

Who's a Veggie?

Contributed by BMRB
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The guide to vegetarians.

Who's a Veggie?

Two-thirds of UK vegetarians are female and a fifth are aged 25 to 34. Roughly a sixth of vegetarians are in the "Playschool Parents" Lifestage group.

A quarter of all vegetarians prefer "alternative medicines", making them almost two-and-a-half times more likely than the average adult to do so.

A quarter of a million are classified as heavy radio listeners.

81% of vegetarians agree "people have a duty to recycle", only 14% use recycled toilet paper.

Approaching 300,000 veggies read a "broadsheet" newspaper.

A third of all vegetarians access the internet either every day or most days, with over half of them accessing travel sites.

The proportion of vegetarians who have a bachelor/master degree has risen by about a quarter since last year from 17% to 21%. They are now 83% more likely than the average adult to have such a qualification.

Just under a quarter have donated £5+ to an animal/ wildlife/conservation or environmental charity in the past year.

Near 200,000 vegetarians claim to be very interested in news articles about nature.

Vegetarians are 46% more likely than the average to grow vegetables in a garden/ allotment, with 37% specially choosing to watch Gardeners World.

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