



Attitudes to cultivated meat across 15 European countries

Representative surveys conducted by YouGov | April 2024



Photo: Ivy Farm, [CC-BY](#)

Awareness of cultivated meat



Photo: Good Meat

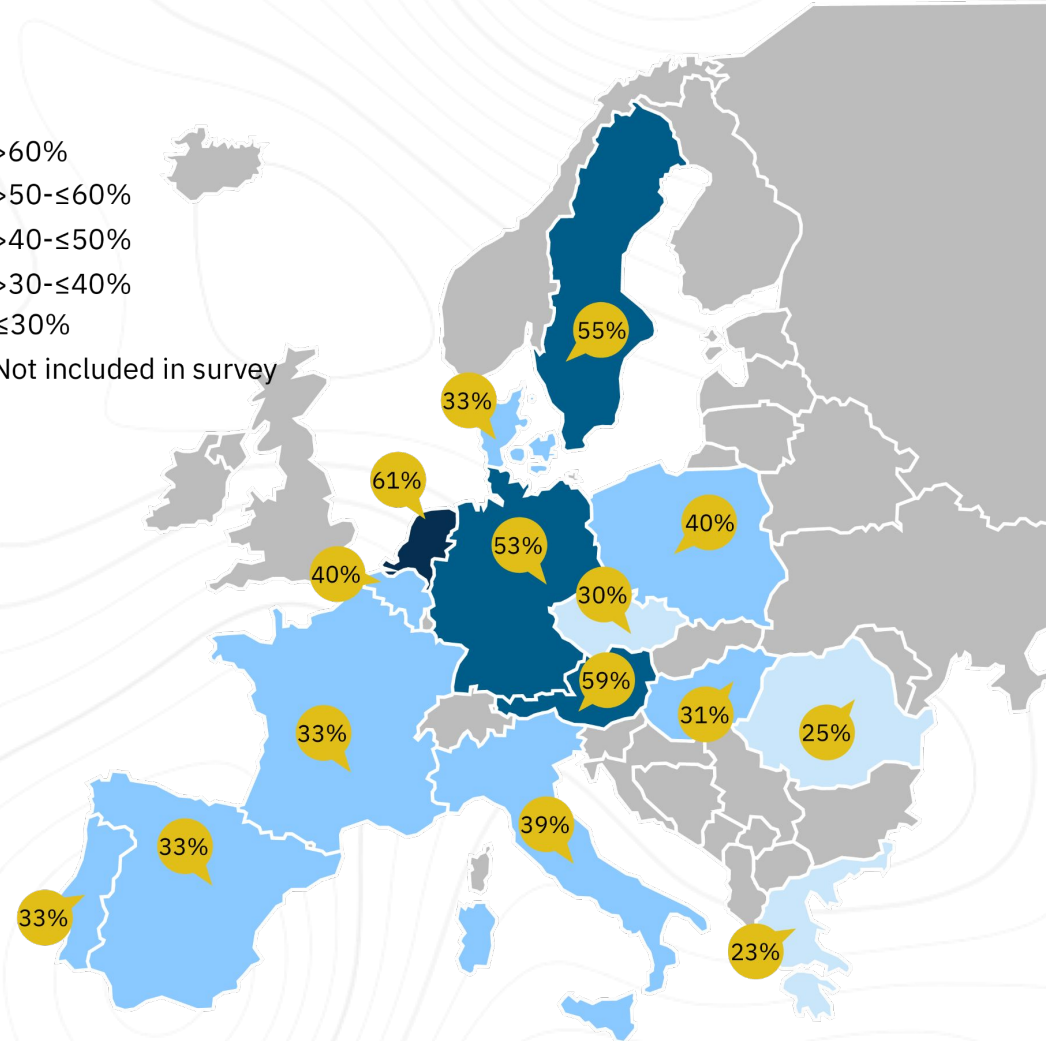
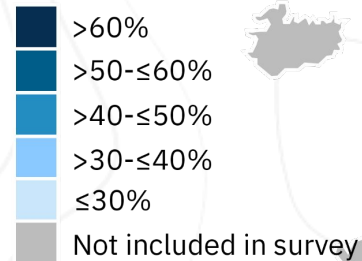
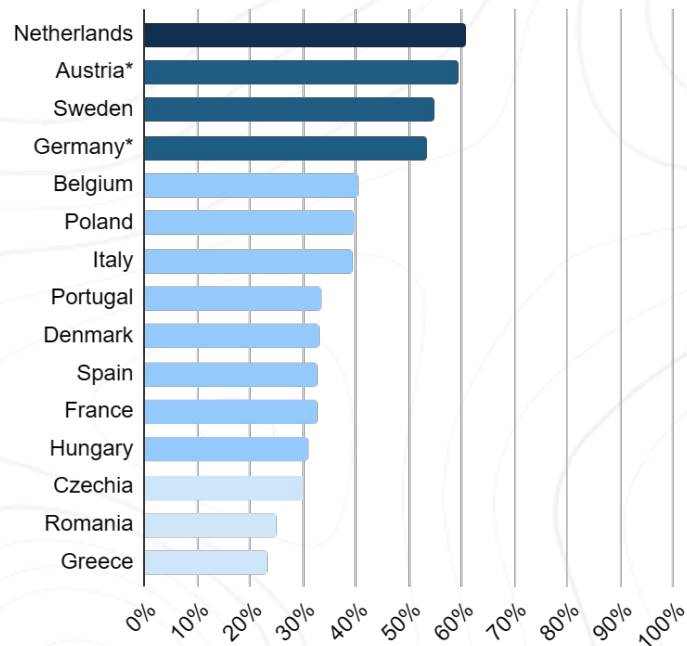
Awareness of cultivated meat

The following is a description of a food that is not yet available in the European Union: *Cultivated meat is the same beef, pork and chicken that we eat today. However, it is not produced by raising and slaughtering animals.*

Instead, it involves taking a small sample of cells from an animal and placing them in a fermentor, which provides them with the water, nutrients and warmth they need to grow. The resulting meat can be made into a range of familiar foods, such as burgers and sausages.

Proportion of respondents who strongly/tend to agree:

I've heard of this new way of making meat before



Source: YouGov – nationally representative online survey of >1000 people per country over 18 years old (April 2024).

*Germany and Austria results are from a [separate survey](#) run in February 2024, the question used was the same but respondents answered whether the statement did or did not apply to them, rather than how strongly they agreed.

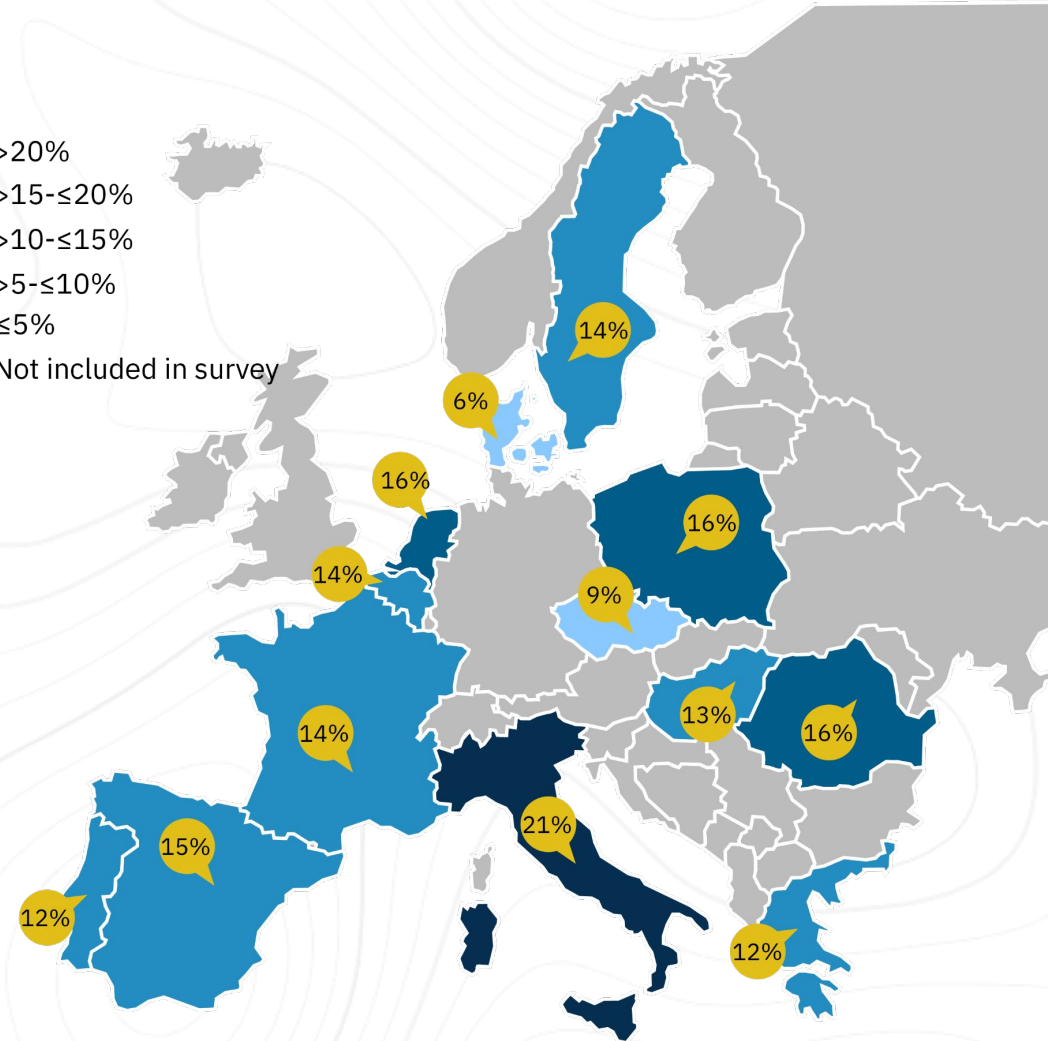
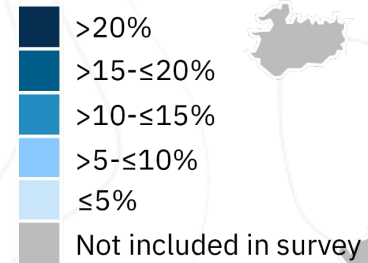
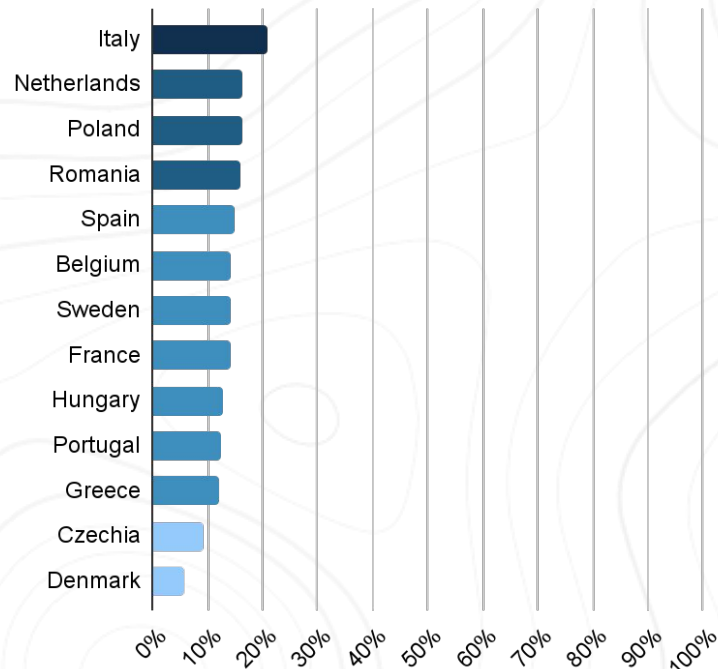
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Proportion of respondents who strongly/tend to agree:

I already know a lot about cultivated meat.



Source: YouGov – nationally representative online survey of >1000 people per country over 18 years old (April 2024)

Attitudes towards the regulation of cultivated meat

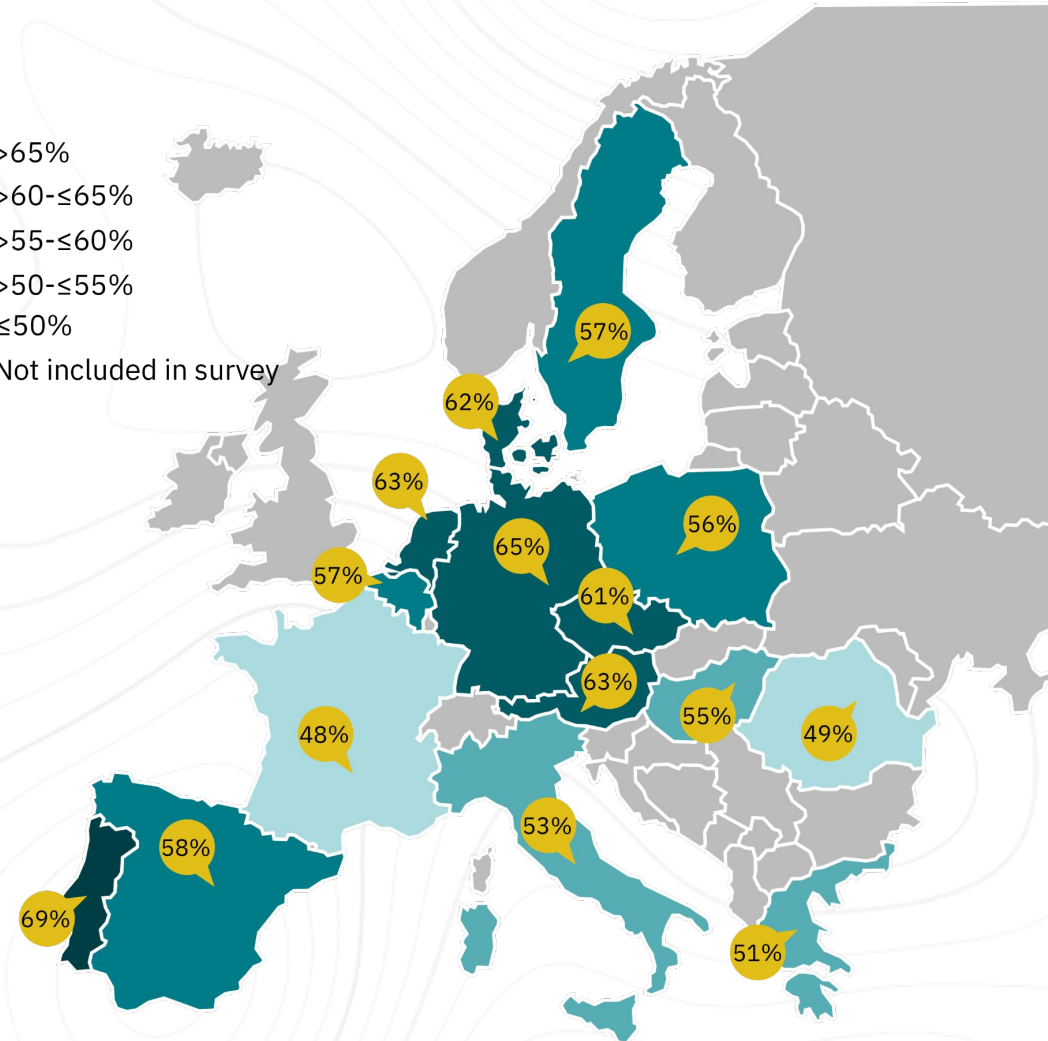
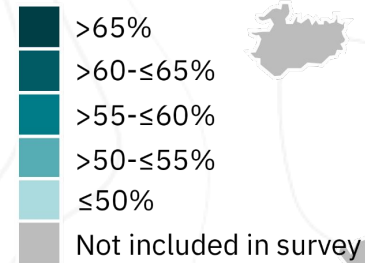
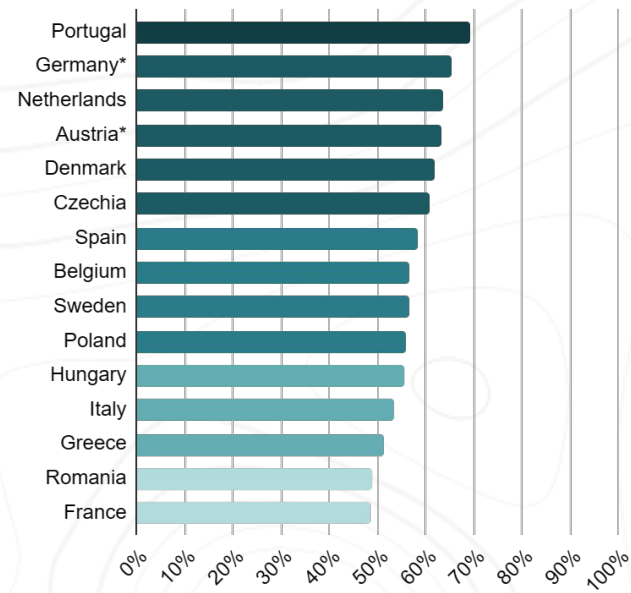


Photo: Mewery, [CC BY-NC](#)

Allowing sale of cultivated meat

Proportion of respondents that strongly/tend to agree:

If cultivated meat passes its assessment by the food safety regulator, it should be made available for sale in my country so that consumers can choose whether or not to eat cultivated meat.



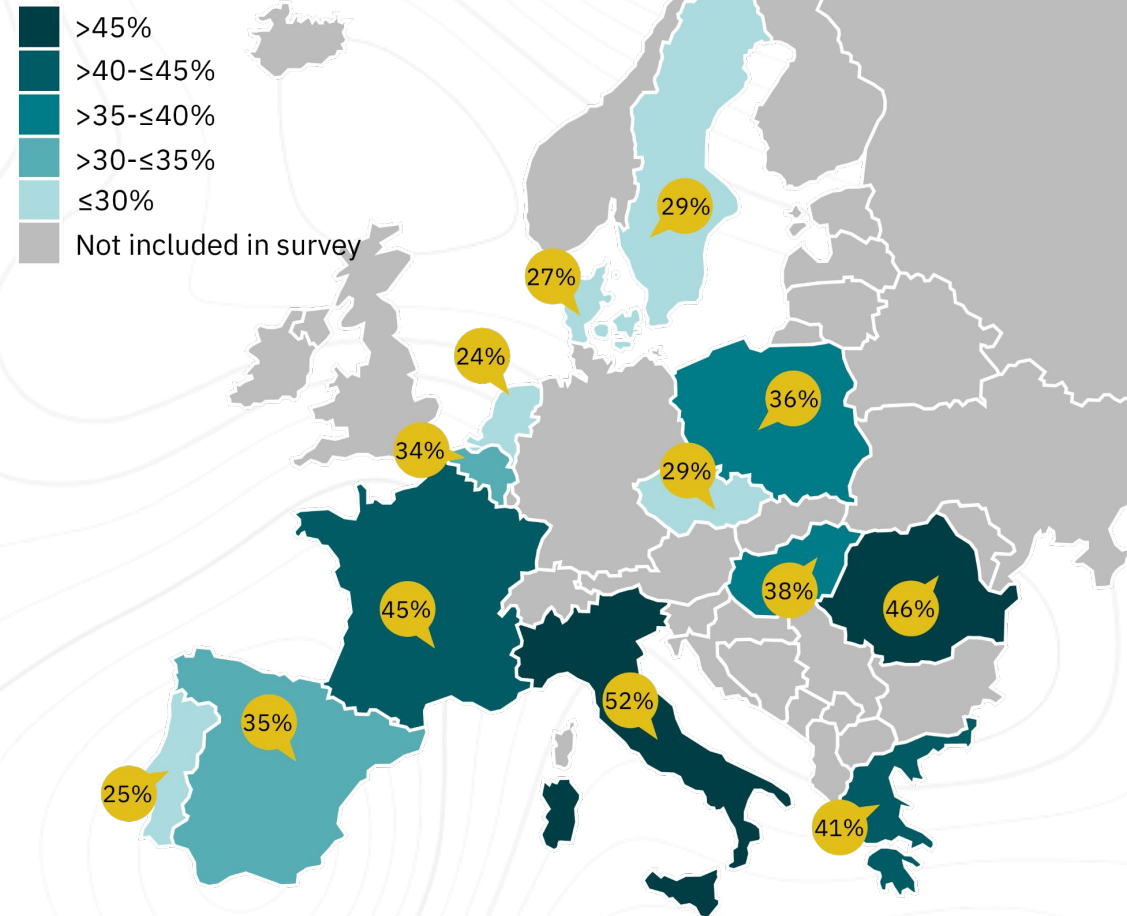
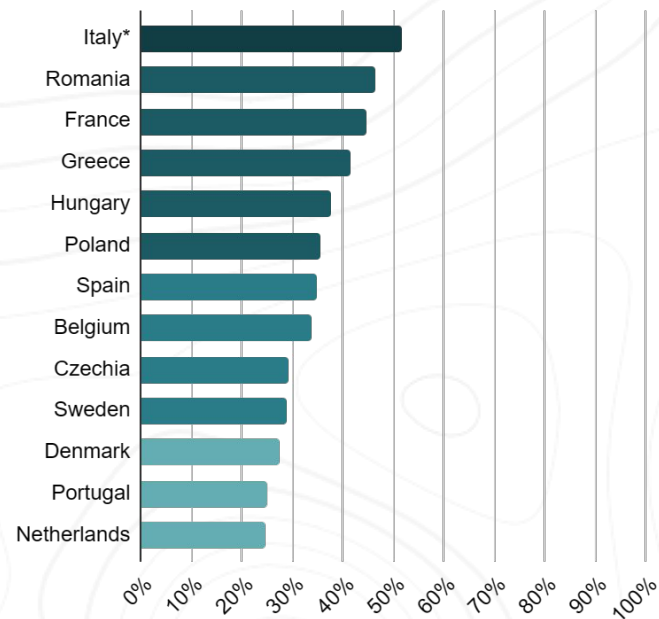
Source: YouGov – nationally representative online survey of >1000 people per country over 18 years old (April 2024).

*Germany and Austria results are from a [separate survey](#) run in February 2024, the question used was slightly different: “If cultivated meat is found by the food safety authorities to be safe and nutritious, it should be authorised so that consumers have the choice of whether or not to eat cultivated meat.”

Banning cultivated meat

Proportion of respondents that strongly/tend to agree:

Regardless of the outcome of the assessment of cultivated meat by the food safety regulator, policymakers in my country should ban companies from producing and selling cultivated meat.



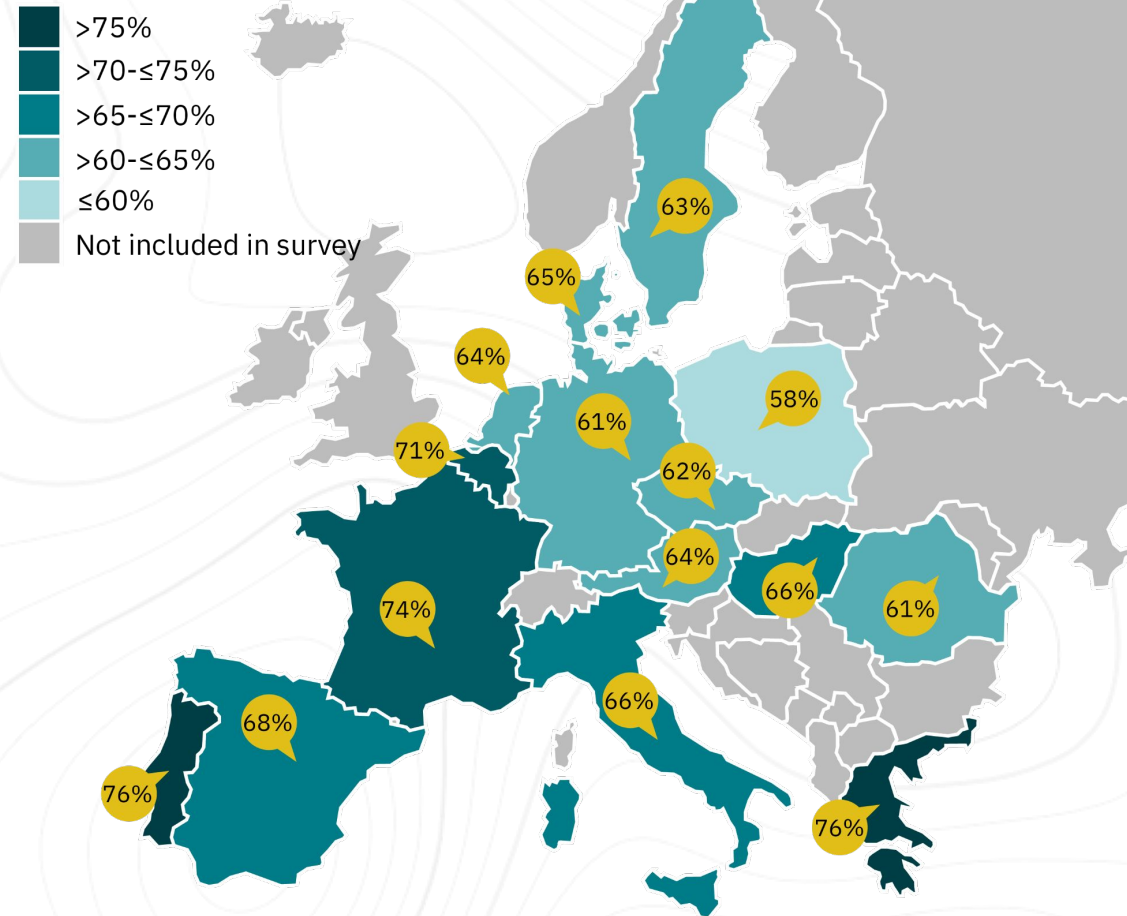
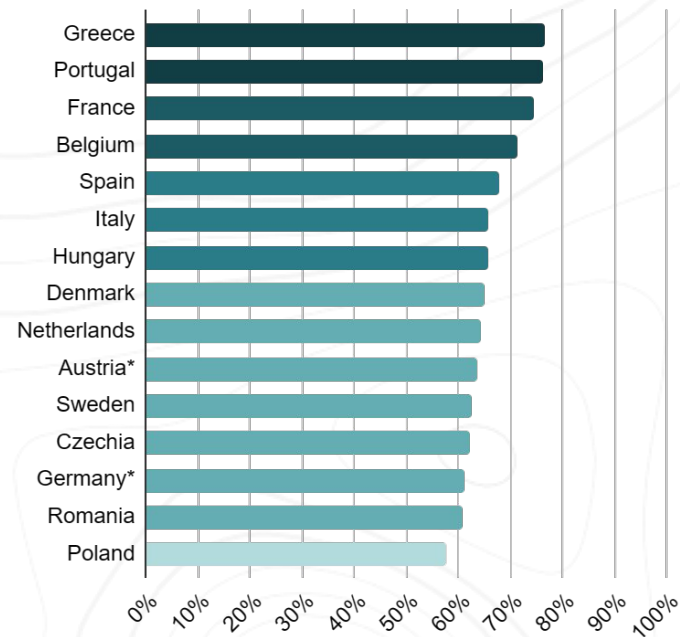
Source: YouGov – nationally representative online survey of >1000 people per country over 18 years old (April 2024)

*In Italy, the question was: “The Italian government has banned the production and marketing of cultivated meat in Italy, before these products could be assessed by the food safety regulator. I support this decision.”

Approval process for cultivated meat

Proportion of respondents that strongly/tend to agree:

The decision of whether to approve cultivated meat should be independent of any commercial interests.

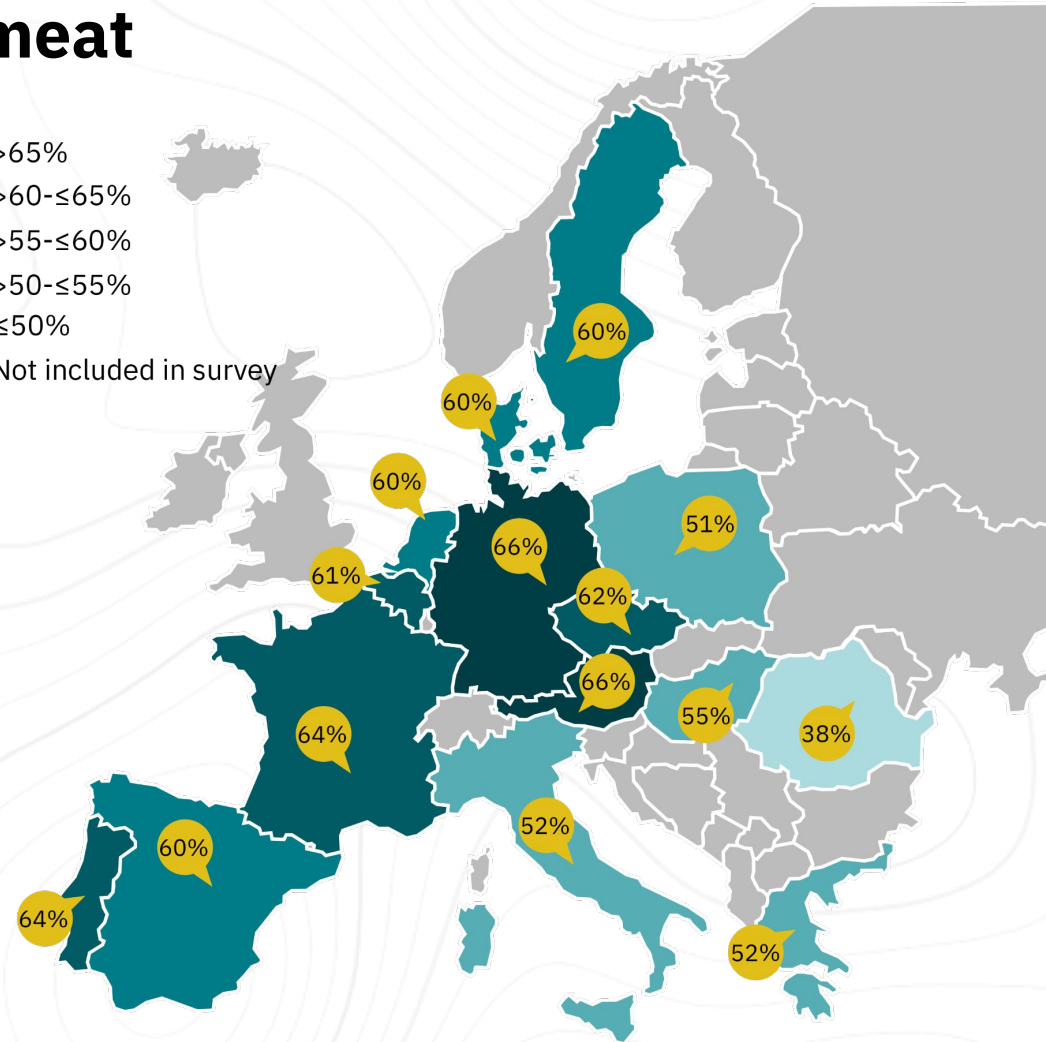
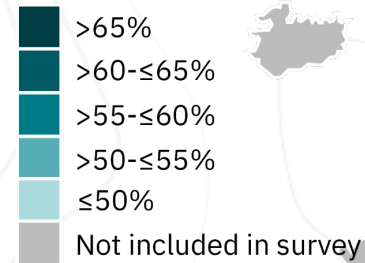
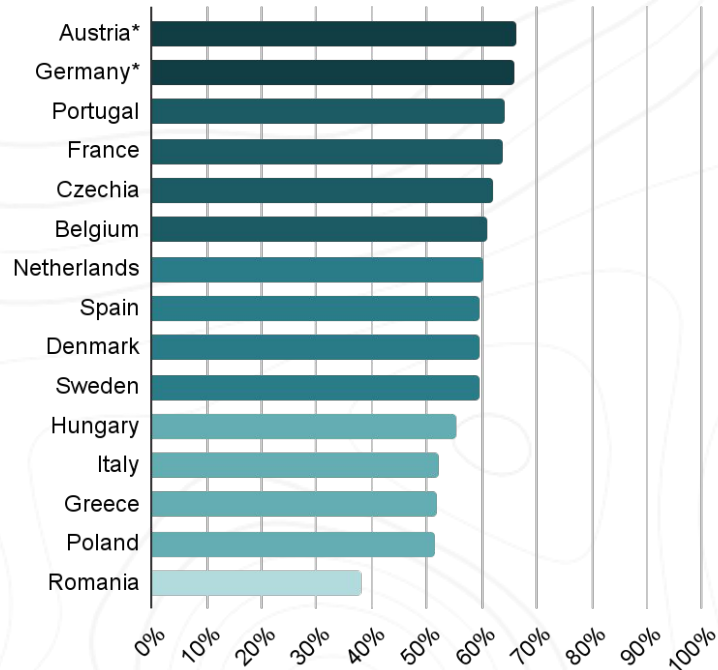


Source: YouGov – nationally representative online survey of >1000 people per country over 18 years old (April 2024). *Germany and Austria results are from a [separate survey](#) run in February 2024, the question used was slightly different: “The decision of whether to authorise cultivated meat should be independent of the economic interests of the food industry.”

Domestic production of cultivated meat

Proportion of respondents that strongly/tend to agree:

If cultivated meat comes onto the market, it should also be produced in my country so that our economy can benefit from it.



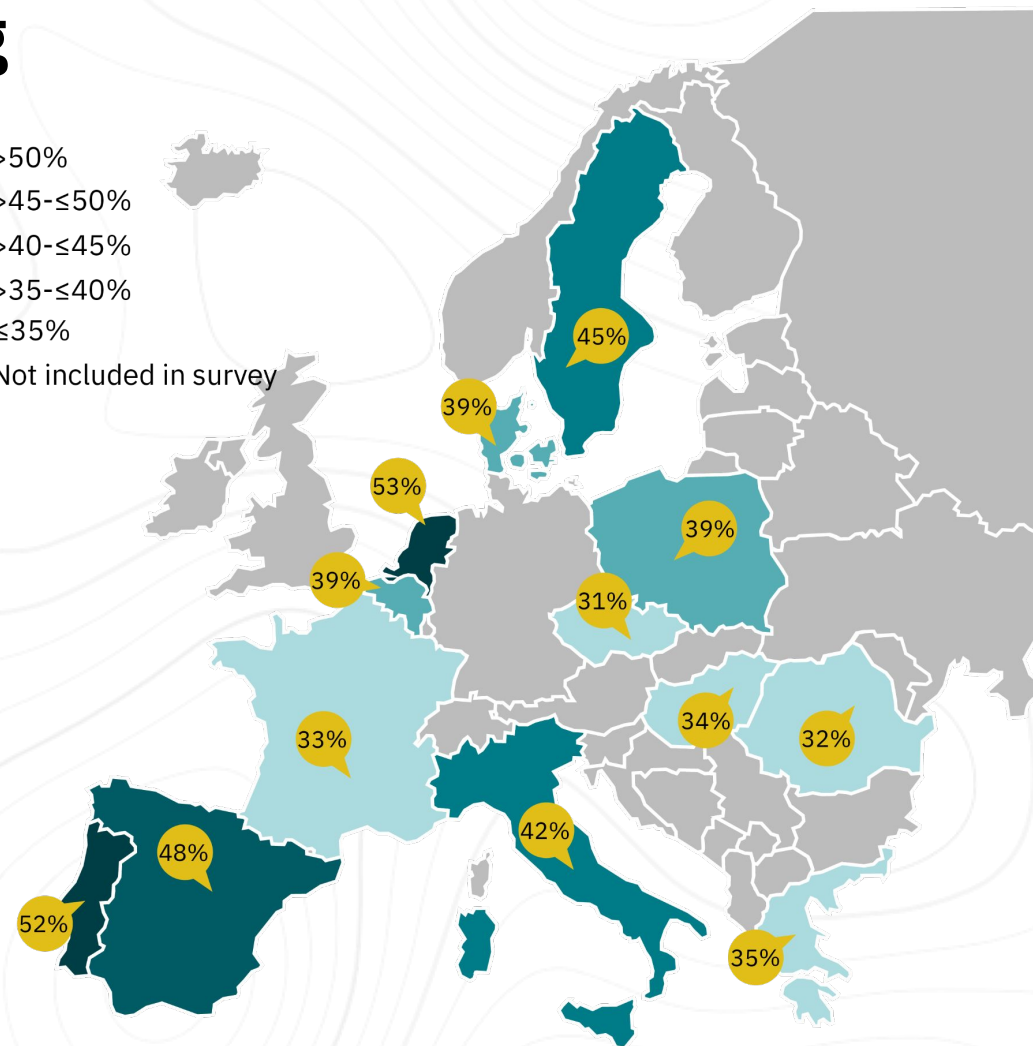
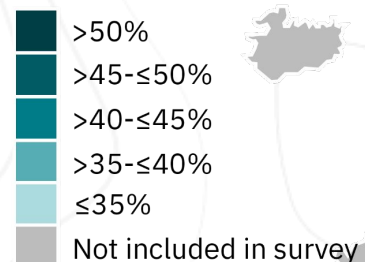
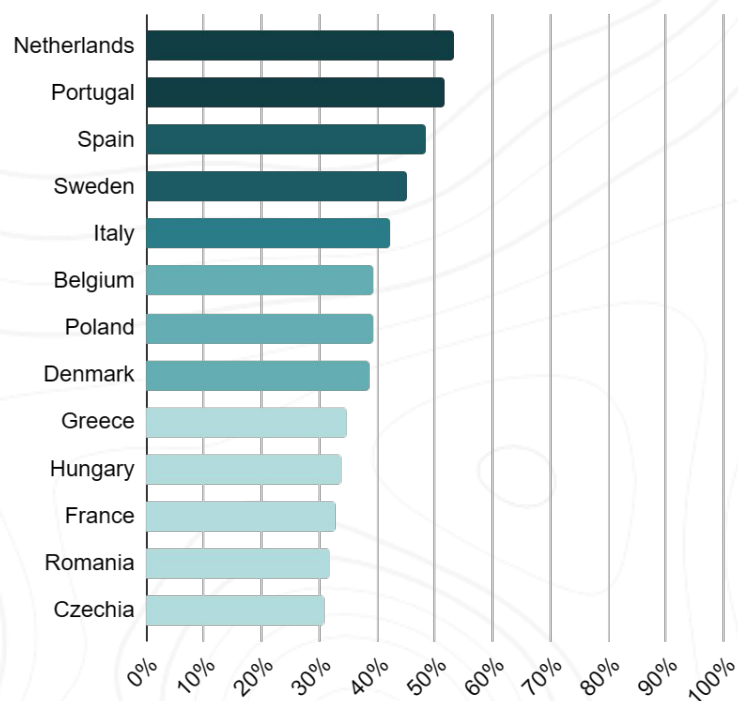
Source: YouGov – nationally representative online survey of >1000 people per country over 18 years old (April 2024).

*Germany and Austria results are from a [separate survey](#) run in February 2024 using the same question.

Research and development funding

Proportion of respondents that strongly/tend to agree:

Policymakers should invest in research and development into cultivated meat.

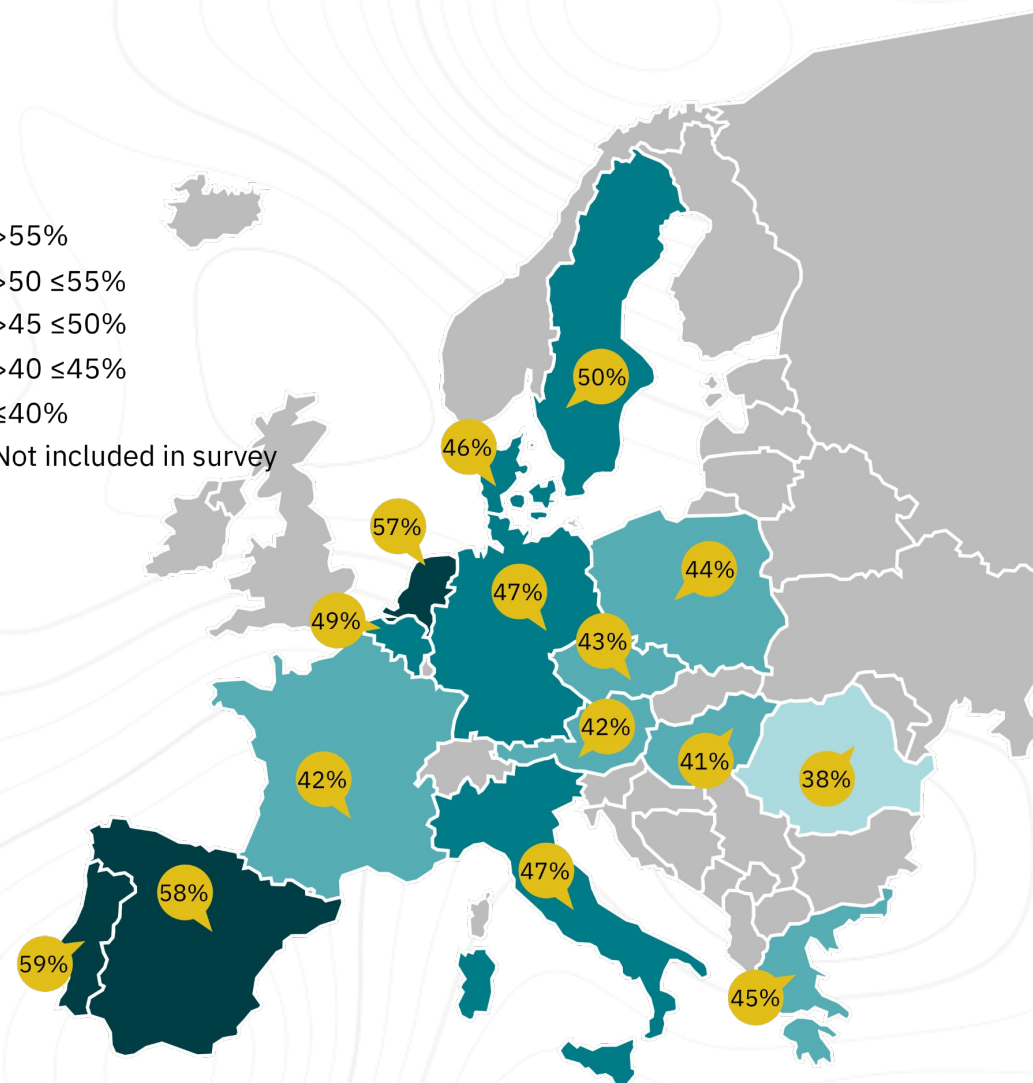
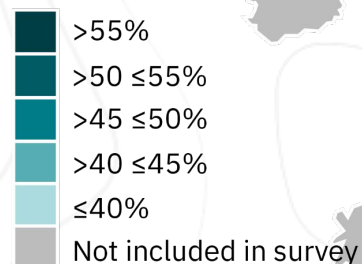
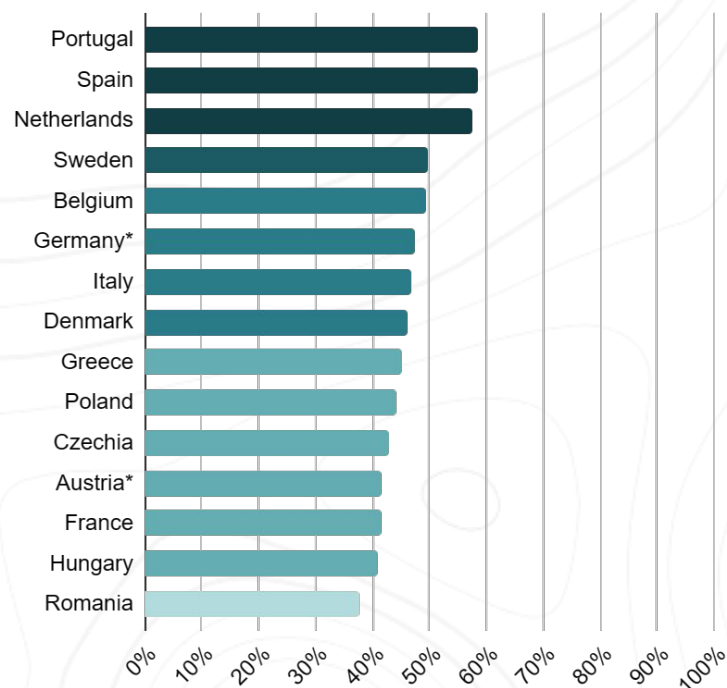


Source: YouGov – nationally representative online survey of >1000 people per country over 18 years old (April 2024)

Supporting farmers

Proportion of respondents that strongly/tend to agree:

Policymakers should help farmers benefit from any new opportunities that cultivated meat presents.



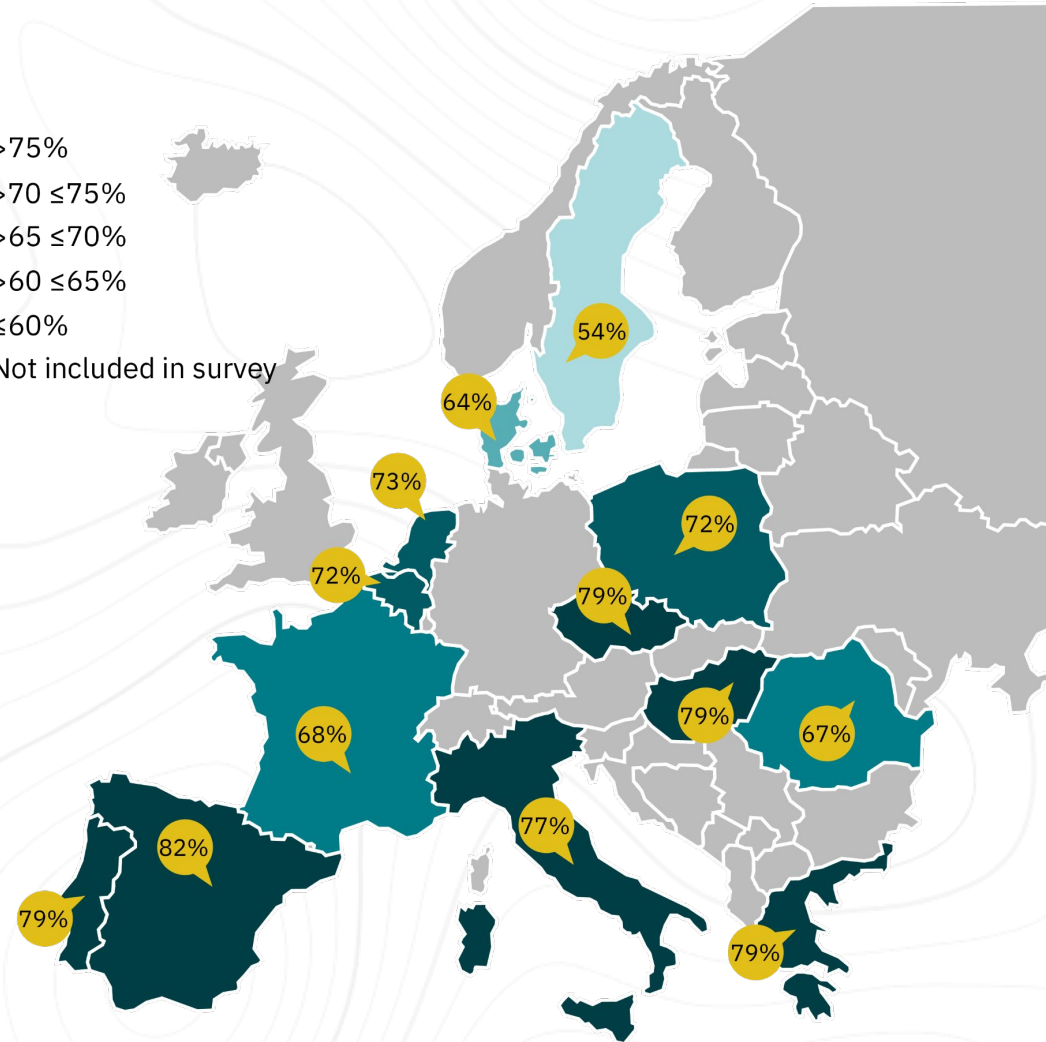
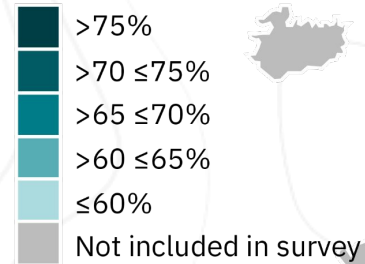
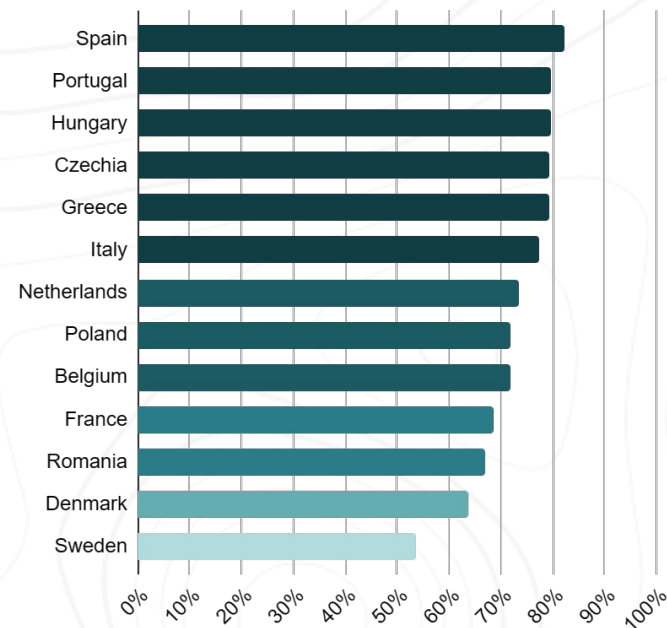
Source: YouGov – nationally representative online survey of >1000 people per country over 18 years old (April 2024).

*Germany and Austria results are from a [separate survey](#) run in February 2024, the question used was slightly different: “Policymakers should advance the development of cultivated meat and help farmers to capitalise on the opportunities in this area.”

Labelling cultivated meat

Proportion of respondents that strongly/tend to agree:

If cultivated meat comes onto the market, the packaging should use meaty names (eg chicken, burger, sausage) while making it clear that the product does not come from animal farming, eg "cultivated chicken nuggets made without animal farming".



Source: YouGov – nationally representative online survey of >1000 people per country over 18 years old (April 2024)

Openness to consuming cultivated meat

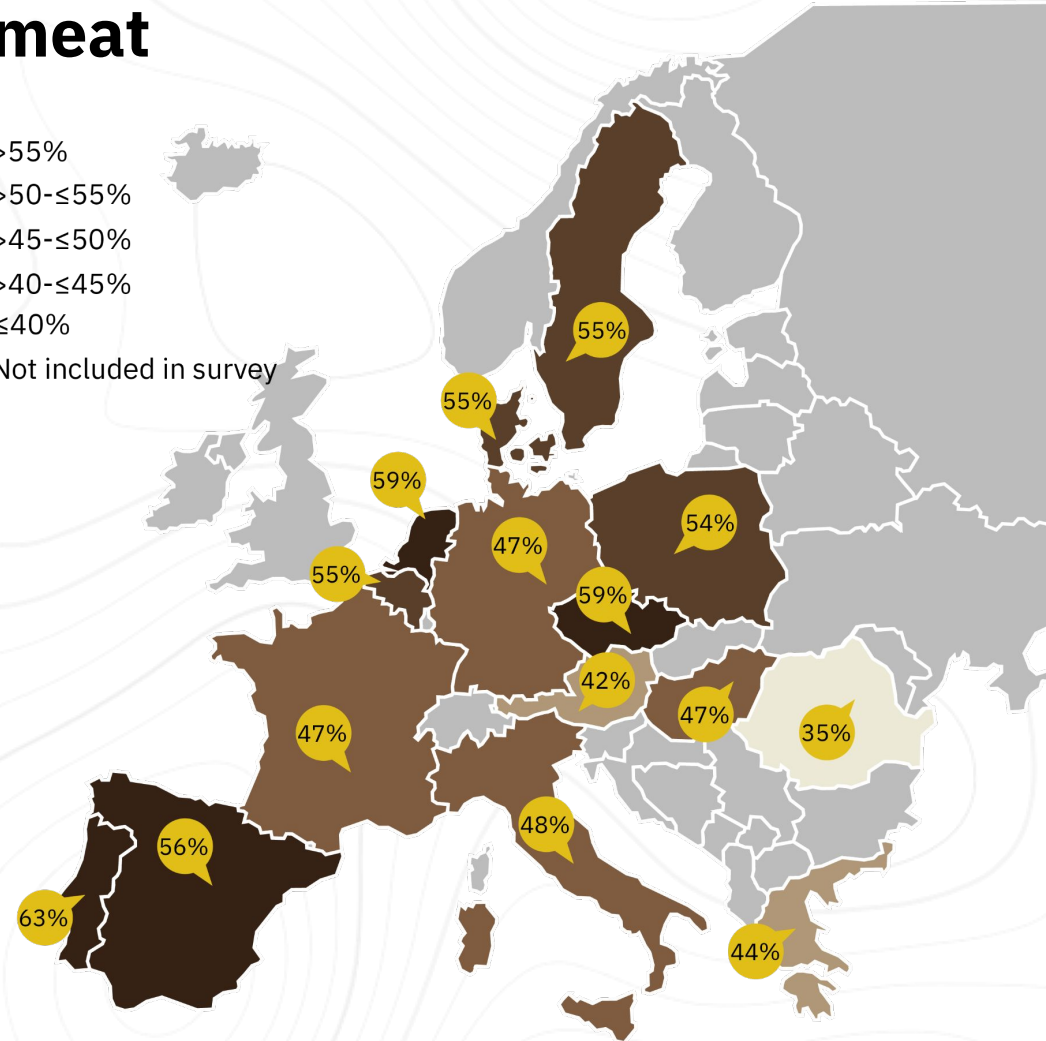
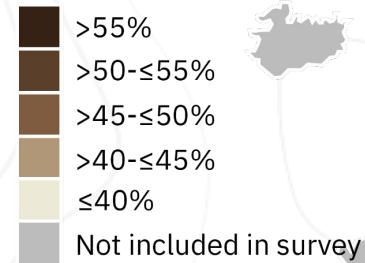
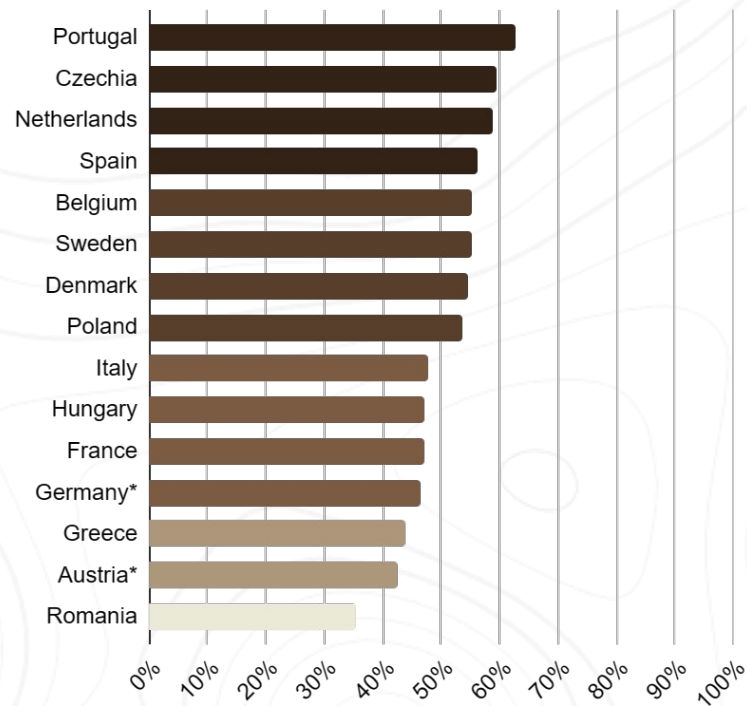


Photo: Mosa Meat

Openness to consuming cultivated meat

Proportion of respondents that strongly/tend to agree:

If cultivated meat were available in my country, I would try it at least once.



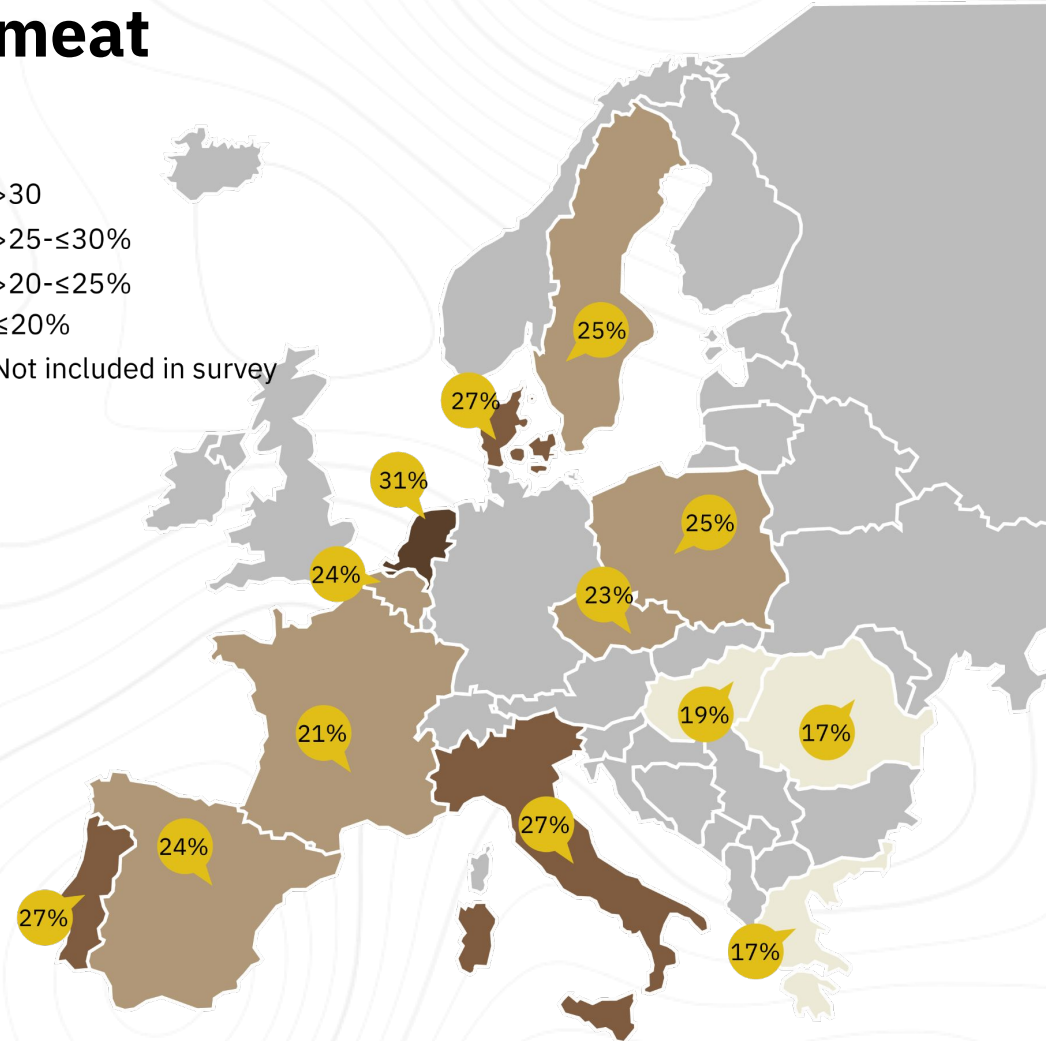
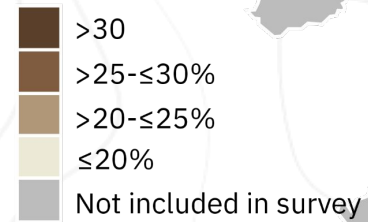
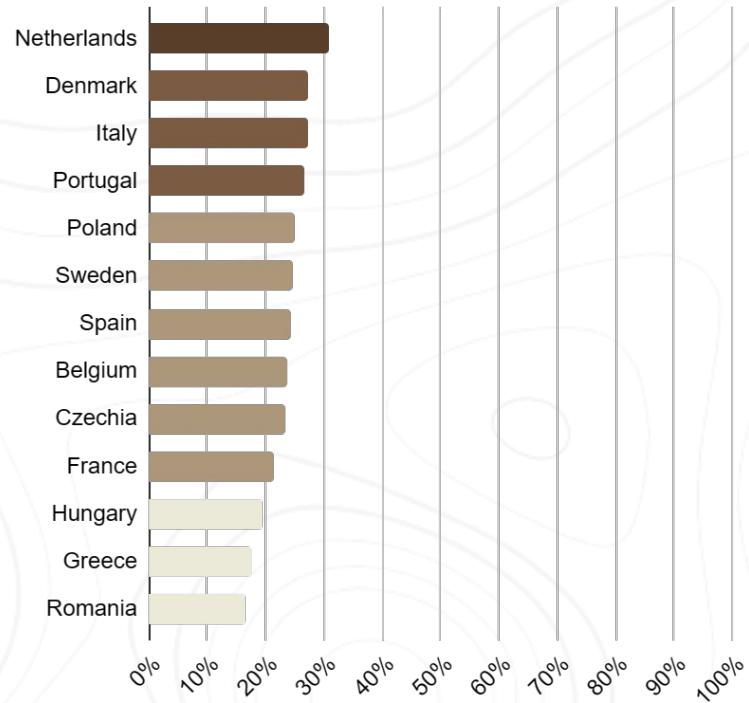
Source: YouGov – nationally representative online survey of >1000 people per country over 18 years old (April 2024).

*Germany and Austria results are from a [separate survey](#) run in February 2024 using the same question.

Openness to consuming cultivated meat

Proportion of respondents that strongly/tend to agree:

If cultivated meat were available in my country, I would like to replace some of the meat I currently eat with it.

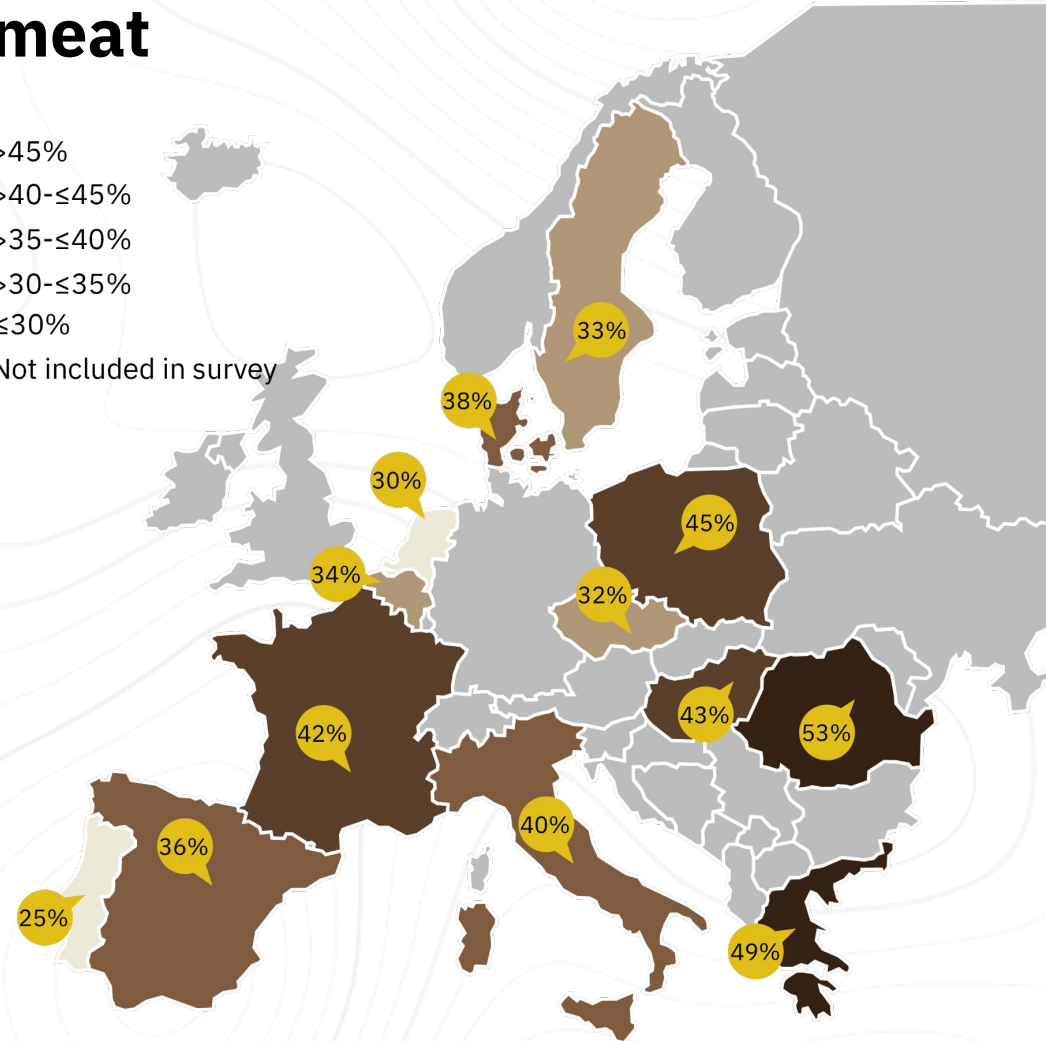
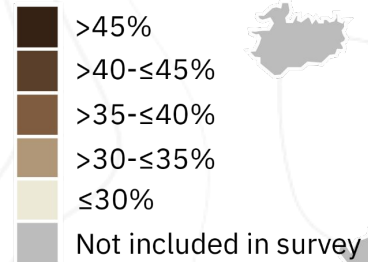
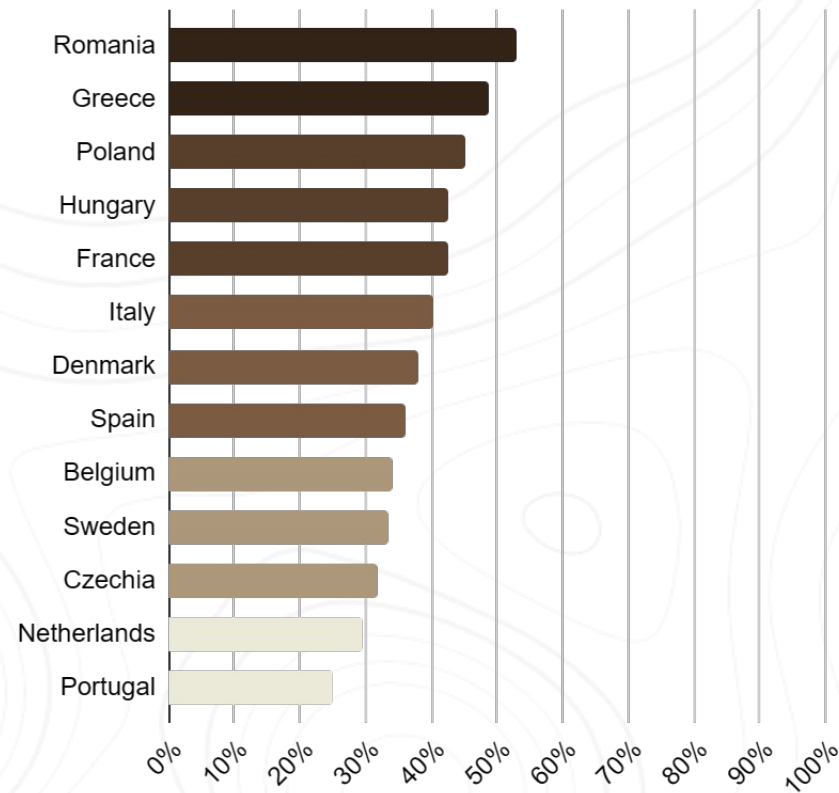


Source: YouGov – nationally representative online survey of >1000 people per country over 18 years old (April 2024)

Openness to consuming cultivated meat

Proportion of respondents that strongly/tend to agree:

I would never eat cultivated meat



Source: YouGov – nationally representative online survey of >1000 people per country over 18 years old (April 2024)

Attitudes towards meat consumption

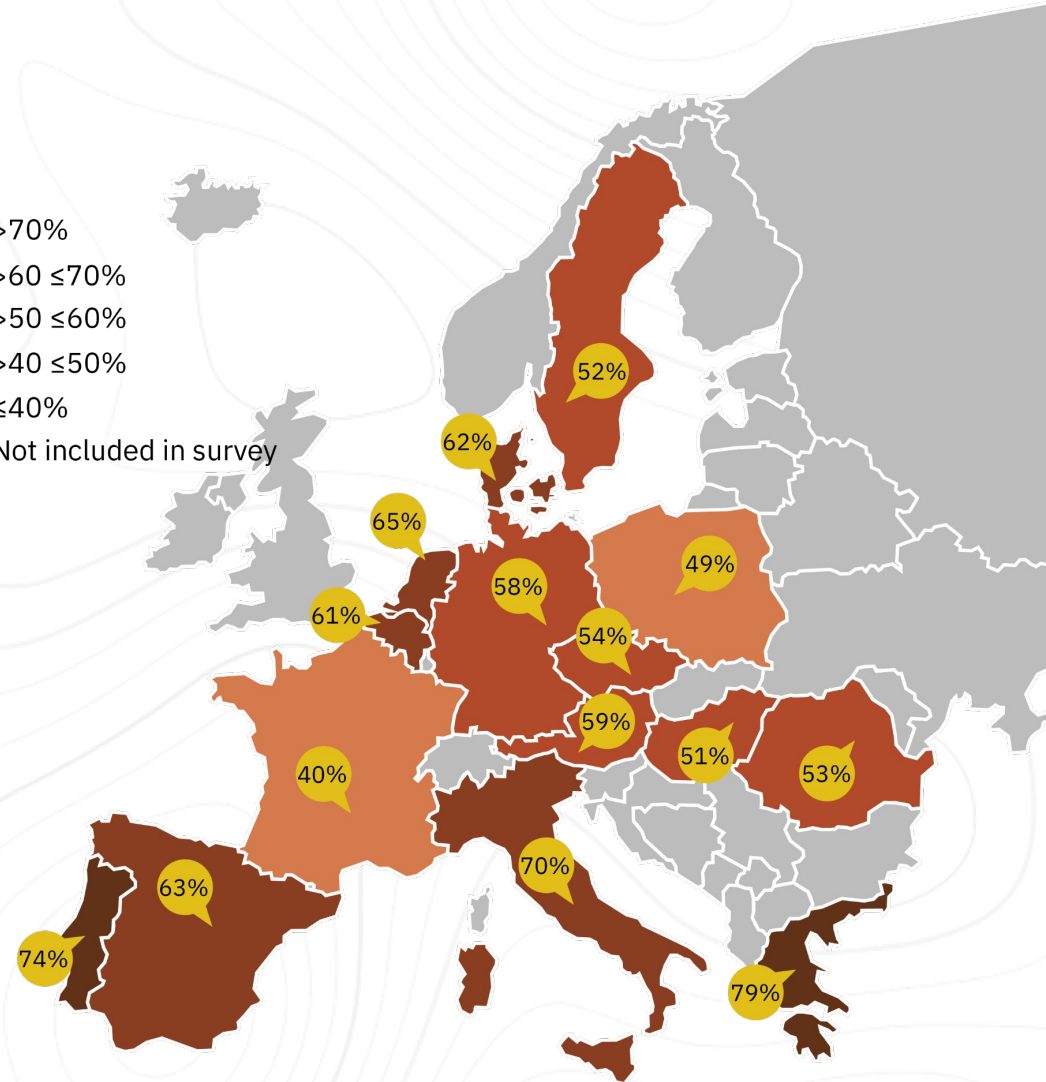
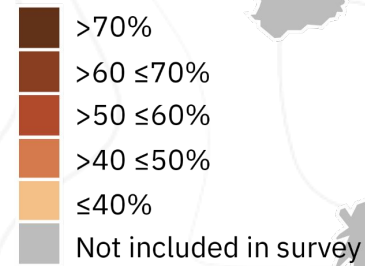
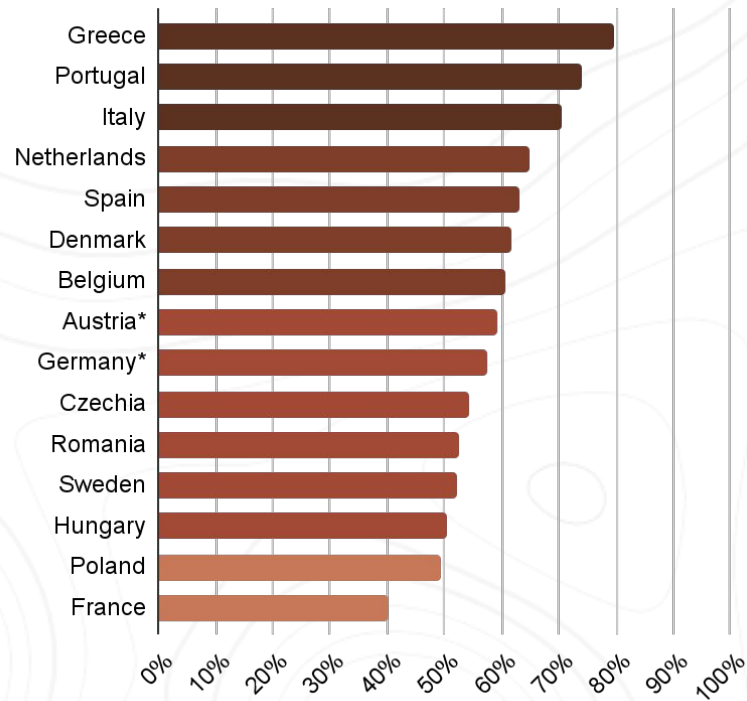


Photo: Ivy Farm, [CC-BY](#)

National meat consumption

Proportion of respondents that agree with the statements:

The amount of meat that we eat on average in my country is much/slightly too high.



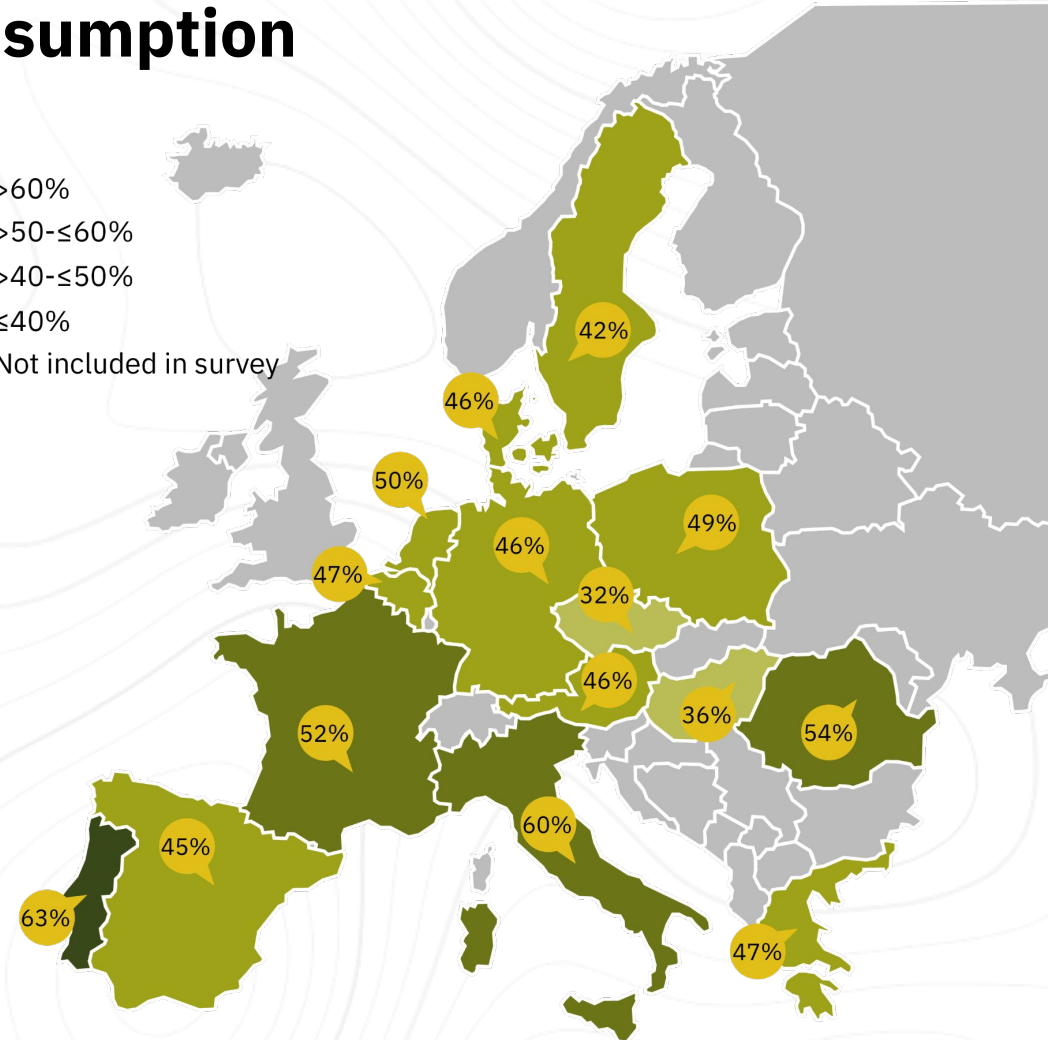
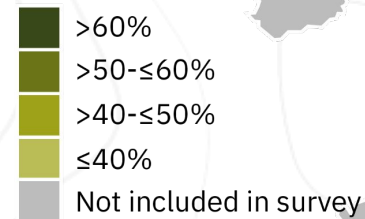
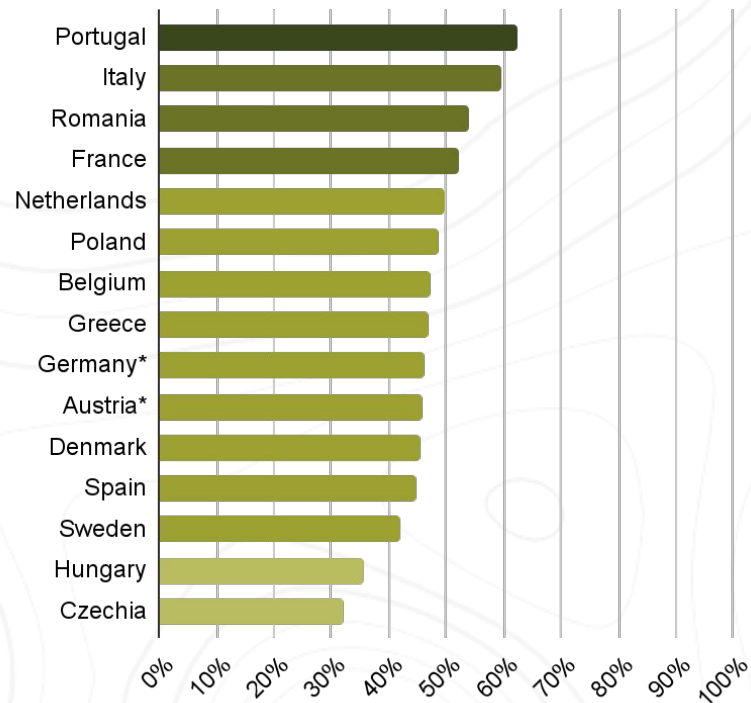
Source: YouGov – nationally representative online survey of >1000 people per country over 18 years old (April 2024).

*Germany and Austria results are from a [separate survey](#) run in February 2024 using slightly different wording: “The amount of meat and other animal products that we eat on average in my country is much/slightly too high.”

Intent to reduce personal meat consumption

Proportion of respondents selecting none/much less/slightly less meat:

Over the next two years, how do you want to change your level of meat consumption compared to the amount you eat now?



Source: YouGov – nationally representative online survey of >1000 people per country over 18 years old (April 2024). “None” refers to people who already eat no meat and do not intend to change this over the next two years.

*Germany and Austria results are from a [separate survey](#) run in February 2024 using slightly different wording, with respondents tending to or strongly agreeing with the statement “I want to consume less products of animal origin over the next two years.”

Methodology



YouGov[®]

The data used is based on an online survey conducted by YouGov Deutschland GmbH during April 2024 and commissioned by the Good Food Institute Europe. Over 1000 people from each of the 13 countries were surveyed. The results were weighted and are representative of the population aged 18 and over in each country.

Additional results from Germany and Austria are also included for comparison. These are from a [separate YouGov survey](#) run in February 2024, with 1,026 people in Austria and 2,105 people in Germany.



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