

Consumer views of potential regulatory divergence in the meat sector: Appendix 1

Table 3: Summary of achieved participant numbers by key quotas in the England participant sample

Gender	Area Live in	EU Referendum Vote	Age	Ethnicity	Working Status	Dietary Requirements	Cooking
3 x F 3 x M	6 x Rural	6 x Rural 6 x Leave	0 x 18-24 1 x 25-34 4 x 35-54 0 x 55+	5 x white participants 1 x ethnic minority participants	6 x full-time employment	4 x buy and consume meat regularly 2 x buy and consume meat occasionally	2 x I only prepare food for myself 4 x I prepare food for myself and others
3 x F 3 x M	6 x Rural	6 x Leave	1 x 18-24 1 x 25-34 3 x 35-54 1 x 55+	6 x white participants 0 x ethnic minority participants	6 x full-time employment	3 x buy and consume meat regularly 3 x buy and consume meat occasionally	3 x I only prepare food for myself 3 x I prepare food for myself and others
3 x F 3 x M	2 x Urban 4 x Semi-urban/suburban	6 x Remain	0 x 18-24 1 x 25-34 4 x 35-54 1 x 55+	4 x white participants 2 x ethnic minority participants	4 x full-time employment 1 x part-time employment 1 x retired	4 x buy and consume meat regularly 1 x pescatarian 1 x vegan	3 x I only prepare food for myself 3 x I prepare food for myself and others
3 x F 3 x M	2 x Urban 4 x Semi-urban/suburban	6 x Remain	0 x 18-24 1 x 25-34 4 x 35-54 1 x 55+	2 x white participants 4 x ethnic minority participants	4 x full-time employment 2 x part-time employment	3 x buy and consume meat regularly 3 x buy and consume meat occasionally	4 x I only prepare food for myself 2 x I prepare food for myself and others
3 x F 3 x M	6 x Rural	6 x Remain	0 x 18-24 2 x 25-34 1 x 35-54 3 x 55+	5 x white participants 1 x ethnic minority participants	4 x full-time employment 1 x part-time employment 1 x retired	5 x buy and consume meat regularly 1 x vegetarian	2 x I only prepare food for myself 4 x I prepare food for myself and others
2 x F 3 x M	3 x Urban 2 x Semi-urban/suburban	4 x Prefer not to say 1 x did not vote in the 2016 EU referendum	1 x 18-24 1 x 25-34 1 x 35-54 2 x 55+	3 x white participants 2 x ethnic minority participants	3 x full-time employment 1 x part-time employment 1 x full-time education/studying	2 x buy and consume meat regularly 2 x buy and consume meat occasionally 1 x pescatarian	2 x I only prepare food for myself 3 x I prepare food for myself and others
3 x F 3 x M	4 x Urban 2 x Semi-urban/suburban	6 x Leave	0 x 18-24 2 x 25-34 2 x 35-54 2 x 55+	4 x white participants 2 x ethnic minority participants	5 x full-time employment 1 x look after the home / children	4 x buy and consume meat regularly 2 x buy and consume meat occasionally	3 x I only prepare food for myself 3 x I prepare food for myself and others

Table 3: Summary of achieved participant numbers by key quotas in the Wales participant sample

Gender	Area Live in	EU Referendum Vote	Age	Ethnicity	Working Status	Dietary Requirements	Cooking	
3 x F 2 x M	1 x Urban 4 x Semi-urban/suburban	5 x Remain	0 x 18-24 1 x 25-34 3 x 35-54 1 x 55+	3 x white participants 2 x ethnic minority participants	5 x full-time employment	3 x buy and consume meat regularly 1 x buy and consume meat occasionally 1 x vegetarian	2 x I only prepare food for myself 3 x I prepare food for myself and others	
1 x F 3 x M	2 x Urban 2 x Semi-urban/suburban	4 x Leave	0 x 18-24 1 x 25-34 2 x 35-54 1 x 55+	3 x white participants 1 x ethnic minority participants	2 x full-time employment 2 x currently not in paid employment	1 x buy and consume meat regularly 1 x buy and consume meat occasionally 2 x vegetarian	2 x I only prepare food for myself 2 x I prepare food for myself and others	
3 x F 2 x M	5 x Rural 5 x Leave		0 x 18-24 1 x 25-34 2 x 35-54 2 x 55+	4 x white participants 1 x ethnic minority participants	2 x full-time employment 1 x part-time employment	1 x currently not in paid employment	2 x buy and consume meat regularly 1 x buy and consume meat occasionally 2 x vegetarian	3 x I only prepare food for myself 2 x I prepare food for myself and others
3 x F 2 x M	5 x Rural	5 x Remain	1 x 18-24 1 x 25-34 1 x 35-54 2 x 55+	5 x white participants	3 x full-time employment 2 x part-time employment	1 x buy and consume meat regularly 3 x buy and consume meat occasionally 1 x vegetarian	3 x I only prepare food for myself 2 x I prepare food for myself and others	

Table 4: Summary of achieved participant numbers by key quotas in the Northern Ireland participant sample

Gender	Area Live in	EU Referendum Vote/Political leaning	Age	Ethnicity	Working Status	Dietary Requirements	Cooking
2 x F 3 x M	1 x Rural 1 x Urban 3 x Suburban	(5 x Unionist) 2 x Leave 2016 EU referendum 3 x Remain 2016 EU referendum	0 x 18-24 1 x 25-34 3 x 35-54 1 x 55+	5 x white participants	4 x full-time employment 1 x currently not in paid employment	2 x buy and consume meat regularly 2 x buy and consume meat occasionally 1 x vegan	1 x I only prepare food for myself 4 x I prepare food for myself and others
3 x F 2 x M	2 x Urban 3 x Suburban	(5 x Nationalist) 3 x Remain 2016 EU referendum 2 x did vote in the 2016 EU referendum	1 x 18-24 1 x 25-34 2 x 35-54 1 x 55+	5 x white participants	3 x full-time employment 1 x part-time employment 1 x look after the home / children	3 x buy and consume meat regularly 2 x buy and consume meat occasionally	3 x I only prepare food for myself 2 x I prepare food for myself and others
3 x F 3 x M	2 x Rural 3 x Urban 1 x Suburban	(5 x Neither Nationalist nor Unionist) 4 x Remain 2016 EU referendum 2 x did not vote in the 2016 EU referendum	0 x 18-24 2 x 25-34 2 x 35-54 2 x 55+	6 x white participants	4 x full-time employment 1 x currently not in paid employment 1 x look after the home / children	5 x buy and consume meat regularly 1 x buy and consume meat occasionally	3 x I only prepare food for myself 3 x I prepare food for myself and others