

VEG1. Which, if any, of the following applies to you?

Adults aged 16-75 in UK

| | Gender | | Age | | | | | | | Social grade | | | | | | Region | | | | | | Education | | | | Employment status | | | | Income | | | | Marital Status | | | | Household Size | | | | Presence of children HH (17 or under) | |
|---|-------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|------------|------------|------------|-----------|------------|------------------|------------|---------------|------------|-------------|---------------|-----------------|-------------------|-----------------|------------|---------------------------|------------|----------------------------|------------|------------|----------------|------------|----------------------------|---------------------|----------------|----------|--|--|---------------------------------------|--|
| | Total | Male | Female | 16-24 | 25-34 | 35-44 | 45-54 | 55-75 | AB | C1 | C2 | DE | North | Midlands | South | London | Wales | Scotland | Northern Ireland | Graduates | Non Graduates | Working | Not working | UP TO £19,999 | £20,000-£24,999 | £25,000-£34,999 | £35,000-£54,999 | £55,000+ | Married/Living as Married | Single | Widowed/Divorced/Separated | 1 | 2 | 3 | 4+ | At least one child present | No children present | | | | | | |
| | | A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z | 2A | 2B | 2C | 2D | 2E | 2F | 2G | 2H | 2I | | | | | | | |
| Unweighted Base | 2100 | 944 | 1156 | 236 | 352 | 356 | 416 | 740 | 738 | 680 | 257 | 425 | 511 | 527 | 474 | 287 | 110 | 151 | 40 | 918 | 1182 | 1382 | 718 | 514 | 553 | 540 | 355 | 1192 | 617 | 291 | 447 | 696 | 418 | 539 | 754 | 1346 | | | | | | | |
| Weighted Base | 2100 | 1042 | 1058 | 310 | 384 | 358 | 383 | 665 | 562 | 627 | 435 | 476 | 488 | 529 | 462 | 286 | 97 | 176 | 61 | 664 | 1436 | 1327 | 773 | 583 | 560 | 512 | 304 | 1142 | 682 | 276 | 427 | 664 | 426 | 583 | 778 | 1322 | | | | | | | |
| Flexitarian (mostly vegetarian, includes meat in moderation, may include processed) | 458 22% | 200 19% | 258 24% | 18% C | 102 27% | 84 23% | 79 21% | 138 21% | 135 24% | 132 21% | 94 22% | 96 20% | 101 21% | 118 22% | 104 22% | 64 22% | 25 26% | 44 25% | 3 5% | 170 26% | 289 20% | 312 23% | 147 19% | 107 18% | 133 24% | 125 24% | 75 25% | 261 23% | 143 21% | 55 20% | 87 20% | 145 22% | 93 22% | 133 23% | 184 24% | 274 21% | | | | | | | |
| Avoid foods for religious/cultural reasons | 99 5% | 48 5% | 51 5% | 41 13% | 23 6% | 15 4% | 11 3% | 11 1% | 9 7% | 37 4% | 28 4% | 17 4% | 26 5% | 22 4% | 13 3% | 31 11% | 1 1% | 4 2% | 1 2% | 4 2% | 30 4% | 69 5% | 69 5% | 30 4% | 23 4% | 23 4% | 23 7% | 50 4% | 40 6% | 9 3% | 15 3% | 12 2% | 18 4% | 53 9% | 59 8% | 40 3% | | | | | | | |
| Completely vegetarian | 85 4% | 25 2% | 60 6% | 12 4% | 19 5% | 19 6% | 21 6% | 15 2% | 20 4% | 25 3% | 11 3% | 11 3% | 29 6% | 18 4% | 22 5% | 22 3% | 8 7% | 6 4% | 7 5% | 3 3% | 36 5% | 49 3% | 48 4% | 37 5% | 26 4% | 19 3% | 17 4% | 12 4% | 36 4% | 39 6% | 11 4% | 24 6% | 24 4% | 12 3% | 25 4% | 29 4% | 27 4% | 33 5% | 52 4% | | | | |
| Have a Plant-based diet (tend to eat mostly plant-based foods and avoid refined or) | 85 4% | 48 5% | 37 4% | 20 6% | 20 5% | 20 6% | 15 4% | 10 2% | 30 5% | 21 3% | 12 3% | 22 5% | 21 4% | 18 3% | 20 4% | 17 6% | 3 3% | 5 3% | 2 3% | 27 4% | 58 4% | 65 3% | 21 3% | 31 5% | 21 4% | 21 4% | 7 2% | 43 4% | 28 4% | 14 5% | 13 3% | 20 5% | 21 5% | 31 7% | 51 5% | 34 3% | | | | | | | |
| Pescatarian | 76 4% | 38 4% | 39 4% | 16 5% | 16 4% | 14 2% | 9 3% | 22 3% | 17 3% | 27 4% | 13 3% | 18 4% | 15 2% | 12 3% | 24 5% | 13 1% | 6 3% | 5 3% | 22 9% | 54 3% | 45 4% | 32 3% | 26 4% | 16 3% | 12 2% | 13 4% | 37 4% | 29 4% | 10 4% | 15 4% | 21 4% | 11 4% | 29 3% | 29 5% | 47 7% | 47 4% | | | | | | | |
| Vegetarian | 45 2% | 24 2% | 21 2% | 8 3% | 13 3% | 11 3% | 4 1% | 8 1% | 9 2% | 15 2% | 7 2% | 13 3% | 8 2% | 15 3% | 8 2% | 10 4% | 3 3% | 2 1% | 0 0% | 14 2% | 31 2% | 32 2% | 13 2% | 19 3% | 8 1% | 8 2% | 8 3% | 21 2% | 15 2% | 9 3% | 7 2% | 12 2% | 14 3% | 11 2% | 22 3% | 22 2% | | | | | | | |
| None of these | 1258 60% | 658 63% | 600 57% | 163 53% | 194 51% | 194 54% | 244 64% | 463 70% | 319 57% | 380 61% | 283 65% | 277 65% | 303 62% | 329 62% | 265 57% | 151 53% | 55 57% | 110 62% | 46 75% | 369 56% | 889 62% | 759 57% | 499 65% | 353 60% | 338 60% | 311 61% | 168 55% | 697 61% | 392 57% | 369 61% | 271 64% | 271 64% | 425 59% | 425 59% | 308 53% | 407 52% | 852 64% | | | | | | |
| Don't know | 22 1% | 17 2% | 5 0% | 7 2% | 5 1% | 6 2% | 3 1% | 2 0% | 4 1% | 8 1% | 3 1% | 8 2% | 3 1% | 4 1% | 10 2% | 1 0% | 4 4% | 0 0% | 1 2% | 5 1% | 18 1% | 17 1% | 5 1% | 6 1% | 6 1% | 6 1% | 1 0% | 11 1% | 9 1% | 3 1% | 1 0% | 5 1% | 8 2% | 9 2% | 13 2% | 10 1% | | | | | | | |

Over-18s format used
Column Proportions (S%): A/B, C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R, S/T, U/V, W/X, Y/Z, 2A/2B, 2C, 2D, 2E, 2F, 2G, 2H, 2I Minimum Base: 0! Minimum Base: 30! Minimum Base: 30! Minimum Base: 30!

VEG3. How likely, or unlikely, are you to reduce the amount of animal products that you personally eat or drink in the future? This includes any products produced or derived from animals, such as milk, cheese, eggs, honey, gelatines, fish oils, etc.

All answering who are not vegan

| | Gender | | Age | | | | | | | Social grade | | | | | Region | | | | | Education | | | Employment status | | | Income | | | | Marital Status | | | Household Size | | | | Presence of children HH (17 or under) | |
|-----------------------------|--------|------|--------|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-------|----------|--------|--------|-------|----------|------------------|-----------|---------------|---------|-------------------|---------------|-----------------|-----------------|----------|-------------------|--------|----------------------------|-----|-----|----------------|-----|----------------------------|---------------------|---------------------------------------|--|
| | Total | Male | Female | 16-24 | 25-34 | 35-44 | 45-54 | 55-75 | AB | C1 | C2 | DE | North | Midlands | South | London | Wales | Scotland | Northern Ireland | Graduates | Non Graduates | Working | Not working | UP TO £19,999 | £20,000-£34,999 | £35,000-£54,999 | £55,000+ | Married/Living as | Single | Widowed/Divorced/Separated | 1 | 2 | 3 | 4+ | At least one child present | No children present | | |
| | | A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z | 2A | 2B | 2C | 2D | 2E | 2F | 2G | 2H | 2I | | |
| Unweighted Base | 2057 | 922 | 1135 | 229 | 342 | 345 | 411 | 730 | 726 | 664 | 253 | 414 | 503 | 512 | 467 | 277 | 109 | 149 | 40 | 898 | 1159 | 1350 | 707 | 500 | 545 | 531 | 344 | 1168 | 605 | 284 | 440 | 682 | 406 | 529 | 732 | 1325 | | |
| Weighted Base | 2055 | 1018 | 1037 | 302 | 371 | 347 | 379 | 657 | 553 | 612 | 428 | 463 | 481 | 515 | 455 | 275 | 94 | 174 | 61 | 650 | 1405 | 1295 | 760 | 564 | 552 | 504 | 295 | 1121 | 667 | 267 | 420 | 652 | 412 | 572 | 755 | 1300 | | |
| Extremely likely | 163 | 75 | 88 | 26 | 39 | 27 | 41 | 30 | 61 | 41 | 14 | 46 | 41 | 47 | 28 | 19 | 9 | 16 | 3 | 64 | 99 | 109 | 54 | 40 | 39 | 47 | 29 | 96 | 47 | 19 | 26 | 49 | 36 | 52 | 69 | 94 | | |
| | 8% | 7% | 9% | 9% | 10% | 8% | 11% | 5% | 11% | 7% | 3% | 10% | 9% | 9% | 6% | 7% | 9% | 9% | 4% | 10% | 7% | 8% | 7% | 7% | 7% | 9% | 10% | 9% | 7% | 7% | 6% | 7% | 9% | 9% | 9% | 7% | | |
| Very likely | 289 | 130 | 159 | 45 | 79 | 51 | 53 | 61 | 86 | 76 | 64 | 63 | 67 | 69 | 44 | 11 | 32 | 2 | 101 | 188 | 199 | 90 | 72 | 79 | 78 | 50 | 164 | 101 | 24 | 43 | 71 | 77 | 98 | 129 | 160 | | | |
| | 14% | 13% | 15% | 15% | 21% | 15% | 14% | 9% | 16% | 12% | 15% | 14% | 13% | 13% | 15% | 16% | 12% | 18% | 3% | 16% | 13% | 15% | 12% | 13% | 14% | 15% | 17% | 15% | 9% | 10% | 11% | 13% | 19% | 17% | 17% | 12% | | |
| Fairly likely | 489 | 239 | 250 | 71 | 87 | 103 | 79 | 149 | 144 | 163 | 103 | 79 | 111 | 113 | 115 | 76 | 19 | 34 | 22 | 172 | 317 | 341 | 148 | 108 | 137 | 137 | 78 | 251 | 168 | 69 | 92 | 143 | 96 | 158 | 203 | 286 | | |
| | 24% | 23% | 24% | 24% | 24% | 30% | 21% | 23% | 26% | 27% | 24% | 17% | 23% | 22% | 25% | 27% | 20% | 20% | 36% | 26% | 23% | 26% | 19% | 19% | 25% | 27% | 26% | 22% | 25% | 22% | 22% | 22% | 23% | 28% | 27% | 22% | | |
| Neither likely nor unlikely | 403 | 199 | 204 | 56 | 56 | 68 | 71 | 152 | 100 | 115 | 79 | 108 | 89 | 95 | 92 | 70 | 22 | 27 | 8 | 113 | 290 | 225 | 178 | 126 | 104 | 102 | 40 | 220 | 129 | 54 | 87 | 150 | 77 | 89 | 128 | 275 | | |
| | 20% | 20% | 20% | 19% | 15% | 20% | 19% | 23% | 18% | 19% | 19% | 23% | 19% | 18% | 20% | 23% | 15% | 13% | 17% | 21% | 17% | 23% | 23% | 22% | 19% | 20% | 13% | 20% | 19% | 20% | 21% | 23% | 19% | 16% | 17% | 21% | | |
| Fairly unlikely | 261 | 134 | 126 | 37 | 46 | 41 | 45 | 92 | 70 | 87 | 62 | 42 | 63 | 74 | 61 | 25 | 9 | 21 | 7 | 77 | 184 | 173 | 88 | 68 | 74 | 62 | 41 | 139 | 82 | 40 | 62 | 83 | 52 | 64 | 97 | 164 | | |
| | 13% | 13% | 12% | 12% | 12% | 12% | 12% | 14% | 13% | 14% | 14% | 9% | 13% | 14% | 13% | 9% | 10% | 12% | 11% | 12% | 13% | 12% | 12% | 13% | 12% | 14% | 12% | 12% | 15% | 15% | 13% | 13% | 13% | 11% | 13% | 13% | | |
| Very unlikely | 161 | 80 | 81 | 19 | 36 | 23 | 33 | 50 | 36 | 44 | 39 | 41 | 38 | 37 | 30 | 19 | 10 | 19 | 9 | 50 | 110 | 104 | 57 | 42 | 46 | 34 | 18 | 105 | 36 | 20 | 30 | 61 | 29 | 41 | 57 | 104 | | |
| | 8% | 8% | 8% | 6% | 10% | 7% | 9% | 8% | 7% | 7% | 9% | 9% | 8% | 7% | 7% | 7% | 10% | 11% | 14% | 8% | 8% | 8% | 8% | 7% | 8% | 7% | 6% | 9% | 5% | 8% | 7% | 9% | 7% | 8% | 8% | | | |
| Extremely unlikely | 246 | 142 | 105 | 44 | 22 | 26 | 44 | 111 | 47 | 74 | 60 | 66 | 62 | 73 | 51 | 18 | 13 | 18 | 11 | 61 | 185 | 126 | 120 | 90 | 65 | 36 | 37 | 126 | 86 | 35 | 65 | 84 | 36 | 61 | 58 | 188 | | |
| | 12% | 14% | 10% | 15% | 6% | 7% | 12% | 17% | 9% | 12% | 14% | 14% | 13% | 14% | 11% | 7% | 13% | 11% | 18% | 9% | 13% | 10% | 10% | 16% | 12% | 7% | 11% | 13% | 13% | 15% | 13% | 9% | 11% | 8% | 14% | | | |
| Don't know | 44 | 19 | 25 | 4 | 7 | 9 | 12 | 12 | 7 | 12 | 7 | 18 | 14 | 9 | 9 | 4 | 2 | 6 | 0 | 13 | 31 | 18 | 25 | 19 | 8 | 8 | 3 | 20 | 18 | 5 | 15 | 11 | 9 | 9 | 14 | 29 | | |
| | 2% | 2% | 2% | 1% | 2% | 2% | 3% | 2% | 1% | 2% | 2% | 4% | 3% | 2% | 2% | 1% | 2% | 3% | 0% | 2% | 2% | 1% | 3% | 3% | 1% | 2% | 1% | 2% | 3% | 2% | 4% | 2% | 2% | 2% | 2% | | | |

Overlap formulae used
 Column proportions (E/N): A/B, C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R, S/U, V/W, X/Y, Z, AA/BB, CC/DD, EE/FF, GG/HH
 Minimum Base: 0 (**); Small Base: 30 (**)

Q3. Which, if any, of the following do you personally consider to be the biggest barriers to trying more plant-based products?

Adults aged 16-75 in UK

| | Gender | | | Age | | | | | Social grade | | | | | Region | | | | | Education | | | Employment status | | Income | | | Marital Status | | | Household Size | | | | Presence of children HH (17 or under) | | | | |
|--|--------|------|--------|-------|-------|-------|-------|-------|--------------|-----|-----|-----|-------|----------|-------|--------|-------|----------|------------------|-----------|---------------|-------------------|-------------|---------------|-----------------|-----------------|----------------|---------------------------|--------|----------------------------|-----|-----|-----|---------------------------------------|----------------------------|---------------------|--|--|
| | Total | Male | Female | 16-24 | 25-34 | 35-44 | 45-54 | 55-75 | AB | C1 | C2 | DE | North | Midlands | South | London | Wales | Scotland | Northern Ireland | Graduates | Non Graduates | Working | Not working | UP TO £19,999 | £20,000-£34,999 | £35,000-£54,999 | £55,000+ | Married/Living as Married | Single | Widowed/Divorced/Separated | 1 | 2 | 3 | 4+ | At least one child present | No children present | | |
| Unweighted Base | 2100 | 944 | 1156 | 236 | 352 | 356 | 416 | 740 | 738 | 680 | 257 | 425 | 511 | 527 | 474 | 287 | 110 | 151 | 40 | 918 | 1182 | 1382 | 718 | 514 | 553 | 540 | 355 | 1192 | 617 | 291 | 447 | 696 | 418 | 539 | 754 | 1346 | | |
| Weighted Base | 2100 | 1042 | 1058 | 310 | 384 | 358 | 383 | 665 | 562 | 627 | 435 | 476 | 488 | 529 | 462 | 286 | 97 | 176 | 61 | 664 | 1436 | 1327 | 773 | 583 | 560 | 512 | 304 | 1142 | 682 | 276 | 427 | 664 | 426 | 583 | 778 | 1322 | | |
| The price of plant-based alternatives is too high | 683 | 347 | 336 | 85 | 121 | 132 | 137 | 208 | 177 | 212 | 142 | 152 | 165 | 173 | 143 | 75 | 31 | 67 | 30 | 228 | 454 | 433 | 249 | 191 | 194 | 170 | 83 | 348 | 240 | 94 | 153 | 200 | 138 | 191 | 246 | 436 | | |
| Plant-based alternatives don't taste as good as traditional dairy and meat options | 558 | 257 | 300 | 80 | 94 | 81 | 100 | 204 | 162 | 161 | 120 | 115 | 121 | 114 | 135 | 70 | 30 | 67 | 21 | 182 | 376 | 336 | 222 | 142 | 141 | 159 | 87 | 298 | 190 | 70 | 116 | 193 | 94 | 154 | 178 | 379 | | |
| Concerns over the health implications of plant-based diets (e.g. doesn't provide ess | 425 | 184 | 242 | 54 | 75 | 64 | 74 | 158 | 117 | 112 | 107 | 90 | 92 | 109 | 102 | 61 | 15 | 29 | 18 | 157 | 268 | 251 | 174 | 104 | 125 | 97 | 73 | 249 | 118 | 58 | 75 | 148 | 86 | 116 | 147 | 279 | | |
| Limited choices in my regular supermarket | 371 | 199 | 172 | 45 | 72 | 81 | 59 | 114 | 101 | 113 | 59 | 98 | 94 | 82 | 79 | 49 | 19 | 36 | 12 | 136 | 235 | 246 | 125 | 100 | 105 | 99 | 46 | 191 | 133 | 47 | 76 | 113 | 80 | 103 | 132 | 238 | | |
| Too hard to change my routine | 341 | 183 | 157 | 88 | 67 | 59 | 36 | 90 | 69 | 86 | 102 | 84 | 72 | 95 | 69 | 47 | 16 | 29 | 13 | 98 | 242 | 195 | 146 | 103 | 76 | 82 | 53 | 158 | 158 | 25 | 61 | 88 | 71 | 121 | 141 | 200 | | |
| Makes it more difficult to eat out / limits dining choices | 332 | 142 | 190 | 58 | 69 | 51 | 46 | 108 | 103 | 89 | 67 | 73 | 76 | 85 | 77 | 39 | 16 | 26 | 13 | 119 | 213 | 204 | 128 | 68 | 96 | 91 | 60 | 187 | 107 | 38 | 74 | 110 | 58 | 90 | 116 | 216 | | |
| Other members of my household won't eat a plant-based diet | 288 | 99 | 189 | 55 | 55 | 53 | 51 | 74 | 72 | 86 | 66 | 65 | 63 | 83 | 56 | 44 | 11 | 24 | 6 | 96 | 192 | 184 | 105 | 57 | 87 | 70 | 54 | 187 | 75 | 27 | 13 | 99 | 69 | 108 | 125 | 163 | | |
| There seems to be a limited variety of recipes for plant-based food | 267 | 124 | 143 | 36 | 52 | 54 | 35 | 91 | 84 | 72 | 52 | 60 | 69 | 72 | 56 | 34 | 11 | 24 | 2 | 99 | 168 | 171 | 97 | 75 | 57 | 78 | 46 | 143 | 88 | 37 | 53 | 78 | 51 | 85 | 93 | 174 | | |
| Not supporting the farming industry | 231 | 109 | 122 | 16 | 40 | 29 | 38 | 107 | 66 | 68 | 48 | 49 | 56 | 47 | 63 | 24 | 10 | 21 | 10 | 76 | 155 | 131 | 100 | 70 | 66 | 53 | 29 | 132 | 66 | 33 | 63 | 81 | 48 | 40 | 61 | 170 | | |
| Having to eat more to get the same amount of protein as animal-based products | 230 | 110 | 120 | 33 | 52 | 44 | 40 | 61 | 74 | 60 | 55 | 41 | 38 | 58 | 55 | 37 | 11 | 28 | 2 | 86 | 143 | 156 | 73 | 49 | 61 | 61 | 49 | 135 | 72 | 23 | 37 | 75 | 54 | 64 | 93 | 137 | | |
| Plant-based alternatives are not as filling | 199 | 118 | 81 | 38 | 44 | 43 | 38 | 36 | 50 | 56 | 47 | 46 | 47 | 40 | 41 | 47 | 8 | 11 | 4 | 74 | 125 | 133 | 66 | 64 | 39 | 50 | 38 | 92 | 84 | 23 | 40 | 58 | 36 | 64 | 80 | 119 | | |
| Too hard to find information about which plant-based choices are the best | 194 | 101 | 93 | 33 | 38 | 35 | 28 | 59 | 54 | 61 | 45 | 35 | 39 | 57 | 40 | 24 | 11 | 16 | 8 | 60 | 134 | 129 | 65 | 44 | 58 | 51 | 29 | 116 | 54 | 23 | 31 | 55 | 43 | 64 | 85 | 109 | | |
| Plant-based diets have higher sugar content | 155 | 75 | 80 | 22 | 27 | 23 | 33 | 50 | 52 | 49 | 29 | 25 | 29 | 48 | 34 | 38 | 3 | 6 | 8 | 57 | 98 | 110 | 45 | 34 | 39 | 38 | 31 | 79 | 49 | 36 | 30 | 57 | 35 | 33 | 56 | 99 | | |
| Plant-based diets have higher salt content | 148 | 84 | 63 | 18 | 30 | 29 | 26 | 45 | 47 | 48 | 24 | 28 | 29 | 33 | 35 | 23 | 8 | 12 | 7 | 57 | 91 | 100 | 47 | 42 | 37 | 38 | 19 | 82 | 47 | 19 | 24 | 51 | 28 | 44 | 50 | 98 | | |
| Fear of negative judgement from friends/family | 79 | 43 | 36 | 29 | 29 | 11 | 8 | 2 | 24 | 22 | 13 | 20 | 18 | 17 | 16 | 16 | 1 | 9 | 1 | 19 | 60 | 59 | 20 | 16 | 12 | 32 | 16 | 36 | 37 | 6 | 11 | 14 | 24 | 30 | 41 | 37 | | |
| I already have a fully plant-based diet | 34 | 15 | 18 | 6 | 2 | 6 | 10 | 9 | 9 | 13 | 4 | 8 | 7 | 11 | 10 | 5 | 0 | 2 | 0 | 9 | 24 | 22 | 12 | 14 | 7 | 5 | 6 | 16 | 13 | 4 | 8 | 12 | 4 | 10 | 12 | 22 | | |
| Other (Please specify) | 82 | 35 | 47 | 7 | 7 | 11 | 18 | 38 | 19 | 27 | 20 | 16 | 15 | 24 | 17 | 8 | 4 | 4 | 0 | 32 | 50 | 52 | 30 | 15 | 18 | 19 | 17 | 50 | 21 | 11 | 16 | 28 | 21 | 17 | 24 | 58 | | |
| None of these | 222 | 115 | 107 | 19 | 22 | 26 | 53 | 102 | 48 | 73 | 50 | 52 | 54 | 62 | 46 | 21 | 17 | 21 | 2 | 59 | 162 | 132 | 90 | 67 | 60 | 47 | 26 | 115 | 66 | 41 | 62 | 81 | 38 | 42 | 61 | 161 | | |
| Don't know | 57 | 32 | 25 | 9 | 8 | 12 | 6 | 22 | 8 | 17 | 6 | 26 | 10 | 24 | 9 | 8 | 3 | 2 | 0 | 4 | 53 | 27 | 29 | 26 | 12 | 5 | 3 | 37 | 11 | 7 | 20 | 16 | 14 | 23 | 34 | | | |

Overlap formulae used
 Column Proportions (S): A/B, C/D, E/F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z, 2A, 2B, 2C, 2D, 2E, 2F, 2G, 2H, 2I Minimum Base: 0(1) Small Base: 30(1)

Q4. Which, if any, of the following do you include in your diet nowadays?

Adults aged 16-75 in UK

| | Gender | | Age | | | | | | | | Social grade | | | | | | | | | | Region | | | | | | | | | | Education | | | | Employment status | | | | Income | | | | Marital Status | | | | Household Size | | | | Presence of children HH (17 or under) | |
|------------------------------------|--------|------|------|-----|-----|-----|-----|-----|-----|-----|--------------|-----|-----|-----|-----|-----|-----|-----|-----|------|--------|-----|-----|-----|-----|-----|------|-----|-----|-----|-----------|-----|-----|-----|-------------------|------|----|--|--------|--|--|--|----------------|--|--|--|----------------|--|--|--|---------------------------------------|--|
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z | 2A | 2B | 2C | 2D | 2E | 2F | 2G | 2H | 2I | | | | | | | | | | | | | | | | | |
| Unweighted Base | 2100 | 944 | 1156 | 236 | 352 | 416 | 740 | 738 | 680 | 257 | 425 | 511 | 527 | 474 | 287 | 110 | 151 | 40 | 918 | 1182 | 1382 | 718 | 514 | 553 | 540 | 355 | 1192 | 617 | 291 | 447 | 696 | 418 | 539 | 754 | 1346 | 1322 | | | | | | | | | | | | | | | | |
| Weighted Base | 2100 | 1042 | 1058 | 310 | 384 | 358 | 383 | 665 | 562 | 435 | 476 | 488 | 529 | 462 | 286 | 97 | 176 | 61 | 664 | 1436 | 1327 | 773 | 583 | 560 | 512 | 304 | 1142 | 682 | 276 | 427 | 664 | 426 | 583 | 778 | 1322 | | | | | | | | | | | | | | | | | |
| Almond Milk | 469 | 211 | 258 | 75 | 133 | 103 | 77 | 81 | 160 | 115 | 101 | 93 | 112 | 109 | 95 | 76 | 22 | 37 | 17 | 173 | 296 | 358 | 110 | 85 | 131 | 140 | 91 | 265 | 159 | 45 | 62 | 115 | 114 | 177 | 235 | 234 | | | | | | | | | | | | | | | | |
| Oat Milk | 422 | 198 | 224 | 63 | 119 | 92 | 68 | 80 | 126 | 112 | 88 | 95 | 100 | 82 | 102 | 77 | 21 | 34 | 7 | 175 | 247 | 302 | 120 | 83 | 110 | 117 | 87 | 240 | 140 | 42 | 59 | 116 | 100 | 146 | 185 | 237 | | | | | | | | | | | | | | | | |
| Cocconut Milk | 350 | 168 | 182 | 50 | 91 | 84 | 51 | 74 | 129 | 100 | 49 | 73 | 73 | 77 | 87 | 50 | 21 | 36 | 7 | 139 | 212 | 260 | 91 | 65 | 101 | 100 | 65 | 205 | 111 | 34 | 45 | 99 | 80 | 126 | 169 | 181 | | | | | | | | | | | | | | | | |
| Soy Milk | 176 | 16% | 17% | 16% | 24% | 23% | 13% | 11% | 23% | 16% | 11% | 15% | 15% | 19% | 18% | 21% | 20% | 11% | 21% | 15% | 20% | 12% | 11% | 18% | 19% | 21% | 18% | 16% | 12% | 11% | 15% | 19% | 22% | 22% | 14% | | | | | | | | | | | | | | | | | |
| Hazelnut Milk | 143 | 77 | 66 | 36 | 43 | 43 | 10 | 12 | 44 | 30 | 47 | 23 | 27 | 34 | 31 | 32 | 5 | 6 | 9 | 48 | 95 | 111 | 33 | 32 | 50 | 29 | 21 | 73 | 58 | 12 | 25 | 33 | 31 | 55 | 91 | 52 | | | | | | | | | | | | | | | | |
| Cashew Milk | 76 | 42 | 34 | 12 | 27 | 21 | 10 | 7 | 26 | 19 | 14 | 17 | 13 | 16 | 20 | 10 | 6 | 9 | 1 | 33 | 44 | 65 | 11 | 17 | 25 | 18 | 10 | 48 | 21 | 8 | 9 | 19 | 15 | 33 | 46 | 30 | | | | | | | | | | | | | | | | |
| Rice Milk | 4% | 4% | 3% | 4% | 7% | 6% | 3% | 1% | 5% | 3% | 3% | 4% | 3% | 3% | 4% | 4% | 6% | 5% | 2% | 5% | 3% | 5% | 1% | 3% | 4% | 4% | 3% | 4% | 3% | 2% | 3% | 2% | 3% | 6% | 6% | 2% | | | | | | | | | | | | | | | | |
| Walnut Milk | 69 | 44 | 25 | 16 | 26 | 19 | 5 | 3 | 22 | 11 | 24 | 12 | 21 | 9 | 12 | 12 | 6 | 1 | 8 | 15 | 54 | 61 | 8 | 22 | 22 | 22 | 11 | 10 | 40 | 25 | 3 | 2 | 15 | 21 | 31 | 53 | 16 | | | | | | | | | | | | | | | |
| Pea Milk | 48 | 22 | 26 | 14 | 7 | 13 | 5 | 9 | 13 | 11 | 9 | 15 | 12 | 11 | 16 | 4 | 2 | 3 | 0 | 16 | 32 | 36 | 12 | 19 | 8 | 8 | 10 | 29 | 12 | 8 | 8 | 6 | 12 | 21 | 33 | 15 | | | | | | | | | | | | | | | | |
| Hemp Milk | 41 | 26 | 15 | 7 | 16 | 11 | 4 | 3 | 12 | 11 | 9 | 9 | 8 | 7 | 12 | 8 | 2 | 2 | 2 | 17 | 24 | 37 | 4 | 9 | 10 | 11 | 11 | 28 | 9 | 4 | 2 | 11 | 15 | 23 | 27 | 14 | | | | | | | | | | | | | | | | |
| Potato Milk | 36 | 18 | 18 | 14 | 12 | 6 | 2 | 2 | 6 | 9 | 6 | 16 | 11 | 2 | 17 | 6 | 0 | 0 | 0 | 11 | 25 | 27 | 9 | 17 | 6 | 7 | 5 | 17 | 15 | 4 | 4 | 6 | 11 | 15 | 21 | 15 | | | | | | | | | | | | | | | | |
| Quinoa Milk | 32 | 19 | 13 | 7 | 15 | 8 | 1 | 1 | 9 | 9 | 3 | 12 | 12 | 9 | 2 | 6 | 1 | 4 | 0 | 10 | 23 | 27 | 6 | 11 | 4 | 11 | 6 | 22 | 8 | 2 | 4 | 6 | 12 | 11 | 26 | 7 | | | | | | | | | | | | | | | | |
| Chickpea Milk | 30 | 15 | 14 | 9 | 11 | 7 | 3 | 0 | 2 | 7 | 8 | 7 | 8 | 7 | 12 | 4 | 1 | 0 | 2 | 13 | 17 | 29 | 1 | 8 | 7 | 7 | 5 | 17 | 10 | 4 | 3 | 7 | 4 | 17 | 18 | 12 | | | | | | | | | | | | | | | | |
| Spelt Milk | 28 | 18 | 10 | 7 | 18 | 3 | 0 | 0 | 9 | 8 | 5 | 6 | 3 | 9 | 1 | 7 | 1 | 1 | 5 | 5 | 22 | 21 | 7 | 11 | 3 | 3 | 7 | 20 | 5 | 3 | 2 | 4 | 11 | 11 | 17 | 11 | | | | | | | | | | | | | | | | |
| Other plant-based milk alternative | 10 | 5 | 6 | 1 | 0 | 3 | 4 | 1 | 3 | 4 | 3 | 1 | 1 | 6 | 0 | 1 | 0 | 1 | 2 | 9 | 8 | 2 | 5 | 1 | 2 | 1 | 6 | 3 | 2 | 1 | 3 | 1 | 6 | 4 | 6 | 4 | | | | | | | | | | | | | | | | |
| None of the above | 1089 | 544 | 546 | 113 | 124 | 151 | 228 | 474 | 239 | 348 | 237 | 266 | 273 | 275 | 242 | 116 | 57 | 99 | 28 | 299 | 790 | 599 | 490 | 347 | 291 | 246 | 127 | 584 | 334 | 171 | 280 | 391 | 188 | 230 | 293 | 797 | | | | | | | | | | | | | | | | |
| Don't know | 29 | 15 | 14 | 6 | 6 | 5 | 2 | 10 | 2 | 8 | 9 | 11 | 5 | 11 | 1 | 5 | 1 | 4 | 2 | 1 | 28 | 16 | 13 | 12 | 4 | 4 | 3 | 19 | 7 | 2 | 3 | 15 | 5 | 6 | 11 | 18 | | | | | | | | | | | | | | | | |
| NET Any plant-based milk | 981 | 484 | 498 | 191 | 254 | 202 | 153 | 181 | 320 | 271 | 190 | 244 | 219 | 165 | 39 | 73 | 31 | 364 | 617 | 711 | 270 | 224 | 265 | 262 | 174 | 539 | 340 | 102 | 145 | 258 | 233 | 346 | 474 | 507 | | | | | | | | | | | | | | | | | | |
| | 47% | 46% | 47% | 62% | 66% | 56% | 40% | 27% | 37% | 43% | 44% | 42% | 43% | 46% | 47% | 38% | 41% | 42% | 51% | 55% | 54% | 35% | 38% | 47% | 51% | 57% | 47% | 50% | 37% | 34% | 39% | 55% | 59% | 61% | 38% | | | | | | | | | | | | | | | | | |

Overlup formula used
 Column headers (S): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/2A/2B/2C/2D/2E/2F/2G/2H/2I Minimum Base: 0 (**): Small Base: 30 (**)

Q4a. Which, if any, of the following best describes why you include plant-based milk in your diet nowadays? Please select up to three main reasons.

All answering who use any plant-based milk

| | Gender | | | Age | | | | | | | Social grade | | | | Region | | | | | Education | | | | Employment status | | | | Income | | | | Marital Status | | | Household Size | | | | Presence of children HH (17 or under) | |
|--|--------|------|--------|-------|-------|-------|-------|-------|-----|-----|--------------|-----|-------|----------|--------|--------|-------|----------|------------------|-----------|---------------|---------|-------------|-------------------|-----------------|-----------------|----------|---------------------------|--------|----------------------------|-----|----------------|-----|-----|----------------------------|---------------------|--|--|---------------------------------------|--|
| | Total | Male | Female | 16-24 | 25-34 | 35-44 | 45-54 | 55-75 | AB | C1 | C2 | DE | North | Midlands | South | London | Wales | Scotland | Northern Ireland | Graduates | Non Graduates | Working | Not working | UP TO £19,999 | £20,000-£34,999 | £35,000-£54,999 | £55,000+ | Married/Living as Married | Single | Widowed/Divorced/Separated | 1 | 2 | 3 | 4+ | At least one child present | No children present | | | | |
| Unweighted Base | 989 | 413 | 576 | 152 | 246 | 204 | 177 | 210 | 413 | 289 | 112 | 175 | 227 | 241 | 223 | 175 | 39 | 63 | 21 | 492 | 487 | 755 | 234 | 193 | 250 | 285 | 208 | 575 | 306 | 108 | 153 | 273 | 238 | 325 | 470 | 519 | | | | |
| Weighted Base | 981 | 484 | 498 | 191 | 254 | 202 | 153 | 181 | 320 | 271 | 190 | 200 | 210 | 244 | 219 | 165 | 39 | 73 | 31 | 364 | 617 | 711 | 270 | 224 | 265 | 262 | 174 | 539 | 340 | 102 | 145 | 258 | 233 | 346 | 474 | 507 | | | | |
| I like the taste of different food/drinks | 269 | 140 | 129 | 46 | 67 | 53 | 42 | 60 | 86 | 80 | 60 | 43 | 51 | 73 | 52 | 46 | 13 | 20 | 14 | 102 | 167 | 204 | 65 | 56 | 74 | 79 | 46 | 147 | 92 | 30 | 38 | 84 | 55 | 93 | 174 | 151 | | | | |
| | 276 | 29% | 26% | 24% | 26% | 26% | 28% | 33% | 27% | 29% | 32% | 21% | 25% | 30% | 24% | 28% | 33% | 27% | 46% | 28% | 27% | 29% | 24% | 25% | 28% | 30% | 26% | 27% | 27% | 29% | 26% | 32% | 23% | 27% | 25% | 30% | | | | |
| I liked to have a varied diet | 220 | 120 | 100 | 38 | 58 | 39 | 38 | 47 | 71 | 58 | 46 | 46 | 41 | 41 | 61 | 39 | 11 | 20 | 8 | 89 | 131 | 160 | 60 | 55 | 54 | 58 | 39 | 124 | 85 | 11 | 25 | 63 | 47 | 84 | 105 | 115 | | | | |
| | 22% | 25% | 20% | 20% | 23% | 19% | 25% | 26% | 22% | 21% | 24% | 23% | 20% | 17% | 28% | 27% | 27% | 24% | 24% | 21% | 23% | 22% | 25% | 21% | 22% | 22% | 23% | 25% | 11% | 18% | 25% | 20% | 24% | 22% | 23% | | | | | |
| It's healthier than dairy based milk (e.g. cow's milk, goat's milk, etc.) | 211 | 100 | 112 | 38 | 48 | 50 | 29 | 46 | 73 | 63 | 41 | 34 | 40 | 49 | 49 | 45 | 7 | 15 | 8 | 81 | 130 | 157 | 54 | 41 | 57 | 49 | 51 | 123 | 62 | 26 | 37 | 50 | 43 | 92 | 106 | 105 | | | | |
| | 22% | 21% | 22% | 20% | 19% | 25% | 19% | 26% | 23% | 23% | 22% | 17% | 19% | 20% | 22% | 27% | 17% | 20% | 25% | 22% | 21% | 22% | 19% | 22% | 19% | 22% | 19% | 29% | 23% | 18% | 19% | 19% | 18% | 26% | 22% | 21% | | | | |
| It has a lower fat content than dairy based milk (e.g. cow's milk, goat's milk, etc.) | 181 | 81 | 100 | 30 | 57 | 30 | 26 | 37 | 60 | 60 | 25 | 37 | 38 | 39 | 48 | 20 | 10 | 7 | 72 | 109 | 132 | 40 | 32 | 54 | 57 | 33 | 98 | 62 | 21 | 26 | 45 | 45 | 66 | 88 | 93 | | | | | |
| | 18% | 17% | 20% | 16% | 22% | 15% | 17% | 21% | 19% | 22% | 13% | 18% | 18% | 16% | 22% | 18% | 26% | 13% | 23% | 20% | 18% | 19% | 14% | 20% | 20% | 22% | 19% | 18% | 18% | 20% | 18% | 18% | 19% | 19% | 18% | | | | | |
| It's more sustainable than dairy based milk (e.g. cow's milk, goat's milk, etc.) | 160 | 69 | 90 | 20 | 44 | 32 | 31 | 33 | 59 | 39 | 25 | 35 | 42 | 33 | 39 | 21 | 6 | 13 | 6 | 65 | 95 | 116 | 44 | 36 | 44 | 43 | 28 | 82 | 58 | 20 | 30 | 43 | 35 | 52 | 67 | 92 | | | | |
| | 16% | 14% | 18% | 10% | 17% | 16% | 20% | 18% | 19% | 14% | 13% | 18% | 20% | 13% | 18% | 13% | 14% | 18% | 19% | 18% | 15% | 16% | 16% | 17% | 16% | 16% | 16% | 15% | 17% | 19% | 21% | 17% | 15% | 15% | 14% | 18% | | | | |
| It tastes nicer than dairy based milk (e.g. cow's milk, goat's milk, etc.) | 150 | 88 | 61 | 34 | 37 | 39 | 19 | 21 | 40 | 37 | 45 | 28 | 32 | 37 | 27 | 24 | 7 | 9 | 12 | 44 | 105 | 115 | 35 | 40 | 40 | 41 | 24 | 83 | 50 | 17 | 19 | 32 | 43 | 56 | 72 | 77 | | | | |
| | 15% | 18% | 12% | 18% | 15% | 19% | 12% | 11% | 13% | 14% | 24% | 14% | 15% | 15% | 12% | 15% | 19% | 12% | 40% | 12% | 17% | 16% | 13% | 18% | 15% | 16% | 14% | 15% | 16% | 13% | 12% | 18% | 16% | 15% | 15% | | | | | |
| It's more natural than dairy based milk (e.g. cow's milk, goat's milk, etc.) | 126 | 65 | 62 | 25 | 33 | 33 | 16 | 20 | 38 | 28 | 34 | 27 | 29 | 31 | 23 | 23 | 2 | 15 | 3 | 40 | 87 | 95 | 31 | 25 | 43 | 30 | 20 | 74 | 40 | 12 | 15 | 31 | 29 | 52 | 69 | 58 | | | | |
| | 13% | 13% | 12% | 13% | 13% | 16% | 10% | 11% | 12% | 10% | 18% | 13% | 14% | 13% | 11% | 14% | 6% | 21% | 9% | 11% | 14% | 13% | 12% | 11% | 16% | 11% | 11% | 14% | 12% | 11% | 10% | 12% | 12% | 15% | 14% | 11% | | | | |
| Producing dairy involves the ill treatment of animals | 121 | 55 | 66 | 24 | 42 | 19 | 15 | 20 | 36 | 33 | 16 | 36 | 25 | 31 | 27 | 17 | 7 | 11 | 3 | 40 | 81 | 85 | 36 | 31 | 27 | 38 | 16 | 56 | 54 | 11 | 22 | 26 | 35 | 38 | 50 | 72 | | | | |
| | 12% | 11% | 13% | 12% | 17% | 10% | 10% | 11% | 11% | 12% | 8% | 18% | 9% | 9% | 12% | 10% | 17% | 15% | 10% | 11% | 13% | 12% | 13% | 14% | 10% | 10% | 15% | 9% | 10% | 15% | 10% | 15% | 11% | 10% | 14% | 10% | | | | |
| I have an intolerance or allergy to dairy/lactose | 93 | 50 | 42 | 23 | 27 | 18 | 11 | 15 | 32 | 21 | 22 | 18 | 18 | 25 | 23 | 14 | 8 | 3 | 1 | 33 | 60 | 66 | 26 | 17 | 18 | 30 | 15 | 55 | 28 | 10 | 16 | 26 | 20 | 30 | 37 | 56 | | | | |
| | 9% | 10% | 9% | 12% | 11% | 9% | 7% | 8% | 10% | 8% | 12% | 9% | 9% | 10% | 11% | 8% | 20% | 4% | 4% | 9% | 10% | 9% | 10% | 8% | 7% | 12% | 9% | 10% | 8% | 10% | 11% | 10% | 9% | 9% | 8% | 11% | | | | |
| It has higher levels of certain vitamins or minerals than dairy based milk (e.g. cow's milk) | 88 | 53 | 35 | 21 | 26 | 21 | 11 | 9 | 38 | 20 | 16 | 15 | 20 | 22 | 22 | 18 | 1 | 5 | 1 | 35 | 53 | 76 | 12 | 21 | 18 | 24 | 21 | 46 | 38 | 4 | 12 | 16 | 22 | 38 | 53 | 35 | | | | |
| | 9% | 11% | 7% | 11% | 10% | 10% | 7% | 5% | 12% | 7% | 8% | 8% | 9% | 9% | 10% | 11% | 2% | 7% | 4% | 10% | 9% | 11% | 4% | 9% | 7% | 9% | 12% | 9% | 11% | 4% | 8% | 6% | 9% | 11% | 7% | | | | | |
| Dietary reasons (e.g. I follow a vegan/vegetarian/flexitarian diet, etc.) | 88 | 38 | 51 | 20 | 18 | 17 | 15 | 18 | 25 | 31 | 13 | 20 | 22 | 24 | 25 | 12 | 2 | 4 | 0 | 37 | 51 | 61 | 27 | 16 | 31 | 19 | 15 | 46 | 35 | 8 | 15 | 25 | 10 | 38 | 40 | 49 | | | | |
| | 9% | 8% | 10% | 11% | 7% | 9% | 10% | 10% | 8% | 11% | 7% | 10% | 10% | 10% | 11% | 7% | 4% | 5% | 0% | 10% | 8% | 9% | 10% | 7% | 12% | 7% | 9% | 8% | 10% | 7% | 11% | 10% | 4% | 11% | 8% | 10% | | | | |
| It doesn't contain the hormones that are in dairy based milk (e.g. cow's milk, goat's milk) | 84 | 31 | 53 | 13 | 20 | 21 | 16 | 14 | 31 | 21 | 17 | 15 | 17 | 19 | 13 | 21 | 6 | 8 | 0 | 39 | 46 | 61 | 24 | 20 | 21 | 26 | 17 | 50 | 20 | 15 | 12 | 21 | 23 | 29 | 44 | 40 | | | | |
| | 9% | 6% | 11% | 7% | 8% | 10% | 11% | 8% | 10% | 8% | 9% | 8% | 8% | 8% | 6% | 13% | 15% | 12% | 0% | 11% | 7% | 9% | 9% | 9% | 8% | 10% | 10% | 9% | 6% | 8% | 8% | 10% | 8% | 9% | 8% | | | | | |
| It has a better texture than dairy based milk (e.g. cow's milk, goat's milk, etc.) | 68 | 39 | 29 | 17 | 19 | 15 | 7 | 11 | 23 | 22 | 10 | 13 | 15 | 21 | 10 | 15 | 1 | 4 | 1 | 21 | 48 | 51 | 18 | 14 | 16 | 24 | 15 | 43 | 19 | 6 | 8 | 19 | 18 | 24 | 38 | 31 | | | | |
| | 7% | 8% | 6% | 9% | 7% | 7% | 5% | 6% | 7% | 8% | 5% | 7% | 7% | 9% | 5% | 9% | 3% | 6% | 4% | 6% | 8% | 7% | 6% | 6% | 6% | 6% | 6% | 6% | 6% | 6% | 7% | 8% | 7% | 8% | 6% | | | | | |
| None of the above | 23 | 10 | 13 | 1 | 3 | 3 | 4 | 12 | 8 | 7 | 0 | 8 | 4 | 7 | 5 | 3 | 1 | 2 | 1 | 6 | 17 | 11 | 13 | 8 | 7 | 2 | 3 | 15 | 4 | 4 | 3 | 8 | 6 | 6 | 7 | 17 | | | | |
| | 2% | 2% | 3% | 1% | 1% | 2% | 2% | 6% | 3% | 3% | 0% | 4% | 2% | 3% | 2% | 2% | 2% | 2% | 3% | 4% | 3% | 2% | 5% | 4% | 3% | 1% | 3% | 1% | 4% | 2% | 3% | 3% | 2% | 3% | 2% | 3% | | | | |
| Don't know | 6 | 2 | 4 | 0 | 3 | 1 | 1 | 0 | 1 | 0 | 0 | 4 | 4 | 1 | 2 | 0 | 0 | 0 | 0 | 1 | 5 | 3 | 3 | 3 | 2 | 0 | 1 | 2 | 3 | 0 | 1 | 1 | 1 | 2 | 4 | 2 | | | | |
| | 1% | 0% | 1% | 0% | 1% | 0% | 1% | 0% | 0% | 0% | 0% | 2% | 2% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 1% | 1% | 1% | 0% | 1% | 0% | 1% | 0% | 1% | 0% | 1% | 1% | 1% | 0% | | | | |

Over-18s formula used
Column Proportions (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/2A/2B/2C/2D/2E/2F/2G/2H/2I Minimum Base: 0 (**): Small Base: 30 (**)

Q5a. Which, if any, of the following best describes why you include plant-based meat alternatives in your diet nowadays? Please select up to three main reasons.

All answering who use an plant-based meat alternative
 A low base warning is set at 30 and is indicated by *

| | Gender | | Age | | | | | Social grade | | | | | Region | | | | | Education | | | | Employment status | | | | Income | | | | Marital Status | | | Household Size | | | | Presence of children HH (17 or under) | |
|---|--------|------|--------|-------|-------|-------|-------|--------------|-----|-----|-----|-----|--------|----------|-------|--------|-------|-----------|------------------|-----------|---------------|-------------------|-------------|---------------|-----------------|-----------------|----------|---------------------------|--------|----------------------------|-----|-----|----------------|-----|----------------------------|---------------------|---------------------------------------|--|
| | Total | Male | Female | 16-24 | 25-34 | 35-44 | 45-54 | 55-75 | AB | C1 | C2 | DE | North | Midlands | South | London | Wales | Scotland | Northern Ireland | Graduates | Non Graduates | Working | Not working | UP TO £19,999 | £20,000-£34,999 | £35,000-£54,999 | £55,000+ | Married/Living as Married | Single | Widowed/Divorced/Separated | 1 | 2 | 3 | 4+ | At least one child present | No children present | | |
| Unweighted Base | 1207 | 496 | 711 | 158 | 263 | 241 | 236 | 309 | 471 | 389 | 134 | 213 | 276 | 306 | 282 | 182 | 63 | 77 | 21 | 597 | 610 | 891 | 316 | 245 | 317 | 342 | 238 | 693 | 371 | 143 | 216 | 365 | 260 | 366 | 522 | 685 | | |
| Weighted Base | 1188 | 571 | 617 | 199 | 271 | 244 | 208 | 266 | 358 | 362 | 224 | 244 | 260 | 299 | 274 | 180 | 58 | 88 | 29 | 432 | 756 | 839 | 349 | 285 | 325 | 317 | 199 | 638 | 412 | 138 | 207 | 341 | 259 | 380 | 523 | 665 | | |
| I like to have a varied diet | 381 | 197 | 184 | 48 | 83 | 83 | 67 | 100 | 111 | 120 | 82 | 68 | 81 | 90 | 91 | 55 | 26 | 25 | 15 | 142 | 239 | 274 | 107 | 78 | 119 | 105 | 62 | 213 | 125 | 43 | 61 | 125 | 81 | 114 | 152 | 229 | | |
| | 32% | 34% | 30% | 24% | 31% | 34% | 32% | 38% | 31% | 33% | 36% | 28% | 31% | 30% | 33% | 31% | 44% | 28% | 50% | 33% | 32% | 33% | 27% | 36% | 33% | 31% | 33% | 30% | 31% | 30% | 37% | 31% | 31% | 30% | 29% | 34% | | |
| They are healthier than meat | 374 | 202 | 173 | 49 | 88 | 79 | 77 | 82 | 119 | 111 | 69 | 75 | 91 | 98 | 93 | 43 | 18 | 21 | 10 | 133 | 241 | 278 | 96 | 87 | 99 | 110 | 64 | 219 | 118 | 37 | 52 | 105 | 89 | 128 | 174 | 200 | | |
| | 31% | 35% | 28% | 25% | 32% | 32% | 37% | 31% | 33% | 31% | 31% | 31% | 35% | 33% | 34% | 24% | 31% | 24% | 33% | 31% | 32% | 33% | 28% | 31% | 31% | 35% | 32% | 34% | 29% | 27% | 25% | 31% | 25% | 34% | 34% | 33% | | |
| They are more sustainable than meat | 271 | 129 | 142 | 37 | 59 | 60 | 44 | 70 | 95 | 78 | 48 | 49 | 59 | 72 | 70 | 30 | 10 | 24 | 6 | 129 | 142 | 199 | 72 | 56 | 70 | 78 | 56 | 149 | 94 | 28 | 52 | 69 | 63 | 88 | 106 | 165 | | |
| | 23% | 23% | 23% | 19% | 22% | 25% | 21% | 26% | 27% | 22% | 21% | 20% | 23% | 24% | 25% | 17% | 18% | 27% | 19% | 30% | 19% | 24% | 21% | 20% | 21% | 25% | 28% | 23% | 23% | 20% | 25% | 20% | 24% | 23% | 20% | | | |
| Producing meat involves the ill treatment of animals | 260 | 99 | 160 | 48 | 73 | 47 | 42 | 50 | 74 | 79 | 41 | 65 | 57 | 65 | 60 | 37 | 17 | 19 | 4 | 93 | 166 | 179 | 80 | 73 | 55 | 73 | 42 | 122 | 103 | 35 | 48 | 79 | 53 | 80 | 95 | 164 | | |
| | 22% | 17% | 26% | 24% | 27% | 19% | 20% | 19% | 21% | 22% | 19% | 27% | 22% | 22% | 21% | 30% | 22% | 13% | 22% | 22% | 22% | 23% | 26% | 17% | 23% | 21% | 19% | 19% | 25% | 23% | 23% | 23% | 20% | 21% | 18% | 25% | | |
| I like the taste of different food/drinks | 250 | 112 | 139 | 45 | 50 | 58 | 41 | 57 | 74 | 80 | 49 | 48 | 56 | 51 | 54 | 42 | 13 | 23 | 12 | 92 | 158 | 186 | 64 | 46 | 79 | 62 | 46 | 127 | 97 | 27 | 43 | 75 | 42 | 90 | 102 | 149 | | |
| | 21% | 20% | 22% | 22% | 19% | 24% | 20% | 21% | 21% | 22% | 20% | 21% | 17% | 21% | 20% | 23% | 26% | 21% | 31% | 19% | 19% | 18% | 16% | 16% | 24% | 20% | 23% | 20% | 23% | 20% | 21% | 22% | 16% | 24% | 19% | | | |
| They have a lower fat content than meat | 225 | 113 | 112 | 28 | 51 | 44 | 39 | 63 | 71 | 66 | 43 | 46 | 43 | 61 | 51 | 32 | 10 | 18 | 9 | 82 | 143 | 149 | 76 | 60 | 56 | 68 | 35 | 123 | 71 | 32 | 40 | 70 | 46 | 69 | 91 | 134 | | |
| | 19% | 20% | 18% | 14% | 19% | 18% | 19% | 24% | 20% | 18% | 19% | 19% | 17% | 21% | 19% | 18% | 18% | 21% | 31% | 19% | 19% | 18% | 22% | 21% | 17% | 22% | 18% | 19% | 17% | 23% | 19% | 21% | 18% | 18% | 17% | | | |
| Dietary reasons (e.g. I follow a vegan/vegetarian/flexitarian diet, etc.) | 163 | 54 | 110 | 37 | 31 | 34 | 25 | 36 | 47 | 50 | 29 | 37 | 34 | 42 | 44 | 26 | 7 | 10 | 0 | 71 | 92 | 98 | 65 | 46 | 43 | 40 | 24 | 81 | 65 | 18 | 35 | 42 | 32 | 54 | 65 | 98 | | |
| | 14% | 9% | 18% | 19% | 12% | 14% | 12% | 13% | 13% | 14% | 13% | 15% | 13% | 14% | 16% | 15% | 12% | 11% | 0% | 16% | 12% | 12% | 19% | 16% | 13% | 12% | 13% | 16% | 13% | 17% | 12% | 12% | 14% | 12% | 15% | | | |
| They are more natural than meat | 123 | 62 | 61 | 26 | 32 | 26 | 21 | 19 | 36 | 31 | 17 | 39 | 29 | 26 | 24 | 29 | 6 | 5 | 4 | 39 | 84 | 85 | 38 | 36 | 36 | 28 | 20 | 75 | 33 | 15 | 9 | 33 | 28 | 53 | 71 | 52 | | |
| | 10% | 11% | 10% | 13% | 12% | 11% | 10% | 7% | 10% | 9% | 8% | 9% | 8% | 9% | 9% | 11% | 6% | 11% | 6% | 14% | 9% | 11% | 10% | 11% | 12% | 11% | 10% | 12% | 8% | 11% | 4% | 10% | 11% | 14% | 14% | 8% | | |
| They don't contain the hormones that are in meat | 110 | 43 | 67 | 16 | 31 | 22 | 15 | 26 | 30 | 30 | 16 | 33 | 20 | 25 | 25 | 21 | 2 | 13 | 3 | 47 | 62 | 82 | 27 | 24 | 29 | 29 | 22 | 54 | 39 | 17 | 20 | 24 | 23 | 43 | 59 | 51 | | |
| | 9% | 7% | 11% | 8% | 11% | 9% | 7% | 10% | 8% | 8% | 7% | 14% | 8% | 8% | 9% | 12% | 4% | 15% | 9% | 11% | 8% | 10% | 8% | 9% | 9% | 9% | 11% | 8% | 9% | 12% | 10% | 7% | 9% | 11% | 11% | 8% | | |
| They taste nicer than meat | 106 | 56 | 50 | 15 | 25 | 22 | 20 | 22 | 34 | 27 | 21 | 23 | 29 | 21 | 22 | 17 | 9 | 5 | 2 | 38 | 68 | 78 | 27 | 29 | 26 | 28 | 18 | 61 | 34 | 10 | 15 | 31 | 20 | 39 | 48 | 58 | | |
| | 9% | 10% | 8% | 8% | 9% | 9% | 10% | 8% | 9% | 8% | 9% | 10% | 11% | 7% | 8% | 9% | 16% | 6% | 7% | 9% | 9% | 9% | 8% | 10% | 8% | 9% | 9% | 10% | 8% | 7% | 7% | 9% | 8% | 10% | 9% | 9% | | |
| They have higher levels of certain vitamins or minerals | 90 | 42 | 48 | 22 | 24 | 18 | 14 | 13 | 30 | 25 | 16 | 19 | 19 | 23 | 24 | 12 | 2 | 8 | 2 | 25 | 65 | 70 | 20 | 21 | 24 | 20 | 18 | 57 | 26 | 6 | 9 | 19 | 20 | 42 | 54 | 36 | | |
| | 8% | 7% | 8% | 11% | 9% | 7% | 7% | 5% | 8% | 7% | 8% | 7% | 8% | 7% | 8% | 9% | 7% | 4% | 9% | 6% | 6% | 9% | 6% | 7% | 7% | 6% | 6% | 9% | 6% | 5% | 4% | 6% | 8% | 11% | 10% | 5% | | |
| They have a better texture than meat | 59 | 28 | 31 | 12 | 23 | 9 | 7 | 9 | 21 | 21 | 8 | 9 | 21 | 13 | 10 | 10 | 3 | 2 | 0 | 19 | 41 | 46 | 14 | 9 | 17 | 21 | 9 | 34 | 16 | 9 | 9 | 15 | 15 | 20 | 37 | 22 | | |
| | 5% | 5% | 5% | 6% | 8% | 4% | 3% | 3% | 6% | 6% | 4% | 4% | 4% | 4% | 4% | 6% | 5% | 3% | 0% | 4% | 5% | 5% | 4% | 3% | 5% | 7% | 5% | 4% | 6% | 4% | 4% | 4% | 6% | 5% | 7% | 3% | | |
| I have an intolerance or allergy to meat | 26 | 16 | 10 | 6 | 3 | 12 | 5 | 0 | 12 | 8 | 3 | 3 | 3 | 7 | 5 | 8 | 1 | 1 | 2 | 8 | 18 | 25 | 1 | 9 | 4 | 7 | 4 | 15 | 10 | 2 | 4 | 7 | 3 | 12 | 17 | 9 | | |
| | 2% | 3% | 2% | 3% | 1% | 5% | 2% | 0% | 3% | 2% | 1% | 1% | 2% | 2% | 2% | 4% | 1% | 1% | 6% | 2% | 2% | 3% | 0% | 3% | 1% | 2% | 2% | 2% | 1% | 2% | 2% | 1% | 3% | 2% | 3% | 1% | | |
| None of these | 26 | 15 | 11 | 5 | 1 | 3 | 6 | 11 | 6 | 8 | 8 | 4 | 4 | 10 | 6 | 2 | 1 | 4 | 0 | 6 | 21 | 13 | 13 | 7 | 10 | 2 | 6 | 13 | 9 | 4 | 8 | 8 | 7 | 4 | 8 | 18 | | |
| | 2% | 3% | 2% | 2% | 0% | 1% | 2% | 4% | 2% | 2% | 4% | 2% | 2% | 3% | 2% | 1% | 1% | 4% | 0% | 1% | 3% | 2% | 4% | 10 | 2% | 3% | 2% | 3% | 2% | 3% | 2% | 4% | 2% | 3% | 1% | 3% | | |
| Don't know | 8 | 3 | 5 | 1 | 0 | 4 | 2 | 1 | 2 | 2 | 0 | 4 | 1 | 1 | 2 | 3 | 0 | 1 | 0 | 2 | 6 | 3 | 5 | 1 | 3 | 2 | 1 | 5 | 2 | 1 | 1 | 0 | 2 | 5 | 4 | 4 | | |
| | 1% | 1% | 1% | 1% | 0% | 1% | 1% | 0% | 1% | 1% | 0% | 2% | 0% | 0% | 1% | 2% | 0% | 1% | 0% | 0% | 1% | 0% | 1% | 0% | 1% | 1% | 0% | 1% | 1% | 1% | 0% | 1% | 1% | 1% | 1% | 1% | | |

Over-18 population used
 Column proportions (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/AA/AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/AR/AS/AT/AU/AV/AW/AX/AY/AZ/BA/BB/BC/BD/BE/CF/CG/CH/CI/CJ/CK/CL/CM/CN/CO/CP/CQ/CR/CS/CT/DA/DB/DC/DD/DE/DF/DG/DF

Q5b. Which, if any, of the following best describes why you do not include plant-based meat alternatives in your diet nowadays? Please select up to three main reasons.

All answering who do not use any plant-based meat alternative

| | Gender | | Age | | | | | Social grade | | | | | Region | | | | | Education | | | | Employment status | | | Income | | | | Marital Status | | | Household Size | | | | Presence of children HH (17 or under) | |
|---|--------|------|--------|-------|-------|-------|-------|--------------|-----|-----|-----|-----|--------|----------|-------|--------|-------|-----------|----------|-----------|---------------|-------------------|-------------|---------------|-----------------|-----------------|----------|---------------------------|----------------|----------------------------|-----|----------------|-----|-----|----------------------------|---------------------------------------|-----|
| | Total | Male | Female | 16-24 | 25-34 | 35-44 | 45-54 | 55-75 | AB | C1 | C2 | DE | North | Midlands | South | London | Wales | Scotland | Northern | Graduates | Non Graduates | Working | Not working | UP TO £19,999 | £20,000-£34,999 | £35,000-£54,999 | £55,000+ | Married/Living as Married | Single | Widowed/Divorced/Separated | 1 | 2 | 3 | 4+ | At least one child present | No children present | |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Unweighted Base | 893 | 448 | 445 | 78 | 89 | 115 | 180 | 431 | 267 | 291 | 123 | 212 | 235 | 221 | 192 | 105 | 47 | 74 | 19 | 321 | 572 | 491 | 402 | 269 | 236 | 198 | 117 | 499 | 246 | 148 | 231 | 331 | 158 | 173 | 232 | 661 | |
| Weighted Base | 912 | 471 | 441 | 111 | 113 | 115 | 175 | 398 | 204 | 266 | 211 | 232 | 228 | 230 | 188 | 106 | 40 | 88 | 32 | 232 | 680 | 488 | 424 | 299 | 235 | 195 | 104 | 504 | 270 | 138 | 220 | 323 | 167 | 202 | 255 | 657 | |
| They don't taste as nice as meat | 383 | 199 | 184 | 51 | 46 | 47 | 78 | 161 | 88 | 111 | 92 | 91 | 98 | 95 | 72 | 41 | 18 | 41 | 18 | 98 | 285 | 214 | 169 | 117 | 112 | 83 | 44 | 215 | 112 | 55 | 81 | 148 | 64 | 89 | 89 | 294 | 45% |
| I don't find these types of food appealing | 296 | 141 | 154 | 33 | 19 | 27 | 65 | 151 | 68 | 82 | 65 | 81 | 72 | 70 | 62 | 36 | 12 | 33 | 10 | 81 | 215 | 142 | 153 | 92 | 76 | 63 | 38 | 157 | 84 | 55 | 74 | 114 | 40 | 68 | 66 | 230 | 21% |
| They are too expensive | 265 | 140 | 125 | 25 | 37 | 36 | 49 | 118 | 56 | 72 | 71 | 66 | 62 | 74 | 51 | 27 | 11 | 31 | 8 | 73 | 192 | 131 | 134 | 102 | 60 | 59 | 26 | 128 | 93 | 45 | 80 | 85 | 39 | 61 | 65 | 200 | 21% |
| I don't like the texture of plant-based meat alternatives | 132 | 59 | 73 | 13 | 19 | 13 | 25 | 61 | 34 | 39 | 28 | 30 | 25 | 22 | 39 | 12 | 15 | 6 | 41 | 90 | 73 | 59 | 41 | 33 | 33 | 21 | 73 | 40 | 19 | 36 | 53 | 25 | 28 | 35 | 97 | 15% | |
| They aren't as natural as meat | 121 | 73 | 47 | 12 | 14 | 20 | 20 | 55 | 24 | 34 | 23 | 40 | 34 | 30 | 19 | 11 | 6 | 16 | 5 | 26 | 95 | 73 | 48 | 36 | 36 | 24 | 16 | 77 | 30 | 13 | 27 | 41 | 20 | 32 | 39 | 81 | 15% |
| I'm not interested in trying different types of food | 89 | 37 | 51 | 14 | 9 | 9 | 16 | 41 | 13 | 25 | 25 | 26 | 25 | 24 | 19 | 4 | 9 | 6 | 2 | 17 | 72 | 39 | 50 | 34 | 24 | 20 | 8 | 56 | 22 | 11 | 17 | 41 | 16 | 15 | 18 | 70 | 7% |
| They require a lot of processing | 61 | 31 | 30 | 8 | 4 | 7 | 13 | 29 | 19 | 17 | 14 | 11 | 10 | 17 | 11 | 9 | 4 | 8 | 2 | 27 | 35 | 35 | 26 | 15 | 17 | 12 | 11 | 33 | 18 | 11 | 14 | 23 | 12 | 11 | 11 | 50 | 8% |
| They don't have as much protein as meat | 66 | 39 | 27 | 7 | 10 | 9 | 14 | 26 | 16 | 15 | 14 | 21 | 13 | 22 | 17 | 6 | 2 | 4 | 1 | 15 | 51 | 31 | 35 | 28 | 18 | 9 | 10 | 37 | 20 | 9 | 17 | 21 | 12 | 16 | 24 | 42 | 6% |
| They aren't as healthy as meat | 52 | 29 | 22 | 4 | 5 | 4 | 12 | 27 | 13 | 9 | 8 | 21 | 12 | 14 | 14 | 3 | 1 | 7 | 0 | 11 | 40 | 27 | 24 | 24 | 12 | 10 | 5 | 34 | 11 | 6 | 12 | 25 | 6 | 9 | 12 | 39 | 6% |
| They have lower levels of certain vitamins or minerals | 39 | 17 | 22 | 4 | 6 | 4 | 5 | 19 | 9 | 12 | 7 | 10 | 9 | 6 | 14 | 4 | 0 | 3 | 3 | 9 | 30 | 23 | 16 | 15 | 11 | 8 | 4 | 22 | 13 | 4 | 8 | 20 | 6 | 5 | 6 | 33 | 4% |
| They are just for vegans, vegetarians or flexitarians | 29 | 21 | 7 | 4 | 2 | 2 | 8 | 13 | 9 | 9 | 8 | 2 | 8 | 9 | 2 | 5 | 0 | 2 | 2 | 5 | 23 | 19 | 10 | 7 | 4 | 10 | 5 | 19 | 7 | 3 | 3 | 9 | 7 | 10 | 9 | 19 | 3% |
| They are usually only available in upmarket stores | 24 | 13 | 11 | 5 | 3 | 3 | 3 | 10 | 4 | 8 | 6 | 5 | 7 | 2 | 4 | 7 | 1 | 2 | 1 | 11 | 13 | 13 | 11 | 16 | 2 | 4 | 2 | 10 | 7 | 7 | 10 | 6 | 4 | 3 | 8 | 16 | 3% |
| They aren't a sustainable option | 21 | 9 | 12 | 3 | 1 | 7 | 3 | 7 | 3 | 7 | 6 | 5 | 5 | 6 | 4 | 0 | 2 | 4 | 1 | 10 | 11 | 15 | 6 | 7 | 4 | 6 | 5 | 14 | 5 | 3 | 5 | 9 | 6 | 3 | 7 | 15 | 2% |
| They are usually only available in smaller portions | 15 | 10 | 5 | 2 | 6 | 3 | 1 | 3 | 3 | 5 | 6 | 2 | 2 | 2 | 5 | 1 | 1 | 1 | 4 | 4 | 11 | 13 | 2 | 4 | 7 | 3 | 1 | 9 | 5 | 1 | 3 | 5 | 5 | 2 | 4 | 11 | 2% |
| They require too much land to produce | 13 | 6 | 7 | 8 | 0 | 3 | 1 | 2 | 4 | 0 | 7 | 2 | 2 | 4 | 0 | 8 | 0 | 0 | 0 | 3 | 10 | 9 | 4 | 7 | 3 | 1 | 2 | 2 | 10 | 1 | 1 | 1 | 3 | 8 | 8 | 5 | 1% |
| They require too much water to produce | 8 | 7 | 1 | 1 | 1 | 2 | 3 | 3 | 3 | 4 | 0 | 1 | 3 | 3 | 1 | 1 | 0 | 0 | 0 | 2 | 6 | 5 | 3 | 3 | 3 | 1 | 0 | 4 | 3 | 1 | 4 | 2 | 0 | 2 | 2 | 6 | 1% |
| They contain hormones that are harmful | 8 | 4 | 3 | 0 | 4 | 2 | 1 | 1 | 0 | 1 | 6 | 1 | 4 | 3 | 0 | 0 | 0 | 1 | 0 | 2 | 6 | 8 | 0 | 3 | 1 | 3 | 0 | 6 | 1 | 0 | 1 | 4 | 2 | 1 | 2 | 5 | 1% |
| None of these | 97 | 58 | 39 | 10 | 13 | 11 | 21 | 43 | 27 | 26 | 23 | 21 | 22 | 25 | 14 | 3 | 6 | 3 | 23 | 74 | 54 | 43 | 27 | 25 | 20 | 9 | 54 | 32 | 11 | 27 | 35 | 19 | 15 | 26 | 71 | 11% | |
| Don't know | 35 | 17 | 18 | 3 | 12 | 6 | 3 | 11 | 4 | 14 | 2 | 15 | 8 | 14 | 5 | 6 | 1 | 0 | 0 | 4 | 31 | 18 | 17 | 11 | 13 | 4 | 1 | 22 | 7 | 6 | 11 | 11 | 7 | 18 | 17 | 4% | |

Overlap formulae used
ColumnProportions (S): A/B,C/D,E/F,G,H/I,K,L/M/N/O/P,Q/R,S,T,U/V,W/X/Y/Z,AA/BB/CC/DD/EE/FF/HH/II Minimum Base: 0!*) Small Base: 30!*)