

# YouGov Survey Results

Sample Size: 1652 GB Adults  
Fieldwork: 1st - 2nd September 2020

	Gender		Age (1)				Age (2)					Social Grade		Region					Meat Eater?				
	Total	Male	Female	18-24	25-49	50-64	65+	18-24	25-29	30-39	40-49	50-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Vegetarian / Vegan	Pescatarian	Meat Eater
<b>Weighted Sample</b>	<b>1652</b>	<b>803</b>	<b>849</b>	<b>180</b>	<b>689</b>	<b>398</b>	<b>385</b>	<b>180</b>	<b>124</b>	<b>288</b>	<b>277</b>	<b>267</b>	<b>516</b>	<b>942</b>	<b>710</b>	<b>198</b>	<b>555</b>	<b>358</b>	<b>398</b>	<b>142</b>	<b>137</b>	<b>30</b>	<b>1458</b>
<b>Unweighted Sample</b>	<b>1652</b>	<b>719</b>	<b>933</b>	<b>138</b>	<b>680</b>	<b>415</b>	<b>419</b>	<b>138</b>	<b>117</b>	<b>284</b>	<b>279</b>	<b>275</b>	<b>559</b>	<b>993</b>	<b>659</b>	<b>160</b>	<b>573</b>	<b>361</b>	<b>415</b>	<b>143</b>	<b>129</b>	<b>34</b>	<b>1471</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Do you follow any of the following eating habits?

Vegan (do not eat dairy products, eggs, or any other animal product)	3	3	2	7	3	3	0	7	1	3	4	4	0	3	3	7	3	3	1	1	33	0	0
Vegetarian (do not eat any meat, poultry, game, fish or shellfish)	6	3	8	8	7	4	3	8	10	10	3	5	3	5	6	7	6	4	5	5	67	0	0
Pescatarian (eat fish but do not eat meat or poultry)	2	1	2	2	2	1	2	2	3	2	2	2	2	2	1	1	3	1	2	1	0	100	0
Flexitarian (mostly vegetarian but occasionally eat meat/fish)	13	8	18	14	13	11	14	14	16	16	9	11	13	14	12	18	13	12	12	13	0	0	15
None of these	75	83	68	62	73	80	80	62	66	68	81	78	81	75	75	66	75	77	78	78	0	0	85
Don't know	2	2	2	6	2	0	1	6	5	1	1	0	0	1	3	1	1	3	2	1	0	0	0

## To what extent would you support or oppose labels on meat products indicating how the animal was raised and slaughtered?

Strongly support	27	26	28	24	27	27	28	24	30	30	23	27	28	28	26	31	25	26	29	25	63	42	24
Tend to support	28	27	29	30	28	28	27	30	27	24	33	29	27	31	25	30	30	27	28	22	24	23	29
<b>TOTAL SUPPORT</b>	<b>55</b>	<b>53</b>	<b>57</b>	<b>54</b>	<b>55</b>	<b>55</b>	<b>55</b>	<b>54</b>	<b>57</b>	<b>54</b>	<b>56</b>	<b>56</b>	<b>55</b>	<b>59</b>	<b>51</b>	<b>61</b>	<b>55</b>	<b>53</b>	<b>57</b>	<b>47</b>	<b>87</b>	<b>65</b>	<b>53</b>
Neither support nor oppose	27	29	24	19	23	31	31	19	19	24	24	31	32	26	28	20	29	27	26	25	4	13	29
Tend to oppose	8	7	9	8	10	6	5	8	11	10	9	5	6	7	9	8	6	7	8	15	3	12	8
Strongly oppose	6	7	5	11	5	6	5	11	8	5	3	6	5	6	6	7	6	3	6	10	1	7	6
<b>TOTAL OPPOSE</b>	<b>14</b>	<b>14</b>	<b>14</b>	<b>19</b>	<b>15</b>	<b>12</b>	<b>10</b>	<b>19</b>	<b>19</b>	<b>15</b>	<b>12</b>	<b>11</b>	<b>11</b>	<b>13</b>	<b>15</b>	<b>15</b>	<b>12</b>	<b>10</b>	<b>14</b>	<b>25</b>	<b>4</b>	<b>19</b>	<b>14</b>
Don't know	5	4	5	7	6	1	3	7	4	7	7	2	3	3	6	3	3	9	4	4	5	3	3

	Gender		Age (1)				Age (2)						Social Grade		Region					Meat Eater?				
	Total	Male	Female	18-24	25-49	50-64	65+	18-24	25-29	30-39	40-49	50-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Vegetarian / Vegan	Pescatarian	Meat Eater	
<b>Weighted Sample</b>	1652	803	849	180	689	398	385	180	124	288	277	267	516	942	710	198	555	358	398	142	137	30	1458	
<b>Unweighted Sample</b>	1652	719	933	138	680	415	419	138	117	284	279	275	559	993	659	160	573	361	415	143	129	34	1471	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Thinking about animal welfare standards on farms in the UK, which of the following comes closest to your viewpoint?**

The UK has very high animal welfare standards on farms	17	23	12	6	16	20	22	6	9	17	17	18	22	17	17	13	17	18	17	20	5	0	19
The UK generally has high animal welfare standards on farms, but there are still some bad cases	61	59	63	47	57	67	71	47	53	55	60	67	70	64	58	56	65	60	60	62	40	76	64
The UK generally has low animal welfare standards on farms, but there are still some good cases	8	7	8	21	9	4	3	21	15	8	7	4	3	7	8	13	7	8	6	4	29	24	5
The UK has very low animal welfare standards on farms	1	1	2	1	2	1	0	1	2	4	1	2	0	1	2	1	1	2	1	3	10	0	1
Don't know	13	11	15	25	17	8	4	25	22	16	15	9	4	11	15	17	9	12	16	11	16	0	11

**For each of the following farming practices, please state how often, if at all, you think they happen in the UK:**

**Transportation of live animals to other countries for fattening or slaughter**

This happens a lot	11	11	12	10	9	13	14	10	4	10	11	12	14	11	12	10	12	13	10	11	23	18	10
This happens a fair amount	25	27	23	19	21	28	34	19	22	20	20	30	31	26	25	24	28	23	24	24	21	23	26
<b>TOTAL HAPPENS A LOT / A FAIR AMOUNT</b>	<b>36</b>	<b>38</b>	<b>35</b>	<b>29</b>	<b>30</b>	<b>41</b>	<b>48</b>	<b>29</b>	<b>26</b>	<b>30</b>	<b>31</b>	<b>42</b>	<b>45</b>	<b>37</b>	<b>37</b>	<b>34</b>	<b>40</b>	<b>36</b>	<b>34</b>	<b>35</b>	<b>44</b>	<b>41</b>	<b>36</b>
This happens rarely	14	18	10	24	14	15	10	24	11	16	13	14	11	16	12	15	15	13	14	14	12	26	14
This doesn't happen at all	3	3	4	1	3	5	3	1	5	3	3	4	4	3	4	4	3	3	4	1	3	0	4
<b>TOTAL HAPPENS RARELY / NOT AT ALL</b>	<b>17</b>	<b>21</b>	<b>14</b>	<b>25</b>	<b>17</b>	<b>20</b>	<b>13</b>	<b>25</b>	<b>16</b>	<b>19</b>	<b>16</b>	<b>18</b>	<b>15</b>	<b>19</b>	<b>16</b>	<b>19</b>	<b>18</b>	<b>16</b>	<b>18</b>	<b>15</b>	<b>15</b>	<b>26</b>	<b>18</b>
Don't know	46	40	51	47	53	39	39	47	57	51	53	39	39	44	47	48	41	47	48	50	41	34	46

**Use of carbon-dioxide when slaughtering animals**

This happens a lot	5	6	5	12	6	4	2	12	5	9	3	4	2	5	5	7	5	4	6	7	16	14	4
This happens a fair amount	9	9	8	19	8	8	6	19	10	7	9	9	6	9	8	8	9	11	8	5	14	7	9
<b>TOTAL HAPPENS A LOT / A FAIR AMOUNT</b>	<b>14</b>	<b>15</b>	<b>13</b>	<b>31</b>	<b>14</b>	<b>12</b>	<b>8</b>	<b>31</b>	<b>15</b>	<b>16</b>	<b>12</b>	<b>13</b>	<b>8</b>	<b>14</b>	<b>13</b>	<b>15</b>	<b>14</b>	<b>15</b>	<b>14</b>	<b>12</b>	<b>30</b>	<b>21</b>	<b>13</b>
This happens rarely	5	5	5	4	7	3	4	4	8	9	4	3	4	6	4	9	4	4	5	7	4	5	5
This doesn't happen at all	3	4	1	5	2	5	1	5	5	2	1	4	2	3	3	4	3	2	3	1	0	9	3
<b>TOTAL HAPPENS RARELY / NOT AT ALL</b>	<b>8</b>	<b>9</b>	<b>6</b>	<b>9</b>	<b>9</b>	<b>8</b>	<b>5</b>	<b>9</b>	<b>13</b>	<b>11</b>	<b>5</b>	<b>7</b>	<b>6</b>	<b>9</b>	<b>7</b>	<b>13</b>	<b>7</b>	<b>6</b>	<b>8</b>	<b>8</b>	<b>4</b>	<b>14</b>	<b>8</b>
Don't know	78	75	81	59	77	80	87	59	73	73	83	80	85	77	80	72	79	79	78	80	66	64	79

**The keeping of animals in cages**

This happens a lot	21	17	24	30	23	20	13	30	37	25	15	21	15	21	20	30	20	22	19	12	51	20	18
This happens a fair amount	39	38	39	35	38	40	41	35	30	40	39	39	41	39	39	41	39	37	41	32	37	62	39
<b>TOTAL HAPPENS A LOT / A FAIR AMOUNT</b>	<b>60</b>	<b>55</b>	<b>63</b>	<b>65</b>	<b>61</b>	<b>60</b>	<b>54</b>	<b>65</b>	<b>67</b>	<b>65</b>	<b>54</b>	<b>60</b>	<b>56</b>	<b>60</b>	<b>59</b>	<b>71</b>	<b>59</b>	<b>59</b>	<b>60</b>	<b>44</b>	<b>88</b>	<b>82</b>	<b>57</b>
This happens rarely	16	20	12	10	14	18	20	10	10	12	18	18	19	17	14	10	17	16	16	19	2	6	18
This doesn't happen at all	1	1	2	0	1	2	2	0	2	1	1	2	2	2	1	1	2	1	2	1	0	0	2
<b>TOTAL HAPPENS RARELY / NOT AT ALL</b>	<b>17</b>	<b>21</b>	<b>14</b>	<b>10</b>	<b>15</b>	<b>20</b>	<b>22</b>	<b>10</b>	<b>12</b>	<b>13</b>	<b>19</b>	<b>20</b>	<b>21</b>	<b>19</b>	<b>15</b>	<b>11</b>	<b>19</b>	<b>17</b>	<b>18</b>	<b>20</b>	<b>2</b>	<b>6</b>	<b>20</b>
Don't know	23	23	23	25	24	19	24	25	21	22	28	20	23	21	26	19	22	24	22	35	10	11	23

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	Total	Male	Female	18-24	25-49	50-64	65+	18-24	25-29	30-39	40-49	50-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Vegetarian / Vegan	Pescatarian	Meat Eater
<b>Weighted Sample</b>	<b>1652</b>	<b>803</b>	<b>849</b>	<b>180</b>	<b>689</b>	<b>398</b>	<b>385</b>	<b>180</b>	<b>124</b>	<b>288</b>	<b>277</b>	<b>267</b>	<b>516</b>	<b>942</b>	<b>710</b>	<b>198</b>	<b>555</b>	<b>358</b>	<b>398</b>	<b>142</b>	<b>137</b>	<b>30</b>	<b>1458</b>
<b>Unweighted Sample</b>	<b>1652</b>	<b>719</b>	<b>933</b>	<b>138</b>	<b>680</b>	<b>415</b>	<b>419</b>	<b>138</b>	<b>117</b>	<b>284</b>	<b>279</b>	<b>275</b>	<b>559</b>	<b>993</b>	<b>659</b>	<b>160</b>	<b>573</b>	<b>361</b>	<b>415</b>	<b>143</b>	<b>129</b>	<b>34</b>	<b>1471</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Beak trimming of poultry</b>																							
This happens a lot	9	7	11	12	7	11	11	12	4	9	7	12	11	11	8	13	9	10	8	6	28	15	8
This happens a fair amount	16	16	16	18	13	17	19	18	15	15	11	18	18	17	15	20	16	15	15	12	26	23	15
<b>TOTAL HAPPENS A LOT / A FAIR AMOUNT</b>	<b>25</b>	<b>23</b>	<b>27</b>	<b>30</b>	<b>20</b>	<b>28</b>	<b>30</b>	<b>30</b>	<b>19</b>	<b>24</b>	<b>18</b>	<b>30</b>	<b>29</b>	<b>28</b>	<b>23</b>	<b>33</b>	<b>25</b>	<b>25</b>	<b>23</b>	<b>18</b>	<b>54</b>	<b>38</b>	<b>23</b>
This happens rarely	9	12	7	11	10	8	9	11	14	10	9	8	9	11	8	12	9	9	10	7	6	19	10
This doesn't happen at all	3	4	3	6	3	3	3	6	4	4	2	5	2	4	3	5	4	1	3	2	0	0	4
<b>TOTAL HAPPENS RARELY / NOT AT ALL</b>	<b>12</b>	<b>16</b>	<b>10</b>	<b>17</b>	<b>13</b>	<b>11</b>	<b>12</b>	<b>17</b>	<b>18</b>	<b>14</b>	<b>11</b>	<b>13</b>	<b>11</b>	<b>15</b>	<b>11</b>	<b>17</b>	<b>13</b>	<b>10</b>	<b>13</b>	<b>9</b>	<b>6</b>	<b>19</b>	<b>14</b>
Don't know	62	60	63	53	67	61	58	53	63	63	72	58	61	58	67	50	61	65	64	72	39	42	64
<b>The separation of calves from dairy cows 24 to 48 hours after birth</b>																							
This happens a lot	17	14	19	22	16	16	15	22	19	19	12	17	15	16	17	18	16	18	15	17	45	26	14
This happens a fair amount	23	20	25	22	24	22	22	22	27	26	20	22	22	25	20	23	25	23	22	17	21	19	23
<b>TOTAL HAPPENS A LOT / A FAIR AMOUNT</b>	<b>40</b>	<b>34</b>	<b>44</b>	<b>44</b>	<b>40</b>	<b>38</b>	<b>37</b>	<b>44</b>	<b>46</b>	<b>45</b>	<b>32</b>	<b>39</b>	<b>37</b>	<b>41</b>	<b>37</b>	<b>41</b>	<b>41</b>	<b>41</b>	<b>37</b>	<b>34</b>	<b>66</b>	<b>45</b>	<b>37</b>
This happens rarely	11	12	10	13	10	12	11	13	9	10	9	10	13	12	10	11	11	9	10	17	3	12	12
This doesn't happen at all	2	3	2	5	1	3	3	5	3	1	0	2	3	3	1	2	2	3	1	1	0	11	2
<b>TOTAL HAPPENS RARELY / NOT AT ALL</b>	<b>13</b>	<b>15</b>	<b>12</b>	<b>18</b>	<b>11</b>	<b>15</b>	<b>14</b>	<b>18</b>	<b>12</b>	<b>11</b>	<b>9</b>	<b>12</b>	<b>16</b>	<b>15</b>	<b>11</b>	<b>13</b>	<b>13</b>	<b>12</b>	<b>11</b>	<b>18</b>	<b>3</b>	<b>23</b>	<b>14</b>
Don't know	47	51	44	39	50	47	48	39	42	44	59	48	47	44	52	46	45	47	51	48	31	32	48
<b>Calf at foot systems, in which calves stay with their mothers until weaning age</b>																							
This happens a lot	6	7	6	9	5	7	7	9	3	5	6	6	7	6	7	9	6	5	6	9	4	6	7
This happens a fair amount	21	21	21	19	18	26	22	19	20	20	16	26	23	22	19	17	23	23	19	19	14	31	22
<b>TOTAL HAPPENS A LOT / A FAIR AMOUNT</b>	<b>27</b>	<b>28</b>	<b>27</b>	<b>28</b>	<b>23</b>	<b>33</b>	<b>29</b>	<b>28</b>	<b>23</b>	<b>25</b>	<b>22</b>	<b>32</b>	<b>30</b>	<b>28</b>	<b>26</b>	<b>26</b>	<b>29</b>	<b>28</b>	<b>25</b>	<b>28</b>	<b>18</b>	<b>37</b>	<b>29</b>
This happens rarely	21	18	24	23	22	17	22	23	26	25	17	16	21	23	19	19	23	20	21	18	35	29	20
This doesn't happen at all	1	1	1	2	2	1	0	2	3	1	2	1	0	1	1	4	1	1	1	2	7	0	1
<b>TOTAL HAPPENS RARELY / NOT AT ALL</b>	<b>22</b>	<b>19</b>	<b>25</b>	<b>25</b>	<b>24</b>	<b>18</b>	<b>22</b>	<b>25</b>	<b>29</b>	<b>26</b>	<b>19</b>	<b>17</b>	<b>21</b>	<b>24</b>	<b>20</b>	<b>23</b>	<b>24</b>	<b>21</b>	<b>22</b>	<b>20</b>	<b>42</b>	<b>29</b>	<b>21</b>
Don't know	51	54	48	48	53	49	49	48	48	49	59	51	48	48	54	52	48	52	52	52	40	34	51
<b>Free range</b>																							
This happens a lot	20	22	18	22	21	18	17	22	23	21	20	18	18	22	16	20	22	18	18	19	16	14	20
This happens a fair amount	54	54	55	43	49	64	59	43	50	47	52	64	60	56	52	55	54	53	54	59	52	64	55
<b>TOTAL HAPPENS A LOT / A FAIR AMOUNT</b>	<b>74</b>	<b>76</b>	<b>73</b>	<b>65</b>	<b>70</b>	<b>82</b>	<b>76</b>	<b>65</b>	<b>73</b>	<b>68</b>	<b>72</b>	<b>82</b>	<b>78</b>	<b>78</b>	<b>68</b>	<b>75</b>	<b>76</b>	<b>71</b>	<b>72</b>	<b>78</b>	<b>68</b>	<b>78</b>	<b>75</b>
This happens rarely	12	10	14	12	12	10	14	12	12	16	8	11	12	11	14	12	12	13	12	8	24	18	11
This doesn't happen at all	1	1	0	3	0	0	1	3	0	0	1	1	1	1	1	3	1	1	1	0	1	0	1
<b>TOTAL HAPPENS RARELY / NOT AT ALL</b>	<b>13</b>	<b>11</b>	<b>14</b>	<b>15</b>	<b>12</b>	<b>10</b>	<b>15</b>	<b>15</b>	<b>12</b>	<b>16</b>	<b>9</b>	<b>12</b>	<b>13</b>	<b>12</b>	<b>15</b>	<b>15</b>	<b>13</b>	<b>14</b>	<b>13</b>	<b>8</b>	<b>25</b>	<b>18</b>	<b>12</b>
Don't know	13	14	13	20	17	8	9	20	15	16	20	7	9	11	17	11	11	15	16	13	7	4	13

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	Total	Male	Female	18-24	25-49	50-64	65+	18-24	25-29	30-39	40-49	50-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Vegetarian / Vegan	Pescatarian	Meat Eater	
<b>Weighted Sample</b>	<b>1652</b>	<b>803</b>	<b>849</b>	<b>180</b>	<b>689</b>	<b>398</b>	<b>385</b>	<b>180</b>	<b>124</b>	<b>288</b>	<b>277</b>	<b>267</b>	<b>516</b>	<b>942</b>	<b>710</b>	<b>198</b>	<b>555</b>	<b>358</b>	<b>398</b>	<b>142</b>	<b>137</b>	<b>30</b>	<b>1458</b>	
<b>Unweighted Sample</b>	<b>1652</b>	<b>719</b>	<b>933</b>	<b>138</b>	<b>680</b>	<b>415</b>	<b>419</b>	<b>138</b>	<b>117</b>	<b>284</b>	<b>279</b>	<b>275</b>	<b>559</b>	<b>993</b>	<b>659</b>	<b>160</b>	<b>573</b>	<b>361</b>	<b>415</b>	<b>143</b>	<b>129</b>	<b>34</b>	<b>1471</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

For each of the following terms, please state whether you do, or do not, associate them with higher animal welfare standards:

Term	Total	Male	Female	18-24	25-49	50-64	65+	18-24	25-29	30-39	40-49	50-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Vegetarian / Vegan	Pescatarian	Meat Eater	
<b>Organic</b>																								
I associate this with higher animal welfare standards	42	40	45	44	46	39	39	44	45	48	44	43	37	45	38	45	42	43	41	45	33	34	44	
I usually associate this with higher animal welfare standards, but there are still problems with this practice	29	30	28	21	27	33	32	21	23	27	29	33	32	27	31	30	32	26	27	29	31	48	29	
I do not associate this with higher animal welfare standards	14	16	11	13	13	14	15	13	23	10	12	12	16	15	12	13	14	14	14	16	22	17	13	
Don't know	15	14	16	23	14	14	14	23	9	15	15	13	15	12	19	12	13	18	19	10	14	0	14	
<b>Free range</b>																								
I associate this with higher animal welfare standards	53	53	53	50	54	52	53	50	57	54	52	49	54	55	50	47	56	49	55	52	31	36	56	
I usually associate this with higher animal welfare standards, but there are still problems with this practice	34	34	34	28	31	37	39	28	32	30	31	40	37	34	34	40	33	33	32	37	54	58	32	
I do not associate this with higher animal welfare standards	4	4	3	5	4	4	2	5	7	3	4	4	2	3	4	3	3	4	3	6	8	6	3	
Don't know	9	9	10	17	11	7	6	17	5	12	12	7	6	7	13	10	7	13	10	5	6	0	9	
<b>Outdoor bred</b>																								
I associate this with higher animal welfare standards	39	42	36	32	37	42	42	32	41	33	41	42	42	39	39	32	40	41	41	33	16	14	42	
I usually associate this with higher animal welfare standards, but there are still problems with this practice	34	33	35	29	33	34	39	29	30	37	29	33	38	35	33	37	36	31	32	37	42	66	33	
I do not associate this with higher animal welfare standards	9	10	8	10	9	8	8	10	13	8	9	9	8	10	7	9	8	9	8	12	23	14	7	
Don't know	18	15	21	30	21	16	12	30	16	22	21	16	13	16	22	21	16	19	19	18	19	5	17	
<b>Outdoor reared</b>																								
I associate this with higher animal welfare standards	43	43	43	28	43	46	48	28	50	40	44	45	48	44	43	39	46	45	40	46	20	23	47	
I usually associate this with higher animal welfare standards, but there are still problems with this practice	35	34	35	29	32	38	38	29	26	36	31	39	38	35	34	35	36	33	35	33	51	53	33	
I do not associate this with higher animal welfare standards	6	8	5	8	7	4	6	8	10	5	7	5	5	7	4	9	5	6	5	8	17	19	5	
Don't know	16	15	17	36	18	12	8	36	14	19	18	12	9	14	18	17	12	17	20	13	11	5	15	