

# YouGov - Vegans and vegetarians

Sample: 274 vegans and 732 vegetarians

Fieldwork: 13th - 30th December 2021

Total	Diet Identity		Gender		What is your age?			
	Vegan	Vegetarian	Male	Female	18-24	25-49	50-64	65+

**You say you are a vegan - were you at any point before this a vegetarian?**

*Asked to vegans only*

Unweighted base	274	274	-	87	187	53	160	51	10
<b>Base</b>	<b>276</b>	<b>276</b>	-	<b>86</b>	<b>190</b>	<b>58</b>	<b>165</b>	<b>45</b>	<b>9</b>
Yes I was	81%	81%	-	73%	85%	80%	78%	90%	100%
No I was not	19%	19%	-	27%	15%	20%	22%	10%	-
Don't know/can't recall	-	-	-	-	-	-	-	-	-

**How long have you been a vegan?**

*Asked to vegans only*

Unweighted base	274	274	-	87	187	53	160	51	10
<b>Base</b>	<b>276</b>	<b>276</b>	-	<b>86</b>	<b>190</b>	<b>58</b>	<b>165</b>	<b>45</b>	<b>9</b>
Less than a year	5%	5%	-	7%	4%	3%	5%	6%	12%
1-2 years	20%	20%	-	24%	18%	38%	14%	24%	-
2-3 years	17%	17%	-	22%	15%	18%	17%	19%	11%
3-5 years	21%	21%	-	17%	22%	14%	25%	15%	13%
5-10 years	25%	25%	-	19%	28%	25%	28%	13%	39%
10-20 years	6%	6%	-	5%	7%	1%	7%	9%	11%
20-30 years	3%	3%	-	4%	2%	-	2%	8%	10%
Longer than 30 years	3%	3%	-	1%	3%	1%	2%	7%	3%
Don't know/can't recall	-	-	-	-	-	-	-	-	-

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	Vegan	Vegetarian	Male	Female	18-24	25-49	50-64	65+

## How long have you been a vegetarian?

Asked to vegetarians only

	Unweighted base								
	732	-	732	245	487	123	388	169	52
	<b>Base</b>	-	<b>718</b>	<b>228</b>	<b>490</b>	<b>137</b>	<b>392</b>	<b>146</b>	<b>44</b>
Less than a year	2%	-	2%	3%	1%	5%	1%	1%	-
1-2 years	4%	-	4%	7%	2%	10%	3%	2%	-
2-3 years	7%	-	7%	8%	6%	18%	6%	1%	-
3-5 years	10%	-	10%	11%	9%	18%	10%	3%	3%
5-10 years	10%	-	10%	12%	9%	19%	10%	3%	9%
10-20 years	15%	-	15%	12%	17%	21%	17%	8%	1%
20-30 years	19%	-	19%	19%	19%	8%	25%	16%	14%
Longer than 30 years	34%	-	34%	27%	37%	1%	29%	65%	73%
Don't know/can't recall	0%	-	0%	1%	-	-	0%	-	-

## You said that prior to becoming a vegan you were a vegetarian. Approximately how long were you a vegetarian before becoming a vegan?

Asked to vegans only

	Unweighted base								
	222	222	-	64	158	43	123	46	10
	<b>Base</b>	<b>224</b>	-	<b>63</b>	<b>162</b>	<b>46</b>	<b>128</b>	<b>41</b>	<b>9</b>
Less than a year	10%	10%	-	13%	8%	19%	7%	9%	-
1-2 years	15%	15%	-	23%	12%	28%	13%	10%	3%
2-3 years	11%	11%	-	9%	11%	19%	9%	8%	-
3-5 years	11%	11%	-	8%	12%	10%	13%	9%	-
5-10 years	13%	13%	-	7%	15%	4%	16%	13%	11%
10-20 years	16%	16%	-	16%	15%	8%	20%	9%	27%
20-30 years	14%	14%	-	19%	13%	9%	15%	19%	11%
Longer than 30 years	10%	10%	-	4%	12%	-	7%	21%	47%
Don't know/can't recall	1%	1%	-	1%	1%	4%	-	2%	-

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Total	Diet Identity		Gender		What is your age?			
	Vegan	Vegetarian	Male	Female	18-24	25-49	50-64	65+

Why did you originally become a vegan/vegetarian? Please select all that apply

	Unweighted base	Vegan	Vegetarian	Male	Female	18-24	25-49	50-64	65+
	1007	274	733	332	675	175	550	220	62
	<b>Base</b>	<b>276</b>	<b>720</b>	<b>314</b>	<b>682</b>	<b>193</b>	<b>559</b>	<b>191</b>	<b>53</b>
Personal health reasons	17%	27%	13%	23%	14%	24%	14%	16%	20%
I don't want to eat animals or animal products	65%	70%	63%	55%	69%	55%	63%	77%	79%
I think the way animals are farmed and killed for food is cruel	65%	80%	59%	58%	68%	57%	65%	69%	78%
Because someone else wanted me to (e.g. my partner)	4%	5%	3%	5%	3%	4%	3%	4%	2%
I was raised vegan/vegetarian by my parents/guardians	9%	5%	11%	12%	8%	12%	11%	2%	4%
Environmental reasons	38%	53%	32%	47%	34%	56%	36%	29%	27%
Religious reasons	3%	1%	4%	5%	2%	5%	3%	2%	4%
Other	11%	9%	12%	11%	11%	9%	12%	11%	13%
Don't know	1%	-	1%	1%	0%	1%	0%	1%	-

And for what reasons are you currently a vegan/vegetarian? Please select all that apply

	Unweighted base	Vegan	Vegetarian	Male	Female	18-24	25-49	50-64	65+
	995	271	724	323	672	173	542	218	62
	<b>Base</b>	<b>273</b>	<b>711</b>	<b>305</b>	<b>679</b>	<b>190</b>	<b>552</b>	<b>189</b>	<b>53</b>
Personal health reasons	26%	40%	20%	33%	23%	29%	23%	29%	35%
I don't want to eat animals or animal products	80%	88%	77%	74%	83%	76%	79%	84%	89%
I think the way animals are farmed and killed for food is cruel	75%	89%	70%	70%	78%	68%	77%	79%	75%
Because someone else wants me to be (e.g. my partner)	3%	4%	2%	4%	2%	4%	3%	2%	2%
I was raised vegan/vegetarian by my parents/guardians	8%	6%	9%	14%	6%	14%	10%	1%	1%
Environmental reasons	60%	79%	52%	66%	57%	71%	60%	52%	47%
Religious reasons	3%	2%	3%	4%	2%	1%	3%	4%	6%
Other	11%	7%	12%	12%	10%	9%	11%	11%	14%
Don't know	1%	-	1%	2%	0%	2%	0%	0%	-

## YouGov - Vegans and vegetarians

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Total	Diet Identity		Gender		What is your age?			
	Vegan	Vegetarian	Male	Female	18-24	25-49	50-64	65+

Prior to becoming a vegan, did you ever participate in 'Veganuary' (i.e. taken part in a challenge to follow a vegan diet or live a vegan lifestyle during the month of January)? (If you were already a vegan by the time Veganuary started in 2014, please select the N/A option)

Asked to vegans only

Unweighted base	274	274	-	87	187	53	160	51	10
<b>Base</b>	<b>276</b>	<b>276</b>	<b>-</b>	<b>86</b>	<b>190</b>	<b>58</b>	<b>165</b>	<b>45</b>	<b>9</b>
Yes I did	23%	23%	-	20%	24%	20%	26%	15%	10%
No I did not	61%	61%	-	63%	61%	69%	57%	66%	75%
Don't know	3%	3%	-	2%	3%	3%	3%	-	-
N/A - I was already a vegan when Veganuary started	13%	13%	-	15%	13%	8%	14%	19%	15%

Have you ever participated in 'Veganuary', i.e. taken part in a challenge to follow a vegan diet or live a vegan lifestyle during the month of January?

Asked to vegetarians only

Unweighted base	736	-	736	247	489	124	391	169	52
<b>Base</b>	<b>723</b>	<b>-</b>	<b>723</b>	<b>231</b>	<b>493</b>	<b>139</b>	<b>395</b>	<b>146</b>	<b>44</b>
Yes I have	20%	-	20%	17%	21%	19%	20%	21%	16%
No I have not	78%	-	78%	80%	78%	76%	79%	78%	84%
Don't know	2%	-	2%	3%	1%	6%	1%	1%	-

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Total	Diet Identity		Gender		What is your age?			
	Vegan	Vegetarian	Male	Female	18-24	25-49	50-64	65+

For each of the following foods and drinks, how close, if at all, do you think vegan substitutes have come to tasting like them?

Beef									
Unweighted base	1009	273	736	335	674	177	551	219	62
<b>Base</b>	<b>999</b>	<b>275</b>	<b>723</b>	<b>318</b>	<b>681</b>	<b>196</b>	<b>560</b>	<b>190</b>	<b>53</b>
Basically identical	4%	9%	2%	4%	4%	6%	4%	2%	-
Very close	13%	17%	11%	18%	10%	18%	12%	8%	9%
Fairly close	19%	23%	18%	20%	19%	22%	21%	15%	13%
Not very close	12%	12%	12%	12%	12%	11%	14%	8%	12%
Not close at all	5%	3%	5%	5%	4%	4%	5%	5%	6%
Don't know/can't recall	15%	15%	16%	13%	16%	11%	15%	22%	13%
N/A - I have never tried this kind of product or never tried the original animal version	32%	22%	36%	27%	34%	29%	29%	40%	46%

Chicken									
Unweighted base	1007	272	735	335	672	177	550	218	62
<b>Base</b>	<b>996</b>	<b>274</b>	<b>722</b>	<b>318</b>	<b>679</b>	<b>196</b>	<b>559</b>	<b>189</b>	<b>53</b>
Basically identical	10%	15%	8%	9%	11%	12%	12%	6%	2%
Very close	20%	24%	19%	23%	19%	27%	20%	19%	10%
Fairly close	25%	29%	24%	24%	26%	24%	27%	23%	21%
Not very close	7%	5%	7%	8%	6%	6%	7%	7%	7%
Not close at all	3%	3%	3%	4%	2%	4%	2%	3%	6%
Don't know/can't recall	12%	10%	12%	7%	14%	7%	12%	15%	14%
N/A - I have never tried this kind of product or never tried the original animal version	23%	15%	26%	25%	21%	20%	20%	27%	40%

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	Total	Diet Identity		Gender		What is your age?				
		Vegan	Vegetarian	Male	Female	18-24	25-49	50-64	65+	
<b>Cheese</b>										
	Unweighted base	1003	272	731	331	672	177	548	217	61
	<b>Base</b>	<b>994</b>	<b>274</b>	<b>719</b>	<b>315</b>	<b>679</b>	<b>196</b>	<b>558</b>	<b>188</b>	<b>52</b>
	Basically identical	3%	5%	2%	3%	3%	3%	3%	3%	2%
	Very close	8%	14%	6%	9%	8%	10%	8%	7%	6%
	Fairly close	24%	35%	20%	21%	25%	20%	24%	25%	30%
	Not very close	27%	26%	28%	26%	28%	26%	29%	27%	17%
	Not close at all	18%	10%	21%	19%	17%	19%	18%	15%	21%
	Don't know/can't recall	6%	4%	7%	6%	6%	6%	5%	8%	8%
	N/A - I have never tried this kind of product or never tried the original animal version	14%	7%	16%	15%	13%	16%	12%	15%	16%
<b>Bacon</b>										
	Unweighted base	1006	273	733	335	671	177	552	216	61
	<b>Base</b>	<b>996</b>	<b>275</b>	<b>720</b>	<b>318</b>	<b>678</b>	<b>196</b>	<b>561</b>	<b>187</b>	<b>52</b>
	Basically identical	3%	5%	2%	3%	3%	4%	3%	2%	-
	Very close	10%	10%	9%	11%	9%	11%	8%	13%	13%
	Fairly close	22%	28%	19%	24%	21%	22%	23%	19%	17%
	Not very close	16%	13%	17%	18%	15%	13%	18%	16%	11%
	Not close at all	11%	8%	12%	11%	11%	9%	12%	11%	14%
	Don't know/can't recall	10%	11%	10%	9%	10%	7%	10%	12%	10%
	N/A - I have never tried this kind of product or never tried the original animal version	28%	24%	30%	25%	30%	34%	26%	27%	34%

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	Total	Diet Identity		Gender		What is your age?				
		Vegan	Vegetarian	Male	Female	18-24	25-49	50-64	65+	
<b>Turkey</b>										
	Unweighted base	1003	272	731	334	669	175	550	216	62
	<b>Base</b>	993	274	719	317	676	195	559	188	53
	Basically identical	3%	4%	2%	3%	2%	2%	4%	-	2%
	Very close	8%	10%	7%	9%	7%	10%	8%	7%	4%
	Fairly close	12%	15%	11%	12%	13%	14%	13%	11%	13%
	Not very close	5%	4%	5%	8%	3%	4%	5%	4%	7%
	Not close at all	4%	3%	4%	5%	3%	5%	3%	3%	6%
	Don't know/can't recall	20%	21%	19%	19%	21%	12%	22%	25%	14%
	N/A - I have never tried this kind of product or never tried the original animal version	49%	44%	51%	44%	51%	53%	46%	51%	55%
<b>Cow's milk</b>										
	Unweighted base	1007	273	734	335	672	177	550	218	62
	<b>Base</b>	997	275	722	318	679	196	559	189	53
	Basically identical	7%	12%	5%	5%	8%	6%	8%	4%	6%
	Very close	12%	14%	10%	11%	12%	17%	10%	11%	6%
	Fairly close	21%	24%	20%	25%	20%	23%	23%	18%	14%
	Not very close	22%	16%	25%	23%	22%	22%	25%	17%	17%
	Not close at all	12%	10%	13%	11%	12%	10%	13%	10%	16%
	Don't know/can't recall	9%	13%	8%	9%	9%	6%	9%	13%	11%
	N/A - I have never tried this kind of product or never tried the original animal version	17%	10%	20%	16%	17%	16%	13%	26%	28%

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Total	Diet Identity		Gender		What is your age?			
	Vegan	Vegetarian	Male	Female	18-24	25-49	50-64	65+

How difficult do you find it maintaining a vegan/vegetarian lifestyle?

Unweighted base	1008	273	735	334	674	176	552	218	62
<b>Base</b>	996	275	721	316	681	194	561	189	53
Very difficult	1%	1%	0%	1%	0%	2%	1%	-	-
Fairly difficult	4%	4%	5%	6%	3%	6%	4%	2%	9%
Not very difficult	24%	27%	23%	25%	24%	29%	25%	16%	21%
Not at all difficult	70%	68%	71%	66%	72%	62%	70%	81%	70%
Don't know	1%	-	1%	1%	0%	1%	0%	1%	-

How easy do you find it to eat out at restaurants whilst being vegan / vegetarian?

Unweighted base	1008	274	734	334	674	176	552	218	62
<b>Base</b>	997	276	721	316	681	194	561	189	53
Very easy	19%	19%	19%	19%	19%	18%	20%	17%	11%
Fairly easy	53%	50%	54%	50%	54%	48%	56%	51%	45%
Fairly difficult	20%	20%	20%	19%	20%	23%	17%	21%	34%
Very difficult	4%	4%	4%	5%	3%	4%	3%	7%	3%
Don't know	0%	1%	0%	1%	0%	1%	0%	-	-
N/A - I don't eat out at restaurants	4%	6%	4%	6%	4%	6%	3%	5%	7%



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Total	Diet Identity		Gender		What is your age?			
	Vegan	Vegetarian	Male	Female	18-24	25-49	50-64	65+

Thinking about the following groups of people in your life, how many, if any, express disapproval or hostility towards your choice to be vegan / vegetarian?

## Your family

Unweighted base	1005	272	733	332	673	176	548	219	62
<b>Base</b>	<b>995</b>	<b>274</b>	<b>721</b>	<b>315</b>	<b>680</b>	<b>195</b>	<b>558</b>	<b>190</b>	<b>53</b>
All of them	2%	2%	2%	2%	2%	4%	2%	1%	-
Most of them	5%	5%	4%	6%	4%	9%	4%	3%	4%
Some of them	25%	31%	22%	22%	26%	28%	27%	19%	13%
None of them	65%	59%	68%	65%	66%	55%	65%	72%	81%
Don't know	1%	0%	2%	2%	1%	3%	1%	0%	2%
N/A - this does not apply to me	2%	3%	2%	3%	2%	2%	2%	6%	1%

## Your friends

Unweighted base	1004	272	732	333	671	175	548	219	62
<b>Base</b>	<b>994</b>	<b>274</b>	<b>720</b>	<b>316</b>	<b>678</b>	<b>194</b>	<b>557</b>	<b>190</b>	<b>53</b>
All of them	1%	1%	1%	2%	0%	1%	1%	1%	-
Most of them	3%	3%	3%	4%	2%	5%	2%	3%	0%
Some of them	22%	24%	22%	28%	20%	24%	25%	15%	17%
None of them	68%	65%	70%	59%	73%	62%	68%	75%	78%
Don't know	2%	3%	2%	4%	1%	4%	2%	2%	4%
N/A - this does not apply to me	3%	4%	3%	3%	4%	4%	3%	5%	1%

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Total	Diet Identity		Gender		What is your age?			
	Vegan	Vegetarian	Male	Female	18-24	25-49	50-64	65+

What impact has becoming vegan / vegetarian had on your health?

Unweighted base	1008	274	734	333	675	176	551	219	62
<b>Base</b>	<b>997</b>	<b>276</b>	<b>720</b>	<b>315</b>	<b>682</b>	<b>194</b>	<b>560</b>	<b>190</b>	<b>53</b>
Improved a lot	16%	34%	9%	16%	16%	16%	15%	16%	31%
Improved somewhat	27%	34%	24%	31%	25%	30%	27%	29%	14%
No difference	39%	23%	45%	35%	40%	38%	41%	34%	38%
Worsened somewhat	1%	0%	2%	1%	2%	2%	1%	1%	2%
Worsened a lot	1%	1%	1%	1%	1%	1%	1%	1%	-
Don't know	16%	8%	19%	16%	16%	13%	16%	19%	16%

Do you think it would be acceptable or unacceptable for vegetarians and vegans to...

**Eat insects**

Unweighted base	1009	274	735	334	675	176	551	220	62
<b>Base</b>	<b>997</b>	<b>276</b>	<b>721</b>	<b>316</b>	<b>682</b>	<b>194</b>	<b>560</b>	<b>191</b>	<b>53</b>
Acceptable for both vegetarians and vegans	4%	5%	4%	6%	4%	9%	4%	1%	2%
Acceptable for vegetarians, but not vegans	5%	4%	5%	8%	4%	7%	6%	2%	-
Not acceptable for either	83%	82%	83%	79%	85%	72%	83%	88%	96%
Don't know	8%	9%	7%	8%	8%	12%	7%	8%	3%

**Eat lab-grown meat**

Unweighted base	1006	273	733	332	674	176	549	219	62
<b>Base</b>	<b>995</b>	<b>275</b>	<b>720</b>	<b>314</b>	<b>681</b>	<b>194</b>	<b>558</b>	<b>190</b>	<b>53</b>
Acceptable for both vegetarians and vegans	28%	31%	27%	34%	26%	46%	28%	16%	12%
Acceptable for vegetarians, but not vegans	7%	6%	7%	8%	6%	8%	7%	5%	12%
Not acceptable for either	40%	34%	42%	33%	43%	22%	38%	56%	59%
Don't know	25%	29%	24%	25%	25%	24%	27%	24%	17%

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Total	Diet Identity		Gender		What is your age?			
	Vegan	Vegetarian	Male	Female	18-24	25-49	50-64	65+

### Eat meat from a wild animal that had died of natural causes

Unweighted base	1007	274	733	332	675	176	550	220	61
<b>Base</b>	997	276	721	315	682	194	559	191	52
Acceptable for both vegetarians and vegans	5%	8%	4%	6%	5%	11%	5%	2%	-
Acceptable for vegetarians, but not vegans	3%	3%	3%	4%	2%	4%	3%	3%	-
Not acceptable for either	80%	76%	82%	77%	82%	68%	81%	87%	95%
Don't know	11%	12%	11%	13%	10%	17%	11%	9%	5%

### Eat animals that have been raised by local farmers with a big emphasis on animal quality of life

Unweighted base	1008	273	735	332	676	175	551	220	62
<b>Base</b>	996	274	722	313	683	192	560	191	53
Acceptable for both vegetarians and vegans	2%	1%	3%	4%	1%	6%	2%	0%	-
Acceptable for vegetarians, but not vegans	2%	2%	2%	1%	2%	2%	2%	2%	-
Not acceptable for either	91%	91%	91%	88%	93%	83%	92%	94%	98%
Don't know	5%	5%	5%	7%	4%	9%	4%	4%	2%

### Wear newly-made leather clothes

Unweighted base	1009	274	735	334	675	176	551	220	62
<b>Base</b>	998	276	722	316	682	194	560	191	53
Acceptable for both vegetarians and vegans	3%	1%	4%	7%	2%	9%	2%	1%	1%
Acceptable for vegetarians, but not vegans	27%	21%	29%	30%	26%	24%	28%	28%	20%
Not acceptable for either	60%	70%	57%	55%	63%	56%	61%	62%	71%
Don't know	9%	7%	10%	9%	10%	11%	9%	10%	8%

# YouGov - Vegans and vegetarians

Sample: 274 vegans and 732 vegetarians

Fieldwork: 13th - 30th December 2021

	Total	Diet Identity		Gender		What is your age?				
		Vegan	Vegetarian	Male	Female	18-24	25-49	50-64	65+	
<b>Wear second-hand leather clothes</b>										
	Unweighted base	1008	273	735	332	676	176	552	219	61
	<b>Base</b>	998	276	722	315	683	194	561	190	52
	Acceptable for both vegetarians and vegans	22%	31%	18%	17%	24%	38%	20%	13%	4%
	Acceptable for vegetarians, but not vegans	30%	20%	33%	35%	27%	25%	31%	34%	21%
	Not acceptable for either	33%	33%	34%	33%	34%	22%	34%	36%	61%
	Don't know	15%	16%	15%	15%	16%	15%	15%	17%	14%
<b>And do you think it would be acceptable or unacceptable for vegans to...</b>										
<b>Eat eggs from a neighbour's pet chickens</b>										
	Unweighted base	1005	272	733	332	673	175	550	218	62
	<b>Base</b>	994	274	720	314	680	193	559	189	53
	Acceptable for vegans to do	13%	13%	14%	14%	13%	19%	14%	8%	8%
	Not acceptable for vegans to do	73%	72%	73%	72%	73%	63%	72%	82%	84%
	Don't know	14%	15%	13%	14%	14%	19%	14%	10%	8%
<b>Drink milk from a neighbour's pet goats</b>										
	Unweighted base	1004	272	732	332	672	174	549	219	62
	<b>Base</b>	993	274	719	314	679	193	558	190	53
	Acceptable for vegans to do	11%	8%	13%	12%	11%	17%	11%	7%	6%
	Not acceptable for vegans to do	75%	80%	74%	74%	76%	65%	76%	82%	84%
	Don't know	14%	13%	14%	14%	13%	18%	13%	11%	10%
<b>Eat honey</b>										
	Unweighted base	1005	273	732	334	671	174	550	219	62
	<b>Base</b>	994	275	719	316	678	193	559	190	53
	Acceptable for vegans to do	25%	18%	28%	27%	24%	36%	23%	22%	21%
	Not acceptable for vegans to do	58%	67%	55%	54%	60%	46%	60%	63%	59%
	Don't know	17%	15%	18%	19%	16%	19%	17%	16%	20%

# YouGov - Vegans and vegetarians

Sample: 274 vegans and 732 vegetarians

Fieldwork: 13th - 30th December 2021

Total	Diet Identity		Gender		What is your age?			
	Vegan	Vegetarian	Male	Female	18-24	25-49	50-64	65+

## Ride horses, or ride on vehicles pulled by horses

Unweighted base	1004	272	732	334	670	174	550	218	62
<b>Base</b>	992	274	719	316	677	193	559	189	53
Acceptable for vegans to do	37%	22%	42%	40%	35%	45%	33%	39%	40%
Not acceptable for vegans to do	36%	52%	30%	33%	38%	29%	39%	34%	38%
Don't know	27%	25%	27%	26%	27%	26%	28%	27%	22%

## Which of the following, if any, do you also do as part of being a vegan or vegetarian?

### Don't purchase new products made with real animal furs

Unweighted base	1008	274	734	333	675	176	552	219	61
<b>Base</b>	997	276	721	315	682	194	561	190	52
I do this	71%	74%	70%	70%	71%	71%	73%	65%	62%
I do not do this	26%	24%	27%	25%	27%	21%	24%	34%	37%
Don't know	3%	3%	3%	5%	2%	8%	2%	0%	1%

### Don't purchase second hand products made with real animal furs

Unweighted base	1004	272	732	332	672	175	548	220	61
<b>Base</b>	992	274	718	313	679	192	557	191	52
I do this	68%	70%	67%	65%	69%	61%	71%	65%	60%
I do not do this	28%	26%	28%	27%	28%	26%	26%	33%	39%
Don't know	5%	4%	5%	7%	3%	13%	3%	2%	1%

## YouGov - Vegans and vegetarians

Sample: 274 vegans and 732 vegetarians

Fieldwork: 13th - 30th December 2021

	Total	Diet Identity		Gender		What is your age?			
		Vegan	Vegetarian	Male	Female	18-24	25-49	50-64	65+
<b>Don't purchase new products made with leather</b>									
Unweighted base	1004	272	732	334	670	174	550	219	61
<b>Base</b>	<b>993</b>	<b>274</b>	<b>719</b>	<b>316</b>	<b>677</b>	<b>193</b>	<b>559</b>	<b>190</b>	<b>52</b>
I do this	55%	67%	51%	51%	57%	56%	57%	50%	52%
I do not do this	40%	30%	44%	44%	39%	37%	39%	46%	45%
Don't know	5%	3%	5%	5%	4%	7%	5%	3%	2%
<b>Don't purchase second hand products made using leather</b>									
Unweighted base	1005	273	732	333	672	175	549	219	62
<b>Base</b>	<b>994</b>	<b>275</b>	<b>719</b>	<b>315</b>	<b>679</b>	<b>193</b>	<b>558</b>	<b>190</b>	<b>53</b>
I do this	44%	57%	39%	43%	44%	36%	46%	45%	46%
I do not do this	50%	38%	55%	50%	50%	53%	48%	52%	50%
Don't know	6%	6%	6%	7%	6%	11%	6%	3%	4%
<b>Donate to animal welfare charities</b>									
Unweighted base	1004	273	731	334	670	175	548	219	62
<b>Base</b>	<b>993</b>	<b>275</b>	<b>718</b>	<b>316</b>	<b>677</b>	<b>193</b>	<b>557</b>	<b>190</b>	<b>53</b>
I do this	58%	61%	56%	44%	64%	39%	57%	73%	81%
I do not do this	38%	33%	40%	48%	33%	54%	38%	24%	18%
Don't know	5%	6%	4%	7%	3%	7%	5%	3%	1%
<b>Encourage your friends and family to adopt make vegan / vegetarian lifestyle changes</b>									
Unweighted base	1005	274	731	333	672	175	549	219	62
<b>Base</b>	<b>994</b>	<b>276</b>	<b>717</b>	<b>315</b>	<b>679</b>	<b>193</b>	<b>558</b>	<b>190</b>	<b>53</b>
I do this	44%	62%	37%	44%	44%	63%	42%	32%	30%
I do not do this	53%	35%	60%	52%	54%	33%	54%	66%	65%
Don't know	3%	3%	4%	5%	3%	3%	4%	3%	4%

## YouGov - Vegans and vegetarians

Sample: 274 vegans and 732 vegetarians

Fieldwork: 13th - 30th December 2021

Total	Diet Identity		Gender		What is your age?			
	Vegan	Vegetarian	Male	Female	18-24	25-49	50-64	65+

### Avoid beauty or hygiene products that may have been tested on animals

Unweighted base	1007	274	733	333	674	176	549	220	62
<b>Base</b>	<b>996</b>	<b>276</b>	<b>720</b>	<b>315</b>	<b>681</b>	<b>194</b>	<b>558</b>	<b>191</b>	<b>53</b>
I do this	83%	92%	79%	71%	88%	76%	83%	86%	89%
I do not do this	13%	4%	16%	19%	10%	16%	12%	11%	11%
Don't know	5%	4%	5%	10%	2%	7%	5%	2%	1%

### Specifically avoid having domesticated pets

Unweighted base	1006	274	732	333	673	176	550	218	62
<b>Base</b>	<b>995</b>	<b>276</b>	<b>718</b>	<b>315</b>	<b>680</b>	<b>194</b>	<b>559</b>	<b>189</b>	<b>53</b>
I do this	17%	19%	16%	20%	15%	15%	16%	17%	30%
I do not do this	78%	75%	79%	75%	79%	79%	78%	80%	70%
Don't know	5%	6%	5%	5%	6%	6%	6%	3%	1%

Cell Contents (Column Percentages)

# YouGov - Vegans and vegetarians

Sample: 274 vegans and 732 vegetarians

Fieldwork: 13th - 30th December 2021

Age + Gender							
Male 18-24	Male 25-49	Male 50-64	Male 65+	Female 18-24	Female 25-49	Female 50-64	Female 65+

**You say you are a vegan - were you at any point before this a vegetarian?**

*Asked to vegans only*

Unweighted base	11	61	13	2	42	99	38	8
<b>Base</b>	<b>21</b>	<b>56</b>	<b>8</b>	<b>1</b>	<b>37</b>	<b>109</b>	<b>37</b>	<b>8</b>
Yes I was	73%	69%	92%	100%	84%	82%	90%	100%
No I was not	27%	31%	8%	-	16%	18%	10%	-
Don't know/can't recall	-	-	-	-	-	-	-	-

**How long have you been a vegan?**

*Asked to vegans only*

Unweighted base	11	61	13	2	42	99	38	8
<b>Base</b>	<b>21</b>	<b>56</b>	<b>8</b>	<b>1</b>	<b>37</b>	<b>109</b>	<b>37</b>	<b>8</b>
Less than a year	-	10%	10%	-	4%	3%	5%	13%
1-2 years	50%	17%	12%	-	31%	13%	27%	-
2-3 years	27%	21%	15%	-	13%	15%	20%	12%
3-5 years	9%	21%	7%	49%	17%	27%	16%	11%
5-10 years	14%	22%	15%	-	31%	31%	13%	42%
10-20 years	-	3%	27%	-	2%	9%	5%	12%
20-30 years	-	3%	15%	-	-	1%	6%	11%
Longer than 30 years	-	2%	-	51%	2%	2%	8%	-
Don't know/can't recall	-	-	-	-	-	-	-	-



# YouGov - Vegans and vegetarians

Sample: 274 vegans and 732 vegetarians

Fieldwork: 13th - 30th December 2021

Age + Gender							
Male 18-24	Male 25-49	Male 50-64	Male 65+	Female 18-24	Female 25-49	Female 50-64	Female 65+

## How long have you been a vegetarian?

Asked to vegetarians only

	Male 18-24	Male 25-49	Male 50-64	Male 65+	Female 18-24	Female 25-49	Female 50-64	Female 65+
Unweighted base	25	153	56	11	98	235	113	41
<b>Base</b>	<b>48</b>	<b>140</b>	<b>36</b>	<b>3</b>	<b>88</b>	<b>252</b>	<b>109</b>	<b>41</b>
Less than a year	8%	2%	1%	-	4%	0%	1%	-
1-2 years	16%	5%	2%	-	7%	2%	2%	-
2-3 years	12%	8%	3%	-	22%	4%	1%	-
3-5 years	18%	11%	3%	-	18%	9%	3%	3%
5-10 years	11%	15%	6%	8%	23%	7%	2%	9%
10-20 years	17%	12%	3%	9%	22%	20%	10%	-
20-30 years	14%	22%	15%	-	4%	26%	16%	15%
Longer than 30 years	4%	23%	66%	83%	-	32%	64%	73%
Don't know/can't recall	-	1%	-	-	-	-	-	-

## You said that prior to becoming a vegan you were a vegetarian. Approximately how long were you a vegetarian before becoming a vegan?

Asked to vegans only

	Male 18-24	Male 25-49	Male 50-64	Male 65+	Female 18-24	Female 25-49	Female 50-64	Female 65+
Unweighted base	8	42	12	2	35	81	34	8
<b>Base</b>	<b>15</b>	<b>39</b>	<b>8</b>	<b>1</b>	<b>31</b>	<b>89</b>	<b>33</b>	<b>8</b>
Less than a year	25%	11%	-	-	17%	5%	11%	-
1-2 years	38%	18%	16%	51%	23%	11%	9%	-
2-3 years	13%	9%	-	-	22%	9%	10%	-
3-5 years	-	9%	19%	-	14%	14%	7%	-
5-10 years	-	11%	-	-	5%	19%	16%	12%
10-20 years	6%	19%	21%	-	8%	20%	6%	29%
20-30 years	17%	18%	29%	-	5%	14%	17%	12%
Longer than 30 years	-	4%	8%	49%	-	9%	24%	46%
Don't know/can't recall	-	-	8%	-	6%	-	-	-

# YouGov - Vegans and vegetarians

Sample: 274 vegans and 732 vegetarians

Fieldwork: 13th - 30th December 2021

Age + Gender							
Male 18-24	Male 25-49	Male 50-64	Male 65+	Female 18-24	Female 25-49	Female 50-64	Female 65+

Why did you originally become a vegan/vegetarian? Please select all that apply

	Unweighted base	Male 18-24	Male 25-49	Male 50-64	Male 65+	Female 18-24	Female 25-49	Female 50-64	Female 65+
	36	214	69	13	139	336	151	49	
	<b>Base</b>	<b>69</b>	<b>196</b>	<b>45</b>	<b>4</b>	<b>124</b>	<b>363</b>	<b>146</b>	<b>49</b>
Personal health reasons	29%	21%	19%	15%	20%	10%	16%	21%	
I don't want to eat animals or animal products	37%	58%	71%	54%	65%	66%	79%	81%	
I think the way animals are farmed and killed for food is cruel	41%	61%	69%	69%	65%	67%	69%	79%	
Because someone else wanted me to (e.g. my partner)	4%	6%	4%	-	4%	2%	4%	2%	
I was raised vegan/vegetarian by my parents/guardians	17%	13%	1%	16%	9%	10%	2%	3%	
Environmental reasons	61%	46%	33%	15%	53%	31%	28%	28%	
Religious reasons	8%	5%	3%	8%	3%	2%	1%	4%	
Other	7%	12%	15%	8%	10%	12%	10%	13%	
Don't know	3%	-	1%	-	-	1%	1%	-	

And for what reasons are you currently a vegan/vegetarian? Please select all that apply

	Unweighted base	Male 18-24	Male 25-49	Male 50-64	Male 65+	Female 18-24	Female 25-49	Female 50-64	Female 65+
	34	208	68	13	139	334	150	49	
	<b>Base</b>	<b>66</b>	<b>191</b>	<b>44</b>	<b>4</b>	<b>124</b>	<b>361</b>	<b>145</b>	<b>49</b>
Personal health reasons	30%	33%	38%	54%	29%	18%	26%	33%	
I don't want to eat animals or animal products	67%	75%	79%	77%	80%	81%	85%	89%	
I think the way animals are farmed and killed for food is cruel	57%	73%	78%	77%	74%	79%	79%	75%	
Because someone else wants me to be (e.g. my partner)	7%	4%	1%	-	3%	2%	2%	2%	
I was raised vegan/vegetarian by my parents/guardians	25%	13%	-	16%	7%	8%	2%	-	
Environmental reasons	76%	64%	60%	54%	68%	58%	50%	47%	
Religious reasons	-	5%	7%	8%	2%	2%	3%	6%	
Other	7%	13%	15%	8%	10%	10%	9%	15%	
Don't know	6%	0%	1%	-	1%	0%	-	-	

## YouGov - Vegans and vegetarians

Sample: 274 vegans and 732 vegetarians

Fieldwork: 13th - 30th December 2021

Age + Gender							
Male 18-24	Male 25-49	Male 50-64	Male 65+	Female 18-24	Female 25-49	Female 50-64	Female 65+

Prior to becoming a vegan, did you ever participate in 'Veganuary' (i.e. taken part in a challenge to follow a vegan diet or live a vegan lifestyle during the month of January)? (If you were already a vegan by the time Veganuary started in 2014, please select the N/A option)

Asked to vegans only

Unweighted base	11	61	13	2	42	99	38	8
<b>Base</b>	21	56	8	1	37	109	37	8
Yes I did	28%	20%	-	-	16%	29%	19%	11%
No I did not	63%	64%	58%	49%	73%	53%	67%	77%
Don't know	-	4%	-	-	5%	3%	-	-
N/A - I was already a vegan when Veganuary started	9%	13%	42%	51%	7%	14%	14%	12%

Have you ever participated in 'Veganuary', i.e. taken part in a challenge to follow a vegan diet or live a vegan lifestyle during the month of January?

Asked to vegetarians only

Unweighted base	26	154	56	11	98	237	113	41
<b>Base</b>	50	141	36	3	88	254	109	41
Yes I have	24%	16%	10%	8%	16%	22%	25%	17%
No I have not	64%	83%	90%	92%	82%	77%	74%	83%
Don't know	12%	1%	-	-	2%	1%	1%	-

## YouGov - Vegans and vegetarians

Sample: 274 vegans and 732 vegetarians

Fieldwork: 13th - 30th December 2021

Age + Gender							
Male 18-24	Male 25-49	Male 50-64	Male 65+	Female 18-24	Female 25-49	Female 50-64	Female 65+

For each of the following foods and drinks, how close, if at all, do you think vegan substitutes have come to tasting like them?

		Male 18-24	Male 25-49	Male 50-64	Male 65+	Female 18-24	Female 25-49	Female 50-64	Female 65+
<b>Beef</b>									
	Unweighted base	37	216	69	13	140	335	150	49
	<b>Base</b>	<b>71</b>	<b>198</b>	<b>45</b>	<b>4</b>	<b>125</b>	<b>362</b>	<b>145</b>	<b>49</b>
	Basically identical	5%	4%	4%	-	7%	5%	2%	-
	Very close	26%	17%	7%	7%	14%	10%	9%	10%
	Fairly close	22%	20%	19%	16%	22%	21%	13%	13%
	Not very close	8%	14%	13%	8%	12%	14%	6%	12%
	Not close at all	3%	5%	10%	16%	4%	5%	4%	6%
	Don't know/can't recall	5%	15%	18%	24%	14%	15%	23%	12%
	N/A - I have never tried this kind of product or never tried the original animal version	31%	25%	29%	30%	28%	31%	43%	48%
<b>Chicken</b>									
	Unweighted base	37	216	69	13	140	334	149	49
	<b>Base</b>	<b>71</b>	<b>198</b>	<b>45</b>	<b>4</b>	<b>125</b>	<b>361</b>	<b>144</b>	<b>49</b>
	Basically identical	5%	11%	4%	-	16%	13%	6%	2%
	Very close	23%	23%	19%	15%	30%	17%	18%	10%
	Fairly close	24%	23%	29%	23%	24%	30%	21%	21%
	Not very close	9%	8%	10%	16%	5%	6%	6%	6%
	Not close at all	5%	3%	7%	8%	3%	2%	2%	6%
	Don't know/can't recall	-	10%	9%	-	10%	13%	17%	15%
	N/A - I have never tried this kind of product or never tried the original animal version	34%	22%	22%	38%	12%	19%	28%	41%

# YouGov - Vegans and vegetarians

Sample: 274 vegans and 732 vegetarians

Fieldwork: 13th - 30th December 2021

		Age + Gender							
		Male 18-24	Male 25-49	Male 50-64	Male 65+	Female 18-24	Female 25-49	Female 50-64	Female 65+
<b>Cheese</b>									
	Unweighted base	37	212	69	13	140	336	148	48
	<b>Base</b>	<b>71</b>	<b>195</b>	<b>45</b>	<b>4</b>	<b>125</b>	<b>363</b>	<b>143</b>	<b>48</b>
	Basically identical	5%	3%	1%	8%	1%	3%	3%	2%
	Very close	9%	8%	14%	8%	11%	8%	5%	6%
	Fairly close	18%	22%	23%	16%	21%	26%	26%	31%
	Not very close	27%	28%	18%	23%	24%	29%	30%	17%
	Not close at all	19%	20%	19%	8%	19%	17%	14%	22%
	Don't know/can't recall	5%	5%	9%	8%	6%	6%	8%	8%
	N/A - I have never tried this kind of product or never tried the original animal version	15%	14%	16%	30%	17%	11%	15%	14%
<b>Bacon</b>									
	Unweighted base	37	216	69	13	140	336	147	48
	<b>Base</b>	<b>71</b>	<b>198</b>	<b>45</b>	<b>4</b>	<b>125</b>	<b>363</b>	<b>142</b>	<b>48</b>
	Basically identical	5%	2%	3%	-	4%	3%	2%	-
	Very close	17%	8%	13%	-	7%	8%	12%	14%
	Fairly close	20%	26%	21%	38%	23%	22%	19%	16%
	Not very close	10%	20%	24%	16%	15%	17%	14%	11%
	Not close at all	11%	10%	14%	8%	8%	13%	10%	15%
	Don't know/can't recall	3%	11%	7%	-	9%	10%	13%	11%
	N/A - I have never tried this kind of product or never tried the original animal version	34%	23%	18%	38%	35%	28%	30%	34%

## YouGov - Vegans and vegetarians

Sample: 274 vegans and 732 vegetarians

Fieldwork: 13th - 30th December 2021

		Age + Gender							
		Male 18-24	Male 25-49	Male 50-64	Male 65+	Female 18-24	Female 25-49	Female 50-64	Female 65+
<b>Turkey</b>									
	Unweighted base	37	216	68	13	138	334	148	49
	<b>Base</b>	<b>71</b>	<b>198</b>	<b>44</b>	<b>4</b>	<b>123</b>	<b>361</b>	<b>143</b>	<b>49</b>
	Basically identical	3%	4%	-	-	2%	4%	-	2%
	Very close	9%	9%	9%	7%	10%	7%	6%	4%
	Fairly close	13%	11%	17%	-	15%	13%	8%	14%
	Not very close	8%	8%	6%	16%	3%	3%	3%	6%
	Not close at all	8%	4%	8%	8%	3%	3%	1%	6%
	Don't know/can't recall	9%	23%	15%	-	14%	21%	28%	15%
	N/A - I have never tried this kind of product or never tried the original animal version	50%	41%	44%	70%	54%	48%	53%	53%
<b>Cow's milk</b>									
	Unweighted base	37	216	69	13	140	334	149	49
	<b>Base</b>	<b>71</b>	<b>198</b>	<b>45</b>	<b>4</b>	<b>125</b>	<b>361</b>	<b>144</b>	<b>49</b>
	Basically identical	3%	6%	5%	8%	8%	9%	3%	6%
	Very close	13%	10%	11%	7%	19%	10%	12%	6%
	Fairly close	25%	26%	21%	16%	22%	21%	18%	14%
	Not very close	29%	24%	13%	8%	18%	25%	18%	18%
	Not close at all	8%	11%	14%	-	11%	13%	9%	18%
	Don't know/can't recall	5%	9%	13%	16%	7%	8%	13%	11%
	N/A - I have never tried this kind of product or never tried the original animal version	18%	13%	23%	46%	16%	13%	26%	27%

# YouGov - Vegans and vegetarians

Sample: 274 vegans and 732 vegetarians

Fieldwork: 13th - 30th December 2021

Age + Gender							
Male 18-24	Male 25-49	Male 50-64	Male 65+	Female 18-24	Female 25-49	Female 50-64	Female 65+

How difficult do you find it maintaining a vegan/vegetarian lifestyle?

Unweighted base	36	216	69	13	140	336	149	49
<b>Base</b>	<b>69</b>	<b>198</b>	<b>45</b>	<b>4</b>	<b>125</b>	<b>363</b>	<b>144</b>	<b>49</b>
Very difficult	3%	1%	-	-	1%	1%	-	-
Fairly difficult	9%	6%	3%	-	4%	3%	2%	10%
Not very difficult	31%	25%	18%	-	28%	25%	15%	22%
Not at all difficult	54%	67%	79%	100%	66%	71%	81%	68%
Don't know	3%	1%	-	-	-	-	1%	-

How easy do you find it to eat out at restaurants whilst being vegan / vegetarian?

Unweighted base	36	216	69	13	140	336	149	49
<b>Base</b>	<b>69</b>	<b>198</b>	<b>45</b>	<b>4</b>	<b>125</b>	<b>363</b>	<b>144</b>	<b>49</b>
Very easy	16%	20%	17%	-	20%	20%	17%	11%
Fairly easy	43%	52%	52%	31%	50%	58%	50%	46%
Fairly difficult	24%	18%	14%	54%	22%	17%	23%	32%
Very difficult	7%	5%	8%	-	2%	2%	6%	4%
Don't know	3%	0%	-	-	1%	-	-	-
N/A - I don't eat out at restaurants	6%	5%	10%	16%	5%	3%	4%	7%

# YouGov - Vegans and vegetarians

Sample: 274 vegans and 732 vegetarians

Fieldwork: 13th - 30th December 2021

Age + Gender							
Male 18-24	Male 25-49	Male 50-64	Male 65+	Female 18-24	Female 25-49	Female 50-64	Female 65+

Thinking about the following groups of people in your life, how many, if any, express disapproval or hostility towards your choice to be vegan / vegetarian?

Your family								
Unweighted base	37	213	69	13	139	335	150	49
<b>Base</b>	<b>71</b>	<b>195</b>	<b>45</b>	<b>4</b>	<b>124</b>	<b>362</b>	<b>145</b>	<b>49</b>
All of them	3%	3%	-	-	4%	1%	1%	-
Most of them	11%	6%	3%	7%	8%	3%	3%	4%
Some of them	19%	23%	19%	31%	33%	28%	19%	12%
None of them	62%	65%	68%	54%	50%	66%	73%	83%
Don't know	6%	1%	1%	-	2%	1%	-	2%
N/A - this does not apply to me	-	2%	9%	8%	3%	1%	5%	-
Your friends								
Unweighted base	37	214	69	13	138	334	150	49
<b>Base</b>	<b>71</b>	<b>196</b>	<b>45</b>	<b>4</b>	<b>123</b>	<b>361</b>	<b>145</b>	<b>49</b>
All of them	4%	1%	-	-	-	0%	1%	-
Most of them	7%	4%	1%	7%	5%	1%	3%	-
Some of them	32%	29%	22%	24%	20%	23%	13%	16%
None of them	50%	61%	67%	54%	68%	71%	78%	80%
Don't know	8%	2%	3%	8%	1%	1%	1%	4%
N/A - this does not apply to me	-	3%	7%	8%	6%	3%	5%	-



## YouGov - Vegans and vegetarians

Sample: 274 vegans and 732 vegetarians

Fieldwork: 13th - 30th December 2021

Age + Gender							
Male 18-24	Male 25-49	Male 50-64	Male 65+	Female 18-24	Female 25-49	Female 50-64	Female 65+

What impact has becoming vegan / vegetarian had on your health?

	Male 18-24	Male 25-49	Male 50-64	Male 65+	Female 18-24	Female 25-49	Female 50-64	Female 65+
Unweighted base	36	215	69	13	140	336	150	49
<b>Base</b>	<b>69</b>	<b>197</b>	<b>45</b>	<b>4</b>	<b>125</b>	<b>363</b>	<b>145</b>	<b>49</b>
Improved a lot	23%	13%	15%	32%	12%	16%	16%	30%
Improved somewhat	26%	33%	30%	30%	32%	23%	29%	12%
No difference	36%	37%	28%	15%	38%	43%	36%	40%
Worsened somewhat	-	1%	-	-	3%	2%	1%	2%
Worsened a lot	3%	1%	-	-	1%	0%	1%	-
Don't know	12%	15%	26%	22%	13%	16%	17%	15%

Do you think it would be acceptable or unacceptable for vegetarians and vegans to...

**Eat insects**

	Male 18-24	Male 25-49	Male 50-64	Male 65+	Female 18-24	Female 25-49	Female 50-64	Female 65+
Unweighted base	36	216	69	13	140	335	151	49
<b>Base</b>	<b>69</b>	<b>198</b>	<b>45</b>	<b>4</b>	<b>125</b>	<b>362</b>	<b>146</b>	<b>49</b>
Acceptable for both vegetarians and vegans	10%	5%	1%	-	8%	4%	1%	2%
Acceptable for vegetarians, but not vegans	6%	9%	5%	-	7%	4%	1%	-
Not acceptable for either	70%	80%	86%	92%	73%	85%	89%	96%
Don't know	14%	6%	8%	8%	11%	7%	9%	2%

**Eat lab-grown meat**

	Male 18-24	Male 25-49	Male 50-64	Male 65+	Female 18-24	Female 25-49	Female 50-64	Female 65+
Unweighted base	36	215	68	13	140	334	151	49
<b>Base</b>	<b>69</b>	<b>197</b>	<b>44</b>	<b>4</b>	<b>125</b>	<b>361</b>	<b>146</b>	<b>49</b>
Acceptable for both vegetarians and vegans	58%	29%	17%	8%	39%	27%	16%	12%
Acceptable for vegetarians, but not vegans	6%	9%	6%	15%	9%	5%	4%	12%
Not acceptable for either	17%	33%	55%	53%	26%	41%	56%	60%
Don't know	19%	29%	21%	23%	26%	27%	25%	16%

# YouGov - Vegans and vegetarians

Sample: 274 vegans and 732 vegetarians

Fieldwork: 13th - 30th December 2021

		Age + Gender							
		Male 18-24	Male 25-49	Male 50-64	Male 65+	Female 18-24	Female 25-49	Female 50-64	Female 65+
<b>Eat meat from a wild animal that had died of natural causes</b>									
	Unweighted base	36	215	69	12	140	335	151	49
	<b>Base</b>	<b>69</b>	<b>197</b>	<b>45</b>	<b>3</b>	<b>125</b>	<b>362</b>	<b>146</b>	<b>49</b>
	Acceptable for both vegetarians and vegans	11%	5%	3%	-	11%	5%	2%	-
	Acceptable for vegetarians, but not vegans	5%	3%	4%	-	4%	2%	2%	-
	Not acceptable for either	63%	78%	88%	92%	71%	83%	86%	95%
	Don't know	20%	13%	5%	8%	15%	10%	10%	5%
<b>Eat animals that have been raised by local farmers with a big emphasis on animal quality of life</b>									
	Unweighted base	35	215	69	13	140	336	151	49
	<b>Base</b>	<b>67</b>	<b>197</b>	<b>45</b>	<b>4</b>	<b>125</b>	<b>363</b>	<b>146</b>	<b>49</b>
	Acceptable for both vegetarians and vegans	11%	3%	-	-	4%	1%	1%	-
	Acceptable for vegetarians, but not vegans	-	2%	1%	-	3%	2%	3%	-
	Not acceptable for either	78%	89%	95%	92%	86%	94%	93%	98%
	Don't know	11%	6%	3%	8%	7%	3%	4%	2%
<b>Wear newly-made leather clothes</b>									
	Unweighted base	36	216	69	13	140	335	151	49
	<b>Base</b>	<b>69</b>	<b>198</b>	<b>45</b>	<b>4</b>	<b>125</b>	<b>362</b>	<b>146</b>	<b>49</b>
	Acceptable for both vegetarians and vegans	16%	4%	3%	8%	6%	1%	1%	-
	Acceptable for vegetarians, but not vegans	25%	29%	37%	31%	23%	28%	25%	19%
	Not acceptable for either	47%	58%	54%	45%	60%	62%	64%	73%
	Don't know	11%	9%	6%	16%	11%	9%	11%	8%

## YouGov - Vegans and vegetarians

Sample: 274 vegans and 732 vegetarians

Fieldwork: 13th - 30th December 2021

		Age + Gender							
		Male 18-24	Male 25-49	Male 50-64	Male 65+	Female 18-24	Female 25-49	Female 50-64	Female 65+
<b>Wear second-hand leather clothes</b>									
	Unweighted base	36	216	68	12	140	336	151	49
	<b>Base</b>	<b>69</b>	<b>198</b>	<b>44</b>	<b>3</b>	<b>125</b>	<b>363</b>	<b>146</b>	<b>49</b>
	Acceptable for both vegetarians and vegans	31%	15%	9%	8%	42%	23%	14%	4%
	Acceptable for vegetarians, but not vegans	33%	34%	45%	33%	20%	29%	30%	20%
	Not acceptable for either	23%	36%	32%	41%	22%	33%	37%	63%
	Don't know	13%	15%	14%	17%	16%	15%	19%	14%
<b>And do you think it would be acceptable or unacceptable for vegans to...</b>									
<b>Eat eggs from a neighbour's pet chickens</b>									
	Unweighted base	36	214	69	13	139	336	149	49
	<b>Base</b>	<b>69</b>	<b>196</b>	<b>45</b>	<b>4</b>	<b>124</b>	<b>363</b>	<b>144</b>	<b>49</b>
	Acceptable for vegans to do	25%	13%	3%	8%	15%	15%	9%	8%
	Not acceptable for vegans to do	57%	75%	87%	76%	66%	71%	81%	85%
	Don't know	19%	13%	11%	16%	19%	14%	10%	7%
<b>Drink milk from a neighbour's pet goats</b>									
	Unweighted base	36	214	69	13	138	335	150	49
	<b>Base</b>	<b>69</b>	<b>196</b>	<b>45</b>	<b>4</b>	<b>123</b>	<b>362</b>	<b>145</b>	<b>49</b>
	Acceptable for vegans to do	23%	10%	5%	-	13%	12%	8%	6%
	Not acceptable for vegans to do	61%	76%	87%	76%	67%	75%	81%	85%
	Don't know	16%	14%	9%	24%	19%	13%	11%	9%
<b>Eat honey</b>									
	Unweighted base	36	216	69	13	138	334	150	49
	<b>Base</b>	<b>69</b>	<b>198</b>	<b>45</b>	<b>4</b>	<b>123</b>	<b>361</b>	<b>145</b>	<b>49</b>
	Acceptable for vegans to do	40%	24%	25%	24%	33%	22%	21%	21%
	Not acceptable for vegans to do	43%	58%	56%	45%	48%	62%	65%	60%
	Don't know	17%	18%	20%	31%	19%	16%	14%	19%

# YouGov - Vegans and vegetarians

Sample: 274 vegans and 732 vegetarians

Fieldwork: 13th - 30th December 2021

		Age + Gender							
		Male 18-24	Male 25-49	Male 50-64	Male 65+	Female 18-24	Female 25-49	Female 50-64	Female 65+
<b>Ride horses, or ride on vehicles pulled by horses</b>									
	Unweighted base	36	216	69	13	138	334	149	49
	<b>Base</b>	<b>69</b>	<b>198</b>	<b>45</b>	<b>4</b>	<b>123</b>	<b>361</b>	<b>144</b>	<b>49</b>
	Acceptable for vegans to do	51%	35%	45%	55%	42%	32%	37%	39%
	Not acceptable for vegans to do	24%	37%	32%	15%	32%	41%	35%	39%
	Don't know	25%	27%	23%	31%	26%	28%	28%	22%
<b>Which of the following, if any, do you also do as part of being a vegan or vegetarian?</b>									
<b>Don't purchase new products made with real animal furs</b>									
	Unweighted base	36	216	68	13	140	336	151	48
	<b>Base</b>	<b>69</b>	<b>198</b>	<b>44</b>	<b>4</b>	<b>125</b>	<b>363</b>	<b>146</b>	<b>48</b>
	I do this	66%	72%	69%	54%	73%	74%	64%	63%
	I do not do this	20%	25%	29%	38%	21%	24%	36%	37%
	Don't know	13%	3%	1%	8%	6%	2%	-	-
<b>Don't purchase second hand products made with real animal furs</b>									
	Unweighted base	35	215	69	13	140	333	151	48
	<b>Base</b>	<b>68</b>	<b>197</b>	<b>45</b>	<b>4</b>	<b>125</b>	<b>360</b>	<b>146</b>	<b>48</b>
	I do this	53%	69%	70%	54%	65%	73%	64%	60%
	I do not do this	29%	26%	28%	38%	25%	25%	34%	40%
	Don't know	18%	5%	3%	8%	10%	2%	1%	-

## YouGov - Vegans and vegetarians

Sample: 274 vegans and 732 vegetarians

Fieldwork: 13th - 30th December 2021

		Age + Gender							
		Male 18-24	Male 25-49	Male 50-64	Male 65+	Female 18-24	Female 25-49	Female 50-64	Female 65+
<b>Don't purchase new products made with leather</b>									
	Unweighted base	36	216	69	13	138	334	150	48
	<b>Base</b>	<b>69</b>	<b>198</b>	<b>45</b>	<b>4</b>	<b>123</b>	<b>361</b>	<b>145</b>	<b>48</b>
	I do this	49%	54%	42%	61%	60%	58%	53%	52%
	I do not do this	43%	42%	55%	31%	34%	37%	44%	46%
	Don't know	8%	5%	3%	8%	6%	4%	3%	2%
<b>Don't purchase second hand products made using leather</b>									
	Unweighted base	36	215	69	13	139	334	150	49
	<b>Base</b>	<b>69</b>	<b>197</b>	<b>45</b>	<b>4</b>	<b>124</b>	<b>361</b>	<b>145</b>	<b>49</b>
	I do this	35%	46%	40%	76%	37%	46%	47%	43%
	I do not do this	53%	48%	58%	16%	54%	49%	50%	52%
	Don't know	12%	6%	1%	8%	10%	6%	3%	4%
<b>Donate to animal welfare charities</b>									
	Unweighted base	36	216	69	13	139	332	150	49
	<b>Base</b>	<b>69</b>	<b>198</b>	<b>45</b>	<b>4</b>	<b>124</b>	<b>359</b>	<b>145</b>	<b>49</b>
	I do this	38%	44%	52%	62%	39%	64%	79%	82%
	I do not do this	56%	49%	37%	30%	54%	33%	20%	18%
	Don't know	6%	7%	10%	8%	8%	3%	1%	-
<b>Encourage your friends and family to adopt make vegan / vegetarian lifestyle changes</b>									
	Unweighted base	36	215	69	13	139	334	150	49
	<b>Base</b>	<b>69</b>	<b>197</b>	<b>45</b>	<b>4</b>	<b>124</b>	<b>361</b>	<b>145</b>	<b>49</b>
	I do this	65%	41%	25%	39%	63%	43%	34%	29%
	I do not do this	30%	55%	70%	61%	35%	54%	64%	66%
	Don't know	5%	5%	4%	-	2%	3%	2%	5%

## YouGov - Vegans and vegetarians

Sample: 274 vegans and 732 vegetarians

Fieldwork: 13th - 30th December 2021

		Age + Gender							
		Male 18-24	Male 25-49	Male 50-64	Male 65+	Female 18-24	Female 25-49	Female 50-64	Female 65+
<b>Avoid beauty or hygiene products that may have been tested on animals</b>									
	Unweighted base	36	215	69	13	140	334	151	49
	<b>Base</b>	<b>69</b>	<b>197</b>	<b>45</b>	<b>4</b>	<b>125</b>	<b>361</b>	<b>146</b>	<b>49</b>
	I do this	67%	72%	70%	85%	82%	89%	92%	89%
	I do not do this	21%	18%	21%	8%	14%	9%	8%	11%
	Don't know	12%	10%	9%	8%	4%	2%	1%	-
<b>Specifically avoid having domesticated pets</b>									
	Unweighted base	36	215	69	13	140	335	149	49
	<b>Base</b>	<b>69</b>	<b>197</b>	<b>45</b>	<b>4</b>	<b>125</b>	<b>362</b>	<b>144</b>	<b>49</b>
	I do this	22%	17%	24%	47%	11%	15%	15%	28%
	I do not do this	75%	77%	70%	45%	81%	78%	83%	72%
	Don't know	3%	5%	5%	8%	8%	7%	2%	-

## YouGov - Vegans and vegetarians

Sample: 274 vegans and 732 vegetarians

Fieldwork: 13th - 30th December 2021

Region / Nation					
North	Midlands	London	South	Wales	Scotland

**You say you are a vegan - were you at any point before this a vegetarian?**

*Asked to vegans only*

Unweighted base	36	32	67	96	14	16
<b>Base</b>	<b>49</b>	<b>28</b>	<b>70</b>	<b>93</b>	<b>11</b>	<b>13</b>
Yes I was	89%	72%	85%	75%	79%	88%
No I was not	11%	28%	15%	25%	21%	12%
Don't know/can't recall	-	-	-	-	-	-

**How long have you been a vegan?**

*Asked to vegans only*

Unweighted base	36	32	67	96	14	16
<b>Base</b>	<b>49</b>	<b>28</b>	<b>70</b>	<b>93</b>	<b>11</b>	<b>13</b>
Less than a year	4%	-	3%	7%	14%	13%
1-2 years	13%	15%	21%	25%	7%	18%
2-3 years	13%	24%	17%	16%	8%	37%
3-5 years	24%	12%	19%	25%	23%	-
5-10 years	31%	34%	29%	16%	22%	32%
10-20 years	9%	8%	2%	6%	18%	-
20-30 years	3%	-	4%	2%	8%	-
Longer than 30 years	3%	6%	3%	2%	-	-
Don't know/can't recall	-	-	-	-	-	-

## YouGov - Vegans and vegetarians

Sample: 274 vegans and 732 vegetarians

Fieldwork: 13th - 30th December 2021

Region / Nation					
North	Midlands	London	South	Wales	Scotland

### How long have you been a vegetarian?

Asked to vegetarians only

	North	Midlands	London	South	Wales	Scotland
Unweighted base	102	123	149	214	30	61
<b>Base</b>	<b>136</b>	<b>108</b>	<b>146</b>	<b>200</b>	<b>25</b>	<b>51</b>
Less than a year	-	2%	3%	3%	2%	2%
1-2 years	1%	6%	7%	3%	3%	3%
2-3 years	7%	4%	7%	8%	11%	8%
3-5 years	13%	13%	11%	8%	-	7%
5-10 years	9%	10%	12%	8%	10%	17%
10-20 years	16%	14%	12%	15%	27%	15%
20-30 years	19%	16%	18%	20%	20%	22%
Longer than 30 years	36%	35%	29%	36%	26%	27%
Don't know/can't recall	-	-	1%	-	-	-

### You said that prior to becoming a vegan you were a vegetarian. Approximately how long were you a vegetarian before becoming a vegan?

Asked to vegans only

	North	Midlands	London	South	Wales	Scotland
Unweighted base	32	24	56	74	11	14
<b>Base</b>	<b>44</b>	<b>20</b>	<b>59</b>	<b>70</b>	<b>9</b>	<b>12</b>
Less than a year	9%	9%	10%	9%	10%	7%
1-2 years	9%	25%	17%	16%	19%	7%
2-3 years	3%	12%	15%	14%	-	15%
3-5 years	18%	4%	14%	9%	-	7%
5-10 years	16%	17%	11%	15%	9%	8%
10-20 years	21%	-	18%	12%	11%	7%
20-30 years	21%	21%	12%	10%	21%	23%
Longer than 30 years	3%	13%	5%	14%	30%	22%
Don't know/can't recall	-	-	-	1%	-	7%



# YouGov - Vegans and vegetarians

Sample: 274 vegans and 732 vegetarians

Fieldwork: 13th - 30th December 2021

Region / Nation					
North	Midlands	London	South	Wales	Scotland

Why did you originally become a vegan/vegetarian? Please select all that apply

	North	Midlands	London	South	Wales	Scotland
Unweighted base	139	154	214	313	44	77
Base	186	135	213	296	36	64
Personal health reasons	16%	12%	18%	18%	22%	14%
I don't want to eat animals or animal products	69%	66%	54%	66%	73%	72%
I think the way animals are farmed and killed for food is cruel	64%	71%	61%	65%	61%	62%
Because someone else wanted me to (e.g. my partner)	5%	1%	4%	3%	9%	4%
I was raised vegan/vegetarian by my parents/guardians	10%	4%	13%	8%	7%	9%
Environmental reasons	34%	32%	44%	38%	44%	38%
Religious reasons	1%	4%	8%	1%	-	4%
Other	12%	8%	12%	10%	5%	15%
Don't know	-	1%	1%	1%	-	-

And for what reasons are you currently a vegan/vegetarian? Please select all that apply

	North	Midlands	London	South	Wales	Scotland
Unweighted base	139	153	209	311	43	75
Base	186	134	207	294	36	63
Personal health reasons	25%	20%	31%	29%	29%	16%
I don't want to eat animals or animal products	84%	78%	75%	81%	77%	82%
I think the way animals are farmed and killed for food is cruel	74%	75%	73%	77%	82%	78%
Because someone else wants me to be (e.g. my partner)	6%	1%	3%	1%	2%	3%
I was raised vegan/vegetarian by my parents/guardians	7%	4%	14%	7%	9%	8%
Environmental reasons	58%	54%	61%	65%	73%	55%
Religious reasons	1%	2%	7%	2%	-	4%
Other	10%	7%	10%	11%	5%	14%
Don't know	-	-	3%	0%	-	1%

## YouGov - Vegans and vegetarians

Sample: 274 vegans and 732 vegetarians

Fieldwork: 13th - 30th December 2021

Region / Nation					
North	Midlands	London	South	Wales	Scotland

Prior to becoming a vegan, did you ever participate in 'Veganuary' (i.e. taken part in a challenge to follow a vegan diet or live a vegan lifestyle during the month of January)? (If you were already a vegan by the time Veganuary started in 2014, please select the N/A option)

*Asked to vegans only*

Unweighted base	36	32	67	96	14	16
<b>Base</b>	<b>49</b>	<b>28</b>	<b>70</b>	<b>93</b>	<b>11</b>	<b>13</b>
Yes I did	22%	27%	22%	23%	16%	26%
No I did not	61%	59%	61%	59%	71%	61%
Don't know	5%	3%	3%	2%	-	-
N/A - I was already a vegan when Veganuary started	11%	12%	14%	15%	13%	13%

Have you ever participated in 'Veganuary', i.e. taken part in a challenge to follow a vegan diet or live a vegan lifestyle during the month of January?

*Asked to vegetarians only*

Unweighted base	102	123	150	217	30	61
<b>Base</b>	<b>136</b>	<b>108</b>	<b>147</b>	<b>204</b>	<b>25</b>	<b>51</b>
Yes I have	26%	21%	19%	18%	13%	19%
No I have not	74%	79%	74%	81%	84%	81%
Don't know	-	-	7%	1%	3%	-

# YouGov - Vegans and vegetarians

Sample: 274 vegans and 732 vegetarians

Fieldwork: 13th - 30th December 2021

Region / Nation					
North	Midlands	London	South	Wales	Scotland

For each of the following foods and drinks, how close, if at all, do you think vegan substitutes have come to tasting like them?

Beef							
	Unweighted base	139	155	215	313	44	77
	<b>Base</b>	<b>186</b>	<b>136</b>	<b>214</b>	<b>296</b>	<b>36</b>	<b>64</b>
	Basically identical	3%	3%	5%	4%	8%	5%
	Very close	9%	16%	15%	11%	9%	10%
	Fairly close	22%	19%	21%	17%	17%	18%
	Not very close	13%	11%	14%	10%	11%	13%
	Not close at all	5%	6%	3%	5%	4%	8%
	Don't know/can't recall	15%	15%	12%	16%	17%	26%
	N/A - I have never tried this kind of product or never tried the original animal version	32%	30%	29%	36%	34%	21%
Chicken							
	Unweighted base	138	155	215	312	44	77
	<b>Base</b>	<b>184</b>	<b>136</b>	<b>214</b>	<b>295</b>	<b>36</b>	<b>64</b>
	Basically identical	11%	9%	10%	12%	11%	9%
	Very close	17%	21%	17%	24%	20%	17%
	Fairly close	24%	22%	32%	22%	28%	35%
	Not very close	9%	7%	5%	6%	7%	4%
	Not close at all	2%	7%	4%	2%	2%	4%
	Don't know/can't recall	12%	15%	10%	11%	8%	16%
	N/A - I have never tried this kind of product or never tried the original animal version	26%	20%	22%	23%	25%	16%

## YouGov - Vegans and vegetarians

Sample: 274 vegans and 732 vegetarians

Fieldwork: 13th - 30th December 2021

		Region / Nation					
		North	Midlands	London	South	Wales	Scotland
<b>Cheese</b>							
	Unweighted base	139	154	214	311	43	76
	<b>Base</b>	<b>186</b>	<b>135</b>	<b>214</b>	<b>294</b>	<b>35</b>	<b>64</b>
	Basically identical	2%	4%	5%	2%	5%	3%
	Very close	11%	10%	6%	8%	5%	8%
	Fairly close	25%	26%	25%	23%	28%	11%
	Not very close	28%	23%	27%	31%	15%	37%
	Not close at all	16%	18%	17%	18%	20%	24%
	Don't know/can't recall	5%	7%	5%	6%	10%	5%
	N/A - I have never tried this kind of product or never tried the original animal version	13%	14%	14%	13%	19%	12%
<b>Bacon</b>							
	Unweighted base	138	155	215	311	44	77
	<b>Base</b>	<b>184</b>	<b>136</b>	<b>214</b>	<b>294</b>	<b>36</b>	<b>64</b>
	Basically identical	2%	2%	4%	3%	2%	-
	Very close	9%	9%	8%	11%	7%	10%
	Fairly close	23%	23%	19%	23%	13%	30%
	Not very close	13%	20%	17%	16%	20%	17%
	Not close at all	10%	13%	11%	10%	16%	15%
	Don't know/can't recall	11%	13%	9%	8%	8%	11%
	N/A - I have never tried this kind of product or never tried the original animal version	32%	20%	32%	29%	34%	17%

## YouGov - Vegans and vegetarians

Sample: 274 vegans and 732 vegetarians

Fieldwork: 13th - 30th December 2021

		Region / Nation					
		North	Midlands	London	South	Wales	Scotland
<b>Turkey</b>							
	Unweighted base	138	154	214	311	43	77
	<b>Base</b>	<b>184</b>	<b>135</b>	<b>214</b>	<b>295</b>	<b>35</b>	<b>64</b>
	Basically identical	2%	2%	3%	3%	4%	1%
	Very close	8%	11%	7%	6%	2%	8%
	Fairly close	14%	11%	13%	12%	12%	7%
	Not very close	5%	7%	3%	5%	6%	4%
	Not close at all	4%	4%	6%	3%	2%	7%
	Don't know/can't recall	17%	22%	22%	18%	26%	23%
	N/A - I have never tried this kind of product or never tried the original animal version	50%	43%	46%	53%	48%	51%
<b>Cow's milk</b>							
	Unweighted base	139	154	215	312	44	77
	<b>Base</b>	<b>186</b>	<b>135</b>	<b>214</b>	<b>295</b>	<b>36</b>	<b>64</b>
	Basically identical	6%	7%	9%	7%	10%	4%
	Very close	11%	10%	14%	12%	7%	8%
	Fairly close	25%	19%	20%	20%	24%	24%
	Not very close	23%	24%	20%	24%	20%	19%
	Not close at all	10%	12%	14%	11%	14%	16%
	Don't know/can't recall	9%	11%	8%	9%	5%	13%
	N/A - I have never tried this kind of product or never tried the original animal version	16%	16%	14%	18%	19%	17%

## YouGov - Vegans and vegetarians

Sample: 274 vegans and 732 vegetarians

Fieldwork: 13th - 30th December 2021

Region / Nation					
North	Midlands	London	South	Wales	Scotland

How difficult do you find it maintaining a vegan/vegetarian lifestyle?

	North	Midlands	London	South	Wales	Scotland
Unweighted base	138	155	215	313	44	77
<b>Base</b>	<b>184</b>	<b>136</b>	<b>213</b>	<b>296</b>	<b>36</b>	<b>64</b>
Very difficult	-	1%	2%	0%	-	-
Fairly difficult	5%	4%	6%	3%	5%	1%
Not very difficult	26%	25%	27%	21%	37%	21%
Not at all difficult	69%	69%	64%	76%	59%	77%
Don't know	-	1%	1%	-	-	-

How easy do you find it to eat out at restaurants whilst being vegan / vegetarian?

	North	Midlands	London	South	Wales	Scotland
Unweighted base	139	154	215	313	44	77
<b>Base</b>	<b>186</b>	<b>135</b>	<b>213</b>	<b>296</b>	<b>36</b>	<b>64</b>
Very easy	17%	17%	16%	21%	20%	26%
Fairly easy	53%	49%	56%	54%	47%	48%
Fairly difficult	22%	21%	19%	18%	22%	18%
Very difficult	3%	5%	4%	3%	5%	4%
Don't know	-	1%	1%	0%	-	-
N/A - I don't eat out at restaurants	5%	6%	4%	4%	6%	4%

## YouGov - Vegans and vegetarians

Sample: 274 vegans and 732 vegetarians

Fieldwork: 13th - 30th December 2021

Region / Nation					
North	Midlands	London	South	Wales	Scotland

Thinking about the following groups of people in your life, how many, if any, express disapproval or hostility towards your choice to be vegan / vegetarian?

### Your family

	North	Midlands	London	South	Wales	Scotland
Unweighted base	139	154	214	311	44	77
<b>Base</b>	<b>186</b>	<b>135</b>	<b>214</b>	<b>294</b>	<b>36</b>	<b>64</b>
All of them	1%	1%	4%	2%	-	3%
Most of them	3%	4%	8%	3%	9%	3%
Some of them	24%	20%	30%	24%	17%	25%
None of them	69%	72%	54%	66%	71%	68%
Don't know	1%	1%	2%	1%	2%	-
N/A - this does not apply to me	3%	3%	2%	3%	2%	1%

### Your friends

	North	Midlands	London	South	Wales	Scotland
Unweighted base	138	153	216	311	44	77
<b>Base</b>	<b>184</b>	<b>134</b>	<b>216</b>	<b>294</b>	<b>36</b>	<b>64</b>
All of them	1%	-	1%	1%	-	-
Most of them	3%	2%	4%	1%	16%	2%
Some of them	25%	22%	25%	23%	11%	17%
None of them	67%	70%	62%	69%	68%	79%
Don't know	1%	2%	5%	2%	-	1%
N/A - this does not apply to me	3%	4%	3%	4%	5%	1%

# YouGov - Vegans and vegetarians

Sample: 274 vegans and 732 vegetarians

Fieldwork: 13th - 30th December 2021

Region / Nation					
North	Midlands	London	South	Wales	Scotland

What impact has becoming vegan / vegetarian had on your health?

	North	Midlands	London	South	Wales	Scotland
Unweighted base	138	155	216	312	44	77
<b>Base</b>	<b>185</b>	<b>136</b>	<b>214</b>	<b>295</b>	<b>36</b>	<b>64</b>
Improved a lot	11%	15%	15%	21%	20%	17%
Improved somewhat	30%	23%	32%	27%	25%	22%
No difference	38%	42%	37%	36%	39%	46%
Worsened somewhat	2%	3%	0%	1%	-	1%
Worsened a lot	1%	1%	1%	0%	2%	-
Don't know	18%	16%	15%	15%	14%	12%

Do you think it would be acceptable or unacceptable for vegetarians and vegans to...

**Eat insects**

	North	Midlands	London	South	Wales	Scotland
Unweighted base	138	155	216	313	44	77
<b>Base</b>	<b>184</b>	<b>136</b>	<b>214</b>	<b>296</b>	<b>36</b>	<b>64</b>
Acceptable for both vegetarians and vegans	1%	5%	10%	2%	4%	-
Acceptable for vegetarians, but not vegans	4%	6%	6%	4%	2%	7%
Not acceptable for either	90%	80%	75%	85%	87%	82%
Don't know	5%	9%	9%	9%	7%	11%

**Eat lab-grown meat**

	North	Midlands	London	South	Wales	Scotland
Unweighted base	139	154	215	312	44	77
<b>Base</b>	<b>186</b>	<b>135</b>	<b>213</b>	<b>296</b>	<b>36</b>	<b>64</b>
Acceptable for both vegetarians and vegans	29%	30%	28%	27%	21%	31%
Acceptable for vegetarians, but not vegans	7%	4%	11%	6%	8%	8%
Not acceptable for either	32%	44%	40%	41%	50%	32%
Don't know	32%	22%	21%	26%	21%	28%



## YouGov - Vegans and vegetarians

Sample: 274 vegans and 732 vegetarians

Fieldwork: 13th - 30th December 2021

		Region / Nation					
		North	Midlands	London	South	Wales	Scotland
<b>Eat meat from a wild animal that had died of natural causes</b>							
	Unweighted base	139	154	216	313	43	76
	<b>Base</b>	<b>186</b>	<b>135</b>	<b>214</b>	<b>296</b>	<b>35</b>	<b>64</b>
	Acceptable for both vegetarians and vegans	2%	6%	7%	6%	9%	-
	Acceptable for vegetarians, but not vegans	2%	4%	4%	2%	2%	1%
	Not acceptable for either	86%	80%	77%	79%	76%	91%
	Don't know	10%	10%	11%	13%	12%	8%
<b>Eat animals that have been raised by local farmers with a big emphasis on animal quality of life</b>							
	Unweighted base	139	155	216	311	44	77
	<b>Base</b>	<b>186</b>	<b>136</b>	<b>214</b>	<b>293</b>	<b>36</b>	<b>64</b>
	Acceptable for both vegetarians and vegans	1%	2%	4%	2%	-	-
	Acceptable for vegetarians, but not vegans	2%	2%	3%	1%	2%	1%
	Not acceptable for either	93%	90%	87%	92%	91%	97%
	Don't know	3%	6%	6%	5%	7%	1%
<b>Wear newly-made leather clothes</b>							
	Unweighted base	139	154	216	313	44	77
	<b>Base</b>	<b>186</b>	<b>135</b>	<b>214</b>	<b>296</b>	<b>36</b>	<b>64</b>
	Acceptable for both vegetarians and vegans	2%	5%	4%	3%	2%	-
	Acceptable for vegetarians, but not vegans	24%	23%	24%	29%	27%	38%
	Not acceptable for either	63%	66%	60%	57%	60%	57%
	Don't know	11%	6%	11%	10%	11%	5%

## YouGov - Vegans and vegetarians

Sample: 274 vegans and 732 vegetarians

Fieldwork: 13th - 30th December 2021

		Region / Nation					
		North	Midlands	London	South	Wales	Scotland
<b>Wear second-hand leather clothes</b>							
	Unweighted base	139	155	215	313	44	76
	<b>Base</b>	<b>186</b>	<b>136</b>	<b>214</b>	<b>296</b>	<b>36</b>	<b>64</b>
	Acceptable for both vegetarians and vegans	17%	19%	28%	22%	18%	20%
	Acceptable for vegetarians, but not vegans	27%	30%	25%	34%	35%	32%
	Not acceptable for either	41%	34%	31%	30%	32%	33%
	Don't know	15%	17%	17%	14%	15%	15%
<b>And do you think it would be acceptable or unacceptable for vegans to...</b>							
<b>Eat eggs from a neighbour's pet chickens</b>							
	Unweighted base	138	154	214	312	44	77
	<b>Base</b>	<b>185</b>	<b>135</b>	<b>213</b>	<b>295</b>	<b>36</b>	<b>64</b>
	Acceptable for vegans to do	9%	16%	15%	14%	11%	12%
	Not acceptable for vegans to do	77%	71%	68%	74%	74%	73%
	Don't know	14%	13%	16%	12%	14%	15%
<b>Drink milk from a neighbour's pet goats</b>							
	Unweighted base	139	154	214	311	44	76
	<b>Base</b>	<b>186</b>	<b>135</b>	<b>213</b>	<b>294</b>	<b>36</b>	<b>64</b>
	Acceptable for vegans to do	11%	14%	11%	12%	9%	8%
	Not acceptable for vegans to do	77%	74%	72%	77%	76%	76%
	Don't know	12%	12%	18%	11%	14%	17%
<b>Eat honey</b>							
	Unweighted base	139	155	213	312	44	76
	<b>Base</b>	<b>186</b>	<b>136</b>	<b>212</b>	<b>295</b>	<b>36</b>	<b>64</b>
	Acceptable for vegans to do	20%	23%	30%	25%	32%	23%
	Not acceptable for vegans to do	63%	59%	54%	56%	48%	67%
	Don't know	18%	18%	17%	18%	20%	10%

## YouGov - Vegans and vegetarians

Sample: 274 vegans and 732 vegetarians

Fieldwork: 13th - 30th December 2021

		Region / Nation					
		North	Midlands	London	South	Wales	Scotland
<b>Ride horses, or ride on vehicles pulled by horses</b>							
	Unweighted base	137	155	214	312	44	76
	<b>Base</b>	<b>183</b>	<b>136</b>	<b>213</b>	<b>295</b>	<b>36</b>	<b>64</b>
	Acceptable for vegans to do	31%	36%	34%	42%	41%	35%
	Not acceptable for vegans to do	45%	37%	39%	31%	26%	46%
	Don't know	24%	27%	28%	27%	32%	19%
<b>Which of the following, if any, do you also do as part of being a vegan or vegetarian?</b>							
<b>Don't purchase new products made with real animal furs</b>							
	Unweighted base	139	155	216	311	44	77
	<b>Base</b>	<b>186</b>	<b>136</b>	<b>214</b>	<b>295</b>	<b>36</b>	<b>64</b>
	I do this	68%	70%	70%	72%	75%	70%
	I do not do this	30%	26%	27%	23%	24%	28%
	Don't know	1%	4%	3%	5%	2%	1%
<b>Don't purchase second hand products made with real animal furs</b>							
	Unweighted base	139	152	215	311	44	77
	<b>Base</b>	<b>186</b>	<b>132</b>	<b>213</b>	<b>294</b>	<b>36</b>	<b>64</b>
	I do this	67%	68%	65%	69%	75%	64%
	I do not do this	29%	31%	29%	25%	24%	31%
	Don't know	4%	1%	5%	7%	2%	5%

## YouGov - Vegans and vegetarians

Sample: 274 vegans and 732 vegetarians

Fieldwork: 13th - 30th December 2021

		Region / Nation					
		North	Midlands	London	South	Wales	Scotland
<b>Don't purchase new products made with leather</b>							
	Unweighted base	139	154	215	310	44	76
	<b>Base</b>	<b>186</b>	<b>135</b>	<b>213</b>	<b>293</b>	<b>36</b>	<b>64</b>
	I do this	58%	62%	53%	50%	53%	56%
	I do not do this	39%	35%	43%	44%	41%	43%
	Don't know	3%	4%	4%	6%	6%	1%
<b>Don't purchase second hand products made using leather</b>							
	Unweighted base	139	154	214	311	44	77
	<b>Base</b>	<b>186</b>	<b>135</b>	<b>212</b>	<b>294</b>	<b>36</b>	<b>64</b>
	I do this	45%	51%	42%	38%	44%	40%
	I do not do this	49%	46%	52%	54%	51%	54%
	Don't know	5%	3%	6%	8%	6%	5%
<b>Donate to animal welfare charities</b>							
	Unweighted base	139	154	215	311	44	75
	<b>Base</b>	<b>186</b>	<b>135</b>	<b>213</b>	<b>294</b>	<b>36</b>	<b>63</b>
	I do this	63%	64%	45%	57%	55%	65%
	I do not do this	33%	33%	51%	37%	36%	31%
	Don't know	4%	3%	4%	6%	8%	4%
<b>Encourage your friends and family to adopt make vegan / vegetarian lifestyle changes</b>							
	Unweighted base	138	155	214	311	44	77
	<b>Base</b>	<b>185</b>	<b>136</b>	<b>212</b>	<b>294</b>	<b>36</b>	<b>64</b>
	I do this	51%	38%	47%	45%	31%	36%
	I do not do this	45%	61%	49%	52%	67%	62%
	Don't know	4%	2%	4%	4%	2%	1%

## YouGov - Vegans and vegetarians

Sample: 274 vegans and 732 vegetarians

Fieldwork: 13th - 30th December 2021

		Region / Nation					
		North	Midlands	London	South	Wales	Scotland
<b>Avoid beauty or hygiene products that may have been tested on animals</b>							
	Unweighted base	139	154	214	313	44	77
	<b>Base</b>	<b>186</b>	<b>135</b>	<b>212</b>	<b>296</b>	<b>36</b>	<b>64</b>
	I do this	82%	88%	77%	83%	90%	84%
	I do not do this	13%	7%	18%	11%	9%	15%
	Don't know	5%	4%	5%	6%	2%	1%
<b>Specifically avoid having domesticated pets</b>							
	Unweighted base	138	155	214	312	44	77
	<b>Base</b>	<b>184</b>	<b>136</b>	<b>212</b>	<b>295</b>	<b>36</b>	<b>64</b>
	I do this	18%	17%	23%	12%	15%	14%
	I do not do this	78%	79%	68%	82%	78%	84%
	Don't know	4%	5%	9%	6%	6%	1%