

YouGov Survey Results

Sample Size: 2030 GB Adults

Fieldwork: 18th - 19th December 2025

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample 2030	365	522	187	219	116	713	725	983	1047	213	838	501	477	1157	863	1756	97	177	481	333	246	696
Unweighted Sample 2030	347	551	216	248	115	824	732	885	1145	151	734	533	612	1214	811	1752	104	174	492	338	179	743
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following comes closest to describing whether or not you intend to take part in a personal challenge to follow a vegan diet for the whole of January?

I already follow a vegan diet	3	2	3	4	2	9	4	2	3	4	5	4	3	2	3	4	3	5	2	3	4	5	3
I do not follow a vegan diet, but I will take part in challenging myself to follow a vegan diet in January	3	1	3	3	2	2	2	3	2	4	4	3	4	2	3	3	3	2	2	2	2	3	4
I do not follow a vegan diet, and I will not take part in challenging myself to follow a vegan diet in January	90	94	89	86	97	86	90	93	92	88	83	90	89	93	91	89	90	91	92	92	92	84	89
Not sure	4	3	4	8	0	2	3	3	3	5	8	3	4	3	4	4	4	2	4	3	2	7	4

*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.