

Public attitudes survey 2024



Animal Welfare.
Worldwide.



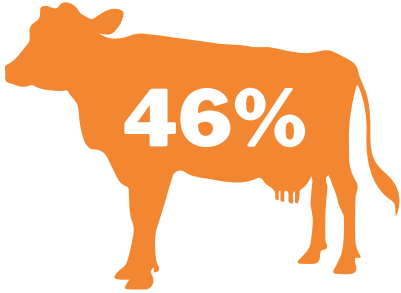
Eating Better

FACT SHEET

Scotland

Less and better

Top three motivators behind reducing meat consumption



Listed animal welfare as a top 3 motivator



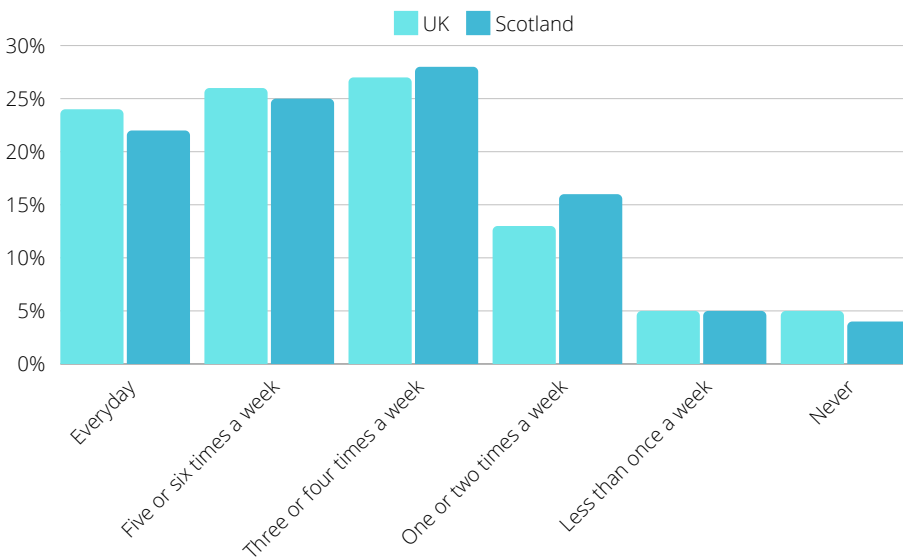
Listed reducing carbon emissions as a top 3 motivator



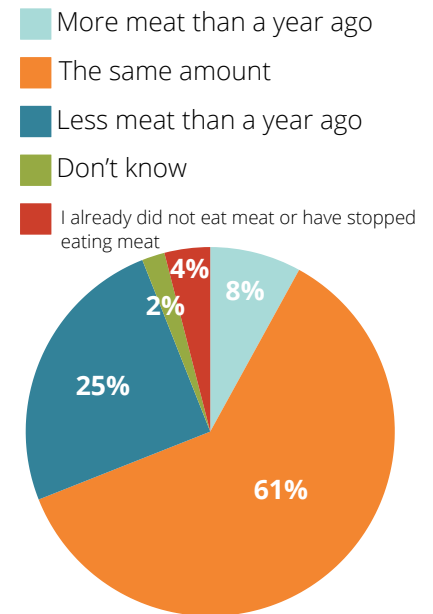
Listed money saving as a top 3 motivator

59% are willing to cut down their meat consumption

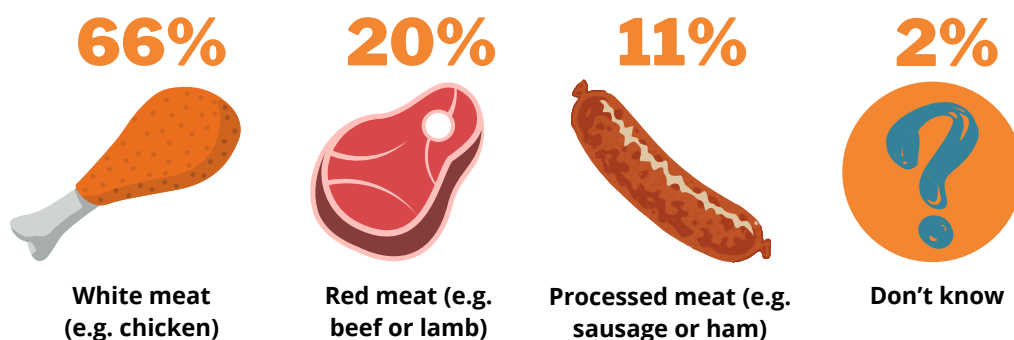
Almost half (47%) have a high meat consumption, eating meat at least 5 days a week. Eating meat three to four times a week is the most popular choice at 28% of people surveyed:



25% of people in Scotland report to be eating less meat than they were a year ago, but the majority report unchanged eating habits:



What meat are people eating most frequently?



38%

Agree with the statement: "Producing and consuming meat/livestock products has a significant negative impact on the environment"

Food security

Household



74% have voluntarily changed their shopping habits to save money



37% have had to change the food that they buy because they couldn't afford their typical food shop

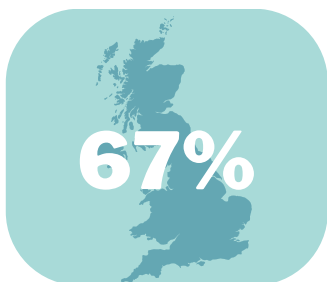


A member in 18% of households has had to skip a meal because they couldn't afford food

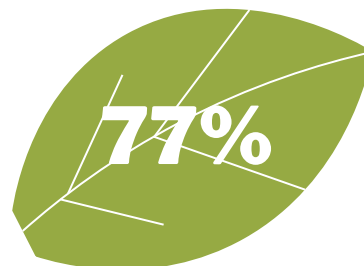


36% have had to change where they buy their food because they couldn't afford their typical food shop

National



67% try to buy food grown or reared in the UK



77% believe that in order to produce enough food we must protect nature and the environment



77% the government should help farmers restore nature while continuing food production

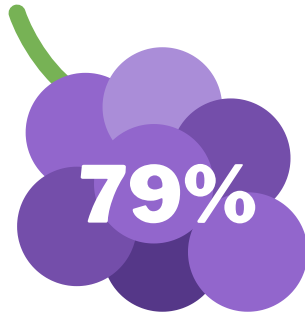


62% think having a sustainable diet will help achieve food security

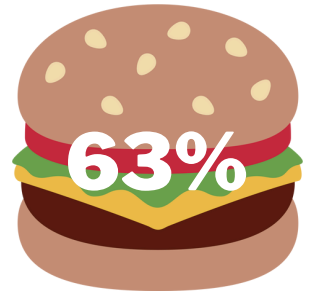
Public procurement



Think schools should serve healthier food options



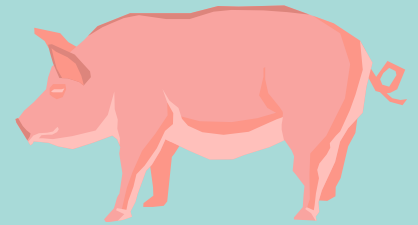
Think hospitals should serve healthier food options



Think ingredients that can cause health problems, for example processed meat, should not be served in hospitals and schools

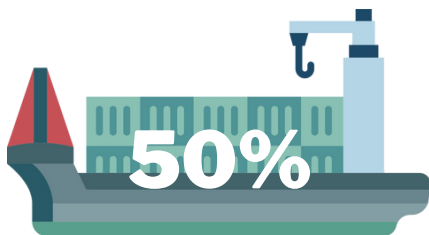


85% think sourcing UK grown food for schools and hospitals is a good way of supporting our farmers

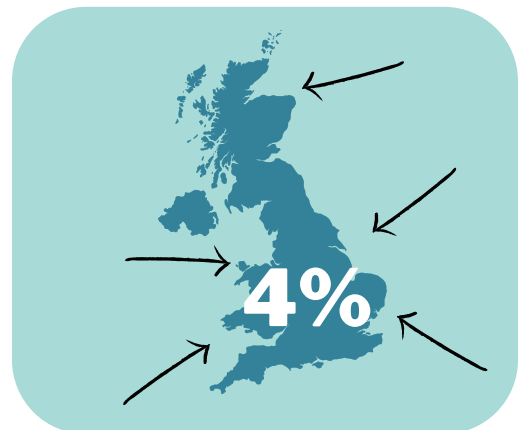


72% think it's important that we serve food produced to higher welfare standards, e.g. free range or organic, in schools and hospitals

Trade



50% believe the UK should import meat and dairy but only if it's quality is as high as in the UK and costs less



Just 4% think the UK should import meat and dairy irrespective of cost and quality



72% think the government should assess future trade deals for their impact on human health and the environment

Farmer support



70% would like to do more to support farmers in the UK

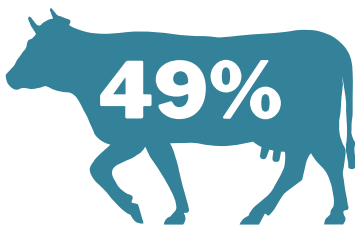


71% would like to do more to support farmers that have high animal welfare and environmental standards

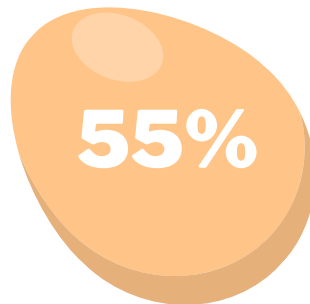


81% think UK farmers should receive a fair share of the price we pay for meat and dairy in shops, cafes and restaurants

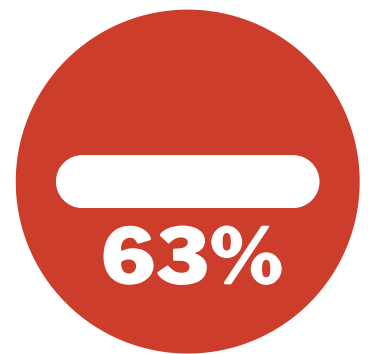
Buying 'better'



49% think about the welfare of the animals when I'm deciding what meat or dairy to buy



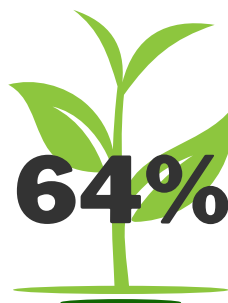
55% think about the welfare of the animals when I'm deciding what eggs to buy



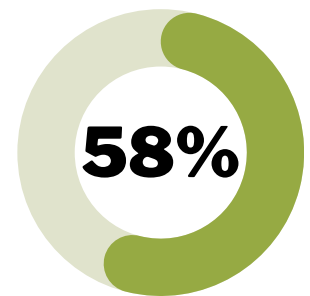
63% face a barrier when it comes to buying 'better' meat



68% report that 'better' meat is too expensive to buy regularly



64% understand the benefits of raising animals under organic conditions



58% think they'd be more likely to buy high welfare if it was more clearly labelled so

Appendix

Online Omnibus. All figures unless stated otherwise were collected and supplied by Savanta.
Total sample size was 1700 adults (N= 500 England, Scotland and Wales, N= 200 Northern Ireland).
Fieldwork was undertaken between 27th March-4th April 2024.

Political party affiliation was determined based on voting intentions at the time the data was collected for the 2024 General Election.

Acknowledgements

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Thank you to:

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