

## YouGov / Sky News Survey Results

Sample Size: 1946 GB Adults  
Fieldwork: 12th - 13th February 2013

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
Total	Con	Lab	Lib Dem*	Con	Lab	Lib Dem	Male	Female	18-24*	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland*	
<b>Weighted Sample</b> 1946	X	X	X	599	461	439	946	1000	235	496	666	549	1109	837	249	632	416	479	169	
Unweighted Sample	1946	457	671	124	584	467	452	906	1040	164	494	739	549	1313	633	282	641	399	439	185
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

As you may know, horsemeat has been detected in several branded and supermarket own-brand processed meat products in the last few days.

Have you changed your own shopping habits as a result of the recent horsemeat scandal?

Yes, I have	<b>19</b>	17	21	13	21	19	16	17	20	15	17	20	21	18	20	18	17	17	23	20
No, I have not	<b>81</b>	83	79	87	79	81	84	83	80	85	83	80	79	82	80	82	83	83	77	80

In what way have you changed your shopping habits? Please tick all that apply

[Asked to those who have changed their shopping habits n=347]

I have changed which supermarket I shop at	<b>12</b>	8	10	24	12	11	8	16	8	18	22	8	7	10	14	10	16	10	13	4
I have stopped buying cheap or value range meat products, and am only buying more expensive processed meat	<b>33</b>	34	34	37	27	40	39	38	30	42	30	30	36	29	38	38	34	30	30	42
I have changed the brand of processed meat products that I buy	<b>12</b>	10	11	18	12	10	20	15	10	24	12	13	6	14	9	24	9	9	11	11
I have stopped buying processed meat products altogether	<b>58</b>	58	60	32	63	55	45	56	60	36	55	57	69	60	56	63	58	59	52	69
Some other way	<b>12</b>	15	8	0	17	9	4	13	11	15	20	7	9	9	15	13	10	13	11	14

How open and honest, if at all, do you think the supermarkets affected by the horsemeat scandal have been about horsemeat being found in their products?

Very open and honest	<b>7</b>	7	7	6	7	7	5	6	7	6	6	6	8	7	6	7	6	8	6	5
Fairly open and honest	<b>40</b>	49	36	54	43	37	47	39	42	37	40	41	42	41	40	40	44	38	38	43
<b>TOTAL HONEST</b>	<b>47</b>	<b>56</b>	<b>43</b>	<b>60</b>	<b>50</b>	<b>44</b>	<b>52</b>	<b>45</b>	<b>49</b>	<b>43</b>	<b>46</b>	<b>47</b>	<b>50</b>	<b>48</b>	<b>46</b>	<b>47</b>	<b>50</b>	<b>46</b>	<b>44</b>	<b>48</b>
Not very open or honest	<b>30</b>	30	33	26	31	32	30	32	29	28	30	31	31	32	28	29	30	33	31	24
Not at all open or honest	<b>13</b>	9	15	8	13	15	10	13	13	13	10	15	14	13	14	12	10	15	15	17
<b>TOTAL NOT HONEST</b>	<b>43</b>	<b>39</b>	<b>48</b>	<b>34</b>	<b>44</b>	<b>47</b>	<b>40</b>	<b>45</b>	<b>42</b>	<b>41</b>	<b>40</b>	<b>46</b>	<b>45</b>	<b>45</b>	<b>42</b>	<b>41</b>	<b>40</b>	<b>48</b>	<b>46</b>	<b>41</b>
Don't know	<b>9</b>	5	9	5	7	10	7	9	10	16	14	8	5	8	11	12	9	6	11	12

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Who do you think is MOST to blame for the horsemeat scandal?**

Meat processing companies	<b>49</b>	49	50	55	51	53	51	49	49	44	44	52	53	49	50	51	50	47	47	54
Food manufacturing companies	<b>20</b>	23	19	20	22	16	21	19	22	25	21	18	20	22	18	16	19	21	22	23
Supermarkets	<b>10</b>	14	9	11	12	9	11	12	8	3	11	10	11	12	7	14	9	12	9	6
The Food Standards Agency (FSA)	<b>8</b>	6	8	9	6	7	7	7	8	9	7	7	9	7	9	5	9	6	10	7
The government	<b>3</b>	2	4	1	2	5	2	4	2	3	3	5	1	3	4	3	3	4	3	3
None of them	<b>1</b>	1	1	2	1	2	1	1	1	2	1	1	1	2	1	2	1	1	1	1
Don't know	<b>9</b>	6	8	2	6	8	7	8	9	14	13	6	5	7	11	9	9	8	9	5

*\*Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.*