

YouGov Results - Names of Seafood

Fieldwork: 11th - 12th February 2021

Sample: 2,005 GB adults



Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

For the following question if you don't eat seafood, please select the 'Not applicable' option. Thinking about the following types of seafood, how likely if at all would you be to eat them if they were offered to you? (Please select one option on each row)

Cornish sole										
Unweighted base	995	462	533	92	159	174	147	423	585	410
Base: All GB adults split 1	1000	487	513	111	157	172	149	410	568	432
Very likely	28%	32%	25%	17%	18%	19%	29%	39%	31%	25%
Quite likely	27%	30%	24%	15%	20%	31%	25%	32%	30%	23%
Not very likely	7%	8%	6%	3%	8%	6%	9%	7%	5%	10%
Not at all likely	8%	6%	9%	14%	8%	7%	8%	6%	7%	9%
Don't know	6%	5%	6%	15%	6%	6%	6%	3%	5%	7%
Not applicable - I don't eat seafood	24%	19%	30%	36%	39%	30%	24%	13%	23%	26%

Cornish King crab										
Unweighted base	995	462	533	92	159	174	147	423	585	410
Base: All GB adults split 1	1000	487	513	111	157	172	149	410	568	432
Very likely	27%	32%	22%	19%	17%	21%	26%	35%	29%	24%
Quite likely	22%	24%	20%	20%	21%	20%	23%	23%	24%	19%
Not very likely	8%	8%	7%	5%	5%	8%	8%	9%	7%	9%
Not at all likely	13%	13%	14%	12%	11%	12%	13%	15%	12%	15%
Don't know	4%	3%	5%	8%	5%	6%	3%	3%	4%	5%
Not applicable - I don't eat seafood	26%	20%	32%	36%	41%	32%	27%	15%	24%	28%

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Total	Region							
	North	Midlands	East	London	South	England (NET)	Wales	Scotland

For the following question if you don't eat seafood, please select the 'Not applicable' option. Thinking about the following types of seafood, how likely if at all would you be to eat them if they were offered to you? (Please select one option on each row)

Cornish sole									
Unweighted base	995	242	162	79	129	234	846	49	100
Base: All GB adults split 1	1000	252	156	82	130	232	852	52	97
Very likely	28%	25%	27%	25%	32%	29%	28%	32%	34%
Quite likely	27%	28%	30%	30%	22%	26%	27%	29%	22%
Not very likely	7%	7%	10%	6%	7%	7%	8%	2%	5%
Not at all likely	8%	9%	8%	4%	10%	5%	8%	10%	7%
Don't know	6%	6%	7%	7%	4%	5%	6%	8%	5%
Not applicable - I don't eat seafood	24%	25%	18%	28%	25%	27%	24%	19%	27%
Cornish King crab									
Unweighted base	995	242	162	79	129	234	846	49	100
Base: All GB adults split 1	1000	252	156	82	130	232	852	52	97
Very likely	27%	25%	27%	26%	30%	26%	27%	28%	28%
Quite likely	22%	25%	22%	24%	16%	21%	22%	19%	23%
Not very likely	8%	7%	10%	1%	9%	10%	8%	10%	4%
Not at all likely	13%	13%	18%	16%	11%	11%	13%	15%	11%
Don't know	4%	3%	4%	4%	6%	4%	4%	6%	5%
Not applicable - I don't eat seafood	26%	26%	19%	28%	29%	27%	26%	22%	30%

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	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

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Cornish sole

For the following question if you don't eat seafood, please select the 'Not applicable' option Thinking about the following types of seafood, how likely if at all would you be to eat them if they were offered to you? (Please select one option on each row)

Megrim sole

Unweighted base	1010	469	541	97	165	184	163	401	601	409
Base: All GB adults split 2	1005	486	519	111	167	182	161	384	575	430
Very likely	12%	15%	10%	5%	6%	10%	14%	17%	14%	10%
Quite likely	23%	26%	20%	14%	18%	22%	29%	25%	26%	19%
Not very likely	9%	11%	7%	9%	12%	8%	11%	7%	10%	8%
Not at all likely	10%	10%	9%	11%	10%	9%	9%	9%	8%	12%
Don't know	17%	15%	20%	17%	20%	17%	16%	17%	16%	19%
Not applicable - I don't eat seafood	29%	23%	34%	44%	33%	34%	21%	24%	27%	32%

Spider crab

Unweighted base	1010	469	541	97	165	184	163	401	601	409
Base: All GB adults split 2	1005	486	519	111	167	182	161	384	575	430
Very likely	15%	18%	12%	10%	11%	12%	21%	17%	15%	14%
Quite likely	20%	22%	18%	18%	15%	19%	24%	21%	21%	18%
Not very likely	9%	11%	8%	8%	9%	11%	6%	10%	10%	8%
Not at all likely	16%	15%	17%	10%	16%	15%	21%	17%	16%	17%
Don't know	10%	10%	10%	9%	15%	9%	6%	11%	9%	11%
Not applicable - I don't eat seafood	30%	24%	35%	44%	33%	34%	23%	25%	28%	32%

Cell Contents (Column Percentages)

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Cornish sole

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Megrim sole

	Unweighted base	1010	223	184	102	142	234	885	42	83
Base: All GB adults split 2		1005	227	175	104	141	233	881	47	78
Very likely		12%	13%	11%	17%	6%	13%	12%	15%	13%
Quite likely		23%	27%	21%	21%	24%	25%	24%	14%	14%
Not very likely		9%	8%	10%	7%	14%	5%	9%	12%	10%
Not at all likely		10%	7%	10%	9%	10%	12%	10%	6%	13%
Don't know		17%	16%	21%	18%	16%	18%	18%	16%	17%
Not applicable - I don't eat seafood		29%	30%	27%	27%	29%	27%	28%	36%	33%

Spider crab

	Unweighted base	1010	223	184	102	142	234	885	42	83
Base: All GB adults split 2		1005	227	175	104	141	233	881	47	78
Very likely		15%	15%	13%	16%	15%	15%	15%	22%	14%
Quite likely		20%	22%	16%	24%	24%	19%	21%	12%	16%
Not very likely		9%	10%	10%	12%	10%	7%	10%	2%	10%
Not at all likely		16%	15%	17%	12%	16%	18%	16%	17%	20%
Don't know		10%	8%	14%	8%	5%	14%	10%	11%	7%
Not applicable - I don't eat seafood		30%	31%	30%	27%	29%	27%	29%	36%	33%

Cell Contents (C)