

Headland / Red Tractor - Trust index

Fieldwork Dates: 22nd July - 4th August 2021



Total	Region					
	North	Midlands	East, South	London	Wales	Scotland

To what extent do you trust food that originates in the following countries?

Q4_1. UK as a whole

Unweighted base	3564	706	484	963	310	507	514
Base	3564	830	574	1126	467	171	299
Trust a great deal	41%	42%	44%	43%	34%	39%	35%
Trust somewhat	44%	42%	42%	45%	42%	48%	44%
Trust a little	10%	10%	9%	8%	15%	10%	14%
Don't trust at all	2%	1%	2%	1%	2%	1%	4%
Don't know	4%	4%	3%	2%	7%	2%	4%
Net: Trust	95%	95%	95%	97%	90%	97%	93%

To what extent do you trust food that originates in the following countries?

Q4b_1. Ireland

Unweighted base	3564	706	484	963	310	507	514
Base	3564	830	574	1126	467	171	299
Trust a great deal	30%	28%	28%	32%	29%	27%	27%
Trust somewhat	43%	41%	45%	44%	38%	46%	50%
Trust a little	15%	17%	17%	14%	14%	18%	12%
Don't trust at all	2%	2%	2%	3%	2%	3%	3%
Don't know	9%	12%	8%	7%	16%	6%	8%
Net: Trust	88%	87%	90%	90%	81%	91%	89%

Q4b_2. France

Unweighted base	3564	706	484	963	310	507	514
Base	3564	830	574	1126	467	171	299
Trust a great deal	18%	16%	17%	21%	19%	13%	14%
Trust somewhat	44%	41%	43%	46%	46%	40%	49%
Trust a little	21%	21%	24%	20%	16%	27%	21%
Don't trust at all	7%	8%	9%	6%	4%	9%	5%
Don't know	11%	14%	8%	7%	14%	10%	12%
Net: Trust	83%	78%	83%	87%	81%	81%	83%

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Q4b_3. Germany

Unweighted base	3564	706	484	963	310	507	514
Base	3564	830	574	1126	467	171	299
Trust a great deal	23%	21%	22%	25%	24%	18%	21%
Trust somewhat	44%	40%	42%	47%	46%	45%	49%
Trust a little	18%	21%	20%	17%	9%	23%	15%
Don't trust at all	4%	4%	6%	4%	5%	4%	3%
Don't know	11%	14%	10%	8%	17%	9%	13%
Net: Trust	84%	82%	85%	88%	78%	86%	84%

Q4b_4. Spain

Unweighted base	3564	706	484	963	310	507	514
Base	3564	830	574	1126	467	171	299
Trust a great deal	17%	15%	16%	18%	21%	14%	14%
Trust somewhat	44%	38%	45%	47%	44%	43%	48%
Trust a little	24%	30%	26%	22%	17%	28%	21%
Don't trust at all	5%	5%	6%	5%	2%	7%	5%
Don't know	11%	14%	8%	8%	15%	8%	12%
Net: Trust	84%	82%	86%	87%	82%	85%	83%

Q4b_5. Poland

Unweighted base	3564	706	484	963	310	507	514
Base	3564	830	574	1126	467	171	299
Trust a great deal	9%	8%	9%	10%	8%	6%	9%
Trust somewhat	34%	32%	34%	36%	34%	32%	35%
Trust a little	30%	33%	30%	30%	27%	33%	28%
Don't trust at all	11%	10%	12%	11%	10%	11%	11%
Don't know	16%	18%	15%	13%	21%	17%	17%
Net: Trust	73%	73%	72%	76%	69%	72%	72%

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Q4b_6. Denmark

Unweighted base	3564	706	484	963	310	507	514
Base	3564	830	574	1126	467	171	299
Trust a great deal	22%	22%	21%	25%	21%	19%	20%
Trust somewhat	44%	40%	45%	45%	44%	44%	47%
Trust a little	17%	19%	19%	16%	13%	21%	16%
Don't trust at all	3%	3%	3%	4%	2%	4%	4%
Don't know	14%	16%	12%	10%	20%	13%	13%
Net: Trust	83%	81%	85%	86%	78%	84%	83%

Q4b_7. Netherlands

Unweighted base	3564	706	484	963	310	507	514
Base	3564	830	574	1126	467	171	299
Trust a great deal	21%	21%	19%	25%	21%	17%	20%
Trust somewhat	45%	41%	49%	47%	42%	45%	47%
Trust a little	18%	20%	19%	16%	14%	21%	17%
Don't trust at all	3%	2%	3%	3%	3%	5%	2%
Don't know	13%	16%	10%	9%	20%	13%	14%
Net: Trust	84%	82%	87%	88%	77%	82%	84%

Q4b_8. Italy

Unweighted base	3564	706	484	963	310	507	514
Base	3564	830	574	1126	467	171	299
Trust a great deal	21%	18%	21%	23%	26%	20%	20%
Trust somewhat	45%	43%	44%	49%	42%	43%	49%
Trust a little	19%	22%	22%	18%	15%	24%	18%
Don't trust at all	3%	3%	5%	3%	2%	5%	2%
Don't know	11%	14%	9%	7%	15%	8%	10%
Net: Trust	86%	83%	86%	90%	83%	87%	87%

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Q4b_9. USA

Unweighted base	3564	706	484	963	310	507	514
Base	3564	830	574	1126	467	171	299
Trust a great deal	4%	3%	4%	4%	5%	8%	1%
Trust somewhat	21%	23%	22%	19%	21%	21%	21%
Trust a little	32%	34%	33%	34%	28%	30%	30%
Don't trust at all	34%	29%	33%	36%	34%	33%	40%
Don't know	9%	12%	9%	8%	12%	7%	8%
Net: Trust	57%	59%	59%	56%	53%	59%	52%

Q4b_10. Brazil

Unweighted base	3564	706	484	963	310	507	514
Base	3564	830	574	1126	467	171	299
Trust a great deal	3%	3%	3%	3%	5%	3%	2%
Trust somewhat	21%	18%	22%	24%	21%	20%	18%
Trust a little	32%	35%	31%	32%	30%	32%	34%
Don't trust at all	23%	21%	26%	25%	19%	26%	22%
Don't know	20%	23%	18%	17%	26%	19%	23%
Net: Trust	56%	56%	57%	58%	55%	55%	54%

Q4b_11. Argentina

Unweighted base	3564	706	484	963	310	507	514
Base	3564	830	574	1126	467	171	299
Trust a great deal	4%	4%	4%	4%	8%	3%	2%
Trust somewhat	26%	21%	26%	28%	30%	26%	27%
Trust a little	32%	36%	32%	33%	25%	32%	30%
Don't trust at all	17%	16%	20%	18%	13%	20%	19%
Don't know	20%	22%	17%	17%	23%	19%	22%
Net: Trust	63%	61%	62%	66%	64%	61%	59%

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Q4b_12. New Zealand

Unweighted base	3564	706	484	963	310	507	514
Base	3564	830	574	1126	467	171	299
Trust a great deal	26%	24%	27%	29%	28%	20%	22%
Trust somewhat	44%	41%	44%	45%	40%	49%	47%
Trust a little	16%	18%	20%	15%	13%	18%	14%
Don't trust at all	2%	2%	1%	3%	2%	3%	4%
Don't know	11%	15%	8%	8%	17%	9%	12%
Net: Trust	86%	83%	90%	89%	81%	87%	83%

Q4b_13. Australia

Unweighted base	3564	706	484	963	310	507	514
Base	3564	830	574	1126	467	171	299
Trust a great deal	16%	17%	18%	17%	16%	15%	12%
Trust somewhat	42%	40%	41%	44%	41%	41%	40%
Trust a little	23%	22%	26%	22%	18%	25%	25%
Don't trust at all	7%	6%	5%	7%	6%	8%	10%
Don't know	12%	14%	10%	10%	18%	11%	13%
Net: Trust	81%	79%	85%	83%	76%	82%	77%

Q4b_14. China

Unweighted base	3564	706	484	963	310	507	514
Base	3564	830	574	1126	467	171	299
Trust a great deal	1%	1%	2%	1%	2%	2%	1%
Trust somewhat	10%	10%	11%	11%	9%	9%	10%
Trust a little	26%	22%	28%	28%	27%	23%	22%
Don't trust at all	51%	53%	48%	49%	48%	53%	55%
Don't know	12%	14%	11%	10%	15%	14%	12%
Net: Trust	37%	33%	41%	40%	37%	33%	33%

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Q4b_15. Japan

Unweighted base	3564	706	484	963	310	507	514
Base	3564	830	574	1126	467	171	299
Trust a great deal	11%	10%	9%	12%	15%	11%	8%
Trust somewhat	30%	25%	31%	33%	32%	27%	31%
Trust a little	25%	29%	26%	23%	22%	25%	25%
Don't trust at all	15%	15%	16%	15%	9%	18%	15%
Don't know	19%	21%	18%	16%	23%	19%	20%
Net: Trust	66%	64%	66%	69%	69%	63%	64%

Q4b_16. Kenya

Unweighted base	3564	706	484	963	310	507	514
Base	3564	830	574	1126	467	171	299
Trust a great deal	3%	2%	3%	4%	3%	3%	3%
Trust somewhat	22%	19%	25%	24%	26%	19%	18%
Trust a little	31%	31%	30%	32%	28%	31%	29%
Don't trust at all	22%	23%	22%	22%	17%	25%	25%
Don't know	22%	24%	20%	18%	26%	22%	24%
Net: Trust	56%	52%	58%	60%	57%	53%	51%

Q4b_17. Canada

Unweighted base	3564	706	484	963	310	507	514
Base	3564	830	574	1126	467	171	299
Trust a great deal	16%	16%	16%	17%	17%	16%	16%
Trust somewhat	45%	40%	46%	48%	43%	45%	42%
Trust a little	19%	21%	19%	19%	15%	22%	20%
Don't trust at all	4%	4%	6%	4%	4%	4%	5%
Don't know	16%	19%	13%	12%	21%	13%	17%
Net: Trust	80%	77%	81%	84%	75%	83%	78%

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Total	Region					
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Q4b_18. Sweden

Unweighted base	3564	706	484	963	310	507	514
Base	3564	830	574	1126	467	171	299
Trust a great deal	23%	22%	21%	26%	22%	18%	22%
Trust somewhat	44%	40%	47%	45%	43%	47%	47%
Trust a little	15%	16%	16%	15%	13%	17%	11%
Don't trust at all	3%	3%	3%	2%	1%	4%	3%
Don't know	15%	20%	12%	11%	21%	14%	17%
Net: Trust	82%	78%	84%	86%	78%	82%	80%

Not including the UK, which countries would you like the UK to import the following food and drinks from? Please select all that apply for each food & drink group

Q5a_1. Ireland

Unweighted base	3564	706	484	963	310	507	514
Base	3564	830	574	1126	467	171	299
Beef	52%	50%	51%	55%	48%	50%	47%
Chicken	43%	42%	43%	45%	37%	41%	40%
Pork	42%	40%	42%	45%	37%	42%	39%
Lamb	44%	40%	46%	46%	45%	39%	41%
Apples	41%	39%	44%	43%	38%	40%	39%
Dairy products	49%	46%	50%	50%	48%	50%	45%
None of these	30%	33%	31%	28%	31%	30%	33%

Q5a_2. France

Unweighted base	3564	706	484	963	310	507	514
Base	3564	830	574	1126	467	171	299
Beef	25%	23%	25%	28%	28%	22%	22%
Chicken	26%	25%	28%	29%	27%	23%	22%
Pork	25%	23%	23%	28%	26%	20%	21%
Lamb	24%	22%	25%	27%	26%	18%	20%
Apples	40%	38%	39%	44%	39%	38%	42%
Dairy products	42%	38%	40%	48%	46%	38%	41%
None of these	39%	43%	42%	36%	35%	43%	39%

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Total	Region					
	North	Midlands	East, South	London	Wales	Scotland

Q5a_3. Germany

Unweighted base	3564	706	484	963	310	507	514
Base	3564	830	574	1126	467	171	299
Beef	28%	26%	29%	30%	28%	25%	25%
Chicken	26%	25%	27%	28%	29%	23%	24%
Pork	32%	30%	32%	35%	31%	29%	29%
Lamb	24%	23%	25%	27%	26%	19%	21%
Apples	31%	30%	32%	34%	31%	27%	30%
Dairy products	34%	28%	35%	38%	38%	30%	30%
None of these	47%	53%	46%	43%	43%	50%	48%

Q5a_4. Spain

Unweighted base	3564	706	484	963	310	507	514
Base	3564	830	574	1126	467	171	299
Beef	21%	19%	21%	23%	26%	17%	17%
Chicken	22%	20%	22%	23%	27%	18%	18%
Pork	24%	22%	23%	27%	29%	20%	22%
Lamb	20%	18%	22%	22%	23%	16%	19%
Apples	41%	41%	41%	43%	40%	41%	42%
Dairy products	27%	24%	28%	29%	33%	25%	24%
None of these	44%	49%	45%	43%	39%	47%	43%

Q5a_5. Poland

Unweighted base	3564	706	484	963	310	507	514
Base	3564	830	574	1126	467	171	299
Beef	15%	15%	15%	16%	17%	13%	14%
Chicken	16%	16%	17%	17%	18%	14%	15%
Pork	20%	20%	20%	21%	21%	18%	18%
Lamb	16%	15%	16%	18%	16%	12%	15%
Apples	25%	23%	27%	27%	25%	22%	25%
Dairy products	22%	19%	22%	23%	26%	18%	19%
None of these	61%	64%	61%	60%	57%	65%	62%

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Total	Region					
	North	Midlands	East, South	London	Wales	Scotland

Q5a_6. Denmark

Unweighted base	3564	706	484	963	310	507	514
Base	3564	830	574	1126	467	171	299
Beef	24%	23%	24%	26%	27%	19%	23%
Chicken	25%	23%	25%	26%	27%	20%	26%
Pork	37%	34%	35%	41%	38%	33%	38%
Lamb	23%	23%	21%	25%	26%	17%	22%
Apples	29%	27%	29%	32%	29%	24%	29%
Dairy products	36%	34%	33%	38%	37%	32%	36%
None of these	42%	45%	43%	40%	39%	45%	42%

Q5a_7. Italy

Unweighted base	3564	706	484	963	310	507	514
Base	3564	830	574	1126	467	171	299
Beef	23%	21%	21%	24%	27%	19%	23%
Chicken	24%	22%	24%	27%	25%	19%	22%
Pork	25%	23%	24%	28%	28%	22%	24%
Lamb	21%	19%	21%	24%	23%	16%	20%
Apples	35%	33%	36%	38%	33%	34%	33%
Dairy products	39%	34%	39%	42%	45%	36%	36%
None of these	44%	48%	46%	41%	39%	45%	45%

Q5a_8. USA

Unweighted base	3564	706	484	963	310	507	514
Base	3564	830	574	1126	467	171	299
Beef	11%	12%	13%	9%	9%	13%	10%
Chicken	8%	9%	10%	6%	7%	8%	7%
Pork	8%	9%	10%	6%	9%	8%	5%
Lamb	7%	9%	11%	6%	7%	7%	5%
Apples	17%	17%	21%	16%	16%	18%	14%
Dairy products	10%	10%	15%	8%	11%	10%	9%
None of these	74%	74%	71%	76%	73%	73%	77%

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Total	Region					
	North	Midlands	East, South	London	Wales	Scotland

Q5a_9. Brazil

Unweighted base	3564	706	484	963	310	507	514
Base	3564	830	574	1126	467	171	299
Beef	15%	13%	14%	16%	18%	16%	11%
Chicken	7%	7%	8%	7%	7%	5%	3%
Pork	6%	7%	8%	6%	8%	5%	4%
Lamb	7%	7%	8%	7%	7%	5%	4%
Apples	14%	14%	15%	14%	15%	12%	12%
Dairy products	7%	6%	9%	6%	9%	5%	4%
None of these	73%	76%	72%	73%	67%	77%	78%

Q5a_10. Argentina

Unweighted base	3564	706	484	963	310	507	514
Base	3564	830	574	1126	467	171	299
Beef	28%	23%	23%	32%	38%	26%	22%
Chicken	7%	6%	7%	7%	10%	6%	3%
Pork	8%	8%	8%	8%	11%	5%	4%
Lamb	7%	7%	7%	8%	10%	6%	4%
Apples	13%	12%	14%	13%	14%	14%	11%
Dairy products	8%	7%	9%	7%	12%	7%	5%
None of these	63%	66%	67%	60%	51%	65%	69%

Q5a_11. New Zealand

Unweighted base	3564	706	484	963	310	507	514
Base	3564	830	574	1126	467	171	299
Beef	22%	21%	22%	22%	29%	22%	18%
Chicken	17%	17%	19%	17%	20%	18%	14%
Pork	18%	18%	21%	19%	19%	16%	15%
Lamb	50%	48%	52%	51%	52%	47%	43%
Apples	27%	24%	31%	29%	29%	28%	26%
Dairy products	23%	20%	25%	25%	24%	22%	18%
None of these	39%	42%	36%	37%	36%	38%	45%

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Total	Region					
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Q5a_12. Australia

Unweighted base	3564	706	484	963	310	507	514
Base	3564	830	574	1126	467	171	299
Beef	24%	24%	25%	23%	29%	22%	19%
Chicken	16%	17%	17%	15%	18%	14%	11%
Pork	17%	18%	19%	16%	20%	14%	12%
Lamb	28%	29%	28%	29%	30%	23%	23%
Apples	25%	25%	28%	25%	25%	26%	20%
Dairy products	18%	18%	20%	19%	19%	18%	16%
None of these	54%	55%	51%	54%	50%	56%	59%

Q5a_13. China

Unweighted base	3564	706	484	963	310	507	514
Base	3564	830	574	1126	467	171	299
Beef	3%	3%	5%	2%	4%	2%	1%
Chicken	4%	3%	6%	3%	7%	3%	2%
Pork	4%	3%	6%	3%	5%	3%	2%
Lamb	3%	2%	5%	4%	4%	2%	2%
Apples	6%	5%	11%	6%	5%	5%	4%
Dairy products	3%	3%	7%	3%	2%	3%	2%
None of these	90%	92%	87%	90%	87%	92%	93%

Q5a_14. Japan

Unweighted base	3564	706	484	963	310	507	514
Base	3564	830	574	1126	467	171	299
Beef	14%	13%	13%	16%	17%	10%	9%
Chicken	11%	10%	12%	10%	18%	8%	6%
Pork	10%	10%	11%	11%	13%	6%	6%
Lamb	9%	9%	9%	10%	12%	7%	5%
Apples	15%	16%	17%	15%	19%	13%	10%
Dairy products	11%	11%	11%	10%	15%	10%	7%
None of these	74%	76%	73%	74%	67%	78%	80%

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Total	Region					
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Q5a_15. Kenya

Unweighted base	3564	706	484	963	310	507	514
Base	3564	830	574	1126	467	171	299
Beef	5%	4%	7%	5%	8%	4%	2%
Chicken	5%	4%	8%	5%	11%	4%	3%
Pork	5%	4%	7%	5%	7%	4%	3%
Lamb	5%	4%	8%	5%	8%	4%	3%
Apples	15%	13%	19%	17%	14%	16%	15%
Dairy products	5%	4%	6%	5%	7%	5%	4%
None of these	79%	83%	76%	78%	77%	81%	83%

Q5a_16. Canada

Unweighted base	3564	706	484	963	310	507	514
Base	3564	830	574	1126	467	171	299
Beef	23%	22%	23%	25%	24%	23%	20%
Chicken	18%	18%	19%	19%	20%	18%	14%
Pork	20%	19%	23%	20%	21%	19%	14%
Lamb	18%	17%	19%	19%	21%	17%	14%
Apples	27%	25%	29%	28%	30%	25%	27%
Dairy products	22%	21%	25%	23%	24%	21%	18%
None of these	57%	59%	57%	56%	54%	58%	59%

Q5a_17. Sweden

Unweighted base	3564	706	484	963	310	507	514
Base	3564	830	574	1126	467	171	299
Beef	25%	24%	24%	27%	26%	22%	23%
Chicken	26%	24%	26%	28%	28%	23%	22%
Pork	26%	26%	28%	28%	26%	23%	24%
Lamb	23%	22%	24%	25%	24%	21%	23%
Apples	29%	26%	32%	32%	28%	29%	29%
Dairy products	37%	34%	37%	41%	37%	34%	35%
None of these	48%	52%	48%	46%	45%	51%	48%

Fieldwork Dates: 22nd July - 4th August 2021



Total	Region					
	North	Midlands	East, South	London	Wales	Scotland

Q5a_18. Netherlands

Unweighted base	3564	706	484	963	310	507	514
Base	3564	830	574	1126	467	171	299
Beef	24%	22%	23%	26%	25%	20%	22%
Chicken	26%	25%	27%	29%	25%	21%	25%
Pork	28%	26%	26%	32%	29%	24%	26%
Lamb	24%	23%	23%	27%	26%	18%	21%
Apples	33%	29%	36%	35%	34%	31%	33%
Dairy products	40%	34%	41%	44%	41%	37%	39%
None of these	43%	48%	43%	40%	42%	47%	41%

Do you agree or disagree with the following statements about food grown in the UK?

Q6_1. It is safe

Unweighted base	3564	706	484	963	310	507	514
Base	3564	830	574	1126	467	171	299
Strongly agree	33%	32%	37%	34%	29%	32%	34%
Agree	50%	49%	47%	52%	50%	54%	49%
Neither agree nor disagree	11%	13%	9%	10%	11%	11%	12%
Disagree	2%	1%	1%	1%	4%	1%	2%
Strongly disagree	1%	0%	2%	0%	1%	0%	1%
Don't know	3%	3%	3%	2%	5%	2%	3%
Net: Agree	84%	82%	84%	87%	79%	86%	83%

Q6_2. It is traceable (you can find out where it was grown)

Unweighted base	3564	706	484	963	310	507	514
Base	3564	830	574	1126	467	171	299
Strongly agree	27%	27%	30%	27%	20%	28%	30%
Agree	48%	46%	46%	51%	47%	50%	46%
Neither agree nor disagree	15%	17%	12%	15%	19%	13%	14%
Disagree	4%	4%	5%	3%	6%	4%	4%
Strongly disagree	1%	0%	1%	0%	1%	1%	1%
Don't know	5%	6%	6%	3%	8%	5%	5%
Net: Agree	75%	73%	76%	78%	66%	77%	75%

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Total	Region					
	North	Midlands	East, South	London	Wales	Scotland

Q6_3. It is good quality

Unweighted base	3564	706	484	963	310	507	514
Base	3564	830	574	1126	467	171	299
Strongly agree	30%	30%	35%	29%	23%	28%	32%
Agree	50%	47%	46%	56%	49%	55%	45%
Neither agree nor disagree	15%	17%	12%	13%	19%	14%	18%
Disagree	2%	2%	2%	1%	3%	1%	2%
Strongly disagree	1%	1%	2%	0%	1%	1%	1%
Don't know	2%	3%	3%	1%	5%	2%	2%
Net: Agree	80%	77%	81%	85%	72%	82%	77%

Q9. Who do you think is most responsible for ensuring food is safe and good quality? Please select as many as you like.

Unweighted base	3564	706	484	963	310	507	514
Base	3564	830	574	1126	467	171	299
The government	64%	60%	63%	67%	67%	63%	63%
Local authorities	44%	42%	44%	49%	40%	47%	42%
Farmers	63%	64%	63%	67%	60%	61%	54%
Supermarkets	43%	41%	42%	48%	43%	45%	39%
Food processors and brands	47%	45%	43%	52%	43%	51%	46%
Food assurance and inspections schemes	70%	69%	68%	73%	65%	70%	67%
Restaurants	26%	24%	24%	30%	28%	28%	24%
Someone else	2%	2%	2%	2%	2%	2%	1%
Don't know	6%	7%	7%	4%	8%	5%	9%

To what extent do you trust the safety and quality of the food that you buy in each of the following places?

Q10_1. That you buy in a supermarket

Unweighted base	3564	706	484	963	310	507	514
Base	3564	830	574	1126	467	171	299
Trust a great deal	24%	22%	23%	25%	24%	22%	22%
Trust somewhat	55%	56%	49%	56%	58%	55%	52%
Trust a little	15%	15%	20%	14%	10%	17%	19%
Don't trust at all	2%	2%	2%	2%	2%	2%	3%
Don't know	4%	5%	5%	3%	6%	4%	6%
Net: Trust	94%	94%	93%	95%	92%	94%	92%

Fieldwork Dates: 22nd July - 4th August 2021



Total	Region					
	North	Midlands	East, South	London	Wales	Scotland

Q10_2. That you buy in a specialist shop (e.g. butcher, fishmonger, bakery)

Unweighted base	3564	706	484	963	310	507	514
Base	3564	830	574	1126	467	171	299
Trust a great deal	48%	44%	43%	54%	39%	50%	52%
Trust somewhat	38%	40%	39%	35%	43%	37%	36%
Trust a little	8%	9%	9%	6%	9%	8%	5%
Don't trust at all	1%	1%	3%	1%	2%	1%	0%
Don't know	5%	6%	6%	4%	6%	5%	6%
Net: Trust	93%	93%	91%	95%	92%	94%	93%

Q10_3. That you buy in an outdoor / farmers' market

Unweighted base	3564	706	484	963	310	507	514
Base	3564	830	574	1126	467	171	299
Trust a great deal	32%	32%	30%	34%	27%	33%	37%
Trust somewhat	46%	45%	47%	46%	48%	45%	40%
Trust a little	13%	12%	15%	12%	13%	12%	11%
Don't trust at all	2%	3%	2%	2%	3%	2%	1%
Don't know	7%	9%	7%	6%	8%	7%	10%
Net: Trust	90%	89%	91%	92%	88%	90%	89%

Q10_4. That you buy in a restaurant

Unweighted base	3564	706	484	963	310	507	514
Base	3564	830	574	1126	467	171	299
Trust a great deal	16%	16%	15%	16%	15%	17%	19%
Trust somewhat	53%	52%	52%	57%	51%	50%	51%
Trust a little	21%	22%	24%	19%	21%	24%	20%
Don't trust at all	3%	3%	3%	3%	5%	4%	3%
Don't know	6%	7%	6%	5%	8%	6%	8%
Net: Trust	90%	90%	90%	92%	87%	90%	89%

Fieldwork Dates: 22nd July - 4th August 2021



Total	Region					
	North	Midlands	East, South	London	Wales	Scotland

Q10_5. That you buy as a takeaway / delivery

Unweighted base	3564	706	484	963	310	507	514
Base	3564	830	574	1126	467	171	299
Trust a great deal	5%	4%	5%	5%	4%	4%	5%
Trust somewhat	32%	30%	30%	32%	38%	31%	34%
Trust a little	39%	39%	40%	39%	37%	42%	37%
Don't trust at all	15%	16%	18%	15%	13%	15%	15%
Don't know	8%	10%	6%	9%	9%	8%	9%
Net: Trust	76%	74%	76%	77%	79%	78%	76%

Q10_6. That comes in a recipe delivery service (e.g. Hello Fresh)

Unweighted base	3564	706	484	963	310	507	514
Base	3564	830	574	1126	467	171	299
Trust a great deal	8%	9%	10%	7%	8%	6%	6%
Trust somewhat	26%	27%	24%	26%	31%	24%	26%
Trust a little	16%	14%	19%	15%	18%	20%	14%
Don't trust at all	8%	9%	10%	8%	6%	10%	9%
Don't know	42%	42%	38%	44%	38%	40%	46%
Net: Trust	50%	49%	53%	48%	56%	50%	45%

Cell Contents (Column Percentages)

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Fieldwork Dates: 22nd July - 4th August 2021



Total	Age					Gender	
	18 - 24	25 - 39	40 - 49	50 - 65	66+	Male	Female

To what extent do you trust food that originates in the following countries?

Q4_1. UK as a whole

Unweighted base	3564	152	852	632	999	929	1668	1896
Base	3564	396	905	588	908	767	1729	1835
Trust a great deal	41%	34%	36%	38%	44%	46%	41%	40%
Trust somewhat	44%	44%	43%	45%	42%	45%	44%	44%
Trust a little	10%	15%	13%	10%	9%	7%	10%	11%
Don't trust at all	2%	1%	2%	2%	1%	1%	2%	1%
Don't know	4%	5%	6%	4%	3%	1%	3%	4%
Net: Trust	95%	94%	91%	93%	96%	98%	95%	95%

To what extent do you trust food that originates in the following countries?

Q4b_1. Ireland

Unweighted base	3564	152	852	632	999	929	1668	1896
Base	3564	396	905	588	908	767	1729	1835
Trust a great deal	30%	34%	27%	30%	30%	32%	33%	27%
Trust somewhat	43%	35%	44%	41%	46%	45%	43%	43%
Trust a little	15%	18%	16%	15%	13%	15%	15%	15%
Don't trust at all	2%	1%	2%	3%	3%	3%	3%	2%
Don't know	9%	12%	11%	11%	8%	6%	6%	12%
Net: Trust	88%	87%	87%	86%	89%	92%	91%	86%

Q4b_2. France

Unweighted base	3564	152	852	632	999	929	1668	1896
Base	3564	396	905	588	908	767	1729	1835
Trust a great deal	18%	22%	20%	20%	16%	13%	21%	14%
Trust somewhat	44%	45%	46%	39%	44%	44%	46%	42%
Trust a little	21%	16%	18%	20%	22%	27%	20%	22%
Don't trust at all	7%	4%	5%	7%	8%	9%	6%	7%
Don't know	11%	12%	12%	14%	10%	7%	7%	14%
Net: Trust	83%	84%	84%	79%	82%	84%	86%	79%

Fieldwork Dates: 22nd July - 4th August 2021



Total	Age					Gender	
	18 - 24	25 - 39	40 - 49	50 - 65	66+	Male	Female

Q4b_3. Germany

Unweighted base	3564	152	852	632	999	929	1668	1896
Base	3564	396	905	588	908	767	1729	1835
Trust a great deal	23%	25%	25%	25%	21%	19%	27%	18%
Trust somewhat	44%	44%	43%	40%	46%	46%	46%	42%
Trust a little	18%	14%	17%	17%	18%	20%	16%	19%
Don't trust at all	4%	3%	3%	4%	5%	6%	4%	5%
Don't know	11%	14%	12%	14%	10%	9%	8%	15%
Net: Trust	84%	83%	85%	82%	84%	85%	89%	80%

Q4b_4. Spain

Unweighted base	3564	152	852	632	999	929	1668	1896
Base	3564	396	905	588	908	767	1729	1835
Trust a great deal	17%	23%	18%	18%	16%	11%	19%	14%
Trust somewhat	44%	42%	46%	42%	44%	43%	47%	41%
Trust a little	24%	22%	20%	22%	24%	31%	23%	25%
Don't trust at all	5%	2%	4%	4%	6%	6%	4%	5%
Don't know	11%	11%	13%	13%	10%	8%	7%	14%
Net: Trust	84%	87%	84%	83%	84%	85%	89%	80%

Q4b_5. Poland

Unweighted base	3564	152	852	632	999	929	1668	1896
Base	3564	396	905	588	908	767	1729	1835
Trust a great deal	9%	10%	11%	11%	7%	5%	10%	7%
Trust somewhat	34%	34%	37%	33%	33%	32%	37%	31%
Trust a little	30%	32%	26%	30%	31%	33%	32%	29%
Don't trust at all	11%	4%	9%	9%	13%	15%	10%	12%
Don't know	16%	19%	16%	18%	15%	15%	11%	21%
Net: Trust	73%	77%	74%	74%	72%	71%	79%	67%

Fieldwork Dates: 22nd July - 4th August 2021



Total	Age					Gender	
	18 - 24	25 - 39	40 - 49	50 - 65	66+	Male	Female

Q4b_6. Denmark

Unweighted base	3564	152	852	632	999	929	1668	1896
Base	3564	396	905	588	908	767	1729	1835
Trust a great deal	22%	23%	23%	24%	21%	21%	27%	18%
Trust somewhat	44%	38%	42%	40%	45%	50%	46%	42%
Trust a little	17%	19%	17%	16%	17%	18%	15%	18%
Don't trust at all	3%	2%	3%	4%	4%	3%	3%	4%
Don't know	14%	19%	15%	17%	12%	9%	9%	18%
Net: Trust	83%	80%	82%	80%	84%	88%	88%	78%

Q4b_7. Netherlands

Unweighted base	3564	152	852	632	999	929	1668	1896
Base	3564	396	905	588	908	767	1729	1835
Trust a great deal	21%	27%	21%	23%	20%	19%	25%	18%
Trust somewhat	45%	38%	46%	39%	47%	49%	48%	42%
Trust a little	18%	21%	16%	18%	16%	19%	17%	18%
Don't trust at all	3%	1%	3%	4%	3%	3%	2%	3%
Don't know	13%	13%	15%	16%	13%	9%	8%	18%
Net: Trust	84%	86%	83%	80%	83%	88%	89%	79%

Q4b_8. Italy

Unweighted base	3564	152	852	632	999	929	1668	1896
Base	3564	396	905	588	908	767	1729	1835
Trust a great deal	21%	31%	24%	22%	20%	14%	24%	18%
Trust somewhat	45%	38%	46%	43%	47%	48%	47%	44%
Trust a little	19%	17%	16%	18%	19%	26%	18%	21%
Don't trust at all	3%	2%	3%	3%	4%	5%	3%	3%
Don't know	11%	12%	11%	13%	10%	8%	7%	13%
Net: Trust	86%	85%	86%	84%	87%	87%	89%	83%

Fieldwork Dates: 22nd July - 4th August 2021



Total	Age					Gender	
	18 - 24	25 - 39	40 - 49	50 - 65	66+	Male	Female

Q4b_9. USA

Unweighted base	3564	152	852	632	999	929	1668	1896
Base	3564	396	905	588	908	767	1729	1835
Trust a great deal	4%	4%	5%	5%	3%	2%	4%	4%
Trust somewhat	21%	26%	22%	20%	19%	19%	22%	20%
Trust a little	32%	31%	31%	31%	32%	35%	37%	28%
Don't trust at all	34%	27%	33%	33%	36%	36%	30%	37%
Don't know	9%	12%	8%	11%	10%	8%	6%	12%
Net: Trust	57%	61%	59%	55%	55%	56%	63%	51%

Q4b_10. Brazil

Unweighted base	3564	152	852	632	999	929	1668	1896
Base	3564	396	905	588	908	767	1729	1835
Trust a great deal	3%	7%	4%	3%	2%	1%	4%	3%
Trust somewhat	21%	27%	25%	20%	19%	15%	22%	19%
Trust a little	32%	34%	31%	31%	31%	35%	35%	30%
Don't trust at all	23%	12%	20%	21%	28%	30%	24%	23%
Don't know	20%	20%	20%	25%	20%	19%	15%	26%
Net: Trust	56%	68%	60%	54%	52%	51%	61%	52%

Q4b_11. Argentina

Unweighted base	3564	152	852	632	999	929	1668	1896
Base	3564	396	905	588	908	767	1729	1835
Trust a great deal	4%	8%	5%	5%	3%	2%	5%	4%
Trust somewhat	26%	32%	30%	25%	25%	20%	29%	23%
Trust a little	32%	29%	29%	32%	32%	39%	36%	29%
Don't trust at all	17%	8%	14%	14%	22%	24%	17%	18%
Don't know	20%	23%	22%	24%	17%	15%	13%	26%
Net: Trust	63%	69%	64%	62%	61%	61%	70%	56%

Fieldwork Dates: 22nd July - 4th August 2021



Total	Age					Gender	
	18 - 24	25 - 39	40 - 49	50 - 65	66+	Male	Female

Q4b_12. New Zealand

Unweighted base	3564	152	852	632	999	929	1668	1896
Base	3564	396	905	588	908	767	1729	1835
Trust a great deal	26%	29%	24%	27%	25%	28%	30%	23%
Trust somewhat	44%	33%	44%	40%	46%	49%	46%	42%
Trust a little	16%	22%	15%	15%	17%	15%	14%	18%
Don't trust at all	2%	2%	3%	3%	3%	2%	2%	2%
Don't know	11%	13%	15%	14%	10%	6%	8%	15%
Net: Trust	86%	85%	82%	83%	88%	92%	90%	83%

Q4b_13. Australia

Unweighted base	3564	152	852	632	999	929	1668	1896
Base	3564	396	905	588	908	767	1729	1835
Trust a great deal	16%	19%	17%	16%	15%	16%	19%	14%
Trust somewhat	42%	38%	40%	39%	43%	45%	43%	40%
Trust a little	23%	26%	22%	21%	22%	24%	23%	22%
Don't trust at all	7%	3%	7%	7%	8%	8%	7%	7%
Don't know	12%	14%	14%	16%	12%	7%	8%	17%
Net: Trust	81%	83%	79%	77%	80%	85%	85%	76%

Q4b_14. China

Unweighted base	3564	152	852	632	999	929	1668	1896
Base	3564	396	905	588	908	767	1729	1835
Trust a great deal	1%	2%	2%	2%	1%	1%	2%	1%
Trust somewhat	10%	17%	13%	10%	8%	6%	10%	10%
Trust a little	26%	41%	26%	23%	23%	22%	29%	22%
Don't trust at all	51%	28%	47%	50%	56%	60%	51%	51%
Don't know	12%	13%	12%	14%	12%	11%	8%	16%
Net: Trust	37%	60%	41%	36%	31%	29%	41%	33%

Fieldwork Dates: 22nd July - 4th August 2021



Total	Age					Gender	
	18 - 24	25 - 39	40 - 49	50 - 65	66+	Male	Female

Q4b_15. Japan

Unweighted base	3564	152	852	632	999	929	1668	1896
Base	3564	396	905	588	908	767	1729	1835
Trust a great deal	11%	18%	15%	10%	9%	6%	15%	7%
Trust somewhat	30%	29%	34%	31%	30%	27%	36%	25%
Trust a little	25%	27%	22%	23%	26%	28%	25%	25%
Don't trust at all	15%	7%	12%	15%	16%	20%	11%	18%
Don't know	19%	19%	17%	21%	19%	20%	13%	25%
Net: Trust	66%	74%	71%	64%	65%	60%	76%	57%

Q4b_16. Kenya

Unweighted base	3564	152	852	632	999	929	1668	1896
Base	3564	396	905	588	908	767	1729	1835
Trust a great deal	3%	4%	4%	4%	3%	2%	4%	3%
Trust somewhat	22%	28%	27%	22%	20%	17%	22%	22%
Trust a little	31%	34%	28%	28%	30%	35%	34%	28%
Don't trust at all	22%	13%	18%	21%	26%	27%	24%	20%
Don't know	22%	21%	23%	26%	20%	19%	17%	27%
Net: Trust	56%	66%	59%	53%	53%	54%	59%	53%

Q4b_17. Canada

Unweighted base	3564	152	852	632	999	929	1668	1896
Base	3564	396	905	588	908	767	1729	1835
Trust a great deal	16%	14%	16%	16%	17%	17%	19%	14%
Trust somewhat	45%	46%	44%	41%	44%	48%	48%	41%
Trust a little	19%	20%	19%	19%	19%	19%	18%	20%
Don't trust at all	4%	5%	5%	5%	4%	3%	4%	4%
Don't know	16%	15%	17%	18%	15%	12%	11%	20%
Net: Trust	80%	80%	79%	76%	80%	84%	85%	76%

Fieldwork Dates: 22nd July - 4th August 2021



Total	Age					Gender	
	18 - 24	25 - 39	40 - 49	50 - 65	66+	Male	Female

Q4b_18. Sweden

Unweighted base	3564	152	852	632	999	929	1668	1896
Base	3564	396	905	588	908	767	1729	1835
Trust a great deal	23%	25%	24%	25%	21%	21%	27%	19%
Trust somewhat	44%	40%	43%	40%	46%	48%	45%	42%
Trust a little	15%	17%	14%	15%	16%	15%	14%	17%
Don't trust at all	3%	2%	3%	3%	3%	2%	2%	3%
Don't know	15%	17%	16%	18%	14%	14%	12%	19%
Net: Trust	82%	81%	81%	80%	83%	84%	86%	78%

Not including the UK, which countries would you like the UK to import the following food and drinks from? Please select all that apply for each food & drink group

Q5a_1. Ireland

Unweighted base	3564	152	852	632	999	929	1668	1896
Base	3564	396	905	588	908	767	1729	1835
Beef	52%	47%	46%	51%	56%	55%	57%	47%
Chicken	43%	45%	43%	43%	46%	37%	47%	38%
Pork	42%	41%	41%	45%	47%	37%	48%	37%
Lamb	44%	51%	45%	45%	45%	39%	49%	40%
Apples	41%	42%	44%	45%	43%	34%	43%	40%
Dairy products	49%	42%	43%	48%	54%	55%	50%	48%
None of these	30%	35%	36%	34%	28%	21%	28%	33%

Q5a_2. France

Unweighted base	3564	152	852	632	999	929	1668	1896
Base	3564	396	905	588	908	767	1729	1835
Beef	25%	31%	32%	26%	22%	17%	33%	18%
Chicken	26%	33%	31%	27%	23%	20%	34%	19%
Pork	25%	36%	30%	25%	21%	16%	33%	17%
Lamb	24%	34%	29%	24%	20%	16%	31%	18%
Apples	40%	39%	39%	41%	41%	42%	46%	35%
Dairy products	42%	39%	42%	42%	41%	47%	45%	40%
None of these	39%	42%	39%	41%	41%	35%	34%	44%

Fieldwork Dates: 22nd July - 4th August 2021



Total	Age					Gender	
	18 - 24	25 - 39	40 - 49	50 - 65	66+	Male	Female

Q5a_3. Germany

Unweighted base	3564	152	852	632	999	929	1668	1896
Base	3564	396	905	588	908	767	1729	1835
Beef	28%	31%	32%	31%	26%	21%	36%	20%
Chicken	26%	29%	30%	29%	25%	21%	34%	19%
Pork	32%	32%	37%	34%	29%	27%	41%	23%
Lamb	24%	33%	28%	27%	22%	16%	32%	17%
Apples	31%	37%	37%	33%	28%	26%	37%	27%
Dairy products	34%	33%	32%	35%	32%	36%	38%	29%
None of these	47%	45%	45%	49%	50%	45%	39%	54%

Q5a_4. Spain

Unweighted base	3564	152	852	632	999	929	1668	1896
Base	3564	396	905	588	908	767	1729	1835
Beef	21%	26%	27%	24%	19%	13%	27%	15%
Chicken	22%	25%	29%	24%	19%	14%	28%	15%
Pork	24%	33%	31%	26%	21%	15%	32%	17%
Lamb	20%	29%	27%	20%	17%	11%	27%	13%
Apples	41%	42%	41%	43%	40%	42%	45%	38%
Dairy products	27%	33%	31%	28%	25%	23%	32%	23%
None of these	44%	40%	43%	46%	48%	44%	38%	50%

Q5a_5. Poland

Unweighted base	3564	152	852	632	999	929	1668	1896
Base	3564	396	905	588	908	767	1729	1835
Beef	15%	20%	21%	15%	12%	11%	21%	10%
Chicken	16%	19%	21%	17%	14%	11%	22%	10%
Pork	20%	23%	26%	17%	16%	18%	27%	13%
Lamb	16%	27%	20%	15%	12%	10%	22%	10%
Apples	25%	32%	29%	25%	21%	22%	30%	21%
Dairy products	22%	29%	23%	21%	20%	18%	26%	18%
None of these	61%	54%	58%	64%	65%	62%	54%	67%

Fieldwork Dates: 22nd July - 4th August 2021



Total	Age					Gender	
	18 - 24	25 - 39	40 - 49	50 - 65	66+	Male	Female

Q5a_6. Denmark

Unweighted base	3564	152	852	632	999	929	1668	1896
Base	3564	396	905	588	908	767	1729	1835
Beef	24%	29%	28%	26%	21%	18%	31%	17%
Chicken	25%	31%	29%	26%	22%	19%	32%	18%
Pork	37%	33%	35%	37%	39%	39%	48%	27%
Lamb	23%	31%	28%	25%	21%	16%	30%	17%
Apples	29%	35%	33%	32%	25%	24%	33%	25%
Dairy products	36%	33%	30%	32%	35%	46%	38%	33%
None of these	42%	47%	46%	45%	43%	31%	36%	48%

Q5a_7. Italy

Unweighted base	3564	152	852	632	999	929	1668	1896
Base	3564	396	905	588	908	767	1729	1835
Beef	23%	32%	29%	24%	20%	13%	30%	16%
Chicken	24%	31%	30%	25%	20%	15%	31%	16%
Pork	25%	36%	32%	26%	22%	16%	34%	17%
Lamb	21%	31%	28%	23%	18%	11%	29%	15%
Apples	35%	37%	38%	36%	31%	35%	40%	31%
Dairy products	39%	38%	41%	38%	37%	38%	42%	36%
None of these	44%	44%	41%	47%	48%	41%	39%	49%

Q5a_8. USA

Unweighted base	3564	152	852	632	999	929	1668	1896
Base	3564	396	905	588	908	767	1729	1835
Beef	11%	12%	10%	9%	11%	12%	15%	7%
Chicken	8%	11%	9%	7%	7%	6%	10%	5%
Pork	8%	17%	8%	6%	6%	6%	12%	4%
Lamb	7%	16%	8%	6%	6%	5%	11%	4%
Apples	17%	21%	15%	16%	16%	18%	21%	13%
Dairy products	10%	15%	9%	12%	10%	8%	13%	8%
None of these	74%	67%	75%	77%	76%	72%	69%	79%

Fieldwork Dates: 22nd July - 4th August 2021



Total	Age					Gender	
	18 - 24	25 - 39	40 - 49	50 - 65	66+	Male	Female

Q5a_9. Brazil

Unweighted base	3564	152	852	632	999	929	1668	1896
Base	3564	396	905	588	908	767	1729	1835
Beef	15%	15%	14%	13%	15%	18%	20%	10%
Chicken	7%	14%	10%	6%	3%	3%	9%	4%
Pork	6%	15%	8%	6%	4%	3%	9%	4%
Lamb	7%	16%	8%	6%	5%	3%	9%	4%
Apples	14%	31%	15%	15%	10%	8%	17%	11%
Dairy products	7%	20%	7%	6%	4%	3%	9%	4%
None of these	73%	60%	71%	75%	79%	75%	67%	79%

Q5a_10. Argentina

Unweighted base	3564	152	852	632	999	929	1668	1896
Base	3564	396	905	588	908	767	1729	1835
Beef	28%	19%	20%	24%	32%	39%	36%	19%
Chicken	7%	14%	10%	6%	4%	2%	10%	4%
Pork	8%	21%	10%	6%	4%	3%	12%	4%
Lamb	7%	16%	10%	6%	5%	4%	10%	5%
Apples	13%	23%	15%	13%	9%	8%	15%	11%
Dairy products	8%	22%	9%	5%	5%	4%	10%	6%
None of these	63%	57%	68%	67%	63%	56%	55%	70%

Q5a_11. New Zealand

Unweighted base	3564	152	852	632	999	929	1668	1896
Base	3564	396	905	588	908	767	1729	1835
Beef	22%	26%	23%	20%	20%	22%	29%	15%
Chicken	17%	21%	20%	17%	16%	14%	23%	11%
Pork	18%	24%	19%	18%	16%	15%	25%	12%
Lamb	50%	29%	40%	49%	55%	66%	58%	42%
Apples	27%	28%	26%	24%	25%	34%	31%	24%
Dairy products	23%	26%	19%	17%	21%	31%	28%	18%
None of these	39%	50%	49%	42%	37%	22%	32%	45%

Fieldwork Dates: 22nd July - 4th August 2021



Total	Age					Gender	
	18 - 24	25 - 39	40 - 49	50 - 65	66+	Male	Female

Q5a_12. Australia

Unweighted base	3564	152	852	632	999	929	1668	1896
Base	3564	396	905	588	908	767	1729	1835
Beef	24%	20%	22%	21%	25%	28%	31%	17%
Chicken	16%	17%	19%	17%	15%	11%	21%	11%
Pork	17%	22%	19%	17%	16%	12%	24%	10%
Lamb	28%	19%	23%	24%	31%	37%	35%	21%
Apples	25%	29%	25%	23%	22%	27%	28%	21%
Dairy products	18%	24%	18%	14%	17%	21%	22%	15%
None of these	54%	56%	60%	62%	53%	40%	47%	61%

Q5a_13. China

Unweighted base	3564	152	852	632	999	929	1668	1896
Base	3564	396	905	588	908	767	1729	1835
Beef	3%	7%	4%	3%	1%	1%	4%	2%
Chicken	4%	10%	6%	3%	1%	1%	5%	2%
Pork	4%	9%	6%	3%	2%	1%	5%	2%
Lamb	3%	12%	5%	2%	1%	1%	5%	2%
Apples	6%	15%	8%	6%	3%	3%	8%	5%
Dairy products	3%	10%	4%	2%	2%	1%	4%	2%
None of these	90%	74%	87%	92%	95%	95%	88%	92%

Q5a_14. Japan

Unweighted base	3564	152	852	632	999	929	1668	1896
Base	3564	396	905	588	908	767	1729	1835
Beef	14%	18%	19%	12%	12%	9%	21%	7%
Chicken	11%	21%	17%	7%	7%	5%	17%	5%
Pork	10%	19%	16%	8%	7%	5%	16%	5%
Lamb	9%	17%	14%	7%	7%	4%	15%	4%
Apples	15%	28%	20%	15%	10%	10%	20%	11%
Dairy products	11%	20%	15%	8%	8%	7%	15%	7%
None of these	74%	56%	68%	78%	81%	81%	66%	82%

Fieldwork Dates: 22nd July - 4th August 2021



Total	Age					Gender	
	18 - 24	25 - 39	40 - 49	50 - 65	66+	Male	Female

Q5a_15. Kenya

Unweighted base	3564	152	852	632	999	929	1668	1896
Base	3564	396	905	588	908	767	1729	1835
Beef	5%	9%	8%	6%	2%	3%	7%	3%
Chicken	5%	12%	9%	5%	2%	2%	8%	3%
Pork	5%	11%	8%	5%	2%	2%	7%	3%
Lamb	5%	14%	7%	4%	3%	2%	7%	3%
Apples	15%	22%	16%	18%	12%	13%	18%	13%
Dairy products	5%	11%	8%	5%	3%	2%	7%	4%
None of these	79%	63%	75%	79%	86%	86%	76%	83%

Q5a_16. Canada

Unweighted base	3564	152	852	632	999	929	1668	1896
Base	3564	396	905	588	908	767	1729	1835
Beef	23%	21%	22%	21%	26%	23%	30%	16%
Chicken	18%	22%	21%	18%	19%	14%	25%	12%
Pork	20%	26%	22%	18%	19%	15%	28%	12%
Lamb	18%	23%	20%	16%	18%	14%	24%	12%
Apples	27%	36%	27%	24%	25%	30%	31%	24%
Dairy products	22%	25%	21%	19%	21%	27%	27%	18%
None of these	57%	53%	60%	64%	59%	48%	50%	63%

Q5a_17. Sweden

Unweighted base	3564	152	852	632	999	929	1668	1896
Base	3564	396	905	588	908	767	1729	1835
Beef	25%	29%	30%	27%	23%	18%	32%	18%
Chicken	26%	30%	30%	27%	22%	21%	33%	18%
Pork	26%	34%	30%	28%	24%	19%	35%	18%
Lamb	23%	28%	29%	25%	21%	16%	31%	16%
Apples	29%	34%	34%	32%	25%	24%	34%	25%
Dairy products	37%	31%	34%	35%	37%	45%	41%	33%
None of these	48%	49%	48%	50%	51%	42%	42%	54%

Fieldwork Dates: 22nd July - 4th August 2021



Total	Age					Gender	
	18 - 24	25 - 39	40 - 49	50 - 65	66+	Male	Female

Q5a_18. Netherlands

Unweighted base	3564	152	852	632	999	929	1668	1896
Base	3564	396	905	588	908	767	1729	1835
Beef	24%	26%	29%	24%	21%	19%	31%	17%
Chicken	26%	29%	30%	26%	25%	23%	35%	18%
Pork	28%	35%	30%	26%	25%	26%	37%	20%
Lamb	24%	34%	29%	25%	20%	17%	31%	17%
Apples	33%	37%	36%	34%	31%	30%	38%	28%
Dairy products	40%	34%	37%	38%	39%	48%	44%	36%
None of these	43%	45%	46%	48%	44%	35%	37%	49%

Do you agree or disagree with the following statements about food grown in the UK?

Q6_1. It is safe

Unweighted base	3564	152	852	632	999	929	1668	1896
Base	3564	396	905	588	908	767	1729	1835
Strongly agree	33%	29%	30%	34%	39%	33%	37%	30%
Agree	50%	54%	48%	50%	47%	54%	48%	52%
Neither agree nor disagree	11%	8%	13%	10%	12%	10%	10%	12%
Disagree	2%	3%	2%	1%	1%	1%	1%	2%
Strongly disagree	1%	2%	1%	1%	0%	0%	1%	0%
Don't know	3%	4%	6%	4%	1%	1%	2%	4%
Net: Agree	84%	83%	78%	85%	86%	87%	85%	83%

Q6_2. It is traceable (you can find out where it was grown)

Unweighted base	3564	152	852	632	999	929	1668	1896
Base	3564	396	905	588	908	767	1729	1835
Strongly agree	27%	12%	22%	29%	30%	33%	26%	27%
Agree	48%	48%	48%	46%	48%	51%	48%	48%
Neither agree nor disagree	15%	21%	17%	15%	14%	12%	15%	16%
Disagree	4%	11%	4%	2%	4%	2%	5%	3%
Strongly disagree	1%	0%	2%	1%	1%	0%	1%	1%
Don't know	5%	7%	7%	8%	4%	2%	5%	5%
Net: Agree	75%	60%	70%	75%	77%	84%	75%	75%

Fieldwork Dates: 22nd July - 4th August 2021



Total	Age					Gender	
	18 - 24	25 - 39	40 - 49	50 - 65	66+	Male	Female

Q6_3. It is good quality

Unweighted base	3564	152	852	632	999	929	1668	1896
Base	3564	396	905	588	908	767	1729	1835
Strongly agree	30%	20%	24%	33%	35%	33%	33%	27%
Agree	50%	55%	49%	49%	49%	51%	47%	53%
Neither agree nor disagree	15%	16%	19%	13%	14%	13%	14%	16%
Disagree	2%	3%	2%	1%	1%	1%	2%	1%
Strongly disagree	1%	3%	1%	1%	0%	0%	2%	1%
Don't know	2%	3%	5%	4%	1%	1%	2%	2%
Net: Agree	80%	75%	73%	82%	84%	84%	80%	80%

Q9. Who do you think is most responsible for ensuring food is safe and good quality? Please select as many as you like.

Unweighted base	3564	152	852	632	999	929	1668	1896
Base	3564	396	905	588	908	767	1729	1835
The government	64%	65%	63%	62%	66%	62%	65%	62%
Local authorities	44%	44%	41%	37%	48%	49%	46%	43%
Farmers	63%	58%	58%	56%	66%	74%	62%	64%
Supermarkets	43%	41%	41%	37%	46%	51%	44%	43%
Food processors and brands	47%	46%	42%	44%	50%	52%	47%	48%
Food assurance and inspections schemes	70%	66%	62%	63%	74%	81%	68%	71%
Restaurants	26%	22%	25%	24%	30%	28%	26%	27%
Someone else	2%	2%	2%	1%	2%	2%	2%	2%
Don't know	6%	8%	10%	7%	4%	2%	6%	6%

To what extent do you trust the safety and quality of the food that you buy in each of the following places?

Q10_1. That you buy in a supermarket

Unweighted base	3564	152	852	632	999	929	1668	1896
Base	3564	396	905	588	908	767	1729	1835
Trust a great deal	24%	20%	23%	26%	24%	24%	26%	21%
Trust somewhat	55%	59%	52%	52%	55%	58%	54%	56%
Trust a little	15%	11%	15%	16%	17%	15%	13%	17%
Don't trust at all	2%	2%	3%	2%	2%	2%	2%	2%
Don't know	4%	8%	7%	4%	2%	1%	5%	4%
Net: Trust	94%	90%	90%	94%	96%	97%	93%	94%

Fieldwork Dates: 22nd July - 4th August 2021



Total	Age					Gender	
	18 - 24	25 - 39	40 - 49	50 - 65	66+	Male	Female

Q10_2. That you buy in a specialist shop (e.g. butcher, fishmonger, bakery)

Unweighted base	3564	152	852	632	999	929	1668	1896
Base	3564	396	905	588	908	767	1729	1835
Trust a great deal	48%	44%	48%	46%	49%	49%	47%	48%
Trust somewhat	38%	37%	33%	39%	39%	43%	40%	37%
Trust a little	8%	6%	9%	8%	8%	6%	7%	8%
Don't trust at all	1%	3%	1%	1%	1%	1%	1%	1%
Don't know	5%	9%	9%	5%	4%	2%	5%	6%
Net: Trust	93%	87%	90%	94%	96%	97%	94%	93%

Q10_3. That you buy in an outdoor / farmers' market

Unweighted base	3564	152	852	632	999	929	1668	1896
Base	3564	396	905	588	908	767	1729	1835
Trust a great deal	32%	26%	33%	35%	34%	31%	29%	36%
Trust somewhat	46%	51%	41%	45%	46%	48%	48%	44%
Trust a little	13%	13%	11%	12%	14%	13%	14%	11%
Don't trust at all	2%	1%	4%	2%	1%	3%	2%	2%
Don't know	7%	9%	10%	7%	6%	5%	7%	7%
Net: Trust	90%	90%	86%	91%	93%	92%	90%	91%

Q10_4. That you buy in a restaurant

Unweighted base	3564	152	852	632	999	929	1668	1896
Base	3564	396	905	588	908	767	1729	1835
Trust a great deal	16%	23%	19%	17%	14%	11%	19%	13%
Trust somewhat	53%	52%	51%	53%	56%	54%	51%	55%
Trust a little	21%	13%	19%	18%	22%	26%	20%	22%
Don't trust at all	3%	2%	3%	4%	3%	4%	3%	4%
Don't know	6%	9%	7%	7%	4%	5%	6%	6%
Net: Trust	90%	88%	90%	89%	93%	91%	91%	90%

Fieldwork Dates: 22nd July - 4th August 2021



Total	Age					Gender	
	18 - 24	25 - 39	40 - 49	50 - 65	66+	Male	Female

Q10_5. That you buy as a takeaway / delivery

Unweighted base	3564	152	852	632	999	929	1668	1896
Base	3564	396	905	588	908	767	1729	1835
Trust a great deal	5%	7%	5%	5%	3%	3%	6%	3%
Trust somewhat	32%	35%	36%	36%	32%	25%	32%	33%
Trust a little	39%	46%	37%	38%	41%	38%	41%	38%
Don't trust at all	15%	4%	13%	14%	16%	24%	14%	16%
Don't know	8%	9%	8%	7%	7%	11%	8%	9%
Net: Trust	76%	87%	79%	79%	76%	65%	78%	74%

Q10_6. That comes in a recipe delivery service (e.g. Hello Fresh)

Unweighted base	3564	152	852	632	999	929	1668	1896
Base	3564	396	905	588	908	767	1729	1835
Trust a great deal	8%	11%	10%	11%	5%	5%	8%	8%
Trust somewhat	26%	38%	31%	30%	22%	18%	25%	27%
Trust a little	16%	18%	20%	14%	13%	15%	17%	15%
Don't trust at all	8%	5%	9%	8%	7%	11%	9%	8%
Don't know	42%	29%	30%	38%	52%	51%	40%	43%
Net: Trust	50%	66%	61%	55%	40%	37%	50%	50%

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Total	Social Grade			
	AB	C1	C2	DE

To what extent do you trust food that originates in the following countries?

Q4_1. UK as a whole

Unweighted base	3564	1171	1063	503	827
Base	3564	998	1034	748	784
Trust a great deal	41%	43%	40%	39%	40%
Trust somewhat	44%	45%	45%	46%	38%
Trust a little	10%	9%	11%	10%	12%
Don't trust at all	2%	1%	2%	1%	3%
Don't know	4%	2%	3%	3%	7%
Net: Trust	95%	97%	96%	96%	90%

To what extent do you trust food that originates in the following countries?

Q4b_1. Ireland

Unweighted base	3564	1171	1063	503	827
Base	3564	998	1034	748	784
Trust a great deal	30%	34%	32%	26%	27%
Trust somewhat	43%	45%	47%	43%	37%
Trust a little	15%	13%	12%	19%	18%
Don't trust at all	2%	2%	2%	2%	4%
Don't know	9%	7%	8%	10%	14%
Net: Trust	88%	91%	91%	88%	82%

Q4b_2. France

Unweighted base	3564	1171	1063	503	827
Base	3564	998	1034	748	784
Trust a great deal	18%	22%	20%	12%	14%
Trust somewhat	44%	46%	49%	41%	36%
Trust a little	21%	19%	17%	27%	23%
Don't trust at all	7%	5%	5%	9%	9%
Don't know	11%	7%	8%	11%	18%
Net: Trust	83%	87%	87%	80%	73%

Fieldwork Dates: 22nd July - 4th August 2021



Total	Social Grade			
	AB	C1	C2	DE

Q4b_3. Germany

Unweighted base	3564	1171	1063	503	827
Base	3564	998	1034	748	784
Trust a great deal	23%	26%	27%	19%	17%
Trust somewhat	44%	48%	47%	40%	39%
Trust a little	18%	16%	13%	22%	21%
Don't trust at all	4%	3%	3%	6%	6%
Don't know	11%	7%	10%	13%	18%
Net: Trust	84%	89%	87%	81%	76%

Q4b_4. Spain

Unweighted base	3564	1171	1063	503	827
Base	3564	998	1034	748	784
Trust a great deal	17%	18%	20%	13%	14%
Trust somewhat	44%	47%	48%	40%	38%
Trust a little	24%	22%	21%	29%	25%
Don't trust at all	5%	4%	3%	7%	6%
Don't know	11%	8%	9%	12%	17%
Net: Trust	84%	88%	89%	82%	77%

Q4b_5. Poland

Unweighted base	3564	1171	1063	503	827
Base	3564	998	1034	748	784
Trust a great deal	9%	10%	12%	7%	5%
Trust somewhat	34%	36%	37%	30%	31%
Trust a little	30%	30%	30%	34%	28%
Don't trust at all	11%	10%	9%	13%	12%
Don't know	16%	14%	13%	15%	24%
Net: Trust	73%	76%	78%	71%	64%

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Total	Social Grade			
	AB	C1	C2	DE

Q4b_6. Denmark

Unweighted base	3564	1171	1063	503	827
Base	3564	998	1034	748	784
Trust a great deal	22%	27%	26%	19%	16%
Trust somewhat	44%	44%	47%	43%	40%
Trust a little	17%	15%	14%	23%	18%
Don't trust at all	3%	3%	2%	4%	4%
Don't know	14%	11%	12%	12%	22%
Net: Trust	83%	86%	86%	84%	74%

Q4b_7. Netherlands

Unweighted base	3564	1171	1063	503	827
Base	3564	998	1034	748	784
Trust a great deal	21%	24%	25%	17%	17%
Trust somewhat	45%	47%	50%	42%	39%
Trust a little	18%	17%	13%	23%	18%
Don't trust at all	3%	2%	2%	3%	4%
Don't know	13%	9%	10%	15%	21%
Net: Trust	84%	89%	88%	82%	75%

Q4b_8. Italy

Unweighted base	3564	1171	1063	503	827
Base	3564	998	1034	748	784
Trust a great deal	21%	25%	26%	15%	16%
Trust somewhat	45%	46%	48%	45%	41%
Trust a little	19%	19%	15%	25%	21%
Don't trust at all	3%	3%	2%	4%	5%
Don't know	11%	7%	9%	11%	17%
Net: Trust	86%	90%	89%	85%	78%

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Total	Social Grade			
	AB	C1	C2	DE

Q4b_9. USA

Unweighted base	3564	1171	1063	503	827
Base	3564	998	1034	748	784
Trust a great deal	4%	5%	4%	3%	4%
Trust somewhat	21%	19%	22%	20%	23%
Trust a little	32%	33%	33%	33%	28%
Don't trust at all	34%	37%	33%	33%	30%
Don't know	9%	6%	8%	10%	15%
Net: Trust	57%	56%	59%	56%	55%

Q4b_10. Brazil

Unweighted base	3564	1171	1063	503	827
Base	3564	998	1034	748	784
Trust a great deal	3%	3%	5%	2%	2%
Trust somewhat	21%	20%	22%	21%	19%
Trust a little	32%	35%	35%	31%	26%
Don't trust at all	23%	24%	20%	25%	26%
Don't know	20%	18%	18%	20%	26%
Net: Trust	56%	58%	62%	55%	48%

Q4b_11. Argentina

Unweighted base	3564	1171	1063	503	827
Base	3564	998	1034	748	784
Trust a great deal	4%	6%	5%	3%	3%
Trust somewhat	26%	26%	30%	25%	22%
Trust a little	32%	35%	34%	34%	26%
Don't trust at all	17%	17%	14%	19%	21%
Don't know	20%	17%	17%	19%	28%
Net: Trust	63%	66%	69%	61%	51%

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Total	Social Grade			
	AB	C1	C2	DE

Q4b_12. New Zealand

Unweighted base	3564	1171	1063	503	827
Base	3564	998	1034	748	784
Trust a great deal	26%	29%	28%	24%	22%
Trust somewhat	44%	46%	47%	39%	40%
Trust a little	16%	14%	14%	23%	16%
Don't trust at all	2%	2%	2%	3%	3%
Don't know	11%	8%	9%	12%	19%
Net: Trust	86%	89%	89%	86%	78%

Q4b_13. Australia

Unweighted base	3564	1171	1063	503	827
Base	3564	998	1034	748	784
Trust a great deal	16%	17%	17%	14%	16%
Trust somewhat	42%	41%	46%	40%	38%
Trust a little	23%	24%	20%	28%	20%
Don't trust at all	7%	7%	7%	6%	7%
Don't know	12%	11%	10%	12%	19%
Net: Trust	81%	82%	84%	82%	74%

Q4b_14. China

Unweighted base	3564	1171	1063	503	827
Base	3564	998	1034	748	784
Trust a great deal	1%	1%	2%	1%	2%
Trust somewhat	10%	9%	12%	9%	10%
Trust a little	26%	27%	29%	26%	19%
Don't trust at all	51%	51%	48%	52%	53%
Don't know	12%	11%	10%	11%	17%
Net: Trust	37%	37%	42%	37%	30%

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Total	Social Grade			
	AB	C1	C2	DE

Q4b_15. Japan

Unweighted base	3564	1171	1063	503	827
Base	3564	998	1034	748	784
Trust a great deal	11%	11%	15%	7%	8%
Trust somewhat	30%	32%	36%	26%	24%
Trust a little	25%	28%	22%	29%	23%
Don't trust at all	15%	12%	11%	18%	19%
Don't know	19%	17%	16%	20%	26%
Net: Trust	66%	71%	73%	62%	55%

Q4b_16. Kenya

Unweighted base	3564	1171	1063	503	827
Base	3564	998	1034	748	784
Trust a great deal	3%	3%	4%	2%	3%
Trust somewhat	22%	25%	24%	20%	17%
Trust a little	31%	33%	31%	32%	27%
Don't trust at all	22%	19%	21%	25%	24%
Don't know	22%	20%	19%	21%	28%
Net: Trust	56%	61%	60%	54%	47%

Q4b_17. Canada

Unweighted base	3564	1171	1063	503	827
Base	3564	998	1034	748	784
Trust a great deal	16%	17%	18%	15%	14%
Trust somewhat	45%	48%	48%	41%	39%
Trust a little	19%	18%	17%	23%	19%
Don't trust at all	4%	5%	4%	4%	5%
Don't know	16%	12%	14%	17%	22%
Net: Trust	80%	84%	83%	79%	73%

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Total	Social Grade			
	AB	C1	C2	DE

Q4b_18. Sweden

Unweighted base	3564	1171	1063	503	827
Base	3564	998	1034	748	784
Trust a great deal	23%	27%	26%	17%	19%
Trust somewhat	44%	45%	48%	43%	38%
Trust a little	15%	14%	11%	21%	17%
Don't trust at all	3%	2%	1%	3%	5%
Don't know	15%	12%	14%	16%	22%
Net: Trust	82%	87%	85%	81%	73%

Not including the UK, which countries would you like the UK to import the following food and drinks from? Please select all that apply for each food & drink group

Q5a_1. Ireland

Unweighted base	3564	1171	1063	503	827
Base	3564	998	1034	748	784
Beef	52%	54%	54%	49%	48%
Chicken	43%	43%	46%	40%	39%
Pork	42%	43%	46%	43%	36%
Lamb	44%	47%	48%	42%	39%
Apples	41%	43%	43%	41%	38%
Dairy products	49%	53%	50%	49%	42%
None of these	30%	28%	29%	31%	34%

Q5a_2. France

Unweighted base	3564	1171	1063	503	827
Base	3564	998	1034	748	784
Beef	25%	29%	30%	19%	19%
Chicken	26%	30%	32%	21%	20%
Pork	25%	28%	30%	20%	18%
Lamb	24%	26%	30%	18%	18%
Apples	40%	45%	44%	35%	36%
Dairy products	42%	49%	48%	36%	33%
None of these	39%	34%	37%	44%	45%

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Total	Social Grade			
	AB	C1	C2	DE

Q5a_3. Germany

Unweighted base	3564	1171	1063	503	827
Base	3564	998	1034	748	784
Beef	28%	30%	33%	24%	23%
Chicken	26%	30%	30%	22%	22%
Pork	32%	35%	36%	28%	26%
Lamb	24%	27%	29%	20%	19%
Apples	31%	35%	35%	29%	26%
Dairy products	34%	39%	39%	28%	25%
None of these	47%	42%	42%	51%	56%

Q5a_4. Spain

Unweighted base	3564	1171	1063	503	827
Base	3564	998	1034	748	784
Beef	21%	23%	26%	17%	16%
Chicken	22%	24%	26%	18%	16%
Pork	24%	28%	31%	18%	17%
Lamb	20%	21%	26%	17%	15%
Apples	41%	44%	45%	39%	36%
Dairy products	27%	32%	33%	21%	21%
None of these	44%	41%	40%	49%	51%

Q5a_5. Poland

Unweighted base	3564	1171	1063	503	827
Base	3564	998	1034	748	784
Beef	15%	16%	20%	12%	13%
Chicken	16%	17%	20%	13%	14%
Pork	20%	20%	24%	17%	17%
Lamb	16%	15%	21%	14%	12%
Apples	25%	26%	29%	23%	23%
Dairy products	22%	24%	26%	18%	16%
None of these	61%	60%	57%	64%	65%

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Total	Social Grade			
	AB	C1	C2	DE

Q5a_6. Denmark

Unweighted base	3564	1171	1063	503	827
Base	3564	998	1034	748	784
Beef	24%	25%	28%	21%	20%
Chicken	25%	25%	30%	22%	20%
Pork	37%	40%	40%	37%	30%
Lamb	23%	22%	29%	22%	19%
Apples	29%	30%	33%	26%	24%
Dairy products	36%	39%	40%	32%	28%
None of these	42%	39%	39%	44%	48%

Q5a_7. Italy

Unweighted base	3564	1171	1063	503	827
Base	3564	998	1034	748	784
Beef	23%	25%	28%	19%	17%
Chicken	24%	26%	28%	20%	18%
Pork	25%	27%	32%	23%	18%
Lamb	21%	22%	27%	19%	15%
Apples	35%	38%	38%	33%	29%
Dairy products	39%	44%	43%	34%	30%
None of these	44%	38%	41%	48%	52%

Q5a_8. USA

Unweighted base	3564	1171	1063	503	827
Base	3564	998	1034	748	784
Beef	11%	10%	11%	11%	12%
Chicken	8%	7%	8%	7%	8%
Pork	8%	7%	9%	6%	9%
Lamb	7%	5%	9%	7%	8%
Apples	17%	17%	17%	16%	17%
Dairy products	10%	10%	12%	8%	11%
None of these	74%	75%	73%	76%	72%

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Total	Social Grade			
	AB	C1	C2	DE

Q5a_9. Brazil

Unweighted base	3564	1171	1063	503	827
Base	3564	998	1034	748	784
Beef	15%	14%	17%	16%	12%
Chicken	7%	5%	9%	7%	6%
Pork	6%	5%	9%	5%	6%
Lamb	7%	4%	9%	7%	6%
Apples	14%	11%	16%	13%	15%
Dairy products	7%	6%	9%	7%	5%
None of these	73%	76%	71%	74%	73%

Q5a_10. Argentina

Unweighted base	3564	1171	1063	503	827
Base	3564	998	1034	748	784
Beef	28%	30%	29%	26%	23%
Chicken	7%	6%	9%	6%	6%
Pork	8%	6%	11%	7%	6%
Lamb	7%	6%	10%	7%	6%
Apples	13%	11%	16%	13%	11%
Dairy products	8%	6%	10%	8%	7%
None of these	63%	62%	60%	64%	65%

Q5a_11. New Zealand

Unweighted base	3564	1171	1063	503	827
Base	3564	998	1034	748	784
Beef	22%	21%	24%	23%	21%
Chicken	17%	16%	20%	17%	15%
Pork	18%	16%	21%	19%	15%
Lamb	50%	49%	51%	52%	47%
Apples	27%	28%	29%	28%	25%
Dairy products	23%	23%	24%	23%	20%
None of these	39%	40%	38%	36%	40%

Fieldwork Dates: 22nd July - 4th August 2021



Total	Social Grade			
	AB	C1	C2	DE

Q5a_12. Australia

Unweighted base	3564	1171	1063	503	827
Base	3564	998	1034	748	784
Beef	24%	21%	25%	28%	22%
Chicken	16%	13%	18%	17%	15%
Pork	17%	13%	20%	19%	15%
Lamb	28%	25%	28%	33%	27%
Apples	25%	24%	26%	25%	24%
Dairy products	18%	18%	19%	18%	17%
None of these	54%	57%	54%	49%	54%

Q5a_13. China

Unweighted base	3564	1171	1063	503	827
Base	3564	998	1034	748	784
Beef	3%	2%	3%	3%	4%
Chicken	4%	3%	4%	3%	5%
Pork	4%	3%	5%	4%	4%
Lamb	3%	2%	5%	2%	5%
Apples	6%	5%	8%	5%	6%
Dairy products	3%	3%	4%	2%	3%
None of these	90%	91%	88%	92%	90%

Q5a_14. Japan

Unweighted base	3564	1171	1063	503	827
Base	3564	998	1034	748	784
Beef	14%	14%	17%	12%	11%
Chicken	11%	11%	14%	9%	8%
Pork	10%	9%	14%	9%	7%
Lamb	9%	8%	13%	9%	7%
Apples	15%	14%	19%	15%	13%
Dairy products	11%	11%	14%	10%	8%
None of these	74%	75%	70%	78%	76%

Fieldwork Dates: 22nd July - 4th August 2021



Total	Social Grade			
	AB	C1	C2	DE

Q5a_15. Kenya

Unweighted base	3564	1171	1063	503	827
Base	3564	998	1034	748	784
Beef	5%	5%	6%	5%	4%
Chicken	5%	5%	6%	7%	4%
Pork	5%	5%	6%	5%	5%
Lamb	5%	5%	7%	5%	4%
Apples	15%	17%	17%	13%	14%
Dairy products	5%	5%	7%	5%	4%
None of these	79%	79%	77%	81%	81%

Q5a_16. Canada

Unweighted base	3564	1171	1063	503	827
Base	3564	998	1034	748	784
Beef	23%	21%	25%	26%	20%
Chicken	18%	16%	22%	18%	16%
Pork	20%	18%	23%	21%	17%
Lamb	18%	16%	21%	18%	16%
Apples	27%	26%	30%	27%	26%
Dairy products	22%	22%	24%	23%	20%
None of these	57%	60%	55%	55%	58%

Q5a_17. Sweden

Unweighted base	3564	1171	1063	503	827
Base	3564	998	1034	748	784
Beef	25%	26%	29%	21%	21%
Chicken	26%	27%	31%	22%	20%
Pork	26%	29%	30%	24%	20%
Lamb	23%	24%	28%	20%	19%
Apples	29%	32%	32%	26%	26%
Dairy products	37%	41%	40%	34%	31%
None of these	48%	45%	46%	51%	52%

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Total	Social Grade			
	AB	C1	C2	DE

Q5a_18. Netherlands

Unweighted base	3564	1171	1063	503	827
Base	3564	998	1034	748	784
Beef	24%	25%	29%	20%	19%
Chicken	26%	28%	32%	21%	20%
Pork	28%	31%	32%	25%	22%
Lamb	24%	24%	31%	20%	19%
Apples	33%	36%	37%	29%	29%
Dairy products	40%	45%	43%	36%	32%
None of these	43%	39%	41%	47%	50%

Do you agree or disagree with the following statements about food grown in the UK?

Q6_1. It is safe

Unweighted base	3564	1171	1063	503	827
Base	3564	998	1034	748	784
Strongly agree	33%	35%	32%	34%	32%
Agree	50%	51%	51%	52%	45%
Neither agree nor disagree	11%	10%	11%	10%	14%
Disagree	2%	2%	1%	1%	2%
Strongly disagree	1%	0%	1%	1%	1%
Don't know	3%	1%	3%	2%	5%
Net: Agree	84%	87%	84%	86%	77%

Q6_2. It is traceable (you can find out where it was grown)

Unweighted base	3564	1171	1063	503	827
Base	3564	998	1034	748	784
Strongly agree	27%	28%	24%	30%	26%
Agree	48%	48%	51%	49%	45%
Neither agree nor disagree	15%	14%	15%	13%	18%
Disagree	4%	6%	3%	3%	3%
Strongly disagree	1%	1%	1%	0%	1%
Don't know	5%	3%	6%	5%	7%
Net: Agree	75%	76%	75%	79%	70%

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Total	Social Grade			
	AB	C1	C2	DE

Q6_3. It is good quality

Unweighted base	3564	1171	1063	503	827
Base	3564	998	1034	748	784
Strongly agree	30%	29%	27%	34%	31%
Agree	50%	53%	53%	50%	44%
Neither agree nor disagree	15%	15%	15%	13%	18%
Disagree	2%	2%	1%	1%	2%
Strongly disagree	1%	0%	2%	0%	2%
Don't know	2%	1%	2%	2%	4%
Net: Agree	80%	82%	79%	83%	74%

Q9. Who do you think is most responsible for ensuring food is safe and good quality? Please select as many as you like.

Unweighted base	3564	1171	1063	503	827
Base	3564	998	1034	748	784
The government	64%	69%	66%	58%	59%
Local authorities	44%	45%	48%	42%	41%
Farmers	63%	63%	65%	63%	61%
Supermarkets	43%	48%	43%	38%	43%
Food processors and brands	47%	50%	49%	43%	45%
Food assurance and inspections schemes	70%	72%	70%	71%	66%
Restaurants	26%	26%	28%	25%	27%
Someone else	2%	2%	2%	1%	2%
Don't know	6%	4%	6%	5%	10%

To what extent do you trust the safety and quality of the food that you buy in each of the following places?

Q10_1. That you buy in a supermarket

Unweighted base	3564	1171	1063	503	827
Base	3564	998	1034	748	784
Trust a great deal	24%	25%	24%	24%	21%
Trust somewhat	55%	55%	55%	56%	53%
Trust a little	15%	16%	14%	15%	16%
Don't trust at all	2%	1%	2%	2%	4%
Don't know	4%	2%	5%	3%	7%
Net: Trust	94%	96%	93%	95%	89%

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Total	Social Grade			
	AB	C1	C2	DE

Q10_2. That you buy in a specialist shop (e.g. butcher, fishmonger, bakery)

Unweighted base	3564	1171	1063	503	827
Base	3564	998	1034	748	784
Trust a great deal	48%	54%	48%	45%	41%
Trust somewhat	38%	35%	37%	40%	41%
Trust a little	8%	6%	7%	9%	9%
Don't trust at all	1%	1%	1%	1%	1%
Don't know	5%	4%	6%	5%	8%
Net: Trust	93%	96%	93%	94%	91%

Q10_3. That you buy in an outdoor / farmers' market

Unweighted base	3564	1171	1063	503	827
Base	3564	998	1034	748	784
Trust a great deal	32%	34%	33%	31%	29%
Trust somewhat	46%	47%	45%	47%	43%
Trust a little	13%	13%	13%	12%	13%
Don't trust at all	2%	1%	2%	3%	4%
Don't know	7%	5%	8%	7%	11%
Net: Trust	90%	94%	91%	91%	85%

Q10_4. That you buy in a restaurant

Unweighted base	3564	1171	1063	503	827
Base	3564	998	1034	748	784
Trust a great deal	16%	17%	17%	17%	13%
Trust somewhat	53%	57%	54%	51%	50%
Trust a little	21%	20%	20%	22%	22%
Don't trust at all	3%	2%	3%	3%	6%
Don't know	6%	4%	6%	7%	10%
Net: Trust	90%	94%	91%	90%	85%

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Total	Social Grade			
	AB	C1	C2	DE

Q10_5. That you buy as a takeaway / delivery

Unweighted base	3564	1171	1063	503	827
Base	3564	998	1034	748	784
Trust a great deal	5%	4%	4%	5%	4%
Trust somewhat	32%	32%	33%	35%	30%
Trust a little	39%	43%	40%	37%	36%
Don't trust at all	15%	15%	15%	14%	18%
Don't know	8%	6%	7%	10%	12%
Net: Trust	76%	79%	77%	77%	71%

Q10_6. That comes in a recipe delivery service (e.g. Hello Fresh)

Unweighted base	3564	1171	1063	503	827
Base	3564	998	1034	748	784
Trust a great deal	8%	8%	8%	8%	7%
Trust somewhat	26%	25%	30%	28%	22%
Trust a little	16%	15%	14%	17%	17%
Don't trust at all	8%	8%	8%	8%	11%
Don't know	42%	44%	40%	39%	43%
Net: Trust	50%	49%	52%	53%	46%

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