

Horse Meat Survey

ONLINE Fieldwork: 20th-22nd December 2013

Absolutes/col percents

Table 1

Q.1 As you may be aware, it is now around a year since the 'horsemeat scandal'. How have your impressions of the following types of food businesses changed in the last year?

Summary**Base: All respondents**

	Types of Business					
	Large retailers (e.g. Sainsburys, Tesco, Asda, Morrisons)	Discount retailers (e.g. Aldi, Lidl, Iceland)	Small local retailers (e.g. local butchers, farmers markets, corner shop)	Local producers (e.g. livestock farmers, arable farmers, dairy and egg farmers)	Food manufacturers	
Unweighted base	2011	2011	2011	2011	2011	
Weighted base	2011	2011	2011	2011	2011	
Considerably improved	(10)	64 3%	62 3%	92 5%	91 5%	50 2%
	(9)	88 4%	80 4%	127 6%	112 6%	61 3%
	(8)	153 8%	165 8%	242 12%	238 12%	118 6%
	(7)	175 9%	174 9%	233 12%	218 11%	155 8%
	(6)	153 8%	144 7%	177 9%	160 8%	149 7%
	No difference	(5)	969 48%	1004 50%	922 46%	945 47%
(4)		119 6%	91 5%	44 2%	56 3%	143 7%
(3)		103 5%	79 4%	25 1%	32 2%	166 8%
(2)		53 3%	33 2%	12 1%	16 1%	99 5%
(1)		21 1%	28 1%	12 1%	8 *	35 2%
Considerably worsened	(0)	30 1%	25 1%	9 *	5 *	43 2%
NET: 8-10		305 15%	307 15%	461 23%	441 22%	228 11%

Horse Meat Survey

ONLINE Fieldwork: 20th-22nd December 2013

Absolutes/col percents

Table 1

Q.1 As you may be aware, it is now around a year since the 'horsemeat scandal'. How have your impressions of the following types of food businesses changed in the last year?

Summary**Base: All respondents**

	Types of Business				
	Large retailers (e.g. Sainsburys, Tesco, Asda, Morrisons)	Discount retailers (e.g. Aldi, Lidl, Iceland)	Small local retailers (e.g. local butchers, farmers markets, corner shop)	Local producers (e.g. livestock farmers, arable farmers, dairy and egg farmers)	Food manufacturers
Weighted base	2011	2011	2011	2011	2011
NET: 4-7	1416 70%	1414 70%	1376 68%	1379 69%	1323 66%
NET: 0-3	208 10%	166 8%	57 3%	60 3%	343 17%
Don't know	82 4%	125 6%	116 6%	131 7%	117 6%
Mean	5.48	5.55	6.12	6.06	5.09
Standard deviation	1.89	1.84	1.77	1.74	1.97
Standard error	0.04	0.04	0.04	0.04	0.05

Horse Meat Survey

ONLINE Fieldwork: 20th-22nd December 2013

Absolutes/col percents

Table 2

Q.1 As you may be aware, it is now around a year since the 'horsemeat scandal'. How have your impressions of the following types of food businesses changed in the last year?

Large retailers (e.g. Sainsburys, Tesco, Asda, Morrisons)

Base: All respondents

		Gender		Age						Social Grade				Region							Employment Sector						
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base		2011	1027	984	213	308	329	375	321	465	581	606	328	496	156	76	242	180	185	146	97	169	279	298	183	278	777
Weighted base		2011	986	1025	239	339	339	358	299	438	538	558	438	478	181	80	221	181	181	141	101	201	261	282	181	302	824
Considerably improved	(10)	64	26	38	8	18	4	13	12	10	10	13	19	22	4	2	7	6	8	2	2	8	14	9	3	16	22
		3%	3%	4%	3%	5%	1%	4%	4%	2%	2%	2%	4%	5%	2%	3%	3%	4%	2%	2%	4%	5%	3%	2%	5%	3%	
	(9)	88	44	44	19	16	7	14	12	19	24	21	16	27	5	4	13	6	7	7	3	5	23	10	5	23	27
		4%	4%	4%	8%	5%	2%	4%	4%	4%	4%	4%	4%	6%	3%	5%	6%	3%	4%	5%	3%	2%	9%	4%	3%	8%	3%
	(8)	153	85	68	32	30	20	17	14	40	40	36	46	32	8	10	12	11	14	9	10	36	24	10	24	68	
		8%	9%	7%	13%	9%	6%	5%	5%	9%	7%	6%	10%	7%	4%	12%	6%	6%	8%	6%	9%	5%	14%	9%	5%	8%	8%
	(7)	175	83	93	24	35	22	35	21	38	41	50	40	44	12	10	21	12	14	16	6	10	35	28	13	24	76
		9%	8%	9%	10%	10%	6%	10%	7%	9%	8%	9%	9%	9%	7%	12%	10%	7%	8%	12%	6%	5%	13%	10%	7%	8%	9%
	(6)	153	73	80	16	24	20	25	22	45	47	46	26	33	15	6	18	13	9	10	2	23	24	23	10	23	55
		8%	7%	8%	7%	7%	6%	7%	7%	10%	9%	8%	6%	7%	8%	7%	8%	7%	5%	7%	2%	11%	9%	8%	5%	8%	7%
No difference	(5)	969	474	496	81	144	178	182	169	216	248	290	211	221	107	32	104	95	89	54	57	108	83	144	98	135	396
		48%	48%	48%	34%	42%	53%	51%	57%	49%	46%	52%	48%	46%	59%	40%	47%	52%	49%	39%	56%	54%	32%	51%	54%	45%	48%
	(4)	119	69	50	13	15	27	21	16	27	40	29	18	32	5	4	17	16	14	8	7	16	8	12	12	11	54
		6%	7%	5%	5%	4%	8%	6%	5%	6%	8%	5%	4%	7%	3%	5%	8%	9%	8%	5%	7%	8%	3%	4%	7%	4%	6%
	(3)	103	44	60	18	14	17	27	10	18	35	28	23	18	4	3	9	15	11	14	6	10	8	15	10	10	46
		5%	4%	6%	7%	4%	5%	7%	3%	4%	6%	5%	5%	4%	2%	4%	4%	8%	6%	10%	6%	5%	3%	5%	5%	3%	6%
	(2)	53	24	29	9	14	7	8	6	9	22	11	8	12	5	2	5	2	4	6	4	4	12	7	2	11	23
		3%	2%	3%	4%	4%	2%	2%	2%	2%	4%	2%	2%	3%	3%	3%	2%	1%	2%	5%	4%	2%	4%	2%	1%	4%	3%
	(1)	21	10	11	5	4	5	3	4	-	6	6	8	2	4	-	2	*	3	1	-	2	5	4	2	4	11
		1%	1%	1%	2%	1%	1%	1%	1%	-	1%	1%	2%	*	2%	-	1%	*	1%	*	-	1%	2%	1%	1%	1%	1%
Considerably worsened	(0)	30	16	14	1	4	9	5	7	4	10	5	5	9	3	4	*	1	1	7	2	2	6	2	1	9	12
		1%	2%	1%	*	1%	3%	1%	2%	1%	2%	1%	1%	2%	1%	5%	*	*	1%	5%	2%	1%	2%	1%	1%	3%	1%
NET: 8-10		305	154	151	59	64	30	44	39	69	73	69	81	81	16	16	33	23	29	19	14	23	73	42	18	63	117
		15%	16%	15%	25%	19%	9%	12%	13%	16%	14%	12%	19%	17%	9%	20%	15%	12%	16%	13%	14%	11%	28%	15%	10%	21%	14%

Horse Meat Survey

ONLINE Fieldwork: 20th-22nd December 2013

Absolutes/col percents

Table 2

Q.1 As you may be aware, it is now around a year since the 'horsemeat scandal'. How have your impressions of the following types of food businesses changed in the last year?

Large retailers (e.g. Sainsburys, Tesco, Asda, Morrisons)

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Weighted base	2011	986	1025	239	339	339	358	299	438	538	558	438	478	181	80	221	181	181	141	101	201	261	282	181	302	824
NET: 4-7	1416	698	718	134	217	248	263	228	326	377	415	294	330	139	52	159	135	126	89	71	156	149	206	132	193	580
	70%	71%	70%	56%	64%	73%	73%	76%	75%	70%	74%	67%	69%	77%	65%	72%	75%	70%	63%	71%	78%	57%	73%	73%	64%	70%
NET: 0-3	208	94	114	33	37	39	43	26	31	73	49	44	41	16	10	17	18	19	28	11	17	30	26	15	34	92
	10%	9%	11%	14%	11%	12%	12%	9%	7%	14%	9%	10%	9%	9%	12%	8%	10%	10%	20%	11%	8%	12%	9%	8%	11%	11%
Don't know	82	40	43	13	20	22	9	6	12	14	24	19	26	9	3	12	5	7	6	4	5	9	6	16	12	35
	4%	4%	4%	6%	6%	6%	3%	2%	3%	3%	4%	4%	5%	5%	4%	5%	3%	4%	4%	4%	3%	4%	2%	9%	4%	4%
Mean	5.48	5.47	5.48	5.79	5.68	5.05	5.38	5.39	5.61	5.27	5.44	5.62	5.61	5.24	5.55	5.60	5.37	5.46	5.14	5.25	5.35	6.01	5.54	5.29	5.66	5.39
Standard deviation	1.89	1.88	1.91	2.14	2.08	1.75	1.84	1.87	1.70	1.90	1.72	1.96	1.99	1.70	2.20	1.80	1.68	1.91	2.18	1.84	1.69	2.28	1.78	1.61	2.22	1.87
Standard error	0.04	0.06	0.06	0.15	0.12	0.10	0.10	0.11	0.08	0.08	0.07	0.11	0.09	0.14	0.26	0.12	0.13	0.14	0.19	0.19	0.13	0.14	0.10	0.12	0.14	0.07

Horse Meat Survey

ONLINE Fieldwork: 20th-22nd December 2013

Absolutes/col percents

Table 3

Q.1 As you may be aware, it is now around a year since the 'horsemeat scandal'. How have your impressions of the following types of food businesses changed in the last year?

Discount retailers (e.g. Aldi, Lidl, Iceland)

Base: All respondents

		Gender		Age						Social Grade				Region							Employment Sector						
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base		2011	1027	984	213	308	329	375	321	465	581	606	328	496	156	76	242	180	185	146	97	169	279	298	183	278	777
Weighted base		2011	986	1025	239	339	339	358	299	438	538	558	438	478	181	80	221	181	181	141	101	201	261	282	181	302	824
Considerably improved	(10)	62	32	30	8	15	6	11	14	8	8	17	17	20	4	3	10	7	7	5	3	4	10	8	1	14	26
		3%	3%	3%	3%	5%	2%	3%	5%	2%	2%	3%	4%	4%	2%	4%	5%	4%	4%	3%	3%	2%	4%	3%	1%	5%	3%
	(9)	80	46	34	21	15	12	8	10	13	26	24	14	16	6	1	4	4	13	8	3	3	28	9	2	25	30
		4%	5%	3%	9%	4%	4%	2%	3%	3%	5%	4%	3%	3%	4%	1%	2%	2%	7%	6%	3%	1%	11%	3%	1%	8%	4%
	(8)	165	91	74	31	29	22	20	21	41	43	52	38	32	17	12	20	14	10	8	6	11	33	17	16	25	76
		8%	9%	7%	13%	9%	6%	6%	7%	9%	8%	9%	9%	7%	9%	15%	9%	8%	6%	6%	6%	6%	13%	6%	9%	8%	9%
	(7)	174	89	85	17	37	29	32	26	33	43	42	42	47	12	9	17	14	14	12	10	20	24	25	16	16	91
		9%	9%	8%	7%	11%	9%	9%	9%	8%	8%	8%	10%	10%	7%	11%	8%	8%	8%	9%	10%	10%	9%	9%	9%	5%	11%
	(6)	144	79	66	16	22	24	26	18	38	36	41	26	41	14	9	14	8	15	16	2	9	23	20	14	22	60
		7%	8%	6%	7%	7%	7%	7%	6%	9%	7%	7%	6%	9%	8%	11%	6%	4%	8%	12%	2%	5%	9%	7%	8%	7%	7%
No difference	(5)	1004	481	523	96	149	181	190	167	221	265	274	232	233	101	27	114	99	95	67	58	124	86	147	86	151	395
		50%	49%	51%	40%	44%	53%	53%	56%	50%	49%	49%	53%	49%	56%	34%	52%	55%	52%	47%	58%	62%	33%	52%	48%	50%	48%
	(4)	91	49	42	13	16	13	19	13	17	26	27	21	17	3	2	13	10	6	7	8	6	10	16	9	14	46
		5%	5%	4%	6%	5%	4%	5%	4%	4%	5%	5%	5%	4%	2%	2%	6%	6%	3%	5%	8%	3%	4%	6%	5%	5%	6%
	(3)	79	33	46	15	10	20	16	4	13	26	21	22	10	4	3	5	13	6	1	5	9	15	10	8	9	27
		4%	3%	5%	6%	3%	6%	5%	1%	3%	5%	4%	5%	2%	2%	3%	2%	7%	3%	1%	5%	5%	6%	3%	4%	3%	3%
	(2)	33	12	21	3	8	6	8	4	4	13	12	1	8	2	2	3	2	4	3	-	4	3	5	3	3	15
		2%	1%	2%	1%	2%	2%	2%	1%	1%	2%	2%	*	2%	1%	3%	2%	1%	2%	2%	-	2%	1%	2%	2%	1%	2%
	(1)	28	7	21	4	7	4	7	4	2	12	5	5	6	3	2	4	*	3	-	2	2	4	5	3	4	11
		1%	1%	2%	2%	2%	1%	2%	1%	*	2%	1%	1%	1%	2%	3%	2%	*	2%	-	2%	1%	1%	2%	1%	1%	1%
Considerably worsened	(0)	25	16	9	3	7	4	4	3	4	9	7	1	8	2	7	1	1	-	4	-	*	7	2	2	6	9
		1%	2%	1%	1%	2%	1%	1%	1%	1%	2%	1%	*	2%	1%	8%	1%	*	-	3%	-	*	2%	1%	1%	2%	1%
NET: 8-10		307	169	138	59	60	40	39	46	63	77	92	69	69	27	16	34	25	30	21	12	18	71	34	20	63	132
		15%	17%	13%	25%	18%	12%	11%	15%	14%	14%	17%	16%	14%	15%	19%	15%	14%	17%	15%	12%	9%	27%	12%	11%	21%	16%

Horse Meat Survey

ONLINE Fieldwork: 20th-22nd December 2013

Absolutes/col percents

Table 3

Q.1 As you may be aware, it is now around a year since the 'horsemeat scandal'. How have your impressions of the following types of food businesses changed in the last year?

Discount retailers (e.g. Aldi, Lidl, Iceland)

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Weighted base	2011	986	1025	239	339	339	358	299	438	538	558	438	478	181	80	221	181	181	141	101	201	261	282	181	302	824
NET: 4-7	1414	697	716	143	224	246	267	224	309	370	384	321	338	132	47	159	131	129	103	78	159	143	207	126	203	592
	70%	71%	70%	60%	66%	73%	75%	75%	71%	69%	69%	73%	71%	73%	59%	72%	73%	71%	73%	78%	79%	55%	74%	69%	67%	72%
NET: 0-3	166	68	98	26	32	33	36	15	24	61	45	28	32	11	14	13	16	13	9	8	15	29	22	15	23	61
	8%	7%	10%	11%	9%	10%	10%	5%	5%	11%	8%	6%	7%	6%	18%	6%	9%	7%	6%	8%	8%	11%	8%	9%	7%	7%
Don't know	125	51	74	12	23	19	16	13	41	30	36	21	38	12	4	15	9	9	8	3	9	18	18	20	13	39
	6%	5%	7%	5%	7%	6%	4%	4%	9%	6%	6%	5%	8%	7%	5%	7%	5%	5%	6%	3%	4%	7%	6%	11%	4%	5%
Mean	5.55	5.66	5.43	5.78	5.64	5.38	5.32	5.64	5.60	5.36	5.57	5.66	5.63	5.57	5.30	5.58	5.46	5.68	5.60	5.38	5.35	5.97	5.44	5.35	5.72	5.62
Standard deviation	1.84	1.85	1.83	2.09	2.06	1.71	1.78	1.80	1.64	1.90	1.85	1.69	1.87	1.69	2.49	1.79	1.70	1.82	1.93	1.68	1.50	2.23	1.75	1.64	2.05	1.82
Standard error	0.04	0.06	0.06	0.15	0.12	0.10	0.09	0.10	0.08	0.08	0.08	0.10	0.09	0.14	0.29	0.12	0.13	0.14	0.16	0.17	0.12	0.14	0.11	0.13	0.13	0.07

Horse Meat Survey

ONLINE Fieldwork: 20th-22nd December 2013

Absolutes/col percents

Table 4

Q.1 As you may be aware, it is now around a year since the 'horsemeat scandal'. How have your impressions of the following types of food businesses changed in the last year?

Small local retailers (e.g. local butchers, farmers markets, corner shop)

Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	2011	1027	984	213	308	329	375	321	465	581	606	328	496	156	76	242	180	185	146	97	169	279	298	183	278	777	
Weighted base	2011	986	1025	239	339	339	358	299	438	538	558	438	478	181	80	221	181	181	141	101	201	261	282	181	302	824	
Considerably improved	(10)	92	51	41	7	20	12	18	17	18	23	28	23	8	6	11	8	5	10	4	11	12	14	4	15	45	
		5%	5%	4%	3%	6%	3%	5%	6%	4%	3%	4%	6%	5%	4%	7%	5%	3%	7%	4%	5%	5%	5%	2%	5%	5%	
	(9)	127	64	63	17	32	18	21	14	24	34	31	30	12	6	16	10	16	15	3	10	19	13	7	26	55	
		6%	7%	6%	7%	9%	5%	6%	5%	6%	6%	6%	7%	7%	8%	7%	5%	9%	10%	3%	5%	7%	5%	4%	9%	7%	
	(8)	242	117	125	37	41	35	43	37	50	63	82	52	24	15	29	19	22	14	15	21	38	27	18	50	93	
		12%	12%	12%	15%	12%	10%	12%	12%	11%	12%	15%	12%	9%	13%	18%	13%	12%	10%	15%	10%	15%	9%	10%	17%	11%	
	(7)	233	125	109	29	41	40	40	31	51	60	68	56	19	6	27	19	17	17	10	11	42	33	32	32	107	
		12%	13%	11%	12%	12%	12%	11%	10%	12%	11%	12%	13%	11%	8%	12%	11%	9%	12%	10%	5%	16%	12%	17%	11%	13%	
	(6)	177	89	87	22	28	31	22	24	51	74	42	30	12	10	22	15	15	13	8	23	25	28	8	20	73	
		9%	9%	9%	9%	8%	9%	6%	8%	12%	14%	8%	7%	6%	6%	10%	8%	9%	9%	8%	11%	9%	10%	4%	7%	9%	
No difference	(5)	922	447	475	89	140	158	179	151	205	244	253	198	227	87	29	91	94	88	59	47	110	84	140	92	126	367
		46%	45%	46%	37%	41%	47%	50%	51%	47%	45%	45%	45%	48%	48%	37%	41%	52%	49%	42%	47%	55%	32%	50%	51%	42%	45%
	(4)	44	20	24	4	3	11	10	8	7	9	9	9	16	4	1	5	3	5	3	4	1	6	8	3	4	19
		2%	2%	2%	2%	1%	3%	3%	3%	2%	2%	2%	2%	3%	2%	2%	2%	3%	2%	4%	1%	2%	3%	2%	1%	2%	
	(3)	25	12	13	5	4	5	5	1	4	5	6	8	6	-	2	2	6	2	2	3	1	4	2	1	3	10
		1%	1%	1%	2%	1%	1%	1%	*	1%	1%	1%	2%	1%	-	2%	1%	3%	1%	1%	3%	1%	2%	1%	*	1%	1%
	(2)	12	6	6	2	4	3	3	-	1	6	3	-	3	1	1	-	1	1	-	5	3	1	-	3	7	
		1%	1%	1%	1%	1%	1%	1%	-	*	1%	*	-	1%	1%	-	-	*	*	-	2%	1%	*	-	1%	1%	
	(1)	12	3	9	3	2	2	3	1	1	5	5	1	1	*	-	2	1	-	2	-	5	2	-	3	5	
		1%	*	1%	1%	1%	1%	1%	*	*	1%	1%	*	*	-	1%	1%	-	-	2%	-	2%	1%	-	1%	1%	
Considerably worsened	(0)	9	4	5	1	2	4	2	-	-	1	*	4	3	-	1	1	-	1	-	2	1	2	-	1	7	
		*	*	*	*	1%	1%	*	-	*	*	1%	1%	-	1%	1%	-	*	1%	-	1%	1%	1%	-	*	1%	
NET: 8-10		461	233	228	61	92	65	82	68	93	114	136	110	100	44	27	56	37	44	39	22	42	69	54	28	91	193
		23%	24%	22%	25%	27%	19%	23%	23%	21%	21%	24%	25%	21%	24%	33%	25%	20%	24%	28%	22%	21%	26%	19%	15%	30%	23%

Horse Meat Survey

ONLINE Fieldwork: 20th-22nd December 2013

Absolutes/col percents

Table 4

Q.1 As you may be aware, it is now around a year since the 'horsemeat scandal'. How have your impressions of the following types of food businesses changed in the last year?

Small local retailers (e.g. local butchers, farmers markets, corner shop)

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Weighted base	2011	986	1025	239	339	339	358	299	438	538	558	438	478	181	80	221	181	181	141	101	201	261	282	181	302	824
NET: 4-7	1376	681	695	145	213	240	251	214	313	387	372	293	324	122	47	145	131	126	93	69	145	157	208	135	182	566
	68%	69%	68%	61%	63%	71%	70%	72%	72%	72%	67%	67%	68%	67%	58%	65%	73%	69%	66%	69%	72%	60%	74%	75%	60%	69%
NET: 0-3	57	25	32	11	13	13	12	3	6	17	14	13	14	1	3	5	7	3	3	5	8	13	7	1	10	28
	3%	2%	3%	4%	4%	4%	3%	1%	1%	3%	3%	3%	3%	1%	4%	2%	4%	2%	2%	5%	4%	5%	2%	*	3%	3%
Don't know	116	46	70	22	21	21	12	14	26	20	35	22	40	13	4	16	6	8	6	5	7	22	13	17	19	37
	6%	5%	7%	9%	6%	6%	3%	5%	6%	4%	6%	5%	8%	7%	5%	7%	3%	4%	5%	5%	3%	8%	5%	10%	6%	4%
Mean	6.12	6.19	6.05	6.20	6.30	5.92	6.04	6.13	6.15	6.05	6.17	6.23	6.03	6.21	6.41	6.26	5.97	6.12	6.39	5.92	5.90	6.29	5.98	6.00	6.32	6.14
Standard deviation	1.77	1.76	1.77	1.82	1.93	1.77	1.82	1.68	1.60	1.70	1.73	1.85	1.81	1.69	1.96	1.80	1.68	1.72	1.89	1.76	1.79	1.95	1.73	1.43	1.90	1.84
Standard error	0.04	0.06	0.06	0.13	0.11	0.10	0.10	0.10	0.08	0.07	0.07	0.11	0.08	0.14	0.23	0.12	0.13	0.13	0.16	0.18	0.14	0.12	0.10	0.11	0.12	0.07

Horse Meat Survey

ONLINE Fieldwork: 20th-22nd December 2013

Absolutes/col percents

Table 5

Q.1 As you may be aware, it is now around a year since the 'horsemeat scandal'. How have your impressions of the following types of food businesses changed in the last year?

Local producers (e.g. livestock farmers, arable farmers, dairy and egg farmers)

Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	2011	1027	984	213	308	329	375	321	465	581	606	328	496	156	76	242	180	185	146	97	169	279	298	183	278	777	
Weighted base	2011	986	1025	239	339	339	358	299	438	538	558	438	478	181	80	221	181	181	141	101	201	261	282	181	302	824	
Considerably improved	(10)	91	55	36	10	17	10	13	18	23	19	22	23	27	9	5	9	5	7	11	4	10	13	15	3	12	36
		5%	6%	3%	4%	5%	3%	4%	6%	5%	3%	4%	5%	6%	5%	7%	4%	3%	4%	8%	4%	5%	5%	6%	2%	4%	4%
	(9)	112	59	53	19	21	23	13	15	21	24	33	23	31	6	5	15	12	11	7	1	8	21	17	9	21	52
		6%	6%	5%	8%	6%	7%	4%	5%	5%	5%	6%	5%	7%	3%	7%	7%	7%	6%	5%	1%	4%	8%	6%	5%	7%	6%
	(8)	238	130	108	35	48	28	34	30	61	65	62	43	24	14	24	20	26	17	16	19	33	25	21	41	91	
		12%	13%	11%	15%	14%	8%	10%	10%	14%	12%	14%	9%	13%	17%	11%	11%	14%	12%	16%	9%	13%	9%	12%	13%	11%	
	(7)	218	105	114	28	32	45	41	25	47	61	72	38	48	7	23	13	17	19	3	12	38	33	26	39	94	
		11%	11%	11%	12%	10%	13%	11%	8%	11%	11%	13%	9%	10%	15%	8%	10%	7%	10%	14%	3%	6%	15%	12%	14%	13%	11%
	(6)	160	78	81	16	36	24	29	22	34	57	38	30	35	10	9	17	17	14	12	4	21	24	23	7	19	68
		8%	8%	8%	7%	11%	7%	8%	7%	8%	11%	7%	7%	7%	5%	11%	8%	10%	8%	8%	4%	11%	9%	8%	4%	6%	8%
No difference	(5)	945	451	494	97	139	157	188	163	202	255	258	206	227	85	32	99	89	88	63	58	114	86	139	92	141	373
		47%	46%	48%	40%	41%	46%	52%	54%	46%	47%	46%	47%	47%	47%	40%	45%	49%	48%	45%	58%	57%	33%	49%	51%	47%	45%
	(4)	56	27	29	6	13	11	13	7	6	14	14	17	10	-	1	13	6	5	2	5	3	8	8	5	6	32
		3%	3%	3%	3%	4%	3%	4%	2%	1%	3%	3%	4%	2%	-	2%	6%	4%	3%	2%	5%	1%	3%	3%	3%	2%	4%
	(3)	32	13	19	6	7	11	4	2	2	9	9	11	3	3	1	-	6	-	3	4	3	8	3	1	-	20
		2%	1%	2%	2%	2%	3%	1%	1%	*	2%	2%	2%	1%	2%	1%	-	3%	-	2%	4%	2%	3%	1%	*	-	2%
	(2)	16	7	9	2	3	5	4	-	2	6	3	2	4	2	1	1	-	2	-	2	4	3	2	-	2	10
		1%	1%	1%	1%	1%	1%	1%	-	*	1%	1%	1%	1%	1%	1%	*	-	1%	-	2%	2%	1%	1%	-	1%	1%
	(1)	8	2	6	2	1	1	3	1	1	4	-	2	*	-	2	-	1	-	-	1	2	1	*	2	2	
		*	*	1%	1%	*	*	1%	*	*	1%	-	1%	*	-	1%	-	*	-	-	1%	1%	1%	1%	*	1%	*
Considerably worsened	(0)	5	1	4	1	1	*	3	-	-	2	-	3	-	1	1	1	-	1	-	-	1	1	-	1	2	
		*	*	*	*	*	1%	-	-	-	*	-	1%	-	1%	1%	*	-	*	-	-	*	*	-	*	*	
NET: 8-10		441	245	196	64	86	61	60	64	106	108	123	109	101	39	24	48	37	44	35	20	37	67	57	32	74	179
		22%	25%	19%	27%	25%	18%	17%	21%	24%	20%	22%	25%	21%	22%	30%	22%	21%	24%	25%	20%	18%	26%	20%	18%	25%	22%

Horse Meat Survey

ONLINE Fieldwork: 20th-22nd December 2013

Absolutes/col percents

Table 5

Q.1 As you may be aware, it is now around a year since the 'horsemeat scandal'. How have your impressions of the following types of food businesses changed in the last year?

Local producers (e.g. livestock farmers, arable farmers, dairy and egg farmers)

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Weighted base	2011	986	1025	239	339	339	358	299	438	538	558	438	478	181	80	221	181	181	141	101	201	261	282	181	302	824
NET: 4-7	1379	661	719	147	219	237	270	217	289	386	382	291	320	121	49	153	125	124	97	71	150	156	203	130	205	568
	69%	67%	70%	61%	65%	70%	75%	73%	66%	72%	69%	66%	67%	67%	61%	69%	69%	68%	69%	71%	75%	60%	72%	72%	68%	69%
NET: 0-3	60	22	38	10	13	17	13	2	5	16	18	13	12	6	3	4	6	2	3	6	8	14	7	1	6	34
	3%	2%	4%	4%	4%	5%	4%	1%	1%	3%	3%	3%	3%	3%	3%	2%	4%	1%	2%	6%	4%	5%	3%	1%	2%	4%
Don't know	131	58	73	18	20	24	16	15	38	27	34	25	44	15	5	17	12	10	6	3	6	25	15	17	17	43
	7%	6%	7%	7%	6%	7%	4%	5%	9%	5%	6%	6%	9%	8%	6%	8%	7%	6%	4%	3%	3%	9%	5%	9%	6%	5%
Mean	6.06	6.19	5.93	6.21	6.15	5.91	5.80	6.07	6.24	6.00	6.07	6.11	6.07	6.15	6.35	6.03	5.93	6.13	6.29	5.64	5.81	6.28	6.05	5.99	6.18	6.02
Standard deviation	1.74	1.76	1.72	1.86	1.83	1.72	1.69	1.68	1.68	1.63	1.75	1.76	1.84	1.69	1.91	1.78	1.68	1.69	1.79	1.66	1.70	1.91	1.75	1.49	1.77	1.77
Standard error	0.04	0.06	0.06	0.13	0.11	0.10	0.09	0.10	0.08	0.07	0.07	0.10	0.09	0.14	0.23	0.12	0.13	0.13	0.15	0.17	0.13	0.12	0.10	0.12	0.11	0.07

Horse Meat Survey

ONLINE Fieldwork: 20th-22nd December 2013

Absolutes/col percents

Table 6

Q.1 As you may be aware, it is now around a year since the 'horsemeat scandal'. How have your impressions of the following types of food businesses changed in the last year?

Food manufacturers

Base: All respondents

		Gender		Age						Social Grade				Region							Employment Sector						
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base		2011	1027	984	213	308	329	375	321	465	581	606	328	496	156	76	242	180	185	146	97	169	279	298	183	278	777
Weighted base		2011	986	1025	239	339	339	358	299	438	538	558	438	478	181	80	221	181	181	141	101	201	261	282	181	302	824
Considerably improved	(10)	50	21	29	2	14	5	8	12	9	9	9	12	19	4	3	5	7	4	1	2	6	9	6	2	7	20
		2%	2%	3%	1%	4%	1%	2%	4%	2%	2%	2%	3%	4%	2%	3%	2%	4%	2%	1%	2%	3%	3%	2%	1%	2%	2%
	(9)	61	35	26	23	12	5	3	8	9	11	26	11	13	2	2	3	3	3	4	1	6	27	6	4	26	17
		3%	4%	3%	10%	4%	1%	1%	3%	2%	2%	5%	2%	3%	1%	2%	1%	2%	2%	3%	1%	3%	10%	2%	2%	9%	2%
	(8)	118	60	58	22	29	15	21	10	20	33	29	29	27	9	6	9	6	15	10	9	5	29	15	7	24	51
		6%	6%	6%	9%	9%	5%	6%	3%	5%	6%	5%	7%	6%	5%	8%	4%	3%	8%	7%	8%	2%	11%	5%	4%	8%	6%
	(7)	155	78	78	13	37	24	20	19	43	46	34	35	40	8	7	17	18	14	4	4	6	32	30	14	14	70
		8%	8%	8%	6%	11%	7%	6%	6%	10%	9%	6%	8%	8%	5%	9%	8%	10%	8%	3%	4%	3%	12%	11%	8%	5%	8%
	(6)	149	71	77	17	27	21	27	22	34	49	41	27	31	12	5	22	7	12	10	8	20	24	20	8	30	57
		7%	7%	8%	7%	8%	6%	8%	7%	8%	9%	7%	6%	7%	6%	6%	10%	4%	6%	7%	8%	10%	9%	7%	4%	10%	7%
No difference	(5)	876	445	431	90	128	153	167	145	195	213	252	201	210	91	30	100	76	82	59	40	99	79	137	83	127	367
		44%	45%	42%	37%	38%	45%	46%	48%	44%	40%	45%	46%	44%	50%	37%	45%	42%	45%	42%	40%	49%	30%	49%	46%	42%	45%
	(4)	143	67	76	14	22	24	25	24	35	42	40	34	28	13	4	15	23	15	10	5	20	5	19	15	11	68
		7%	7%	7%	6%	6%	7%	7%	8%	8%	8%	7%	8%	6%	7%	5%	7%	13%	8%	7%	5%	10%	2%	7%	8%	3%	8%
	(3)	166	75	91	21	16	33	40	21	36	49	49	35	33	13	8	12	17	10	14	17	19	17	21	17	22	59
		8%	8%	9%	9%	5%	10%	11%	7%	8%	9%	9%	8%	7%	7%	10%	5%	10%	6%	10%	17%	9%	6%	7%	10%	7%	7%
	(2)	99	47	52	11	18	15	19	14	21	42	23	14	20	8	7	10	11	13	6	4	6	12	13	10	12	42
		5%	5%	5%	5%	5%	4%	5%	5%	5%	8%	4%	3%	4%	5%	8%	4%	6%	7%	4%	4%	3%	4%	4%	5%	4%	5%
	(1)	35	17	18	2	5	7	7	5	9	10	9	3	13	5	-	3	2	3	4	2	1	9	4	3	4	10
		2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	1%	3%	3%	-	1%	1%	2%	3%	2%	*	3%	1%	2%	1%	1%
Considerably worsened	(0)	43	18	25	3	7	12	7	8	7	13	9	9	12	2	6	4	2	1	6	4	4	8	2	4	13	14
		2%	2%	2%	1%	2%	3%	2%	3%	1%	3%	2%	2%	2%	1%	7%	2%	1%	1%	5%	4%	2%	3%	1%	2%	4%	2%
NET: 8-10		228	115	113	48	56	25	32	30	38	53	64	52	60	15	11	17	16	22	15	12	16	65	26	13	57	87
		11%	12%	11%	20%	16%	7%	9%	10%	9%	10%	11%	12%	13%	8%	13%	8%	9%	12%	11%	12%	8%	25%	9%	7%	19%	11%

Horse Meat Survey

ONLINE Fieldwork: 20th-22nd December 2013

Absolutes/col percents

Table 6

Q.1 As you may be aware, it is now around a year since the 'horsemeat scandal'. How have your impressions of the following types of food businesses changed in the last year?

Food manufacturers

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Weighted base	2011	986	1025	239	339	339	358	299	438	538	558	438	478	181	80	221	181	181	141	101	201	261	282	181	302	824
NET: 4-7	1323	661	662	134	213	221	239	210	307	349	369	297	309	124	46	155	124	122	83	58	145	140	206	120	181	562
	66%	67%	65%	56%	63%	65%	67%	70%	70%	65%	66%	68%	65%	69%	57%	70%	69%	68%	59%	57%	72%	54%	73%	66%	60%	68%
NET: 0-3	343	157	186	37	46	66	73	48	72	115	91	60	78	28	20	29	32	28	31	28	30	45	39	34	51	125
	17%	16%	18%	16%	14%	20%	20%	16%	16%	21%	16%	14%	16%	16%	25%	13%	17%	15%	22%	27%	15%	17%	14%	19%	17%	15%
Don't know	117	52	65	20	24	27	15	11	22	21	35	30	31	13	3	21	9	9	12	4	9	11	10	14	14	49
	6%	5%	6%	8%	7%	8%	4%	4%	5%	4%	6%	7%	7%	7%	4%	10%	5%	5%	8%	4%	5%	4%	4%	8%	5%	6%
Mean	5.09	5.14	5.04	5.46	5.46	4.79	4.88	5.04	5.05	4.91	5.10	5.22	5.17	4.95	4.87	5.10	5.02	5.14	4.72	4.75	5.00	5.71	5.20	4.84	5.34	5.12
Standard deviation	1.97	1.94	2.01	2.10	2.13	1.90	1.86	1.98	1.85	1.99	1.91	1.87	2.10	1.79	2.35	1.80	1.91	1.88	2.06	2.05	1.77	2.43	1.74	1.82	2.24	1.88
Standard error	0.05	0.06	0.07	0.15	0.13	0.11	0.10	0.11	0.09	0.08	0.08	0.11	0.10	0.15	0.28	0.12	0.15	0.14	0.18	0.21	0.14	0.15	0.10	0.14	0.14	0.07

Horse Meat Survey

ONLINE Fieldwork: 20th-22nd December 2013

Absolutes/col percents

Table 7

Q.2 To what extent would the following measures would make you feel more confident about the food products on sale in your local stores?

Summary

Base: All respondents

	Measures			
	A pledge that all meat sold in store was sourced from the UK	A pledge that all meat sold in store was sourced locally	A pledge that all meat sold in store was from independently certified sustainable sources	A pledge that the entire supply chain could be traced to ensure no contamination
Unweighted base	2011	2011	2011	2011
Weighted base	2011	2011	2011	2011
NET: More confident	1196 59%	1194 59%	1253 62%	1328 66%
Much more confident (+2)	543 27%	560 28%	577 29%	689 34%
Slightly more confident (+1)	654 33%	634 32%	676 34%	639 32%
No difference (0)	674 34%	680 34%	610 30%	547 27%
Slightly less confident (-1)	51 3%	58 3%	60 3%	57 3%
Much less confident (-2)	11 1%	6 *	9 *	8 *
NET: Less confident	62 3%	64 3%	69 3%	65 3%
Don't know	78 4%	73 4%	79 4%	71 4%
Mean	0.86	0.87	0.91	1.00
Standard deviation	0.88	0.88	0.88	0.89
Standard error	0.02	0.02	0.02	0.02

Horse Meat Survey

ONLINE Fieldwork: 20th-22nd December 2013

Absolutes/col percents

Table 8

Q.2 To what extent would the following measures would make you feel more confident about the food products on sale in your local stores?

A pledge that all meat sold in store was sourced from the UK

Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2011	1027	984	213	308	329	375	321	465	581	606	328	496	156	76	242	180	185	146	97	169	279	298	183	278	777
Weighted base	2011	986	1025	239	339	339	358	299	438	538	558	438	478	181	80	221	181	181	141	101	201	261	282	181	302	824
NET: More confident	1196	570	627	114	163	194	213	197	315	329	330	253	285	101	45	146	112	115	86	48	113	151	167	113	167	456
	59%	58%	61%	48%	48%	57%	59%	66%	72%	61%	59%	58%	60%	56%	56%	66%	62%	64%	61%	48%	56%	58%	59%	62%	55%	55%
Much more confident (+2)	543	256	287	42	69	79	83	96	173	139	138	115	151	46	21	81	48	50	34	24	58	65	75	41	71	183
	27%	26%	28%	18%	20%	23%	23%	32%	40%	26%	25%	26%	32%	26%	26%	37%	27%	28%	24%	24%	29%	25%	27%	23%	24%	22%
Slightly more confident (+1)	654	314	340	72	94	115	130	101	142	190	192	138	134	54	24	66	64	65	52	24	55	86	92	72	95	273
	33%	32%	33%	30%	28%	34%	36%	34%	32%	35%	34%	32%	28%	30%	30%	30%	35%	36%	37%	24%	27%	33%	33%	40%	32%	33%
No difference (0)	674	365	310	79	140	125	131	86	114	173	186	156	159	69	36	60	58	50	45	47	73	85	97	55	107	302
	34%	37%	30%	33%	41%	37%	37%	29%	26%	32%	33%	36%	33%	38%	44%	27%	32%	27%	32%	47%	36%	32%	35%	31%	35%	37%
Slightly less confident (-1)	51	20	31	17	12	10	7	2	3	18	17	9	7	2	-	6	3	5	4	1	8	13	7	3	14	29
	3%	2%	3%	7%	3%	3%	2%	1%	1%	3%	3%	2%	1%	1%	-	3%	2%	3%	3%	1%	4%	5%	2%	2%	5%	3%
Much less confident (-2)	11	7	4	5	*	2	1	2	1	4	3	1	4	-	-	-	1	3	*	2	1	1	2	1	4	2
	1%	1%	*	2%	*	1%	*	1%	*	1%	*	*	1%	-	-	-	1%	2%	*	2%	*	*	1%	1%	1%	*
NET: Less confident	62	27	35	22	12	12	9	4	4	22	20	9	10	2	-	6	5	9	4	2	8	14	8	4	18	30
	3%	3%	3%	9%	4%	4%	2%	1%	1%	4%	4%	2%	2%	1%	-	3%	3%	5%	3%	2%	4%	5%	3%	2%	6%	4%
Don't know	78	24	54	24	24	8	6	11	5	13	21	20	23	9	-	9	6	8	6	3	7	12	9	9	10	37
	4%	2%	5%	10%	7%	2%	2%	4%	1%	2%	4%	5%	5%	5%	-	4%	4%	4%	4%	3%	3%	5%	3%	5%	3%	4%
Mean	0.86	0.82	0.90	0.61	0.70	0.78	0.81	1.00	1.12	0.84	0.83	0.86	0.93	0.85	0.81	1.04	0.88	0.89	0.86	0.70	0.83	0.80	0.85	0.87	0.74	0.77
Standard deviation	0.88	0.87	0.88	0.96	0.86	0.87	0.83	0.85	0.83	0.88	0.87	0.85	0.90	0.83	0.82	0.88	0.86	0.92	0.84	0.91	0.92	0.90	0.88	0.81	0.93	0.85
Standard error	0.02	0.03	0.03	0.07	0.05	0.05	0.04	0.05	0.04	0.04	0.04	0.05	0.04	0.07	0.09	0.06	0.07	0.07	0.07	0.09	0.07	0.06	0.05	0.06	0.06	0.03

Horse Meat Survey

ONLINE Fieldwork: 20th-22nd December 2013

Absolutes/col percents

Table 9

Q.2 To what extent would the following measures would make you feel more confident about the food products on sale in your local stores?

A pledge that all meat sold in store was sourced locally

Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri- vate
Unweighted base	2011	1027	984	213	308	329	375	321	465	581	606	328	496	156	76	242	180	185	146	97	169	279	298	183	278	777
Weighted base	2011	986	1025	239	339	339	358	299	438	538	558	438	478	181	80	221	181	181	141	101	201	261	282	181	302	824
NET: More confident	1194	574	620	111	172	190	214	198	309	340	337	244	273	97	48	137	115	115	91	55	122	141	161	112	180	451
	59%	58%	61%	47%	51%	56%	60%	66%	71%	63%	60%	56%	57%	54%	60%	62%	64%	63%	64%	55%	61%	54%	57%	62%	59%	55%
Much more confident (+2)	560	259	301	45	70	76	97	101	171	155	151	121	133	40	25	72	56	52	45	26	58	69	76	42	73	194
	28%	26%	29%	19%	21%	22%	27%	34%	39%	29%	27%	28%	28%	22%	31%	33%	31%	29%	32%	25%	29%	26%	27%	23%	24%	24%
Slightly more confident (+1)	634	315	319	66	101	114	117	97	138	185	187	123	140	57	23	65	59	63	45	30	64	72	85	71	106	257
	32%	32%	31%	28%	30%	34%	33%	33%	32%	34%	33%	28%	29%	32%	29%	29%	33%	35%	32%	29%	32%	28%	30%	39%	35%	31%
No difference (0)	680	357	323	85	132	123	131	90	118	166	181	167	167	73	31	68	61	53	40	40	66	91	102	56	100	305
	34%	36%	31%	36%	39%	36%	37%	30%	27%	31%	32%	38%	35%	40%	38%	31%	33%	29%	29%	39%	33%	35%	36%	31%	33%	37%
Slightly less confident (-1)	58	29	29	18	11	16	6	2	5	18	18	11	10	6	1	8	2	5	4	2	6	14	7	4	11	34
	3%	3%	3%	8%	3%	5%	2%	1%	1%	3%	3%	3%	2%	3%	1%	4%	1%	3%	3%	2%	3%	5%	3%	2%	4%	4%
Much less confident (-2)	6	5	2	2	2	1	1	*	-	2	3	-	1	-	-	1	-	1	-	1	-	2	2	*	3	3
	*	*	*	1%	1%	*	*	*	-	*	*	-	*	-	-	*	-	*	-	1%	-	1%	1%	*	1%	*
NET: Less confident	64	33	31	20	13	17	7	2	5	21	20	11	11	6	1	9	2	5	4	3	6	15	9	4	14	37
	3%	3%	3%	9%	4%	5%	2%	1%	1%	4%	4%	3%	2%	3%	1%	4%	1%	3%	3%	3%	3%	6%	3%	2%	4%	4%
Don't know	73	21	52	22	22	8	7	8	6	11	19	16	27	5	1	7	3	8	6	3	8	14	9	9	9	31
	4%	2%	5%	9%	6%	3%	2%	3%	1%	2%	3%	4%	6%	2%	1%	3%	2%	5%	4%	3%	4%	6%	3%	5%	3%	4%
Mean	0.87	0.82	0.91	0.62	0.72	0.75	0.86	1.02	1.10	0.90	0.86	0.84	0.87	0.74	0.91	0.93	0.95	0.93	0.98	0.79	0.90	0.78	0.83	0.87	0.81	0.76
Standard deviation	0.88	0.88	0.88	0.94	0.87	0.87	0.85	0.83	0.84	0.88	0.88	0.87	0.87	0.85	0.85	0.91	0.84	0.86	0.87	0.89	0.87	0.94	0.89	0.81	0.89	0.88
Standard error	0.02	0.03	0.03	0.07	0.05	0.05	0.04	0.05	0.04	0.04	0.04	0.05	0.04	0.07	0.10	0.06	0.06	0.07	0.07	0.09	0.07	0.06	0.05	0.06	0.05	0.03

Horse Meat Survey

ONLINE Fieldwork: 20th-22nd December 2013

Absolutes/col percents

Table 10

Q.2 To what extent would the following measures would make you feel more confident about the food products on sale in your local stores?

A pledge that all meat sold in store was from independently certified sustainable sources

Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2011	1027	984	213	308	329	375	321	465	581	606	328	496	156	76	242	180	185	146	97	169	279	298	183	278	777
Weighted base	2011	986	1025	239	339	339	358	299	438	538	558	438	478	181	80	221	181	181	141	101	201	261	282	181	302	824
NET: More confident	1253	601	652	118	163	197	222	207	346	363	338	253	299	97	45	150	123	120	82	55	123	162	170	125	187	453
	62%	61%	64%	49%	48%	58%	62%	69%	79%	68%	61%	58%	63%	54%	56%	68%	68%	66%	58%	55%	61%	62%	61%	69%	62%	55%
Much more confident (+2)	577	265	312	58	70	80	93	96	180	162	147	116	152	40	25	81	55	63	35	29	52	80	76	40	88	188
	29%	27%	30%	24%	21%	24%	26%	32%	41%	30%	26%	26%	32%	22%	31%	37%	30%	35%	25%	29%	26%	31%	27%	22%	29%	23%
Slightly more confident (+1)	676	336	341	60	92	117	129	111	166	201	191	137	147	56	20	69	68	57	48	26	71	82	94	85	99	265
	34%	34%	33%	25%	27%	35%	36%	37%	38%	37%	34%	31%	31%	31%	25%	31%	38%	31%	34%	26%	35%	31%	33%	47%	33%	32%
No difference (0)	610	322	287	82	133	116	121	77	80	140	179	151	139	70	33	54	54	47	46	37	61	74	91	42	92	301
	30%	33%	28%	34%	39%	34%	34%	26%	18%	26%	32%	35%	29%	39%	41%	25%	30%	26%	33%	36%	31%	28%	32%	23%	30%	37%
Slightly less confident (-1)	60	34	26	14	19	14	8	2	4	19	19	11	10	2	1	6	2	3	6	6	7	14	9	4	12	32
	3%	3%	2%	6%	5%	4%	2%	1%	1%	4%	3%	3%	2%	1%	2%	3%	1%	1%	4%	6%	4%	5%	3%	2%	4%	4%
Much less confident (-2)	9	6	3	4	-	1	2	2	1	2	3	2	2	1	-	2	-	2	-	-	1	1	-	1	3	4
	*	1%	*	2%	-	*	1%	1%	*	*	1%	*	*	*	-	1%	-	1%	-	-	1%	*	-	1%	1%	*
NET: Less confident	69	40	29	18	19	14	10	4	4	22	22	13	12	3	1	9	2	5	6	6	9	15	9	5	14	36
	3%	4%	3%	7%	5%	4%	3%	1%	1%	4%	4%	3%	3%	1%	2%	4%	1%	3%	4%	6%	4%	6%	3%	3%	5%	4%
Don't know	79	22	57	21	24	11	5	11	7	13	18	21	28	11	1	8	3	10	6	3	8	10	11	10	8	34
	4%	2%	6%	9%	7%	3%	2%	4%	2%	2%	3%	5%	6%	6%	1%	3%	2%	5%	4%	3%	4%	4%	4%	5%	3%	4%
Mean	0.91	0.85	0.96	0.71	0.68	0.80	0.86	1.03	1.21	0.95	0.85	0.85	0.97	0.79	0.86	1.03	0.99	1.03	0.82	0.81	0.86	0.90	0.88	0.93	0.88	0.76
Standard deviation	0.88	0.89	0.87	0.99	0.89	0.86	0.85	0.83	0.78	0.87	0.88	0.88	0.88	0.84	0.89	0.93	0.80	0.90	0.87	0.94	0.89	0.93	0.86	0.78	0.92	0.88
Standard error	0.02	0.03	0.03	0.07	0.05	0.05	0.04	0.05	0.04	0.04	0.04	0.05	0.04	0.07	0.10	0.06	0.06	0.07	0.07	0.10	0.07	0.06	0.05	0.06	0.06	0.03

Horse Meat Survey

ONLINE Fieldwork: 20th-22nd December 2013

Absolutes/col percents

Table 11

Q.2 To what extent would the following measures would make you feel more confident about the food products on sale in your local stores?

A pledge that the entire supply chain could be traced to ensure no contamination

Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2011	1027	984	213	308	329	375	321	465	581	606	328	496	156	76	242	180	185	146	97	169	279	298	183	278	777
Weighted base	2011	986	1025	239	339	339	358	299	438	538	558	438	478	181	80	221	181	181	141	101	201	261	282	181	302	824
NET: More confident	1328	634	694	124	183	213	245	213	351	363	362	285	318	105	44	173	130	125	84	60	128	171	179	130	175	513
	66%	64%	68%	52%	54%	63%	68%	71%	80%	68%	65%	65%	67%	58%	55%	78%	72%	69%	60%	59%	64%	65%	64%	72%	58%	62%
Much more confident (+2)	689	321	368	55	81	108	114	116	215	185	175	150	180	54	24	96	71	74	45	30	68	83	86	59	87	246
	34%	33%	36%	23%	24%	32%	32%	39%	49%	34%	31%	34%	38%	30%	30%	43%	39%	41%	32%	30%	34%	32%	31%	33%	29%	30%
Slightly more confident (+1)	639	313	326	69	102	105	131	97	136	178	187	136	138	50	20	77	59	52	39	30	60	88	93	71	88	267
	32%	32%	32%	29%	30%	31%	37%	32%	31%	33%	34%	31%	29%	28%	25%	35%	33%	29%	28%	30%	30%	34%	33%	39%	29%	32%
No difference (0)	547	294	253	74	119	101	103	74	76	144	155	123	125	63	30	36	45	40	46	31	62	66	88	40	102	245
	27%	30%	25%	31%	35%	30%	29%	25%	17%	27%	28%	28%	26%	35%	38%	16%	25%	22%	33%	31%	31%	25%	31%	22%	34%	30%
Slightly less confident (-1)	57	32	25	16	14	16	4	4	3	19	17	12	8	5	5	5	3	6	5	6	5	12	4	2	13	33
	3%	3%	2%	7%	4%	5%	1%	1%	1%	4%	3%	3%	2%	3%	6%	2%	2%	3%	3%	6%	3%	5%	1%	1%	4%	4%
Much less confident (-2)	8	6	2	4	*	1	1	*	1	1	5	1	2	-	-	1	-	1	*	1	1	2	1	1	4	1
	*	1%	*	2%	*	*	*	*	*	*	1%	*	*	-	-	*	-	*	*	1%	*	1%	1%	1%	1%	*
NET: Less confident	65	38	27	20	14	17	5	4	4	21	22	13	9	5	5	5	3	6	5	7	6	14	5	3	17	34
	3%	4%	3%	8%	4%	5%	1%	1%	1%	4%	4%	3%	2%	3%	6%	2%	2%	4%	4%	7%	3%	5%	2%	2%	6%	4%
Don't know	71	20	51	22	23	8	5	8	6	10	20	17	25	9	1	7	3	10	6	3	5	10	9	8	7	32
	4%	2%	5%	9%	7%	2%	2%	3%	1%	2%	3%	4%	5%	5%	2%	3%	2%	5%	4%	3%	2%	4%	3%	5%	2%	4%
Mean	1.00	0.94	1.06	0.72	0.79	0.92	1.00	1.11	1.30	1.00	0.95	1.00	1.07	0.90	0.79	1.23	1.11	1.12	0.91	0.84	0.96	0.94	0.95	1.07	0.81	0.91
Standard deviation	0.89	0.91	0.87	0.98	0.88	0.92	0.83	0.84	0.80	0.89	0.90	0.88	0.88	0.89	0.95	0.82	0.85	0.90	0.92	0.97	0.90	0.93	0.86	0.82	0.96	0.89
Standard error	0.02	0.03	0.03	0.07	0.05	0.05	0.04	0.05	0.04	0.04	0.04	0.05	0.04	0.07	0.11	0.05	0.06	0.07	0.08	0.10	0.07	0.06	0.05	0.06	0.06	0.03

Horse Meat Survey

ONLINE Fieldwork: 20th-22nd December 2013

Absolutes/col percents

Table 12
Q.3 Would you feel more or less confident about food producers and retailers if...?

Summary

Base: All respondents

	Aspects				
	You could name their CEO	You knew where their food was sourced	You knew about how they treated livestock	They were involved in the horse meat scandal	They are actively involved in community projects and other CSR initiatives
Unweighted base	2011	2011	2011	2011	2011
Weighted base	2011	2011	2011	2011	2011
NET: More confident	413 21%	1362 68%	1225 61%	227 11%	680 34%
Much more confident (+2)	161 8%	571 28%	493 25%	98 5%	197 10%
Slightly more confident (+1)	252 13%	791 39%	731 36%	129 6%	483 24%
No difference (0)	1357 67%	520 26%	585 29%	668 33%	1104 55%
Slightly less confident (-1)	52 3%	41 2%	81 4%	472 23%	49 2%
Much less confident (-2)	30 1%	13 1%	37 2%	531 26%	22 1%
NET: Less confident	82 4%	54 3%	118 6%	1003 50%	70 4%
Don't know	160 8%	76 4%	84 4%	113 6%	156 8%
Mean	0.25	0.96	0.81	-0.64	0.42
Standard deviation	0.72	0.84	0.93	1.11	0.76
Standard error	0.02	0.02	0.02	0.03	0.02

Horse Meat Survey

ONLINE Fieldwork: 20th-22nd December 2013

Absolutes/col percents

Table 13
Q.3 Would you feel more or less confident about food producers and retailers if...?
You could name their CEO
Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2011	1027	984	213	308	329	375	321	465	581	606	328	496	156	76	242	180	185	146	97	169	279	298	183	278	777
Weighted base	2011	986	1025	239	339	339	358	299	438	538	558	438	478	181	80	221	181	181	141	101	201	261	282	181	302	824
NET: More confident	413 21%	209 21%	204 20%	70 29%	89 26%	50 15%	50 14%	55 18%	99 23%	106 20%	109 19%	89 20%	110 23%	31 17%	19 24%	46 21%	25 14%	35 19%	32 22%	18 18%	39 20%	85 32%	52 19%	32 17%	62 21%	173 21%
Much more confident (+2)	161 8%	81 8%	80 8%	30 12%	33 10%	19 6%	16 4%	20 7%	44 10%	44 8%	37 7%	30 7%	51 11%	14 8%	7 8%	25 11%	6 3%	10 5%	12 8%	10 10%	11 5%	35 13%	26 9%	7 4%	23 8%	62 8%
Slightly more confident (+1)	252 13%	128 13%	124 12%	41 17%	56 17%	31 9%	34 9%	35 12%	55 13%	62 12%	72 13%	60 14%	59 12%	17 9%	12 15%	21 10%	19 11%	25 14%	20 14%	8 8%	29 14%	50 19%	26 9%	25 14%	39 13%	111 13%
No difference (0)	1357 67%	682 69%	675 66%	128 54%	195 58%	247 73%	275 77%	216 72%	296 68%	382 71%	387 69%	285 65%	303 63%	120 66%	57 71%	150 68%	139 77%	118 65%	92 65%	71 70%	145 72%	138 53%	196 70%	132 73%	197 65%	560 68%
Slightly less confident (-1)	52 3%	24 2%	28 3%	10 4%	15 5%	14 4%	7 2%	4 1%	2 *	12 2%	18 3%	12 3%	10 2%	10 6%	1 1%	6 3%	2 1%	7 4%	2 1%	5 5%	- -	12 5%	7 2%	1 *	17 6%	27 3%
Much less confident (-2)	30 1%	16 2%	14 1%	6 3%	2 1%	4 1%	7 2%	7 2%	4 1%	7 1%	5 1%	7 2%	11 2%	4 2%	1 1%	7 3%	* *	1 1%	1 1%	2 2%	4 2%	4 2%	3 1%	3 2%	4 1%	10 1%
NET: Less confident	82 4%	40 4%	42 4%	16 7%	17 5%	18 5%	14 4%	11 4%	6 1%	20 4%	22 4%	19 4%	21 4%	14 8%	1 2%	13 6%	3 1%	8 5%	3 2%	7 7%	4 2%	16 6%	9 3%	4 2%	21 7%	38 5%
Don't know	160 8%	55 6%	105 10%	25 10%	37 11%	23 7%	21 6%	17 6%	37 8%	30 6%	40 7%	45 10%	45 9%	16 9%	3 4%	13 6%	14 8%	20 11%	15 10%	5 5%	13 6%	23 9%	24 8%	14 8%	23 7%	53 6%
Mean	0.25	0.25	0.25	0.36	0.34	0.15	0.13	0.20	0.33	0.24	0.23	0.24	0.30	0.16	0.31	0.24	0.17	0.22	0.31	0.20	0.22	0.42	0.26	0.19	0.22	0.24
Standard deviation	0.72	0.72	0.71	0.88	0.76	0.64	0.61	0.69	0.71	0.70	0.67	0.70	0.80	0.76	0.68	0.82	0.51	0.65	0.70	0.76	0.65	0.86	0.71	0.59	0.73	0.70
Standard error	0.02	0.02	0.02	0.06	0.05	0.04	0.03	0.04	0.03	0.03	0.03	0.04	0.04	0.06	0.08	0.05	0.04	0.05	0.06	0.08	0.05	0.05	0.04	0.05	0.05	0.03

Horse Meat Survey

ONLINE Fieldwork: 20th-22nd December 2013

Absolutes/col percents

Table 14
Q.3 Would you feel more or less confident about food producers and retailers if...?
You knew where their food was sourced
Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2011	1027	984	213	308	329	375	321	465	581	606	328	496	156	76	242	180	185	146	97	169	279	298	183	278	777
Weighted base	2011	986	1025	239	339	339	358	299	438	538	558	438	478	181	80	221	181	181	141	101	201	261	282	181	302	824
NET: More confident	1362	649	713	144	197	214	234	221	351	388	377	284	313	117	53	161	131	127	95	64	151	169	179	117	196	520
	68%	66%	70%	60%	58%	63%	65%	74%	80%	72%	68%	65%	66%	64%	66%	73%	72%	70%	67%	63%	75%	64%	63%	65%	65%	63%
Much more confident (+2)	571	268	303	49	78	86	111	91	156	156	136	116	163	46	26	74	50	51	45	28	58	79	75	39	77	202
	28%	27%	30%	20%	23%	26%	31%	30%	36%	29%	24%	27%	34%	25%	32%	34%	27%	28%	32%	28%	29%	30%	27%	21%	26%	25%
Slightly more confident (+1)	791	381	410	96	119	128	123	130	195	231	242	168	150	71	27	86	81	76	50	35	93	89	103	79	119	318
	39%	39%	40%	40%	35%	38%	34%	44%	44%	43%	43%	38%	31%	39%	34%	39%	45%	42%	35%	35%	46%	34%	37%	43%	39%	39%
No difference (0)	520	288	232	63	104	104	107	69	73	120	140	129	131	53	25	46	46	38	37	31	44	67	80	54	87	240
	26%	29%	23%	26%	31%	31%	30%	23%	17%	22%	25%	29%	27%	29%	31%	21%	25%	21%	26%	31%	22%	26%	28%	30%	29%	29%
Slightly less confident (-1)	41	17	24	14	11	8	5	-	3	13	16	4	7	3	1	2	-	7	2	3	-	12	8	2	8	24
	2%	2%	2%	6%	3%	2%	1%	-	1%	2%	3%	1%	1%	2%	1%	1%	-	4%	1%	3%	-	4%	3%	1%	3%	3%
Much less confident (-2)	13	5	8	2	1	1	5	2	3	2	4	1	7	1	-	3	1	-	1	-	2	2	3	-	3	3
	1%	1%	1%	1%	*	*	1%	1%	1%	*	1%	*	1%	1%	-	1%	1%	-	*	-	1%	1%	1%	-	1%	*
NET: Less confident	54	22	32	16	12	10	9	2	6	15	20	5	13	4	1	5	1	7	2	3	2	14	11	2	11	27
	3%	2%	3%	6%	4%	3%	3%	1%	1%	3%	4%	1%	3%	2%	1%	2%	1%	4%	2%	3%	1%	5%	4%	1%	4%	3%
Don't know	76	27	49	16	25	12	8	6	8	15	20	20	20	8	2	9	3	9	7	2	4	13	12	7	9	37
	4%	3%	5%	7%	7%	3%	2%	2%	2%	3%	4%	4%	4%	4%	2%	4%	2%	5%	5%	2%	2%	5%	4%	4%	3%	5%
Mean	0.96	0.93	1.00	0.79	0.84	0.88	0.95	1.05	1.16	1.01	0.91	0.94	1.00	0.90	0.99	1.07	1.00	1.00	1.03	0.90	1.04	0.93	0.89	0.88	0.89	0.88
Standard deviation	0.84	0.83	0.85	0.88	0.85	0.84	0.89	0.78	0.77	0.81	0.84	0.80	0.91	0.84	0.83	0.86	0.78	0.83	0.84	0.86	0.78	0.92	0.89	0.76	0.86	0.84
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.04	0.04	0.03	0.03	0.05	0.04	0.07	0.10	0.06	0.06	0.06	0.07	0.09	0.06	0.06	0.05	0.06	0.05	0.03

Horse Meat Survey

ONLINE Fieldwork: 20th-22nd December 2013

Absolutes/col percents

Table 15
Q.3 Would you feel more or less confident about food producers and retailers if...?
You knew about how they treated livestock
Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2011	1027	984	213	308	329	375	321	465	581	606	328	496	156	76	242	180	185	146	97	169	279	298	183	278	777
Weighted base	2011	986	1025	239	339	339	358	299	438	538	558	438	478	181	80	221	181	181	141	101	201	261	282	181	302	824
NET: More confident	1225	547	677	130	190	187	220	183	314	362	339	256	268	109	48	148	114	106	90	60	121	160	158	111	188	466
	61%	56%	66%	54%	56%	55%	61%	61%	72%	67%	61%	58%	56%	60%	60%	67%	63%	59%	64%	59%	60%	61%	56%	61%	62%	57%
Much more confident (+2)	493	211	283	58	69	70	83	79	134	129	122	117	126	46	22	61	36	41	40	29	46	70	61	43	77	167
	25%	21%	28%	24%	20%	21%	23%	27%	31%	24%	22%	27%	26%	25%	27%	28%	20%	23%	28%	29%	23%	27%	22%	24%	26%	20%
Slightly more confident (+1)	731	337	395	72	121	117	137	104	181	233	217	139	142	63	26	87	78	65	51	31	76	90	97	68	110	299
	36%	34%	38%	30%	36%	35%	38%	35%	41%	43%	39%	32%	30%	35%	33%	39%	43%	36%	36%	31%	38%	34%	34%	38%	36%	36%
No difference (0)	585	337	248	69	95	122	113	95	91	139	159	135	152	49	29	47	55	56	37	31	64	69	94	54	81	275
	29%	34%	24%	29%	28%	36%	32%	32%	21%	26%	28%	31%	32%	27%	36%	21%	30%	31%	27%	31%	32%	26%	33%	30%	27%	33%
Slightly less confident (-1)	81	53	28	16	21	15	8	9	12	18	24	23	15	9	1	10	4	8	5	6	6	14	11	6	16	33
	4%	5%	3%	7%	6%	4%	2%	3%	3%	3%	4%	5%	3%	5%	1%	5%	2%	4%	4%	6%	3%	5%	4%	4%	5%	4%
Much less confident (-2)	37	18	19	7	5	2	9	6	8	4	9	6	18	3	1	5	5	-	2	1	5	4	8	2	7	11
	2%	2%	2%	3%	1%	1%	2%	2%	2%	1%	2%	1%	4%	2%	1%	2%	3%	-	1%	1%	3%	2%	3%	1%	2%	1%
NET: Less confident	118	71	47	23	26	17	16	15	20	22	33	29	33	12	2	16	9	8	7	7	11	18	19	9	23	44
	6%	7%	5%	10%	8%	5%	5%	5%	5%	4%	6%	7%	7%	7%	2%	7%	5%	4%	5%	7%	6%	7%	7%	5%	8%	5%
Don't know	84	31	53	18	27	13	9	6	12	15	27	18	25	11	2	11	3	11	6	2	5	15	11	8	11	39
	4%	3%	5%	7%	8%	4%	2%	2%	3%	3%	5%	4%	5%	6%	2%	5%	2%	6%	4%	2%	2%	6%	4%	4%	3%	5%
Mean	0.81	0.70	0.92	0.72	0.73	0.73	0.80	0.82	0.98	0.89	0.79	0.80	0.76	0.82	0.85	0.89	0.76	0.82	0.90	0.82	0.77	0.84	0.71	0.83	0.81	0.74
Standard deviation	0.93	0.94	0.91	1.03	0.93	0.87	0.91	0.94	0.90	0.84	0.91	0.96	1.02	0.96	0.88	0.97	0.90	0.85	0.91	0.97	0.93	0.96	0.95	0.89	0.97	0.89
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.05	0.08	0.10	0.06	0.07	0.06	0.08	0.10	0.07	0.06	0.06	0.07	0.06	0.03

Horse Meat Survey

ONLINE Fieldwork: 20th-22nd December 2013

Absolutes/col percents

Table 16
Q.3 Would you feel more or less confident about food producers and retailers if...?
They were involved in the horse meat scandal
Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2011	1027	984	213	308	329	375	321	465	581	606	328	496	156	76	242	180	185	146	97	169	279	298	183	278	777
Weighted base	2011	986	1025	239	339	339	358	299	438	538	558	438	478	181	80	221	181	181	141	101	201	261	282	181	302	824
NET: More confident	227 11%	126 13%	101 10%	53 22%	64 19%	33 10%	38 11%	15 5%	25 6%	58 11%	66 12%	49 11%	54 11%	20 11%	11 14%	25 11%	16 9%	18 10%	13 9%	8 8%	13 7%	68 26%	28 10%	7 4%	46 15%	113 14%
Much more confident (+2)	98 5%	55 6%	43 4%	23 10%	25 7%	18 5%	15 4%	5 2%	12 3%	18 3%	27 5%	22 5%	31 6%	9 5%	5 7%	18 8%	6 3%	6 3%	5 4%	* *	6 3%	30 11%	10 4%	3 2%	21 7%	46 6%
Slightly more confident (+1)	129 6%	71 7%	58 6%	29 12%	39 12%	15 5%	23 6%	9 3%	13 3%	40 7%	39 7%	27 6%	24 5%	12 6%	6 7%	8 3%	10 5%	12 7%	7 5%	8 8%	7 4%	38 15%	18 6%	4 2%	26 9%	67 8%
No difference (0)	668 33%	363 37%	305 30%	79 33%	117 35%	126 37%	127 36%	104 35%	115 26%	171 32%	189 34%	156 36%	152 32%	64 35%	29 36%	57 26%	60 33%	62 34%	41 29%	27 27%	77 39%	83 32%	101 36%	66 37%	95 31%	311 38%
Slightly less confident (-1)	472 23%	224 23%	248 24%	36 15%	65 19%	90 27%	86 24%	71 24%	123 28%	125 23%	141 25%	103 24%	104 22%	41 22%	20 25%	57 26%	51 28%	45 25%	31 22%	25 25%	46 23%	35 13%	66 23%	55 30%	69 23%	179 22%
Much less confident (-2)	531 26%	231 23%	299 29%	50 21%	61 18%	70 21%	92 26%	97 32%	161 37%	160 30%	136 24%	97 22%	137 29%	49 27%	15 19%	70 32%	46 25%	45 25%	48 34%	36 35%	55 27%	57 22%	69 24%	42 23%	74 24%	175 21%
NET: Less confident	1003 50%	455 46%	548 53%	87 36%	126 37%	160 47%	178 50%	168 56%	284 65%	285 53%	277 50%	200 46%	240 50%	89 49%	36 44%	127 57%	97 53%	90 50%	79 56%	61 60%	101 50%	92 35%	135 48%	97 54%	143 47%	354 43%
Don't know	113 6%	42 4%	71 7%	21 9%	31 9%	19 6%	15 4%	12 4%	14 3%	23 4%	26 5%	33 7%	31 6%	7 4%	5 6%	12 5%	9 5%	11 6%	9 6%	4 4%	9 5%	18 7%	18 6%	10 6%	18 6%	47 6%
Mean	-0.64	-0.53	-0.74	-0.28	-0.32	-0.56	-0.63	-0.85	-0.96	-0.72	-0.60	-0.56	-0.65	-0.63	-0.46	-0.73	-0.70	-0.65	-0.82	-0.91	-0.71	-0.21	-0.63	-0.76	-0.53	-0.48
Standard deviation	1.11	1.11	1.10	1.26	1.17	1.06	1.08	0.99	1.02	1.09	1.10	1.09	1.17	1.11	1.12	1.20	1.03	1.05	1.11	1.01	1.03	1.30	1.06	0.92	1.18	1.11
Standard error	0.03	0.04	0.04	0.09	0.07	0.06	0.06	0.06	0.05	0.05	0.05	0.06	0.05	0.09	0.13	0.08	0.08	0.08	0.10	0.11	0.08	0.08	0.06	0.07	0.07	0.04

Horse Meat Survey

ONLINE Fieldwork: 20th-22nd December 2013

Absolutes/col percents

Table 17

Q.3 Would you feel more or less confident about food producers and retailers if...?**They are actively involved in community projects and other CSR initiatives****Base: All respondents**

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2011	1027	984	213	308	329	375	321	465	581	606	328	496	156	76	242	180	185	146	97	169	279	298	183	278	777
Weighted base	2011	986	1025	239	339	339	358	299	438	538	558	438	478	181	80	221	181	181	141	101	201	261	282	181	302	824
NET: More confident	680 34%	316 32%	365 36%	97 41%	114 34%	105 31%	127 35%	87 29%	151 34%	197 37%	187 34%	138 32%	159 33%	51 28%	27 34%	79 36%	65 36%	64 36%	42 30%	39 39%	53 27%	116 44%	92 33%	51 28%	94 31%	274 33%
Much more confident (+2)	197 10%	95 10%	102 10%	31 13%	37 11%	27 8%	31 9%	31 10%	40 9%	52 10%	50 9%	38 9%	56 12%	15 8%	9 11%	35 16%	15 8%	15 8%	10 7%	11 11%	13 7%	43 16%	25 9%	6 3%	27 9%	78 9%
Slightly more confident (+1)	483 24%	221 22%	263 26%	67 28%	77 23%	77 23%	96 27%	56 19%	111 25%	145 27%	136 24%	100 23%	103 21%	36 20%	19 23%	43 20%	50 28%	50 28%	32 23%	28 27%	40 20%	74 28%	67 24%	46 25%	67 22%	196 24%
No difference (0)	1104 55%	581 59%	524 51%	108 45%	164 48%	199 59%	201 56%	184 62%	248 57%	297 55%	307 55%	245 56%	257 54%	104 57%	47 58%	122 55%	99 55%	100 55%	85 61%	46 46%	128 64%	107 41%	158 56%	110 61%	166 55%	466 57%
Slightly less confident (-1)	49 2%	25 3%	24 2%	8 3%	11 3%	14 4%	8 2%	2 1%	6 1%	12 2%	17 3%	10 2%	10 2%	6 3%	1 1%	4 2%	5 3%	1 1%	2 1%	6 6%	2 1%	10 4%	8 3%	4 2%	7 2%	30 4%
Much less confident (-2)	22 1%	11 1%	11 1%	8 3%	4 1%	2 1%	6 2%	2 1%	- -	3 1%	6 1%	4 1%	8 2%	1 1%	- -	2 1%	1 *	2 1%	- -	2 2%	3 2%	5 2%	6 2%	- -	9 3%	4 *
NET: Less confident	70 4%	36 4%	35 3%	16 7%	15 4%	16 5%	13 4%	4 1%	6 1%	15 3%	23 4%	13 3%	19 4%	7 4%	1 1%	6 3%	6 3%	3 2%	2 1%	8 8%	6 3%	15 6%	13 5%	4 2%	16 5%	34 4%
Don't know	156 8%	53 5%	102 10%	18 8%	46 14%	19 6%	17 5%	23 8%	33 7%	29 5%	41 7%	42 10%	44 9%	19 10%	6 7%	15 7%	11 6%	14 8%	11 8%	8 8%	14 7%	23 9%	18 7%	17 9%	26 9%	50 6%
Mean	0.42	0.39	0.46	0.47	0.45	0.36	0.41	0.41	0.45	0.45	0.40	0.40	0.43	0.36	0.47	0.52	0.43	0.44	0.39	0.43	0.31	0.58	0.37	0.33	0.34	0.41
Standard deviation	0.76	0.75	0.77	0.90	0.81	0.73	0.75	0.73	0.69	0.74	0.76	0.74	0.82	0.74	0.72	0.82	0.72	0.71	0.66	0.87	0.70	0.91	0.78	0.58	0.82	0.74
Standard error	0.02	0.02	0.03	0.07	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.04	0.06	0.09	0.05	0.06	0.05	0.06	0.09	0.06	0.06	0.05	0.04	0.05	0.03

Horse Meat Survey

ONLINE Fieldwork: 20th-22nd December 2013

Absolutes/col percents

Table 18

Q.4 Thinking about your feelings towards the foods sector since the horsemeat scandal, to what extent do you agree or disagree with the following statements?

Summary

Base: All respondents

	Statements					
	I worry about the quality of the food I buy more than before	I am more suspicious of what's inside discounted food	I am more suspicious of less well known brands	I worry about the content of food products more than before	I am more confident about meat-products if that packaging tells me about the food producer (i.e. lwhich farm it's from)	The UK has high standards for its food sourcing
Unweighted base	2011	2011	2011	2011	2011	2011
Weighted base	2011	2011	2011	2011	2011	2011
NET: Agree	819 41%	1075 53%	1043 52%	840 42%	1070 53%	1114 55%
Strongly agree (+2)	241 12%	362 18%	292 15%	227 11%	328 16%	255 13%
Somewhat agree (+1)	578 29%	713 35%	750 37%	613 30%	742 37%	859 43%
Neither agree nor disagree (0)	743 37%	628 31%	652 32%	727 36%	714 36%	630 31%
Somewhat disagree (-1)	300 15%	182 9%	204 10%	284 14%	111 6%	138 7%
Strongly disagree (-2)	90 4%	63 3%	47 2%	102 5%	27 1%	33 2%
NET: Disagree	390 19%	245 12%	251 12%	386 19%	138 7%	171 9%
Don't know	59 3%	63 3%	65 3%	59 3%	89 4%	95 5%
Mean	0.30	0.58	0.53	0.30	0.64	0.61
Standard deviation	1.02	1.00	0.95	1.02	0.88	0.87
Standard error	0.02	0.02	0.02	0.02	0.02	0.02

Horse Meat Survey

ONLINE Fieldwork: 20th-22nd December 2013

Absolutes/col percents

Table 19

Q.4 Thinking about your feelings towards the foods sector since the horsemeat scandal, to what extent do you agree or disagree with the following statements?

I worry about the quality of the food I buy more than before

Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2011	1027	984	213	308	329	375	321	465	581	606	328	496	156	76	242	180	185	146	97	169	279	298	183	278	777	
Weighted base	2011	986	1025	239	339	339	358	299	438	538	558	438	478	181	80	221	181	181	141	101	201	261	282	181	302	824	
NET: Agree	819	378	441	115	152	128	137	105	182	230	226	169	193	73	33	99	76	72	57	44	67	134	106	57	129	320	
	41%	38%	43%	48%	45%	38%	38%	35%	42%	43%	41%	39%	40%	41%	41%	45%	42%	40%	41%	44%	33%	51%	38%	32%	43%	39%	
Strongly agree	(+2)	241	108	132	40	52	40	36	27	45	64	59	55	63	22	12	33	20	23	15	13	19	47	22	15	35	92
		12%	11%	13%	17%	15%	12%	10%	9%	10%	12%	11%	12%	13%	12%	15%	15%	11%	13%	11%	13%	9%	18%	8%	8%	12%	11%
Somewhat agree	(+1)	578	269	309	74	100	88	100	78	137	165	167	115	131	51	20	66	56	49	42	32	49	87	84	42	93	228
		29%	27%	30%	31%	30%	26%	28%	26%	31%	31%	30%	26%	27%	28%	25%	30%	31%	27%	30%	31%	24%	33%	30%	23%	31%	28%
Neither agree nor disagree	(0)	743	369	375	66	112	152	145	120	148	197	203	159	184	68	32	78	70	66	56	34	85	76	101	76	110	320
		37%	37%	37%	28%	33%	45%	40%	40%	34%	37%	36%	36%	38%	38%	40%	35%	39%	37%	40%	34%	43%	29%	36%	42%	37%	39%
Somewhat disagree	(-1)	300	161	139	29	52	42	51	46	79	85	85	73	57	23	11	32	26	23	19	16	33	37	47	33	44	113
		15%	16%	14%	12%	15%	12%	14%	16%	18%	16%	15%	17%	12%	13%	14%	14%	14%	13%	13%	16%	17%	14%	17%	18%	15%	14%
Strongly disagree	(-2)	90	57	33	13	5	4	19	24	24	19	27	18	26	7	3	9	6	10	5	5	10	7	18	11	12	35
		4%	6%	3%	5%	2%	1%	5%	8%	6%	3%	5%	4%	5%	4%	3%	4%	3%	5%	4%	5%	5%	3%	6%	6%	4%	4%
NET: Disagree		390	218	172	42	57	46	70	70	104	103	112	91	83	30	14	41	32	33	24	21	44	44	65	44	57	148
		19%	22%	17%	18%	17%	14%	19%	24%	24%	19%	20%	21%	17%	17%	17%	18%	17%	18%	17%	21%	22%	17%	23%	24%	19%	18%
Don't know		59	21	38	16	17	12	7	3	4	7	16	19	17	10	2	4	3	10	4	1	5	8	10	4	6	36
		3%	2%	4%	7%	5%	4%	2%	1%	1%	1%	3%	4%	4%	5%	2%	2%	2%	5%	3%	1%	2%	3%	3%	2%	2%	4%
Mean		0.30	0.22	0.37	0.45	0.44	0.36	0.24	0.13	0.23	0.32	0.27	0.28	0.32	0.34	0.36	0.38	0.33	0.31	0.31	0.30	0.17	0.52	0.17	0.10	0.32	0.29
Standard deviation		1.02	1.04	0.99	1.10	1.00	0.90	1.00	1.05	1.04	1.00	1.02	1.03	1.04	1.01	1.02	1.04	0.97	1.05	0.97	1.06	0.99	1.04	1.02	1.00	1.00	1.00
Standard error		0.02	0.03	0.03	0.08	0.06	0.05	0.05	0.06	0.05	0.04	0.04	0.06	0.05	0.08	0.12	0.07	0.07	0.08	0.08	0.11	0.08	0.06	0.06	0.07	0.06	0.04

Horse Meat Survey

ONLINE Fieldwork: 20th-22nd December 2013

Absolutes/col percents

Table 20

Q.4 Thinking about your feelings towards the foods sector since the horsemeat scandal, to what extent do you agree or disagree with the following statements?

I am more suspicious of what's inside discounted food

Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2011	1027	984	213	308	329	375	321	465	581	606	328	496	156	76	242	180	185	146	97	169	279	298	183	278	777	
Weighted base	2011	986	1025	239	339	339	358	299	438	538	558	438	478	181	80	221	181	181	141	101	201	261	282	181	302	824	
NET: Agree	1075	514	561	119	178	169	194	160	256	312	297	229	238	87	49	125	106	91	74	60	102	155	151	77	149	439	
	53%	52%	55%	50%	53%	50%	54%	54%	58%	58%	53%	52%	50%	48%	60%	57%	58%	50%	52%	59%	51%	59%	54%	43%	49%	53%	
Strongly agree	(+2)	362	164	198	41	65	45	59	64	87	102	80	90	91	20	18	45	39	25	23	26	35	60	48	23	43	138
		18%	17%	19%	17%	19%	13%	16%	22%	20%	19%	14%	20%	19%	11%	22%	20%	21%	14%	16%	26%	18%	23%	17%	13%	14%	17%
Somewhat agree	(+1)	713	350	364	77	113	123	135	95	169	210	217	140	147	67	31	80	67	66	50	34	67	94	103	54	107	301
		35%	36%	35%	32%	33%	36%	38%	32%	39%	39%	39%	32%	31%	37%	38%	36%	37%	36%	34%	33%	36%	37%	30%	35%	37%	
Neither agree nor disagree	(0)	628	324	304	70	103	114	121	98	121	151	181	136	160	61	20	69	49	58	48	26	74	68	81	72	105	256
		31%	33%	30%	29%	30%	34%	34%	33%	28%	28%	32%	31%	34%	34%	25%	31%	27%	32%	34%	26%	37%	26%	29%	40%	35%	31%
Somewhat disagree	(-1)	182	87	95	22	32	37	27	24	41	48	49	39	47	19	8	16	16	19	13	8	14	20	32	17	30	70
		9%	9%	9%	9%	9%	11%	8%	8%	9%	9%	9%	9%	10%	10%	10%	7%	9%	11%	9%	8%	7%	8%	11%	10%	10%	8%
Strongly disagree	(-2)	63	39	24	12	9	4	10	14	14	18	13	14	18	6	2	6	6	4	2	5	8	7	9	10	21	
		3%	4%	2%	5%	3%	1%	3%	5%	3%	3%	2%	3%	4%	3%	2%	3%	3%	2%	2%	5%	4%	3%	3%	5%	3%	3%
NET: Disagree		245	126	119	34	40	41	37	37	55	66	62	52	65	25	9	21	22	24	15	13	21	29	39	26	40	91
		12%	13%	12%	14%	12%	12%	10%	12%	13%	12%	11%	12%	14%	14%	12%	10%	12%	13%	11%	13%	11%	11%	14%	14%	13%	11%
Don't know		63	22	41	16	17	14	6	4	5	9	18	21	15	8	2	5	4	8	4	1	4	10	11	6	8	38
		3%	2%	4%	7%	5%	4%	2%	1%	1%	2%	3%	5%	3%	4%	2%	2%	2%	5%	3%	1%	2%	4%	4%	3%	3%	5%
Mean		0.58	0.53	0.63	0.51	0.60	0.52	0.59	0.59	0.63	0.62	0.56	0.61	0.53	0.44	0.70	0.67	0.66	0.51	0.58	0.68	0.55	0.71	0.56	0.37	0.48	0.59
Standard deviation		1.00	1.01	0.99	1.07	1.00	0.91	0.95	1.06	1.01	1.00	0.93	1.03	1.04	0.95	1.01	0.97	1.03	0.96	0.94	1.10	0.99	1.03	1.00	1.00	0.97	0.97
Standard error		0.02	0.03	0.03	0.08	0.06	0.05	0.05	0.06	0.05	0.04	0.04	0.06	0.05	0.08	0.12	0.06	0.08	0.07	0.08	0.11	0.08	0.06	0.06	0.08	0.06	0.04

Horse Meat Survey

ONLINE Fieldwork: 20th-22nd December 2013

Absolutes/col percents

Table 21

Q.4 Thinking about your feelings towards the foods sector since the horsemeat scandal, to what extent do you agree or disagree with the following statements?

I am more suspicious of less well known brands

Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	2011	1027	984	213	308	329	375	321	465	581	606	328	496	156	76	242	180	185	146	97	169	279	298	183	278	777	
Weighted base	2011	986	1025	239	339	339	358	299	438	538	558	438	478	181	80	221	181	181	141	101	201	261	282	181	302	824	
NET: Agree	1043	487	556	111	187	149	182	154	261	295	297	226	226	76	38	115	97	79	84	45	99	163	153	94	158	416	
	52%	49%	54%	46%	55%	44%	51%	51%	60%	55%	53%	51%	47%	42%	47%	52%	54%	44%	59%	45%	49%	62%	54%	52%	52%	50%	
Strongly agree	(+2)	292	129	164	34	55	40	49	44	70	85	68	58	81	28	14	32	31	16	20	10	31	56	37	17	47	106
		15%	13%	16%	14%	16%	12%	14%	15%	16%	16%	12%	13%	17%	15%	17%	14%	17%	9%	15%	10%	15%	22%	13%	9%	16%	13%
Somewhat agree	(+1)	750	358	392	77	132	109	133	110	191	210	229	167	144	49	24	83	66	63	63	34	69	107	116	77	111	309
		37%	36%	38%	32%	39%	32%	37%	37%	44%	39%	41%	38%	30%	27%	30%	38%	37%	35%	45%	34%	34%	41%	41%	42%	37%	38%
Neither agree nor disagree	(0)	652	344	308	76	98	145	115	103	114	161	182	140	169	69	30	66	61	70	43	36	71	64	85	57	98	268
		32%	35%	30%	32%	29%	43%	32%	35%	26%	30%	33%	32%	35%	38%	38%	30%	34%	38%	31%	36%	35%	24%	30%	32%	32%	33%
Somewhat disagree	(-1)	204	103	101	24	30	25	45	28	52	59	52	48	46	26	8	27	12	17	9	13	22	26	24	20	32	86
		10%	10%	10%	10%	9%	7%	13%	9%	12%	11%	9%	11%	10%	14%	10%	12%	7%	10%	6%	12%	11%	10%	8%	11%	11%	10%
Strongly disagree	(-2)	47	26	21	10	4	9	8	11	6	12	10	6	19	2	2	7	7	3	1	3	6	1	10	6	7	13
		2%	3%	2%	4%	1%	3%	2%	4%	1%	2%	2%	1%	4%	1%	2%	3%	4%	2%	1%	3%	3%	1%	3%	3%	2%	2%
NET: Disagree		251	129	122	34	34	34	53	38	58	71	62	54	65	28	10	34	19	20	9	16	27	28	33	27	39	99
		12%	13%	12%	14%	10%	10%	15%	13%	13%	13%	11%	12%	14%	16%	12%	15%	11%	11%	7%	15%	13%	11%	12%	15%	13%	12%
Don't know		65	26	39	18	20	11	8	3	5	11	17	18	18	8	3	7	3	12	4	4	4	7	10	3	7	41
		3%	3%	4%	8%	6%	3%	2%	1%	1%	2%	3%	4%	4%	4%	3%	3%	2%	7%	3%	4%	2%	3%	4%	2%	2%	5%
Mean		0.53	0.48	0.58	0.46	0.64	0.45	0.49	0.50	0.62	0.56	0.54	0.53	0.49	0.43	0.52	0.49	0.57	0.43	0.69	0.38	0.49	0.75	0.54	0.44	0.54	0.52
Standard deviation		0.95	0.95	0.95	1.02	0.92	0.90	0.96	0.98	0.94	0.96	0.90	0.92	1.03	0.97	0.98	1.00	0.99	0.87	0.82	0.95	0.98	0.94	0.96	0.94	0.97	0.92
Standard error		0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.06	0.04	0.04	0.04	0.05	0.05	0.08	0.11	0.06	0.07	0.07	0.07	0.10	0.08	0.06	0.06	0.07	0.06	0.03

Horse Meat Survey

ONLINE Fieldwork: 20th-22nd December 2013

Absolutes/col percents

Table 22

Q.4 Thinking about your feelings towards the foods sector since the horsemeat scandal, to what extent do you agree or disagree with the following statements?

I worry about the content of food products more than before

Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2011	1027	984	213	308	329	375	321	465	581	606	328	496	156	76	242	180	185	146	97	169	279	298	183	278	777	
Weighted base	2011	986	1025	239	339	339	358	299	438	538	558	438	478	181	80	221	181	181	141	101	201	261	282	181	302	824	
NET: Agree	840	373	467	109	154	137	132	118	190	240	230	163	207	79	39	102	79	74	64	37	70	131	107	58	125	326	
	42%	38%	46%	46%	45%	40%	37%	39%	44%	45%	41%	37%	43%	44%	49%	46%	44%	41%	45%	37%	35%	50%	38%	32%	41%	40%	
Strongly agree	(+2)	227	92	135	34	52	32	36	29	45	60	59	44	64	18	9	28	19	17	16	13	18	48	23	17	35	81
		11%	9%	13%	14%	15%	9%	10%	10%	11%	11%	10%	13%	10%	12%	13%	10%	10%	11%	13%	9%	18%	8%	10%	11%	10%	
Somewhat agree	(+1)	613	281	332	75	102	105	96	89	146	180	171	119	142	61	30	73	60	57	48	24	52	83	84	40	90	245
		30%	29%	32%	31%	30%	31%	27%	30%	34%	31%	27%	30%	34%	37%	33%	33%	31%	34%	23%	26%	32%	30%	22%	30%	30%	
Neither agree nor disagree	(0)	727	370	357	60	115	140	142	121	149	197	204	160	167	66	27	68	67	63	55	44	85	83	97	73	115	309
		36%	38%	35%	25%	34%	41%	40%	41%	34%	37%	37%	36%	35%	37%	33%	37%	35%	39%	44%	42%	32%	34%	40%	38%	37%	
Somewhat disagree	(-1)	284	151	133	31	43	41	54	38	77	71	76	70	67	18	10	38	22	22	14	13	35	29	47	36	37	112
		14%	15%	13%	13%	13%	12%	15%	13%	18%	13%	14%	16%	14%	10%	12%	17%	12%	12%	10%	13%	17%	11%	17%	20%	12%	14%
Strongly disagree	(-2)	102	72	30	22	11	7	24	19	19	23	32	27	20	9	3	10	7	12	3	5	8	11	23	11	17	44
		5%	7%	3%	9%	3%	2%	7%	6%	4%	4%	6%	6%	4%	5%	3%	4%	4%	7%	2%	5%	4%	4%	8%	6%	6%	5%
NET: Disagree		386	223	163	53	54	48	78	57	95	94	108	97	87	27	13	47	30	35	18	18	43	40	69	46	54	156
		19%	23%	16%	22%	16%	14%	22%	19%	22%	18%	19%	22%	18%	15%	16%	21%	16%	19%	12%	18%	21%	15%	25%	26%	18%	19%
Don't know		59	20	39	17	16	14	6	3	3	7	16	18	18	8	2	4	6	10	4	1	4	8	8	4	9	34
		3%	2%	4%	7%	5%	4%	2%	1%	1%	3%	4%	4%	4%	5%	2%	2%	3%	5%	3%	1%	2%	3%	3%	2%	3%	4%
Mean		0.30	0.18	0.41	0.31	0.44	0.35	0.19	0.24	0.28	0.34	0.28	0.20	0.36	0.35	0.43	0.33	0.35	0.26	0.43	0.28	0.18	0.50	0.14	0.10	0.30	0.26
Standard deviation		1.02	1.05	0.98	1.18	1.02	0.90	1.04	1.01	1.01	0.99	1.02	1.04	1.03	0.98	0.98	1.05	0.98	1.05	0.91	1.02	0.97	1.06	1.06	1.03	1.03	1.01
Standard error		0.02	0.03	0.03	0.08	0.06	0.05	0.05	0.06	0.05	0.04	0.04	0.06	0.05	0.08	0.11	0.07	0.07	0.08	0.08	0.10	0.08	0.06	0.06	0.08	0.06	0.04

Horse Meat Survey

ONLINE Fieldwork: 20th-22nd December 2013

Absolutes/col percents

Table 23

Q.4 Thinking about your feelings towards the foods sector since the horsemeat scandal, to what extent do you agree or disagree with the following statements?

I am more confident about meat-products if that packaging tells me about the food producer (i.e. I which farm it's from)

Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2011	1027	984	213	308	329	375	321	465	581	606	328	496	156	76	242	180	185	146	97	169	279	298	183	278	777	
Weighted base	2011	986	1025	239	339	339	358	299	438	538	558	438	478	181	80	221	181	181	141	101	201	261	282	181	302	824	
NET: Agree	1070	496	574	108	156	151	187	183	286	307	306	212	245	90	42	125	108	100	84	50	101	148	137	85	151	405	
	53%	50%	56%	45%	46%	45%	52%	61%	65%	57%	55%	48%	51%	50%	52%	57%	60%	55%	60%	50%	50%	57%	49%	47%	50%	49%	
Strongly agree	(+2)	328	138	190	40	51	33	50	51	103	99	89	71	68	20	20	41	30	34	23	16	35	49	37	22	44	114
		16%	14%	18%	17%	15%	10%	14%	17%	24%	18%	16%	16%	14%	11%	25%	19%	16%	19%	16%	16%	17%	19%	13%	12%	15%	14%
Somewhat agree	(+1)	742	358	385	68	105	118	137	131	183	208	217	141	176	70	22	84	79	65	62	34	66	99	100	62	107	292
		37%	36%	38%	28%	31%	35%	38%	44%	42%	39%	39%	32%	37%	39%	27%	38%	43%	36%	44%	33%	33%	38%	36%	34%	36%	35%
Neither agree nor disagree	(0)	714	372	342	86	134	144	133	95	122	180	193	170	172	67	31	75	55	64	42	34	80	83	109	74	107	321
		36%	38%	33%	36%	40%	42%	37%	32%	28%	33%	35%	39%	36%	37%	39%	34%	30%	35%	30%	34%	40%	32%	39%	41%	36%	39%
Somewhat disagree	(-1)	111	69	42	15	25	21	22	13	14	27	29	29	26	10	2	12	8	6	2	9	13	12	22	15	24	46
		6%	7%	4%	6%	7%	6%	6%	4%	3%	5%	5%	7%	5%	5%	3%	5%	5%	3%	2%	9%	6%	4%	8%	9%	8%	6%
Strongly disagree	(-2)	27	14	13	3	4	7	3	5	5	8	5	5	9	5	3	3	4	1	2	3	1	3	2	1	7	5
		1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	2%	3%	3%	1%	2%	*	1%	3%	*	1%	1%	1%	2%	1%
NET: Disagree		138	83	55	17	29	29	26	18	19	35	34	34	35	15	5	15	12	6	4	12	14	24	17	30	51	
		7%	8%	5%	7%	9%	8%	7%	6%	4%	6%	6%	8%	7%	8%	6%	7%	6%	4%	3%	12%	7%	5%	9%	9%	10%	6%
Don't know		89	35	54	27	19	16	13	3	10	16	24	22	26	9	2	6	6	11	10	4	7	16	11	6	13	46
		4%	4%	5%	11%	6%	5%	4%	1%	2%	3%	4%	5%	6%	5%	2%	3%	3%	6%	7%	4%	3%	6%	4%	3%	4%	6%
Mean		0.64	0.56	0.72	0.60	0.54	0.46	0.60	0.71	0.85	0.70	0.67	0.59	0.60	0.52	0.70	0.69	0.70	0.75	0.78	0.53	0.62	0.73	0.54	0.51	0.55	0.59
Standard deviation		0.88	0.88	0.87	0.92	0.90	0.85	0.84	0.86	0.86	0.89	0.85	0.89	0.88	0.89	1.01	0.89	0.88	0.83	0.80	0.98	0.87	0.87	0.86	0.85	0.92	0.83
Standard error		0.02	0.03	0.03	0.07	0.05	0.05	0.04	0.05	0.04	0.04	0.04	0.05	0.04	0.07	0.12	0.06	0.07	0.06	0.07	0.10	0.07	0.05	0.05	0.06	0.06	0.03

Horse Meat Survey

ONLINE Fieldwork: 20th-22nd December 2013

Absolutes/col percents

Table 24

Q.4 Thinking about your feelings towards the foods sector since the horsemeat scandal, to what extent do you agree or disagree with the following statements?

The UK has high standards for its food sourcing

Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2011	1027	984	213	308	329	375	321	465	581	606	328	496	156	76	242	180	185	146	97	169	279	298	183	278	777	
Weighted base	2011	986	1025	239	339	339	358	299	438	538	558	438	478	181	80	221	181	181	141	101	201	261	282	181	302	824	
NET: Agree	1114	577	538	107	154	154	203	193	303	315	298	255	247	92	43	121	111	105	65	52	112	149	160	105	148	432	
	55%	59%	52%	45%	45%	46%	57%	65%	69%	59%	53%	58%	52%	51%	53%	55%	61%	58%	46%	51%	56%	57%	57%	58%	49%	52%	
Strongly agree	(+2)	255	139	116	29	37	38	31	49	70	67	65	47	76	8	26	21	31	13	6	33	54	27	18	35	86	
		13%	14%	11%	12%	11%	11%	9%	16%	16%	13%	12%	11%	16%	10%	10%	12%	17%	9%	6%	17%	21%	10%	10%	12%	10%	
Somewhat agree	(+1)	859	437	422	78	116	116	172	144	232	247	232	209	171	35	95	90	73	53	46	78	95	133	87	112	346	
		43%	44%	41%	33%	34%	34%	48%	48%	53%	46%	42%	48%	36%	41%	43%	43%	50%	40%	37%	45%	39%	36%	47%	48%	37%	42%
Neither agree nor disagree	(0)	630	287	343	83	126	128	112	89	94	166	173	127	164	29	68	49	55	54	31	70	63	96	55	105	271	
		31%	29%	33%	35%	37%	38%	31%	30%	21%	31%	31%	29%	34%	33%	36%	27%	30%	38%	31%	35%	24%	34%	31%	35%	33%	
Somewhat disagree	(-1)	138	69	69	23	27	30	27	7	23	34	48	25	31	5	20	8	6	13	10	11	25	12	13	24	58	
		7%	7%	7%	10%	8%	9%	7%	2%	5%	6%	9%	6%	7%	8%	7%	9%	5%	3%	9%	10%	6%	10%	4%	7%	8%	7%
Strongly disagree	(-2)	33	19	14	6	5	5	6	3	7	8	12	5	8	2	4	3	5	1	2	1	9	1	2	9	13	
		2%	2%	1%	2%	2%	2%	2%	1%	2%	1%	2%	1%	2%	2%	2%	2%	3%	1%	2%	*	3%	*	1%	3%	2%	
NET: Disagree		171	88	83	29	33	36	33	10	30	42	60	29	39	7	24	11	11	15	12	12	33	13	16	33	71	
		9%	9%	8%	12%	10%	11%	9%	3%	7%	8%	11%	7%	8%	9%	11%	6%	6%	10%	12%	6%	13%	5%	9%	11%	9%	
Don't know		95	34	61	20	27	21	10	6	11	14	27	26	27	12	7	10	11	7	5	7	16	12	5	16	50	
		5%	3%	6%	8%	8%	6%	3%	2%	3%	3%	5%	6%	6%	7%	2%	3%	6%	6%	5%	5%	3%	6%	4%	3%	5%	6%
Mean		0.61	0.64	0.58	0.46	0.49	0.48	0.56	0.79	0.79	0.63	0.55	0.65	0.61	0.53	0.54	0.56	0.69	0.71	0.46	0.45	0.68	0.66	0.64	0.60	0.49	0.56
Standard deviation		0.87	0.89	0.85	0.95	0.88	0.88	0.83	0.79	0.84	0.84	0.90	0.80	0.91	0.86	0.85	0.89	0.81	0.90	0.84	0.85	0.84	1.04	0.74	0.82	0.93	0.85
Standard error		0.02	0.03	0.03	0.07	0.05	0.05	0.04	0.04	0.04	0.04	0.04	0.05	0.04	0.07	0.10	0.06	0.06	0.07	0.07	0.09	0.07	0.06	0.04	0.06	0.06	0.03

Horse Meat Survey

ONLINE Fieldwork: 20th-22nd December 2013

Absolutes/col percents

Table 25

Q.5 Thinking about the food industry as a whole, from farmers to retailers, to what extent do you agree with the following statements?

Summary

Base: All respondents

		Statements			
		Nothing has really changed since the horsemeat scandal	More scandals like horsemeat will happen in the near future	Food today isn't as well made as it used to be	The food sector responded well to the horsemeat scandal
Unweighted base		2011	2011	2011	2011
Weighted base		2011	2011	2011	2011
NET: Agree		718 36%	1123 56%	955 47%	1016 51%
Strongly agree	(+2)	141 7%	261 13%	321 16%	221 11%
Somewhat agree	(+1)	577 29%	861 43%	634 32%	795 40%
Neither agree nor disagree	(0)	652 32%	570 28%	660 33%	620 31%
Somewhat disagree	(-1)	416 21%	119 6%	237 12%	191 9%
Strongly disagree	(-2)	59 3%	20 1%	43 2%	71 4%
NET: Disagree		475 24%	140 7%	279 14%	262 13%
Don't know		167 8%	178 9%	117 6%	113 6%
Mean		0.18	0.67	0.50	0.48
Standard deviation		0.97	0.84	0.99	0.95
Standard error		0.02	0.02	0.02	0.02

Horse Meat Survey

ONLINE Fieldwork: 20th-22nd December 2013

Absolutes/col percents

Table 26

Q.5 Thinking about the food industry as a whole, from farmers to retailers, to what extent do you agree with the following statements?

Nothing has really changed since the horsemeat scandal

Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2011	1027	984	213	308	329	375	321	465	581	606	328	496	156	76	242	180	185	146	97	169	279	298	183	278	777	
Weighted base	2011	986	1025	239	339	339	358	299	438	538	558	438	478	181	80	221	181	181	141	101	201	261	282	181	302	824	
NET: Agree	718	384	333	104	146	126	125	90	127	204	207	159	148	67	29	82	67	56	62	31	66	121	79	59	136	308	
	36%	39%	33%	43%	43%	37%	35%	30%	29%	38%	37%	36%	31%	37%	37%	37%	37%	31%	44%	30%	33%	46%	28%	33%	45%	37%	
Strongly agree	(+2)	141	98	43	41	31	23	11	17	38	36	34	32	8	8	10	10	14	13	5	10	35	17	11	28	54	
		7%	10%	4%	17%	9%	7%	3%	6%	4%	7%	7%	8%	7%	4%	10%	4%	6%	8%	9%	5%	5%	13%	6%	6%	9%	7%
Somewhat agree	(+1)	577	287	290	63	115	104	114	73	109	166	170	125	116	59	21	72	56	42	49	25	55	86	62	49	108	255
		29%	29%	28%	26%	34%	31%	32%	24%	25%	31%	31%	29%	24%	33%	26%	33%	31%	23%	35%	25%	27%	33%	22%	27%	36%	31%
Neither agree nor disagree	(0)	652	316	335	75	105	118	121	100	132	179	167	145	161	62	29	66	58	61	43	38	67	61	100	67	95	272
		32%	32%	33%	32%	31%	35%	34%	33%	30%	33%	30%	33%	34%	34%	36%	30%	32%	34%	31%	37%	33%	23%	36%	37%	32%	33%
Somewhat disagree	(-1)	416	194	222	29	48	57	80	74	128	105	109	95	108	34	14	47	42	37	22	19	43	45	75	37	38	154
		21%	20%	22%	12%	14%	17%	22%	25%	29%	19%	19%	22%	23%	19%	17%	21%	23%	20%	16%	19%	21%	17%	27%	21%	13%	19%
Strongly disagree	(-2)	59	29	30	4	4	7	9	17	13	18	13	15	4	5	7	4	4	3	3	10	9	5	4	9	21	
		3%	3%	3%	2%	1%	2%	3%	6%	2%	3%	3%	3%	2%	6%	3%	2%	2%	2%	3%	5%	3%	2%	2%	3%	3%	
NET: Disagree		475	223	252	33	52	64	89	91	118	127	108	122	39	19	55	46	41	25	22	53	54	81	41	48	175	
		24%	23%	25%	14%	15%	19%	25%	30%	22%	23%	25%	26%	21%	23%	25%	26%	23%	17%	22%	26%	21%	29%	23%	16%	21%	
Don't know		167	62	105	27	35	30	24	18	38	58	26	46	13	3	19	10	23	11	10	16	26	22	14	23	69	
		8%	6%	10%	11%	10%	9%	7%	6%	8%	7%	10%	6%	10%	7%	4%	9%	6%	13%	8%	10%	8%	10%	8%	8%	8%	
Mean		0.18	0.25	0.10	0.51	0.40	0.25	0.11	*	-0.05	0.22	0.20	0.17	0.10	0.19	0.15	0.15	0.15	0.37	0.12	0.07	0.39	0.04	0.15	0.38	0.22	
Standard deviation		0.97	1.00	0.93	1.02	0.92	0.92	0.90	1.00	0.96	0.95	0.98	0.98	0.97	0.90	1.06	0.96	0.95	0.97	0.94	0.93	0.98	1.07	0.93	0.92	0.95	0.94
Standard error		0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.06	0.05	0.04	0.04	0.06	0.05	0.07	0.12	0.06	0.07	0.08	0.08	0.10	0.08	0.07	0.06	0.07	0.06	0.04

Horse Meat Survey

ONLINE Fieldwork: 20th-22nd December 2013

Absolutes/col percents

Table 27

Q.5 Thinking about the food industry as a whole, from farmers to retailers, to what extent do you agree with the following statements?

More scandals like horsemeat will happen in the near future

Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri- vate	
Unweighted base	2011	1027	984	213	308	329	375	321	465	581	606	328	496	156	76	242	180	185	146	97	169	279	298	183	278	777	
Weighted base	2011	986	1025	239	339	339	358	299	438	538	558	438	478	181	80	221	181	181	141	101	201	261	282	181	302	824	
NET: Agree	1123	538	584	120	178	196	195	174	259	319	315	216	272	104	39	125	108	94	84	59	117	145	151	97	164	426	
	56%	55%	57%	50%	53%	58%	54%	58%	59%	59%	57%	49%	57%	57%	49%	57%	60%	52%	60%	58%	58%	55%	54%	54%	54%	52%	
Strongly agree	(+2)	261	137	125	43	48	45	47	43	37	66	70	57	69	18	11	29	23	24	22	9	29	46	30	21	49	97
		13%	14%	12%	18%	14%	13%	13%	14%	8%	12%	12%	13%	14%	10%	14%	13%	13%	16%	9%	15%	18%	11%	11%	16%	12%	
Somewhat agree	(+1)	861	402	460	78	130	151	148	132	222	253	245	159	203	86	28	97	85	71	62	50	88	99	121	76	115	329
		43%	41%	45%	32%	38%	45%	41%	44%	51%	47%	44%	36%	43%	47%	35%	44%	47%	39%	44%	49%	44%	38%	43%	42%	38%	40%
Neither agree nor disagree	(0)	570	285	286	65	111	97	104	82	110	138	156	144	132	58	27	64	50	51	37	22	50	67	87	58	89	259
		28%	29%	28%	27%	33%	29%	29%	28%	25%	26%	28%	33%	28%	32%	33%	28%	28%	27%	21%	25%	26%	31%	32%	29%	31%	
Somewhat disagree	(-1)	119	78	41	20	14	13	25	24	23	29	31	34	25	8	6	11	8	15	6	4	12	21	18	10	17	58
		6%	8%	4%	9%	4%	4%	7%	8%	5%	5%	6%	8%	5%	4%	8%	5%	5%	9%	4%	4%	6%	8%	6%	5%	5%	7%
Strongly disagree	(-2)	20	12	8	4	5	2	4	2	4	7	3	5	5	2	2	1	2	1	-	3	4	2	2	3	5	11
		1%	1%	1%	2%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	2%	*	1%	1%	-	3%	2%	1%	1%	2%	2%	1%
NET: Disagree		140	90	49	24	19	15	29	25	27	36	34	39	30	10	8	11	10	17	6	7	15	23	19	13	22	69
		7%	9%	5%	10%	6%	4%	8%	8%	6%	7%	6%	9%	6%	5%	10%	5%	6%	9%	4%	7%	8%	9%	7%	7%	7%	8%
Don't know		178	72	106	29	30	31	30	17	41	44	52	39	43	10	6	21	13	19	13	19	26	25	13	27	70	
		9%	7%	10%	12%	9%	9%	8%	6%	9%	8%	9%	9%	9%	5%	8%	9%	7%	10%	10%	13%	10%	9%	7%	9%	9%	
Mean		0.67	0.63	0.71	0.64	0.66	0.73	0.63	0.67	0.67	0.69	0.69	0.57	0.71	0.64	0.56	0.71	0.71	0.62	0.79	0.66	0.70	0.70	0.62	0.61	0.68	0.59
Standard deviation		0.84	0.89	0.79	0.97	0.85	0.78	0.87	0.85	0.77	0.83	0.81	0.88	0.84	0.78	0.93	0.79	0.80	0.87	0.78	0.86	0.89	0.91	0.80	0.85	0.90	0.86
Standard error		0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.05	0.04	0.04	0.03	0.05	0.04	0.06	0.11	0.05	0.06	0.07	0.07	0.09	0.07	0.06	0.05	0.07	0.06	0.03

Horse Meat Survey

ONLINE Fieldwork: 20th-22nd December 2013

Absolutes/col percents

Table 28

Q.5 Thinking about the food industry as a whole, from farmers to retailers, to what extent do you agree with the following statements?

Food today isn't as well made as it used to be

Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2011	1027	984	213	308	329	375	321	465	581	606	328	496	156	76	242	180	185	146	97	169	279	298	183	278	777	
Weighted base	2011	986	1025	239	339	339	358	299	438	538	558	438	478	181	80	221	181	181	141	101	201	261	282	181	302	824	
NET: Agree	955	457	498	122	170	156	177	129	201	267	260	204	225	82	39	112	87	70	78	48	83	148	130	78	163	374	
	47%	46%	49%	51%	50%	46%	49%	43%	46%	50%	47%	47%	47%	45%	48%	51%	48%	39%	56%	48%	41%	57%	46%	43%	54%	45%	
Strongly agree	(+2)	321	144	177	48	60	58	52	46	57	87	76	73	86	24	13	41	31	26	33	17	23	58	34	22	52	119
		16%	15%	17%	20%	18%	17%	15%	13%	16%	14%	17%	18%	13%	16%	19%	17%	14%	23%	17%	12%	22%	12%	12%	17%	14%	
Somewhat agree	(+1)	634	314	320	73	111	99	124	83	144	179	184	131	139	58	26	71	57	44	46	31	59	90	96	56	111	255
		32%	32%	31%	31%	33%	29%	35%	28%	33%	33%	30%	29%	32%	32%	32%	31%	25%	32%	31%	29%	34%	34%	31%	37%	31%	
Neither agree nor disagree	(0)	660	333	327	72	114	121	115	103	136	164	170	159	167	67	32	71	52	68	38	36	75	71	86	67	85	277
		33%	34%	32%	30%	34%	36%	32%	34%	31%	31%	31%	36%	35%	37%	40%	32%	29%	38%	27%	35%	37%	27%	30%	37%	28%	34%
Somewhat disagree	(-1)	237	123	113	15	23	35	37	50	76	71	76	42	47	21	5	19	27	23	16	9	29	23	42	23	27	98
		12%	13%	11%	6%	7%	10%	10%	17%	13%	14%	9%	10%	11%	6%	8%	15%	13%	11%	9%	14%	9%	15%	13%	9%	12%	
Strongly disagree	(-2)	43	24	19	3	6	6	12	5	10	11	13	10	9	2	1	10	9	5	2	-	4	5	2	2	7	20
		2%	2%	2%	1%	2%	2%	3%	2%	2%	2%	2%	2%	2%	1%	2%	4%	5%	3%	2%	-	2%	2%	1%	1%	2%	2%
NET: Disagree		279	147	132	18	30	41	49	55	85	82	89	51	56	23	6	28	36	28	18	9	33	28	44	26	34	118
		14%	15%	13%	8%	9%	12%	14%	18%	15%	16%	12%	12%	13%	8%	13%	20%	15%	13%	9%	16%	11%	16%	14%	11%	14%	
Don't know		117	48	69	27	24	20	18	11	16	25	39	24	29	9	4	10	6	15	7	8	11	14	22	11	20	55
		6%	5%	7%	11%	7%	6%	5%	4%	4%	5%	7%	5%	6%	5%	4%	5%	3%	8%	5%	8%	6%	6%	8%	6%	7%	7%
Mean		0.50	0.46	0.55	0.71	0.62	0.52	0.49	0.40	0.39	0.51	0.45	0.52	0.55	0.47	0.57	0.55	0.42	0.38	0.67	0.60	0.37	0.70	0.45	0.42	0.62	0.46
Standard deviation		0.99	0.99	0.99	0.94	0.94	0.98	1.00	1.01	1.00	0.99	0.97	0.98	0.98	0.92	0.90	1.04	1.10	1.01	1.03	0.90	0.95	1.00	0.94	0.93	0.98	0.99
Standard error		0.02	0.03	0.03	0.07	0.06	0.06	0.05	0.06	0.05	0.04	0.04	0.06	0.05	0.08	0.11	0.07	0.08	0.08	0.09	0.07	0.06	0.06	0.07	0.06	0.04	0.04

Horse Meat Survey

ONLINE Fieldwork: 20th-22nd December 2013

Absolutes/col percents

Table 29

Q.5 Thinking about the food industry as a whole, from farmers to retailers, to what extent do you agree with the following statements?

The food sector responded well to the horsemeat scandal

Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2011	1027	984	213	308	329	375	321	465	581	606	328	496	156	76	242	180	185	146	97	169	279	298	183	278	777	
Weighted base	2011	986	1025	239	339	339	358	299	438	538	558	438	478	181	80	221	181	181	141	101	201	261	282	181	302	824	
NET: Agree	1016	475	541	103	174	130	165	179	267	276	298	207	235	85	36	117	101	92	49	38	108	151	149	89	146	395	
	51%	48%	53%	43%	51%	38%	46%	60%	61%	51%	54%	47%	49%	47%	45%	53%	56%	51%	35%	37%	54%	58%	53%	49%	48%	48%	
Strongly agree	(+2)	221	104	118	31	50	20	28	40	52	49	48	54	71	13	10	27	23	17	13	6	21	46	35	10	32	81
		11%	11%	11%	13%	15%	6%	8%	14%	12%	9%	9%	12%	15%	7%	13%	12%	13%	9%	9%	6%	10%	17%	12%	6%	10%	10%
Somewhat agree	(+1)	795	372	423	72	124	110	136	138	215	226	251	153	165	72	26	90	78	75	36	32	88	105	114	79	114	314
		40%	38%	41%	30%	37%	33%	38%	46%	49%	42%	45%	35%	34%	40%	32%	41%	43%	42%	26%	32%	44%	40%	40%	44%	38%	38%
Neither agree nor disagree	(0)	620	319	301	81	94	126	127	80	113	163	151	155	151	58	32	58	55	60	48	45	60	55	84	67	97	254
		31%	32%	29%	34%	28%	37%	35%	27%	26%	30%	27%	35%	32%	32%	40%	26%	30%	33%	34%	45%	30%	21%	30%	37%	32%	31%
Somewhat disagree	(-1)	191	102	88	22	35	43	36	25	29	57	54	40	39	19	7	29	17	12	25	7	20	20	22	14	31	86
		9%	10%	9%	9%	10%	13%	10%	9%	7%	11%	10%	9%	8%	10%	9%	13%	9%	7%	18%	7%	10%	8%	8%	8%	10%	10%
Strongly disagree	(-2)	71	45	26	8	9	15	18	7	14	18	16	18	20	9	4	8	3	3	8	4	5	15	10	1	9	35
		4%	5%	3%	3%	3%	4%	5%	2%	3%	3%	3%	4%	4%	5%	5%	4%	2%	2%	6%	4%	3%	6%	3%	1%	3%	4%
NET: Disagree		262	147	114	29	44	57	55	33	43	75	70	58	59	28	12	37	20	15	34	11	25	35	31	15	40	121
		13%	15%	11%	12%	13%	17%	15%	11%	10%	14%	13%	13%	12%	15%	14%	17%	11%	9%	24%	11%	12%	13%	11%	8%	13%	15%
Don't know		113	44	69	26	27	25	12	7	15	24	38	18	32	10	-	9	6	14	11	7	8	21	17	10	19	54
		6%	4%	7%	11%	8%	7%	3%	2%	3%	5%	7%	4%	7%	6%	-	4%	3%	8%	8%	7%	4%	8%	6%	6%	6%	7%
Mean		0.48	0.41	0.54	0.45	0.55	0.25	0.35	0.61	0.62	0.45	0.50	0.44	0.51	0.36	0.38	0.47	0.58	0.54	0.15	0.30	0.52	0.61	0.54	0.49	0.45	0.42
Standard deviation		0.95	0.98	0.92	0.98	0.98	0.93	0.96	0.92	0.91	0.93	0.91	0.98	1.00	0.96	1.01	1.00	0.90	0.85	1.05	0.86	0.91	1.08	0.95	0.76	0.94	0.98
Standard error		0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.06	0.05	0.08	0.12	0.07	0.07	0.06	0.09	0.09	0.07	0.07	0.06	0.06	0.06	0.04

Horse Meat Survey

ONLINE Fieldwork: 20th-22nd December 2013

Absolutes/col percents

Table 30
Gender
Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2011	1027	984	213	308	329	375	321	465	581	606	328	496	156	76	242	180	185	146	97	169	279	298	183	278	777
Weighted base	2011	986	1025	239	339	339	358	299	438	538	558	438	478	181	80	221	181	181	141	101	201	261	282	181	302	824
Male	986	986	-	128	160	183	156	138	220	281	268	236	200	87	39	117	88	90	67	50	94	138	137	79	137	476
	49%	100%	-	54%	47%	54%	44%	46%	50%	52%	48%	54%	42%	48%	48%	53%	49%	49%	48%	50%	47%	53%	49%	44%	46%	58%
Female	1025	-	1025	111	179	155	202	161	217	257	289	202	277	94	42	104	93	91	74	50	107	124	144	102	165	348
	51%	-	100%	46%	53%	46%	56%	54%	50%	48%	52%	46%	58%	52%	52%	47%	51%	51%	52%	50%	53%	47%	51%	56%	54%	42%

Horse Meat Survey

ONLINE Fieldwork: 20th-22nd December 2013

Absolutes/col percents

Table 31
Age
Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2011	1027	984	213	308	329	375	321	465	581	606	328	496	156	76	242	180	185	146	97	169	279	298	183	278	777
Weighted base	2011	986	1025	239	339	339	358	299	438	538	558	438	478	181	80	221	181	181	141	101	201	261	282	181	302	824
18-24	239	128	111	239	-	-	-	-	-	34	100	53	52	17	6	18	17	20	19	10	13	73	28	18	49	105
	12%	13%	11%	100%	-	-	-	-	-	6%	18%	12%	11%	9%	7%	8%	9%	11%	14%	9%	7%	28%	10%	10%	16%	13%
25-34	339	160	179	-	339	-	-	-	-	102	90	90	56	38	15	32	36	29	19	20	28	54	46	22	62	199
	17%	16%	17%	-	100%	-	-	-	-	19%	16%	21%	12%	21%	18%	15%	20%	16%	14%	20%	14%	21%	16%	12%	21%	24%
35-44	339	183	155	-	-	339	-	-	-	83	87	95	74	34	15	35	38	36	24	11	29	45	43	28	60	207
	17%	19%	15%	-	-	100%	-	-	-	15%	16%	22%	15%	19%	19%	16%	21%	20%	17%	11%	14%	17%	15%	16%	20%	25%
45-54	358	156	202	-	-	-	358	-	-	74	97	90	99	26	18	39	26	34	32	23	44	33	50	32	87	165
	18%	16%	20%	-	-	-	100%	-	-	14%	17%	20%	21%	15%	22%	17%	14%	19%	23%	23%	22%	13%	18%	18%	29%	20%
55-64	299	138	161	-	-	-	-	299	-	85	78	53	82	31	15	34	26	29	14	16	41	17	44	30	35	116
	15%	14%	16%	-	-	-	-	100%	-	16%	14%	12%	17%	17%	19%	15%	16%	16%	10%	16%	21%	7%	16%	17%	12%	14%
65+	438	220	217	-	-	-	-	-	438	159	105	58	115	35	12	63	38	33	32	20	45	39	69	51	9	32
	22%	22%	21%	-	-	-	-	-	100%	30%	19%	13%	24%	19%	15%	29%	21%	18%	23%	20%	22%	15%	25%	28%	3%	4%
Average age	47.32	47.21	47.43	21.85	30.02	39.90	49.62	59.36	70.26	50.23	45.24	43.95	49.57	47.09	47.38	50.11	46.65	46.71	46.89	47.24	50.31	39.97	48.89	50.61	40.58	41.08

Horse Meat Survey

ONLINE Fieldwork: 20th-22nd December 2013

Absolutes/col percents

Table 32
Social Grade
Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2011	1027	984	213	308	329	375	321	465	581	606	328	496	156	76	242	180	185	146	97	169	279	298	183	278	777
Weighted base	2011	986	1025	239	339	339	358	299	438	538	558	438	478	181	80	221	181	181	141	101	201	261	282	181	302	824
AB	538	281	257	34	102	83	74	85	159	538	-	-	-	45	23	57	48	64	34	27	51	74	70	46	92	213
	27%	29%	25%	14%	30%	25%	21%	29%	36%	100%	-	-	-	25%	29%	26%	26%	35%	24%	27%	25%	28%	25%	25%	31%	26%
C1	558	268	289	100	90	87	97	78	105	-	558	-	-	48	20	54	44	43	34	23	67	99	66	59	132	236
	28%	27%	28%	42%	27%	26%	27%	26%	24%	-	100%	-	-	26%	25%	25%	24%	24%	24%	23%	33%	38%	24%	33%	44%	29%
C2	438	236	202	53	90	95	90	53	58	-	-	438	-	42	18	44	55	32	28	31	31	44	71	42	58	244
	22%	24%	20%	22%	27%	28%	25%	18%	13%	-	-	100%	-	23%	23%	20%	30%	18%	20%	30%	16%	17%	25%	23%	19%	30%
DE	478	200	277	52	56	74	99	82	115	-	-	-	478	47	19	66	35	42	44	20	51	45	74	34	21	132
	24%	20%	27%	22%	16%	22%	28%	28%	26%	-	-	-	100%	26%	24%	30%	19%	23%	31%	20%	26%	17%	26%	19%	7%	16%

Horse Meat Survey

ONLINE Fieldwork: 20th-22nd December 2013

Absolutes/col percents

Table 33
GO Region
Base: All respondents

	Gender			Age						Social Grade					Region							Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Public	Private
Unweighted base	2011	1027	984	213	308	329	375	321	465	581	606	328	496	156	76	242	180	185	146	97	169	279	298	183	278	777
Weighted base	2011	986	1025	239	339	339	358	299	438	538	558	438	478	181	80	221	181	181	141	101	201	261	282	181	302	824
Scotland	181	87	94	17	38	34	26	31	35	45	48	42	47	181	-	-	-	-	-	-	-	-	-	-	27	83
	9%	9%	9%	7%	11%	10%	7%	10%	8%	8%	9%	10%	10%	100%	-	-	-	-	-	-	-	-	-	-	9%	10%
North East	80	39	42	6	15	15	18	15	12	23	20	18	19	-	80	-	-	-	-	-	-	-	-	-	22	25
	4%	4%	4%	2%	4%	4%	5%	5%	3%	4%	4%	4%	4%	-	100%	-	-	-	-	-	-	-	-	-	7%	3%
North West	221	117	104	18	32	35	39	34	63	57	54	44	66	-	-	221	-	-	-	-	-	-	-	-	24	93
	11%	12%	10%	8%	10%	10%	11%	11%	15%	11%	10%	10%	14%	-	-	100%	-	-	-	-	-	-	-	-	8%	11%
Yorkshire & Humberside	181	88	93	17	36	38	26	26	38	48	44	55	35	-	-	-	181	-	-	-	-	-	-	-	23	75
	9%	9%	9%	7%	11%	11%	7%	9%	9%	9%	8%	13%	7%	-	-	-	100%	-	-	-	-	-	-	-	7%	9%
West Midlands	181	90	91	20	29	36	34	29	33	64	43	32	42	-	-	-	-	181	-	-	-	-	-	-	25	83
	9%	9%	9%	8%	9%	11%	9%	10%	8%	12%	8%	7%	9%	-	-	-	100%	-	-	-	-	-	-	-	8%	10%
East Midlands	141	67	74	19	19	24	32	14	32	34	34	28	44	-	-	-	-	-	141	-	-	-	-	-	20	70
	7%	7%	7%	8%	6%	7%	9%	5%	7%	6%	6%	6%	9%	-	-	-	-	-	100%	-	-	-	-	-	7%	8%
Wales	101	50	50	10	20	11	23	16	20	27	23	31	20	-	-	-	-	-	-	101	-	-	-	-	26	27
	5%	5%	5%	4%	6%	3%	7%	5%	5%	5%	4%	7%	4%	-	-	-	-	-	-	100%	-	-	-	-	9%	3%
Eastern	201	94	107	13	28	29	44	41	45	51	67	31	51	-	-	-	-	-	-	-	201	-	-	-	25	81
	10%	9%	10%	6%	8%	9%	12%	14%	10%	10%	12%	7%	11%	-	-	-	-	-	-	-	100%	-	-	-	8%	10%
London	261	138	124	73	54	45	33	17	39	74	99	44	45	-	-	-	-	-	-	-	-	261	-	-	64	110
	13%	14%	12%	31%	16%	13%	9%	6%	9%	14%	18%	10%	9%	-	-	-	-	-	-	-	-	100%	-	-	21%	13%
South East	282	137	144	28	46	43	50	44	69	70	66	71	74	-	-	-	-	-	-	-	-	-	282	-	18	122
	14%	14%	14%	12%	14%	13%	14%	15%	16%	13%	12%	16%	16%	-	-	-	-	-	-	-	-	-	100%	-	6%	15%
South West	181	79	102	18	22	28	32	30	51	46	59	42	34	-	-	-	-	-	-	-	-	-	-	181	29	56
	9%	8%	10%	7%	6%	8%	9%	10%	12%	8%	11%	10%	7%	-	-	-	-	-	-	-	-	-	-	100%	9%	7%

Horse Meat Survey

ONLINE Fieldwork: 20th-22nd December 2013

Absolutes/col percents

Table 34
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2011	1027	984	213	308	329	375	321	465	581	606	328	496	156	76	242	180	185	146	97	169	279	298	183	278	777
Weighted base	2011	986	1025	239	339	339	358	299	438	538	558	438	478	181	80	221	181	181	141	101	201	261	282	181	302	824
Yes	1227	626	601	162	230	186	194	172	283	412	352	264	199	107	53	145	110	101	74	60	117	188	170	103	202	525
	61%	64%	59%	68%	68%	55%	54%	58%	65%	77%	63%	60%	42%	59%	66%	66%	61%	56%	53%	59%	58%	72%	60%	57%	67%	64%
No	784	359	425	77	108	153	165	126	155	126	206	174	279	74	28	76	71	80	66	41	84	74	111	78	100	299
	39%	36%	41%	32%	32%	45%	46%	42%	35%	23%	37%	40%	58%	41%	34%	34%	39%	44%	47%	41%	42%	28%	40%	43%	33%	36%

Horse Meat Survey

ONLINE Fieldwork: 20th-22nd December 2013

Absolutes/col percents

Table 35
Tenure
Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2011	1027	984	213	308	329	375	321	465	581	606	328	496	156	76	242	180	185	146	97	169	279	298	183	278	777
Weighted base	2011	986	1025	239	339	339	358	299	438	538	558	438	478	181	80	221	181	181	141	101	201	261	282	181	302	824
NET: Homeowners	1307	643	664	106	172	198	252	219	360	442	376	278	210	107	54	150	123	130	105	76	133	139	163	129	223	521
	65%	65%	65%	44%	51%	59%	70%	73%	82%	82%	67%	64%	44%	59%	67%	68%	68%	72%	74%	76%	66%	53%	58%	71%	74%	63%
Owned outright - without mortgage	663	331	332	58	42	45	88	121	310	236	187	116	124	51	17	80	65	53	43	40	76	74	88	75	71	172
	33%	34%	32%	24%	12%	13%	24%	41%	71%	44%	34%	27%	26%	28%	22%	36%	29%	30%	39%	38%	28%	31%	42%	24%	21%	
Owned with a mortgage or loan	644	312	332	49	130	153	165	98	50	207	189	162	86	56	36	69	58	76	62	36	57	64	74	54	151	349
	32%	32%	32%	20%	38%	45%	46%	33%	11%	38%	34%	37%	18%	31%	45%	31%	32%	42%	44%	36%	28%	25%	26%	30%	50%	42%
NET: Renters	671	322	349	116	160	136	103	78	77	93	159	158	261	73	27	71	55	48	33	25	64	110	115	52	68	292
	33%	33%	34%	49%	47%	40%	29%	26%	18%	17%	29%	36%	55%	41%	33%	32%	30%	26%	23%	24%	32%	42%	41%	29%	23%	35%
Rented from the council	282	134	147	51	45	69	43	38	36	34	45	71	132	36	9	30	28	17	11	7	28	52	55	10	20	121
	14%	14%	14%	21%	13%	20%	12%	13%	8%	6%	8%	16%	28%	20%	11%	13%	15%	9%	8%	7%	14%	20%	20%	5%	7%	15%
Rented from a housing association	130	64	66	14	24	25	29	19	19	11	30	28	61	15	6	17	9	14	7	5	13	16	17	11	14	41
	6%	7%	6%	6%	7%	7%	8%	6%	4%	2%	5%	6%	13%	8%	7%	8%	5%	8%	5%	5%	7%	6%	6%	6%	5%	5%
Rented from someone else	259	123	136	51	91	43	32	22	22	49	84	59	67	23	12	24	18	17	14	13	22	42	43	31	34	130
	13%	13%	13%	21%	27%	13%	9%	7%	5%	9%	15%	13%	14%	13%	15%	11%	10%	10%	10%	13%	11%	16%	15%	17%	11%	16%
Rent free	33	21	12	17	7	4	3	2	1	2	22	2	7	1	-	1	3	4	3	-	5	13	4	-	11	11
	2%	2%	1%	7%	2%	1%	1%	1%	*	*	4%	*	1%	*	-	*	2%	2%	2%	-	2%	5%	1%	-	4%	1%

Horse Meat Survey

ONLINE Fieldwork: 20th-22nd December 2013

Absolutes/col percents

Table 36

What is the highest educational level that you have achieved to date?

Base: All respondents

	Gender		Age						Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2011	1027	984	213	308	329	375	321	465	581	606	328	496	156	76	242	180	185	146	97	169	279	298	183	278	777
Weighted base	2011	986	1025	239	339	339	358	299	438	538	558	438	478	181	80	221	181	181	141	101	201	261	282	181	302	824
No formal education	23 1%	13 1%	10 1%	12 5%	3 1%	1 *	* *	1 *	6 1%	4 1%	8 1%	1 *	11 2%	- -	- -	5 2%	1 1%	1 1%	- -	1 1%	- -	12 5%	2 1%	1 1%	13 4%	2 *
Primary	15 1%	9 1%	7 1%	3 1%	1 *	4 1%	3 1%	1 *	4 1%	4 1%	1 *	7 2%	3 1%	5 3%	- -	3 2%	1 *	4 2%	- -	- -	- -	1 1%	1 *	- -	1 *	9 1%
Secondary school, high school, NVQ levels 1 to 3, etc.	1033 51%	484 49%	550 54%	87 37%	129 38%	185 55%	214 60%	171 57%	247 56%	171 32%	248 45%	280 64%	334 70%	78 43%	45 56%	113 51%	102 56%	80 44%	71 51%	50 50%	130 65%	94 36%	167 59%	102 56%	103 34%	421 51%
University degree or equivalent professional qualification, NVQ level 4, etc.	645 32%	336 34%	308 30%	48 20%	121 36%	105 31%	107 30%	106 35%	157 36%	245 46%	201 36%	103 23%	96 20%	73 40%	26 32%	73 33%	52 29%	78 43%	45 32%	33 33%	51 25%	73 28%	84 30%	58 32%	120 40%	269 33%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	207 10%	100 10%	107 10%	36 15%	71 21%	32 10%	30 8%	17 6%	21 5%	97 18%	60 11%	37 8%	13 3%	16 9%	8 10%	21 9%	21 12%	11 6%	14 10%	9 9%	15 8%	58 22%	20 7%	14 8%	62 21%	92 11%
Still in full time education	57 3%	26 3%	31 3%	46 19%	6 2%	4 1%	* *	- -	- -	10 2%	36 7%	6 1%	5 1%	5 3%	1 2%	5 2%	3 2%	5 3%	7 5%	7 7%	1 *	13 5%	4 2%	5 3%	2 1%	15 2%
Don't know	8 *	4 *	4 *	2 1%	1 *	3 1%	1 *	1 *	1 *	- -	1 *	1 *	6 1%	- -	- -	1 *	1 *	2 1%	1 1%	- -	1 *	2 1%	1 *	- -	- -	3 *
Prefer not to answer	22 1%	13 1%	9 1%	5 2%	6 2%	4 1%	2 *	4 1%	2 *	5 1%	2 *	4 1%	11 2%	4 2%	- -	1 *	* *	- -	2 1%	- -	4 2%	9 3%	2 1%	1 *	- -	14 2%

Horse Meat Survey

ONLINE Fieldwork: 20th-22nd December 2013

Absolutes/col percents

Table 37

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

Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2011	1027	984	213	308	329	375	321	465	581	606	328	496	156	76	242	180	185	146	97	169	279	298	183	278	777
Weighted base	2011	986	1025	239	339	339	358	299	438	538	558	438	478	181	80	221	181	181	141	101	201	261	282	181	302	824
Yes - responsible for half or more of the items bought	1859	873	986	184	319	331	348	288	389	496	507	410	446	170	73	202	170	169	126	95	187	246	254	167	294	779
	92%	89%	96%	77%	94%	98%	97%	96%	89%	92%	91%	93%	93%	94%	91%	91%	94%	93%	90%	95%	93%	94%	90%	92%	97%	94%
No - not responsible for most of the items bought	152	113	39	55	20	7	10	11	49	41	51	29	31	11	7	19	11	12	15	5	14	15	28	14	8	46
	8%	11%	4%	23%	6%	2%	3%	4%	11%	8%	9%	7%	7%	6%	9%	9%	6%	7%	10%	5%	7%	6%	10%	8%	3%	6%

Horse Meat Survey

ONLINE Fieldwork: 20th-22nd December 2013

Absolutes/col percents

Table 38
How many cars are there in your household?
Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2011	1027	984	213	308	329	375	321	465	581	606	328	496	156	76	242	180	185	146	97	169	279	298	183	278	777
Weighted base	2011	986	1025	239	339	339	358	299	438	538	558	438	478	181	80	221	181	181	141	101	201	261	282	181	302	824
No cars in the household	422 21%	185 19%	237 23%	80 33%	84 25%	87 26%	71 20%	39 13%	62 14%	55 10%	125 22%	68 16%	174 36%	49 27%	21 26%	47 21%	36 20%	35 19%	24 17%	19 18%	31 15%	86 33%	52 19%	22 12%	54 18%	163 20%
NET: Any	1589 79%	800 81%	788 77%	159 67%	255 75%	252 74%	288 80%	259 87%	375 86%	483 90%	432 78%	370 84%	304 64%	132 73%	60 74%	174 79%	145 80%	146 81%	117 83%	82 82%	170 85%	175 67%	229 81%	159 88%	248 82%	661 80%
1	845 42%	405 41%	440 43%	52 22%	123 36%	152 45%	148 41%	134 45%	236 54%	216 40%	232 42%	197 45%	199 42%	83 46%	30 38%	96 43%	74 41%	76 42%	68 48%	39 39%	86 43%	102 39%	110 39%	81 45%	101 34%	339 41%
2	563 28%	293 30%	270 26%	74 31%	109 32%	74 22%	93 26%	94 31%	119 27%	210 39%	144 26%	131 30%	78 16%	42 23%	24 29%	66 30%	57 32%	52 29%	35 25%	41 41%	60 30%	61 23%	79 28%	46 25%	111 37%	236 29%
3+	181 9%	103 10%	78 8%	33 14%	23 7%	26 8%	46 13%	32 11%	21 5%	57 11%	56 10%	42 10%	27 6%	7 4%	6 7%	12 5%	14 8%	18 10%	15 10%	2 2%	23 12%	12 5%	41 15%	32 17%	35 12%	86 10%

Horse Meat Survey

ONLINE Fieldwork: 20th-22nd December 2013

Absolutes/col percents

Table 39

To which of the following ethnic groups do you consider you belong?

Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2011	1027	984	213	308	329	375	321	465	581	606	328	496	156	76	242	180	185	146	97	169	279	298	183	278	777
Weighted base	2011	986	1025	239	339	339	358	299	438	538	558	438	478	181	80	221	181	181	141	101	201	261	282	181	302	824
White	1825	896	928	186	285	295	336	293	430	484	495	403	442	174	79	209	168	169	132	99	185	173	265	172	264	731
	91%	91%	91%	78%	84%	87%	94%	98%	98%	90%	89%	92%	93%	96%	98%	94%	93%	93%	93%	99%	92%	66%	94%	95%	87%	89%
NET: Non-white	165	80	85	49	48	39	20	3	5	49	57	32	27	7	2	10	13	12	8	1	12	80	13	8	38	83
	8%	8%	8%	20%	14%	12%	6%	1%	1%	9%	10%	7%	6%	4%	2%	4%	7%	7%	5%	1%	6%	31%	4%	4%	13%	10%
Mixed	29	22	7	17	3	4	4	1	-	4	17	3	5	1	-	-	-	1	2	-	1	21	1	3	15	8
	1%	2%	1%	7%	1%	1%	1%	*	-	1%	3%	1%	1%	*	-	-	-	1%	1%	-	*	8%	*	1%	5%	1%
Asian	85	37	48	27	36	11	8	1	1	28	24	17	15	3	2	7	10	8	3	-	8	33	8	3	15	46
	4%	4%	5%	11%	11%	3%	2%	*	*	5%	4%	4%	3%	2%	2%	3%	6%	4%	2%	-	4%	13%	3%	2%	5%	6%
Black	40	17	22	4	6	21	6	1	2	10	11	13	6	-	-	3	3	1	3	1	4	23	3	1	6	23
	2%	2%	2%	2%	2%	6%	2%	*	*	2%	2%	3%	1%	-	-	1%	2%	*	2%	1%	2%	9%	1%	*	2%	3%
Chinese	5	1	4	1	3	1	1	-	-	3	2	-	*	3	-	-	-	-	*	-	-	2	-	-	1	3
	*	*	*	*	1%	*	*	-	-	1%	*	-	*	2%	-	-	-	-	*	-	-	1%	-	-	*	*
Other ethnic group	7	2	4	-	*	2	1	1	2	3	3	-	1	-	-	-	-	2	-	-	-	1	2	1	1	3
	*	*	*	-	*	1%	*	*	1%	1%	1%	-	*	-	-	-	-	1%	-	-	-	1%	1%	1%	*	*
Prefer not to answer	22	9	12	4	5	4	2	3	2	5	5	3	8	-	-	2	-	-	2	1	5	8	4	1	-	10
	1%	1%	1%	2%	2%	1%	1%	1%	*	1%	1%	1%	2%	-	-	1%	-	-	1%	1%	2%	3%	1%	*	-	1%

Horse Meat Survey

ONLINE Fieldwork: 20th-22nd December 2013

Absolutes/col percents

Table 40

To which of the following religious groups do you consider yourself to be a member of?

Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2011	1027	984	213	308	329	375	321	465	581	606	328	496	156	76	242	180	185	146	97	169	279	298	183	278	777
Weighted base	2011	986	1025	239	339	339	358	299	438	538	558	438	478	181	80	221	181	181	141	101	201	261	282	181	302	824
Christian	1100	529	571	74	126	167	209	199	324	292	285	251	271	100	44	141	88	99	73	55	122	137	152	91	152	419
	55%	54%	56%	31%	37%	49%	58%	67%	74%	54%	51%	57%	57%	55%	55%	64%	49%	55%	52%	54%	60%	52%	54%	50%	50%	51%
NET: Other	172	90	82	54	49	17	25	13	14	54	57	25	36	4	5	13	15	14	10	6	14	63	20	8	45	67
	9%	9%	8%	22%	15%	5%	7%	4%	3%	10%	10%	6%	8%	2%	6%	6%	9%	8%	7%	6%	7%	24%	7%	4%	15%	8%
Muslim	80	49	31	42	25	7	3	2	1	23	34	10	14	*	2	5	8	7	5	-	4	45	5	-	33	30
	4%	5%	3%	17%	7%	2%	1%	1%	*	4%	6%	2%	3%	*	2%	2%	4%	4%	3%	-	2%	17%	2%	-	11%	4%
Hindu	26	10	16	5	14	2	4	1	-	10	5	6	4	2	-	1	4	1	-	-	4	11	2	1	2	15
	1%	1%	2%	2%	4%	1%	1%	*	-	2%	1%	1%	1%	1%	-	1%	2%	1%	-	-	2%	4%	1%	1%	1%	2%
Jewish	14	6	8	-	1	1	5	2	5	4	4	1	5	1	1	3	1	-	-	1	1	2	3	1	2	5
	1%	1%	1%	-	*	*	1%	1%	1%	1%	1%	*	1%	*	2%	1%	*	-	-	1%	1%	1%	1%	1%	1%	1%
Sikh	2	2	*	*	-	*	2	-	-	*	*	2	-	-	-	*	-	*	-	-	-	-	2	-	-	2
	*	*	*	*	-	*	*	-	-	*	*	*	-	-	-	*	-	*	-	-	-	-	1%	-	-	*
Buddhist	10	5	5	1	1	-	5	1	3	4	3	1	3	-	-	1	1	-	1	4	2	3	*	-	1	3
	1%	1%	*	*	*	-	1%	*	1%	1%	*	*	1%	-	-	*	*	-	*	4%	1%	1%	*	-	*	*
Other	39	17	21	6	7	7	7	6	5	13	10	5	10	1	2	4	2	5	5	1	2	2	9	5	7	12
	2%	2%	2%	3%	2%	2%	2%	2%	1%	2%	2%	1%	2%	1%	2%	2%	1%	3%	3%	1%	1%	1%	3%	3%	2%	1%
None	708	350	358	109	150	147	120	85	98	181	206	160	160	73	29	66	77	65	55	40	64	50	107	82	102	319
	35%	36%	35%	46%	44%	43%	33%	28%	22%	34%	37%	37%	34%	40%	36%	30%	43%	36%	39%	40%	32%	19%	38%	45%	34%	39%
Prefer not to say	32	17	15	2	14	8	5	1	2	10	10	2	10	5	3	1	-	3	3	-	1	12	3	1	3	19
	2%	2%	1%	1%	4%	2%	1%	*	*	2%	2%	*	2%	3%	3%	*	-	2%	2%	-	1%	4%	1%	1%	1%	2%

Horse Meat Survey

ONLINE Fieldwork: 20th-22nd December 2013

Absolutes/col percents

Table 41
Which of the following best describes where you live?
Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2011	1027	984	213	308	329	375	321	465	581	606	328	496	156	76	242	180	185	146	97	169	279	298	183	278	777
Weighted base	2011	986	1025	239	339	339	358	299	438	538	558	438	478	181	80	221	181	181	141	101	201	261	282	181	302	824
NET: Urban	1582	789	793	208	295	289	271	213	307	418	447	331	387	139	64	193	137	144	94	70	137	259	222	124	252	654
	79%	80%	77%	87%	87%	85%	76%	71%	70%	78%	80%	76%	81%	77%	79%	87%	76%	80%	67%	70%	68%	99%	79%	68%	83%	79%
Urban - Population over 10,000	805	456	348	140	165	154	121	98	128	225	245	156	179	69	23	78	59	68	43	35	56	217	104	54	152	354
	40%	46%	34%	59%	49%	45%	34%	33%	29%	42%	44%	36%	37%	38%	28%	35%	33%	37%	31%	35%	28%	83%	37%	30%	50%	43%
Town and Fringe	778	333	445	67	130	135	150	116	179	193	202	175	208	69	41	115	78	76	51	36	81	42	119	70	100	300
	39%	34%	43%	28%	38%	40%	42%	39%	41%	36%	36%	40%	44%	38%	51%	52%	43%	42%	36%	35%	40%	16%	42%	39%	33%	36%
NET: Rural	429	196	232	31	44	50	88	85	131	120	111	107	91	42	17	28	44	37	46	30	64	3	59	57	50	170
	21%	20%	23%	13%	13%	15%	24%	29%	30%	22%	20%	24%	19%	23%	21%	13%	24%	20%	33%	30%	32%	1%	21%	32%	17%	21%
Village	373	170	203	27	39	44	74	74	114	104	101	89	80	27	14	26	43	30	44	24	56	3	57	49	43	150
	19%	17%	20%	11%	12%	13%	21%	25%	26%	19%	18%	20%	17%	15%	17%	12%	24%	17%	31%	24%	28%	1%	20%	27%	14%	18%
Hamlet & Isolated Dwelling	56	27	29	5	4	5	14	11	17	16	10	19	11	15	3	2	1	7	2	6	9	-	3	8	7	21
	3%	3%	3%	2%	1%	2%	4%	4%	4%	3%	2%	4%	2%	8%	3%	1%	*	4%	2%	6%	4%	-	1%	5%	2%	3%

Horse Meat Survey

ONLINE Fieldwork: 20th-22nd December 2013

Absolutes/col percents

Table 42
Which of the following best describes your current working status?
Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2011	1027	984	213	308	329	375	321	465	581	606	328	496	156	76	242	180	185	146	97	169	279	298	183	278	777
Weighted base	2011	986	1025	239	339	339	358	299	438	538	558	438	478	181	80	221	181	181	141	101	201	261	282	181	302	824
NET: Working	1126	613	513	154	261	267	252	151	41	305	367	302	152	109	47	117	98	107	90	53	106	174	139	85	302	824
	56%	62%	50%	65%	77%	79%	70%	50%	9%	57%	66%	69%	32%	60%	59%	53%	54%	59%	64%	53%	53%	67%	50%	47%	100%	100%
Working full time - working 30 hours per week or more	885	548	337	119	229	216	207	102	13	251	283	248	103	86	38	90	69	80	73	40	82	152	110	65	247	638
	44%	56%	33%	50%	68%	64%	58%	34%	3%	47%	51%	57%	22%	48%	47%	41%	38%	44%	52%	40%	41%	58%	39%	36%	82%	77%
Working part time - working between 8 and 29 hours per week	241	65	176	35	32	51	46	49	28	54	84	54	50	23	10	27	29	27	16	13	24	22	30	20	55	186
	12%	7%	17%	15%	10%	15%	13%	16%	7%	10%	15%	12%	10%	13%	12%	16%	15%	12%	13%	12%	8%	11%	11%	18%	23%	
NET: Not working	885	372	512	85	77	72	106	148	397	233	190	136	325	72	33	104	83	74	51	47	95	87	142	96	-	-
	44%	38%	50%	35%	23%	21%	30%	50%	91%	43%	34%	31%	68%	40%	41%	47%	46%	41%	36%	47%	47%	33%	50%	53%	-	-
Not working but seeking work or temporarily unemployed or sick	115	65	50	24	28	19	23	19	2	5	14	13	83	10	8	10	13	10	6	3	6	13	24	12	-	-
	6%	7%	5%	10%	8%	6%	6%	6%	*	1%	2%	3%	17%	6%	10%	4%	7%	6%	4%	3%	3%	5%	8%	7%	-	-
Not working and not seeking work	111	49	62	53	10	16	15	18	-	8	45	18	40	10	5	8	12	8	9	9	6	20	14	10	-	-
	6%	5%	6%	22%	3%	5%	4%	6%	-	2%	8%	4%	8%	5%	6%	4%	6%	4%	7%	9%	3%	8%	5%	6%	-	-
Retired on a state pension only	142	39	103	-	-	-	1	20	122	14	15	11	103	11	4	26	9	9	14	6	15	12	23	14	-	-
	7%	4%	10%	-	-	-	*	7%	28%	3%	3%	2%	21%	6%	5%	12%	5%	5%	10%	6%	7%	5%	8%	7%	-	-
Retired with a private pension	344	202	142	-	-	1	6	70	267	174	96	51	23	23	13	44	32	32	15	18	42	27	51	45	-	-
	17%	20%	14%	-	-	*	2%	23%	61%	32%	17%	12%	5%	13%	16%	20%	18%	18%	11%	18%	21%	10%	18%	25%	-	-
House person, housewife, househusband, etc.	172	18	155	8	40	35	61	22	6	32	21	44	77	18	3	16	17	14	7	11	27	14	30	15	-	-
	9%	2%	15%	3%	12%	10%	17%	7%	1%	6%	4%	10%	16%	10%	4%	7%	10%	8%	5%	11%	13%	6%	11%	8%	-	-

Horse Meat Survey

ONLINE Fieldwork: 20th-22nd December 2013

Absolutes/col percents

Table 43

Do you work in any of the following occupations?**Base: All respondents who work**

	Gender			Age						Social Grade					Region							Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	1055	578	477	132	228	249	252	149	45	310	382	216	147	88	41	120	87	105	87	50	87	175	135	80	278	777
Weighted base	1126	613	513	154	261	267	252	151	41	305	367	302	152	109	47	117	98	107	90	53	106	174	139	85	302	824
NET: Public Sector	302	137	165	49	62	60	87	35	9	92	132	58	21	27	22	24	23	25	20	26	25	64	18	29	302	-
	27%	22%	32%	32%	24%	22%	34%	23%	21%	30%	36%	19%	14%	25%	47%	21%	23%	23%	22%	49%	23%	37%	13%	34%	100%	-
Central government including all administrative departments and central government agencies such as the Bank of England	43	24	19	16	6	7	11	2	2	10	26	6	1	-	1	-	2	3	1	10	1	18	2	5	43	-
	4%	4%	4%	11%	2%	3%	4%	1%	4%	3%	7%	2%	1%	-	2%	-	2%	3%	1%	18%	1%	10%	1%	6%	14%	-
HM Forces	8	6	2	6	2	-	-	-	-	-	4	4	-	-	-	-	1	-	2	1	-	4	-	-	8	-
	1%	1%	*	4%	1%	-	-	-	-	-	1%	1%	-	-	-	-	1%	-	2%	2%	-	2%	-	-	3%	-
National Health Service	67	24	43	3	18	11	25	10	1	17	33	15	2	9	6	4	10	2	9	3	10	5	5	3	67	-
	6%	4%	8%	2%	7%	4%	10%	6%	1%	6%	9%	5%	1%	8%	12%	4%	10%	2%	10%	6%	10%	3%	4%	3%	22%	-
Universities and Academies funded by government	29	15	14	11	3	8	3	2	2	10	16	3	-	3	1	2	1	1	-	2	1	13	1	3	29	-
	3%	2%	3%	7%	1%	3%	1%	1%	4%	3%	4%	1%	-	3%	1%	2%	1%	1%	-	4%	1%	8%	1%	4%	10%	-
Courts service	7	2	5	-	1	1	4	1	-	1	4	2	-	1	-	-	1	-	-	-	-	2	-	3	7	-
	1%	*	1%	-	*	*	2%	*	-	*	1%	1%	-	1%	-	-	1%	-	-	-	-	1%	-	4%	2%	-
Local government administration	28	16	12	4	3	10	6	3	2	10	14	3	1	-	3	4	1	4	1	2	3	7	3	-	28	-
	2%	3%	2%	3%	1%	4%	2%	2%	4%	3%	4%	1%	1%	-	7%	4%	1%	4%	1%	4%	3%	4%	2%	-	9%	-
Police service	10	4	6	2	3	1	2	2	-	1	7	-	2	4	-	-	-	1	-	2	-	2	1	-	10	-
	1%	1%	1%	1%	1%	*	1%	1%	-	*	2%	-	1%	4%	-	-	-	1%	-	3%	-	1%	1%	-	3%	-
Public sector housing	8	7	1	-	1	-	6	-	-	1	1	5	-	1	-	4	-	1	-	-	-	1	1	-	8	-
	1%	1%	*	-	1%	-	3%	-	-	*	*	2%	-	1%	-	4%	-	1%	-	-	-	1%	*	-	3%	-
Teaching employed by local education authority including voluntary aided schools and foundation schools	53	7	46	2	12	12	16	10	*	30	12	9	2	4	4	7	3	5	1	3	4	8	3	11	53	-
	5%	1%	9%	2%	5%	5%	6%	7%	1%	10%	3%	3%	1%	3%	9%	6%	3%	4%	1%	6%	4%	5%	2%	13%	18%	-

Horse Meat Survey

ONLINE Fieldwork: 20th-22nd December 2013

Absolutes/col percents

Table 43

Do you work in any of the following occupations?**Base: All respondents who work**

	Gender			Age						Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Weighted base	1126	613	513	154	261	267	252	151	41	305	367	302	152	109	47	117	98	107	90	53	106	174	139	85	302	824	
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	8 1%	7 1%	1 *	1 1%	3 1%	3 1%	1 *	-	-	1 *	2 *	4 1%	1 1%	1 1%	2 4%	1 1%	-	2 2%	1 1%	-	-	1 1%	-	-	8 3%	-	
Bradford and Bingley or Northern Rock Building societies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other public sector occupation (please specify as much detail as possible)	41 4%	25 4%	16 3%	3 2%	10 4%	7 3%	12 5%	6 4%	3 6%	10 3%	13 4%	6 2%	12 8%	4 4%	6 12%	2 2%	3 3%	5 5%	5 5%	3 6%	5 5%	2 1%	3 2%	4 4%	41 14%	-	
None of the above (Private Sector)	824 73%	476 78%	348 68%	105 68%	199 76%	207 78%	165 66%	116 77%	32 79%	213 70%	236 64%	244 81%	132 86%	83 75%	25 53%	93 79%	75 77%	83 77%	70 78%	27 51%	81 77%	110 63%	122 87%	56 66%	-	824 100%	

Horse Meat Survey

ONLINE Fieldwork: 20th-22nd December 2013

Absolutes/col percents

Table 44
Do you have any children aged 18 or under? If so, how old are they?
Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2011	1027	984	213	308	329	375	321	465	581	606	328	496	156	76	242	180	185	146	97	169	279	298	183	278	777
Weighted base	2011	986	1025	239	339	339	358	299	438	538	558	438	478	181	80	221	181	181	141	101	201	261	282	181	302	824
No children aged 18 or under	1384	690	694	196	171	118	203	266	430	372	415	247	350	119	51	148	117	118	96	62	147	177	203	146	177	480
	69%	70%	68%	82%	51%	35%	57%	89%	98%	69%	75%	56%	73%	66%	64%	67%	65%	65%	68%	62%	73%	68%	72%	81%	59%	58%
NET: Yes	618	292	326	42	165	218	155	32	6	165	142	188	123	62	29	73	63	63	44	38	53	81	78	33	124	338
	31%	30%	32%	17%	49%	64%	43%	11%	1%	31%	25%	43%	26%	34%	36%	33%	35%	35%	32%	38%	26%	31%	28%	18%	41%	41%
Yes - children aged under 5 years old	222	97	126	28	116	64	13	1	-	69	52	59	42	22	6	22	27	22	12	15	24	40	22	11	37	129
	11%	10%	12%	12%	34%	19%	4%	*	-	13%	9%	13%	9%	12%	8%	10%	15%	12%	9%	15%	12%	15%	8%	6%	12%	16%
Yes - children aged 5 to 10 years old	237	120	116	14	69	112	37	3	2	71	51	68	46	28	8	30	27	30	14	13	15	26	26	18	45	123
	12%	12%	11%	6%	20%	33%	10%	1%	*	13%	9%	16%	10%	15%	10%	14%	15%	17%	10%	13%	8%	10%	9%	10%	15%	15%
Yes - children aged 11 to 15 years old	227	118	109	6	32	95	80	11	4	41	50	76	61	26	13	26	20	20	13	12	22	28	36	11	42	120
	11%	12%	11%	2%	9%	28%	22%	4%	1%	8%	9%	17%	13%	14%	16%	12%	11%	11%	10%	12%	11%	11%	13%	6%	14%	15%
Yes - children aged 16 to 18 years old	160	67	93	5	4	49	75	23	5	38	42	47	33	8	14	23	13	13	14	13	8	22	22	10	47	74
	8%	7%	9%	2%	1%	14%	21%	8%	1%	7%	8%	11%	7%	4%	18%	10%	7%	7%	10%	13%	4%	8%	8%	6%	15%	9%
Refused	9	3	6	1	2	3	-	1	1	1	1	3	4	-	-	-	1	-	1	-	2	3	1	2	1	6
	*	*	1%	1%	1%	1%	-	*	*	*	*	1%	1%	-	-	-	*	-	1%	-	1%	1%	*	1%	*	1%

Horse Meat Survey

ONLINE Fieldwork: 20th-22nd December 2013

Absolutes/col percents

Table 45
Which of the following ITV regions do you live in?
Base: All respondents

	Gender		Age							Social Grade				Region									Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2011	1027	984	213	308	329	375	321	465	581	606	328	496	156	76	242	180	185	146	97	169	279	298	183	278	777
Weighted base	2011	986	1025	239	339	339	358	299	438	538	558	438	478	181	80	221	181	181	141	101	201	261	282	181	302	824
Anglia	202	92	110	18	30	27	49	39	39	47	64	41	50	-	-	1	-	-	11	-	172	-	18	-	25	86
	10%	9%	11%	8%	9%	8%	14%	13%	9%	9%	11%	9%	11%	-	-	*	-	-	8%	-	85%	-	7%	-	8%	10%
Border	12	6	6	-	4	-	1	2	5	6	3	1	2	6	-	5	-	-	-	-	-	-	-	-	*	4
	1%	1%	1%	-	1%	-	*	1%	1%	1%	1%	*	*	4%	-	2%	-	-	-	-	-	-	-	-	*	1%
Central	282	140	143	39	44	48	53	41	57	92	64	55	70	4	-	-	-	172	94	-	-	-	5	7	36	130
	14%	14%	14%	16%	13%	14%	15%	14%	13%	17%	12%	13%	15%	2%	-	-	-	95%	67%	-	-	-	2%	4%	12%	16%
Granada	221	116	104	18	32	35	39	34	62	56	54	46	64	-	2	213	1	-	1	2	-	-	1	-	23	93
	11%	12%	10%	7%	10%	10%	11%	12%	14%	10%	10%	11%	13%	-	3%	96%	1%	-	1%	2%	-	-	*	-	8%	11%
London	381	192	189	83	73	62	52	34	77	109	132	63	77	1	-	-	-	1	-	-	25	261	92	1	72	154
	19%	20%	18%	35%	21%	18%	15%	11%	18%	20%	24%	14%	16%	1%	-	-	-	*	-	-	13%	100%	33%	*	24%	19%
Meridian	182	93	89	15	27	32	38	28	42	48	42	46	46	-	-	-	-	*	3	-	1	-	165	12	14	81
	9%	9%	9%	6%	8%	9%	10%	9%	10%	9%	7%	10%	10%	-	-	-	-	*	2%	-	1%	-	59%	6%	5%	10%
STV	169	84	84	17	30	34	25	29	34	40	47	36	45	168	-	-	-	-	-	-	-	-	-	*	27	79
	8%	9%	8%	7%	9%	10%	7%	10%	8%	7%	8%	8%	9%	93%	-	-	-	-	-	-	-	-	-	*	9%	10%
Tyne Tees	79	39	40	3	14	16	18	16	12	22	18	19	20	2	76	-	1	-	-	-	-	-	-	-	22	24
	4%	4%	4%	1%	4%	5%	5%	5%	3%	4%	3%	4%	4%	1%	95%	-	1%	-	-	-	-	-	-	-	7%	3%
Wales	97	49	48	10	20	10	23	14	20	27	23	28	19	-	-	-	1	-	-	96	-	-	-	-	26	26
	5%	5%	5%	4%	6%	3%	6%	5%	5%	5%	4%	6%	4%	-	-	-	*	-	-	96%	-	-	-	-	9%	3%
West	67	32	35	10	12	12	12	8	14	14	22	14	16	-	-	2	-	4	-	2	-	-	60	10	27	
	3%	3%	3%	4%	3%	4%	3%	3%	3%	3%	4%	3%	3%	-	-	1%	-	2%	-	2%	-	-	33%	3%	3%	
Westcountry	105	44	61	9	12	16	18	22	29	26	34	24	20	-	-	-	-	4	-	-	-	-	102	17	32	
	5%	5%	6%	4%	4%	5%	5%	7%	7%	5%	6%	6%	4%	-	-	-	-	2%	-	-	-	-	56%	5%	4%	
Yorkshire	214	98	116	18	40	46	32	33	46	50	54	64	47	-	2	-	178	-	31	-	3	-	-	-	31	89
	11%	10%	11%	7%	12%	14%	9%	11%	10%	9%	10%	15%	10%	-	2%	-	99%	-	22%	-	2%	-	-	-	10%	11%

Horse Meat Survey

ONLINE Fieldwork: 20th-22nd December 2013

Absolutes/col percents

Table 46
Marital Status
Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2011	1027	984	213	308	329	375	321	465	581	606	328	496	156	76	242	180	185	146	97	169	279	298	183	278	777
Weighted base	2011	986	1025	239	339	339	358	299	438	538	558	438	478	181	80	221	181	181	141	101	201	261	282	181	302	824
Single	475 24%	286 29%	188 18%	163 68%	110 33%	88 26%	61 17%	39 13%	14 3%	80 15%	186 33%	84 19%	124 26%	35 20%	15 18%	52 23%	38 21%	42 23%	29 21%	17 17%	28 14%	106 41%	70 25%	42 23%	86 28%	235 29%
NET: Married/ Civil partnership/ co habiting	1274 63%	620 63%	654 64%	74 31%	222 65%	226 67%	259 72%	194 65%	299 68%	403 75%	302 54%	319 73%	250 52%	119 66%	50 62%	136 62%	120 66%	123 68%	100 71%	71 71%	142 70%	122 47%	178 63%	111 61%	192 64%	520 63%
Married	988 49%	503 51%	485 47%	24 10%	144 43%	164 48%	207 58%	171 57%	278 64%	332 62%	232 42%	241 55%	184 38%	96 53%	36 45%	110 50%	95 53%	96 53%	76 54%	55 55%	107 53%	99 38%	135 48%	83 46%	150 50%	380 46%
Civil Partnership	19 1%	12 1%	7 1%	7 3%	6 2%	2 1%	4 1%	1 *	- -	2 *	5 1%	5 1%	6 1%	2 1%	1 1%	- -	4 2%	2 1%	- -	- -	2 1%	3 1%	5 2%	1 1%	1 *	8 1%
Co Habiting	267 13%	105 11%	162 16%	43 18%	71 21%	61 18%	48 13%	23 8%	21 5%	69 13%	65 12%	72 17%	60 13%	22 12%	14 17%	26 12%	21 12%	25 14%	25 18%	17 16%	33 16%	20 8%	38 13%	27 15%	41 14%	132 16%
NET: Widowed/ separated/ divorced	256 13%	76 8%	179 18%	1 *	5 1%	23 7%	39 11%	65 22%	123 28%	52 10%	69 12%	35 8%	99 21%	26 14%	15 19%	33 15%	22 12%	16 9%	11 7%	12 12%	31 16%	31 12%	33 12%	26 14%	23 8%	66 8%
Widowed	76 4%	18 2%	58 6%	- -	- -	3 1%	1 *	13 4%	59 14%	14 3%	23 4%	7 2%	32 7%	10 6%	4 5%	7 3%	6 3%	2 1%	1 1%	2 2%	8 4%	13 5%	15 5%	8 4%	6 2%	7 1%
Separated	26 1%	9 1%	17 2%	1 *	1 *	4 1%	9 2%	7 2%	4 1%	6 1%	7 1%	3 1%	10 2%	2 1%	5 6%	2 1%	1 1%	1 *	2 1%	1 1%	2 1%	2 1%	6 2%	2 1%	3 1%	11 1%
Divorced	154 8%	50 5%	104 10%	- -	4 1%	16 5%	30 8%	44 15%	60 14%	33 6%	39 7%	25 6%	58 12%	15 8%	7 8%	23 11%	15 8%	13 7%	7 5%	9 9%	21 11%	16 6%	12 4%	16 9%	14 5%	48 6%
Prefer not to answer	6 *	3 *	3 *	1 *	2 1%	2 1%	- -	1 *	1 *	2 *	- -	- -	4 1%	- -	- -	* *	1 *	- -	1 1%	- -	- -	2 1%	1 *	2 1%	* *	3 *

Horse Meat Survey

ONLINE Fieldwork: 20th-22nd December 2013

Absolutes/col percents

Table 47
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2011	1027	984	213	308	329	375	321	465	581	606	328	496	156	76	242	180	185	146	97	169	279	298	183	278	777
Weighted base	2011	986	1025	239	339	339	358	299	438	538	558	438	478	181	80	221	181	181	141	101	201	261	282	181	302	824
Glasgow	92	51	41	5	24	22	14	14	13	27	22	25	18	90	-	-	-	-	-	-	-	-	-	2	10	52
	5%	5%	4%	2%	7%	6%	4%	5%	3%	5%	4%	6%	4%	50%	-	-	-	-	-	-	-	-	-	1%	3%	6%
Edinburgh	62	22	40	9	13	8	6	12	15	15	17	10	21	62	-	-	-	-	-	-	-	-	-	-	9	22
	3%	2%	4%	4%	4%	2%	2%	4%	3%	3%	3%	2%	4%	34%	-	-	-	-	-	-	-	-	-	-	3%	3%
Newcastle	82	41	40	6	13	15	18	16	15	23	22	18	19	-	78	4	-	-	-	-	-	-	-	-	22	26
	4%	4%	4%	2%	4%	4%	5%	5%	3%	4%	4%	4%	4%	-	97%	2%	-	-	-	-	-	-	-	-	7%	3%
Leeds	91	38	53	9	23	16	13	11	19	28	24	23	17	-	1	1	89	-	-	-	-	-	-	-	13	39
	5%	4%	5%	4%	7%	5%	4%	4%	4%	5%	4%	5%	3%	-	1%	*	49%	-	-	-	-	-	-	-	4%	5%
Hull	35	17	19	1	3	4	7	10	9	8	9	10	8	-	-	-	34	-	2	-	-	-	-	-	2	16
	2%	2%	2%	1%	1%	1%	2%	3%	2%	1%	2%	2%	2%	-	-	-	19%	-	1%	-	-	-	-	-	1%	2%
Sheffield	57	30	27	1	13	21	7	4	10	13	12	20	12	-	-	-	48	-	9	-	-	-	-	-	9	24
	3%	3%	3%	*	4%	6%	2%	1%	2%	2%	2%	5%	3%	-	-	-	26%	-	7%	-	-	-	-	-	3%	3%
Manchester	166	83	83	11	26	30	31	23	44	45	44	36	41	-	-	152	2	10	1	1	-	-	-	-	21	72
	8%	8%	8%	5%	8%	9%	9%	8%	10%	8%	8%	8%	9%	-	-	69%	1%	5%	1%	1%	-	-	-	-	7%	9%
Liverpool	67	36	31	6	8	7	15	14	17	22	13	12	19	-	-	55	-	-	-	12	-	-	-	-	5	27
	3%	4%	3%	2%	2%	2%	4%	5%	4%	4%	2%	3%	4%	-	-	25%	-	-	-	12%	-	-	-	-	2%	3%
Nottingham	92	45	47	20	10	13	14	13	21	26	22	21	23	-	-	-	4	-	82	-	6	-	-	-	10	47
	5%	5%	5%	8%	3%	4%	4%	4%	5%	5%	4%	5%	5%	-	-	-	2%	-	58%	-	3%	-	-	-	3%	6%
Birmingham	162	82	80	19	29	30	27	23	35	53	35	27	46	-	-	-	-	151	10	1	-	-	-	1	21	70
	8%	8%	8%	8%	9%	9%	7%	8%	8%	10%	6%	6%	10%	-	-	-	-	83%	7%	1%	-	-	-	*	7%	8%
Norwich	101	53	48	10	13	18	21	18	22	22	30	25	24	-	-	-	-	-	-	-	93	-	8	-	8	44
	5%	5%	5%	4%	4%	5%	6%	6%	5%	4%	5%	6%	5%	-	-	-	-	-	-	-	46%	-	3%	-	3%	5%
Milton Keynes	46	20	26	2	8	4	10	12	11	13	16	3	14	-	-	-	-	-	16	-	21	-	9	-	7	21
	2%	2%	3%	1%	2%	1%	3%	4%	2%	2%	3%	1%	3%	-	-	-	-	-	11%	-	11%	-	3%	-	2%	3%
Brighton	59	23	35	10	11	7	9	7	14	15	15	13	15	-	-	-	-	-	-	-	1	-	58	*	2	26
	3%	2%	3%	4%	3%	2%	3%	2%	3%	3%	3%	3%	3%	-	-	-	-	-	-	-	*	-	20%	*	1%	3%

Horse Meat Survey

ONLINE Fieldwork: 20th-22nd December 2013

Absolutes/col percents

Table 47
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Weighted base	2011	986	1025	239	339	339	358	299	438	538	558	438	478	181	80	221	181	181	141	101	201	261	282	181	302	824
Oxford	33	11	22	3	7	6	2	7	8	11	5	9	7	-	-	-	-	4	2	-	-	-	21	6	1	20
	2%	1%	2%	1%	2%	2%	1%	2%	2%	2%	1%	2%	2%	-	-	-	-	2%	1%	-	-	-	8%	3%	*	2%
London	430	218	212	87	80	70	66	42	86	115	150	78	88	-	1	-	-	-	-	-	53	261	115	-	82	183
	21%	22%	21%	36%	24%	21%	18%	14%	20%	21%	27%	18%	18%	-	1%	-	-	-	-	-	26%	100%	41%	-	27%	22%
Southampton	65	36	29	5	5	11	17	10	17	23	17	12	13	-	-	-	-	-	-	-	-	-	49	16	9	23
	3%	4%	3%	2%	2%	3%	5%	3%	4%	4%	3%	3%	3%	-	-	-	-	-	-	-	-	-	17%	9%	3%	3%
Bristol	84	42	42	9	16	14	12	14	19	16	30	21	19	-	-	-	-	3	-	-	-	-	1	81	11	34
	4%	4%	4%	4%	5%	4%	3%	5%	4%	3%	5%	5%	4%	-	-	-	-	2%	-	-	-	-	*	45%	4%	4%
Plymouth	54	19	36	3	2	8	10	11	20	14	20	11	10	-	-	-	-	-	-	-	-	-	-	54	9	11
	3%	2%	3%	1%	*	2%	3%	4%	5%	3%	4%	2%	2%	-	-	-	-	-	-	-	-	-	-	30%	3%	1%
Cardiff	71	39	33	7	19	10	14	10	11	17	15	25	15	-	-	-	-	2	-	70	-	-	-	20	22	
	4%	4%	3%	3%	6%	3%	4%	3%	3%	3%	3%	6%	3%	-	-	-	-	1%	-	69%	-	-	-	7%	3%	
None of these	160	77	83	16	16	25	45	27	31	33	40	40	46	28	1	9	5	12	19	17	27	-	21	21	29	46
	8%	8%	8%	7%	5%	7%	12%	9%	7%	6%	7%	9%	10%	16%	1%	4%	3%	7%	14%	17%	13%	-	7%	12%	10%	6%

Horse Meat Survey

ONLINE Fieldwork: 20th-22nd December 2013

Absolutes/col percents

Table 48

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2011	1027	984	213	308	329	375	321	465	581	606	328	496	156	76	242	180	185	146	97	169	279	298	183	278	777	
Weighted base	2011	986	1025	239	339	339	358	299	438	538	558	438	478	181	80	221	181	181	141	101	201	261	282	181	302	824	
Up to £7,000	(3.5)	115	49	66	29	16	16	23	16	14	4	22	6	83	16	10	9	8	13	12	3	7	14	13	10	7	22
		6%	5%	6%	12%	5%	5%	7%	5%	3%	1%	4%	1%	17%	9%	13%	4%	4%	7%	8%	3%	3%	5%	5%	5%	2%	3%
£7,001 to £14,000	(10.5)	274	105	170	24	31	32	52	53	82	33	65	33	143	20	11	36	22	23	21	13	31	27	44	25	20	74
		14%	11%	17%	10%	9%	10%	14%	18%	19%	6%	12%	8%	30%	11%	14%	16%	12%	13%	15%	13%	16%	10%	16%	14%	7%	9%
£14,001 to £21,000	(17.5)	318	134	184	45	37	57	43	48	88	48	105	75	90	20	11	30	33	29	20	18	42	44	37	33	32	107
		16%	14%	18%	19%	11%	17%	12%	16%	20%	9%	19%	17%	19%	11%	14%	14%	18%	16%	14%	18%	21%	17%	13%	19%	11%	13%
£21,001 to £28,000	(24.5)	323	169	154	32	54	55	43	46	93	77	104	95	48	31	13	34	34	33	29	16	25	35	49	25	45	141
		16%	17%	15%	14%	16%	16%	12%	15%	21%	14%	19%	22%	10%	17%	16%	15%	19%	18%	21%	16%	12%	13%	17%	14%	15%	17%
£28,001 to £34,000	(31)	290	149	141	29	53	56	47	35	70	92	94	66	38	19	9	39	28	24	22	14	30	38	38	29	62	123
		14%	15%	14%	12%	16%	16%	13%	12%	16%	17%	17%	15%	8%	11%	11%	18%	16%	13%	15%	14%	15%	15%	14%	16%	20%	15%
£34,001 to £41,000	(37.5)	226	133	94	32	46	36	45	30	38	78	61	69	19	24	10	24	22	21	12	4	22	29	36	23	45	124
		11%	13%	9%	13%	13%	10%	12%	10%	9%	14%	11%	16%	4%	13%	13%	11%	12%	11%	8%	4%	11%	11%	13%	13%	15%	15%
£41,001 to £48,000	(44.5)	131	80	51	9	30	23	33	19	16	53	34	38	7	17	4	16	8	13	7	11	12	16	15	11	32	66
		7%	8%	5%	4%	9%	7%	9%	6%	4%	10%	6%	9%	1%	9%	5%	7%	4%	7%	5%	11%	6%	6%	5%	6%	11%	8%
£48,001 to £55,000	(51.5)	71	35	35	5	18	15	18	11	4	35	9	22	4	4	4	10	3	13	1	6	6	9	9	4	19	34
		4%	4%	3%	2%	5%	4%	5%	4%	1%	7%	2%	5%	1%	2%	5%	5%	2%	7%	1%	6%	3%	3%	3%	2%	6%	4%
£55,001 to £62,000	(58.5)	44	22	22	2	9	10	12	7	3	27	7	6	5	5	5	8	3	1	1	3	-	10	7	-	11	27
		2%	2%	2%	1%	3%	3%	3%	2%	1%	5%	1%	1%	1%	3%	7%	4%	2%	*	1%	3%	-	4%	3%	-	4%	3%
£62,001 to £69,000	(65.5)	30	22	8	4	6	7	7	6	1	19	9	2	1	3	-	2	4	-	2	2	3	9	2	4	4	24
		2%	2%	1%	2%	2%	2%	2%	2%	*	4%	2%	*	*	2%	-	1%	2%	-	1%	2%	1%	3%	1%	2%	1%	3%
£69,001 to £76,000	(72.5)	23	12	10	1	9	5	5	-	3	16	3	2	2	-	-	-	6	2	4	1	4	3	2	1	5	14
		1%	1%	1%	*	3%	2%	1%	-	1%	3%	*	1%	*	-	-	-	3%	1%	3%	1%	2%	1%	1%	*	2%	2%
£76,001 to £83,000	(79.5)	15	8	6	-	7	-	3	5	-	10	4	1	-	2	-	-	-	2	-	-	4	3	3	-	2	11
		1%	1%	1%	-	2%	-	1%	2%	-	2%	1%	*	-	1%	-	-	-	1%	-	-	2%	1%	1%	-	1%	1%
£83,001 or more	(86)	20	12	8	1	3	5	7	4	-	16	4	1	-	-	-	-	1	4	-	-	1	6	7	1	1	15
		1%	1%	1%	1%	1%	1%	2%	1%	-	3%	1%	*	-	-	-	-	1%	2%	-	-	*	2%	2%	1%	*	2%

Horse Meat Survey

ONLINE Fieldwork: 20th-22nd December 2013

Absolutes/col percents

Table 48

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Weighted base	2011	986	1025	239	339	339	358	299	438	538	558	438	478	181	80	221	181	181	141	101	201	261	282	181	302	824
Prefer not to answer	130	54	76	25	21	21	20	19	24	30	38	23	39	19	3	13	9	4	11	8	14	17	18	15	18	41
		6%	6%	7%	10%	6%	6%	6%	6%	6%	7%	5%	8%	11%	3%	6%	5%	2%	8%	8%	7%	7%	6%	8%	6%	5%
Average income (£000's)	28.09	30.17	26.05	24.61	32.46	29.77	30.58	27.48	23.62	37.66	27.18	29.44	16.83	27.99	25.97	27.46	28.21	28.42	24.97	28.76	27.74	31.17	28.82	26.26	33.11	32.85

Horse Meat Survey

ONLINE Fieldwork: 20th-22nd December 2013

Absolutes/col percents

Table 49

Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2011	1027	984	213	308	329	375	321	465	581	606	328	496	156	76	242	180	185	146	97	169	279	298	183	278	777
Weighted base	2011	986	1025	239	339	339	358	299	438	538	558	438	478	181	80	221	181	181	141	101	201	261	282	181	302	824
NET: Yes	397 20%	191 19%	207 20%	42 17%	29 9%	56 17%	78 22%	72 24%	120 27%	74 14%	112 20%	68 15%	143 30%	29 16%	19 24%	55 25%	36 20%	36 20%	25 18%	21 21%	40 20%	49 19%	47 17%	40 22%	53 18%	75 9%
Yes - physical condition	223 11%	93 9%	130 13%	12 5%	9 3%	25 7%	43 12%	47 16%	88 20%	47 9%	58 10%	42 10%	77 16%	21 11%	13 16%	29 13%	21 11%	22 12%	14 10%	14 13%	27 13%	14 5%	30 11%	20 11%	18 6%	38 5%
Yes - disability	147 7%	66 7%	81 8%	6 3%	5 1%	22 7%	37 10%	32 11%	44 10%	19 4%	33 6%	31 7%	64 13%	9 5%	7 9%	26 12%	14 8%	13 7%	8 5%	11 6%	16 8%	9 4%	20 7%	14 8%	9 3%	17 2%
Yes - mental condition	124 6%	64 7%	60 6%	31 13%	20 6%	28 8%	29 8%	13 4%	2 *	22 4%	39 7%	13 3%	50 11%	11 6%	6 7%	12 5%	8 5%	12 7%	7 5%	6 6%	8 4%	26 10%	12 4%	16 9%	27 9%	32 4%
Yes - other	19 1%	10 1%	9 1%	1 *	1 *	3 1%	4 1%	3 1%	7 2%	6 1%	4 1%	5 1%	4 1%	2 1%	-	2 1%	1 1%	1 *	2 1%	1 1%	2 1%	3 1%	2 1%	3 2%	5 2%	4 *
No	1563 78%	768 78%	795 78%	187 78%	304 90%	278 82%	270 75%	219 73%	305 70%	453 84%	433 78%	361 82%	316 66%	145 80%	60 74%	163 74%	137 76%	143 79%	113 81%	79 79%	157 78%	203 78%	228 81%	136 75%	245 81%	732 89%
Prefer not to say	50 3%	27 3%	24 2%	11 5%	6 2%	4 1%	10 3%	8 3%	12 3%	10 2%	12 2%	9 2%	18 4%	7 4%	2 2%	3 1%	8 4%	2 1%	2 1%	1 1%	5 2%	9 4%	6 2%	5 3%	4 1%	17 2%