

YouGov Survey Results

Sample Size: 2250 Adults in GB
Fieldwork: 19th - 20th December 2024

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2250	405	578	207	243	793	838	1089	1161	236	929	556	529	1282	968	1946	108	196	533	369	272	772	
Unweighted Sample	2250	372	642	240	301	898	882	1052	1198	138	882	604	626	1370	880	1919	126	205	521	374	209	815	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

For the following question, by 'Veganuary' we mean the challenge that asks individuals who would normally include animal-based products in their diet to instead try a plant-based only diet for the whole month of January...

Thinking about the beginning of next year (i.e. 1 January 2025)... Do you plan on taking part in Veganuary? (If you are already a vegan, please select the "Not applicable" option)

Yes	2	1	3	3	2	3	2	2	3	2	3	2	1	2	3	3	1	1	3	2	3	3
No	89	94	87	90	93	89	92	91	87	81	87	92	93	88	90	89	91	90	90	86	87	90
Not applicable – I am already a vegan	5	3	6	3	2	5	3	4	6	11	6	3	3	6	3	5	5	6	3	9	6	4
Don't know	4	2	4	3	3	3	3	4	4	6	4	3	3	3	4	4	3	3	4	4	5	3

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.