

Animal Justice Project

Animal Justice

UK18 Sample: 24th - 27th January 2025



Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
	A	B	C	D	E	F	G	H	I

VAA_Q1. Before taking this survey, were you aware that dairy cows are impregnated annually to enable milk production?

Unweighted base	2048	970	1078	200	317	361	342	828	1209	839
Base: All UK adults	2048	993	1055	227	319	363	344	795	1167	881
Yes, I was aware	48%	49%	48%	47%	50%	48%	49%	48%	49%	48%
No, I wasn't aware	52%	51%	52%	53%	50%	52%	51%	52%	51%	52%

VAA_Q2. Approximately how long after birth do you think dairy farmers typically separate a calf from its mother?
(Please select the option that you think applies)

Unweighted base	2048	970	1078	200	317	361	342	828	1209	839
Base: All UK adults	2048	993	1055	227	319	363	344	795	1167	881
Immediately after birth	9%	9%	10%	8%	18%	12%	12%	4%	10%	8%
				G	C.E.F.G	G	G			
Within 23 hours	8%	8%	9%	12%	9%	8%	9%	7%	9%	7%
				G						
24 hours - 48 hours	12%	12%	12%	15%	13%	13%	12%	10%	12%	12%
				G						
3 days - 7 days	9%	9%	9%	12%	7%	9%	6%	10%	9%	9%
				F				F		
1 week - 2 weeks	8%	8%	7%	7%	6%	8%	10%	7%	8%	7%
1 month	9%	8%	9%	9%	5%	8%	6%	11%	9%	8%
								D.F		
2 months - 3 months	6%	6%	6%	3%	6%	5%	5%	8%	6%	6%
								C		
4 months - 6 months	4%	3%	5%	4%	3%	3%	5%	5%	4%	4%
				A						
6 months - 12 months	2%	2%	3%	2%	1%	2%	2%	3%	2%	3%
After a year	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Don't know	31%	33%	29%	26%	30%	31%	33%	33%	28%	35%
									H	

Animal Justice Project

Animal Justice

UK18 Sample: 24th - 27th January 2025



Total	Region								
	North	Midlands	East	London	South	England (NET)	Wales	Scotland	Northern Ireland
	J	K	L	M	N	O	P	Q	R

VAA_Q1. Before taking this survey, were you aware that dairy cows are impregnated annually to enable milk production?

Unweighted base	2048	483	333	194	274	455	1739	105	153	51
Base: All UK adults	2048	477	330	194	268	453	1722	98	172	55
Yes, I was aware	48%	43%	53%	46%	43%	53%	48%	56%	49%	49%
			J.M.O			J.M.O	J	J.M		*
No, I wasn't aware	52%	57%	47%	54%	57%	47%	52%	44%	51%	51%
		K.N.O.P			K.N.P		K.N			*

VAA_Q2. Approximately how long after birth do you think dairy farmers typically separate a calf from its mother? (Please select the option that you think applies)

Unweighted base	2048	483	333	194	274	455	1739	105	153	51
Base: All UK adults	2048	477	330	194	268	453	1722	98	172	55
Immediately after birth	9%	10%	8%	8%	6%	12%	10%	12%	5%	16%
						M.O.Q	M	M.Q		M.Q*
Within 23 hours	8%	7%	12%	9%	10%	5%	8%	9%	11%	4%
			J.N.O		N		N		N	*
24 hours - 48 hours	12%	11%	11%	9%	14%	17%	13%	9%	8%	6%
						J.K.L.O.P.Q.R				*
3 days - 7 days	9%	9%	10%	8%	11%	9%	9%	8%	6%	9%
										*
1 week - 2 weeks	8%	7%	8%	7%	8%	8%	7%	9%	9%	10%
										*
1 month	9%	8%	7%	7%	8%	10%	8%	11%	12%	11%
										*
2 months - 3 months	6%	8%	6%	5%	5%	5%	6%	5%	8%	6%
										*
4 months - 6 months	4%	4%	6%	3%	2%	4%	4%	2%	6%	4%
			M.O				M		M	*
6 months - 12 months	2%	3%	2%	2%	1%	3%	2%	4%	1%	4%
										*
After a year	1%	1%	1%	0%	0%	2%	1%	2%	1%	2%
										*
Don't know	31%	32%	28%	42%	35%	26%	31%	30%	34%	28%
		N		J.K.N.O	N		N			*

Animal Justice Project

Animal Justice

UK18 Sample: 24th - 27th January 2025



Total	Working Status						
	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other
	AF	AG	AH	AI	AJ	AK	AL

VAA_Q1. Before taking this survey, were you aware that dairy cows are impregnated annually to enable milk production?

Unweighted base	2048	879	323	1202	78	508	87	173
Base: All UK adults	2048	888	326	1213	88	473	94	179
Yes, I was aware	48%	47%	53%	48%	42%	47%	49%	55%
					*		*	
No, I wasn't aware	52%	53%	47%	52%	58%	53%	51%	45%
					*		*	

VAA_Q2. Approximately how long after birth do you think dairy farmers typically separate a calf from its mother?
(Please select the option that you think applies)

Unweighted base	2048	879	323	1202	78	508	87	173
Base: All UK adults	2048	888	326	1213	88	473	94	179
Immediately after birth	9%	12%	9%	11%	13%	4%	11%	9%
		AJ	AJ	AJ	AJ*		AJ*	AJ
Within 23 hours	8%	7%	10%	8%	14%	7%	10%	12%
					AF.AJ*		*	AJ
24 hours - 48 hours	12%	13%	14%	13%	14%	11%	10%	8%
					*		*	
3 days - 7 days	9%	7%	12%	9%	7%	8%	12%	13%
			AF.AH	AF	*		*	AF
1 week - 2 weeks	8%	9%	7%	8%	6%	8%	1%	8%
		AK	AK	AK	*	AK	*	AK
1 month	9%	8%	8%	8%	13%	10%	7%	6%
					*		*	
2 months - 3 months	6%	7%	3%	6%	4%	8%	4%	4%
		AG.AH		AG	*	AG	*	
4 months - 6 months	4%	3%	4%	4%	5%	5%	3%	5%
					*		*	
6 months - 12 months	2%	2%	2%	2%	1%	4%	4%	4%
					*	AF.AH	*	AF
After a year	1%	1%	0%	1%	1%	1%	2%	2%
					*		AG*	
Don't know	31%	31%	30%	31%	22%	34%	35%	30%
					*	AI	*	

Animal Justice Project

Animal Justice

UK18 Sample: 24th - 27th January 2025



Total	Social Media/ Messaging service (within the last month)									
	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	TikTok	Facebook Messenger	WhatsApp	Skype
	BF	BG	BH	BI	BJ	BK	BL	BM	BN	BO

VAA_Q1. Before taking this survey, were you aware that dairy cows are impregnated annually to enable milk production?

Unweighted base	2048	1371	563	387	239	934	278	438	1154	1705	110
Base: All UK adults	2048	1368	574	380	237	947	296	450	1158	1703	108
Yes, I was aware	48%	47%	48%	51%	52%	48%	48%	47%	48%	48%	65%
No, I wasn't aware	52%	53%	52%	49%	48%	52%	53%	53%	52%	52%	35%
		BO	BO	BO	BO	BO	BO	BO	BO	BO	BF.BG.BH.BI.BJ.BK.BL.

VAA_Q2. Approximately how long after birth do you think dairy farmers typically separate a calf from its mother? (Please select the option that you think applies)

Unweighted base	2048	1371	563	387	239	934	278	438	1154	1705	110
Base: All UK adults	2048	1368	574	380	237	947	296	450	1158	1703	108
Immediately after birth	9%	9%	12%	14%	15%	12%	11%	11%	9%	10%	12%
			BF.BM	BF.BM.BN	BF.BM.BN	BF.BM.BN				BF	
Within 23 hours	8%	8%	8%	11%	11%	9%	10%	10%	9%	8%	16%
											BF.BG.BJ.BL.BM.E
24 hours - 48 hours	12%	13%	12%	15%	13%	13%	16%	16%	13%	13%	9%
								BG.BN			
3 days - 7 days	9%	8%	9%	8%	9%	9%	9%	8%	8%	9%	10%
1 week - 2 weeks	8%	8%	9%	7%	7%	9%	6%	8%	8%	8%	10%
1 month	9%	8%	7%	8%	9%	8%	10%	10%	9%	9%	6%
								BG	BG	BG	
2 months - 3 months	6%	7%	5%	7%	5%	6%	4%	5%	7%	6%	9%
		BG.BK.BL							BG		BG.BK.BL
4 months - 6 months	4%	5%	4%	4%	5%	4%	2%	3%	4%	4%	4%
		BK.BL			BK.BL				BK.BL		
6 months - 12 months	2%	3%	1%	2%	3%	2%	2%	2%	3%	2%	2%
		BG								BG	
After a year	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	-
			BJ								
Don't know	31%	30%	32%	22%	22%	28%	29%	27%	29%	29%	21%
		BH.BI.BO	H.BI.BJ.BL.BN.BO			BH.BI	BH		BH.BI	BH.BI	

Animal Justice Project

Animal Justice

UK18 Sample: 24th - 27th January 2025



Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
	A	B	C	D	E	F	G	H	I

VAA_Q3. In general, cows can live up to 25 years old. At what age do you think dairy cows are typically sent for slaughter?

Unweighted base	2048	970	1078	200	317	361	342	828	1209	839
Base: All UK adults	2048	993	1055	227	319	363	344	795	1167	881
At 1 year or younger	1%	1%	2%	2%	1%	1%	2%	1%	2%	1%
2-4 years	13%	13%	13%	15%	17%	14%	12%	11%	14%	13%
5-7 years	18%	18%	17%	21%	18%	17%	17%	17%	18%	17%
8-10 years	15%	15%	14%	14%	16%	12%	18%	14%	16%	12%
11-13 years	5%	6%	5%	6%	5%	6%	4%	5%	6%	5%
14-16 years	7%	7%	6%	9%	7%	7%	6%	7%	6%	8%
17-19 years	3%	3%	3%	3%	3%	4%	3%	2%	4%	2%
20+ years	5%	4%	5%	6%	5%	4%	3%	5%	5%	4%
Don't know	34%	33%	35%	24%	28%	35%	35%	38%	31%	37%
						C	C	C.D		H

Animal Justice Project

Animal Justice

UK18 Sample: 24th - 27th January 2025



Total	Region								
	North	Midlands	East	London	South	England (NET)	Wales	Scotland	Northern Ireland
	J	K	L	M	N	O	P	Q	R

VAA_Q3. In general, cows can live up to 25 years old. At what age do you think dairy cows are typically sent for slaughter?

Unweighted base	2048	483	333	194	274	455	1739	105	153	51
Base: All UK adults	2048	477	330	194	268	453	1722	98	172	55
At 1 year or younger	1%	2%	1%	1%	2%	1%	1%	3%	1%	4%
							N			N*
2-4 years	13%	11%	17%	8%	15%	16%	14%	10%	8%	17%
			J.L.Q		L.Q	J.L.Q	J.L.Q			*
5-7 years	18%	16%	16%	16%	17%	20%	17%	19%	24%	16%
								J.K.O		*
8-10 years	15%	16%	17%	14%	12%	15%	15%	11%	9%	25%
		Q	Q				Q			M.P.Q*
11-13 years	5%	7%	5%	4%	4%	5%	5%	3%	5%	6%
										*
14-16 years	7%	6%	6%	9%	6%	7%	7%	11%	8%	2%
										*
17-19 years	3%	2%	3%	2%	4%	3%	3%	1%	5%	4%
										*
20+ years	5%	6%	4%	3%	5%	4%	5%	9%	3%	2%
								K.L.Q		*
Don't know	34%	35%	32%	44%	36%	29%	34%	33%	37%	24%
		N		J.K.N.O.R	N		N		N	*

Animal Justice Project

Animal Justice

UK18 Sample: 24th - 27th January 2025



Total	Working Status						
	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other
	AF	AG	AH	AI	AJ	AK	AL

VAA_Q3. In general, cows can live up to 25 years old. At what age do you think dairy cows are typically sent for slaughter?

Unweighted base	2048	879	323	1202	78	508	87	173
Base: All UK adults	2048	888	326	1213	88	473	94	179
At 1 year or younger	1%	2%	1%	1%	3% *	1%	1% *	1%
2-4 years	13%	14% AJ	15% AJ	15% AJ	11% *	10%	16% *	13%
5-7 years	18%	17%	22% AF,AH,AK	18% AF	20% *	17%	11% *	15%
8-10 years	15%	16% AG,AH	11%	15% AG	20% AG*	13%	11% *	18% AG
11-13 years	5%	5%	5%	5%	3% *	5%	7% *	5%
14-16 years	7%	6%	7%	6%	14% AF,AH,AJ,AL*	7%	10% *	6%
17-19 years	3%	3% AG	1%	3% AG	3% *	2%	1% *	4% AG
20+ years	5%	4%	4%	4%	8% *	5%	7% *	5%
Don't know	34%	32% AI	34% AI	33% AI	20% *	40% AF,AH,AI	35% AI*	33% AI

Animal Justice Project

Animal Justice

UK18 Sample: 24th - 27th January 2025



Total	Social Media/ Messaging service (within the last month)									
	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	TikTok	Facebook Messenger	WhatsApp	Skype
	BF	BG	BH	BI	BJ	BK	BL	BM	BN	BO

VAA_Q3. In general, cows can live up to 25 years old. At what age do you think dairy cows are typically sent for slaughter?

Unweighted base	2048	1371	563	387	239	934	278	438	1154	1705	110
Base: All UK adults	2048	1368	574	380	237	947	296	450	1158	1703	108
At 1 year or younger	1%	1%	2%	1%	3%	2%	2%	2%	1%	1%	5%
2-4 years	13%	13%	14%	14%	19%	14%	11%	16%	14%	14%	13%
5-7 years	18%	17%	18%	19%	19%	19%	22%	17%	18%	18%	23%
8-10 years	15%	15%	15%	17%	16%	14%	14%	15%	14%	15%	17%
11-13 years	5%	5%	7%	8%	5%	5%	5%	5%	6%	5%	4%
14-16 years	7%	7%	7%	6%	6%	8%	9%	9%	7%	7%	5%
17-19 years	3%	3%	2%	4%	3%	3%	3%	3%	2%	3%	4%
20+ years	5%	5%	4%	6%	3%	5%	6%	5%	5%	5%	3%
Don't know	34%	34%	32%	25%	26%	30%	28%	29%	33%	32%	25%

Animal Justice Project

Animal Justice

UK18 Sample: 24th - 27th January 2025



Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
	A	B	C	D	E	F	G	H	I

VAA_Q4. To what extent do you agree or disagree with the following statement. Dairy companies provide consumers with enough information about how milk and dairy products are produced.

Unweighted base	2048	970	1078	200	317	361	342	828	1209	839
Base: All UK adults	2048	993	1055	227	319	363	344	795	1167	881
Strongly agree	5%	6%	3%	7%	9%	5%	4%	2%	5%	4%
Tend to agree	13%	16%	10%	19%	19%	11%	11%	9%	12%	13%
Neither agree nor disagree	35%	37%	34%	25%	27%	37%	33%	41%	33%	38%
Tend to disagree	30%	27%	33%	29%	30%	31%	29%	30%	31%	28%
Strongly disagree	18%	15%	21%	20%	15%	15%	23%	18%	19%	17%
Net: Agree	17%	22%	13%	26%	28%	16%	15%	12%	18%	17%
Net: Disagree	48%	41%	54%	49%	45%	47%	51%	47%	50%	45%

Animal Justice Project

Animal Justice

UK18 Sample: 24th - 27th January 2025



Total	Region								
	North	Midlands	East	London	South	England (NET)	Wales	Scotland	Northern Ireland
	J	K	L	M	N	O	P	Q	R

VAA_Q4. To what extent do you agree or disagree with the following statement. Dairy companies provide consumers with enough information about how milk and dairy products are produced.

Unweighted base	2048	483	333	194	274	455	1739	105	153	51
Base: All UK adults	2048	477	330	194	268	453	1722	98	172	55
Strongly agree	5%	3%	5%	4%	8%	5%	5%	5%	3%	4%
					J.O					*
Tend to agree	13%	12%	13%	14%	16%	10%	13%	4%	16%	12%
		P	P	P	N.P		N.P		P	*
Neither agree nor disagree	35%	37%	33%	42%	30%	35%	35%	38%	36%	36%
		M		K.M.O						*
Tend to disagree	30%	32%	31%	30%	27%	30%	30%	28%	26%	25%
										*
Strongly disagree	18%	16%	18%	11%	19%	20%	17%	25%	18%	24%
			L		L	L	L	J.L.O	L	L*
Net: Agree	17%	16%	19%	18%	24%	15%	18%	9%	19%	16%
			P		J.N.O.P		P		P	*
Net: Disagree	48%	47%	49%	41%	46%	51%	48%	53%	45%	48%
						L	L	L		*

Animal Justice Project

Animal Justice

UK18 Sample: 24th - 27th January 2025



Total	Working Status						
	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other
	AF	AG	AH	AI	AJ	AK	AL

VAA_Q4. To what extent do you agree or disagree with the following statement. Dairy companies provide consumers with enough information about how milk and dairy products are produced.

Unweighted base	2048	879	323	1202	78	508	87	173
Base: All UK adults	2048	888	326	1213	88	473	94	179
Strongly agree	5%	6%	4%	6%	6%	2%	5%	5%
		AJ		AJ	AJ*		*	
Tend to agree	13%	12%	15%	13%	13%	10%	25%	10%
			AJ		*		AF.AG.AH.AJ.AL*	
Neither agree nor disagree	35%	35%	29%	34%	22%	43%	25%	38%
		AI		AI	*	AF.AG.AH.AI.AK	*	AG.AI.AK
Tend to disagree	30%	30%	33%	31%	36%	28%	29%	24%
			AL		AL*		*	
Strongly disagree	18%	17%	19%	17%	22%	18%	16%	23%
					*		*	AF
Net: Agree	17%	18%	19%	19%	20%	12%	30%	15%
		AJ	AJ	AJ	AJ*		AF.AG.AH.AJ.AL*	
Net: Disagree	48%	47%	51%	48%	58%	46%	45%	47%
					AJ*		*	

Animal Justice Project

Animal Justice

UK18 Sample: 24th - 27th January 2025



Total	Social Media/ Messaging service (within the last month)									
	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	TikTok	Facebook Messenger	WhatsApp	Skype
	BF	BG	BH	BI	BJ	BK	BL	BM	BN	BO

VAA_Q4. To what extent do you agree or disagree with the following statement. Dairy companies provide consumers with enough information about how milk and dairy products are produced.

Unweighted base	2048	1371	563	387	239	934	278	438	1154	1705	110
Base: All UK adults	2048	1368	574	380	237	947	296	450	1158	1703	108
Strongly agree	5%	5%	7%	7%	7%	6%	10%	8%	5%	5%	17%
			BF.BM.BN	BF.BM.BN		BF.BN	BF.BJ.BM.BN	BF.BM.BN		BF.BG.BH.BI.BJ.BK.BL	
Tend to agree	13%	12%	15%	12%	11%	13%	15%	17%	13%	13%	15%
			BF				BF.BH.BI.BJ.BM.BN				
Neither agree nor disagree	35%	36%	30%	28%	24%	29%	32%	29%	34%	33%	30%
		BH.BI.BJ.BL.BM	BI				BI		BG.BH.BI.BJ.BL	BH.BI.BJ.BL	
Tend to disagree	30%	30%	32%	37%	38%	33%	27%	31%	31%	32%	24%
			BF.BG.BK.BL.BM.BN	BF.BK	BF.BK					BF	
Strongly disagree	18%	17%	17%	16%	21%	20%	16%	16%	17%	18%	14%
					BL	BF.BG.BH.BL.BM.BN					
Net: Agree	17%	17%	22%	19%	17%	19%	26%	25%	18%	17%	32%
			BF.BJ.BM.BN			BF	BF.BH.BI.BJ.BM.BN	BF.BH.BI.BJ.BM.BN		BF.BG.BH.BI.BJ.BM	
Net: Disagree	48%	47%	48%	53%	59%	52%	42%	46%	47%	49%	38%
			BO	BF.BK.BL.BM.BN	BF.BK.BL.BM.BN	BF.BK.BL.BM.BN	BF.BK.BL.BM.BN	BF.BK.BL.BM.BN		BF.BK.BL.BM.BN	BF.BK.BL.BM.BN

Animal Justice Project

Animal Justice

UK18 Sample: 24th - 27th January 2025



Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
	A	B	C	D	E	F	G	H	I

VAA_Q5. Many café chains use cow's milk as the default option for their beverages. If oat milk were made the default milk instead, how likely or unlikely would you be to try it?

Unweighted base	2048	970	1078	200	317	361	342	828	1209	839
Base: All UK adults	2048	993	1055	227	319	363	344	795	1167	881
Very likely	15%	13%	16%	19%	22%	16%	12%	11%	17%	12%
				F.G	F.G	G			I	
Fairly likely	17%	16%	18%	24%	21%	17%	18%	13%	19%	15%
				E.G	G		G		I	
Neither likely nor unlikely	15%	17%	14%	18%	14%	18%	16%	14%	15%	16%
Fairly unlikely	10%	12%	9%	11%	9%	8%	9%	12%	10%	10%
		B						E		
Very unlikely	28%	31%	26%	15%	13%	26%	30%	39%	26%	31%
		B				C.D	C.D	C.D.E.F		H
Don't know	5%	5%	4%	3%	8%	6%	4%	4%	5%	5%
					C.F.G					
Not applicable - I currently always have 'alternative' milks	8%	5%	10%	6%	12%	9%	8%	5%	7%	8%
			A		C.G	G				
Not applicable - I have an allergy to oat milk	2%	2%	2%	4%	2%	2%	2%	2%	1%	3%
				G						H
Net: Likely	32%	29%	34%	44%	43%	33%	31%	24%	36%	27%
			A	E.F.G	E.F.G	G	G		I	
Net: Unlikely	38%	42%	35%	25%	22%	33%	39%	51%	36%	41%
		B				C.D	C.D	C.D.E.F		H

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): 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/A

Animal Justice Project

Animal Justice

UK18 Sample: 24th - 27th January 2025



Total	Region								
	North	Midlands	East	London	South	England (NET)	Wales	Scotland	Northern Ireland
	J	K	L	M	N	O	P	Q	R

VAA_Q5. Many café chains use cow's milk as the default option for their beverages. If oat milk were made the default milk instead, how likely or unlikely would you be to try it?

Unweighted base	2048	483	333	194	274	455	1739	105	153	51
Base: All UK adults	2048	477	330	194	268	453	1722	98	172	55
Very likely	15%	14%	13%	17%	22%	13%	15%	14%	9%	14%
				Q	J.K.N.O.Q					*
Fairly likely	17%	17%	20%	15%	22%	17%	18%	11%	13%	15%
		P			P.Q					*
Neither likely nor unlikely	15%	17%	15%	19%	15%	13%	16%	8%	19%	12%
		P		P			P		P	*
Fairly unlikely	10%	10%	10%	7%	10%	11%	10%	15%	10%	16%
							L			L*
Very unlikely	28%	30%	28%	27%	20%	29%	28%	35%	31%	24%
		M	M			M	M	M	M	*
Don't know	5%	5%	4%	3%	6%	4%	5%	3%	7%	9%
										*
Not applicable - I currently always have 'alternative' milks	8%	3%	8%	9%	6%	11%	7%	11%	8%	8%
			J	J		J.M.O	J	J	J	*
Not applicable - I have an allergy to oat milk	2%	3%	3%	2%	0%	1%	2%	3%	2%	3%
		M	M				M	M		*
Net: Likely	32%	31%	32%	33%	44%	30%	33%	25%	22%	29%
		Q	Q	Q	J.K.L.N.O.P.Q.R		Q			*
Net: Unlikely	38%	41%	38%	34%	29%	40%	37%	50%	41%	40%
		M	M			M	M	K.L.M.O	M	*

Cell Contents (C&D/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, BF/BG/BH/BI/BJ/BK/BL/BM/BN/BO, Minimum Bas

Animal Justice Project

Animal Justice

UK18 Sample: 24th - 27th January 2025



Total	Working Status						
	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other
	AF	AG	AH	AI	AJ	AK	AL

VAA_Q5. Many café chains use cow's milk as the default option for their beverages. If oat milk were made the default milk instead, how likely or unlikely would you be to try it?

Unweighted base	2048	879	323	1202	78	508	87	173
Base: All UK adults	2048	888	326	1213	88	473	94	179
Very likely	15%	17%	16%	17%	21%	10%	12%	11%
		AJ	AJ	AJ	AJ.AL*		*	
Fairly likely	17%	17%	20%	18%	26%	15%	22%	11%
		AL	AJ.AL	AL	AF.AJ.AL*		AL*	
Neither likely nor unlikely	15%	16%	14%	16%	10%	12%	19%	21%
		AJ			*		*	AG.AI.AJ
Fairly unlikely	10%	9%	12%	10%	12%	13%	5%	8%
					*	AF	*	
Very unlikely	28%	24%	25%	24%	17%	40%	22%	31%
					*	F.AG.AH.AI.AK.AJ	*	AI
Don't know	5%	5%	4%	5%	7%	5%	6%	4%
					*		*	
Not applicable - I currently always have 'alternative' milks	8%	8%	8%	8%	2%	5%	10%	11%
		AJ		AJ	*		AI*	AI.AJ
Not applicable - I have an allergy to oat milk	2%	2%	1%	2%	4%	1%	3%	2%
					AJ*		*	
Net: Likely	32%	34%	36%	35%	48%	24%	34%	22%
		AJ.AL	AJ.AL	AJ.AL	AF.AH.AJ.AL*		AL*	
Net: Unlikely	38%	33%	37%	34%	30%	53%	27%	39%
					*	F.AG.AH.AI.AK.AJ	*	

Cell Contents (Ce: 30 (**), Small Base: 100 (*))

Animal Justice Project

Animal Justice

UK18 Sample: 24th - 27th January 2025



Total	Social Media/ Messaging service (within the last month)									
	Facebook	X	LinkedIn	Pinterest	Instagram	Snapchat	TikTok	Facebook Messenger	WhatsApp	Skype
	BF	BG	BH	BI	BJ	BK	BL	BM	BN	BO

VAA_Q5. Many café chains use cow's milk as the default option for their beverages. If oat milk were made the default milk instead, how likely or unlikely would you be to try it?

Unweighted base	2048	1371	563	387	239	934	278	438	1154	1705	110
Base: All UK adults	2048	1368	574	380	237	947	296	450	1158	1703	108
Very likely	15%	15%	18%	19%	27%	18%	21%	19%	15%	15%	28%
			BF.BM.BN	BF.BM.BN	BG.BH.BJ.BL.BM	BF.BM.BN	BF.BM.BN	BF.BM.BN			BF.BG.BH.BJ.BL.BM
Fairly likely	17%	18%	21%	19%	20%	19%	22%	23%	18%	19%	15%
			BF					BF.BJ.BM.BN.BO		BF	
Neither likely nor unlikely	15%	15%	16%	17%	12%	16%	17%	16%	16%	15%	16%
							BI				
Fairly unlikely	10%	10%	10%	12%	9%	10%	10%	11%	11%	11%	10%
Very unlikely	28%	28%	24%	22%	17%	21%	18%	19%	26%	27%	19%
		H.BI.BJ.BK.BL.B	BI.BK.BL	BI					BI.BJ.BK.BL	BH.BI.BJ.BK.BL	
Don't know	5%	5%	3%	2%	2%	4%	4%	4%	5%	4%	4%
		BH.BI				BH			BG.BH.BI	BH	
Not applicable - I currently always have 'alternative' milks	8%	8%	6%	8%	13%	10%	6%	7%	7%	8%	6%
					BF.BG.BH.BK.BL.BM.E	BG.BK.BL.BM.BN					
Not applicable - I have an allergy to oat milk	2%	2%	2%	1%	1%	2%	2%	1%	2%	2%	2%
		BH							BH		
Net: Likely	32%	32%	39%	37%	46%	37%	43%	43%	33%	34%	42%
			BF.BM.BN	BF.BM	F.BG.BH.BJ.BM.E	BF.BM.BN	BF.BJ.BM.BN	BF.BJ.BM.BN		BF	BF.BM
Net: Unlikely	38%	38%	34%	35%	26%	31%	28%	29%	37%	37%	29%
		G.BI.BJ.BK.BL.B	BI.BK	BI.BK		BI			BI.BJ.BK.BL	BI.BJ.BK.BL	

Cell Contents (Cr