

## YouGov/Animal Equality

Sample size: 2,079 UK Adults  
Fieldwork: 6th - 7th June 2017

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Foie gras' is a luxury type of food product, which is a spreadable paste made from the liver of ducks or geese.

Approximately, how many times, if at all, have you eaten foie gras in the past 12 months (i.e. since June 2016)? (If you have not eaten foie gras in the past 12 months, please select the 'Not applicable' option.)

Unweighted base	2079	971	1108	234	304	328	375	838	1298	781
<b>Base: All UK adults</b>	<b>2079</b>	<b>1008</b>	<b>1071</b>	<b>239</b>	<b>336</b>	<b>345</b>	<b>357</b>	<b>801</b>	<b>1185</b>	<b>894</b>
1	3%	4%	2%	1%	3%	4%	2%	3%	4%	2%
2	2%	3%	1%	3%	4%	1%	2%	2%	3%	1%
3	1%	1%	0%	-	1%	1%	1%	1%	1%	0%
4	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%
5	0%	1%	0%	1%	-	0%	0%	0%	0%	0%
More than 5 times	1%	1%	0%	1%	-	0%	0%	1%	1%	0%
Don't know	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
Not applicable - I haven't eaten foie gras in the past 12 months	91%	89%	94%	92%	90%	90%	93%	91%	89%	94%

Foie gras is a luxury type of food product made with duck or goose liver. The liver that is used is specially fattened, often using a process known as 'gavaging' - this involves force feeding the animal through feeding tubes.

Foie gras is not currently produced in the UK due to the welfare concerns around this process, and associated animal welfare laws. Foie gras that is available in the UK is therefore imported from other countries.

Which, if any, of the following statements best applies to you?

Unweighted base	2079	971	1108	234	304	328	375	838	1298	781
<b>Base: All UK adults</b>	<b>2079</b>	<b>1008</b>	<b>1071</b>	<b>239</b>	<b>336</b>	<b>345</b>	<b>357</b>	<b>801</b>	<b>1185</b>	<b>894</b>
I was aware of the production method of foie gras and the welfare concerns	61%	60%	61%	35%	53%	61%	65%	70%	67%	52%
I was aware of the production method of foie gras, but was unaware of the welfare concerns	4%	4%	4%	3%	5%	2%	5%	4%	3%	4%
I was unaware of the production method of foie gras, but was aware of the welfare concerns	3%	3%	3%	4%	4%	2%	4%	3%	3%	3%
I was unaware of the production method of foie gras and was unaware of the welfare concerns	26%	26%	26%	49%	34%	24%	22%	18%	22%	31%
Don't know	6%	7%	6%	9%	5%	12%	4%	5%	4%	10%

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Government Region												
North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland	Northern Ireland

Foie gras' is a luxury type of food product, which is a spreadable paste made from the liver of ducks or geese.

Approximately, how many times, if at all, have you eaten foie gras in the past 12 months (i.e. since June 2016)? (If you have not eaten foie gras in the past 12 months, please select the 'Not applicable' option.)

Unweighted base	84	222	180	178	160	165	237	301	209	1736	104	182	57
<b>Base: All UK adults</b>	<b>87</b>	<b>222</b>	<b>179</b>	<b>173</b>	<b>160</b>	<b>158</b>	<b>270</b>	<b>295</b>	<b>202</b>	<b>1745</b>	<b>101</b>	<b>176</b>	<b>57</b>
1	-	3%	2%	3%	1%	2%	5%	4%	4%	3%	-	2%	5%
2	-	3%	1%	3%	4%	2%	5%	1%	1%	2%	4%	0%	2%
3	-	-	2%	1%	1%	1%	1%	0%	1%	1%	-	1%	-
4	1%	-	-	1%	1%	3%	2%	0%	1%	1%	-	-	-
5	-	1%	-	-	-	1%	1%	-	-	0%	1%	-	-
More than 5 times	-	-	-	1%	-	1%	1%	1%	1%	1%	-	-	-
Don't know	2%	-	-	2%	2%	2%	2%	1%	-	1%	1%	2%	2%
Not applicable - I haven't eaten foie gras in the past 12 months	97%	93%	95%	89%	90%	88%	84%	92%	92%	91%	95%	95%	92%

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Which, if any, of the following statements best applies to you?

Unweighted base	84	222	180	178	160	165	237	301	209	1736	104	182	57
<b>Base: All UK adults</b>	<b>87</b>	<b>222</b>	<b>179</b>	<b>173</b>	<b>160</b>	<b>158</b>	<b>270</b>	<b>295</b>	<b>202</b>	<b>1745</b>	<b>101</b>	<b>176</b>	<b>57</b>
I was aware of the production method of foie gras and the welfare concerns	54%	62%	64%	60%	55%	66%	60%	65%	67%	62%	61%	54%	42%
I was aware of the production method of foie gras, but was unaware of the welfare concerns	4%	2%	3%	4%	7%	3%	4%	3%	3%	4%	3%	4%	7%
I was unaware of the production method of foie gras, but was aware of the welfare concerns	3%	3%	5%	1%	3%	3%	4%	3%	3%	3%	-	4%	-
I was unaware of the production method of foie gras and was unaware of the welfare concerns	31%	26%	23%	29%	27%	21%	24%	24%	21%	25%	28%	31%	46%
Don't know	9%	7%	5%	6%	7%	6%	8%	5%	5%	6%	8%	7%	5%

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Sample size: 2,079 UK Adults  
Fieldwork: 6th - 7th June 2017

Working status							Have you eaten foie gras in the past 12 months?	
Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Eaten in the past 12 months	Not eaten in the past 12 months

Foie gras' is a luxury type of food product, which is a spreadable paste made from the liver of ducks or geese.

Approximately, how many times, if at all, have you eaten foie gras in the past 12 months (i.e. since June 2016)? (If you have not eaten foie gras in the past 12 months, please select the 'Not applicable' option.)

Unweighted base	859	312	1171	145	506	60	197	158	1895
<b>Base: All UK adults</b>	<b>863</b>	<b>306</b>	<b>1168</b>	<b>147</b>	<b>495</b>	<b>67</b>	<b>202</b>	<b>154</b>	<b>1899</b>
1	3%	3%	3%	3%	3%	1%	1%	38%	-
2	3%	2%	2%	1%	2%	4%	4%	30%	-
3	1%	1%	1%	-	0%	-	0%	9%	-
4	1%	0%	1%	1%	0%	-	1%	11%	-
5	0%	0%	0%	2%	0%	-	-	4%	-
More than 5 times	1%	-	1%	-	1%	-	0%	7%	-
Don't know	1%	1%	1%	1%	1%	1%	3%	-	-
Not applicable - I haven't eaten foie gras in the past 12 months	90%	93%	91%	93%	92%	93%	91%	-	100%

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Which, if any, of the following statements best applies to you?

Unweighted base	859	312	1171	145	506	60	197	158	1895
<b>Base: All UK adults</b>	<b>863</b>	<b>306</b>	<b>1168</b>	<b>147</b>	<b>495</b>	<b>67</b>	<b>202</b>	<b>154</b>	<b>1899</b>
I was aware of the production method of foie gras and the welfare concerns	61%	61%	61%	38%	70%	43%	58%	60%	61%
I was aware of the production method of foie gras, but was unaware of the welfare concerns	4%	3%	3%	3%	5%	5%	4%	12%	3%
I was unaware of the production method of foie gras, but was aware of the welfare concerns	4%	2%	3%	7%	2%	6%	1%	7%	3%
I was unaware of the production method of foie gras and was unaware of the welfare concerns	26%	26%	26%	43%	18%	39%	27%	19%	27%
Don't know	5%	8%	6%	9%	5%	7%	11%	2%	6%

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Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

As a reminder, foie gras is a luxury type of food product made with duck or goose liver. The liver that is used is specially fattened, often using a process known as 'gavaging' - this involves force feeding the animal through feeding tubes.

Foie gras is not currently produced in the UK due to the welfare concerns around this process, and associated animal welfare laws. Foie gras that is available in the UK is therefore imported from other countries.

Based on the information above, which ONE of the following statements best applies to you?

Unweighted base	158	102	56	18	26	25	25	64	124	34
<b>Base: All UK adults who have eaten foie gras in the past 12 months</b>	154	103	52	17	28	27	24	59	114	41
I will eat foie gras more often than I currently do	5%	4%	7%	15%	13%	4%	4%	-	4%	9%
I will eat foie gras less often than I currently do	10%	10%	10%	19%	3%	15%	11%	8%	10%	8%
I will eat foie gras as often as I currently do	55%	63%	39%	47%	55%	37%	52%	66%	61%	36%
I will no longer eat foie gras	18%	11%	31%	19%	12%	18%	29%	16%	12%	34%
Don't know	12%	12%	14%	-	17%	27%	4%	10%	12%	12%

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Based on the information above, which ONE of the following statements best applies to you?

Unweighted base	1	16	8	16	11	17	35	22	17	143	5	6	4
<b>Base: All UK adults who have eaten foie gras in the past 12 months</b>	<b>1</b>	<b>14</b>	<b>9</b>	<b>15</b>	<b>13</b>	<b>16</b>	<b>38</b>	<b>20</b>	<b>15</b>	<b>141</b>	<b>4</b>	<b>5</b>	<b>4</b>
I will eat foie gras more often than I currently do	-	-	-	-	36%	16%	2%	-	-	6%	-	-	-
I will eat foie gras less often than I currently do	100%	6%	-	5%	10%	16%	14%	14%	-	10%	-	-	24%
I will eat foie gras as often as I currently do	-	77%	40%	45%	45%	36%	61%	63%	81%	57%	39%	16%	25%
I will no longer eat foie gras	-	18%	21%	29%	9%	5%	14%	18%	5%	15%	61%	49%	51%
Don't know	-	-	38%	20%	-	27%	9%	4%	14%	12%	-	35%	-

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Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Eaten in the past 12 months	Not eaten in the past 12 months

As a reminder, foie gras is a luxury type of food product made with duck or goose liver. The liver that is used is specially fattened, often using a process known as 'gavaging' - this involves force feeding the animal through feeding tubes.

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Based on the information above, which ONE of the following statements best applies to you?

Unweighted base	78	19	97	11	34	2	14	158	-
<b>Base: All UK adults who have eaten foie gras in the past 12 months</b>	<b>78</b>	<b>17</b>	<b>95</b>	<b>10</b>	<b>32</b>	<b>3</b>	<b>13</b>	<b>154</b>	<b>-</b>
I will eat foie gras more often than I currently do	6%	-	5%	10%	-	73%	-	5%	-
I will eat foie gras less often than I currently do	13%	10%	12%	-	6%	-	12%	10%	-
I will eat foie gras as often as I currently do	54%	52%	53%	55%	63%	-	60%	55%	-
I will no longer eat foie gras	11%	33%	15%	26%	19%	27%	28%	18%	-
Don't know	17%	5%	15%	9%	13%	-	-	12%	-

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Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Which, if any, of the following statements best describes your opinion on importing and manufacturing products that have animal welfare impacts such as foie gras?

Unweighted base	1679	782	897	165	239	240	325	710	1076	603
<b>Base: All UK adults who expressed an opinion</b>	<b>1659</b>	<b>798</b>	<b>860</b>	<b>164</b>	<b>264</b>	<b>243</b>	<b>310</b>	<b>678</b>	<b>979</b>	<b>680</b>
I would support a ban on importing foie gras, but I think it should be made legal to produce it in the UK	6%	6%	5%	7%	5%	5%	4%	7%	7%	5%
I would support a ban on importing foie gras, and I think it should remain illegal to produce it in the UK	72%	65%	78%	67%	70%	76%	77%	69%	70%	74%
I would oppose a ban on importing foie gras, and I think it should be made legal to produce it in the UK	7%	11%	3%	8%	5%	6%	7%	7%	8%	5%
I would oppose a ban on importing foie gras, but I think it should remain illegal to produce it in the UK	16%	19%	14%	18%	19%	13%	12%	17%	16%	16%

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North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland	Northern Ireland

Which, if any, of the following statements best describes your opinion on importing and manufacturing products that have animal welfare impacts such as foie gras?

Unweighted base	65	181	156	143	127	131	177	251	174	1405	84	144	46
<b>Base: All UK adults who expressed an opinion</b>	<b>66</b>	<b>181</b>	<b>153</b>	<b>137</b>	<b>128</b>	<b>125</b>	<b>199</b>	<b>243</b>	<b>166</b>	<b>1397</b>	<b>79</b>	<b>138</b>	<b>44</b>
I would support a ban on importing foie gras, but I think it should be made legal to produce it in the UK	5%	7%	7%	5%	6%	8%	5%	3%	7%	6%	6%	7%	6%
I would support a ban on importing foie gras, and I think it should remain illegal to produce it in the UK	72%	71%	77%	76%	74%	69%	66%	71%	70%	71%	68%	78%	66%
I would oppose a ban on importing foie gras, and I think it should be made legal to produce it in the UK	10%	6%	4%	7%	8%	6%	8%	8%	7%	7%	3%	4%	11%
I would oppose a ban on importing foie gras, but I think it should remain illegal to produce it in the UK	12%	17%	12%	12%	12%	16%	21%	18%	16%	16%	23%	12%	17%



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Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Eaten in the past 12 months	Not eaten in the past 12 months

Which, if any, of the following statements best describes your opinion on importing and manufacturing products that have animal welfare impacts such as foie gras?

Unweighted base	693	247	940	102	433	45	159	128	1537
<b>Base: All UK adults who expressed an opinion</b>	<b>686</b>	<b>239</b>	<b>925</b>	<b>100</b>	<b>422</b>	<b>51</b>	<b>160</b>	<b>122</b>	<b>1523</b>
I would support a ban on importing foie gras, but I think it should be made legal to produce it in the UK	4%	7%	5%	6%	7%	14%	3%	10%	5%
I would support a ban on importing foie gras, and I think it should remain illegal to produce it in the UK	72%	75%	73%	63%	70%	71%	76%	26%	76%
I would oppose a ban on importing foie gras, and I think it should be made legal to produce it in the UK	8%	4%	7%	8%	6%	2%	7%	29%	5%
I would oppose a ban on importing foie gras, but I think it should remain illegal to produce it in the UK	16%	15%	16%	23%	17%	13%	13%	34%	14%