

YouGov - Vegan-only in January

GB18 Sample: 13th - 14th December 2022

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

Which of these best describes your diet?

	Unweighted base	2001	955	1046	135	308	383	303	872	1254	747
	Base: All GB Adults	2001	970	1031	222	298	380	297	804	1141	860
Plant-based / Vegan (do not eat dairy products, eggs, or any other animal product)		2%	2%	3%	5%	2%	4%	2%	1%	3%	2%
Vegetarian (do not eat any meat, poultry, game, fish or shellfish)		6%	4%	8%	11%	8%	7%	7%	4%	7%	6%
Flexitarian (mainly vegetarian, but occasionally eat meat or fish)		12%	8%	15%	12%	13%	9%	10%	13%	13%	11%
Pescetarian (eat fish but do not eat meat or poultry)		3%	1%	4%	3%	3%	1%	2%	3%	3%	2%
Meat eater (eat meat and/or poultry)		73%	80%	66%	53%	70%	74%	77%	77%	72%	74%
None of these		4%	5%	4%	15%	5%	5%	1%	2%	3%	6%

For the month of January 2023, are you planning to challenge yourself to following a vegan-only diet/ lifestyle for the duration of the month?

	Unweighted base	1956	938	1018	127	303	368	298	860	1222	734
	Base: All GB Adults who are not Vegan	1953	953	1000	210	294	365	291	793	1108	845
No I am not		89%	90%	88%	69%	87%	88%	92%	95%	91%	87%
Yes I am		3%	3%	3%	12%	3%	4%	3%	1%	3%	4%
Don't know		7%	6%	8%	19%	10%	8%	5%	4%	6%	9%

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GB18 Sample: 13th - 14th December 2022

Total	Region							
	North	Midlands	East	London	South	England	Wales	Scotland

Which of these best describes your diet?

	Unweighted base	2001	502	349	190	211	465	1717	102	182
	Base: All GB Adults	2001	478	330	192	270	458	1729	98	174
Plant-based / Vegan (do not eat dairy products, eggs, or any other animal product)		2%	3%	2%	2%	3%	2%	3%	1%	1%
Vegetarian (do not eat any meat, poultry, game, fish or shellfish)		6%	6%	7%	6%	6%	6%	6%	7%	5%
Flexitarian (mainly vegetarian, but occasionally eat meat or fish)		12%	11%	13%	8%	19%	12%	12%	10%	7%
Pescetarian (eat fish but do not eat meat or poultry)		3%	1%	2%	3%	4%	3%	2%	4%	4%
Meat eater (eat meat and/or poultry)		73%	74%	73%	75%	61%	74%	72%	77%	76%
None of these		4%	5%	3%	5%	6%	2%	4%	1%	7%

For the month of January 2023, are you planning to challenge yourself to following a vegan-only diet/ lifestyle for the duration of the month?

	Unweighted base	1956	488	342	186	203	457	1676	101	179
	Base: All GB Adults who are not Vegan	1953	464	323	188	261	448	1684	97	172
No I am not		89%	86%	91%	91%	86%	93%	89%	91%	88%
Yes I am		3%	3%	3%	3%	6%	1%	3%	7%	6%
Don't know		7%	11%	7%	6%	8%	6%	8%	3%	6%