



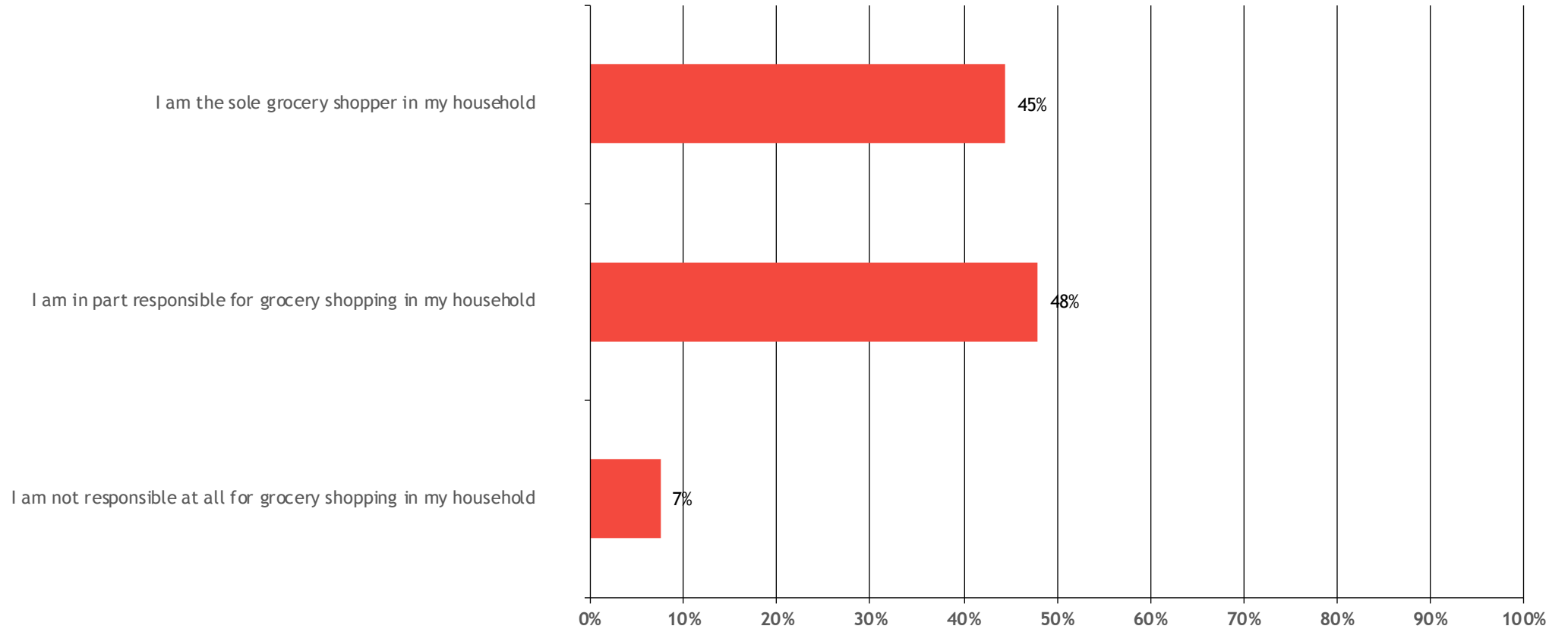
## Heritage Sheep

Conducted by YouGov on behalf of National Sheep Association  
Fieldwork Dates: 20th - 21st February 2019



# Heritage Sheep

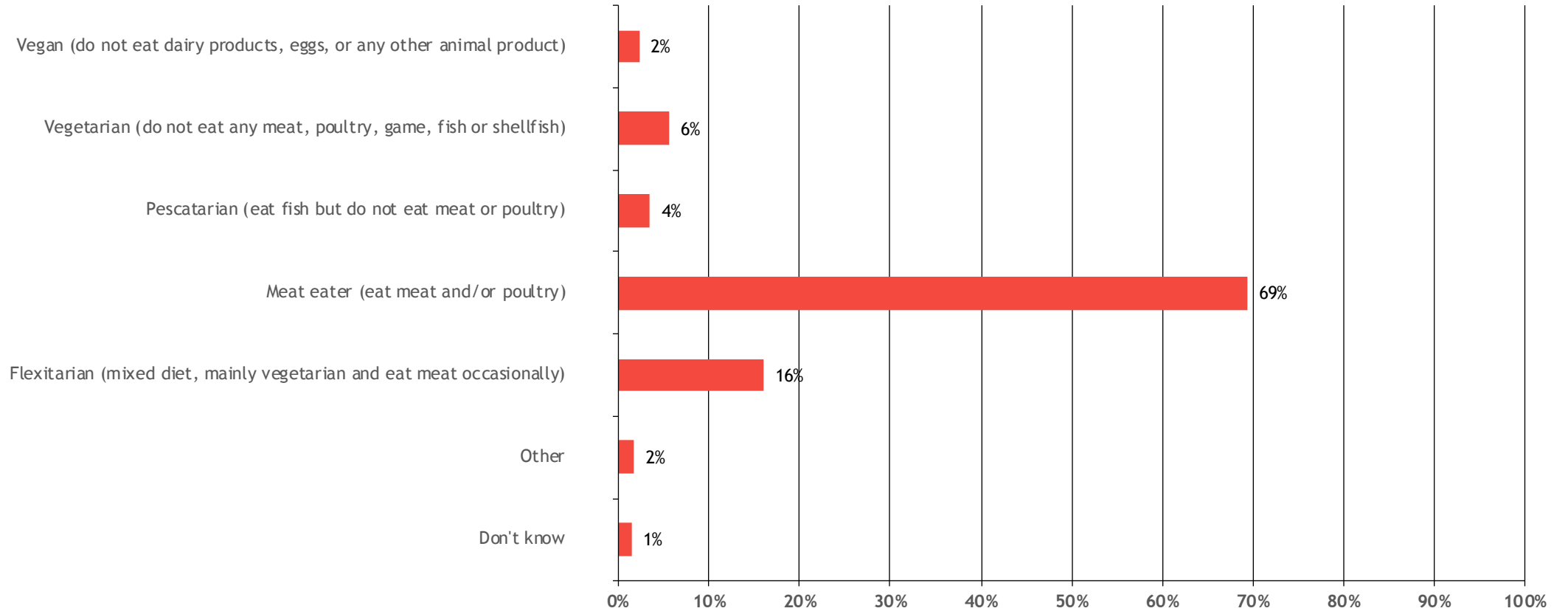
*bixdemo\_mainshopper. Thinking about household grocery shopping, which of the following statements best applies to you?*



Unweighted base (1999)

# Heritage Sheep

*diet\_identity\_2018. Which, if any, of these best describes your usual eating habits?*

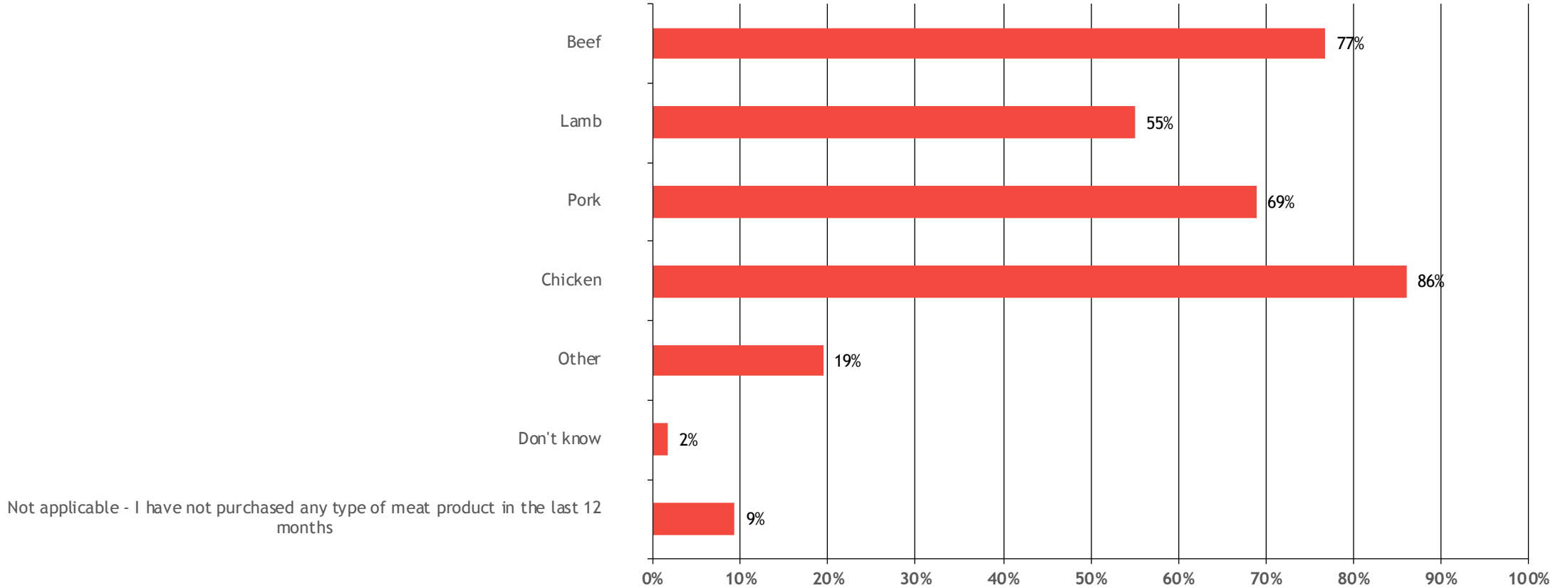


Unweighted base (1999)

# Heritage Sheep

*jhs\_q3. Thinking about meat and products containing meat that you have bought in the last 12 months (i.e. since February 2018)...*

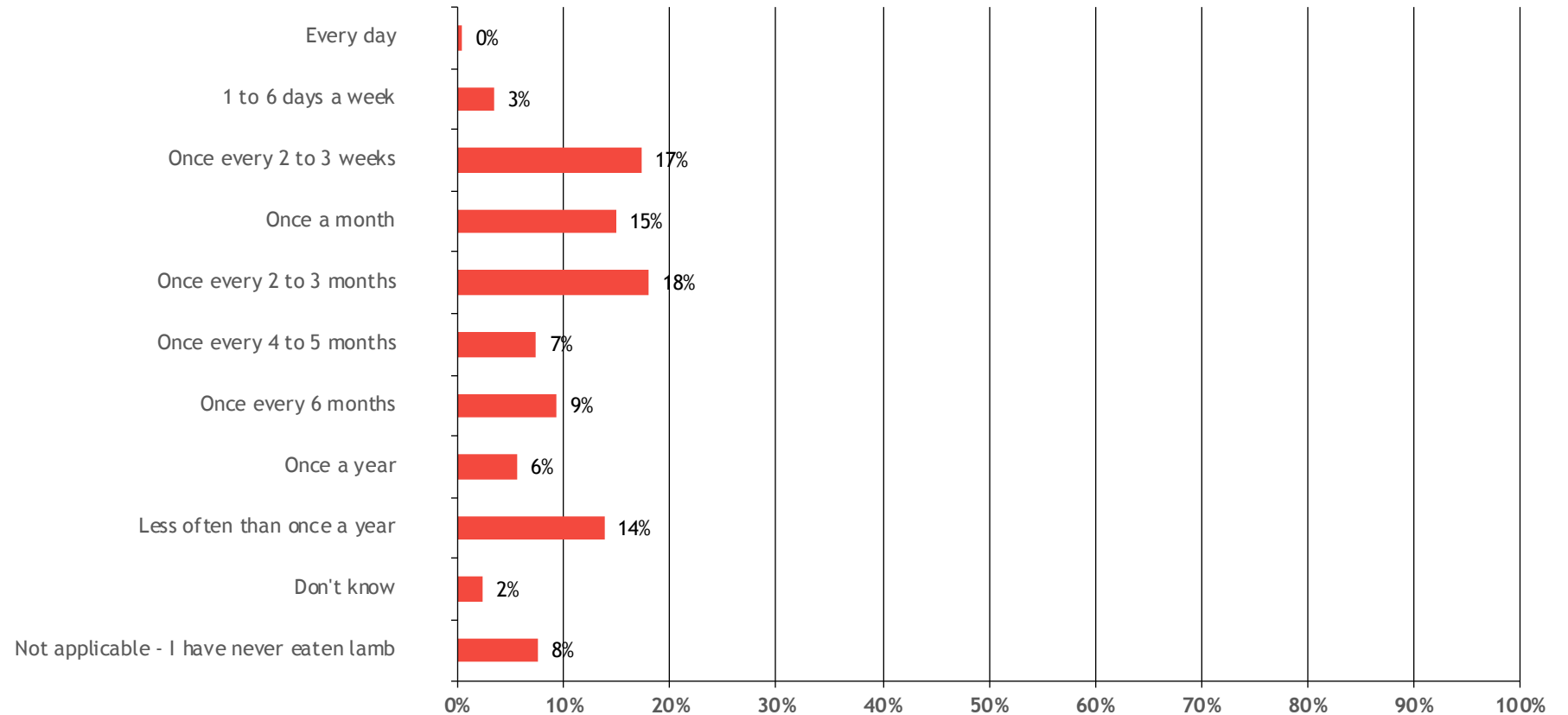
*Which, if any, of the following have been included in food that you have purchased for either yourself or others to eat (including pieces of raw meat)? (Please select all that apply. If you have not purchased any type of meat product in the last 12 months, please select the "Not applicable" option)*



Unweighted base: All GB Adults (1999)

# Heritage Sheep

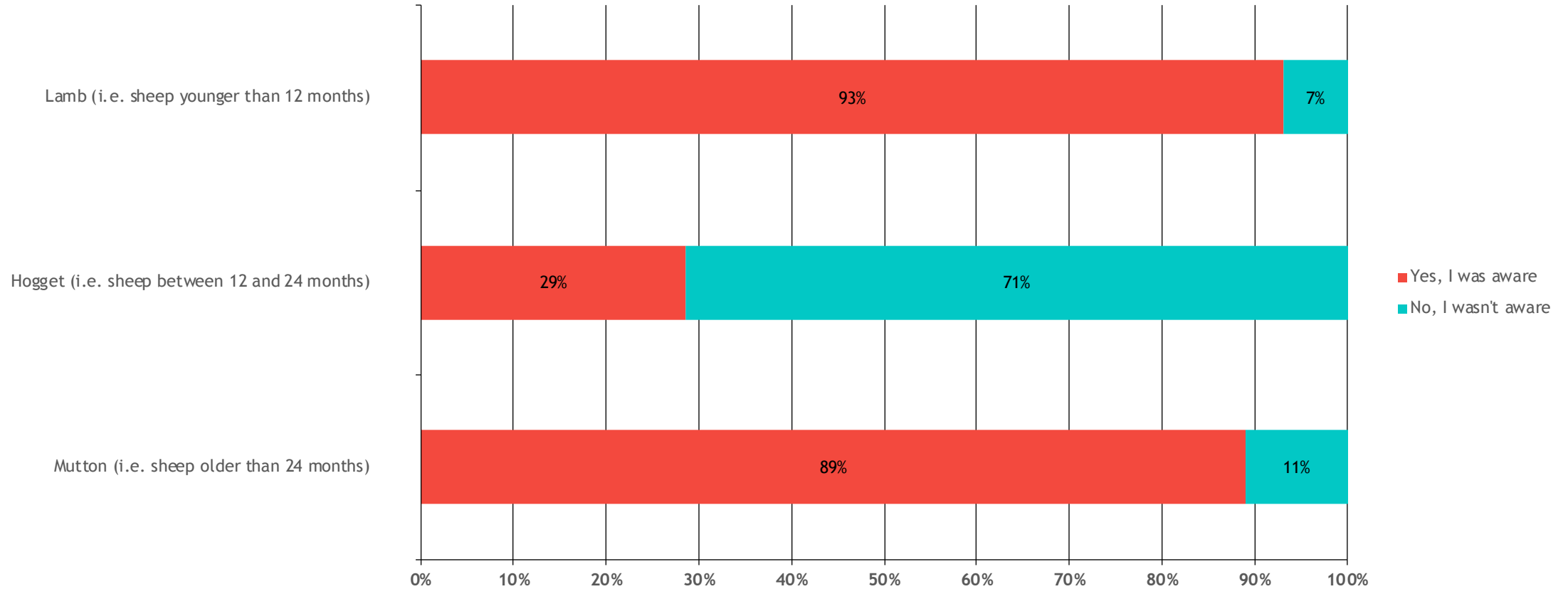
*jhs\_q4. In general, how often would you say you personally eat lamb? (Please select the option that comes closest. If you have never eaten lamb, please select the "Not applicable" option)*



Unweighted base: All GB Adults who do not identify as Vegan, Vegetarian, or Pescatarian (1779)

# Heritage Sheep

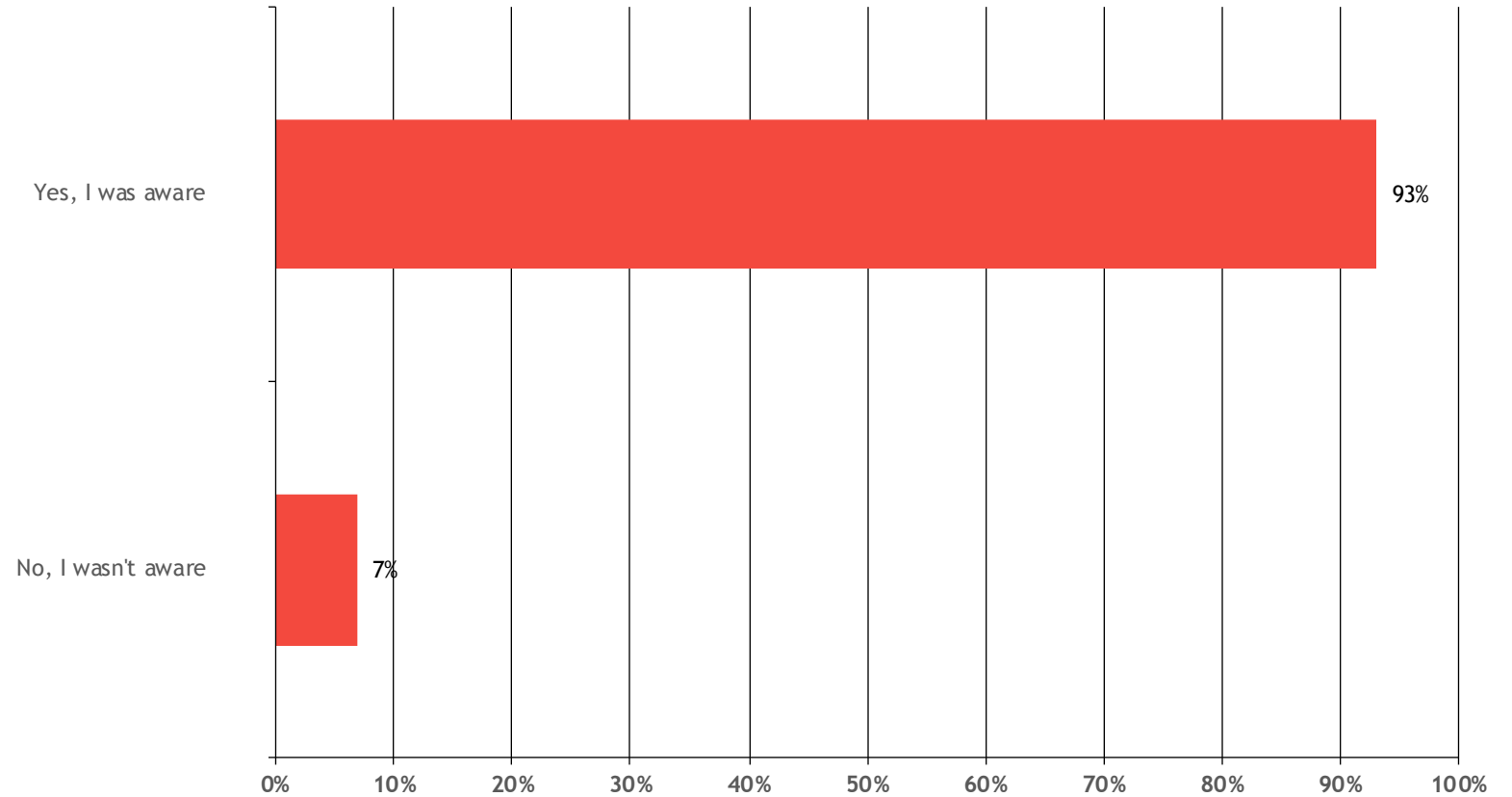
jhs\_q6. Before taking this survey, were you aware the following are all types of sheep meat? (Please select one option on each row)



Unweighted base: All GB Adults (1999)

# Heritage Sheep

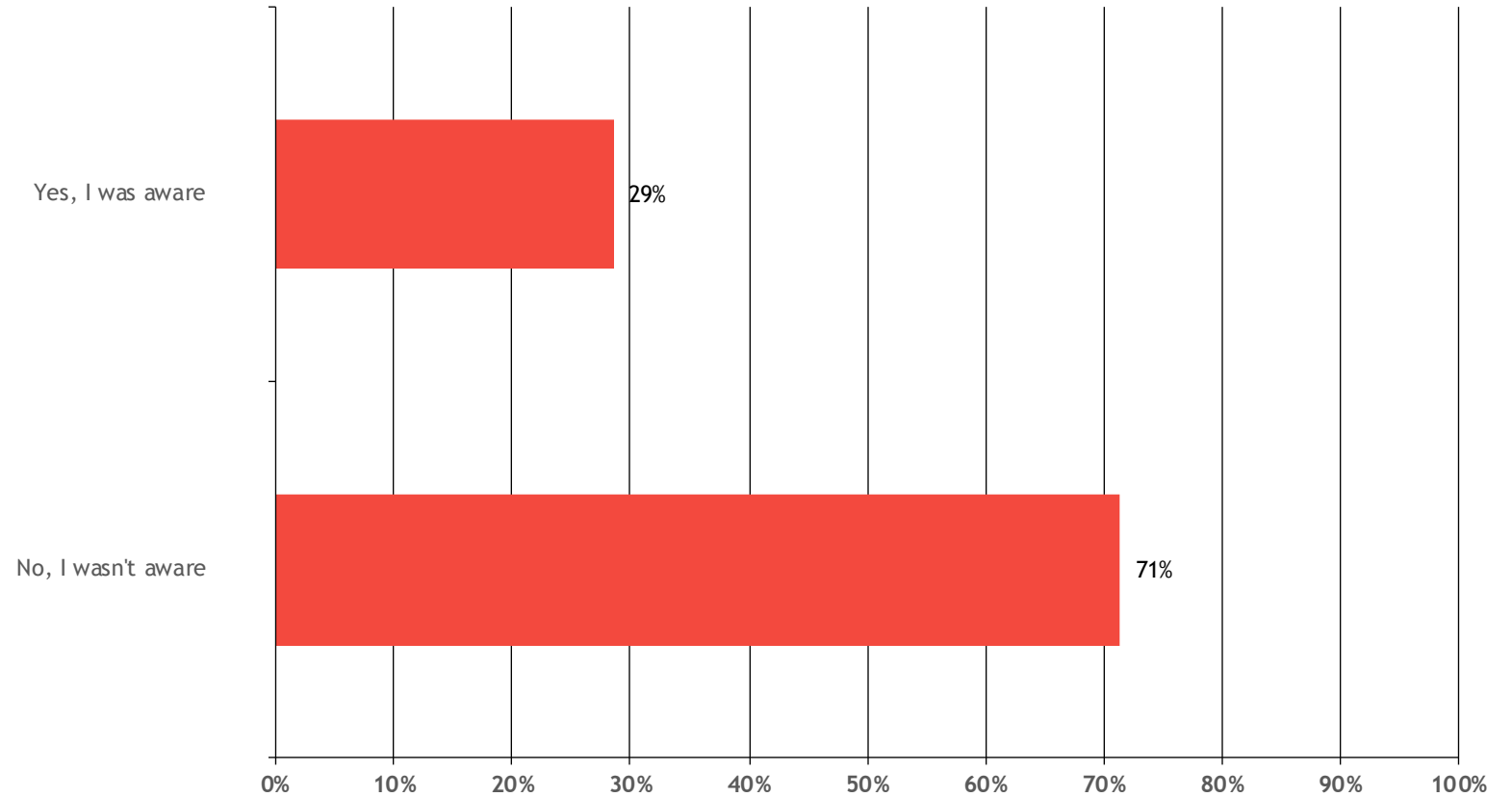
*jhs\_q6\_1. Before taking this survey, were you aware the following are all types of sheep meat? (Please select one option on each row) - Lamb (i.e. sheep younger than 12 months)*



Unweighted base: All GB Adults (1999)

# Heritage Sheep

*jhs\_q6\_3. Before taking this survey, were you aware the following are all types of sheep meat? (Please select one option on each row) - Hogget (i.e. sheep between 12 and 24 months)*

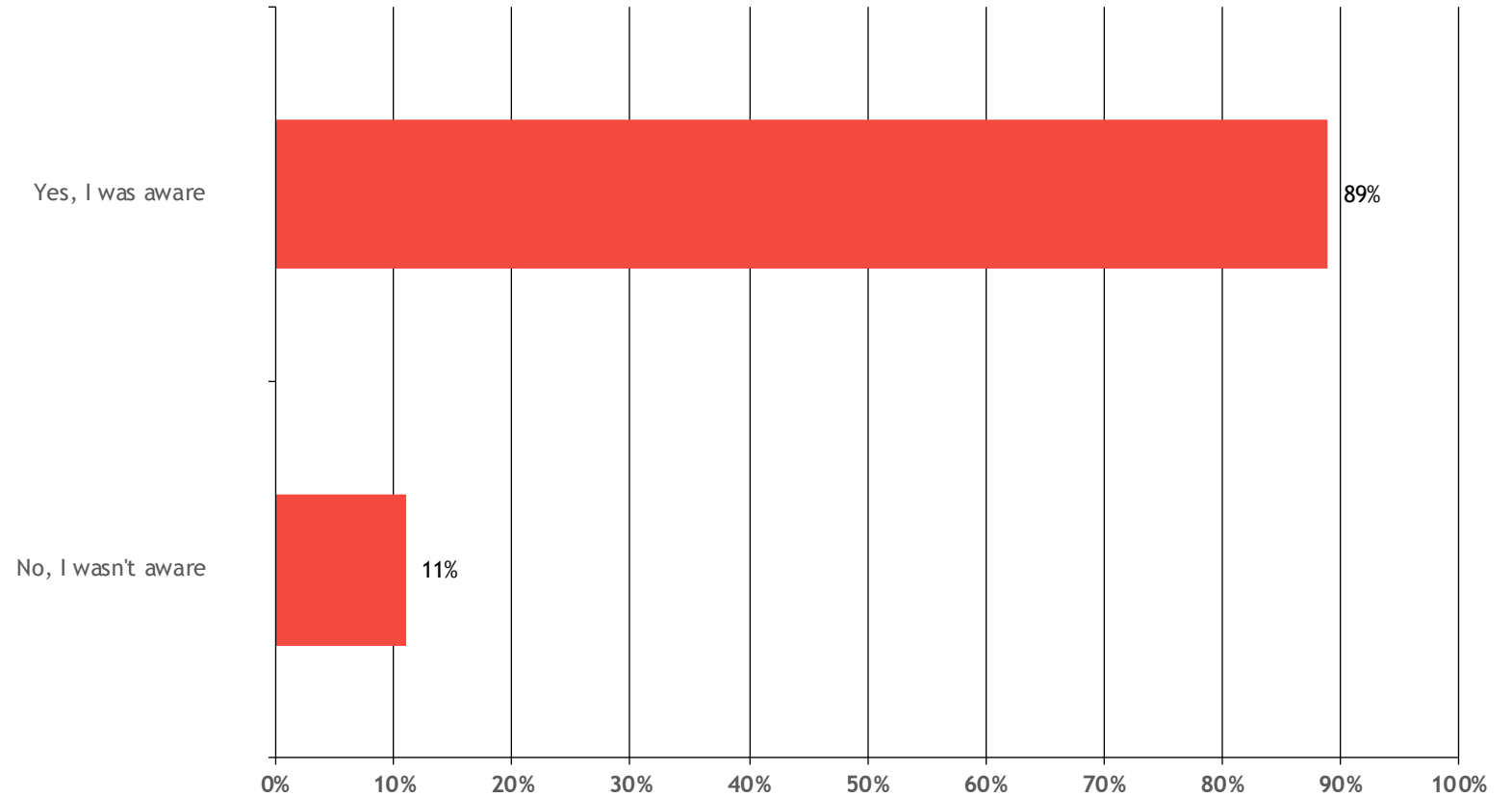


Unweighted base: All GB Adults (1999)



# Heritage Sheep

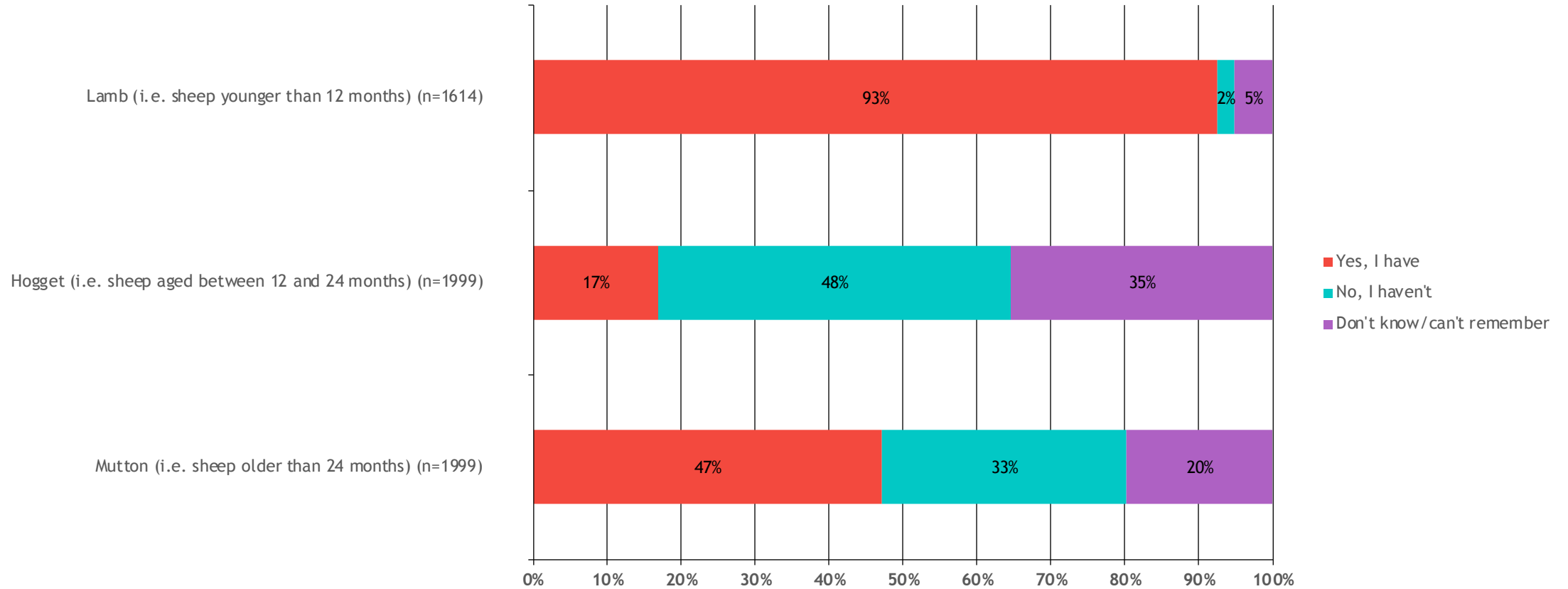
*jhs\_q6\_2. Before taking this survey, were you aware the following are all types of sheep meat? (Please select one option on each row) - Mutton (i.e. sheep older than 24 months)*



Unweighted base: All GB Adults (1999)

# Heritage Sheep

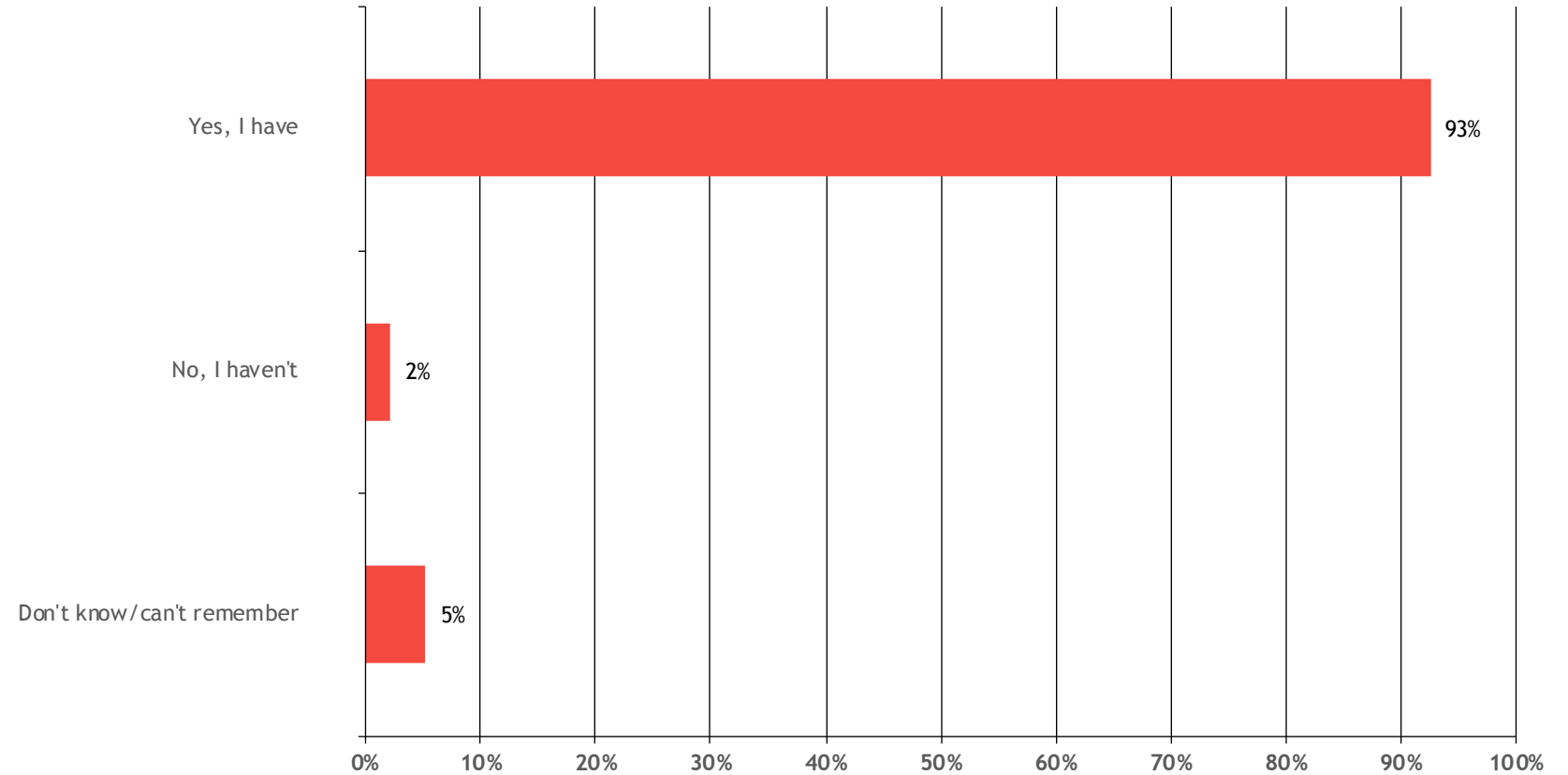
jhs\_q5. Have you EVER eaten any of the following types of sheep meat? (Please select one option on each row)



Unweighted base: All GB Adults

# Heritage Sheep

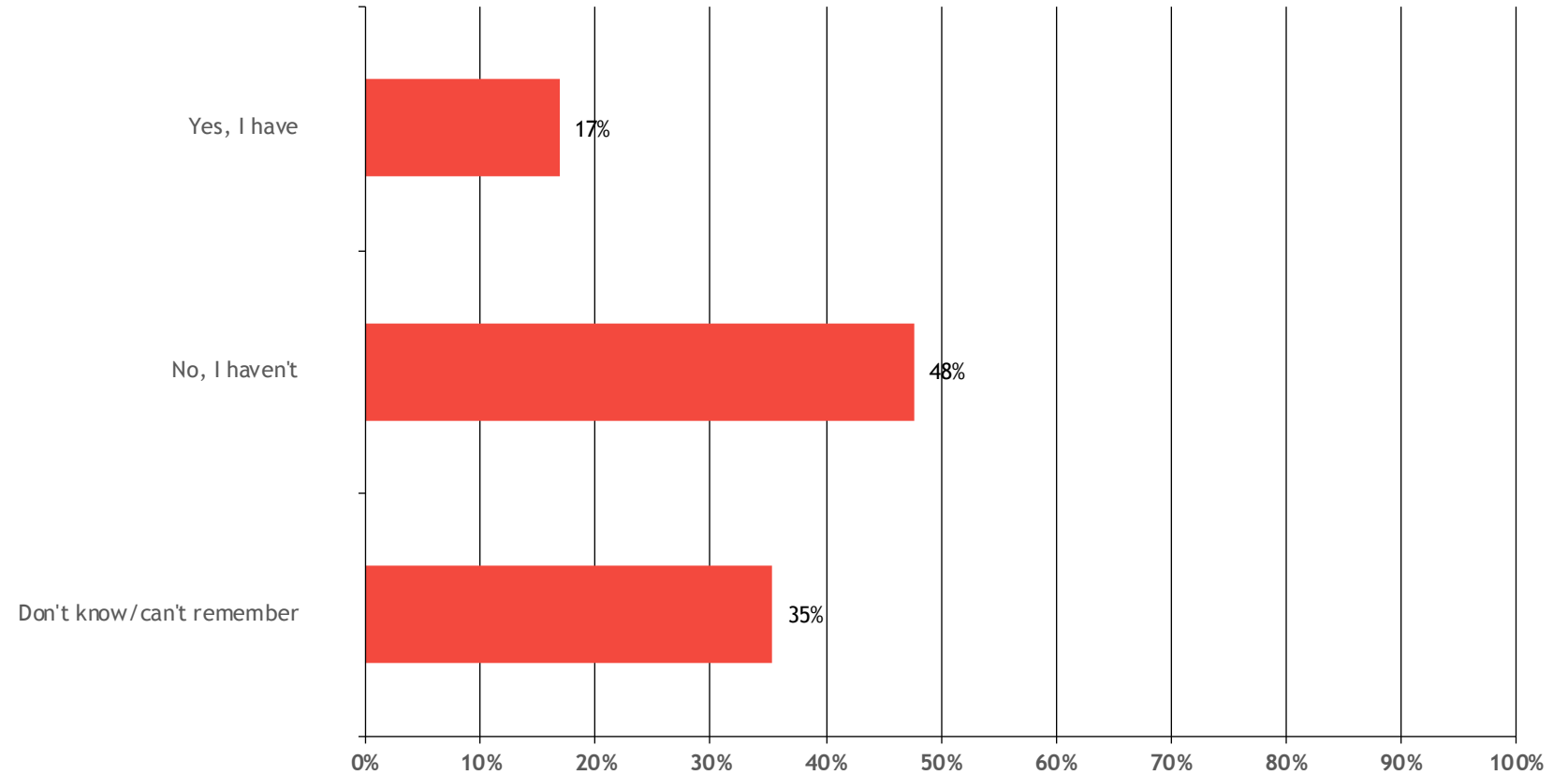
*jhs\_q5\_3. Have you EVER eaten any of the following types of sheep meat? (Please select one option on each row) - Lamb (i.e. sheep younger than 12 months)*



Unweighted base: All GB Adults (1614)

# Heritage Sheep

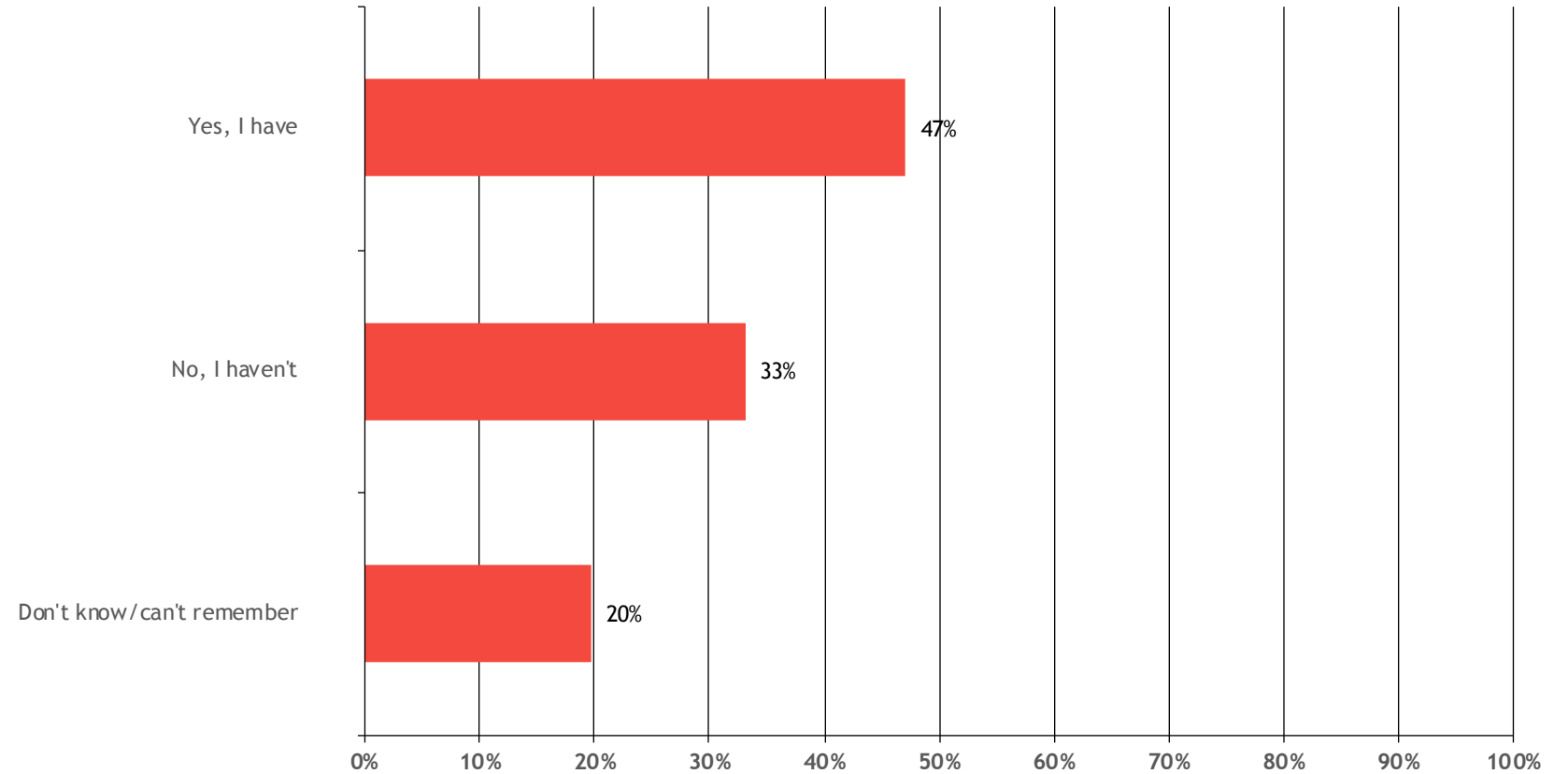
*jhs\_q5\_1. Have you EVER eaten any of the following types of sheep meat? (Please select one option on each row) - Hogget (i.e. sheep aged between 12 and 24 months)*



Unweighted base: All GB Adults (1999)

# Heritage Sheep

*jhs\_q5\_2. Have you EVER eaten any of the following types of sheep meat? (Please select one option on each row) - Mutton (i.e. sheep older than 24 months)*

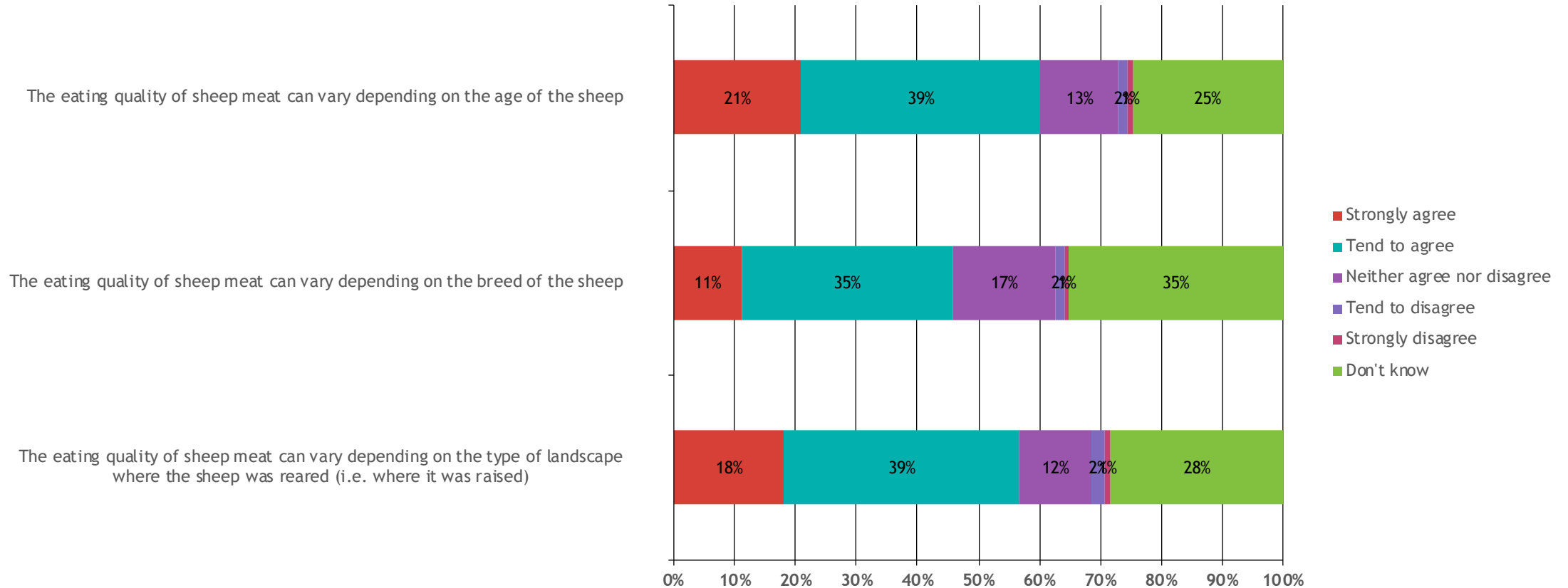


Unweighted base: All GB Adults (1999)

# Heritage Sheep

jhs\_q7. For the following question, even if you do not eat lamb, hogget, or mutton, we are still interested in your opinion. By "eating quality", we mean the flavour and texture of the food.

Would you agree or disagree with the following statements? (Please select one option on each row)

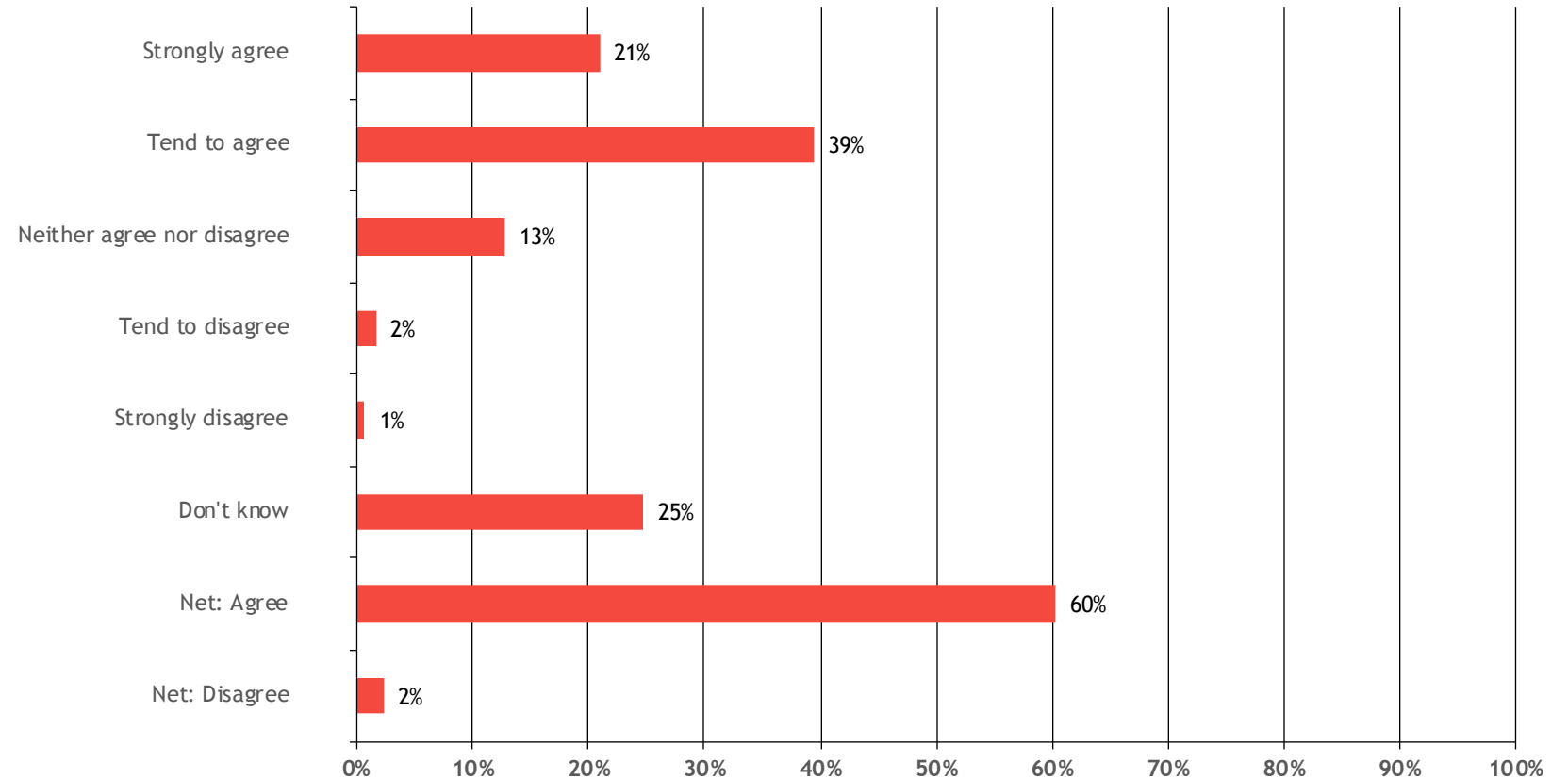


Unweighted base: All GB Adults (1999)

# Heritage Sheep

jhs\_q7\_1. For the following question, even if you do not eat lamb, hogget, or mutton, we are still interested in your opinion. By "eating quality", we mean the flavour and texture of the food.

Would you agree or disagree with the following statements? (Please select one option on each row) - The eating quality of sheep meat can vary depending on the age of the sheep

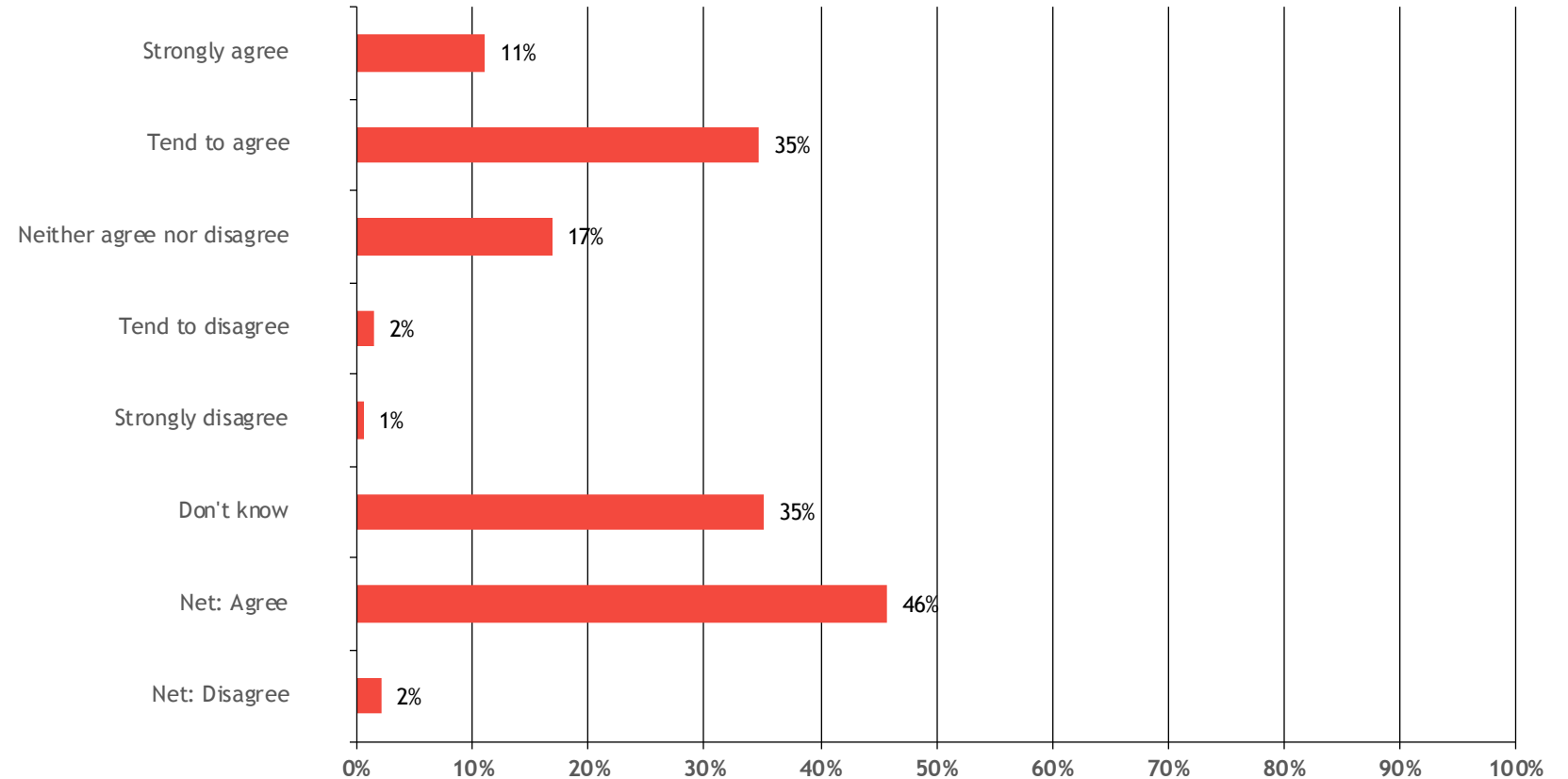


Unweighted base: All GB Adults (1999)

# Heritage Sheep

*jhs\_q7\_2. For the following question, even if you do not eat lamb, hogget, or mutton, we are still interested in your opinion. By "eating quality", we mean the flavour and texture of the food.*

*Would you agree or disagree with the following statements? (Please select one option on each row) - The eating quality of sheep meat can vary depending on the breed of the sheep*



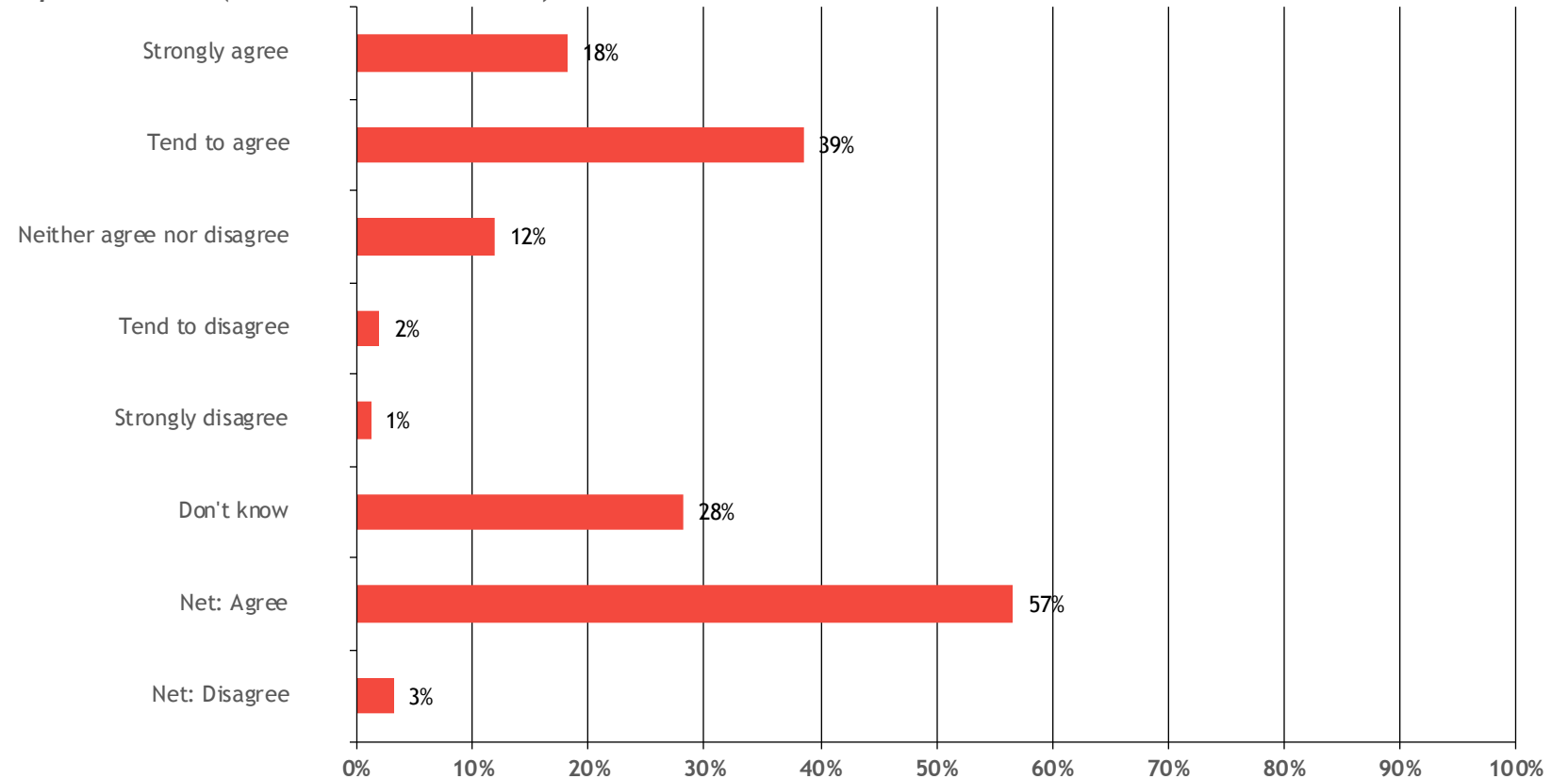
Unweighted base: All GB Adults (1999)



# Heritage Sheep

jhs\_q7\_3. For the following question, even if you do not eat lamb, hogget, or mutton, we are still interested in your opinion. By "eating quality", we mean the flavour and texture of the food.

Would you agree or disagree with the following statements? (Please select one option on each row) - The eating quality of sheep meat can vary depending on the type of landscape where the sheep was reared (i.e. where it was raised)

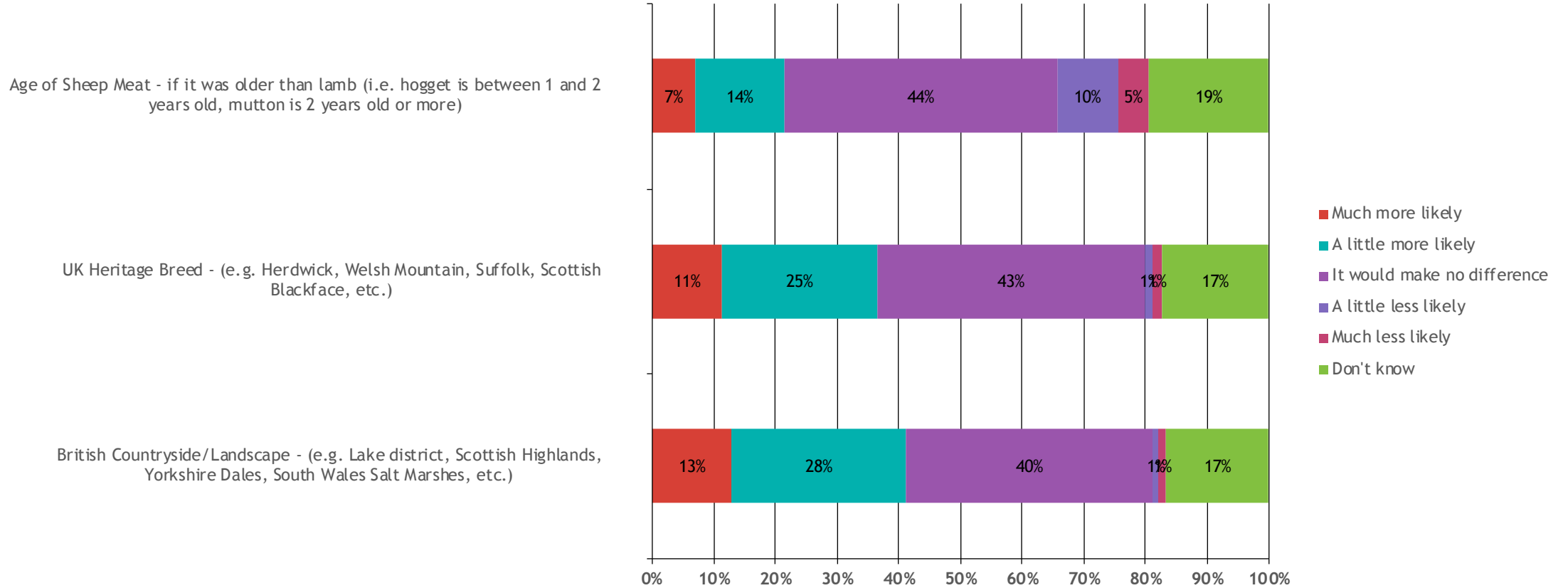


Unweighted base: All GB Adults (1999)

# Heritage Sheep

jhs\_q8. For the following question, please imagine you were going to buy meat...

To what extent, if at all, would each of the following factors be likely or unlikely to influence your purchase of sheep meat, or would they make no difference? (Please select one option on each row)

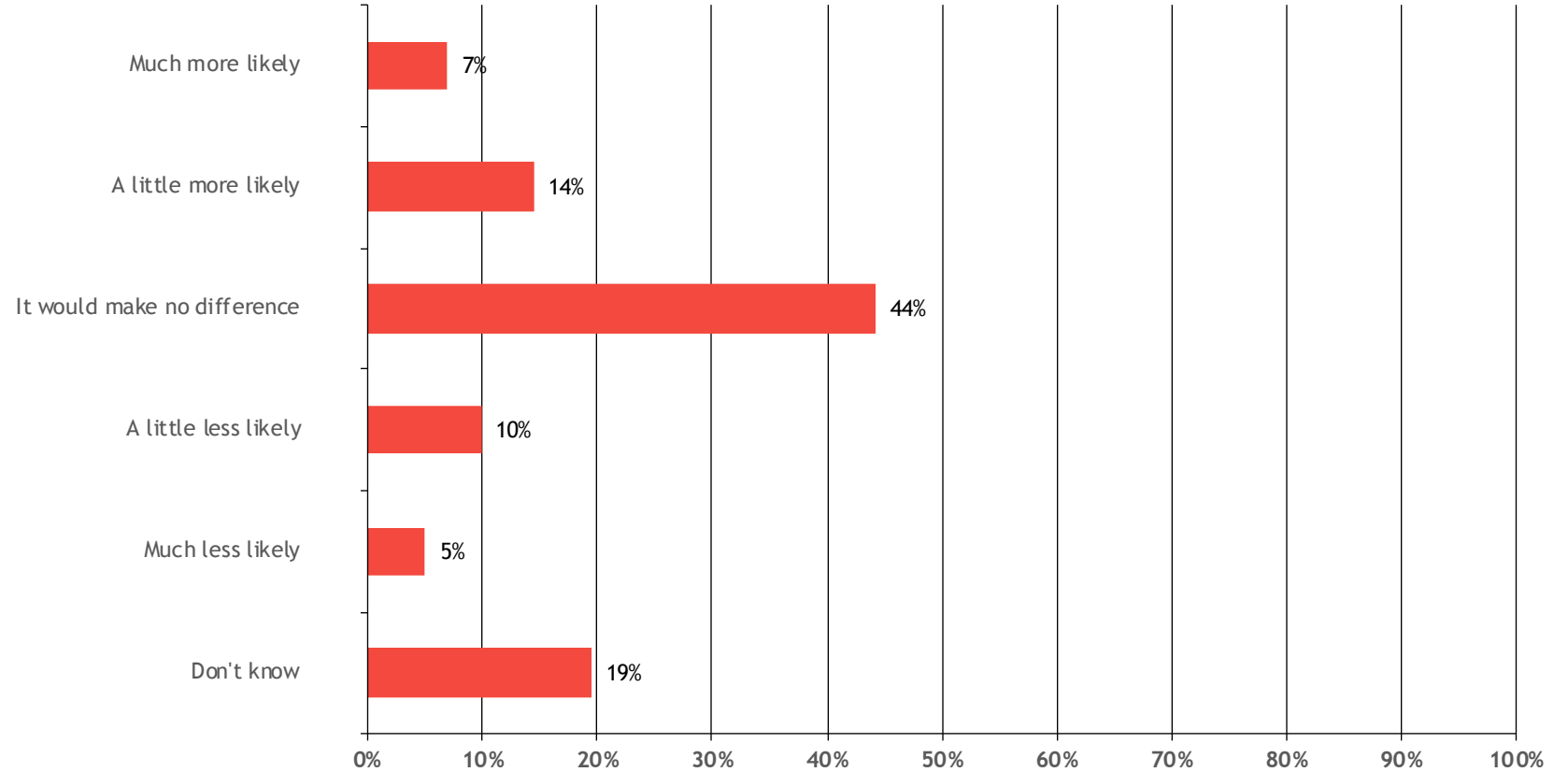


Unweighted base: All GB Adults who identify as vegan, vegetarian, or pescatarian (1779)

# Heritage Sheep

jhs\_q8\_1. For the following question, please imagine you were going to buy meat...

To what extent, if at all, would each of the following factors be likely or unlikely to influence your purchase of sheep meat, or would they make no difference? (Please select one option on each row) - Age of Sheep Meat - if it was older than lamb (i.e. hogget is between 1 and 2 years old, mutton is 2 years old or more)

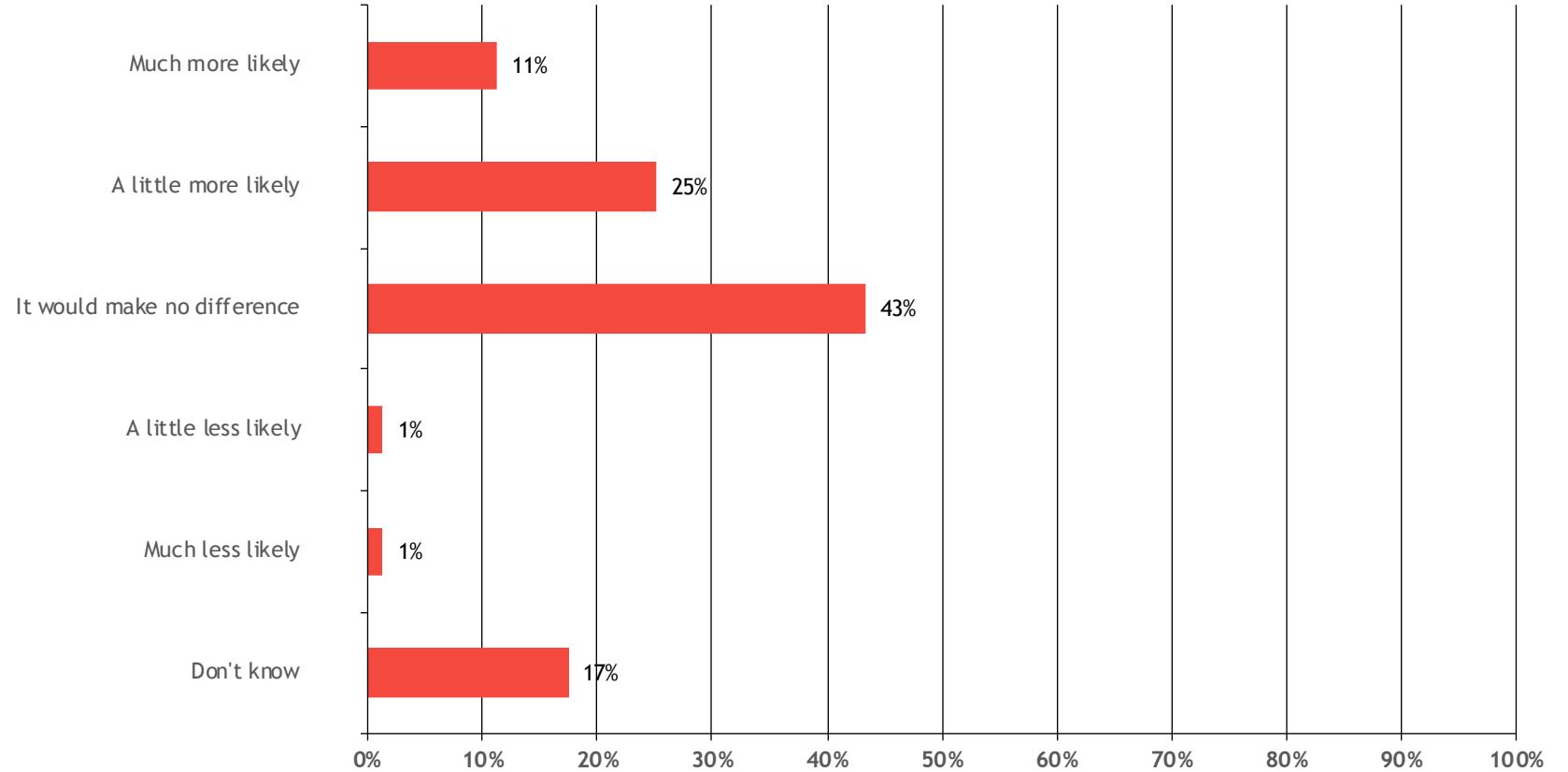


Unweighted base: All GB Adults who identify as vegan, vegetarian, or pescatarian (1779)

# Heritage Sheep

jhs\_q8\_2. For the following question, please imagine you were going to buy meat...

To what extent, if at all, would each of the following factors be likely or unlikely to influence your purchase of sheep meat, or would they make no difference? (Please select one option on each row) - UK Heritage Breed - (e.g. Herdwick, Welsh Mountain, Suffolk, Scottish Blackface, etc.)

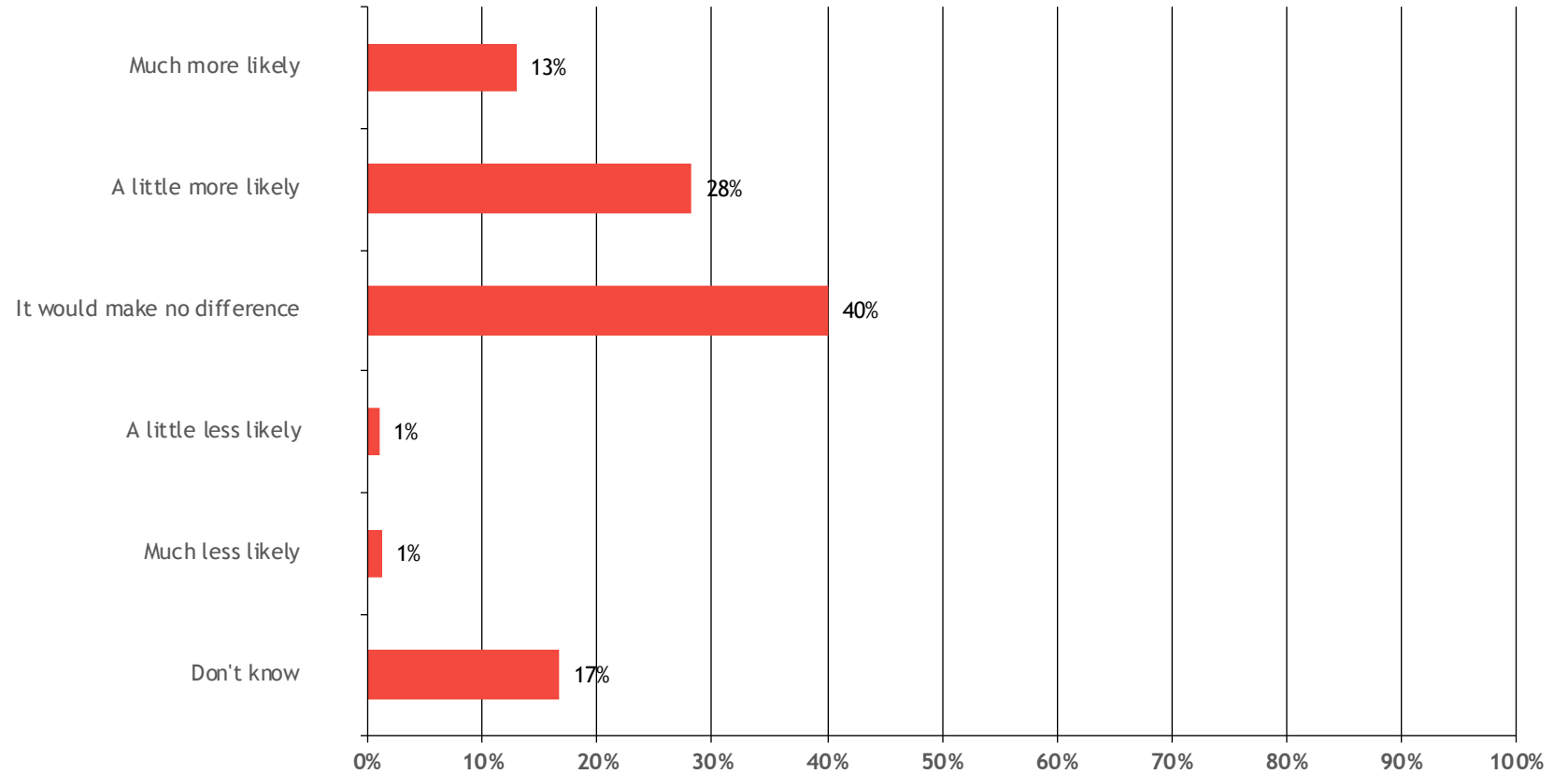


Unweighted base: All GB Adults who identify as vegan, vegetarian, or pescatarian (1779)

# Heritage Sheep

jhs\_q8\_3. For the following question, please imagine you were going to buy meat...

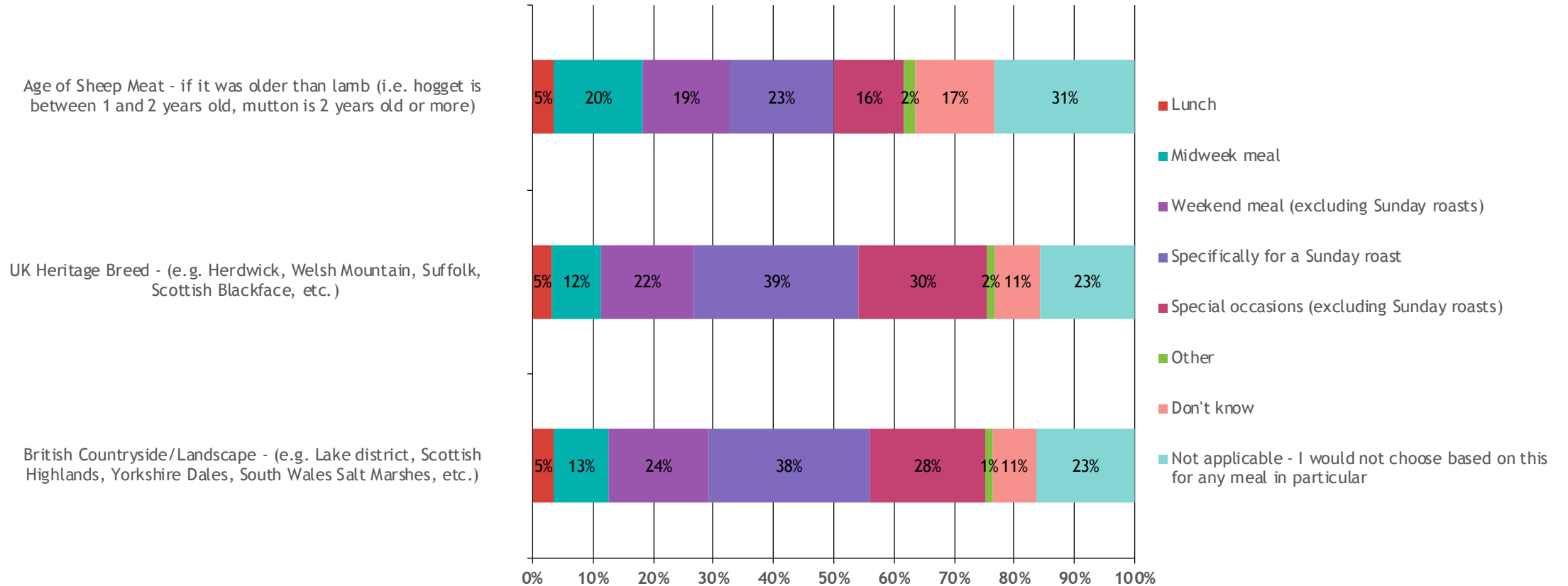
To what extent, if at all, would each of the following factors be likely or unlikely to influence your purchase of sheep meat, or would they make no difference? (Please select one option on each row) - British Countryside/Landscape - (e.g. Lake district, Scottish Highlands, Yorkshire Dales, South Wales Salt Marshes, etc.)



Unweighted base: All GB Adults who identify as vegan, vegetarian, or pescatarian (1779)

# Heritage Sheep

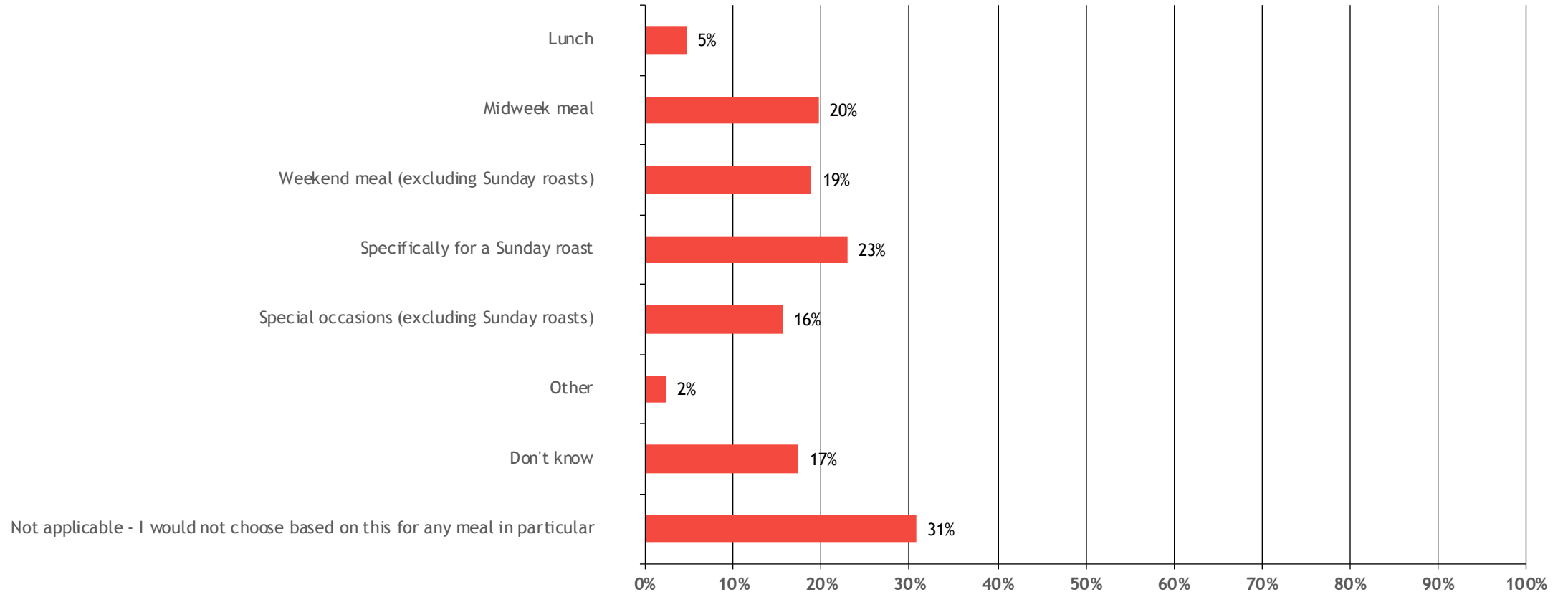
*jhs\_q9b. For which, if any, of the following meals would you actively choose to purchase sheep meat specifically based on age, breed, or landscape where they were reared? (Please select all that apply on each row. If you wouldn't choose based on age, breed, or landscape for any meal in particular, please select the "Not applicable" option)*



Unweighted base: All GB adults who are more influenced to buy sheep meat by age, breed, or landscape (863)

# Heritage Sheep

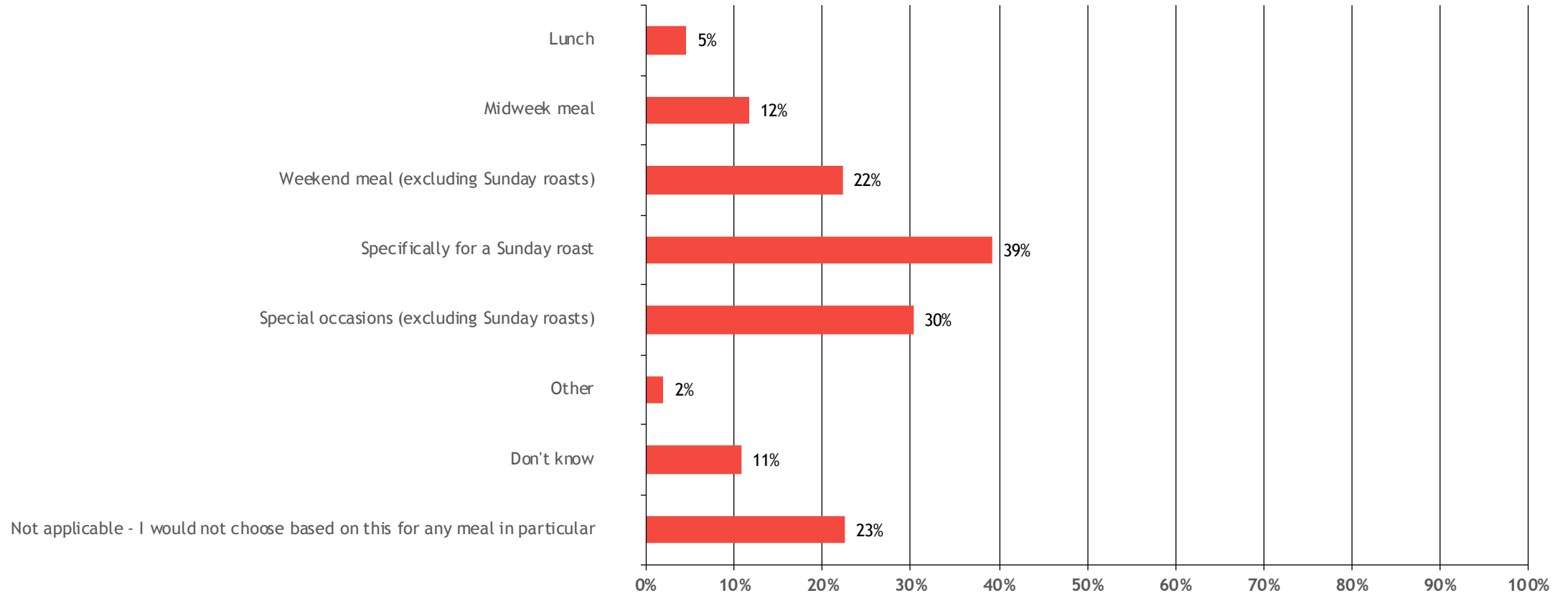
*jhs\_q9b\_1. For which, if any, of the following meals would you actively choose to purchase sheep meat specifically based on age, breed, or landscape where they were reared? (Please select all that apply on each row. If you wouldn't choose based on age, breed, or landscape for any meal in particular, please select the "Not applicable" option) - Age of Sheep Meat - if it was older than lamb (i.e. hogget is between 1 and 2 years old, mutton is 2 years old or more)*



Unweighted base: All GB adults who are more influenced to buy sheep meat by age, breed, or landscape (863)

# Heritage Sheep

*jhs\_q9b\_2. For which, if any, of the following meals would you actively choose to purchase sheep meat specifically based on age, breed, or landscape where they were reared? (Please select all that apply on each row. If you wouldn't choose based on age, breed, or landscape for any meal in particular, please select the "Not applicable" option) - UK Heritage Breed - (e.g. Herdwick, Welsh Mountain, Suffolk, Scottish Blackface, etc.)*

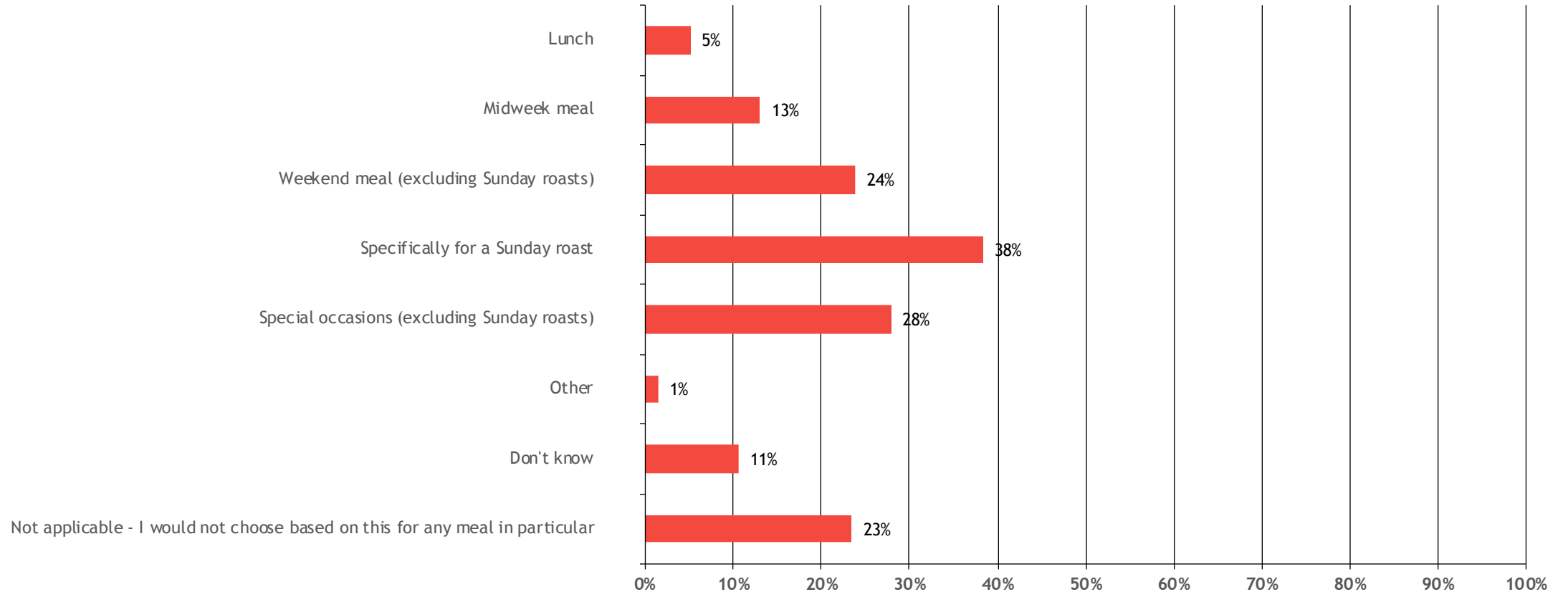


Unweighted base: All GB adults who are more influenced to buy sheep meat by age, breed, or landscape (863)



# Heritage Sheep

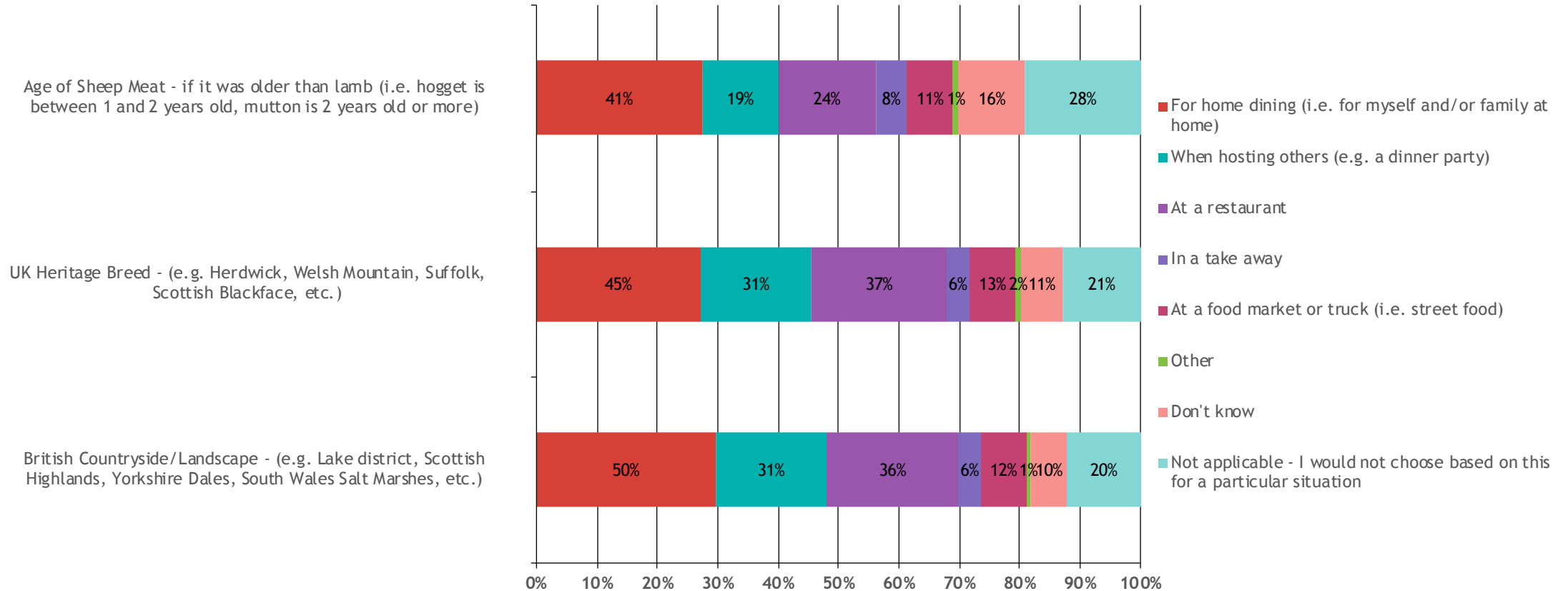
*jhs\_q9b\_3. For which, if any, of the following meals would you actively choose to purchase sheep meat specifically based on age, breed, or landscape where they were reared? (Please select all that apply on each row. If you wouldn't choose based on age, breed, or landscape for any meal in particular, please select the "Not applicable" option) - British Countryside/Landscape - (e.g. Lake district, Scottish Highlands, Yorkshire Dales, South Wales Salt Marshes, etc.)*



Unweighted base: All GB adults who are more influenced to buy sheep meat by age, breed, or landscape (863)

# Heritage Sheep

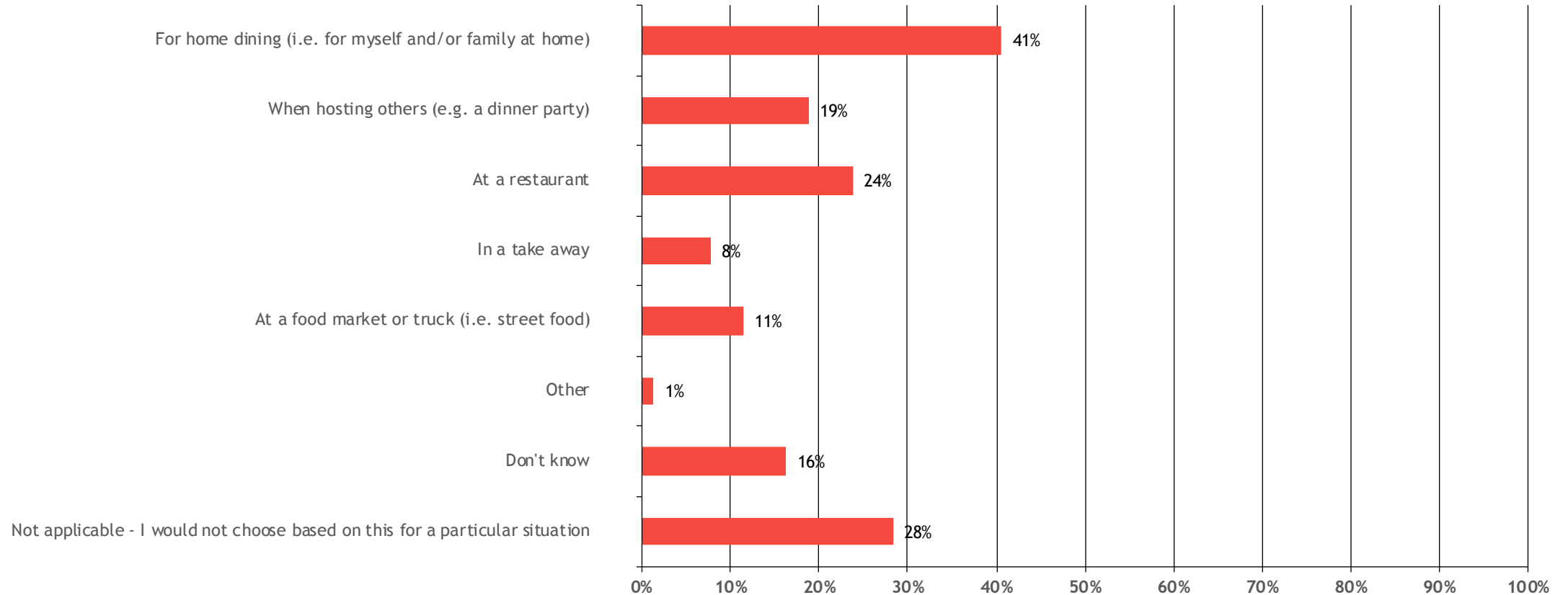
*jhs\_q10c. In which situations, if any, would you actively choose to purchase sheep meat specifically based on either age, breed, or landscape where they were reared? (Please select all that apply on each row. If you wouldn't choose based on age, breed, or landscape in any particular situation, please select the "Not applicable" option)*



Unweighted base: All GB adults who are more likely to buy sheep meat by age, breed, or landscape (863)

# Heritage Sheep

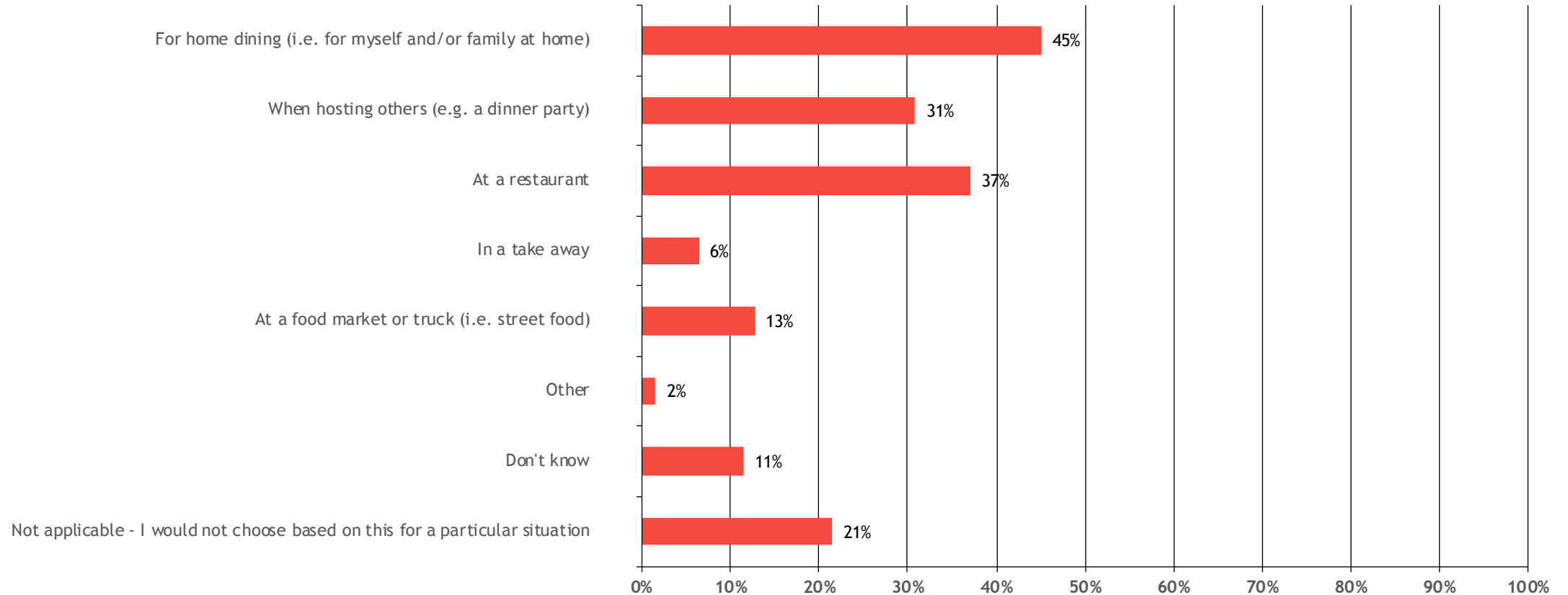
*jhs\_q10c\_1. In which situations, if any, would you actively choose to purchase sheep meat specifically based on either age, breed, or landscape where they were reared? (Please select all that apply on each row. If you wouldn't choose based on age, breed, or landscape in any particular situation, please select the "Not applicable" option) - Age of Sheep Meat - if it was older than lamb (i.e. hogget is between 1 and 2 years old, mutton is 2 years old or more)*



Unweighted base: All GB adults who are more likely to buy sheep meat by age, breed, or landscape (863)

# Heritage Sheep

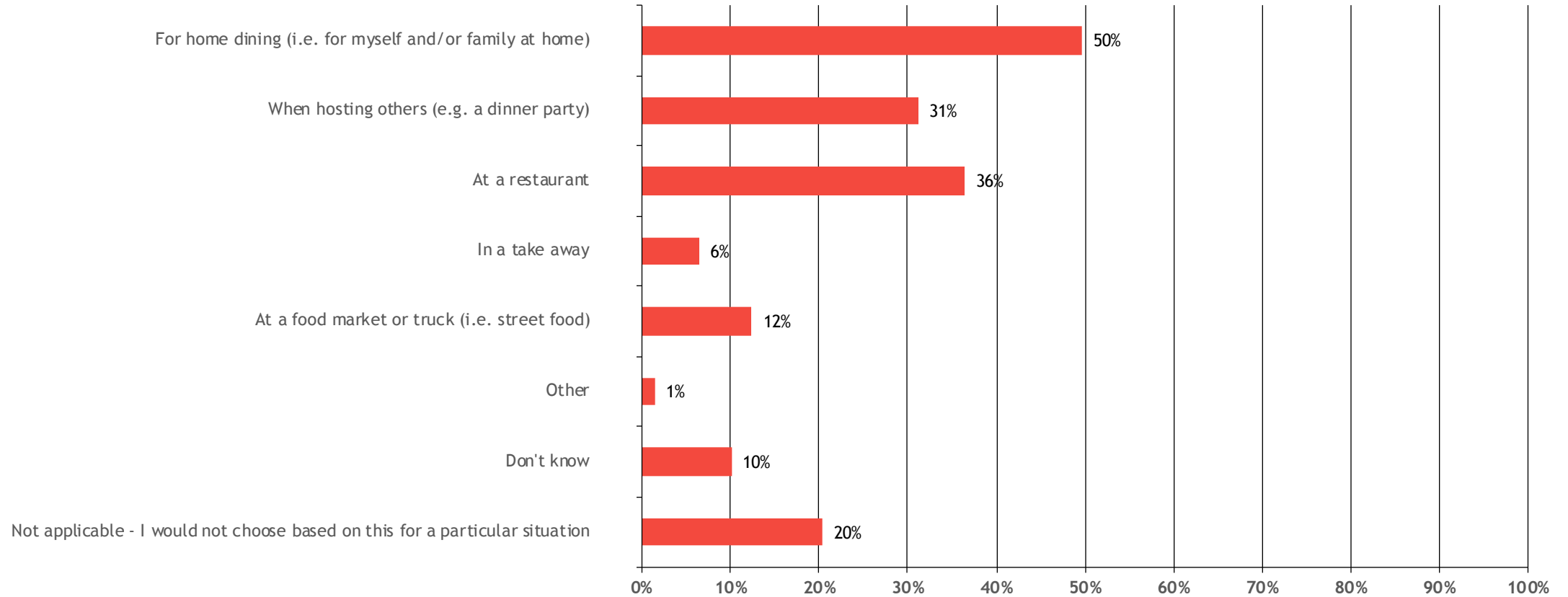
*jhs\_q10c\_2. In which situations, if any, would you actively choose to purchase sheep meat specifically based on either age, breed, or landscape where they were reared? (Please select all that apply on each row. If you wouldn't choose based on age, breed, or landscape in any particular situation, please select the "Not applicable" option) - UK Heritage Breed - (e.g. Herdwick, Welsh Mountain, Suffolk, Scottish Blackface, etc.)*



Unweighted base: All GB adults who are more likely to buy sheep meat by age, breed, or landscape (863)

# Heritage Sheep

*jhs\_q10c\_3. In which situations, if any, would you actively choose to purchase sheep meat specifically based on either age, breed, or landscape where they were reared? (Please select all that apply on each row. If you wouldn't choose based on age, breed, or landscape in any particular situation, please select the "Not applicable" option) - British Countryside/Landscape - (e.g. Lake district, Scottish Highlands, Yorkshire Dales, South Wales Salt Marshes, etc.)*



Unweighted base: All GB adults who are more likely to buy sheep meat by age, breed, or landscape (863)