

**J15063333-05-03 05-FEB - 04-APR 2016**  
**PUBLIC - FINAL**  
**VEGAN INCIDENCE STUDY**

1 Feb 2017

**Table 1**  
**KN - Incidence overview**  
**Base: All adults aged 15+ in Great Britain**

	TOTAL	GENDER		AGE					SOCIAL GRADE				WORKING STATUS		ETHNICITY		
		MALE (a)	FE- MALE (b)	15-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WOR- KING (m)	NOT WOR- KING (n)	WHITE (o)	NON- WHITE (p)
<b>Unweighted Base</b>	<b>9933</b>	5061	4872	1519	1446	1342	1512	1606	2508	2051	3089	1925	2868	4675	5258	8528	1373
<b>Weighted Base</b>	<b>9933</b>	4852	5081	1508	1644	1554	1703	1376	2148	2693	2687	2132	2421	5530	4403	8584	1320
Ever eat meat (NET)	<b>9606</b> 97%	4746 98% <sup>b</sup>	4860 96%	1439 95%	1582 96%	1497 96%	1643 96%	1338 97% <sup>c</sup>	2107 98% <sup>cde</sup>	2607 97% <sup>j</sup>	2572 96%	2076 97% <sup>j</sup>	2350 97% <sup>j</sup>	5341 97%	4265 97%	8320 97% <sup>p</sup>	1258 95%
Never eat meat (NET)	<b>323</b> 3%	102 2%	221 4% <sup>a</sup>	69 5% <sup>gh</sup>	61 4% <sup>h</sup>	57 4% <sup>h</sup>	58 3% <sup>h</sup>	38 3%	40 2%	85 3%	114 4% <sup>kl</sup>	55 3%	68 3%	187 3%	136 3%	261 3%	61 5% <sup>o</sup>
Never eat meat or animal products	<b>104</b> 1%	38 1%	66 1% <sup>a</sup>	21 1% <sup>h</sup>	22 1%	14 1%	20 1%	12 1%	15 1%	28 1%	32 1%	17 1%	28 1%	56 1%	49 1%	73 1%	31 2% <sup>o</sup>
Self -identify as vegan	<b>72</b> 1%	28 1%	44 1%	17 1% <sup>h</sup>	19 1% <sup>h</sup>	8 *	16 1% <sup>h</sup>	8 1% <sup>h</sup>	3 *	22 1%	21 1%	9 *	19 1%	40 1%	32 1%	56 1%	16 1% <sup>o</sup>
Do not self- identify as vegan	<b>33</b> *	11 *	22 *	4 *	3 *	6 *	4 *	5 *	12 1%	5 *	11 *	8 *	9 *	16 *	17 *	18 *	15 1% <sup>o</sup>
No meat but eat animal products	<b>219</b> 2%	64 1%	155 3% <sup>a</sup>	48 3% <sup>gh</sup>	38 2% <sup>h</sup>	43 3% <sup>h</sup>	38 2% <sup>h</sup>	26 2%	25 1%	58 2%	83 3% <sup>ikl</sup>	39 2%	40 2%	131 2%	88 2%	187 2%	30 2%
Eat animal products and want to cut down	<b>100</b> 1%	25 1%	75 1% <sup>a</sup>	26 2% <sup>gh</sup>	15 1%	14 1%	22 1% <sup>h</sup>	12 1%	12 1%	26 1%	41 2% <sup>kl</sup>	18 1%	15 1%	56 1%	43 1%	83 1%	16 1%
Eat animal products and do not want to cut down	<b>101</b> 1%	32 1%	69 1% <sup>a</sup>	16 1%	20 1%	28 2% <sup>fgh</sup>	13 1%	12 1%	13 1%	29 1%	38 1% <sup>kl</sup>	16 1%	19 1%	66 1%	35 1%	91 1%	9 1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n - o/p  
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		MALE (a)	FE- MALE (b)	15-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WOR- KING (m)	NOT WOR- KING (n)	WHITE (o)	NON- WHITE (p)
<b>Weighted Base</b>	<b>9933</b>	4852	5081	1508	1644	1554	1703	1376	2148	2693	2687	2132	2421	5530	4403	8584	1320
Never eat meat, and avoid using items animal products	<b>165</b> 2%	52 1%	113 2% <sup>a</sup>	40 3% <sup>gh</sup>	30 2% <sup>h</sup>	26 2% <sup>h</sup>	34 2% <sup>h</sup>	21 2% <sup>h</sup>	13 1%	48 2% <sup>l</sup>	65 2% <sup>kl</sup>	28 1%	24 1%	95 2%	70 2%	135 2%	31 2%
Never eat & avoid using any animal products	<b>69</b> 1%	25 1%	45 1% <sup>a</sup>	18 1% <sup>h</sup>	18 1% <sup>h</sup>	8 1%	14 1% <sup>h</sup>	8 1%	4 *	23 1%	23 1%	10 *	13 1%	39 1%	31 1%	53 1%	16 1% <sup>o</sup>
Never eat & avoid using any animal products, self identify	<b>60</b> 1%	22 *	38 1%	16 1% <sup>egh</sup>	17 1% <sup>h</sup>	6 *	12 1% <sup>h</sup>	6 *	3 *	20 1%	18 1%	9 *	12 1%	34 1%	26 1%	48 1%	12 1%
Never eat & avoid using any animal products do not self identify	<b>9</b> *	2 *	7 *	1 *	1 *	2 *	1 *	2 *	1 *	2 *	4 *	1 *	1 *	4 *	5 *	5 *	4 * <sup>o</sup>
Never eat animal products but do not avoid using items derived from animals	<b>34</b> *	13 *	21 *	3 *	5 *	5 *	6 *	5 *	10 *	5 *	9 *	6 *	15 1% <sup>l</sup>	17 *	18 *	20 *	15 1% <sup>o</sup>
Never eat animal products & self identify but do not avoid using items derived from animals	<b>23</b> *	8 *	15 *	2 *	2 *	4 *	2 *	3 *	10 *	3 *	6 *	6 *	8 *	11 *	12 *	13 *	11 1% <sup>o</sup>

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n - o/p  
Overlap formulae used.

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**Table 2**  
**KN - Incidence overview**  
**Base: All adults aged 15+ in Great Britain**

	TOTAL	GOVERNMENT OFFICE REGION										GOVERNMENT OFFICE REGION BROAD						AREA			
		EAST MID-LANDS (a)	EAST-ERN (b)	LON-DON (c)	NORTH EAST (d)	NORTH WEST (e)	SCOT-LAND (f)	SOUTH EAST (g)	SOUTH WEST (h)	WALES (i)	WEST MID-LANDS (j)	YORKS AND HUMBR (k)	NORTH (l)	MIDLAN DS (m)	SOUTH (n)	LON-DON (o)	SCOT-LAND (p)	WALES (q)	URBAN (r)	SUB-URBAN (s)	RURAL (t)
<b>Unweighted Base</b>	<b>9933</b>	614	686	1517	436	1219	895	1105	899	510	1067	985	2640	2367	2004	1517	895	510	2998	5028	1907
<b>Weighted Base</b>	<b>9933</b>	740	952	1334	417	1130	852	1397	872	494	895	849	2397	2587	2269	1334	852	494	2753	5168	2012
Ever eat meat (NET)	<b>9606</b> 97%	711 96%	911 96%	1276 96%	404 97%	1092 97%	834 98%bcg	1338 96%	845 97%	483 98%bcg	875 98%bcg	837 99%abc degh	2333 97%no	2497 97%	2182 96%	1276 96%	834 98%no	483 98%o	2638 96%	5009 97%r	1959 97%r
Never eat meat (NET)	<b>323</b> 3%	28 4%k	42 4%fijk	56 4%fijk	13 3%k	38 3%k	18 2%	60 4%fijk	27 3%k	9 2%	19 2%	11 1%	63 3%	90 3%	87 4%lpq	56 4%lpq	18 2%	9 2%	113 4%st	158 3%	52 3%
Never eat meat or animal products	<b>104</b> 1%	16 2%defh ijk	15 2%dk	23 2%defj k	1 *	8 1%	5 1%	17 1%k	7 1%	3 1%	6 1%	2 *	11 *	38 1%l	24 1%l	23 2%lp	5 1%	3 1%	44 2%st	48 1%	13 1%
Self -identify as vegan	<b>72</b> 1%	3 *	10 1%f	17 1%fk	1 *	6 1%	2 *	16 1%fk	7 1%	3 1%	5 1%	2 *	9 *	18 1%	22 1%lp	17 1%lp	2 *	3 1%	27 1%	35 1%	9 *
Do not self-identify as vegan	<b>33</b> *	14 2%bcde fghijk	5 1%	6 *hk	- -	2 *	3 *	1 *	- -	- -	1 *	- -	2 *	19 1%ln	1 *	6 *ln	3 *n	- -	16 1%st	13 *	3 *
No meat but eat animal products	<b>219</b> 2%	12 2%	26 3%k	33 2%k	12 3%k	30 3%k	13 2%	43 3%fijk	21 2%k	6 1%	13 1%	9 1%	51 2%	52 2%	63 3%	33 2%	13 2%	6 1%	69 3%	110 2%	39 2%
Eat animal products and want to cut down	<b>100</b> 1%	5 1%	12 1%	14 1%	5 1%	13 1%i	5 1%	19 1%i	12 1%i	1 *	6 1%	8 1%	25 1%	22 1%	31 1%q	14 1%	5 1%	1 *	32 1%	51 1%	16 1%
Eat animal products and do not want to cut down	<b>101</b> 1%	7 1%k	12 1%k	10 1%k	8 2%k	13 1%k	8 1%k	22 2%k	9 1%k	5 1%k	7 1%	1 *	22 1%	25 1%	30 1%	10 1%	8 1%	5 1%	27 1%	53 1%	21 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m/n/o/p/q - r/s/t  
 Overlap formulae used.

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	TOTAL	GOVERNMENT OFFICE REGION										GOVERNMENT OFFICE REGION BROAD						AREA			
		EAST MID-LANDS (a)	EAST-ERN (b)	LON-DON (c)	NORTH EAST (d)	NORTH WEST (e)	SCOT-LAND (f)	SOUTH EAST (g)	SOUTH WEST (h)	WALES (i)	WEST MID-LANDS (j)	YORKS AND HUMBR (k)	NORTH (l)	MIDLAN DS (m)	SOUTH (n)	LON-DON (o)	SCOT-LAND (p)	WALES (q)	URBAN (r)	SUB-URBAN (s)	RURAL (t)
<b>Weighted Base</b>	<b>9933</b>	740	952	1334	417	1130	852	1397	872	494	895	849	2397	2587	2269	1334	852	494	2753	5168	2012
Never eat meat, and avoid using items animal products	<b>165</b> 2%	14 2%k	19 2%k	27 2%fk	7 2%	18 2%	8 1%	36 3%fijk	16 2%k	4 1%	10 1%	6 1%	31 1%	43 2%	52 2%p	27 2%p	8 1%	4 1%	56 2%t	87 2%	22 1%
Never eat & avoid using any animal products	<b>69</b> 1%	5 1%	12 1%fk	13 1%fk	1 *	4 *	2 *	17 1%efk	6 1%	3 1%	5 1%	1 *	6 *	22 1%l	23 1%p	13 1%p	2 *	3 1%	24 1%	36 1%	9 *
Never eat & avoid using any animal products, self identify	<b>60</b> 1%	1 *	9 1%k	11 1%k	1 *	4 *	2 *	16 1%afk	6 1%	3 1%	5 1%	1 *	6 *	16 1%	22 1%p	11 1%l	2 *	3 1%	21 1%	32 1%	8 *
Never eat & avoid using any animal products do not self identify	<b>9</b> *	3 *e	2 *	2 *	- -	- -	- -	1 *	- -	- -	- -	- -	- -	6 *l	1 *	2 *	- -	- -	3 *	4 *	1 *
Never eat animal products but do not avoid using items derived from animals	<b>34</b> *	11 2%bdef ghijk	4 *	9 1%ghj	- -	4 *g	3 *g	- -	1 *	- -	1 *	1 *	5 *	16 1%ln	1 *	9 1%ln	3 *n	- -	19 1%st	11 *	4 *
Never eat animal products & self identify but do not avoid using items derived from animals	<b>23</b> *	10 1%bcde ghijk	3 *	4 *g	- -	2 *	3 *g	- -	- -	- -	1 *	- -	2 *	14 1%ln	- -	4 *n	3 *n	- -	13 *st	9 *	2 *

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m/n/o/p/q - r/s/t  
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**Table 3  
KN - Incidence overview  
Base: All adults aged 15+ in Great Britain**

	EDUCATION				INCOME			MARITAL STATUS			CHILDREN IN HOUSEHOLD		PARENT OF CHILD		MAIN SHOPPER		VEGAN			
	TOTAL	GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	UP TO 11499 (e)	11500 - 24999 (f)	25000 PLUS (g)	MAR/ LIVI- NG AS (h)	SI- NGLE (i)	WID/ DIV/ SEP (j)	YES (k)	NO (l)	YES (m)	NO (n)	YES (o)	NO (p)	YES (q)	YES AND IDENTI FY (r)	YES, BUT DO NOT IDENTI FY AS (s)
<b>Unweighted Base</b>	<b>9933</b>	2800	1929	2630	1795	1263	1708	3152	5547	2761	1609	2730	7203	2372	7561	7614	2319	96	66	30
<b>Weighted Base</b>	<b>9933</b>	2752	1952	3018	1490	1082	1588	3622	5768	2692	1458	3000	6933	2640	7293	7592	2341	104*	72*	33**
Ever eat meat (NET)	<b>9606</b> <b>97%</b>	2683 97%bc	1868 96%	2897 96%	1456 98%abc	1050 97%	1537 97%	3522 97%	5611 97%i	2565 95%	1417 97%i	2904 97%	6701 97%	2557 97%	7049 97%	7324 96%	2282 97%o	-	-	-
Never eat meat (NET)	<b>323</b> <b>3%</b>	68 2%	83 4%ad	121 4%ad	33 2%	32 3%	51 3%	100 3%	154 3%	126 5%hj	41 3%	93 3%	230 3%	80 3%	243 3%	266 4%p	57 2%	104 100%	72 100%	33 100%
Never eat meat or animal products	<b>104</b> <b>1%</b>	21 1%	22 1%	39 1%	17 1%	11 1%g	16 1%g	17 *	46 1%	41 2%h	17 1%	24 1%	80 1%	20 1%	85 1%	82 1%	23 1%	104 100%	72 100%	33 100%
Self-identify as vegan	<b>72</b> <b>1%</b>	11 *	20 1%a	32 1%ad	6 *	7 1%	10 1%	17 *	30 1%	33 1%hj	8 1%	15 1%	56 1%	13 1%	58 1%	55 1%	16 1%	72 69%	72 100%q	-
Do not self-identify as vegan	<b>33</b> <b>*</b>	9 *	3 *	8 *	11 1%bc	4 *g	6 *g	- -	16 *	8 *	9 1%	9 *	24 *	6 *	26 *	26 *	6 *	33 31%r	-	33 100%
No meat but eat animal products	<b>219</b> <b>2%</b>	47 2%	60 3%ad	81 3%ad	16 1%	21 2%	34 2%	82 2%	108 2%	85 3%hj	24 2%	68 2%	150 2%	61 2%	158 2%	184 2%p	34 1%	-	-	-
Eat animal products and want to cut down	<b>100</b> <b>1%</b>	20 1%	27 1%ad	40 1%ad	5 *	10 1%	16 1%	40 1%	48 1%	40 1%h	12 1%	26 1%	74 1%	24 1%	76 1%	87 1%p	12 1%	-	-	-
Eat animal products and do not want to cut down	<b>101</b> <b>1%</b>	22 1%	27 1%d	38 1%d	9 1%	10 1%	18 1%	36 1%	51 1%	36 1%	12 1%	38 1%	63 1%	32 1%	69 1%	82 1%	19 1%	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g - h/i/j - k/l - m/n - o/p - q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 3**  
**KN - Incidence overview**  
Base: All adults aged 15+ in Great Britain

	TOTAL	EDUCATION				INCOME			MARITAL STATUS			CHILDREN IN HOUSEHOLD		PARENT OF CHILD		MAIN SHOPPER		VEGAN		
		GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	UP TO 11499 (e)	11500 - 24999 (f)	25000 PLUS (g)	MAR/ LIVI- NG AS (h)	SI- NGLE (i)	WID/ DIV/ SEP (j)	YES (k)	NO (l)	YES (m)	NO (n)	YES (o)	NO (p)	YES (q)	YES AND IDENTI FY (r)	YES, BUT DO NOT IDENTI FY AS (s)
<b>Weighted Base</b>	<b>9933</b>	2752	1952	3018	1490	1082	1588	3622	5768	2692	1458	3000	6933	2640	7293	7592	2341	104*	72*	33**
Never eat meat, and avoid using items animal products	<b>165</b> <b>2%</b>	33 1%	45 2% <sup>ad</sup>	66 2% <sup>ad</sup>	9 1%	14 1%	26 2%	51 1%	78 1%	70 3% <sup>hj</sup>	15 1%	41 1%	124 2%	36 1%	129 2%	136 2%	29 1%	69 67%	60 84% <sup>q</sup>	9 28%
Never eat & avoid using any animal products	<b>69</b> <b>1%</b>	14 1%	18 1% <sup>d</sup>	29 1% <sup>d</sup>	4 *	7 1%	10 1%	15 *	31 1%	32 1% <sup>hj</sup>	6 *	18 1%	51 1%	15 1%	55 1%	53 1%	16 1%	69 67%	60 84% <sup>q</sup>	9 28%
Never eat & avoid using any animal products, self identify	<b>60</b> <b>1%</b>	9 *	18 1% <sup>ad</sup>	27 1% <sup>ad</sup>	3 *	6 1%	7 *	15 *	23 *	30 1% <sup>hj</sup>	6 *	13 *	47 1%	11 *	49 1%	45 1%	15 1%	60 58%	60 84% <sup>q</sup>	- -
Never eat & avoid using any animal products do not self identify	<b>9</b> <b>*</b>	5 *	- -	2 *	1 *	1 *	2 * <sup>g</sup>	- -	7 *	2 *	- -	5 *	4 *	3 *	6 *	8 *	1 *	9 9% <sup>r</sup>	- -	9 28%
Never eat animal products but do not avoid using items derived from animals	<b>34</b> <b>*</b>	6 *	5 *	10 *	12 1% <sup>abc</sup>	4 * <sup>g</sup>	7 * <sup>g</sup>	3 *	15 *	9 *	11 1% <sup>h</sup>	6 *	28 *	5 *	30 *	29 *	6 *	34 33% <sup>r</sup>	11 15%	23 72%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g - h/i/j - k/l - m/n - o/p - q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 3**  
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TOTAL	EDUCATION				INCOME			MARITAL STATUS			CHILDREN IN HOUSEHOLD		PARENT OF CHILD		MAIN SHOPPER		VEGAN		
	GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	UP TO 11499 (e)	11500 - 24999 (f)	25000 PLUS (g)	MAR/ LIVI- NG AS (h)	SI- NGLE (i)	WID/ DIV/ SEP (j)	YES (k)	NO (l)	YES (m)	NO (n)	YES (o)	NO (p)	YES (q)	YES AND IDENTI FY (r)	YES, BUT DO NOT IDENTI FY AS (s)
<b>9933</b>	2752	1952	3018	1490	1082	1588	3622	5768	2692	1458	3000	6933	2640	7293	7592	2341	104*	72*	33**
<b>23</b> * Never eat animal products & self identify but do not avoid using items derived from animals	4 *	3 *	6 *	10 1%abc	3 *g	4 *g	- -	9 *	6 *	9 1%hi	4 *	19 *	3 *	21 *	18 *	5 *	23 22%r	- -	23 72%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g - h/i/j - k/l - m/n - o/p - q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 4**  
**KN01 - How often, if at all, do you personally eat any form of meat, fish or shellfish?**  
 Base: All adults aged 15+ in Great Britain

	TOTAL	GENDER		AGE					SOCIAL GRADE				WORKING STATUS		ETHNICITY		
		MALE (a)	FE- MALE (b)	15-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WOR- KING (m)	NOT WOR- KING (n)	WHITE (o)	NON- WHITE (p)
<b>Unweighted Base</b>	<b>9933</b>	5061	4872	1519	1446	1342	1512	1606	2508	2051	3089	1925	2868	4675	5258	8528	1373
<b>Weighted Base</b>	<b>9933</b>	4852	5081	1508	1644	1554	1703	1376	2148	2693	2687	2132	2421	5530	4403	8584	1320
Every day	<b>5086</b> <b>51%</b>	2673 55% <sup>b</sup>	2413 47%	835 55% <sup>fgh</sup>	858 52%	801 52%	858 50%	673 49%	1059 49%	1436 53% <sup>l</sup>	1457 54% <sup>l</sup>	1130 53% <sup>l</sup>	1063 44%	2937 53% <sup>n</sup>	2149 49%	4586 53% <sup>p</sup>	490 37%
Every 2-3 days	<b>2735</b> <b>28%</b>	1290 27%	1445 28%	382 25%	451 27%	424 27%	456 27%	399 29% <sup>c</sup>	623 29% <sup>c</sup>	665 25%	695 26%	571 27%	804 33% <sup>ijk</sup>	1448 26%	1287 29% <sup>m</sup>	2222 26%	502 38% <sup>o</sup>
Every 4-5 days	<b>1191</b> <b>12%</b>	527 11%	665 13% <sup>a</sup>	132 9%	179 11%	187 12% <sup>c</sup>	230 14% <sup>cd</sup>	169 12% <sup>c</sup>	295 14% <sup>cd</sup>	387 14% <sup>kl</sup>	269 10%	240 11%	296 12% <sup>j</sup>	665 12%	526 12%	1055 12% <sup>p</sup>	134 10%
About once a week	<b>395</b> <b>4%</b>	181 4%	215 4%	63 4%	70 4%	54 3%	65 4%	61 4%	82 4%	80 3%	93 3%	97 5% <sup>i</sup>	125 5% <sup>ij</sup>	182 3%	213 5% <sup>m</sup>	311 4%	83 6% <sup>o</sup>
Every 2-3 weeks	<b>117</b> <b>1%</b>	52 1%	65 1%	17 1%	12 1%	16 1%	20 1%	18 1%	34 2% <sup>d</sup>	25 1%	31 1%	22 1%	38 2%	61 1%	57 1%	92 1%	26 2% <sup>o</sup>
About once a month	<b>50</b> <b>*</b>	13 *	37 1% <sup>a</sup>	3 *	8 *	11 1%	11 1%	9 1%	8 *	12 *	17 1%	8 *	13 1%	31 1%	19 *	36 *	13 1% <sup>o</sup>
Less often than once a month	<b>31</b> <b>*</b>	10 *	21 *	7 *	4 *	4 *	2 *	7 1%	7 *	2 *	11 * <sup>i</sup>	8 * <sup>i</sup>	11 * <sup>i</sup>	17 *	15 *	19 *	12 1% <sup>o</sup>
Never	<b>323</b> <b>3%</b>	102 2%	221 4% <sup>a</sup>	69 5% <sup>gh</sup>	61 4% <sup>h</sup>	57 4% <sup>h</sup>	58 3% <sup>h</sup>	38 3%	40 2%	85 3%	114 4% <sup>kl</sup>	55 3%	68 3%	187 3%	136 3%	261 3%	61 5% <sup>o</sup>
Ever (NET)	<b>9606</b> <b>97%</b>	4746 98% <sup>b</sup>	4860 96%	1439 95%	1582 96%	1497 96%	1643 96%	1338 97% <sup>c</sup>	2107 98% <sup>cde</sup>	2607 97% <sup>j</sup>	2572 96%	2076 97% <sup>j</sup>	2350 97% <sup>j</sup>	5341 97%	4265 97%	8320 97% <sup>p</sup>	1258 95%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n - o/p  
 Overlap formulae used.



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**Table 4**  
**KN01 - How often, if at all, do you personally eat any form of meat, fish or shellfish?**  
**Base: All adults aged 15+ in Great Britain**

TOTAL	GENDER		AGE						SOCIAL GRADE				WORKING STATUS		ETHNICITY	
	MALE (a)	FE- MALE (b)	15-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WOR- KING (m)	NOT WOR- KING (n)	WHITE (o)	NON- WHITE (p)
<b>9933</b>	4852	5081	1508	1644	1554	1703	1376	2148	2693	2687	2132	2421	5530	4403	8584	1320
<b>9408</b> Once a week or more (NET) <b>95%</b>	4671 96% <sup>b</sup>	4737 93%	1412 94%	1558 95%	1467 94%	1610 95%	1303 95%	2059 96% <sup>ce</sup>	2568 95% <sup>j</sup>	2513 94%	2038 96% <sup>j</sup>	2289 95%	5233 95%	4175 95%	8174 95% <sup>p</sup>	1208 92%
Don't know <b>4</b> *	4 *	- -	- -	1 *	1 *	2 *	- -	* *	- -	1 *	- -	3 *	2 *	2 *	2 *	* *

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n - o/p  
 Overlap formulae used.

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**Table 5**  
**KN01 - How often, if at all, do you personally eat any form of meat, fish or shellfish?**  
 Base: All adults aged 15+ in Great Britain

	TOTAL	GOVERNMENT OFFICE REGION										GOVERNMENT OFFICE REGION BROAD						AREA			
		EAST MID-LANDS (a)	EAST-ERN (b)	LON-DON (c)	NORTH EAST (d)	NORTH WEST (e)	SCOT-LAND (f)	SOUTH EAST (g)	SOUTH WEST (h)	WALES (i)	WEST MID-LANDS (j)	YORKS AND HUMBR (k)	NORTH (l)	MIDLAN DS (m)	SOUTH (n)	LON-DON (o)	SCOT-LAND (p)	WALES (q)	URBAN (r)	SUB-URBAN (s)	RURAL (t)
<b>Unweighted Base</b>	<b>9933</b>	614	686	1517	436	1219	895	1105	899	510	1067	985	2640	2367	2004	1517	895	510	2998	5028	1907
<b>Weighted Base</b>	<b>9933</b>	740	952	1334	417	1130	852	1397	872	494	895	849	2397	2587	2269	1334	852	494	2753	5168	2012
Every day	<b>5086</b> <b>51%</b>	426 58%cde fhij	583 61%cde fhij	501 38%	206 49%c	564 50%c	407 48%c	793 57%cde fhij	408 47%c	249 51%c	418 47%	532 63%cde fghij	1303 54%op	1426 55%op	1201 53%op	501 38%	407 48%o	249 51%o	1160 42%	2806 54%r	1121 56%r
Every 2-3 days	<b>2735</b> <b>28%</b>	187 25%b	162 17%	466 35%abd efgk	114 27%bk	264 23%b	246 29%bek	351 25%b	295 34%abd efgk	155 31%abe gk	307 34%abd efgk	188 22%b	566 24%	656 25%	646 28%lm	466 35%lmn p	246 29%l	155 31%lm	903 33%st	1264 24%	567 28% s
Every 4-5 days	<b>1191</b> <b>12%</b>	51 7%	127 13%agk	181 14%agj k	57 14%agk	183 16%agh ijk	137 16%agh ijk	137 10%a	95 11%a	56 11%a	95 11%a	74 9%	314 13%mn	272 11%	232 10%	181 14%mn	137 16%lmn q	56 11%	351 13%t	643 12%t	197 10%
About once a week	<b>395</b> <b>4%</b>	33 4%b	23 2%	77 6%bfg k	21 5%bg	42 4%	33 4%	38 3%	36 4%	18 4%	42 5%bg	33 4%	96 4%	98 4%	73 3%	77 6%lmnp	33 4%	18 4%	146 5%st	192 4%	57 3%
Every 2-3 weeks	<b>117</b> <b>1%</b>	10 1%k	9 1%	29 2%bdfg hijk	1 *	29 3%bdfg hijk	6 1%	12 1%	8 1%	3 1%	9 1%	3 *	32 1%	28 1%	19 1%	29 2%mpq	6 1%	3 1%	43 2%t	64 1%t	11 1%
About once a month	<b>50</b> <b>*</b>	1 *	4 *	15 1%aghj	3 1%	7 1%	4 *	3 *	2 *	3 1%	2 *	5 1%	16 1% m	6 *	6 *	15 1%mn	4 *	3 1%	20 1%t	24 *	5 *
Less often than once a month	<b>31</b> <b>*</b>	4 1%	4 *	8 1%	2 *	2 *	1 *	4 *	1 *	- -	2 *	3 *	7 *	10 *	5 *	8 1%	1 *	- -	15 1%t	16 *	1 *
Never	<b>323</b> <b>3%</b>	28 4%k	42 4%fijk	56 4%fijk	13 3%k	38 3%k	18 2%	60 4%fijk	27 3%k	9 2%	19 2%	11 1%	63 3%	90 3%	87 4%lpq	56 4%lpq	18 2%	9 2%	113 4%st	158 3%	52 3%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m/n/o/p/q - r/s/t  
 Overlap formulae used.

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**Table 5**  
**KN01 - How often, if at all, do you personally eat any form of meat, fish or shellfish?**  
 Base: All adults aged 15+ in Great Britain

	TOTAL	GOVERNMENT OFFICE REGION										GOVERNMENT OFFICE REGION BROAD						AREA			
		EAST MID-LANDS (a)	EAST-ERN (b)	LON-DON (c)	NORTH EAST (d)	NORTH WEST (e)	SCOT-LAND (f)	SOUTH EAST (g)	SOUTH WEST (h)	WALES (i)	WEST MID-LANDS (j)	YORKS AND HUMBR (k)	NORTH (l)	MIDLAN DS (m)	SOUTH (n)	LON-DON (o)	SCOT-LAND (p)	WALES (q)	URBAN (r)	SUB-URBAN (s)	RURAL (t)
<b>Weighted Base</b>	<b>9933</b>	740	952	1334	417	1130	852	1397	872	494	895	849	2397	2587	2269	1334	852	494	2753	5168	2012
Ever (NET)	<b>9606</b> <b>97%</b>	711 96%	911 96%	1276 96%	404 97%	1092 97%	834 98%bcg	1338 96%	845 97%	483 98%bcg	875 98%bcg	837 99%abc degh	2333 97%no	2497 97%	2182 96%	1276 96%	834 98%no	483 98%o	2638 96%	5009 97%r	1959 97%r
Once a week or more (NET)	<b>9408</b> <b>95%</b>	697 94%	894 94%	1224 92%	399 96%c	1054 93%	823 97%abc eg	1319 94%c	834 96%ce	478 97%bce g	862 96%bce g	826 97%abc eg	2279 95%o	2452 95%o	2153 95%o	1224 92%	823 97%mo	478 97%o	2561 93%	4905 95%r	1942 97%rs
Don't know	<b>4</b> <b>*</b>	- -	- -	2 *	- -	- -	- -	- -	- -	1 *	1 *	1 *	1 *	1 *	- -	2 *	- -	1 * n	2 *	1 *	1 *

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m/n/o/p/q - r/s/t  
 Overlap formulae used.

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**Table 6**  
**KN01 - How often, if at all, do you personally eat any form of meat, fish or shellfish?**  
 Base: All adults aged 15+ in Great Britain

	TOTAL	EDUCATION				INCOME			MARITAL STATUS			CHILDREN IN HOUSEHOLD		PARENT OF CHILD		MAIN SHOPPER		VEGAN		
		GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	UP TO 11499 (e)	11500 - 24999 (f)	25000 PLUS (g)	MAR/ LIVI- NG AS (h)	SI- NGLE (i)	WID/ DIV/ SEP (j)	YES (k)	NO (l)	YES (m)	NO (n)	YES (o)	NO (p)	YES (q)	YES AND IDENTI FY (r)	YES, BUT DO NOT IDENTI FY AS (s)
<b>Unweighted Base</b>	<b>9933</b>	2800	1929	2630	1795	1263	1708	3152	5547	2761	1609	2730	7203	2372	7561	7614	2319	96	66	30
<b>Weighted Base</b>	<b>9933</b>	2752	1952	3018	1490	1082	1588	3622	5768	2692	1458	3000	6933	2640	7293	7592	2341	104*	72*	33**
Every day	<b>5086</b> 51%	1455 53%d	1092 56%acd	1513 50%d	656 44%	490 45%	776 49%	2072 57%ef	3086 54%ij	1346 50%j	649 44%	1592 53%l	3494 50%	1398 53%	3688 51%	3783 50%	1303 56%o	-	-	-
Every 2-3 days	<b>2735</b> 28%	717 26%	505 26%	833 28%	483 32%abc	340 31%g	485 31%g	828 23%	1546 27%	735 27%	450 31%hi	820 27%	1915 28%	717 27%	2018 28%	2135 28%p	600 26%	-	-	-
Every 4-5 days	<b>1191</b> 12%	347 13%b	175 9%	378 13%b	198 13%b	115 11%	180 11%	470 13%e	682 12%	297 11%	209 14%hi	338 11%	853 12%	305 12%	887 12%	927 12%	264 11%	-	-	-
About once a week	<b>395</b> 4%	101 4%	67 3%	116 4%	82 6%abc	69 6%fg	58 4%	106 3%	197 3%	124 5%h	74 5%h	104 3%	291 4%	90 3%	306 4%	309 4%	86 4%	-	-	-
Every 2-3 weeks	<b>117</b> 1%	38 1%	17 1%	32 1%	22 1%	27 2%fg	21 1%g	26 1%	60 1%	40 1%	17 1%	27 1%	90 1%	26 1%	91 1%	98 1%	19 1%	-	-	-
About once a month	<b>50</b> *	15 1%	8 *	15 *	9 1%	5 *	11 1%	14 *	24 *	12 *	12 1%h	18 1%	31 *	17 1%	33 *	43 1%	7 *	-	-	-
Less often than once a month	<b>31</b> *	9 *	5 *	10 *	5 *	5 *	6 *	6 *	14 *	11 *	6 *	5 *	27 *	5 *	27 *	29 *p	2 *	-	-	-
Never	<b>323</b> 3%	68 2%	83 4%ad	121 4%ad	33 2%	32 3%	51 3%	100 3%	154 3%	126 5%hj	41 3%	93 3%	230 3%	80 3%	243 3%	266 4%p	57 2%	104	72	33
Ever (NET)	<b>9606</b> 97%	2683 97%bc	1868 96%	2897 96%	1456 98%bc	1050 97%	1537 97%	3522 97%	5611 97%l	2565 95%	1417 97%l	2904 97%	6701 97%	2557 97%	7049 97%	7324 96%	2282 97%o	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g - h/i/j - k/l - m/n - o/p - q/r/s  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 6**  
**KN01 - How often, if at all, do you personally eat any form of meat, fish or shellfish?**  
Base: All adults aged 15+ in Great Britain

TOTAL	EDUCATION				INCOME			MARITAL STATUS			CHILDREN IN HOUSEHOLD		PARENT OF CHILD		MAIN SHOPPER		VEGAN		
	GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	UP TO 11499 (e)	11500 - 24999 (f)	25000 PLUS (g)	MAR/ LIVI- NG AS (h)	SI- NGLE (i)	WID/ DIV/ SEP (j)	YES (k)	NO (l)	YES (m)	NO (n)	YES (o)	NO (p)	YES (q)	YES AND IDENTI FY (r)	YES, BUT DO NOT IDENTI FY AS (s)
<b>9933</b>	2752	1952	3018	1490	1082	1588	3622	5768	2692	1458	3000	6933	2640	7293	7592	2341	104*	72*	33**
<b>9408</b>	2621	1839	2841	1420	1014	1499	3476	5512	2503	1381	2854	6554	2509	6899	7154	2254	-	-	-
<b>95%</b>	95%	94%	94%	95%	94%	94%	96% <sup>ef</sup>	96% <sup>ei</sup>	93%	95% <sup>ij</sup>	95%	95%	95%	95%	94%	96% <sup>o</sup>	-	-	-
Don't know	4	1	1	-	-	-	-	3	1	*	3	1	3	1	2	2	-	-	-
	*	*	*	*	-	-	-	*	*	*	*	*	*	*	*	*	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g - h/i/j - k/l - m/n - o/p - q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 7**  
**KN02 - How often, if at all, do you personally consume any animal products other than meat, fish or shellfish?**  
**Base: All adults aged 15+ in Great Britain who never eat meat**

	TOTAL	GENDER		AGE					SOCIAL GRADE				WORKING STATUS		ETHNICITY		
		MALE (a)	FE- MALE (b)	15-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WOR- KING (m)	NOT WOR- KING (n)	WHITE (o)	NON- WHITE (p)
<b>Unweighted Base</b>	<b>302</b>	101	201	70	54	49	48	40	41	63	118	46	75	152	150	239	62
<b>Weighted Base</b>	<b>323</b>	102*	221	69*	61*	57*	58*	38*	40*	85*	114	55*	68*	187	136	261	61*
Every day	<b>141</b> <b>44%</b>	45 44%	96 44%	25 36%	23 38%	32 56% <sup>c</sup>	28 48%	17 44%	18 45%	44 51%	52 45%	18 32%	29 42%	92 49% <sup>n</sup>	49 36%	123 47% <sup>p</sup>	19 30%
Every 2-3 days	<b>33</b> <b>10%</b>	9 9%	24 11%	11 15%	4 7%	4 7%	6 11%	4 10%	4 10%	5 6%	14 12%	9 16%	5 7%	18 10%	15 11%	28 11%	3 5%
Every 4-5 days	<b>18</b> <b>6%</b>	6 6%	12 5%	3 4%	3 5%	7 12%	1 3%	2 5%	2 4%	3 4%	6 5%	4 7%	4 6%	9 5%	9 6%	15 6%	3 4%
About once a week	<b>12</b> <b>4%</b>	- -	12 6% <sup>a</sup>	6 9% <sup>e</sup>	2 4%	- -	1 2%	3 7%	- -	1 1%	7 6%	3 6%	1 1%	4 2%	8 6%	9 3%	3 6%
Every 2-3 weeks	<b>1</b> <b>*</b>	- -	1 *	- -	1 2%	- -	- -	- -	- -	- -	- -	1 2%	- -	1 *	- -	- -	1 2%
About once a month	<b>4</b> <b>1%</b>	2 2%	2 1%	2 3%	1 2%	- -	- -	1 3%	- -	1 1%	3 3%	- -	- -	2 1%	2 2%	3 1%	1 1%
Less often than once a month	<b>10</b> <b>3%</b>	3 3%	7 3%	2 2%	4 7%	1 1%	2 3%	- -	2 4%	3 4%	1 1%	4 8% <sup>j</sup>	2 2%	5 3%	5 3%	9 3%	1 1%
Never	<b>104</b> <b>32%</b>	38 37%	66 30%	21 31%	22 37%	14 24%	20 34%	12 32%	15 37%	28 33%	32 28%	17 30%	28 42%	56 30%	49 36%	73 28%	31 50% <sup>o</sup>
Ever (NET)	<b>219</b> <b>68%</b>	64 63%	155 70%	48 69%	38 63%	43 76%	38 66%	26 68%	25 63%	58 67%	83 72%	39 70%	40 58%	131 70%	88 64%	187 72% <sup>p</sup>	30 50%
Once a week or more (NET)	<b>204</b> <b>63%</b>	60 58%	144 65%	44 64%	32 53%	43 75% <sup>d</sup>	37 63%	25 65%	23 59%	53 63%	79 69%	34 61%	38 56%	123 66%	81 59%	175 67% <sup>p</sup>	28 45%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n - o/p  
 Overlap formulae used. \* small base

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**Table 7**  
**KN02 - How often, if at all, do you personally consume any animal products other than meat, fish or shellfish?**  
**Base: All adults aged 15+ in Great Britain who never eat meat**

	GENDER		AGE						SOCIAL GRADE				WORKING STATUS		ETHNICITY		
	MALE (a)	FE- MALE (b)	15-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	WOR- KING (m)	NOT WOR- KING (n)	WHITE (o)	NON- WHITE (p)	
<b>Weighted Base</b>	323	102*	221	69*	61*	57*	58*	38*	40*	85*	114	55*	68*	187	136	261	61*
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n - o/p  
 Overlap formulae used. \* small base

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**Table 8**  
**KN02 - How often, if at all, do you personally consume any animal products other than meat, fish or shellfish?**  
**Base: All adults aged 15+ in Great Britain who never eat meat**

	TOTAL	GOVERNMENT OFFICE REGION										GOVERNMENT OFFICE REGION BROAD						AREA			
		EAST MID-LANDS (a)	EAST-ERN (b)	LON-DON (c)	NORTH EAST (d)	NORTH WEST (e)	SCOT-LAND (f)	SOUTH EAST (g)	SOUTH WEST (h)	WALES (i)	WEST MID-LANDS (j)	YORKS AND HUMBR (k)	NORTH (l)	MIDLAN DS (m)	SOUTH (n)	LON-DON (o)	SCOT-LAND (p)	WALES (q)	URBAN (r)	SUB-URBAN (s)	RURAL (t)
<b>Unweighted Base</b>	<b>302</b>	24	32	64	14	40	15	43	27	10	22	11	65	78	70	64	15	10	118	137	47
<b>Weighted Base</b>	<b>323</b>	28**	42**	56*	13**	38*	18**	60*	27**	9**	19**	11**	63*	90*	87*	56*	18**	9**	113	158	52*
Every day	<b>141</b> <b>44%</b>	6 21%	18 43%	20 36%	9 68%	21 55%	8 46%	27 45%	11 39%	4 45%	12 60%	5 46%	35 56%o	36 40%	37 43%	20 36%	8 46%	4 45%	45 40%	74 47%	22 43%
Every 2-3 days	<b>33</b> <b>10%</b>	3 11%	1 2%	3 5%	3 26%	6 15%	2 12%	5 8%	6 23%	1 9%	2 8%	1 9%	10 16%o	6 6%	11 13%	3 5%	2 12%	1 9%	6 5%	17 11%	9 18%r
Every 4-5 days	<b>18</b> <b>6%</b>	2 6%	3 7%	4 6%	- -	2 5%	- -	6 11%	1 3%	1 10%	- -	- -	2 3%	5 5%	7 8%	4 6%	- -	1 10%	5 5%	10 6%	3 6%
About once a week	<b>12</b> <b>4%</b>	- -	3 7%	3 6%	- -	2 4%	- -	1 2%	1 4%	- -	- -	2 17%	3 6%	3 3%	2 3%	3 6%	- -	- -	6 5%	5 3%	1 2%
Every 2-3 weeks	<b>1</b> <b>*</b>	- -	- -	1 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 2%	- -	- -	1 1%	- -	- -
About once a month	<b>4</b> <b>1%</b>	- -	- -	1 2%	- -	- -	1 6%	1 2%	1 4%	- -	- -	- -	- -	- -	2 2%	1 2%	1 6%	- -	2 2%	1 1%	1 2%
Less often than once a month	<b>10</b> <b>3%</b>	2 6%	1 4%	2 3%	- -	- -	2 8%	2 3%	1 3%	- -	- -	1 7%	1 1%	3 3%	3 3%	2 3%	2 8%	- -	4 3%	3 2%	2 5%
Never	<b>104</b> <b>32%</b>	16 57%	15 37%	23 41%e	1 6%	8 21%	5 27%	17 29%	7 24%	3 36%	6 31%	2 22%	11 18%	38 42%l	24 27%	23 41%l	5 27%	3 36%	44 39%	48 30%	13 25%
Ever (NET)	<b>219</b> <b>68%</b>	12 43%	26 63%	33 59%	12 94%	30 79%c	13 73%	43 71%	21 76%	6 64%	13 69%	9 78%	51 82%mo	52 58%	63 73%	33 59%	13 73%	6 64%	69 61%	110 70%	39 75%
Once a week or more (NET)	<b>204</b> <b>63%</b>	11 37%	25 60%	30 53%	12 94%	30 79%c	11 59%	39 66%	19 69%	6 64%	13 69%	8 72%	51 81%mo	49 55%	58 67%	30 53%	11 59%	6 64%	63 55%	106 67%	35 69%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k - l/m/n/o/p/q - r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



**J15063333-05-03 05-FEB - 04-APR 2016**  
**PUBLIC - FINAL**  
**VEGAN INCIDENCE STUDY**

1 Feb 2017

Table 8

**KN02 - How often, if at all, do you personally consume any animal products other than meat, fish or shellfish?**

Base: All adults aged 15+ in Great Britain who never eat meat

	GOVERNMENT OFFICE REGION											GOVERNMENT OFFICE REGION BROAD					AREA				
	EAST MID-LANDS (a)	EAST-ERN (b)	LON-DON (c)	NORTH EAST (d)	NORTH WEST (e)	SCOT-LAND (f)	SOUTH EAST (g)	SOUTH WEST (h)	WALES (i)	WEST MID-LANDS (j)	YORKS AND HUMBR (k)	NORTH (l)	MIDLAN DS (m)	SOUTH (n)	LON-DON (o)	SCOT-LAND (p)	WALES (q)	URBAN (r)	SUB-URBAN (s)	RURAL (t)	
<b>Weighted Base</b>	<b>323</b>	28**	42**	56*	13**	38*	18**	60*	27**	9**	19**	11**	63*	90*	87*	56*	18**	9**	113	158	52*
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Table 9  
KN02 - How often, if at all, do you personally consume any animal products other than meat, fish or shellfish?  
Base: All adults aged 15+ in Great Britain who never eat meat

	TOTAL	EDUCATION				INCOME			MARITAL STATUS			CHILDREN IN HOUSEHOLD		PARENT OF CHILD		MAIN SHOPPER		VEGAN		
		GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	UP TO 11499 (e)	11500 - 24999 (f)	25000 PLUS (g)	MAR/ LIVI- NG AS (h)	SI- NGLE (i)	WID/ DIV/ SEP (j)	YES (k)	NO (l)	YES (m)	NO (n)	YES (o)	NO (p)	YES (q)	YES AND IDENTI FY (r)	YES, BUT DO NOT IDENTI FY AS (s)
Unweighted Base	302	63	79	105	35	35	46	82	138	124	38	85	217	74	228	247	55	96	66	30
Weighted Base	323	68*	83*	121*	33*	32*	51*	100*	154	126	41*	93*	230	80*	243	266	57*	104*	72*	33**
Every day	141 44%	29 43%	31 38%	63 52%	11 33%	11 36%	21 42%	63 64%ef	75 49%	49 39%	16 38%	48 52%	93 41%	43 54%	98 40%	121 45%	20 36%	-	-	-
Every 2-3 days	33 10%	7 11%	15 18%cd	6 5%	1 3%	2 6%	6 12%	10 10%	15 10%	17 13%	1 2%	7 7%	26 11%	5 6%	28 11%	27 10%	6 10%	-	-	-
Every 4-5 days	18 6%	4 6%	5 6%	4 4%	2 6%	5 15%	2 3%	5 5%	10 7%	5 4%	3 6%	8 8%	10 4%	7 8%	11 5%	17 6%	1 2%	-	-	-
About once a week	12 4%	4 6%	5 6%	2 2%	1 2%	1 5%	1 2%	1 1%	3 2%	7 6%	2 4%	3 3%	9 4%	3 4%	9 4%	8 3%	4 8%	-	-	-
Every 2-3 weeks	1 *	-	-	1 1%	-	-	-	-	-	1 1%	-	-	1 *	-	1 *	1 *	-	-	-	-
About once a month	4 1%	-	1 1%	1 1%	1 3%	1 4%	1 2%	1 1%	2 1%	2 2%	-	-	4 2%	-	4 2%	4 2%	-	-	-	-
Less often than once a month	10 3%	2 3%	3 4%	3 3%	1 2%	-	3 7%	2 2%	3 2%	4 3%	3 8%	3 3%	7 3%	3 4%	7 3%	7 3%	2 4%	-	-	-
Never	104 32%	21 31%	22 27%	39 33%	17 52%b	11 35%g	16 32%	17 17%	46 30%	41 32%	17 41%	24 26%	80 35%	20 24%	85 35%	82 31%	23 40%	104 100%	72 100%	33 100%
Ever (NET)	219 68%	47 69%	60 73%d	81 67%	16 48%	21 65%	34 68%	82 83%e	108 70%	85 68%	24 59%	68 74%	150 65%	61 76%	158 65%	184 69%	34 60%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g - h/i/j - k/l - m/n - o/p - q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 9**  
**KN02 - How often, if at all, do you personally consume any animal products other than meat, fish or shellfish?**  
Base: All adults aged 15+ in Great Britain who never eat meat

TOTAL	EDUCATION				INCOME			MARITAL STATUS			CHILDREN IN HOUSEHOLD		PARENT OF CHILD		MAIN SHOPPER		VEGAN		
	GCSE/ O-LV/ CSE/ NVQ12 (a)	A-LVL OR EQUIV (b)	DEGR/ MAST/ PHD (c)	NO FORML QUAL (d)	UP TO 11499 (e)	11500 - 24999 (f)	25000 PLUS (g)	MAR/ LIVI- NG AS (h)	SI- NGLE (i)	WID/ DIV/ SEP (j)	YES (k)	NO (l)	YES (m)	NO (n)	YES (o)	NO (p)	YES (q)	YES AND IDENTI FY (r)	YES, BUT DO NOT IDENTI FY AS (s)
<b>323</b>	68*	83*	121*	33*	32*	51*	100*	154	126	41*	93*	230	80*	243	266	57*	104*	72*	33**
Once a week or more (NET)	<b>204</b>	45	56	14	19	30	79	103	78	21	65	139	58	146	172	32	-	-	-
Don't know	<b>63%</b>	66%d	68%d	43%	61%	59%	79%ef	67%	62%	51%	71%	60%	72%	60%	65%	56%	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g - h/i/j - k/l - m/n - o/p - q/r/s  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing