

## Public attitude survey 2020 – findings

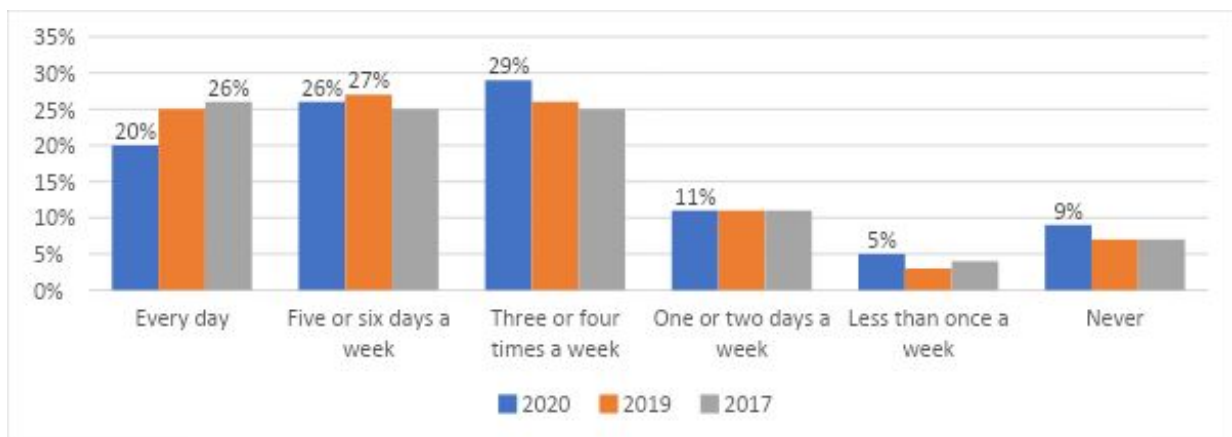
### Headlines

- People are reducing meat and dairy consumption and are showing a willingness to reduce further.
- Health is the number one driver for reduction.
- People want support for more sustainable and healthy food choices, particularly through improved knowledge of how to plan and cook less meat meals.
- People want to support UK farmers, particularly those with high animal welfare and environmental standards.
- People want any UK trade deals to protect health and the environment and don't support lower standard meat and dairy imports.

### People are reducing meat and dairy consumption and are showing a willingness to reduce further.

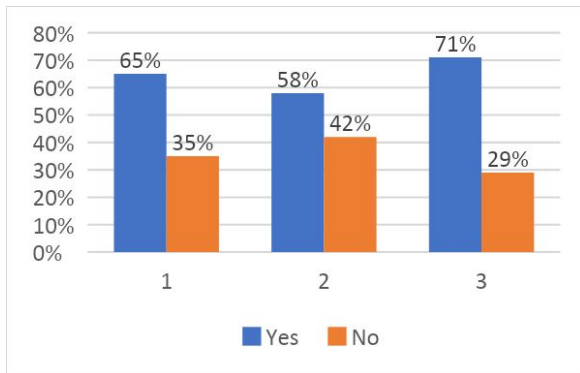
This year the most popular response to 'how often, if at all, do you eat meat and meat products?' is three or four times a week (29%). In 2019 the most popular response was five or six times a week (27%). And, in 2017 the most popular response was every day (26%).

21% of people said they are eating less meat than a year ago and 9% now don't eat any meat.



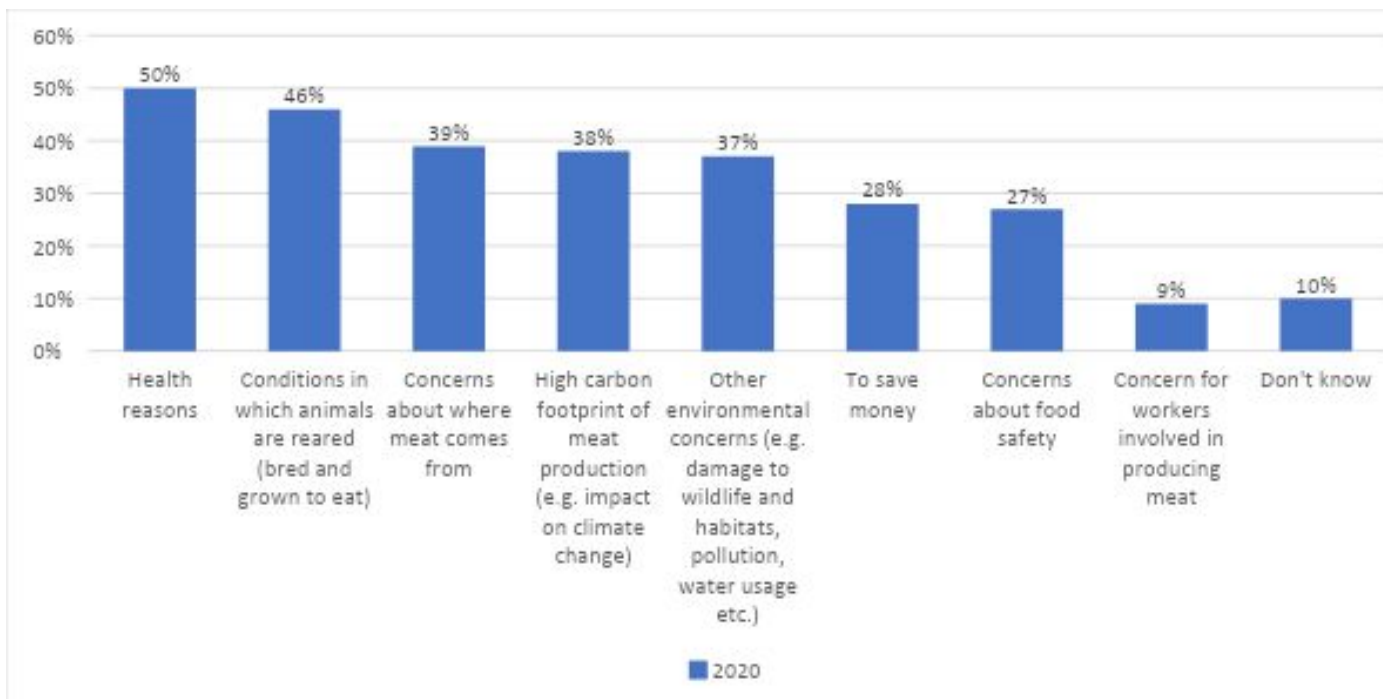
The majority (65%) of people are willing to consider eating less meat and fewer meat products in future. Nearly 3/4 of women are willing to reduce (71%).

This survey was commissioned by Eating Better with alliance organisations Food Ethics Council and Hubbub. The survey was carried out by (.Yonder previously Populus) with a sample size of 2095.



## Health is the number one driver for reduction

Health is the number one reason for people eating or considering eating less meat (50%), closely followed by the conditions in which animals are reared (46%). People are interested in provenance (39%), the carbon impact of meat (38%) and other environmental issues (37%).

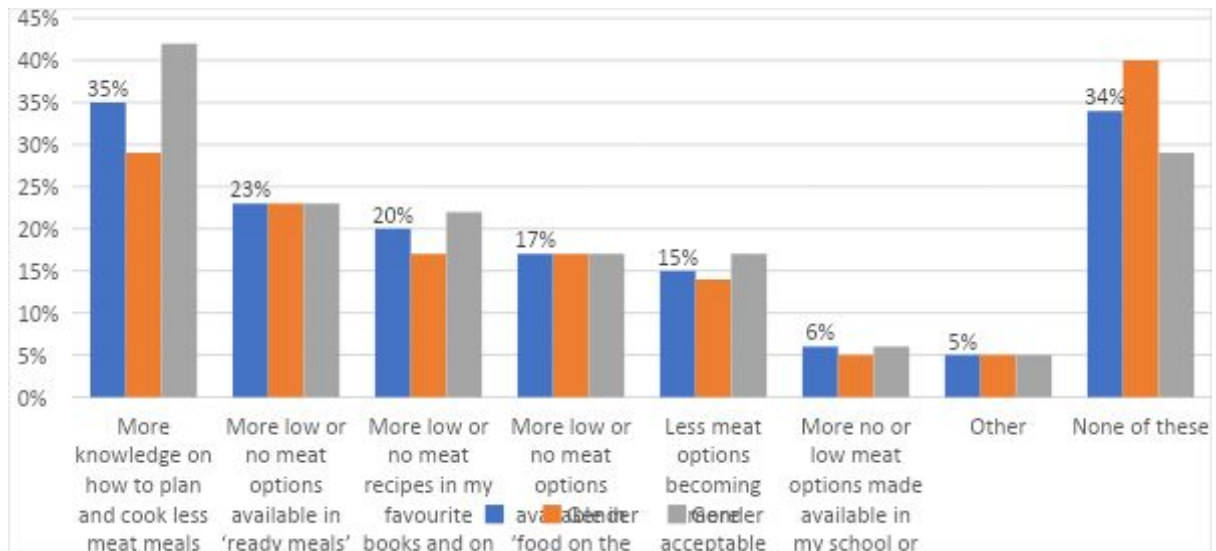


## People want support for more sustainable and healthy food choices

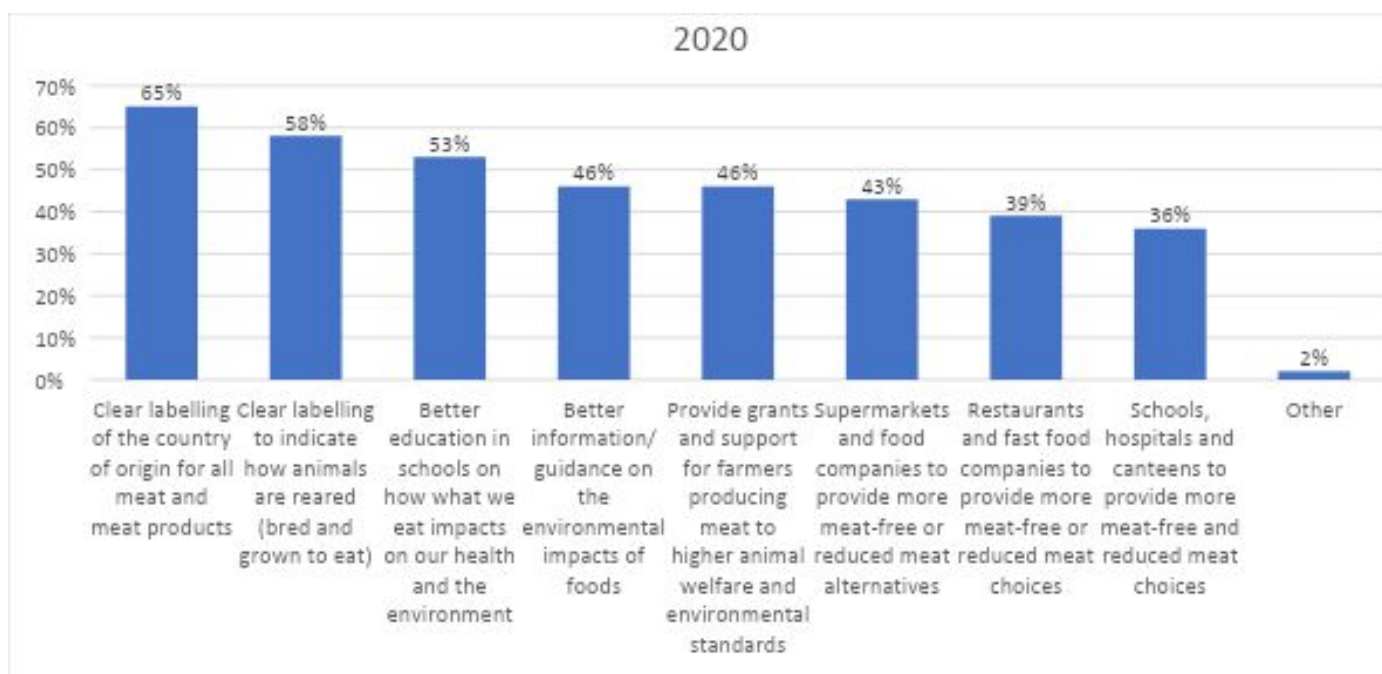
People told us that more knowledge on how to plan and cook less meat meals would help them to reduce meat consumption (35%). This is particularly popular with women (42%) and younger people (46%).

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A future survey option might be to ask for people's suggestions in an open question.



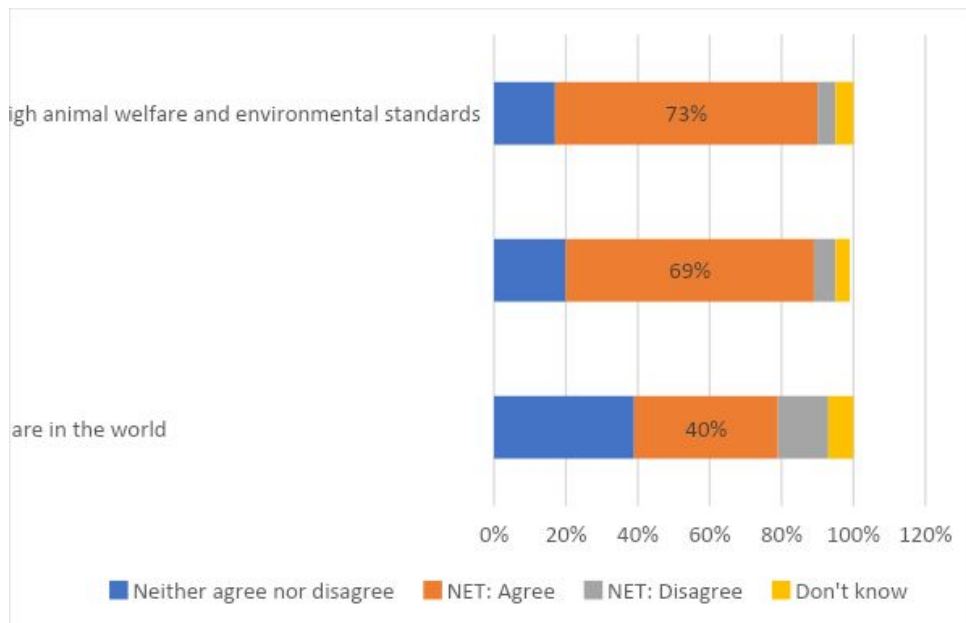
Improved labelling comes out as the top pick to improve people's food choices. With both origin (65%) and production method (58%) proving popular.



## People want to support UK farmers, particularly those with high animal welfare and environmental standards

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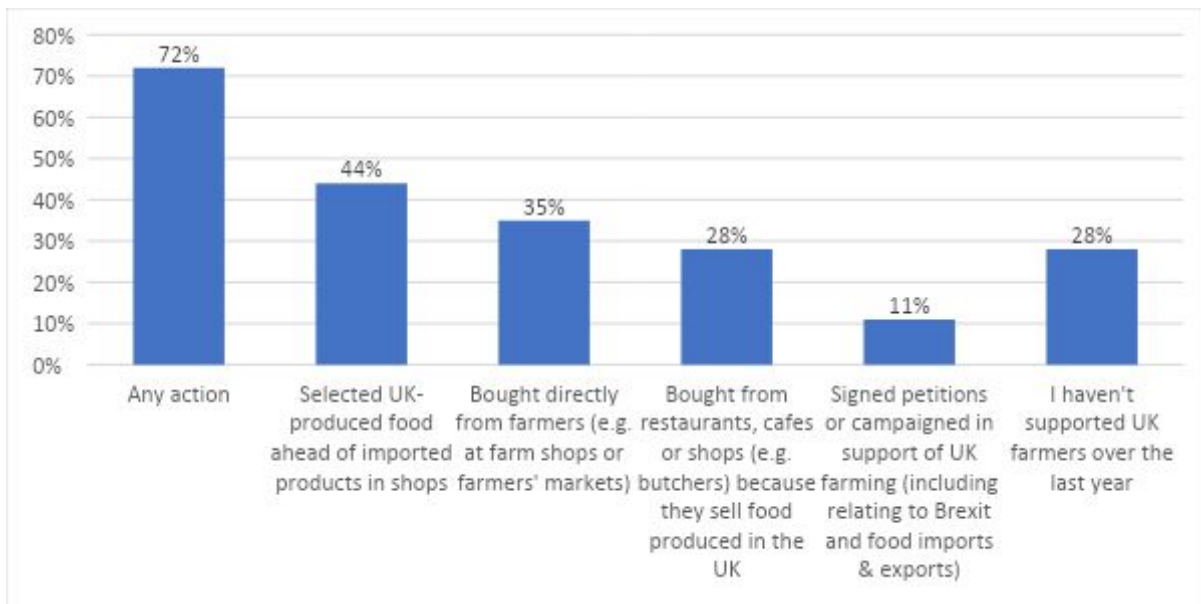
People are much more likely to want to support UK farmers (69%), particularly those with high animal welfare and environmental standards (73%), than farmers elsewhere in the world (40%).



84% of people agree that UK farmers should receive a fair share of the price we pay for meat and dairy in shops, cafes and restaurants.

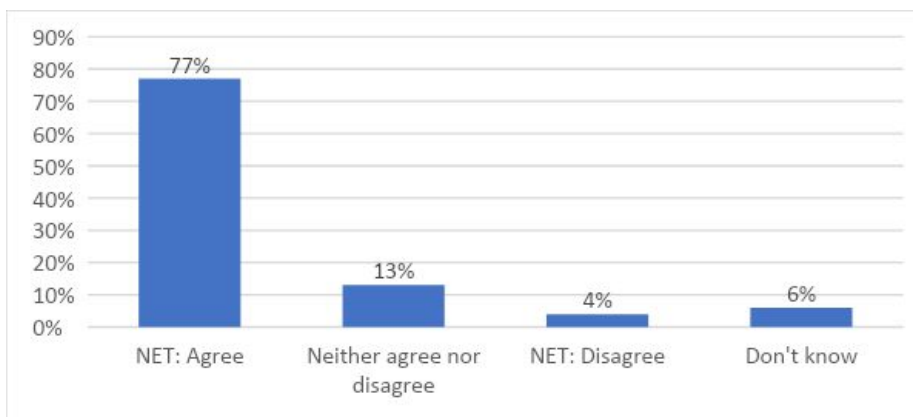
84% of people agree that UK farmers are important in keeping our country going. While this shows little variation across socio demographics, consensus on this strengthens the older people are. Most of the UK is consistent in this viewpoint and while Londoners are in agreement they feel least strongly about this with a figure of 77%.

72% of people have taken an action in support of UK farmers in the last year. The most popular action is to select UK-produced food ahead of imported products in shops, 44% of people have done this.



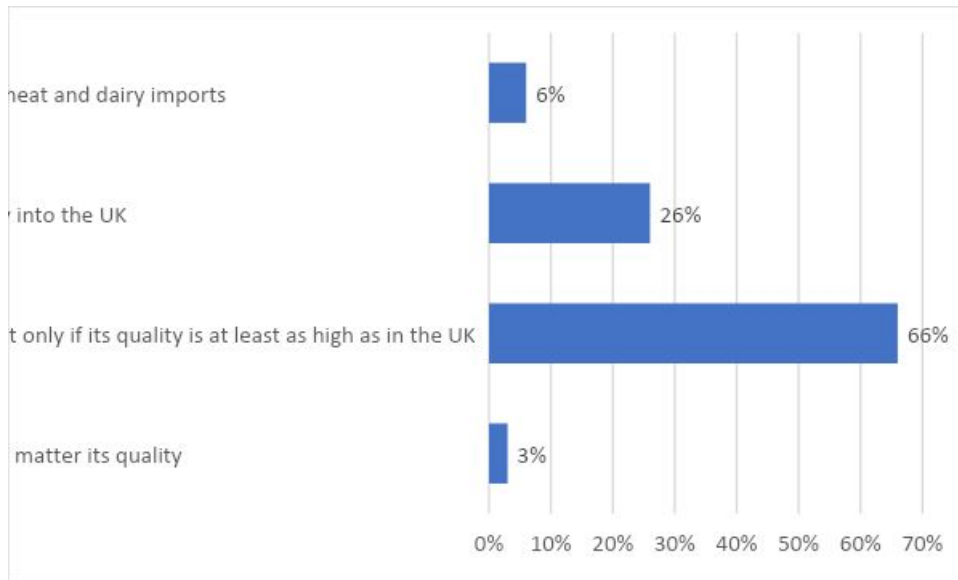
**People want any UK trade deals to protect health and the environment and don't support lower standard meat and dairy imports.**

77% of UK public think the Government should assess future trade deals for their impact on human health and the environment.



Just 3% of people agree the UK should import meat and dairy, no matter its quality. Higher social demographics are the most enthusiastic about importing meat and dairy.

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