

Internal Red Meat

Fieldwork Dates: 2nd - 6th November 2018

Sample: 1,073 Adults

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
	A	B	C	D	E	F	G	H	I

There is often discussion about the 'nanny state' and whether or not the government should involve itself in certain issues. To what extent do you support government involvement in these issues?

Q1_1. Getting people to reduce the amount of alcohol they drink

Base	1073	536	537	169	161	144	179	420	642	431
Strongly support	25%	23%	28%	20%	29%	21%	21%	29%	27%	22%
Tend to support	36%	35%	37%	41%	30%	33%	34%	37%	37%	33%
Neither support nor oppose	22%	23%	22%	20%	26%	21%	27%	21%	20%	26%
Tend to oppose	9%	11%	7%	12%	7%	15%	10%	7%	10%	8%
Strongly oppose	6%	7%	4%	4%	6%	6%	6%	5%	4%	7%
Don't know	2%	1%	3%	4%	2%	4%	2%	0%	1%	3%
Net: Support	61%	57%	64%	60%	59%	54%	55%	66%	64%	55%
Net: Oppose	15%	19%	11%	16%	13%	21%	16%	13%	14%	16%

Q1_2. Getting people to give up smoking

Base	1073	536	537	169	161	144	179	420	642	431
Strongly support	44%	46%	42%	43%	41%	47%	39%	48%	46%	42%
Tend to support	32%	31%	34%	33%	33%	26%	34%	34%	35%	29%
Neither support nor oppose	13%	12%	13%	14%	13%	13%	16%	10%	11%	16%
Tend to oppose	4%	4%	4%	4%	5%	3%	3%	4%	4%	3%
Strongly oppose	5%	5%	4%	3%	6%	6%	6%	4%	3%	7%
Don't know	2%	1%	3%	2%	2%	4%	2%	1%	1%	3%
Net: Support	77%	77%	76%	76%	74%	74%	72%	81%	81%	71%
Net: Oppose	9%	10%	8%	7%	11%	9%	10%	8%	8%	10%

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Q1_3. Making diet recommendations to improve health and reduce obesity

Base	1073	536	537	169	161	144	179	420	642	431
Strongly support	26%	25%	27%	29%	34%	28%	22%	23%	28%	24%
Tend to support	41%	41%	40%	40%	38%	40%	43%	41%	42%	38%
Neither support nor oppose	19%	19%	18%	17%	17%	19%	17%	21%	17%	22%
Tend to oppose	8%	9%	7%	9%	6%	6%	8%	9%	8%	8%
Strongly oppose	5%	5%	4%	2%	2%	3%	7%	6%	5%	5%
Don't know	2%	1%	2%	3%	2%	3%	2%	0%	1%	3%
Net: Support	67%	65%	68%	69%	71%	69%	65%	64%	70%	61%
Net: Oppose	13%	14%	12%	12%	9%	8%	16%	15%	12%	13%

Q1_4. Getting people to eat less meat to help the environment

Base	1073	536	537	169	161	144	179	420	642	431
Strongly support	15%	14%	16%	19%	22%	13%	12%	12%	15%	14%
Tend to support	20%	21%	19%	17%	22%	19%	21%	21%	24%	15%
Neither support nor oppose	29%	25%	33%	30%	21%	29%	27%	32%	28%	31%
Tend to oppose	18%	20%	16%	18%	12%	15%	17%	22%	19%	17%
Strongly oppose	15%	18%	13%	11%	21%	17%	20%	12%	13%	18%
Don't know	3%	2%	3%	5%	2%	7%	2%	1%	1%	4%
Net: Support	35%	35%	35%	36%	45%	32%	34%	33%	39%	29%
Net: Oppose	33%	38%	29%	29%	33%	32%	37%	34%	32%	36%

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Q1_5. Getting people to do more exercise

Base	1073	536	537	169	161	144	179	420	642	431
Strongly support	29%	30%	28%	30%	37%	28%	22%	28%	31%	26%
Tend to support	39%	40%	38%	38%	32%	36%	40%	43%	42%	35%
Neither support nor oppose	18%	17%	19%	18%	17%	19%	20%	17%	16%	22%
Tend to oppose	7%	7%	7%	8%	9%	6%	8%	6%	6%	8%
Strongly oppose	5%	5%	5%	2%	3%	6%	7%	6%	5%	6%
Don't know	2%	1%	3%	4%	2%	4%	2%	0%	1%	3%
Net: Support	68%	70%	66%	69%	68%	65%	62%	71%	72%	61%
Net: Oppose	12%	12%	12%	9%	12%	12%	16%	11%	11%	14%

Q1_6. Stopping people from smoking cannabis for recreational purposes

Base	1073	536	537	169	161	144	179	420	642	431
Strongly support	23%	22%	24%	14%	17%	17%	26%	30%	25%	20%
Tend to support	19%	17%	21%	15%	21%	18%	17%	21%	20%	18%
Neither support nor oppose	24%	22%	26%	21%	17%	26%	27%	25%	23%	24%
Tend to oppose	16%	18%	15%	22%	20%	17%	15%	14%	16%	17%
Strongly oppose	14%	18%	10%	22%	21%	17%	12%	9%	13%	17%
Don't know	3%	3%	4%	6%	4%	5%	3%	2%	3%	5%
Net: Support	42%	39%	45%	29%	37%	35%	43%	51%	45%	38%
Net: Oppose	31%	36%	25%	44%	41%	33%	27%	22%	29%	33%

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Q2. Which of the following actions do you think has the greatest positive impact on the environment?

	Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
Recycling	48%	46%	50%	40%	45%	46%	49%	54%	45%	53%
Eating a plant-based diet	18%	20%	17%	22%	27%	17%	15%	16%	21%	14%
Changing to a hybrid car	9%	11%	8%	14%	9%	9%	11%	7%	11%	7%
Changing to low energy light bulbs	5%	5%	4%	4%	2%	6%	4%	5%	5%	4%
Using cold water to wash clothes and hang drying	2%	2%	2%	3%	1%	1%	2%	3%	2%	3%
Don't know	17%	16%	18%	17%	16%	22%	19%	15%	16%	19%

Over the next year will you try to eat less, more, or the same amount of each of these foods?

Q4_1. Red meat (beef, lamb, pork)

	Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
Eat less	24%	20%	27%	23%	20%	22%	20%	28%	28%	18%
Eat more	5%	6%	3%	11%	6%	2%	5%	2%	4%	6%
Eat about the same amount	57%	60%	53%	46%	55%	59%	59%	60%	55%	58%
Don't know	3%	4%	3%	6%	3%	7%	2%	1%	2%	5%
N/A - I don't eat this & don't intend to change that over the next year	12%	10%	14%	14%	16%	10%	14%	9%	11%	13%

Q5. You said that you will try and eat less red meat over the coming year. What is your main reason for this? Please select one option only.

	Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
To improve my health	50%	48%	51%	28%	34%	48%	60%	58%	53%	43%
I don't like it very much	13%	8%	16%	10%	6%	3%	6%	20%	12%	14%
To save money	7%	8%	6%	13%	6%	6%	9%	4%	5%	12%
To help the environment	27%	32%	23%	46%	53%	32%	20%	15%	28%	25%
Other	4%	4%	3%	3%	-	10%	6%	3%	3%	5%
Don't know	0%	-	1%	-	-	-	-	1%	-	1%