

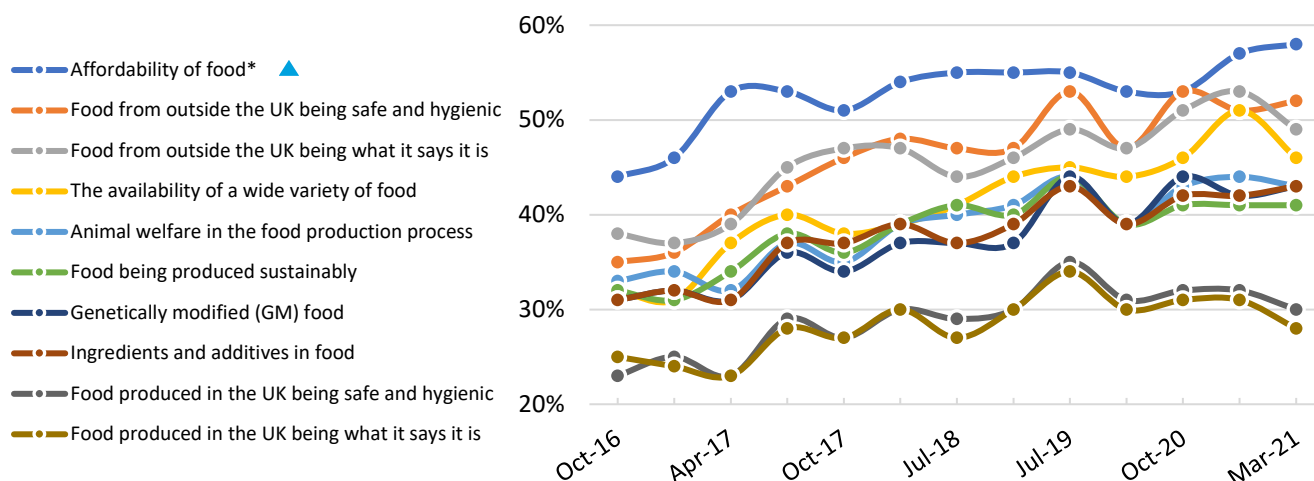
Citizens' views on the EU and food issues

Summary of findings: March 2021

This headline note pulls out key findings from the thirteenth and final wave of tracking citizens' attitudes to food and regulation within the context of leaving the EU. Significant changes over time are indicated with symbols - see key below. This latest wave was conducted in March 2021 with a sample of 1,476 adults aged 16+ in England, Wales and Northern Ireland.

Key findings:

1. This final wave of the EU exit tracker shows that general consumer concern has remained relatively consistent across waves from the vote to leave the EU in 2016 to the post transition period, although there is significantly more general concern around GM and the availability of foods in later waves as the UK left the EU and ended the transition periods. Since the second wave of the tracker in January 2017 consumers have felt there is more likely to be a negative rather than positive impact on food in the next few years. **Concerns in the context of leaving the EU have gradually risen and there are now significantly higher levels of concern currently compared to early waves. Key areas of concern both generally and the in the context of leaving the EU have been affordability, and food from outside the UK being safe and hygienic and what it says it is.** In this final wave affordability continues to be the top issue with peaks participants feeling more concerned now that the UK has left the EU, and a peak in the number of consumers feeling government should prioritize this.
2. In this final wave, for concerns in relation to leaving the EU, affordability of food remains the topic where participants are feeling more concerned now that the UK has left the EU (58%) with a significant increase from six months ago in October 2020 and an overall peak in concern. Food from outside the UK being safe and hygienic has returned to the topic of second most concern at 52%, followed by food outside the UK being what it says it is. Concerns around ingredients and additives (43%) returned to its peak this wave. Overall levels of concern are higher than in the early waves of the tracker.



Q7. And would you say you were more or less concerned about the following food issues, now that the UK has left the European Union? NET More concerned: I am more concerned than I was / I am much more concerned than I was)

*Significant change versus previous 6 months (October 2020)