



British Sugar Research

Methodology: ComRes interviewed 2000 GB adults online between 2nd and the 4th May 2017. Data were weighted to be demographically representative of all GB adults by age, gender, region and socio-economic grade. ComRes is a member of the British Polling Council and abides by its rules.

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REPUTATION | COMMUNICATIONS | PUBLIC POLICY

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JN303417 British Sugar Research

S1. And are you?	1
S2. And which of the following age bands do you fall into?	3
S3. Please think about the main income earner in your household or family unit. This could be you, or someone you live with. What kind of job do they do? If the main income earner is retired, please indicate the kind of job that they used to do before they retired.	5
S4. Where in the UK do you currently live?	9
D1. Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?	11
D2_SUM. How often do you visit each of the following supermarkets? SUMMARY TABLE	13
D2_1. How often do you visit each of the following supermarkets? Tesco	14
D2_2. How often do you visit each of the following supermarkets? Asda	16
D2_3. How often do you visit each of the following supermarkets? Sainsbury's	18
D2_4. How often do you visit each of the following supermarkets? Marks & Spencer	20
D2_5. How often do you visit each of the following supermarkets? Waitrose	22
D2_6. How often do you visit each of the following supermarkets? Lidl	24
D2_7. How often do you visit each of the following supermarkets? Aldi	26
D2_8. How often do you visit each of the following supermarkets? Co-Operative	28
Q1. When shopping for groceries for yourself or your family, how important or otherwise are each of the following considerations? Net: Top rank	30
Q1. When shopping for groceries for yourself or your family, how important or otherwise are each of the following considerations? Net: Top 3	32
Q1_SUM. When shopping for groceries for yourself or your family, how important or otherwise are each of the following considerations? SUMMARY TABLE	34
Q1_1. When shopping for groceries for yourself or your family, how important or otherwise are each of the following considerations? Supporting my local community (e.g. buying from local farmers etc.)	35
Q1_2. When shopping for groceries for yourself or your family, how important or otherwise are each of the following considerations? Supporting British jobs (e.g. buying from companies which produce in the UK)	37
Q1_3. When shopping for groceries for yourself or your family, how important or otherwise are each of the following considerations? Value for money	39
Q1_4. When shopping for groceries for yourself or your family, how important or otherwise are each of the following considerations? Price	41
Q1_5. When shopping for groceries for yourself or your family, how important or otherwise are each of the following considerations? Quality	43
Q1_6. When shopping for groceries for yourself or your family, how important or otherwise are each of the following considerations? Buying organic products	45
Q1_7. When shopping for groceries for yourself or your family, how important or otherwise are each of the following considerations? The environmental impact of my purchase	47
Q1_8. When shopping for groceries for yourself or your family, how important or otherwise are each of the following considerations? Brand	49
Q2. How often, if at all, do you purchase sugar?	51
Q3. In which of the following countries, if any, do you think sugar is grown?	53
Q4. When purchasing sugar, how important or otherwise are each of the following factors? Net: Top rank	55
Q4. When purchasing sugar, how important or otherwise are each of the following factors? Net: Top 3	57
Q4_SUM. When purchasing sugar, how important or otherwise are each of the following factors? SUMMARY TABLE	59
Q4_1. When purchasing sugar, how important or otherwise are each of the following factors? Price	60
Q4_2. When purchasing sugar, how important or otherwise are each of the following factors? Quality	62
Q4_3. When purchasing sugar, how important or otherwise are each of the following factors? Environmental impact of transporting the goods	64

JN303417 British Sugar Research

Q4_4. When purchasing sugar, how important or otherwise are each of the following factors? Environmental impact of producing the goods	66
Q4_5. When purchasing sugar, how important or otherwise are each of the following factors? Whether it is organic / fairtrade	68
Q4_6. When purchasing sugar, how important or otherwise are each of the following factors? Working standards in the country of origin	70
Q4_7. When purchasing sugar, how important or otherwise are each of the following factors? Packaging	72
Q4_8. When purchasing sugar, how important or otherwise are each of the following factors? Brand	74
Q5. Which of the following statements best reflect?your views?	76
Q6. In general, how likely or unlikely, would you be to buy British sugar instead of sugar from another source?	78
Q7_SUM. To which extent, if at all, do you agree or disagree with each of the following statements? SUMMARY TABLE	80
Q7_1. To which extent, if at all, do you agree or disagree with each of the following statements? Supermarkets should consider the carbon footprint of importing food when deciding which products to stock	81
Q7_2. To which extent, if at all, do you agree or disagree with each of the following statements? Supermarkets should consider the carbon footprint of producing food when deciding which products to stock	83
Q7_3. To which extent, if at all, do you agree or disagree with each of the following statements? Supermarkets should only stock British-grown products, where possible	85
Q7_4. To which extent, if at all, do you agree or disagree with each of the following statements? Supermarkets should offer customers the choice of British-grown sugar	87
Q7_5. To which extent, if at all, do you agree or disagree with each of the following statements? Supermarkets should consider the working conditions in the country of origin when deciding which products to stock	89
Q7_6. To which extent, if at all, do you agree or disagree with each of the following statements? Supermarkets should stock products from my local area where possible	91
Q8. The Government has triggered Article 50 in March, starting negotiations for a new relationship between the UK and the EU. Please rank the following sectors in order of priority for the Government during the Brexit negotiations? Net: Top rank	93
Q8. The Government has triggered Article 50 in March, starting negotiations for a new relationship between the UK and the EU. Please rank the following sectors in order of priority for the Government during the Brexit negotiations? Net: Top 3	95
Q8_SUM. The Government has triggered Article 50 in March, starting negotiations for a new relationship between the UK and the EU. Please rank the following sectors in order of priority for the Government during the Brexit negotiations? SUMMARY TABLE	97
Q8_1. The Government has triggered Article 50 in March, starting negotiations for a new relationship between the UK and the EU. Please rank the following sectors in order of priority for the Government during the Brexit negotiations? Agriculture	98
Q8_2. The Government has triggered Article 50 in March, starting negotiations for a new relationship between the UK and the EU. Please rank the following sectors in order of priority for the Government during the Brexit negotiations? Financial services	100
Q8_3. The Government has triggered Article 50 in March, starting negotiations for a new relationship between the UK and the EU. Please rank the following sectors in order of priority for the Government during the Brexit negotiations? Manufacturing	102
Q8_4. The Government has triggered Article 50 in March, starting negotiations for a new relationship between the UK and the EU. Please rank the following sectors in order of priority for the Government during the Brexit negotiations? Healthcare	104
Q8_5. The Government has triggered Article 50 in March, starting negotiations for a new relationship between the UK and the EU. Please rank the following sectors in order of priority for the Government during the Brexit negotiations? Education	106
Q8_6. The Government has triggered Article 50 in March, starting negotiations for a new relationship between the UK and the EU. Please rank the following sectors in order of priority for the Government during the Brexit negotiations? Science	108
Q8_7. The Government has triggered Article 50 in March, starting negotiations for a new relationship between the UK and the EU. Please rank the following sectors in order of priority for the Government during the Brexit negotiations? Creative industries	110
Q9. Which of the following political parties, if any do you think would offer the most support to British farmers and growers?	112
Q10. Would you be more likely or less likely to support a political party which had policies designed to support British food producers?	114
Q11. At the General Election coming up in June, will you vote Conservative, Labour, Liberal Democrat or for some other party?	116
Q12. Thinking back to the Referendum on whether Britain should remain a member of the European Union, or leave the European Union, how did you vote back in June last year?	118
Q13. How often, if at all, do you donate to charity?	120
Q14. Which of the following organisations, if any, are you a member of?	122

JN303417 British Sugar Research

D1. Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base: All Respondents

	SHOPPING FREQUENCY AT SELECTED SUPERMARKETS		SUPERMARKET TYPE			VOTING INTENTION							BREXIT		
	Total	More than once a week	Less than once a week	Frequent budget shoppers	Frequent mid-range shoppers	Frequent premium shoppers	Conservative	Labour	Liberal Democrat	UKIP	SNP	Green Party	Don't know	Remain	Leave
	a	b	c	d	e	f	g	h	i	j	*k	l	m	n	
Significance Level: 95%															
Unweighted Total	2000	1256	132	1103	1850	782	643	450	159	55	48	29	604	863	879
Weighted Total	2000	1264	131	1110	1849	763	626	459	159	54	51	31	607	859	870
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - responsible for half or more of the items bought	1891	1203	122	1061	1755	720	591	445	150	52	51	31	561	815	826
	95%	95%	93%	96%	95%	94%	94%	97%	94%	97%	100%	100%	92%	95%	95%
No - not responsible for most of the items bought	109	61	9	49	93	44	35	14	9	2	-	-	46	44	44
	5%	5%	7%	4%	5%	6%	6%	3%	6%	3%	-	-	8%	5%	5%
													gj		

Columns Tested: a,b - c,d,e - f,g,h,i,j,k,l - m,n

JN303417 British Sugar Research

D2_SUM. How often do you visit each of the following supermarkets?

SUMMARY TABLE

Base: All Respondents

	Total	More than once a week	Between once a week and once a month	Between once a month and once every six months	Between once every six months and once a year	Never	Don't know	Net: Once a month or more	Net: Less than once a month	Net: Ever
Tesco	2000 100%	508 25%	737 37%	362 18%	224 11%	167 8%	4 *	1244 62%	585 29%	1830 91%
Sainsbury's	2000 100%	372 19%	676 34%	383 19%	292 15%	272 14%	5 *	1048 52%	675 34%	1723 86%
Asda	2000 100%	287 14%	522 26%	464 23%	366 18%	357 18%	5 *	808 40%	830 42%	1638 82%
Aldi	2000 100%	258 13%	539 27%	367 18%	312 16%	519 26%	4 *	797 40%	680 34%	1477 74%
Lidl	2000 100%	201 10%	503 25%	393 20%	338 17%	564 28%	2 *	704 35%	731 37%	1435 72%
Co-Operative	2000 100%	221 11%	423 21%	358 18%	387 19%	600 30%	12 1%	643 32%	745 37%	1388 69%
Marks & Spencer	2000 100%	128 6%	492 25%	493 25%	452 23%	427 21%	8 *	620 31%	945 47%	1565 78%
Waitrose	2000 100%	118 6%	238 12%	276 14%	356 18%	1001 50%	11 1%	357 18%	631 32%	988 49%

JN303417 British Sugar Research

D2_1. How often do you visit each of the following supermarkets?

Tesco

Base: All Respondents

	AGE					GENDER		REGION						SEG		GATEKEEPER STATUS		
	Total	18-24	25-34	35-44	45-54	55+	Male	Female	South of England exc. London	London	North of England	The Midlands	Scotland	Wales	ABC1	C2DE	Gatekeeper	Not gatekeeper
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Significance Level: 95%																		
Unweighted Total	2000	166	339	401	352	742	942	1058	442	252	498	524	168	85	1180	820	1897	103
Weighted Total	2000	240	320	380	340	720	980	1020	420	240	520	520	180	80	1120	880	1891	109
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than once a week	508 25%	61 25%	102 32%	108 28%	85 25%	152 21%	277 28%	231 23%	101 24%	79 33%	125 24%	129 25%	34 19%	23 29%	283 25%	225 26%	482 25%	26 24%
Between once a week and once a month	737 37%	94 39%	120 38%	141 37%	132 39%	249 35%	344 35%	392 38%	164 39%	88 37%	164 31%	197 38%	71 39%	37 46%	429 38%	308 35%	703 37%	34 31%
Between once a month and once every six months	362 18%	46 19%	55 17%	58 15%	66 19%	137 19%	168 17%	194 19%	76 18%	45 19%	99 19%	85 16%	42 23%	11 14%	213 19%	149 17%	343 18%	19 17%
Between once every six months and once a year	224 11%	22 9%	26 8%	49 13%	35 10%	91 13%	99 10%	124 12%	45 11%	10 4%	83 16%	54 10%	25 14%	6 7%	109 10%	115 13%	209 11%	15 14%
Never	167 8%	18 7%	15 5%	23 6%	22 6%	89 12%	90 9%	76 7%	33 8%	17 7%	49 9%	54 10%	9 5%	4 4%	84 7%	83 9%	152 8%	14 13%
Don't know	4 *	- -	2 1%	1 *	- -	1 *	2 *	2 *	2 *	- -	1 *	1 *	- -	- -	3 *	1 *	3 *	1 1%
NETS																		
Net: Once a month or more	1244 62%	155 64%	222 69%	249 65%	217 64%	401 56%	621 63%	623 61%	265 63%	167 70%	288 55%	326 63%	105 58%	60 75%	712 64%	533 61%	1185 63%	60 55%
Net: Less than once a month	585 29%	68 28%	81 25%	107 28%	101 30%	228 32%	267 27%	318 31%	120 29%	56 23%	182 35%	139 27%	67 37%	17 21%	322 29%	264 30%	552 29%	34 31%
Net: Ever	1830 91%	222 93%	303 95%	356 94%	318 94%	630 87%	888 91%	942 92%	385 92%	223 93%	470 90%	465 89%	171 95%	76 96%	1034 92%	796 90%	1736 92%	94 86%

Columns Tested: a,b,c,d,e - f,g - h,i,j,k,l,m - n,o - p,q

JN303417 British Sugar Research

D2_1. How often do you visit each of the following supermarkets?

Tesco

Base: All Respondents

	SHOPPING FREQUENCY AT SELECTED SUPERMARKETS			SUPERMARKET TYPE			VOTING INTENTION							BREXIT	
	Total	More than once a week	Less than once a week	Frequent budget shoppers	Frequent mid-range shoppers	Frequent premium shoppers	Conservative	Labour	Liberal Democrat	UKIP	SNP	Green Party	Don't know	Remain	Leave
	a	b	c	d	e	f	g	h	i	j	*k	l	m	n	
Significance Level: 95%															
Unweighted Total	2000	1256	132	1103	1850	782	643	450	159	55	48	29	604	863	879
Weighted Total	2000	1264	131	1110	1849	763	626	459	159	54	51	31	607	859	870
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than once a week	508	508	-	293	508	222	156	129	42	16	11	7	141	232	219
	25%	40%	-	26%	27%	29%	25%	28%	27%	29%	22%	22%	23%	27%	25%
		b													
Between once a week and once a month	737	373	79	429	737	289	218	160	55	17	24	13	243	313	314
	37%	30%	60%	39%	40%	38%	35%	35%	35%	32%	48%	42%	40%	36%	36%
		a													
Between once a month and once every six months	362	175	33	202	291	132	122	96	25	8	7	5	98	167	149
	18%	14%	25%	18%	16%	17%	19%	21%	16%	14%	14%	16%	16%	19%	17%
			a					l							
Between once every six months and once a year	224	115	19	113	185	68	81	46	17	8	4	2	66	73	120
	11%	9%	15%	10%	10%	9%	13%	10%	11%	14%	8%	6%	11%	9%	14%
			a											m	
Never	167	93	-	70	128	52	48	29	18	5	4	4	57	73	65
	8%	7%	-	6%	7%	7%	8%	6%	11%	10%	8%	14%	9%	8%	8%
		b							g						
Don't know	4	-	-	2	1	1	1	-	1	-	-	-	2	-	2
	*	-	-	*	*	*	*	-	1%	-	-	-	*	-	*
NETS															
Net: Once a month or more	1244	881	79	722	1244	511	374	289	98	33	36	20	384	546	534
	62%	70%	60%	65%	67%	67%	60%	63%	62%	61%	70%	64%	63%	64%	61%
		b													
Net: Less than once a month	585	290	52	316	476	200	203	142	42	15	11	7	164	241	269
	29%	23%	40%	28%	26%	26%	32%	31%	27%	29%	22%	22%	27%	28%	31%
			a				l								
Net: Ever	1830	1171	131	1038	1720	711	577	431	140	48	47	27	548	786	802
	91%	93%	100%	94%	93%	93%	92%	94%	88%	90%	92%	86%	90%	92%	92%
			a					hl							

Columns Tested: a,b - c,d,e - f,g,h,i,j,k,l - m,n

JN303417 British Sugar Research

D2_2. How often do you visit each of the following supermarkets?

Asda

Base: All Respondents

	AGE					GENDER		REGION						SEG		GATEKEEPER STATUS		
	Total	18-24	25-34	35-44	45-54	55+	Male	Female	South of England exc. London	London	North of England	The Midlands	Scotland	Wales	ABC1	C2DE	Gatekeeper	Not gatekeeper
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Significance Level: 95%																		
Unweighted Total	2000	166	339	401	352	742	942	1058	442	252	498	524	168	85	1180	820	1897	103
Weighted Total	2000	240	320	380	340	720	980	1020	420	240	520	520	180	80	1120	880	1891	109
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than once a week	287 14%	43 18% e	65 20% cde	55 14%	45 13%	77 11%	146 15%	141 14%	43 10%	37 15% h	95 18% h	72 14%	26 14%	8 10%	128 11%	159 18% n	272 14%	14 13%
Between once a week and once a month	522 26%	77 32% de	104 33% de	112 29% e	79 23%	150 21%	219 22%	303 30% f	104 25% i	40 17%	163 31% hik	130 25% i	48 27% i	26 32% i	272 24%	250 28% n	492 26%	30 28%
Between once a month and once every six months	464 23%	68 28%	74 23%	82 22%	79 23%	160 22%	240 24%	224 22%	100 24%	47 20%	131 25%	113 22%	51 28% im	12 15%	267 24%	197 22%	443 23%	21 19%
Between once every six months and once a year	366 18%	35 14%	37 12%	66 17% b	69 20% b	160 22% ab	177 18%	189 19%	79 19%	46 19%	84 16%	106 20%	29 16%	14 17%	211 19%	155 18%	342 18%	24 22%
Never	357 18%	17 7%	38 12%	63 17% a	67 20% ab	172 24% abc	195 20% g	162 16%	94 22% jl	69 29% jkl	47 9%	99 19% j	26 14% j	19 24% j	239 21% o	118 13%	339 18%	18 17%
Don't know	5 *	- - e	2 1% e	2 * e	1 * e	- - e	3 * e	2 * e	1 * e	2 1% k	1 * e	- - e	- - e	1 1% k	3 * e	2 * e	4 * e	1 1% e
NETS																		
Net: Once a month or more	808 40%	120 50% de	169 53% cde	167 44% de	124 37% de	228 32% de	365 37% de	443 43% f	146 35% de	77 32% de	258 50% hikl	202 39% hikl	73 41% hikl	34 42% hikl	400 36% hikl	409 46% n	764 40% hikl	44 41% hikl
Net: Less than once a month	830 42%	103 43%	111 35%	149 39% b	148 43% b	320 44% b	417 43%	413 41%	179 43%	93 39%	214 41%	219 42%	81 45%	26 32%	478 43%	352 40%	785 41%	45 42%
Net: Ever	1638 82%	223 93% cde	281 88% de	315 83% e	272 80% e	548 76% e	782 80% e	857 84% f	325 77% i	170 71% i	473 91% hikm	421 81% i	154 86% him	60 75% him	878 78% n	760 86% n	1549 82% n	89 82% n

Columns Tested: a,b,c,d,e - f,g - h,i,j,k,l,m - n,o - p,q

JN303417 British Sugar Research

D2_2. How often do you visit each of the following supermarkets?

Asda

Base: All Respondents

	SHOPPING FREQUENCY AT SELECTED SUPERMARKETS			SUPERMARKET TYPE			VOTING INTENTION							BREXIT	
	Total	More than once a week	Less than once a week	Frequent budget shoppers	Frequent mid-range shoppers	Frequent premium shoppers	Conservative	Labour	Liberal Democrat	UKIP	SNP	Green Party	Don't know	Remain	Leave
	a	b	c	d	e	f	g	h	i	j	*k	l	m	n	
Significance Level: 95%															
Unweighted Total	2000	1256	132	1103	1850	782	643	450	159	55	48	29	604	863	879
Weighted Total	2000	1264	131	1110	1849	763	626	459	159	54	51	31	607	859	870
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than once a week	287	287	-	195	287	117	93	87	16	4	5	3	74	116	132
	14%	23%	-	18%	15%	15%	15%	19%	10%	7%	10%	11%	12%	14%	15%
		b						hil							
Between once a week and once a month	522	284	56	344	522	168	151	131	34	13	12	5	172	216	225
	26%	22%	42%	31%	28%	22%	24%	29%	21%	24%	24%	15%	28%	25%	26%
		a		e	e										
Between once a month and once every six months	464	294	40	257	413	182	130	103	46	8	15	10	150	196	200
	23%	23%	31%	23%	22%	24%	21%	22%	29%	14%	29%	33%	25%	23%	23%
									fi						
Between once every six months and once a year	366	202	35	186	317	145	118	67	30	20	10	7	114	144	178
	18%	16%	27%	17%	17%	19%	19%	15%	19%	37%	19%	23%	19%	17%	20%
			a						fg	hijl				m	
Never	357	195	-	124	308	151	135	71	30	9	9	6	94	185	136
	18%	15%	-	11%	17%	20%	22%	15%	19%	17%	18%	19%	16%	22%	16%
		b			c	c	gl							n	
Don't know	5	3	-	3	3	-	-	-	2	-	-	-	3	1	-
	*	*	-	*	*	-	-	-	1%	-	-	-	*	*	-
									fg						
NETS															
Net: Once a month or more	808	570	56	539	808	285	244	219	50	17	18	8	245	333	356
	40%	45%	42%	49%	44%	37%	39%	48%	31%	31%	34%	25%	40%	39%	41%
				de	e			fhil					h		
Net: Less than once a month	830	496	75	443	729	327	247	170	77	28	24	17	264	340	378
	42%	39%	58%	40%	39%	43%	39%	37%	48%	52%	47%	56%	44%	40%	43%
			a						fg	g			g		
Net: Ever	1638	1066	131	982	1538	612	491	388	126	45	42	25	510	672	734
	82%	84%	100%	89%	83%	80%	78%	85%	80%	83%	82%	81%	84%	78%	84%
			a	de				f				f	f		m

Columns Tested: a,b - c,d,e - f,g,h,i,j,k,l - m,n

JN303417 British Sugar Research

D2_3. How often do you visit each of the following supermarkets?

Sainsbury's

Base: All Respondents

	AGE					GENDER		REGION						SEG		GATEKEEPER STATUS		
	Total	18-24	25-34	35-44	45-54	55+	Male	Female	South of England exc. London	London	North of England	The Midlands	Scotland	Wales	ABC1	C2DE	Gatekeeper	Not gatekeeper
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Significance Level: 95%																		
Unweighted Total	2000	166	339	401	352	742	942	1058	442	252	498	524	168	85	1180	820	1897	103
Weighted Total	2000	240	320	380	340	720	980	1020	420	240	520	520	180	80	1120	880	1891	109
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than once a week	372 19%	49 21%	74 23%	69 18%	70 21%	109 15%	201 20%	171 17%	76 18%	81 34%	84 16%	86 16%	28 16%	8 10%	212 19%	160 18%	353 19%	19 17%
Between once a week and once a month	676 34%	72 30%	97 30%	122 32%	120 35%	264 37%	324 33%	352 35%	185 44%	99 41%	157 30%	166 32%	46 26%	13 16%	419 37%	257 29%	646 34%	30 28%
Between once a month and once every six months	383 19%	48 20%	66 21%	75 20%	54 16%	141 20%	164 17%	219 22%	84 20%	31 13%	104 20%	95 18%	43 24%	17 21%	224 20%	159 18%	361 19%	22 20%
Between once every six months and once a year	292 15%	35 15%	41 13%	52 14%	55 16%	108 15%	143 15%	149 15%	46 11%	18 7%	92 18%	86 17%	25 14%	20 26%	149 13%	142 16%	274 14%	18 17%
Never	272 14%	33 14%	42 13%	61 16%	38 11%	98 14%	147 15%	125 12%	29 7%	12 5%	80 15%	85 16%	39 21%	22 27%	115 10%	157 18%	253 13%	19 18%
Don't know	5 *	3 1%	- -	1 *	1 *	- -	1 *	4 *	- -	- -	3 1%	1 *	- -	- -	- -	5 1%	5 *	- -
NETS																		
Net: Once a month or more	1048 52%	121 51%	171 53%	191 50%	191 56%	374 52%	525 54%	523 51%	261 62%	180 75%	241 46%	252 48%	74 41%	21 26%	631 56%	417 47%	999 53%	49 45%
Net: Less than once a month	675 34%	83 34%	107 33%	127 33%	110 32%	249 35%	307 31%	368 36%	130 31%	49 20%	196 38%	182 35%	67 37%	38 47%	374 33%	301 34%	635 34%	40 37%
Net: Ever	1723 86%	204 85%	278 87%	318 84%	300 88%	622 86%	832 85%	891 87%	391 93%	228 95%	437 84%	433 83%	141 79%	58 73%	1005 90%	718 82%	1633 86%	90 82%

Columns Tested: a,b,c,d,e - f,g - h,i,j,k,l,m - n,o - p,q

JN303417 British Sugar Research

D2_3. How often do you visit each of the following supermarkets?

Sainsbury's

Base: All Respondents

	SHOPPING FREQUENCY AT SELECTED SUPERMARKETS			SUPERMARKET TYPE			VOTING INTENTION							BREXIT	
	Total	More than once a week	Less than once a week	Frequent budget shoppers	Frequent mid-range shoppers	Frequent premium shoppers	Conservative	Labour	Liberal Democrat	UKIP	SNP	Green Party	Don't know	Remain	Leave
	a	b	c	d	e	f	g	h	i	j	*k	l	m	n	
Significance Level: 95%															
Unweighted Total	2000	1256	132	1103	1850	782	643	450	159	55	48	29	604	863	879
Weighted Total	2000	1264	131	1110	1849	763	626	459	159	54	51	31	607	859	870
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than once a week	372	372	-	196	372	186	109	95	40	7	6	6	103	187	148
	19%	29%	-	18%	20%	24%	17%	21%	25%	14%	12%	21%	17%	22%	17%
		b			cd			fl					n		
Between once a week and once a month	676	371	67	394	676	310	215	141	57	20	15	13	214	295	284
	34%	29%	51%	36%	37%	41%	34%	31%	36%	36%	28%	41%	35%	34%	33%
		a			cd										
Between once a month and once every six months	383	213	43	227	327	118	136	86	26	13	10	7	102	163	171
	19%	17%	33%	20%	18%	16%	22%	19%	16%	24%	20%	22%	17%	19%	20%
			a	e			l								
Between once every six months and once a year	292	159	22	153	241	91	78	73	28	4	4	3	100	115	144
	15%	13%	17%	14%	13%	12%	13%	16%	18%	7%	8%	9%	16%	13%	17%
									i				f		
Never	272	149	-	137	229	57	86	64	7	10	16	2	84	99	120
	14%	12%	-	12%	12%	7%	14%	14%	5%	19%	32%	8%	14%	11%	14%
		b		e	e		h	h		h	fgjl		h		
Don't know	5	1	-	3	4	1	1	-	-	-	-	-	3	-	3
	*	*	-	*	*	*	*	-	-	-	-	-	1%	-	*
NETS															
Net: Once a month or more	1048	742	67	590	1048	496	324	236	97	27	21	19	317	483	432
	52%	59%	51%	53%	57%	65%	52%	51%	61%	50%	40%	61%	52%	56%	50%
						cd			fgjl					n	
Net: Less than once a month	675	372	65	379	568	209	214	159	54	16	14	10	202	278	315
	34%	29%	49%	34%	31%	27%	34%	35%	34%	30%	28%	31%	33%	32%	36%
			a	e											
Net: Ever	1723	1114	131	969	1616	705	539	396	151	43	35	29	519	760	747
	86%	88%	100%	87%	87%	92%	86%	86%	95%	81%	68%	92%	86%	89%	86%
			a			cd	j	j	fgjl			j			

Columns Tested: a,b - c,d,e - f,g,h,i,j,k,l - m,n

JN303417 British Sugar Research

D2_4. How often do you visit each of the following supermarkets?

Marks & Spencer

Base: All Respondents

	AGE					GENDER		REGION						SEG		GATEKEEPER STATUS		
	Total	18-24	25-34	35-44	45-54	55+	Male	Female	South of England exc. London	London	North of England	The Midlands	Scotland	Wales	ABC1	C2DE	Gatekeeper	Not gatekeeper
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Significance Level: 95%																		
Unweighted Total	2000	166	339	401	352	742	942	1058	442	252	498	524	168	85	1180	820	1897	103
Weighted Total	2000	240	320	380	340	720	980	1020	420	240	520	520	180	80	1120	880	1891	109
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than once a week	128 6%	14 6%	30 10%	23 6%	20 6%	40 6%	67 7%	61 6%	23 5%	24 10%	34 6%	30 6%	10 6%	5 6%	80 7%	48 5%	120 6%	8 7%
Between once a week and once a month	492 25%	36 15%	78 24%	64 17%	85 25%	230 32%	249 25%	243 24%	111 26%	67 28%	125 24%	113 22%	51 28%	20 25%	325 29%	168 19%	466 25%	26 24%
Between once a month and once every six months	493 25%	63 26%	70 22%	110 29%	83 24%	167 23%	226 23%	266 26%	122 29%	62 26%	118 23%	111 21%	46 26%	15 18%	306 27%	187 21%	469 25%	24 22%
Between once every six months and once a year	452 23%	59 25%	72 23%	86 23%	78 23%	157 22%	217 22%	235 23%	83 20%	50 21%	131 25%	126 24%	41 23%	15 18%	247 22%	205 23%	428 23%	25 23%
Never	427 21%	63 26%	67 21%	98 26%	73 22%	127 18%	218 22%	209 20%	80 19%	35 14%	109 21%	139 27%	32 18%	26 33%	160 14%	267 30%	402 21%	25 23%
Don't know	8 *	4 2%	3 1%	- -	1 *	- -	3 *	5 *	1 *	2 1%	3 1%	1 *	- -	- -	3 *	6 1%	7 *	1 1%
NETS																		
Net: Once a month or more	620 31%	50 21%	108 34%	87 23%	105 31%	269 37%	315 32%	304 30%	134 32%	91 38%	159 31%	142 27%	61 34%	24 31%	404 36%	215 24%	586 31%	34 31%
Net: Less than once a month	945 47%	122 51%	142 45%	195 51%	161 47%	324 45%	443 45%	502 49%	205 49%	112 47%	249 48%	237 46%	87 48%	29 37%	553 49%	392 45%	897 47%	48 45%
Net: Ever	1565 78%	173 72%	251 78%	282 74%	266 78%	593 82%	759 77%	806 79%	339 81%	203 85%	408 78%	379 73%	148 82%	54 67%	957 85%	607 69%	1482 78%	83 76%

Columns Tested: a,b,c,d,e - f,g - h,i,j,k,l,m - n,o - p,q



JN303417 British Sugar Research

D2_4. How often do you visit each of the following supermarkets?

Marks & Spencer

Base: All Respondents

	SHOPPING FREQUENCY AT SELECTED SUPERMARKETS			SUPERMARKET TYPE			VOTING INTENTION							BREXIT	
	Total	More than once a week	Less than once a week	Frequent budget shoppers	Frequent mid-range shoppers	Frequent premium shoppers	Conservative	Labour	Liberal Democrat	UKIP	SNP	Green Party	Don't know	Remain	Leave
	a	b	c	d	e	f	g	h	i	j	*k	l	m	n	
Significance Level: 95%															
Unweighted Total	2000	1256	132	1103	1850	782	643	450	159	55	48	29	604	863	879
Weighted Total	2000	1264	131	1110	1849	763	626	459	159	54	51	31	607	859	870
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than once a week	128	128	-	78	126	128	43	39	15	4	3	1	23	58	55
	6%	10%	-	7%	7%	17%	7%	9%	10%	7%	6%	3%	4%	7%	6%
		b			cd		l	l	l						
Between once a week and once a month	492	316	50	264	469	492	191	103	40	11	10	7	129	227	220
	25%	25%	38%	24%	25%	64%	30%	22%	25%	20%	20%	24%	21%	26%	25%
		a			cd		gl								
Between once a month and once every six months	493	314	43	266	464	79	156	102	41	9	15	17	148	234	201
	25%	25%	33%	24%	25%	10%	25%	22%	26%	17%	29%	53%	24%	27%	23%
		a		e	e									n	
Between once every six months and once a year	452	275	38	265	407	50	136	102	39	12	11	1	147	193	192
	23%	22%	29%	24%	22%	7%	22%	22%	25%	21%	21%	3%	24%	22%	22%
		e		e	e										
Never	427	227	-	231	376	14	98	112	23	18	12	5	156	146	199
	21%	18%	-	21%	20%	2%	16%	24%	15%	34%	24%	17%	26%	17%	23%
		b		e	e			fh		fh			fh		m
Don't know	8	4	-	7	7	-	3	1	-	-	-	-	3	2	3
	*	*	-	1%	*	-	*	*	-	-	-	-	1%	*	*
				e											
NETS															
Net: Once a month or more	620	443	50	342	594	620	233	142	55	14	13	8	151	284	275
	31%	35%	38%	31%	32%	81%	37%	31%	35%	27%	26%	27%	25%	33%	32%
					cd		gl	l	l						
Net: Less than once a month	945	589	81	531	871	129	292	205	80	21	26	18	296	427	392
	47%	47%	62%	48%	47%	17%	47%	45%	51%	39%	50%	57%	49%	50%	45%
			a	e	e										
Net: Ever	1565	1032	131	872	1465	749	526	347	135	35	39	26	447	711	667
	78%	82%	100%	79%	79%	98%	84%	76%	85%	66%	76%	83%	74%	83%	77%
			a		cd		gil		gil					n	

Columns Tested: a,b - c,d,e - f,g,h,i,j,k,l - m,n

JN303417 British Sugar Research

D2_5. How often do you visit each of the following supermarkets?

Waitrose

Base: All Respondents

	AGE					GENDER		REGION						SEG		GATEKEEPER STATUS		
	Total	18-24	25-34	35-44	45-54	55+	Male	Female	South of England exc. London	London	North of England	The Midlands	Scotland	Wales	ABC1	C2DE	Gatekeeper	Not gatekeeper
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Significance Level: 95%																		
Unweighted Total	2000	166	339	401	352	742	942	1058	442	252	498	524	168	85	1180	820	1897	103
Weighted Total	2000	240	320	380	340	720	980	1020	420	240	520	520	180	80	1120	880	1891	109
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than once a week	118 6%	13 5%	20 6%	19 5%	15 4%	51 7%	62 6%	56 6%	35 8%	30 12%	18 3%	28 5%	4 2%	2 2%	89 8%	29 3%	114 6%	5 4%
									jl	klm					o			
Between once a week and once a month	238 12%	19 8%	41 13%	39 10%	38 11%	102 14%	125 13%	113 11%	77 18%	56 23%	35 7%	54 10%	12 7%	4 6%	181 16%	58 7%	223 12%	15 14%
						a			klm	klm		j			o			
Between once a month and once every six months	276 14%	35 14%	51 16%	53 14%	44 13%	94 13%	129 13%	147 14%	83 20%	46 19%	51 10%	73 14%	17 9%	5 6%	179 16%	97 11%	257 14%	19 18%
									klm	ilm		jm			o			
Between once every six months and once a year	356 18%	40 17%	72 23%	60 16%	63 18%	120 17%	173 18%	182 18%	80 19%	50 21%	80 15%	100 19%	23 13%	15 19%	216 19%	139 16%	337 18%	18 17%
			ce						l						o			
Never	1001 50%	130 54%	134 42%	205 54%	178 52%	353 49%	486 50%	515 50%	143 34%	58 24%	332 64%	263 51%	122 68%	54 67%	453 40%	548 62%	951 50%	50 46%
		b		b	b	b			i		hik	hi	hik	hik		n		
Don't know	11 1%	3 1%	2 1%	4 1%	2 1%	- -	5 1%	6 1%	2 *	1 *	4 1%	2 *	1 1%	- -	2 *	9 1%	10 1%	1 1%
		e	e	e	e										n			
NETS																		
Net: Once a month or more	357 18%	32 13%	61 19%	58 15%	53 16%	153 21%	187 19%	169 17%	112 27%	86 36%	53 10%	82 16%	16 9%	6 8%	270 24%	87 10%	337 18%	20 19%
						acd			klm	hklm		jl			o			
Net: Less than once a month	631 32%	75 31%	123 38%	113 30%	107 31%	213 30%	302 31%	330 32%	163 39%	96 40%	131 25%	173 33%	41 23%	20 25%	395 35%	236 27%	594 31%	38 35%
			ce						ilm	ilm		jl			o			
Net: Ever	988 49%	107 45%	184 58%	171 45%	160 47%	367 51%	489 50%	499 49%	275 65%	181 76%	185 36%	255 49%	57 31%	26 33%	665 59%	323 37%	930 49%	58 53%
			acde						klm	hklm		ilm			o			

Columns Tested: a,b,c,d,e - f,g - h,i,j,k,l,m - n,o - p,q

JN303417 British Sugar Research

D2_5. How often do you visit each of the following supermarkets?

Waitrose

Base: All Respondents

	SHOPPING FREQUENCY AT SELECTED SUPERMARKETS		SUPERMARKET TYPE			VOTING INTENTION							BREXIT		
	Total	More than once a week	Less than once a week	Frequent budget shoppers	Frequent mid-range shoppers	Frequent premium shoppers	Conservative	Labour	Liberal Democrat	UKIP	SNP	Green Party	Don't know	Remain	Leave
	a	b	c	d	e	f	g	h	i	j	*k	l	m	n	
Significance Level: 95%															
Unweighted Total	2000	1256	132	1103	1850	782	643	450	159	55	48	29	604	863	879
Weighted Total	2000	1264	131	1110	1849	763	626	459	159	54	51	31	607	859	870
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than once a week	118	118	-	69	104	118	49	32	18	2	1	-	16	57	54
	6%	9%	-	6%	6%	15%	8%	7%	12%	3%	2%	-	3%	7%	6%
		b			cd		l	l	l						
Between once a week and once a month	238	151	29	120	230	238	86	55	22	5	3	3	64	119	98
	12%	12%	22%	11%	12%	31%	14%	12%	14%	9%	6%	10%	11%	14%	11%
		a			cd										
Between once a month and once every six months	276	178	44	137	261	111	92	54	32	7	5	4	80	132	111
	14%	14%	34%	12%	14%	14%	15%	12%	20%	13%	10%	14%	13%	15%	13%
		a							gl						
Between once every six months and once a year	356	221	58	216	328	118	109	83	40	11	4	11	97	161	142
	18%	18%	44%	19%	18%	15%	17%	18%	25%	20%	8%	34%	16%	19%	16%
		a		e					fgjl						
Never	1001	587	-	561	915	177	286	234	44	29	38	13	347	390	458
	50%	46%	-	51%	50%	23%	46%	51%	46%	53%	74%	42%	57%	45%	53%
		b		e	e		h	h		h	ghil		fgh		m
Don't know	11	9	-	7	9	1	4	1	2	1	-	-	3	-	7
	1%	1%	-	1%	*	*	1%	*	1%	2%	-	-	*	-	1%
															m
NETS															
Net: Once a month or more	357	269	29	189	334	357	135	87	41	6	4	3	80	176	152
	18%	21%	22%	17%	18%	47%	22%	19%	26%	12%	8%	10%	13%	20%	17%
						cd	jl	l	ijl						
Net: Less than once a month	631	400	102	353	590	228	202	137	72	18	9	15	177	293	253
	32%	32%	78%	32%	32%	30%	32%	30%	46%	33%	18%	48%	29%	34%	29%
			a				j		fgjl					n	
Net: Ever	988	669	131	542	924	585	336	224	113	24	13	18	257	469	405
	49%	53%	100%	49%	50%	77%	54%	49%	71%	45%	26%	58%	42%	55%	47%
			a			cd	jl	jl	fgijl	j		j		n	

Columns Tested: a,b - c,d,e - f,g,h,i,j,k,l - m,n

JN303417 British Sugar Research

D2_6. How often do you visit each of the following supermarkets?

Lidl

Base: All Respondents

	AGE					GENDER		REGION						SEG		GATEKEEPER STATUS		
	Total	18-24	25-34	35-44	45-54	55+	Male	Female	South of England exc. London	London	North of England	The Midlands	Scotland	Wales	ABC1	C2DE	Gatekeeper	Not gatekeeper
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Significance Level: 95%																		
Unweighted Total	2000	166	339	401	352	742	942	1058	442	252	498	524	168	85	1180	820	1897	103
Weighted Total	2000	240	320	380	340	720	980	1020	420	240	520	520	180	80	1120	880	1891	109
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than once a week	201	34	44	43	22	58	105	96	40	41	52	29	16	13	105	96	193	8
	10%	14%	14%	11%	7%	8%	11%	9%	9%	17%	10%	6%	9%	16%	9%	11%	10%	8%
		de	de	d					k	ijkl	k		k					
Between once a week and once a month	503	60	85	85	80	193	260	243	108	58	132	109	57	23	280	223	476	27
	25%	25%	27%	22%	24%	27%	27%	24%	26%	24%	25%	21%	32%	28%	25%	25%	25%	25%
												k						
Between once a month and once every six months	393	53	58	71	74	136	193	200	90	37	96	101	42	23	230	162	369	23
	20%	22%	18%	19%	22%	19%	20%	20%	21%	15%	18%	20%	23%	29%	21%	18%	20%	21%
									i				i	ij				
Between once every six months and once a year	338	42	55	73	64	104	145	193	71	39	90	103	24	8	190	148	321	17
	17%	17%	17%	19%	19%	14%	15%	19%	17%	16%	17%	20%	14%	10%	17%	17%	17%	16%
				e				f			m							
Never	564	52	77	108	100	228	278	286	111	65	151	177	39	14	313	250	531	32
	28%	22%	24%	28%	29%	32%	28%	28%	26%	27%	29%	34%	22%	17%	28%	28%	28%	30%
					ab						m	hilm						
Don't know	2	-	1	-	-	1	-	2	1	1	-	-	-	-	2	-	2	-
	*	-	*	-	-	*	-	*	*	*	-	-	-	-	*	-	*	-
NETS																		
Net: Once a month or more	704	93	129	128	102	251	365	339	148	99	184	138	74	35	384	320	668	36
	35%	39%	40%	34%	30%	35%	37%	33%	35%	41%	35%	27%	41%	44%	34%	36%	35%	33%
		d	d						k	k	k		k	k				
Net: Less than once a month	731	95	114	144	138	240	338	393	160	75	186	204	67	31	421	310	690	41
	37%	40%	36%	38%	41%	33%	34%	39%	38%	31%	36%	39%	37%	39%	38%	35%	36%	37%
				e							i							
Net: Ever	1435	188	243	272	240	491	702	732	308	174	369	343	141	66	805	630	1358	77
	72%	78%	76%	72%	71%	68%	72%	72%	73%	73%	71%	66%	78%	83%	72%	72%	72%	70%
		e	e						k				k	jk				

Columns Tested: a,b,c,d,e - f,g - h,i,j,k,l,m - n,o - p,q

JN303417 British Sugar Research

D2_6. How often do you visit each of the following supermarkets?

Lidl

Base: All Respondents

	SHOPPING FREQUENCY AT SELECTED SUPERMARKETS			SUPERMARKET TYPE			VOTING INTENTION							BREXIT	
	Total	More than once a week	Less than once a week	Frequent budget shoppers	Frequent mid-range shoppers	Frequent premium shoppers	Conservative	Labour	Liberal Democrat	UKIP	SNP	Green Party	Don't know	Remain	Leave
	a	b	c	d	e	f	g	h	i	j	*k	l	m	n	
Significance Level: 95%															
Unweighted Total	2000	1256	132	1103	1850	782	643	450	159	55	48	29	604	863	879
Weighted Total	2000	1264	131	1110	1849	763	626	459	159	54	51	31	607	859	870
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than once a week	201	201	-	201	189	85	51	49	23	8	7	7	53	96	81
	10%	16%	-	18%	10%	11%	8%	11%	15%	15%	13%	22%	9%	11%	9%
		b		de					fl						
Between once a week and once a month	503	295	60	503	474	196	158	128	38	9	16	6	145	229	211
	25%	23%	46%	45%	26%	26%	25%	28%	24%	16%	31%	19%	24%	27%	24%
		a		de											
Between once a month and once every six months	393	240	37	156	362	145	125	90	31	12	12	5	115	167	180
	20%	19%	28%	14%	20%	19%	20%	20%	19%	22%	24%	15%	19%	19%	21%
			a		c	c									
Between once every six months and once a year	338	206	34	106	311	140	108	73	27	11	6	6	105	138	150
	17%	16%	26%	10%	17%	18%	17%	16%	17%	21%	12%	20%	17%	16%	17%
			a		c	c									
Never	564	321	-	143	511	197	184	119	40	14	11	7	187	230	246
	28%	25%	-	13%	28%	26%	29%	26%	25%	26%	21%	24%	31%	27%	28%
		b			c	c									
Don't know	2	1	-	1	2	-	-	-	-	-	-	-	2	-	1
	*	*	-	*	*	-	-	-	-	-	-	-	*	-	*
NETS															
Net: Once a month or more	704	496	60	704	663	281	209	177	61	17	22	13	198	325	293
	35%	39%	46%	63%	36%	37%	33%	38%	38%	31%	44%	41%	33%	38%	34%
				de											
Net: Less than once a month	731	446	71	262	673	285	234	164	58	23	18	11	220	304	330
	37%	35%	54%	24%	36%	37%	37%	36%	36%	43%	36%	35%	36%	35%	38%
			a		c	c									
Net: Ever	1435	942	131	965	1336	566	443	340	119	40	41	23	418	629	622
	72%	75%	100%	87%	72%	74%	71%	74%	75%	74%	79%	76%	69%	73%	72%
			a	de											

Columns Tested: a,b - c,d,e - f,g,h,i,j,k,l - m,n

JN303417 British Sugar Research

D2_7. How often do you visit each of the following supermarkets?

Aldi

Base: All Respondents

	AGE					GENDER		REGION						SEG		GATEKEEPER STATUS		
	Total	18-24	25-34	35-44	45-54	55+	Male	Female	South of England exc. London	London	North of England	The Midlands	Scotland	Wales	ABC1	C2DE	Gatekeeper	Not gatekeeper
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Significance Level: 95%																		
Unweighted Total	2000	166	339	401	352	742	942	1058	442	252	498	524	168	85	1180	820	1897	103
Weighted Total	2000	240	320	380	340	720	980	1020	420	240	520	520	180	80	1120	880	1891	109
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than once a week	258 13%	52 22%	51 16%	49 13%	31 9%	75 10%	123 13%	136 13%	37 9%	21 9%	106 20%	58 11%	24 13%	9 11%	136 12%	122 14%	251 13%	7 7%
		cde	de								hiklm							
Between once a week and once a month	539 27%	62 26%	94 29%	89 24%	96 28%	198 27%	254 26%	286 28%	88 21%	44 18%	167 32%	162 31%	48 26%	29 36%	301 27%	238 27%	517 27%	23 21%
											hi	hi	i	hi				
Between once a month and once every six months	367 18%	45 19%	62 19%	54 14%	63 19%	143 20%	204 21%	163 16%	84 20%	37 15%	89 17%	97 19%	36 20%	20 25%	195 17%	173 20%	353 19%	15 13%
						c	g											
Between once every six months and once a year	312 16%	36 15%	49 15%	74 20%	57 17%	95 13%	133 14%	180 18%	72 17%	40 17%	80 15%	81 16%	25 14%	11 13%	174 16%	138 16%	288 15%	24 22%
				e			f											
Never	519 26%	43 18%	63 20%	113 30%	91 27%	209 29%	264 27%	254 25%	139 33%	96 40%	78 15%	120 23%	48 26%	11 13%	312 28%	207 24%	479 25%	40 37%
			ab	ab	ab				jkm	jklm		jm	jm		o		p	
Don't know	4 *	1 1%	2 1%	- -	1 *	- -	2 *	2 *	- -	2 1%	- -	1 *	- -	1 1%	3 *	1 *	4 *	- -
		e	e										hj					
NETS																		
Net: Once a month or more	797 40%	114 48%	145 45%	139 36%	127 37%	273 38%	376 38%	421 41%	125 30%	66 27%	273 53%	220 42%	71 40%	38 47%	437 39%	361 41%	768 41%	30 27%
		cde	cde								hikl	hi	hi	hi			q	
Net: Less than once a month	680 34%	81 34%	111 35%	129 34%	121 36%	238 33%	337 34%	343 34%	156 37%	77 32%	169 32%	178 34%	61 34%	31 38%	369 33%	311 35%	641 34%	39 36%
Net: Ever	1477 74%	195 81%	256 80%	267 70%	248 73%	511 71%	713 73%	764 75%	281 67%	143 59%	442 85%	398 77%	132 74%	68 86%	806 72%	671 76%	1409 74%	69 63%
		cde	cde								hikl	hi	i	hil	n		q	

Columns Tested: a,b,c,d,e - f,g - h,i,j,k,l,m - n,o - p,q

JN303417 British Sugar Research

D2_7. How often do you visit each of the following supermarkets?

Aldi

Base: All Respondents

	SHOPPING FREQUENCY AT SELECTED SUPERMARKETS			SUPERMARKET TYPE			VOTING INTENTION							BREXIT	
	Total	More than once a week	Less than once a week	Frequent budget shoppers	Frequent mid-range shoppers	Frequent premium shoppers	Conservative	Labour	Liberal Democrat	UKIP	SNP	Green Party	Don't know	Remain	Leave
	a	b	c	d	e	f	g	h	i	j	*k	l	m	n	
Significance Level: 95%															
Unweighted Total	2000	1256	132	1103	1850	782	643	450	159	55	48	29	604	863	879
Weighted Total	2000	1264	131	1110	1849	763	626	459	159	54	51	31	607	859	870
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than once a week	258	258	-	258	242	100	72	81	21	6	6	3	69	109	114
	13%	20%	-	23%	13%	13%	11%	18%	14%	11%	11%	10%	11%	13%	13%
		b		de				fl							
Between once a week and once a month	539	290	52	539	501	207	171	130	38	15	15	6	164	210	259
	27%	23%	40%	49%	27%	27%	27%	28%	24%	27%	29%	20%	27%	24%	30%
		a		de										m	
Between once a month and once every six months	367	212	49	125	339	136	130	70	32	11	10	7	106	159	164
	18%	17%	37%	11%	18%	18%	21%	15%	20%	21%	20%	22%	17%	18%	19%
		a		c	c		g								
Between once every six months and once a year	312	196	30	83	291	117	87	85	33	8	6	6	86	135	136
	16%	16%	23%	7%	16%	15%	14%	19%	21%	14%	12%	20%	14%	16%	16%
		a		c	c		f	fl							
Never	519	304	-	105	472	201	166	92	33	14	14	9	180	245	195
	26%	24%	-	9%	26%	26%	26%	20%	21%	26%	28%	28%	30%	29%	22%
		b			c	c	g						gh	n	
Don't know	4	4	-	-	4	2	2	1	-	-	-	-	1	1	2
	*	*	-	-	*	*	*	*	-	-	-	-	*	*	*
NETS															
Net: Once a month or more	797	548	52	797	743	306	243	210	60	21	20	9	233	319	373
	40%	43%	40%	72%	40%	40%	39%	46%	38%	39%	40%	30%	38%	37%	43%
				de				fl						m	
Net: Less than once a month	680	408	79	208	630	253	216	156	65	19	16	13	192	294	300
	34%	32%	60%	19%	34%	33%	35%	34%	41%	35%	32%	42%	32%	34%	34%
		a		c	c				l						
Net: Ever	1477	956	131	1005	1373	560	459	366	125	40	37	22	425	613	672
	74%	76%	100%	91%	74%	73%	73%	80%	79%	74%	72%	72%	70%	71%	77%
			a	de				fl	l					m	

Columns Tested: a,b - c,d,e - f,g,h,i,j,k,l - m,n

JN303417 British Sugar Research

D2_8. How often do you visit each of the following supermarkets?

Co-Operative

Base: All Respondents

	AGE					GENDER		REGION						SEG		GATEKEEPER STATUS		
	Total	18-24	25-34	35-44	45-54	55+	Male	Female	South of England exc. London	London	North of England	The Midlands	Scotland	Wales	ABC1	C2DE	Gatekeeper	Not gatekeeper
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Significance Level: 95%																		
Unweighted Total	2000	166	339	401	352	742	942	1058	442	252	498	524	168	85	1180	820	1897	103
Weighted Total	2000	240	320	380	340	720	980	1020	420	240	520	520	180	80	1120	880	1891	109
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than once a week	221 11%	33 14%	46 14%	41 11%	32 10%	68 9%	103 11%	117 12%	51 12%	22 9%	55 11%	56 11%	31 17%	5 6%	119 11%	101 12%	207 11%	13 12%
			e									ijklm						
Between once a week and once a month	423 21%	60 25%	71 22%	87 23%	61 18%	144 20%	213 22%	210 21%	95 23%	44 18%	106 20%	115 22%	44 24%	15 19%	245 22%	177 20%	396 21%	26 24%
Between once a month and once every six months	358 18%	50 21%	66 21%	75 20%	54 16%	113 16%	175 18%	183 18%	84 20%	44 19%	92 18%	90 17%	28 15%	14 18%	210 19%	147 17%	339 18%	18 17%
			e															
Between once every six months and once a year	387 19%	36 15%	58 18%	68 18%	82 24%	144 20%	190 19%	197 19%	86 21%	42 17%	116 22%	90 17%	36 20%	15 19%	211 19%	176 20%	368 19%	19 18%
				ac							k							
Never	600 30%	57 24%	77 24%	108 29%	106 31%	251 35%	295 30%	305 30%	101 24%	87 36%	148 28%	165 32%	41 23%	29 37%	327 29%	273 31%	569 30%	30 28%
				b	abc					hjl		hl	hl					
Don't know	12 1%	3 1%	3 1%	2 1%	4 1%	1 *	4 *	8 1%	2 *	2 1%	3 1%	3 1%	- -	1 1%	7 1%	6 1%	11 1%	1 1%
		e		e														
NETS																		
Net: Once a month or more	643 32%	94 39%	117 36%	127 34%	94 28%	212 29%	316 32%	327 32%	146 35%	65 27%	161 31%	171 33%	75 41%	20 25%	364 33%	279 32%	604 32%	40 36%
		de	de						i			ijklm						
Net: Less than once a month	745 37%	87 36%	123 39%	142 37%	136 40%	256 36%	365 37%	380 37%	171 41%	86 36%	208 40%	181 35%	64 35%	29 37%	422 38%	323 37%	707 37%	38 35%
Net: Ever	1388 69%	180 75%	240 75%	270 71%	230 68%	468 65%	681 69%	707 69%	317 75%	151 63%	368 71%	352 68%	139 77%	50 62%	786 70%	602 68%	1310 69%	77 71%
		e	de	e					ikm		i		ikm					

Columns Tested: a,b,c,d,e - f,g - h,i,j,k,l,m - n,o - p,q

JN303417 British Sugar Research

D2_8. How often do you visit each of the following supermarkets?

Co-Operative

Base: All Respondents

	SHOPPING FREQUENCY AT SELECTED SUPERMARKETS			SUPERMARKET TYPE			VOTING INTENTION							BREXIT	
	Total	More than once a week	Less than once a week	Frequent budget shoppers	Frequent mid-range shoppers	Frequent premium shoppers	Conservative	Labour	Liberal Democrat	UKIP	SNP	Green Party	Don't know	Remain	Leave
	a	b	c	d	e	f	g	h	i	j	*k	l	m	n	
Significance Level: 95%															
Unweighted Total	2000	1256	132	1103	1850	782	643	450	159	55	48	29	604	863	879
Weighted Total	2000	1264	131	1110	1849	763	626	459	159	54	51	31	607	859	870
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
More than once a week	221	221	-	131	221	100	63	61	16	6	12	1	61	100	89
	11%	17%	-	12%	12%	13%	10%	13%	10%	12%	23%	3%	10%	12%	10%
		b								fhl					
Between once a week and once a month	423	248	49	250	423	186	135	101	38	7	16	8	118	184	182
	21%	20%	37%	23%	23%	24%	22%	22%	24%	12%	31%	27%	19%	21%	21%
		a								i					
Between once a month and once every six months	358	222	41	206	327	144	111	91	37	9	4	6	97	159	150
	18%	18%	31%	19%	18%	19%	18%	20%	24%	16%	8%	19%	16%	18%	17%
		a						j	jl						
Between once every six months and once a year	387	223	42	217	345	140	113	91	33	11	8	6	125	176	167
	19%	18%	32%	20%	19%	18%	18%	20%	21%	20%	17%	20%	21%	21%	19%
		a													
Never	600	344	-	296	523	188	200	115	33	22	11	9	203	236	277
	30%	27%	-	27%	28%	25%	32%	25%	21%	40%	22%	28%	33%	28%	32%
		b					gh			ghj			gh		
Don't know	12	6	-	10	10	4	4	1	2	-	-	1	4	4	4
	1%	1%	-	1%	1%	1%	1%	*	1%	-	-	3%	1%	*	1%
NETS															
Net: Once a month or more	643	469	49	382	643	287	198	162	54	13	28	9	179	284	271
	32%	37%	37%	34%	35%	38%	32%	35%	34%	24%	54%	30%	29%	33%	31%
								l		fghil					
Net: Less than once a month	745	445	82	423	673	285	224	182	70	19	12	12	221	335	318
	37%	35%	63%	38%	36%	37%	36%	40%	44%	36%	24%	38%	36%	39%	37%
			a					j	fj						
Net: Ever	1388	914	131	804	1316	571	422	343	124	32	40	21	400	619	589
	69%	72%	100%	72%	71%	75%	67%	75%	78%	60%	78%	68%	66%	72%	68%
			a					fil	fil		i		n		

Columns Tested: a,b - c,d,e - f,g,h,i,j,k,l - m,n

JN303417 British Sugar Research

Q1. When shopping for groceries for yourself or your family, how important or otherwise are each of the following considerations?

Net: Top rank

Base: All Respondents

	AGE					GENDER		REGION						SEG		GATEKEEPER STATUS		
	Total	18-24	25-34	35-44	45-54	55+	Male	Female	South of England exc. London	London	North of England	The Midlands	Scotland	Wales	ABC1	C2DE	Gatekeeper	Not gatekeeper
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Significance Level: 95%																		
Unweighted Total	2000	166	339	401	352	742	942	1058	442	252	498	524	168	85	1180	820	1897	103
Weighted Total	2000	240	320	380	340	720	980	1020	420	240	520	520	180	80	1120	880	1891	109
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Supporting my local community (e.g. buying from local farmers etc.)	440 22%	62 26%	83 26% de	86 23%	67 20%	142 20%	215 22%	226 22%	88 21%	55 23% m	111 21%	120 23% m	45 25% m	10 13%	236 21%	204 23%	418 22%	22 20%
Supporting British jobs (e.g. buying from companies which produce in the UK)	334 17%	45 19%	48 15%	70 18%	62 18%	110 15%	170 17%	164 16%	73 17%	41 17%	91 17%	81 16%	25 14%	16 20%	191 17%	144 16%	313 17%	21 19%
Value for money	280 14%	22 9%	53 17% ad	66 17% ad	36 11%	102 14%	148 15%	131 13%	58 14%	27 11%	75 14%	71 14%	28 16%	13 17%	162 14%	118 13%	265 14%	14 13%
Price	238 12%	31 13%	38 12%	36 10%	50 15% c	84 12%	110 11%	128 13%	45 11%	25 10%	63 12%	67 13%	24 14%	7 9%	131 12%	107 12%	222 12%	16 15%
Quality	188 9%	21 9%	26 8%	33 9%	35 10%	72 10%	82 8%	106 10%	39 9%	15 6%	52 10%	51 10%	18 10%	11 14% i	107 10%	80 9%	180 10%	7 7%
Buying organic products	182 9%	20 9%	24 7%	33 9%	31 9%	73 10%	93 9%	89 9%	38 9%	33 14% jk	36 7%	47 9%	17 9%	9 12%	106 9%	76 9%	172 9%	9 9%
The environmental impact of my purchase	167 8%	13 5%	23 7%	33 9%	29 9%	69 10%	81 8%	86 8%	43 10%	17 7%	46 9%	38 7%	14 8%	8 10%	98 9%	69 8%	161 8%	6 6%
Brand	162 8%	19 8%	22 7%	22 6%	31 9%	69 10% c	74 8%	88 9%	34 8%	24 10%	44 8%	41 8%	9 5%	4 5%	85 8%	78 9%	150 8%	13 12%

Columns Tested: a,b,c,d,e - f,g - h,i,j,k,l,m - n,o - p,q

JN303417 British Sugar Research

Q1. When shopping for groceries for yourself or your family, how important or otherwise are each of the following considerations?

Net: Top rank

Base: All Respondents

	SHOPPING FREQUENCY AT SELECTED SUPERMARKETS			SUPERMARKET TYPE			VOTING INTENTION							BREXIT	
	Total	More than once a week	Less than once a week	Frequent budget shoppers	Frequent mid-range shoppers	Frequent premium shoppers	Conservative	Labour	Liberal Democrat	UKIP	SNP	Green Party	Don't know	Remain	Leave
	a	b	c	d	e	f	g	h	i	j	*k	l	m	n	
Significance Level: 95%															
Unweighted Total	2000	1256	132	1103	1850	782	643	450	159	55	48	29	604	863	879
Weighted Total	2000	1264	131	1110	1849	763	626	459	159	54	51	31	607	859	870
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Supporting my local community (e.g. buying from local farmers etc.)	440 22%	278 22%	34 26%	254 23%	411 22%	174 23%	148 24%	114 25% il	30 19%	7 12%	16 32% il	8 26%	116 19%	189 22%	186 21%
Supporting British jobs (e.g. buying from companies which produce in the UK)	334 17%	207 16%	25 19%	186 17%	307 17%	121 16%	99 16%	70 15%	25 16%	9 17%	6 12%	8 25%	114 19%	144 17%	144 17%
Value for money	280 14%	165 13%	22 17%	160 14%	255 14%	105 14%	93 15%	60 13%	20 13%	11 20%	9 18%	2 6%	81 13%	126 15%	122 14%
Price	238 12%	146 12%	12 9%	127 11%	223 12%	93 12%	68 11%	68 15%	21 13%	8 16%	3 6%	1 3%	66 11%	107 12%	108 12%
Quality	188 9%	119 9%	12 9%	96 9%	174 9%	80 10%	52 8%	46 10%	19 12%	4 7%	5 10%	2 6%	58 10%	92 11%	76 9%
Buying organic products	182 9%	123 10%	8 6%	99 9%	167 9%	65 9%	58 9%	39 8%	17 11%	4 7%	3 5%	5 16%	56 9%	67 8%	89 10%
The environmental impact of my purchase	167 8%	109 9%	8 6%	92 8%	150 8%	63 8%	48 8%	34 7%	19 12%	6 12%	4 9%	- -	55 9%	66 8%	73 8%
Brand	162 8%	109 9%	10 8%	86 8%	152 8%	61 8%	58 9%	25 6%	7 5%	5 9%	4 9%	4 13%	57 9%	64 7%	71 8%

Columns Tested: a,b - c,d,e - f,g,h,i,j,k,l - m,n

JN303417 British Sugar Research

Q1. When shopping for groceries for yourself or your family, how important or otherwise are each of the following considerations?

Net: Top 3

Base: All Respondents

	AGE					GENDER		REGION						SEG		GATEKEEPER STATUS		
	Total	18-24	25-34	35-44	45-54	55+	Male	Female	South of England exc. London	London	North of England	The Midlands	Scotland	Wales	ABC1	C2DE	Gatekeeper	Not gatekeeper
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Significance Level: 95%																		
Unweighted Total	2000	166	339	401	352	742	942	1058	442	252	498	524	168	85	1180	820	1897	103
Weighted Total	2000	240	320	380	340	720	980	1020	420	240	520	520	180	80	1120	880	1891	109
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Supporting my local community (e.g. buying from local farmers etc.)	863 43%	104 44%	137 43%	166 44%	148 43%	308 43%	413 42%	450 44%	181 43%	111 46%	237 45%	217 42%	70 39%	30 38%	468 42%	395 45%	821 43%	43 39%
Supporting British jobs (e.g. buying from companies which produce in the UK)	831 42%	98 41%	130 41%	166 44%	148 44%	289 40%	421 43%	410 40%	179 43%	96 40%	220 42%	201 39%	77 43%	39 49%	479 43%	352 40%	788 42%	43 39%
Price	755 38%	101 42%	125 39%	126 33%	131 39%	271 38%	361 37%	394 39%	151 36%	84 35%	208 40%	207 40%	62 34%	30 38%	427 38%	328 37%	712 38%	43 40%
Value for money	753 38%	83 34%	131 41%	157 41%	111 33%	271 38%	393 40%	360 35%	159 38%	87 36%	192 37%	193 37%	69 38%	35 43%	438 39%	314 36%	710 38%	42 39%
Quality	727 36%	93 39%	123 38%	129 34%	117 35%	265 37%	332 34%	395 39%	170 41%	87 36%	186 36%	181 35%	62 35%	29 37%	385 34%	342 39%	685 36%	41 38%
The environmental impact of my purchase	683 34%	72 30%	96 30%	147 39%	110 32%	259 36%	358 36%	326 32%	142 34%	79 33%	170 33%	180 35%	68 38%	31 39%	386 34%	297 34%	643 34%	40 37%
Brand	673 34%	75 31%	102 32%	111 29%	123 36%	263 36%	313 32%	360 35%	150 36%	79 33%	176 34%	170 33%	60 33%	23 29%	386 34%	287 33%	630 33%	43 39%
Buying organic products	663 33%	72 30%	107 33%	122 32%	130 38%	233 32%	327 33%	336 33%	127 30%	89 37%	159 31%	190 37%	64 36%	21 26%	369 33%	295 33%	633 33%	31 28%

Columns Tested: a,b,c,d,e - f,g - h,i,j,k,l,m - n,o - p,q

JN303417 British Sugar Research

Q1. When shopping for groceries for yourself or your family, how important or otherwise are each of the following considerations?

Net: Top 3

Base: All Respondents

	SHOPPING FREQUENCY AT SELECTED SUPERMARKETS			SUPERMARKET TYPE			VOTING INTENTION							BREXIT	
	Total	More than once a week	Less than once a week	Frequent budget shoppers	Frequent mid-range shoppers	Frequent premium shoppers	Conservative	Labour	Liberal Democrat	UKIP	SNP	Green Party	Don't know	Remain	Leave
	a	b	c	d	e	f	g	h	i	j	*k	l	m	n	
Significance Level: 95%															
Unweighted Total	2000	1256	132	1103	1850	782	643	450	159	55	48	29	604	863	879
Weighted Total	2000	1264	131	1110	1849	763	626	459	159	54	51	31	607	859	870
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Supporting my local community (e.g. buying from local farmers etc.)	863 43%	555 44%	61 46%	484 44%	809 44%	336 44%	285 46% h	203 44%	56 36%	24 44%	24 47%	15 48%	253 42%	370 43%	375 43%
Supporting British jobs (e.g. buying from companies which produce in the UK)	831 42%	529 42%	55 42%	477 43%	765 41%	323 42%	257 41%	185 40%	65 41%	23 42%	23 45%	12 37%	260 43%	346 40%	368 42%
Price	755 38%	498 39%	49 38%	430 39%	700 38%	306 40%	223 36%	175 38%	65 41%	27 49% fj	15 29%	13 42%	234 39%	335 39%	326 37%
Value for money	753 38%	465 37%	44 34%	415 37%	701 38%	283 37%	243 39%	171 37%	62 39%	18 33%	15 30%	8 27%	229 38%	330 38%	318 37%
Quality	727 36%	447 35%	51 39%	403 36%	677 37%	281 37%	231 37%	172 37%	68 43% l	22 40%	17 33%	11 35%	201 33%	323 38%	320 37%
The environmental impact of my purchase	683 34%	423 33%	43 33%	372 34%	619 33%	234 31%	220 35%	159 35%	57 36%	17 32%	18 36%	7 24%	202 33%	289 34%	304 35%
Brand	673 34%	426 34%	44 34%	360 32%	614 33%	264 35%	197 31%	145 32%	55 34%	18 33%	19 38%	15 47%	219 36%	291 34%	278 32%
Buying organic products	663 33%	414 33%	46 35%	358 32%	615 33%	249 33%	212 34%	151 33%	48 30%	12 23%	22 43% i	11 34%	202 33%	274 32%	302 35%

Columns Tested: a,b - c,d,e - f,g,h,i,j,k,l - m,n

JN303417 British Sugar Research

Q1_SUM. When shopping for groceries for yourself or your family, how important or otherwise are each of the following considerations?

SUMMARY TABLE

Base: All Respondents

	Total	Ranked 1	Ranked 2	Ranked 3	Ranked 4	Ranked 5	Ranked 6	Ranked 7	Ranked 8	Net: 1-3	No response	Mean
Supporting my local community (e.g. buying from local farmers etc.)	2000 100%	440 22%	224 11%	199 10%	233 12%	201 10%	213 11%	223 11%	234 12%	863 43%	32 2%	4.1
Supporting British jobs (e.g. buying from companies which produce in the UK)	2000 100%	334 17%	272 14%	224 11%	214 11%	218 11%	234 12%	243 12%	223 11%	831 42%	37 2%	4.3
Value for money	2000 100%	280 14%	240 12%	233 12%	244 12%	249 12%	234 12%	242 12%	235 12%	753 38%	43 2%	4.4
Price	2000 100%	238 12%	290 15%	226 11%	250 13%	247 12%	257 13%	216 11%	229 11%	755 38%	46 2%	4.4
Quality	2000 100%	188 9%	285 14%	254 13%	250 12%	237 12%	265 13%	251 13%	224 11%	727 36%	47 2%	4.5
Buying organic products	2000 100%	182 9%	214 11%	268 13%	271 14%	283 14%	258 13%	244 12%	236 12%	663 33%	44 2%	4.6
The environmental impact of my purchase	2000 100%	167 8%	227 11%	290 14%	236 12%	257 13%	256 13%	267 13%	256 13%	683 34%	46 2%	4.7
Brand	2000 100%	162 8%	230 12%	280 14%	270 13%	268 13%	234 12%	254 13%	267 13%	673 34%	34 2%	4.7

JN303417 British Sugar Research

Q1_1. When shopping for groceries for yourself or your family, how important or otherwise are each of the following considerations?

Supporting my local community (e.g. buying from local farmers etc.)

Base: All Respondents

	Total	AGE					GENDER		REGION						SEG		GATEKEEPER STATUS	
		18-24	25-34	35-44	45-54	55+	Male	Female	South of England exc. London	London	North of England	The Midlands	Scotland	Wales	ABC1	C2DE	Gatekeeper	Not gatekeeper
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Significance Level: 95%																		
Unweighted Total	2000	166	339	401	352	742	942	1058	442	252	498	524	168	85	1180	820	1897	103
Weighted Total	2000	240	320	380	340	720	980	1020	420	240	520	520	180	80	1120	880	1891	109
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Ranked 1	(1) 440 22%	62 26%	83 26%	86 23%	67 20%	142 20%	215 22%	226 22%	88 21%	55 23%	111 21%	120 23%	45 25%	10 13%	236 21%	204 23%	418 22%	22 20%
			de							m		m	m					
Ranked 2	(2) 224 11%	22 9%	27 8%	45 12%	43 13%	87 12%	104 11%	120 12%	49 12%	30 12%	64 12%	48 9%	14 8%	12 15%	118 11%	106 12%	206 11%	18 17%
Ranked 3	(3) 199 10%	20 8%	27 8%	35 9%	38 11%	79 11%	94 10%	105 10%	43 10%	26 11%	62 12%	49 9%	11 6%	8 10%	115 10%	84 10%	196 10%	3 3%
											i						q	
Ranked 4	(4) 233 12%	20 8%	40 13%	41 11%	48 14%	83 12%	118 12%	114 11%	56 13%	27 11%	53 10%	64 12%	20 11%	12 15%	137 12%	96 11%	218 12%	15 14%
Ranked 5	(5) 201 10%	30 13%	29 9%	32 8%	40 12%	71 10%	93 9%	109 11%	39 9%	16 7%	48 9%	60 12%	25 14%	8 10%	121 11%	81 9%	194 10%	7 6%
												i	i					
Ranked 6	(6) 213 11%	25 10%	27 9%	42 11%	26 8%	93 13%	112 11%	102 10%	42 10%	26 11%	61 12%	52 10%	18 10%	13 17%	110 10%	104 12%	199 11%	14 13%
						bd												
Ranked 7	(7) 223 11%	26 11%	33 10%	42 11%	43 13%	79 11%	117 12%	106 10%	46 11%	24 10%	50 10%	61 12%	29 16%	4 5%	129 12%	94 11%	210 11%	13 12%
													jm					
Ranked 8	(8) 234 12%	23 10%	46 14%	45 12%	34 10%	86 12%	116 12%	117 11%	51 12%	29 12%	64 12%	56 11%	15 8%	12 14%	140 13%	94 11%	217 11%	16 15%
NETS																		
Net: 1-3	863 43%	104 44%	137 43%	166 44%	148 43%	308 43%	413 42%	450 44%	181 43%	111 46%	237 45%	217 42%	70 39%	30 38%	468 42%	395 45%	821 43%	43 39%
No response	32 2%	12 5%	7 2%	11 3%	2 1%	- -	11 1%	21 2%	4 1%	7 3%	7 1%	9 2%	3 2%	1 1%	15 1%	17 2%	32 2%	- -
		de	e	de	e													
Mean score	4.1	4.0	4.1	4.1	4.1	4.2	4.2	4.1	4.1	4.0	4.1	4.1	4.2	4.4	4.2	4.0	4.1	4.3
Standard deviation	2.45	2.48	2.57	2.49	2.36	2.42	2.46	2.44	2.44	2.49	2.45	2.44	2.46	2.33	2.45	2.45	2.45	2.56
Standard error	.06	.20	.14	.13	.13	.09	.08	.08	.12	.16	.11	.11	.19	.25	.07	.09	.06	.25

Columns Tested: a,b,c,d,e - f,g - h,i,j,k,l,m - n,o - p,q

JN303417 British Sugar Research

Q1_1. When shopping for groceries for yourself or your family, how important or otherwise are each of the following considerations?

Supporting my local community (e.g. buying from local farmers etc.)

Base: All Respondents

	SHOPPING FREQUENCY AT SELECTED SUPERMARKETS			SUPERMARKET TYPE			VOTING INTENTION							BREXIT	
	Total	More than once a week	Less than once a week	Frequent budget shoppers	Frequent mid-range shoppers	Frequent premium shoppers	Conservative	Labour	Liberal Democrat	UKIP	SNP	Green Party	Don't know	Remain	Leave
	a	b	c	d	e	f	g	h	i	j	*k	l	m	n	
Significance Level: 95%															
Unweighted Total	2000	1256	132	1103	1850	782	643	450	159	55	48	29	604	863	879
Weighted Total	2000	1264	131	1110	1849	763	626	459	159	54	51	31	607	859	870
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Ranked 1	(1) 440	278	34	254	411	174	148	114	30	7	16	8	116	189	186
		22%	26%	23%	22%	23%	24%	25%	19%	12%	32%	26%	19%	22%	21%
								il		il					
Ranked 2	(2) 224	148	17	129	207	81	74	39	13	7	6	2	81	95	96
		12%	13%	12%	11%	11%	12%	8%	8%	12%	12%	6%	13%	11%	11%
													g		
Ranked 3	(3) 199	128	10	101	191	81	63	50	13	10	1	5	56	85	93
		10%	8%	9%	10%	11%	10%	11%	8%	20%	2%	15%	9%	10%	11%
										fhjl					
Ranked 4	(4) 233	145	15	129	211	96	76	50	19	6	7	2	70	103	104
		11%	11%	12%	11%	13%	12%	11%	12%	11%	14%	8%	12%	12%	12%
Ranked 5	(5) 201	126	14	103	192	63	58	42	19	8	4	3	65	87	85
		10%	11%	9%	10%	8%	9%	9%	12%	15%	8%	11%	11%	10%	10%
Ranked 6	(6) 213	122	19	123	187	84	62	51	22	9	3	2	65	85	86
		10%	14%	11%	10%	11%	10%	11%	14%	16%	6%	7%	11%	10%	10%
Ranked 7	(7) 223	147	9	122	206	86	71	52	17	1	10	3	64	100	103
		12%	7%	11%	11%	11%	11%	11%	11%	2%	20%	9%	11%	12%	12%
							i	i	i		i		i		
Ranked 8	(8) 234	147	13	127	214	91	69	53	24	5	3	4	74	101	108
		12%	10%	11%	12%	12%	11%	12%	15%	10%	6%	14%	12%	12%	12%
NETS															
Net: 1-3	863	555	61	484	809	336	285	203	56	24	24	15	253	370	375
	43%	44%	46%	44%	44%	44%	46%	44%	36%	44%	47%	48%	42%	43%	43%
							h								
No response	32	23	-	21	30	8	6	8	1	1	-	1	15	13	9
	2%	2%	-	2%	2%	1%	1%	2%	1%	2%	-	5%	2%	1%	1%
													f		
Mean score	4.1	4.1	3.9	4.1	4.1	4.1	4.0	4.1	4.5	4.1	3.8	4.0	4.2	4.1	4.2
									f						
Standard deviation	2.45	2.46	2.43	2.47	2.45	2.46	2.46	2.49	2.45	2.12	2.55	2.57	2.43	2.46	2.46
Standard error	.06	.07	.21	.07	.06	.09	.10	.12	.19	.29	.37	.49	.10	.08	.08

Columns Tested: a,b - c,d,e - f,g,h,i,j,k,l - m,n

JN303417 British Sugar Research

Q1_2. When shopping for groceries for yourself or your family, how important or otherwise are each of the following considerations?

Supporting British jobs (e.g. buying from companies which produce in the UK)

Base: All Respondents

	Total	AGE					GENDER		REGION						SEG		GATEKEEPER STATUS		
		18-24	25-34	35-44	45-54	55+	Male	Female	South of England exc. London	London	North of England	The Midlands	Scotland	Wales	ABC1	C2DE	Gatekeeper	Not gatekeeper	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Significance Level: 95%																			
Unweighted Total	2000	166	339	401	352	742	942	1058	442	252	498	524	168	85	1180	820	1897	103	
Weighted Total	2000	240	320	380	340	720	980	1020	420	240	520	520	180	80	1120	880	1891	109	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Ranked 1	(1)	334	45	48	70	62	110	170	164	73	41	91	81	25	16	191	144	313	21
		17%	19%	15%	18%	18%	15%	17%	16%	17%	17%	17%	16%	14%	20%	17%	16%	17%	19%
Ranked 2	(2)	272	26	52	52	45	98	143	129	60	30	70	68	29	13	157	116	261	11
		14%	11%	16%	14%	13%	14%	15%	13%	14%	12%	13%	13%	16%	16%	14%	13%	14%	11%
Ranked 3	(3)	224	28	30	45	41	82	108	117	46	26	60	53	24	10	131	93	214	10
		11%	12%	9%	12%	12%	11%	11%	11%	11%	11%	12%	10%	13%	12%	12%	11%	11%	9%
Ranked 4	(4)	214	26	40	37	34	78	106	108	42	25	62	57	20	6	117	97	199	15
		11%	11%	12%	10%	10%	11%	11%	11%	10%	10%	12%	11%	11%	8%	10%	11%	11%	13%
Ranked 5	(5)	218	14	30	43	39	92	106	112	60	25	54	56	16	7	118	101	211	7
		11%	6%	9%	11%	11%	13% a	11%	11%	14%	10%	10%	11%	9%	9%	11%	11%	11%	7%
Ranked 6	(6)	234	33	34	49	29	88	121	113	41	28	61	69	24	6	134	100	218	16
		12%	14%	11%	13%	9%	12%	12%	11%	10%	12%	12%	13%	13%	8%	12%	11%	12%	15%
Ranked 7	(7)	243	26	44	33	45	95	120	123	43	39	58	58	26	11	143	99	227	16
		12%	11%	14%	9%	13%	13% c	12%	12%	10%	16% h	11%	11%	14%	14%	13%	11%	12%	15%
Ranked 8	(8)	223	32	38	37	39	77	95	128	49	22	58	65	13	9	111	111	212	11
		11%	13%	12%	10%	11%	11% f	10%	13%	12%	9%	11%	13%	7%	11%	10%	13%	11%	10%
NETS																			
Net: 1-3		831	98	130	166	148	289	421	410	179	96	220	201	77	39	479	352	788	43
		42%	41%	41%	44%	44%	40%	43%	40%	43%	40%	42%	39%	43%	49%	43%	40%	42%	39%
No response		37	10	5	14	7	1	12	26	5	6	6	13	4	2	18	19	36	1
		2%	4% e	2% e	4% e	2% e	*	1% f	3% f	1% f	2% f	1% f	2% f	2% f	2% f	2% f	2% f	2% f	1% f
Mean score		4.3	4.3	4.3	4.1	4.2	4.4	4.2	4.4	4.2	4.3	4.2	4.4	4.2	4.0	4.2	4.3	4.3	4.3
Standard deviation		2.38	2.48	2.40	2.35	2.42	2.33	2.35	2.40	2.37	2.38	2.37	2.38	2.28	2.49	2.36	2.39	2.37	2.43
Standard error		.05	.20	.13	.12	.13	.09	.08	.07	.11	.15	.11	.11	.18	.27	.07	.08	.06	.24

Columns Tested: a,b,c,d,e - f,g - h,i,j,k,l,m - n,o - p,q

JN303417 British Sugar Research

Q1_2. When shopping for groceries for yourself or your family, how important or otherwise are each of the following considerations?

Supporting British jobs (e.g. buying from companies which produce in the UK)

Base: All Respondents

	SHOPPING FREQUENCY AT SELECTED SUPERMARKETS			SUPERMARKET TYPE			VOTING INTENTION							BREXIT	
	Total	More than once a week	Less than once a week	Frequent budget shoppers	Frequent mid-range shoppers	Frequent premium shoppers	Conservative	Labour	Liberal Democrat	UKIP	SNP	Green Party	Don't know	Remain	Leave
	a	b	c	d	e	f	g	h	i	j	*k	l	m	n	
Significance Level: 95%															
Unweighted Total	2000	1256	132	1103	1850	782	643	450	159	55	48	29	604	863	879
Weighted Total	2000	1264	131	1110	1849	763	626	459	159	54	51	31	607	859	870
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Ranked 1	(1) 334 17%	207 16%	25 19%	186 17%	307 17%	121 16%	99 16%	70 15%	25 16%	9 17%	6 12%	8 25%	114 19%	144 17%	144 17%
Ranked 2	(2) 272 14%	183 14%	16 12%	165 15%	248 13%	122 16%	96 15%	62 13%	18 11%	7 12%	10 19%	4 12%	74 12%	105 12%	130 15%
Ranked 3	(3) 224 11%	140 11%	14 10%	126 11%	210 11%	81 11%	62 10%	53 11%	21 14%	7 12%	7 15%	- -	72 12%	97 11%	95 11%
Ranked 4	(4) 214 11%	139 11%	14 10%	134 12%	200 11%	73 10%	71 11%	56 12%	19 12%	9 16%	3 6%	4 13%	50 8%	94 11%	96 11%
Ranked 5	(5) 218 11%	138 11%	15 12%	116 10%	205 11%	80 10%	70 11%	38 8%	15 10%	6 10%	9 17%	5 16%	76 12%	92 11%	90 10%
Ranked 6	(6) 234 12%	144 11%	12 9%	116 10%	218 12%	99 13%	68 11%	67 15%	23 15%	6 12%	4 8%	2 8%	61 10%	121 14%	90 10%
Ranked 7	(7) 243 12%	157 12%	16 12%	140 13%	222 12%	94 12%	83 13%	54 12%	17 11%	5 9%	7 14%	4 13%	70 12%	110 13%	112 13%
Ranked 8	(8) 223 11%	129 10%	18 14%	104 9%	204 11%	83 11%	71 11%	50 11%	16 10%	4 7%	4 7%	4 13%	74 12%	82 10%	99 11%
NETS															
Net: 1-3	831 42%	529 42%	55 42%	477 43%	765 41%	323 42%	257 41%	185 40%	65 41%	23 42%	23 45%	12 37%	260 43%	346 40%	368 42%
No response	37 2%	27 2%	- -	24 2%	35 2%	11 1%	6 1%	10 2%	3 2%	2 3%	1 2%	- -	16 3%	14 2%	14 2%
Mean score	4.3	4.2	4.3	4.2	4.3	4.3	4.3	4.3	4.3	4.0	4.2	4.2	4.2	4.3	4.3
Standard deviation	2.38	2.35	2.47	2.34	2.37	2.38	2.38	2.35	2.32	2.23	2.25	2.58	2.44	2.34	2.39
Standard error	.05	.07	.22	.07	.06	.09	.09	.11	.18	.31	.33	.48	.10	.08	.08

Columns Tested: a,b - c,d,e - f,g,h,i,j,k,l - m,n

JN303417 British Sugar Research

Q1_3. When shopping for groceries for yourself or your family, how important or otherwise are each of the following considerations?

Value for money

Base: All Respondents

	Total	AGE					GENDER		REGION						SEG		GATEKEEPER STATUS	
		18-24	25-34	35-44	45-54	55+	Male	Female	South of England exc. London	London	North of England	The Midlands	Scotland	Wales	ABC1	C2DE	Gatekeeper	Not gatekeeper
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Significance Level: 95%																		
Unweighted Total	2000	166	339	401	352	742	942	1058	442	252	498	524	168	85	1180	820	1897	103
Weighted Total	2000	240	320	380	340	720	980	1020	420	240	520	520	180	80	1120	880	1891	109
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Ranked 1	(1)	280	22	53	66	102	148	131	58	27	75	71	28	13	162	118	265	14
		14%	9%	17%	17%	14%	15%	13%	14%	11%	14%	14%	16%	17%	14%	13%	14%	13%
			ad	ad														
Ranked 2	(2)	240	36	39	55	75	125	115	48	33	59	65	17	12	126	114	229	11
		12%	15%	12%	14%	10%	13%	11%	12%	14%	11%	13%	10%	15%	11%	13%	12%	10%
				e														
Ranked 3	(3)	233	24	39	36	94	120	113	52	26	59	58	24	10	150	83	216	17
		12%	10%	12%	9%	12%	12%	11%	12%	11%	11%	11%	13%	12%	13%	9%	11%	16%
				o														
Ranked 4	(4)	244	32	28	43	100	105	140	52	34	58	70	15	11	129	115	235	9
		12%	13%	9%	11%	12%	11%	14%	12%	14%	11%	13%	8%	13%	12%	13%	12%	9%
				b				f										
Ranked 5	(5)	249	32	36	54	83	125	124	46	31	70	66	22	11	133	116	229	21
		12%	13%	11%	14%	13%	13%	12%	11%	13%	13%	13%	12%	14%	12%	13%	12%	19%
								p										
Ranked 6	(6)	234	29	38	33	77	120	113	51	26	46	75	25	5	123	111	218	16
		12%	12%	12%	9%	17%	12%	11%	12%	11%	9%	14%	14%	7%	11%	13%	12%	15%
				ce								j						
Ranked 7	(7)	242	29	38	44	89	118	124	57	31	72	53	18	8	141	101	234	8
		12%	12%	12%	12%	12%	12%	12%	14%	13%	14%	10%	10%	10%	13%	11%	12%	7%
Ranked 8	(8)	235	26	40	37	96	98	137	53	25	70	51	24	9	137	99	223	12
		12%	11%	13%	10%	11%	10%	13%	13%	10%	14%	10%	13%	11%	12%	11%	12%	11%
				f														
NETS																		
Net: 1-3	753	83	131	157	111	271	393	360	159	87	192	193	69	35	438	314	710	42
	38%	34%	41%	41%	33%	38%	40%	35%	38%	36%	37%	37%	38%	43%	39%	36%	38%	39%
			d	d			g											
No response	43	10	8	13	9	4	21	22	3	6	12	13	8	1	19	24	43	-
	2%	4%	2%	3%	3%	1%	2%	2%	1%	2%	2%	2%	4%	1%	2%	3%	2%	-
		e	e	e	e					h	h	h	h					
Mean score	4.4	4.5	4.4	4.1	4.6	4.5	4.3	4.5	4.5	4.4	4.5	4.4	4.5	4.1	4.4	4.4	4.4	4.4
				c	c		f											
Standard deviation	2.32	2.22	2.41	2.35	2.20	2.33	2.31	2.32	2.34	2.25	2.38	2.24	2.38	2.34	2.34	2.29	2.32	2.21
Standard error	.05	.18	.13	.12	.12	.09	.08	.07	.11	.14	.11	.10	.19	.25	.07	.08	.05	.22

Columns Tested: a,b,c,d,e - f,g - h,i,j,k,l,m - n,o - p,q

JN303417 British Sugar Research

Q1_3. When shopping for groceries for yourself or your family, how important or otherwise are each of the following considerations?

Value for money

Base: All Respondents

	Total	SHOPPING FREQUENCY AT SELECTED SUPERMARKETS		SUPERMARKET TYPE			VOTING INTENTION						BREXIT			
		More than once a week	Less than once a week	Frequent budget shoppers	Frequent mid-range shoppers	Frequent premium shoppers	Conservative	Labour	Liberal Democrat	UKIP	SNP	Green Party	Don't know	Remain	Leave	
		a	b	c	d	e	f	g	h	i	j	*k	l	m	n	
Significance Level: 95%																
Unweighted Total	2000	1256	132	1103	1850	782	643	450	159	55	48	29	604	863	879	
Weighted Total	2000	1264	131	1110	1849	763	626	459	159	54	51	31	607	859	870	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Ranked 1	(1)	280	165	22	160	255	105	93	60	20	11	9	2	81	126	122
		14%	13%	17%	14%	14%	14%	15%	13%	13%	20%	18%	6%	13%	15%	14%
Ranked 2	(2)	240	154	10	126	234	93	74	60	21	1	2	2	79	109	93
		12%	12%	7%	11%	13%	12%	12%	13%	13%	2%	4%	7%	13%	13%	11%
								i	i	i			i			
Ranked 3	(3)	233	146	12	129	213	85	76	51	21	6	4	4	69	95	103
		12%	12%	9%	12%	11%	11%	12%	11%	13%	11%	8%	14%	11%	11%	12%
Ranked 4	(4)	244	160	19	137	227	102	72	54	21	9	-	5	80	101	109
		12%	13%	14%	12%	12%	13%	12%	12%	13%	17%	-	17%	13%	12%	13%
								j	j	j	j		j			
Ranked 5	(5)	249	163	20	142	225	98	82	57	19	6	7	3	75	99	119
		12%	13%	15%	13%	12%	13%	13%	12%	12%	11%	14%	11%	12%	12%	14%
Ranked 6	(6)	234	151	14	120	219	83	71	59	14	4	10	7	67	114	96
		12%	12%	11%	11%	12%	11%	11%	13%	9%	7%	20%	22%	11%	13%	11%
											h					
Ranked 7	(7)	242	135	22	126	217	87	69	55	22	7	10	5	74	106	102
		12%	11%	17%	11%	12%	11%	11%	12%	14%	13%	19%	17%	12%	12%	12%
				a												
Ranked 8	(8)	235	159	11	140	218	94	77	53	19	9	6	2	68	96	103
		12%	13%	8%	13%	12%	12%	12%	12%	12%	16%	12%	6%	11%	11%	12%
NETS																
Net: 1-3	753	465	44	415	701	283	243	171	62	18	15	8	229	330	318	
	38%	37%	34%	37%	38%	37%	39%	37%	39%	33%	30%	27%	38%	38%	37%	
No response	43	30	1	29	42	17	13	12	1	2	2	-	14	14	21	
	2%	2%	1%	3%	2%	2%	2%	3%	1%	3%	4%	-	2%	2%	2%	
Mean score	4.4	4.5	4.5	4.4	4.4	4.4	4.4	4.4	4.4	4.6	5.0	4.8	4.4	4.4	4.4	
Standard deviation	2.32	2.30	2.29	2.33	2.31	2.31	2.33	2.31	2.32	2.48	2.45	1.96	2.30	2.32	2.30	
Standard error	.05	.07	.20	.07	.05	.08	.09	.11	.18	.34	.36	.36	.09	.08	.08	

Columns Tested: a,b - c,d,e - f,g,h,i,j,k,l - m,n

JN303417 British Sugar Research

Q1_4. When shopping for groceries for yourself or your family, how important or otherwise are each of the following considerations?

Price

Base: All Respondents

	Total	AGE					GENDER		REGION						SEG		GATEKEEPER STATUS		
		18-24	25-34	35-44	45-54	55+	Male	Female	South of England exc. London	London	North of England	The Midlands	Scotland	Wales	ABC1	C2DE	Gatekeeper	Not gatekeeper	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Significance Level: 95%																			
Unweighted Total	2000	166	339	401	352	742	942	1058	442	252	498	524	168	85	1180	820	1897	103	
Weighted Total	2000	240	320	380	340	720	980	1020	420	240	520	520	180	80	1120	880	1891	109	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Ranked 1	(1)	238	31	38	36	50	84	110	128	45	25	63	67	24	7	131	107	222	16
		12%	13%	12%	10%	15%	12%	11%	13%	11%	10%	12%	13%	14%	9%	12%	12%	12%	15%
					c														
Ranked 2	(2)	290	39	46	52	44	109	145	146	44	34	83	89	22	13	167	124	278	13
		15%	16%	14%	14%	13%	15%	15%	14%	10%	14%	16%	17%	12%	16%	15%	14%	15%	12%
											h	h							
Ranked 3	(3)	226	32	41	37	37	79	106	121	62	26	62	51	15	10	129	98	212	14
		11%	13%	13%	10%	11%	11%	11%	12%	15%	11%	12%	10%	8%	13%	12%	11%	11%	13%
										kl									
Ranked 4	(4)	250	32	35	53	44	87	117	133	46	29	69	67	24	11	143	107	239	12
		13%	13%	11%	14%	13%	12%	12%	13%	11%	12%	13%	13%	13%	14%	13%	12%	13%	11%
Ranked 5	(5)	247	28	47	45	38	88	139	108	47	30	69	57	28	11	138	109	233	14
		12%	12%	15%	12%	11%	12%	14%	11%	11%	13%	13%	11%	15%	14%	12%	12%	12%	13%
							g												
Ranked 6	(6)	257	26	41	47	44	99	110	148	54	37	61	65	26	6	146	111	249	8
		13%	11%	13%	12%	13%	14%	11%	14%	13%	15%	12%	12%	14%	7%	13%	13%	13%	8%
									f										
Ranked 7	(7)	216	23	31	44	31	88	113	103	64	19	49	57	16	10	116	100	203	14
		11%	10%	10%	11%	9%	12%	12%	10%	15%	8%	9%	11%	9%	12%	10%	11%	11%	13%
										ijl									
Ranked 8	(8)	229	19	31	49	46	84	124	105	53	32	55	55	20	10	128	101	213	16
		11%	8%	10%	13%	14%	12%	13%	10%	13%	14%	11%	11%	11%	13%	11%	12%	11%	15%
NETS																			
Net: 1-3		755	101	125	126	131	271	361	394	151	84	208	207	62	30	427	328	712	43
		38%	42%	39%	33%	39%	38%	37%	39%	36%	35%	40%	40%	34%	38%	38%	37%	38%	40%
			c																
No response		46	11	9	16	6	4	17	28	7	9	10	13	5	2	23	23	44	1
		2%	5%	3%	4%	2%	1%	2%	3%	2%	4%	2%	2%	3%	2%	2%	3%	2%	1%
			de	e	de														
Mean score		4.4	4.1	4.3	4.6	4.4	4.5	4.3	4.7	4.5	4.3	4.3	4.4	4.5	4.4	4.4	4.4	4.4	4.4
					a				jk										
Standard deviation		2.27	2.20	2.22	2.26	2.35	2.28	2.29	2.26	2.28	2.27	2.24	2.30	2.26	2.27	2.26	2.28	2.26	2.41
Standard error		.05	.17	.12	.12	.13	.08	.08	.07	.11	.15	.10	.10	.18	.25	.07	.08	.05	.24

Columns Tested: a,b,c,d,e - f,g - h,i,j,k,l,m - n,o - p,q

JN303417 British Sugar Research

Q1_4. When shopping for groceries for yourself or your family, how important or otherwise are each of the following considerations?

Price

Base: All Respondents

	Total	SHOPPING FREQUENCY AT SELECTED SUPERMARKETS		SUPERMARKET TYPE			VOTING INTENTION						BREXIT			
		More than once a week	Less than once a week	Frequent budget shoppers	Frequent mid-range shoppers	Frequent premium shoppers	Conservative	Labour	Liberal Democrat	UKIP	SNP	Green Party	Don't know	Remain	Leave	
		a	b	c	d	e	f	g	h	i	j	*k	l	m	n	
Significance Level: 95%																
Unweighted Total	2000	1256	132	1103	1850	782	643	450	159	55	48	29	604	863	879	
Weighted Total	2000	1264	131	1110	1849	763	626	459	159	54	51	31	607	859	870	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Ranked 1	(1)	238	146	12	127	223	93	68	68	21	8	3	1	66	107	108
		12%	12%	9%	11%	12%	12%	11%	15%	13%	16%	6%	3%	11%	12%	12%
Ranked 2	(2)	290	191	21	171	266	112	82	66	26	13	5	5	93	126	124
		15%	15%	16%	15%	14%	15%	13%	14%	16%	24%	10%	16%	15%	15%	14%
Ranked 3	(3)	226	161	16	132	210	101	72	42	19	5	6	7	75	102	94
		11%	13%	12%	12%	11%	13%	12%	9%	12%	10%	12%	23%	12%	12%	11%
Ranked 4	(4)	250	152	21	139	224	84	77	53	19	5	12	6	79	99	111
		13%	12%	16%	13%	12%	11%	12%	12%	12%	9%	24%	19%	13%	12%	13%
Ranked 5	(5)	247	152	13	132	225	90	69	64	24	6	3	3	75	121	94
		12%	12%	10%	12%	12%	12%	11%	14%	15%	11%	6%	10%	12%	14%	11%
															n	
Ranked 6	(6)	257	147	20	158	243	91	85	54	18	5	8	7	78	98	120
		13%	12%	15%	14%	13%	12%	14%	12%	11%	9%	16%	21%	13%	11%	14%
Ranked 7	(7)	216	141	10	107	202	89	68	51	15	6	5	1	69	85	98
		11%	11%	8%	10%	11%	12%	11%	11%	10%	11%	10%	3%	11%	10%	11%
Ranked 8	(8)	229	142	17	114	213	90	91	51	14	5	6	1	57	103	102
		11%	11%	13%	10%	12%	12%	15%	11%	9%	9%	11%	3%	9%	12%	12%
								l								
NETS																
Net: 1-3	755	498	49	430	700	306	223	175	65	27	15	13	234	335	326	
	38%	39%	38%	39%	38%	40%	36%	38%	41%	49%	29%	42%	39%	39%	37%	
										fj						
No response	46	31	1	29	43	14	13	12	2	1	2	-	16	17	18	
	2%	2%	1%	3%	2%	2%	2%	3%	1%	2%	4%	-	3%	2%	2%	
Mean score	4.4	4.4	4.4	4.3	4.4	4.4	4.6	4.3	4.2	3.9	4.6	4.1	4.3	4.4	4.4	
							hi									
Standard deviation	2.27	2.27	2.22	2.23	2.28	2.30	2.31	2.33	2.22	2.37	2.06	1.74	2.21	2.28	2.30	
Standard error	.05	.06	.19	.07	.05	.08	.09	.11	.18	.32	.30	.32	.09	.08	.08	

Columns Tested: a,b - c,d,e - f,g,h,i,j,k,l - m,n

JN303417 British Sugar Research

Q1_5. When shopping for groceries for yourself or your family, how important or otherwise are each of the following considerations?

Quality

Base: All Respondents

	Total	AGE					GENDER		REGION						SEG		GATEKEEPER STATUS				
		18-24	25-34	35-44	45-54	55+	Male	Female	South of England exc. London	London	North of England	The Midlands	Scotland	Wales	ABC1	C2DE	Gatekeeper	Not gatekeeper			
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q			
Significance Level: 95%																					
Unweighted Total	2000	166	339	401	352	742	942	1058	442	252	498	524	168	85	1180	820	1897	103			
Weighted Total	2000	240	320	380	340	720	980	1020	420	240	520	520	180	80	1120	880	1891	109			
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			
Ranked 1	(1)	188 9%	21 9%	26 8%	33 9%	35 10%	72 10%	82 10%	106 10%	39 9%	15 6%	52 10%	51 10%	18 10%	11 14%	107 10%	80 9%	180 10%	7 7%		
Ranked 2	(2)	285 14%	32 13%	57 18%	46 12%	48 14%	102 14%	143 14%	142 14%	143 14%	74 18%	35 15%	70 13%	65 12%	26 15%	10 12%	160 14%	125 14%	270 14%	15 14%	
Ranked 3	(3)	254 13%	39 16%	40 12%	50 13%	34 10%	91 13%	108 11%	146 14%	108 11%	146 14%	58 14%	37 15%	64 12%	65 13%	18 10%	8 10%	117 10%	137 16%	235 12%	19 18%
Ranked 4	(4)	250 12%	35 15%	43 13%	43 11%	41 12%	88 12%	131 13%	118 12%	131 13%	118 12%	55 13%	29 12%	66 13%	66 13%	19 11%	12 15%	141 13%	109 12%	238 13%	11 10%
Ranked 5	(5)	237 12%	22 9%	38 12%	43 11%	37 11%	97 13%	113 12%	124 12%	113 12%	124 12%	37 9%	30 12%	53 10%	77 15%	19 11%	12 15%	143 13%	94 11%	219 12%	17 16%
Ranked 6	(6)	265 13%	30 13%	49 15%	47 12%	48 14%	91 13%	127 13%	137 13%	127 13%	137 13%	60 14%	35 14%	64 12%	62 12%	28 16%	12 15%	153 14%	112 13%	252 13%	13 12%
Ranked 7	(7)	251 13%	29 12%	32 10%	49 13%	44 13%	97 13%	129 13%	122 12%	129 13%	122 12%	45 11%	29 12%	68 13%	74 14%	20 11%	9 11%	145 13%	105 12%	236 12%	15 14%
Ranked 8	(8)	224 11%	16 7%	30 9%	54 14%	44 13%	81 11%	128 13%	97 9%	128 13%	97 9%	47 11%	27 11%	65 12%	47 9%	27 15%	5 7%	129 12%	95 11%	214 11%	10 9%
NETS																					
Net: 1-3		727 36%	93 39%	123 38%	129 34%	117 35%	265 37%	332 34%	395 39%	332 34%	395 39%	170 41%	87 36%	186 36%	181 35%	62 35%	29 37%	385 34%	342 39%	685 36%	41 38%
No response		47 2%	16 7%	6 2%	16 4%	8 2%	1 *	20 2%	27 3%	20 2%	27 3%	5 1%	4 1%	18 3%	14 3%	5 3%	1 1%	24 2%	23 3%	46 2%	1 1%
Mean score		4.5	4.3	4.4	4.7	4.6	4.5	4.7	4.4	4.7	4.4	4.4	4.6	4.6	4.5	4.7	4.3	4.6	4.5	4.5	4.5
Standard deviation		2.23	2.12	2.16	2.27	2.30	2.23	2.24	2.21	2.24	2.21	2.24	2.15	2.28	2.17	2.33	2.17	2.24	2.21	2.23	2.12
Standard error		.05	.17	.12	.12	.12	.08	.07	.07	.11	.14	.10	.10	.18	.24	.07	.08	.05	.05	.21	.21

Columns Tested: a,b,c,d,e - f,g - h,i,j,k,l,m - n,o - p,q

JN303417 British Sugar Research

Q1_5. When shopping for groceries for yourself or your family, how important or otherwise are each of the following considerations?

Quality

Base: All Respondents

	Total	SHOPPING FREQUENCY AT SELECTED SUPERMARKETS		SUPERMARKET TYPE			VOTING INTENTION						BREXIT		
		More than once a week	Less than once a week	Frequent budget shoppers	Frequent mid-range shoppers	Frequent premium shoppers	Conservative	Labour	Liberal Democrat	UKIP	SNP	Green Party	Don't know	Remain	Leave
		a	b	c	d	e	f	g	h	i	j	*k	l	m	n
Significance Level: 95%															
Unweighted Total	2000	1256	132	1103	1850	782	643	450	159	55	48	29	604	863	879
Weighted Total	2000	1264	131	1110	1849	763	626	459	159	54	51	31	607	859	870
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Ranked 1	(1) 188 9%	119 9%	12 9%	96 9%	174 9%	80 10%	52 8%	46 10%	19 12%	4 7%	5 10%	2 6%	58 10%	92 11%	76 9%
Ranked 2	(2) 285 14%	174 14%	21 16%	165 15%	270 15%	109 14%	95 15%	64 14%	27 17%	11 20%	7 13%	4 12%	76 13%	118 14%	137 16%
Ranked 3	(3) 254 13%	153 12%	18 14%	142 13%	233 13%	93 12%	84 13%	62 13%	22 14%	7 13%	5 9%	5 17%	68 11%	113 13%	106 12%
Ranked 4	(4) 250 12%	162 13%	16 12%	144 13%	232 13%	85 11%	66 10%	61 13%	27 17%	6 11%	4 7%	3 9%	84 14%	113 13%	98 11%
Ranked 5	(5) 237 12%	154 12%	13 10%	133 12%	215 12%	100 13%	77 12%	56 12%	13 9%	7 13%	5 10%	7 22%	68 11%	101 12%	103 12%
Ranked 6	(6) 265 13%	171 13%	11 9%	141 13%	245 13%	108 14%	93 15%	50 11%	17 11%	5 9%	10 19%	4 13%	83 14%	106 12%	121 14%
Ranked 7	(7) 251 13%	162 13%	18 14%	150 14%	234 13%	87 11%	79 13%	59 13%	22 14%	5 9%	6 11%	2 7%	78 13%	119 14%	98 11%
Ranked 8	(8) 224 11%	135 11%	21 16%	111 10%	202 11%	87 11%	73 12%	49 11%	9 6%	7 13%	8 16%	4 13%	73 12%	80 9%	109 13%
NETS															
Net: 1-3	727 36%	447 35%	51 39%	403 36%	677 37%	281 37%	231 37%	172 37%	68 43%	22 40%	17 33%	11 35%	201 33%	323 38%	320 37%
No response	47 2%	34 3%	2 2%	29 3%	44 2%	15 2%	7 1%	13 3%	3 2%	3 5%	2 4%	- -	19 3%	18 2%	20 2%
Mean score	4.5	4.5	4.6	4.5	4.5	4.5	4.6 h	4.4	4.1	4.4	4.8	4.6	4.6 h	4.4	4.5
Standard deviation	2.23	2.21	2.36	2.20	2.23	2.25	2.22	2.23	2.16	2.28	2.38	2.11	2.24	2.22	2.25
Standard error	.05	.06	.21	.07	.05	.08	.09	.11	.17	.32	.35	.39	.09	.08	.08

Columns Tested: a,b - c,d,e - f,g,h,i,j,k,l - m,n

JN303417 British Sugar Research

Q1_6. When shopping for groceries for yourself or your family, how important or otherwise are each of the following considerations?

Buying organic products

Base: All Respondents

	Total	AGE					GENDER		REGION						SEG		GATEKEEPER STATUS		
		18-24	25-34	35-44	45-54	55+	Male	Female	South of England exc. London	London	North of England	The Midlands	Scotland	Wales	ABC1	C2DE	Gatekeeper	Not gatekeeper	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Significance Level: 95%																			
Unweighted Total	2000	166	339	401	352	742	942	1058	442	252	498	524	168	85	1180	820	1897	103	
Weighted Total	2000	240	320	380	340	720	980	1020	420	240	520	520	180	80	1120	880	1891	109	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Ranked 1	(1)	182	20	24	33	31	73	93	89	38	33	36	47	17	9	106	76	172	9
		9%	9%	7%	9%	9%	10%	9%	9%	9%	14%	7%	9%	9%	12%	9%	9%	9%	9%
											jk								
Ranked 2	(2)	214	25	27	44	38	81	101	113	41	27	55	59	22	4	117	96	205	9
		11%	10%	9%	11%	11%	11%	10%	11%	10%	11%	11%	11%	12%	4%	10%	11%	11%	8%
													m						
Ranked 3	(3)	268	27	56	45	61	79	134	134	48	29	68	84	25	8	146	122	255	13
		13%	11%	17%	12%	18%	11%	14%	13%	11%	12%	13%	16%	14%	10%	13%	14%	13%	12%
				ce		ce						h							
Ranked 4	(4)	271	43	47	47	35	99	133	137	41	35	84	64	34	9	149	122	254	17
		14%	18%	15%	12%	10%	14%	14%	13%	10%	14%	16%	12%	19%	11%	13%	14%	13%	15%
			d								h		hk						
Ranked 5	(5)	283	35	35	56	44	113	148	135	72	32	72	61	27	14	166	117	266	16
		14%	15%	11%	15%	13%	16%	15%	13%	17%	13%	14%	12%	15%	17%	15%	13%	14%	15%
						b				k									
Ranked 6	(6)	258	26	45	50	41	95	126	132	64	24	64	64	22	15	141	117	241	17
		13%	11%	14%	13%	12%	13%	13%	13%	15%	10%	12%	12%	12%	19%	13%	13%	13%	16%
														i					
Ranked 7	(7)	244	30	45	46	36	87	110	135	59	23	61	74	13	12	131	113	231	13
		12%	13%	14%	12%	11%	12%	11%	13%	14%	10%	12%	14%	7%	15%	12%	13%	12%	12%
										l			l						
Ranked 8	(8)	236	19	36	47	47	87	120	116	51	30	71	57	15	9	143	93	225	12
		12%	8%	11%	12%	14%	12%	12%	11%	12%	12%	14%	11%	9%	12%	13%	11%	12%	11%
					a														
NETS																			
Net: 1-3		663	72	107	122	130	233	327	336	127	89	159	190	64	21	369	295	633	31
		33%	30%	33%	32%	38%	32%	33%	33%	30%	37%	31%	37%	36%	26%	33%	33%	33%	28%
												hj							
No response		44	14	5	13	8	5	16	28	7	8	10	12	5	-	21	23	42	3
		2%	6%	1%	3%	2%	1%	2%	3%	2%	3%	2%	2%	3%	-	2%	3%	2%	2%
			bde		e	e													
Mean score		4.6	4.5	4.7	4.7	4.6	4.6	4.6	4.6	4.8	4.4	4.7	4.6	4.3	4.9	4.7	4.6	4.6	4.7
										il		il		il					
Standard deviation		2.18	2.07	2.12	2.20	2.24	2.20	2.18	2.18	2.18	2.29	2.14	2.20	2.04	2.16	2.20	2.15	2.18	2.10
Standard error		.05	.17	.12	.11	.12	.08	.07	.07	.10	.15	.10	.10	.16	.23	.06	.08	.05	.21

Columns Tested: a,b,c,d,e - f,g - h,i,j,k,l,m - n,o - p,q

JN303417 British Sugar Research

Q1_6. When shopping for groceries for yourself or your family, how important or otherwise are each of the following considerations?

Buying organic products

Base: All Respondents

	Total	SHOPPING FREQUENCY AT SELECTED SUPERMARKETS		SUPERMARKET TYPE			VOTING INTENTION							BREXIT		
		More than once a week	Less than once a week	Frequent budget shoppers	Frequent mid-range shoppers	Frequent premium shoppers	Conservative	Labour	Liberal Democrat	UKIP	SNP	Green Party	Don't know	Remain	Leave	
		a	b	c	d	e	f	g	h	i	j	*k	l	m	n	
Significance Level: 95%																
Unweighted Total	2000	1256	132	1103	1850	782	643	450	159	55	48	29	604	863	879	
Weighted Total	2000	1264	131	1110	1849	763	626	459	159	54	51	31	607	859	870	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Ranked 1	(1)	182	123	8	99	167	65	58	39	17	4	3	5	56	67	89
		9%	10%	6%	9%	9%	9%	9%	8%	11%	7%	5%	16%	9%	8%	10%
Ranked 2	(2)	214	129	17	120	201	82	64	51	18	5	10	4	59	86	101
		11%	10%	13%	11%	11%	11%	10%	11%	12%	9%	20%	12%	10%	10%	12%
												fl				
Ranked 3	(3)	268	163	21	138	246	102	90	62	13	4	9	2	87	121	112
		13%	13%	16%	12%	13%	13%	14%	13%	8%	7%	18%	6%	14%	14%	13%
								h				h		h		
Ranked 4	(4)	271	163	18	141	250	100	82	70	13	9	8	3	85	118	110
		14%	13%	14%	13%	14%	13%	13%	15%	8%	17%	15%	11%	14%	14%	13%
									h					h		
Ranked 5	(5)	283	174	20	156	258	119	102	64	22	5	7	3	78	127	125
		14%	14%	15%	14%	14%	16%	16%	14%	14%	10%	14%	11%	13%	15%	14%
Ranked 6	(6)	258	172	14	150	237	95	87	50	25	11	5	3	75	105	128
		13%	14%	10%	14%	13%	12%	14%	11%	16%	20%	9%	9%	12%	12%	15%
											g					
Ranked 7	(7)	244	155	16	138	229	93	75	53	26	8	1	4	76	102	96
		12%	12%	12%	12%	12%	12%	12%	12%	17%	14%	2%	11%	12%	12%	11%
								j	j	j	j			j		
Ranked 8	(8)	236	152	17	138	218	89	59	59	23	7	6	7	74	114	92
		12%	12%	13%	12%	12%	12%	9%	13%	14%	13%	12%	23%	12%	13%	11%
NETS																
Net: 1-3	663	414	46	358	615	249	212	151	48	12	22	11	202	274	302	
	33%	33%	35%	32%	33%	33%	34%	33%	30%	23%	43%	34%	33%	32%	35%	
											i					
No response	44	34	1	29	42	18	10	12	1	2	2	-	17	19	17	
	2%	3%	1%	3%	2%	2%	2%	3%	1%	3%	4%	-	3%	2%	2%	
Mean score	4.6	4.7	4.6	4.7	4.6	4.7	4.6	4.6	4.9	5.0	4.1	4.8	4.6	4.7	4.5	
Standard deviation	2.18	2.20	2.14	2.19	2.18	2.16	2.11	2.18	2.31	2.13	2.08	2.61	2.19	2.16	2.18	
Standard error	.05	.06	.19	.07	.05	.08	.08	.10	.18	.29	.31	.48	.09	.07	.07	

Columns Tested: a,b - c,d,e - f,g,h,i,j,k,l - m,n

JN303417 British Sugar Research

Q1_7. When shopping for groceries for yourself or your family, how important or otherwise are each of the following considerations?

The environmental impact of my purchase

Base: All Respondents

	Total	AGE					GENDER		REGION						SEG		GATEKEEPER STATUS		
		18-24	25-34	35-44	45-54	55+	Male	Female	South of England exc. London	London	North of England	The Midlands	Scotland	Wales	ABC1	C2DE	Gatekeeper	Not gatekeeper	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Significance Level: 95%																			
Unweighted Total	2000	166	339	401	352	742	942	1058	442	252	498	524	168	85	1180	820	1897	103	
Weighted Total	2000	240	320	380	340	720	980	1020	420	240	520	520	180	80	1120	880	1891	109	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Ranked 1	(1)	167	13	23	33	29	69	81	86	43	17	46	38	14	8	98	69	161	6
		8%	5%	7%	9%	9%	10%	8%	8%	10%	7%	9%	7%	8%	10%	9%	8%	8%	6%
Ranked 2	(2)	227	26	30	46	43	81	114	112	49	29	59	57	22	8	125	102	211	16
		11%	11%	9%	12%	13%	11%	12%	11%	12%	12%	11%	11%	12%	10%	11%	12%	11%	15%
Ranked 3	(3)	290	33	42	68	37	109	162	128	50	32	65	86	32	15	163	127	272	18
		14%	14%	13%	18%	11%	15%	17%	13%	12%	13%	13%	16%	18%	19%	15%	14%	14%	17%
					d			g				h							
Ranked 4	(4)	236	25	31	45	50	85	108	128	62	30	51	56	22	8	128	107	223	12
		12%	10%	10%	12%	15%	12%	11%	13%	15%	13%	10%	11%	12%	10%	11%	12%	12%	11%
					b					j									
Ranked 5	(5)	257	32	47	43	49	86	115	142	55	42	69	57	20	10	143	114	242	14
		13%	13%	15%	11%	14%	12%	12%	14%	13%	17%	13%	11%	11%	12%	13%	13%	13%	13%
										k									
Ranked 6	(6)	256	30	46	45	49	85	118	138	45	30	89	60	11	12	161	95	241	15
		13%	13%	14%	12%	14%	12%	12%	14%	11%	12%	17%	12%	6%	15%	14%	11%	13%	14%
										l	hkl	l	l	o					
Ranked 7	(7)	267	33	46	48	37	102	135	132	51	26	80	65	29	12	150	117	255	12
		13%	14%	14%	13%	11%	14%	14%	13%	12%	11%	15%	13%	16%	15%	13%	13%	14%	11%
Ranked 8	(8)	256	35	45	41	37	99	124	132	61	28	49	85	23	7	130	125	242	14
		13%	14%	14%	11%	11%	14%	13%	13%	14%	12%	9%	16%	13%	8%	12%	14%	13%	13%
										j		j							
NETS																			
Net: 1-3	683	72	96	147	110	259	358	326	142	79	170	180	68	31	386	297	643	40	
	34%	30%	30%	39%	32%	36%	36%	32%	34%	33%	33%	35%	38%	39%	34%	34%	34%	37%	
				b			g												
No response	46	13	9	12	8	4	23	23	4	5	12	16	7	1	21	24	45	1	
	2%	5%	3%	3%	2%	1%	2%	2%	1%	2%	2%	3%	4%	1%	2%	3%	2%	1%	
		e	e	e	e							h	h						
Mean score	4.7	4.9	4.9	4.5	4.6	4.7	4.6	4.7	4.6	4.6	4.7	4.8	4.6	4.5	4.7	4.7	4.7	4.6	
		c	c																
Standard deviation	2.21	2.18	2.18	2.19	2.15	2.26	2.23	2.20	2.27	2.13	2.17	2.27	2.25	2.16	2.19	2.23	2.21	2.17	
Standard error	.05	.17	.12	.11	.12	.08	.07	.07	.11	.14	.10	.10	.18	.24	.06	.08	.05	.21	

Columns Tested: a,b,c,d,e - f,g - h,i,j,k,l,m - n,o - p,q

JN303417 British Sugar Research

Q1_7. When shopping for groceries for yourself or your family, how important or otherwise are each of the following considerations?

The environmental impact of my purchase

Base: All Respondents

	Total	SHOPPING FREQUENCY AT SELECTED SUPERMARKETS		SUPERMARKET TYPE			VOTING INTENTION							BREXIT		
		More than once a week	Less than once a week	Frequent budget shoppers	Frequent mid-range shoppers	Frequent premium shoppers	Conservative	Labour	Liberal Democrat	UKIP	SNP	Green Party	Don't know	Remain	Leave	
		a	b	c	d	e	f	g	h	i	j	*k	l	m	n	
Significance Level: 95%																
Unweighted Total	2000	1256	132	1103	1850	782	643	450	159	55	48	29	604	863	879	
Weighted Total	2000	1264	131	1110	1849	763	626	459	159	54	51	31	607	859	870	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Ranked 1	(1)	167	109	8	92	150	63	48	34	19	6	4	-	55	66	73
		8%	9%	6%	8%	8%	8%	8%	7%	12%	12%	9%	-	9%	8%	8%
Ranked 2	(2)	227	137	17	113	203	71	76	52	13	2	5	6	73	100	98
		11%	11%	13%	10%	11%	9%	12%	11%	8%	4%	10%	18%	12%	12%	11%
Ranked 3	(3)	290	177	17	167	266	99	96	73	25	9	9	2	73	124	132
		14%	14%	13%	15%	14%	13%	15%	16%	16%	16%	17%	6%	12%	14%	15%
Ranked 4	(4)	236	137	11	118	223	106	79	48	22	3	6	4	71	115	99
		12%	11%	9%	11%	12%	14%	13%	10%	14%	5%	12%	13%	12%	13%	11%
						c										
Ranked 5	(5)	257	164	16	154	237	106	79	53	19	9	10	3	82	106	112
		13%	13%	12%	14%	13%	14%	13%	11%	12%	16%	19%	9%	13%	12%	13%
Ranked 6	(6)	256	173	25	145	233	101	72	57	19	9	3	3	92	109	107
		13%	14%	19%	13%	13%	13%	11%	12%	12%	16%	6%	10%	15%	13%	12%
Ranked 7	(7)	267	174	14	143	250	108	92	71	15	8	6	7	68	110	121
		13%	14%	11%	13%	14%	14%	15%	15%	10%	15%	12%	21%	11%	13%	14%
									i							
Ranked 8	(8)	256	160	19	147	244	92	72	60	25	5	5	7	78	114	108
		13%	13%	15%	13%	13%	12%	12%	13%	16%	10%	10%	23%	13%	13%	12%
NETS																
Net: 1-3	683	423	43	372	619	234	220	159	57	17	18	7	202	289	304	
	34%	33%	33%	34%	33%	31%	35%	35%	36%	32%	36%	24%	33%	34%	35%	
No response	46	33	2	31	43	18	12	12	1	3	2	-	15	15	18	
	2%	3%	2%	3%	2%	2%	2%	3%	1%	6%	4%	-	2%	2%	2%	
										h						
Mean score	4.7	4.7	4.9	4.7	4.7	4.8	4.6	4.8	4.6	4.8	4.5	5.4	4.7	4.7	4.7	
Standard deviation	2.21	2.22	2.21	2.21	2.21	2.16	2.18	2.22	2.30	2.21	2.14	2.22	2.22	2.20	2.21	
Standard error	.05	.06	.19	.07	.05	.08	.09	.11	.18	.31	.31	.41	.09	.08	.08	

Columns Tested: a,b - c,d,e - f,g,h,i,j,k,l - m,n

JN303417 British Sugar Research

Q1_8. When shopping for groceries for yourself or your family, how important or otherwise are each of the following considerations?

Brand

Base: All Respondents

	Total	AGE					GENDER		REGION						SEG		GATEKEEPER STATUS		
		18-24	25-34	35-44	45-54	55+	Male	Female	South of England exc. London	London	North of England	The Midlands	Scotland	Wales	ABC1	C2DE	Gatekeeper	Not gatekeeper	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Significance Level: 95%																			
Unweighted Total	2000	166	339	401	352	742	942	1058	442	252	498	524	168	85	1180	820	1897	103	
Weighted Total	2000	240	320	380	340	720	980	1020	420	240	520	520	180	80	1120	880	1891	109	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Ranked 1	(1)	162	19	22	22	31	69	74	88	34	24	44	41	9	4	85	78	150	13
		8%	8%	7%	6%	9%	10%	8%	9%	8%	10%	8%	8%	5%	5%	8%	9%	8%	12%
						c													
Ranked 2	(2)	230	29	40	33	42	87	100	130	56	20	58	63	24	9	145	86	215	16
		12%	12%	12%	9%	12%	12%	10%	13%	13%	8%	11%	12%	13%	11%	13%	10%	11%	15%
										i						o			
Ranked 3	(3)	280	27	41	55	50	107	139	142	60	35	74	66	27	10	156	124	266	14
		14%	11%	13%	15%	15%	15%	14%	14%	14%	15%	14%	13%	15%	13%	14%	14%	14%	13%
Ranked 4	(4)	270	16	51	59	44	100	149	121	63	28	70	65	23	11	159	111	252	18
		13%	7%	16%	15%	13%	14%	15%	12%	15%	12%	13%	13%	13%	14%	14%	13%	13%	16%
				a	a	a	a	g											
Ranked 5	(5)	268	36	53	51	42	86	126	142	61	28	78	72	17	6	141	127	256	12
		13%	15%	17%	13%	12%	12%	13%	14%	14%	12%	15%	14%	9%	8%	13%	14%	14%	11%
				e															
Ranked 6	(6)	234	26	31	51	38	89	126	109	58	24	64	58	20	9	130	104	227	7
		12%	11%	10%	13%	11%	12%	13%	11%	14%	10%	12%	11%	11%	11%	12%	12%	12%	7%
Ranked 7	(7)	254	28	39	55	52	80	116	138	47	41	64	65	22	14	135	119	237	17
		13%	12%	12%	15%	15%	11%	12%	14%	11%	17%	12%	12%	12%	17%	12%	14%	13%	15%
					e					h									
Ranked 8	(8)	267	45	39	43	38	102	136	131	40	34	62	78	33	16	154	113	254	12
		13%	19%	12%	11%	11%	14%	14%	13%	9%	14%	12%	15%	18%	20%	14%	13%	13%	11%
			cd									h	hj	hj					
NETS																			
Net: 1-3		673	75	102	111	123	263	313	360	150	79	176	170	60	23	386	287	630	43
		34%	31%	32%	29%	36%	36%	32%	35%	36%	33%	34%	33%	33%	29%	34%	33%	33%	39%
					c	c													
No response		34	15	4	11	4	1	15	20	3	5	6	12	6	1	16	18	34	-
		2%	6%	1%	3%	1%	*	2%	2%	1%	2%	1%	2%	3%	1%	1%	2%	2%	-
			bde	e	e	e						h	h						
Mean score		4.7	4.9	4.6	4.8	4.6	4.6	4.7	4.6	4.5	4.8	4.6	4.7	4.9	5.1	4.7	4.7	4.7	4.4
														h					
Standard deviation		2.20	2.33	2.12	2.07	2.21	2.24	2.17	2.23	2.10	2.29	2.16	2.24	2.27	2.28	2.20	2.20	2.19	2.29
Standard error		.05	.19	.12	.10	.12	.08	.07	.07	.10	.15	.10	.10	.18	.25	.06	.08	.05	.23

Columns Tested: a,b,c,d,e - f,g - h,i,j,k,l,m - n,o - p,q

JN303417 British Sugar Research

Q1_8. When shopping for groceries for yourself or your family, how important or otherwise are each of the following considerations?

Brand

Base: All Respondents

	Total	SHOPPING FREQUENCY AT SELECTED SUPERMARKETS		SUPERMARKET TYPE			VOTING INTENTION							BREXIT	
		More than once a week	Less than once a week	Frequent budget shoppers	Frequent mid-range shoppers	Frequent premium shoppers	Conservative	Labour	Liberal Democrat	UKIP	SNP	Green Party	Don't know	Remain	Leave
		a	b	c	d	e	f	g	h	i	j	*k	l	m	n
Significance Level: 95%															
Unweighted Total	2000	1256	132	1103	1850	782	643	450	159	55	48	29	604	863	879
Weighted Total	2000	1264	131	1110	1849	763	626	459	159	54	51	31	607	859	870
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Ranked 1	(1) 162	109	10	86	152	61	58	25	7	5	4	4	57	64	71
	8%	9%	8%	8%	8%	8%	9%	6%	5%	9%	9%	13%	9%	7%	8%
							g						g		
Ranked 2	(2) 230	137	12	113	204	88	64	58	23	8	6	5	66	114	84
	12%	11%	9%	10%	11%	12%	10%	13%	14%	15%	11%	17%	11%	13%	10%
														n	
Ranked 3	(3) 280	180	22	161	258	116	75	62	25	5	9	5	97	113	124
	14%	14%	17%	15%	14%	15%	12%	13%	15%	9%	18%	17%	16%	13%	14%
													f		
Ranked 4	(4) 270	183	18	148	251	108	97	58	19	6	10	3	74	105	127
	13%	15%	14%	13%	14%	14%	16%	13%	12%	11%	19%	11%	12%	12%	15%
Ranked 5	(5) 268	167	19	148	255	95	81	76	26	6	3	3	73	112	125
	13%	13%	14%	13%	14%	12%	13%	16%	17%	11%	6%	9%	12%	13%	14%
								l							
Ranked 6	(6) 234	149	13	124	221	88	75	61	16	3	5	3	69	104	102
	12%	12%	10%	11%	12%	11%	12%	13%	10%	5%	10%	10%	11%	12%	12%
Ranked 7	(7) 254	148	23	144	233	99	76	52	20	13	3	6	84	105	115
	13%	12%	18%	13%	13%	13%	12%	11%	13%	25%	6%	18%	14%	12%	13%
			a							fg hjl					
Ranked 8	(8) 267	169	13	164	244	98	92	58	22	8	9	-	75	129	107
	13%	13%	10%	15%	13%	13%	15%	13%	14%	15%	18%	-	12%	15%	12%
NETS															
Net: 1-3	673	426	44	360	614	264	197	145	55	18	19	15	219	291	278
	34%	34%	34%	32%	33%	35%	31%	32%	34%	33%	38%	47%	36%	34%	32%
No response	34	22	1	22	32	10	8	10	-	-	1	1	14	12	15
	2%	2%	1%	2%	2%	1%	1%	2%	-	-	2%	5%	2%	1%	2%
Mean score	4.7	4.6	4.7	4.8	4.7	4.6	4.7	4.7	4.7	4.9	4.5	3.9	4.6	4.7	4.7
Standard deviation	2.20	2.20	2.13	2.21	2.19	2.19	2.23	2.11	2.14	2.40	2.30	2.12	2.23	2.24	2.15
Standard error	.05	.06	.19	.07	.05	.08	.09	.10	.17	.32	.34	.40	.09	.08	.07

Columns Tested: a,b - c,d,e - f,g,h,i,j,k,l - m,n

JN303417 British Sugar Research

Q2. How often, if at all, do you purchase sugar?

Base: All Respondents

	AGE					GENDER		REGION						SEG		GATEKEEPER STATUS		
	Total	18-24	25-34	35-44	45-54	55+	Male	Female	South of England exc. London	London	North of England	The Midlands	Scotland	Wales	ABC1	C2DE	Gatekeeper	Not gatekeeper
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Significance Level: 95%																		
Unweighted Total	2000	166	339	401	352	742	942	1058	442	252	498	524	168	85	1180	820	1897	103
Weighted Total	2000	240	320	380	340	720	980	1020	420	240	520	520	180	80	1120	880	1891	109
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Once a week or more	151 8%	41 17% cde	43 13% cde	30 8% e	24 7% e	14 2%	73 7%	77 8%	25 6%	31 13% hijkl	40 8%	37 7%	8 4%	5 6%	66 6%	84 10% n	142 8%	8 8%
Once a month or more (but less than once a week)	734 37%	106 44% e	139 44% de	143 38% e	121 36%	226 31%	358 37%	376 37%	144 34%	77 32%	198 38%	208 40% i	65 36%	26 33%	352 31%	382 43% n	701 37%	34 31%
Once every six months or more (but less than once a month)	600 30%	59 25%	86 27%	125 33%	98 29%	232 32%	274 28%	327 32% f	154 37% ijk	62 26%	147 28%	144 28%	54 30%	30 37%	377 34% o	223 25%	570 30%	31 28%
Once a year or more (but less than once every six months)	200 10%	23 10%	22 7%	30 8%	36 11%	89 12% bc	106 11%	95 9%	37 9%	27 11%	50 10%	48 9%	28 16% hjk	7 9%	117 10%	83 9%	190 10%	10 9%
Less than once a year	201 10%	6 2%	19 6%	38 10% ab	37 11% ab	101 14% abc	97 10%	105 10%	43 10%	26 11%	58 11%	52 10%	14 8%	6 8%	141 13% o	61 7%	186 10%	15 14%
Never	107 5%	4 2%	9 3%	15 4%	24 7% ab	55 8% abc	71 7% g	36 4%	15 4%	16 7%	27 5%	28 5%	10 6%	5 6%	63 6%	44 5%	98 5%	10 9%
Don't know	6 *	1 1%	2 1%	- -	- -	3 *	2 *	4 *	2 *	1 *	- -	2 *	- -	1 1% j	3 *	2 *	5 *	1 1%

Columns Tested: a,b,c,d,e - f,g - h,i,j,k,l,m - n,o - p,q

JN303417 British Sugar Research

Q2. How often, if at all, do you purchase sugar?

Base: All Respondents

	SHOPPING FREQUENCY AT SELECTED SUPERMARKETS			SUPERMARKET TYPE			VOTING INTENTION							BREXIT	
	Total	More than once a week	Less than once a week	Frequent budget shoppers	Frequent mid-range shoppers	Frequent premium shoppers	Conservative	Labour	Liberal Democrat	UKIP	SNP	Green Party	Don't know	Remain	Leave
	a	b	c	d	e	f	g	h	i	j	*k	l	m	n	
Significance Level: 95%															
Unweighted Total	2000	1256	132	1103	1850	782	643	450	159	55	48	29	604	863	879
Weighted Total	2000	1264	131	1110	1849	763	626	459	159	54	51	31	607	859	870
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Once a week or more	151	132	3	114	145	70	38	56	21	3	1	1	30	68	63
	8%	10%	2%	10%	8%	9%	6%	12%	13%	6%	3%	5%	5%	8%	7%
		b		d				fl	fjl						
Once a month or more (but less than once a week)	734	484	49	429	687	287	220	184	45	21	20	13	228	283	336
	37%	38%	37%	39%	37%	38%	35%	40%	29%	38%	38%	40%	38%	33%	39%
								h				h		m	
Once every six months or more (but less than once a month)	600	343	60	307	553	223	188	123	46	18	15	9	198	291	240
	30%	27%	46%	28%	30%	29%	30%	27%	29%	33%	29%	27%	33%	34%	28%
		a											g	n	
Once a year or more (but less than once every six months)	200	122	10	108	181	64	69	35	18	5	8	3	61	87	82
	10%	10%	8%	10%	10%	8%	11%	8%	11%	9%	16%	10%	10%	10%	9%
Less than once a year	201	117	6	97	183	76	74	38	17	8	4	2	59	81	100
	10%	9%	5%	9%	10%	10%	12%	8%	11%	14%	8%	6%	10%	9%	12%
Never	107	64	3	53	95	42	37	22	11	-	3	3	28	45	47
	5%	5%	2%	5%	5%	5%	6%	5%	7%	-	6%	11%	5%	5%	5%
									i						
Don't know	6	3	-	2	4	1	1	1	-	-	-	-	3	3	1
	*	*	-	*	*	*	*	*	-	-	-	-	1%	*	*

Columns Tested: a,b - c,d,e - f,g,h,i,j,k,l - m,n

JN303417 British Sugar Research

Q3. In which of the following countries, if any, do you think sugar is grown?

Base: All Respondents

	AGE					GENDER		REGION						SEG		GATEKEEPER STATUS		
	Total	18-24	25-34	35-44	45-54	55+	Male	Female	South of England exc. London	London	North of England	The Midlands	Scotland	Wales	ABC1	C2DE	Gatekeeper	Not gatekeeper
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Significance Level: 95%																		
Unweighted Total	2000	166	339	401	352	742	942	1058	442	252	498	524	168	85	1180	820	1897	103
Weighted Total	2000	240	320	380	340	720	980	1020	420	240	520	520	180	80	1120	880	1891	109
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Brazil	735 37%	73 30%	99 31%	145 38%	137 40%	281 39%	406 41%	328 32%	168 40%	103 43%	186 36%	144 28%	85 47%	32 40%	442 39%	292 33%	690 36%	45 41%
				b	ab	ab	g		k	k	k		jk	k	o			
UK	710 36%	86 36%	111 35%	110 29%	108 32%	296 41%	407 42%	303 30%	135 32%	81 34%	177 34%	244 47%	48 27%	17 22%	419 37%	291 33%	666 35%	44 40%
					bcd	g			m	m	hijlm			o				
United States	567 28%	22 9%	45 14%	79 21%	120 35%	301 42%	336 34%	231 23%	126 30%	67 28%	140 27%	140 27%	59 33%	22 28%	360 32%	206 23%	536 28%	31 28%
				ab	abc	abcd	g								o			
South Africa	506 25%	56 23%	67 21%	78 21%	99 29%	206 29%	251 26%	255 25%	127 30%	50 21%	133 26%	117 23%	47 26%	21 26%	278 25%	228 26%	478 25%	28 26%
				bc	bc				ik									
India	424 21%	60 25%	76 24%	87 23%	72 21%	129 18%	233 24%	190 19%	89 21%	50 21%	118 23%	92 18%	43 24%	20 25%	255 23%	168 19%	406 21%	17 16%
		e	e	e		g									o			
Mexico	374 19%	44 18%	51 16%	69 18%	61 18%	150 21%	218 22%	156 15%	89 21%	60 25%	92 18%	72 14%	38 21%	18 22%	233 21%	141 16%	352 19%	22 20%
						g			k	jk			k	k	o			
China	286 14%	29 12%	45 14%	66 17%	52 15%	95 13%	176 18%	110 11%	62 15%	34 14%	86 17%	61 12%	23 13%	15 19%	175 16%	111 13%	272 14%	14 13%
				e		g					k							
Sudan	120 6%	15 6%	21 7%	28 7%	17 5%	40 6%	72 7%	49 5%	21 5%	15 6%	33 6%	23 4%	17 9%	9 11%	67 6%	54 6%	117 6%	4 3%
						g							k	hk				
Don't know	432 22%	49 20%	71 22%	103 27%	76 22%	134 19%	165 17%	268 26%	90 22%	49 20%	106 20%	122 24%	40 22%	18 22%	225 20%	207 24%	414 22%	18 17%
				e		f												

Columns Tested: a,b,c,d,e - f,g - h,i,j,k,l,m - n,o - p,q

JN303417 British Sugar Research

Q3. In which of the following countries, if any, do you think sugar is grown?

Base: All Respondents

	SHOPPING FREQUENCY AT SELECTED SUPERMARKETS			SUPERMARKET TYPE			VOTING INTENTION							BREXIT	
	Total	More than once a week	Less than once a week	Frequent budget shoppers	Frequent mid-range shoppers	Frequent premium shoppers	Conservative	Labour	Liberal Democrat	UKIP	SNP	Green Party	Don't know	Remain	Leave
	a	b	c	d	e	f	g	h	i	j	*k	l	m	n	
Significance Level: 95%															
Unweighted Total	2000	1256	132	1103	1850	782	643	450	159	55	48	29	604	863	879
Weighted Total	2000	1264	131	1110	1849	763	626	459	159	54	51	31	607	859	870
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Brazil	735	480	43	416	683	290	233	175	66	16	28	15	197	365	298
	37%	38%	33%	37%	37%	38%	37%	38%	42%	29%	55%	47%	32%	43%	34%
									l		fgil			n	
UK	710	449	59	381	646	294	235	171	74	18	13	11	183	318	317
	36%	36%	45%	34%	35%	39%	38%	37%	47%	33%	26%	36%	30%	37%	36%
			a	l			l		fgjl						
United States	567	351	34	296	524	241	217	114	54	17	19	14	127	265	266
	28%	28%	26%	27%	28%	32%	35%	25%	34%	31%	38%	45%	21%	31%	31%
						c	gl		gl		gl				
South Africa	506	318	39	277	464	202	156	119	43	12	18	10	145	222	228
	25%	25%	30%	25%	25%	26%	25%	26%	27%	23%	36%	32%	24%	26%	26%
India	424	286	30	244	394	176	126	115	37	11	10	9	113	220	162
	21%	23%	23%	22%	21%	23%	20%	25%	23%	20%	20%	30%	19%	26%	19%
								l						n	
Mexico	374	248	27	195	345	167	127	86	43	7	15	12	82	196	144
	19%	20%	20%	18%	19%	22%	20%	19%	27%	12%	29%	37%	13%	23%	17%
						c	l	l	gil		il			n	
China	286	197	15	166	267	115	77	61	33	7	9	8	90	137	106
	14%	16%	11%	15%	14%	15%	12%	13%	21%	13%	18%	26%	15%	16%	12%
									fg					n	
Sudan	120	88	8	77	115	45	33	31	13	3	5	5	29	63	43
	6%	7%	6%	7%	6%	6%	5%	7%	8%	6%	10%	17%	5%	7%	5%
														n	
Don't know	432	249	26	223	402	123	117	68	26	13	11	7	188	162	178
	22%	20%	20%	20%	22%	16%	19%	15%	16%	24%	22%	22%	31%	19%	21%
				e	e								fgh		

Columns Tested: a,b - c,d,e - f,g,h,i,j,k,l - m,n

JN303417 British Sugar Research

Q4. When purchasing sugar, how important or otherwise are each of the following factors?

Net: Top rank

Base: All Respondents

	AGE					GENDER		REGION						SEG		GATEKEEPER STATUS		
	Total	18-24	25-34	35-44	45-54	55+	Male	Female	South of England exc. London	London	North of England	The Midlands	Scotland	Wales	ABC1	C2DE	Gatekeeper	Not gatekeeper
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Significance Level: 95%																		
Unweighted Total	2000	166	339	401	352	742	942	1058	442	252	498	524	168	85	1180	820	1897	103
Weighted Total	2000	240	320	380	340	720	980	1020	420	240	520	520	180	80	1120	880	1891	109
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Price	353	45	65	68	52	124	165	188	75	56	85	96	16	17	193	161	336	17
	18%	19%	20%	18%	15%	17%	17%	18%	18%	23%	16%	18%	9%	21%	17%	18%	18%	16%
									l	jl	l	l		l				
Quality	302	26	55	61	48	111	166	136	58	29	82	81	33	11	161	141	283	19
	15%	11%	17%	16%	14%	15%	17%	13%	14%	12%	16%	16%	19%	14%	14%	16%	15%	18%
							g											
Whether it is organic / fairtrade	254	42	42	36	39	95	116	138	60	28	66	62	25	6	141	113	235	19
	13%	17%	13%	10%	11%	13%	12%	14%	14%	12%	13%	12%	14%	8%	13%	13%	12%	18%
		c																
Environmental impact of transporting the goods	247	33	34	49	47	84	128	119	55	29	66	61	24	8	142	105	237	10
	12%	14%	11%	13%	14%	12%	13%	12%	13%	12%	13%	12%	14%	9%	13%	12%	13%	9%
Packaging	221	18	30	45	44	85	104	117	45	15	64	60	20	9	133	88	216	5
	11%	7%	9%	12%	13%	12%	11%	11%	11%	6%	12%	12%	11%	11%	12%	10%	11%	5%
									i		i	i					q	
Environmental impact of producing the goods	219	23	37	49	37	73	105	114	48	37	53	54	14	8	116	103	209	10
	11%	10%	12%	13%	11%	10%	11%	11%	11%	15%	10%	10%	8%	10%	10%	12%	11%	9%
										jl								
Working standards in the country of origin	206	33	29	36	41	66	93	113	40	24	60	48	23	11	127	79	193	13
	10%	14%	9%	10%	12%	9%	9%	11%	10%	10%	12%	9%	13%	14%	11%	9%	10%	12%
Brand	191	18	28	32	33	81	100	92	38	21	44	54	24	10	106	85	177	15
	10%	7%	9%	9%	10%	11%	10%	9%	9%	9%	8%	10%	13%	12%	9%	10%	9%	13%

Columns Tested: a,b,c,d,e - f,g - h,i,j,k,l,m - n,o - p,q

JN303417 British Sugar Research

Q4. When purchasing sugar, how important or otherwise are each of the following factors?

Net: Top rank

Base: All Respondents

	SHOPPING FREQUENCY AT SELECTED SUPERMARKETS			SUPERMARKET TYPE			VOTING INTENTION							BREXIT	
	Total	More than once a week	Less than once a week	Frequent budget shoppers	Frequent mid-range shoppers	Frequent premium shoppers	Conservative	Labour	Liberal Democrat	UKIP	SNP	Green Party	Don't know	Remain	Leave
	a	b	c	d	e	f	g	h	i	j	*k	l	m	n	
Significance Level: 95%															
Unweighted Total	2000	1256	132	1103	1850	782	643	450	159	55	48	29	604	863	879
Weighted Total	2000	1264	131	1110	1849	763	626	459	159	54	51	31	607	859	870
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Price	353	233	24	195	321	152	111	94	30	11	4	4	97	159	156
	18%	18%	19%	18%	17%	20%	18%	20%	19%	21%	8%	12%	16%	18%	18%
Quality	302	189	27	170	272	119	96	67	32	8	8	4	86	118	135
	15%	15%	21%	15%	15%	16%	15%	15%	20%	15%	15%	14%	14%	14%	16%
Whether it is organic / fairtrade	254	169	9	142	238	104	81	55	16	5	6	2	84	104	109
	13%	13%	7%	13%	13%	14%	13%	12%	10%	9%	11%	7%	14%	12%	13%
Environmental impact of transporting the goods	247	147	21	128	233	94	89	55	18	7	8	1	67	106	107
	12%	12%	16%	12%	13%	12%	14%	12%	11%	14%	16%	5%	11%	12%	12%
Packaging	221	134	14	120	201	79	69	40	19	6	8	2	75	91	102
	11%	11%	11%	11%	11%	10%	11%	9%	12%	10%	16%	6%	12%	11%	12%
Environmental impact of producing the goods	219	134	13	124	202	87	70	48	21	8	2	12	57	100	92
	11%	11%	10%	11%	11%	11%	11%	10%	13%	15%	5%	39%	9%	12%	11%
Working standards in the country of origin	206	131	15	123	193	70	50	57	13	7	4	3	73	91	81
	10%	10%	11%	11%	10%	9%	8%	12%	8%	12%	7%	9%	12%	11%	9%
Brand	191	122	7	104	183	59	56	41	10	2	12	3	66	87	87
	10%	10%	6%	9%	10%	8%	9%	9%	7%	4%	23%	9%	11%	10%	10%
											fghil				

Columns Tested: a,b - c,d,e - f,g,h,i,j,k,l - m,n

JN303417 British Sugar Research

Q4. When purchasing sugar, how important or otherwise are each of the following factors?

Net: Top 3

Base: All Respondents

	AGE					GENDER		REGION						SEG		GATEKEEPER STATUS		
	Total	18-24	25-34	35-44	45-54	55+	Male	Female	South of England exc. London	London	North of England	The Midlands	Scotland	Wales	ABC1	C2DE	Gatekeeper	Not gatekeeper
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Significance Level: 95%																		
Unweighted Total	2000	166	339	401	352	742	942	1058	442	252	498	524	168	85	1180	820	1897	103
Weighted Total	2000	240	320	380	340	720	980	1020	420	240	520	520	180	80	1120	880	1891	109
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Price	803	97	132	154	118	303	390	413	168	104	200	228	56	30	444	359	763	40
	40%	40%	41%	40%	35%	42%	40%	41%	40%	43%	38%	44%	31%	38%	40%	41%	40%	37%
					d				l	l		l						
Quality	796	95	135	142	137	286	394	402	168	82	214	206	79	34	428	368	752	44
	40%	40%	42%	37%	40%	40%	40%	39%	40%	34%	41%	40%	44%	42%	38%	42%	40%	41%
												i						
Whether it is organic / fairtrade	777	95	132	158	127	264	379	398	161	92	202	204	73	30	438	339	731	46
	39%	40%	41%	42%	37%	37%	39%	39%	38%	38%	39%	39%	40%	37%	39%	39%	39%	42%
Environmental impact of transporting the goods	767	96	132	143	136	261	379	388	178	98	191	189	69	24	429	338	730	37
	38%	40%	41%	38%	40%	36%	39%	38%	42%	41%	37%	36%	38%	29%	38%	38%	39%	34%
									m									
Environmental impact of producing the goods	762	81	119	149	126	287	396	366	148	92	223	194	59	35	425	337	718	43
	38%	34%	37%	39%	37%	40%	40%	36%	35%	38%	43%	37%	33%	44%	38%	38%	38%	40%
							g				hl							
Working standards in the country of origin	722	99	108	131	134	250	331	390	151	85	187	192	66	31	432	290	682	40
	36%	41%	34%	35%	39%	35%	34%	38%	36%	35%	36%	37%	37%	39%	39%	33%	36%	37%
								f							o			
Packaging	675	77	106	123	118	251	334	341	149	72	175	165	73	26	386	290	641	35
	34%	32%	33%	32%	35%	35%	34%	33%	35%	30%	34%	32%	40%	33%	34%	33%	34%	32%
													ik					
Brand	651	64	93	118	121	256	313	337	135	88	156	169	58	29	357	294	609	42
	33%	26%	29%	31%	36%	35%	32%	33%	32%	37%	30%	33%	32%	36%	32%	33%	32%	38%
				a	ab													

Columns Tested: a,b,c,d,e - f,g - h,i,j,k,l,m - n,o - p,q

JN303417 British Sugar Research

Q4. When purchasing sugar, how important or otherwise are each of the following factors?

Net: Top 3

Base: All Respondents

	SHOPPING FREQUENCY AT SELECTED SUPERMARKETS			SUPERMARKET TYPE			VOTING INTENTION							BREXIT	
	Total	More than once a week	Less than once a week	Frequent budget shoppers	Frequent mid-range shoppers	Frequent premium shoppers	Conservative	Labour	Liberal Democrat	UKIP	SNP	Green Party	Don't know	Remain	Leave
	a	b	c	d	e	f	g	h	i	j	*k	l	m	n	
Significance Level: 95%															
Unweighted Total	2000	1256	132	1103	1850	782	643	450	159	55	48	604	863	879	
Weighted Total	2000	1264	131	1110	1849	763	626	459	159	54	51	607	859	870	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Price	803	511	55	460	744	316	247	194	60	22	16	250	350	357	
	40%	40%	42%	41%	40%	41%	39%	42%	38%	40%	31%	41%	41%	41%	
Quality	796	501	63	456	722	308	253	197	66	25	19	12	216	358	
	40%	40%	48%	41%	39%	40%	40%	43%	41%	47%	38%	40%	36%	41%	
Whether it is organic / fairtrade	777	487	42	428	721	305	231	173	57	20	20	11	256	333	
	39%	39%	32%	39%	39%	40%	37%	38%	36%	37%	40%	34%	42%	38%	
Environmental impact of transporting the goods	767	486	50	424	716	288	240	187	57	19	18	7	235	334	
	38%	38%	38%	38%	39%	38%	38%	41%	36%	36%	36%	22%	39%	38%	
Environmental impact of producing the goods	762	494	42	434	707	292	264	155	68	22	17	18	214	325	
	38%	39%	32%	39%	38%	38%	42%	34%	43%	41%	32%	57%	35%	37%	
Working standards in the country of origin	722	449	61	395	674	280	219	165	57	18	17	11	232	313	
	36%	36%	47%	36%	36%	37%	35%	36%	36%	33%	34%	37%	38%	36%	
Packaging	675	429	41	362	615	255	209	143	55	17	23	14	209	284	
	34%	34%	31%	33%	33%	33%	33%	31%	35%	32%	45%	46%	34%	33%	
Brand	651	405	40	345	600	231	200	149	57	18	23	10	191	285	
	33%	32%	31%	31%	32%	30%	32%	32%	36%	34%	45%	33%	32%	33%	

Columns Tested: a,b - c,d,e - f,g,h,i,j,k,l - m,n

JN303417 British Sugar Research

Q4_SUM. When purchasing sugar, how important or otherwise are each of the following factors?

SUMMARY TABLE

Base: All Respondents

	Total	Ranked 1	Ranked 2	Ranked 3	Ranked 4	Ranked 5	Ranked 6	Ranked 7	Ranked 8	Net: 1-3	No response	Mean
Price	2000	353	231	219	245	231	197	210	279	803	36	4.3
	100%	18%	12%	11%	12%	12%	10%	10%	14%	40%	2%	
Quality	2000	302	258	236	239	220	209	256	237	796	44	4.4
	100%	15%	13%	12%	12%	11%	10%	13%	12%	40%	2%	
Whether it is organic / fairtrade	2000	254	253	270	225	258	246	221	230	777	43	4.4
	100%	13%	13%	13%	11%	13%	12%	11%	11%	39%	2%	
Environmental impact of transporting the goods	2000	247	265	255	230	240	290	230	199	767	45	4.4
	100%	12%	13%	13%	11%	12%	14%	12%	10%	38%	2%	
Packaging	2000	221	212	242	252	265	261	260	250	675	36	4.6
	100%	11%	11%	12%	13%	13%	13%	13%	13%	34%	2%	
Environmental impact of producing the goods	2000	219	261	282	229	229	242	270	228	762	41	4.5
	100%	11%	13%	14%	11%	11%	12%	13%	11%	38%	2%	
Working standards in the country of origin	2000	206	259	257	261	245	271	253	205	722	43	4.5
	100%	10%	13%	13%	13%	12%	14%	13%	10%	36%	2%	
Brand	2000	191	244	216	288	276	231	242	276	651	36	4.7
	100%	10%	12%	11%	14%	14%	12%	12%	14%	33%	2%	

JN303417 British Sugar Research

Q4_1. When purchasing sugar, how important or otherwise are each of the following factors?

Price

Base: All Respondents

	Total	AGE					GENDER		REGION						SEG		GATEKEEPER STATUS		
		18-24	25-34	35-44	45-54	55+	Male	Female	South of England exc. London	London	North of England	The Midlands	Scotland	Wales	ABC1	C2DE	Gatekeeper	Not gatekeeper	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Significance Level: 95%																			
Unweighted Total	2000	166	339	401	352	742	942	1058	442	252	498	524	168	85	1180	820	1897	103	
Weighted Total	2000	240	320	380	340	720	980	1020	420	240	520	520	180	80	1120	880	1891	109	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Ranked 1	(1)	353	45	65	68	52	124	165	188	75	56	85	96	16	17	193	161	336	17
		18%	19%	20%	18%	15%	17%	17%	18%	18%	23%	16%	18%	9%	21%	17%	18%	18%	16%
										l	jl	l	l		l				
Ranked 2	(2)	231	27	31	48	34	90	119	112	45	26	61	65	25	7	139	93	223	8
		12%	11%	10%	13%	10%	12%	12%	11%	11%	11%	12%	12%	14%	9%	12%	11%	12%	7%
Ranked 3	(3)	219	24	36	37	32	89	106	113	48	22	54	67	15	6	113	106	203	15
		11%	10%	11%	10%	9%	12%	11%	11%	12%	9%	10%	13%	9%	7%	10%	12%	11%	14%
Ranked 4	(4)	245	29	39	41	44	91	121	124	57	25	82	39	24	13	144	101	226	19
		12%	12%	12%	11%	13%	13%	12%	12%	14%	10%	16%	8%	13%	16%	13%	11%	12%	18%
										k		k		k	k				
Ranked 5	(5)	231	29	25	35	42	99	123	108	57	31	52	58	28	4	129	102	219	12
		12%	12%	8%	9%	12%	14%	13%	11%	14%	13%	10%	11%	16%	6%	11%	12%	12%	11%
							bc			m				jm					
Ranked 6	(6)	197	10	30	47	34	75	96	101	40	23	42	52	22	11	108	89	186	11
		10%	4%	9%	12%	10%	10%	10%	10%	9%	10%	8%	10%	12%	14%	10%	10%	10%	10%
				a	a	a	a												
Ranked 7	(7)	210	29	33	40	36	71	102	108	37	23	54	64	19	11	120	90	204	6
		10%	12%	10%	11%	11%	10%	10%	11%	9%	10%	10%	12%	10%	14%	11%	10%	11%	6%
Ranked 8	(8)	279	39	56	49	58	77	135	143	54	27	82	71	28	9	157	122	258	20
		14%	16%	17%	13%	17%	11%	14%	14%	13%	11%	16%	14%	16%	12%	14%	14%	14%	19%
			e	e	e														
NETS																			
Net: 1-3	803	97	132	154	118	303	390	413	168	104	200	228	56	30	444	359	763	40	
	40%	40%	41%	40%	35%	42%	40%	41%	40%	43%	38%	44%	31%	38%	40%	41%	40%	37%	
						d			l	l		l							
No response	36	7	4	13	8	4	13	22	6	6	9	8	3	1	18	18	36	-	
	2%	3%	1%	4%	2%	1%	1%	2%	2%	3%	2%	2%	2%	1%	2%	2%	2%	-	
		e		be	e														
Mean score	4.3	4.3	4.4	4.3	4.6	4.2	4.3	4.3	4.2	4.1	4.4	4.3	4.7	4.3	4.3	4.3	4.3	4.5	
					e								hi						
Standard deviation	2.42	2.51	2.54	2.44	2.43	2.31	2.40	2.44	2.35	2.45	2.43	2.47	2.26	2.47	2.42	2.42	2.42	2.38	
Standard error	.05	.20	.14	.12	.13	.09	.08	.08	.11	.16	.11	.11	.18	.27	.07	.09	.06	.23	

Columns Tested: a,b,c,d,e - f,g - h,i,j,k,l,m - n,o - p,q

JN303417 British Sugar Research

Q4_1. When purchasing sugar, how important or otherwise are each of the following factors?

Price

Base: All Respondents

	Total	SHOPPING FREQUENCY AT SELECTED SUPERMARKETS		SUPERMARKET TYPE			VOTING INTENTION						BREXIT		
		More than once a week	Less than once a week	Frequent budget shoppers	Frequent mid-range shoppers	Frequent premium shoppers	Conservative	Labour	Liberal Democrat	UKIP	SNP	Green Party	Don't know	Remain	Leave
		a	b	c	d	e	f	g	h	i	j	*k	l	m	n
Significance Level: 95%															
Unweighted Total	2000	1256	132	1103	1850	782	643	450	159	55	48	29	604	863	879
Weighted Total	2000	1264	131	1110	1849	763	626	459	159	54	51	31	607	859	870
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Ranked 1	(1) 353 18%	233 18%	24 19%	195 18%	321 17%	152 20%	111 18%	94 20%	30 19%	11 21%	4 8%	4 12%	97 16%	159 18%	156 18%
Ranked 2	(2) 231 12%	141 11%	19 14%	132 12%	220 12%	96 13%	69 11%	48 10%	17 11%	4 7%	6 12%	4 13%	84 14%	101 12%	96 11%
Ranked 3	(3) 219 11%	138 11%	12 9%	133 12%	203 11%	68 9%	66 11%	52 11%	13 8%	7 12%	6 11%	2 7%	70 11%	90 10%	104 12%
Ranked 4	(4) 245 12%	166 13%	14 11%	140 13%	236 13%	93 12%	81 13%	49 11%	24 15%	7 12%	11 21%	3 10%	68 11%	105 12%	111 13%
Ranked 5	(5) 231 12%	122 10%	25 19% a	124 11%	211 11%	88 11%	78 12%	40 9%	24 15%	7 13%	7 14%	8 25%	67 11%	98 11%	104 12%
Ranked 6	(6) 197 10%	132 10%	11 8%	109 10%	180 10%	59 8%	69 11%	34 8%	18 12%	3 5%	7 14%	5 15%	59 10%	90 11%	84 10%
Ranked 7	(7) 210 10%	132 10%	10 8%	113 10%	187 10%	79 10%	65 10%	61 13%	14 9%	8 15%	5 10%	5 15%	49 8%	86 10%	87 10%
Ranked 8	(8) 279 14%	175 14%	15 12%	141 13%	255 14%	117 15%	76 12%	72 16%	18 11%	6 11%	5 10%	1 3%	99 16% f	119 14%	112 13%
NETS															
Net: 1-3	803 40%	511 40%	55 42%	460 41%	744 40%	316 41%	247 39%	194 42%	60 38%	22 40%	16 31%	10 31%	250 41%	350 41%	357 41%
No response	36 2%	25 2%	1 1%	22 2%	36 2%	11 1%	10 2%	8 2%	1 1%	2 4%	- -	- -	15 2%	11 1%	15 2%
Mean score	4.3	4.3	4.1	4.2	4.3	4.3	4.3	4.3	4.2	4.2	4.6	4.5	4.3	4.3	4.2
Standard deviation	2.42	2.43	2.34	2.38	2.41	2.50	2.37	2.55	2.34	2.44	2.08	2.07	2.44	2.43	2.38
Standard error	.05	.07	.20	.07	.06	.09	.09	.12	.19	.34	.30	.38	.10	.08	.08

Columns Tested: a,b - c,d,e - f,g,h,i,j,k,l - m,n

JN303417 British Sugar Research

Q4_2. When purchasing sugar, how important or otherwise are each of the following factors?

Quality

Base: All Respondents

	Total	AGE					GENDER		REGION						SEG		GATEKEEPER STATUS		
		18-24	25-34	35-44	45-54	55+	Male	Female	South of England exc. London	London	North of England	The Midlands	Scotland	Wales	ABC1	C2DE	Gatekeeper	Not gatekeeper	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Significance Level: 95%																			
Unweighted Total	2000	166	339	401	352	742	942	1058	442	252	498	524	168	85	1180	820	1897	103	
Weighted Total	2000	240	320	380	340	720	980	1020	420	240	520	520	180	80	1120	880	1891	109	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Ranked 1	(1)	302	26	55	61	48	111	166	136	58	29	82	81	33	11	161	141	283	19
		15%	11%	17%	16%	14%	15%	17%	13%	14%	12%	16%	16%	19%	14%	14%	16%	15%	18%
								g											
Ranked 2	(2)	258	36	40	43	52	88	123	135	64	33	60	61	27	9	138	120	242	17
		13%	15%	13%	11%	15%	12%	13%	13%	15%	14%	11%	12%	15%	11%	12%	14%	13%	15%
Ranked 3	(3)	236	34	40	38	37	87	106	130	47	20	72	64	18	14	130	106	228	8
		12%	14%	13%	10%	11%	12%	11%	13%	11%	8%	14%	12%	10%	17%	12%	12%	12%	7%
												i			i				
Ranked 4	(4)	239	24	37	47	45	85	114	125	57	32	47	60	21	14	142	97	226	13
		12%	10%	12%	12%	13%	12%	12%	12%	14%	13%	9%	12%	12%	17%	13%	11%	12%	12%
										j					j				
Ranked 5	(5)	220	22	31	41	35	91	111	109	51	27	64	41	24	8	119	101	204	16
		11%	9%	10%	11%	10%	13%	11%	11%	12%	11%	12%	8%	13%	10%	11%	12%	11%	15%
										k		k		k					
Ranked 6	(6)	209	30	31	42	39	67	98	111	36	27	52	72	14	5	129	80	200	9
		10%	13%	10%	11%	11%	9%	10%	11%	8%	11%	10%	14%	8%	7%	11%	9%	11%	8%
												hl							
Ranked 7	(7)	256	35	40	48	41	92	117	139	57	23	66	66	26	12	146	110	239	17
		13%	14%	12%	13%	12%	13%	12%	14%	14%	10%	13%	13%	15%	14%	13%	13%	13%	16%
Ranked 8	(8)	237	22	38	46	36	96	128	109	47	40	59	64	13	7	136	101	227	10
		12%	9%	12%	12%	10%	13%	13%	11%	11%	17%	11%	12%	7%	9%	12%	11%	12%	9%
											hjl								
NETS																			
Net: 1-3		796	95	135	142	137	286	394	402	168	82	214	206	79	34	428	368	752	44
		40%	40%	42%	37%	40%	40%	40%	39%	40%	34%	41%	40%	44%	42%	38%	42%	40%	41%
														i					
No response		44	12	7	14	8	3	19	25	3	9	18	10	3	1	21	23	44	-
		2%	5%	2%	4%	2%	*	2%	2%	1%	4%	3%	2%	2%	1%	2%	3%	2%	-
			e	e	e	e					h	h							
Mean score		4.4	4.4	4.2	4.4	4.3	4.4	4.3	4.4	4.3	4.6	4.3	4.4	4.1	4.2	4.4	4.3	4.4	4.2
										l									
Standard deviation		2.36	2.28	2.40	2.39	2.32	2.38	2.41	2.31	2.32	2.40	2.37	2.39	2.33	2.23	2.35	2.37	2.36	2.37
Standard error		.05	.18	.13	.12	.12	.09	.08	.07	.11	.15	.11	.11	.18	.24	.07	.08	.05	.23

Columns Tested: a,b,c,d,e - f,g - h,i,j,k,l,m - n,o - p,q

JN303417 British Sugar Research

Q4_2. When purchasing sugar, how important or otherwise are each of the following factors?

Quality

Base: All Respondents

	Total	SHOPPING FREQUENCY AT SELECTED SUPERMARKETS		SUPERMARKET TYPE			VOTING INTENTION						BREXIT			
		More than once a week	Less than once a week	Frequent budget shoppers	Frequent mid-range shoppers	Frequent premium shoppers	Conservative	Labour	Liberal Democrat	UKIP	SNP	Green Party	Don't know	Remain	Leave	
		a	b	c	d	e	f	g	h	i	j	*k	l	m	n	
Significance Level: 95%																
Unweighted Total	2000	1256	132	1103	1850	782	643	450	159	55	48	29	604	863	879	
Weighted Total	2000	1264	131	1110	1849	763	626	459	159	54	51	31	607	859	870	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Ranked 1	(1)	302	189	27	170	272	119	96	67	32	8	8	4	86	118	135
		15%	15%	21%	15%	15%	16%	15%	15%	20%	15%	15%	14%	14%	14%	16%
Ranked 2	(2)	258	170	19	150	236	114	79	65	14	8	9	5	75	107	120
		13%	13%	15%	14%	13%	15%	13%	14%	9%	15%	17%	15%	12%	12%	14%
Ranked 3	(3)	236	141	16	136	214	75	78	66	20	9	3	3	56	97	103
		12%	11%	12%	12%	12%	10%	12%	14%	13%	17%	6%	11%	9%	11%	12%
Ranked 4	(4)	239	152	11	119	221	82	84	49	18	3	5	2	77	113	93
		12%	12%	8%	11%	12%	11%	13%	11%	11%	6%	9%	7%	13%	13%	11%
Ranked 5	(5)	220	146	17	130	203	83	71	45	14	6	9	2	71	103	93
		11%	12%	13%	12%	11%	11%	11%	10%	9%	12%	18%	6%	12%	12%	11%
Ranked 6	(6)	209	129	10	116	198	85	60	48	15	9	6	8	63	98	89
		10%	10%	8%	10%	11%	11%	10%	10%	9%	16%	12%	26%	10%	11%	10%
Ranked 7	(7)	256	159	16	141	244	110	67	55	19	5	10	4	93	109	105
		13%	13%	12%	13%	13%	14%	11%	12%	12%	9%	20%	12%	15%	13%	12%
Ranked 8	(8)	237	147	13	122	217	85	79	51	25	5	-	3	74	94	115
		12%	12%	10%	11%	12%	11%	13%	11%	16%	9%	-	9%	12%	11%	13%
								j	j	j	j		j			
NETS																
Net: 1-3	796	501	63	456	722	308	253	197	66	25	19	12	216	322	358	
	40%	40%	48%	41%	39%	40%	40%	43%	41%	47%	38%	40%	36%	38%	41%	
No response	44	30	1	27	44	12	12	15	2	1	1	-	13	19	17	
	2%	2%	1%	2%	2%	2%	2%	3%	1%	2%	2%	-	2%	2%	2%	
Mean score	4.4	4.3	4.0	4.3	4.4	4.3	4.3	4.2	4.4	4.1	4.2	4.5	4.5	4.4	4.3	
Standard deviation	2.36	2.35	2.41	2.35	2.35	2.39	2.35	2.34	2.52	2.31	2.17	2.36	2.36	2.30	2.41	
Standard error	.05	.07	.21	.07	.06	.09	.09	.11	.20	.31	.32	.44	.10	.08	.08	

Columns Tested: a,b - c,d,e - f,g,h,i,j,k,l - m,n

JN303417 British Sugar Research

Q4_3. When purchasing sugar, how important or otherwise are each of the following factors?

Environmental impact of transporting the goods

Base: All Respondents

	Total	AGE					GENDER		REGION						SEG		GATEKEEPER STATUS		
		18-24	25-34	35-44	45-54	55+	Male	Female	South of England exc. London	London	North of England	The Midlands	Scotland	Wales	ABC1	C2DE	Gatekeeper	Not gatekeeper	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Significance Level: 95%																			
Unweighted Total	2000	166	339	401	352	742	942	1058	442	252	498	524	168	85	1180	820	1897	103	
Weighted Total	2000	240	320	380	340	720	980	1020	420	240	520	520	180	80	1120	880	1891	109	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Ranked 1	(1)	247	33	34	49	47	84	128	119	55	29	66	61	24	8	142	105	237	10
		12%	14%	11%	13%	14%	12%	13%	12%	13%	12%	13%	12%	14%	9%	13%	12%	13%	9%
Ranked 2	(2)	265	25	55	53	36	96	132	133	64	37	60	70	18	8	141	124	248	17
		13%	10%	17%	14%	11%	13%	14%	13%	15%	15%	11%	14%	10%	10%	13%	14%	13%	16%
				ad															
Ranked 3	(3)	255	38	42	41	53	81	119	136	58	32	65	57	27	8	146	109	245	10
		13%	16%	13%	11%	16%	11%	12%	13%	14%	13%	13%	11%	15%	10%	13%	12%	13%	9%
					e														
Ranked 4	(4)	230	25	31	57	38	79	113	116	45	29	58	70	18	11	133	97	221	9
		11%	10%	10%	15%	11%	11%	12%	11%	11%	12%	11%	13%	10%	13%	12%	11%	12%	8%
					be														
Ranked 5	(5)	240	23	48	42	47	79	105	135	50	25	67	56	18	15	132	108	222	17
		12%	10%	15%	11%	14%	11%	11%	13%	12%	11%	13%	11%	10%	18%	12%	12%	12%	16%
															k				
Ranked 6	(6)	290	26	44	46	43	132	152	138	54	35	81	75	30	10	168	122	266	24
		14%	11%	14%	12%	13%	18%	15%	14%	13%	15%	16%	14%	17%	12%	15%	14%	14%	22%
						acd													p
Ranked 7	(7)	230	33	32	45	35	85	127	103	47	26	61	62	23	7	132	98	221	9
		12%	14%	10%	12%	10%	12%	13%	10%	11%	11%	12%	12%	13%	9%	12%	11%	12%	9%
								g											
Ranked 8	(8)	199	24	28	34	32	80	90	109	41	18	49	60	15	13	105	93	186	12
		10%	10%	9%	9%	9%	11%	9%	11%	10%	7%	9%	12%	8%	16%	9%	11%	10%	11%
															i				
NETS																			
Net: 1-3	767	96	132	143	136	261	379	388	178	98	191	189	69	24	429	338	730	37	
	38%	40%	41%	38%	40%	36%	39%	38%	42%	41%	37%	36%	38%	29%	38%	38%	39%	34%	
									m										
No response	45	13	5	13	10	4	14	31	6	9	14	8	7	1	20	24	45	-	
	2%	5%	2%	3%	3%	1%	1%	3%	1%	4%	3%	2%	4%	2%	2%	3%	2%	-	
		be		e	e			f											
Mean score	4.4	4.4	4.3	4.3	4.3	4.6	4.4	4.4	4.3	4.2	4.4	4.5	4.4	4.8	4.4	4.4	4.4	4.6	
Standard deviation	2.25	2.32	2.19	2.24	2.22	2.26	2.26	2.24	2.27	2.20	2.23	2.27	2.25	2.23	2.24	2.26	2.25	2.19	
Standard error	.05	.19	.12	.11	.12	.08	.07	.07	.11	.14	.10	.10	.18	.24	.07	.08	.05	.22	

Columns Tested: a,b,c,d,e - f,g - h,i,j,k,l,m - n,o - p,q

JN303417 British Sugar Research

Q4_3. When purchasing sugar, how important or otherwise are each of the following factors?

Environmental impact of transporting the goods

Base: All Respondents

	Total	SHOPPING FREQUENCY AT SELECTED SUPERMARKETS		SUPERMARKET TYPE			VOTING INTENTION							BREXIT		
		More than once a week	Less than once a week	Frequent budget shoppers	Frequent mid-range shoppers	Frequent premium shoppers	Conservative	Labour	Liberal Democrat	UKIP	SNP	Green Party	Don't know	Remain	Leave	
		a	b	c	d	e	f	g	h	i	j	*k	l	m	n	
Significance Level: 95%																
Unweighted Total	2000	1256	132	1103	1850	782	643	450	159	55	48	29	604	863	879	
Weighted Total	2000	1264	131	1110	1849	763	626	459	159	54	51	31	607	859	870	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Ranked 1	(1)	247	147	21	128	233	94	89	55	18	7	8	1	67	106	107
		12%	12%	16%	12%	13%	12%	14%	12%	11%	14%	16%	5%	11%	12%	12%
Ranked 2	(2)	265	166	16	150	244	94	75	73	28	7	2	3	75	115	112
		13%	13%	12%	13%	13%	12%	12%	16%	18%	13%	4%	11%	12%	13%	13%
									j	j						
Ranked 3	(3)	255	173	13	146	238	101	76	58	11	5	8	2	93	110	115
		13%	14%	10%	13%	13%	13%	12%	13%	7%	9%	15%	6%	15%	13%	13%
									h	h				h		
Ranked 4	(4)	230	147	11	134	205	69	72	54	22	6	5	6	64	95	101
		11%	12%	9%	12%	11%	9%	12%	12%	14%	11%	9%	19%	10%	11%	12%
					e											
Ranked 5	(5)	240	146	15	131	225	93	58	53	19	12	7	5	82	104	106
		12%	12%	11%	12%	12%	12%	9%	12%	12%	23%	14%	15%	14%	12%	12%
											fg			f		
Ranked 6	(6)	290	184	21	157	271	123	110	59	24	4	5	3	81	121	125
		14%	15%	16%	14%	15%	16%	18%	13%	15%	7%	10%	10%	13%	14%	14%
								gil								
Ranked 7	(7)	230	142	21	129	205	99	71	55	23	4	7	5	65	101	107
		12%	11%	16%	12%	11%	13%	11%	12%	15%	7%	14%	17%	11%	12%	12%
Ranked 8	(8)	199	125	11	105	181	67	63	42	12	8	6	4	64	93	78
		10%	10%	8%	9%	10%	9%	10%	9%	7%	15%	12%	13%	11%	11%	9%
NETS																
Net: 1-3	767	486	50	424	716	288	240	187	57	19	18	7	235	331	334	
	38%	38%	38%	38%	39%	38%	38%	41%	36%	36%	36%	22%	39%	38%	38%	
No response	45	34	2	29	45	24	12	10	2	1	3	1	15	16	18	
	2%	3%	2%	3%	2%	3%	2%	2%	1%	2%	6%	5%	3%	2%	2%	
											h					
Mean score	4.4	4.4	4.4	4.4	4.4	4.5	4.4	4.3	4.4	4.4	4.5	5.0	4.4	4.4	4.4	
Standard deviation	2.25	2.23	2.34	2.22	2.25	2.24	2.29	2.25	2.22	2.33	2.36	2.11	2.22	2.27	2.23	
Standard error	.05	.06	.21	.07	.05	.08	.09	.11	.18	.32	.35	.40	.09	.08	.08	

Columns Tested: a,b - c,d,e - f,g,h,i,j,k,l - m,n

JN303417 British Sugar Research

Q4_4. When purchasing sugar, how important or otherwise are each of the following factors?

Environmental impact of producing the goods

Base: All Respondents

	Total	AGE					GENDER		REGION						SEG		GATEKEEPER STATUS	
		18-24	25-34	35-44	45-54	55+	Male	Female	South of England exc. London	London	North of England	The Midlands	Scotland	Wales	ABC1	C2DE	Gatekeeper	Not gatekeeper
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Significance Level: 95%																		
Unweighted Total	2000	166	339	401	352	742	942	1058	442	252	498	524	168	85	1180	820	1897	103
Weighted Total	2000 100%	240 100%	320 100%	380 100%	340 100%	720 100%	980 100%	1020 100%	420 100%	240 100%	520 100%	520 100%	180 100%	80 100%	1120 100%	880 100%	1891 100%	109 100%
Ranked 1	(1) 219 11%	23 10%	37 12%	49 13%	37 11%	73 10%	105 11%	114 11%	48 11%	37 15%	53 10%	54 10%	14 8%	8 10%	116 10%	103 12%	209 11%	10 9%
Ranked 2	(2) 261 13%	26 11%	39 12%	42 11%	42 12%	111 15%	149 15%	112 11%	43 10%	24 10%	89 17%	67 13%	20 11%	15 19%	156 14%	105 12%	246 13%	15 14%
Ranked 3	(3) 282 14%	32 13%	42 13%	58 15%	47 14%	102 14%	142 14%	140 14%	58 14%	31 13%	82 16%	73 14%	24 14%	12 15%	153 14%	129 15%	263 14%	19 17%
Ranked 4	(4) 229 11%	28 11%	38 12%	40 11%	41 12%	82 11%	110 11%	118 12%	47 11%	27 11%	62 12%	57 11%	23 13%	5 7%	124 11%	105 12%	221 12%	8 7%
Ranked 5	(5) 229 11%	32 13%	40 12%	43 11%	39 11%	76 11%	110 11%	119 12%	44 11%	22 9%	64 12%	68 13%	23 13%	5 6%	131 12%	98 11%	214 11%	15 14%
Ranked 6	(6) 242 12%	35 15%	39 12%	52 14%	30 9%	86 12%	127 13%	115 11%	57 14%	36 15%	61 12%	50 10%	17 10%	12 15%	137 12%	105 12%	233 12%	9 8%
Ranked 7	(7) 270 13%	26 11%	46 14%	47 12%	53 16%	99 14%	118 12%	152 15%	63 15%	36 15%	59 11%	73 14%	26 14%	10 12%	150 13%	120 14%	250 13%	20 18%
Ranked 8	(8) 228 11%	28 11%	34 10%	36 10%	43 13%	88 12%	104 11%	124 12%	57 14%	19 8%	42 8%	65 12%	27 15%	13 16%	133 12%	95 11%	215 11%	14 13%
NETS																		
Net: 1-3	762 38%	81 34%	119 37%	149 39%	126 37%	287 40%	396 40%	366 36%	148 35%	92 38%	223 43%	194 37%	59 33%	35 44%	425 38%	337 38%	718 38%	43 40%
No response	41 2%	12 5%	5 1%	13 4%	8 2%	3 *	15 2%	26 3%	3 1%	8 3%	9 2%	13 2%	6 3%	1 1%	21 2%	20 2%	41 2%	- -
Mean score	4.5	4.6	4.5	4.4	4.6	4.5	4.4	4.6	4.7	4.4	4.2	4.5	4.8	4.5	4.5	4.5	4.5	4.6
Standard deviation	2.27	2.21	2.26	2.26	2.31	2.29	2.25	2.29	2.31	2.30	2.17	2.28	2.26	2.44	2.27	2.27	2.27	2.30
Standard error	.05	.18	.12	.11	.12	.08	.07	.07	.11	.15	.10	.10	.18	.27	.07	.08	.05	.23

Columns Tested: a,b,c,d,e - f,g - h,i,j,k,l,m - n,o - p,q

JN303417 British Sugar Research

Q4_4. When purchasing sugar, how important or otherwise are each of the following factors?

Environmental impact of producing the goods

Base: All Respondents

	Total	SHOPPING FREQUENCY AT SELECTED SUPERMARKETS		SUPERMARKET TYPE			VOTING INTENTION						BREXIT			
		More than once a week	Less than once a week	Frequent budget shoppers	Frequent mid-range shoppers	Frequent premium shoppers	Conservative	Labour	Liberal Democrat	UKIP	SNP	Green Party	Don't know	Remain	Leave	
		a	b	c	d	e	f	g	h	i	j	*k	l	m	n	
Significance Level: 95%																
Unweighted Total	2000	1256	132	1103	1850	782	643	450	159	55	48	29	604	863	879	
Weighted Total	2000	1264	131	1110	1849	763	626	459	159	54	51	31	607	859	870	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Ranked 1	(1)	219	134	13	124	202	87	70	48	21	8	2	12	57	100	92
		11%	11%	10%	11%	11%	11%	11%	10%	13%	15%	5%	39%	9%	12%	11%
Ranked 2	(2)	261	172	14	148	239	93	101	48	23	6	4	1	75	112	116
		13%	14%	11%	13%	13%	12%	16%	10%	15%	11%	9%	3%	12%	13%	13%
								gl								
Ranked 3	(3)	282	188	14	162	266	112	93	59	24	8	10	5	83	119	117
		14%	15%	11%	15%	14%	15%	15%	13%	15%	15%	19%	15%	14%	14%	13%
Ranked 4	(4)	229	136	24	123	205	99	57	61	12	10	4	2	79	94	108
		11%	11%	18%	11%	11%	13%	9%	13%	7%	19%	8%	8%	13%	11%	12%
				a					fh		fh			f		
Ranked 5	(5)	229	142	15	127	209	79	65	63	21	8	8	1	63	101	94
		11%	11%	11%	11%	11%	10%	10%	14%	13%	14%	15%	4%	10%	12%	11%
Ranked 6	(6)	242	158	13	120	227	98	58	71	22	3	3	4	80	106	108
		12%	13%	10%	11%	12%	13%	9%	15%	14%	5%	6%	14%	13%	12%	12%
									fi					f		
Ranked 7	(7)	270	166	19	145	248	89	95	52	18	7	7	4	87	110	116
		13%	13%	15%	13%	13%	12%	15%	11%	11%	12%	14%	11%	14%	13%	13%
Ranked 8	(8)	228	143	18	139	214	90	79	42	17	4	10	2	70	100	102
		11%	11%	14%	13%	12%	12%	13%	9%	11%	8%	19%	6%	12%	12%	12%
												g				
NETS																
Net: 1-3	762	494	42	434	707	292	264	155	68	22	17	18	214	332	325	
	38%	39%	32%	39%	38%	38%	42%	34%	43%	41%	32%	57%	35%	39%	37%	
							gl		g							
No response	41	26	1	22	40	17	8	16	1	-	3	-	14	15	16	
	2%	2%	1%	2%	2%	2%	1%	3%	1%	-	5%	-	2%	2%	2%	
								fh			fh					
Mean score	4.5	4.5	4.7	4.5	4.5	4.5	4.4	4.5	4.4	4.1	5.0	3.5	4.6	4.5	4.5	
Standard deviation	2.27	2.26	2.26	2.30	2.27	2.27	2.35	2.15	2.30	2.18	2.25	2.52	2.24	2.29	2.27	
Standard error	.05	.06	.20	.07	.05	.08	.09	.10	.18	.29	.33	.47	.09	.08	.08	

Columns Tested: a,b - c,d,e - f,g,h,i,j,k,l - m,n

JN303417 British Sugar Research

Q4_5. When purchasing sugar, how important or otherwise are each of the following factors?

Whether it is organic / fairtrade

Base: All Respondents

	Total	AGE					GENDER		REGION						SEG		GATEKEEPER STATUS		
		18-24	25-34	35-44	45-54	55+	Male	Female	South of England exc. London	London	North of England	The Midlands	Scotland	Wales	ABC1	C2DE	Gatekeeper	Not gatekeeper	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Significance Level: 95%																			
Unweighted Total	2000	166	339	401	352	742	942	1058	442	252	498	524	168	85	1180	820	1897	103	
Weighted Total	2000	240	320	380	340	720	980	1020	420	240	520	520	180	80	1120	880	1891	109	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Ranked 1	(1)	254	42	42	36	39	95	116	138	60	28	66	62	25	6	141	113	235	19
		13%	17%	13%	10%	11%	13%	12%	14%	14%	12%	13%	12%	14%	8%	13%	13%	12%	18%
			c																
Ranked 2	(2)	253	23	42	60	48	79	126	127	45	35	71	68	22	8	138	115	244	9
		13%	10%	13%	16%	14%	11%	13%	12%	11%	15%	14%	13%	12%	10%	12%	13%	13%	8%
				e															
Ranked 3	(3)	270	30	48	61	40	91	137	133	56	29	64	73	25	15	159	111	252	18
		13%	12%	15%	16%	12%	13%	14%	13%	13%	12%	12%	14%	14%	19%	14%	13%	13%	16%
Ranked 4	(4)	225	25	37	34	39	90	128	97	50	29	54	64	16	8	129	97	211	15
		11%	10%	12%	9%	12%	12%	13%	10%	12%	12%	10%	12%	9%	11%	11%	11%	11%	14%
							g												
Ranked 5	(5)	258	35	39	49	38	98	130	129	47	27	80	61	21	15	138	120	246	12
		13%	14%	12%	13%	11%	14%	13%	13%	11%	11%	15%	12%	11%	19%	12%	14%	13%	11%
															h				
Ranked 6	(6)	246	27	37	44	52	86	110	135	64	29	62	60	21	8	131	115	235	11
		12%	11%	12%	12%	15%	12%	11%	13%	15%	12%	12%	12%	11%	10%	12%	13%	12%	10%
Ranked 7	(7)	221	19	39	40	37	87	106	114	46	34	57	49	21	9	120	101	209	11
		11%	8%	12%	10%	11%	12%	11%	11%	11%	14%	11%	9%	12%	11%	11%	11%	11%	10%
Ranked 8	(8)	230	32	32	37	37	92	106	124	47	25	56	67	23	9	148	82	216	14
		11%	13%	10%	10%	11%	13%	11%	12%	11%	10%	11%	13%	13%	11%	13%	9%	11%	13%
															o				
NETS																			
Net: 1-3	777	95	132	158	127	264	379	398	161	92	202	204	73	30	438	339	731	46	
	39%	40%	41%	42%	37%	37%	39%	39%	38%	38%	39%	39%	40%	37%	39%	39%	39%	39%	42%
No response	43	7	4	18	10	4	21	22	6	4	10	15	6	1	16	27	43	-	
	2%	3%	1%	5%	3%	1%	2%	2%	1%	2%	2%	3%	3%	1%	1%	3%	2%	-	
		e		be	e										n				
Mean score	4.4	4.3	4.3	4.3	4.4	4.5	4.4	4.4	4.4	4.4	4.4	4.4	4.4	4.5	4.4	4.3	4.4	4.3	
Standard deviation	2.28	2.37	2.26	2.21	2.27	2.29	2.23	2.32	2.29	2.28	2.26	2.29	2.37	2.12	2.31	2.24	2.27	2.35	
Standard error	.05	.19	.12	.11	.12	.08	.07	.07	.11	.15	.10	.10	.19	.23	.07	.08	.05	.23	

Columns Tested: a,b,c,d,e - f,g - h,i,j,k,l,m - n,o - p,q

JN303417 British Sugar Research

Q4_5. When purchasing sugar, how important or otherwise are each of the following factors?

Whether it is organic / fairtrade

Base: All Respondents

	Total	SHOPPING FREQUENCY AT SELECTED SUPERMARKETS		SUPERMARKET TYPE			VOTING INTENTION						BREXIT		
		More than once a week	Less than once a week	Frequent budget shoppers	Frequent mid-range shoppers	Frequent premium shoppers	Conservative	Labour	Liberal Democrat	UKIP	SNP	Green Party	Don't know	Remain	Leave
		a	b	c	d	e	f	g	h	i	j	*k	l	m	n
Significance Level: 95%															
Unweighted Total	2000	1256	132	1103	1850	782	643	450	159	55	48	29	604	863	879
Weighted Total	2000	1264	131	1110	1849	763	626	459	159	54	51	31	607	859	870
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Ranked 1	(1)	254	169	9	142	238	104	81	55	16	5	6	2	84	104
		13%	13%	7%	13%	13%	14%	13%	12%	10%	9%	11%	7%	14%	12%
			b												
Ranked 2	(2)	253	151	18	136	238	101	69	60	22	9	7	3	82	111
		13%	12%	14%	12%	13%	13%	11%	13%	14%	16%	15%	11%	14%	13%
Ranked 3	(3)	270	168	15	150	245	100	82	58	19	7	7	5	90	117
		13%	13%	11%	14%	13%	13%	13%	13%	12%	12%	14%	17%	15%	14%
Ranked 4	(4)	225	141	18	127	211	87	76	43	24	9	7	4	63	96
		11%	11%	14%	11%	11%	11%	12%	9%	15%	17%	14%	12%	10%	11%
Ranked 5	(5)	258	174	18	152	243	99	79	58	20	4	4	5	85	108
		13%	14%	13%	14%	13%	13%	13%	13%	13%	8%	8%	16%	14%	13%
Ranked 6	(6)	246	145	21	132	220	88	69	63	16	11	5	2	79	99
		12%	11%	16%	12%	12%	12%	11%	14%	10%	20%	10%	7%	13%	12%
									f						
Ranked 7	(7)	221	142	10	128	203	82	77	51	19	6	6	4	58	99
		11%	11%	8%	12%	11%	11%	12%	11%	12%	10%	12%	12%	9%	11%
Ranked 8	(8)	230	144	22	115	210	86	85	59	19	3	7	5	51	110
		11%	11%	17%	10%	11%	11%	14%	13%	12%	5%	14%	15%	8%	13%
								l	l						
NETS															
Net: 1-3	777	487	42	428	721	305	231	173	57	20	20	11	256	332	333
	39%	39%	32%	39%	39%	40%	37%	38%	36%	37%	40%	34%	42%	39%	38%
No response	43	31	-	28	42	16	9	12	4	1	1	1	15	15	21
	2%	2%	-	3%	2%	2%	1%	3%	2%	2%	2%	3%	2%	2%	2%
Mean score	4.4	4.4	4.8	4.4	4.4	4.3	4.5	4.5	4.5	4.3	4.5	4.7	4.2	4.5	4.4
Standard deviation	2.28	2.28	2.22	2.25	2.28	2.29	2.32	2.31	2.25	2.07	2.36	2.23	2.21	2.30	2.25
Standard error	.05	.07	.19	.07	.05	.08	.09	.11	.18	.28	.34	.42	.09	.08	.08

Columns Tested: a,b - c,d,e - f,g,h,i,j,k,l - m,n

JN303417 British Sugar Research

Q4_6. When purchasing sugar, how important or otherwise are each of the following factors?

Working standards in the country of origin

Base: All Respondents

	Total	AGE					GENDER		REGION						SEG		GATEKEEPER STATUS		
		18-24	25-34	35-44	45-54	55+	Male	Female	South of England exc. London	London	North of England	The Midlands	Scotland	Wales	ABC1	C2DE	Gatekeeper	Not gatekeeper	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Significance Level: 95%																			
Unweighted Total	2000	166	339	401	352	742	942	1058	442	252	498	524	168	85	1180	820	1897	103	
Weighted Total	2000	240	320	380	340	720	980	1020	420	240	520	520	180	80	1120	880	1891	109	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Ranked 1	(1)	206	33	29	36	41	66	93	113	40	24	60	48	23	11	127	79	193	13
		10%	14%	9%	10%	12%	9%	11%	10%	10%	12%	9%	13%	14%	11%	9%	10%	12%	
Ranked 2	(2)	259	35	42	41	47	94	117	142	54	28	67	74	20	14	144	115	243	16
		13%	14%	13%	11%	14%	13%	12%	14%	13%	12%	13%	14%	11%	18%	13%	13%	13%	14%
Ranked 3	(3)	257	32	37	54	45	89	122	135	56	33	60	71	24	6	162	95	246	11
		13%	13%	11%	14%	13%	12%	12%	13%	13%	14%	12%	14%	13%	8%	14%	11%	13%	10%
Ranked 4	(4)	261	26	45	51	50	88	126	134	42	34	69	79	23	8	139	121	247	13
		13%	11%	14%	13%	15%	12%	13%	13%	10%	14%	13%	15%	13%	10%	12%	14%	13%	12%
Ranked 5	(5)	245	27	45	46	33	93	127	118	47	32	65	66	19	12	136	109	236	9
		12%	11%	14%	12%	10%	13%	13%	12%	11%	13%	12%	13%	11%	15%	12%	12%	12%	8%
Ranked 6	(6)	271	36	48	44	42	101	145	126	61	25	80	60	29	10	146	125	251	20
		14%	15%	15%	11%	12%	14%	15%	12%	15%	11%	15%	12%	16%	12%	13%	14%	13%	18%
Ranked 7	(7)	253	20	35	50	42	106	121	133	58	32	61	62	18	11	138	116	237	16
		13%	8%	11%	13%	12%	15%	12%	13%	14%	13%	12%	12%	10%	14%	12%	13%	13%	15%
Ranked 8	(8)	205	19	33	42	32	80	109	96	58	25	46	48	19	6	113	92	195	10
		10%	8%	10%	11%	9%	11%	11%	9%	14%	10%	9%	9%	11%	8%	10%	10%	10%	9%
NETS																			
Net: 1-3	722	99	108	131	134	250	331	390	151	85	187	192	66	31	432	290	682	40	
	36%	41%	34%	35%	39%	35%	34%	38%	36%	35%	36%	37%	37%	39%	39%	33%	36%	37%	
No response	43	12	6	16	7	3	21	22	2	8	11	13	7	1	16	27	43	-	
	2%	5%	2%	4%	2%	*	2%	2%	*	3%	2%	2%	4%	1%	1%	3%	2%	-	
		e	e	e	e					h	h	h	h		n				
Mean score	4.5	4.2	4.5	4.6	4.3	4.6	4.6	4.4	4.7	4.5	4.4	4.4	4.4	4.3	4.4	4.6	4.5	4.5	
				a		ad	g		k										
Standard deviation	2.21	2.22	2.15	2.21	2.24	2.21	2.19	2.22	2.29	2.20	2.19	2.15	2.25	2.28	2.22	2.19	2.21	2.28	
Standard error	.05	.18	.12	.11	.12	.08	.07	.07	.11	.14	.10	.10	.18	.25	.07	.08	.05	.22	

Columns Tested: a,b,c,d,e - f,g - h,i,j,k,l,m - n,o - p,q

JN303417 British Sugar Research

Q4_6. When purchasing sugar, how important or otherwise are each of the following factors?

Working standards in the country of origin

Base: All Respondents

	Total	SHOPPING FREQUENCY AT SELECTED SUPERMARKETS		SUPERMARKET TYPE			VOTING INTENTION							BREXIT	
		More than once a week	Less than once a week	Frequent budget shoppers	Frequent mid-range shoppers	Frequent premium shoppers	Conservative	Labour	Liberal Democrat	UKIP	SNP	Green Party	Don't know	Remain	Leave
		a	b	c	d	e	f	g	h	i	j	*k	l	m	n
Significance Level: 95%															
Unweighted Total	2000	1256	132	1103	1850	782	643	450	159	55	48	29	604	863	879
Weighted Total	2000	1264	131	1110	1849	763	626	459	159	54	51	31	607	859	870
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Ranked 1	(1) 206	131	15	123	193	70	50	57	13	7	4	3	73	91	81
	10%	10%	11%	11%	10%	9%	8%	12%	8%	12%	7%	9%	12%	11%	9%
								f					f		
Ranked 2	(2) 259	163	21	140	239	99	82	58	12	7	7	6	86	105	121
	13%	13%	16%	13%	13%	13%	13%	13%	8%	12%	13%	19%	14%	12%	14%
													h		
Ranked 3	(3) 257	155	25	132	242	110	88	50	32	5	7	3	72	111	112
	13%	12%	19%	12%	13%	14%	14%	11%	20%	9%	14%	9%	12%	13%	13%
			a						gl						
Ranked 4	(4) 261	176	14	144	241	100	79	66	18	6	10	7	75	115	112
	13%	14%	11%	13%	13%	13%	13%	14%	11%	11%	19%	22%	12%	13%	13%
Ranked 5	(5) 245	150	11	128	226	88	82	59	20	8	3	4	67	112	100
	12%	12%	9%	11%	12%	11%	13%	13%	12%	14%	6%	12%	11%	13%	12%
Ranked 6	(6) 271	167	21	164	241	108	91	64	19	8	12	1	74	107	126
	14%	13%	16%	15%	13%	14%	14%	14%	12%	16%	23%	5%	12%	12%	14%
										l					
Ranked 7	(7) 253	162	12	135	233	93	79	46	27	7	1	3	89	118	107
	13%	13%	9%	12%	13%	12%	13%	10%	17%	13%	2%	10%	15%	14%	12%
								j	gj	j			gj		
Ranked 8	(8) 205	131	11	117	193	78	67	46	17	7	6	4	54	84	95
	10%	10%	9%	11%	10%	10%	11%	10%	11%	13%	12%	14%	9%	10%	11%
NETS															
Net: 1-3	722	449	61	395	674	280	219	165	57	18	17	11	232	307	313
	36%	36%	47%	36%	36%	37%	35%	36%	36%	33%	34%	37%	38%	36%	36%
			a												
No response	43	29	1	27	41	17	10	13	2	-	2	-	16	15	17
	2%	2%	1%	2%	2%	2%	2%	3%	1%	-	4%	-	3%	2%	2%
Mean score	4.5	4.5	4.2	4.5	4.5	4.5	4.6	4.4	4.7	4.7	4.5	4.3	4.4	4.5	4.5
Standard deviation	2.21	2.21	2.19	2.23	2.22	2.18	2.16	2.22	2.15	2.32	2.10	2.27	2.26	2.20	2.21
Standard error	.05	.06	.19	.07	.05	.08	.09	.11	.17	.31	.31	.42	.09	.08	.08

Columns Tested: a,b - c,d,e - f,g,h,i,j,k,l - m,n

JN303417 British Sugar Research

Q4_7. When purchasing sugar, how important or otherwise are each of the following factors?

Packaging

Base: All Respondents

	Total	AGE					GENDER		REGION						SEG		GATEKEEPER STATUS		
		18-24	25-34	35-44	45-54	55+	Male	Female	South of England exc. London	London	North of England	The Midlands	Scotland	Wales	ABC1	C2DE	Gatekeeper	Not gatekeeper	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Significance Level: 95%																			
Unweighted Total	2000	166	339	401	352	742	942	1058	442	252	498	524	168	85	1180	820	1897	103	
Weighted Total	2000	240	320	380	340	720	980	1020	420	240	520	520	180	80	1120	880	1891	109	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Ranked 1	(1)	221	18	30	45	44	85	104	117	45	15	64	60	20	9	133	88	216	5
		11%	7%	9%	12%	13%	12%	11%	11%	11%	6%	12%	12%	11%	11%	12%	10%	11%	5%
										i		i	i					q	
Ranked 2	(2)	212	32	37	40	31	72	105	107	49	22	52	48	27	8	117	94	199	13
		11%	13%	12%	10%	9%	10%	11%	10%	12%	9%	10%	9%	15%	10%	10%	11%	11%	12%
													k						
Ranked 3	(3)	242	27	39	38	43	94	126	117	55	35	58	57	26	9	135	107	226	16
		12%	11%	12%	10%	13%	13%	13%	11%	13%	14%	11%	11%	14%	11%	12%	12%	12%	15%
Ranked 4	(4)	252	29	40	44	40	100	112	140	58	29	67	63	23	8	129	123	236	16
		13%	12%	12%	11%	12%	14%	11%	14%	14%	12%	13%	12%	13%	10%	12%	14%	12%	15%
Ranked 5	(5)	265	35	40	55	39	96	130	136	55	40	62	75	18	12	161	104	246	19
		13%	14%	13%	15%	12%	13%	13%	13%	13%	17%	12%	15%	10%	15%	14%	12%	13%	17%
Ranked 6	(6)	261	29	52	44	49	87	116	145	55	30	64	72	22	12	151	110	251	10
		13%	12%	16%	12%	14%	12%	12%	14%	13%	12%	12%	14%	12%	15%	14%	13%	13%	9%
Ranked 7	(7)	260	38	39	41	52	90	142	118	51	25	79	66	24	12	146	113	244	16
		13%	16%	12%	11%	15%	13%	14%	12%	12%	11%	15%	13%	13%	15%	13%	13%	13%	14%
Ranked 8	(8)	250	25	39	59	37	92	129	121	51	38	63	68	16	9	131	120	240	10
		13%	10%	12%	15%	11%	13%	13%	12%	12%	16%	12%	13%	9%	11%	12%	14%	13%	9%
											l								
NETS																			
Net: 1-3	675	77	106	123	118	251	334	341	149	72	175	165	73	26	386	290	641	35	
	34%	32%	33%	32%	35%	35%	34%	33%	35%	30%	34%	32%	40%	33%	34%	33%	34%	32%	
													ik						
No response	36	9	4	15	5	3	17	19	2	6	10	10	5	1	16	20	32	3	
	2%	4%	1%	4%	2%	*	2%	2%	*	2%	2%	2%	3%	1%	1%	2%	2%	3%	
		e		be	e					h	h	h	h						
Mean score	4.6	4.7	4.7	4.7	4.6	4.6	4.7	4.6	4.6	4.9	4.6	4.7	4.3	4.7	4.6	4.7	4.6	4.6	
										l									
Standard deviation	2.25	2.17	2.20	2.32	2.28	2.25	2.27	2.23	2.23	2.15	2.29	2.26	2.23	2.25	2.25	2.25	2.26	2.04	
Standard error	.05	.17	.12	.12	.12	.08	.07	.07	.11	.14	.10	.10	.17	.25	.07	.08	.05	.20	

Columns Tested: a,b,c,d,e - f,g - h,i,j,k,l,m - n,o - p,q

JN303417 British Sugar Research

Q4_7. When purchasing sugar, how important or otherwise are each of the following factors?

Packaging

Base: All Respondents

	Total	SHOPPING FREQUENCY AT SELECTED SUPERMARKETS		SUPERMARKET TYPE			VOTING INTENTION						BREXIT			
		More than once a week	Less than once a week	Frequent budget shoppers	Frequent mid-range shoppers	Frequent premium shoppers	Conservative	Labour	Liberal Democrat	UKIP	SNP	Green Party	Don't know	Remain	Leave	
		a	b	c	d	e	f	g	h	i	j	*k	l	m	n	
Significance Level: 95%																
Unweighted Total	2000	1256	132	1103	1850	782	643	450	159	55	48	29	604	863	879	
Weighted Total	2000	1264	131	1110	1849	763	626	459	159	54	51	31	607	859	870	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Ranked 1	(1)	221	134	14	120	201	79	69	40	19	6	8	2	75	91	102
		11%	11%	11%	11%	11%	10%	11%	9%	12%	10%	16%	6%	12%	11%	12%
Ranked 2	(2)	212	144	7	113	192	73	66	49	15	7	9	4	59	106	78
		11%	11%	6%	10%	10%	10%	11%	11%	10%	14%	18%	14%	10%	12%	9%
			b											n		
Ranked 3	(3)	242	151	19	130	222	103	73	54	21	5	6	8	74	105	105
		12%	12%	15%	12%	12%	13%	12%	12%	13%	8%	12%	27%	12%	12%	12%
Ranked 4	(4)	252	150	22	145	231	104	81	64	15	5	1	4	79	113	108
		13%	12%	17%	13%	12%	14%	13%	14%	10%	10%	2%	12%	13%	13%	12%
								j	j					j		
Ranked 5	(5)	265	177	12	147	246	108	98	70	23	4	7	-	64	109	118
		13%	14%	9%	13%	13%	14%	16%	15%	14%	7%	14%	-	11%	13%	14%
								l	l							
Ranked 6	(6)	261	158	18	146	250	91	72	57	25	9	8	5	81	114	110
		13%	13%	14%	13%	14%	12%	11%	13%	16%	17%	15%	16%	13%	13%	13%
Ranked 7	(7)	260	169	23	145	240	101	81	65	17	10	6	3	78	113	114
		13%	13%	17%	13%	13%	13%	13%	14%	11%	18%	11%	9%	13%	13%	13%
Ranked 8	(8)	250	157	15	141	232	93	73	51	23	9	5	5	84	97	119
		13%	12%	12%	13%	13%	12%	12%	11%	15%	17%	10%	16%	14%	11%	14%
NETS																
Net: 1-3		675	429	41	362	615	255	209	143	55	17	23	14	209	302	284
		34%	34%	31%	33%	33%	33%	33%	31%	35%	32%	45%	46%	34%	35%	33%
No response		36	24	1	24	36	12	13	9	-	-	1	-	13	12	16
		2%	2%	1%	2%	2%	2%	2%	2%	-	-	2%	-	2%	1%	2%
Mean score		4.6	4.6	4.8	4.7	4.7	4.6	4.6	4.7	4.7	4.9	4.3	4.5	4.6	4.6	4.7
Standard deviation		2.25	2.25	2.21	2.24	2.25	2.21	2.22	2.16	2.29	2.41	2.40	2.30	2.32	2.23	2.27
Standard error		.05	.06	.19	.07	.05	.08	.09	.10	.18	.32	.35	.43	.10	.08	.08

Columns Tested: a,b - c,d,e - f,g,h,i,j,k,l - m,n

JN303417 British Sugar Research

Q4_8. When purchasing sugar, how important or otherwise are each of the following factors?

Brand

Base: All Respondents

	Total	AGE					GENDER		REGION						SEG		GATEKEEPER STATUS		
		18-24	25-34	35-44	45-54	55+	Male	Female	South of England exc. London	London	North of England	The Midlands	Scotland	Wales	ABC1	C2DE	Gatekeeper	Not gatekeeper	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Significance Level: 95%																			
Unweighted Total	2000	166	339	401	352	742	942	1058	442	252	498	524	168	85	1180	820	1897	103	
Weighted Total	2000	240	320	380	340	720	980	1020	420	240	520	520	180	80	1120	880	1891	109	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Ranked 1	(1)	191	18	28	32	33	81	100	92	38	21	44	54	24	10	106	85	177	15
		10%	7%	9%	9%	10%	11%	10%	9%	9%	9%	8%	10%	13%	12%	9%	10%	9%	13%
Ranked 2	(2)	244	30	32	45	48	89	100	143	56	34	54	65	18	10	139	105	228	15
		12%	13%	10%	12%	14%	12%	10%	14%	13%	14%	10%	12%	10%	12%	12%	12%	12%	14%
Ranked 3	(3)	216	16	33	40	40	86	113	102	41	34	58	51	17	10	112	103	204	12
		11%	7%	10%	11%	12%	12%	12%	10%	10%	14%	11%	10%	9%	12%	10%	12%	11%	11%
Ranked 4	(4)	288	45	50	53	38	103	144	144	62	30	73	77	29	11	170	118	273	16
		14%	19%	15%	14%	11%	14%	15%	14%	15%	13%	14%	15%	16%	14%	15%	13%	14%	14%
Ranked 5	(5)	276	30	48	54	59	85	133	143	65	31	56	85	25	7	161	116	268	8
		14%	13%	15%	14%	17%	12%	14%	14%	15%	13%	11%	16%	14%	9%	14%	13%	14%	7%
Ranked 6	(6)	231	33	32	43	41	81	114	117	48	24	65	61	20	10	127	104	217	13
		12%	14%	10%	11%	12%	11%	12%	11%	11%	10%	12%	12%	11%	13%	11%	12%	11%	12%
Ranked 7	(7)	242	29	47	49	32	84	123	119	54	29	69	62	16	8	141	101	229	13
		12%	12%	15%	13%	9%	12%	13%	12%	13%	12%	13%	12%	9%	9%	13%	11%	12%	12%
Ranked 8	(8)	276	26	47	50	46	107	139	137	53	31	90	57	28	12	151	125	260	16
		14%	11%	15%	13%	14%	15%	14%	13%	13%	13%	17%	11%	16%	15%	13%	14%	14%	14%
NETS																			
Net: 1-3	651	64	93	118	121	256	313	337	135	88	156	169	58	29	357	294	609	42	
	33%	26%	29%	31%	36%	35%	32%	33%	32%	37%	30%	33%	32%	36%	32%	33%	32%	38%	
No response	36	13	3	13	3	4	14	22	3	6	11	10	4	2	13	23	35	1	
	2%	5%	1%	4%	1%	1%	1%	2%	1%	3%	2%	2%	2%	3%	1%	3%	2%	1%	
Mean score	4.7	4.7	4.8	4.7	4.6	4.6	4.7	4.6	4.6	4.5	4.9	4.5	4.6	4.5	4.7	4.6	4.7	4.5	
Standard deviation	2.24	2.13	2.21	2.22	2.23	2.30	2.24	2.24	2.21	2.24	2.28	2.19	2.32	2.34	2.23	2.26	2.23	2.39	
Standard error	.05	.17	.12	.11	.12	.08	.07	.07	.11	.14	.10	.10	.18	.26	.07	.08	.05	.24	

Columns Tested: a,b,c,d,e - f,g - h,i,j,k,l,m - n,o - p,q

JN303417 British Sugar Research

Q4_8. When purchasing sugar, how important or otherwise are each of the following factors?

Brand

Base: All Respondents

	Total	SHOPPING FREQUENCY AT SELECTED SUPERMARKETS		SUPERMARKET TYPE			VOTING INTENTION						BREXIT		
		More than once a week	Less than once a week	Frequent budget shoppers	Frequent mid-range shoppers	Frequent premium shoppers	Conservative	Labour	Liberal Democrat	UKIP	SNP	Green Party	Don't know	Remain	Leave
		a	b	c	d	e	f	g	h	i	j	*k	l	m	n
Significance Level: 95%															
Unweighted Total	2000	1256	132	1103	1850	782	643	450	159	55	48	29	604	863	879
Weighted Total	2000	1264	131	1110	1849	763	626	459	159	54	51	31	607	859	870
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Ranked 1	(1)	191	122	7	104	183	59	56	41	10	2	12	3	66	87
		10%	10%	6%	9%	10%	8%	9%	9%	7%	4%	23%	9%	11%	10%
												fghil			
Ranked 2	(2)	244	146	15	133	223	84	79	52	27	6	7	5	66	94
		12%	12%	12%	12%	12%	11%	13%	11%	17%	12%	14%	15%	11%	11%
Ranked 3	(3)	216	137	17	108	194	88	65	56	19	10	4	3	59	103
		11%	11%	13%	10%	10%	11%	10%	12%	12%	18%	8%	9%	10%	12%
Ranked 4	(4)	288	178	17	159	270	120	90	63	27	8	9	3	88	118
		14%	14%	13%	14%	15%	16%	14%	14%	17%	14%	18%	9%	15%	14%
Ranked 5	(5)	276	185	18	150	251	113	88	60	18	5	4	7	92	114
		14%	15%	14%	14%	14%	15%	14%	13%	11%	10%	7%	21%	15%	13%
Ranked 6	(6)	231	154	15	135	210	92	82	47	16	7	3	2	70	105
		12%	12%	11%	12%	11%	12%	13%	10%	10%	13%	6%	8%	12%	12%
Ranked 7	(7)	242	152	17	136	230	86	77	60	19	7	6	4	68	102
		12%	12%	13%	12%	12%	11%	12%	13%	12%	12%	11%	13%	11%	12%
Ranked 8	(8)	276	167	24	164	253	110	78	69	22	8	7	5	83	126
		14%	13%	18%	15%	14%	14%	13%	15%	14%	16%	13%	15%	14%	15%
NETS															
Net: 1-3	651	405	40	345	600	231	200	149	57	18	23	10	191	284	285
	33%	32%	31%	31%	32%	30%	32%	32%	36%	34%	45%	33%	32%	33%	33%
No response	36	24	-	21	34	11	9	11	-	1	-	-	15	10	16
	2%	2%	-	2%	2%	1%	1%	2%	-	2%	-	-	2%	1%	2%
Mean score	4.7	4.7	4.9	4.7	4.7	4.7	4.7	4.7	4.6	4.8	4.0	4.7	4.6	4.7	4.6
Standard deviation	2.24	2.22	2.22	2.25	2.25	2.18	2.20	2.26	2.22	2.17	2.50	2.30	2.25	2.26	2.26
Standard error	.05	.06	.19	.07	.05	.08	.09	.11	.18	.30	.36	.43	.09	.08	.08

Columns Tested: a,b - c,d,e - f,g,h,i,j,k,l - m,n

JN303417 British Sugar Research

Q5. Which of the following statements best reflect your views?

Base: All Respondents

	AGE					GENDER		REGION						SEG		GATEKEEPER STATUS		
	Total	18-24	25-34	35-44	45-54	55+	Male	Female	South of England exc. London	London	North of England	The Midlands	Scotland	Wales	ABC1	C2DE	Gatekeeper	Not gatekeeper
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Significance Level: 95%																		
Unweighted Total	2000	166	339	401	352	742	942	1058	442	252	498	524	168	85	1180	820	1897	103
Weighted Total	2000	240	320	380	340	720	980	1020	420	240	520	520	180	80	1120	880	1891	109
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I would prefer to pay a bit more for British-grown products	1100 55%	108 45%	173 54%	191 50%	183 54%	446 62%	543 55%	558 55%	231 55%	109 46%	298 57%	298 57%	105 58%	40 50%	645 58%	455 52%	1044 55%	56 52%
					abcd				i	i	i	i		o				
I would prefer to pay a cheaper price for products, even if they are not British-grown	900 45%	132 55%	147 46%	189 50%	157 46%	274 38%	437 45%	462 45%	189 45%	131 54%	222 43%	222 43%	75 42%	40 50%	475 42%	425 48%	847 45%	53 48%
		e	e	e	e				ijkl					n				

Columns Tested: a,b,c,d,e - f,g - h,i,j,k,l,m - n,o - p,q

JN303417 British Sugar Research

Q5. Which of the following statements best reflect your views?

Base: All Respondents

	SHOPPING FREQUENCY AT SELECTED SUPERMARKETS		SUPERMARKET TYPE			VOTING INTENTION							BREXIT		
	Total	More than once a week	Less than once a week	Frequent budget shoppers	Frequent mid-range shoppers	Frequent premium shoppers	Conservative	Labour	Liberal Democrat	UKIP	SNP	Green Party	Don't know	Remain	Leave
	a	b	c	d	e	f	g	h	i	j	*k	l	m	n	
Significance Level: 95%															
Unweighted Total	2000	1256	132	1103	1850	782	643	450	159	55	48	29	604	863	879
Weighted Total	2000	1264	131	1110	1849	763	626	459	159	54	51	31	607	859	870
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I would prefer to pay a bit more for British-grown products	1100	709	73	606	1026	501	393	234	97	30	26	15	298	450	537
	55%	56%	56%	55%	55%	66%	63%	51%	61%	56%	51%	48%	49%	52%	62%
				cd		cd	gl		gl					m	m
I would prefer to pay a cheaper price for products, even if they are not British-grown	900	556	58	504	823	263	233	225	62	23	25	16	309	409	333
	45%	44%	44%	45%	45%	34%	37%	49%	39%	44%	49%	52%	51%	48%	38%
				e	e			fh					fh	n	

Columns Tested: a,b - c,d,e - f,g,h,i,j,k,l - m,n

JN303417 British Sugar Research

Q6. In general, how likely or unlikely, would you be to buy British sugar instead of sugar from another source?

Base: All Respondents

	Total	AGE					GENDER		REGION						SEG		GATEKEEPER STATUS		
		18-24	25-34	35-44	45-54	55+	Male	Female	South of England exc. London	London	North of England	The Midlands	Scotland	Wales	ABC1	C2DE	Gatekeeper	Not gatekeeper	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Significance Level: 95%																			
Unweighted Total	2000	166	339	401	352	742	942	1058	442	252	498	524	168	85	1180	820	1897	103	
Weighted Total	2000	240	320	380	340	720	980	1020	420	240	520	520	180	80	1120	880	1891	109	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very likely	(5)	519	49	81	85	88	215	245	274	94	53	139	168	36	19	303	216	500	19
		26%	21%	25%	22%	26%	30%	25%	27%	22%	22%	27%	32%	20%	24%	27%	25%	26%	18%
						ac						hijl					q		
Somewhat likely	(4)	675	89	110	132	111	233	316	359	149	79	188	159	68	20	376	299	647	28
		34%	37%	34%	35%	33%	32%	32%	35%	36%	33%	36%	31%	38%	26%	34%	34%	34%	26%
Neither likely nor unlikely	(3)	605	81	92	126	110	196	310	295	140	86	141	138	60	29	324	281	564	41
		30%	34%	29%	33%	32%	27%	32%	29%	33%	36%	27%	26%	33%	36%	29%	32%	30%	38%
					e					jk	jk								
Somewhat unlikely	(2)	49	7	15	8	8	10	29	20	13	3	13	11	3	3	27	22	48	1
		2%	3%	5%	2%	2%	1%	3%	2%	3%	1%	3%	2%	1%	4%	2%	2%	3%	1%
				ce															
Very unlikely	(1)	53	4	8	3	11	26	30	23	7	9	14	11	7	3	36	17	45	8
		3%	2%	3%	1%	3%	4%	3%	2%	2%	4%	3%	2%	4%	3%	3%	2%	2%	7%
					c	c											p		
Don't know		100	9	14	25	12	40	51	48	16	10	25	33	7	5	54	45	89	11
		5%	4%	4%	6%	4%	6%	5%	5%	4%	4%	5%	6%	4%	6%	5%	5%	5%	10%
																	p		
NETS																			
Net: Likely		1194	139	191	218	199	448	560	634	243	132	327	327	104	40	679	515	1147	47
		60%	58%	60%	57%	59%	62%	57%	62%	58%	55%	63%	63%	58%	50%	61%	59%	61%	44%
								f				im	im				q		
Net: Unlikely		101	12	24	11	18	36	58	43	20	12	27	22	9	6	63	39	93	9
		5%	5%	7%	3%	5%	5%	6%	4%	5%	5%	5%	4%	5%	8%	6%	4%	5%	8%
				c															
Mean score		3.8	3.7	3.8	3.8	3.8	3.9	3.8	3.9	3.8	3.7	3.9	4.0	3.7	3.7	3.8	3.8	3.8	3.5
								f				i	hilm				q		
Standard deviation		.95	.89	.98	.86	.98	1.00	.98	.93	.90	.97	.95	.96	.94	1.03	.98	.92	.95	1.08
Standard error		.02	.07	.05	.04	.05	.04	.03	.03	.04	.06	.04	.04	.07	.11	.03	.03	.02	.11

Columns Tested: a,b,c,d,e - f,g - h,i,j,k,l,m - n,o - p,q

JN303417 British Sugar Research

Q6. In general, how likely or unlikely, would you be to buy British sugar instead of sugar from another source?

Base: All Respondents

	Total	SHOPPING FREQUENCY AT SELECTED SUPERMARKETS		SUPERMARKET TYPE			VOTING INTENTION						BREXIT		
		More than once a week	Less than once a week	Frequent budget shoppers	Frequent mid-range shoppers	Frequent premium shoppers	Conservative	Labour	Liberal Democrat	UKIP	SNP	Green Party	Don't know	Remain	Leave
		a	b	c	d	e	f	g	h	i	j	*k	l	m	n
Significance Level: 95%															
Unweighted Total	2000	1256	132	1103	1850	782	643	450	159	55	48	29	604	863	879
Weighted Total	2000	1264	131	1110	1849	763	626	459	159	54	51	31	607	859	870
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely (5)	519 26%	356 28%	39 30%	299 27%	486 26%	235 31%	195 31%	120 26%	35 22%	26 48%	11 21%	6 18%	126 21%	196 23%	281 32%
Somewhat likely (4)	675 34%	439 35%	43 33%	384 35%	633 34%	283 37%	209 33%	164 36%	65 41%	12 22%	17 34%	11 35%	190 31%	304 35%	297 34%
Neither likely nor unlikely (3)	605 30%	354 28%	38 29%	319 29%	554 30%	187 25%	169 27%	134 29%	48 30%	16 29%	15 30%	11 35%	207 34%	282 33%	211 24%
Somewhat unlikely (2)	49 2%	33 3%	3 3%	27 2%	46 2%	14 2%	10 2%	12 3%	3 2%	1 2%	3 5%	2 6%	18 3%	20 2%	16 2%
Very unlikely (1)	53 3%	32 3%	2 1%	24 2%	47 3%	16 2%	14 2%	12 3%	5 3%	- -	1 2%	1 3%	19 3%	21 2%	22 2%
Don't know	100 5%	49 4%	6 5%	57 5%	84 5%	28 4%	28 4%	17 4%	3 2%	- -	4 8%	1 3%	46 8%	36 4%	43 5%
NETS															
Net: Likely	1194 60%	795 63%	82 63%	683 62%	1119 61%	518 68%	405 65%	284 62%	100 63%	37 69%	28 55%	16 52%	316 52%	500 58%	578 66%
Net: Unlikely	101 5%	66 5%	5 4%	51 5%	93 5%	30 4%	24 4%	24 5%	8 5%	1 2%	4 7%	3 9%	37 6%	41 5%	37 4%
Mean score	3.8	3.9	3.9	3.9	3.8	4.0	3.9	3.8	3.8	4.2	3.7	3.6	3.7	3.8	4.0
Standard deviation	.95	.96	.93	.94	.95	.92	.94	.95	.92	.91	.96	.99	.97	.92	.95
Standard error	.02	.03	.08	.03	.02	.03	.04	.05	.07	.12	.14	.19	.04	.03	.03

Columns Tested: a,b - c,d,e - f,g,h,i,j,k,l - m,n

JN303417 British Sugar Research

Q7_SUM. To which extent, if at all, do you agree or disagree with each of the following statements?

SUMMARY TABLE

Base: All Respondents

	Total	Strongly agree	Tend to agree	Tend to disagree	Strongly disagree	Don't know	Net: Agree	Net: Disagree	Mean
Supermarkets should stock products from my local area where possible	2000 100%	648 32%	1057 53%	181 9%	40 2%	75 4%	1705 85%	221 11%	3.2
Supermarkets should offer customers the choice of British-grown sugar	2000 100%	590 30%	1049 52%	188 9%	40 2%	133 7%	1640 82%	228 11%	3.2
Supermarkets should consider the working conditions in the country of origin when deciding which products to stock	2000 100%	600 30%	1034 52%	183 9%	65 3%	118 6%	1634 82%	248 12%	3.2
Supermarkets should consider the carbon footprint of importing food when deciding which products to stock	2000 100%	463 23%	1077 54%	242 12%	74 4%	143 7%	1540 77%	317 16%	3.0
Supermarkets should consider the carbon footprint of producing food when deciding which products to stock	2000 100%	459 23%	1071 54%	252 13%	73 4%	145 7%	1531 77%	325 16%	3.0
Supermarkets should only stock British-grown products, where possible	2000 100%	293 15%	676 34%	654 33%	243 12%	133 7%	970 48%	897 45%	2.5

JN303417 British Sugar Research

Q7_1. To which extent, if at all, do you agree or disagree with each of the following statements?

Supermarkets should consider the carbon footprint of importing food when deciding which products to stock

Base: All Respondents

	Total	AGE					GENDER		REGION						SEG		GATEKEEPER STATUS	
		18-24	25-34	35-44	45-54	55+	Male	Female	South of England exc. London	London	North of England	The Midlands	Scotland	Wales	ABC1	C2DE	Gatekeeper	Not gatekeeper
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Significance Level: 95%																		
Unweighted Total	2000	166	339	401	352	742	942	1058	442	252	498	524	168	85	1180	820	1897	103
Weighted Total	2000	240	320	380	340	720	980	1020	420	240	520	520	180	80	1120	880	1891	109
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	(4) 463 23%	61 25%	87 27%	94 25%	71 21%	150 21%	207 21%	256 25%	85 20%	61 25%	115 22%	134 26%	38 21%	20 25%	262 23%	201 23%	444 23%	20 18%
Tend to agree	(3) 1077 54%	114 47%	163 51%	198 52%	196 58%	406 56%	492 50%	585 57%	252 60%	111 46%	292 56%	265 51%	99 55%	38 47%	634 57%	443 50%	1028 54%	49 45%
Tend to disagree	(2) 242 12%	37 15%	41 13%	37 10%	41 12%	86 12%	148 15%	94 9%	47 11%	30 13%	64 12%	57 11%	25 14%	13 16%	126 11%	116 13%	222 12%	21 19%
Strongly disagree	(1) 74 4%	6 2%	11 3%	12 3%	12 4%	33 5%	59 6%	15 2%	15 3%	17 7%	20 4%	16 3%	5 3%	1 1%	37 3%	38 4%	68 4%	7 6%
Don't know	143 7%	23 10%	18 6%	38 10%	19 6%	44 6%	73 7%	70 7%	23 5%	20 8%	29 6%	48 9%	13 7%	8 10%	61 5%	82 9%	131 7%	12 11%
NETS																		
Net: Agree	1540 77%	174 73%	250 78%	292 77%	267 79%	556 77%	699 71%	841 82%	336 80%	172 72%	407 78%	399 77%	137 76%	58 73%	896 80%	644 73%	1471 78%	69 64%
Net: Disagree	317 16%	42 18%	52 16%	49 13%	54 16%	119 17%	207 21%	110 11%	61 15%	47 20%	84 16%	73 14%	30 17%	14 17%	163 15%	154 17%	289 15%	27 25%
Mean score	3.0	3.1	3.1	3.1	3.0	3.0	2.9	3.1	3.0	3.0	3.0	3.1	3.0	3.1	3.1	3.0	3.0	2.9
Standard deviation	.73	.75	.75	.72	.71	.74	.81	.64	.69	.85	.73	.73	.71	.72	.71	.77	.73	.82
Standard error	.02	.06	.04	.04	.04	.03	.03	.02	.03	.06	.03	.03	.06	.08	.02	.03	.02	.09

Columns Tested: a,b,c,d,e - f,g - h,i,j,k,l,m - n,o - p,q



JN303417 British Sugar Research

Q7_1. To which extent, if at all, do you agree or disagree with each of the following statements?

Supermarkets should consider the carbon footprint of importing food when deciding which products to stock

Base: All Respondents

	SHOPPING FREQUENCY AT SELECTED SUPERMARKETS			SUPERMARKET TYPE			VOTING INTENTION							BREXIT	
	Total	More than once a week	Less than once a week	Frequent budget shoppers	Frequent mid-range shoppers	Frequent premium shoppers	Conservative	Labour	Liberal Democrat	UKIP	SNP	Green Party	Don't know	Remain	Leave
	a	b	c	d	e	f	g	h	i	j	*k	l	m	n	
Significance Level: 95%															
Unweighted Total	2000	1256	132	1103	1850	782	643	450	159	55	48	29	604	863	879
Weighted Total	2000	1264	131	1110	1849	763	626	459	159	54	51	31	607	859	870
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree (4)	463 23%	312 25%	29 22%	277 25%	428 23%	206 27% d	130 21%	126 28% fl	41 26%	18 33% fl	16 31%	10 33%	119 20%	217 25%	205 24%
Tend to agree (3)	1077 54%	666 53%	75 57%	584 53%	1007 54%	397 52%	338 54%	237 52%	97 61% gj	25 47%	22 42%	15 48%	338 56%	493 57% n	452 52%
Tend to disagree (2)	242 12%	154 12%	16 12%	137 12%	221 12%	93 12%	92 15%	53 12%	14 9%	3 6%	6 12%	2 6%	67 11%	86 10%	114 13% m
Strongly disagree (1)	74 4%	48 4%	6 4%	41 4%	64 3%	28 4%	39 6% gl	10 2%	5 3%	3 5%	2 4%	2 6%	14 2%	18 2%	46 5% m
Don't know	143 7%	84 7%	5 4%	71 6%	129 7%	38 5%	26 4%	33 7% fh	2 1%	5 9% h	5 10% fh	2 6%	69 11% fgh	45 5%	53 6%
NETS															
Net: Agree	1540 77%	978 77%	104 79%	861 78%	1435 78%	604 79%	469 75%	363 79%	138 87% fgjl	43 80%	38 73%	25 82%	457 75%	710 83% n	656 75%
Net: Disagree	317 16%	203 16%	22 17%	178 16%	285 15%	122 16%	131 21% ghl	63 14%	19 12%	6 11%	8 16%	4 12%	81 13%	104 12%	160 18% m
Mean score	3.0	3.1	3.0	3.1	3.0	3.1	2.9	3.1	3.1	3.2	3.1	3.2	3.0	3.1	3.0
Standard deviation	.73	.75	.74	.74	.72	.75	.79	.71	.68	.79	.82	.82	.67	.67	.79
Standard error	.02	.02	.07	.02	.02	.03	.03	.03	.05	.11	.12	.16	.03	.02	.03

Columns Tested: a,b - c,d,e - f,g,h,i,j,k,l - m,n

JN303417 British Sugar Research

Q7_2. To which extent, if at all, do you agree or disagree with each of the following statements?

Supermarkets should consider the carbon footprint of producing food when deciding which products to stock

Base: All Respondents

	Total	AGE					GENDER		REGION						SEG		GATEKEEPER STATUS	
		18-24	25-34	35-44	45-54	55+	Male	Female	South of England exc. London	London	North of England	The Midlands	Scotland	Wales	ABC1	C2DE	Gatekeeper	Not gatekeeper
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Significance Level: 95%																		
Unweighted Total	2000	166	339	401	352	742	942	1058	442	252	498	524	168	85	1180	820	1897	103
Weighted Total	2000	240	320	380	340	720	980	1020	420	240	520	520	180	80	1120	880	1891	109
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	(4) 459 23%	59 25%	95 30%	92 24%	73 22%	140 20%	201 20%	259 25%	84 20%	72 30%	111 21%	129 25%	32 18%	21 26%	261 23%	198 23%	440 23%	20 18%
			de					f		hjl								
Tend to agree	(3) 1071 54%	114 47%	159 50%	196 52%	193 57%	409 57%	493 50%	578 57%	255 61%	102 43%	287 55%	266 51%	106 59%	37 46%	617 55%	454 52%	1026 54%	45 42%
				a	ab		f		ikm		i	i	i				q	
Tend to disagree	(2) 252 13%	32 13%	35 11%	46 12%	45 13%	95 13%	159 16%	93 9%	42 10%	34 14%	68 13%	64 12%	22 12%	14 18%	143 13%	109 12%	226 12%	26 24%
							g						h				p	
Strongly disagree	(1) 73 4%	9 4%	7 2%	12 3%	11 3%	35 5%	59 6%	14 1%	15 3%	14 6%	20 4%	15 3%	5 3%	2 2%	41 4%	32 4%	68 4%	4 4%
					b		g											
Don't know	145 7%	26 11%	24 8%	35 9%	18 5%	41 6%	68 7%	77 8%	24 6%	19 8%	33 6%	47 9%	15 8%	6 8%	58 5%	87 10%	131 7%	14 12%
		de		de											n		p	
NETS																		
Net: Agree	1531 77%	173 72%	254 79%	288 76%	267 78%	549 76%	694 71%	837 82%	339 81%	174 73%	398 77%	395 76%	138 77%	57 72%	879 78%	652 74%	1466 77%	65 60%
								f	i						o		q	
Net: Disagree	325 16%	41 17%	42 13%	57 15%	56 16%	129 18%	218 22%	107 10%	57 14%	47 20%	89 17%	78 15%	27 15%	16 20%	183 16%	141 16%	295 16%	30 28%
						b	g			h							p	
Mean score	3.0	3.0	3.2	3.1	3.0	3.0	2.9	3.1	3.0	3.0	3.0	3.1	3.0	3.0	3.0	3.0	3.0	2.8
			de	e				f									q	
Standard deviation	.73	.77	.71	.73	.71	.74	.80	.64	.68	.85	.73	.73	.67	.77	.73	.74	.73	.80
Standard error	.02	.06	.04	.04	.04	.03	.03	.02	.03	.06	.03	.03	.05	.09	.02	.03	.02	.08

Columns Tested: a,b,c,d,e - f,g - h,i,j,k,l,m - n,o - p,q

JN303417 British Sugar Research

Q7_2. To which extent, if at all, do you agree or disagree with each of the following statements?

Supermarkets should consider the carbon footprint of producing food when deciding which products to stock

Base: All Respondents

	SHOPPING FREQUENCY AT SELECTED SUPERMARKETS			SUPERMARKET TYPE			VOTING INTENTION						BREXIT		
	Total	More than once a week	Less than once a week	Frequent budget shoppers	Frequent mid-range shoppers	Frequent premium shoppers	Conservative	Labour	Liberal Democrat	UKIP	SNP	Green Party	Don't know	Remain	Leave
	a	b	c	d	e	f	g	h	i	j	*k	l	m	n	
Significance Level: 95%															
Unweighted Total	2000	1256	132	1103	1850	782	643	450	159	55	48	29	604	863	879
Weighted Total	2000	1264	131	1110	1849	763	626	459	159	54	51	31	607	859	870
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree (4)	459 23%	308 24%	25 19%	275 25%	421 23%	208 27% d	136 22%	134 29% fl	37 23%	14 26%	9 18%	9 30%	118 19%	219 25%	198 23%
Tend to agree (3)	1071 54%	665 53%	77 58%	574 52%	1001 54%	397 52%	342 55%	231 50%	92 58%	25 47%	27 53%	15 48%	333 55%	479 56%	459 53%
Tend to disagree (2)	252 13%	164 13%	19 14%	148 13%	231 12%	100 13%	83 13%	50 11%	22 14%	5 9%	7 13%	2 7%	79 13%	90 11%	118 14%
Strongly disagree (1)	73 4%	45 4%	4 3%	39 4%	64 3%	23 3%	38 6% ghl	8 2%	2 1%	5 9%	2 4%	3 9%	14 2%	24 3%	42 5% m
Don't know	145 7%	83 7%	7 5%	73 7%	131 7% e	35 5%	27 4%	37 8% fh	5 3%	5 9%	6 11% fh	2 6%	63 10% fh	47 5%	52 6%
NETS															
Net: Agree	1531 77%	973 77%	101 77%	849 77%	1422 77%	605 79%	478 76%	365 79% l	130 82%	39 73%	37 72%	24 78%	451 74%	698 81% n	657 76%
Net: Disagree	325 16%	209 17%	23 17%	187 17%	296 16%	124 16%	121 19% g	57 12%	24 15%	10 18%	9 17%	5 16%	93 15%	114 13%	160 18% m
Mean score	3.0	3.0	3.0	3.0	3.0	3.1	3.0	3.2 fl	3.1	3.0	3.0	3.0	3.0	3.1 n	3.0
Standard deviation	.73	.74	.70	.75	.73	.74	.79	.69	.66	.88	.74	.90	.68	.70	.77
Standard error	.02	.02	.06	.02	.02	.03	.03	.03	.05	.13	.11	.17	.03	.02	.03

Columns Tested: a,b - c,d,e - f,g,h,i,j,k,l - m,n

JN303417 British Sugar Research

Q7_3. To which extent, if at all, do you agree or disagree with each of the following statements?

Supermarkets should only stock British-grown products, where possible

Base: All Respondents

	Total	AGE					GENDER		REGION						SEG		GATEKEEPER STATUS	
		18-24	25-34	35-44	45-54	55+	Male	Female	South of England exc. London	London	North of England	The Midlands	Scotland	Wales	ABC1	C2DE	Gatekeeper	Not gatekeeper
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Significance Level: 95%																		
Unweighted Total	2000	166	339	401	352	742	942	1058	442	252	498	524	168	85	1180	820	1897	103
Weighted Total	2000	240	320	380	340	720	980	1020	420	240	520	520	180	80	1120	880	1891	109
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	(4) 293 15%	48 20% de	53 17% d	59 16% d	36 11% d	97 13% d	154 16% de	139 14% d	47 11% de	34 14% d	84 16% h	79 15% h	27 15% h	14 17% h	145 13% de	148 17% n	284 15% de	9 9% de
Tend to agree	(3) 676 34%	60 25% a	112 35% a	115 30% a	120 35% a	269 37% ac	299 31% g	377 37% f	140 33% g	76 32% g	195 38% i	181 35% i	48 27% i	23 28% i	379 34% g	298 34% g	641 34% g	36 33% g
Tend to disagree	(2) 654 33%	70 29% o	104 33% o	116 31% o	124 36% o	241 33% o	324 33% o	331 32% o	152 36% o	70 29% o	162 31% o	161 31% o	66 37% o	31 39% o	387 35% o	267 30% o	625 33% o	29 27% o
Strongly disagree	(1) 243 12%	36 15% b	27 8% b	55 14% b	48 14% b	77 11% b	140 14% g	104 10% g	53 13% g	48 20% hjk	52 10% g	52 10% g	24 14% g	10 13% g	152 14% o	91 10% o	218 12% o	25 23% p
Don't know	133 7%	26 11% de	24 7% d	35 9% de	12 4% de	36 5% de	64 6% de	69 7% de	28 7% de	12 5% de	26 5% de	47 9% j	14 8% de	3 3% de	57 5% de	76 9% n	123 7% de	10 9% de
NETS																		
Net: Agree	970 48%	108 45% de	165 52% de	174 46% de	156 46% de	366 51% de	453 46% de	516 51% de	187 45% de	110 46% de	280 54% hil	260 50% hil	75 42% de	36 45% de	524 47% de	445 51% de	924 49% de	45 42% de
Net: Disagree	897 45%	106 44% o	131 41% o	171 45% o	172 50% be	318 44% be	463 47% g	434 43% g	204 49% jk	117 49% jk	214 41% jk	213 41% jk	90 50% jk	41 51% jk	539 48% o	358 41% o	844 45% o	54 50% o
Mean score	2.5	2.6 d	2.6 d	2.5	2.4	2.6 d	2.5	2.6	2.5	2.4	2.6 hi	2.6 hi	2.5	2.5	2.5	2.6 n	2.6 q	2.3
Standard deviation	.91	1.02	.88	.95	.87	.87	.94	.87	.87	.98	.89	.89	.94	.93	.90	.91	.90	.95
Standard error	.02	.08	.05	.05	.05	.03	.03	.03	.04	.06	.04	.04	.08	.10	.03	.03	.02	.10

Columns Tested: a,b,c,d,e - f,g - h,i,j,k,l,m - n,o - p,q

JN303417 British Sugar Research

Q7_3. To which extent, if at all, do you agree or disagree with each of the following statements?

Supermarkets should only stock British-grown products, where possible

Base: All Respondents

	SHOPPING FREQUENCY AT SELECTED SUPERMARKETS			SUPERMARKET TYPE			VOTING INTENTION							BREXIT	
	Total	More than once a week	Less than once a week	Frequent budget shoppers	Frequent mid-range shoppers	Frequent premium shoppers	Conservative	Labour	Liberal Democrat	UKIP	SNP	Green Party	Don't know	Remain	Leave
	a	b	c	d	e	f	g	h	i	j	*k	l	m	n	
Significance Level: 95%															
Unweighted Total	2000	1256	132	1103	1850	782	643	450	159	55	48	604	863	879	
Weighted Total	2000	1264	131	1110	1849	763	626	459	159	54	51	607	859	870	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Strongly agree (4)	293 15%	189 15%	19 14%	187 17%	267 14%	129 17%	111 18%	77 17%	20 13%	15 28%	7 13%	3 10%	59 10%	100 12%	174 20%
							l	l						ghl	m
Tend to agree (3)	676 34%	436 34%	48 37%	389 35%	627 34%	266 35%	223 36%	152 33%	49 31%	14 26%	14 28%	13 42%	204 34%	264 31%	336 39%
Tend to disagree (2)	654 33%	403 32%	50 38%	360 32%	609 33%	241 32%	192 31%	157 34%	57 36%	16 30%	17 33%	6 20%	208 34%	324 38%	234 27%
														n	
Strongly disagree (1)	243 12%	161 13%	10 8%	119 11%	223 12%	95 12%	74 12%	46 10%	24 15%	7 13%	9 18%	6 19%	78 13%	123 14%	83 10%
														n	
Don't know	133 7%	75 6%	3 3%	54 5%	122 7%	33 4%	27 4%	27 6%	9 6%	2 3%	4 8%	3 9%	59 10%	48 6%	43 5%
					e								fg		
NETS															
Net: Agree	970 48%	625 49%	67 51%	576 52%	894 48%	394 52%	333 53%	230 50%	69 43%	29 54%	21 41%	16 52%	262 43%	364 42%	510 59%
							hl	l							m
Net: Disagree	897 45%	564 45%	60 46%	480 43%	833 45%	337 44%	265 42%	203 44%	81 51%	23 43%	26 51%	12 39%	285 47%	447 52%	317 36%
									f					n	
Mean score	2.5	2.5	2.6	2.6	2.5	2.6	2.6	2.6	2.4	2.7	2.4	2.5	2.4	2.4	2.7
							hl	hl		l					m
Standard deviation	.91	.92	.84	.90	.90	.93	.92	.90	.92	1.03	.97	.96	.86	.89	.91
Standard error	.02	.03	.07	.03	.02	.03	.04	.04	.07	.14	.15	.18	.04	.03	.03

Columns Tested: a,b - c,d,e - f,g,h,i,j,k,l - m,n

JN303417 British Sugar Research

Q7_4. To which extent, if at all, do you agree or disagree with each of the following statements?

Supermarkets should offer customers the choice of British-grown sugar

Base: All Respondents

	Total	AGE					GENDER		REGION						SEG		GATEKEEPER STATUS	
		18-24	25-34	35-44	45-54	55+	Male	Female	South of England exc. London	London	North of England	The Midlands	Scotland	Wales	ABC1	C2DE	Gatekeeper	Not gatekeeper
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Significance Level: 95%																		
Unweighted Total	2000	166	339	401	352	742	942	1058	442	252	498	524	168	85	1180	820	1897	103
Weighted Total	2000	240	320	380	340	720	980	1020	420	240	520	520	180	80	1120	880	1891	109
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	(4) 590 30%	53 22%	93 29%	103 27%	104 31%	236 33%	290 30%	300 29%	114 27%	64 27%	155 30%	170 33%	56 31%	23 28%	328 29%	262 30%	567 30%	23 21%
Tend to agree	(3) 1049 52%	114 48%	163 51%	203 53%	186 55%	383 53%	499 51%	550 54%	237 56%	122 51%	279 54%	249 48%	97 54%	41 51%	599 53%	451 51%	994 53%	56 51%
Tend to disagree	(2) 188 9%	38 16%	43 13%	36 9%	26 8%	45 6%	105 11%	83 8%	39 9%	26 11%	48 9%	51 10%	13 7%	6 8%	109 10%	79 9%	179 9%	8 8%
Strongly disagree	(1) 40 2%	7 3%	9 3%	5 1%	5 1%	15 2%	20 2%	20 2%	7 2%	7 3%	11 2%	10 2%	1 1%	1 2%	23 2%	17 2%	34 2%	6 5%
Don't know	133 7%	28 12%	12 4%	33 9%	19 6%	41 6%	67 7%	66 7%	23 5%	20 8%	26 5%	40 8%	13 7%	9 11%	62 6%	71 8%	117 6%	16 15%
NETS																		
Net: Agree	1640 82%	168 70%	257 80%	306 81%	290 85%	619 86%	789 81%	851 83%	351 84%	187 78%	434 84%	419 81%	153 85%	63 79%	926 83%	713 81%	1561 83%	79 72%
Net: Disagree	228 11%	45 19%	52 16%	41 11%	31 9%	60 8%	124 13%	103 10%	46 11%	33 14%	59 11%	61 12%	14 8%	8 10%	131 12%	96 11%	214 11%	14 13%
Mean score	3.2	3.0	3.1	3.2	3.2	3.2	3.2	3.2	3.2	3.1	3.2	3.2	3.2	3.2	3.2	3.2	3.2	3.0
Standard deviation	.69	.75	.74	.66	.65	.67	.70	.67	.66	.73	.69	.71	.62	.68	.69	.69	.68	.77
Standard error	.02	.06	.04	.03	.04	.03	.02	.02	.03	.05	.03	.03	.05	.08	.02	.02	.02	.08

Columns Tested: a,b,c,d,e - f,g - h,i,j,k,l,m - n,o - p,q

JN303417 British Sugar Research

Q7_4. To which extent, if at all, do you agree or disagree with each of the following statements?

Supermarkets should offer customers the choice of British-grown sugar

Base: All Respondents

	Total	SHOPPING FREQUENCY AT SELECTED SUPERMARKETS		SUPERMARKET TYPE			VOTING INTENTION						BREXIT			
		More than once a week	Less than once a week	Frequent budget shoppers	Frequent mid-range shoppers	Frequent premium shoppers	Conservative	Labour	Liberal Democrat	UKIP	SNP	Green Party	Don't know	Remain	Leave	
		a	b	c	d	e	f	g	h	i	j	*k	l	m	n	
Significance Level: 95%																
Unweighted Total	2000	1256	132	1103	1850	782	643	450	159	55	48	29	604	863	879	
Weighted Total	2000	1264	131	1110	1849	763	626	459	159	54	51	31	607	859	870	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Strongly agree	(4)	590	387	38	334	548	266	212	143	42	20	14	9	149	234	312
		30%	31%	29%	30%	30%	35%	34%	31%	26%	38%	27%	29%	25%	27%	36%
						cd										m
Tend to agree	(3)	1049	658	69	585	981	383	318	230	92	27	32	16	324	475	434
		52%	52%	53%	53%	53%	50%	51%	50%	58%	50%	63%	51%	53%	55%	50%
														n		
Tend to disagree	(2)	188	119	18	105	165	69	56	51	14	6	4	-	53	86	69
		9%	9%	14%	9%	9%	9%	9%	11%	9%	11%	8%	-	9%	10%	8%
Strongly disagree	(1)	40	24	1	24	35	12	14	6	5	-	-	2	13	11	16
		2%	2%	1%	2%	2%	2%	2%	1%	3%	-	-	6%	2%	1%	2%
Don't know		133	77	5	62	120	33	26	29	5	1	1	4	68	52	39
		7%	6%	4%	6%	6%	4%	4%	6%	3%	2%	2%	14%	11%	6%	4%
						e							fghij			
NETS																
Net: Agree	1640	1045	107	919	1529	649	530	374	134	47	46	25	473	710	745	
	82%	83%	81%	83%	83%	85%	85%	81%	85%	87%	90%	80%	78%	83%	86%	
Net: Disagree	228	143	19	129	200	81	70	57	19	6	4	2	66	97	85	
	11%	11%	15%	12%	11%	11%	11%	12%	12%	11%	8%	6%	11%	11%	10%	
Mean score	3.2	3.2	3.1	3.2	3.2	3.2	3.2	3.2	3.1	3.3	3.2	3.2	3.1	3.2	3.3	
																m
Standard deviation	.69	.69	.68	.69	.68	.68	.70	.69	.70	.65	.57	.78	.67	.65	.69	
Standard error	.02	.02	.06	.02	.02	.03	.03	.03	.06	.09	.08	.16	.03	.02	.02	

Columns Tested: a,b - c,d,e - f,g,h,i,j,k,l - m,n

JN303417 British Sugar Research

Q7_5. To which extent, if at all, do you agree or disagree with each of the following statements?

Supermarkets should consider the working conditions in the country of origin when deciding which products to stock

Base: All Respondents

	Total	AGE					GENDER		REGION						SEG		GATEKEEPER STATUS	
		18-24	25-34	35-44	45-54	55+	Male	Female	South of England exc. London	London	North of England	The Midlands	Scotland	Wales	ABC1	C2DE	Gatekeeper	Not gatekeeper
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Significance Level: 95%																		
Unweighted Total	2000	166	339	401	352	742	942	1058	442	252	498	524	168	85	1180	820	1897	103
Weighted Total	2000	240	320	380	340	720	980	1020	420	240	520	520	180	80	1120	880	1891	109
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	(4) 600 30%	88 37% de	105 33%	110 29%	92 27%	203 28%	274 28%	326 32% f	115 27%	81 34%	149 29%	157 30%	56 31%	29 36%	342 31%	258 29%	576 30%	24 22%
Tend to agree	(3) 1034 52%	92 38%	161 50% a	197 52% a	188 55% a	396 55% a	481 49%	553 54% f	233 55% im	113 47%	280 54% m	258 50%	97 54% m	32 40%	600 54%	434 49%	985 52%	49 45%
Tend to disagree	(2) 183 9%	28 12%	28 9%	28 7%	31 9%	68 9%	118 12% g	65 6% g	40 10%	25 10%	43 8%	47 9%	13 7%	11 14%	102 9%	81 9%	170 9%	13 12%
Strongly disagree	(1) 65 3%	7 3%	9 3%	16 4%	12 4%	20 3%	45 5% g	20 2% g	13 3%	9 4%	19 4%	17 3%	6 3%	1 1%	29 3%	36 4%	61 3%	4 4%
Don't know	118 6%	25 10% bde	16 5%	28 7% e	16 5%	32 4%	62 6%	55 5%	18 4%	12 5%	30 6%	42 8% h	8 4%	7 9%	47 4%	71 8% n	100 5%	18 16% p
NETS																		
Net: Agree	1634 82%	180 75%	266 83% a	308 81%	281 83% a	600 83% a	755 77%	879 86% f	348 83%	194 81%	429 82%	415 80%	153 85%	61 76%	942 84% o	692 79%	1561 83% q	73 67%
Net: Disagree	248 12%	35 15%	38 12%	44 12%	43 13%	88 12%	162 17% g	86 8%	54 13%	34 14%	61 12%	64 12%	19 11%	12 15%	131 12%	117 13%	230 12%	18 16%
Mean score	3.2	3.2	3.2	3.1	3.1	3.1	3.1	3.2 f	3.1	3.2	3.1	3.2	3.2	3.2	3.2	3.1	3.2	3.0
Standard deviation	.73	.79	.73	.74	.72	.70	.79	.66	.71	.78	.73	.74	.71	.75	.70	.76	.73	.78
Standard error	.02	.07	.04	.04	.04	.03	.03	.02	.03	.05	.03	.03	.06	.08	.02	.03	.02	.08

Columns Tested: a,b,c,d,e - f,g - h,i,j,k,l,m - n,o - p,q

JN303417 British Sugar Research

Q7_5. To which extent, if at all, do you agree or disagree with each of the following statements?

Supermarkets should consider the working conditions in the country of origin when deciding which products to stock

Base: All Respondents

	SHOPPING FREQUENCY AT SELECTED SUPERMARKETS			SUPERMARKET TYPE			VOTING INTENTION							BREXIT	
	Total	More than once a week	Less than once a week	Frequent budget shoppers	Frequent mid-range shoppers	Frequent premium shoppers	Conservative	Labour	Liberal Democrat	UKIP	SNP	Green Party	Don't know	Remain	Leave
	a	b	c	d	e	f	g	h	i	j	*k	l	m	n	
Significance Level: 95%															
Unweighted Total	2000	1256	132	1103	1850	782	643	450	159	55	48	29	604	863	879
Weighted Total	2000	1264	131	1110	1849	763	626	459	159	54	51	31	607	859	870
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree (4)	600 30%	401 32%	43 33%	337 30%	558 30%	268 35% cd	143 23%	189 41% fl	51 32% f	15 28%	17 34%	11 37%	170 28% f	293 34% n	237 27%
Tend to agree (3)	1034 52%	640 51%	68 52%	587 53%	967 52%	369 48%	359 57% gl	209 45%	83 52%	26 49%	25 48%	16 51%	310 51%	457 53%	449 52%
Tend to disagree (2)	183 9%	127 10%	15 11%	105 9%	165 9%	83 11%	65 10%	36 8%	18 11%	7 13%	4 7%	1 3%	50 8%	55 6%	97 11% m
Strongly disagree (1)	65 3%	37 3%	3 2%	29 3%	56 3%	17 2%	36 6% ghl	4 1%	2 2%	5 9% ghl	3 5% g	2 6%	14 2%	19 2%	39 4% m
Don't know	118 6%	60 5%	3 2%	52 5%	102 6% e	26 3%	24 4%	22 5%	5 3%	1 2%	3 6%	1 3%	62 10% fghi	34 4%	48 5%
NETS															
Net: Agree	1634 82%	1041 82%	110 84%	924 83%	1525 83%	638 84%	501 80%	398 87% fil	134 84%	41 76%	42 82%	27 88%	481 79%	751 87% n	686 79%
Net: Disagree	248 12%	164 13%	18 14%	134 12%	221 12%	100 13%	101 16% gl	39 9%	20 13%	12 22% gl	6 12%	3 9%	64 11%	74 9%	136 16% m
Mean score	3.2	3.2	3.2	3.2	3.2	3.2	3.0	3.3 fhil	3.2 f	3.0	3.2	3.2	3.2 f	3.2 n	3.1
Standard deviation	.73	.73	.72	.71	.72	.73	.76	.66	.69	.89	.79	.79	.69	.68	.77
Standard error	.02	.02	.06	.02	.02	.03	.03	.03	.06	.12	.12	.15	.03	.02	.03

Columns Tested: a,b - c,d,e - f,g,h,i,j,k,l - m,n

JN303417 British Sugar Research

Q7_6. To which extent, if at all, do you agree or disagree with each of the following statements?

Supermarkets should stock products from my local area where possible

Base: All Respondents

	Total	AGE					GENDER		REGION						SEG		GATEKEEPER STATUS	
		18-24	25-34	35-44	45-54	55+	Male	Female	South of England exc. London	London	North of England	The Midlands	Scotland	Wales	ABC1	C2DE	Gatekeeper	Not gatekeeper
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Significance Level: 95%																		
Unweighted Total	2000	166	339	401	352	742	942	1058	442	252	498	524	168	85	1180	820	1897	103
Weighted Total	2000	240	320	380	340	720	980	1020	420	240	520	520	180	80	1120	880	1891	109
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	(4) 648 32%	71 29%	98 31%	115 30%	115 34%	249 35%	296 30%	352 35%	134 32%	64 27%	170 33%	171 33%	62 34%	30 37%	376 34%	271 31%	619 33%	29 27%
Tend to agree	(3) 1057 53%	106 44%	168 53%	207 54%	179 53%	398 55%	510 52%	547 54%	228 54%	135 56%	276 53%	266 51%	96 53%	38 47%	600 54%	457 52%	1005 53%	52 48%
Tend to disagree	(2) 181 9%	40 17%	34 11%	29 8%	30 9%	47 7%	100 10%	81 8%	39 9%	24 10%	46 9%	56 11%	6 3%	7 9%	90 8%	90 10%	171 9%	10 9%
Strongly disagree	(1) 40 2%	4 2%	9 3%	10 3%	9 3%	8 1%	30 3%	10 1%	10 2%	6 3%	10 2%	3 1%	8 5%	1 1%	25 2%	15 2%	34 2%	6 5%
Don't know	75 4%	19 8%	10 3%	20 5%	8 2%	18 3%	45 5%	30 3%	9 2%	11 4%	17 3%	23 4%	8 4%	5 6%	27 2%	47 5%	62 3%	12 11%
		bde		de									h		n		p	
NETS																		
Net: Agree	1705 85%	176 73%	266 83%	322 85%	294 86%	647 90%	806 82%	899 88%	362 86%	199 83%	446 86%	438 84%	158 88%	67 84%	977 87%	728 83%	1624 86%	81 75%
			a	a	a	abc		f							o		q	
Net: Disagree	221 11%	45 19%	43 14%	39 10%	38 11%	55 8%	129 13%	91 9%	48 12%	30 13%	57 11%	59 11%	14 8%	8 10%	116 10%	105 12%	205 11%	15 14%
		cde	e		e		g											
Mean score	3.2	3.1	3.1	3.2	3.2	3.3	3.1	3.3	3.2	3.1	3.2	3.2	3.2	3.3	3.2	3.2	3.2	3.1
Standard deviation	.69	.76	.73	.69	.71	.63	.73	.64	.70	.70	.69	.66	.73	.68	.69	.69	.68	.80
Standard error	.02	.06	.04	.04	.04	.02	.02	.02	.03	.04	.03	.03	.06	.08	.02	.02	.02	.08

Columns Tested: a,b,c,d,e - f,g - h,i,j,k,l,m - n,o - p,q

JN303417 British Sugar Research

Q7_6. To which extent, if at all, do you agree or disagree with each of the following statements?

Supermarkets should stock products from my local area where possible

Base: All Respondents

	SHOPPING FREQUENCY AT SELECTED SUPERMARKETS			SUPERMARKET TYPE			VOTING INTENTION						BREXIT		
	Total	More than once a week	Less than once a week	Frequent budget shoppers	Frequent mid-range shoppers	Frequent premium shoppers	Conservative	Labour	Liberal Democrat	UKIP	SNP	Green Party	Don't know	Remain	Leave
	a	b	c	d	e	f	g	h	i	j	*k	l	m	n	
Significance Level: 95%															
Unweighted Total	2000	1256	132	1103	1850	782	643	450	159	55	48	29	604	863	879
Weighted Total	2000	1264	131	1110	1849	763	626	459	159	54	51	31	607	859	870
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree (4)	648 32%	417 33%	36 27%	376 34%	596 32%	274 36%	225 36% hl	155 34% l	41 26% i	26 49% ghl	18 35%	13 43%	165 27%	268 31%	327 38% m
Tend to agree (3)	1057 53%	669 53%	67 51%	578 52%	988 53%	392 51%	318 51%	241 53%	92 58% i	21 39%	28 54%	13 42%	336 55% i	478 56% n	427 49%
Tend to disagree (2)	181 9%	113 9%	19 14%	100 9%	163 9%	70 9%	55 9%	48 10%	20 12%	5 9%	3 6%	3 9%	47 8%	75 9%	72 8%
Strongly disagree (1)	40 2%	24 2%	4 3%	24 2%	34 2%	12 2%	16 3%	5 1%	2 1%	1 2%	1 3%	2 6%	12 2%	14 2%	19 2%
Don't know	75 4%	42 3%	5 4%	32 3%	68 4% e	15 2%	12 2%	9 2%	5 3%	1 2%	1 2%	- -	47 8% fgh	24 3%	25 3%
NETS															
Net: Agree	1705 85%	1086 86% b	103 79%	954 86%	1584 86%	667 87%	543 87% l	397 86%	132 84%	47 88%	45 89%	26 85%	501 83%	746 87%	753 87%
Net: Disagree	221 11%	136 11%	23 17% a	124 11%	197 11%	81 11%	71 11%	53 12%	22 14%	6 10%	5 9%	5 15%	59 10%	89 10%	91 10%
Mean score	3.2	3.2 b	3.1	3.2	3.2	3.2	3.2	3.2	3.1	3.4 hl	3.2	3.2	3.2	3.2	3.3
Standard deviation	.69	.68	.75	.70	.68	.68	.71	.67	.66	.73	.70	.86	.66	.66	.71
Standard error	.02	.02	.07	.02	.02	.02	.03	.03	.05	.10	.10	.16	.03	.02	.02

Columns Tested: a,b - c,d,e - f,g,h,i,j,k,l - m,n

JN303417 British Sugar Research

Q8. The Government has triggered Article 50 in March, starting negotiations for a new relationship between the UK and the EU. Please rank the following sectors in order of priority for the Government during the Brexit negotiations?

Net: Top rank

Base: All Respondents

	AGE					GENDER		REGION						SEG		GATEKEEPER STATUS		
	Total	18-24	25-34	35-44	45-54	55+	Male	Female	South of England exc. London	London	North of England	The Midlands	Scotland	Wales	ABC1	C2DE	Gatekeeper	Not gatekeeper
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Significance Level: 95%																		
Unweighted Total	2000	166	339	401	352	742	942	1058	442	252	498	524	168	85	1180	820	1897	103
Weighted Total	2000	240	320	380	340	720	980	1020	420	240	520	520	180	80	1120	880	1891	109
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agriculture	330 17%	26 11%	54 17%	68 18% a	54 16% a	128 18% a	151 15%	179 18%	77 18%	40 17%	81 16%	82 16%	28 16%	19 24%	183 16%	147 17%	309 16%	21 19%
Financial services	308 15%	33 14%	54 17% d	56 15%	35 10%	129 18% d	148 15%	160 16%	53 13%	37 16%	86 17%	85 16%	23 13%	17 21% h	169 15%	139 16%	296 16%	13 12%
Manufacturing	302 15%	43 18%	64 20% cde	54 14%	46 14%	95 13%	150 15%	152 15%	73 17%	32 13%	82 16%	73 14%	23 13%	14 17%	171 15%	130 15%	283 15%	19 18%
Creative industries	285 14%	42 18% b	33 10%	47 12%	56 16% b	107 15% b	147 15%	139 14%	57 13%	36 15%	78 15%	75 14%	21 12%	9 11%	155 14%	131 15%	267 14%	18 17%
Healthcare	255 13%	20 9%	43 13%	57 15% a	54 16% ae	81 11%	133 14%	122 12%	50 12%	36 15%	62 12%	67 13%	25 14%	8 10%	153 14%	103 12%	247 13%	8 8%
Science	250 12%	33 14%	39 12%	47 12%	46 13%	86 12%	119 12%	130 13%	57 14%	28 12%	68 13%	59 11%	25 14%	9 11%	137 12%	112 13%	241 13%	8 8%
Education	237 12%	30 13%	29 9%	39 10%	47 14%	92 13%	119 12%	118 12%	46 11%	25 11%	60 12%	67 13%	29 16% m	5 7%	143 13%	94 11%	220 12%	17 16%

Columns Tested: a,b,c,d,e - f,g - h,i,j,k,l,m - n,o - p,q

JN303417 British Sugar Research

Q8. The Government has triggered Article 50 in March, starting negotiations for a new relationship between the UK and the EU. Please rank the following sectors in order of priority for the Government during the Brexit negotiations?

Net: Top rank

Base: All Respondents

	SHOPPING FREQUENCY AT SELECTED SUPERMARKETS			SUPERMARKET TYPE			VOTING INTENTION							BREXIT	
	Total	More than once a week	Less than once a week	Frequent budget shoppers	Frequent mid-range shoppers	Frequent premium shoppers	Conservative	Labour	Liberal Democrat	UKIP	SNP	Green Party	Don't know	Remain	Leave
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%															
Unweighted Total	2000	1256	132	1103	1850	782	643	450	159	55	48	29	604	863	879
Weighted Total	2000	1264	131	1110	1849	763	626	459	159	54	51	31	607	859	870
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agriculture	330	211	17	169	308	134	120	68	29	9	8	4	90	144	146
	17%	17%	13%	15%	17%	18%	19%	15%	18%	18%	15%	13%	15%	17%	17%
Financial services	308	193	18	177	280	122	93	60	25	9	9	2	107	120	149
	15%	15%	14%	16%	15%	16%	15%	13%	16%	16%	18%	6%	18%	14%	17%
Manufacturing	302	199	24	179	280	133	105	79	25	6	5	6	74	128	132
	15%	16%	18%	16%	15%	17%	17%	17%	16%	11%	10%	19%	12%	15%	15%
Creative industries	285	185	19	164	258	97	82	68	25	7	6	6	87	129	122
	14%	15%	14%	15%	14%	13%	13%	15%	16%	13%	12%	21%	14%	15%	14%
Healthcare	255	155	21	139	237	100	71	74	18	6	7	3	78	110	112
	13%	12%	16%	13%	13%	13%	11%	16%	11%	11%	13%	9%	13%	13%	13%
Science	250	151	14	138	231	94	73	59	16	9	6	6	78	99	112
	12%	12%	10%	12%	13%	12%	12%	13%	10%	18%	12%	19%	13%	12%	13%
Education	237	151	16	128	225	76	78	46	19	8	8	4	74	113	91
	12%	12%	12%	12%	12%	10%	12%	10%	12%	14%	15%	13%	12%	13%	10%

Columns Tested: a,b - c,d,e - f,g,h,i,j,k,l - m,n

JN303417 British Sugar Research

Q8. The Government has triggered Article 50 in March, starting negotiations for a new relationship between the UK and the EU. Please rank the following sectors in order of priority for the Government during the Brexit negotiations?

Net: Top 3

Base: All Respondents

	AGE					GENDER		REGION						SEG		GATEKEEPER STATUS		
	Total	18-24	25-34	35-44	45-54	55+	Male	Female	South of England exc. London	London	North of England	The Midlands	Scotland	Wales	ABC1	C2DE	Gatekeeper	Not gatekeeper
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Significance Level: 95%																		
Unweighted Total	2000	166	339	401	352	742	942	1058	442	252	498	524	168	85	1180	820	1897	103
Weighted Total	2000	240	320	380	340	720	980	1020	420	240	520	520	180	80	1120	880	1891	109
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Manufacturing	890 44%	113 47%	152 47%	180 47%	143 42%	302 42%	443 45%	447 44%	204 49%	102 43%	240 46%	211 40%	81 45%	34 42%	499 45%	391 44%	838 44%	52 48%
Financial services	866 43%	108 45%	138 43%	157 41%	131 38%	332 46%	429 44%	438 43%	175 42%	105 44%	223 43%	234 45%	73 41%	38 47%	500 45%	366 42%	817 43%	49 45%
Agriculture	864 43%	84 35%	130 40%	172 45%	153 45%	325 45%	412 42%	453 44%	186 44%	97 40%	236 45%	223 43%	67 37%	44 55%	476 43%	388 44%	813 43%	51 47%
Creative industries	861 43%	111 46%	128 40%	149 39%	158 46%	315 44%	438 45%	423 41%	179 43%	105 44%	230 44%	220 42%	70 39%	35 44%	485 43%	376 43%	813 43%	47 44%
Healthcare	851 43%	100 42%	143 45%	164 43%	148 44%	297 41%	422 43%	429 42%	161 38%	105 44%	228 44%	229 44%	72 40%	40 50%	492 44%	360 41%	813 43%	38 35%
Science	791 40%	87 36%	134 42%	146 38%	144 42%	281 39%	392 40%	399 39%	164 39%	96 40%	203 39%	209 40%	73 41%	26 33%	431 39%	360 41%	756 40%	35 32%
Education	766 38%	82 34%	123 38%	127 33%	132 39%	302 42%	361 37%	405 40%	166 40%	93 39%	185 36%	199 38%	84 47%	22 28%	444 40%	322 37%	725 38%	41 37%

Columns Tested: a, b, c, d, e - f, g - h, i, j, k, l, m - n, o - p, q

JN303417 British Sugar Research

Q8. The Government has triggered Article 50 in March, starting negotiations for a new relationship between the UK and the EU. Please rank the following sectors in order of priority for the Government during the Brexit negotiations?

Net: Top 3

Base: All Respondents

	SHOPPING FREQUENCY AT SELECTED SUPERMARKETS			SUPERMARKET TYPE			VOTING INTENTION						BREXIT		
	Total	More than once a week	Less than once a week	Frequent budget shoppers	Frequent mid-range shoppers	Frequent premium shoppers	Conservative	Labour	Liberal Democrat	UKIP	SNP	Green Party	Don't know	Remain	Leave
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	
Significance Level: 95%															
Unweighted Total	2000	1256	132	1103	1850	782	643	450	159	55	48	29	604	863	879
Weighted Total	2000	1264	131	1110	1849	763	626	459	159	54	51	31	607	859	870
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Manufacturing	890	554	61	502	822	356	294	219	70	21	29	16	236	388	386
	44%	44%	47%	45%	44%	47%	47%	48%	44%	38%	57%	51%	39%	45%	44%
Financial services	866	542	61	489	799	339	263	203	62	22	19	8	282	379	374
	43%	43%	46%	44%	43%	44%	42%	44%	39%	41%	38%	25%	47%	44%	43%
Agriculture	864	522	52	464	799	311	269	203	78	29	19	12	249	375	373
	43%	41%	40%	42%	43%	41%	43%	44%	49%	53%	37%	39%	41%	44%	43%
Creative industries	861	552	56	488	791	340	284	193	75	22	16	19	245	371	381
	43%	44%	43%	44%	43%	45%	45%	42%	47%	41%	32%	60%	40%	43%	44%
Healthcare	851	553	59	486	786	332	259	206	66	25	24	14	253	353	392
	43%	44%	45%	44%	43%	43%	41%	45%	42%	46%	46%	46%	42%	41%	45%
Science	791	501	49	438	741	296	242	187	64	23	12	15	240	334	357
	40%	40%	37%	39%	40%	39%	39%	41%	41%	42%	24%	50%	40%	39%	41%
Education	766	504	46	411	713	286	255	145	55	20	26	9	252	327	318
	38%	40%	35%	37%	39%	37%	41%	32%	35%	38%	51%	29%	41%	38%	37%
							g				gh		g		

Columns Tested: a,b - c,d,e - f,g,h,i,j,k,l - m,n

JN303417 British Sugar Research

Q8_SUM. The Government has triggered Article 50 in March, starting negotiations for a new relationship between the UK and the EU. Please rank the following sectors in order of priority for the Government during the Brexit negotiations?

SUMMARY TABLE

Base: All Respondents

	Total	Ranked 1	Ranked 2	Ranked 3	Ranked 4	Ranked 5	Ranked 6	Ranked 7	Net: 1-3	No response	Mean
Agriculture	2000	330	273	262	224	225	261	364	864	61	4.0
	100%	17%	14%	13%	11%	11%	13%	18%	43%	3%	
Financial services	2000	308	310	248	244	277	301	259	866	53	3.9
	100%	15%	16%	12%	12%	14%	15%	13%	43%	3%	
Manufacturing	2000	302	295	293	259	270	271	256	890	54	3.9
	100%	15%	15%	15%	13%	14%	14%	13%	44%	3%	
Creative industries	2000	285	288	288	297	236	303	251	861	54	3.9
	100%	14%	14%	14%	15%	12%	15%	13%	43%	3%	
Healthcare	2000	255	265	331	315	306	232	247	851	48	3.9
	100%	13%	13%	17%	16%	15%	12%	12%	43%	2%	
Science	2000	250	283	258	298	306	268	287	791	50	4.1
	100%	12%	14%	13%	15%	15%	13%	14%	40%	3%	
Education	2000	237	250	279	308	320	302	252	766	52	4.1
	100%	12%	12%	14%	15%	16%	15%	13%	38%	3%	

JN303417 British Sugar Research

Q8_1. The Government has triggered Article 50 in March, starting negotiations for a new relationship between the UK and the EU. Please rank the following sectors in order of priority for the Government during the Brexit negotiations?

Agriculture

Base: All Respondents

	Total	AGE					GENDER		REGION						SEG		GATEKEEPER STATUS		
		18-24	25-34	35-44	45-54	55+	Male	Female	South of England exc. London	London	North of England	The Midlands	Scotland	Wales	ABC1	C2DE	Gatekeeper	Not gatekeeper	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Significance Level: 95%																			
Unweighted Total	2000	166	339	401	352	742	942	1058	442	252	498	524	168	85	1180	820	1897	103	
Weighted Total	2000	240	320	380	340	720	980	1020	420	240	520	520	180	80	1120	880	1891	109	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Ranked 1	(1)	330 17%	54 17%	68 18% a	54 16%	128 18% a	151 15%	179 18%	77 18%	40 17%	81 16%	82 16%	28 16%	19 24%	183 16%	147 17%	309 16%	21 19%	
Ranked 2	(2)	273 14%	39 13%	46 12%	51 12%	107 15%	141 14%	132 13%	54 13%	27 11%	72 14%	78 15%	26 14%	13 17%	144 13%	129 15%	256 14%	16 15%	
Ranked 3	(3)	262 13%	37 12%	58 15%	49 14%	90 12%	119 12%	142 14%	54 13% l	30 13%	82 16% l	63 12%	13 7%	12 15%	149 13%	112 13%	248 13%	14 13%	
Ranked 4	(4)	224 11%	30 10%	37 9%	42 10%	92 12%	112 11%	112 11%	47 11%	30 13% m	61 12% m	54 10%	24 13% m	4 5%	130 12%	94 11%	209 11%	15 14%	
Ranked 5	(5)	225 11%	24 10%	34 11%	32 8%	49 14% c	86 12%	98 10%	127 12%	47 11% i	16 7%	61 12% i	66 13% i	19 11%	10 12%	140 12%	86 10%	219 12%	7 6%
Ranked 6	(6)	261 13%	36 15%	39 12%	50 13%	34 10%	101 14%	134 14%	127 12%	51 12%	42 17% jm	62 12%	68 13%	24 13%	7 8%	148 13%	113 13%	249 13%	11 10%
Ranked 7	(7)	364 18%	56 23% de	79 25% cde	65 17%	51 15%	113 16%	199 20% g	166 16%	78 19%	46 19%	92 18%	89 17%	33 18%	15 19%	205 18%	159 18%	344 18%	20 19%
NETS																			
Net: 1-3		864 43%	84 35%	130 40%	172 45% a	153 45% a	325 45% a	412 42%	453 44%	186 44%	97 40%	236 45%	223 43%	67 37%	44 55% ikl	476 43%	388 44%	813 43%	51 47%
No response		61 3%	16 7% be	8 3% e	23 6% be	10 3% e	4 1%	26 3%	35 3%	11 3%	9 4%	8 2%	19 4% j	13 7% hjm	1 1%	21 2%	40 5% n	57 3%	4 4%
Mean score		4.0	4.4 cde	4.2 de	3.9	3.9	3.9	4.1	3.9	4.0	4.1	4.0	4.0	4.1	3.7	4.1	4.0	4.0	3.8
Standard deviation		2.14	2.13	2.24	2.17	2.05	2.11	2.16	2.11	2.17	2.18	2.09	2.12	2.17	2.26	2.12	2.16	2.14	2.19
Standard error		.05	.17	.12	.11	.11	.08	.07	.07	.10	.14	.09	.09	.17	.25	.06	.08	.05	.22

Columns Tested: a,b,c,d,e - f,g - h,i,j,k,l,m - n,o - p,q

JN303417 British Sugar Research

Q8_1. The Government has triggered Article 50 in March, starting negotiations for a new relationship between the UK and the EU. Please rank the following sectors in order of priority for the Government during the Brexit negotiations?

Agriculture

Base: All Respondents

	Total	SHOPPING FREQUENCY AT SELECTED SUPERMARKETS		SUPERMARKET TYPE			VOTING INTENTION						BREXIT		
		More than once a week	Less than once a week	Frequent budget shoppers	Frequent mid-range shoppers	Frequent premium shoppers	Conservative	Labour	Liberal Democrat	UKIP	SNP	Green Party	Don't know	Remain	Leave
		a	b	c	d	e	f	g	h	i	j	*k	l	m	n
Significance Level: 95%															
Unweighted Total	2000	1256	132	1103	1850	782	643	450	159	55	48	29	604	863	879
Weighted Total	2000	1264	131	1110	1849	763	626	459	159	54	51	31	607	859	870
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Ranked 1	(1) 330 17%	211 17%	17 13%	169 15%	308 17%	134 18%	120 19%	68 15%	29 18%	9 18%	8 15%	4 13%	90 15%	144 17%	146 17%
Ranked 2	(2) 273 14%	163 13%	18 14%	154 14%	249 13%	91 12%	73 12%	68 15%	26 17%	9 17%	8 16%	4 14%	83 14%	115 13%	117 13%
Ranked 3	(3) 262 13%	148 12%	17 13%	141 13%	241 13%	87 11%	77 12%	67 15%	23 15%	10 19%	3 6%	4 12%	76 13%	116 14%	111 13%
Ranked 4	(4) 224 11%	146 12%	17 13%	121 11%	209 11%	90 12%	69 11%	51 11%	16 10%	6 12%	6 12%	4 11%	72 12%	99 11%	89 10%
Ranked 5	(5) 225 11%	150 12%	14 10%	142 13%	208 11%	78 10%	71 11%	49 11%	13 8%	3 5%	7 14%	3 9%	77 13%	90 10%	107 12%
Ranked 6	(6) 261 13%	173 14%	16 12%	157 14%	241 13%	105 14%	94 15%	58 13%	20 13%	4 7%	4 8%	5 18%	72 12%	106 12%	125 14%
Ranked 7	(7) 364 18%	235 19%	28 21%	190 17%	336 18%	160 21% c	111 18%	86 19%	28 18%	11 21%	10 19%	7 23%	109 18%	163 19%	154 18%
NETS															
Net: 1-3	864 43%	522 41%	52 40%	464 42%	799 43%	311 41%	269 43%	203 44%	78 49%	29 53%	19 37%	12 39%	249 41%	375 44%	373 43%
No response	61 3%	39 3%	4 3%	36 3%	56 3%	19 3%	12 2%	13 3%	3 2%	1 2%	5 10%	- -	28 5%	27 3%	21 2%
Mean score	4.0	4.1	4.2	4.1	4.0	4.1	4.0	4.0	3.8	3.8	4.1	4.4	4.1	4.0	4.0
Standard deviation	2.14	2.15	2.12	2.10	2.14	2.20	2.17	2.12	2.17	2.19	2.18	2.18	2.10	2.15	2.14
Standard error	.05	.06	.19	.06	.05	.08	.09	.10	.17	.30	.33	.40	.09	.07	.07

Columns Tested: a,b - c,d,e - f,g,h,i,j,k,l - m,n

JN303417 British Sugar Research

Q8_2. The Government has triggered Article 50 in March, starting negotiations for a new relationship between the UK and the EU. Please rank the following sectors in order of priority for the Government during the Brexit negotiations?

Financial services

Base: All Respondents

	Total	AGE					GENDER		REGION						SEG		GATEKEEPER STATUS		
		18-24	25-34	35-44	45-54	55+	Male	Female	South of England exc. London	London	North of England	The Midlands	Scotland	Wales	ABC1	C2DE	Gatekeeper	Not gatekeeper	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Significance Level: 95%																			
Unweighted Total	2000	166	339	401	352	742	942	1058	442	252	498	524	168	85	1180	820	1897	103	
Weighted Total	2000	240	320	380	340	720	980	1020	420	240	520	520	180	80	1120	880	1891	109	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Ranked 1	(1)	308 15%	54 17%	56 15%	35 10%	129 18%	148 15%	160 16%	53 13%	37 16%	86 17%	85 16%	23 13%	17 21%	169 15%	139 16%	296 16%	13 12%	
Ranked 2	(2)	310 16%	41 17%	43 13%	59 15%	57 17%	112 15%	164 17%	146 14%	67 16%	48 20%	63 12%	86 17%	29 16%	10 12%	179 16%	131 15%	292 15%	18 17%
Ranked 3	(3)	248 12%	35 14%	41 13%	42 11%	39 11%	91 13%	117 12%	131 13%	55 13%	20 8%	74 14%	63 12%	21 12%	11 14%	152 14%	96 11%	229 12%	18 17%
Ranked 4	(4)	244 12%	31 13%	33 10%	45 12%	47 14%	89 12%	118 12%	126 12%	46 11%	34 14%	64 12%	65 13%	25 14%	7 9%	123 11%	121 14%	233 12%	11 10%
Ranked 5	(5)	277 14%	37 16%	46 14%	49 13%	51 15%	93 13%	133 14%	144 14%	71 17%	28 12%	84 16%	64 12%	18 10%	8 10%	153 14%	124 14%	265 14%	12 11%
Ranked 6	(6)	301 15%	29 12%	57 18%	65 17%	48 14%	102 14%	153 16%	147 14%	70 17%	27 11%	75 14%	68 13%	33 18%	16 20%	172 15%	128 15%	282 15%	19 18%
Ranked 7	(7)	259 13%	20 8%	39 12%	45 12%	56 16%	100 14%	127 13%	132 13%	48 11%	37 15%	66 13%	74 14%	22 12%	10 13%	155 14%	104 12%	246 13%	13 12%
NETS																			
Net: 1-3		866 43%	108 45%	138 43%	157 41%	131 38%	332 46%	429 44%	438 43%	175 42%	105 44%	223 43%	234 45%	73 41%	38 47%	500 45%	366 42%	817 43%	49 45%
No response		53 3%	15 6%	8 2%	18 5%	8 2%	5 1%	20 2%	33 3%	10 2%	10 4%	8 1%	16 3%	9 5%	1 1%	17 1%	36 4%	48 3%	5 5%
Mean score		3.9	3.7	4.0	4.0	4.2	3.9	3.9	4.0	3.8	3.9	3.9	4.0	3.9	4.0	3.9	3.9	4.0	4.0
Standard deviation		2.04	1.90	2.06	2.04	1.99	2.08	2.04	2.03	1.97	2.10	2.02	2.07	2.01	2.15	2.05	2.02	2.04	1.99
Standard error		.05	.15	.11	.10	.11	.08	.07	.06	.09	.13	.09	.09	.16	.24	.06	.07	.05	.20

Columns Tested: a,b,c,d,e - f,g - h,i,j,k,l,m - n,o - p,q

JN303417 British Sugar Research

Q8_2. The Government has triggered Article 50 in March, starting negotiations for a new relationship between the UK and the EU. Please rank the following sectors in order of priority for the Government during the Brexit negotiations?

Financial services

Base: All Respondents

	Total	SHOPPING FREQUENCY AT SELECTED SUPERMARKETS		SUPERMARKET TYPE			VOTING INTENTION						BREXIT		
		More than once a week	Less than once a week	Frequent budget shoppers	Frequent mid-range shoppers	Frequent premium shoppers	Conservative	Labour	Liberal Democrat	UKIP	SNP	Green Party	Don't know	Remain	Leave
		a	b	c	d	e	f	g	h	i	j	*k	l	m	n
Significance Level: 95%															
Unweighted Total	2000	1256	132	1103	1850	782	643	450	159	55	48	29	604	863	879
Weighted Total	2000	1264	131	1110	1849	763	626	459	159	54	51	31	607	859	870
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Ranked 1	(1) 308 15%	193 15%	18 14%	177 16%	280 15%	122 16%	93 15%	60 13%	25 16%	9 16%	9 18%	2 6%	107 18% g	120 14%	149 17%
Ranked 2	(2) 310 16%	194 15%	21 16%	179 16%	292 16%	125 16%	96 15%	77 17%	23 15%	5 9%	7 13%	6 19%	96 16%	140 16%	133 15%
Ranked 3	(3) 248 12%	155 12%	21 16%	133 12%	227 12%	92 12%	73 12%	66 14%	14 9%	8 16%	4 7%	- -	79 13%	120 14% n	93 11%
Ranked 4	(4) 244 12%	140 11%	18 14%	139 13%	231 13%	86 11%	74 12%	53 12%	25 16%	9 16%	12 23% fgl	7 21%	65 11%	103 12%	110 13%
Ranked 5	(5) 277 14%	179 14%	13 10%	144 13%	257 14%	99 13%	82 13%	61 13%	27 17%	6 11%	3 6%	8 25%	87 14%	124 14%	111 13%
Ranked 6	(6) 301 15%	199 16%	21 16%	166 15%	274 15%	116 15%	106 17%	71 16%	26 16%	7 13%	7 14%	3 11%	79 13%	116 13%	146 17%
Ranked 7	(7) 259 13%	176 14%	13 10%	143 13%	240 13%	106 14%	96 15% l	61 13%	17 10%	10 18%	6 12%	5 17%	64 11%	115 13%	115 13%
NETS															
Net: 1-3	866 43%	542 43%	61 46%	489 44%	799 43%	339 44%	263 42%	203 44%	62 39%	22 41%	19 38%	8 25%	282 47%	379 44%	374 43%
No response	53 3%	28 2%	5 4%	29 3%	47 3%	18 2%	7 1%	10 2%	1 1%	1 2%	4 7% fgh	- -	30 5% fgh	22 3%	15 2%
Mean score	3.9	4.0	3.8	3.9	3.9	3.9	4.1 l	4.0	4.0	4.1	3.8	4.4	3.7	3.9	3.9
Standard deviation	2.04	2.06	1.96	2.05	2.03	2.07	2.07	2.01	1.98	2.08	2.06	1.87	2.03	2.01	2.08
Standard error	.05	.06	.17	.06	.05	.07	.08	.10	.16	.28	.31	.35	.08	.07	.07

Columns Tested: a,b - c,d,e - f,g,h,i,j,k,l - m,n

JN303417 British Sugar Research

Q8_3. The Government has triggered Article 50 in March, starting negotiations for a new relationship between the UK and the EU. Please rank the following sectors in order of priority for the Government during the Brexit negotiations?

Manufacturing

Base: All Respondents

	Total	AGE					GENDER		REGION						SEG		GATEKEEPER STATUS	
		18-24	25-34	35-44	45-54	55+	Male	Female	South of England exc. London	London	North of England	The Midlands	Scotland	Wales	ABC1	C2DE	Gatekeeper	Not gatekeeper
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Significance Level: 95%																		
Unweighted Total	2000	166	339	401	352	742	942	1058	442	252	498	524	168	85	1180	820	1897	103
Weighted Total	2000	240	320	380	340	720	980	1020	420	240	520	520	180	80	1120	880	1891	109
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Ranked 1	(1)	302 15%	43 18%	64 20%	54 14%	46 14%	95 13%	152 15%	73 17%	32 13%	82 16%	73 14%	23 13%	14 17%	171 15%	130 15%	283 15%	19 18%
			cde															
Ranked 2	(2)	295 15%	28 12%	50 16%	62 16%	44 13%	111 15%	142 14%	71 17%	28 12%	93 18%	58 11%	28 15%	10 13%	159 14%	136 15%	277 15%	18 17%
									k			ik						
Ranked 3	(3)	293 15%	42 17%	37 12%	64 17%	54 16%	96 13%	153 15%	60 14%	42 17%	64 12%	80 15%	30 16%	10 12%	169 15%	124 14%	279 15%	15 14%
					b													
Ranked 4	(4)	259 13%	22 9%	31 10%	39 10%	51 15%	116 16%	128 13%	59 14%	31 13%	60 12%	68 13%	24 13%	12 14%	141 13%	118 13%	250 13%	9 8%
					bc	abc												
Ranked 5	(5)	270 14%	26 11%	52 16%	56 15%	35 10%	101 14%	144 14%	43 10%	38 16%	67 13%	81 16%	25 14%	9 11%	159 14%	112 13%	252 13%	18 17%
				d						h		h						
Ranked 6	(6)	271 14%	39 16%	37 12%	41 11%	55 16%	99 14%	144 14%	59 14%	27 11%	70 13%	78 15%	23 13%	9 12%	158 14%	114 13%	259 14%	12 11%
					c													
Ranked 7	(7)	256 13%	27 11%	40 13%	44 12%	46 13%	98 14%	125 12%	45 11%	33 14%	75 14%	67 13%	17 9%	17 21%	148 13%	108 12%	243 13%	13 12%
													hl					
NETS																		
Net: 1-3		890 44%	113 47%	152 47%	180 47%	143 42%	302 42%	447 44%	204 49%	102 43%	240 46%	211 40%	81 45%	34 42%	499 45%	391 44%	838 44%	52 48%
									k									
No response		54 3%	13 5%	8 3%	19 5%	10 3%	4 1%	32 3%	9 2%	10 4%	9 2%	16 3%	10 6%	-	16 1%	38 4%	50 3%	4 4%
			e	e	e	e							hjm	-	n			
Mean score		3.9	3.8	3.7	3.8	4.0	4.0	3.9	3.7	4.0	3.9	4.0	3.8	4.1	3.9	3.9	3.9	3.7
												h						
Standard deviation		2.01	2.06	2.09	1.97	1.99	1.97	2.02	2.01	1.97	2.07	1.97	1.91	2.17	2.01	2.00	2.00	2.05
Standard error		.05	.16	.11	.10	.11	.07	.06	.10	.13	.09	.09	.15	.23	.06	.07	.05	.21

Columns Tested: a,b,c,d,e - f,g - h,i,j,k,l,m - n,o - p,q

JN303417 British Sugar Research

Q8_3. The Government has triggered Article 50 in March, starting negotiations for a new relationship between the UK and the EU. Please rank the following sectors in order of priority for the Government during the Brexit negotiations?

Manufacturing

Base: All Respondents

	Total	SHOPPING FREQUENCY AT SELECTED SUPERMARKETS		SUPERMARKET TYPE			VOTING INTENTION						BREXIT		
		More than once a week	Less than once a week	Frequent budget shoppers	Frequent mid-range shoppers	Frequent premium shoppers	Conservative	Labour	Liberal Democrat	UKIP	SNP	Green Party	Don't know	Remain	Leave
		a	b	c	d	e	f	g	h	i	j	*k	l	m	n
Significance Level: 95%															
Unweighted Total	2000	1256	132	1103	1850	782	643	450	159	55	48	29	604	863	879
Weighted Total	2000	1264	131	1110	1849	763	626	459	159	54	51	31	607	859	870
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Ranked 1	(1) 302 15%	199 16%	24 18%	179 16%	280 15%	133 17%	105 17%	79 17%	25 16%	6 11%	5 10%	6 19%	74 12%	128 15%	132 15%
Ranked 2	(2) 295 15%	162 13%	21 16%	154 14%	267 14%	113 15%	103 16%	61 13%	20 13%	6 11%	11 22%	3 9%	89 15%	120 14%	132 15%
Ranked 3	(3) 293 15%	192 15%	16 12%	169 15%	275 15%	110 14%	86 14%	80 17%	24 15%	9 17%	13 25%	7 23%	73 12%	139 16%	123 14%
Ranked 4	(4) 259 13%	170 13%	18 14%	148 13%	247 13%	98 13%	73 12%	60 13%	22 14%	7 13%	3 6%	2 6%	88 14%	110 13%	120 14%
Ranked 5	(5) 270 14%	171 14%	17 13%	139 13%	246 13%	106 14%	88 14%	56 12%	24 15%	8 16%	8 17%	5 16%	79 13%	121 14%	113 13%
Ranked 6	(6) 271 14%	174 14%	17 13%	150 14%	254 14%	99 13%	85 14%	67 14%	13 8%	9 16%	4 8%	5 18%	88 14%	124 14%	115 13%
Ranked 7	(7) 256 13%	159 13%	14 11%	140 13%	231 12%	85 11%	79 13%	45 10%	27 17%	8 15%	3 6%	3 10%	90 15%	96 11%	116 13%
NETS															
Net: 1-3	890 44%	554 44%	61 47%	502 45%	822 44%	356 47%	294 47%	219 48%	70 44%	21 38%	29 57%	16 51%	236 39%	388 45%	386 44%
No response	54 3%	37 3%	3 2%	30 3%	49 3%	19 3%	7 1%	13 3%	3 2%	1 2%	4 7%	- -	26 4%	21 2%	19 2%
Mean score	3.9	3.9	3.7	3.9	3.9	3.8	3.8	3.7	3.9	4.2	3.5	3.8	4.1	3.9	3.9
Standard deviation	2.01	2.00	2.02	2.01	2.00	2.00	2.04	1.97	2.05	1.96	1.77	2.04	2.01	1.97	2.01
Standard error	.05	.06	.18	.06	.05	.07	.08	.09	.16	.27	.26	.38	.08	.07	.07

Columns Tested: a,b - c,d,e - f,g,h,i,j,k,l - m,n

JN303417 British Sugar Research

Q8_4. The Government has triggered Article 50 in March, starting negotiations for a new relationship between the UK and the EU. Please rank the following sectors in order of priority for the Government during the Brexit negotiations?

Healthcare

Base: All Respondents

	Total	AGE					GENDER		REGION						SEG		GATEKEEPER STATUS		
		18-24	25-34	35-44	45-54	55+	Male	Female	South of England exc. London	London	North of England	The Midlands	Scotland	Wales	ABC1	C2DE	Gatekeeper	Not gatekeeper	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Significance Level: 95%																			
Unweighted Total	2000	166	339	401	352	742	942	1058	442	252	498	524	168	85	1180	820	1897	103	
Weighted Total	2000	240	320	380	340	720	980	1020	420	240	520	520	180	80	1120	880	1891	109	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Ranked 1	(1)	255 13%	20 9%	43 13%	57 15%	54 16%	81 11%	133 14%	122 12%	50 12%	36 15%	62 12%	67 13%	25 14%	8 10%	153 14%	103 12%	247 13%	8 8%
				a	ae														
Ranked 2	(2)	265 13%	38 16%	41 13%	52 14%	46 13%	89 12%	122 12%	142 14%	54 13%	34 14%	72 14%	68 13%	20 11%	12 15%	150 13%	115 13%	252 13%	12 11%
Ranked 3	(3)	331 17%	42 18%	59 18%	55 15%	49 14%	126 18%	167 17%	164 16%	57 14%	35 15%	94 18%	94 18%	27 15%	20 25%	189 17%	142 16%	314 17%	17 16%
														hi					
Ranked 4	(4)	315 16%	29 12%	56 17%	70 18%	52 15%	109 15%	150 15%	165 16%	71 17%	37 15%	74 14%	79 15%	28 16%	15 19%	180 16%	135 15%	293 16%	22 20%
Ranked 5	(5)	306 15%	40 17%	47 15%	50 13%	52 15%	117 16%	152 16%	154 15%	68 16%	38 16%	73 14%	83 16%	29 16%	11 14%	171 15%	135 15%	289 15%	17 16%
Ranked 6	(6)	232 12%	27 11%	38 12%	40 11%	35 10%	92 13%	107 11%	125 12%	47 11%	25 10%	69 13%	62 12%	19 10%	5 7%	133 12%	100 11%	221 12%	11 11%
Ranked 7	(7)	247 12%	29 12%	31 10%	39 10%	46 14%	103 14%	126 13%	121 12%	61 15%	28 12%	69 13%	51 10%	27 15%	8 10%	128 11%	120 14%	231 12%	16 15%
						bc				k									
NETS																			
Net: 1-3		851 43%	100 42%	143 45%	164 43%	148 44%	297 41%	422 43%	429 42%	161 38%	105 44%	228 44%	229 44%	72 40%	40 50%	492 44%	360 41%	813 43%	38 35%
No response		48 2%	15 6%	6 2%	18 5%	6 2%	3 *	22 2%	25 2%	11 3%	7 3%	7 1%	16 3%	5 3%	1 1%	16 1%	31 4%	44 2%	4 4%
			bde	e	bde	e						j					n		
Mean score	3.9	4.0	3.8	3.8	3.9	4.1	3.9	4.0	4.1	3.8	4.0	3.9	4.0	3.7	3.9	4.0	3.9	4.2	
						bc													
Standard deviation	1.91	1.87	1.85	1.90	1.99	1.91	1.93	1.90	1.93	1.94	1.93	1.86	1.97	1.73	1.90	1.92	1.92	1.82	
Standard error	.04	.15	.10	.10	.11	.07	.06	.06	.09	.12	.09	.08	.15	.19	.06	.07	.04	.18	

Columns Tested: a,b,c,d,e - f,g - h,i,j,k,l,m - n,o - p,q

JN303417 British Sugar Research

Q8_4. The Government has triggered Article 50 in March, starting negotiations for a new relationship between the UK and the EU. Please rank the following sectors in order of priority for the Government during the Brexit negotiations?

Healthcare

Base: All Respondents

	Total	SHOPPING FREQUENCY AT SELECTED SUPERMARKETS		SUPERMARKET TYPE			VOTING INTENTION						BREXIT		
		More than once a week	Less than once a week	Frequent budget shoppers	Frequent mid-range shoppers	Frequent premium shoppers	Conservative	Labour	Liberal Democrat	UKIP	SNP	Green Party	Don't know	Remain	Leave
		a	b	c	d	e	f	g	h	i	j	*k	l	m	n
Significance Level: 95%															
Unweighted Total	2000	1256	132	1103	1850	782	643	450	159	55	48	29	604	863	879
Weighted Total	2000	1264	131	1110	1849	763	626	459	159	54	51	31	607	859	870
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Ranked 1	(1) 255 13%	155 12%	21 16%	139 13%	237 13%	100 13%	71 11%	74 16%	18 11%	6 11%	7 13%	3 9%	78 13%	110 13%	112 13%
Ranked 2	(2) 265 13%	194 15%	14 11%	159 14%	243 13%	97 13%	78 12%	58 13%	26 17%	8 16%	7 15%	5 16%	77 13%	121 14%	110 13%
Ranked 3	(3) 331 17%	203 16%	24 18%	188 17%	306 17%	134 18%	110 17%	74 16%	22 14%	11 20%	10 19%	7 22%	99 16%	121 14%	169 19% m
Ranked 4	(4) 315 16%	206 16%	20 15%	186 17%	288 16%	128 17%	98 16%	79 17%	24 15%	9 18%	5 10%	4 13%	89 15%	143 17%	130 15%
Ranked 5	(5) 306 15%	187 15%	20 15%	160 14%	290 16%	104 14%	101 16%	54 12%	27 17%	9 17%	8 16%	5 16%	100 17%	120 14%	141 16%
Ranked 6	(6) 232 12%	139 11%	11 8%	124 11%	214 12%	83 11%	78 12%	46 10%	18 11%	6 11%	3 6%	1 5%	78 13%	104 12%	90 10%
Ranked 7	(7) 247 12%	151 12%	18 14%	130 12%	228 12%	102 13%	83 13%	65 14%	20 12%	3 6%	8 16%	6 20%	63 10%	116 14%	105 12%
NETS															
Net: 1-3	851 43%	553 44%	59 45%	486 44%	786 43%	332 43%	259 41%	206 45%	66 42%	25 46%	24 46%	14 46%	253 42%	353 41%	392 45%
No response	48 2%	28 2%	4 3%	23 2%	43 2%	15 2%	8 1%	9 2%	4 2%	1 2%	3 5%	- -	23 4%	22 3%	12 1%
Mean score	3.9	3.9	3.8	3.9	3.9	3.9	4.0	3.8	4.0	3.7	3.9	4.0	3.9	4.0	3.9
Standard deviation	1.91	1.90	1.97	1.89	1.91	1.93	1.89	1.99	1.92	1.72	2.01	1.98	1.89	1.95	1.89
Standard error	.04	.05	.17	.06	.04	.07	.08	.09	.15	.23	.30	.37	.08	.07	.06

Columns Tested: a,b - c,d,e - f,g,h,i,j,k,l - m,n

JN303417 British Sugar Research

Q8_5. The Government has triggered Article 50 in March, starting negotiations for a new relationship between the UK and the EU. Please rank the following sectors in order of priority for the Government during the Brexit negotiations?

Education

Base: All Respondents

	Total	AGE					GENDER		REGION						SEG		GATEKEEPER STATUS			
		18-24	25-34	35-44	45-54	55+	Male	Female	South of England exc. London	London	North of England	The Midlands	Scotland	Wales	ABC1	C2DE	Gatekeeper	Not gatekeeper		
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q		
Significance Level: 95%																				
Unweighted Total	2000	166	339	401	352	742	942	1058	442	252	498	524	168	85	1180	820	1897	103		
Weighted Total	2000	240	320	380	340	720	980	1020	420	240	520	520	180	80	1120	880	1891	109		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Ranked 1	(1)	237 12%	30 13%	29 9%	39 10%	47 14%	92 13%	118 12%	119 12%	46 11%	25 11%	60 12%	67 13%	29 16% m	5 7%	143 13%	94 11%	220 12%	17 16%	
Ranked 2	(2)	250 12%	26 11%	48 15%	42 11%	38 11%	97 13%	140 14%	110 11%	140 14%	49 12%	30 13%	65 13%	64 12%	27 15%	8 10%	145 13%	105 12%	241 13%	9 8%
Ranked 3	(3)	279 14%	26 11%	46 14%	47 12%	47 14%	114 16%	147 14%	132 13%	147 14%	71 17% j	38 16%	60 12%	69 13%	28 16%	9 11%	157 14%	123 14%	264 14%	15 14%
Ranked 4	(4)	308 15%	37 15%	59 19%	55 15%	50 15%	107 15%	150 15%	158 16%	150 15%	57 14%	42 17% l	98 19% hl	77 15%	18 10%	14 17%	180 16%	128 15%	292 15%	16 15%
Ranked 5	(5)	320 16%	47 19%	47 15%	72 19% e	54 16%	100 14%	151 15%	169 17%	151 15%	71 17%	37 15%	85 16%	81 15%	23 13%	13 16%	173 15%	147 17%	307 16%	13 12%
Ranked 6	(6)	302 15%	43 18%	50 16%	56 15%	55 16%	98 14%	153 15%	149 15%	153 15%	62 15%	36 15%	74 14%	82 16%	21 12%	20 26% hijkl	159 14%	142 16%	278 15%	24 22% p
Ranked 7	(7)	252 13%	19 8%	33 10%	49 13%	43 13%	108 15% ab	131 13%	120 12%	131 13%	55 13%	25 11%	70 13%	62 12%	25 14%	9 12%	147 13%	105 12%	241 13%	11 10%
NETS																				
Net: 1-3		766 38%	82 34%	123 38%	127 33%	132 39%	302 42% c	405 40%	361 37%	405 40%	166 40% m	93 39%	185 36%	199 38%	84 47% jkm	22 28%	444 40%	322 37%	725 38%	41 37%
No response		52 3%	12 5% de	9 3% e	21 6% de	6 2%	5 1%	23 2%	29 3%	8 2%	7 3%	8 2%	20 4% j	8 4% j	1 1%	17 2%	35 4% n	48 3%	4 4%	
Mean score		4.1	4.1	4.1	4.2	4.1	4.1	4.1	4.1	4.0	4.1	4.1	3.8	4.5 ikl	4.1	4.2	4.1	4.1		
Standard deviation		1.92	1.87	1.83	1.89	1.96	1.98	1.94	1.90	1.85	1.91	1.95	2.07	1.78	1.94	1.90	1.92	1.99		
Standard error		.04	.15	.10	.10	.11	.07	.06	.06	.09	.12	.09	.16	.19	.06	.07	.04	.20		

Columns Tested: a,b,c,d,e - f,g - h,i,j,k,l,m - n,o - p,q

JN303417 British Sugar Research

Q8_5. The Government has triggered Article 50 in March, starting negotiations for a new relationship between the UK and the EU. Please rank the following sectors in order of priority for the Government during the Brexit negotiations?

Education

Base: All Respondents

	Total	SHOPPING FREQUENCY AT SELECTED SUPERMARKETS		SUPERMARKET TYPE			VOTING INTENTION						BREXIT		
		More than once a week	Less than once a week	Frequent budget shoppers	Frequent mid-range shoppers	Frequent premium shoppers	Conservative	Labour	Liberal Democrat	UKIP	SNP	Green Party	Don't know	Remain	Leave
		a	b	c	d	e	f	g	h	i	j	*k	l	m	n
Significance Level: 95%															
Unweighted Total	2000	1256	132	1103	1850	782	643	450	159	55	48	29	604	863	879
Weighted Total	2000	1264	131	1110	1849	763	626	459	159	54	51	31	607	859	870
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Ranked 1	(1) 237 12%	151 12%	16 12%	128 12%	225 12%	76 10%	78 12%	46 10%	19 12%	8 14%	8 15%	4 13%	74 12%	113 13%	91 10%
Ranked 2	(2) 250 12%	172 14%	14 11%	132 12%	230 12%	97 13%	80 13%	52 11%	11 7%	6 11%	12 24%	2 6%	83 14%	105 12%	108 12%
							h				fgh		h		
Ranked 3	(3) 279 14%	181 14%	16 12%	151 14%	258 14%	113 15%	97 15%	46 10%	24 15%	7 13%	6 13%	3 11%	94 16%	109 13%	120 14%
							g						g		
Ranked 4	(4) 308 15%	196 16%	21 16%	162 15%	285 15%	118 15%	104 17%	69 15%	30 19%	6 12%	4 8%	8 24%	87 14%	132 15%	143 16%
Ranked 5	(5) 320 16%	192 15%	25 19%	184 17%	295 16%	137 18%	102 16%	85 19%	24 15%	13 24%	5 10%	4 12%	85 14%	130 15%	151 17%
							l			l					
Ranked 6	(6) 302 15%	183 14%	23 17%	170 15%	277 15%	108 14%	78 12%	85 18%	31 19%	7 13%	7 14%	9 28%	84 14%	139 16%	120 14%
							fl		f						
Ranked 7	(7) 252 13%	159 13%	11 9%	151 14%	233 13%	96 13%	77 12%	65 14%	16 10%	7 14%	5 10%	2 6%	74 12%	107 12%	121 14%
NETS															
Net: 1-3	766 38%	504 40%	46 35%	411 37%	713 39%	286 37%	255 41%	145 32%	55 35%	20 38%	26 51%	9 29%	252 41%	327 38%	318 37%
							g				gh		g		
No response	52 3%	30 2%	5 4%	30 3%	47 3%	19 3%	11 2%	11 2%	2 1%	- -	4 7%	- -	25 4%	24 3%	16 2%
											fhi		f		
Mean score	4.1	4.0	4.1	4.2	4.1	4.1	4.0	4.4	4.2	4.1	3.6	4.3	4.0	4.1	4.2
Standard deviation	1.92	1.93	1.86	1.93	1.93	1.87	1.90	1.91	1.85	1.96	2.04	1.82	1.94	1.96	1.90
Standard error	.04	.05	.16	.06	.05	.07	.08	.09	.15	.26	.30	.34	.08	.07	.06

Columns Tested: a,b - c,d,e - f,g,h,i,j,k,l - m,n

JN303417 British Sugar Research

Q8_6. The Government has triggered Article 50 in March, starting negotiations for a new relationship between the UK and the EU. Please rank the following sectors in order of priority for the Government during the Brexit negotiations?

Science

Base: All Respondents

	Total	AGE					GENDER		REGION						SEG		GATEKEEPER STATUS			
		18-24	25-34	35-44	45-54	55+	Male	Female	South of England exc. London	London	North of England	The Midlands	Scotland	Wales	ABC1	C2DE	Gatekeeper	Not gatekeeper		
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q		
Significance Level: 95%																				
Unweighted Total	2000	166	339	401	352	742	942	1058	442	252	498	524	168	85	1180	820	1897	103		
Weighted Total	2000	240	320	380	340	720	980	1020	420	240	520	520	180	80	1120	880	1891	109		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Ranked 1	(1)	250 12%	33 14%	39 12%	47 12%	46 13%	86 12%	130 13%	119 12%	130 13%	57 14%	28 12%	68 13%	59 11%	25 14%	9 11%	137 12%	112 13%	241 13%	8 8%
Ranked 2	(2)	283 14%	29 12%	43 13%	52 14%	53 16%	106 15%	138 14%	145 14%	58 14%	26 11%	71 14%	87 17%	23 13%	11 14%	159 14%	124 14%	265 14%	18 17%	
Ranked 3	(3)	258 13%	25 10%	52 16%	48 13%	45 13%	89 12%	135 14%	123 12%	49 12%	43 18%	64 12%	63 12%	25 14%	6 8%	135 12%	123 14%	250 13%	9 8%	
Ranked 4	(4)	298 15%	47 20%	49 15%	52 14%	38 11%	111 15%	131 13%	166 16%	66 16%	27 11%	73 14%	77 15%	29 16%	19 23%	180 16%	117 13%	282 15%	15 14%	
Ranked 5	(5)	306 15%	34 14%	50 16%	63 17%	46 13%	113 16%	156 16%	150 15%	56 13%	44 18%	92 18%	67 13%	28 15%	15 19%	171 15%	135 15%	280 15%	26 24%	
Ranked 6	(6)	268 13%	22 9%	41 13%	43 11%	57 17%	105 15%	151 15%	117 11%	56 13%	37 15%	74 14%	68 13%	20 11%	11 14%	163 15%	104 12%	257 14%	10 9%	
Ranked 7	(7)	287 14%	36 15%	40 13%	57 15%	46 14%	108 15%	128 13%	159 16%	68 16%	29 12%	72 14%	82 16%	21 12%	8 10%	158 14%	130 15%	271 14%	17 15%	
NETS																				
Net: 1-3		791 40%	87 36%	134 42%	146 38%	144 42%	281 39%	392 40%	399 39%	164 39%	96 40%	203 39%	209 40%	73 41%	26 33%	431 39%	360 41%	756 40%	35 32%	
No response		50 3%	15 6%	6 2%	19 5%	9 3%	2 *	22 2%	28 3%	9 2%	8 3%	6 1%	16 3%	9 5%	1 1%	16 1%	34 4%	45 2%	5 5%	
Mean score		4.1	4.0	4.0	4.1	4.0	4.1	4.1	4.1	4.1	4.1	4.1	3.9	4.1	4.1	4.0	4.1	4.3		
Standard deviation		1.97	1.98	1.92	1.98	2.03	1.97	1.96	1.99	2.03	1.91	1.97	2.01	1.94	1.83	1.96	1.99	1.98	1.89	
Standard error		.04	.16	.10	.10	.11	.07	.06	.06	.10	.12	.09	.09	.15	.20	.06	.07	.05	.19	

Columns Tested: a,b,c,d,e - f,g - h,i,j,k,l,m - n,o - p,q

JN303417 British Sugar Research

Q8_6. The Government has triggered Article 50 in March, starting negotiations for a new relationship between the UK and the EU. Please rank the following sectors in order of priority for the Government during the Brexit negotiations?

Science

Base: All Respondents

	Total	SHOPPING FREQUENCY AT SELECTED SUPERMARKETS		SUPERMARKET TYPE			VOTING INTENTION						BREXIT		
		More than once a week	Less than once a week	Frequent budget shoppers	Frequent mid-range shoppers	Frequent premium shoppers	Conservative	Labour	Liberal Democrat	UKIP	SNP	Green Party	Don't know	Remain	Leave
		a	b	c	d	e	f	g	h	i	j	*k	l	m	n
Significance Level: 95%															
Unweighted Total	2000	1256	132	1103	1850	782	643	450	159	55	48	29	604	863	879
Weighted Total	2000	1264	131	1110	1849	763	626	459	159	54	51	31	607	859	870
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Ranked 1	(1) 250 12%	151 12%	14 10%	138 12%	231 13%	94 12%	73 12%	59 13%	16 10%	9 18%	6 12%	6 19%	78 13%	99 12%	112 13%
Ranked 2	(2) 283 14%	175 14%	22 17%	147 13%	269 15%	111 15%	93 15%	66 14%	24 15%	9 16%	2 4%	4 15%	82 14%	124 14%	127 15%
				j	j	j	j	j	j	j	j	j	j	j	j
Ranked 3	(3) 258 13%	175 14%	13 10%	154 14%	240 13%	91 12%	76 12%	62 13%	24 15%	5 9%	4 8%	5 16%	80 13%	111 13%	118 14%
Ranked 4	(4) 298 15%	195 15%	19 14%	162 15%	271 15%	134 18%	107 17%	58 13%	25 15%	4 7%	10 19%	4 14%	88 15%	127 15%	128 15%
				gi	gi	gi	gi	gi	gi	gi	gi	gi	gi	gi	gi
Ranked 5	(5) 306 15%	195 15%	25 19%	165 15%	277 15%	127 17%	98 16%	85 18%	23 14%	7 13%	6 12%	1 3%	86 14%	146 17%	120 14%
Ranked 6	(6) 268 13%	169 13%	15 11%	144 13%	248 13%	111 14%	89 14%	47 10%	24 15%	12 22%	11 22%	4 12%	79 13%	117 14%	119 14%
				g	g	g	g	g	g	g	g	g	g	g	g
Ranked 7	(7) 287 14%	173 14%	21 16%	175 16%	267 14%	81 11%	81 13%	72 16%	22 14%	7 13%	9 17%	7 21%	90 15%	114 13%	129 15%
				e	e	e	e	e	e	e	e	e	e	e	e
NETS															
Net: 1-3	791 40%	501 40%	49 37%	438 39%	741 40%	296 39%	242 39%	187 41%	64 41%	23 42%	12 24%	15 50%	240 40%	334 39%	357 41%
				j	j	j	j	j	j	j	j	j	j	j	j
No response	50 3%	33 3%	3 2%	24 2%	45 2%	16 2%	10 2%	11 2%	1 1%	1 2%	3 5%	- -	23 4%	20 2%	17 2%
				f	f	f	f	f	f	f	f	f	f	f	f
Mean score	4.1	4.1	4.1	4.1	4.1	4.0	4.1	4.0	4.1	4.0	4.6	3.9	4.1	4.1	4.0
Standard deviation	1.97	1.94	1.97	1.99	1.98	1.89	1.92	1.99	1.92	2.17	1.96	2.25	2.00	1.93	1.99
Standard error	.04	.06	.17	.06	.05	.07	.08	.10	.15	.30	.29	.42	.08	.07	.07

Columns Tested: a,b - c,d,e - f,g,h,i,j,k,l - m,n

JN303417 British Sugar Research

Q8_7. The Government has triggered Article 50 in March, starting negotiations for a new relationship between the UK and the EU. Please rank the following sectors in order of priority for the Government during the Brexit negotiations?

Creative industries

Base: All Respondents

	Total	AGE					GENDER		REGION						SEG		GATEKEEPER STATUS			
		18-24	25-34	35-44	45-54	55+	Male	Female	South of England exc. London	London	North of England	The Midlands	Scotland	Wales	ABC1	C2DE	Gatekeeper	Not gatekeeper		
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q		
Significance Level: 95%																				
Unweighted Total	2000	166	339	401	352	742	942	1058	442	252	498	524	168	85	1180	820	1897	103		
Weighted Total	2000	240	320	380	340	720	980	1020	420	240	520	520	180	80	1120	880	1891	109		
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Ranked 1	(1)	285 14%	42 18% b	33 10%	47 12%	56 16% b	107 15%	139 14%	57 13%	36 15%	78 15%	75 14%	21 12%	9 11%	155 14%	131 15%	267 14%	18 17%		
Ranked 2	(2)	288 14%	39 16%	52 16%	53 14%	47 14%	97 13%	138 14%	150 15%	59 14%	43 18%	77 15%	69 13%	20 11%	15 19%	174 16%	114 13%	275 15%	13 12%	
Ranked 3	(3)	288 14%	30 13%	43 13%	49 13%	54 16%	112 16%	134 13%	64 15%	27 11%	75 14%	77 15%	29 16%	12 14%	156 14%	131 15%	272 14%	16 15%		
Ranked 4	(4)	297 15%	36 15%	57 18% e	59 15%	51 15%	93 13%	139 14%	64 15%	32 13%	80 15%	81 16%	24 13%	9 11%	168 15%	129 15%	281 15%	16 14%		
Ranked 5	(5)	236 12%	16 7%	36 11%	35 9%	43 13% a	106 15% ac	117 11%	119 12%	117 11%	54 13%	32 13%	50 10%	60 11%	25 14%	13 17% j	135 12%	101 11%	224 12%	12 11%
Ranked 6	(6)	303 15%	29 12%	49 15%	62 16%	46 14%	117 16%	131 13%	172 17% f	63 15%	39 16%	85 16%	72 14%	30 17%	10 13%	165 15%	137 16%	286 15%	17 16%	
Ranked 7	(7)	251 13%	32 13%	42 13%	57 15% d	34 10%	86 12%	139 14%	111 11%	139 14%	51 12%	27 11%	64 12%	69 13%	20 11%	12 15%	148 13%	103 12%	238 13%	13 12%
NETS																				
Net: 1-3	861 43%	111 46%	128 40%	149 39%	158 46% c	315 44%	438 45%	423 41%	179 43%	105 44%	230 44%	220 42%	70 39%	35 44%	485 43%	376 43%	813 43%	47 44%		
No response	54 3%	16 7% bde	8 2% e	19 5% de	7 2% e	4 1%	23 2%	30 3%	8 2%	5 2%	11 2%	18 3%	10 6% hijm	- -	19 2%	34 4% n	50 3%	4 4%		
Mean score	3.9	3.7	4.0	4.1	3.8 d	4.0	3.8	4.0	4.0	3.9	3.9	3.9	4.1	4.0	3.9	3.9	3.9	3.9		
Standard deviation	1.99	2.08	1.93	2.03	1.95	1.98	1.95	2.02	1.96	2.01	2.01	1.99	1.93	1.99	1.99	1.99	1.99	2.03		
Standard error	.05	.17	.11	.10	.11	.07	.06	.06	.09	.13	.09	.09	.15	.22	.06	.07	.05	.20		

Columns Tested: a,b,c,d,e - f,g - h,i,j,k,l,m - n,o - p,q

JN303417 British Sugar Research

Q8_7. The Government has triggered Article 50 in March, starting negotiations for a new relationship between the UK and the EU. Please rank the following sectors in order of priority for the Government during the Brexit negotiations?

Creative industries

Base: All Respondents

	Total	SHOPPING FREQUENCY AT SELECTED SUPERMARKETS		SUPERMARKET TYPE			VOTING INTENTION						BREXIT		
		More than once a week	Less than once a week	Frequent budget shoppers	Frequent mid-range shoppers	Frequent premium shoppers	Conservative	Labour	Liberal Democrat	UKIP	SNP	Green Party	Don't know	Remain	Leave
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Significance Level: 95%															
Unweighted Total	2000	1256	132	1103	1850	782	643	450	159	55	48	29	604	863	879
Weighted Total	2000	1264	131	1110	1849	763	626	459	159	54	51	31	607	859	870
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Ranked 1	(1) 285	185	19	164	258	97	82	68	25	7	6	6	87	129	122
	14%	15%	14%	15%	14%	13%	13%	15%	16%	13%	12%	21%	14%	15%	14%
Ranked 2	(2) 288	182	17	169	267	120	99	68	25	11	1	7	76	117	134
	14%	14%	13%	15%	14%	16%	16%	15%	16%	21%	2%	21%	13%	14%	15%
							j	j	j	j		j			
Ranked 3	(3) 288	185	21	155	266	123	102	56	25	4	9	5	82	125	124
	14%	15%	16%	14%	14%	16%	16%	12%	16%	7%	18%	18%	14%	15%	14%
Ranked 4	(4) 297	179	13	163	268	92	92	76	15	11	9	3	90	124	132
	15%	14%	10%	15%	14%	12%	15%	16%	9%	20%	17%	10%	15%	14%	15%
								h		h					
Ranked 5	(5) 236	154	12	138	222	92	74	57	19	7	6	6	66	103	106
	12%	12%	9%	12%	12%	12%	12%	12%	12%	12%	12%	19%	11%	12%	12%
Ranked 6	(6) 303	187	24	162	283	118	85	72	24	9	11	3	99	130	132
	15%	15%	18%	15%	15%	16%	14%	16%	15%	16%	21%	9%	16%	15%	15%
Ranked 7	(7) 251	159	20	133	236	101	85	49	23	6	5	1	79	109	102
	13%	13%	15%	12%	13%	13%	14%	11%	15%	10%	11%	3%	13%	13%	12%
NETS															
Net: 1-3	861	552	56	488	791	340	284	193	75	22	16	19	245	371	381
	43%	44%	43%	44%	43%	45%	45%	42%	47%	41%	32%	60%	40%	43%	44%
No response	54	34	7	25	49	20	6	14	3	-	4	-	28	23	16
	3%	3%	5%	2%	3%	3%	1%	3%	2%	-	7%	-	5%	3%	2%
								f			fhi		f		
Mean score	3.9	3.9	4.1	3.9	4.0	4.0	3.9	3.9	3.9	3.9	4.3	3.2	4.0	3.9	3.9
Standard deviation	1.99	2.00	2.09	1.99	1.99	1.99	1.98	1.97	2.08	1.96	1.86	1.78	2.01	2.00	1.97
Standard error	.05	.06	.19	.06	.05	.07	.08	.09	.17	.26	.28	.33	.08	.07	.07

Columns Tested: a,b - c,d,e - f,g,h,i,j,k,l - m,n

JN303417 British Sugar Research

Q9. Which of the following political parties, if any do you think would offer the most support to British farmers and growers?

Base: All Respondents

	AGE					GENDER		REGION						SEG		GATEKEEPER STATUS		
	Total	18-24	25-34	35-44	45-54	55+	Male	Female	South of England exc. London	London	North of England	The Midlands	Scotland	Wales	ABC1	C2DE	Gatekeeper	Not gatekeeper
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Significance Level: 95%																		
Unweighted Total	2000	166	339	401	352	742	942	1058	442	252	498	524	168	85	1180	820	1897	103
Weighted Total	2000	240	320	380	340	720	980	1020	420	240	520	520	180	80	1120	880	1891	109
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	805	49	94	127	133	403	447	358	194	92	197	220	52	30	500	304	754	51
	40%	20%	29%	33%	39%	56%	46%	35%	46%	38%	38%	42%	29%	38%	45%	35%	40%	47%
		a	a	ab	abcd	g			ijl	l	l	l			o			
Labour	751	147	164	158	112	170	323	428	119	93	227	194	69	37	371	380	719	32
	38%	61%	51%	42%	33%	24%	33%	42%	28%	39%	44%	37%	38%	46%	33%	43%	38%	29%
		bcde	cde	de	e		f		h	hk	h	h	h		n			
Liberal Democrat	279	40	57	49	46	87	122	157	62	41	73	63	28	8	171	109	269	10
	14%	17%	18%	13%	14%	12%	12%	15%	15%	17%	14%	12%	16%	10%	15%	12%	14%	9%
		e	e															
or for some other party	273	30	26	68	67	83	126	146	61	30	62	62	46	7	146	126	252	21
	14%	13%	8%	18%	20%	11%	13%	14%	14%	12%	12%	12%	26%	9%	13%	14%	13%	19%
				be	be								hijklm					

Columns Tested: a,b,c,d,e - f,g - h,i,j,k,l,m - n,o - p,q

JN303417 British Sugar Research

Q9. Which of the following political parties, if any do you think would offer the most support to British farmers and growers?

Base: All Respondents

	SHOPPING FREQUENCY AT SELECTED SUPERMARKETS		SUPERMARKET TYPE			VOTING INTENTION							BREXIT		
	Total	More than once a week	Less than once a week	Frequent budget shoppers	Frequent mid-range shoppers	Frequent premium shoppers	Conservative	Labour	Liberal Democrat	UKIP	SNP	Green Party	Don't know	Remain	Leave
	a	b	c	d	e	f	g	h	i	j	*k	l	m	n	
Significance Level: 95%															
Unweighted Total	2000	1256	132	1103	1850	782	643	450	159	55	48	29	604	863	879
Weighted Total	2000	1264	131	1110	1849	763	626	459	159	54	51	31	607	859	870
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	805	502	56	434	741	363	529	38	34	12	2	4	179	261	475
	40%	40%	43%	39%	40%	48%	84%	8%	22%	23%	4%	14%	30%	30%	55%
				cd	cd	cd	ghijl		gj	gj		ghj		m	m
Labour	751	490	44	431	702	257	55	401	42	8	12	7	223	391	251
	38%	39%	34%	39%	38%	34%	9%	87%	27%	15%	23%	24%	37%	46%	29%
				e	e	e		fhijl	f	f		fhi		n	n
Liberal Democrat	279	186	18	155	255	111	36	34	91	3	6	1	107	166	68
	14%	15%	14%	14%	14%	14%	6%	7%	58%	5%	12%	3%	18%	19%	8%
									fgijl				fgi	n	n
or for some other party	273	159	13	142	248	76	20	11	12	32	31	21	142	96	109
	14%	13%	10%	13%	13%	10%	3%	2%	7%	59%	61%	68%	23%	11%	13%
					e				fg	fg	fg	fg	fg		

Columns Tested: a,b - c,d,e - f,g,h,i,j,k,l - m,n

JN303417 British Sugar Research

Q10. Would you be more likely or less likely to support a political party which had policies designed to support British food producers?

Base: All Respondents

	Total	AGE					GENDER		REGION						SEG		GATEKEEPER STATUS		
		18-24	25-34	35-44	45-54	55+	Male	Female	South of England exc. London	London	North of England	The Midlands	Scotland	Wales	ABC1	C2DE	Gatekeeper	Not gatekeeper	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Significance Level: 95%																			
Unweighted Total	2000	166	339	401	352	742	942	1058	442	252	498	524	168	85	1180	820	1897	103	
Weighted Total	2000	240	320	380	340	720	980	1020	420	240	520	520	180	80	1120	880	1891	109	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
I would be a lot more likely	(5)	378	40	64	61	63	150	185	193	63	33	115	118	25	16	211	166	364	14
		19%	17%	20%	16%	19%	21%	19%	19%	15%	14%	22%	23%	14%	20%	19%	19%	19%	13%
						c					hil	hil							
I would be somewhat more likely	(4)	849	84	118	162	139	345	417	432	195	96	213	200	101	27	501	347	806	43
		42%	35%	37%	43%	41%	48%	43%	42%	46%	40%	41%	38%	56%	34%	45%	39%	43%	39%
						abd				km				hijkm		o			
I would be somewhat less likely	(3)	93	23	33	17	13	7	49	44	16	14	27	21	7	5	39	54	88	5
		5%	10%	10%	5%	4%	1%	5%	4%	4%	6%	5%	4%	4%	7%	3%	6%	5%	4%
			cde	cde	e	e										n			
I would be a lot less likely	(2)	20	4	6	2	4	3	9	11	6	3	3	5	3	-	14	6	18	1
		1%	2%	2%	1%	1%	*	1%	1%	1%	1%	1%	1%	2%	-	1%	1%	1%	1%
				e															
It would make no difference to me	(1)	430	52	51	82	89	156	223	207	94	68	101	110	29	22	245	185	401	29
		21%	21%	16%	22%	26%	22%	23%	20%	22%	28%	19%	21%	16%	28%	22%	21%	21%	27%
					b	b					jkl				l				
Don't know		231	37	47	56	32	59	98	133	47	25	62	67	15	10	110	121	214	17
		12%	15%	15%	15%	9%	8%	10%	13%	11%	10%	12%	13%	8%	12%	10%	14%	11%	16%
			e	de	de				f							n			
NETS																			
Net: More likely		1226	124	182	223	202	495	602	625	258	130	327	318	126	43	713	513	1170	56
		61%	52%	57%	59%	60%	69%	61%	61%	61%	54%	63%	61%	70%	54%	64%	58%	62%	52%
							abcd					i		hikm		o		q	
Net: Less likely		113	27	39	19	17	10	57	55	22	17	30	26	10	5	52	61	107	6
		6%	11%	12%	5%	5%	1%	6%	5%	5%	7%	6%	5%	6%	7%	5%	7%	6%	5%
			cde	cde	e	e										n			
Mean score		3.4	3.3	3.5	3.4	3.3	3.5	3.4	3.4	3.3	3.1	3.5	3.5	3.6	3.2	3.4	3.4	3.4	3.1
						d						i	i	i					
Standard deviation		1.47	1.47	1.38	1.46	1.54	1.46	1.48	1.45	1.45	1.53	1.44	1.50	1.28	1.60	1.46	1.47	1.46	1.54
Standard error		.03	.12	.08	.08	.09	.06	.05	.05	.07	.10	.07	.07	.10	.18	.04	.06	.04	.16

Columns Tested: a,b,c,d,e - f,g - h,i,j,k,l,m - n,o - p,q

JN303417 British Sugar Research

Q10. Would you be more likely or less likely to support a political party which had policies designed to support British food producers?

Base: All Respondents

	Total	SHOPPING FREQUENCY AT SELECTED SUPERMARKETS		SUPERMARKET TYPE			VOTING INTENTION						BREXIT		
		More than once a week	Less than once a week	Frequent budget shoppers	Frequent mid-range shoppers	Frequent premium shoppers	Conservative	Labour	Liberal Democrat	UKIP	SNP	Green Party	Don't know	Remain	Leave
		a	b	c	d	e	f	g	h	i	j	*k	l	m	n
Significance Level: 95%															
Unweighted Total	2000	1256	132	1103	1850	782	643	450	159	55	48	29	604	863	879
Weighted Total	2000	1264	131	1110	1849	763	626	459	159	54	51	31	607	859	870
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I would be a lot more likely	(5)	378	275	18	229	356	170	139	113	25	15	9	8	65	203
		19%	22%	14%	21%	19%	22%	22%	25%	16%	28%	18%	26%	11%	17%
			b					l	hl		hl			m	
I would be somewhat more likely	(4)	849	532	65	492	787	343	278	191	75	27	26	11	233	374
		42%	42%	49%	44%	43%	45%	44%	42%	48%	51%	51%	35%	38%	47%
								l		l					
I would be somewhat less likely	(3)	93	62	11	56	81	35	24	30	12	2	1	-	24	35
		5%	5%	8%	5%	4%	5%	4%	6%	8%	3%	2%	-	4%	4%
								f	f						
I would be a lot less likely	(2)	20	12	2	12	20	7	4	10	2	-	-	1	2	6
		1%	1%	2%	1%	1%	1%	1%	2%	1%	-	-	3%	*	1%
									fl						1%
It would make no difference to me	(1)	430	255	25	217	396	149	139	81	39	7	12	8	143	175
		21%	20%	19%	20%	21%	19%	22%	18%	24%	12%	23%	26%	24%	20%
													g		
Don't know		231	128	10	104	208	58	42	34	6	3	3	3	140	77
		12%	10%	8%	9%	11%	8%	7%	7%	4%	5%	6%	11%	23%	9%
						e							fg hij		
NETS															
Net: More likely		1226	807	83	721	1144	513	418	304	100	42	35	19	297	577
		61%	64%	63%	65%	62%	67%	67%	66%	63%	79%	69%	60%	49%	64%
						d		l	l	l	hl	l			66%
Net: Less likely		113	74	13	68	101	43	28	40	14	2	1	1	27	41
		6%	6%	10%	6%	5%	6%	4%	9%	9%	3%	2%	3%	4%	5%
			a						fl	fl					5%
Mean score		3.4	3.5	3.4	3.5	3.4	3.5	3.5	3.6	3.3	3.9	3.4	3.4	3.2	3.4
								l	hl		hl				3.5
Standard deviation		1.47	1.45	1.35	1.42	1.47	1.42	1.47	1.40	1.44	1.23	1.46	1.64	1.50	1.46
Standard error		.03	.04	.12	.04	.04	.05	.06	.07	.12	.17	.22	.32	.07	.05

Columns Tested: a,b - c,d,e - f,g,h,i,j,k,l - m,n