

RSPCA, Chicken Welfare – March 2021

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

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Page: i
Table of Contents

Q1. How many times a week do you eat chicken if at all?	1
BASE: All respondents	
Q2. Do you regularly buy chicken for your household? If so, where do you usually buy this?	7
BASE: All respondents	
Q3. Rank top: What's most important to you when purchasing chicken?	20
BASE: All Respondents except those who do not buy chicken for their household	
Q3. Rank top 3: What's most important to you when purchasing chicken?	26
BASE: All Respondents except those who do not buy chicken for their household	
Q4. How worried are you about farming and deforestation?	32
BASE: All respondents	
Q5. How worried are you about the welfare of fast-growing meat chickens if at all?	38
BASE: All respondents	
Q6. Do you or do you not believe supermarkets should improve meat chicken welfare as part of their sustainability goals if at all?	44
BASE: All respondents	
Q7. Would you or would you not be prepared to buy/eat less but better, higher welfare chicken to improve animal welfare and environmental impact?	50
BASE: All Respondents except those who do not buy chicken for their household	
Q8. Which of the following environmental impacts of farming chicken, if any, are you worried about?	56
BASE: All respondents	
Q9. Summary: How much do you agree or disagree with the following statements if at all?	62
BASE: All respondents	
Q9_1. I want to see an end to intensive chicken farming due to the impact on animal welfare: How much do you agree or disagree with the following statements if at all?	63
BASE: All respondents	
Q9_2. Intensive farming is more sustainable than higher welfare farming: How much do you agree or disagree with the following statements if at all?	69
BASE: All respondents	
Q9_3. Intensive farming poses a risk to human health: How much do you agree or disagree with the following statements if at all?	75
BASE: All respondents	
Q9_4. I would like to see all chickens farmed to higher welfare standards: How much do you agree or disagree with the following statements if at all?	81
BASE: All respondents	

Chicken Welfare

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

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2129	1047	1082	387	435	370	354	331	252	822	724	583
Total	2129	1039	1090	236	368	341	377	315	492	605	717	807
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Never	144	45	99	10	22	21	34	30	27	33	55	57
	7%	4%	9%	4%	6%	6%	9%	9%	6%	5%	8%	7%
			a				ag	ag			a	
Less than once a week	253	127	127	22	33	28	49	35	86	55	77	121
	12%	12%	12%	9%	9%	8%	13%	11%	17%	9%	11%	15%
							cg		abcegh			abcgh
1 - 2 times a week	986	496	491	92	140	146	162	173	273	232	307	447
	46%	48%	45%	39%	38%	43%	43%	55%	56%	38%	43%	55%
								abcdgh	abcdgh			abcdgh
3 - 4 times a week	521	256	264	70	104	99	106	62	79	174	205	142
	24%	25%	24%	30%	28%	29%	28%	20%	16%	29%	29%	18%
				efi	efi	efi	efi			efi	efi	
5 - 7 times a week	135	67	69	26	42	32	13	13	11	67	45	23
	6%	6%	6%	11%	11%	9%	3%	4%	2%	11%	6%	3%
				defhi	defhi	defi				defhi	fi	
8 times +	42	26	16	8	13	6	10	*	4	21	16	5
	2%	2%	1%	4%	3%	2%	3%	*	1%	4%	2%	1%
				efi	efi	e	ei			efi	ei	
Don't know	47	22	25	7	15	9	3	2	11	22	12	13
	2%	2%	2%	3%	4%	3%	1%	1%	2%	4%	2%	2%
				de	dehi	e				dehi		
Net: Eat chicken at least once a week	1684	844	840	197	299	282	291	249	367	495	573	616
	79%	81%	77%	83%	81%	83%	77%	79%	75%	82%	80%	76%
		b		dfi		fi				fi		

Chicken Welfare

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

BASE: All respondents

	Regions														Social grade		
	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	Net: England	Net: GB	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b
Unweighted Total	2129	36	149	223	122	171	105	230	165	180	280	122	346	1839	2093	1131	998
Total	2129	64	180	238	87	174	103	184	151	184	289	198	279	1782	2065	1179	950
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Never	144 7%	4 7%	13 7%	11 5%	10 11%	6 3%	1 1%	13 7%	9 6%	24 13%	20 7%	23 12%	11 4%	126 7%	140 7%	85 7%	59 6%
			f		cefl			f		ceghjlmn	f	cefln		fl	fl		
Less than once a week	253 12%	3 5%	23 13%	17 7%	11 12%	22 13%	15 14%	27 15%	20 14%	38 21%	26 9%	21 11%	31 11%	213 12%	250 12%	115 10%	139 15%
					c	c	c	oj	c	acjklmn				c	c		a
1 - 2 times a week	986 46%	26 41%	82 46%	117 49%	43 49%	82 47%	58 56%	73 40%	69 45%	76 41%	157 54%	96 48%	108 39%	820 46%	960 46%	516 44%	471 50%
				gl	l		gilm				gilmn			l	l		a
3 - 4 times a week	521 24%	19 29%	51 28%	57 24%	16 19%	39 22%	21 20%	51 28%	36 24%	33 18%	71 25%	46 23%	82 29%	431 24%	502 24%	305 26%	216 23%
			i					i					dimn				
5 - 7 times a week	135 6%	6 10%	4 2%	24 10%	3 4%	13 8%	2 1%	11 6%	8 6%	8 4%	10 4%	7 3%	39 14%	123 7%	129 6%	106 9%	29 3%
		bf		bdfijkn		bf							bdefghijklmn	bfj	f	b	
8 times +	42 2%	3 4%	3 2%	4 2%	2 2%	5 3%	1 1%	5 3%	4 3%	2 1%	3 1%	4 2%	6 2%	34 2%	39 2%	30 3%	11 1%
																b	
Don't know	47 2%	2 4%	3 2%	8 3%	2 3%	6 3%	6 6%	3 2%	5 3%	3 2%	2 1%	1 1%	3 1%	35 2%	45 2%	23 2%	24 3%
				j		j	gijklmn		j								
Net: Eat chicken at least once a week	1684 79%	54 84%	141 78%	202 85%	64 74%	139 80%	81 79%	140 76%	116 77%	119 65%	241 83%	152 77%	235 84%	1409 79%	1630 79%	957 81%	727 77%
		i	i	dghimn		i	i	i	i		dgi	i	dgimn	i	i	b	

Chicken Welfare

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

BASE: All respondents

	Ethnicity							Religion									
	Total	White	Ethnic minority	Mixed	Asian	Black	Chinese	Other	No religion	Religious	Christian	Muslim	Hindu	Jew	Sikh	Buddhist	Other
		a	b	c	d	e	f	g	a	b	c	d	*e	f	g	*h	i
Significance Level: 95%																	
Unweighted Total	2129	1610	471	78	194	121	41	37	701	1368	987	203	26	32	38	26	56
Total	2129	1729	365	66	147	93	29	29	691	1388	1097	150	20	21	30	25	45
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Never	144 7%	130 8% bd	13 3%	5 8%	4 3%	3 3%	- -	1 2%	72 10% bcd	71 5% d	63 6% d	2 1%	* 1%	- -	2 8% d	- -	3 6% d
Less than once a week	253 12%	213 12%	33 9%	3 5%	15 10%	11 11%	2 8%	3 10%	80 12%	164 12%	133 12%	15 10%	3 16%	1 6%	3 9%	3 11%	6 14%
1 - 2 times a week	986 46%	828 48% be	148 41% e	32 48% e	70 47% e	21 23%	13 44% e	12 42% e	325 47% g	648 47% g	527 48% g	69 46% g	7 34%	8 39%	8 28%	8 32%	20 45%
3 - 4 times a week	521 24%	419 24%	95 26%	19 29% g	44 30% g	23 25%	5 17%	3 12%	149 22%	358 26% a	276 25% a	44 29% a	7 35%	4 20%	6 22%	6 25%	14 31%
5 - 7 times a week	135 6%	84 5%	49 13% ad	5 7%	9 6%	27 29% abcdg	6 19% ad	3 9%	33 5%	95 7%	64 6%	13 8% a	2 11% a	5 26% abcdi	4 14% ac	5 20%	2 5%
8 times +	42 2%	20 1%	22 6% a	1 2%	6 4% a	7 7% a	2 8% a	6 20% abcde	6 1%	32 2% a	18 2% ac	7 5% ac	- -	2 8% abci	4 13% abcdi	2 7%	- -
Don't know	47 2%	35 2%	5 1%	1 1%	* *	2 2%	1 4% d	1 3% d	25 4% bcd	21 1%	16 1%	1 1%	* 2%	* 1%	2 7% bcd	1 4%	- -
Net: Eat chicken at least once a week	1684 79%	1350 78%	314 86% a	57 87% a	129 87% a	78 84%	26 89%	24 84%	513 74%	1133 82% a	885 81% a	132 88% abc	16 80%	20 92% a	23 76%	21 85%	36 80%

Chicken Welfare

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

BASE: All respondents

	Total	Household income before tax				Children					
		Up to £21,000	£21,001 to £41,000	£41,001 to £62,000	£62,001 or more	Net: Children aged <18	No children aged <18	Children aged <5	Children aged 5-10	Children aged 11-15	Children aged 16-18 years old
		a	b	c	d	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total	2129	615	742	348	253	888	1204	304	321	347	203
Total	2129	548	778	407	245	810	1294	251	278	333	194
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Never	144 7%	33 6%	66 8% d	30 7% d	7 3%	38 5%	106 8% acde	6 2%	12 4%	11 3%	16 8% ace
Less than once a week	253 12%	91 17% bd	79 10%	51 13%	20 8%	67 8%	186 14% adef	26 10%	26 9%	23 7%	14 7%
1 - 2 times a week	986 46%	282 51% cd	366 47% d	183 45%	94 38%	334 41%	643 50% ad	110 44%	102 37%	147 44% d	84 43%
3 - 4 times a week	521 24%	96 18%	211 27% a	99 24% a	75 30% a	260 32% b	253 20%	71 28% b	97 35% b	111 33% b	60 31% b
5 - 7 times a week	135 6%	23 4%	41 5%	32 8% a	25 10% ab	73 9% b	59 5%	21 8% b	30 11% b	32 10% b	11 6%
8 times +	42 2%	5 1%	10 1%	7 2% abc	17 7% abc	24 3% b	16 1%	8 3% b	8 3% b	4 1% b	8 4% be
Don't know	47 2%	18 3% b	6 1%	6 1%	7 3% b	15 2% b	31 2% f	8 3% f	4 2%	5 1%	* *
Net: Eat chicken at least once a week	1684 79%	407 74%	628 81% a	321 79%	211 86% ac	691 85% b	972 75%	210 84% b	237 85% b	294 88% b	163 84% b

Chicken Welfare

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

BASE: All respondents

	Supermaket Used																	
	Total	I do not buy chicken for my household	Aldi	Asda	Booths	Co-Op	Lidl	M&S	Morrisons	Ocado	Sainsbury's	Tesco	Waitrose	Farm Shop	Local Butcher	Convenience Store (eg. Nisa)	Other	Net: Major supermarkets
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Significance Level: 95%																		
Unweighted Total	2129	137	480	543	79	213	357	252	348	76	448	759	161	127	275	83	57	1786
Total	2129	156	467	496	58	183	318	224	345	70	446	757	144	100	273	61	69	1782
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Never	144 7%	97 62%	9 2%	13 3%	1 1%	2 1%	5 2%	5 2%	6 2%	5 8%	11 2%	14 2%	5 4%	1 1%	* *	- -	1 2%	36 2%
		bcdefghijklmnopq	n	n				n		bcdefghjkmnoq	n	n	n					n
Less than once a week	253 12%	28 18%	41 9%	39 8%	5 8%	10 6%	37 12%	24 11%	42 12%	4 6%	41 9%	63 8%	11 8%	11 11%	29 10%	2 3%	5 7%	201 11%
		bcdeijklnoq					eo	eo	ceko		o			o	o			ceko
1 - 2 times a week	986 46%	18 12%	221 47%	243 49%	27 47%	91 50%	156 49%	97 43%	168 49%	28 40%	214 48%	399 53%	64 44%	41 41%	148 54%	30 48%	31 45%	884 50%
		a	a	a	a	a	a	a	a	a	a	agim	a	a	agim	a	a	am
3 - 4 times a week	521 24%	4 3%	138 30%	139 28%	12 21%	51 28%	91 29%	61 27%	93 27%	21 30%	132 30%	216 28%	43 30%	25 25%	66 24%	18 30%	22 32%	480 27%
		a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a
5 - 7 times a week	135 6%	5 3%	38 8%	40 8%	9 16%	23 12%	20 6%	22 10%	22 6%	6 8%	34 8%	42 6%	12 8%	15 15%	27 10%	9 15%	2 3%	109 6%
		a	a	a	abcfhjklpq	afhjklpq		akq						abcfhjklpq	akq	abcfhjklpq		
8 times +	42 2%	- -	12 3%	14 3%	4 7%	4 2%	8 2%	9 4%	7 2%	6 8%	10 2%	17 2%	8 5%	8 8%	2 1%	2 3%	2 3%	39 2%
				an	abcfhjklpq			an		abcfhjklpq			ahjklpq	abcfhjklpq			a	
Don't know	47 2%	4 3%	8 2%	8 2%	* 1%	3 2%	1 *	7 3%	7 2%	* *	5 1%	6 1%	* *	* *	1 *	1 2%	6 8%	32 2%
		f					fk	n								bcdefghijklmnq		k
Net: Eat chicken at least once a week	1684 79%	27 17%	409 87%	436 88%	53 91%	169 92%	274 86%	188 84%	291 84%	60 86%	389 87%	674 89%	127 88%	88 88%	243 89%	58 96%	57 83%	1513 85%
		a	a	a	a	afghpq	a	a	a	a	a	aghq	a	a	a	abcfghijpq	a	a

Chicken Welfare

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

BASE: All respondents

	Importance Factors				Would be prepares to buy/eat less chicken		
	Total	Affordability	Animal Welfare	Environmental impact	Quality of Meat	Yes	No
Significance Level: 95%		a	b	c	d	a	b
Unweighted Total	2129	584	453	147	675	1265	401
Total	2129 100%	542 100%	464 100%	128 100%	733 100%	1307 100%	354 100%
Never	144 7%	9 2%	42 9% ad	6 4%	13 2%	35 3%	4 1%
Less than once a week	253 12%	45 8%	66 14% a	14 11%	105 14% a	179 14% b	32 9%
1 - 2 times a week	986 46%	287 53% c	227 49% c	48 38%	354 48% c	660 51% b	151 43%
3 - 4 times a week	521 24%	159 29% b	95 20%	39 30% b	185 25%	317 24%	114 32% a
5 - 7 times a week	135 6%	31 6%	19 4%	14 11% ab	58 8% b	82 6%	33 9% a
8 times +	42 2%	9 2%	10 2%	6 5% ad	9 1%	26 2%	11 3%
Don't know	47 2%	1 *	7 1% a	1 1%	9 1% a	7 1%	10 3% a
Net: Eat chicken at least once a week	1684 79%	486 90% bcd	350 75%	108 84% b	606 83% b	1085 83%	308 87%

Chicken Welfare

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

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
		a	b	a	b	c	d	e	f	g	h	i
Significance Level: 95%												
Unweighted Total	2129	1047	1082	387	435	370	354	331	252	822	724	583
Total	2129	1039	1090	236	368	341	377	315	492	605	717	807
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I do not buy chicken for my household	156	76	80	17	22	19	29	36	34	38	48	69
	7%	7%	7%	7%	6%	6%	8%	11%	7%	6%	7%	9%
								abogh				
Tesco	757	352	406	87	137	109	118	112	194	224	227	306
	36%	34%	37%	37%	37%	32%	31%	36%	39%	37%	32%	38%
									dh	h		dh
Asda	496	223	273	71	101	83	102	67	72	172	185	139
	23%	21%	25%	30%	27%	24%	27%	21%	15%	28%	26%	17%
				efi	fi	fi	fi	f		efi	fi	
Aldi	467	193	274	49	89	88	95	57	89	137	184	146
	22%	19%	25%	21%	24%	26%	25%	18%	18%	23%	26%	18%
			a		ei	efi	efi			i	efi	
Sainsbury's	446	219	227	61	98	72	63	59	92	159	135	152
	21%	21%	21%	26%	27%	21%	17%	19%	19%	26%	19%	19%
				defhi	defhi					defhi		
Morrisons	345	172	173	38	66	55	52	45	89	104	107	134
	16%	17%	16%	16%	18%	16%	14%	14%	18%	17%	15%	17%
Lidl	318	152	165	53	76	51	50	34	53	129	101	88
	15%	15%	15%	23%	21%	15%	13%	11%	11%	21%	14%	11%
				cdefhi	cdefhi					cdefhi		
Local Butcher	273	123	150	42	60	44	33	32	62	102	77	94
	13%	12%	14%	18%	16%	13%	9%	10%	13%	17%	11%	12%
				dehi	dehi					dehi		
M&S	224	110	115	35	54	46	28	32	30	89	74	62
	11%	11%	11%	15%	15%	13%	7%	10%	6%	15%	10%	8%
				dfhi	dfhi	dfi				defhi	f	
Co-Op	183	92	91	23	53	30	17	28	32	76	47	60
	9%	9%	8%	10%	14%	9%	5%	9%	6%	13%	7%	7%
				d	acdefhi	d		d		dfhi		
Waitrose	144	79	65	18	34	25	25	17	25	52	50	42
	7%	8%	6%	8%	9%	7%	7%	5%	5%	9%	7%	5%
					ei					i		
Farm Shop	100	55	45	22	29	19	13	8	10	51	31	18
	5%	5%	4%	9%	8%	5%	3%	3%	2%	8%	4%	2%
				defhi	defhi	fi				defhi	i	
Ocado	70	34	36	9	19	16	8	5	12	28	25	18
	3%	3%	3%	4%	5%	5%	2%	2%	3%	5%	3%	2%
					dei	ei				dei		

Chicken Welfare

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

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2129	1047	1082	387	435	370	354	331	252	822	724	583
Total	2129	1039	1090	236	368	341	377	315	492	605	717	807
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Convenience Store (eg. Nisa)	61	38	23	11	14	17	9	5	5	25	25	11
	3%	4%	2%	5%	4%	5%	2%	2%	1%	4%	4%	1%
		b		efi	fi	efi				efi	fi	
Booths	58	25	33	10	25	13	6	2	2	35	19	4
	3%	2%	3%	4%	7%	4%	2%	1%	*	6%	3%	*
				defi	defhi	efi				defhi	efi	
Other	69	25	43	3	4	6	13	6	37	7	18	44
	3%	2%	4%	1%	1%	2%	3%	2%	8%	1%	3%	5%
			a				abg		abcdegh		g	abcegh
Don't know	12	5	7	6	1	1	1	*	2	7	2	2
	1%	1%	1%	3%	*	*	*	*	*	1%	*	*
				bodehfi						hi		
None of these	24	12	11	5	5	7	3	1	3	10	10	4
	1%	1%	1%	2%	1%	2%	1%	*	1%	2%	1%	*
				ei		ei				ei		
Net: Major supermarkets	1782	865	918	185	311	287	324	265	411	496	611	676
	84%	83%	84%	78%	84%	84%	86%	84%	84%	82%	85%	84%
					a	a	a				a	a

Chicken Welfare

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

BASE: All respondents

	Regions														Social grade		
	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	Net: England	Net: GB	ABC1	C2DE
Significance Level: 95%																	
Unweighted Total	2129	36	149	223	122	171	105	230	165	180	280	122	346	1839	2093	1131	998
Total	2129	64	180	238	87	174	103	184	151	184	289	198	279	1782	2065	1179	950
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I do not buy chicken for my household	156	3	14	10	11	12	3	10	8	17	17	33	19	137	153	84	72
	7%	4%	8%	4%	13%	7%	3%	6%	5%	9%	6%	17%	7%	8%	7%	7%	8%
				cfghjlmn						cf		bcefgghjlmn					
Tesco	757	27	73	77	21	50	45	51	46	75	114	71	107	612	731	408	349
	36%	42%	41%	32%	24%	29%	43%	28%	30%	41%	40%	36%	38%	34%	35%	35%	37%
		d	deg				degh			degh	deg	d	deg	d	dg		
Asda	496	18	49	85	21	50	23	40	36	34	53	26	62	407	479	271	225
	23%	28%	27%	36%	24%	29%	22%	22%	24%	19%	18%	13%	22%	23%	23%	23%	24%
		k	jk	dfghijklmn	k	ijk		k	k				k	k	k		
Aldi	467	4	31	76	24	39	28	41	41	28	61	53	40	404	463	268	199
	22%	7%	17%	32%	28%	23%	27%	22%	27%	15%	21%	26%	14%	23%	22%	23%	21%
				abegijlmn	abil	al	ail	al	abil		al	ail		ail	ail		
Sainsbury's	446	24	23	26	16	22	16	39	29	53	91	28	79	382	422	255	191
	21%	38%	13%	11%	18%	12%	16%	21%	19%	29%	31%	14%	28%	21%	20%	22%	20%
		bcddefghkln						bce	c	bcdefghkln	bcdefghkln		bcdefghkln	bce	bce		
Morrisons	345	*	33	51	10	44	13	37	21	25	47	26	39	299	344	183	162
	16%	1%	18%	21%	11%	26%	12%	20%	14%	14%	16%	13%	14%	17%	17%	16%	17%
			a	adfil		adhijklmn	a	ad	a	a	a	a	a	a	a		
Lidl	318	7	24	22	8	20	26	26	30	26	38	36	54	261	311	178	140
	15%	10%	13%	9%	10%	12%	25%	14%	20%	14%	13%	18%	19%	15%	15%	15%	15%
							bcdegijm		cde			c	cdejm	c	c		
Local Butcher	273	16	24	29	8	22	15	29	27	13	24	23	42	217	257	169	104
	13%	26%	13%	12%	9%	13%	15%	16%	18%	7%	8%	12%	15%	12%	12%	14%	11%
		cdijkmn					i	ij	dijmn			ij	i	ij		b	
M&S	224	17	25	16	17	13	7	18	13	13	35	11	39	175	207	150	75
	11%	27%	14%	7%	19%	7%	7%	10%	9%	7%	12%	5%	14%	10%	10%	13%	8%
		cefgghijklmn	cik		cefgghijklmn						ck		cefikmn			b	
Co-Op	183	3	18	19	8	17	8	19	16	19	20	14	21	154	180	99	84
	9%	5%	10%	8%	10%	10%	8%	10%	11%	10%	7%	7%	8%	9%	9%	8%	9%
Waitrose	144	7	6	11	4	7	4	9	14	14	28	10	29	127	137	96	48
	7%	10%	3%	5%	4%	4%	4%	5%	9%	7%	10%	5%	11%	7%	7%	8%	5%
								be			bceg		bcdefgm			b	

Chicken Welfare

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

BASE: All respondents

	Regions														Social grade		
	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	Net: England	Net: GB	ABC1	C2DE
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b	
Significance Level: 95%																	
Unweighted Total	2129	36	149	223	122	171	105	230	165	180	280	122	346	1839	2093	1131	998
Total	2129	64	180	238	87	174	103	184	151	184	289	198	279	1782	2065	1179	950
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Farm Shop	100 5%	7 11% di	8 4%	9 4%	1 1%	7 4%	3 3%	9 5%	10 6% di	3 2%	11 4%	6 3%	25 9%	82 5%	93 5%	69 6%	32 3%
Ocado	70 3%	3 5% f	6 4%	9 4% f	2 2%	4 3%	- -	5 3%	2 1%	8 4% f	15 5% fh	3 1%	14 5% fh	61 3%	67 3%	46 4%	24 3%
Convenience Store (eg. Nisa)	61 3%	4 7% i	3 2%	7 3%	2 2%	3 2%	4 3%	8 4%	6 4% i	1 *	10 3% i	3 1%	11 4% i	50 3%	57 3%	36 3%	25 3%
Booths	58 3%	1 2%	4 2%	4 2%	2 2%	8 5%	3 3%	6 3%	2 2%	3 2%	9 3%	5 2%	10 4%	50 3%	57 3%	42 4% b	16 2%
Other	69 3%	- -	6 3%	7 3%	3 3%	8 5% h	6 5% h	3 2%	1 1%	3 2%	15 5% gh	7 4%	10 3%	57 3%	69 3%	26 2%	43 5% a
Don't know	12 1%	- -	1 1%	- -	* *	1 1%	1 1%	1 1%	4 3% cjlmn	1 *	- -	1 1%	1 *	10 1%	12 1%	6 1%	5 1%
None of these	24 1%	- -	3 2%	3 1%	1 2%	3 2%	- -	4 2% j	1 *	2 1%	* *	1 1%	5 2% j	21 1%	24 1%	17 1%	7 1%
Net: Major supermarkets	1782 84%	55 86%	150 83%	208 88% dkl	69 79%	147 84%	92 89% dkl	150 82%	125 83%	154 84%	259 90% dgklmn	154 78%	220 79%	1485 83% l	1727 84% l	977 83%	806 85%

Chicken Welfare

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

BASE: All respondents

	Ethnicity							Religion									
	Total	White	Ethnic minority	Mixed	Asian	Black	Chinese	Other	No religion	Religious	Christian	Muslim	Hindu	Jew	Sikh	Buddhist	Other
		a	b	c	d	e	f	g	a	b	c	d	*e	f	g	*h	i
Significance Level: 95%																	
Unweighted Total	2129	1610	471	78	194	121	41	37	701	1368	987	203	26	32	38	26	56
Total	2129	1729	365	66	147	93	29	29	691	1388	1097	150	20	21	30	25	45
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I do not buy chicken for my household	156	142	11	3	4	4	*	-	77	75	69	2	*	-	1	-	3
	7%	8%	3%	4%	3%	4%	1%	-	11%	5%	6%	2%	1%	-	4%	-	6%
		bd							bcd	d	d						
Tesco	757	620	132	26	50	31	9	16	213	535	439	48	5	10	11	7	15
	36%	36%	36%	39%	34%	33%	30%	57%	31%	39%	40%	32%	24%	48%	38%	30%	33%
								abdef		a	ad			a			
Asda	496	381	106	20	41	30	6	9	150	336	250	52	5	6	4	3	15
	23%	22%	29%	29%	28%	33%	22%	33%	22%	24%	23%	35%	27%	29%	14%	13%	34%
			a			a						abcg					ag
Aldi	467	363	100	16	35	33	9	7	145	312	233	35	7	6	8	10	13
	22%	21%	27%	24%	24%	36%	31%	23%	21%	22%	21%	24%	33%	28%	26%	42%	28%
			a			ad											
Sainsbury's	446	357	83	23	26	18	9	6	145	297	232	32	5	11	5	4	8
	21%	21%	23%	35%	18%	20%	31%	20%	21%	21%	21%	21%	26%	50%	18%	16%	19%
				abde										abcdgi			
Morrisons	345	274	69	12	31	14	3	9	101	241	182	31	3	7	8	5	6
	16%	16%	19%	18%	21%	15%	10%	32%	15%	17%	17%	20%	13%	34%	26%	18%	13%
								aef						abc			
Lidl	318	238	75	15	30	21	4	5	79	235	183	27	4	3	5	4	9
	15%	14%	21%	22%	20%	22%	15%	17%	11%	17%	17%	18%	20%	13%	16%	17%	21%
			a	a	a	a				a	a	a					a
Local Butcher	273	196	72	7	45	12	5	3	62	204	135	49	4	3	4	5	5
	13%	11%	20%	10%	30%	13%	16%	12%	9%	15%	12%	32%	19%	14%	12%	19%	11%
			ac		abceg					a	a	abcfgi					
M&S	224	166	55	9	20	17	5	3	53	165	124	17	3	4	8	3	6
	11%	10%	15%	14%	14%	18%	19%	10%	8%	12%	11%	11%	16%	20%	27%	12%	13%
			a			a				a	a			a	abcd		
Co-Op	183	156	27	4	14	3	1	5	56	125	96	18	2	-	1	5	3
	9%	9%	7%	6%	9%	3%	5%	17%	8%	9%	9%	12%	13%	-	5%	19%	6%
		e			e			be				f					
Waitrose	144	113	31	1	12	7	4	6	32	111	77	16	2	5	4	1	4
	7%	7%	8%	2%	8%	8%	13%	22%	5%	8%	7%	11%	11%	23%	14%	6%	10%
			c				c	abcde		a	a	a		abc	a		
Farm Shop	100	65	34	4	17	9	1	4	19	81	47	21	3	2	4	2	2
	5%	4%	9%	6%	11%	10%	5%	12%	3%	6%	4%	14%	15%	9%	13%	7%	5%
			a		a	a		a		a		abc		a	ac		
Ocado	70	45	26	4	8	5	4	4	14	55	33	12	-	2	3	3	1
	3%	3%	7%	7%	6%	5%	15%	13%	2%	4%	3%	8%	-	10%	11%	14%	3%
			a	a	a		ad	a		a		abc		ac	abc		

Chicken Welfare

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

BASE: All respondents

	Ethnicity							Religion									
	Total	White	Ethnic minority	Mixed	Asian	Black	Chinese	Other	No religion	Religious	Christian	Muslim	Hindu	Jew	Sikh	Buddhist	Other
	a	b	c	d	e	f	g	a	b	c	d	*e	f	g	*h	i	
Significance Level: 95%																	
Unweighted Total	2129	1610	471	78	194	121	41	37	701	1368	987	203	26	32	38	26	56
Total	2129	1729	365	66	147	93	29	29	691	1388	1097	150	20	21	30	25	45
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Convenience Store (eg. Nisa)	61 3%	45 3%	16 4% a	3 4%	4 3%	5 5%	2 5%	3 11% ad	12 2%	49 4% a	37 3% a	8 5% a	2 8%	1 5%	1 3%	-	* 1%
Booths	58 3%	32 2%	26 7% a	1 2%	10 7% a	5 6% a	4 14% ac	6 19% abcde	9 1%	44 3% ac	21 2% abc	14 9% abc	1 3%	2 8% ac	2 5%	1 6%	4 10% abc
Other	69 3%	55 3%	13 4%	2 3%	6 4%	2 2%	- -	4 12% abcdef	23 3%	42 3%	29 3%	8 5% c	- -	3 13% abcg	-	-	1 3%
Don't know	12 1%	6 *	2 1%	- -	1 1%	- -	* 1%	1 2%	7 1% bc	3 *	2 *	* *	- -	- -	1 2% bc	-	-
None of these	24 1%	16 1%	3 1%	* 1%	1 1%	1 1%	- -	- -	6 1%	14 1%	11 1%	2 2%	- -	- -	- -	- -	1 3%
Net: Major supermarkets	1782 84%	1472 85% bd	291 80% d	58 87% d	104 70% d	77 83% d	26 89% d	26 92% d	563 81% d	1183 85% ad	958 87% ad	104 69% ad	16 83% ad	19 91% ad	26 86% ad	23 92% ad	36 81% ad

Chicken Welfare

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

BASE: All respondents

	Total	Household income before tax				Children					
		Up to £21,000	£21,001 to £41,000	£41,001 to £62,000	£62,001 or more	Net: Children aged <18	No children aged <18	Children aged <5	Children aged 5-10	Children aged 11-15	Children aged 16-18 years old
		a	b	c	d	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total	2129	615	742	348	253	888	1204	304	321	347	203
Total	2129	548	778	407	245	810	1294	251	278	333	194
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I do not buy chicken for my household	156	39	57	28	17	34	122	7	13	10	11
	7%	7%	7%	7%	7%	4%	9%	3%	4%	3%	6%
							acde				
Tesco	757	206	278	148	76	299	451	94	117	121	73
	36%	38%	36%	36%	31%	37%	35%	37%	42%	36%	38%
									b		
Asda	496	144	156	102	61	228	266	78	75	94	69
	23%	26%	20%	25%	25%	28%	21%	31%	27%	28%	36%
		b				b		b	b	b	abd
Aldi	467	118	158	109	66	236	228	73	83	96	56
	22%	22%	20%	27%	27%	29%	18%	29%	30%	29%	29%
				b	b	b		b	b	b	b
Sainsbury's	446	103	160	92	62	200	242	56	62	89	49
	21%	19%	21%	23%	25%	25%	19%	22%	22%	27%	25%
					a	b				b	b
Morrisons	345	82	126	77	43	156	189	52	49	65	35
	16%	15%	16%	19%	17%	19%	15%	21%	17%	20%	18%
						b		b		b	
Lidl	318	88	106	66	42	148	168	48	56	62	27
	15%	16%	14%	16%	17%	18%	13%	19%	20%	19%	14%
						b		b	b	b	
Local Butcher	273	71	100	59	29	131	142	49	48	47	30
	13%	13%	13%	14%	12%	16%	11%	20%	17%	14%	15%
						b		b	b		
M&S	224	55	74	44	43	112	108	39	41	45	21
	11%	10%	9%	11%	18%	14%	8%	16%	15%	14%	11%
					abc	b		b	b	b	
Co-Op	183	64	61	28	25	73	109	31	31	33	11
	9%	12%	8%	7%	10%	9%	8%	13%	11%	10%	5%
		bc						bf	f		
Waitrose	144	19	51	27	37	75	65	25	25	36	21
	7%	3%	7%	7%	15%	9%	5%	10%	9%	11%	11%
			a	a	abc	b		b	b	b	b
Farm Shop	100	21	26	29	23	65	34	26	31	27	10
	5%	4%	3%	7%	9%	8%	3%	10%	11%	8%	5%
				ab	ab	b		b	bf	b	b

Chicken Welfare

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

BASE: All respondents

	Household income before tax				Children						
	Total	Up to £21,000	£21,001 to £41,000	£41,001 to £62,000	£62,001 or more	Net: Children aged <18	No children aged <18	Children aged <5	Children aged 5-10	Children aged 11-15	Children aged 16-18 years old
	a	b	c	d	a	b	c	d	e	f	
Significance Level: 95%											
Unweighted Total	2129	615	742	348	253	888	1204	304	321	347	203
Total	2129	548	778	407	245	810	1294	251	278	333	194
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Ocado	70	13	30	18	9	42	27	9	21	16	6
	3%	2%	4%	4%	4%	5%	2%	4%	8%	5%	3%
						b			bcd	b	
Convenience Store (eg. Nisa)	61	14	18	10	11	37	24	11	16	16	8
	3%	3%	2%	2%	5%	5%	2%	4%	6%	5%	4%
						b		b	b	b	b
Booths	58	13	21	11	12	40	17	11	17	21	11
	3%	2%	3%	3%	5%	5%	1%	4%	6%	6%	6%
						b		b	b	b	b
Other	69	24	26	9	5	17	51	2	3	9	8
	3%	4%	3%	2%	2%	2%	4%	1%	1%	3%	4%
							acd				cd
Don't know	12	1	2	-	1	4	6	1	1	*	2
	1%	*	*	-	1%	*	*	*	*	*	1%
None of these	24	5	8	2	3	7	14	2	3	3	-
	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	-
Net: Major supermarkets	1782	457	653	354	209	698	1065	219	233	297	160
	84%	83%	84%	87%	85%	86%	82%	87%	84%	89%	83%
						b		b	bdf		

Chicken Welfare

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

BASE: All respondents

	Total	Supermarket Used																
		I do not buy chicken for my household	Aldi	Asda	Booths	Co-Op	Lidl	M&S	Morrisons	Ocado	Sainsbury's	Tesco	Waitrose	Farm Shop	Local Butcher	Convenience Store (eg. Nisa)	Other	Net: Major supermarkets
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Significance Level: 95%																		
Unweighted Total	2129	137	480	543	79	213	357	252	348	76	448	759	161	127	275	83	57	1786
Total	2129	156	467	496	58	183	318	224	345	70	446	757	144	100	273	61	69	1782
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I do not buy chicken for my household	156	156	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	7%	100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		bcdefghi jklmnopq																
Tesco	757	-	163	189	24	94	138	103	141	29	185	757	54	40	86	24	19	757
	36%	-	35%	38%	42%	51%	43%	46%	41%	41%	42%	100%	37%	40%	31%	40%	28%	42%
			a	a	a	abchj lmnpq	abnp	abcnp	an	a	abnp	abcdefg hijklmnopq	a	a	a	a	a	abnp
Asda	496	-	170	496	25	61	101	62	118	23	123	189	40	32	63	25	6	496
	23%	-	36%	100%	43%	33%	32%	28%	34%	33%	28%	25%	28%	32%	23%	41%	9%	28%
			agjk lnpq	abdefghi jklmnopq	agjkl npq	aknp	aknp	ap	ajkn pq	ap	ap	ap	ap	ap	ap	agjkl npq	a	ap
Aldi	467	-	467	170	25	63	119	47	107	31	112	163	35	26	45	24	19	467
	22%	-	100%	34%	44%	34%	38%	21%	31%	44%	25%	21%	25%	26%	17%	39%	28%	26%
			acdefghi jklmnopq	agjkl npq	aghjkl mnq	agjkl npq	agjkl mnq	a	agkn	aghjkl mnq	an	a	an	an	a	agjkl mnq	a	akn
Sainsbury's	446	-	112	123	25	55	94	94	105	35	446	185	51	29	64	21	4	446
	21%	-	24%	25%	43%	30%	29%	42%	30%	50%	100%	24%	36%	29%	23%	34%	6%	25%
			ap	ap	abcefh kmnpq	ap	ap	abcefh kmnpq	abkpq	abcefh klmnopq	abcdefg hijklmnopq	ap	abcknpq	ap	ap	ap	a	ap
Morrisons	345	-	107	118	12	57	84	59	345	22	105	141	50	22	55	24	7	345
	16%	-	23%	24%	21%	31%	27%	26%	100%	31%	23%	19%	35%	22%	20%	39%	11%	19%
			ap	akpq	a	abcjkn pq	akpq	akpq	abcedfgi jklmnopq	aknpq	akp	a	abcdj kmnpq	a	a	abcdfg jkmnpq	a	a
Lidl	318	-	119	101	17	44	318	53	84	21	94	138	33	24	46	14	4	318
	15%	-	26%	20%	30%	24%	100%	24%	24%	30%	21%	18%	23%	24%	17%	24%	7%	18%
			ak npq	ap	aknpq	apq	abcdeghi jklmnopq	anpq	aknpq	aknpq	ap	ap	ap	ap	a	ap	a	ap
Local Butcher	273	-	45	63	18	32	46	42	55	17	64	86	31	37	273	17	1	171
	13%	-	10%	13%	31%	18%	14%	19%	16%	24%	14%	11%	21%	37%	100%	28%	1%	10%
			ap	apq	abcefg hjkpq	abkpq	abpq	abckpq	abkpq	abcfj kpq	abpq	ap	abcfj kpq	abcefg hjkpq	abcdefg hijklpq	abcfhj kpq		ap

Chicken Welfare

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

BASE: All respondents

	Supermarket Used																	
	Total	I do not buy chicken for my household	Aldi	Asda	Booths	Co-Op	Lidl	M&S	Morrisons	Ocado	Sainsbury's	Tesco	Waitrose	Farm Shop	Local Butcher	Convenience Store (eg. Nisa)	Other	Net: Major supermarkets
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Significance Level: 95%																		
Unweighted Total	2129	137	480	543	79	213	357	252	348	76	448	759	161	127	275	83	57	1786
Total	2129	156	467	496	58	183	318	224	345	70	446	757	144	100	273	61	69	1782
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
M&S	224 11%	- -	47 10%	62 13%	19 32%	43 23%	53 17%	224 100%	59 17%	25 36%	94 21%	103 14%	50 35%	26 26%	42 16%	16 26%	- -	224 13%
			ap	ap	abcfhjknppq	abcknpq	abpq	abcdefghijklmnpq	abpq	abcfhjknppq	abckpq	ap	abcfhjknppq	abcfhknppq	abp	abcknpq		ap
Co-Op	183 9%	- -	63 13%	61 12%	15 26%	183 100%	44 14%	43 19%	57 17%	17 24%	55 12%	94 12%	28 19%	22 22%	32 12%	22 36%	* *	183 10%
			ap	ap	abcfhjknppq	abcdfghi jklmnpq	ap	abcjknppq	apq	abcfjknppq	ap	ap	acjknppq	abcfjknppq	ap	abcfghijklmnpq		ap
Waitrose	144 7%	- -	35 8%	40 8%	18 31%	28 15%	33 11%	50 22%	50 14%	25 35%	51 11%	54 7%	144 100%	21 21%	31 11%	17 27%	- -	144 8%
			ap	ap	abcfhjknppq	abckpq	ap	abcfhjknppq	abckpq	abcfghjknppq	abckpq	ap	abcfghijklmnpq	abcfjknppq	akp	abcfhjknppq		ap
Farm Shop	100 5%	- -	26 6%	32 6%	15 26%	22 12%	24 8%	26 12%	22 6%	12 17%	29 7%	40 5%	21 15%	100 100%	37 14%	17 27%	3 5%	78 4%
			a	a	abcfghjknppq	abchjkq	aq	abchjkq	a	abcfhjknppq	a	a	abcfhjknppq	abcfghijklmnpq	abcfhjkq	abcfghjknppq	a	a
Ocado	70 3%	- -	31 7%	23 5%	9 15%	17 9%	21 7%	25 11%	22 6%	70 100%	35 8%	29 4%	25 17%	12 12%	17 6%	10 17%	1 1%	70 4%
			akq	a	abcfhjknppq	ackpq	akq	abcfhknppq	aq	abcfghijklmnpq	ackq	a	abcfhjknppq	ackpq	a	abcfhjknppq		a
Convenience Store (eg. Nisa)	61 3%	- -	24 5%	25 5%	10 16%	22 12%	14 5%	16 7%	24 7%	10 14%	21 5%	24 3%	17 12%	17 16%	17 6%	61 100%	* 1%	50 3%
			aq	aq	abcfghjknppq	abcfhjknppq	a	akq	akq	abcfghjknppq	a	a	abcfjknppq	abcfghjknppq	akq	abcfghijklmnpq		a
Booths	58 3%	- -	25 5%	25 5%	58 100%	15 8%	17 5%	19 8%	12 4%	9 13%	25 6%	24 3%	18 13%	15 15%	18 7%	10 16%	2 3%	58 3%
			aq	a	abcfghijklmnpq	ahkq	aq	ahkq	a	abcfhjknppq	akq	a	abcfhjknppq	abcfghjknppq	akq	abcfhjknppq	a	a
Other	69 3%	- -	19 4%	6 1%	2 4%	* *	4 1%	- -	7 2%	1 1%	4 1%	19 3%	- -	3 3%	1 *	* 1%	69 100%	38 2%
			acef gjinq		aeg jin				egn			egln		aegln			abcdefg h ijklmnoq	egn

Chicken Welfare

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

BASE: All respondents

	I do not buy chicken for my household	Supermarket Used																
		Aldi	Asda	Booths	Co-Op	Lidl	M&S	Morrisons	Ocado	Sainsbury's	Tesco	Waitrose	Farm Shop	Local Butcher	Convenience Store (eg. Nisa)	Other	Net: Major supermarkets	
Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Significance Level: 95%																		
Unweighted Total	2129	137	480	543	79	213	357	252	348	76	448	759	161	127	275	83	57	1786
Total	2129	156	467	496	58	183	318	224	345	70	446	757	144	100	273	61	69	1782
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't know	12	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of these	24	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net: Major supermarkets	1782	-	467	496	58	183	318	224	345	70	446	757	144	78	171	50	38	1782
	84%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	78%	63%	82%	56%	100%
			amnop	amnop	amnop	amnop	amnop	amnop	amnop	amnop	amnop	amnop	amnop	anp	a	anp	a	amnop

Chicken Welfare

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

BASE: All respondents

	Importance Factors				Would be prepares to buy/eat less chicken		
	Total	Affordability	Animal Welfare	Environmental impact	Quality of Meat	Yes	No
		a	b	c	d	a	b
Significance Level: 95%							
Unweighted Total	2129	584	453	147	675	1265	401
Total	2129	542	464	128	733	1307	354
	100%	100%	100%	100%	100%	100%	100%
I do not buy chicken for my household	156	9	26	6	31	30	7
	7%	2%	6%	5%	4%	2%	2%
		a	a	a	a		
Tesco	757	225	173	25	277	529	102
	36%	41%	37%	19%	38%	41%	29%
		c	c		c	b	
Asda	496	153	128	21	167	323	89
	23%	28%	27%	16%	23%	25%	25%
		cd	c				
Aldi	467	144	106	31	154	302	78
	22%	26%	23%	25%	21%	23%	22%
		d					
Sainsbury's	446	111	100	21	169	304	79
	21%	20%	21%	17%	23%	23%	22%
Morrisons	345	102	88	20	105	241	56
	16%	19%	19%	16%	14%	18%	16%
		d	d				
Lidl	318	106	61	25	100	204	63
	15%	20%	13%	20%	14%	16%	18%
		bd		b			
Local Butcher	273	60	52	19	123	202	41
	13%	11%	11%	14%	17%	15%	11%
					ab	b	
M&S	224	51	59	23	70	154	42
	11%	9%	13%	18%	10%	12%	12%
				ad			
Co-Op	183	62	53	14	44	124	36
	9%	12%	11%	11%	6%	10%	10%
		d	d	d			
Waitrose	144	33	38	15	44	103	33
	7%	6%	8%	12%	6%	8%	9%
				ad			
Farm Shop	100	25	27	16	22	70	25
	5%	5%	6%	13%	3%	5%	7%
			d	abd			

Chicken Welfare

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

BASE: All respondents

	Importance Factors				Would be prepares to buy/eat less chicken		
	Total	Affordability	Animal Welfare	Environmental impact	Quality of Meat	Yes	No
		a	b	c	d	a	b
Significance Level: 95%							
Unweighted Total	2129	584	453	147	675	1265	401
Total	2129 100%	542 100%	464 100%	128 100%	733 100%	1307 100%	354 100%
Ocado	70 3%	14 3%	25 5% ad	8 6% ad	21 3%	45 3%	23 6% a
Convenience Store (eg. Nisa)	61 3%	17 3%	16 3%	7 5% d	15 2%	42 3%	15 4%
Booths	58 3%	8 2%	26 6% ad	9 7% ad	10 1%	33 3%	20 6% a
Other	69 3%	18 3%	16 3%	1 * c	32 4%	40 3%	17 5%
Don't know	12 1%	2 *	* *	1 1%	3 *	2 *	1 *
None of these	24 1%	1 *	- -	* *	2 *	7 1%	3 1%
Net: Major supermarkets	1782 84%	506 93% bcd	411 89%	108 84%	623 85%	1164 89%	313 88%

Chicken Welfare

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

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

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2129	1047	1082	387	435	370	354	331	252	822	724	583
Total	2129	1039	1090	236	368	341	377	315	492	605	717	807
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Quality of meat	733	382	351	65	102	102	121	117	227	167	222	344
	34%	37%	32%	28%	28%	30%	32%	37%	46%	28%	31%	43%
		b						abcbgh	abcdegh			abcdgh
Affordability	542	286	257	61	103	90	107	84	98	164	196	182
	25%	28%	24%	26%	28%	26%	28%	27%	20%	27%	27%	23%
		b			fi		fi			fi	fi	
Animal welfare	464	180	285	49	77	84	82	75	98	126	165	173
	22%	17%	26%	21%	21%	25%	22%	24%	20%	21%	23%	21%
			a									
Environmental impact	128	77	51	15	39	26	25	9	15	54	51	24
	6%	7%	5%	7%	10%	8%	7%	3%	3%	9%	7%	3%
		b		ei	aefhi	efi	ei			efi	efi	
Don't know	260	115	145	45	48	40	43	29	55	93	83	84
	12%	11%	13%	19%	13%	12%	11%	9%	11%	15%	12%	10%
				bdefhi						ehi		

Chicken Welfare

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

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

	Total	Regions													Social grade		
		Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	Net: England	Net: GB	ABC1	C2DE
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b
Significance Level: 95%																	
Unweighted Total	2129	36	149	223	122	171	105	230	165	180	280	122	346	1839	2093	1131	998
Total	2129	64	180	238	87	174	103	184	151	184	289	198	279	1782	2065	1179	950
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Quality of meat	733	27	56	102	29	56	39	62	51	58	92	64	97	611	706	382	352
	34%	42%	31%	43%	33%	33%	38%	34%	34%	32%	32%	32%	35%	34%	34%	32%	37%
			begijmn														a
Affordability	542	12	44	59	24	51	37	44	39	40	77	49	66	449	531	298	245
	25%	18%	25%	25%	28%	30%	36%	24%	26%	22%	27%	25%	24%	25%	26%	25%	26%
					abcgilmn												
Animal welfare	464	15	44	41	15	38	16	37	28	61	75	36	58	389	450	268	196
	22%	23%	25%	17%	18%	22%	15%	20%	19%	33%	26%	18%	21%	22%	22%	23%	21%
									cdefghklmn		cf						
Environmental impact	128	-	13	13	5	12	5	11	10	9	11	19	21	111	128	87	41
	6%	-	7%	6%	6%	7%	4%	6%	7%	5%	4%	10%	7%	6%	6%	7%	4%
											j					b	
Don't know	260	11	22	23	13	16	7	30	22	16	34	30	37	220	249	144	116
	12%	17%	12%	10%	15%	9%	6%	16%	15%	8%	12%	15%	13%	12%	12%	12%	12%
					f			cefi	f		f						

Chicken Welfare

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

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

	Ethnicity							Religion									
	Total	White	Ethnic minority	Mixed	Asian	Black	Chinese	Other	No religion	Religious	Christian	Muslim	Hindu	Jew	Sikh	Buddhist	Other
		a	b	c	d	e	f	g	a	b	c	d	*e	f	g	*h	i
Significance Level: 95%																	
Unweighted Total	2129	1610	471	78	194	121	41	37	701	1368	987	203	26	32	38	26	56
Total	2129	1729	365	66	147	93	29	29	691	1388	1097	150	20	21	30	25	45
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Quality of meat	733 34%	622 36% bdf	106 29% f	20 30% f	42 28% f	30 32% f	3 10% f	12 41% f	232 34% g	487 35% g	410 37% dg	44 29% g	3 18% g	6 30% g	4 14% g	7 28% g	12 26% g
Affordability	542 25%	443 26%	91 25%	16 24%	38 26%	24 25%	6 22%	7 24%	201 29% bdg	335 24%	278 25% g	32 21%	4 22%	3 15%	3 10%	4 17%	10 23%
Animal welfare	464 22%	384 22% eg	75 21% eg	20 30% efg	39 27% eg	11 11% eg	4 14% eg	2 6% eg	126 18%	326 24% a	252 23% a	42 28% a	5 25%	4 20%	11 35% a	1 6%	11 25%
Environmental impact	128 6%	78 5%	50 14% a	6 9% a	19 13% a	15 16% a	7 24% ac	3 11% ac	27 4%	97 7% ac	49 4% abc	18 12% abc	6 30% abc	4 21% abc	8 27% abcdi	7 29% ac	5 11% ac
Don't know	260 12%	200 12% d	42 12% d	5 8%	9 6% d	14 15% d	9 30% abcde	5 18% d	105 15% bcd	142 10%	108 10%	15 10%	1 6%	3 14%	4 13%	5 20%	7 16%

Chicken Welfare

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

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

	Total	Household income before tax				Children					
		Up to £21,000	£21,001 to £41,000	£41,001 to £62,000	£62,001 or more	Net: Children aged <18	No children aged <18	Children aged <5	Children aged 5-10	Children aged 11-15	Children aged 16-18 years old
		a	b	c	d	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total	2129	615	742	348	253	888	1204	304	321	347	203
Total	2129	548	778	407	245	810	1294	251	278	333	194
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Quality of meat	733	164	253	163	86	238	491	61	79	103	64
	34%	30%	33%	40%	35%	29%	38%	24%	28%	31%	33%
				ab			acde				c
Affordability	542	167	194	95	65	220	319	81	69	96	51
	25%	31%	25%	23%	27%	27%	25%	32%	25%	29%	26%
		bc						bd			
Animal welfare	464	119	187	90	49	189	271	61	68	84	35
	22%	22%	24%	22%	20%	23%	21%	24%	24%	25%	18%
Environmental impact	128	25	45	32	24	76	48	21	36	24	17
	6%	5%	6%	8%	10%	9%	4%	9%	13%	7%	9%
				a	ab	b		b	be	b	b
Don't know	260	72	99	28	21	86	165	26	27	27	27
	12%	13%	13%	7%	9%	11%	13%	10%	10%	8%	14%
		c	c				e				e

Chicken Welfare

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

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

	Supermarket Used																	
	Total	I do not buy chicken for my household	Aldi	Asda	Booths	Co-Op	Lidl	M&S	Morrisons	Ocado	Sainsbury's	Tesco	Waitrose	Farm Shop	Local Butcher	Convenience Store (eg. Nisa)	Other	Net: Major supermarkets
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Significance Level: 95%																		
Unweighted Total	2129	137	480	543	79	213	357	252	348	76	448	759	161	127	275	83	57	1786
Total	2129	156	467	496	58	183	318	224	345	70	446	757	144	100	273	61	69	1782
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Quality of meat	733	31	154	167	10	44	100	70	105	21	169	277	44	22	123	15	32	623
	34%	20%	33%	34%	17%	24%	32%	31%	31%	29%	38%	37%	30%	21%	45%	25%	47%	35%
		adem	adem				adm	adm	ad		adehmo	ademo	ad		abcdefghijklmoq		abcdefghijklmo	adem
Affordability	542	9	144	153	8	62	106	51	102	14	111	225	33	25	60	17	18	506
	25%	6%	31%	31%	14%	34%	33%	23%	30%	20%	25%	30%	23%	25%	22%	28%	26%	28%
		adgjn	adgjn		a	adgjiln	adgjiln	a	adn	a	ad	adgn	a	a	a	ad	a	adn
Animal welfare	464	26	106	128	26	53	61	59	88	25	100	173	38	27	52	16	16	411
	22%	17%	23%	26%	45%	29%	19%	26%	25%	35%	22%	23%	26%	27%	19%	25%	23%	23%
			afn	abcefhjklmnopq	afn		af		a	abfjknq			a	a				
Environmental impact	128	6	31	21	9	14	25	23	20	8	21	25	15	16	19	7	1	108
	6%	4%	7%	4%	16%	7%	8%	10%	6%	11%	5%	3%	10%	16%	7%	11%	1%	6%
		k		abcefhjknqp	k	ckp	acjkpq		k	acjkp			acjkpq	abcefhjknqp	k	acjkp		k
Don't know	260	84	32	28	5	10	24	22	29	3	45	56	14	10	18	7	2	133
	12%	54%	7%	6%	9%	6%	8%	10%	8%	5%	10%	7%	10%	10%	7%	11%	3%	7%
		bcdefghijklmnopq					c				c							

Chicken Welfare

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

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

	Importance Factors				Would be prepares to buy/eat less chicken		
	Total	Affordability	Animal Welfare	Environmental impact	Quality of Meat	Yes	No
		a	b	c	d	a	b
Significance Level: 95%							
Unweighted Total	2129	584	453	147	675	1265	401
Total	2129 100%	542 100%	464 100%	128 100%	733 100%	1307 100%	354 100%
Quality of meat	733 34%	- -	- -	- -	733 100% abc	483 37% b	111 31%
Affordability	542 25%	542 100% bcd	- -	- -	- -	319 24%	108 31% a
Animal welfare	464 22%	- -	464 100% acd	- -	- -	363 28% b	48 13%
Environmental impact	128 6%	- -	- -	128 100% abd	- -	78 6%	39 11% a
Don't know	260 12%	- -	- -	- -	- -	63 5%	48 13% a

Chicken Welfare

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

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

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2129	1047	1082	387	435	370	354	331	252	822	724	583
Total	2129	1039	1090	236	368	341	377	315	492	605	717	807
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Quality of meat	1620	801	819	157	254	249	284	261	415	411	533	676
	76%	77%	75%	67%	69%	73%	75%	83%	84%	68%	74%	84%
							abg	abcdgh	abcdgh		ag	abcdgh
Animal welfare	1593	785	808	156	258	244	295	253	387	414	539	640
	75%	76%	74%	66%	70%	72%	78%	80%	79%	68%	75%	79%
							abcg	abcg	abcg		ag	abcg
Affordability	1404	699	705	145	241	233	273	215	297	386	506	512
	66%	67%	65%	62%	65%	68%	73%	68%	60%	64%	71%	63%
						f	abfgi	f			afgi	
Environmental impact	988	488	500	114	208	176	151	126	212	322	327	339
	46%	47%	46%	48%	57%	52%	40%	40%	43%	53%	46%	42%
				de	defhi	defi				defhi		
Don't know	260	115	145	45	48	40	43	29	55	93	83	84
	12%	11%	13%	19%	13%	12%	11%	9%	11%	15%	12%	10%
				bdefhi						ehi		

Chicken Welfare

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

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

	Total	Regions													Social grade		
		Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	Net: England	Net: GB	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b
Unweighted Total	2129	36	149	223	122	171	105	230	165	180	280	122	346	1839	2093	1131	998
Total	2129	64	180	238	87	174	103	184	151	184	289	198	279	1782	2065	1179	950
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Quality of meat	1620	53	136	191	68	133	85	132	108	151	231	139	194	1346	1567	874	746
	76%	83%	76%	80%	79%	77%	83%	72%	71%	82%	80%	70%	69%	76%	76%	74%	79%
				ghkl			ghkl			ghkl	ghkl			l	l		a
Animal welfare	1593	47	137	188	62	129	87	131	108	138	221	146	200	1322	1546	869	725
	75%	74%	76%	79%	71%	74%	84%	71%	72%	75%	76%	74%	72%	74%	75%	74%	76%
				l			dghlmn										
Affordability	1404	38	111	171	53	128	78	113	94	124	182	130	183	1177	1367	770	635
	66%	59%	62%	72%	61%	73%	75%	61%	62%	68%	63%	66%	66%	66%	66%	65%	67%
				bdghj		bdghjm	bdghj										
Environmental impact	988	21	90	94	39	84	41	85	73	92	131	90	148	836	966	592	396
	46%	33%	50%	40%	45%	49%	39%	46%	48%	50%	45%	45%	53%	47%	47%	50%	42%
			c							c			acfjmn	c	c		b
Don't know	260	11	22	23	13	16	7	30	22	16	34	30	37	220	249	144	116
	12%	17%	12%	10%	15%	9%	6%	16%	15%	8%	12%	15%	13%	12%	12%	12%	12%
				f				cefi	f			f					

Chicken Welfare

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

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

	Ethnicity							Religion									
	Total	White	Ethnic minority	Mixed	Asian	Black	Chinese	Other	No religion	Religious	Christian	Muslim	Hindu	Jew	Sikh	Buddhist	Other
		a	b	c	d	e	f	g	a	b	c	d	*e	f	g	*h	i
Significance Level: 95%																	
Unweighted Total	2129	1610	471	78	194	121	41	37	701	1368	987	203	26	32	38	26	56
Total	2129	1729	365	66	147	93	29	29	691	1388	1097	150	20	21	30	25	45
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Quality of meat	1620	1346	257	51	105	70	15	16	517	1070	880	101	13	14	16	14	31
	76%	78%	70%	77%	71%	75%	53%	54%	75%	77%	80%	67%	64%	68%	53%	54%	70%
		bdfg	fg	fg	fg	fg			dg	dg	adg						
Animal welfare	1593	1331	249	49	114	52	14	20	497	1067	855	116	12	16	23	14	32
	75%	77%	68%	74%	78%	56%	47%	70%	72%	77%	78%	77%	61%	75%	76%	56%	72%
		bef	ef	ef	bef			f		a	a						
Affordability	1404	1155	235	47	98	58	16	17	471	909	722	97	16	13	16	17	30
	66%	67%	65%	71%	66%	62%	56%	58%	68%	66%	66%	64%	80%	62%	52%	67%	67%
									g								
Environmental impact	988	750	225	36	98	57	16	18	274	688	510	93	15	11	24	15	19
	46%	43%	62%	55%	67%	61%	55%	63%	40%	50%	46%	62%	78%	54%	79%	61%	43%
			a	a	a	a		a		a	a	abci			abcdfi		
Don't know	260	200	42	5	9	14	9	5	105	142	108	15	1	3	4	5	7
	12%	12%	12%	8%	6%	15%	30%	18%	15%	10%	10%	10%	6%	14%	13%	20%	16%
		d	d			d	abcde	d	bcd								

Chicken Welfare

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

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

	Total	Household income before tax				Children					
		Up to £21,000	£21,001 to £41,000	£41,001 to £62,000	£62,001 or more	Net: Children aged <18	No children aged <18	Children aged <5	Children aged 5-10	Children aged 11-15	Children aged 16-18 years old
		a	b	c	d	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total	2129	615	742	348	253	888	1204	304	321	347	203
Total	2129	548	778	407	245	810	1294	251	278	333	194
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Quality of meat	1620	417	592	322	185	592	1014	192	190	255	138
	76%	76%	76%	79%	75%	73%	78% adf	77% d	68%	77% d	71%
Animal welfare	1593	403	582	331	182	606	974	182	211	255	133
	75%	74%	75%	81% abd	74%	75%	75% f	73%	76%	77% f	69%
Affordability	1404	363	497	292	166	553	842	154	189	248	134
	66%	66%	64%	72% b	67%	68% c	65%	61%	68%	74% abc	69%
Environmental impact	988	244	366	191	140	419	558	144	163	161	95
	46%	45%	47%	47% abc	57% abc	52% b	43%	58% be	59% abef	48%	49%
Don't know	260	72	99	28	21	86	165	26	27	27	27
	12%	13% c	13% c	7%	9%	11%	13% e	10%	10%	8%	14% e

Chicken Welfare

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

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

	Supermaket Used																	
	Total	I do not buy chicken for my household	Aldi	Asda	Booths	Co-Op	Lidl	M&S	Morrisons	Ocado	Sainsbury's	Tesco	Waitrose	Farm Shop	Local Butcher	Convenience Store (eg. Nisa)	Other	Net: Major supermarkets
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Significance Level: 95%																		
Unweighted Total	2129	137	480	543	79	213	357	252	348	76	448	759	161	127	275	83	57	1786
Total	2129	156	467	496	58	183	318	224	345	70	446	757	144	100	273	61	69	1782
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Quality of meat	1620	58	366	404	37	134	240	168	265	47	348	598	102	63	226	38	63	1424
	76%	37%	78%	81%	64%	73%	75%	75%	77%	66%	78%	79%	71%	63%	77%	62%	92%	80%
			adimo	adefgilmno	a	a	admo	amo	admo	a	adimo	adilmo	a	a	adefgilmno	a	abcdefghijklmnopq	adeilmo
Animal welfare	1593	64	364	387	47	141	257	179	268	60	348	612	119	79	221	48	58	1408
	75%	41%	78%	78%	81%	77%	81%	80%	78%	85%	78%	81%	83%	79%	81%	79%	84%	79%
			a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a
Affordability	1404	43	339	372	35	136	234	134	242	47	317	544	83	67	176	40	54	1269
	66%	28%	72%	75%	60%	74%	74%	60%	70%	66%	71%	72%	58%	67%	64%	66%	79%	71%
			adgln	adgln	a	adgln	adgln	a	agl	a	agl	adgln	a	a	a	a	adgln	adgln
Environmental impact	988	49	239	242	40	107	148	127	173	48	191	347	85	60	141	36	24	844
	46%	31%	51%	49%	68%	59%	47%	57%	50%	69%	43%	46%	59%	60%	52%	60%	35%	47%
			ajp	ap	abcfhjknopq	acfjkpq	a	acfjkpq	ajp	abcfhjknopq	a	a	acfjkpq	acfjkpq	ajp	afjkpq		a
Don't know	260	84	32	28	5	10	24	22	29	3	45	56	14	10	18	7	2	133
	12%	54%	7%	6%	9%	6%	8%	10%	8%	5%	10%	7%	10%	10%	7%	11%	3%	7%
			bcd	efghijklmnopq			c				c							

Chicken Welfare

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

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

	Importance Factors				Would be prepares to buy/eat less chicken		
	Total	Affordability	Animal Welfare	Environmental impact	Quality of Meat	Yes	No
		a	b	c	d	a	b
Significance Level: 95%							
Unweighted Total	2129	584	453	147	675	1265	401
Total	2129 100%	542 100%	464 100%	128 100%	733 100%	1307 100%	354 100%
Quality of meat	1620 76%	448 83% c	376 81% c	62 48%	733 100% abc	1076 82% b	259 73%
Animal welfare	1593 75%	392 72%	464 100% acd	108 84% a	629 86% a	1099 84% b	232 65%
Affordability	1404 66%	542 100% bcd	210 45%	87 68% b	565 77% bc	880 67%	253 71%
Environmental impact	988 46%	245 45% d	342 74% ad	128 100% abd	273 37%	674 52%	176 50%
Don't know	260 12%	- -	- -	- -	- -	63 5%	48 13% a

Chicken Welfare

Q4. How worried are you about farming and deforestation?

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2129	1047	1082	387	435	370	354	331	252	822	724	583
Total	2129	1039	1090	236	368	341	377	315	492	605	717	807
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very worried	465	216	249	42	74	57	81	80	132	116	137	212
	22%	21%	23%	18%	20%	17%	21%	25%	27%	19%	19%	26%
								acgh	abcgh			abcgh
Fairly worried	909	437	472	100	152	146	167	137	208	252	312	345
	43%	42%	43%	42%	41%	43%	44%	43%	42%	42%	44%	43%
Not very worried	485	253	232	56	95	98	77	66	91	152	175	158
	23%	24%	21%	24%	26%	29%	21%	21%	19%	25%	24%	20%
					fi	defi				fi	i	
Not at all worried	146	93	53	22	26	24	28	17	30	47	52	46
	7%	9%	5%	9%	7%	7%	7%	5%	6%	8%	7%	6%
		b		ei								
I don't know what this is	124	40	84	16	21	16	24	16	31	37	40	46
	6%	4%	8%	7%	6%	5%	6%	5%	6%	6%	6%	6%
			a									
Net: Worried	1374	653	722	142	226	202	247	216	340	369	450	556
	65%	63%	66%	60%	61%	59%	66%	69%	69%	61%	63%	69%
								abcg	abcg			abcgh
Net: Not worried	631	346	285	78	121	122	105	83	121	199	227	204
	30%	33%	26%	33%	33%	36%	28%	26%	25%	33%	32%	25%
		b		fi	efi	defi				efi	fi	

Chicken Welfare

Q4. How worried are you about farming and deforestation?

BASE: All respondents

	Regions														Social grade		
	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	Net: England	Net: GB	ABC1	C2DE
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b	
Significance Level: 95%																	
Unweighted Total	2129	36	149	223	122	171	105	230	165	180	280	122	346	1839	2093	1131	998
Total	2129	64	180	238	87	174	103	184	151	184	289	198	279	1782	2065	1179	950
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very worried	465	22	43	42	22	42	15	34	37	47	70	39	51	385	443	257	209
	22%	35%	24%	18%	25%	24%	15%	18%	24%	26%	24%	20%	18%	22%	21%	22%	22%
		cfgl							fl	f							
Fairly worried	909	26	60	102	41	70	55	83	60	85	133	80	114	768	883	501	408
	43%	41%	33%	43%	48%	40%	53%	45%	40%	46%	46%	40%	41%	43%	43%	42%	43%
				b			behlmn	b		b	b		b	b			
Not very worried	485	8	49	59	15	37	19	39	42	33	66	43	73	408	477	275	210
	23%	12%	28%	25%	17%	21%	19%	21%	28%	18%	23%	22%	26%	23%	23%	23%	22%
			di						adi				di				
Not at all worried	146	5	16	13	3	17	4	10	8	11	10	23	26	121	141	86	60
	7%	8%	9%	6%	3%	10%	4%	5%	5%	6%	4%	12%	9%	7%	7%	7%	6%
			dj			dj						cdfgjmn	dj	j	j		
I don't know what this is	124	2	11	21	6	7	9	18	4	8	10	14	14	101	121	61	63
	6%	4%	6%	9%	7%	4%	9%	10%	3%	4%	3%	7%	5%	6%	6%	5%	7%
			hj				hj	ehijlmn									
Net: Worried	1374	48	103	145	63	112	70	117	96	132	203	119	165	1153	1326	758	617
	65%	76%	57%	61%	73%	65%	68%	64%	64%	72%	70%	60%	59%	65%	64%	64%	65%
		b			bckln					bcklmn	bckl						
Net: Not worried	631	13	65	72	17	54	23	49	50	44	76	66	99	529	618	361	270
	30%	21%	36%	30%	20%	31%	23%	27%	33%	24%	26%	33%	36%	30%	30%	31%	28%
		dfgij		d		d			di		d	dfgjmn	d	d			

Chicken Welfare

Q4. How worried are you about farming and deforestation?

BASE: All respondents

	Ethnicity							Religion									
	Total	White	Ethnic minority	Mixed	Asian	Black	Chinese	Other	No religion	Religious	Christian	Muslim	Hindu	Jew	Sikh	Buddhist	Other
		a	b	c	d	e	f	g	a	b	c	d	*e	f	g	*h	i
Significance Level: 95%																	
Unweighted Total	2129	1610	471	78	194	121	41	37	701	1368	987	203	26	32	38	26	56
Total	2129	1729	365	66	147	93	29	29	691	1388	1097	150	20	21	30	25	45
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very worried	465 22%	382 22%	78 21%	22 33% abdef	24 17%	18 19%	4 14%	10 34% df	136 20%	320 23% i	264 24% ai	39 26% i	3 13%	2 10%	5 16%	2 10%	5 11%
Fairly worried	909 43%	756 44%	148 41%	24 36% abdef	76 51% abceg	29 31%	11 38%	8 27%	315 46%	572 41%	448 41%	64 43%	10 52%	7 32%	10 34%	11 44%	22 49%
Not very worried	485 23%	381 22%	96 26%	15 23% g	33 23%	35 37%	9 31% abcdg	3 12% g	138 20%	337 24% a	261 24%	34 22%	5 25%	10 49% abcdi	10 33%	8 33%	9 21%
Not at all worried	146 7%	112 6%	27 7%	4 6%	10 7%	9 9%	1 2%	4 15% a	48 7%	92 7%	74 7%	7 5%	1 7%	- -	4 12% f	1 6%	5 10%
I don't know what this is	124 6%	98 6%	16 5%	1 2%	4 3%	3 3%	4 15% abcde	4 13% bcde	53 8% bc	66 5%	50 5%	7 4%	* 2% 2%	2 8%	2 5%	2 8%	4 9%
Net: Worried	1374 65%	1138 66% e	225 62% e	46 69% e	100 68% e	47 50%	15 52%	17 61%	452 65% fg	892 64% f	712 65% f	103 68% fg	13 65%	9 43%	15 50%	13 54%	27 60%
Net: Not worried	631 30%	493 28%	123 34% a	19 29%	43 29%	44 47% abcdg	10 33%	8 26%	186 27%	430 31%	335 31%	41 27%	6 32%	10 49% abcd	13 45% ad	10 39%	14 31%

Chicken Welfare

Q4. How worried are you about farming and deforestation?

BASE: All respondents

	Household income before tax				Children						
	Total	Up to £21,000	£21,001 to £41,000	£41,001 to £62,000	£62,001 or more	Net: Children aged <18	No children aged <18	Children aged <5	Children aged 5-10	Children aged 11-15	Children aged 16-18 years old
	a	b	c	d	a	b	c	d	e	f	
Significance Level: 95%											
Unweighted Total	2129	615	742	348	253	888	1204	304	321	347	203
Total	2129	548	778	407	245	810	1294	251	278	333	194
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very worried	465	139	179	85	49	163	300	61	40	64	45
	22%	25%	23%	21%	20%	20%	23%	24%	14%	19%	23%
						d	d	d			d
Fairly worried	909	220	338	185	106	325	577	101	106	134	80
	43%	40%	43%	45%	43%	40%	45%	40%	38%	40%	41%
							ad				
Not very worried	485	116	173	98	58	217	262	65	91	94	39
	23%	21%	22%	24%	24%	27%	20%	26%	33%	28%	20%
						b		b	abf	bf	
Not at all worried	146	32	55	21	26	60	81	14	24	30	13
	7%	6%	7%	5%	11%	7%	6%	6%	9%	9%	7%
											ac
I don't know what this is	124	41	33	19	6	45	74	10	17	11	17
	6%	8%	4%	5%	3%	6%	6%	4%	6%	3%	9%
		bd									ce
Net: Worried	1374	359	518	270	155	488	878	162	146	198	124
	65%	65%	66%	66%	63%	60%	68%	65%	52%	60%	64%
						d	ade	d			d
Net: Not worried	631	148	228	119	84	277	343	79	115	123	52
	30%	27%	29%	29%	34%	34%	26%	31%	41%	37%	27%
					a	bf			abcf	bf	

Chicken Welfare

Q4. How worried are you about farming and deforestation?

BASE: All respondents

	Supermarket Used																	
	Total	I do not buy chicken for my household	Aldi	Asda	Booths	Co-Op	Lidl	M&S	Morrisons	Ocado	Sainsbury's	Tesco	Waitrose	Farm Shop	Local Butcher	Convenience Store (eg. Nisa)	Other	Net: Major supermarkets
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Significance Level: 95%																		
Unweighted Total	2129	137	480	543	79	213	357	252	348	76	448	759	161	127	275	83	57	1786
Total	2129	156	467	496	58	183	318	224	345	70	446	757	144	100	273	61	69	1782
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very worried	465	65	88	115	11	52	77	57	84	13	102	170	37	21	67	6	13	365
	22%	41%	19%	23%	19%	29%	24%	25%	24%	18%	23%	22%	26%	21%	24%	10%	19%	20%
		bcdefghijklmnopq		o		boq		o			o		o		o			o
Fairly worried	909	51	193	201	26	66	129	90	144	33	198	342	56	40	119	31	30	780
	43%	32%	41%	41%	44%	36%	41%	40%	42%	48%	44%	45%	39%	40%	44%	51%	44%	44%
		a		ae		a		ae		ae		ae		a		ae		ae
Not very worried	485	15	126	114	12	50	89	54	82	17	110	164	33	30	62	18	11	427
	23%	9%	27%	23%	20%	27%	28%	24%	24%	24%	25%	22%	23%	29%	23%	29%	17%	24%
		ak		a		a		ak		a		a		a		a		a
Not at all worried	146	15	27	36	8	10	15	13	16	5	18	45	15	7	14	5	7	116
	7%	9%	6%	7%	14%	6%	5%	6%	5%	8%	4%	6%	11%	7%	5%	9%	10%	6%
		hj		j		bcefgghjknq							befhjk					j
I don't know what this is	124	11	33	29	2	5	8	10	19	2	18	36	2	2	11	1	7	94
	6%	7%	7%	6%	3%	3%	3%	5%	6%	2%	4%	5%	1%	2%	4%	1%	10%	5%
		flo	efjlmo	fl				fl				l				efjlmo		fl
Net: Worried	1374	115	281	316	37	118	206	147	228	46	300	512	93	62	186	37	43	1146
	65%	74%	60%	64%	63%	64%	65%	65%	66%	66%	67%	68%	65%	62%	68%	61%	63%	64%
		bcmoq								b		b			b			
Net: Not worried	631	30	153	151	20	60	104	67	98	22	128	209	48	36	76	23	19	543
	30%	19%	33%	30%	34%	33%	33%	30%	28%	32%	29%	28%	34%	36%	28%	38%	27%	30%
		a		a		a		a		a		a		ak		a		a

Chicken Welfare

Q4. How worried are you about farming and deforestation?

BASE: All respondents

	Importance Factors				Would be prepares to buy/eat less chicken		
	Total	Affordability	Animal Welfare	Environmental impact	Quality of Meat	Yes	No
Significance Level: 95%		a	b	c	d	a	b
Unweighted Total	2129	584	453	147	675	1265	401
Total	2129	542	464	128	733	1307	354
	100%	100%	100%	100%	100%	100%	100%
Very worried	465	109	158	42	100	348	30
	22%	20%	34%	33%	14%	27%	9%
		d	ad	ad		b	
Fairly worried	909	239	226	37	337	645	109
	43%	44%	49%	29%	46%	49%	31%
		c	c		c	b	
Not very worried	485	133	59	40	206	230	135
	23%	25%	13%	31%	28%	18%	38%
		b		b	b	a	
Not at all worried	146	43	11	8	55	48	60
	7%	8%	2%	6%	7%	4%	17%
		b		b	b		a
I don't know what this is	124	18	9	2	36	35	20
	6%	3%	2%	1%	5%	3%	6%
					bc		a
Net: Worried	1374	348	384	79	437	993	139
	65%	64%	83%	62%	60%	76%	39%
			acd			b	
Net: Not worried	631	176	71	48	261	278	195
	30%	33%	15%	37%	36%	21%	55%
		b		b	b		a

Chicken Welfare

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

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2129	1047	1082	387	435	370	354	331	252	822	724	583
Total	2129	1039	1090	236	368	341	377	315	492	605	717	807
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very worried	421	165	256	37	59	51	93	79	102	96	144	181
	20%	16%	24%	16%	16%	15%	25%	25%	21%	16%	20%	22%
			a				abcg	abcg			cg	abcg
Fairly worried	815	372	443	75	143	137	138	114	209	218	274	323
	38%	36%	41%	32%	39%	40%	37%	36%	42%	36%	38%	40%
			a		a	a			a		a	a
Not very worried	564	341	223	79	109	110	87	62	118	188	196	180
	26%	33%	20%	33%	30%	32%	23%	20%	24%	31%	27%	22%
		b		defhi	dei	defi				defi	ei	
Not at all worried	138	91	47	24	30	21	21	20	22	54	42	42
	6%	9%	4%	10%	8%	6%	6%	6%	5%	9%	6%	5%
		b		cdfhi						fhi		
I don't know what those are	191	70	120	21	28	22	38	40	41	49	60	81
	9%	7%	11%	9%	8%	7%	10%	13%	8%	8%	8%	10%
			a					bcgh				
Net: Worried	1236	536	700	112	202	187	231	193	310	314	418	504
	58%	52%	64%	48%	55%	55%	61%	61%	63%	52%	58%	62%
			a		a	a	ag	ag	abcg		ag	abcg
Net: Not worried	702	432	270	103	139	131	108	82	140	241	239	222
	33%	42%	25%	43%	38%	38%	29%	26%	28%	40%	33%	28%
		b		defhi	defi	defi				defhi	ei	

Chicken Welfare

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

BASE: All respondents

	Regions														Social grade		
	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	Net: England	Net: GB	ABC1	C2DE
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b	
Significance Level: 95%																	
Unweighted Total	2129	36	149	223	122	171	105	230	165	180	280	122	346	1839	2093	1131	998
Total	2129	64	180	238	87	174	103	184	151	184	289	198	279	1782	2065	1179	950
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very worried	421	14	39	35	17	31	20	37	27	41	69	44	48	348	407	222	199
	20%	22%	22%	15%	20%	18%	20%	20%	18%	22%	24%	22%	17%	20%	20%	19%	21%
										cl							
Fairly worried	815	29	64	94	33	60	41	67	63	78	128	65	93	681	786	465	350
	38%	46%	36%	40%	38%	35%	40%	36%	41%	42%	44%	33%	33%	38%	38%	39%	37%
										l	ekln						
Not very worried	564	12	50	69	22	46	22	49	40	43	58	60	93	480	552	318	247
	26%	19%	28%	29%	25%	27%	21%	26%	27%	24%	20%	30%	34%	27%	27%	27%	26%
				j								j	fijmn	j	j		
Not at all worried	138	1	13	12	5	17	7	9	8	13	11	17	27	118	137	81	57
	6%	1%	7%	5%	5%	10%	7%	5%	5%	7%	4%	9%	10%	7%	7%	7%	6%
					j							j	cgjmn				
I don't know what those are	191	7	14	29	10	19	14	22	13	10	24	12	17	156	183	93	97
	9%	11%	8%	12%	12%	11%	13%	12%	9%	5%	8%	6%	6%	9%	9%	8%	10%
				il	il	i	il	il									
Net: Worried	1236	43	103	129	50	91	61	104	89	118	197	109	141	1028	1193	688	548
	58%	68%	57%	54%	58%	53%	59%	57%	59%	64%	68%	55%	51%	58%	58%	58%	58%
		l								cel	bceglmn			l	l		
Net: Not worried	702	13	63	80	26	63	28	58	48	56	68	77	121	598	689	398	304
	33%	21%	35%	34%	30%	37%	28%	32%	32%	30%	24%	39%	43%	34%	33%	34%	32%
			j	j		j		j				aj	acdfghijmn	j	j		

Chicken Welfare

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

BASE: All respondents

	Ethnicity							Religion									
	Total	White	Ethnic minority	Mixed	Asian	Black	Chinese	Other	No religion	Religious	Christian	Muslim	Hindu	Jew	Sikh	Buddhist	Other
		a	b	c	d	e	f	g	a	b	c	d	*e	f	g	*h	i
Significance Level: 95%																	
Unweighted Total	2129	1610	471	78	194	121	41	37	701	1368	987	203	26	32	38	26	56
Total	2129	1729	365	66	147	93	29	29	691	1388	1097	150	20	21	30	25	45
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very worried	421	354	63	14	29	14	1	5	112	297	248	31	4	2	3	4	7
	20%	21%	17%	21%	20%	15%	2%	18%	16%	21%	23%	20%	21%	8%	11%	15%	15%
		f	f	f	f	f		f		a	af						
Fairly worried	815	688	119	26	54	18	10	11	280	521	414	58	9	8	8	7	18
	38%	40%	33%	39%	37%	19%	34%	37%	41%	38%	38%	38%	43%	38%	28%	29%	40%
		be	e	e	e			e									
Not very worried	564	431	126	14	49	46	11	6	187	365	273	45	6	9	12	10	9
	26%	25%	35%	21%	33%	50%	38%	21%	27%	26%	25%	30%	29%	42%	42%	41%	21%
			ac		ac	abcdg								bci	abci		
Not at all worried	138	101	31	5	8	8	4	6	35	96	75	10	1	1	4	1	5
	6%	6%	8%	8%	6%	8%	12%	21%	5%	7%	7%	7%	6%	4%	13%	4%	11%
			a					abcde							a		
I don't know what those are	191	154	26	7	7	7	4	1	77	108	88	7	*	2	2	3	6
	9%	9%	7%	11%	4%	8%	13%	3%	11%	8%	8%	5%	2%	8%	6%	11%	13%
		d					d		bcd								d
Net: Worried	1236	1043	182	40	84	32	11	16	392	819	662	88	13	10	11	11	24
	58%	60%	50%	61%	57%	34%	37%	55%	57%	59%	60%	59%	64%	45%	38%	44%	55%
		bef	e	ef	ef			e	g	g	g	g					
Net: Not worried	702	532	157	19	57	54	15	12	222	461	348	55	7	10	16	11	14
	33%	31%	43%	29%	39%	58%	50%	42%	32%	33%	32%	37%	34%	46%	55%	45%	32%
			ac		a	abcd		ac							abcdi		

Chicken Welfare

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

BASE: All respondents

	Household income before tax				Children						
	Total	Up to £21,000	£21,001 to £41,000	£41,001 to £62,000	£62,001 or more	Net: Children aged <18	No children aged <18	Children aged <5	Children aged 5-10	Children aged 11-15	Children aged 16-18 years old
	a	b	c	d	a	b	c	d	e	f	
Significance Level: 95%											
Unweighted Total	2129	615	742	348	253	888	1204	304	321	347	203
Total	2129	548	778	407	245	810	1294	251	278	333	194
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very worried	421	127	155	85	37	148	272	49	48	64	37
	20%	23%	20%	21%	15%	18%	21%	19%	17%	19%	19%
		d									
Fairly worried	815	193	304	173	95	325	486	114	94	138	80
	38%	35%	39%	42%	39%	40%	38%	45%	34%	41%	41%
			a			d		bd		d	
Not very worried	564	144	216	87	76	229	324	59	100	79	52
	26%	26%	28%	21%	31%	28%	25%	23%	36%	24%	27%
			c		c				abcef		
Not at all worried	138	28	46	29	25	56	80	16	22	28	9
	6%	5%	6%	7%	10%	7%	6%	6%	8%	9%	5%
				ab							
I don't know what those are	191	56	57	34	12	52	133	13	15	23	15
	9%	10%	7%	8%	5%	6%	10%	5%	5%	7%	8%
		d					acd				
Net: Worried	1236	320	460	258	132	473	758	163	142	202	117
	58%	58%	59%	63%	54%	58%	59%	65%	51%	61%	61%
			d			d		abd		d	d
Net: Not worried	702	173	261	116	101	285	403	75	121	108	61
	33%	31%	34%	28%	41%	35%	31%	30%	44%	32%	32%
				abc					abcef		

Chicken Welfare

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

BASE: All respondents

	Supermarket Used																		
	Total	I do not buy chicken for my household	Aldi	Asda	Booths	Co-Op	Lidl	M&S	Morrisons	Ocado	Sainsbury's	Tesco	Waitrose	Farm Shop	Local Butcher	Convenience Store (eg. Nisa)	Other	Net: Major supermarkets	
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q		
Significance Level: 95%																			
Unweighted Total	2129	137	480	543	79	213	357	252	348	76	448	759	161	127	275	83	57	1786	
Total	2129	156	467	496	58	183	318	224	345	70	446	757	144	100	273	61	69	1782	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very worried	421	58	67	100	10	38	51	57	78	5	90	153	30	17	59	10	14	326	
	20%	37%	14%	20%	18%	21%	16%	25%	23%	8%	20%	20%	21%	17%	22%	17%	20%	18%	
		bcdefghijklmnopq																	
				bi		bi		bfiq		bi		bi		bi			i		
Fairly worried	815	39	179	184	20	76	126	92	140	31	190	324	63	47	116	28	22	709	
	38%	25%	38%	37%	34%	41%	40%	41%	41%	44%	43%	43%	44%	47%	42%	46%	31%	40%	
		a	a	a	a	a	a	a	a	a	a	ac	a	ac	a	a	a	a	
Not very worried	564	26	141	149	19	41	109	52	88	27	103	181	34	29	68	12	17	490	
	26%	16%	30%	30%	33%	23%	34%	23%	26%	38%	23%	24%	24%	29%	25%	20%	24%	27%	
		aegjk		aegjk	a	aeghijklnoq			a	aeghijklnoq		a	a				a		
Not at all worried	138	9	34	33	8	16	20	13	16	5	31	40	13	5	10	7	7	118	
	6%	6%	7%	7%	14%	9%	6%	6%	5%	7%	7%	5%	9%	5%	4%	12%	10%	7%	
		abcdfghijklmnoq																	
				hn		hn							hn			hn			
I don't know what those are	191	23	47	30	1	13	12	11	23	2	32	59	4	2	21	3	10	140	
	9%	15%	10%	6%	2%	7%	4%	5%	7%	3%	7%	8%	3%	2%	8%	5%	15%	8%	
		cdefghijklmnoq																	
			cdfglm								fl	dfim			flm		cdfghijlmo		dfim
Net: Worried	1236	98	246	284	30	113	177	149	218	37	280	477	93	64	174	39	35	1035	
	58%	63%	53%	57%	52%	62%	56%	66%	63%	52%	63%	63%	65%	64%	64%	64%	51%	58%	
		b				b		bcdfiq		bf		bf	bcdfq		b	b	bf	b	
Net: Not worried	702	35	175	182	27	57	129	65	104	31	134	221	47	34	78	19	23	608	
	33%	22%	37%	37%	47%	31%	41%	29%	30%	45%	30%	29%	33%	34%	29%	32%	34%	34%	
		aghjkn		aghjkn	aeghijklnq		aeghijklnq			aeghijkln			a	a			ak		

Chicken Welfare

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

BASE: All respondents

	Importance Factors				Would be prepares to buy/eat less chicken		
	Total	Affordability	Animal Welfare	Environmental impact	Quality of Meat	Yes	No
		a	b	c	d	a	b
Significance Level: 95%							
Unweighted Total	2129	584	453	147	675	1265	401
Total	2129 100%	542 100%	464 100%	128 100%	733 100%	1307 100%	354 100%
Very worried	421 20%	79 15%	174 38% acd	27 21% ad	97 13%	330 25% b	16 5%
Fairly worried	815 38%	215 40%	194 42% c	40 31%	291 40%	606 46% b	86 24%
Not very worried	564 26%	155 29% b	70 15%	52 40% abd	226 31% b	259 20%	167 47% a
Not at all worried	138 6%	48 9% b	13 3%	8 6%	48 7% b	43 3%	63 18% a
I don't know what those are	191 9%	47 9% bc	13 3%	1 1%	71 10% bc	69 5%	23 6%
Net: Worried	1236 58%	293 54%	368 79% acd	68 53%	388 53%	936 72% b	102 29%
Net: Not worried	702 33%	203 37% b	83 18%	59 46% abd	274 37% b	302 23%	230 65% a

Chicken Welfare

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

BASE: All respondents

Significance Level: 95%

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2129	1047	1082	387	435	370	354	331	252	822	724	583
Total	2129	1039	1090	236	368	341	377	315	492	605	717	807
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	1459	662	797	140	244	218	268	231	357	385	486	589
	69%	64%	73%	59%	66%	64%	71%	73%	73%	64%	68%	73%
			a		a		acg	abcg	acg		a	abcgh
No	302	201	101	53	74	64	43	30	38	127	107	68
	14%	19%	9%	22%	20%	19%	11%	10%	8%	21%	15%	8%
		b		defhi	defhi	defi				defhi	efi	
Don't know	368	175	192	43	50	59	66	53	97	93	125	150
	17%	17%	18%	18%	14%	17%	18%	17%	20%	15%	17%	19%
									b			b

Chicken Welfare

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

BASE: All respondents

	Total	Regions													Social grade		
		Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	Net: England	Net: GB	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b
Unweighted Total	2129	36	149	223	122	171	105	230	165	180	280	122	346	1839	2093	1131	998
Total	2129	64	180	238	87	174	103	184	151	184	289	198	279	1782	2065	1179	950
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	1459	42	108	156	63	120	67	126	109	141	206	143	178	1241	1416	818	641
	69%	67%	60%	66%	73% b	69%	65%	68%	72% bl	77% bcflmn	71% bl	72% b	64%	70% bl	69% b	69%	68%
No	302	9	38	33	6	25	18	21	21	18	37	21	54	237	293	191	111
	14%	14%	21% dgijkmn	14%	7%	15%	18% d	12%	14%	10%	13%	11%	19% dgijkmn	13%	14% d	16% b	12%
Don't know	368	13	34	48	17	28	18	37	21	25	46	34	47	303	355	171	197
	17%	20%	19%	20%	20%	16%	17%	20%	14%	13%	16%	17%	17%	17%	17%	14%	21% a

Chicken Welfare

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

BASE: All respondents

	Ethnicity							Religion									
	Total	White	Ethnic minority	Mixed	Asian	Black	Chinese	Other	No religion	Religious	Christian	Muslim	Hindu	Jew	Sikh	Buddhist	Other
	a	b	c	d	e	f	g	a	b	c	d	*e	f	g	*h	i	
Significance Level: 95%																	
Unweighted Total	2129	1610	471	78	194	121	41	37	701	1368	987	203	26	32	38	26	56
Total	2129	1729	365	66	147	93	29	29	691	1388	1097	150	20	21	30	25	45
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	1459	1223	226	45	100	52	12	18	470	963	790	100	14	8	12	11	27
	69%	71%	62%	68%	68%	56%	40%	61%	68%	69%	72%	67%	73%	36%	40%	45%	61%
		bef	f	f	ef				fg	fg	fg	fg					fg
No	302	206	89	11	29	27	13	8	88	202	121	30	4	9	15	12	11
	14%	12%	24%	16%	20%	29%	45%	29%	13%	15%	11%	20%	20%	40%	50%	47%	25%
			a	a	acd	abcd	a			c	abc		abcd	abcdi		abc	
Don't know	368	300	50	10	19	14	4	3	133	223	185	20	1	5	3	2	6
	17%	17%	14%	16%	13%	15%	15%	10%	19%	16%	17%	13%	8%	23%	10%	8%	14%

Chicken Welfare

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

BASE: All respondents

Significance Level: 95%

Unweighted Total

Total

Yes

No

Don't know

	Household income before tax				Children						
	Total	Up to £21,000	£21,001 to £41,000	£41,001 to £62,000	£62,001 or more	Net: Children aged <18	No children aged <18	Children aged <5	Children aged 5-10	Children aged 11-15	Children aged 16-18 years old
	a	b	c	d	a	b	c	d	e	f	
Unweighted Total	2129	615	742	348	253	888	1204	304	321	347	203
Total	2129	548	778	407	245	810	1294	251	278	333	194
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	1459	392	528	290	162	534	918	180	169	227	124
	69%	72%	68%	71%	66%	66%	71%	72%	61%	68%	64%
			a	a	a		adf	d		d	
No	302	58	113	70	45	157	136	44	63	56	35
	14%	11%	15%	17%	18%	19%	10%	18%	23%	17%	18%
			a	a	a	b	b	b	b	b	b
Don't know	368	98	138	48	38	120	241	26	46	50	35
	17%	18%	18%	12%	15%	15%	19%	10%	17%	15%	18%
		c	c			c	ac		c		c

Chicken Welfare

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

BASE: All respondents

	Supermaket Used																	
	Total	I do not buy chicken for my household	Aldi	Asda	Booths	Co-Op	Lidl	M&S	Morrisons	Ocado	Sainsbury's	Tesco	Waitrose	Farm Shop	Local Butcher	Convenience Store (eg. Nisa)	Other	Net: Major supermarkets
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Significance Level: 95%																		
Unweighted Total	2129	137	480	543	79	213	357	252	348	76	448	759	161	127	275	83	57	1786
Total	2129	156	467	496	58	183	318	224	345	70	446	757	144	100	273	61	69	1782
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	1459	107	312	337	33	136	235	163	259	42	327	550	101	69	207	40	43	1238
	69%	68%	67%	68%	57%	74%	74%	73%	75%	59%	73%	73%	70%	69%	76%	66%	63%	69%
						di	bdi	di	bcdiq		bdi	bdi	d		bcdipq			d
No	302	12	79	73	22	28	46	37	44	21	58	88	29	21	32	15	11	256
	14%	8%	17%	15%	38%	15%	15%	16%	13%	30%	13%	12%	20%	21%	12%	24%	17%	14%
			ak	a	abceghijklmnpq	a	a	ak		abceghjknq			ahjkn	ahjknq		acfhjknq		a
Don't know	368	37	77	86	3	19	37	24	43	8	61	119	14	10	34	6	14	288
	17%	24%	16%	17%	5%	10%	12%	11%	12%	11%	14%	16%	10%	10%	12%	10%	20%	16%
		bdefghijklmnoq	defgl	defghl							d	d				degl	defgl	

Chicken Welfare

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

BASE: All respondents

Significance Level: 95%

Unweighted Total

Total

Yes

No

Don't know

	Importance Factors				Would be prepares to buy/eat less chicken		
	Total	Affordability	Animal Welfare	Environmental impact	Quality of Meat	Yes	No
	a	b	c	d	a	b	
Unweighted Total	2129	584	453	147	675	1265	401
Total	2129 100%	542 100%	464 100%	128 100%	733 100%	1307 100%	354 100%
Yes	1459 69%	372 69% c	381 82% acd	67 52% c	520 71% c	1107 85% b	136 38% b
No	302 14%	65 12%	57 12%	53 41% abd	84 11%	110 8%	158 45% a
Don't know	368 17%	106 19% bc	25 5%	8 7%	130 18% bc	90 7%	60 17% a

Chicken Welfare

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

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

Significance Level: 95%

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2047	1013	1034	378	421	357	337	311	243	799	694	554
Total	2032	1003	1028	229	352	328	358	290	475	581	686	765
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	1307	620	687	130	216	205	224	199	333	346	429	532
	64%	62%	67%	57%	61%	62%	63%	69%	70%	60%	63%	70%
			a					abg	abgh			abcdgh
No	354	210	145	55	83	67	56	36	57	138	123	93
	17%	21%	14%	24%	24%	21%	16%	12%	12%	24%	18%	12%
		b		defhi	defhi	efi				defhi	efi	
Don't know	371	174	197	45	53	56	78	54	85	97	134	139
	18%	17%	19%	19%	15%	17%	22%	19%	18%	17%	20%	18%
							bg					

Chicken Welfare

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

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

	Regions														Social grade		
	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	Net: England	Net: GB	ABC1	C2DE
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b	
Significance Level: 95%																	
Unweighted Total	2047	35	142	215	113	168	103	224	161	170	269	112	335	1767	2012	1086	961
Total	2032	61	172	230	78	169	102	177	145	171	276	181	271	1697	1970	1125	906
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	1307	36	105	153	49	104	58	120	99	121	195	112	156	1107	1270	749	558
	64%	59%	61%	66%	62%	62%	57%	68%	68%	71%	71%	62%	57%	65%	64%	67%	62%
			l					fl	l	fl	efln			l	l	b	
No	354	12	35	34	15	30	27	20	25	17	39	34	66	281	343	201	153
	17%	19%	21%	15%	19%	18%	26%	12%	17%	10%	14%	19%	25%	17%	17%	18%	17%
			gi		i	i	cgijmn				i	cgijmn		i	gi		
Don't know	371	13	31	43	14	35	18	36	21	33	42	35	49	309	357	175	195
	18%	21%	18%	19%	18%	21%	17%	20%	15%	19%	15%	19%	18%	18%	18%	16%	22%
																a	

Chicken Welfare

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

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

	Ethnicity							Religion									
	Total	White	Ethnic minority	Mixed	Asian	Black	Chinese	Other	No religion	Religious	Christian	Muslim	Hindu	Jew	Sikh	Buddhist	Other
	a	b	c	d	e	f	g	a	b	c	d	*e	f	g	*h	i	
Significance Level: 95%																	
Unweighted Total	2047	1541	461	75	188	120	41	37	657	1332	957	202	25	32	36	26	54
Total	2032	1640	358	64	144	92	29	29	639	1344	1057	149	20	21	29	25	44
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	1307	1068	228	41	101	57	12	16	363	919	731	104	14	13	14	15	28
	64%	65%	64%	65%	70%	62%	42%	57%	57%	68%	69%	70%	71%	63%	50%	60%	63%
		f	f	f	f	f				ag	ag	ag					
No	354	253	95	15	34	25	11	10	113	230	153	35	5	7	11	7	12
	17%	15%	26%	23%	23%	27%	37%	36%	18%	17%	15%	24%	27%	31%	37%	29%	26%
			a		a	a	a	a				bc		bc	abc		c
Don't know	371	318	35	7	9	10	6	2	163	195	172	10	*	1	4	3	4
	18%	19%	10%	12%	7%	11%	21%	7%	25%	14%	16%	7%	2%	6%	13%	11%	10%
		bde					bd		bcdfi	d	d						

Chicken Welfare

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

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

Significance Level: 95%

	Household income before tax				Children						
	Total	Up to £21,000	£21,001 to £41,000	£41,001 to £62,000	£62,001 or more	Net: Children aged <18	No children aged <18	Children aged <5	Children aged 5-10	Children aged 11-15	Children aged 16-18 years old
	a	b	c	d	a	b	c	d	e	f	
Unweighted Total	2047	592	705	335	249	869	1141	302	314	339	197
Total	2032	524	734	389	242	789	1218	247	271	326	186
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	1307	327	494	267	146	504	788	172	164	199	117
	64%	63%	67%	69%	60%	64%	65%	70%	61%	61%	63%
			d	d				de			
No	354	85	117	66	64	168	183	45	69	76	37
	17%	16%	16%	17%	26%	21%	15%	18%	26%	23%	20%
				abc		b		bc		b	
Don't know	371	111	123	56	32	117	247	30	37	51	32
	18%	21%	17%	14%	13%	15%	20%	12%	14%	16%	17%
		bcd					acd				

Chicken Welfare

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

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

	Supermaket Used																	
	Total	I do not buy chicken for my household	Aldi	Asda	Booths	Co-Op	Lidl	M&S	Morrisons	Ocado	Sainsbury's	Tesco	Waitrose	Farm Shop	Local Butcher	Convenience Store (eg. Nisa)	Other	Net: Major supermarkets
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Significance Level: 95%																		
Unweighted Total	2047	55	480	543	79	213	357	252	348	76	448	759	161	127	275	83	57	1786
Total	2032	59	467	496	58	183	318	224	345	70	446	757	144	100	273	61	69	1782
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	1307	30	302	323	33	124	204	154	241	45	304	529	103	70	202	42	40	1164
	64%	51%	65%	65%	57%	68%	64%	69%	70%	64%	68%	70%	71%	69%	74%	69%	59%	65%
				a		a		a	ad		ad	adq	ad	a	abcdpq	a		a
No	354	7	78	89	20	36	63	42	56	23	79	102	33	25	41	15	17	313
	17%	12%	17%	18%	34%	20%	20%	19%	16%	32%	18%	13%	23%	25%	15%	25%	25%	18%
				k	abcefgjhknq	k	k	k		abcefgjhknq			kn	bhknq		kn	k	k
Don't know	371	21	87	84	5	22	51	28	48	2	62	126	8	6	30	4	11	306
	18%	36%	19%	17%	9%	12%	16%	12%	14%	3%	14%	17%	6%	6%	11%	6%	16%	17%
		bcdefghijklmnopq	degilmno	ilmno		il	ilmo	il	ilm		ilm	ilmno			i		ilm	ilmno

Chicken Welfare

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

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

	Importance Factors				Would be prepares to buy/eat less chicken		
	Total	Affordability	Animal Welfare	Environmental impact	Quality of Meat	Yes	No
Significance Level: 95%		a	b	c	d	a	b
Unweighted Total	2047	581	434	143	671	1265	401
Total	2032	541	443	123	730	1307	354
	100%	100%	100%	100%	100%	100%	100%
Yes	1307	319	363	78	483	1307	-
	64%	59%	82%	64%	66%	100%	-
			acd		a	b	
No	354	108	48	39	111	-	354
	17%	20%	11%	32%	15%	-	100%
		bd		abd	b		a
Don't know	371	114	32	5	136	-	-
	18%	21%	7%	4%	19%	-	-
		bc			bc		

Chicken Welfare

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

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2129	1047	1082	387	435	370	354	331	252	822	724	583
Total	2129	1039	1090	236	368	341	377	315	492	605	717	807
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Public health risk from intensive chicken farms	996 47%	452 44%	544 50% a	82 35%	147 40%	128 38%	196 52% abcgh	166 53% abogch	277 56% abcgh	229 38%	324 45% acg	444 55% abcgh
Wastage due to sick birds and bird deaths	874 41%	398 38%	477 44% a	70 30%	133 36%	119 35%	161 43% acg	144 46% abcgh	248 50% abcgh	203 34%	279 39% ag	391 49% abcgh
Pollution from chicken waste	797 37%	365 35%	433 40% a	76 32%	120 33%	120 35%	148 39% abg	119 38%	214 44% abcg	196 32%	268 37% g	333 41% abg
Unsustainable soy used in feed causing deforestation	660 31%	309 30%	350 32%	58 24%	116 32% ac	83 24%	117 31% ac	101 32% ac	185 38% acgh	174 29%	200 28%	286 35% acgh
Carbon emissions	597 28%	290 28%	307 28%	83 35% defhi	119 32% efi	102 30% i	103 27%	75 24%	115 23%	202 33% defhi	205 29% i	190 24%
Water use	496 23%	228 22%	268 25%	68 29% efi	91 25% i	98 29% efi	86 23%	62 20%	92 19%	159 26% efi	184 26% efi	154 19%
Other	17 1%	3 *	13 1% a	2 1%	1 *	- -	2 *	9 3% abcdgh	4 1%	2 *	2 *	13 2% bcgh
None of the above	212 10%	133 13% b	79 7%	10 4%	22 6%	34 10% abg	44 12% abg	39 12% abg	62 13% abg	32 5%	78 11% abg	101 13% abg
Don't know	264 12%	105 10%	159 15% a	26 11%	38 10%	48 14%	41 11%	47 15% g	64 13%	64 11%	89 12%	110 14%

Chicken Welfare

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

BASE: All respondents

	Regions														Social grade		
	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	Net: England	Net: GB	ABC1	C2DE
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b	
Significance Level: 95%																	
Unweighted Total	2129	36	149	223	122	171	105	230	165	180	280	122	346	1839	2093	1131	998
Total	2129	64	180	238	87	174	103	184	151	184	289	198	279	1782	2065	1179	950
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Public health risk from intensive chicken farms	996	33	77	121	36	67	45	90	77	97	157	83	114	842	964	533	463
	47%	51%	43%	51%	42%	39%	43%	49%	51%	53%	54%	42%	41%	47%	47%	45%	49%
			el					e	el	el	bdekilmn			el	el		
Wastage due to sick birds and bird deaths	874	23	76	104	37	73	33	82	68	82	128	71	97	743	852	475	399
	41%	35%	42%	44%	43%	42%	32%	44%	45%	45%	44%	36%	35%	42%	41%	40%	42%
			fl					fl	fl	fl	fl			fl	l		
Pollution from chicken waste	797	29	80	80	29	56	43	70	56	71	117	66	101	646	768	433	364
	37%	46%	44%	34%	34%	32%	41%	38%	37%	39%	40%	33%	36%	36%	37%	37%	38%
			ce														
Unsustainable soy used in feed causing deforestation	660	21	54	75	24	50	29	68	48	66	94	52	78	556	639	368	292
	31%	33%	30%	32%	28%	29%	28%	37%	32%	36%	33%	26%	28%	31%	31%	31%	31%
								kl									
Carbon emissions	597	17	50	69	20	33	28	56	48	51	91	47	87	502	580	349	248
	28%	27%	28%	29%	23%	19%	27%	30%	32%	28%	32%	24%	31%	28%	28%	30%	26%
			e					e	e		e		e	e	e		
Water use	496	10	43	52	18	28	22	41	35	66	72	35	72	421	486	279	217
	23%	16%	24%	22%	21%	16%	21%	22%	23%	36%	25%	18%	26%	24%	24%	24%	23%
										abcdehijklmn	e		e	e	e		
Other	17	-	-	-	-	-	-	4	1	2	7	3	1	17	17	13	4
	1%	-	-	-	-	-	-	2%	*	1%	2%	1%	1%	1%	1%	1%	*
								c			cemmn						
None of the above	212	6	16	29	8	23	19	14	2	21	25	28	20	171	206	98	114
	10%	9%	9%	12%	10%	14%	18%	8%	1%	11%	9%	14%	7%	10%	10%	8%	12%
		h	h	hl	h	hl	bghijlmn	h		h	h	hl	h	h	h	a	
Don't know	264	2	30	22	16	26	9	20	22	14	36	37	30	222	262	140	124
	12%	3%	17%	9%	18%	15%	9%	11%	14%	8%	13%	19%	11%	12%	13%	12%	13%
			aci		acfil	i					acfil						

Chicken Welfare

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

BASE: All respondents

	Ethnicity							Religion									
	Total	White	Ethnic minority	Mixed	Asian	Black	Chinese	Other	No religion	Religious	Christian	Muslim	Hindu	Jew	Sikh	Buddhist	Other
		a	b	c	d	e	f	g	a	b	c	d	*e	f	g	*h	i
Significance Level: 95%																	
Unweighted Total	2129	1610	471	78	194	121	41	37	701	1368	987	203	26	32	38	26	56
Total	2129	1729	365	66	147	93	29	29	691	1388	1097	150	20	21	30	25	45
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Public health risk from intensive chicken farms	996 47%	849 49% bef	141 39% f	31 46% ef	65 44% ef	30 32%	5 17%	10 34%	307 44% f	667 48% dfg	556 51% adfg	59 39%	11 57%	5 24%	9 29%	6 24%	21 47% f
Wastage due to sick birds and bird deaths	874 41%	727 42%	140 39%	25 37%	60 41%	36 38%	8 28%	12 43%	257 37%	594 43% a	483 44% ad	54 36%	11 57%	9 43%	9 30%	10 38%	18 40%
Pollution from chicken waste	797 37%	660 38% f	133 36% f	28 42% f	63 43% ef	29 31%	5 16%	8 28%	240 35% f	540 39% f	439 40% af	55 37% f	8 39%	4 17%	8 28%	6 25%	20 44% f
Unsustainable soy used in feed causing deforestation	660 31%	541 31%	115 32%	25 38% g	45 30% g	34 36% g	6 22%	5 16%	207 30%	432 31%	347 32%	41 27%	7 35%	7 34%	10 34%	6 24%	14 31%
Carbon emissions	597 28%	469 27% a	127 35% a	25 38% a	51 35% a	30 32%	11 39%	9 30%	197 29%	386 28%	288 26%	46 30%	11 54%	5 23%	9 30%	12 47%	16 36%
Water use	496 23%	396 23%	98 27%	14 21%	51 35% abcef	21 23%	5 17%	7 24%	173 25% c	314 23%	226 21%	44 29% bc	8 40%	3 16%	9 29%	12 50%	12 27%
Other	17 1%	16 1%	1 *	1 1%	- -	- -	- -	- -	11 2% bc	6 *	6 1%	- -	- -	- -	- -	- -	- -
None of the above	212 10%	193 11% bcde	15 4%	* 1% bcde	5 3%	3 3%	4 13% bcde	2 6%	87 13% bdg	124 9% d	116 11% dg	5 3%	- -	1 3%	- -	- -	3 7%
Don't know	264 12%	227 13% bdeg	19 5%	9 13% bde	5 4%	3 3%	1 4%	1 2%	107 16% bcd	145 10%	126 11% d	10 6%	* 2%	3 13%	1 5%	2 6%	3 7%

Chicken Welfare

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

BASE: All respondents

	Total	Household income before tax				Children					
		Up to £21,000	£21,001 to £41,000	£41,001 to £62,000	£62,001 or more	Net: Children aged <18	No children aged <18	Children aged <5	Children aged 5-10	Children aged 11-15	Children aged 16-18 years old
		a	b	c	d	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total	2129	615	742	348	253	888	1204	304	321	347	203
Total	2129	548	778	407	245	810	1294	251	278	333	194
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Public health risk from intensive chicken farms	996	264	377	196	99	357	635	116	117	160	86
	47%	48%	48%	48%	41%	44%	49%	46%	42%	48%	44%
		d	d				ad				
Wastage due to sick birds and bird deaths	874	244	325	154	105	300	570	100	103	114	82
	41%	45%	42%	38%	43%	37%	44%	40%	37%	34%	43%
		c					ade				
Pollution from chicken waste	797	234	277	157	84	279	512	87	91	123	72
	37%	43%	36%	39%	34%	34%	40%	35%	33%	37%	37%
		bd					ad				
Unsustainable soy used in feed causing deforestation	660	176	239	145	68	222	433	73	84	87	58
	31%	32%	31%	36%	28%	27%	33%	29%	30%	26%	30%
				d			ae				
Carbon emissions	597	144	228	122	75	244	349	80	85	103	55
	28%	26%	29%	30%	30%	30%	27%	32%	31%	31%	28%
Water use	496	133	184	102	53	193	301	60	76	82	51
	23%	24%	24%	25%	22%	24%	23%	24%	27%	25%	26%
Other	17	-	9	5	-	1	15	-	-	-	1
	1%	-	1%	1%	-	*	1%	-	-	-	1%
			a	a			ae				
None of the above	212	50	72	42	27	57	153	8	19	33	12
	10%	9%	9%	10%	11%	7%	12%	3%	7%	10%	6%
						c	acdf		c	c	
Don't know	264	79	86	34	26	92	164	22	28	41	25
	12%	14%	11%	8%	11%	11%	13%	9%	10%	12%	13%
		c									

Chicken Welfare

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

BASE: All respondents

	Total	Supermarket Used																Net: Major supermarkets
		I do not buy chicken for my household	Aldi	Asda	Booths	Co-Op	Lidl	M&S	Morrisons	Ocado	Sainsbury's	Tesco	Waitrose	Farm Shop	Local Butcher	Convenience Store (eg. Nisa)	Other	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Significance Level: 95%																		
Unweighted Total	2129	137	480	543	79	213	357	252	348	76	448	759	161	127	275	83	57	1786
Total	2129	156	467	496	58	183	318	224	345	70	446	757	144	100	273	61	69	1782
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Public health risk from intensive chicken farms	996 47%	68 43%	222 47%	260 52%	21 35%	87 48%	148 47%	112 50%	201 58%	37 52%	214 48%	384 51%	80 56%	52 52%	146 54%	32 53%	34 49%	856 48%
		d	d	d	d	d	d	d	abdefgjkq	d	d	d	ad	d	d	d	d	d
Wastage due to sick birds and bird deaths	874 41%	68 44%	207 44%	227 46%	30 52%	73 40%	119 38%	111 50%	150 43%	30 43%	200 45%	355 47%	68 48%	50 50%	122 45%	26 42%	35 51%	740 42%
		f	f	f	f	f	f	f	f	f	f	f	f	f	f	f	f	f
Pollution from chicken waste	797 37%	68 43%	168 36%	205 41%	16 28%	71 39%	111 35%	91 40%	120 35%	23 33%	181 41%	329 43%	50 35%	42 42%	119 43%	28 45%	24 35%	673 38%
		d	d	d	d	d	d	d	d	d	d	bdfhq	d	d	bdfh	d	d	d
Unsustainable soy used in feed causing deforestation	660 31%	50 32%	147 31%	163 33%	23 40%	64 35%	91 29%	83 37%	123 36%	36 50%	155 35%	248 33%	55 38%	33 33%	101 37%	25 41%	25 36%	557 31%
		f	f	f	f	f	f	f	f	f	abcefgjhkmnq	f	f	f	f	f	f	f
Carbon emissions	597 28%	50 32%	157 34%	166 33%	26 44%	58 32%	99 31%	86 38%	118 34%	20 29%	152 34%	225 30%	50 35%	33 33%	87 32%	28 45%	8 11%	517 29%
		p	p	pq	efiknpq	p	p	kpq	p	p	pq	p	p	p	p	bcfeiknpq	p	p
Water use	496 23%	48 31%	132 28%	128 26%	26 45%	55 30%	86 27%	70 31%	89 26%	24 35%	130 29%	194 26%	35 24%	31 31%	75 27%	25 41%	6 9%	412 23%
		pq	pq	p	abcefgjhklmnpq	pq	p	pq	p	pq	pq	p	p	pq	p	bcfhjklnpq	p	p
Other	17 1%	9 6%	1 *	4 1%	- -	- -	- -	- -	- -	- -	1 *	3 *	- -	- -	- -	- -	1 1%	7 *
		bcdefghijklmnoq															fh	
None of the above	212 10%	16 10%	42 9%	33 7%	1 1%	17 9%	31 10%	9 4%	26 7%	3 4%	24 5%	62 8%	9 7%	4 4%	19 7%	3 5%	14 21%	170 10%
		dgj	dgj			dg	dgj		d			dg					bcdefghijklmnoq	cdgjim
Don't know	264 12%	40 26%	65 14%	44 9%	* *	18 10%	34 11%	18 8%	28 8%	3 4%	48 11%	66 9%	9 6%	3 3%	29 10%	1 2%	6 9%	191 11%
		bcdefghijklmnoq	cdghiklmo	dmo		dmo	dmo	dmo	dmo		dmo	dmo	d		dmo		d	dmo

Chicken Welfare

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

BASE: All respondents

	Importance Factors				Would be prepares to buy/eat less chicken		
	Total	Affordability	Animal Welfare	Environmental impact	Quality of Meat	Yes	No
		a	b	c	d	a	b
Significance Level: 95%							
Unweighted Total	2129	584	453	147	675	1265	401
Total	2129	542	464	128	733	1307	354
	100%	100%	100%	100%	100%	100%	100%
Public health risk from intensive chicken farms	996 47%	249 46%	262 56%	43 34%	358 49%	739 57%	100 28%
		c	acd		c	b	
Wastage due to sick birds and bird deaths	874 41%	214 40%	251 54%	49 38%	294 40%	668 51%	81 23%
			acd			b	
Pollution from chicken waste	797 37%	188 35%	213 46%	43 34%	277 38%	597 46%	81 23%
			acd			b	
Unsustainable soy used in feed causing deforestation	660 31%	156 29%	198 43%	48 37%	207 28%	497 38%	76 21%
			ad	ad		b	
Carbon emissions	597 28%	136 25%	172 37%	59 46%	171 23%	427 33%	66 19%
			ad	abd		b	
Water use	496 23%	119 22%	150 32%	47 36%	125 17%	339 26%	72 20%
		d	ad	ad		b	
Other	17 1%	1 *	3 1%	- -	4 *	8 1%	- -
None of the above	212 10%	69 13%	9 2%	4 3%	101 14%	64 5%	72 20%
		bc			bc		a
Don't know	264 12%	57 10%	23 5%	6 5%	100 14%	100 8%	28 8%
		bc			bc		

Chicken Welfare

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

BASE: All respondents

Significance Level: 95%

	Total	Scale							Net: Disagree
		Strongly Agree	Tend to Agree	Neither agree nor disagree	Tend to Disagree	Strongly Disagree	Don't know	Net: Agree	
		*a	*b	*c	*d	*e	*f	*g	*h
I would like to see all chickens farmed to higher welfare standards	2129 100%	801 38%	723 34%	375 18%	86 4%	38 2%	106 5%	1524 72%	123 6%
I want to see an end to intensive chicken farming due to the impact on animal welfare	2129 100%	698 33%	643 30%	484 23%	124 6%	58 3%	122 6%	1341 63%	182 9%
Intensive farming poses a risk to human health	2129 100%	498 23%	688 32%	542 25%	134 6%	70 3%	196 9%	1186 56%	204 10%
Intensive farming is more sustainable than higher welfare farming	2129 100%	263 12%	437 21%	641 30%	296 14%	237 11%	255 12%	700 33%	533 25%

Chicken Welfare

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

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2129	1047	1082	387	435	370	354	331	252	822	724	583
Total	2129	1039	1090	236	368	341	377	315	492	605	717	807
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly Agree	698	285	412	53	105	97	133	123	187	158	230	310
	33%	27%	38%	22%	28%	29%	35%	39%	38%	26%	32%	38%
			a				abg	abcgh	abcg		ag	abcgh
Tend to Agree	643	310	333	70	107	103	110	97	156	177	213	253
	30%	30%	31%	30%	29%	30%	29%	31%	32%	29%	30%	31%
Neither agree nor disagree	484	270	213	59	86	90	86	61	102	145	176	163
	23%	26%	20%	25%	23%	26%	23%	19%	21%	24%	25%	20%
		b				ei						
Tend to Disagree	124	86	38	24	39	18	14	14	14	64	32	28
	6%	8%	4%	10%	11%	5%	4%	5%	3%	11%	5%	3%
		b		cdefhi	cdefhi					cdefhi		
Strongly Disagree	58	36	23	10	10	15	9	11	4	20	24	14
	3%	3%	2%	4%	3%	4%	3%	3%	1%	3%	3%	2%
				fi		fi		f		f	f	
Don't know	122	52	70	20	22	17	25	9	30	42	42	39
	6%	5%	6%	8%	6%	5%	7%	3%	6%	7%	6%	5%
				ei			e			e	e	
Net: Agree	1341	595	746	123	211	201	243	220	343	335	443	563
	63%	57%	68%	52%	57%	59%	64%	70%	70%	55%	62%	70%
			a				abg	abcgh	abcgh		ag	abcgh
Net: Disagree	182	121	61	34	49	33	24	25	17	83	56	43
	9%	12%	6%	14%	13%	10%	6%	8%	4%	14%	8%	5%
		b		cdefhi	defhi	fi		f		cdefhi	f	

Chicken Welfare

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

BASE: All respondents

	Regions														Social grade		
	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	Net: England	Net: GB	ABC1	C2DE
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b	
Significance Level: 95%																	
Unweighted Total	2129	36	149	223	122	171	105	230	165	180	280	122	346	1839	2093	1131	998
Total	2129	64	180	238	87	174	103	184	151	184	289	198	279	1782	2065	1179	950
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly Agree	698	16	59	79	28	42	37	61	45	68	117	69	77	586	681	399	298
	33%	25%	33%	33%	32%	24%	36%	33%	30%	37%	40%	35%	28%	33%	33%	34%	31%
						e	e			el	ehlmm		e	e			
Tend to Agree	643	30	48	61	28	68	28	49	48	50	89	56	88	538	614	363	280
	30%	46%	27%	26%	32%	39%	27%	27%	32%	27%	31%	28%	32%	30%	30%	31%	30%
		bcbgikmn				bcbgimn											
Neither agree nor disagree	484	12	43	64	23	38	34	44	30	37	56	46	56	395	471	228	255
	23%	19%	24%	27%	26%	22%	33%	24%	20%	20%	20%	23%	20%	22%	23%	19%	27%
							ehijlmn									a	
Tend to Disagree	124	-	9	13	1	14	2	6	14	11	11	13	31	113	124	80	44
	6%	-	5%	6%	1%	8%	2%	3%	9%	6%	4%	6%	11%	6%	6%	7%	5%
			d	d		dfg		dfgj		d		d	abcdfgijm	dfg	d	b	
Strongly Disagree	58	-	13	6	3	*	-	7	3	6	6	2	12	45	58	37	21
	3%	-	7%	2%	3%	*	-	4%	2%	3%	2%	1%	4%	3%	3%	3%	2%
			cefhjkmn		e			ef		e		ef		e			
Don't know	122	6	8	15	5	11	3	17	10	11	10	13	14	106	117	71	51
	6%	9%	4%	6%	6%	7%	3%	9%	6%	6%	4%	6%	5%	6%	6%	6%	5%
								fjlmn									
Net: Agree	1341	46	107	140	55	110	65	110	94	119	206	125	165	1123	1295	762	579
	63%	72%	59%	59%	64%	63%	63%	60%	62%	65%	71%	63%	59%	63%	63%	65%	61%
											bcbghlmn						
Net: Disagree	182	-	23	19	3	14	2	13	17	17	17	14	43	158	182	117	65
	9%	-	13%	8%	4%	8%	2%	7%	12%	9%	6%	7%	16%	9%	9%	10%	7%
			adfj	f		f		f	adfj	f		f	acdefgijkmn	f	f	b	

Chicken Welfare

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

BASE: All respondents

	Ethnicity							Religion									
	Total	White	Ethnic minority	Mixed	Asian	Black	Chinese	Other	No religion	Religious	Christian	Muslim	Hindu	Jew	Sikh	Buddhist	Other
		a	b	c	d	e	f	g	a	b	c	d	*e	f	g	*h	i
Significance Level: 95%																	
Unweighted Total	2129	1610	471	78	194	121	41	37	701	1368	987	203	26	32	38	26	56
Total	2129	1729	365	66	147	93	29	29	691	1388	1097	150	20	21	30	25	45
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly Agree	698 33%	582 34% e	108 30%	23 35%	46 31%	22 23%	8 27%	9 33%	219 32%	470 34%	375 34% f	46 31%	9 44%	4 18%	9 29%	9 37%	18 40% f
Tend to Agree	643 30%	531 31%	108 30%	21 32%	51 35% f	25 26%	5 18%	6 19%	194 28%	432 31%	353 32%	45 30%	4 21%	5 26%	9 30%	5 21%	11 25%
Neither agree nor disagree	484 23%	397 23% c	79 22% c	8 11% c	32 22% c	23 25% c	9 32% c	6 21%	169 25%	306 22%	242 22%	29 19%	4 18%	8 39% bcd	7 22%	7 26%	9 20%
Tend to Disagree	124 6%	86 5%	36 10% a	7 11% a	11 8%	12 12% a	4 13% a	3 9%	38 5%	79 6%	54 5%	13 9% c	2 11%	1 3%	4 15% abc	* 2%	5 10%
Strongly Disagree	58 3%	34 2%	20 6% ad	3 4%	3 2%	9 10% ad	2 6% ad	4 12% ad	18 3%	36 3%	18 2%	12 8% abc	1 6%	2 8% c	1 3%	2 8%	1 2%
Don't know	122 6%	98 6%	13 4%	4 6%	4 3%	3 3%	1 3%	2 5%	53 8% bc	65 5%	54 5%	6 4%	- -	1 7%	* 1%	2 6%	2 4%
Net: Agree	1341 63%	1113 64% bef	216 59%	45 68% ef	97 66% ef	46 50%	13 45%	15 52%	413 60%	902 65% af	728 66% af	91 60%	13 65%	9 43%	18 59%	15 58%	29 64%
Net: Disagree	182 9%	121 7%	57 16% ad	10 15% a	14 9%	21 22% ad	6 20% a	6 21% ad	56 8%	116 8%	73 7%	25 16% abc	3 17%	2 11%	5 17% c	2 9%	5 12%

Chicken Welfare

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

BASE: All respondents

	Household income before tax					Children					
	Total	Up to £21,000	£21,001 to £41,000	£41,001 to £62,000	£62,001 or more	Net: Children aged <18	No children aged <18	Children aged <5	Children aged 5-10	Children aged 11-15	Children aged 16-18 years old
	a	b	c	d		a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total	2129	615	742	348	253	888	1204	304	321	347	203
Total	2129	548	778	407	245	810	1294	251	278	333	194
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly Agree	698	191	268	138	69	234	460	76	66	102	70
	33%	35%	34%	34%	28%	29%	36% ad	30%	24%	31% d	36% ad
Tend to Agree	643	164	232	123	78	237	400	79	73	107	51
	30%	30%	30%	30%	32%	29%	31%	31%	26%	32%	26%
Neither agree nor disagree	484	118	178	106	48	198	281	52	85	77	44
	23%	22%	23%	26%	20%	24%	22%	21%	31% abce	23%	23%
Tend to Disagree	124	31	36	20	28	65	55	23	23	21	12
	6%	6%	5%	5%	12% abc	8% b	4%	9% b	8% b	6% e	6%
Strongly Disagree	58	8	32	4	11	35	23	10	16	10	3
	3%	1%	4% ac	1%	4% ac	4% b	2%	4% b	6% bf	3%	2%
Don't know	122	36	34	17	10	42	74	10	14	16	13
	6%	7%	4%	4%	4%	5%	6%	4%	5%	5%	7%
Net: Agree	1341	354	499	261	148	471	861	155	139	209	122
	63%	65%	64%	64%	60%	58% d	66% ad	62% d	50%	63% d	63% d
Net: Disagree	182	39	68	24	39	99	78	34	39	30	15
	9%	7%	9%	6%	16% abc	12% b	6%	13% bf	14% bef	9% b	8%

Chicken Welfare

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

BASE: All respondents

	Supermarket Used																	
	Total	I do not buy chicken for my household	Aldi	Asda	Booths	Co-Op	Lidl	M&S	Morrisons	Ocado	Sainsbury's	Tesco	Waitrose	Farm Shop	Local Butcher	Convenience Store (eg. Nisa)	Other	Net: Major supermarkets
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Significance Level: 95%																		
Unweighted Total	2129	137	480	543	79	213	357	252	348	76	448	759	161	127	275	83	57	1786
Total	2129	156	467	496	58	183	318	224	345	70	446	757	144	100	273	61	69	1782
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly Agree	698 33%	87 56%	136 29%	167 34%	17 29%	46 25%	90 28%	73 32%	118 34%	18 26%	143 32%	233 31%	59 41%	28 28%	108 40%	17 29%	23 33%	542 30%
		bcdefghijklmnopq		e					e			befijklmq		befijklmq				
Tend to Agree	643 30%	26 17%	134 29%	146 29%	16 28%	72 39%	111 35%	79 35%	108 31%	20 29%	160 36%	259 34%	39 27%	35 35%	86 32%	22 36%	21 31%	575 32%
		a	a	a	abclq	a	a	a	a	a	abcl	ab	a	a	a	a	a	a
Neither agree nor disagree	484 23%	20 13%	139 30%	125 25%	15 25%	48 26%	76 24%	35 16%	72 21%	15 21%	82 18%	179 24%	22 15%	24 24%	49 18%	13 21%	16 24%	426 24%
			aghjklmq	agjln	ag	agjln	agl		a			agjl		a				agjln
Tend to Disagree	124 6%	4 3%	23 5%	26 5%	7 11%	10 6%	25 8%	22 10%	23 7%	9 13%	37 8%	40 5%	15 11%	9 9%	14 5%	5 9%	2 3%	107 6%
					abck		a	abcknq			abcknq	abk	abcknq	a				
Strongly Disagree	58 3%	1 1%	11 2%	9 2%	3 5%	3 2%	7 2%	6 3%	12 4%	6 9%	6 1%	16 2%	6 4%	2 2%	7 3%	2 4%	2 3%	47 3%
					aj				j	abcefghjkmnq			j					
Don't know	122 6%	17 11%	24 5%	22 5%	1 2%	4 2%	9 3%	9 4%	12 3%	1 1%	17 4%	30 4%	3 2%	3 3%	9 3%	1 2%	4 6%	86 5%
		bcdefghijklmnoq																
Net: Agree	1341 63%	114 73%	270 58%	314 63%	33 57%	118 64%	201 63%	152 68%	226 65%	39 55%	303 68%	493 65%	98 68%	63 63%	195 71%	39 64%	44 64%	1117 63%
		bcdfiq						bi	b		biq	b	b		bcdfiq			
Net: Disagree	182 9%	5 4%	35 7%	35 7%	9 16%	14 7%	32 10%	28 13%	35 10%	16 22%	43 10%	56 7%	21 15%	11 11%	21 8%	8 12%	4 6%	153 9%
					abcknq		a	abckq	a	abcefghjkmnpq	a	abcknq	a		a			



Chicken Welfare

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

BASE: All respondents

	Importance Factors				Would be prepares to buy/eat less chicken		
	Total	Affordability	Animal Welfare	Environmental impact	Quality of Meat	Yes	No
Significance Level: 95%		a	b	c	d	a	b
Unweighted Total	2129	584	453	147	675	1265	401
Total	2129	542	464	128	733	1307	354
	100%	100%	100%	100%	100%	100%	100%
Strongly Agree	698 33%	154 28%	233 50% acd	44 34% d	185 25%	535 41% b	56 16%
Tend to Agree	643 30%	183 34% bc	128 27% c	24 19%	259 35% bc	453 35% b	84 24%
Neither agree nor disagree	484 23%	140 26% b	52 11%	29 23% b	207 28% b	210 16%	133 38% a
Tend to Disagree	124 6%	30 6%	24 5%	23 18% abd	32 4%	53 4%	51 14% a
Strongly Disagree	58 3%	7 1%	18 4% a	7 5% a	17 2%	25 2%	19 5% a
Don't know	122 6%	28 5% bc	9 2%	2 1%	34 5% b	31 2%	11 3%
Net: Agree	1341 63%	337 62% c	360 78% acd	68 53%	444 61%	988 76% b	140 40%
Net: Disagree	182 9%	37 7%	43 9%	30 23% abd	49 7%	78 6%	70 20% a

Chicken Welfare

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

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2129	1047	1082	387	435	370	354	331	252	822	724	583
Total	2129	1039	1090	236	368	341	377	315	492	605	717	807
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly Agree	263 12%	126 12%	137 13%	42 18% defi	59 16% efi	55 16% efi	42 11%	25 8%	39 8%	101 17% defi	97 14% efi	65 8%
Tend to Agree	437 21%	219 21%	218 20%	53 23% di	108 29% adeefhi	87 26% defhi	53 14%	56 18%	80 16%	161 27% defhi	140 20% d	136 17%
Neither agree nor disagree	641 30%	323 31%	318 29%	64 27%	94 25%	108 32% g	127 34% abg	86 27%	163 33% bg	157 26%	235 33% abg	249 31% g
Tend to Disagree	296 14%	174 17% b	122 11%	29 12%	49 13%	38 11%	54 14%	53 17% c	72 15%	78 13%	93 13%	126 16%
Strongly Disagree	237 11%	106 10%	131 12%	19 8%	28 8%	27 8%	47 12% bcg	51 16% abcgh	65 13% abcg	47 8%	74 10%	115 14% abcgh
Don't know	255 12%	90 9%	165 15% a	29 12% c	31 8%	26 8%	53 14% bcg	44 14% bcg	72 15% bcg	60 10%	79 11%	116 14% bcg
Net: Agree	700 33%	346 33%	354 33%	96 40% defhi	167 45% defhi	142 42% defhi	95 25%	81 26%	119 24%	262 43% defhi	237 33% defi	201 25%
Net: Disagree	533 25%	280 27% b	253 23%	48 20%	77 21%	65 19%	101 27% abcg	104 33% abcgh	137 28% abcg	125 21%	167 23%	241 30% abcgh

Chicken Welfare

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

BASE: All respondents

	Regions														Social grade		
	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	Net: England	Net: GB	ABC1	C2DE
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b	
Significance Level: 95%																	
Unweighted Total	2129	36	149	223	122	171	105	230	165	180	280	122	346	1839	2093	1131	998
Total	2129	64	180	238	87	174	103	184	151	184	289	198	279	1782	2065	1179	950
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly Agree	263 12%	8 13%	20 11%	31 13%	11 12%	25 14%	8 8%	21 12%	18 12%	20 11%	33 11%	22 11%	45 16%	227 13%	255 12%	167 14%	96 10%
Tend to Agree	437 21%	23 36%	35 19%	50 21%	19 21%	38 22%	15 14%	35 19%	44 29%	31 17%	43 15%	39 20%	67 24%	365 20%	414 20%	276 23%	161 17%
		bfgijkmn						bfgijmn					fj	j	j	b	
Neither agree nor disagree	641 30%	11 17%	43 24%	83 35%	32 37%	53 31%	38 36%	48 26%	40 26%	44 24%	112 39%	57 29%	80 29%	549 31%	630 31%	320 27%	321 34%
				abgi	abgi		abi				abghilmn					a	
Tend to Disagree	296 14%	4 5%	30 17%	20 8%	13 16%	21 12%	18 18%	27 15%	12 8%	41 22%	42 14%	34 17%	34 12%	244 14%	293 14%	168 14%	129 14%
			ch		ch		ch	ch		acehjlmn	ch	ch		ch	ch		
Strongly Disagree	237 11%	5 8%	26 15%	28 12%	8 9%	15 8%	9 9%	28 15%	22 15%	23 12%	26 9%	25 12%	22 8%	196 11%	231 11%	131 11%	105 11%
			l					ejl	l								
Don't know	255 12%	13 21%	25 14%	27 11%	4 5%	22 13%	15 14%	25 13%	14 9%	25 14%	33 11%	22 11%	31 11%	202 11%	242 12%	118 10%	137 14%
		dh	d			d	d	d		d				d	d	a	
Net: Agree	700 33%	31 48%	55 31%	80 34%	29 34%	63 36%	23 22%	56 30%	62 41%	51 28%	76 26%	61 31%	112 40%	591 33%	669 32%	443 38%	257 27%
		bfgijin		f		fj			fgijmn				bfgijmn	fj	fj	b	
Net: Disagree	533 25%	9 14%	57 31%	48 20%	21 24%	36 21%	28 27%	55 30%	35 23%	63 35%	68 24%	58 29%	56 20%	440 25%	524 25%	299 25%	234 25%
			acel					acel		acehjlmn		l		l	l		

Chicken Welfare

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

BASE: All respondents

	Ethnicity							Religion									
	Total	White	Ethnic minority	Mixed	Asian	Black	Chinese	Other	No religion	Religious	Christian	Muslim	Hindu	Jew	Sikh	Buddhist	Other
	a	b	c	d	e	f	g	a	b	c	d	*e	f	g	*h	i	
Significance Level: 95%																	
Unweighted Total	2129	1610	471	78	194	121	41	37	701	1368	987	203	26	32	38	26	56
Total	2129	1729	365	66	147	93	29	29	691	1388	1097	150	20	21	30	25	45
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly Agree	263 12%	185 11%	72 20%	15 22%	28 19%	16 17%	5 17%	9 31%	56 8%	200 14%	134 12%	30 20%	8 41%	4 19%	6 19%	7 28%	10 23%
			a	a	a	a	a	a		a	a	abc		a	a		ac
Tend to Agree	437 21%	330 19%	106 29%	17 26%	44 30%	29 31%	8 28%	8 29%	102 15%	331 24%	260 24%	40 27%	4 22%	3 16%	6 19%	5 21%	12 26%
			a	a	a	a	a	a		a	a	a					a
Neither agree nor disagree	641 30%	535 31%	99 27%	20 31%	38 26%	27 29%	9 29%	5 19%	219 32%	408 29%	328 30%	44 29%	4 22%	5 23%	9 31%	6 23%	12 26%
Tend to Disagree	296 14%	249 14%	44 12%	3 5%	21 15%	12 13%	3 11%	5 16%	109 16%	176 13%	141 13%	16 11%	1 7%	3 16%	8 26%	2 7%	5 12%
			c		c				b						bcd		
Strongly Disagree	237 11%	210 12%	24 7%	4 6%	11 7%	5 6%	3 10%	1 4%	101 15%	132 10%	108 10%	12 8%	1 6%	2 8%	1 3%	4 15%	4 9%
			bde						bcdg								
Don't know	255 12%	221 13%	18 5%	6 10%	5 3%	5 5%	1 4%	1 2%	104 15%	141 10%	125 11%	8 5%	* 2%	4 18%	* 2%	2 8%	2 4%
			bde	d					bcdgi	d	d			dgi			
Net: Agree	700 33%	514 30%	178 49%	32 48%	72 49%	44 48%	13 45%	17 60%	158 23%	531 38%	395 36%	70 47%	12 63%	7 35%	11 38%	12 48%	22 49%
			a	a	a	a	a	a		a	a	abc			a		ac
Net: Disagree	533 25%	459 27%	69 19%	8 11%	32 22%	17 19%	6 22%	6 20%	210 30%	308 22%	249 23%	28 19%	3 13%	5 24%	9 29%	5 22%	9 21%
			bc		c				bcd								

Chicken Welfare

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

BASE: All respondents

	Total	Household income before tax				Children					
		Up to £21,000	£21,001 to £41,000	£41,001 to £62,000	£62,001 or more	Net: Children aged <18	No children aged <18	Children aged <5	Children aged 5-10	Children aged 11-15	Children aged 16-18 years old
		a	b	c	d	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total	2129	615	742	348	253	888	1204	304	321	347	203
Total	2129	548	778	407	245	810	1294	251	278	333	194
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly Agree	263 12%	73 13%	99 13%	44 11%	40 16%	139 17% b	121 9%	46 18% b	46 17% b	53 16% b	39 20% b
Tend to Agree	437 21%	106 19%	152 20%	95 23%	63 26% ab	210 26% b	222 17%	64 25% b	84 30% bf	91 27% b	41 21%
Neither agree nor disagree	641 30%	163 30%	228 29%	141 35% d	57 23%	225 28%	410 32% e	73 29%	86 31%	83 25%	50 26%
Tend to Disagree	296 14%	67 12%	116 15%	46 11% 19% ac	46 19% ac	93 12%	197 15% acd	26 10%	28 10%	46 14%	25 13%
Strongly Disagree	237 11%	64 12%	91 12%	51 12%	20 8%	73 9%	163 13% ade	25 10%	17 6%	29 9%	18 9%
Don't know	255 12%	76 14% cd	92 12% c	31 8%	20 8%	69 9%	181 14% acde	18 7%	17 6%	32 10%	21 11% d
Net: Agree	700 33%	179 33%	251 32%	139 34%	102 42% ab	350 43% b	343 27%	110 44% b	131 47% b	144 43% b	79 41% b
Net: Disagree	533 25%	130 24%	208 27%	96 24%	66 27%	166 21%	360 28% acde	50 20%	45 16%	74 22% d	43 22%

Chicken Welfare

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

BASE: All respondents

	Supermarket Used																	
	Total	I do not buy chicken for my household	Aldi	Asda	Booths	Co-Op	Lidl	M&S	Morrisons	Ocado	Sainsbury's	Tesco	Waitrose	Farm Shop	Local Butcher	Convenience Store (eg. Nisa)	Other	Net: Major supermarkets
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Significance Level: 95%																		
Unweighted Total	2129	137	480	543	79	213	357	252	348	76	448	759	161	127	275	83	57	1786
Total	2129	156	467	496	58	183	318	224	345	70	446	757	144	100	273	61	69	1782
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly Agree	263 12%	18 12%	63 14%	70 14%	11 19%	30 16%	51 16%	34 15%	59 17%	10 15%	54 12%	105 14%	31 22%	16 15%	42 15%	11 18%	10 14%	223 13%
									q				abcjkq					
Tend to Agree	437 21%	5 3%	105 22%	125 25%	18 30%	51 28%	85 27%	63 28%	88 25%	18 26%	114 26%	179 24%	42 29%	32 32%	62 23%	26 43%	4 5%	397 22%
			ap	ap	ap	ap	ap	apq	ap	ap	ap	ap	apq	abknpq	ap	abcefg hijkl npq		ap
Neither agree nor disagree	641 30%	34 22%	163 35%	154 31%	11 19%	51 28%	79 25%	51 23%	96 28%	21 30%	116 26%	234 31%	25 18%	28 27%	70 26%	10 17%	21 31%	556 31%
			adfg hijl no	adfg lo		lo			lo	lo	l	adfg lo		l			l	adfg jlo
Tend to Disagree	296 14%	24 15%	57 12%	59 12%	13 22%	25 14%	48 15%	35 15%	31 9%	13 19%	67 15%	99 13%	19 13%	12 12%	35 13%	6 10%	11 16%	246 14%
		h			bch kq		h	h		h	h							h
Strongly Disagree	237 11%	43 28%	33 7%	42 8%	5 9%	12 6%	28 9%	17 8%	35 10%	7 10%	51 11%	68 9%	21 15%	11 11%	42 15%	5 8%	8 12%	169 9%
		bcdefghijklmnopq									be	bce gkq		bce fghkq				
Don't know	255 12%	32 21%	46 10%	46 9%	* 1%	14 8%	27 9%	25 11%	38 11%	* 11%	44 10%	73 10%	5 4%	2 2%	22 8%	2 4%	15 22%	191 11%
		bcdefghijklmnoq	dilm	dilm		dim	dilm	dilm	dilmo		dilm	dilm		dim		bcdefghijklmnoq	dilmo	
Net: Agree	700 33%	23 15%	168 36%	196 39%	29 49%	81 44%	135 43%	97 43%	146 42%	29 41%	168 38%	284 37%	73 51%	48 48%	104 38%	37 61%	14 20%	620 35%
			ap	apq	abkpq	abpq	apq	apq	apq	ap	ap	ap	abcjknpq	abjkpq	ap	abcefg hijkl npq		ap
Net: Disagree	533 25%	67 43%	90 19%	101 20%	18 30%	37 20%	76 24%	52 23%	66 19%	20 29%	118 26%	167 22%	40 28%	23 23%	77 28%	11 18%	19 28%	415 23%
		bcdefghijklmnopq			bch						bch		bch		bcehk			

Chicken Welfare

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

BASE: All respondents

	Importance Factors				Would be prepares to buy/eat less chicken		
	Total	Affordability	Animal Welfare	Environmental impact	Quality of Meat	Yes	No
		a	b	c	d	a	b
Significance Level: 95%							
Unweighted Total	2129	584	453	147	675	1265	401
Total	2129 100%	542 100%	464 100%	128 100%	733 100%	1307 100%	354 100%
Strongly Agree	263 12%	89 16% d	67 15% d	20 16% d	60 8%	195 15%	46 13%
Tend to Agree	437 21%	135 25% d	93 20%	32 25%	139 19%	291 22%	95 27%
Neither agree nor disagree	641 30%	153 28%	123 27%	37 29%	260 35% ab	346 26%	130 37% a
Tend to Disagree	296 14%	65 12%	74 16%	19 15%	106 14%	207 16%	47 13%
Strongly Disagree	237 11%	30 6%	83 18% ad	16 13% a	67 9% a	165 13% b	18 5%
Don't know	255 12%	70 13% bc	23 5%	4 3%	102 14% bc	102 8%	18 5%
Net: Agree	700 33%	224 41% bd	161 35% d	52 41% d	199 27%	487 37%	141 40%
Net: Disagree	533 25%	95 18%	157 34% ad	35 27% a	173 24% a	372 28% b	65 18%

Chicken Welfare

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

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2129	1047	1082	387	435	370	354	331	252	822	724	583
Total	2129	1039	1090	236	368	341	377	315	492	605	717	807
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly Agree	498	217	281	53	74	71	84	83	133	128	154	216
	23%	21%	26%	23%	20%	21%	22%	26%	27%	21%	22%	27%
			a					b	bg			bcgh
Tend to Agree	688	341	347	68	106	119	135	101	160	175	253	260
	32%	33%	32%	29%	29%	35%	36%	32%	32%	29%	35%	32%
						g	abg				abg	
Neither agree nor disagree	542	278	265	64	103	95	99	71	110	168	194	181
	25%	27%	24%	27%	28%	28%	26%	22%	22%	28%	27%	22%
					i					i		
Tend to Disagree	134	83	51	18	45	19	14	15	22	63	34	38
	6%	8%	5%	8%	12%	6%	4%	5%	5%	10%	5%	5%
		b		dhi	acdefhi					cdefhi		
Strongly Disagree	70	40	30	11	12	10	9	15	12	24	19	27
	3%	4%	3%	5%	3%	3%	2%	5%	2%	4%	3%	3%
Don't know	196	80	117	21	27	27	36	30	54	48	64	85
	9%	8%	11%	9%	7%	8%	10%	10%	11%	8%	9%	11%
			a									
Net: Agree	1186	559	628	121	181	189	219	184	293	302	408	476
	56%	54%	58%	51%	49%	56%	58%	58%	59%	50%	57%	59%
							bg	bg	abg		bg	abg
Net: Disagree	204	123	81	30	57	29	23	30	35	87	52	65
	10%	12%	7%	13%	15%	9%	6%	10%	7%	14%	7%	8%
		b		dfhi	cdefhi					cdefhi		

Chicken Welfare

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

BASE: All respondents

	Total	Regions													Social grade		
		Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	Net: England	Net: GB	ABC1	C2DE
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b
Significance Level: 95%																	
Unweighted Total	2129	36	149	223	122	171	105	230	165	180	280	122	346	1839	2093	1131	998
Total	2129	64	180	238	87	174	103	184	151	184	289	198	279	1782	2065	1179	950
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly Agree	498	18	55	54	19	34	10	47	41	42	77	42	61	415	480	293	205
	23%	28%	30%	23%	22%	20%	10%	25%	27%	23%	27%	21%	22%	23%	23%	25%	22%
		f	eflmn	f	f	f		f	f	f	f	f	f	f	f		
Tend to Agree	688	24	39	62	32	58	36	54	48	62	104	75	95	589	664	379	309
	32%	37%	22%	26%	37%	33%	35%	29%	32%	34%	36%	38%	34%	33%	32%	32%	32%
					bc	b	b			b	bc	bc	bc	bc	b		
Neither agree nor disagree	542	13	49	68	24	47	32	45	38	46	65	50	64	448	529	306	236
	25%	21%	27%	29%	28%	27%	31%	25%	25%	25%	22%	25%	23%	25%	26%	26%	25%
Tend to Disagree	134	6	12	14	5	14	9	14	7	13	12	12	18	108	129	72	62
	6%	9%	7%	6%	5%	8%	8%	7%	5%	7%	4%	6%	6%	6%	6%	6%	7%
Strongly Disagree	70	-	11	9	2	5	7	4	4	6	7	2	11	52	70	38	32
	3%	-	6%	4%	3%	3%	7%	2%	3%	3%	3%	1%	4%	3%	3%	3%	3%
			gkm				km										
Don't know	196	3	13	30	5	16	9	20	13	14	24	18	30	170	193	91	105
	9%	5%	7%	13%	6%	9%	9%	11%	8%	8%	8%	9%	11%	10%	9%	8%	11%
				d													a
Net: Agree	1186	42	94	117	50	91	46	100	89	103	181	117	156	1004	1145	673	513
	56%	65%	52%	49%	58%	53%	45%	55%	59%	56%	63%	59%	56%	56%	55%	57%	54%
		f			f				f		bcefmn	f		cf	f		
Net: Disagree	204	6	24	23	7	19	15	18	11	20	19	13	29	159	198	110	95
	10%	9%	13%	10%	8%	11%	15%	10%	7%	11%	7%	7%	10%	9%	10%	9%	10%
			j				jkm										

Chicken Welfare

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

BASE: All respondents

	Ethnicity							Religion									
	Total	White	Ethnic minority	Mixed	Asian	Black	Chinese	Other	No religion	Religious	Christian	Muslim	Hindu	Jew	Sikh	Buddhist	Other
		a	b	c	d	e	f	g	a	b	c	d	*e	f	g	*h	i
Significance Level: 95%																	
Unweighted Total	2129	1610	471	78	194	121	41	37	701	1368	987	203	26	32	38	26	56
Total	2129	1729	365	66	147	93	29	29	691	1388	1097	150	20	21	30	25	45
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly Agree	498 23%	404 23%	89 24%	15 22%	36 25%	18 19%	10 36%	9 33%	135 20%	351 25%	272 25%	41 27%	6 29%	3 12%	8 26%	9 36%	13 28%
							e			a	a	a					
Tend to Agree	688 32%	559 32%	124 34%	25 38%	52 35%	30 32%	9 33%	8 28%	231 33%	444 32%	351 32%	44 30%	7 35%	7 31%	14 47%	7 27%	14 31%
															d		
Neither agree nor disagree	542 25%	456 26%	79 22%	12 19%	36 24%	26 27%	2 9%	2 8%	191 28%	345 25%	285 26%	31 21%	4 18%	4 21%	5 16%	3 12%	13 30%
		bfg	fg		fg	fg											
Tend to Disagree	134 6%	93 5%	40 11%	4 6%	14 9%	14 15%	6 20%	2 7%	26 4%	102 7%	68 6%	20 13%	3 16%	3 14%	2 5%	3 11%	4 9%
			a		a	a	ac					abc			a		
Strongly Disagree	70 3%	47 3%	20 5%	4 5%	7 5%	3 4%	1 3%	5 17%	28 4%	35 3%	23 2%	8 5%	* 2%	1 5%	1 4%	2 8%	- -
			a				abcdef		c			bc					
Don't know	196 9%	169 10%	14 4%	6 9%	2 2%	3 3%	* 1%	2 7%	79 11%	111 8%	98 9%	6 4%	- -	4 18%	1 2%	2 6%	1 2%
		bde		bd					bdi	d	d			bdgi			
Net: Agree	1186 56%	963 56%	213 58%	40 60%	88 60%	48 51%	20 68%	17 61%	367 53%	795 57%	623 57%	86 57%	13 64%	9 43%	22 73%	16 63%	26 59%
			a		a	a	a	a							af		
Net: Disagree	204 10%	140 8%	59 16%	8 12%	21 14%	17 18%	6 22%	7 25%	55 8%	137 10%	91 8%	28 18%	4 18%	4 19%	3 9%	5 19%	4 9%
			a		a	a	a	a				abc		ac			

Chicken Welfare

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

BASE: All respondents

	Total	Household income before tax				Children					
		Up to £21,000	£21,001 to £41,000	£41,001 to £62,000	£62,001 or more	Net: Children aged <18	No children aged <18	Children aged <5	Children aged 5-10	Children aged 11-15	Children aged 16-18 years old
		a	b	c	d	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total	2129	615	742	348	253	888	1204	304	321	347	203
Total	2129	548	778	407	245	810	1294	251	278	333	194
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly Agree	498	151	190	87	46	185	309	56	54	88	51
	23%	28%	24%	21%	19%	23%	24%	22%	19%	26%	26%
		cd								d	
Tend to Agree	688	155	260	142	90	269	414	90	93	110	65
	32%	28%	33%	35%	37%	33%	32%	36%	33%	33%	34%
		a	a	a	a						
Neither agree nor disagree	542	137	175	126	61	203	330	58	76	90	46
	25%	25%	22%	31%	25%	25%	25%	23%	27%	27%	24%
				ab							
Tend to Disagree	134	30	60	16	23	56	78	22	18	19	8
	6%	5%	8%	4%	10%	7%	6%	9%	7%	6%	4%
			c		ac			f			
Strongly Disagree	70	12	29	9	12	35	33	12	13	6	7
	3%	2%	4%	2%	5%	4%	3%	5%	5%	2%	4%
					a	be		e	e		
Don't know	196	63	65	26	13	61	131	13	24	20	16
	9%	11%	8%	6%	5%	8%	10%	5%	9%	6%	8%
		cd					ace				
Net: Agree	1186	306	450	229	136	454	723	146	147	198	116
	56%	56%	58%	56%	55%	56%	56%	58%	53%	60%	60%
Net: Disagree	204	42	89	26	36	92	111	34	31	25	16
	10%	8%	11%	6%	15%	11%	9%	14%	11%	8%	8%
			ac		ac	be		be			

Chicken Welfare

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

BASE: All respondents

	Supermarket Used																	
	Total	I do not buy chicken for my household	Aldi	Asda	Booths	Co-Op	Lidl	M&S	Morrisons	Ocado	Sainsbury's	Tesco	Waitrose	Farm Shop	Local Butcher	Convenience Store (eg. Nisa)	Other	Net: Major supermarkets
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Significance Level: 95%																		
Unweighted Total	2129	137	480	543	79	213	357	252	348	76	448	759	161	127	275	83	57	1786
Total	2129	156	467	496	58	183	318	224	345	70	446	757	144	100	273	61	69	1782
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly Agree	498	70	105	119	20	60	73	52	80	23	109	186	44	31	81	19	20	392
	23%	45%	22%	24%	34%	33%	23%	23%	23%	32%	24%	25%	31%	31%	30%	31%	30%	22%
		bcefgjhklmnoq			bfq	bcefgjhklq				q			bq	bq	bfq			
Tend to Agree	688	31	157	148	12	44	90	88	129	19	156	250	57	32	72	23	16	612
	32%	20%	34%	30%	21%	24%	28%	39%	37%	27%	35%	33%	40%	32%	26%	38%	24%	34%
			aden	a			acdefnp	acdefnp		adefn	aden	acdefnp	a		aden		acdefn	
Neither agree nor disagree	542	29	124	143	12	51	96	51	81	13	107	188	28	24	67	9	18	461
	25%	18%	26%	29%	20%	28%	30%	23%	24%	19%	24%	25%	19%	24%	25%	15%	26%	26%
			o	alo		ao	aghijlo											o
Tend to Disagree	134	2	31	34	9	13	25	16	22	12	23	43	10	10	25	6	1	117
	6%	1%	7%	7%	16%	7%	8%	7%	6%	18%	5%	6%	7%	10%	9%	10%	1%	7%
			a	a	abcefgjhklpq	a	a	a	a	abcefgjhklnpq	a	a	a	ajkp	ajkp	ap		a
Strongly Disagree	70	4	10	12	4	5	12	4	9	2	15	20	1	2	8	2	5	52
	3%	3%	2%	2%	7%	3%	4%	2%	3%	3%	3%	3%	1%	2%	3%	4%	8%	3%
					bcgkl												bcghklmq	
Don't know	196	21	41	41	1	9	23	13	24	1	36	70	4	*	19	1	8	149
	9%	14%	9%	8%	1%	5%	7%	6%	7%	2%	8%	9%	3%	*	7%	2%	12%	8%
		defghilmnoq	dilmo	dilmo		m	lm	m	m		dilmo	deilmo			m		dilmo	dilmo
Net: Agree	1186	100	262	266	32	104	162	140	209	42	265	436	101	63	153	42	37	1004
	56%	64%	56%	54%	55%	57%	51%	62%	61%	59%	59%	58%	70%	63%	56%	70%	54%	56%
		cf					cf	cf		f	f	bcefgjhklnpq	f		bcefgknq			
Net: Disagree	204	6	40	46	13	19	37	20	31	14	38	63	11	12	33	8	6	169
	10%	4%	9%	9%	23%	10%	12%	9%	9%	20%	9%	8%	8%	12%	12%	13%	9%	9%
				a	abcefgjhklmnpq	a	a		a	abcefgjhklq				a	a	a		a

Chicken Welfare

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

BASE: All respondents

	Importance Factors				Would be prepares to buy/eat less chicken		
	Total	Affordability	Animal Welfare	Environmental impact	Quality of Meat	Yes	No
		a	b	c	d	a	b
Significance Level: 95%							
Unweighted Total	2129	584	453	147	675	1265	401
Total	2129 100%	542 100%	464 100%	128 100%	733 100%	1307 100%	354 100%
Strongly Agree	498 23%	101 19%	174 37% acd	34 26% ad	122 17%	372 28% b	43 12%
Tend to Agree	688 32%	187 34%	165 36%	35 27%	247 34%	500 38% b	89 25%
Neither agree nor disagree	542 25%	149 27% b	79 17%	32 25% b	227 31% b	273 21%	127 36% a
Tend to Disagree	134 6%	36 7%	20 4%	19 15% abd	41 6%	70 5%	46 13% a
Strongly Disagree	70 3%	15 3%	12 2%	5 4%	25 3%	21 2%	34 10% a
Don't know	196 9%	54 10% bc	14 3%	2 2%	71 10% bc	71 5%	16 4%
Net: Agree	1186 56%	289 53%	339 73% acd	69 54%	369 50%	872 67% b	132 37%
Net: Disagree	204 10%	51 9%	32 7%	25 19% abd	66 9%	91 7%	80 23% a

Chicken Welfare

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

BASE: All respondents

	Gender		Age									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NET: 18-34	NET: 35-54	NET: 55+
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i
Unweighted Total	2129	1047	1082	387	435	370	354	331	252	822	724	583
Total	2129	1039	1090	236	368	341	377	315	492	605	717	807
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly Agree	801	337	464	68	116	123	144	147	203	184	267	351
	38%	32%	43%	29%	32%	36%	38%	47%	41%	30%	37%	43%
			a			ag	ag	abcdgh	abg		ag	abcgh
Tend to Agree	723	383	340	77	107	95	122	113	209	184	217	322
	34%	37%	31%	33%	29%	28%	32%	36%	42%	30%	30%	40%
		b						bc	abcdgh			abcdgh
Neither agree nor disagree	375	201	175	52	81	82	72	41	47	133	154	89
	18%	19%	16%	22%	22%	24%	19%	13%	10%	22%	21%	11%
		b		efi	efi	efi	efi			efi	efi	
Tend to Disagree	86	47	38	11	30	21	11	3	10	41	32	13
	4%	5%	4%	5%	8%	6%	3%	1%	2%	7%	4%	2%
				ei	defhi	efi				defhi	ei	
Strongly Disagree	38	27	11	10	11	6	7	3	-	21	14	3
	2%	3%	1%	4%	3%	2%	2%	1%	-	3%	2%	*
		b		efhi	fi	fi	fi			efi	fi	
Don't know	106	44	62	18	24	14	20	7	23	42	34	30
	5%	4%	6%	8%	7%	4%	5%	2%	5%	7%	5%	4%
				ei	ei		e			ei	e	
Net: Agree	1524	720	804	145	223	218	266	260	412	368	484	672
	72%	69%	74%	61%	60%	64%	71%	83%	84%	61%	67%	83%
			a				abg	abcdgh	abcdgh		abg	abcdgh
Net: Disagree	123	74	49	21	41	27	19	6	10	62	46	16
	6%	7%	5%	9%	11%	8%	5%	2%	2%	10%	6%	2%
		b		defi	defhi	efi	ei			defhi	efi	

Chicken Welfare

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

BASE: All respondents

	Regions														Social grade		
	Total	Northern Ireland	Scotland	North-West	North-East	Yorkshire and the Humber	Wales	West Midlands	East Midlands	South-West	South-East	Eastern	London	Net: England	Net: GB	ABC1	C2DE
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	a	b	
Significance Level: 95%																	
Unweighted Total	2129	36	149	223	122	171	105	230	165	180	280	122	346	1839	2093	1131	998
Total	2129	64	180	238	87	174	103	184	151	184	289	198	279	1782	2065	1179	950
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly Agree	801 38%	32 51% el	65 36%	81 34%	33 38%	57 33%	46 44% l	70 38% l	55 37%	78 43% l	129 45% celmn	75 38%	80 29%	659 37% l	769 37% l	428 36%	374 39%
Tend to Agree	723 34%	20 31%	68 38%	80 34%	28 32%	57 33%	28 27%	68 37%	52 35%	60 33%	95 33%	66 33%	101 36%	607 34%	703 34%	409 35%	314 33%
Neither agree nor disagree	375 18%	10 15%	34 19%	48 20% j	13 15%	38 22% j	17 16%	32 17%	22 15%	26 14%	39 13%	35 17%	62 22% ijmn	315 18%	366 18%	202 17%	173 18%
Tend to Disagree	86 4%	- -	2 1%	12 5% bg	7 8% bgmn	7 4%	5 5%	3 2%	8 5% bg	6 3%	11 4%	7 3%	18 7% bgn	79 4% bg	86 4% b	54 5%	32 3%
Strongly Disagree	38 2%	- -	3 2%	5 2%	1 1%	2 1%	- -	3 2%	6 4% fn	2 1%	5 2%	5 3%	5 2%	35 2% b	38 2%	29 2% b	9 1%
Don't know	106 5%	2 3%	9 5%	12 5%	5 6%	12 7%	8 8%	8 5%	6 4%	11 6%	10 3%	11 6%	12 4%	87 5%	104 5%	57 5%	49 5%
Net: Agree	1524 72%	52 82% l	132 74%	161 68%	60 70%	114 66%	74 72%	138 75% el	108 71%	138 75% l	224 78% celmn	141 71%	181 65%	1266 71% l	1472 71% l	837 71%	687 72%
Net: Disagree	123 6%	- -	4 2%	17 7%	8 10% bg	9 5%	5 5%	6 3%	14 10% bg	8 4%	16 6%	12 6%	24 9% bg	114 6% g	123 6%	83 7% b	40 4%

Chicken Welfare

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

BASE: All respondents

	Ethnicity							Religion									
	Total	White	Ethnic minority	Mixed	Asian	Black	Chinese	Other	No religion	Religious	Christian	Muslim	Hindu	Jew	Sikh	Buddhist	Other
		a	b	c	d	e	f	g	a	b	c	d	*e	f	g	*h	i
Significance Level: 95%																	
Unweighted Total	2129	1610	471	78	194	121	41	37	701	1368	987	203	26	32	38	26	56
Total	2129	1729	365	66	147	93	29	29	691	1388	1097	150	20	21	30	25	45
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly Agree	801 38%	677 39% bde	116 32%	25 38%	45 31%	25 27%	8 28%	12 40%	256 37%	530 38%	430 39%	53 35%	8 38%	7 33%	7 23%	5 21%	20 45%
Tend to Agree	723 34%	599 35%	116 32%	19 29%	50 34%	26 28%	13 45%	8 28%	212 31%	496 36%	410 37%	44 29%	9 47%	6 28%	6 19%	8 32%	13 30%
Neither agree nor disagree	375 18%	295 17%	75 20% f	12 19%	39 27% afg	19 20% f	2 6%	3 10%	143 21% bc	223 16%	164 15%	31 21% c	2 10%	4 18%	8 28% bc	4 15%	9 21%
Tend to Disagree	86 4%	51 3%	32 9% ad	5 7% a	4 3% a	15 16% abd	3 11% ad	5 18% ad	18 3%	64 5% a	39 4%	13 8% abc	- -	2 9%	4 14% abc	4 17%	2 4%
Strongly Disagree	38 2%	22 1%	15 4% a	1 2%	6 4% a	5 5% a	2 7% a	1 3%	12 2%	24 2%	10 1%	5 3% c	1 5%	1 4%	5 15% abcdi	3 11%	- -
Don't know	106 5%	83 5% d	11 3%	3 5%	3 2%	4 4%	1 3%	- -	49 7% bcdi	51 4%	43 4%	5 3%	- -	2 9% i	- -	1 3%	- -
Net: Agree	1524 72%	1276 74% bde	232 64%	45 67%	95 65%	52 55%	21 73% e	20 69%	468 68% g	1026 74% adg	840 77% adfg	97 65% g	17 85%	13 60%	13 42%	13 53%	33 75% g
Net: Disagree	123 6%	74 4%	47 13% ad	6 9% a	10 7% a	19 21% abcd	5 18% ad	6 21% ad	31 4%	88 6%	49 4%	18 12% abc	1 5%	3 12% ac	9 30% abcdi	7 28%	2 4%

Chicken Welfare

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

BASE: All respondents

	Total	Household income before tax				Children					
		Up to £21,000	£21,001 to £41,000	£41,001 to £62,000	£62,001 or more	Net: Children aged <18	No children aged <18	Children aged <5	Children aged 5-10	Children aged 11-15	Children aged 16-18 years old
		a	b	c	d	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total	2129	615	742	348	253	888	1204	304	321	347	203
Total	2129	548	778	407	245	810	1294	251	278	333	194
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly Agree	801	228	310	148	77	280	516	98	87	123	64
	38%	42%	40%	36%	32%	35%	40%	39%	31%	37%	33%
		d	d				ad	d			
Tend to Agree	723	168	265	144	96	252	468	70	76	102	66
	34%	31%	34%	35%	39%	31%	36%	28%	27%	31%	34%
					a		acd				
Neither agree nor disagree	375	102	132	67	44	165	202	54	67	74	38
	18%	19%	17%	16%	18%	20%	16%	21%	24%	22%	20%
						b		b	b	b	
Tend to Disagree	86	14	32	19	14	47	37	17	22	10	6
	4%	3%	4%	5%	6%	6%	3%	7%	8%	3%	3%
					a	b		be	bef		
Strongly Disagree	38	9	10	10	7	25	11	4	12	7	4
	2%	2%	1%	2%	3%	3%	1%	1%	4%	2%	2%
						b			bc	b	
Don't know	106	27	30	19	7	42	60	9	13	17	14
	5%	5%	4%	5%	3%	5%	5%	3%	5%	5%	7%
											c
Net: Agree	1524	397	574	292	173	532	984	168	163	225	130
	72%	72%	74%	72%	71%	66%	76%	67%	59%	68%	67%
						d	acdef	d		d	d
Net: Disagree	123	23	42	30	22	71	48	21	34	18	11
	6%	4%	5%	7%	9%	9%	4%	8%	12%	5%	5%
				a	a	be		b	bef		

Chicken Welfare

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

BASE: All respondents

	Supermaket Used																	
	Total	I do not buy chicken for my household	Aldi	Asda	Booths	Co-Op	Lidl	M&S	Morrisons	Ocado	Sainsbury's	Tesco	Waitrose	Farm Shop	Local Butcher	Convenience Store (eg. Nisa)	Other	Net: Major supermarkets
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Significance Level: 95%																		
Unweighted Total	2129	137	480	543	79	213	357	252	348	76	448	759	161	127	275	83	57	1786
Total	2129	156	467	496	58	183	318	224	345	70	446	757	144	100	273	61	69	1782
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly Agree	801 38%	86 55%	149 32%	191 38%	17 29%	62 34%	108 34%	85 38%	141 41%	29 41%	162 36%	288 38%	69 48%	31 31%	121 44%	20 33%	28 40%	644 36%
		bcdefghijkmnoq		b					bm			b	bcdefjkmq		bdefjmj			
Tend to Agree	723 34%	32 20%	161 34%	166 33%	17 30%	67 37%	117 37%	84 37%	120 35%	20 28%	178 40%	277 37%	34 23%	33 33%	89 32%	26 43%	23 33%	642 36%
			al	al		al	al	al	al		acln	al		a	al	al		al
Neither agree nor disagree	375 18%	17 11%	96 21%	91 18%	13 22%	31 17%	57 18%	31 14%	49 14%	14 20%	68 15%	130 17%	32 22%	21 21%	36 13%	9 14%	9 13%	321 18%
			aghjn	a	a								aghn	an				an
Tend to Disagree	86 4%	5 3%	25 5%	19 4%	7 12%	13 7%	23 7%	11 5%	16 5%	5 7%	14 3%	24 3%	5 4%	7 7%	11 4%	4 7%	2 3%	70 4%
					abcghijklnq	jkq	cjq							jk				
Strongly Disagree	38 2%	3 2%	11 2%	8 2%	2 4%	3 2%	7 2%	6 3%	6 2%	2 3%	9 2%	13 2%	4 3%	6 6%	8 3%	* *	- -	30 2%
														bcefhjkoq				
Don't know	106 5%	13 9%	26 5%	21 4%	2 3%	6 3%	6 2%	7 3%	13 4%	1 1%	14 3%	25 3%	1 1%	1 1%	8 3%	2 3%	7 10%	75 4%
		cefgijklmnq	flm	l				l									efgijklmn	fl
Net: Agree	1524 72%	117 75%	310 66%	356 72%	34 59%	130 71%	224 71%	169 75%	261 76%	49 69%	340 76%	565 75%	102 71%	64 64%	210 77%	46 76%	51 74%	1286 72%
		bdm		d			d	bdm	bdm		bdm	bdm		bdm		d		bdm
Net: Disagree	123 6%	8 5%	36 8%	27 5%	9 16%	16 9%	30 9%	17 8%	22 6%	7 10%	24 5%	37 5%	9 6%	13 13%	20 7%	4 7%	2 3%	100 6%
			k		abcghijklnpq	k	cjq							abchijklnpq				

Chicken Welfare

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

BASE: All respondents

	Importance Factors				Would be prepares to buy/eat less chicken		
	Total	Affordability	Animal Welfare	Environmental impact	Quality of Meat	Yes	No
		a	b	c	d	a	b
Significance Level: 95%							
Unweighted Total	2129	584	453	147	675	1265	401
Total	2129	542	464	128	733	1307	354
	100%	100%	100%	100%	100%	100%	100%
Strongly Agree	801 38%	179 33%	254 55% acd	41 32%	235 32%	620 47% b	65 18%
Tend to Agree	723 34%	200 37% bc	123 27%	35 27%	308 42% bc	466 36%	112 32%
Neither agree nor disagree	375 18%	104 19% b	60 13%	33 25% bd	131 18% b	148 11%	114 32% a
Tend to Disagree	86 4%	23 4%	14 3%	15 12% abd	22 3%	37 3%	36 10% a
Strongly Disagree	38 2%	9 2%	7 1%	4 3%	10 1%	16 1%	15 4% a
Don't know	106 5%	27 5% bc	5 1%	1 1%	27 4% b	19 1%	12 3% a
Net: Agree	1524 72%	379 70% c	378 81% acd	75 59%	543 74% c	1086 83% b	177 50%
Net: Disagree	123 6%	32 6%	21 5%	19 15% abd	32 4%	53 4%	51 14% a