

# Public attitudes survey 2024



Animal Welfare.  
Worldwide.



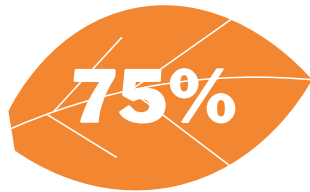
**Eating Better**

**FACT SHEET**

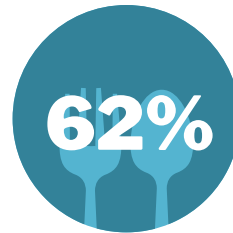
**Food security**

# National

Almost two thirds of people understand that eating a sustainable diet is important for achieving food security



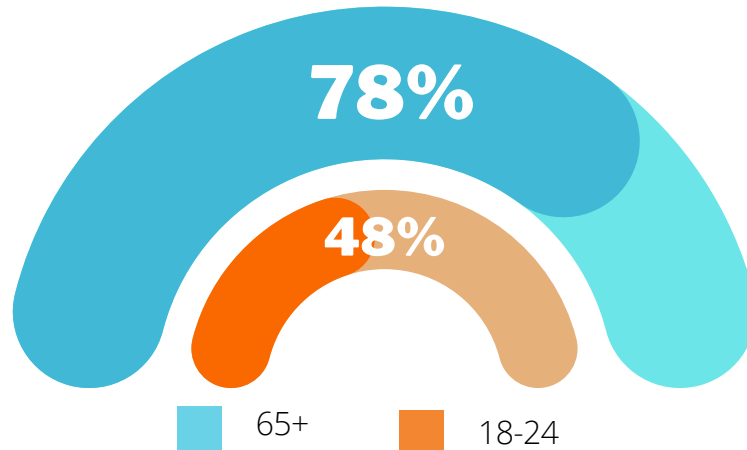
In order to produce enough food, we have to protect nature and biodiversity



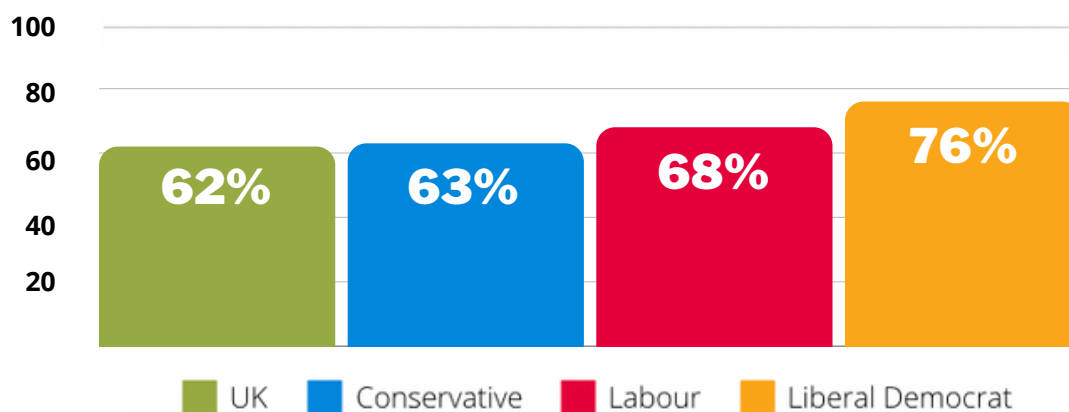
Having a sustainable diet will help achieve national food security

## Percentage of respondents who agree with the statement

Support for buying domestically grown food increases with age, with 78% of 65+ reporting that where possible they try and buy food grown in the UK compared to 48% of 18-24 year olds.



Liberal democrat voters had the highest proportion of respondents who agreed that having a sustainable diet was key to achieving food security (76% agreed), compared to Conservatives (63%) and Labour (68%).



# Household

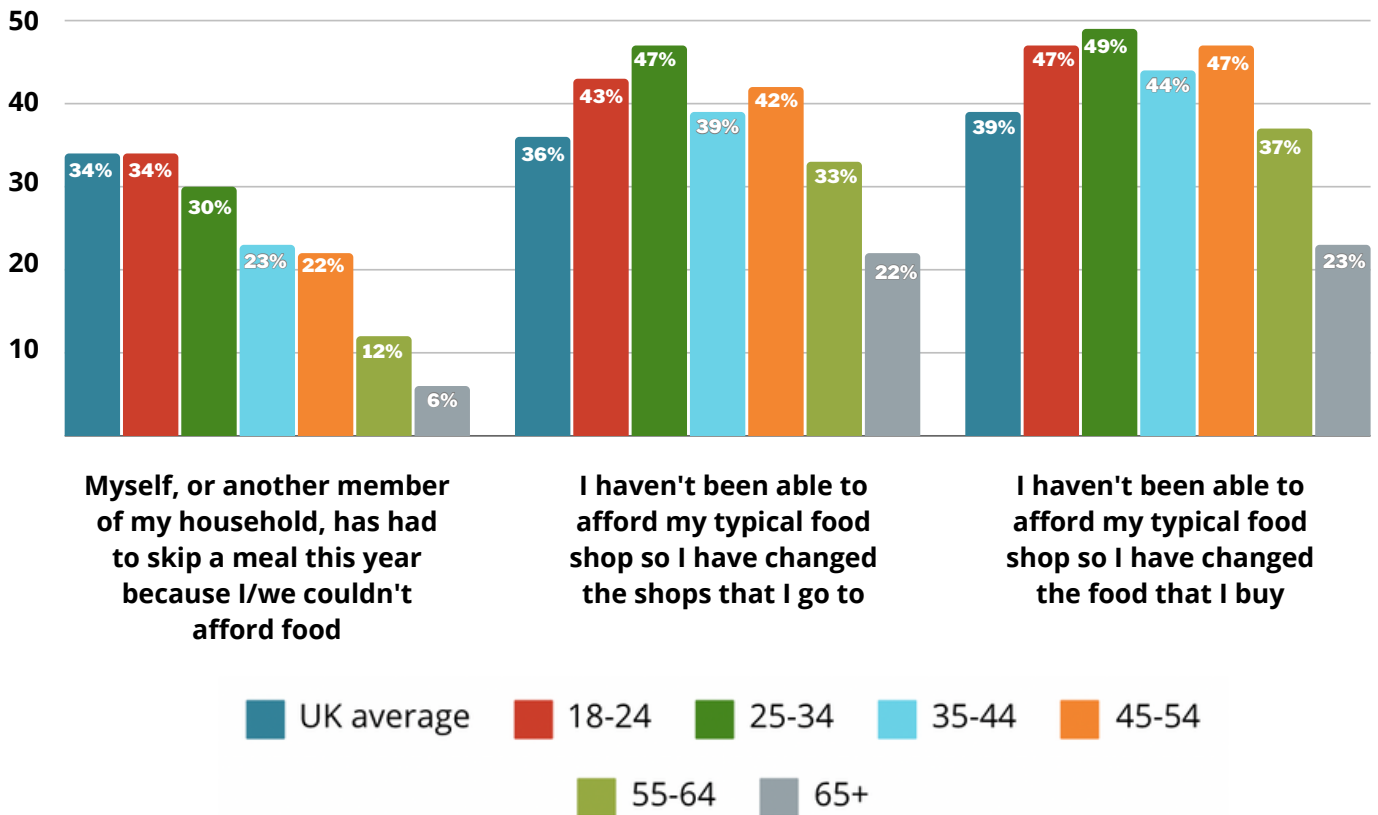
People are struggling to afford their typical food shop



A member in 18% of households has had to skip a meal because they couldn't afford food



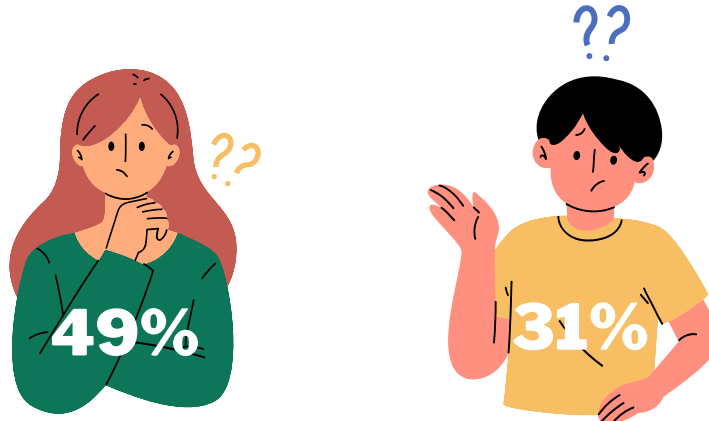
40% of people have struggled to afford their typical food shop in the past year



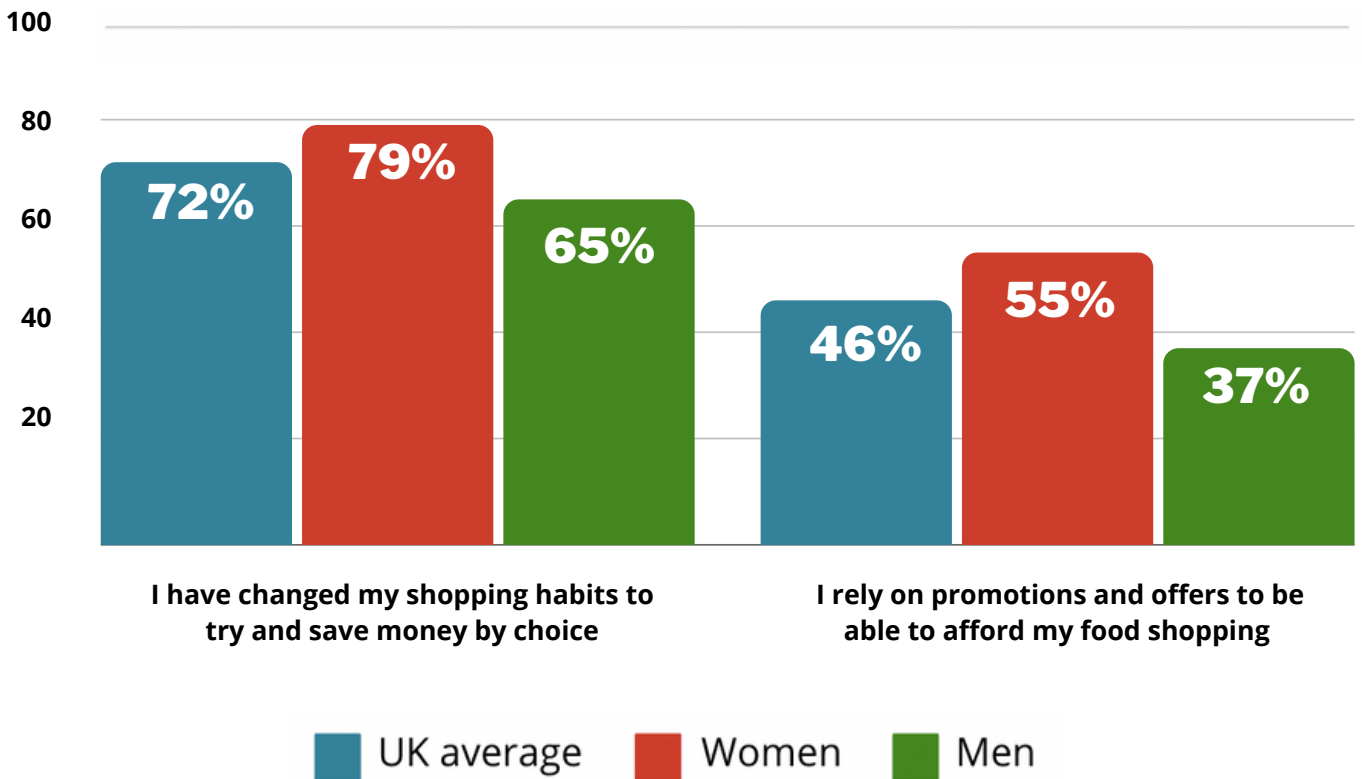
Percentage of respondents who agree with the statement split by age group

# Household

Women have been more affected than men



49% of women have struggled to afford their typical food shop in the past year, compared to 31% of men.



Percentage of respondents for whom the statement applies split by gender

# Appendix

Online Omnibus. All figures unless stated otherwise were collected and supplied by Savanta. Total sample size was 1700 adults (N= 500 England, Scotland and Wales, N= 200 Northern Ireland). Fieldwork was undertaken between 27th March-4th April 2024.

Political party affiliation was determined based on voting intentions at the time the data was collected for the 2024 General Election.

## Acknowledgements

**This resource was created in collaboration between Eating Better and FOUR PAWS UK.**

**Thank you to:**

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