

YouGov Survey Results

Sample Size: 1695 GB Adults
Fieldwork: 2nd - 3rd March 2016

	Vote in 2015					Gender		Age				Social Grade		Region				
	Total	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1695	478	395	102	163	820	875	197	725	417	356	966	729	202	562	364	409	157
Unweighted Sample	1695	482	417	111	171	759	936	201	699	432	363	1075	620	163	591	364	412	165
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

To what extent do you agree or disagree with the following statements about yourself?

I am always courteous, even to people who are disagreeable

Strongly agree	13	12	17	11	15	12	14	14	11	15	14	13	14	13	13	15	13	11
Tend to agree	55	63	54	61	50	52	57	49	55	55	56	59	50	56	55	50	55	61
TOTAL AGREE	68	75	71	72	65	64	71	63	66	70	70	72	64	69	68	65	68	72
Neither agree nor disagree	21	17	22	20	22	24	19	23	22	21	19	19	24	21	20	23	23	17
Tend to disagree	8	7	6	8	10	7	8	8	7	7	10	7	8	7	9	7	7	9
Strongly disagree	1	0	0	0	1	2	1	2	2	1	1	1	1	0	1	2	1	2
TOTAL DISAGREE	9	7	6	8	11	9	9	10	9	8	11	8	9	7	10	9	8	11
Don't know	2	1	1	1	1	2	1	4	2	0	1	1	2	3	2	3	1	0

There have been occasions when I took advantage of someone

Strongly agree	2	1	2	0	2	2	2	4	2	2	1	2	3	3	2	2	1	2
Tend to agree	20	19	21	21	21	25	17	28	25	16	12	22	18	19	22	18	21	22
TOTAL AGREE	22	20	23	21	23	27	19	32	27	18	13	24	21	22	24	20	22	24
Neither agree nor disagree	24	23	25	21	26	26	21	22	25	23	23	22	25	25	21	21	26	31
Tend to disagree	30	31	31	36	27	26	34	25	29	34	31	33	27	29	31	29	32	26
Strongly disagree	21	23	18	20	20	17	24	13	16	24	30	18	23	20	20	24	18	19
TOTAL DISAGREE	51	54	49	56	47	43	58	38	45	58	61	51	50	49	51	53	50	45
Don't know	3	3	3	1	3	4	3	8	3	1	3	3	4	4	3	5	3	1

I sometimes try to get even rather than forgive and forget

Strongly agree	4	3	4	2	3	4	3	8	4	4	1	3	4	4	4	3	3	6
Tend to agree	21	22	19	16	29	20	21	20	23	18	18	20	21	20	21	22	19	20
TOTAL AGREE	25	25	23	18	32	24	24	28	27	22	19	23	25	24	25	25	22	26
Neither agree nor disagree	26	25	24	23	29	30	22	25	27	27	23	24	28	24	24	24	29	31
Tend to disagree	30	31	34	38	24	27	33	32	29	32	29	33	26	31	30	32	29	25
Strongly disagree	17	17	18	19	14	16	19	10	14	19	27	17	18	18	18	14	19	18
TOTAL DISAGREE	47	48	52	57	38	43	52	42	43	51	56	50	44	49	48	46	48	43
Don't know	2	2	1	2	1	3	1	4	3	1	2	2	3	4	2	4	1	0

I sometimes feel resentful when I don't get my way

Strongly agree	4	3	4	4	3	3	5	8	5	2	2	4	4	7	4	2	4	2
Tend to agree	33	33	37	36	32	30	36	37	40	26	26	39	26	37	35	31	30	36
TOTAL AGREE	37	36	41	40	35	33	41	45	45	28	28	43	30	44	39	33	34	38
Neither agree nor disagree	31	31	30	33	32	34	29	29	31	35	30	28	37	27	31	31	34	32
Tend to disagree	19	20	19	19	21	20	19	15	16	26	21	20	18	16	20	20	20	21
Strongly disagree	10	11	8	7	12	10	9	5	6	11	20	8	12	10	8	12	12	8
TOTAL DISAGREE	29	31	27	26	33	30	28	20	22	37	41	28	30	26	28	32	32	29
Don't know	2	2	1	1	1	3	1	6	2	1	1	2	3	4	2	4	1	1

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

No matter whom I'm talking to, I am always a good listener

Strongly agree	18	17	18	14	20	16	20	30	15	15	19	16	20	22	15	17	19	20
Tend to agree	51	57	54	49	48	46	54	40	52	51	54	52	49	50	56	49	47	47
TOTAL AGREE	69	74	72	63	68	62	74	70	67	66	73	68	69	72	71	66	66	67
Neither agree nor disagree	21	19	21	25	20	26	17	16	22	25	20	22	20	21	17	25	24	21
Tend to disagree	8	5	6	11	11	9	7	9	7	8	6	7	8	6	10	6	7	10
Strongly disagree	1	1	0	0	0	1	1	0	2	0	1	1	1	0	1	1	1	2
TOTAL DISAGREE	9	6	6	11	11	10	8	9	9	8	7	8	9	6	11	7	8	12
Don't know	2	1	1	1	1	3	1	4	2	1	1	1	3	2	2	3	1	1

Which, if any, of the following logos do you recognize? (Please select all that apply or choose 'Don't know/ none of these')

[For each option respondents were shown a picture of that logo]

Fair Trade	82	85	86	89	72	76	87	84	82	83	78	87	75	79	86	79	79	82
FSC	54	53	58	71	40	50	57	69	61	47	39	60	45	53	60	47	52	55
Soil Association	34	35	38	44	27	29	39	27	34	38	33	40	26	31	40	34	29	31
MSC	27	29	28	31	19	23	31	28	27	26	27	31	21	29	32	26	24	19
Leaping Bunny	13	10	15	18	9	9	18	24	17	7	7	15	11	16	14	11	12	15
RSPO	5	4	4	6	6	4	6	5	3	5	6	5	4	3	6	4	3	8
Eco Earth	5	5	4	10	6	3	6	2	2	6	10	4	5	4	4	5	4	6
None of these	11	8	7	5	21	14	8	6	11	11	15	7	16	12	8	14	12	12
Don't know	3	3	4	1	4	4	2	2	4	3	4	3	3	5	2	3	5	0

Looking at the boxes below, are there any logos that you actively seek to INCLUDE in your shopping, when choosing what goods to buy?

(Please choose all that apply or pick 'Don't know/ none of these')

[For each option respondents were shown a picture of that logo]

[Each option was only shown to those who recognised the logo]

Fair Trade	29	22	41	36	12	25	31	24	28	27	34	34	21	34	28	28	28	29
MSC	10	10	11	15	7	8	12	6	7	11	16	13	6	13	10	10	9	9
FSC	9	7	9	19	6	10	9	11	9	8	11	11	8	7	10	8	11	9
Soil Association	7	5	8	12	3	6	7	5	7	6	9	8	4	8	7	6	5	8
Leaping Bunny	5	3	4	4	4	2	8	11	6	2	3	5	6	5	4	5	5	8
RSPO	1	1	1	3	0	0	1	0	1	1	2	1	1	0	1	2	0	1
Eco Earth	1	1	1	2	1	1	1	0	1	1	1	1	1	2	0	1	1	0
None of these	53	58	43	43	65	57	49	49	55	54	48	49	58	51	53	53	54	49
Don't know	11	11	10	12	11	11	10	12	9	12	11	10	12	7	12	13	8	12

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

And looking at the boxes below, are there any logos that you actively seek to AVOID in your shopping, when choosing what goods to buy? (Please select all that apply or choose 'Don't know/ none of these')

[For each option respondents were shown a picture of that logo]

[Each option was only shown to those who recognised the logo and it didn't make they didn't actively seek to include the product in their shopping]

Fair Trade	1	1	1	1	6	1	1	0	0	2	2	1	1	2	1	1	1	1
Soil Association	0	0	0	0	2	1	0	0	0	1	1	1	0	0	0	0	1	1
RSPO	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
MSC	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0
Leaping Bunny	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
FSC	0	0	1	0	1	0	1	0	0	1	1	1	0	2	0	0	0	0
Eco Earth	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0
None of these	89	88	90	95	80	88	90	91	90	89	84	90	87	92	90	87	88	86
Don't know	9	10	8	4	12	10	8	9	8	8	13	8	10	5	7	11	11	12

Which, if any, of the following types of oil have you heard of? (Please tick all that apply)

sunflower oil	95	97	95	96	97	93	98	90	94	98	98	97	94	93	96	94	95	99
olive oil	95	97	97	98	95	93	97	90	93	98	98	97	93	94	96	93	94	99
rapeseed oil	89	94	89	95	92	85	92	80	85	95	95	92	85	85	91	86	88	93
palm oil	77	79	80	92	75	75	79	75	71	83	86	82	70	77	82	76	69	83
soybean oil	35	35	38	41	35	36	35	21	27	45	50	37	33	40	38	31	33	34
beetroot oil	5	3	5	5	5	6	3	8	5	3	5	5	5	6	5	4	5	7
None of these	1	1	1	1	2	2	1	0	3	0	0	1	2	2	2	1	2	0
Don't know	1	1	1	0	0	2	1	3	2	1	1	1	2	2	1	3	1	0

And from what you know, do you think the following is generally produced in a way that is friendly or unfriendly to the environment?

The following is generally produced in a way that is...

[Each row was only shown to respondents who had heard of that type of oil]

soybean oil

[n=618]

Environmentally friendly	24	27	22	8	29	21	27	15	22	23	29	23	26	25	27	18	25	21
Environmentally unfriendly	15	8	18	22	11	17	13	20	14	17	12	17	12	13	17	14	14	13
Neither	8	6	11	8	4	10	6	13	7	12	6	9	8	8	8	11	6	12
Don't know	53	59	50	62	56	52	53	52	57	49	53	52	55	54	49	58	55	53

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

sunflower oil
[n=1629]

Environmentally friendly	36	37	36	38	36	33	38	33	33	38	41	35	37	33	39	35	34	31
Environmentally unfriendly	5	4	6	4	4	7	3	4	5	5	3	5	4	8	4	4	5	4
Neither	9	10	10	7	5	12	7	11	8	11	10	10	8	11	9	10	7	13
Don't know	50	49	48	51	55	48	52	52	54	47	46	50	50	48	47	51	53	51

rapeseed oil
[n=1537]

Environmentally friendly	35	38	37	30	32	29	39	26	33	36	40	35	34	33	36	33	37	30
Environmentally unfriendly	9	6	10	13	11	13	6	10	9	10	9	10	8	13	8	9	9	10
Neither	9	9	9	7	4	12	6	9	7	11	9	9	8	10	9	7	6	13
Don't know	48	47	45	50	52	46	49	55	51	43	42	46	50	44	46	51	48	47

olive oil
[n=1626]

Environmentally friendly	48	48	48	52	47	47	48	40	44	52	53	48	47	46	48	46	50	44
Environmentally unfriendly	2	2	2	1	2	3	1	3	2	2	1	2	2	4	2	1	2	1
Neither	7	7	7	4	4	8	5	7	6	7	7	7	6	9	7	8	4	10
Don't know	44	43	42	43	48	42	45	50	47	39	38	43	45	41	43	45	44	45

palm oil
[n=1351]

Environmentally friendly	12	11	13	8	12	12	13	6	11	12	17	11	14	12	10	14	15	10
Environmentally unfriendly	41	35	47	51	35	40	41	49	43	42	32	44	35	53	43	33	38	41
Neither	4	5	3	1	2	7	2	5	5	3	4	3	6	3	4	6	2	7
Don't know	43	49	38	40	51	41	44	40	40	43	47	41	46	32	43	46	45	42

beetroot oil
[n=80]

Environmentally friendly	30	48	29	13	18	32	26	7	41	30	28	27	33	34	38	7	45	6
Environmentally unfriendly	3	6	3	0	0	5	0	0	0	7	8	3	3	0	3	0	4	9
Neither	13	6	4	0	8	17	6	35	4	14	10	11	16	0	10	13	0	59
Don't know	54	40	64	87	74	46	68	58	55	49	54	59	48	66	50	80	51	26

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

Over the past three months, how much would you estimate you spent, if anything, on household shopping per week? Household shopping is defined as buying goods to be consumed and used within the household, such as food and drink, toiletries, cleaning materials, pet food and other items etc.

Less than £20 per week	8	5	6	4	5	10	6	24	7	6	4	5	12	5	6	9	10	10
£20 to £39.99 per week	22	19	24	18	22	20	23	30	23	18	18	21	23	27	20	22	22	19
£40 to £59.99 per week	22	20	25	31	19	21	24	12	23	23	26	23	22	24	23	20	21	28
£60 to £79.99 per week	15	19	15	18	18	13	17	6	14	17	20	17	13	13	15	13	18	14
£80 to £99.99 per week	11	12	13	7	8	11	11	5	11	12	12	12	9	7	13	11	10	11
£100 to £119.99 per week	8	12	6	6	7	8	8	3	9	11	6	9	7	7	10	7	7	8
£120 or more	5	5	4	5	8	5	5	3	5	5	4	6	4	5	6	5	4	4
Not applicable – I have not bought food or regular household goods in the last 3 months	3	2	4	2	2	4	2	11	3	1	1	3	3	4	3	6	1	2
Don't know	6	6	4	8	9	7	5	7	5	6	8	6	7	8	5	8	7	4

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

How much extra, if anything, would you be willing to spend on household shopping per week, if you knew the products you bought only contained environment-friendly types of palm oil?

Please write the extra amount you would be willing to pay in the box below. If you don't know, or would not be willing to pay anything extra, then please write '0'
[Only asked to respondents who have bought food or regular household goods in the last 3 months; n=1647]

0	65	68	57	52	77	69	60	51	63	68	71	61	70	61	62	67	68	66
0.2	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
0.3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
0.5	1	1	1	1	1	1	1	2	1	0	0	1	1	1	1	1	0	1
0.6	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1
1	4	4	5	4	3	4	3	5	3	4	4	4	3	3	4	2	5	3
1.5	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
2	5	6	3	4	4	4	5	6	5	4	5	5	4	5	6	6	3	4
2.5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
3	2	1	1	4	2	1	2	3	1	3	1	2	1	2	1	2	1	3
4	1	0	1	3	0	1	1	5	1	0	1	1	2	1	1	2	1	0
4.5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5	12	12	19	18	7	10	14	13	14	11	9	14	9	11	14	12	11	9
6	0	0	0	0	0	1	0	3	0	0	0	0	1	0	0	1	0	0
7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8	0	0	1	0	0	0	0	0	1	0	0	0	0	1	0	0	0	2
9.37	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
10	6	5	6	10	5	3	8	6	5	6	6	6	6	7	7	4	6	6
12	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
15	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	1
20	2	1	2	2	0	1	2	3	2	1	1	2	0	3	2	1	1	2
25	0	0	1	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0
30	0	0	0	2	0	0	1	0	0	0	0	0	0	1	0	0	1	1
39	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
40	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
45	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
50	0	0	1	0	0	0	1	0	1	0	0	0	0	1	0	0	1	1
60	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
70	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
80	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0
100	0	0	0	0	1	1	0	0	1	0	0	0	0	1	1	0	0	0
280	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1000	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
75000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1