

YouGov Survey Results

Sample Size: 1729 GB Adults
Fieldwork: 4th - 5th March 2012

	Gender		Age				Social grade		Region					Vegetarian / Vegan	None vegetarian / Vegan	
Total	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland			
Weighted Sample	1729	840	889	209	441	591	488	986	743	221	562	370	425	150	107	1584
Unweighted Sample	1729	875	854	97	478	659	495	1177	552	303	594	295	382	155	120	1577
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Scientists are currently developing artificial meat that can be grown in a laboratory. Imagine artificial meat was available commercially, do you think you would eat it?

Yes, I probably would eat it	19	28	11	32	17	19	16	22	16	20	18	20	20	17	14	20
No, I would probably not eat it	62	51	73	50	66	60	66	61	64	64	65	65	55	61	75	62
Don't know	19	21	16	17	18	21	18	18	20	16	17	15	24	22	10	18