

THOMSON REUTERS-NPR HEALTH POLL MEAT CONSUMPTION

MARCH 2012



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SURVEY OVERVIEW

Each month, the Thomson Reuters-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's Scott Hensley on the health blog Shots (<http://www.npr.org/blogs/health/>) and on air.

Complete survey results are posted here:

<http://healthcare.thomsonreuters.com/npr/>

NPR's reports on the findings are archived here:

http://www.npr.org/templates/archives/archive.php?thingId=137038712&ps=sh_sttag

The Thomson Reuters-NPR Health Poll is powered by the Thomson Reuters PULSE™ Healthcare Survey, an independently funded telephone poll which collects information from more than 100,000 U.S. households annually.

The results depicted below represent responses from 3,007 survey participants interviewed from March 1-13, 2011. The margin of error is 1.8 percent.



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EXECUTIVE SUMMARY

The survey asked respondents their opinions and concerns regarding meat consumption. Following were the results:

- The majority of respondents (56%) said they eat meat one to four times per week. 55% indicated that they eat the same amount of meat now as they did three years ago, while 39% said they eat less meat than they did in the past. 6% said they have increased their meat intake over the last three years.
- 66% of those who eat less meat said health effects are among their concerns about meat consumption. 47% said cost is a factor, while 30% say they have animal welfare concerns and 29% said potential environment damage worries them.
- Among those who report that they eat more meat or haven't experienced a change in their meat eating habits, 59% say they have cost concerns and 50% expressed concern for both the environment and animal welfare. Just 46% of this group said they have health effect concerns.
- Only 30% of all respondents said they would like to decrease the amount of meat they eat. The rate was the lowest in respondents ages 65 and up (24%).
- When asked about their family and friends, roughly two thirds of respondents (64%) said those they are closest eat about the same amount of meat than they did three years ago. Just 31% said their friends and family have begun eating less meat over that span.



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SURVEY DATA

Responses in **RED** represent statistically significant differences.

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...?

1. Less than once
2. 1 to 4 times
3. 5 or more times
4. None

Age	1	2	3	4
<35	4.0%	42.2%	45.6%	8.2%
35 – 64	8.8%	58.3%	29.7%	3.2%
65+	12.0%	60.5%	23.8%	3.7%
Total	8.6%	55.8%	31.4%	4.2%
Income				
< \$25k	10.2%	51.7%	33.7%	4.4%
\$25k – \$49.9k	5.6%	62.1%	28.7%	3.7%
\$50k – \$99.9k	10.4%	54.3%	32.5%	2.9%
\$100k+	6.5%	54.6%	31.8%	7.1%
Total	8.6%	55.8%	31.4%	4.2%
Education				
High School or Less	8.3%	55.1%	33.2%	3.4%
Some College	8.1%	56.0%	33.0%	2.9%
College+	9.1%	56.1%	29.2%	5.7%
Total	8.6%	55.8%	31.4%	4.2%



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QUESTION 2: Would you say that you eat more, less or about the same amount of meat now as you did 3 years ago?

1. More
2. Less
3. About the same

	1	2	3
Age			
<35	19.2%	24.1%	56.6%
35 – 64	3.3%	39.9%	56.8%
65+	2.2%	50.0%	47.8%
Total	6.0%	39.1%	54.9%
Income			
< \$25k	8.8%	46.8%	44.5%
\$25k – \$49.9k	5.9%	36.1%	58.0%
\$50k – \$99.9k	5.9%	38.2%	56.0%
\$100k+	4.4%	32.0%	63.6%
Total	6.0%	39.1%	54.9%
Education			
High School or Less	9.8%	40.5%	49.7%
Some College	2.8%	39.3%	57.9%
College+	6.0%	38.2%	55.8%
Total	6.0%	39.1%	54.9%

QUESTION 3: 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 who said they eat less meat)

1. Health effects of meat consumption
2. Animal welfare issues involved with meat products
3. Environmental impacts of meat production
4. The cost of meat
5. Some other reason

	1	2	3	4	5
Age					
<35	82.0%	49.4%	46.8%	50.3%	32.4%
35 – 64	66.1%	30.0%	28.8%	48.8%	32.7%
65+	59.8%	19.9%	20.6%	42.8%	34.7%
Total	66.2%	29.5%	28.7%	47.4%	33.2%
Income					
< \$25k	57.5%	36.8%	33.4%	64.3%	34.7%
\$25k – \$49.9k	68.4%	27.1%	31.3%	52.8%	31.9%
\$50k – \$99.9k	67.3%	27.4%	24.1%	37.8%	33.4%
\$100k+	83.4%	21.7%	22.5%	21.6%	29.7%
Total	66.2%	29.5%	28.7%	47.4%	33.2%
Education					
High School or Less	54.1%	33.1%	26.9%	61.0%	38.2%
Some College	66.9%	29.1%	33.2%	56.4%	28.7%
College+	73.2%	27.7%	26.5%	32.5%	33.4%
Total	66.2%	29.5%	28.7%	47.4%	33.2%



QUESTION 4: Are you concerned about any of the following? (Asked of respondents who said they eat more or about same amount of meat)

1. Health effects of meat consumption
2. Animal welfare issues involved with meat products
3. Environmental impacts of meat production
4. The cost of meat
5. Some other reason

Age	1	2	3	4	5
<35	49.2%	55.3%	53.7%	46.0%	8.2%
35 – 64	44.9%	49.5%	50.7%	63.0%	15.1%
65+	44.2%	43.3%	44.1%	64.2%	14.7%
Total	45.8%	49.8%	50.3%	59.3%	13.5%
Income					
< \$25k	48.0%	51.1%	50.7%	71.4%	11.1%
\$25k – \$49.9k	50.1%	56.1%	57.1%	64.8%	15.7%
\$50k – \$99.9k	38.4%	46.4%	46.7%	54.4%	15.5%
\$100k+	50.1%	46.5%	46.4%	40.0%	9.1%
Total	45.8%	49.8%	50.3%	59.3%	13.5%
Education					
High School or Less	51.7%	48.4%	50.9%	65.2%	10.4%
Some College	43.3%	53.5%	51.7%	64.4%	16.0%
College+	44.2%	48.1%	49.0%	52.5%	13.4%
Total	45.8%	49.8%	50.3%	59.3%	13.5%

QUESTION 5: Would you like to decrease your meat consumption in the future?

1. Yes
2. No

Age	Yes	No
<35	31.0%	69.0%
35 – 64	32.3%	67.7%
65+	24.2%	75.8%
Total	30.4%	69.6%
Income		
< \$25k	37.0%	63.0%
\$25k – \$49.9k	28.4%	71.6%
\$50k – \$99.9k	29.6%	70.4%
\$100k+	30.6%	69.4%
Total	30.4%	69.6%
Education		
High School or Less	30.3%	69.7%
Some College	28.9%	71.1%
College+	31.5%	68.5%
Total	30.4%	69.6%



QUESTION 6: Generally speaking, during the past 3 years would you say that the amount of meat your friends and family eat has...?

- 1. Increased**
- 2. Decreased**
- 3. Remained the same**

Age	1	2	3
<35	8.5%	24.3%	67.2%
35 – 64	5.3%	30.7%	63.9%
65+	2.8%	35.7%	61.4%
Total	5.4%	30.5%	64.1%
Income			
< \$25k	7.8%	29.4%	62.8%
\$25k – \$49.9k	6.0%	27.9%	66.0%
\$50k – \$99.9k	4.1%	34.9%	61.0%
\$100k+	2.6%	30.0%	67.4%
Total	5.4%	30.5%	64.1%
Education			
High School or Less	10.4%	19.9%	69.7%
Some College	3.2%	33.3%	63.4%
College+	4.0%	34.7%	61.2%
Total	5.4%	30.5%	64.1%

