

# YouGov Survey Results

Sample Size: 2032 GB Adults  
Fieldwork: 23rd - 24th July 2024

	Total	Loves eating meat	Loves/likes meat	Eats meat	Does not eat meat	Vote in 2024 GE				EU Ref 2016		Gender		Age			
						Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+
<b>Weighted Sample</b>	<b>2032</b>	646	1523	1828	172	366	522	187	219	716	757	983	1049	213	839	502	477
<b>Unweighted Sample</b>	<b>2032</b>	620	1498	1821	187	299	592	234	289	842	736	932	1100	147	864	519	502
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## On how many days in a typical week would you eat meat?

Every day	25	48	32	28	0	23	22	17	33	21	26	32	18	32	30	22	17
6 days	8	10	9	8	0	10	8	11	8	7	9	8	7	7	8	7	7
5 days	16	15	18	17	0	19	13	25	19	16	17	17	15	16	15	16	16
4 days	14	11	15	16	0	15	15	12	14	14	15	13	15	12	13	14	18
3 days	14	10	14	16	0	15	16	17	8	14	15	13	15	11	12	14	19
2 days	8	3	7	8	0	8	9	4	8	8	7	7	8	6	6	9	9
1 day	2	1	2	3	0	2	3	2	0	3	2	2	3	2	3	2	2
Less than once a week	3	1	2	4	0	3	4	3	2	4	3	2	5	3	2	3	6
Never	8	0	0	0	100	4	10	9	7	12	5	5	12	6	9	12	4
Don't know	2	1	1	0	0	1	1	0	1	0	1	2	1	4	2	1	1

## And which comes closest to describing how you feel about eating meat?

I love eating meat	32	100	42	35	0	39	26	28	45	27	38	43	22	30	35	33	26
I like eating meat	43	0	58	47	1	44	46	44	35	45	42	42	44	45	42	38	49
<b>TOTAL LOVE / LIKE EATING MEAT</b>	<b>75</b>	<b>100</b>	<b>100</b>	<b>82</b>	<b>1</b>	<b>83</b>	<b>72</b>	<b>72</b>	<b>80</b>	<b>72</b>	<b>80</b>	<b>85</b>	<b>66</b>	<b>75</b>	<b>77</b>	<b>71</b>	<b>75</b>
I neither like nor dislike eating meat	14	0	0	15	6	11	15	17	11	14	13	10	18	14	11	16	18
I dislike eating meat	3	0	0	3	12	3	4	3	2	4	2	2	5	3	3	3	4
I hate eating meat	7	0	0	0	78	3	8	7	6	9	4	3	11	7	7	10	3
<b>TOTAL DISLIKE / HATE EATING MEAT</b>	<b>10</b>	<b>0</b>	<b>0</b>	<b>3</b>	<b>90</b>	<b>6</b>	<b>12</b>	<b>10</b>	<b>8</b>	<b>13</b>	<b>6</b>	<b>5</b>	<b>16</b>	<b>10</b>	<b>10</b>	<b>13</b>	<b>7</b>
Don't know	1	0	0	0	3	0	1	0	0	1	0	1	1	1	1	0	0

## Which of the following best describes your view on the morality of eating meat under normal circumstances? Is it...?

Always acceptable	37	72	46	40	5	52	28	24	56	29	47	47	27	34	35	41	38
Usually acceptable	46	25	47	50	14	41	54	60	33	51	41	40	51	48	46	41	52
<b>TOTAL ACCEPTABLE</b>	<b>83</b>	<b>97</b>	<b>93</b>	<b>90</b>	<b>19</b>	<b>93</b>	<b>82</b>	<b>84</b>	<b>89</b>	<b>80</b>	<b>88</b>	<b>87</b>	<b>78</b>	<b>82</b>	<b>81</b>	<b>82</b>	<b>90</b>
Usually unacceptable	6	1	2	5	23	2	8	7	3	9	3	5	7	9	7	7	4
Always unacceptable	5	1	1	1	45	3	4	5	5	6	4	3	7	3	5	6	3
<b>TOTAL UNACCEPTABLE</b>	<b>11</b>	<b>2</b>	<b>3</b>	<b>6</b>	<b>68</b>	<b>5</b>	<b>12</b>	<b>12</b>	<b>8</b>	<b>15</b>	<b>7</b>	<b>8</b>	<b>14</b>	<b>12</b>	<b>12</b>	<b>13</b>	<b>7</b>
Don't know	6	2	3	4	12	2	6	5	3	6	4	5	7	7	7	5	4

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	Total	Social Grade		Country			Region in England			
		ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
<b>Weighted Sample</b>	<b>2032</b>	1158	874	1758	98	177	482	333	246	697
<b>Unweighted Sample</b>	<b>2032</b>	1236	796	1736	109	187	495	344	197	700
	%	%	%	%	%	%	%	%	%	%

On how many days in a typical week would you eat meat?

Every day	<b>25</b>	24	27	26	24	23	27	23	21	27
6 days	<b>8</b>	9	6	8	9	7	7	7	7	8
5 days	<b>16</b>	16	15	16	15	11	15	18	16	16
4 days	<b>14</b>	15	13	14	16	16	12	15	14	14
3 days	<b>14</b>	13	15	14	13	11	16	16	13	13
2 days	<b>8</b>	7	9	8	2	9	7	7	10	8
1 day	<b>2</b>	3	2	2	3	6	3	1	2	2
Less than once a week	<b>3</b>	4	3	3	2	8	3	5	6	1
Never	<b>8</b>	10	7	8	14	8	9	7	10	8
Don't know	<b>2</b>	1	3	2	2	1	1	2	1	2

And which comes closest to describing how you feel about eating meat?

I love eating meat	<b>32</b>	30	34	32	26	35	32	32	35	31
I like eating meat	<b>43</b>	44	42	44	48	36	45	44	40	44
<b>TOTAL LOVE / LIKE EATING MEAT</b>	<b>75</b>	<b>74</b>	<b>76</b>	<b>76</b>	<b>74</b>	<b>71</b>	<b>77</b>	<b>76</b>	<b>75</b>	<b>75</b>
I neither like nor dislike eating meat	<b>14</b>	13	15	14	12	17	10	16	15	15
I dislike eating meat	<b>3</b>	4	3	3	2	4	4	2	4	4
I hate eating meat	<b>7</b>	8	5	7	11	7	8	6	7	6
<b>TOTAL DISLIKE / HATE EATING MEAT</b>	<b>10</b>	<b>12</b>	<b>8</b>	<b>10</b>	<b>13</b>	<b>11</b>	<b>12</b>	<b>8</b>	<b>11</b>	<b>10</b>
Don't know	<b>1</b>	1	1	1	0	0	1	0	0	0

Which of the following best describes your view on the morality of eating meat under normal circumstances? Is it...?

Always acceptable	<b>37</b>	36	39	36	37	43	38	39	34	35
Usually acceptable	<b>46</b>	47	45	47	43	38	44	43	48	51
<b>TOTAL ACCEPTABLE</b>	<b>83</b>	<b>83</b>	<b>84</b>	<b>83</b>	<b>80</b>	<b>81</b>	<b>82</b>	<b>82</b>	<b>82</b>	<b>86</b>
Usually unacceptable	<b>6</b>	7	5	6	6	9	6	6	9	5
Always unacceptable	<b>5</b>	5	4	5	8	4	6	5	5	4
<b>TOTAL UNACCEPTABLE</b>	<b>11</b>	<b>12</b>	<b>9</b>	<b>11</b>	<b>14</b>	<b>13</b>	<b>12</b>	<b>11</b>	<b>14</b>	<b>9</b>
Don't know	<b>6</b>	5	7	6	5	7	6	8	4	6

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Prior to taking this survey, had you ever heard about "lab-grown meat"?**

Yes I have, and I know at least a little about it	<b>30</b>	36	30	29	42	21	33	38	29	35	23	38	22	43	34	27	20
Yes I have, I know what it is but not much more than that	<b>44</b>	41	43	44	45	50	45	44	44	41	49	43	46	42	41	46	48
No I had not	<b>26</b>	23	26	27	12	28	22	17	27	24	28	19	32	16	24	27	32

**Scientists are currently developing "lab-grown meat", which is meat grown from animal cells.**

**Imagine lab-grown meat was available commercially, do you think you would eat it?**

Yes, I probably would eat it	<b>26</b>	29	27	27	10	20	30	30	17	30	21	36	16	36	30	20	18
No, I would probably not eat it	<b>54</b>	53	51	52	82	58	47	51	67	50	61	44	64	43	51	60	59
Don't know	<b>20</b>	18	22	21	8	22	23	20	15	20	19	20	20	21	19	19	23

**Would you support or oppose lab-grown meat being allowed for commercial sale for...**

**Animal consumption (e.g. in pet food)**

Strongly support	<b>18</b>	22	18	18	19	12	22	18	13	22	13	24	12	20	22	14	13
Somewhat support	<b>30</b>	28	30	30	30	33	30	39	19	33	27	35	25	37	28	30	30
<b>TOTAL SUPPORT</b>	<b>48</b>	<b>50</b>	<b>48</b>	<b>48</b>	<b>49</b>	<b>45</b>	<b>52</b>	<b>57</b>	<b>32</b>	<b>55</b>	<b>40</b>	<b>59</b>	<b>37</b>	<b>57</b>	<b>50</b>	<b>44</b>	<b>43</b>
Somewhat oppose	<b>11</b>	7	11	11	8	11	10	14	14	10	12	8	14	15	8	11	13
Strongly oppose	<b>19</b>	25	19	19	19	22	13	13	37	14	26	16	22	11	17	22	24
<b>TOTAL OPPOSE</b>	<b>30</b>	<b>32</b>	<b>30</b>	<b>30</b>	<b>27</b>	<b>33</b>	<b>23</b>	<b>27</b>	<b>51</b>	<b>24</b>	<b>38</b>	<b>24</b>	<b>36</b>	<b>26</b>	<b>25</b>	<b>33</b>	<b>37</b>
Don't know	<b>22</b>	18	22	22	24	23	24	16	18	21	21	17	27	17	25	23	20

**Human consumption**

Strongly support	<b>11</b>	12	11	11	12	4	16	12	6	15	6	16	6	18	14	8	5
Somewhat support	<b>23</b>	21	22	23	24	18	25	31	14	25	19	28	17	30	24	21	20
<b>TOTAL SUPPORT</b>	<b>34</b>	<b>33</b>	<b>33</b>	<b>34</b>	<b>36</b>	<b>22</b>	<b>41</b>	<b>43</b>	<b>20</b>	<b>40</b>	<b>25</b>	<b>44</b>	<b>23</b>	<b>48</b>	<b>38</b>	<b>29</b>	<b>25</b>
Somewhat oppose	<b>13</b>	10	13	12	14	15	14	14	12	14	12	9	16	10	12	15	13
Strongly oppose	<b>31</b>	38	33	32	24	39	21	25	53	24	42	27	35	22	28	34	39
<b>TOTAL OPPOSE</b>	<b>44</b>	<b>48</b>	<b>46</b>	<b>44</b>	<b>38</b>	<b>54</b>	<b>35</b>	<b>39</b>	<b>65</b>	<b>38</b>	<b>54</b>	<b>36</b>	<b>51</b>	<b>32</b>	<b>40</b>	<b>49</b>	<b>52</b>
Don't know	<b>22</b>	19	21	21	26	24	24	18	15	23	21	19	25	20	22	23	24

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	%	%	%	%	%	%	%	%	%	%

**Prior to taking this survey, had you ever heard about "lab-grown meat"?**

Yes I have, and I know at least a little about it	<b>30</b>	34	25	30	32	25	27	30	35	32
Yes I have, I know what it is but not much more than that	<b>44</b>	44	45	44	42	45	42	46	43	45
No I had not	<b>26</b>	23	30	26	26	30	32	24	22	23

**Scientists are currently developing "lab-grown meat", which is meat grown from animal cells.**

**Imagine lab-grown meat was available commercially, do you think you would eat it?**

Yes, I probably would eat it	<b>26</b>	29	21	26	22	25	24	27	30	25
No, I would probably not eat it	<b>54</b>	54	55	53	65	63	54	56	46	52
Don't know	<b>20</b>	17	24	21	13	13	21	18	24	22

**Would you support or oppose lab-grown meat being allowed for commercial sale for...**

**Animal consumption (e.g. in pet food)**

Strongly support	<b>18</b>	21	13	18	13	19	18	18	22	16
Somewhat support	<b>30</b>	30	30	31	29	25	30	30	28	32
<b>TOTAL SUPPORT</b>	<b>48</b>	<b>51</b>	<b>43</b>	<b>49</b>	<b>42</b>	<b>44</b>	<b>48</b>	<b>48</b>	<b>50</b>	<b>48</b>
Somewhat oppose	<b>11</b>	11	11	11	13	12	11	8	10	12
Strongly oppose	<b>19</b>	17	22	18	22	24	18	20	16	19
<b>TOTAL OPPOSE</b>	<b>30</b>	<b>28</b>	<b>33</b>	<b>29</b>	<b>35</b>	<b>36</b>	<b>29</b>	<b>28</b>	<b>26</b>	<b>31</b>
Don't know	<b>22</b>	21	24	23	23	20	23	23	24	22

**Human consumption**

Strongly support	<b>11</b>	14	7	11	10	13	10	12	16	9
Somewhat support	<b>23</b>	24	21	23	24	18	23	22	23	23
<b>TOTAL SUPPORT</b>	<b>34</b>	<b>38</b>	<b>28</b>	<b>34</b>	<b>34</b>	<b>31</b>	<b>33</b>	<b>34</b>	<b>39</b>	<b>32</b>
Somewhat oppose	<b>13</b>	13	12	13	12	12	12	13	10	14
Strongly oppose	<b>31</b>	29	35	30	36	41	32	33	24	30
<b>TOTAL OPPOSE</b>	<b>44</b>	<b>42</b>	<b>47</b>	<b>43</b>	<b>48</b>	<b>53</b>	<b>44</b>	<b>46</b>	<b>34</b>	<b>44</b>
Don't know	<b>22</b>	21	24	23	18	16	22	20	28	24

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Imagining again a point at which lab-grown meat had become available commercially, which of the following would be your expectations for it compared to traditional meat...

**When it comes to taste?**

It would taste better than traditional meat	<b>3</b>	3	4	4	0	3	4	4	1	3	2	4	3	7	4	2	3
It would taste worse than traditional meat	<b>35</b>	48	40	37	16	36	31	38	41	32	36	36	35	35	40	34	30
It would taste about the same as traditional meat	<b>30</b>	22	28	29	44	28	36	32	25	35	26	34	26	34	31	29	27
Don't know	<b>32</b>	26	29	30	40	34	29	26	33	30	35	27	36	24	26	35	41

**When it comes to animal welfare?**

It would be better for animal welfare than traditional meat	<b>47</b>	39	45	46	67	35	58	58	31	56	36	50	45	60	54	45	32
It would be worse for animal welfare than traditional meat	<b>11</b>	16	13	12	5	16	8	7	17	9	14	11	11	12	8	14	14
It would be no better or worse for animal welfare than traditional meat	<b>20</b>	25	22	21	11	27	16	18	30	19	25	21	20	11	18	22	27
Don't know	<b>21</b>	20	21	20	17	22	19	17	22	16	25	17	24	17	20	19	26

**When it comes to environmental sustainability?**

It would be more environmentally sustainable than traditional meat	<b>43</b>	35	41	42	59	33	55	52	25	53	33	46	40	51	48	40	33
It would be less environmentally sustainable than traditional meat	<b>11</b>	18	12	12	7	15	8	8	19	8	14	12	10	7	11	12	12
It would be no more or less environmentally sustainable than traditional meat	<b>16</b>	22	18	17	6	22	12	16	20	15	19	16	17	19	13	17	20
Don't know	<b>30</b>	26	29	29	28	30	24	24	36	25	34	26	33	23	27	31	35

**When it comes to food safety?**

It would be safer to eat than traditional meat	<b>16</b>	12	15	16	21	11	20	18	10	20	10	18	14	25	20	11	11
It would be less safe to eat than traditional meat	<b>27</b>	37	30	28	12	31	20	23	36	22	30	25	29	26	27	26	27
It would be no more or less safe to eat than traditional meat	<b>24</b>	24	24	24	25	28	26	35	21	26	25	26	22	22	21	27	25
Don't know	<b>33</b>	27	31	32	43	30	34	24	32	32	35	31	35	28	32	36	36

**When it comes to price?**

It would be cheaper than traditional meat	<b>19</b>	20	20	20	16	14	23	22	20	19	18	22	17	26	23	16	14
It would be more expensive than traditional meat	<b>40</b>	45	42	41	36	49	39	43	40	40	40	40	40	49	38	39	42
It would cost about the same as traditional meat	<b>11</b>	9	11	11	15	11	12	13	12	12	10	12	10	10	10	13	11
Don't know	<b>29</b>	25	27	28	33	27	27	23	28	28	33	26	32	15	28	32	33

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	%	%	%	%	%	%	%	%	%	%

Imagining again a point at which lab-grown meat had become available commercially, which of the following would be your expectations for it compared to traditional meat...

**When it comes to taste?**

It would taste better than traditional meat	<b>3</b>	3	4	3	2	3	2	5	6	3
It would taste worse than traditional meat	<b>35</b>	36	34	35	35	38	36	34	36	35
It would taste about the same as traditional meat	<b>30</b>	31	28	30	29	32	29	26	33	30
Don't know	<b>32</b>	29	34	32	33	26	33	35	24	32

**When it comes to animal welfare?**

It would be better for animal welfare than traditional meat	<b>47</b>	53	41	48	45	42	47	48	51	47
It would be worse for animal welfare than traditional meat	<b>11</b>	10	14	11	13	11	13	9	11	11
It would be no better or worse for animal welfare than traditional meat	<b>20</b>	19	22	20	14	23	19	22	21	21
Don't know	<b>21</b>	19	23	20	27	24	20	21	16	21

**When it comes to environmental sustainability?**

It would be more environmentally sustainable than traditional meat	<b>43</b>	48	36	43	36	41	42	43	46	43
It would be less environmentally sustainable than traditional meat	<b>11</b>	11	11	11	14	11	10	11	16	10
It would be no more or less environmentally sustainable than traditional meat	<b>16</b>	15	18	16	16	22	14	18	13	17
Don't know	<b>30</b>	26	35	30	35	26	34	28	24	30

**When it comes to food safety?**

It would be safer to eat than traditional meat	<b>16</b>	18	14	16	19	18	16	15	18	15
It would be less safe to eat than traditional meat	<b>27</b>	25	29	27	30	26	26	27	29	26
It would be no more or less safe to eat than traditional meat	<b>24</b>	24	23	24	13	25	22	25	21	26
Don't know	<b>33</b>	33	34	33	38	31	36	33	32	32

**When it comes to price?**

It would be cheaper than traditional meat	<b>19</b>	18	21	19	24	19	20	19	23	18
It would be more expensive than traditional meat	<b>40</b>	42	38	41	32	39	38	40	39	44
It would cost about the same as traditional meat	<b>11</b>	11	12	11	11	11	11	11	12	11
Don't know	<b>29</b>	29	29	29	33	31	31	30	26	27

Sample Size: 2032 GB Adults  
Fieldwork: 23rd - 24th July 2024

	Total	Loves eating meat	Loves/likes meat	Eats meat	Does not eat meat	Vote in 2024 GE				EU Ref 2016		Gender		Age			
						Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+
<b>Weighted Sample</b>	<b>2032</b>	646	1523	1828	172	366	522	187	219	716	757	983	1049	213	839	502	477
<b>Unweighted Sample</b>	<b>2032</b>	620	1498	1821	187	299	592	234	289	842	736	932	1100	147	864	519	502
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Imagine that lab-grown meat technology had advanced and it was possible to grow meat of each of the following. Do you think each of the following meats should or should not be allowed to grow and sell for human consumption?

**Chicken**

Should be allowed	<b>54</b>	55	55	55	52	43	65	63	36	61	42	64	45	73	60	49	42
Should not be allowed	<b>29</b>	34	29	29	29	40	21	21	48	22	40	23	34	15	26	31	37
Don't know	<b>17</b>	11	15	16	18	17	14	15	16	17	18	13	21	12	14	20	21

**Cow**

Should be allowed	<b>54</b>	55	55	55	50	45	64	65	35	62	43	64	45	74	60	47	43
Should not be allowed	<b>29</b>	35	29	29	32	37	22	21	46	22	39	23	35	16	26	33	36
Don't know	<b>17</b>	10	16	16	18	18	15	14	18	16	18	13	20	9	14	20	21

**Salmon**

Should be allowed	<b>54</b>	54	55	54	54	43	64	63	34	60	42	63	45	75	61	47	39
Should not be allowed	<b>29</b>	35	30	30	29	39	22	22	51	24	40	23	35	16	25	33	39
Don't know	<b>17</b>	11	16	16	17	18	14	15	16	16	18	13	20	9	14	20	21

**Pig**

Should be allowed	<b>54</b>	54	55	55	50	45	64	63	33	60	43	64	44	74	59	47	43
Should not be allowed	<b>30</b>	34	30	29	34	39	22	21	48	24	39	23	35	19	26	33	37
Don't know	<b>17</b>	12	16	16	17	16	14	15	19	16	18	13	20	7	15	20	21

**Duck**

Should be allowed	<b>51</b>	54	52	52	45	41	60	60	33	57	39	62	40	73	56	44	37
Should not be allowed	<b>33</b>	35	32	33	37	43	25	25	50	27	43	26	40	18	29	36	42
Don't know	<b>17</b>	11	15	16	18	16	15	14	16	17	18	13	20	9	14	20	20

**Sheep**

Should be allowed	<b>53</b>	55	55	54	43	45	61	64	34	59	42	62	44	73	57	47	43
Should not be allowed	<b>30</b>	34	30	30	36	37	25	21	49	24	40	24	36	17	29	32	37
Don't know	<b>17</b>	11	15	16	21	18	14	15	17	17	18	13	20	10	14	21	21

**Octopus**

Should be allowed	<b>40</b>	43	42	41	40	32	44	48	25	45	30	51	30	60	47	36	25
Should not be allowed	<b>41</b>	44	41	41	42	48	40	35	56	36	51	34	48	25	38	43	52
Don't know	<b>18</b>	13	18	18	18	20	16	17	19	18	19	15	21	14	15	22	23

**Horse**

Should be allowed	<b>21</b>	25	22	21	19	15	23	23	15	25	16	29	13	20	25	20	13
Should not be allowed	<b>64</b>	64	64	64	65	73	61	63	70	58	69	56	71	65	60	64	71
Don't know	<b>15</b>	11	15	15	16	12	15	14	15	16	14	15	16	15	15	15	17

Sample Size: 2032 GB Adults  
Fieldwork: 23rd - 24th July 2024

	Total	Social Grade		Country			Region in England			
		ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
<b>Weighted Sample</b>	<b>2032</b>	1158	874	1758	98	177	482	333	246	697
<b>Unweighted Sample</b>	<b>2032</b>	1236	796	1736	109	187	495	344	197	700
	%	%	%	%	%	%	%	%	%	%

Imagine that lab-grown meat technology had advanced and it was possible to grow meat of each of the following. Do you think each of the following meats should or should not be allowed to grow and sell for human consumption?

**Chicken**

Should be allowed	<b>54</b>	59	48	55	54	51	54	52	57	56
Should not be allowed	<b>29</b>	25	34	28	35	32	27	31	24	28
Don't know	<b>17</b>	16	18	17	11	16	19	17	19	16

**Cow**

Should be allowed	<b>54</b>	59	49	55	55	50	54	52	57	56
Should not be allowed	<b>29</b>	25	34	28	35	35	27	32	25	28
Don't know	<b>17</b>	16	18	17	10	16	18	16	18	16

**Salmon**

Should be allowed	<b>54</b>	59	47	54	51	49	55	50	58	55
Should not be allowed	<b>29</b>	26	34	28	40	35	26	34	20	30
Don't know	<b>17</b>	15	19	17	9	16	19	16	21	15

**Pig**

Should be allowed	<b>54</b>	58	48	54	50	52	53	51	58	55
Should not be allowed	<b>30</b>	27	33	29	38	32	28	33	24	29
Don't know	<b>17</b>	15	18	17	12	16	19	16	18	16

**Duck**

Should be allowed	<b>51</b>	56	44	51	48	45	50	48	57	52
Should not be allowed	<b>33</b>	29	38	32	41	36	31	36	24	34
Don't know	<b>17</b>	16	18	17	12	19	19	16	19	15

**Sheep**

Should be allowed	<b>53</b>	57	47	53	54	51	53	50	57	52
Should not be allowed	<b>30</b>	27	35	30	38	32	28	34	24	31
Don't know	<b>17</b>	16	18	17	9	17	19	16	18	17

**Octopus**

Should be allowed	<b>40</b>	46	33	41	38	35	40	36	50	41
Should not be allowed	<b>41</b>	37	47	40	52	47	40	48	30	40
Don't know	<b>18</b>	17	20	19	11	19	20	17	20	19

**Horse**

Should be allowed	<b>21</b>	22	19	21	24	18	22	20	24	19
Should not be allowed	<b>64</b>	62	67	64	66	66	64	64	56	66
Don't know	<b>15</b>	16	14	16	10	16	15	16	20	15



Sample Size: 2032 GB Adults  
Fieldwork: 23rd - 24th July 2024

	Total	Loves eating meat	Loves/likes meat	Eats meat	Does not eat meat	Vote in 2024 GE				EU Ref 2016		Gender		Age			
						Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+
<b>Weighted Sample</b>	<b>2032</b>	646	1523	1828	172	366	522	187	219	716	757	983	1049	213	839	502	477
<b>Unweighted Sample</b>	<b>2032</b>	620	1498	1821	187	299	592	234	289	842	736	932	1100	147	864	519	502
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Dolphin</b>																	
Should be allowed	10	14	11	10	11	6	12	9	8	11	8	15	6	14	14	9	5
Should not be allowed	77	76	77	77	76	82	77	80	79	76	81	72	81	73	73	80	82
Don't know	13	10	12	12	12	12	12	11	13	13	12	13	13	14	13	11	14
<b>Cat</b>																	
Should be allowed	9	12	9	9	13	7	10	6	6	10	7	13	5	10	12	8	5
Should not be allowed	80	79	80	80	77	83	81	85	84	79	84	76	83	75	78	83	82
Don't know	11	9	11	11	10	10	10	9	10	11	10	11	12	16	10	10	13
<b>Dog</b>																	
Should be allowed	9	11	9	9	13	6	11	6	5	12	7	13	6	9	13	9	4
Should not be allowed	79	79	80	80	76	85	78	83	84	77	84	75	83	74	77	80	84
Don't know	12	10	11	11	11	9	11	11	11	11	10	12	11	17	10	11	12
<b>Elephant</b>																	
Should be allowed	10	14	10	10	12	6	10	9	8	11	7	15	5	12	14	8	4
Should not be allowed	77	75	77	78	78	84	77	81	79	75	82	73	82	75	73	81	82
Don't know	13	11	13	12	11	10	13	11	13	14	11	12	13	13	14	11	14
<b>Chimpanzee</b>																	
Should be allowed	7	9	7	7	8	4	7	6	4	8	5	10	4	10	9	6	3
Should not be allowed	83	82	83	83	82	88	83	86	84	83	86	80	85	76	81	84	87
Don't know	11	9	10	10	10	8	9	8	12	10	10	10	11	14	10	10	10
<b>Human</b>																	
Should be allowed	4	4	4	4	6	1	4	3	2	5	2	5	3	7	5	3	1
Should not be allowed	88	90	89	89	89	92	89	92	90	88	90	87	89	83	87	89	91
Don't know	8	6	8	8	6	7	7	5	8	7	7	8	8	10	8	8	8
<b>Crow</b>																	
Should be allowed	13	17	14	13	15	8	14	16	11	14	11	19	8	19	17	12	7
Should not be allowed	70	70	69	70	70	76	70	70	73	68	75	65	74	64	67	72	75
Don't know	17	12	17	16	16	16	16	14	16	18	14	16	17	17	16	16	18

Sample Size: 2032 GB Adults  
Fieldwork: 23rd - 24th July 2024

	Total	Social Grade		Country			Region in England			
		ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
<b>Weighted Sample</b>	<b>2032</b>	1158	874	1758	98	177	482	333	246	697
<b>Unweighted Sample</b>	<b>2032</b>	1236	796	1736	109	187	495	344	197	700
	%	%	%	%	%	%	%	%	%	%
<b>Dolphin</b>										
Should be allowed	<b>10</b>	11	10	10	14	12	12	9	14	8
Should not be allowed	<b>77</b>	76	78	77	76	72	75	79	73	80
Don't know	<b>13</b>	14	12	13	10	16	13	12	14	13
<b>Cat</b>										
Should be allowed	<b>9</b>	9	9	9	14	10	11	7	15	6
Should not be allowed	<b>80</b>	79	81	80	80	78	77	84	73	82
Don't know	<b>11</b>	12	11	12	6	12	12	9	13	12
<b>Dog</b>										
Should be allowed	<b>9</b>	9	9	9	13	9	11	7	14	7
Should not be allowed	<b>79</b>	78	81	79	81	76	77	83	73	81
Don't know	<b>12</b>	13	10	12	6	14	12	10	13	12
<b>Elephant</b>										
Should be allowed	<b>10</b>	10	9	10	12	11	12	8	12	8
Should not be allowed	<b>77</b>	76	79	78	80	72	76	81	73	80
Don't know	<b>13</b>	14	12	13	8	17	13	12	16	12
<b>Chimpanzee</b>										
Should be allowed	<b>7</b>	7	7	7	7	8	8	6	13	4
Should not be allowed	<b>83</b>	82	83	83	87	80	81	84	78	84
Don't know	<b>11</b>	11	10	11	6	12	11	10	9	11
<b>Human</b>										
Should be allowed	<b>4</b>	3	5	4	5	6	4	4	5	3
Should not be allowed	<b>88</b>	90	86	88	93	84	88	90	82	90
Don't know	<b>8</b>	7	9	8	2	10	8	6	13	8
<b>Crow</b>										
Should be allowed	<b>13</b>	14	12	13	13	14	15	12	14	13
Should not be allowed	<b>70</b>	68	73	70	74	67	67	72	69	71
Don't know	<b>17</b>	18	15	17	13	19	18	16	17	16

Sample Size: 2032 GB Adults  
Fieldwork: 23rd - 24th July 2024

	Total	Loves eating meat	Loves/likes meat	Eats meat	Does not eat meat	Vote in 2024 GE				EU Ref 2016		Gender		Age			
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<b>Unweighted Sample</b>	<b>2032</b>	620	1498	1821	187	299	592	234	289	842	736	932	1100	147	864	519	502
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If lab-grown human meat was legally allowed and commercially available, do you think you would try it?

Yes I would	<b>20</b>	22	21	21	7	14	24	20	13	21	17	25	15	26	23	17	14
No I would not	<b>68</b>	68	65	66	87	70	62	67	79	68	72	61	74	58	65	70	75
Don't know	<b>13</b>	10	13	13	6	17	14	14	8	12	11	14	11	16	12	13	11

*\*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.*

Sample Size: 2032 GB Adults  
Fieldwork: 23rd - 24th July 2024

	Total	Social Grade		Country			Region in England			
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<b>Weighted Sample</b>	<b>2032</b>	1158	874	1758	98	177	482	333	246	697
<b>Unweighted Sample</b>	<b>2032</b>	1236	796	1736	109	187	495	344	197	700
	%	%	%	%	%	%	%	%	%	%

If lab-grown human meat was legally allowed and commercially available, do you think you would try it?

Yes I would	<b>20</b>	21	19	20	12	18	20	19	21	21
No I would not	<b>68</b>	69	66	67	80	72	66	69	60	68
Don't know	<b>13</b>	10	15	13	8	10	14	11	19	11

*\*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.*