

YouGov / The Sun Survey Results

Sample Size: 603 GB Adults
Fieldwork: 8th May 2014

	Gender		Age				Social Grade		Region					
Total	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	603	292	311	72	153	206	172	344	259	77	196	129	148	52
Unweighted Sample	603	286	317	47	136	209	211	382	221	68	200	112	132	91
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following are important to you when buying meat, please tick all that apply.

Quality of the meat	84	84	84	81	79	83	90	85	82	85	80	84	85	91
Price	65	63	67	64	61	74	58	66	63	75	68	69	50	70
Standards of animal welfare	44	38	50	38	34	47	51	47	40	44	42	43	43	56
The country of origin	36	33	38	20	27	37	49	33	39	27	38	34	36	41
How the animal was slaughtered	28	24	32	17	19	34	34	27	29	35	27	23	29	31
Whether it is organic	9	8	11	7	19	6	6	10	9	7	13	7	9	8
None of these	4	5	4	10	6	3	1	5	3	5	3	2	8	3
Don't know	3	3	2	5	3	2	2	1	4	1	5	3	1	1

Thinking about supermarkets and restaurants, do you think meat products and menus should be labelled with information on how the animals the meat came from were killed?

Should give information on how the animal was killed	53	52	54	51	52	52	55	50	56	62	52	44	58	51
Should not give information on how the animal was killed	32	33	30	34	32	32	30	34	29	23	34	38	27	34
Don't know	15	15	16	15	15	16	15	15	16	15	14	18	15	15

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

More specifically, do you think supermarkets and restaurants should provide information on packaging and menus about whether meat came from animals slaughtered using religious methods, like halal or kosher?

Should give information on if the animal was killed using halal or kosher methods	65	62	68	74	65	61	67	66	64	71	69	60	61	64
Should not give information on if the animal was killed using halal or kosher methods	19	22	15	10	21	22	17	19	18	8	19	22	20	20
Don't know	16	15	17	16	14	18	16	15	18	21	12	18	18	16

And do you think the government should take action to make it legally compulsory for retailers to label whether or not meat comes from an animal that was slaughtered using religious methods, like halal or kosher?

Should be made legally compulsory	55	54	56	60	51	53	60	50	63	59	54	50	59	58
Should NOT be made legally compulsory	29	34	25	26	35	30	25	35	22	24	33	29	30	26
Don't know	15	11	19	14	14	17	15	15	16	17	14	21	11	15