



Poll Conducted for The Vegan Society

Incidence of Vegans Research

- Fieldwork dates: 5th February – 4th April 2016
- All figures in percentages
- Base: All adults aged 15+ in Great Britain
- Data have been weighted by age, gender, region, working status, social grade, tenure and ethnicity to the known population profile of adults aged 15+ in GB
- Interviews conducted face-to-face
- An asterisk represents a percentage less than 0.5 but greater than 0
- Numbers may not always add up to 100% due to computer rounding or multiple answers

Incidence Overview

Ever eat meat (Net)	96.71%
Never eat meat (Net)	3.25%
Never eat meat or animal products	1.05%
Never eat meat but eat animal products	2.20%
Never eat meat and avoid using items derived from animals or that involve animals	1.66%
Never eat meat and avoid consuming or using any animal products	0.70%
Never eat animal products but do not avoid consuming or using items derived from animals	0.35%

Base: All adults aged 15+ in Great Britain (n = 9,933)

KN01

How often, if at all, do you personally eat any form of meat, fish or shellfish?

Every day	51.21%
Every 2-3 days	27.53%
Every 4-5 days	11.99%
About once a week	3.98%
Every 2-3 weeks	1.18%
About once a month	0.50%
Less often than once a month	0.31%
Never	3.25%
Ever (Net)	96.71%
Once a week or more (Net)	94.71%
Don't know	0.04%

Base: All adults aged 15+ in Great Britain (n = 9,933)



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KN02

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

Every day	43.77%
Every 2-3 days	10.08%
Every 4-5 days	5.54%
About once a week	3.76%
Every 2-3 weeks	0.29%
About once a month	1.27%
Less often than once a month	3.01%
Never	32.28%
Ever (Net)	67.72%
Once a week or more (Net)	63.15%
Don't know	-

Base: All adults aged 15+ in Great Britain who never eat meat (n = 302)

KN05

Thinking now about lifestyle choices other than food and diet. Do you personally try to avoid using any items derived from animals or that involve animals?

Yes	51.13%
No	48.41%
Don't know	0.46%

Base: All adults aged 15+ in Great Britain who never eat meat (n = 302)