

WHEN MAKING DECISIONS ABOUT FOOD, IS YOUR ETHICS AT LEAST ONE CONSIDERATION? Question asked by The Vegetarian Resource Group in a national poll

VRG asked the following in a national Harris Poll. See: vrg.org/blog/2020/08/07/how-many-adults-in-the-u-s-are-vegan-how-many-adults-eat-vegetarian-when-eating-out-asks-the-vegetarian-resource-group-in-a-national-poll/

Which of the following, if any, best describes your eating behavior?

I never eat meat, fish, seafood, poultry, dairy, or eggs.

I never eat meat, fish, seafood, or poultry.

I never eat meat, fish, seafood, poultry, dairy, or eggs when eating out or getting takeout, but eat one or more of these foods at home.

I never eat meat, fish, seafood, or poultry when eating out or getting takeout, but eat one or more of these foods at home.

When eating out or getting takeout, I sometimes eat meals without meat, fish, poultry, dairy, or eggs.

When eating out or getting takeout, I sometimes eat meals without meat, fish, or poultry.

None of these.

We considered those that never eat meat, fish, seafood, or poultry; plus those that never eat meat, fish, seafood, poultry, dairy, or eggs, as vegetarian. We classified that second category of vegetarians who don't eat dairy or eggs also as vegan. Because we use the word "never" and don't just ask if a person considers him/herself vegetarian, our numbers may be lower than others. Be wary of comparing to polls in other countries that ask if you are vegetarian or vegan, since people may self define differently. We did not ask about honey.

More than half of the U.S. adult population (54%) always or sometimes eats vegetarian (including vegan) meals when eating out. One fourth (25%) of U.S. adults always or sometimes eats vegan meals when eating out. Six percent of American adults are vegetarian (including vegans) all the time, and half of the vegetarians are also vegan (three percent of American adults).

We asked the following additional question, which may be of interest to businesses, marketers, researchers, academics, students, social scientists, and religious leaders.

This survey also asked, "Which of the following when making decisions, is your ethics at least one consideration? Please select all that apply."

	TOTAL	VEGETARIANS INCLUDING VEGANS	EATS VEGETARIAN MEALS ALWAYS OR SOMETIMES WHEN EATING OUT
Relationships (e.g. family, friends)	58%	51%	57%
Food	45%	64%	54%
Finances	42%	33%	43%
Shopping	41%	45%	46%
Jobs/Career	38%	32%	39%
Recreation (e.g. hobbies, sports)	30%	31%	35%
None of these	14%	5%	8%

While 45% of Americans say ethics is at least one consideration when making decisions about food, 64% of vegetarians (including vegans) did so, and only 34% of those that never

eat vegetarian or vegan meals. Only 14% of all Americans and 5% of vegetarians say ethics is not at least one consideration when making decisions about any of the aspects listed. It is interesting that most Americans say ethics is at least one consideration when making decisions among the aspects listed here, but which aspects have consideration of ethics when making decisions varies by individual.

This survey was conducted online within the United States by The Harris Poll on behalf of **The Vegetarian Resource Group** from June 22-24, 2020 among 2,074 U.S. adults ages 18 and older. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For survey methodology, please contact vrg@vrg.org. Please note that this poll was taken during the Covid-19 pandemic. We do not know what influence, if any, that may have had on the survey answers. See: <https://www.vrg.org/nutshell/faq.htm#poll> for more poll information