



national union of **students**

Student Opinion | Eat less meat

Student opinions on eating meat

Methodology

Each month NUS conducts a Student Opinion survey to canvass the views of students on a number of topical issues. In July a section on eating habits and attitudes towards eating less meat was included.

A total of 2559 responses were received. The data has been weighted by gender according to statistics gathered nationally by the Higher Education Statistics Agency. Whilst the data also includes respondents studying in further education, no statistics are available nationally which describe the demographic characteristics of the UK's further education student population so in the absence of this data, HE equivalent data has been applied.

Statistically significant differences according to different demographics are highlighted throughout the report.

Respondent demographics

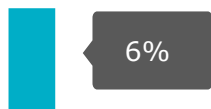
Higher Education



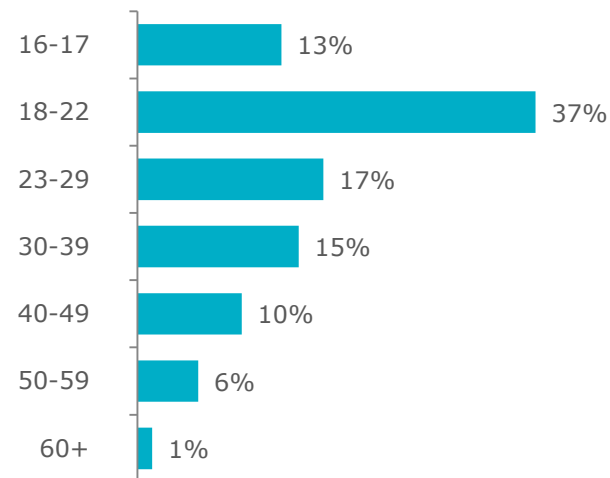
Further Education



Apprenticeship



AGE



GENDER IDENTITY

53%

Woman

45%

Man

1%

In another way

1%

Not given

NATIONALITY



88%

UK



6%

EU

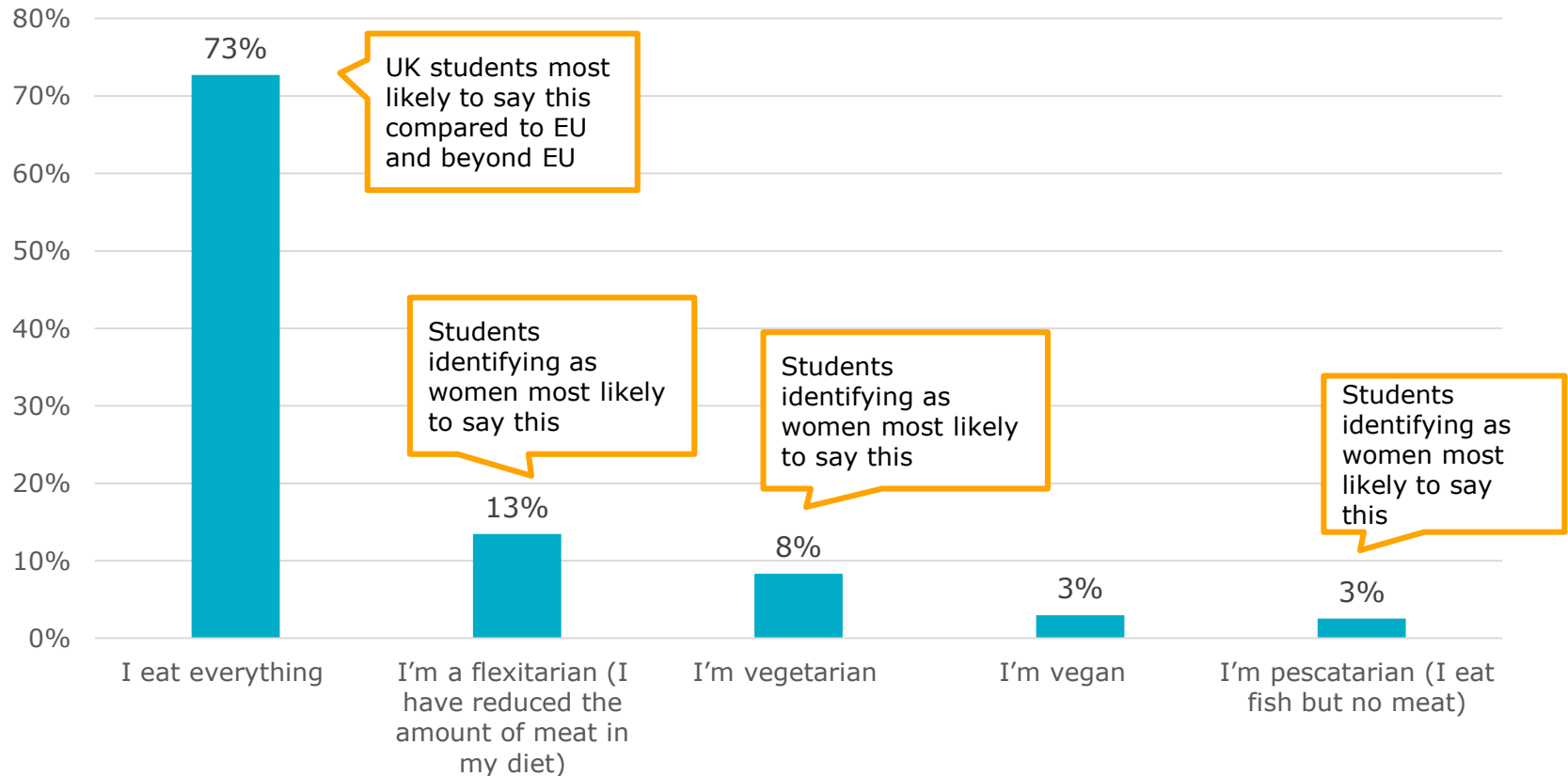


4%

NON-EU

Results

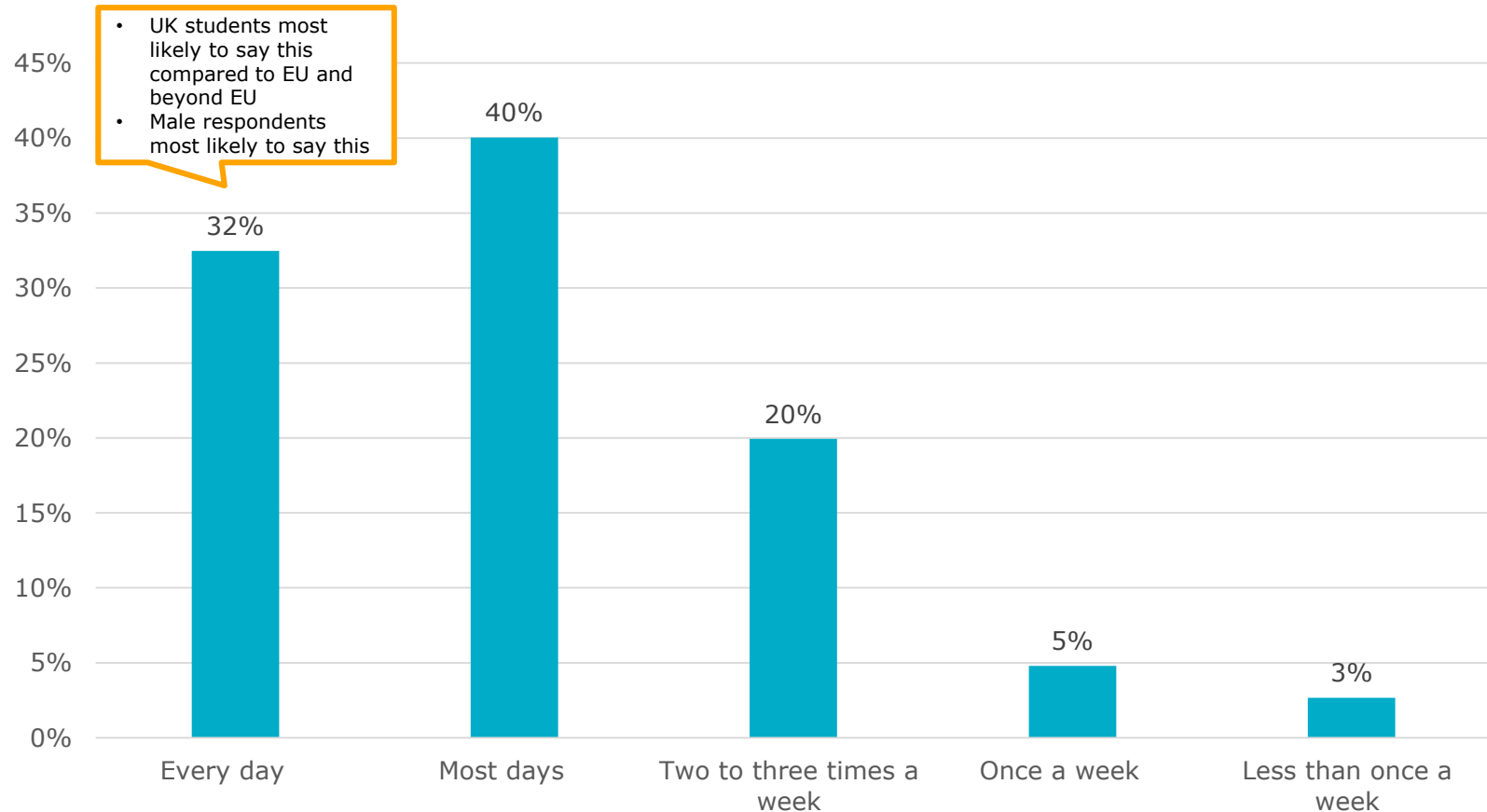
3 in 4 respondents (73%) said that they eat everything. 1 in 10 (11%) claim to be flexitarian (they have already reduced the amount of meat in their diet). 8% are vegetarians and 3% are either vegan or pescatarian.



Thinking about the food you eat, which of the following statements apply to you?

Base: 2559 Balance: No response

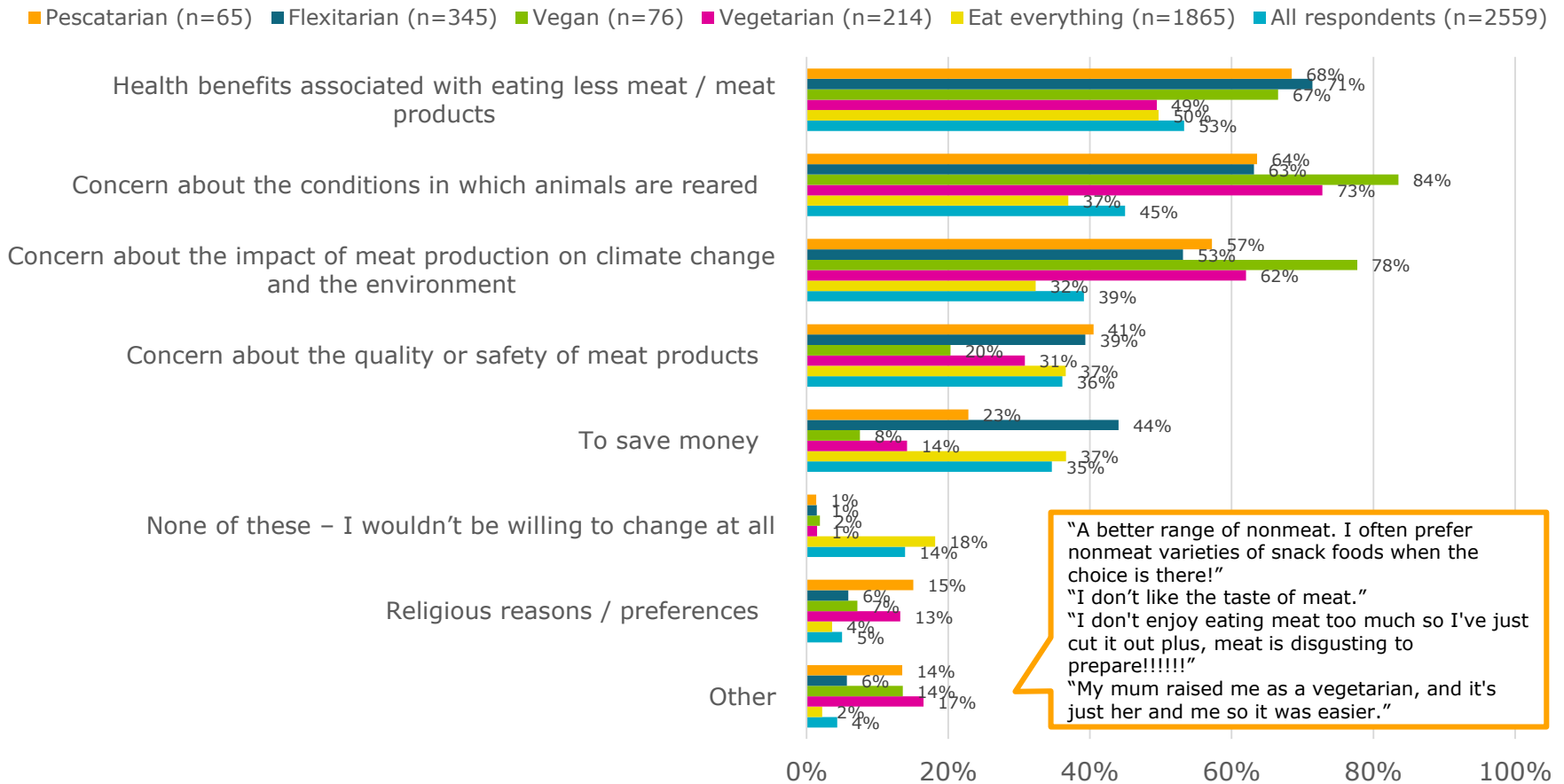
A third of respondents who eat meat (32%) say they do so every day, 4 in 10 (40%) eat meat most days and 2 in 10 (20%) eat meat 2 or 3 times a week. 8% do so once a week or less often.



Thinking about the meals you eat throughout the day, which of the following best describes how often you eat meat?

Base: 2203 Balance: Those who don't eat meat, no response

Overall, respondents are most motivated to eat less meat by the associated health benefits (53%). For vegans and vegetarians, the strongest motivations are linked to concerns about animal welfare (73% vegetarians) and the environmental impact of meat production (62% vegetarians). Those that currently eat meat and have not reduced their consumption so far would be motivated by health benefits of reduced consumption (50%), however 18% said they would not be willing to change at all.

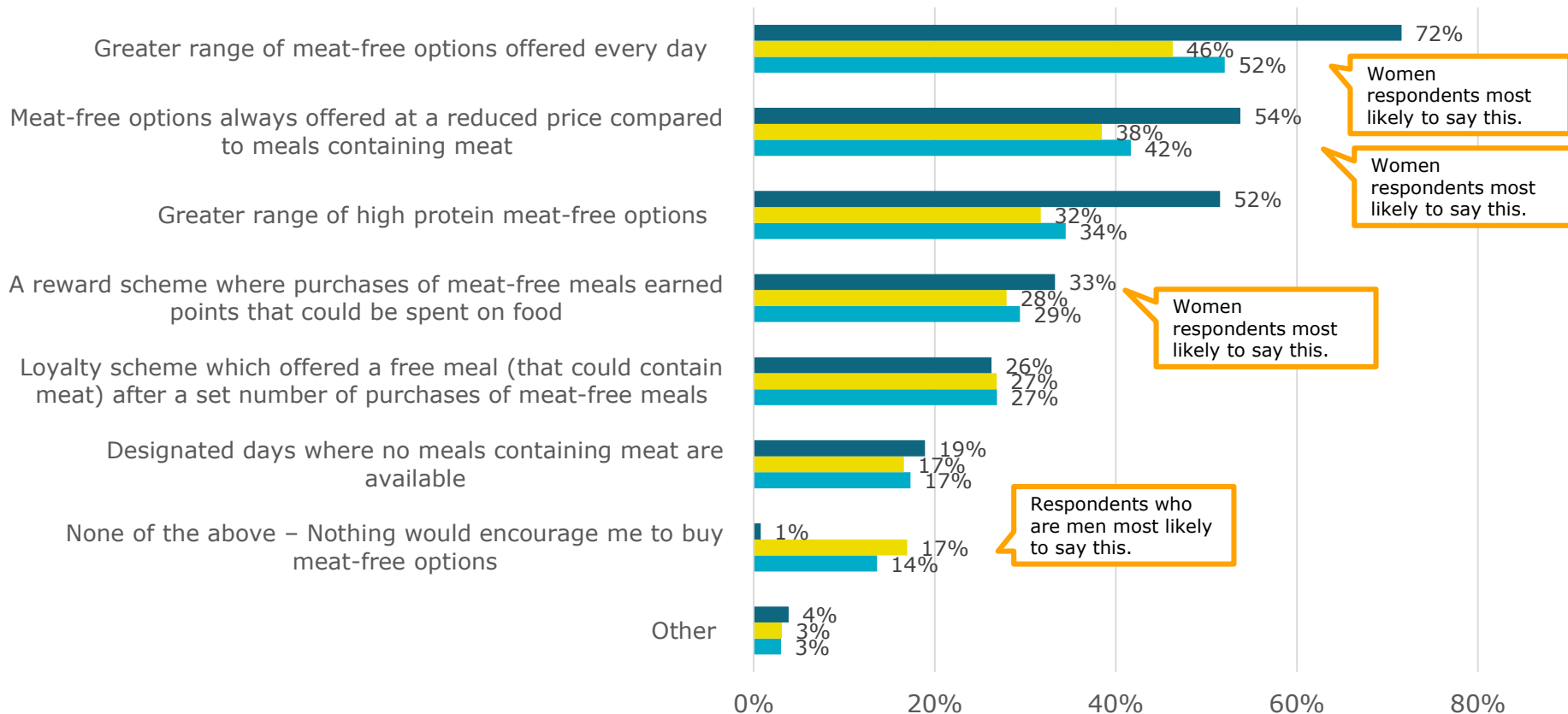


Which of the following reasons would motivate you to eat less meat or at least make you consider doing so? If you have already made a change to eat less or no meat, please tell us what motivated you to do so.

Base: (in brackets) Balance: No response

Offering a greater range of meat-free options every day in catering outlets is seen as the best way of encouraging those who eat everything (46%) as well as those who have tried to cut back on meat already (72%) to pick meat-free meals. Making sure meat-free options are offered at a lower price than meat alternatives would also encourage respondents who eat meat to make the switch to meat-free (38% those who eat everything, 54% flexitarian).

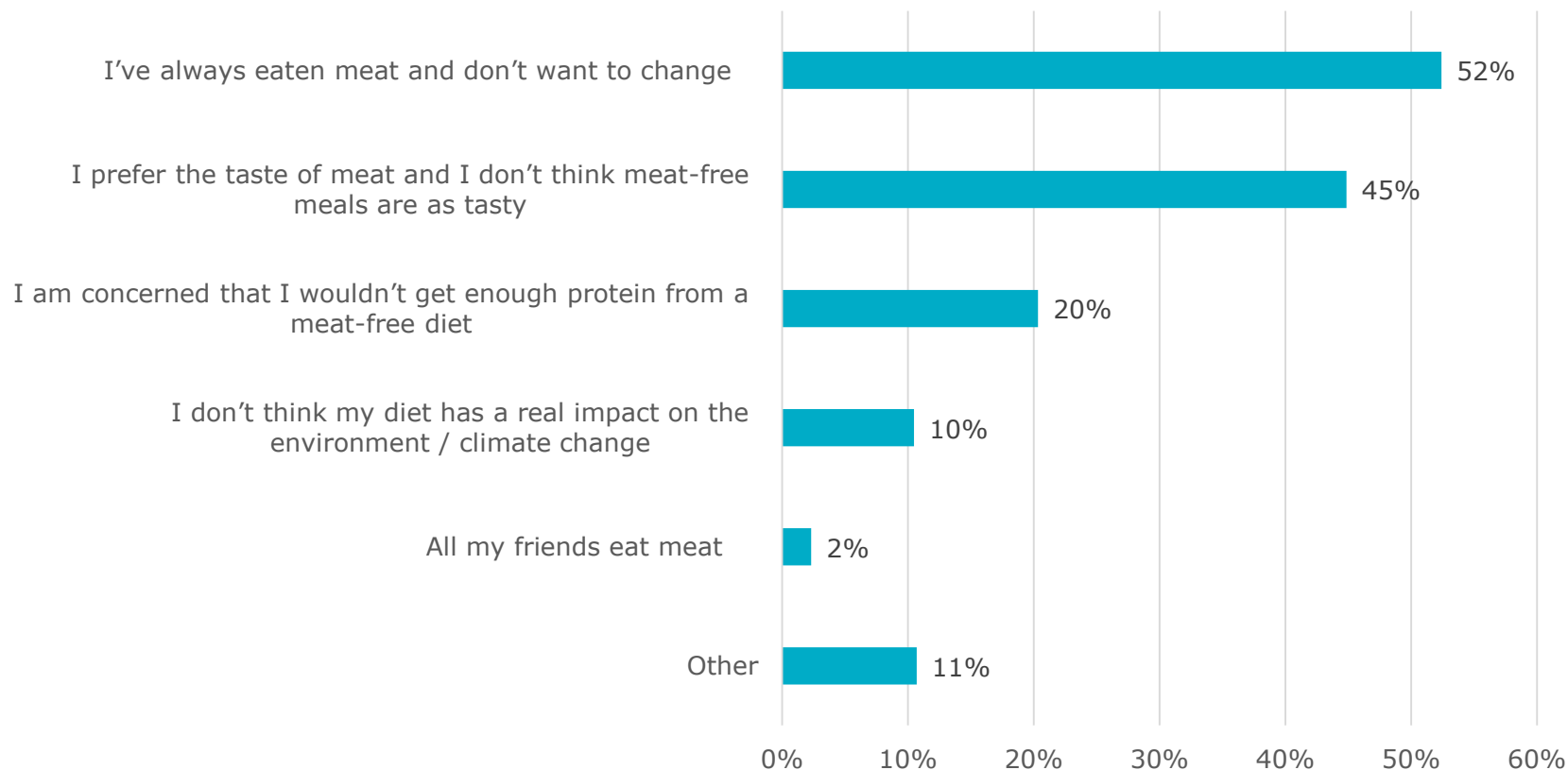
■ Flexitarian (n=345) ■ Eat everything (n=1941) ■ Overall (n=2205)



Imagine you were buying a meal in a catering outlet at your university or students' union. Which of the following options do you think would most encourage you to pick a meal that contained no meat over one that did?

Base: 2205 Balance: Vegans, Vegetarians, Pescatarians and No response

Amongst those not willing to change their diet to eat less meat, half (52%) say they have always eaten meat and don't want to change. 45% prefer the taste of meat and don't enjoy the taste of meat-free meals. 2 in 10 (20%) are concerned that a meat-free diet would not provide them with enough protein.



You said that you would not be willing to change your diet to eat less meat, please tell us why.

Base: 477 Balance: Those willing to change their diet to eat less meat, no response



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For further information about this research, please contact Rachel Drayson, Insight manager – sustainability, at rachel.drayson@nus.org.uk