

YouGov / Eating Better Survey Results

Sample Size: 1782 GB Adults
Fieldwork: 12th - 13th October 2014

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands/Wales	North	Scotland	
Weighted Sample	1782	X	X	X	X	535	415	338	864	918	212	451	609	510	1016	766	228	579	381	438	155	
Unweighted Sample	1782	476	439	101	272	581	393	372	831	951	68	373	731	610	1238	544	288	561	344	386	203	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Sept 11-12 2013	Oct 12-13 2014																				
How often, if at all, do you eat meat and meat products (i.e. all meat including chicken, sausages, bacon, ham etc. but excluding eggs, egg products, fish and fish products)?																						
Every day	20	25	25	25	23	28	26	27	21	28	22	33	31	25	16	26	23	21	26	29	21	27
Five or six days a week	26	28	33	28	18	30	31	27	30	30	27	24	27	26	33	29	28	27	27	26	32	31
Three or four times a week	28	26	27	25	36	26	27	22	30	24	28	23	21	27	31	27	25	26	29	27	23	21
One or two days a week	13	10	9	10	14	9	9	12	7	10	10	4	8	11	12	10	10	8	10	6	12	13
Less than once a week	5	3	1	4	3	5	3	5	2	2	4	2	1	4	4	2	4	2	3	3	4	1
Never	5	5	4	6	6	2	4	5	9	3	7	4	6	6	4	6	5	9	5	5	4	5
Don't know	4	3	0	3	0	1	0	2	1	4	2	10	6	0	0	1	5	7	1	3	4	1
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	2	5	4	4	2	4	3	5	3	5	5	16	6	3	1	5	5	7	3	6	3	9
Less meat than a year ago	25	20	19	23	26	17	18	20	24	18	23	22	12	20	28	20	21	19	21	18	22	20
About the same amount	64	67	73	65	64	74	73	67	64	71	62	46	71	70	67	69	64	61	70	67	67	64
Don't know	2	2	1	1	1	3	1	2	1	2	2	5	4	1	0	1	3	5	2	2	2	2
Not applicable- I don't eat any meat or meat products	6	6	4	6	6	2	4	4	9	4	8	11	6	6	4	6	7	8	5	7	6	5
To what extent do you agree or disagree with the following statement? 'Producing and consuming meat/livestock products has significant negative impact on the environment'																						
Strongly agree	8	8	6	11	11	3	5	10	11	8	9	10	9	9	6	9	7	13	7	9	6	7
Tend to agree	23	20	17	27	38	10	13	25	26	20	20	25	21	22	16	23	17	19	19	20	23	20
TOTAL AGREE	31	28	23	38	49	13	18	35	37	28	29	35	30	31	22	32	24	32	26	29	29	27
Neither agree nor disagree	33	34	34	33	22	42	37	39	28	37	32	18	36	35	39	33	36	29	35	32	38	31
Tend to disagree	17	18	21	14	17	20	21	13	16	18	18	15	18	17	20	19	16	15	19	21	15	22
Strongly disagree	7	10	14	7	10	16	15	6	11	11	9	10	7	10	11	8	12	11	10	7	10	11
TOTAL DISAGREE	24	28	35	21	27	36	36	19	27	29	27	25	25	27	31	27	28	26	29	28	25	33
Don't know	11	10	7	7	3	8	9	7	7	7	13	24	10	7	7	8	12	12	9	11	9	9

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

	Sept 11-12 2013	Oct 12-13 2014																				
How willing or unwilling are you to consider eating less meat and fewer meat products in the future?																						
Very willing	7	7	8	8	10	3	4	11	11	6	9	6	6	8	8	8	6	9	8	6	7	7
Fairly willing	27	28	24	35	36	23	26	33	32	24	32	23	26	29	31	31	25	25	29	27	31	23
TOTAL WILLING	34	35	32	43	46	26	30	44	43	30	41	29	32	37	39	39	31	34	37	33	38	30
Neither willing nor unwilling	26	26	25	22	25	29	25	25	23	28	23	22	24	24	30	23	29	25	23	24	28	31
Fairly unwilling	17	16	20	12	17	18	20	11	15	17	14	16	16	15	15	17	14	10	19	17	13	16
Very unwilling	13	13	16	11	4	22	18	12	8	16	10	14	15	13	11	12	15	15	13	16	10	14
TOTAL UNWILLING	30	29	36	23	21	40	38	23	23	33	24	30	31	28	26	29	29	25	32	33	23	30
Not applicable- I don't eat any meat or meat products	6	6	4	6	6	2	4	5	9	3	8	8	6	6	4	6	6	10	5	6	4	5
Don't know	4	5	2	5	1	3	2	2	3	6	4	12	7	3	1	4	6	5	4	4	6	4