

Horsemeat Scandal Study

- Fieldwork dates: 13th – 17th December 2013
- All figures in percentages
- Base: Nationally representative sample of British adults aged 16-75 unless otherwise stated
- Data have been weighted to the known population profile
- Interviews conducted online
- An asterisk represents a percentage less than 0.5 but greater than 0
- Numbers may not always add up to 100% due to computer rounding or multiple answers

Q1. Thinking about how you choose or buy groceries, have you made any significant changes to the way you choose or buy your food over the past 12 months?

Please select all that apply

	CODE
I stopped buying certain products that I used to buy before	15%
I now buy food from different stores/retailers than the ones I used to buy from before	18%
I am now more likely to research product contents before making a purchase	11%
I now buy more vegetarian food than I used to	6%
I now buy more expensive food than I used to	3%
I now buy cheaper food than I used to	26%
I now buy more food from independent shops/retailers	8%
I changed the way I shop/buy meat	12%
Other	1%
I haven't made any changes to the way I buy my food	51%

Base: All adults aged 16-75 in Great Britain (n= 1010)

Q4. Were you aware that earlier this year some food products labelled as 'containing beef' were found to contain undeclared horsemeat in the UK and Ireland?

Yes – definitely	No
95%	5%

Base: All adults aged 16-75 in Great Britain (n= 1010)

Q5. How has the horsemeat incident permanently changed the way you **choose or buy** your food, if it has changed at all?

I now buy less meat than I used to	4%
I have changed the store where I buy meat	3%
I now buy more expensive meat options	4%
I now buy cheaper meat options	1%
I have stopped buying certain meat products that I used to buy before	6%
I now buy more vegetarian food than I used to	4%

I now spend more time reading labels on food products before making a purchase	7%
I now buy more meat from high-street butchers than I used to	7%
I now buy less frozen meat	5%
I now buy less processed meat than I used to	10%
I now buy fewer ready meals than I used to	8%
I now buy more fresh food/meat than I used to	5%
Other	2%
It did not have any impact on the way I chose or buy my food	69%

Base: All who are aware of the horsemeat scandal (n= 966)

Q6. As far as you know, in which products was horsemeat found?

Frozen burgers	69%
Fresh burgers	26%
Fresh ready meals	31%
Frozen ready meals	65%
Pizza	4%
Sausages	16%
Pasta sauce/Bolognese	19%
Chicken nuggets	4%
Cold meats / Continental meats	6%
Mince	38%
Tinned corned beef	12%
Fresh meat (for example, cuts or joints)	4%
Kebabs/takeaway food	15%
Pies and pasties	37%
Other	1%
Not sure/Don't know	12%

Base: All who are aware of the horsemeat scandal (n= 966)

Q8a. In your view, what are the main reason(s) for horsemeat getting into meat products?

Supermarkets were putting pressure on their suppliers, which led suppliers to cut corners	39%
Some suppliers or manufacturers wanted to boost their profits by misleading the retailers	40%
Companies in the UK got caught out by the dishonest practices of companies on the continent	39%
Consumers have demanded cheap meat for too long which was a key reason for what happened	28%
Regulators didn't monitor carefully the industry	51%
Some people corrupted the system and dragged good companies down with them	34%
Other	1%
Not sure/Don't know	12%

Base: All who are aware of the horsemeat scandal (n= 966)

Q8b. Out of all the reasons you have just selected, what was the **single biggest reason** for horsemeat getting into meat products?

Supermarkets were putting pressure on their suppliers, which led suppliers to cut corners	16%
Some suppliers or manufacturers wanted to boost their profits by misleading the retailers	21%
Companies in the UK got caught out by the dishonest practices of companies on the continent	15%
Consumers have demanded cheap meat for too long which was a key reason for what happened	11%
Regulators didn't monitor carefully the industry	26%
Some people corrupted the system and dragged good companies down with them	10%
Other	1%
Not sure/Don't know	-

Base: All who selected more than one answer option to Q8a (n=602)

Q10. We would like to understand how the horsemeat incident has changed your opinion of supermarkets or brands, if it did at all. Would you say your opinion of the following [SUPERMARKET/BRAND] has become more favorable, less favorable or the stayed the same?

	Tesco	Asda	Sainsbury's	Morrisons	Waitrose	Iceland	Lidl	Al di	The Co-operative	Findus	Birds Eye	Bisto	Ginsters	Richmond Sausages	Quorn	Rustlers
More favourable	2%	3%	7%	5%	5%	3%	4%	4%	3%	1%	2%	1%	1%	1%	6%	1%
Less favourable	20%	10%	6%	6%	4%	14%	8%	6%	6%	21%	11%	5%	9%	9%	5%	11%
The same	68%	75%	77%	77%	75%	69%	74%	74%	77%	62%	72%	75%	70%	70%	70%	61%
Not sure/Don't know	10%	12%	11%	12%	15%	14%	15%	15%	14%	17%	14%	20%	20%	19%	19%	27%

Base: All who are aware of the horsemeat scandal (n= 966)

Q12a. What, if anything, upset you about the horsemeat incident?

Betrayal of trust – consumers weren't getting what it said on the label	53%
Eating horse – some people don't want to eat horse	22%
Health risks – consumers' health was being put at risk	20%
Lack of control – it showed our food system isn't robust	48%
Lack of apologies from retailers, suppliers and brands	16%
Lack of answers/accountability – no one's been arrested or prosecuted/we still don't know who did it	34%
None/don't know	4%
Nothing – it didn't upset me/I didn't think it was a problem	21%

Base: All who selected more than one answer option to Q12a (n= 491)