Vegetarianism in the United States

What percent of the population is vegetarian/vegan?

1–3% actual vegetarians

3–6% those who describe themselves as vegetarian

Source: HRC

Who is reducing their meat consumption?

13% of U.S. adults eat meat with less than half of meals

26% have reduced how much meat they consume vs. last year

Source: HRC

Why do people avoid vegetarianism?

- taste
- beliefs about getting enough nutrition
- convenience
- social barriers (like friends and family)

We still eat more meat per person here than in almost any other country on the planet. Only the Luxembourgers eat more meat than we do.

How often do U.S. adults eat vegetarian meals?

7% One meal per week

7% One day per week

15% Many of your meals, but less than half the time

14% More than half your meals, but not all the time

3% Always (Vegetarian not including vegans. Never eat meat, fish, or poultry.)

1% Always (Vegans. Never eat meat, fish, poultry, dairy, or eggs)

53% Less than one meal per week

Source: Vegetarian Resource Group

Why do people choose a vegetarian/vegan diet?

<table>
<thead>
<tr>
<th>Reasons for Not Eating Meat</th>
<th>Primary*</th>
<th>Contributory*</th>
</tr>
</thead>
<tbody>
<tr>
<td>To reduce suffering of animals on farms</td>
<td>30%</td>
<td>55%</td>
</tr>
<tr>
<td>To eat a healthier diet in general</td>
<td>20%</td>
<td>65%</td>
</tr>
<tr>
<td>To eat preferred foods</td>
<td>10%</td>
<td>23%</td>
</tr>
<tr>
<td>To reduce impact on the planet/environment</td>
<td>10%</td>
<td>30%</td>
</tr>
<tr>
<td>To reflect spiritual or religious beliefs</td>
<td>8%</td>
<td>20%</td>
</tr>
</tbody>
</table>

* "Primary" reason is the main reason respondents give for being vegetarian/vegan. "Contributory" reason refers to a question that allowed respondents to give multiple reasons for being vegetarian/vegan. Source: HRC; see page 3 of this report: http://www.humanespot.org/node/2940