

## YouGov / Eating Better Survey Results

Sample Size: 1715 GB Adults  
Fieldwork: 21st - 23rd April 2017

	EU Ref 2016			Vote in 2015				Gender		Age				Social Grade		Region				
	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	
<b>Weighted Sample</b>	<b>1715</b>	674	732	484	401	103	164	830	885	199	732	424	360	978	737	206	569	369	413	158
<b>Unweighted Sample</b>	<b>1715</b>	721	768	509	415	111	167	751	964	197	688	435	395	1017	698	174	600	369	418	154
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Compared to a year ago do you think you are eating more or less meat and meat products or is it about the same amount?

More meat than a year ago	5	5	3	3	5	1	2	4	5	13	5	2	1	4	5	7	4	5	4	3
Less meat than a year ago	19	20	18	16	23	22	16	16	22	20	16	20	23	18	20	20	21	16	16	23
About the same amount	67	65	72	75	61	70	72	74	60	50	66	71	73	68	65	57	63	70	74	67
Don't know	3	2	1	2	3	0	0	3	3	7	4	1	0	2	4	8	2	3	2	2
Not applicable – I already didn't eat any meat or meat products	6	8	5	4	6	7	9	2	9	9	6	6	3	6	5	7	8	6	3	4
Not applicable – I have given up meat completely in the last year	1	1	1	1	1	0	0	1	1	1	2	0	0	1	1	1	2	1	0	1

To what extent do you agree or disagree with the following statement? 'Producing and consuming meat/livestock products has a significant negative impact on the environment'

	12-13 Oct '14	21-23 April '17																			
Strongly agree	8	11	16	6	6	15	15	7	9	12	19	12	10	5	12	8	22	11	9	7	10
Tend to agree	20	20	27	13	15	24	35	13	20	20	27	22	18	15	23	16	23	22	16	19	22
<b>TOTAL AGREE</b>	<b>28</b>	<b>31</b>	<b>43</b>	<b>19</b>	<b>21</b>	<b>39</b>	<b>50</b>	<b>20</b>	<b>29</b>	<b>32</b>	<b>46</b>	<b>34</b>	<b>28</b>	<b>20</b>	<b>35</b>	<b>24</b>	<b>45</b>	<b>33</b>	<b>25</b>	<b>26</b>	<b>32</b>
Neither agree nor disagree	34	34	33	36	36	34	30	32	34	33	23	32	38	39	31	36	28	29	39	38	34
Tend to disagree	18	15	12	20	20	13	10	21	16	15	12	14	17	18	15	16	11	17	15	15	17
Strongly disagree	10	9	3	16	13	4	3	22	11	7	9	7	10	13	9	10	5	9	10	12	6
<b>TOTAL DISAGREE</b>	<b>28</b>	<b>24</b>	<b>15</b>	<b>36</b>	<b>33</b>	<b>17</b>	<b>13</b>	<b>43</b>	<b>27</b>	<b>22</b>	<b>21</b>	<b>21</b>	<b>27</b>	<b>31</b>	<b>24</b>	<b>26</b>	<b>16</b>	<b>26</b>	<b>25</b>	<b>27</b>	<b>23</b>
Don't know	10	11	8	9	10	10	8	5	9	13	10	14	8	10	9	13	11	12	11	10	10

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

**How willing or unwilling are you to consider eating less meat and fewer meat products in the future?**

Very willing	10	13	7	6	13	13	9	5	13	13	10	9	7	9	10	13	10	8	9	9
Fairly willing	24	28	19	21	27	34	13	21	26	23	26	22	21	27	19	28	23	22	22	30
<b>TOTAL WILLING</b>	<b>34</b>	<b>41</b>	<b>26</b>	<b>27</b>	<b>40</b>	<b>47</b>	<b>22</b>	<b>26</b>	<b>39</b>	<b>36</b>	<b>36</b>	<b>31</b>	<b>28</b>	<b>36</b>	<b>29</b>	<b>41</b>	<b>33</b>	<b>30</b>	<b>31</b>	<b>39</b>
Neither willing nor unwilling	21	19	23	24	18	21	20	22	20	13	17	26	27	20	22	15	21	22	21	23
Fairly unwilling	16	17	15	18	15	13	16	20	12	18	16	17	14	16	16	10	14	19	19	14
Very unwilling	16	9	24	20	11	6	28	20	11	14	14	14	21	15	16	12	15	15	18	15
<b>TOTAL UNWILLING</b>	<b>32</b>	<b>26</b>	<b>39</b>	<b>38</b>	<b>26</b>	<b>19</b>	<b>44</b>	<b>40</b>	<b>23</b>	<b>32</b>	<b>30</b>	<b>31</b>	<b>35</b>	<b>31</b>	<b>32</b>	<b>22</b>	<b>29</b>	<b>34</b>	<b>37</b>	<b>29</b>
Not applicable- I don't eat any meat or meat products	7	9	4	4	7	7	8	3	10	11	7	6	3	7	6	9	8	6	4	5
Not applicable – I have already cut down the amount of meat I eat	3	2	3	2	3	4	3	2	4	1	2	3	6	3	3	3	3	2	4	2
Don't know	5	4	4	4	6	2	2	6	5	8	8	2	1	3	8	10	6	6	3	2

**Which two or three, if any, of the following do you think are the main reasons for eating or considering eating less meat and fewer meat products? Please tick up to three options.**

Conditions in which animals are reared	38	44	34	33	41	53	33	33	42	42	39	36	34	40	34	37	38	38	36	41
To reduce the impacts on mine or my family's health	24	26	23	26	24	30	17	22	25	16	25	28	21	27	20	26	27	20	21	24
Concern about where meat comes from	23	20	26	24	22	19	25	18	27	20	21	24	27	23	23	26	22	24	23	21
High carbon footprint of meat production (e.g. impact on climate change)	21	34	12	17	27	40	7	23	19	34	22	20	15	26	15	29	22	18	19	24
To save money	19	19	19	19	18	22	17	19	19	20	23	14	15	18	20	17	20	15	21	22
Other environmental concerns (e.g. damage to wildlife and habitats, pollution, water usage etc.)	19	27	11	15	23	30	12	20	18	30	20	17	12	21	16	21	20	17	17	22
Concern about food quality/food safety	18	14	20	18	18	14	21	16	20	19	17	19	19	18	19	19	17	21	17	17
Taste preferences	12	11	13	14	12	12	10	11	14	8	11	13	16	11	14	8	13	12	14	11
Waste of feeding grain to animals instead of people (i.e. food security)	8	13	5	5	10	14	4	9	7	9	6	9	9	9	6	7	9	7	6	11
Religious preferences	5	4	6	5	5	2	7	6	5	11	6	5	3	5	6	8	5	5	5	5
None of the above	14	9	19	17	12	10	23	16	12	5	13	16	20	13	16	12	13	15	15	15
Don't know	9	8	10	9	10	1	11	10	9	9	10	9	9	7	12	10	9	12	9	6

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

And which two or three, if any, of the following do you think would most help people to reduce their meat consumption? Please tick up to three options.

Restaurants & fast food chains to provide better choice of meat-free dishes or meals with less meat	<b>35</b>	44	30	33	39	54	25	30	41	41	36	35	30	39	31	33	36	36	36	35
More price promotions for meat-free choices	<b>26</b>	29	24	24	30	33	21	25	27	31	29	25	19	27	25	24	26	27	26	27
Recipes on how to cook vegetable-based dishes	<b>22</b>	27	20	24	24	30	12	17	26	21	22	21	23	25	18	28	20	21	22	24
Schools to provide more meat-free choices or meals with less meat at lunchtime	<b>22</b>	26	19	20	21	27	19	19	24	24	22	21	21	24	18	22	24	18	21	25
Supermarkets to provide more meat-free ready meals or meals with less meat	<b>21</b>	23	21	20	23	28	20	20	22	28	18	25	20	21	21	17	24	22	21	14
More advertising for meat-free choices	<b>17</b>	17	19	18	17	22	17	16	19	18	15	18	21	18	17	20	18	16	16	19
More celebrity chefs to promote non-meat/vegetarian cooking	<b>16</b>	21	12	16	19	22	9	14	18	18	15	19	15	19	13	20	17	16	15	16
Government to introduce a tax on meat products	<b>9</b>	11	6	7	6	11	9	11	7	14	9	10	6	10	8	10	11	6	6	13
None of these	<b>17</b>	9	24	19	14	3	33	21	14	11	16	17	24	16	19	12	17	19	17	20
Don't know	<b>16</b>	14	15	17	16	8	14	16	15	12	17	16	15	11	21	15	15	16	17	12

What would you say is your favourite meal that doesn't include any kind of meat, poultry, fish or seafood?

[This question was shown to all respondents; n=1715]