

YouGov / HSI Survey Results

Sample Size: 1749 adults in UK
Fieldwork: 29th - 30th October 2021

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Region						
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Northern Ireland
Weighted Sample	1749	574	423	152	649	687	852	897	191	729	423	406	997	752	203	572	374	409	145	45
Unweighted Sample	1749	588	414	161	709	704	769	980	103	761	440	445	1037	712	183	589	374	418	134	51
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

To what extent would you support or oppose the UK Government taking the following actions to reduce the impact of animal agriculture on climate change?

Invest in new farming technologies that aim to reduce emissions, such as feed additives to reduce methane emissions from cows

Strongly support	28	25	31	46	35	22	29	26	28	30	26	25	31	23	34	29	26	24	28	37
Tend to support	39	45	39	32	39	44	41	38	30	36	42	47	41	37	37	42	39	40	34	40
TOTAL SUPPORT	67	70	70	78	74	66	70	64	58	66	68	72	72	60	71	71	65	64	62	77
Tend to oppose	9	10	10	10	8	11	8	11	10	9	10	10	10	9	9	9	10	9	12	8
Strongly oppose	7	8	4	3	5	9	8	6	6	6	8	7	7	7	4	7	8	7	9	8
TOTAL OPPOSE	16	18	14	13	13	20	16	17	16	15	18	17	17	16	13	16	18	16	21	16
Don't know	16	12	16	9	13	14	15	18	26	18	14	12	11	23	16	13	18	21	18	7

Initiate a joint campaign with supermarkets and food service and retail companies to actively promote the benefits of plant-based food choices

Strongly support	18	11	27	26	26	12	18	19	21	21	18	12	21	15	26	18	16	16	21	16
Tend to support	33	33	35	45	38	33	31	35	28	33	32	38	36	30	32	37	34	30	29	38
TOTAL SUPPORT	51	44	62	71	64	45	49	54	49	54	50	50	57	45	58	55	50	46	50	54
Tend to oppose	18	22	15	12	15	22	18	18	15	16	20	22	18	19	15	17	20	20	17	29
Strongly oppose	12	18	6	7	7	18	15	9	6	10	14	14	10	13	7	11	12	15	11	6
TOTAL OPPOSE	30	40	21	19	22	40	33	27	21	26	34	36	28	32	22	28	32	35	28	35
Don't know	18	15	18	9	15	16	18	19	29	20	15	14	15	23	20	16	18	20	23	11

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

An additional tax of 8% on meat, dairy and eggs, where the proceeds of the tax are used to make fruit, vegetables and other plant-based foods and meat alternatives cheaper

Strongly support	9	5	12	18	12	7	9	9	11	11	9	6	11	7	12	10	8	7	10	13
Tend to support	18	15	24	21	24	14	16	21	18	20	16	17	21	15	24	20	17	17	13	17
TOTAL SUPPORT	27	20	36	39	36	21	25	30	29	31	25	23	32	22	36	30	25	24	23	30
Tend to oppose	24	26	20	28	26	24	25	24	16	25	21	30	25	23	27	24	26	22	24	29
Strongly oppose	35	43	31	25	27	44	39	31	33	30	42	37	33	38	25	35	32	41	39	30
TOTAL OPPOSE	59	69	51	53	53	68	64	55	49	55	63	67	58	61	52	59	58	63	63	59
Don't know	13	11	13	9	12	10	12	14	21	14	11	10	10	17	12	11	17	13	15	11

Introduce a new policy requiring at least 30% of menu options to be plant-based by 2025 in publicly funded establishments (e.g. schools, hospitals, prisons)

Strongly support	16	10	24	28	23	10	14	18	17	19	16	11	19	13	23	17	15	15	14	10
Tend to support	29	28	33	37	31	28	24	33	29	26	30	31	31	26	28	32	28	27	25	21
TOTAL SUPPORT	45	38	57	65	54	38	38	51	46	45	46	42	50	39	51	49	43	42	39	31
Tend to oppose	20	23	16	14	19	23	21	18	11	20	18	25	20	20	16	18	20	21	23	35
Strongly oppose	18	25	11	10	13	25	24	12	12	17	21	20	17	19	12	18	17	20	22	17
TOTAL OPPOSE	38	48	27	24	32	48	45	30	23	37	39	45	37	39	28	36	37	41	45	52
Don't know	17	15	16	11	14	14	16	19	31	18	15	12	14	23	22	15	19	18	17	16

Permit and promote gene-editing of farmed animals, in order to breed animals that produce lower greenhouse gas emissions

Strongly support	6	5	6	10	6	5	9	4	11	6	3	6	6	7	7	7	5	7	3	4
Tend to support	17	19	16	14	19	17	20	14	24	15	14	20	19	15	21	16	19	17	13	13
TOTAL SUPPORT	23	24	22	24	25	22	29	18	35	21	17	26	25	22	28	23	24	24	16	17
Tend to oppose	23	25	22	26	23	22	22	24	23	22	25	23	24	21	17	25	22	22	26	26
Strongly oppose	29	32	29	32	30	35	27	31	6	30	36	31	30	28	25	31	29	29	33	25
TOTAL OPPOSE	52	57	51	58	53	57	49	55	29	52	61	54	54	49	42	56	51	51	59	51
Don't know	25	19	28	18	22	21	22	28	36	26	21	20	22	29	30	21	25	26	24	32