YouGov / Fauna & Flora Topic Quantifier Results

Sample Size: 2193 adults in GB
Fieldwork: 20th - 21st March 2025

	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	Parent	Not parent
		Vote in 2024 GE				**EU Ref 2016**		**Gender**		**Age**				**Social Grade**		**Country**			**Region in England**					
Weighted Sample	2193	363	519	186	218	709	721	977	1042	212	834	499	474	1151	868	1746	97	176	478	331	244	693	878	581
Unweighted Sample	2193	231	420	155	192	651	549	631	820	68	559	385	439	898	553	1247	74	130	358	213	157	519	3375	3270
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What is the main reason that this is your favourite animal?
[Respondents were previously asked if they had a favourite wild animal. We excluded people who said 'I don't know / I don't have a favourite animal'. Respondents answered in their own words, which YouGov's AI language model has categorised into the below categories]

	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	Parent	Not parent
Its attractive features	**17**	19	16	11	14	17	18	14	19	15	18	17	14	16	18	17	16	13	21	17	11	17	17	16
It's cute	**13**	9	17	19	9	11	10	11	15	25	16	9	5	14	12	14	3	7	15	14	23	11	13	12
For personal reasons	**11**	10	10	12	17	11	11	11	11	12	10	11	12	11	11	11	14	14	10	11	15	9	12	9
They just are [including general praise]	**9**	9	11	9	12	10	11	11	8	4	11	9	10	8	12	9	14	7	14	5	8	9	9	9
Its strength	**4**	3	4	6	2	3	3	6	2	6	4	2	4	5	2	4	4	6	2	6	6	2	3	5
They are endangered / They need protecting	**4**	6	4	2	3	5	5	4	4		1	6	8	4	3	4	3	6	3	4	1	5	3	4
It's friendly	**4**	4	2	1	3	2	5	3	4	5	2	5	4	2	5	4	1	5	3	5	1	4	3	4
It's a rare animal / It has a rare trait that I like	**3**	2	3	5	4	5	2	5	2	1	4	3	5	4	2	3	11	2	3	2	3	4	4	3
It's intelligent	**3**	3	3	4	3	4	3	3	3	3	3	3	3	3	3	3	2	5	3	2	3	3	3	2
They sustain our planet	**3**	6	2	4	4	3	4	3	2		2	2	5	3	2	3	4		1	2	1	5	3	3
I like their character / personality	**3**	3	3	3	2	3	3	3	2		3	3	3	3	2	2	2	1	2	1	1	4	2	3
I find them interesting / fascinating	**2**	1	4	1	2	3	2	2	2	1	3	3	2	3	2	2	1	5	2	1	4	2	2	3
Its size	**2**	1	3	4	1	3	1	3	2	3	3	2	1	2	3	2	2	2	1	1	5	2	3	2
I like all animals	**2**	3	1	2	3	2	3	2	3	1	1	3	3	1	3	2	2	1	1	1	3	3	2	3
It's free-spirited / wild	**2**	2	1	1	2	1	2	1	3	4	2	3	1	2	3	2	4	2	3	4	1	1	3	1
Its speed	**1**	1	1		1	1	1	1	0	3	2	1	1	1	2	1		1	5		1		2	0
It's funny	**1**	1	1	un	2	2	1	1	2		2	2	1	2	1	2		1	2	1	3	1	1	2
I like watching them	**1**	2	2	2	3	2	2	2	1		1	1	4	1	1	1	1	1	1	1	0	2	2	1
They act as pest control	**1**	1	1		0	1	1	1	1	2	0	2	2	1	1	1	1	2	0	2		1	1	1
I like the sounds they make	**1**	0	1	1	2	1	1	1	1		1	0	1	1	1	1	2	2	1	1	0	1	1	1
It's calm	**1**	1	1	1	1	1	1	1	1		1	1	0	1	1	1	2	1	0	2	1		1	1
Other	**6**	6	5	6	4	7	5	7	5	8	6	5	6	7	5	6	9	6	5	8	5	6	5	8
Don't know / No reason	**5**	6	6	3	5	4	3	5	5	7	4	6	5	4	7	5	4	4	5	4	6	5	5	5

*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.