

HEALTH POLL:

Meat Consumption

January 2016

SURVEY OVERVIEW

Every other month, the Truven Health Analytics™-NPR Health Poll surveys approximately 3,000 Americans to gauge attitudes and opinions on a wide range of healthcare issues. Poll results are reported by NPR on the health blog Shots (<http://www.npr.org/blogs/health/>) and on air.

The Truven Health Analytics-NPR Health Poll is powered by the Truven Health Analytics PULSE® Healthcare Survey, an independently funded multi-modal (land line, cell phone, internet) survey that collects information from more than 82,000 U.S. households annually.

The 2015 results depicted here represent responses from 3,008 survey participants interviewed from December 1-15, 2015. The margin of error is +/-1.8 percentage points.

The 2012 results depicted here represent responses from 3,007 survey participants interviewed from March 1-13, 2012. The margin of error is +/-1.8 percentage points.

NPR's reports on the findings are archived here:
<http://www.npr.org/templates/search/index.php?searchinput=truven>

Executive Summary

This survey asked the same questions about meat consumption that we asked almost 4 years earlier, to measure any changes in the interim.

In the current survey, 32 percent say they eat less meat now than they did 3 years ago. Fifty-nine percent of respondents to the current survey say they eat the same amount of meat as they ate 3 years ago, and nine percent say they eat more. Among those who eat less meat, 60 percent cite health as their primary concern. Thirty percent of respondents say they have changed their eating habits as a result of recent news about a link between processed meats and cancer.

Other findings from the current survey include:

- A majority of respondents (51 percent) indicated that they eat meat between one and four times per week, 38 percent said five or more times per week, 7 percent said less than once per week and 4 percent said they do not eat meat.
- A statistically significant 48 percent of Silent Generation respondents say they are eating less meat than 3 years ago.
- Among those eating less meat than 3 years ago, 60 percent stated that Health Effects are their leading concern, and 52 percent cited Cost as their leading concern.
- The leading concern for respondents eating the same amount or more meat than 3 years ago is Cost (64 percent), followed by Animal Welfare (56 percent), and Environmental Impact (48 percent).
- Millennials and their families/friends are eating significantly more meat than average, 17.1 percent and 18.5 percent respectively.
- A third of all respondents indicated that they would like to decrease the amount of meat they eat.
- Respondents are split (45 percent) between eating more and eating about the same amount of fruits, vegetables, and grains 3 years ago.

Comparison of 2015 and 2012 Meat Consumption Survey Responses:

- Although differences are observed in the percentage of respondents indicating how frequently they eat meat each week, the differences are not statistically significant.
- A statistically significant difference showing a decrease in the percentage of respondents saying they eat less meat compared to 3 years ago is observed.
- Among those who now eat less meat, the top three concerns are the same.
- Although there is an observed increase for respondents saying they eat more or about the same amount of meat, the differences are not statistically significant.
- Among those who eat the same or more meat, the order of concerns is similar with the top concern (Cost) being the same.
- Regarding whether friends/family eat more, less, or the same amount of meat compared to 3 years ago, statistically significant differences are observed for both “More” and “Less” with an increase in the percentage of respondents saying “More” and a decrease in the percentage of respondents saying “Less” between 2012 and 2015. There are twice the number of respondents saying “Less” (22 percent) than there are saying “More” (10 percent) in 2015.

Survey Data

Responses in **Black Bold** indicate statistical significance within the year.

Responses in **Red Bold** indicate statistical significance between years.

Asked in both 2012 and 2015

Question 1

On average, how many times per week do you eat meat. This includes all meat-based products except poultry and fish? Would you say...?

	2015				2012			
	Less than Once	1 to 4	5+	None	Less than Once	1 to 4	5+	None
Age								
<35	6.6%	49.2%	39.1%	5.1%	4.0%	42.2%	45.6%	8.2%
35 - 64	8.4%	49.5%	39.5%	2.6%	8.8%	58.3%	29.7%	3.2%
65+	6.4%	57.0%	33.1%	3.6%	12.0%	60.5%	23.8%	3.7%
Total	7.4%	51.0%	38.0%	3.6%	8.6%	55.8%	31.4%	4.2%
Education								
HS or Less	8.3%	54.4%	35.1%	2.2%	8.3%	55.1%	33.2%	3.4%
Some College/Assoc	6.3%	47.6%	42.7%	3.4%	8.1%	56.0%	33.0%	2.9%
College+	7.8%	51.8%	35.9%	4.6%	9.1%	56.1%	29.2%	5.7%
Total	7.4%	51.0%	38.0%	3.6%	8.6%	55.8%	31.4%	4.2%
Generation								
Silent Generation	6.6%	60.3%	27.0%	6.1%	—	—	—	—
Baby Boomers	9.3%	53.1%	35.4%	2.2%	—	—	—	—
Generation X	6.8%	47.4%	43.2%	2.6%	—	—	—	—
Millennials	6.5%	49.5%	38.9%	5.2%	—	—	—	—
Total	7.4%	51.0%	38.0%	3.6%	—	—	—	—
Income								
<\$25k	11.6%	45.6%	40.1%	2.8%	10.2%	51.7%	33.7%	4.4%
\$25k - \$49.9k	5.0%	50.9%	40.6%	3.5%	5.6%	62.1%	28.7%	3.7%
\$50k - \$99.9k	5.1%	56.2%	36.1%	2.6%	10.4%	54.3%	32.5%	2.9%
\$100k+	8.6%	53.2%	36.0%	2.2%	6.5%	54.6%	31.8%	7.1%
Total	7.4%	51.0%	38.0%	3.6%	8.6%	55.8%	31.4%	4.2%

Asked in both 2012 and 2015

Question 2

Would you say that you eat more, less or about the same amount of meat now as you did 3 years ago?

	2015			2012		
	More	Less	About Same	More	Less	About Same
Age						
<35	16.9%	24.3%	58.9%	19.2%	24.1%	56.6%
35 - 64	6.5%	32.2%	61.4%	3.3%	39.9%	56.8%
65+	1.9%	42.8%	55.3%	2.2%	50.0%	47.8%
Total	8.5%	32.1%	59.3%	6.0%	39.1%	54.9%
Education						
HS or Less	10.1%	28.8%	61.1%	9.8%	40.5%	49.7%
Some College/Assoc	9.4%	33.2%	57.3%	2.8%	39.3%	57.9%
College+	6.8%	33.4%	59.8%	6.0%	38.2%	55.8%
Total	8.5%	32.1%	59.3%	6.0%	39.1%	54.9%
Generation						
Silent Generation	1.9%	47.7%	50.4%	—	—	—
Baby Boomers	2.3%	37.8%	60.0%	—	—	—
Generation X	9.4%	27.9%	62.7%	—	—	—
Millennials	17.1%	24.8%	58.1%	—	—	—
Total	8.5%	32.1%	59.3%	—	—	—
Income						
<\$25k	7.5%	31.8%	60.7%	8.8%	46.8%	44.5%
\$25k - \$49.9k	9.7%	32.2%	58.1%	5.9%	36.1%	58.0%
\$50k - \$99.9k	8.3%	30.7%	61.0%	5.9%	38.2%	56.0%
\$100k+	11.0%	31.1%	58.0%	4.4%	32.0%	63.6%
Total	8.5%	32.1%	59.3%	6.0%	39.1%	54.9%

Asked in 2015 only

Question 3

Would you say that you eat more, less, or about the same amount of fruits, vegetables, and grains now as you did 3 years ago?

	More	Less	About Same
Age			
<35	48.3%	14.0%	37.7%
35 - 64	46.3%	7.6%	46.1%
65+	39.6%	7.1%	53.3%
Total	45.4%	9.3%	45.3%
Education			
HS or Less	41.2%	12.1%	46.7%
Some College/Assoc	44.4%	10.0%	45.6%
College+	48.9%	7.0%	44.0%
Total	45.4%	9.3%	45.3%
Generation			
Silent Generation	37.2%	8.4%	54.5%
Baby Boomers	44.7%	5.1%	50.2%
Generation X	47.4%	9.7%	42.9%
Millennials	47.2%	14.1%	38.7%
Total	45.4%	9.3%	45.3%
Income			
<\$25k	44.0%	11.2%	44.9%
\$25k - \$49.9k	44.5%	11.8%	43.6%
\$50k - \$99.9k	45.1%	7.9%	47.0%
\$100k+	52.3%	3.5%	44.2%
Total	45.4%	9.3%	45.3%

Asked in both 2012 and 2015

Question 4

What, if any, of the following reasons help to explain the change in the amount of meat you eat? Would you say...?
(Asked of respondents saying they eat less meat; Yes/No for each.)

	2015					2012				
	Health Effects	Animal Welfare	Environmental Impacts	Cost of Meat	Other	Health Effects	Animal Welfare	Environmental Impacts	Cost of Meat	Other
Age										
<35	64.3%	28.0%	31.6%	57.7%	34.1%	82.0%	49.4%	46.8%	50.3%	32.4%
35 - 64	61.2%	26.4%	31.0%	51.9%	33.8%	66.1%	30.0%	28.8%	48.8%	32.7%
65+	56.2%	18.9%	22.0%	47.2%	37.3%	59.8%	19.9%	20.6%	42.8%	34.7%
Total	60.4%	24.5%	28.5%	51.8%	34.9%	66.2%	29.5%	28.7%	47.4%	33.2%
Education										
HS or Less	56.0%	23.5%	26.4%	61.6%	33.1%	54.1%	33.1%	26.9%	61.0%	38.2%
Some College/Assoc	55.8%	23.1%	25.8%	56.2%	34.4%	66.9%	29.1%	33.2%	56.4%	28.7%
College+	66.3%	26.2%	31.7%	42.7%	36.3%	73.2%	27.7%	26.5%	32.5%	33.4%
Total	60.4%	24.5%	28.5%	51.8%	34.9%	66.2%	29.5%	28.7%	47.4%	33.2%
Generation										
Silent Generation	45.7%	15.2%	17.0%	45.4%	38.0%	—	—	—	—	—
Baby Boomers	68.1%	24.9%	29.2%	48.7%	31.2%	—	—	—	—	—
Generation X	57.6%	28.1%	32.6%	53.0%	37.4%	—	—	—	—	—
Millennials	62.6%	26.5%	30.9%	60.3%	35.3%	—	—	—	—	—
Total	60.4%	24.5%	28.5%	51.8%	34.9%	—	—	—	—	—
Income										
<\$25k	47.4%	26.4%	30.0%	74.3%	34.6%	57.5%	36.8%	33.4%	64.3%	34.7%
\$25k - \$49.9k	57.9%	28.4%	28.5%	55.1%	33.7%	68.4%	27.1%	31.3%	52.8%	31.9%
\$50k - \$99.9k	70.9%	25.3%	31.0%	48.0%	29.9%	67.3%	27.4%	24.1%	37.8%	33.4%
\$100k+	69.6%	15.5%	25.1%	26.2%	28.1%	83.4%	21.7%	22.5%	21.6%	29.7%
Total	60.4%	24.5%	28.5%	51.8%	34.9%	66.2%	29.5%	28.7%	47.4%	33.2%

Asked in both 2012 and 2015

Question 5

Are you concerned about any of the following? (Asked of respondents saying they eat more or about same amount of meat; Yes/No for each.)

	2015					2012				
	Health Effects	Animal Welfare	Environmental Impacts	Cost of Meat	Other	Health Effects	Animal Welfare	Environmental Impacts	Cost of Meat	Other
Age										
<35	45.5%	62.3%	51.5%	58.5%	21.5%	49.2%	55.3%	53.7%	46.0%	8.2%
35 - 64	44.5%	57.9%	49.4%	70.3%	20.3%	44.9%	49.5%	50.7%	63.0%	15.1%
65+	29.8%	41.3%	37.6%	55.8%	8.4%	44.2%	43.3%	44.1%	64.2%	14.7%
Total	42.1%	56.2%	47.9%	63.9%	18.4%	45.8%	49.8%	50.3%	59.3%	13.5%
Education										
HS or Less	44.9%	59.0%	52.3%	71.3%	23.6%	51.7%	48.4%	50.9%	65.2%	10.4%
Some College/Assoc	38.7%	53.4%	45.2%	72.2%	13.3%	43.3%	53.5%	51.7%	64.4%	16.0%
College+	42.9%	56.6%	47.1%	52.0%	18.5%	44.2%	48.1%	49.0%	52.5%	13.4%
Total	42.1%	56.2%	47.9%	63.9%	18.4%	45.8%	49.8%	50.3%	59.3%	13.5%
Generation										
Silent Generation	26.4%	31.3%	27.2%	54.8%	7.0%	—	—	—	—	—
Baby Boomers	37.1%	52.2%	43.7%	65.9%	13.2%	—	—	—	—	—
Generation X	48.1%	60.4%	54.4%	70.2%	25.0%	—	—	—	—	—
Millennials	44.3%	62.3%	50.1%	57.2%	19.3%	—	—	—	—	—
Total	42.1%	56.2%	47.9%	63.9%	18.4%	—	—	—	—	—
Income										
<\$25k	44.9%	64.1%	56.4%	71.6%	25.5%	48.0%	51.1%	50.7%	71.4%	11.1%
\$25k - \$49.9k	40.0%	53.2%	46.6%	68.8%	14.8%	50.1%	56.1%	57.1%	64.8%	15.7%
\$50k - \$99.9k	41.7%	57.9%	42.5%	62.4%	16.0%	38.4%	46.4%	46.7%	54.4%	15.5%
\$100k+	47.0%	50.8%	52.7%	42.9%	20.8%	50.1%	46.5%	46.4%	40.0%	9.1%
Total	42.1%	56.2%	47.9%	63.9%	18.4%	45.8%	49.8%	50.3%	59.3%	13.5%

Asked in both 2012 and 2015

Question 6

Would you like to decrease your meat consumption in the future?

	2015		2012	
	Yes	No	Yes	No
Age				
<35	40.7%	59.3%	31.0%	69.0%
35 - 64	35.9%	64.1%	32.3%	67.7%
65+	18.3%	81.7%	24.2%	75.8%
Total	33.2%	66.8%	30.4%	69.6%
Education				
HS or Less	34.7%	65.3%	30.3%	69.7%
Some College/Assoc	34.8%	65.2%	28.9%	71.1%
College+	31.1%	68.9%	31.5%	68.5%
Total	33.2%	66.8%	30.4%	69.6%
Generation				
Silent Generation	14.3%	85.7%	—	—
Baby Boomers	28.3%	71.7%	—	—
Generation X	39.8%	60.2%	—	—
Millennials	39.4%	60.6%	—	—
Total	33.2%	66.8%	—	—
Income				
<\$25k	35.2%	64.8%	37.0%	63.0%
\$25k - \$49.9k	33.5%	66.5%	28.4%	71.6%
\$50k - \$99.9k	33.3%	66.7%	29.6%	70.4%
\$100k+	33.8%	66.2%	30.6%	69.4%
Total	33.2%	66.8%	30.4%	69.6%

Asked in both 2012 and 2015

Question 7

Generally speaking, during the past 3 years would you say that the amount of meat your friends and family eat has...?

	2015			2012		
	Increased	Decreased	Remained the Same	Increased	Decreased	Remained the Same
Age						
<35	19.1%	15.0%	65.9%	8.5%	24.3%	67.2%
35 - 64	7.8%	22.5%	69.8%	5.3%	30.7%	63.9%
65+	2.9%	27.0%	70.1%	2.8%	35.7%	61.4%
Total	9.6%	21.6%	68.8%	5.4%	30.5%	64.1%
Education						
HS or Less	14.2%	20.9%	64.9%	10.4%	19.9%	69.7%
Some College/Assoc	8.6%	19.9%	71.6%	3.2%	33.3%	63.4%
College+	7.2%	23.4%	69.5%	4.0%	34.7%	61.2%
Total	9.6%	21.6%	68.8%	5.4%	30.5%	64.1%
Generation						
Silent Generation	2.7%	26.7%	70.6%	—	—	—
Baby Boomers	3.6%	25.5%	70.9%	—	—	—
Generation X	11.2%	20.5%	68.4%	—	—	—
Millennials	18.5%	15.5%	66.0%	—	—	—
Total	9.6%	21.6%	68.8%	—	—	—
Income						
<\$25k	9.3%	21.6%	69.2%	7.8%	29.4%	62.8%
\$25k - \$49.9k	11.2%	18.4%	70.3%	6.0%	27.9%	66.0%
\$50k - \$99.9k	7.6%	20.2%	72.2%	4.1%	34.9%	61.0%
\$100k+	14.2%	24.8%	61.0%	2.6%	30.0%	67.4%
Total	9.6%	21.6%	68.8%	5.4%	30.5%	64.1%

Asked in 2015 only

Question 8

Has the recent publicity linking processed meats with an increased risk of cancer caused you to change your eating habits?

	Yes	No
Age		
<35	34.2%	65.8%
35 - 40	32.0%	68.0%
65+	19.8%	80.2%
Total	29.9%	70.1%

Education		
HS or Less	34.2%	65.8%
Some College/Assoc	26.7%	73.3%
College+	29.9%	70.1%
Total	29.9%	70.1%

Generation		
Silent Generation	19.7%	80.3%
Baby Boomers	27.5%	72.5%
Generation X	32.7%	67.3%
Millennials	33.5%	66.5%
Total	29.9%	70.1%

Income		
<\$25k	34.7%	65.3%
\$25k - \$49.9k	25.8%	74.2%
\$50k - \$99.9k	30.4%	69.6%
\$100k+	31.7%	68.3%
Total	29.9%	70.1%