

Public attitudes survey 2024



Animal Welfare.
Worldwide.



Eating Better

FACT SHEET

Government action and voter attitudes

Healthy and sustainable diets

Three in five are willing to reduce their meat consumption, but in the past year only a quarter have. This suggests the food environment is not supporting people to make the decision they wish to.



61% are willing to cut down their meat consumption



25% have cut down their meat consumption in the past year

Animal welfare is the main reason people would consider lowering their meat consumption, with carbon and finances being the next most popular.



Listed animal welfare as a top 3 motivator



Listed reducing carbon emissions as a top 3 motivator



Listed money saving as a top 3 motivator

UK	Conservative	Labour	Liberal Democrat	SNP	Plaid Cymru	Another party
Welfare (46%)	Welfare (45%)	High carbon footprint (45%)	Welfare (52%)	High carbon footprint (55%)	High carbon footprint (48%)	Welfare (62%)
High carbon footprint (42%)	High carbon footprint (40%)	Welfare (44%)	High carbon footprint (48%)	Welfare (46%)	Health (48%)	High carbon footprint (49%)
To save Money (41%)	To save money (37%)	To save money (44%)	Health (41%)	To save money (41%)	To save money (45%)	Environment (44%)

Top three reasons voters would reduce their meat intake, with % of group who chose each option, split by 2024 voting intention.

Public procurement

There is strong support for leveraging public procurement to increase the health and sustainability of our diets



84% think sourcing UK grown food for schools and hospitals is a good way of supporting our farmers



72% think that it's important to serve food produced to higher welfare standards, e.g. free range or organic, in schools and hospitals



73% believe schools and hospitals should serve food that has been grown or reared in the UK

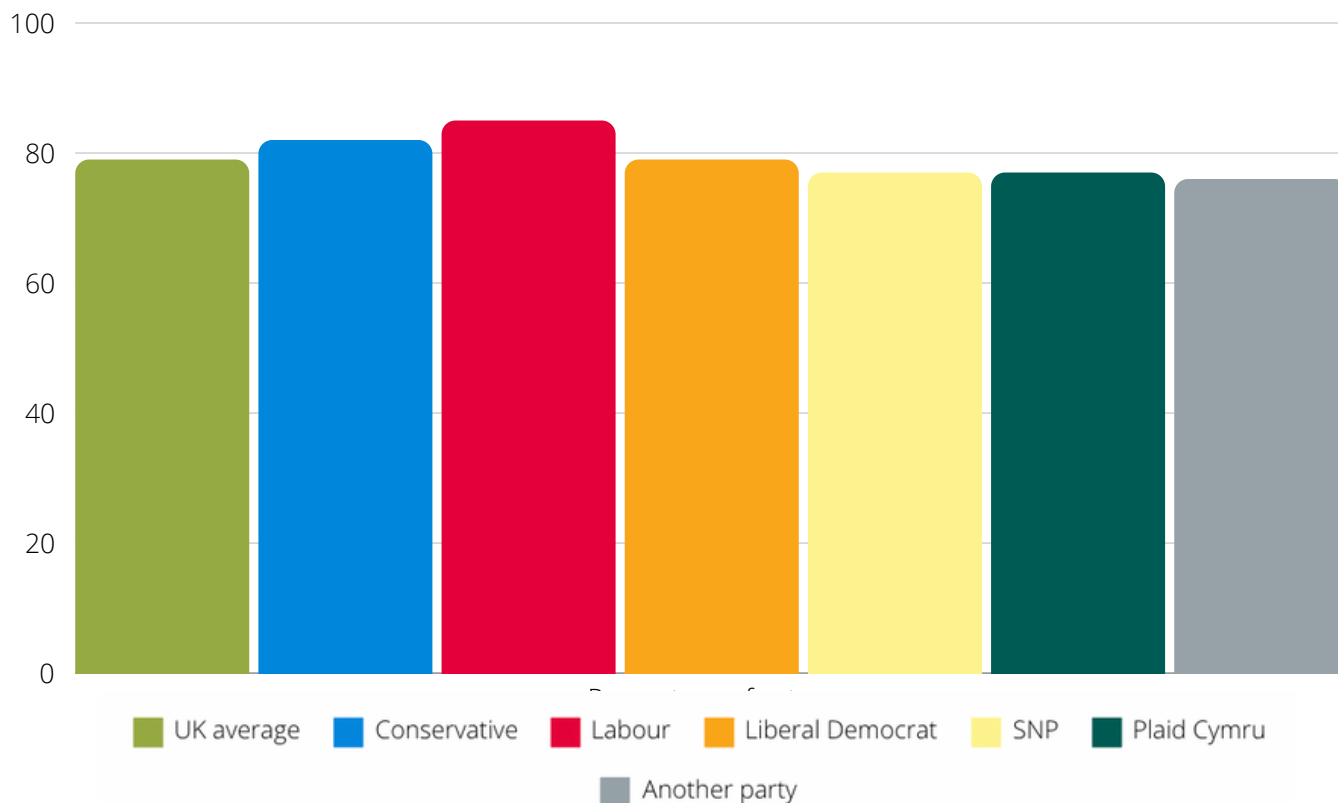
	UK	Conservative	Labour	Liberal Democrat	SNP	Plaid Cymru	Another party
Schools should serve healthier food options	78%	81%	82%	88%	79%	77%	77%
Hospitals should serve healthier food options	78%	79%	82%	87%	82%	67%	83%
Ingredients that can cause health problems, for example processed meat, should not be served in hospitals and schools	65%	68%	67%	79%	59%	59%	67%

% of respondents who agree with the statement split by 2024 voting intention

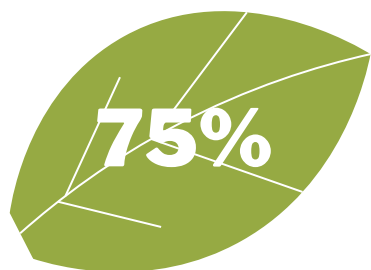
Farming and trade

The public believes that governments across the UK should be supporting our farmers

Government policies should help farmers restore nature on their farms while continuing food production.



% of respondents who agree with the statement split by 2024 voting intention



75% believe that in order to produce enough food we must protect nature and the environment

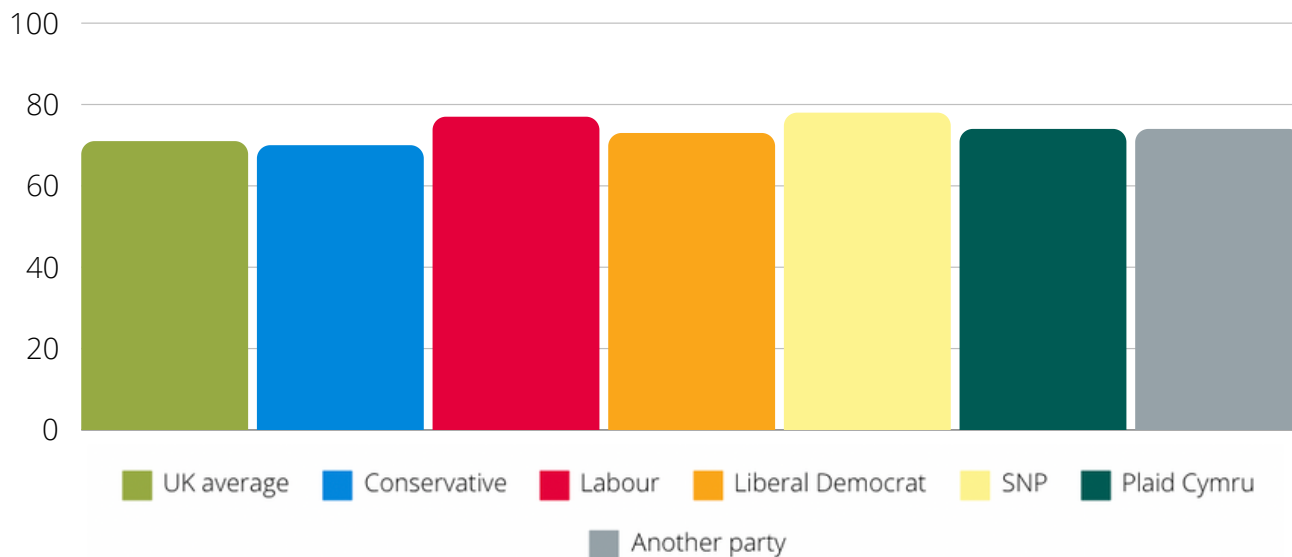


62% think having a sustainable diet will help achieve food security

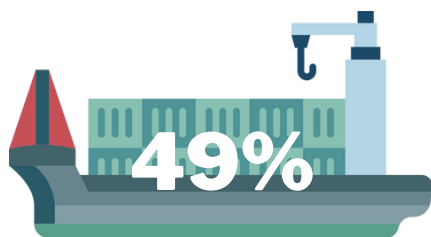
Farming and trade

There is strong support for high trade standards for meat and dairy

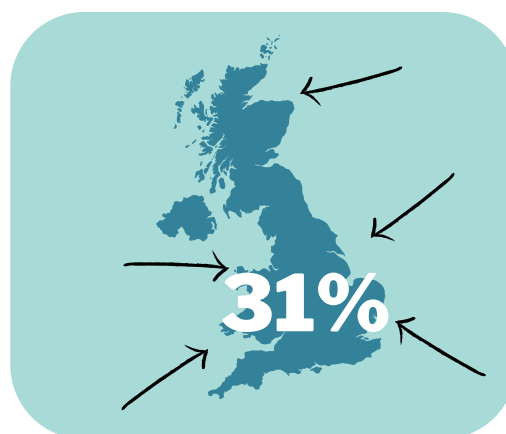
The Government should assess future trade deals for their impact on human health and the environment



% of respondents who agree with the statement split by 2024 voting intention



49% believe the UK should import meat and dairy but only if it's quality is as high as in the UK and costs less



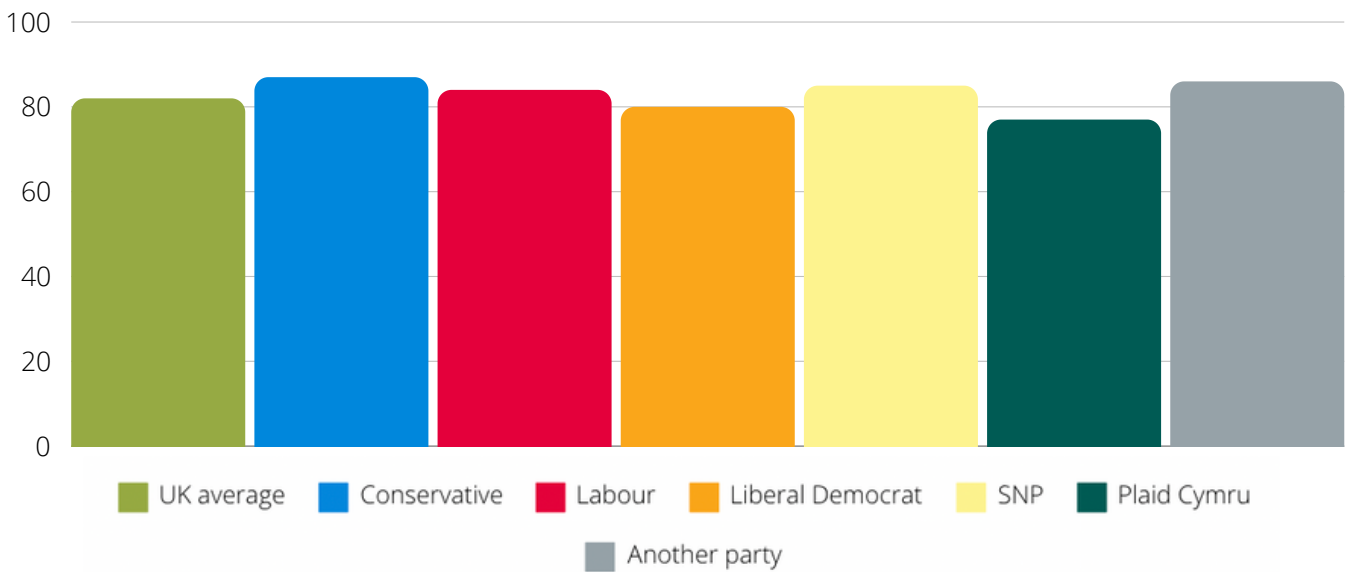
31% believe the UK should not import meat and dairy regardless of quality or cost

Policy action for industry

There is an opportunity for policy to level the playing field within industry, ensuring that retailers provide an enabling environment for consumers.

There is strong support for fair supply chains

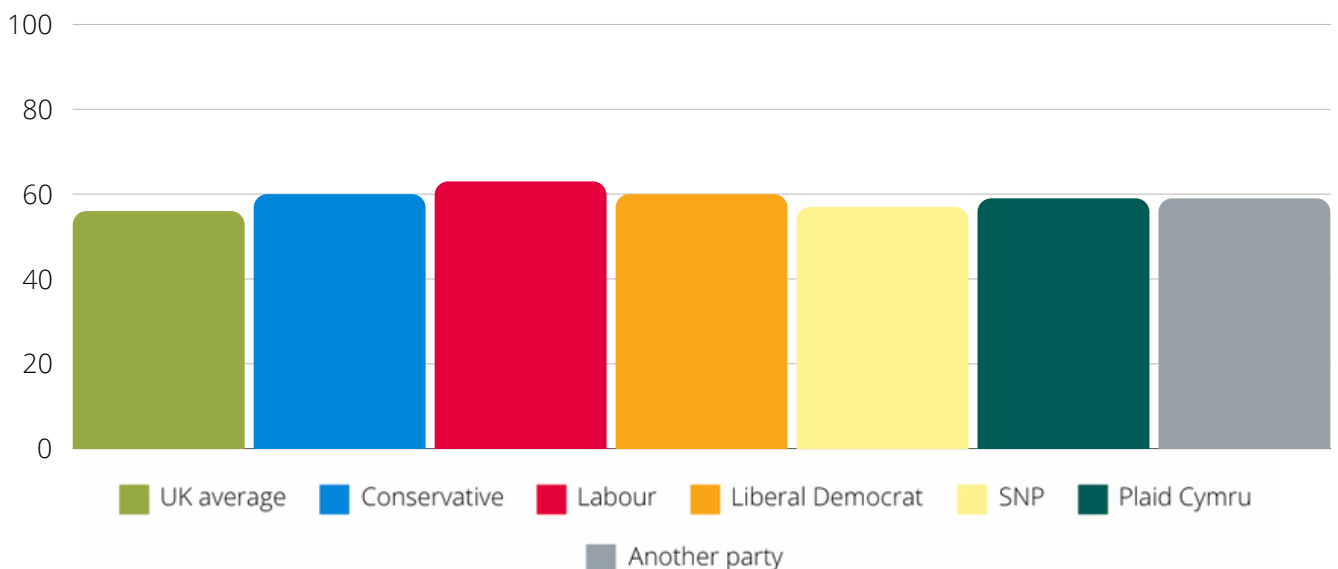
UK farmers should receive a fair share of the price we pay for meat and dairy in shops, cafes and restaurants



% of respondents who agree with the statement split by 2024 voting intention

There is strong support for fair supply chains

I'd be more likely to buy meat that's been produced to higher welfare standards if it was clearly labelled so



% of respondents who agree with the statement split by 2024 voting intention

Appendix

Online Omnibus. All figures unless stated otherwise were collected and supplied by Savanta. Total sample size was 1700 adults (N= 500 England, Scotland and Wales, N= 200 Northern Ireland). Fieldwork was undertaken between 27th March-4th April 2024.

Political party affiliation was determined based on voting intentions at the time the data was collected for the 2024 General Election.

Acknowledgements

This resource was created in collaboration between Eating Better and FOUR PAWS UK.

Thank you to:

Myrtle Gregory - Research and Policy Officer, Eating Better

Charlotte Jones - Communications Manager, Eating Better

Emily Wilson - Head of Programmes and Campaigns, FOUR PAWS UK

Kayleigh Russell - Social Media Lead, FOUR PAWS UK

Andrew Stark - Senior Research and Policy Manager, Eating Better

