

YouGov Survey Results

Sample Size: 1717 GB Adults
Fieldwork: 25th - 26th April 2012

	Gender		Age				Social grade		Region					Vegetarian / Vegan?		
	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Yes	No	
Weighted Sample	1717	834	883	208	438	587	484	979	738	220	558	367	422	149	137	1560
Unweighted Sample	1717	809	908	101	456	699	461	1142	575	251	572	343	391	160	153	1545
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Below are a list of different parts of animals that people sometimes eat?
For each one, please say whether or not you would try them if they were offered in a restaurant.

Liver	I would eat this	60	66	54	41	46	62	77	61	57	58	60	61	61	53	11	64
	I would not eat this	36	29	42	52	48	34	20	35	37	36	36	37	33	39	86	32
	Not sure	4	5	4	6	5	4	3	4	5	6	3	2	6	8	3	4
Kidneys	I would eat this	53	61	45	37	40	56	67	54	51	51	54	55	52	47	11	57
	I would not eat this	43	35	52	57	55	41	30	42	45	44	43	43	43	46	85	40
	Not sure	4	4	4	6	4	3	3	4	4	5	3	2	5	7	4	3
Blood (e.g. black pudding)	I would eat this	49	61	38	36	44	50	57	50	47	39	43	53	53	63	8	53
	I would not eat this	47	36	58	59	52	46	40	45	50	56	53	44	44	30	91	44
	Not sure	4	4	4	5	4	4	3	4	3	5	4	3	3	7	1	3
Tongue	I would eat this	37	45	29	32	32	32	48	38	35	36	35	36	37	43	10	39
	I would not eat this	57	48	65	63	61	60	48	56	59	55	59	57	58	51	87	55
	Not sure	6	7	6	4	7	8	4	7	6	8	6	6	5	6	4	6
Bone marrow	I would eat this	25	31	19	25	22	24	29	27	22	32	28	22	22	20	8	27
	I would not eat this	65	57	73	67	70	66	58	63	68	61	61	69	68	67	91	63
	Not sure	10	12	8	8	7	10	13	10	10	7	11	9	10	12	2	10

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

Tripe (stomach lining)

I would eat this	18	24	11	19	15	16	20	18	17	17	14	20	20	18	8	19
I would not eat this	76	68	84	73	77	78	75	75	78	75	79	75	75	72	88	76
Not sure	6	8	5	8	8	6	4	7	5	8	6	5	5	10	3	6

Chitterlings (intestines)

I would eat this	14	19	9	13	14	13	16	15	14	14	17	16	10	12	9	15
I would not eat this	76	69	84	74	78	78	74	76	77	73	75	76	80	76	89	76
Not sure	9	12	7	13	8	9	10	10	9	13	8	8	10	12	2	9

Brain

I would eat this	12	16	7	15	12	9	13	13	10	15	12	15	7	11	7	12
I would not eat this	80	73	86	76	82	82	77	79	81	77	80	79	81	79	92	79
Not sure	9	11	7	8	7	9	10	8	10	8	8	6	12	10	2	9

Testicles

I would eat this	9	13	5	11	9	8	11	11	7	10	10	10	7	9	5	10
I would not eat this	83	75	89	82	83	84	80	81	84	81	83	83	82	82	93	82
Not sure	8	11	5	8	8	8	9	8	9	9	7	7	11	9	2	8

Eyes

I would eat this	4	7	1	9	6	4	2	5	4	5	5	5	3	5	1	5
I would not eat this	90	86	95	85	89	92	92	89	92	88	90	92	91	88	97	91
Not sure	5	7	4	6	5	4	6	6	5	6	5	4	6	7	2	5