

# Public attitudes survey 2024



Animal Welfare.  
Worldwide.



**Eating Better**

**FACT SHEET**

**Northern Ireland**

# Less and better

## Top three motivators behind reducing meat consumption



Listed animal welfare as a top 3 motivator



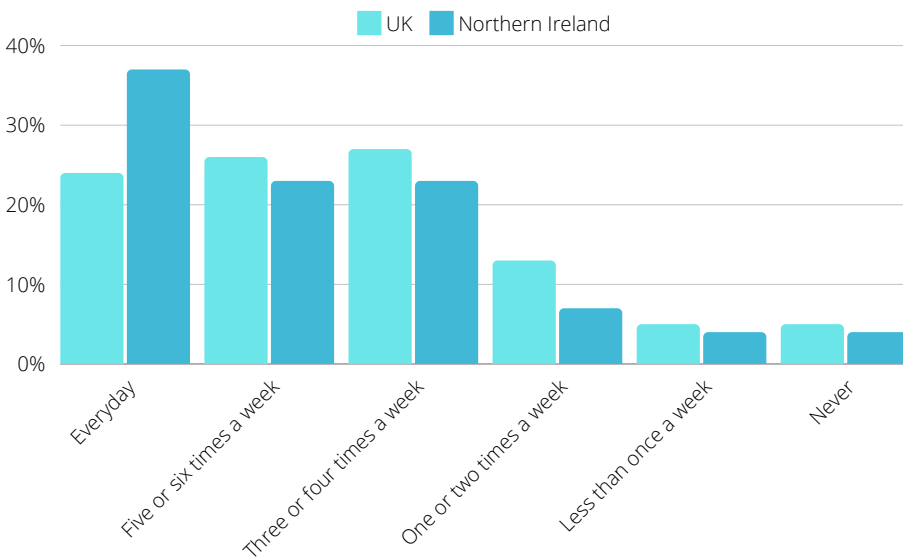
Listed reducing carbon emissions as a top 3 motivator



Listed money saving as a top 3 motivator

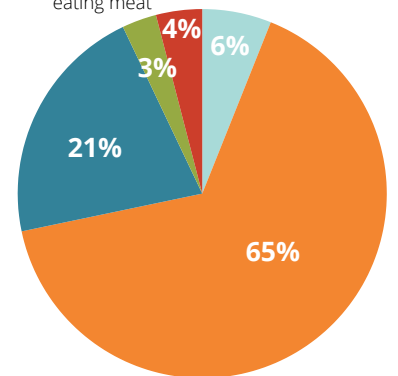
55% are willing to cut down their meat consumption

Over half of people (60%) have a high meat consumption, eating meat at least 5 days a week. Eating meat everyday is the most popular choice at 37% of people surveyed.

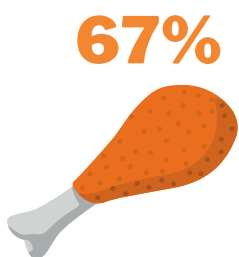


21% of people in Northern Ireland report to be eating less meat than they were a year ago, but the majority report unchanged eating habits:

- More meat than a year ago
- The same amount
- Less meat than a year ago
- Don't know
- I already did not eat meat or have stopped eating meat



## What meat are people eating most frequently?



White meat (e.g. chicken)



Red meat (e.g. beef or lamb)



Processed meat (e.g. sausage or ham)



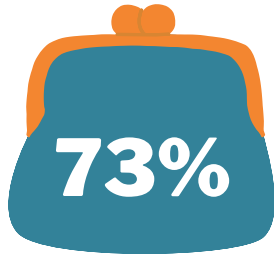
Don't know

41%

Agree with the statement: "Producing and consuming meat/livestock products has a significant negative impact on the environment"

# Food security

## Household



73% have voluntarily changed their shopping habits to save money



45% have had to change the food that they buy because they couldn't afford their typical food shop

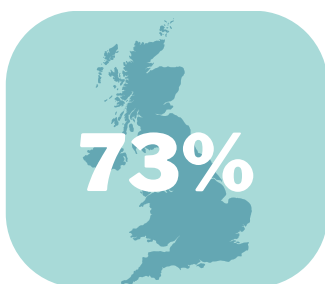


A member in 18% of households has had to skip a meal because they couldn't afford food

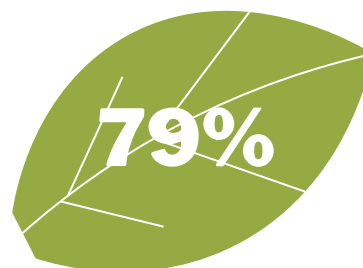


42% have had to change where they buy their food because they couldn't afford their typical food shop

## National



73% try to buy food grown or reared in the UK



79% believe that in order to produce enough food we must protect nature and the environment



84% the government should help farmers restore nature while continuing food production

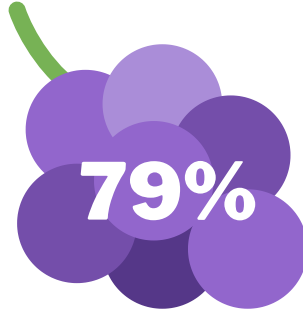


64% think having a sustainable diet will help achieve food security

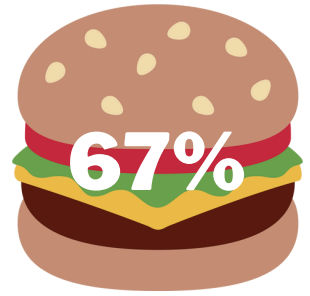
# Public procurement



Think schools should serve healthier food options



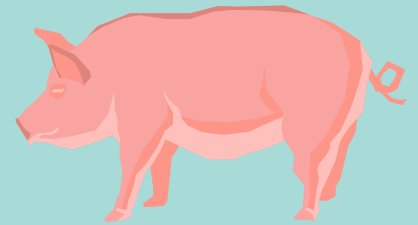
Think hospitals should serve healthier food options



Think ingredients that can cause health problems, for example processed meat, should not be served in hospitals and schools

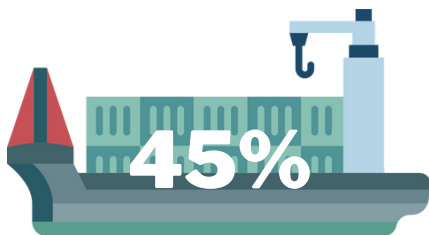


85% think sourcing UK grown food for schools and hospitals is a good way of supporting our farmers



75% think it's important that we serve food produced to higher welfare standards, e.g. free range or organic, in schools and hospitals

# Trade



45% believe the UK should import meat and dairy but only if it's quality is as high as in the UK and costs less



Just 2% think the UK should import meat and dairy irrespective of cost and quality



75% think the government should assess future trade deals for their impact on human health and the environment

# Farmer support



77% would like to do more to support farmers in the UK



77% would like to do more to support farmers that have high animal welfare and environmental standards

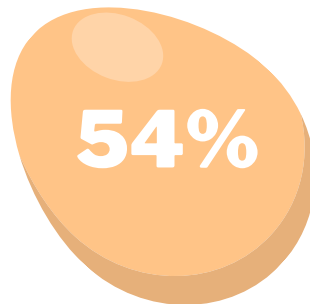


88% think UK farmers should receive a fair share of the price we pay for meat and dairy in shops, cafes and restaurants

# Buying 'better'



51% think about the welfare of the animals when I'm deciding what meat or dairy to buy



54% think about the welfare of the animals when I'm deciding what eggs to buy



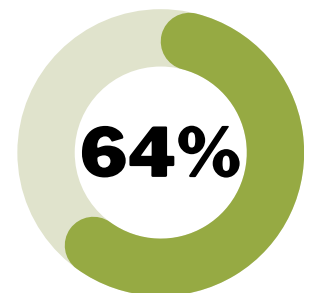
69% face a barrier when it comes to buying 'better' meat



65% report that 'better' meat is too expensive to buy regularly



66% understand the benefits of raising animals under organic conditions



64% think they'd be more likely to buy high welfare if it was more clearly labelled so

# 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