

## YouGov / NFU Survey Results

Sample Size: 2023 UK Adults (18+)  
Fieldwork: 9th - 10th April 2017

	EU Ref 2016		Vote in 2015				Gender		Age				Social Grade		Region						
Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Northern Ireland	
<b>Weighted Sample 2023</b>	797	862	562	460	117	194	979	1044	235	866	498	425	1153	870	239	653	423	475	182	51	
<b>Unweighted Sample 2023</b>	903	878	593	481	138	206	853	1170	220	788	527	488	1213	810	195	685	437	484	172	50	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Thinking about your eating habits, would you describe yourself as...

A pescatarian	<b>9</b>	9	11	10	7	9	10	9	8	8	9	8	11	8	10	7	9	10	9	8	9
A vegetarian	<b>6</b>	6	5	4	8	8	3	4	8	6	7	5	4	6	6	6	6	7	5	5	10
A vegan	<b>1</b>	1	1	1	1	1	0	1	1	1	2	0	0	1	1	2	1	0	2	1	3
None of these	<b>84</b>	83	84	85	84	82	87	86	82	85	83	87	84	85	84	85	85	82	85	86	78

### Have you seen or heard any advertising aimed at encouraging you to become vegan?

[This question was not asked to vegans or vegetarians; n=1870]

Yes, seen and/or heard	<b>16</b>	22	11	11	19	16	11	14	18	43	15	12	7	19	12	29	15	14	14	14	11
No, haven't seen or heard	<b>84</b>	78	89	89	81	84	89	86	82	57	85	88	93	81	88	71	85	86	86	86	89

### Thinking about the advertising you have seen/heard, has this made you more or less likely to become vegan?

[This question was asked to non-vegans and non-vegetarians who have seen/heard advertising; n=321]

Much more likely to become vegan	<b>2</b>	3	1	0	1	0	0	1	2	3	1	1	2	3	0	3	1	3	0	0	22
Slightly more likely to become vegan	<b>24</b>	32	14	19	31	22	17	16	30	26	25	21	18	24	24	35	26	17	15	30	0
<b>TOTAL MORE LIKELY</b>	<b>26</b>	<b>35</b>	<b>15</b>	<b>19</b>	<b>32</b>	<b>22</b>	<b>17</b>	<b>17</b>	<b>32</b>	<b>29</b>	<b>26</b>	<b>22</b>	<b>20</b>	<b>27</b>	<b>24</b>	<b>38</b>	<b>27</b>	<b>20</b>	<b>15</b>	<b>30</b>	<b>22</b>
Slightly less likely to become vegan	<b>14</b>	17	12	20	13	21	8	5	21	8	18	16	16	16	12	15	12	15	14	18	25
Much less likely to become vegan	<b>37</b>	30	50	49	27	27	71	52	25	30	37	37	56	38	33	12	42	40	47	43	53
<b>TOTAL LESS LIKELY</b>	<b>51</b>	<b>47</b>	<b>62</b>	<b>69</b>	<b>40</b>	<b>48</b>	<b>79</b>	<b>57</b>	<b>46</b>	<b>38</b>	<b>55</b>	<b>53</b>	<b>72</b>	<b>54</b>	<b>45</b>	<b>27</b>	<b>54</b>	<b>55</b>	<b>61</b>	<b>61</b>	<b>78</b>
Don't know	<b>23</b>	18	23	12	28	30	4	25	22	33	19	25	7	19	32	35	19	25	24	9	0

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**\*\*2 images of 2 vegan adverts were shown\*\***

Thinking about the advertisements displayed above, have these made you more or less likely to become vegan?

[This question was asked to non-vegans and non-vegetarians who haven't seen/heard advertising; n=1549]

Much more likely to become vegan	<b>1</b>	1	1	0	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	0
Slightly more likely to become vegan	<b>6</b>	7	5	3	8	10	5	4	8	8	7	5	5	6	6	8	4	4	9	8	7
<b>TOTAL MORE LIKELY</b>	<b>7</b>	<b>8</b>	<b>6</b>	<b>3</b>	<b>9</b>	<b>11</b>	<b>6</b>	<b>5</b>	<b>9</b>	<b>8</b>	<b>6</b>	<b>6</b>	<b>7</b>	<b>7</b>	<b>8</b>	<b>5</b>	<b>5</b>	<b>10</b>	<b>9</b>	<b>7</b>	
Slightly less likely to become vegan	<b>11</b>	11	11	12	7	10	13	11	11	12	10	12	12	12	10	11	10	11	12	11	19
Much less likely to become vegan	<b>43</b>	40	48	51	39	39	47	48	38	30	38	43	55	40	46	40	44	42	41	48	40
<b>TOTAL LESS LIKELY</b>	<b>54</b>	<b>51</b>	<b>59</b>	<b>63</b>	<b>46</b>	<b>49</b>	<b>60</b>	<b>59</b>	<b>49</b>	<b>42</b>	<b>48</b>	<b>55</b>	<b>67</b>	<b>52</b>	<b>56</b>	<b>51</b>	<b>54</b>	<b>53</b>	<b>53</b>	<b>59</b>	<b>59</b>
Don't know	<b>39</b>	41	36	33	44	40	34	37	42	49	44	40	27	41	37	40	41	42	37	31	33

Since you have seen the advertising, have you bought more or less of the following livestock food products or has there been no change?

[This question was asked to non-vegans and non-vegetarians who have seen/heard advertising; n=321]

<b>Meat</b>																					
More of this than before	<b>4</b>	3	6	2	3	7	3	6	2	5	5	0	3	5	1	2	3	7	3	4	22
Less of this than before	<b>16</b>	18	12	8	22	9	3	15	16	17	10	26	17	17	14	23	16	15	7	23	0
No change	<b>80</b>	79	81	89	75	84	94	79	81	79	84	74	80	78	85	76	80	78	89	73	78
Don't know	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

<b>Milk</b>																					
More of this than before	<b>6</b>	7	4	3	8	11	0	9	4	8	7	4	5	6	7	7	5	9	7	4	0
Less of this than before	<b>10</b>	10	9	4	8	5	0	6	13	11	7	16	6	11	8	18	8	6	3	18	22
No change	<b>84</b>	83	86	93	83	84	100	85	83	81	86	81	89	83	85	75	86	85	90	78	78
Don't know	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

<b>Other dairy products, e.g. cheese</b>																					
More of this than before	<b>3</b>	3	3	0	4	7	3	6	1	2	3	0	8	3	1	4	2	2	2	4	0
Less of this than before	<b>7</b>	7	8	1	5	0	3	4	9	7	4	14	5	8	5	10	5	5	2	18	22
No change	<b>90</b>	89	89	99	90	93	94	89	90	91	91	86	87	89	92	86	92	90	96	78	78
Don't know	<b>1</b>	1	0	0	2	0	0	1	0	0	2	0	0	0	2	0	0	3	0	0	0

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**How willing or unwilling are you to consider buying less livestock food products (i.e. food products derived from animals, including meat, milk, cheese and other dairy products) in the future?**

[This question was not asked to vegans or vegetarians;  
n=1870]

Very willing	<b>6</b>	8	4	5	6	9	4	5	6	7	6	5	5	6	6	7	6	6	5	5	4
Fairly willing	<b>14</b>	20	10	9	20	16	8	10	18	23	13	13	11	17	10	22	14	10	11	14	24
<b>TOTAL WILLING</b>	<b>20</b>	<b>28</b>	<b>14</b>	<b>14</b>	<b>26</b>	<b>25</b>	<b>12</b>	<b>15</b>	<b>24</b>	<b>30</b>	<b>19</b>	<b>18</b>	<b>16</b>	<b>23</b>	<b>16</b>	<b>29</b>	<b>20</b>	<b>16</b>	<b>16</b>	<b>19</b>	<b>28</b>
Neither willing nor unwilling	<b>28</b>	25	29	26	26	29	30	26	30	24	26	34	28	28	29	31	26	29	30	26	32
Fairly unwilling	<b>19</b>	20	20	22	18	21	15	19	19	17	18	19	21	19	18	16	18	20	20	21	7
Very unwilling	<b>27</b>	23	32	34	23	21	37	33	20	16	27	27	31	25	29	20	29	28	27	24	28
<b>TOTAL UNWILLING</b>	<b>46</b>	<b>43</b>	<b>52</b>	<b>56</b>	<b>41</b>	<b>42</b>	<b>52</b>	<b>52</b>	<b>39</b>	<b>33</b>	<b>45</b>	<b>46</b>	<b>52</b>	<b>44</b>	<b>47</b>	<b>36</b>	<b>47</b>	<b>48</b>	<b>47</b>	<b>45</b>	<b>35</b>
Don't know	<b>7</b>	4	5	3	6	4	4	7	7	13	9	3	3	5	9	4	7	7	7	9	5

\*Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.