

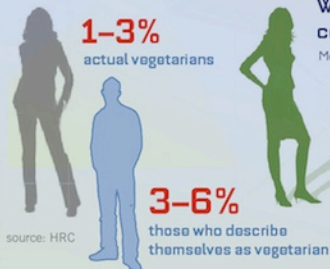
Vegetarianism in the United States

INSIGHT FOR EFFECTIVE ANIMAL ADVOCACY

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What percent of the population is vegetarian/vegan?



Who is reducing their meat consumption?

Most meat reduction is coming from part-time vegetarians.

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



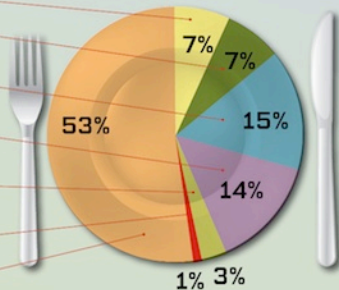
Why do people avoid vegetarianism?

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



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



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.

Why do people choose a vegetarian/vegan diet?

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

* "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>