%	44%	45%	43%
Not very worried	468	245	224	55	91	94	75	65	88	145	169	153
	24%	25%	23%	25%	27%	30%	22%	23%	19%	26%	26%	21%
					fi	defi				fi	fi	
Not at all worried	136	90	46	20	22	22	26	16	30	42	48	46
	7%	9%	5%	9%	7%	7%	8%	6%	7%	8%	7%	6%
		b										
I don't know what this is	95	26	68	12	16	12	23	13	18	28	35	32
	5%	3%	7%	6%	5%	4%	7%	5%	4%	5%	5%	4%
			a									
Net: Worried	1239	611	628	132	203	183	215	189	317	335	398	506
	64%	63%	65%	60%	61%	59%	63%	67%	70%	61%	61%	69%
								c	abcgh			abcgh
Net: Not worried	604	334	270	75	113	116	101	81	118	188	217	199
	31%	34%	28%	34%	34%	37%	30%	29%	26%	34%	33%	27%
		b		fi	fi	defi				fi	fi	

Chicken Welfare

Q4. How worried are you about farming and deforestation?

BASE: All respondents

	Regions														Social grade		
	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	Net: England	Net: GB	ABC1	C2DE
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b	
Significance Level: 95%																	
Unweighted Total	1948	32	136	205	107	156	100	215	146	159	261	106	325	1680	1916	1039	909
Total	1938	57	163	219	75	162	96	167	137	157	267	174	265	1622	1880	1072	866
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very worried	388 20%	17 30%	35 22%	39 18%	16 21%	36 22%	15 16%	24 14%	33 24%	38 25%	61 23%	29 16%	44 17%	320 20%	370 20%	209 19%	179 21%
		g						g	gl	g							
Fairly worried	851 44%	26 46%	58 35%	94 43%	40 54%	67 41%	54 56%	79 47%	58 43%	70 45%	122 46%	69 40%	113 43%	714 44%	825 44%	467 44%	385 44%
				beklmn		bcehklmn		b			b						
Not very worried	468 24%	8 14%	46 28%	59 27%	13 17%	36 22%	19 20%	38 23%	38 27%	32 21%	66 25%	41 23%	72 27%	395 24%	460 24%	267 25%	201 23%
			d	d								d	d				
Not at all worried	136 7%	4 6%	14 8%	12 5%	2 3%	17 10%	4 4%	10 6%	7 5%	11 7%	9 3%	23 13%	24 9%	115 7%	132 7%	79 7%	57 7%
			j			dj						cdghjmn	dj	j	j		
I don't know what this is	95 5%	2 4%	10 6%	14 6%	4 5%	6 4%	4 4%	16 9%	1 1%	5 3%	9 3%	12 7%	12 4%	78 5%	93 5%	50 5%	45 5%
			h	h	h			ehijlmn				h	h	h	h		
Net: Worried	1239 64%	43 76%	93 57%	133 61%	56 75%	103 63%	69 72%	103 62%	91 67%	108 69%	183 69%	98 56%	158 59%	1033 64%	1195 64%	675 63%	563 65%
		bk		bceglmn		bkl			bkl	bkl							
Net: Not worried	604 31%	11 20%	60 37%	71 33%	15 20%	53 33%	23 24%	48 29%	45 33%	43 28%	75 28%	64 37%	96 36%	510 31%	593 32%	346 32%	258 30%
			df	d	d	d			d		df	dfj	d	d			

Chicken Welfare

Q4. How worried are you about farming and deforestation?

BASE: All respondents

	Ethnicity							Religion									
	Total	White	Ethnic minority	Mixed	Asian	Black	Chinese	Other	No religion	Religious	Christian	Muslim	Hindu	Jew	Sikh	Buddhist	Other
	a	b	c	d	e	f	g	a	b	c	d	*e	f	g	*h	i	
Significance Level: 95%																	
Unweighted Total	1948	1473	443	72	185	112	40	34	614	1279	918	198	24	31	31	25	52
Total	1938	1564	347	60	143	89	28	27	594	1297	1018	148	19	21	25	24	42
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very worried	388 20%	312 20%	70 20%	17 28% d	24 16%	16 18%	4 14%	10 36% abdef	98 17%	282 22% ai	228 22% ai	39 26% ai	3 14%	2 10%	4 14%	2 10%	4 9%
Fairly worried	851 44%	701 45% e	145 42% e	23 39% d	75 53% abceg	27 31%	11 40%	8 29%	282 48% bc	549 42%	427 42%	64 43%	10 53%	7 33%	9 37%	11 46%	21 50%
Not very worried	468 24%	367 23%	94 27% g	15 24%	33 23%	35 39% abcdg	9 32%	3 10% g	132 22%	328 25%	252 25%	33 22%	5 24%	10 50% abcdi	10 38% a	8 35%	9 22%
Not at all worried	136 7%	106 7%	26 7%	4 6%	9 6%	9 10%	1 3%	4 13%	44 7%	86 7%	71 7%	6 4%	1 7%	-	2 9%	1 6%	5 11%
I don't know what this is	95 5%	77 5%	13 4%	1 2%	2 2%	2 3%	3 11%	3 13% bde abcde	38 6% bc	52 4%	39 4%	6 4%	* 2%	1 7%	1 3%	1 3%	3 8%
Net: Worried	1239 64%	1014 65% e	215 62% e	41 67% e	99 69% e	43 49%	15 54%	17 64%	380 64% f	830 64% f	655 64% f	102 69% fg	13 67%	9 43%	13 51%	13 56%	25 59%
Net: Not worried	604 31%	473 30%	120 34%	18 31%	42 29%	43 49% abcdg	10 35%	6 23%	175 30%	414 32%	323 32%	39 26%	6 31%	10 50% abcd	12 47% ad	10 40%	14 33%

Chicken Welfare

Q4. How worried are you about farming and deforestation?

BASE: All respondents

	Total	Household income before tax				Children					
		Up to £21,000	£21,001 to £41,000	£41,001 to £62,000	£62,001 or more	Net: Children aged <18	No children aged <18	Children aged <5	Children aged 5-10	Children aged 11-15	Children aged 16-18 years old
		a	b	c	d	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total	1948	557	680	326	237	828	1086	284	301	327	188
Total	1938	498	706	372	231	758	1158	236	262	317	177
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very worried	388	122	145	66	44	141	244	56	35	56	37
	20%	25%	21%	18%	19%	19%	21%	24%	13%	18%	21%
		c				d	d	d			d
Fairly worried	851	204	317	176	100	309	537	96	100	131	73
	44%	41%	45%	47%	43%	41%	46%	41%	38%	41%	41%
							ad				
Not very worried	468	112	162	96	58	213	249	64	87	94	38
	24%	23%	23%	26%	25%	28%	22%	27%	33%	30%	22%
						b		b	bf	b	
Not at all worried	136	30	53	20	23	56	75	13	24	27	13
	7%	6%	7%	5%	10%	7%	6%	5%	9%	9%	7%
					ac						
I don't know what this is	95	30	29	14	6	39	53	8	16	9	15
	5%	6%	4%	4%	2%	5%	5%	3%	6%	3%	9%
		d							e		bce
Net: Worried	1239	326	462	242	144	450	781	152	135	187	111
	64%	65%	65%	65%	62%	59%	67%	64%	51%	59%	62%
						d	ade	d			d
Net: Not worried	604	142	215	116	81	269	324	76	111	121	51
	31%	29%	30%	31%	35%	36%	28%	32%	42%	38%	29%
						b			abcf	bf	

Chicken Welfare

Q4. How worried are you about farming and deforestation?

BASE: All respondents

	Supermarket Used																	
	Total	I do not buy chicken for my household	Aldi	Asda	Booths	Co-Op	Lidl	M&S	Morrisons	Ocado	Sainsbury's	Tesco	Waitrose	Farm Shop	Local Butcher	Convenience Store (eg. Nisa)	Other	Net: Major supermarkets
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Significance Level: 95%																		
Unweighted Total	1948	49	465	523	77	209	350	239	336	72	431	736	156	124	272	81	54	1718
Total	1938	55	450	475	57	179	311	213	332	65	431	737	138	99	271	60	62	1714
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very worried	388	7	86	108	11	51	73	52	79	11	97	162	35	21	66	6	13	348
	20%	13%	19%	23%	19%	28%	23%	24%	24%	17%	23%	22%	25%	22%	24%	10%	21%	20%
				o		abkq	o	o	o		o	o	o	o	o			o
Fairly worried	851	23	186	194	26	65	126	87	142	29	191	335	53	40	118	30	30	756
	44%	41%	41%	41%	45%	36%	41%	41%	43%	45%	44%	45%	39%	40%	43%	50%	49%	44%
											e	e			e			e
Not very worried	468	8	125	111	11	50	88	54	82	17	110	163	33	29	62	18	11	420
	24%	14%	28%	23%	20%	28%	28%	26%	25%	26%	26%	22%	24%	29%	23%	30%	18%	25%
			ak			a	ak						a	a	a			
Not at all worried	136	11	26	35	8	8	15	11	16	5	17	43	15	7	14	5	7	111
	7%	19%	6%	7%	14%	4%	5%	5%	5%	8%	4%	6%	11%	7%	5%	9%	11%	6%
		bcefgjkmnq		j	bcefgjknq							befghjknq				j	ehj	j
I don't know what this is	95	7	27	28	1	5	8	8	14	2	16	34	2	2	11	1	1	78
	5%	13%	6%	6%	2%	3%	3%	4%	4%	3%	4%	5%	1%	2%	4%	1%	1%	5%
		defghijklmnopq	fl	fl														
Net: Worried	1239	30	272	302	37	116	199	139	221	41	288	496	88	61	184	36	43	1104
	64%	54%	60%	64%	64%	65%	64%	65%	67%	63%	67%	67%	64%	62%	68%	60%	70%	64%
										b	b			b				
Net: Not worried	604	18	151	145	19	57	104	66	97	22	126	207	48	36	76	23	18	531
	31%	33%	34%	31%	34%	32%	33%	31%	29%	35%	29%	28%	35%	36%	28%	39%	29%	31%
			k												k			

Chicken Welfare

Q4. How worried are you about farming and deforestation?

BASE: All respondents

	Importance Factors				Would be prepares to buy/eat less chicken		
	Total	Affordability	Animal Welfare	Environmental impact	Quality of Meat	Yes	No
		a	b	c	d	a	b
Significance Level: 95%							
Unweighted Total	1948	569	411	140	655	1221	387
Total	1938	532	416	122	711	1265	341
	100%	100%	100%	100%	100%	100%	100%
Very worried	388	104	134	37	98	338	27
	20%	20%	32%	30%	14%	27%	8%
		d	ad	ad		b	
Fairly worried	851	237	207	36	325	619	109
	44%	45%	50%	29%	46%	49%	32%
		c	c		c	b	
Not very worried	468	130	57	40	204	225	133
	24%	24%	14%	33%	29%	18%	39%
		b		ab	b	a	
Not at all worried	136	43	9	8	54	48	59
	7%	8%	2%	6%	8%	4%	17%
		b		b	b		a
I don't know what this is	95	17	9	2	30	34	14
	5%	3%	2%	1%	4%	3%	4%
Net: Worried	1239	341	341	73	423	957	135
	64%	64%	82%	60%	60%	76%	40%
			acd			b	
Net: Not worried	604	173	66	48	258	273	192
	31%	32%	16%	39%	36%	22%	56%
		b		b	b		a

Chicken Welfare

Q5. How worried are you about the welfare of fast-growing meat chickens if at all?

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	1948	978	970	358	394	334	321	305	236	752	655	541
Total	1938	971	966	219	331	310	340	284	453	550	650	737
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very worried	346	148	197	31	50	39	72	64	91	81	111	154
	18%	15%	20%	14%	15%	13%	21%	22%	20%	15%	17%	21%
			a				abcg	abogh	cg			abcg
Fairly worried	766	355	411	73	137	128	126	105	197	209	254	302
	40%	37%	43%	33%	41%	41%	37%	37%	43%	38%	39%	41%
			a		a	a			a			a
Not very worried	541	326	215	75	98	107	86	60	115	173	193	175
	28%	34%	22%	34%	29%	34%	25%	21%	25%	31%	30%	24%
		b		defi	ei	defi				dei	ei	
Not at all worried	132	87	45	23	27	21	19	20	22	50	40	42
	7%	9%	5%	10%	8%	7%	6%	7%	5%	9%	6%	6%
		b		dfhi						fhi		
I don't know what those are	153	55	98	17	20	16	37	35	28	37	53	63
	8%	6%	10%	8%	6%	5%	11%	12%	6%	7%	8%	9%
			a				bcg	bcbgh				
Net: Worried	1112	504	608	103	187	167	198	169	287	290	365	456
	57%	52%	63%	47%	56%	54%	58%	60%	63%	53%	56%	62%
			a		a		a	ag	acg		a	acgh
Net: Not worried	673	413	260	98	125	127	105	80	138	223	232	217
	35%	43%	27%	45%	38%	41%	31%	28%	30%	41%	36%	29%
		b		bdefhi	ei	defi				defi	ei	

Chicken Welfare

Q5. How worried are you about the welfare of fast-growing meat chickens if at all?

BASE: All respondents

	Regions														Social grade		
	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	Net: England	Net: GB	ABC1	C2DE
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b	
Significance Level: 95%																	
Unweighted Total	1948	32	136	205	107	156	100	215	146	159	261	106	325	1680	1916	1039	909
Total	1938	57	163	219	75	162	96	167	137	157	267	174	265	1622	1880	1072	866
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very worried	346 18%	12 20%	32 19%	30 14%	12 17%	27 17%	20 21%	28 17%	24 17%	29 18%	58 22% c	32 18%	43 16%	282 17%	334 18%	179 17%	167 19%
Fairly worried	766 40%	28 48%	59 36%	91 42%	30 41%	57 35%	40 42%	64 38%	61 45% l	66 42%	119 45% l	60 34%	91 34%	639 39%	738 39%	433 40%	333 38%
Not very worried	541 28%	11 18%	49 30%	66 30% j	21 28%	45 28%	21 22%	47 28%	35 25%	41 26%	58 22%	58 33% j	92 35% fjmn	462 28% j	531 28% j	306 29%	235 27%
Not at all worried	132 7%	1 2%	13 8%	10 5%	4 6%	17 10% cj	7 7%	9 5%	7 5%	13 8%	10 4%	15 9%	26 10% cj	111 7%	131 7% j	76 7%	56 6%
I don't know what those are	153 8%	7 12%	11 7%	21 10% l	7 9%	16 10%	8 8%	19 12% il	10 8%	8 5%	22 8%	9 5%	14 5%	127 8%	146 8%	78 7%	75 9%
Net: Worried	1112 57%	39 68%	91 56%	121 55%	43 57%	84 52%	60 63% l	92 55%	85 62% l	95 61% l	177 66% bceglmn	92 53%	134 50%	922 57% l	1073 57% l	612 57%	500 58%
Net: Not worried	673 35%	11 20%	61 38% j	76 35% j	25 34%	62 38% aj	28 29%	56 33%	42 31%	53 34%	68 25% aj	73 42% aj	118 44% acfhijmn	573 35% j	662 35% j	382 36%	291 34%

Chicken Welfare

Q5. How worried are you about the welfare of fast-growing meat chickens if at all?

BASE: All respondents

	Ethnicity							Religion									
	Total	White	Ethnic minority	Mixed	Asian	Black	Chinese	Other	No religion	Religious	Christian	Muslim	Hindu	Jew	Sikh	Buddhist	Other
		a	b	c	d	e	f	g	a	b	c	d	*e	f	g	*h	i
Significance Level: 95%																	
Unweighted Total	1948	1473	443	72	185	112	40	34	614	1279	918	198	24	31	31	25	52
Total	1938	1564	347	60	143	89	28	27	594	1297	1018	148	19	21	25	24	42
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very worried	346 18%	287 18%	56 16%	10 16%	29 20%	11 12%	1 3%	5 19%	78 13%	257 20%	208 20%	31 21%	4 22%	2 8%	2 8%	4 15%	7 16%
		f	f	f	f			f		a	a	a					
Fairly worried	766 40%	641 41%	118 34%	25 42%	54 38%	18 20%	10 36%	11 40%	246 41%	508 39%	403 40%	57 39%	9 45%	8 38%	8 33%	7 31%	16 37%
		be	e	e	e			e									
Not very worried	541 28%	414 26%	122 35%	13 22%	48 33%	44 50%	11 39%	5 20%	178 30%	351 27%	262 26%	44 30%	5 26%	9 43%	12 45%	10 43%	9 22%
			ac		a	abcdg								c	bci		
Not at all worried	132 7%	96 6%	30 9%	5 8%	8 6%	8 9%	4 13%	5 20%	33 6%	92 7%	72 7%	10 7%	1 6%	1 4%	3 10%	1 4%	5 12%
								abd									
I don't know what those are	153 8%	126 8%	22 6%	7 12%	4 3%	7 8%	3 10%	* 2%	58 10%	89 7%	73 7%	6 4%	* 2%	1 7%	1 4%	2 7%	5 13%
		d		d		d	d		bd								d
Net: Worried	1112 57%	928 59%	173 50%	35 58%	83 58%	29 33%	11 38%	16 58%	324 55%	765 59%	611 60%	87 59%	13 66%	10 46%	10 41%	11 46%	22 53%
		bef	e	ef	ef			e		g	ag						
Net: Not worried	673 35%	510 33%	152 44%	18 30%	56 39%	52 59%	15 52%	11 40%	211 36%	443 34%	334 33%	54 37%	6 32%	10 47%	14 55%	11 47%	14 34%
			ac			abcd	ac								abc		

Chicken Welfare

Q5. How worried are you about the welfare of fast-growing meat chickens if at all?

BASE: All respondents

	Total	Household income before tax				Children					
		Up to £21,000	£21,001 to £41,000	£41,001 to £62,000	£62,001 or more	Net: Children aged <18	No children aged <18	Children aged <5	Children aged 5-10	Children aged 11-15	Children aged 16-18 years old
		a	b	c	d	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total	1948	557	680	326	237	828	1086	284	301	327	188
Total	1938	498	706	372	231	758	1158	236	262	317	177
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very worried	346 18%	107 22% d	127 18%	69 19%	30 13%	130 17%	215 19%	47 20%	44 17%	57 18%	30 17%
Fairly worried	766 40%	190 38%	276 39%	165 44%	89 39%	310 41% d	452 39%	110 47% bd	89 34%	135 43% d	72 40%
Not very worried	541 28%	135 27%	209 30% c	83 22%	74 32% c	220 29% c	310 27%	54 23%	96 37% abce	77 24%	52 30%
Not at all worried	132 7%	27 5%	42 6%	29 8%	25 11% ab	53 7%	76 7%	14 6%	20 8%	28 9%	9 5%
I don't know what those are	153 8%	38 8%	52 7%	26 7%	12 5%	45 6%	104 9% acd	11 5%	14 5%	19 6%	14 8%
Net: Worried	1112 57%	297 60% d	403 57%	234 63% d	120 52%	441 58% d	667 58% d	157 66% abdf	133 51%	192 61% d	102 58%
Net: Not worried	673 35%	163 33%	251 36%	112 30%	99 43% abc	272 36% c	387 33%	68 29%	115 44% abcef	106 33%	61 35%

Chicken Welfare

Q5. How worried are you about the welfare of fast-growing meat chickens if at all?

BASE: All respondents

	Supermarket Used																	
	Total	I do not buy chicken for my household	Aldi	Asda	Booths	Co-Op	Lidl	M&S	Morrisons	Ocado	Sainsbury's	Tesco	Waitrose	Farm Shop	Local Butcher	Convenience Store (eg. Nisa)	Other	Net: Major supermarkets
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Significance Level: 95%																		
Unweighted Total	1948	49	465	523	77	209	350	239	336	72	431	736	156	124	272	81	54	1718
Total	1938	55	450	475	57	179	311	213	332	65	431	737	138	99	271	60	62	1714
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very worried	346	5	62	92	10	36	50	51	74	4	85	147	28	17	59	10	14	307
	18%	8%	14%	19%	18%	20%	16%	24%	22%	6%	20%	20%	20%	17%	22%	17%	22%	18%
				bi	i	bi	i	abfiq	abfi		bi	abi	bi	i	abi	i	i	bi
Fairly worried	766	16	176	179	20	73	123	90	139	27	184	317	60	47	114	28	21	689
	40%	30%	39%	38%	34%	41%	40%	42%	42%	42%	43%	43%	43%	47%	42%	46%	34%	40%
													ac					
Not very worried	541	19	140	143	18	41	107	49	87	27	100	177	34	28	68	12	17	480
	28%	34%	31%	30%	32%	23%	34%	23%	26%	41%	23%	24%	24%	28%	25%	19%	27%	28%
			egjko	jko		eghijklnoq			eghijklnoq									jk
Not at all worried	132	5	33	33	8	16	20	13	16	5	31	40	13	5	10	7	7	116
	7%	9%	7%	7%	14%	9%	6%	6%	5%	7%	7%	5%	9%	5%	4%	12%	11%	7%
				bcfghjkmnq		n							hn		hkn	n		
I don't know what those are	153	10	40	29	1	13	11	9	17	2	30	57	4	2	21	3	4	123
	8%	18%	9%	6%	1%	7%	4%	4%	5%	3%	7%	8%	3%	2%	8%	5%	6%	7%
		bcdefghijklmnoq	dghlm		dm						dfilm	dfilm		dfilm			dfilm	
Net: Worried	1112	21	237	271	30	109	173	142	212	31	269	464	88	64	173	38	34	996
	57%	38%	53%	57%	53%	61%	56%	67%	64%	48%	62%	63%	64%	64%	64%	64%	56%	58%
			a	a	a	abcdfiq	abcdfiq	abcdfiq	abcdfiq		abi	abcfiq	abi	abi	abi	a	a	ab
Net: Not worried	673	24	173	175	27	57	126	62	103	31	131	216	47	33	78	19	23	596
	35%	44%	38%	37%	46%	32%	41%	29%	31%	49%	30%	29%	34%	33%	29%	31%	38%	35%
		gkn	ghjkn	gjkn	eghijknq		eghijknq		eghijknq		eghijknq							k

Chicken Welfare

Q5. How worried are you about the welfare of fast-growing meat chickens if at all?

BASE: All respondents

	Importance Factors				Would be prepares to buy/eat less chicken		
	Total	Affordability	Animal Welfare	Environmental impact	Quality of Meat	Yes	No
		a	b	c	d	a	b
Significance Level: 95%							
Unweighted Total	1948	569	411	140	655	1221	387
Total	1938 100%	532 100%	416 100%	122 100%	711 100%	1265 100%	341 100%
Very worried	346 18%	75 14%	144 35% acd	22 18%	96 13%	315 25% b	14 4%
Fairly worried	766 40%	213 40%	181 43% c	40 33%	281 40%	587 46% b	86 25%
Not very worried	541 28%	152 29% b	67 16%	51 42% abd	221 31% b	253 20%	163 48% a
Not at all worried	132 7%	47 9% b	13 3%	8 6%	48 7% b	43 3%	62 18% a
I don't know what those are	153 8%	45 9% bc	11 3%	1 1%	65 9% bc	67 5%	16 5%
Net: Worried	1112 57%	287 54%	325 78% acd	62 51%	377 53%	902 71% b	100 29%
Net: Not worried	673 35%	199 37% b	80 19%	59 48% abd	269 38% b	296 23%	225 66% a

Chicken Welfare

Q6. Do you or do you not believe supermarkets should improve meat chicken welfare as part of their sustainability goals if at all?

BASE: All respondents

Significance Level: 95%

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	1948	978	970	358	394	334	321	305	236	752	655	541
Total	1938	971	966	219	331	310	340	284	453	550	650	737
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	1343	635	708	131	228	201	239	205	339	358	440	544
	69%	65%	73%	60%	69%	65%	70%	72%	75%	65%	68%	74%
			a		a		a	acg	acgh		a	acgh
No	276	184	93	51	67	57	43	29	31	117	99	60
	14%	19%	10%	23%	20%	18%	13%	10%	7%	21%	15%	8%
		b		defhi	defhi	defi	fi			defhi	efi	
Don't know	319	153	166	38	37	52	58	50	83	75	111	133
	16%	16%	17%	17%	11%	17%	17%	18%	18%	14%	17%	18%
				b		b	b	b	b		b	bg

Chicken Welfare

Q6. Do you or do you not believe supermarkets should improve meat chicken welfare as part of their sustainability goals if at all?

BASE: All respondents

	Regions														Social grade		
	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	Net: England	Net: GB	ABC1	C2DE
Significance Level: 95%																	
Unweighted Total	1948	32	136	205	107	156	100	215	146	159	261	106	325	1680	1916	1039	909
Total	1938	57	163	219	75	162	96	167	137	157	267	174	265	1622	1880	1072	866
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	1343	38	97	150	57	113	66	113	104	121	186	125	173	1143	1305	747	596
	69%	67%	59%	69%	77% bl	70%	69%	68%	76% bl	77% bgl	70% b	72% b	65% b	70% b	69% b	70% b	69% b
No	276	8	33	31	6	23	13	19	19	16	36	20	53	222	268	177	100
	14%	15%	20% dgim	14%	9%	14%	13%	12%	14%	10%	13%	11%	20% dgijkmn	14%	14%	16% b	11% b
Don't know	319	11	34	38	11	26	17	35	14	19	45	29	40	257	308	148	170
	16%	19%	21% h	17%	15%	16%	18%	21% hi	10%	12%	17%	17%	15%	16%	16%	14% a	20% a

Chicken Welfare

Q6. Do you or do you not believe supermarkets should improve meat chicken welfare as part of their sustainability goals if at all?

BASE: All respondents

	Ethnicity							Religion									
	Total	White	Ethnic minority	Mixed	Asian	Black	Chinese	Other	No religion	Religious	Christian	Muslim	Hindu	Jew	Sikh	Buddhist	Other
	a	b	c	d	e	f	g	a	b	c	d	*e	f	g	*h	i	
Significance Level: 95%																	
Unweighted Total	1948	1473	443	72	185	112	40	34	614	1279	918	198	24	31	31	25	52
Total	1938	1564	347	60	143	89	28	27	594	1297	1018	148	19	21	25	24	42
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	1343 69%	1118 72% bef	216 62% f	40 66% f	99 69% ef	49 55% ad	12 41% abcde	16 60% a	407 69% fg	912 70% fg	743 73% fg	99 67% fg	14 75% g	8 37% f	11 43% g	11 47% *h	26 61% i
No	276 14%	183 12%	86 25% a	11 18% a	28 19% a	26 30% ad	13 47% abcde	8 29% a	75 13% bdg	189 15% c	112 11% abc	30 20% abc	3 17% g	8 39% abcd	13 53% abcdi	12 50% abc	11 27% abc
Don't know	319 16%	263 17%	46 13%	10 16%	16 11%	14 15%	3 12%	3 11%	112 19% bdg	196 15%	164 16%	18 12%	1 8%	5 24% g	1 4%	1 3%	5 12%

Chicken Welfare

Q6. Do you or do you not believe supermarkets should improve meat chicken welfare as part of their sustainability goals if at all?

BASE: All respondents

Significance Level: 95%

	Household income before tax				Children						
	Total	Up to £21,000	£21,001 to £41,000	£41,001 to £62,000	£62,001 or more	Net: Children aged <18	No children aged <18	Children aged <5	Children aged 5-10	Children aged 11-15	Children aged 16-18 years old
	a	b	c	d	a	b	c	d	e	f	
Unweighted Total	1948	557	680	326	237	828	1086	284	301	327	188
Total	1938	498	706	372	231	758	1158	236	262	317	177
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	1343	364	478	267	154	507	828	174	158	221	112
	69%	73%	68%	72%	67%	67%	72%	73%	60%	70%	63%
		b				d	adf	adf		d	
No	276	56	107	60	40	147	119	41	61	53	34
	14%	11%	15%	16%	17%	19%	10%	17%	23%	17%	19%
		a	a	a	a	b		b	be	b	b
Don't know	319	77	122	44	37	103	211	22	43	42	32
	16%	16%	17%	12%	16%	14%	18%	9%	16%	13%	18%
			c				ace		c		c

Chicken Welfare

Q6. Do you or do you not believe supermarkets should improve meat chicken welfare as part of their sustainability goals if at all?

BASE: All respondents

	Supermaket Used																	
	Total	I do not buy chicken for my household	Aldi	Asda	Booths	Co-Op	Lidl	M&S	Morrisons	Ocado	Sainsbury's	Tesco	Waitrose	Farm Shop	Local Butcher	Convenience Store (eg. Nisa)	Other	Net: Major supermarkets
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Significance Level: 95%																		
Unweighted Total	1948	49	465	523	77	209	350	239	336	72	431	736	156	124	272	81	54	1718
Total	1938	55	450	475	57	179	311	213	332	65	431	737	138	99	271	60	62	1714
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	1343	34	303	323	32	134	231	159	253	36	317	536	96	69	207	40	42	1200
	69%	63%	67%	68%	57%	75%	74%	75%	76%	56%	74%	73%	69%	69%	76%	66%	68%	70%
				di		bdi	bcdi	bdi	abcdiq		bdi	bdi			abcdiq			di
No	276	5	72	71	22	26	43	36	42	21	56	86	28	20	32	14	6	243
	14%	10%	16%	15%	38%	14%	14%	17%	13%	32%	13%	12%	20%	20%	12%	24%	10%	14%
			k	abcefgghijklmnopq				k	abcefgghijklnpq				hjknpq	hijkn		fhjknqp		
Don't know	319	15	76	80	3	19	37	18	38	8	57	115	14	10	32	6	14	271
	16%	27%	17%	17%	5%	11%	12%	8%	11%	12%	13%	16%	10%	10%	12%	10%	23%	16%
		defghijklmnoq	defgh	defghl						d	dg					defghlmn	dgh	



Chicken Welfare

Q6. Do you or do you not believe supermarkets should improve meat chicken welfare as part of their sustainability goals if at all?

BASE: All respondents

Significance Level: 95%

Unweighted Total

Total

Yes

No

Don't know

	Importance Factors				Would be prepares to buy/eat less chicken		
	Total	Affordability	Animal Welfare	Environmental impact	Quality of Meat	Yes	No
	a	b	c	d	a	b	
Unweighted Total	1948	569	411	140	655	1221	387
Total	1938	532	416	122	711	1265	341
	100%	100%	100%	100%	100%	100%	100%
Yes	1343	365	343	62	507	1072	132
	69%	69%	83%	51%	71%	85%	39%
		c	acd		c	b	
No	276	63	52	52	76	105	150
	14%	12%	13%	42%	11%	8%	44%
			abd				a
Don't know	319	104	20	8	127	88	59
	16%	20%	5%	7%	18%	7%	17%
		bc			bc		a

Chicken Welfare

Q7. Would you or would you not be prepared to buy/eat less but better, higher welfare chicken to improve animal welfare and environmental impact?

BASE: All Respondents except those who do not buy chicken for their household

Significance Level: 95%

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	1948	978	970	358	394	334	321	305	236	752	655	541
Total	1938	971	966	219	331	310	340	284	453	550	650	737
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	1265	611	654	126	206	200	213	197	322	333	413	519
	65%	63%	68%	58%	62%	64%	63%	69%	71%	61%	63%	70%
			a					ag	abdgh			abdgh
No	341	201	140	53	82	65	53	36	52	135	118	88
	18%	21%	14%	24%	25%	21%	16%	13%	11%	25%	18%	12%
		b		defhi	defhi	efi				defhi	efi	
Don't know	332	160	172	39	43	46	74	51	79	82	120	130
	17%	16%	18%	18%	13%	15%	22%	18%	17%	15%	18%	18%
							bcg				b	

Chicken Welfare

Q7. Would you or would you not be prepared to buy/eat less but better, higher welfare chicken to improve animal welfare and environmental impact?

BASE: All Respondents except those who do not buy chicken for their household

	Regions														Social grade		
	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	Net: England	Net: GB	ABC1	C2DE
Significance Level: 95%																	
Unweighted Total	1948	32	136	205	107	156	100	215	146	159	261	106	325	1680	1916	1039	909
Total	1938	57	163	219	75	162	96	167	137	157	267	174	265	1622	1880	1072	866
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	1265	34	102	151	48	102	58	113	95	111	190	107	154	1070	1231	722	543
	65%	59%	63%	69%	64%	63%	60%	68%	69%	71%	71%	62%	58%	66%	65%	67%	63%
				l				l	l	l	fl			l	l	b	
No	341	12	32	34	15	28	21	20	24	17	38	34	66	276	329	198	143
	18%	21%	20%	16%	20%	17%	22%	12%	18%	11%	14%	19%	25%	17%	17%	18%	17%
			i		i		gi				i	cgijmn		i	gi		
Don't know	332	11	28	34	12	33	17	34	18	29	39	33	46	276	321	152	180
	17%	20%	17%	16%	16%	20%	18%	20%	13%	18%	14%	19%	17%	17%	17%	14%	21%
																a	

Chicken Welfare

Q7. Would you or would you not be prepared to buy/eat less but better, higher welfare chicken to improve animal welfare and environmental impact?

BASE: All Respondents except those who do not buy chicken for their household

	Ethnicity							Religion									
	Total	White	Ethnic minority	Mixed	Asian	Black	Chinese	Other	No religion	Religious	Christian	Muslim	Hindu	Jew	Sikh	Buddhist	Other
	a	b	c	d	e	f	g	a	b	c	d	*e	f	g	*h	i	
Significance Level: 95%																	
Unweighted Total	1948	1473	443	72	185	112	40	34	614	1279	918	198	24	31	31	25	52
Total	1938	1564	347	60	143	89	28	27	594	1297	1018	148	19	21	25	24	42
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	1265 65%	1032 66%	223 64%	41 67%	100 70%	54 61%	12 44%	15 57%	344 58%	896 69%	711 70%	103 70%	13 71%	13 62%	14 54%	15 62%	27 65%
		f	f	f	f					a	a	a					
No	341 18%	244 16%	91 26%	12 20%	33 23%	25 28%	11 38%	10 36%	103 17%	226 17%	151 15%	35 24%	5 27%	7 32%	10 39%	7 31%	12 28%
			a		a	a	ac	a				abc		abc	abc		c
Don't know	332 17%	288 18%	33 10%	7 12%	9 7%	9 11%	5 18%	2 7%	146 25%	174 13%	156 15%	9 6%	* 2%	1 6%	2 7%	2 7%	3 8%
		bde					d		bcdgfi	d	d						

Chicken Welfare

Q7. Would you or would you not be prepared to buy/eat less but better, higher welfare chicken to improve animal welfare and environmental impact?

BASE: All Respondents except those who do not buy chicken for their household

Significance Level: 95%

	Household income before tax				Children						
	Total	Up to £21,000	£21,001 to £41,000	£41,001 to £62,000	£62,001 or more	Net: Children aged <18	No children aged <18	Children aged <5	Children aged 5-10	Children aged 11-15	Children aged 16-18 years old
	a	b	c	d	a	b	c	d	e	f	
Unweighted Total	1948	557	680	326	237	828	1086	284	301	327	188
Total	1938	498	706	372	231	758	1158	236	262	317	177
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	1265	318	478	259	141	488	762	167	161	196	110
	65%	64%	68%	70%	61%	64%	66%	71%	62%	62%	62%
				d				def			
No	341	83	113	60	63	165	173	43	67	76	37
	18%	17%	16%	16%	27%	22%	15%	18%	25%	24%	21%
				abc		b		bc	b		b
Don't know	332	96	116	53	27	105	223	26	34	45	31
	17%	19%	16%	14%	12%	14%	19%	11%	13%	14%	17%
		d				acde					c

Chicken Welfare

Q7. Would you or would you not be prepared to buy/eat less but better, higher welfare chicken to improve animal welfare and environmental impact?

BASE: All Respondents except those who do not buy chicken for their household

	Supermaket Used																	
	Total	I do not buy chicken for my household	Aldi	Asda	Booths	Co-Op	Lidl	M&S	Morrisons	Ocado	Sainsbury's	Tesco	Waitrose	Farm Shop	Local Butcher	Convenience Store (eg. Nisa)	Other	Net: Major supermarkets
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Significance Level: 95%																		
Unweighted Total	1948	49	465	523	77	209	350	239	336	72	431	736	156	124	272	81	54	1718
Total	1938	55	450	475	57	179	311	213	332	65	431	737	138	99	271	60	62	1714
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	1265	29	294	311	32	122	198	150	235	40	292	514	99	69	200	41	39	1128
	65%	54%	65%	65%	56%	68%	64%	70%	71%	61%	68%	70%	72%	70%	74%	69%	63%	66%
					a	a	ad	ad	adf		ad	adf	ad	a	abcdfiq			
No	341	6	71	86	20	36	63	40	53	23	79	101	33	24	41	15	12	301
	18%	12%	16%	18%	35%	20%	20%	19%	16%	35%	18%	14%	24%	24%	15%	25%	19%	18%
				k	abcefgjhknq	k	k			abcefgjhknpq	k		bhknq	bhkn		bkn		k
Don't know	332	19	85	78	5	20	50	23	44	2	60	122	6	6	30	4	11	285
	17%	35%	19%	16%	9%	11%	16%	11%	13%	3%	14%	17%	4%	6%	11%	6%	18%	17%
		bcdefghijklmnoq	deghijlmno	gilmno		l	ilmo	l	ilm		ilm	gilmno			il		ilmo	egilmno

Chicken Welfare

Q7. Would you or would you not be prepared to buy/eat less but better, higher welfare chicken to improve animal welfare and environmental impact?

BASE: All Respondents except those who do not buy chicken for their household

	Importance Factors				Would be prepares to buy/eat less chicken		
	Total	Affordability	Animal Welfare	Environmental impact	Quality of Meat	Yes	No
		a	b	c	d	a	b
Significance Level: 95%							
Unweighted Total	1948	569	411	140	655	1221	387
Total	1938 100%	532 100%	416 100%	122 100%	711 100%	1265 100%	341 100%
Yes	1265 65%	311 58%	348 84%	78 64%	472 66%	1265 100%	- -
			acd		a	b	
No	341 18%	108 20%	45 11%	39 32%	105 15%	- -	341 100%
		bd		abd			a
Don't know	332 17%	112 21%	23 6%	5 4%	134 19%	- -	- -
		bc			bc		

Chicken Welfare

Q8. Which of the following environmental impacts of farming chicken, if any, are you worried about?

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
		a	b	a	b	c	d	e	f	g	h	i
Significance Level: 95%												
Unweighted Total	1948	978	970	358	394	334	321	305	236	752	655	541
Total	1938	971	966	219	331	310	340	284	453	550	650	737
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Public health risk from intensive chicken farms	909	429	480	75	133	120	173	148	260	208	293	408
	47%	44%	50%	34%	40%	39%	51%	52%	57%	38%	45%	55%
			a				abcg	abogh	abcgh		ag	abcgh
Wastage due to sick birds and bird deaths	788	373	415	63	121	105	138	124	236	185	244	360
	41%	38%	43%	29%	37%	34%	41%	44%	52%	34%	37%	49%
			a		a		ag	acg	abcdgheh		a	abcdgh
Pollution from chicken waste	719	345	375	70	104	111	127	101	206	174	238	308
	37%	35%	39%	32%	31%	36%	37%	36%	46%	32%	37%	42%
									abcegh			abg
Unsustainable soy used in feed causing deforestation	597	293	304	54	108	74	98	89	174	162	172	263
	31%	30%	31%	25%	33%	24%	29%	31%	38%	29%	26%	36%
					ach			c	acdgh			acdgh
Carbon emissions	538	274	264	76	109	93	87	66	106	185	181	172
	28%	28%	27%	35%	33%	30%	26%	23%	23%	34%	28%	23%
				defhi	defi	ei				defhi		
Water use	441	217	224	63	81	87	71	53	86	144	158	139
	23%	22%	23%	29%	25%	28%	21%	19%	19%	26%	24%	19%
				defi	i	defi				efi	i	
Other	6	3	3	-	1	-	1	5	-	1	1	5
	*	*	*	-	*	-	*	2%	-	*	*	1%
								abcdgfh				
None of the above	193	121	72	9	19	31	41	37	57	28	72	94
	10%	12%	7%	4%	6%	10%	12%	13%	13%	5%	11%	13%
		b				abg	abg	abg	abg		abg	abg
Don't know	223	89	134	21	28	43	37	42	52	50	80	94
	12%	9%	14%	10%	9%	14%	11%	15%	11%	9%	12%	13%
			a			bg		abg			g	bg

Chicken Welfare

Q8. Which of the following environmental impacts of farming chicken, if any, are you worried about?

BASE: All respondents

	Total	Regions													Social grade		
		Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	Net: England	Net: GB	ABC1	C2DE
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b
Significance Level: 95%																	
Unweighted Total	1948	32	136	205	107	156	100	215	146	159	261	106	325	1680	1916	1039	909
Total	1938	57	163	219	75	162	96	167	137	157	267	174	265	1622	1880	1072	866
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Public health risk from intensive chicken farms	909	29	69	115	30	63	44	82	73	79	141	75	109	767	880	488	421
	47%	52%	42%	53% del	40%	39%	46%	49%	53% del	51% el	53% bdel	43%	41%	47% el	47%	46%	49%
Wastage due to sick birds and bird deaths	788	18	69	99	30	69	32	74	64	67	112	61	94	670	770	422	366
	41%	32%	42%	45% fl	41%	43%	33%	44% l	47% fl	43%	42%	35%	35%	41% l	41%	39%	42%
Pollution from chicken waste	719	23	73	75	24	51	42	67	51	60	100	56	97	582	697	388	331
	37%	40%	45% em	34%	33%	31%	44% e	40%	37%	39%	38%	32%	36%	36% e	37%	36%	38%
Unsustainable soy used in feed causing deforestation	597	18	49	71	19	47	28	60	46	54	83	47	75	502	579	331	266
	31%	32%	30%	33%	26%	29%	29%	36%	34%	34%	31%	27%	28%	31% e	31% e	31% e	31% e
Carbon emissions	538	15	41	66	17	30	27	51	44	42	83	40	82	455	522	310	227
	28%	27%	25%	30% e	22%	19%	28% e	30% e	32% e	27% e	31% e	23% e	31% e	28% e	28% e	29% e	26% e
Water use	441	10	38	48	16	25	21	38	34	55	62	25	67	372	431	246	195
	23%	18%	23%	22%	21%	16%	22%	23%	25% ek	35% bcdefgijklmn	23%	15%	25% ek	23% ek	23% ek	23% ek	23% ek
Other	6	-	-	-	-	-	-	-	1	-	1	3	1	6	6	6	-
	*	-	-	-	-	-	-	-	*	-	1%	2% n	1%	*	*	1% b	-
None of the above	193	6	14	26	7	23	13	14	1	19	24	26	20	159	187	86	107
	10%	10%	9%	12%	10%	14%	14%	8%	1%	12%	9%	15%	7%	10% h	10% h	8% h	12% a
Don't know	223	2	26	16	14	24	8	18	16	13	34	27	24	187	221	118	106
	12%	3%	16% cil	7% acfgilmn	19% c	15% c	9%	11%	12%	8%	13%	16% c	9%	12% c	12% c	11% c	12% c

Chicken Welfare

Q8. Which of the following environmental impacts of farming chicken, if any, are you worried about?

BASE: All respondents

	Ethnicity							Religion									
	Total	White	Ethnic minority	Mixed	Asian	Black	Chinese	Other	No religion	Religious	Christian	Muslim	Hindu	Jew	Sikh	Buddhist	Other
		a	b	c	d	e	f	g	a	b	c	d	*e	f	g	*h	i
Significance Level: 95%																	
Unweighted Total	1948	1473	443	72	185	112	40	34	614	1279	918	198	24	31	31	25	52
Total	1938	1564	347	60	143	89	28	27	594	1297	1018	148	19	21	25	24	42
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Public health risk from intensive chicken farms	909 47%	769 49% bef	134 39% f	27 45% f	65 45% ef	28 32% ef	5 17% ef	9 33% ef	258 43% f	633 49% adf	524 52% adf	58 40% ad	11 58% ad	5 25% ad	9 34% ad	6 25% ad	19 45% ad
Wastage due to sick birds and bird deaths	788 41%	651 42% f	132 38% f	21 34% f	59 41% ef	33 38% ef	7 25% ef	12 43% ef	210 35% f	558 43% a	450 44% ad	53 36% ad	11 59% ad	9 44% ad	9 36% ad	8 35% ad	17 40% ad
Pollution from chicken waste	719 37%	589 38% f	128 37% f	25 42% f	63 44% ef	27 30% ef	5 16% ef	8 30% ef	196 33% f	508 39% af	409 40% af	55 37% f	7 38% f	4 17% f	8 31% f	6 26% f	18 44% f
Unsustainable soy used in feed causing deforestation	597 31%	486 31% g	108 31% g	21 35% g	44 31% g	33 37% g	6 23% g	4 15% g	172 29% g	406 31% g	323 32% g	40 27% g	7 37% g	7 35% g	9 36% g	6 25% g	13 31% g
Carbon emissions	538 28%	415 27% a	121 35% a	22 36% a	51 35% a	29 33% a	11 41% a	9 32% a	164 28% a	362 28% a	267 26% a	46 31% a	10 55% a	5 24% a	8 32% a	12 49% a	14 33% a
Water use	441 23%	346 22% a	93 27% a	11 18% a	51 35% abcef	19 22% abcef	5 18% abcef	7 25% abcef	138 23% a	296 23% a	210 21% a	44 30% bc	8 40% bc	3 15% bc	7 29% bc	12 52% bc	11 26% bc
Other	6 *	6 *	1 *	1 1%	- -	- -	- -	- -	3 1%	3 *	3 *	- -	- -	- -	- -	- -	- -
None of the above	193 10%	176 11% bcde	14 4% bcde	* 1% bcde	5 3% bcde	3 4% bcde	4 14% bcde	2 7% bcde	75 13% bdg	118 9% d	109 11% d	5 3% d	- -	1 3% d	- -	- -	3 8% d
Don't know	223 12%	195 12% bde	15 4% bde	9 14% bde	3 2% bde	2 2% bde	1 4% bde	1 2% bde	92 16% bcdg	120 9% bcdg	103 10% bcdg	8 6% bcdg	* 2% bcdg	3 14% bcdg	* 2% bcdg	2 6% bcdg	3 8% bcdg

Chicken Welfare

Q8. Which of the following environmental impacts of farming chicken, if any, are you worried about?

BASE: All respondents

	Total	Household income before tax				Children					
		Up to £21,000	£21,001 to £41,000	£41,001 to £62,000	£62,001 or more	Net: Children aged <18	No children aged <18	Children aged <5	Children aged 5-10	Children aged 11-15	Children aged 16-18 years old
		a	b	c	d	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total	1948	557	680	326	237	828	1086	284	301	327	188
Total	1938	498	706	372	231	758	1158	236	262	317	177
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Public health risk from intensive chicken farms	909	241	337	180	97	336	569	112	113	155	79
	47%	48%	48%	48%	42%	44%	49%	47%	43%	49%	44%
							a				
Wastage due to sick birds and bird deaths	788	219	293	138	98	275	508	98	94	106	71
	41%	44%	41%	37%	42%	36%	44%	42%	36%	34%	40%
			c				ade	e			
Pollution from chicken waste	719	208	248	145	79	256	457	83	84	115	63
	37%	42%	35%	39%	34%	34%	40%	35%	32%	36%	36%
		bd					ad				
Unsustainable soy used in feed causing deforestation	597	157	208	139	64	204	388	67	79	83	51
	31%	31%	29%	37%	28%	27%	34%	29%	30%	26%	29%
				bd			ae				
Carbon emissions	538	128	200	115	69	230	303	78	80	97	52
	28%	26%	28%	31%	30%	30%	26%	33%	31%	31%	29%
						b		b			
Water use	441	116	163	92	49	177	262	59	71	76	43
	23%	23%	23%	25%	21%	23%	23%	25%	27%	24%	24%
Other	6	-	4	1	-	1	5	-	-	-	1
	*	-	1%	*	-	*	*	-	-	-	1%
None of the above	193	48	68	34	26	54	138	8	19	30	12
	10%	10%	10%	9%	11%	7%	12%	3%	7%	10%	7%
						c	acdf		c	c	
Don't know	223	64	76	31	24	82	136	19	24	40	22
	12%	13%	11%	8%	10%	11%	12%	8%	9%	13%	12%
		c									

Chicken Welfare

Q8. Which of the following environmental impacts of farming chicken, if any, are you worried about?

BASE: All respondents

	Total	Supermarket Used																
		I do not buy chicken for my household	Aldi	Asda	Booths	Co-Op	Lidl	M&S	Morrisons	Ocado	Sainsbury's	Tesco	Waitrose	Farm Shop	Local Butcher	Convenience Store (eg. Nisa)	Other	Net: Major supermarkets
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Significance Level: 95%																		
Unweighted Total	1948	49	465	523	77	209	350	239	336	72	431	736	156	124	272	81	54	1718
Total	1938	55	450	475	57	179	311	213	332	65	431	737	138	99	271	60	62	1714
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Public health risk from intensive chicken farms	909 47%	17 30%	216 48%	247 52%	20 35%	86 48%	145 47%	108 51%	194 58%	32 49%	203 47%	375 51%	77 56%	52 53%	145 54%	32 53%	33 54%	826 48%
			ad	ad		ad	a	ad	abdefjkq	a	ad	ad	ad	ad	ad	ad	ad	ad
Wastage due to sick birds and bird deaths	788 41%	15 28%	199 44%	216 45%	30 52%	72 40%	116 37%	105 49%	143 43%	28 44%	195 45%	344 47%	65 47%	50 50%	120 44%	25 42%	34 55%	713 42%
			af	af	af		afq	a		af	afq	af	af	af	a		af	
Pollution from chicken waste	719 37%	19 34%	162 36%	190 40%	16 29%	71 40%	107 35%	86 41%	115 35%	23 35%	176 41%	318 43%	45 33%	41 42%	118 44%	28 46%	24 38%	647 38%
											d	bdfhlq			bdfhl	d		
Unsustainable soy used in feed causing deforestation	597 31%	12 22%	142 32%	155 33%	23 40%	64 36%	90 29%	81 38%	120 36%	32 49%	150 35%	247 33%	53 38%	33 34%	101 37%	25 42%	23 38%	537 31%
					a		afq	af	abcfhjkmq				af		af	afq		
Carbon emissions	538 28%	13 24%	150 33%	158 33%	26 45%	56 31%	96 31%	83 39%	115 35%	20 31%	150 35%	220 30%	48 35%	33 33%	85 31%	28 46%	8 12%	497 29%
			p	p	abcefknpq	p	p	fkpq	pq	p	pq	p	p	p	p	abcefknpq		p
Water use	441 23%	12 23%	125 28%	125 26%	26 46%	55 31%	86 28%	67 31%	86 26%	24 37%	128 30%	185 25%	35 25%	31 31%	75 28%	25 42%	6 9%	395 23%
			pq	p	abcefghijklmnpq	pq	p	pq	p	kpq	pq	p	p	pq	p	abcfhjklmnpq		p
Other	6 *	- -	1 *	4 1%	- -	- -	- -	- -	- -	- -	1 *	2 *	- -	- -	- -	- -	1 1%	5 *
																	fh	
None of the above	193 10%	9 17%	37 8%	33 7%	1 1%	17 9%	30 10%	9 4%	25 8%	3 4%	24 6%	62 8%	9 7%	4 4%	19 7%	3 5%	9 14%	164 10%
		bcdghijklmno	dg			dg	dgj		d			dg					dgjm	dgjm
Don't know	223 12%	17 31%	64 14%	42 9%	* *	17 10%	33 11%	16 8%	23 7%	3 4%	47 11%	65 9%	9 6%	3 3%	28 10%	1 1%	6 10%	182 11%
		bcddefghijklmnpq	cdghiklmoq	dmo		dmo	dmo	do	do		dmo	dmo	d		dmo		dmo	dhmo

Chicken Welfare

Q8. Which of the following environmental impacts of farming chicken, if any, are you worried about?

BASE: All respondents

	Importance Factors				Would be prepares to buy/eat less chicken		
	Total	Affordability	Animal Welfare	Environmental impact	Quality of Meat	Yes	No
		a	b	c	d	a	b
Significance Level: 95%							
Unweighted Total	1948	569	411	140	655	1221	387
Total	1938 100%	532 100%	416 100%	122 100%	711 100%	1265 100%	341 100%
Public health risk from intensive chicken farms	909 47%	243 46%	242 58%	42 35%	345 49%	710 56%	97 28%
		c	acd		c	b	
Wastage due to sick birds and bird deaths	788 41%	209 39%	218 52%	45 37%	289 41%	641 51%	78 23%
			acd			b	
Pollution from chicken waste	719 37%	183 34%	185 44%	42 34%	272 38%	576 46%	79 23%
			acd			b	
Unsustainable soy used in feed causing deforestation	597 31%	154 29%	171 41%	46 38%	202 28%	480 38%	72 21%
			ad	ad		b	
Carbon emissions	538 28%	132 25%	151 36%	57 47%	168 24%	416 33%	63 18%
			ad	abd		b	
Water use	441 23%	116 22%	132 32%	45 37%	122 17%	328 26%	69 20%
		d	ad	ad		b	
Other	6 *	-	3 1%	-	4 *	6 *	-
		-	1%	-	*	*	-
None of the above	193 10%	69 13%	8 2%	1 1%	95 13%	64 5%	64 19%
		bc			bc		a
Don't know	223 12%	56 10%	20 5%	6 5%	97 14%	98 8%	27 8%
		bc			bc		

Chicken Welfare

Q9. Summary: How much do you agree or disagree with the following statements if at all?

BASE: All respondents

Significance Level: 95%

	Total	Scale							
		Strongly Agree *a	Tend to Agree *b	Neither agree nor disagree *c	Tend to Disagree *d	Strongly Disagree *e	Don't know *f	Net: Agree *g	Net: Disagree *h
I would like to see all chickens farmed to higher welfare standards	1938 100%	699 36%	700 36%	351 18%	81 4%	34 2%	73 4%	1400 72%	114 6%
I want to see an end to intensive chicken farming due to the impact on animal welfare	1938 100%	592 31%	622 32%	454 23%	121 6%	53 3%	94 5%	1215 63%	174 9%
Intensive farming poses a risk to human health	1938 100%	419 22%	647 33%	508 26%	132 7%	65 3%	166 9%	1066 55%	197 10%
Intensive farming is more sustainable than higher welfare farming	1938 100%	241 12%	427 22%	590 30%	269 14%	191 10%	219 11%	668 34%	460 24%

Chicken Welfare

Q9_1. I want to see an end to intensive chicken farming due to the impact on animal welfare: How much do you agree or disagree with the following statements if at all?

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	1948	978	970	358	394	334	321	305	236	752	655	541
Total	1938	971	966	219	331	310	340	284	453	550	650	737
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly Agree	592	260	332	44	93	85	108	98	164	137	193	262
	31%	27%	34%	20%	28%	27%	32%	35%	36%	25%	30%	36%
			a		a	a	ag	acg	abcg		ag	abcgh
Tend to Agree	622	300	323	68	100	98	107	95	155	168	204	250
	32%	31%	33%	31%	30%	31%	31%	33%	34%	31%	31%	34%
Neither agree nor disagree	454	253	201	57	78	85	80	57	97	136	165	154
	23%	26%	21%	26%	24%	27%	23%	20%	21%	25%	25%	21%
		b				ei						
Tend to Disagree	121	84	37	24	38	17	14	14	14	62	31	28
	6%	9%	4%	11%	12%	6%	4%	5%	3%	11%	5%	4%
		b		cdefhi	cdefhi					cdefhi		
Strongly Disagree	53	33	20	10	9	11	9	11	4	19	20	14
	3%	3%	2%	4%	3%	3%	3%	4%	1%	3%	3%	2%
				fi		f		f		f		
Don't know	94	41	53	16	12	15	22	9	21	28	37	29
	5%	4%	5%	7%	4%	5%	6%	3%	5%	5%	6%	4%
				bei		e						
Net: Agree	1215	560	655	112	193	182	215	193	319	306	397	512
	63%	58%	68%	51%	58%	59%	63%	68%	70%	56%	61%	69%
			a				ag	abcgh	abcgh		ag	abcgh
Net: Disagree	174	117	57	34	47	28	23	25	17	81	51	43
	9%	12%	6%	15%	14%	9%	7%	9%	4%	15%	8%	6%
		b		cdefhi	cdefhi	f		f		cdefhi	f	

Chicken Welfare

Q9_1. I want to see an end to intensive chicken farming due to the impact on animal welfare: How much do you agree or disagree with the following statements if at all?

BASE: All respondents

	Total	Regions													Social grade		
		Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	Net: England	Net: GB	ABC1	C2DE
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b
Significance Level: 95%																	
Unweighted Total	1948	32	136	205	107	156	100	215	146	159	261	106	325	1680	1916	1039	909
Total	1938	57	163	219	75	162	96	167	137	157	267	174	265	1622	1880	1072	866
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly Agree	592 31%	14 24%	50 30%	74 34%	22 29%	36 22%	36 38%	48 29%	41 30%	46 30%	98 37%	55 32%	72 27%	493 30%	579 31%	340 32%	253 29%
Tend to Agree	622 32%	28 49%	47 29%	60 27%	27 36%	64 40%	27 29%	49 29%	47 34%	49 31%	87 33%	52 30%	86 32%	520 32%	595 32%	348 32%	275 32%
Neither agree nor disagree	454 23%	12 21%	39 24%	59 27%	22 29%	37 23%	28 29%	43 26%	28 21%	34 22%	56 21%	44 25%	53 20%	375 23%	442 24%	216 20%	238 27%
Tend to Disagree	121 6%	- -	9 6%	13 6%	1 1%	13 8%	2 2%	6 3%	13 10%	11 7%	11 4%	13 7%	31 12%	111 7%	121 6%	79 7%	42 5%
Strongly Disagree	53 3%	- -	11 7%	6 3%	1 2%	* *	- -	6 3%	3 2%	6 4%	6 2%	2 1%	12 4%	42 3%	53 3%	32 3%	21 2%
Don't know	94 5%	4 7%	7 4%	8 4%	2 2%	11 7%	3 3%	16 9%	4 3%	10 7%	9 3%	9 5%	13 5%	81 5%	90 5%	57 5%	38 4%
Net: Agree	1215 63%	41 72%	97 59%	133 61%	49 66%	101 62%	64 67%	97 58%	88 64%	95 61%	185 69%	107 61%	157 59%	1013 62%	1173 62%	687 64%	528 61%
Net: Disagree	174 9%	- -	20 12%	18 8%	2 3%	13 8%	2 2%	11 7%	17 12%	17 11%	17 6%	14 8%	43 16%	153 9%	174 9%	111 10%	63 7%

Chicken Welfare

Q9_1. I want to see an end to intensive chicken farming due to the impact on animal welfare: How much do you agree or disagree with the following statements if at all?

BASE: All respondents

	Ethnicity							Religion									
	Total	White	Ethnic minority	Mixed	Asian	Black	Chinese	Other	No religion	Religious	Christian	Muslim	Hindu	Jew	Sikh	Buddhist	Other
		a	b	c	d	e	f	g	a	b	c	d	*e	f	g	*h	i
Significance Level: 95%																	
Unweighted Total	1948	1473	443	72	185	112	40	34	614	1279	918	198	24	31	31	25	52
Total	1938	1564	347	60	143	89	28	27	594	1297	1018	148	19	21	25	24	42
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly Agree	592 31%	486 31% e	101 29%	19 31%	46 32%	20 22%	8 28%	9 32%	164 28%	421 32% a	328 32%	46 31%	9 45%	4 18%	9 33%	9 39%	16 38%
Tend to Agree	622 32%	514 33%	104 30%	21 34%	50 35% f	24 27%	5 19%	5 18%	185 31%	421 32%	344 34%	45 30%	4 22%	5 26%	7 26%	5 22%	10 25%
Neither agree nor disagree	454 23%	371 24% c	77 22%	8 13%	31 22%	22 25% c	9 34% c	6 23%	150 25%	295 23%	235 23%	29 19%	3 15%	8 39% bcd	5 19%	7 27%	9 22%
Tend to Disagree	121 6%	85 5%	35 10% a	7 11% a	11 8%	11 13% a	4 14% a	3 9% ad	36 6%	79 6%	54 5%	13 9%	2 11%	1 3%	4 16% abc	* 2%	5 11%
Strongly Disagree	53 3%	32 2%	18 5% a	3 5%	3 2%	9 10% ad	1 2%	3 12% ad	16 3%	34 3%	18 2%	11 8% abc	1 7%	1 6%	1 3%	1 3%	1 2%
Don't know	94 5%	76 5%	12 3%	4 6%	3 2%	3 3%	1 4%	2 6%	43 7% bcd	47 4%	38 4%	4 3%	- -	1 7%	* 2%	2 7%	1 2%
Net: Agree	1215 63%	1000 64% ef	205 59%	40 65% e	96 67% ef	43 49%	13 46%	14 50%	349 59%	842 65% af	673 66% af	91 61%	13 67%	9 44%	15 60%	15 61%	26 63%
Net: Disagree	174 9%	117 7%	54 16% a	10 16% a	14 10%	20 23% ad	5 16% a	6 21% a	51 9%	113 9%	72 7%	24 16% abc	3 18%	2 9%	5 19% abc	1 5%	5 13%

Chicken Welfare

Q9_1. I want to see an end to intensive chicken farming due to the impact on animal welfare: How much do you agree or disagree with the following statements if at all?

BASE: All respondents

	Total	Household income before tax				Children					
		Up to £21,000	£21,001 to £41,000	£41,001 to £62,000	£62,001 or more	Net: Children aged <18	No children aged <18	Children aged <5	Children aged 5-10	Children aged 11-15	Children aged 16-18 years old
		a	b	c	d	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total	1948	557	680	326	237	828	1086	284	301	327	188
Total	1938	498	706	372	231	758	1158	236	262	317	177
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly Agree	592 31%	167 34%	217 31%	115 31%	65 28%	213 28%	375 32% ad	73 31% d	60 23%	95 30% d	63 36% ad
Tend to Agree	622 32%	159 32%	226 32%	122 33%	73 32%	229 30%	388 33% d	75 32%	70 27%	105 33%	49 28%
Neither agree nor disagree	454 23%	110 22%	170 24%	96 26%	48 21%	186 25%	264 23%	48 20%	82 31% abcef	75 24%	40 22%
Tend to Disagree	121 6%	31 6%	36 5%	20 5%	27 12% abc	64 8% b	54 5%	22 9% b	23 9% b	21 7%	12 7%
Strongly Disagree	53 3%	8 2%	30 4% ac	4 1%	8 3%	33 4% b	20 2%	10 4% b	15 6% bf	9 3%	3 2%
Don't know	94 5%	22 4%	27 4%	15 4%	10 4%	32 4%	58 5%	8 3%	13 5%	12 4%	10 6%
Net: Agree	1215 63%	327 66%	444 63%	237 64%	138 60%	443 58% d	763 66% ad	148 63% d	130 49%	200 63% d	112 63% d
Net: Disagree	174 9%	39 8%	66 9%	24 6%	35 15% abc	97 13% b	73 6%	33 14% b	38 14% b	30 9%	15 9%

Chicken Welfare

Q9_1. I want to see an end to intensive chicken farming due to the impact on animal welfare: How much do you agree or disagree with the following statements if at all?

BASE: All respondents

	Supermarket Used																	
	I do not buy chicken for my household	Aldi	Asda	Booths	Co-Op	Lidl	M&S	Morrisons	Ocado	Sainsbury's	Tesco	Waitrose	Farm Shop	Local Butcher	Convenience Store (eg. Nisa)	Other	Net: Major supermarkets	
Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Significance Level: 95%																		
Unweighted Total	1948	49	465	523	77	209	350	239	336	72	431	736	156	124	272	81	54	1718
Total	1938	55	450	475	57	179	311	213	332	65	431	737	138	99	271	60	62	1714
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly Agree	592 31%	16 29%	130 29%	157 33% ei	16 28%	45 25%	87 28%	70 33%	114 34% ei	13 21%	135 31%	224 30%	55 40% befikmq	28 28%	108 40% befikmq	17 29%	23 37% i	514 30%
Tend to Agree	622 32%	16 29%	133 29%	143 30%	16 28%	72 40% bclq	109 35%	77 36%	106 32%	20 31%	158 37% bcl	256 35%	38 27%	35 36%	85 31%	22 36%	21 34%	567 33%
Neither agree nor disagree	454 23%	13 25%	131 29%	120 25% ghjklmpq	15 26% gijn	48 27% g	76 24% gijn	33 16% gl	70 21%	15 23%	82 19%	174 24% gl	21 15%	23 23%	49 18%	13 21%	10 16%	408 24% gijn
Tend to Disagree	121 6%	3 6%	23 5%	26 6% bck	7 11% bck	10 6%	25 8% bcknq	22 10%	23 7%	9 14%	37 9%	40 5%	15 11% bcknq	8 8%	14 5%	5 9%	2 3%	106 6%
Strongly Disagree	53 3%	1 2%	11 2%	9 2% e	2 4% e	1 *	7 2%	5 2%	11 3% ej	6 10% bcefhgijkmnq	5 1%	16 2%	6 4% ej	2 2%	7 3%	2 3%	2 4% e	42 2%
Don't know	94 5%	5 9% defghijlno	23 5% h	20 4%	1 2%	4 2%	8 2%	6 3%	7 2%	1 1%	14 3%	27 4%	3 2%	3 3%	8 3%	1 1%	3 6%	77 4%
Net: Agree	1215 63%	32 58%	263 58%	300 63%	32 57%	116 65% i	196 63%	146 69% bi	220 66% bi	33 51%	292 68% bi	480 65% bi	92 67% i	63 64%	193 71% bcdfiq	39 65%	44 71% i	1080 63% i
Net: Disagree	174 9%	4 8%	34 8%	35 7% bceknq	9 16% bceknq	11 6%	32 10% bcek	27 13% bcek	35 10% abcefhgijkmnpq	16 24%	42 10% abcefhgijkmnpq	56 8% bceknq	21 15% bceknq	10 10%	21 8%	7 12%	4 7%	149 9%

Chicken Welfare

Q9_1. I want to see an end to intensive chicken farming due to the impact on animal welfare: How much do you agree or disagree with the following statements if at all?

BASE: All respondents

	Importance Factors				Would be prepares to buy/eat less chicken		
	Total	Affordability	Animal Welfare	Environmental impact	Quality of Meat	Yes	No
		a	b	c	d	a	b
Significance Level: 95%							
Unweighted Total	1948	569	411	140	655	1221	387
Total	1938	532	416	122	711	1265	341
	100%	100%	100%	100%	100%	100%	100%
Strongly Agree	592 31%	146 28%	196 47%	39 32%	178 25%	511 40%	53 16%
			acd			b	
Tend to Agree	622 32%	182 34%	124 30%	23 19%	258 36%	446 35%	83 24%
		c	c		bc	b	
Neither agree nor disagree	454 23%	138 26%	48 12%	29 24%	194 27%	202 16%	125 37%
		b		b	b	a	
Tend to Disagree	121 6%	30 6%	24 6%	23 19%	32 4%	52 4%	50 15%
				abd			a
Strongly Disagree	53 3%	7 1%	16 4%	6 5%	17 2%	24 2%	19 6%
			a	a			a
Don't know	94 5%	28 5%	8 2%	2 1%	32 5%	30 2%	11 3%
		bc			b		
Net: Agree	1215 63%	328 62%	320 77%	62 51%	436 61%	957 76%	136 40%
		c	acd		c	b	
Net: Disagree	174 9%	37 7%	40 10%	29 24%	49 7%	76 6%	69 20%
				abd			a

Chicken Welfare

Q9 2. Intensive farming is more sustainable than higher welfare farming: How much do you agree or disagree with the following statements if at all?

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	1948	978	970	358	394	334	321	305	236	752	655	541
Total	1938	971	966	219	331	310	340	284	453	550	650	737
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly Agree	241	120	121	39	55	47	39	24	39	93	86	62
	12%	12%	13%	18% defi	16% efi	15% efi	11%	8%	9%	17% defhi	13% ei	8%
Tend to Agree	427	216	211	52	105	86	53	55	76	157	139	131
	22%	22%	22%	24% dfi	32% adeefhi	28% defhi	16%	19%	17%	29% defhi	21% d	18%
Neither agree nor disagree	590	299	291	60	87	100	113	78	152	147	213	230
	30%	31%	30%	27%	26%	32%	33% bg	27%	34% g	27%	33% bg	31%
Tend to Disagree	269	163	106	28	41	31	51	49	70	69	82	119
	14%	17% b	11%	13%	12%	10%	15% c	17% cg	15% c	12%	13% c	16% c
Strongly Disagree	191	95	96	15	22	25	34	39	56	38	59	95
	10%	10%	10%	7%	7%	8%	10%	14% abcgh	12% abg	7%	9%	13% abcgh
Don't know	219	79	141	25	22	22	51	40	60	47	73	100
	11%	8%	15% a	11% b	7%	7%	15% bcg	14% bcg	13% bcg	8%	11% bc	14% bcg
Net: Agree	668	336	332	91	160	133	92	78	115	251	225	193
	34%	35%	34%	41% defhi	48% defhi	43% defhi	27%	28%	25%	46% defhi	35% defi	26%
Net: Disagree	460	257	203	44	63	56	85	88	126	106	140	214
	24%	26% b	21%	20%	19%	18%	25% cg	31% abcgh	28% abcgh	19%	22%	29% abcgh

Chicken Welfare

Q9 2. Intensive farming is more sustainable than higher welfare farming: How much do you agree or disagree with the following statements if at all?

BASE: All respondents

	Regions														Social grade		
	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	Net: England	Net: GB	ABC1	C2DE
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b	
Significance Level: 95%																	
Unweighted Total	1948	32	136	205	107	156	100	215	146	159	261	106	325	1680	1916	1039	909
Total	1938	57	163	219	75	162	96	167	137	157	267	174	265	1622	1880	1072	866
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly Agree	241 12%	8 14%	19 12%	28 13%	11 14%	23 14%	8 9%	19 11%	16 12%	17 11%	31 12%	18 10%	43 16%	206 13%	233 12%	155 14%	86 10%
																b	
Tend to Agree	427 22%	21 37%	34 21%	50 23%	19 25%	38 23%	15 15%	32 19%	43 31%	30 19%	43 16%	39 23%	65 25%	358 22%	406 22%	270 25%	158 18%
		fgijn							bfgijmn			j	j	j		b	
Neither agree nor disagree	590 30%	10 18%	39 24%	77 35%	31 41%	49 31%	31 32%	46 28%	37 27%	38 24%	101 38%	54 31%	76 28%	509 31%	580 31%	295 27%	295 34%
				bi	abghilmn						abghilmn					a	
Tend to Disagree	269 14%	4 6%	28 17%	18 8%	8 11%	19 12%	18 19%	25 15%	11 8%	38 24%	39 15%	29 17%	32 12%	220 14%	265 14%	148 14%	121 14%
			ch				ch	c		acdeghilmn	c	ch	c	ch			
Strongly Disagree	191 10%	3 5%	22 13%	27 12%	4 6%	11 7%	9 10%	22 13%	21 15%	13 9%	23 8%	15 9%	21 8%	157 10%	188 10%	106 10%	85 10%
								del	deijm								
Don't know	219 11%	12 21%	22 13%	19 9%	3 3%	21 13%	15 15%	23 14%	9 6%	20 13%	30 11%	18 10%	29 11%	171 11%	208 11%	99 9%	121 14%
		cdh	dh			d	dh	dh		d	d	d	d	d	d	a	
Net: Agree	668 34%	29 51%	53 32%	77 35%	29 39%	61 38%	23 24%	51 30%	59 43%	47 30%	74 28%	57 33%	108 41%	564 35%	639 34%	425 40%	244 28%
		fgijn		f	fj	fj			fgijmn				fgijmn	fj	fj	b	
Net: Disagree	460 24%	6 11%	49 30%	45 21%	12 17%	30 19%	27 28%	47 28%	32 23%	52 33%	62 23%	44 26%	52 20%	377 23%	454 24%	254 24%	206 24%
			acdel				ad	adel			acdeijlmn						

Chicken Welfare

Q9 2. Intensive farming is more sustainable than higher welfare farming: How much do you agree or disagree with the following statements if at all?

BASE: All respondents

	Ethnicity							Religion									
	Total	White	Ethnic minority	Mixed	Asian	Black	Chinese	Other	No religion	Religious	Christian	Muslim	Hindu	Jew	Sikh	Buddhist	Other
	a	b	c	d	e	f	g	a	b	c	d	*e	f	g	*h	i	
Significance Level: 95%																	
Unweighted Total	1948	1473	443	72	185	112	40	34	614	1279	918	198	24	31	31	25	52
Total	1938	1564	347	60	143	89	28	27	594	1297	1018	148	19	21	25	24	42
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly Agree	241 12%	167 11%	68 20%	13 22%	28 19%	13 15%	5 18%	9 33%	48 8%	187 14%	123 12%	30 20%	8 43%	4 19%	5 22%	7 29%	10 24%
			a	a	a		ae			a	a	abc		a	a		ac
Tend to Agree	427 22%	322 21%	104 30%	17 28%	42 30%	28 32%	8 29%	8 31%	102 17%	322 25%	253 25%	40 27%	4 22%	3 17%	5 19%	5 21%	12 28%
			a	a	a					a	a	a					a
Neither agree nor disagree	590 30%	492 31%	93 27%	18 29%	37 26%	26 29%	9 30%	4 15%	184 31%	391 30%	315 31%	43 29%	4 23%	5 23%	7 28%	6 24%	11 26%
			g														
Tend to Disagree	269 14%	223 14%	44 13%	3 6%	21 15%	12 13%	3 12%	4 16%	91 15%	168 13%	134 13%	16 11%	1 7%	3 14%	7 27%	2 7%	5 12%
			c	c	c										bcd		
Strongly Disagree	191 10%	167 11%	23 7%	4 6%	10 7%	5 5%	3 11%	1 4%	77 13%	110 9%	89 9%	12 8%	1 3%	2 8%	1 3%	4 15%	3 7%
			b						bc								
Don't know	219 11%	194 12%	16 5%	6 10%	4 3%	5 6%	- -	1 2%	92 15%	119 9%	104 10%	7 5%	* 2%	4 18%	* 2%	1 3%	2 4%
			bdef	df					bcdgi	d	d			dgi			
Net: Agree	668 34%	489 31%	172 50%	30 50%	70 49%	41 47%	13 47%	17 63%	150 25%	508 39%	375 37%	69 47%	12 65%	7 36%	10 40%	12 50%	22 52%
			a	a	a	a	a	a		a	a	abc					ac
Net: Disagree	460 24%	390 25%	67 19%	7 12%	32 22%	17 19%	6 22%	5 20%	168 28%	278 21%	223 22%	28 19%	2 10%	5 23%	8 30%	5 23%	8 18%
			bc						bcd								

Chicken Welfare

Q9 2. Intensive farming is more sustainable than higher welfare farming: How much do you agree or disagree with the following statements if at all?

BASE: All respondents

	Total	Household income before tax				Children					
		Up to £21,000	£21,001 to £41,000	£41,001 to £62,000	£62,001 or more	Net: Children aged <18	No children aged <18	Children aged <5	Children aged 5-10	Children aged 11-15	Children aged 16-18 years old
		a	b	c	d	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total	1948	557	680	326	237	828	1086	284	301	327	188
Total	1938	498	706	372	231	758	1158	236	262	317	177
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly Agree	241 12%	70 14%	90 13%	38 10%	37 16% c	128 17% b	110 9%	43 18% b	43 16% b	51 16% b	34 19% b
Tend to Agree	427 22%	105 21%	145 21%	95 25%	63 27% b	208 27% b	215 19%	64 27% b	84 32% bf	91 29% b	38 21%
Neither agree nor disagree	590 30%	151 30% d	210 30%	125 34% d	54 23%	209 28%	376 32% aef	68 29%	80 30%	79 25%	44 25%
Tend to Disagree	269 14%	61 12%	107 15%	44 12%	40 17%	87 11%	177 15% acd	21 9%	25 10%	44 14%	25 14%
Strongly Disagree	191 10%	56 11%	69 10%	40 11%	18 8%	65 9%	126 11% d	24 10%	16 6%	24 8%	15 9%
Don't know	219 11%	56 11%	85 12%	30 8%	19 8%	61 8%	154 13% acde	16 7%	15 6%	27 9%	21 12% d
Net: Agree	668 34%	175 35%	235 33%	133 36%	100 43% ab	336 44% b	325 28%	107 45% b	126 48% b	142 45% b	72 41% b
Net: Disagree	460 24%	116 23%	176 25%	84 23%	58 25%	152 20%	303 26% acd	45 19%	41 16%	69 22%	40 23%

Chicken Welfare

Q9 2. Intensive farming is more sustainable than higher welfare farming: How much do you agree or disagree with the following statements if at all?

BASE: All respondents

	Total	Supermarket Used																
		I do not buy chicken for my household	Aldi	Asda	Booths	Co-Op	Lidl	M&S	Morrisons	Ocado	Sainsbury's	Tesco	Waitrose	Farm Shop	Local Butcher	Convenience Store (eg. Nisa)	Other	Net: Major supermarkets
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Significance Level: 95%																		
Unweighted Total	1948	49	465	523	77	209	350	239	336	72	431	736	156	124	272	81	54	1718
Total	1938	55	450	475	57	179	311	213	332	65	431	737	138	99	271	60	62	1714
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly Agree	241 12%	4 8%	62 14%	69 15%	11 19%	30 17%	50 16%	33 16%	58 17%	10 15%	53 12%	100 14%	31 22%	16 16%	42 15%	11 18%	10 16%	215 13%
Tend to Agree	427 22%	3 6%	103 23%	122 26%	18 31%	51 29%	82 26%	63 30%	88 26%	18 28%	113 26%	175 24%	42 30%	32 33%	62 23%	26 44%	3 5%	393 23%
Neither agree nor disagree	590 30%	16 29%	154 34%	141 30%	11 19%	50 28%	77 25%	46 22%	89 27%	20 31%	112 26%	228 31%	22 16%	27 27%	69 25%	10 17%	15 24%	528 31%
Tend to Disagree	269 14%	8 15%	57 13%	59 12%	12 22%	23 13%	48 15%	33 16%	31 9%	13 20%	67 15%	97 13%	17 12%	11 12%	35 13%	6 11%	11 18%	239 14%
Strongly Disagree	191 10%	6 12%	32 7%	41 9%	5 9%	11 6%	28 9%	17 8%	35 10%	3 5%	46 11%	67 9%	21 15%	11 11%	42 15%	5 8%	8 13%	163 10%
Don't know	219 11%	17 30%	42 9%	43 9%	* 1%	14 8%	26 8%	20 9%	32 10%	- -	40 9%	70 9%	5 4%	2 2%	21 8%	2 3%	15 24%	177 10%
Net: Agree	668 34%	7 13%	165 37%	191 40%	29 50%	81 45%	131 42%	96 45%	146 44%	28 43%	166 39%	275 37%	73 53%	48 48%	104 38%	37 61%	13 21%	607 35%
Net: Disagree	460 24%	15 27%	89 20%	99 21%	17 30%	34 19%	76 25%	51 24%	65 20%	16 25%	113 26%	165 22%	38 27%	22 22%	77 28%	11 18%	19 31%	402 23%

Chicken Welfare

Q9 2. Intensive farming is more sustainable than higher welfare farming: How much do you agree or disagree with the following statements if at all?

BASE: All respondents

	Importance Factors				Would be prepares to buy/eat less chicken		
	Total	Affordability	Animal Welfare	Environmental impact	Quality of Meat	Yes	No
		a	b	c	d	a	b
Significance Level: 95%							
Unweighted Total	1948	569	411	140	655	1221	387
Total	1938	532	416	122	711	1265	341
	100%	100%	100%	100%	100%	100%	100%
Strongly Agree	241 12%	86 16% d	59 14% d	20 16% d	57 8%	189 15%	45 13%
Tend to Agree	427 22%	134 25% d	91 22%	32 26%	138 19%	284 22%	95 28% a
Neither agree nor disagree	590 30%	149 28%	110 26%	36 30%	247 35% ab	330 26%	119 35% a
Tend to Disagree	269 14%	64 12%	66 16%	18 15%	105 15%	204 16%	47 14%
Strongly Disagree	191 10%	29 6%	74 18% acd	12 10% a	63 9% a	159 13% b	17 5%
Don't know	219 11%	69 13% bc	17 4%	4 3%	100 14% bc	98 8%	18 5%
Net: Agree	668 34%	220 41% d	149 36% d	51 42% d	195 27%	474 37%	140 41%
Net: Disagree	460 24%	93 18%	140 34% ad	30 25%	168 24% a	362 29%	64 19% b

Chicken Welfare

Q9 3. Intensive farming poses a risk to human health: How much do you agree or disagree with the following statements if at all?

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	1948	978	970	358	394	334	321	305	236	752	655	541
Total	1938	971	966	219	331	310	340	284	453	550	650	737
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly Agree	419	201	218	46	61	61	67	62	121	108	128	183
	22%	21%	23%	21%	19%	20%	20%	22%	27%	20%	20%	25%
									bcgh			bgh
Tend to Agree	647	323	324	67	102	112	122	96	149	168	234	245
	33%	33%	34%	30%	31%	36%	36%	34%	33%	31%	36%	33%
											g	
Neither agree nor disagree	508	263	245	60	96	87	93	68	104	157	180	172
	26%	27%	25%	28%	29%	28%	27%	24%	23%	28%	28%	23%
					i					i		
Tend to Disagree	132	81	50	18	45	18	14	15	22	63	31	38
	7%	8%	5%	8%	13%	6%	4%	5%	5%	11%	5%	5%
		b		dh	acdefhi					cdefhi		
Strongly Disagree	65	35	30	11	9	10	9	14	12	21	19	26
	3%	4%	3%	5%	3%	3%	3%	5%	3%	4%	3%	4%
Don't know	166	68	98	16	18	23	35	29	45	34	58	73
	9%	7%	10%	7%	5%	8%	10%	10%	10%	6%	9%	10%
		a					bg	bg	b		b	bg
Net: Agree	1066	523	543	113	163	173	190	158	270	276	362	428
	55%	54%	56%	52%	49%	56%	56%	56%	60%	50%	56%	58%
									bg		bg	bg
Net: Disagree	197	117	80	30	54	27	22	29	35	84	50	64
	10%	12%	8%	14%	16%	9%	7%	10%	8%	15%	8%	9%
		b		dfhi	cdefhi					cdefhi		

Chicken Welfare

Q9 3. Intensive farming poses a risk to human health: How much do you agree or disagree with the following statements if at all?

BASE: All respondents

	Regions														Social grade		
	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	Net: England	Net: GB	ABC1	C2DE
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b	
Significance Level: 95%																	
Unweighted Total	1948	32	136	205	107	156	100	215	146	159	261	106	325	1680	1916	1039	909
Total	1938	57	163	219	75	162	96	167	137	157	267	174	265	1622	1880	1072	866
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly Agree	419 22%	15 27%	46 28%	52 24%	13 18%	27 17%	10 11%	40 24%	38 28%	30 19%	63 24%	29 17%	56 21%	348 21%	404 21%	249 23%	170 20%
		f	efk	f				f	efk		f		f	f	f		
Tend to Agree	647 33%	22 38%	38 23%	59 27%	30 41%	55 34%	36 37%	46 28%	47 34%	53 34%	97 36%	73 42%	91 34%	552 34%	625 33%	352 33%	295 34%
				bcg	b	b	b	b	b	bcg	bcg	bcg	b	bc	b		
Neither agree nor disagree	508 26%	13 22%	45 28%	64 29%	21 28%	46 29%	25 26%	45 27%	35 25%	43 28%	64 24%	47 27%	60 23%	425 26%	495 26%	289 27%	219 25%
Tend to Disagree	132 7%	6 10%	12 7%	14 6%	4 5%	14 8%	8 9%	13 8%	7 5%	13 9%	12 4%	12 7%	18 7%	106 7%	126 7%	70 7%	62 7%
Strongly Disagree	65 3%	- -	11 7%	8 4%	2 3%	5 3%	7 7%	4 2%	4 3%	4 3%	7 3%	2 1%	11 4%	47 3%	65 3%	35 3%	31 4%
			gikmn			km											
Don't know	166 9%	2 3%	11 7%	22 10%	4 6%	15 10%	9 10%	19 11%	6 5%	13 9%	23 9%	12 7%	29 11%	144 9%	164 9%	76 7%	90 10%
								h				h					a
Net: Agree	1066 55%	37 65%	84 51%	111 51%	44 59%	82 51%	46 48%	86 52%	85 62%	83 53%	161 60%	101 58%	147 56%	900 55%	1029 55%	601 56%	465 54%
								cf	cf		cf						
Net: Disagree	197 10%	6 10%	23 14%	22 10%	6 8%	18 11%	15 16%	17 10%	11 8%	17 11%	19 7%	13 8%	29 11%	153 9%	191 10%	105 10%	92 11%
			j				jm										

Chicken Welfare

Q9 3. Intensive farming poses a risk to human health: How much do you agree or disagree with the following statements if at all?

BASE: All respondents

	Ethnicity							Religion									
	Total	White	Ethnic minority	Mixed	Asian	Black	Chinese	Other	No religion	Religious	Christian	Muslim	Hindu	Jew	Sikh	Buddhist	Other
		a	b	c	d	e	f	g	a	b	c	d	*e	f	g	*h	i
Significance Level: 95%																	
Unweighted Total	1948	1473	443	72	185	112	40	34	614	1279	918	198	24	31	31	25	52
Total	1938	1564	347	60	143	89	28	27	594	1297	1018	148	19	21	25	24	42
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly Agree	419 22%	333 21%	81 23%	10 17%	35 25%	16 18%	10 37%	9 35%	92 16%	316 24%	239 23%	41 28%	6 30%	3 12%	7 26%	9 38%	12 29%
							ace	e		a	a	a					a
Tend to Agree	647 33%	523 33%	121 35%	25 41%	51 36%	29 33%	9 34%	7 25%	214 36%	422 33%	333 33%	44 30%	6 32%	7 31%	13 52%	7 28%	12 28%
															bcdi		
Neither agree nor disagree	508 26%	428 27%	74 21%	12 19%	34 24%	24 27%	2 9%	2 7%	169 28%	333 26%	275 27%	31 21%	4 19%	4 20%	3 12%	3 12%	13 32%
		bfg	g		fg	fg			dg								g
Tend to Disagree	132 7%	93 6%	38 11%	4 7%	14 10%	13 15%	5 16%	2 8%	26 4%	99 8%	67 7%	19 13%	3 16%	3 14%	2 6%	2 7%	4 10%
			a		a	a	a			a		abc		a			
Strongly Disagree	65 3%	43 3%	20 6%	4 6%	7 5%	3 4%	1 3%	5 18%	25 4%	34 3%	22 2%	8 5%	* 2%	1 5%	1 4%	2 8%	- -
			a				abcdef		c			bc					
Don't know	166 9%	145 9%	14 4%	6 10%	2 1%	3 4%	* 1%	2 7%	67 11%	92 7%	82 8%	5 3%	- -	4 18%	- -	2 7%	* 1%
		bde		bd				d	bcdgi	d	di			bdgi			
Net: Agree	1066 55%	856 55%	202 58%	35 58%	86 60%	45 51%	20 71%	16 59%	306 52%	738 57%	572 56%	85 58%	12 62%	9 44%	20 78%	16 66%	24 58%
							ae			a					abcdf		
Net: Disagree	197 10%	136 9%	58 17%	8 13%	21 15%	17 19%	5 19%	7 26%	52 9%	133 10%	88 9%	27 18%	4 18%	4 19%	3 10%	4 15%	4 10%
			a		a	a	a	a				abc					

Chicken Welfare

Q9 3. Intensive farming poses a risk to human health: How much do you agree or disagree with the following statements if at all?

BASE: All respondents

	Total	Household income before tax				Children					
		Up to £21,000	£21,001 to £41,000	£41,001 to £62,000	£62,001 or more	Net: Children aged <18	No children aged <18	Children aged <5	Children aged 5-10	Children aged 11-15	Children aged 16-18 years old
		a	b	c	d	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total	1948	557	680	326	237	828	1086	284	301	327	188
Total	1938	498	706	372	231	758	1158	236	262	317	177
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly Agree	419 22%	137 27%	154 22%	70 19%	39 17%	167 22%	248 21%	52 22%	50 19%	82 26%	44 25%
		bcd								d	
Tend to Agree	647 33%	148 30%	240 34%	137 37%	85 37%	260 34%	382 33%	87 37%	88 34%	107 34%	62 35%
				a							
Neither agree nor disagree	508 26%	126 25%	167 24%	115 31%	60 26%	191 25%	309 27%	54 23%	74 28%	87 27%	40 23%
				b							
Tend to Disagree	132 7%	29 6%	58 8%	16 4%	23 10%	56 7%	76 7%	22 10%	18 7%	19 6%	8 5%
			c		ac						
Strongly Disagree	65 3%	12 2%	29 4%	8 2%	11 5%	33 4%	31 3%	11 5%	11 4%	6 2%	7 4%
						be					
Don't know	166 9%	46 9%	59 8%	25 7%	13 5%	51 7%	112 10%	10 4%	21 8%	16 5%	15 9%
							ace		c		c
Net: Agree	1066 55%	285 57%	394 56%	207 56%	124 54%	427 56%	630 54%	139 59%	138 53%	189 60%	106 60%
Net: Disagree	197 10%	41 8%	87 12%	24 7%	34 15%	89 12%	106 9%	33 14%	29 11%	25 8%	16 9%
			ac		ac			be			

Chicken Welfare

Q9 3. Intensive farming poses a risk to human health: How much do you agree or disagree with the following statements if at all?

BASE: All respondents

	Supermaket Used																	
	I do not buy chicken for my household	Aldi	Asda	Booths	Co-Op	Lidl	M&S	Morrisons	Ocado	Sainsbury's	Tesco	Waitrose	Farm Shop	Local Butcher	Convenience Store (eg. Nisa)	Other	Net: Major supermarkets	
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Significance Level: 95%																		
Unweighted Total	1948	49	465	523	77	209	350	239	336	72	431	736	156	124	272	81	54	1718
Total	1938	55	450	475	57	179	311	213	332	65	431	737	138	99	271	60	62	1714
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly Agree	419 22%	10 18%	101 22%	116 24%	20 34%	56 31%	71 23%	49 23%	77 23%	17 26%	100 23%	179 24%	43 31%	31 31%	81 30%	19 32%	20 33%	373 22%
				bfg hjq	bfg hjkq							bq	bq	bfjq	q	q		
Tend to Agree	647 33%	14 26%	156 35%	138 29%	12 21%	44 25%	87 28%	86 41%	126 38%	19 29%	154 36%	245 33%	52 38%	32 32%	72 27%	23 39%	16 25%	595 35%
			defn				cdefknp	cdefn		cdefn	den	cdefn			defn		cdefn	
Neither agree nor disagree	508 26%	19 35%	113 25%	137 29%	12 20%	51 29%	95 30%	50 23%	80 24%	13 21%	105 24%	183 25%	28 20%	24 24%	66 24%	9 16%	12 20%	440 26%
		lo	lo		o	lo											o	
Tend to Disagree	132 7%	2 3%	30 7%	34 7%	9 17%	13 7%	25 8%	14 7%	21 6%	12 19%	23 5%	43 6%	10 7%	10 11%	25 9%	5 9%	1 1%	114 7%
				abce fghijklpq					abce fghijklnpq				jkp	jp				
Strongly Disagree	65 3%	2 3%	10 2%	12 2%	4 7%	5 3%	12 4%	4 2%	9 3%	2 3%	15 3%	20 3%	1 1%	2 2%	8 3%	2 4%	5 9%	52 3%
				bcgkl													bcghklmq	
Don't know	166 9%	8 14%	40 9%	38 8%	1 2%	8 5%	22 7%	9 4%	19 6%	1 2%	33 8%	66 9%	4 3%	* *	18 7%	1 1%	7 12%	140 8%
		deghilmo	dgilmo	dimo		m	mo	m	m		dlmo	degilmo			m		degilmo	dgilmo
Net: Agree	1066 55%	24 44%	257 57%	254 53%	31 55%	100 56%	158 51%	135 63%	204 61%	36 56%	255 59%	425 58%	95 69%	63 63%	153 57%	42 71%	36 59%	969 57%
						acfq	acf			af	f	abcdefijklknq	acf		abcdefjknq		f	
Net: Disagree	197 10%	4 7%	40 9%	46 10%	13 23%	19 10%	37 12%	19 9%	30 9%	14 22%	38 9%	63 9%	11 8%	12 12%	33 12%	7 12%	6 10%	166 10%
				abce fghijklmnpq					abce fghjkinq									

Chicken Welfare

Q9 3. Intensive farming poses a risk to human health: How much do you agree or disagree with the following statements if at all?

BASE: All respondents

	Importance Factors				Would be prepares to buy/eat less chicken		
	Total	Affordability	Animal Welfare	Environmental impact	Quality of Meat	Yes	No
		a	b	c	d	a	b
Significance Level: 95%							
Unweighted Total	1948	569	411	140	655	1221	387
Total	1938	532	416	122	711	1265	341
	100%	100%	100%	100%	100%	100%	100%
Strongly Agree	419 22%	98 18%	151 36% acd	30 25% d	114 16%	357 28% b	40 12%
Tend to Agree	647 33%	183 34%	149 36%	35 29%	245 34%	484 38% b	88 26%
Neither agree nor disagree	508 26%	147 28% b	73 18%	31 25% b	216 30% b	264 21%	119 35% a
Tend to Disagree	132 7%	36 7%	20 5%	19 15% abd	41 6%	69 5%	45 13% a
Strongly Disagree	65 3%	15 3%	12 3%	5 4%	24 3%	21 2%	33 10% a
Don't know	166 9%	53 10% bc	11 3%	2 2%	70 10% bc	69 5%	16 5%
Net: Agree	1066 55%	281 53%	300 72% acd	65 53%	359 51%	842 67% b	128 38%
Net: Disagree	197 10%	51 10%	32 8%	24 20% abd	65 9%	89 7%	78 23% a

Chicken Welfare

Q9 4. I would like to see all chickens farmed to higher welfare standards: How much do you agree or disagree with the following statements if at all?

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	1948	978	970	358	394	334	321	305	236	752	655	541
Total	1938	971	966	219	331	310	340	284	453	550	650	737
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly Agree	699	312	387	58	102	110	121	123	185	160	231	308
	36%	32%	40%	27%	31%	35%	36%	43%	41%	29%	36%	42%
			a			ag	ag	abcdgh	abg		ag	abgh
Tend to Agree	700	374	326	76	102	87	121	109	205	179	207	314
	36%	38%	34%	35%	31%	28%	35%	39%	45%	32%	32%	43%
		b		c			c	bch	abcdgh			abcdgh
Neither agree nor disagree	351	191	160	50	74	76	65	38	47	124	142	85
	18%	20%	17%	23%	22%	25%	19%	14%	10%	23%	22%	12%
				efi	efi	efi	fi			efi	efi	
Tend to Disagree	81	43	38	11	29	19	11	3	8	40	30	11
	4%	4%	4%	5%	9%	6%	3%	1%	2%	7%	5%	2%
				ei	edefhi	efi				defhi	ei	
Strongly Disagree	34	25	9	10	9	6	5	3	-	19	12	3
	2%	3%	1%	5%	3%	2%	2%	1%	-	3%	2%	*
		b		defhi	fi	fi				efi	fi	
Don't know	73	26	46	14	15	12	17	6	8	28	29	15
	4%	3%	5%	6%	5%	4%	5%	2%	2%	5%	4%	2%
			a	efi	i		i			efi	i	
Net: Agree	1400	686	713	135	204	196	242	233	390	339	438	623
	72%	71%	74%	62%	62%	63%	71%	82%	86%	62%	67%	84%
							abcg	abcdgh	abcdgh		g	abcdgh
Net: Disagree	114	68	47	21	38	26	16	6	8	59	41	14
	6%	7%	5%	9%	11%	8%	5%	2%	2%	11%	6%	2%
		b		defi	defhi	efi	i			defhi	efi	

Chicken Welfare

Q9 4. I would like to see all chickens farmed to higher welfare standards: How much do you agree or disagree with the following statements if at all?

BASE: All respondents

	Regions														Social grade		
	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	Net: England	Net: GB	ABC1	C2DE
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b	
Significance Level: 95%																	
Unweighted Total	1948	32	136	205	107	156	100	215	146	159	261	106	325	1680	1916	1039	909
Total	1938	57	163	219	75	162	96	167	137	157	267	174	265	1622	1880	1072	866
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly Agree	699 36%	27 48%	55 34%	77 35%	26 35%	52 32%	45 47%	62 37%	52 38%	56 36%	111 42%	60 35%	76 29%	572 35%	672 36%	370 35%	329 38%
		l					bcelmn	l			lm			l	l		
Tend to Agree	700 36%	20 35%	63 39%	79 36%	28 37%	53 33%	28 29%	62 37%	51 37%	59 38%	94 35%	65 37%	99 37%	589 36%	680 36%	392 37%	308 36%
Neither agree nor disagree	351 18%	10 17%	31 19%	42 19%	12 16%	37 23%	16 17%	31 19%	20 14%	25 16%	39 14%	32 18%	56 21%	294 18%	341 18%	189 18%	162 19%
						j						j					
Tend to Disagree	81 4%	- -	2 1%	10 5%	6 8%	6 4%	5 5%	2 1%	8 6%	6 4%	10 4%	7 4%	18 7%	75 5%	81 4%	52 5%	29 3%
				g	bgn				bg			bgn	bg	g			
Strongly Disagree	34 2%	- -	3 2%	5 2%	1 1%	2 2%	- -	3 2%	5 4%	2 1%	4 1%	3 2%	5 2%	31 2%	34 2%	27 3%	6 1%
								f								b	
Don't know	73 4%	- -	9 6%	5 2%	2 2%	12 7%	2 2%	7 4%	1 1%	8 5%	9 3%	7 4%	11 4%	61 4%	73 4%	41 4%	31 4%
			h			chmn		h		h				h			
Net: Agree	1400 72%	47 83%	118 72%	156 71%	54 73%	105 65%	73 76%	124 74%	103 75%	115 73%	205 77%	125 72%	175 66%	1161 72%	1352 72%	762 71%	637 74%
		el						l	l		el			l	l		
Net: Disagree	114 6%	- -	4 3%	15 7%	7 10%	8 5%	5 5%	5 3%	14 10%	8 5%	14 5%	10 6%	24 9%	105 6%	114 6%	79 7%	35 4%
					bg				bg			bgn	g			b	

Chicken Welfare

Q9 4. I would like to see all chickens farmed to higher welfare standards: How much do you agree or disagree with the following statements if at all?

BASE: All respondents

	Ethnicity							Religion									
	Total	White	Ethnic minority	Mixed	Asian	Black	Chinese	Other	No religion	Religious	Christian	Muslim	Hindu	Jew	Sikh	Buddhist	Other
		a	b	c	d	e	f	g	a	b	c	d	*e	f	g	*h	i
Significance Level: 95%																	
Unweighted Total	1948	1473	443	72	185	112	40	34	614	1279	918	198	24	31	31	25	52
Total	1938	1564	347	60	143	89	28	27	594	1297	1018	148	19	21	25	24	42
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly Agree	699 36%	582 37% be	110 32%	23 37%	45 32%	23 26%	8 29%	11 40%	197 33%	488 38%	390 38% a	53 36%	8 40%	7 33%	6 23%	5 22%	19 45% g
Tend to Agree	700 36%	582 37% b	111 32%	17 29%	48 33%	26 29%	13 47% e	8 29%	205 35%	482 37% dg	399 39% dg	43 29%	9 46%	6 27%	5 18%	8 34%	13 31%
Neither agree nor disagree	351 18%	275 18%	71 20% f	11 18%	38 27% afg	17 19%	2 6%	3 11%	130 22% bc	212 16%	157 15%	30 21%	2 9%	4 19%	7 27%	4 16%	8 20%
Tend to Disagree	81 4%	50 3%	31 9% ad	5 8% a	4 3%	15 17% abd	2 7%	4 17% ad	18 3%	59 5%	36 4%	13 9% abc	- -	2 9%	4 14% abc	3 14%	2 4%
Strongly Disagree	34 2%	19 1%	14 4% a	1 2%	6 4% a	5 5% a	2 7% a	1 3%	11 2%	22 2%	8 1%	5 3% c	1 5%	1 4%	5 18% abcdi	3 11%	- -
Don't know	73 4%	56 4%	10 3%	3 5%	2 1%	4 4%	1 4%	- -	33 5% bc	34 3%	28 3%	3 2%	- -	2 9% bi	- -	1 3%	- -
Net: Agree	1400 72%	1164 74% bde	221 64%	40 66%	93 65%	48 55%	21 76% e	19 69%	403 68% g	970 75% adg	789 77% adfg	97 65% g	16 86%	12 60%	10 41%	13 56%	32 76% g
Net: Disagree	114 6%	69 4%	45 13% ad	6 10% a	10 7%	19 22% abcd	4 14% a	5 20% ad	28 5%	81 6%	45 4%	17 12% abc	1 5%	3 13% c	8 32% abcdi	6 25%	2 4%

Chicken Welfare

Q9_4. I would like to see all chickens farmed to higher welfare standards: How much do you agree or disagree with the following statements if at all?

BASE: All respondents

	Total	Household income before tax				Children					
		Up to £21,000	£21,001 to £41,000	£41,001 to £62,000	£62,001 or more	Net: Children aged <18	No children aged <18	Children aged <5	Children aged 5-10	Children aged 11-15	Children aged 16-18 years old
		a	b	c	d	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total	1948	557	680	326	237	828	1086	284	301	327	188
Total	1938	498	706	372	231	758	1158	236	262	317	177
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly Agree	699	202	262	131	72	261	433	92	80	118	57
	36%	41%	37%	35%	31%	34%	37%	39%	30%	37%	32%
		d					d	d			
Tend to Agree	700	166	257	141	88	243	454	67	75	100	62
	36%	33%	36%	38%	38%	32%	39%	29%	29%	32%	35%
							acde				
Neither agree nor disagree	351	93	126	61	43	154	190	50	64	70	35
	18%	19%	18%	16%	19%	20%	16%	21%	24%	22%	20%
						b			b	b	
Tend to Disagree	81	14	28	19	14	44	35	16	19	10	6
	4%	3%	4%	5%	6%	6%	3%	7%	7%	3%	3%
					a	b		be	be		
Strongly Disagree	34	8	10	7	7	23	9	4	12	6	4
	2%	2%	1%	2%	3%	3%	1%	2%	5%	2%	3%
						b			bce		b
Don't know	73	14	24	12	6	32	37	7	12	13	12
	4%	3%	3%	3%	3%	4%	3%	3%	4%	4%	7%
											b
Net: Agree	1400	369	519	272	159	504	887	159	155	218	120
	72%	74%	73%	73%	69%	67%	77%	67%	59%	69%	67%
						d	acdef	d		d	
Net: Disagree	114	23	37	26	22	67	43	20	32	16	11
	6%	5%	5%	7%	9%	9%	4%	8%	12%	5%	6%
				ab		be		b	bef		

Chicken Welfare

Q9 4. I would like to see all chickens farmed to higher welfare standards: How much do you agree or disagree with the following statements if at all?

BASE: All respondents

	Supermarket Used																	
	I do not buy chicken for my household	Aldi	Asda	Booths	Co-Op	Lidl	M&S	Morrisons	Ocado	Sainsbury's	Tesco	Waitrose	Farm Shop	Local Butcher	Convenience Store (eg. Nisa)	Other	Net: Major supermarkets	
Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Significance Level: 95%																		
Unweighted Total	1948	49	465	523	77	209	350	239	336	72	431	736	156	124	272	81	54	1718
Total	1938	55	450	475	57	179	311	213	332	65	431	737	138	99	271	60	62	1714
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly Agree	699 36%	17 31%	144 32%	180 38%	16 29%	61 34%	103 33%	82 38%	137 41%	24 37%	152 35%	279 38%	64 47%	31 31%	121 45%	20 33%	27 44%	614 36%
								bdfm				b	bdefjkmq		bdefjmj			
Tend to Agree	700 36%	23 41%	160 35%	164 34%	17 30%	65 36%	116 37%	83 39%	118 36%	19 29%	177 41%	273 37%	32 23%	33 33%	89 33%	26 44%	22 36%	633 37%
		l	l	l	l	l	l	l	l	l	cln	l	l	l	l	l	l	l
Neither agree nor disagree	351 18%	9 17%	93 21%	86 18%	13 22%	31 17%	57 18%	28 13%	48 14%	14 21%	67 16%	127 17%	32 23%	20 21%	35 13%	8 13%	9 15%	310 18%
			ghjn		gn								ghjn					n
Tend to Disagree	81 4%	3 6%	24 5%	19 4%	7 12%	13 7%	23 7%	10 5%	16 5%	5 7%	14 3%	24 3%	5 4%	7 8%	11 4%	4 7%	2 4%	67 4%
				bcghjklmq	jkq	cjq							jk					
Strongly Disagree	34 2%	- -	11 2%	8 2%	2 4%	3 2%	7 2%	6 3%	5 2%	2 3%	9 2%	13 2%	4 3%	6 6%	8 3%	* *	- -	30 2%
													bcefhjkoq					
Don't know	73 4%	2 4%	19 4%	19 4%	2 3%	6 3%	5 2%	4 2%	8 2%	1 2%	11 2%	21 3%	1 1%	1 1%	7 3%	1 2%	1 2%	60 3%
			l	l														
Net: Agree	1400 72%	39 72%	303 67%	343 72%	33 58%	126 70%	219 70%	165 77%	255 77%	43 66%	329 76%	552 75%	97 70%	64 64%	210 77%	46 77%	49 80%	1247 73%
				d			d	bdm	bdm		bdm	bdm			bdm	d	dm	bdm
Net: Disagree	114 6%	3 6%	35 8%	27 6%	9 16%	16 9%	30 10%	16 8%	21 6%	7 11%	24 6%	37 5%	9 7%	13 14%	20 7%	4 7%	2 4%	97 6%
				bcghjklmq	kq	cjq				k				bchjknq				

Chicken Welfare

Q9 4. I would like to see all chickens farmed to higher welfare standards: How much do you agree or disagree with the following statements if at all?

BASE: All respondents

	Importance Factors				Would be prepares to buy/eat less chicken		
	Total	Affordability	Animal Welfare	Environmental impact	Quality of Meat	Yes	No
		a	b	c	d	a	b
Significance Level: 95%							
Unweighted Total	1948	569	411	140	655	1221	387
Total	1938	532	416	122	711	1265	341
	100%	100%	100%	100%	100%	100%	100%
Strongly Agree	699 36%	172 32%	221 53% acd	36 29%	227 32%	595 47% b	62 18%
Tend to Agree	700 36%	198 37% bc	117 28%	34 28%	306 43% abc	456 36%	112 33%
Neither agree nor disagree	351 18%	103 19% b	55 13%	32 26% bd	125 18%	142 11%	111 33% a
Tend to Disagree	81 4%	23 4%	12 3%	15 12% abd	22 3%	37 3%	34 10% a
Strongly Disagree	34 2%	9 2%	5 1%	4 3%	10 1%	16 1%	15 4% a
Don't know	73 4%	27 5% bc	5 1%	1 1%	21 3%	18 1%	7 2%
Net: Agree	1400 72%	370 70% c	338 81% acd	69 57%	533 75% ac	1051 83% b	174 51%
Net: Disagree	114 6%	32 6%	17 4%	19 16% abd	32 5%	53 4%	49 14% a