



Quick Search:

GET OUR E-Newsletter
OUR BLOG
OUR CARTOONS

News

FOLLOW US ON

Twitter
Facebook

TOPICS

Animal Cloning
Animal Welfare
Antibiotics
rbST
Environment
Food Safety
Food Security
Growth Technology
Horse Processing
Housing
Organic

FEATURES

Meet Your Food
Producer
Podcasts
Fact Sheets
Food Facts
News/Features
About Us
Contact us
Home

Our partners in
presenting the facts
about your food

Like

4

Share

Survey: Why some choose not to eat meat

(7/12/2011)

Sarah Muirhead

There is no definitive reason why consumers choose to become vegans or vegetarians, according to results of a survey conducted by S.D. Lukefahr of Texas A&M University.

The survey was given to people from 14 U.S. states attending vegan/vegetarian trade shows and festivals (e.g., VegFest). Background data included gender, age, education, farm background, animal experience and dietary habits. Participants were asked the importance of factors in their decision to not consume animal-derived products.

Factors considered were:

- 1) I am opposed to killing animals;
- 2) I am concerned with health issues;
- 3) I am concerned about residues of chemical feed additives and hormones;
- 4) I am opposed to intensive, confinement systems;
- 5) I am concerned with food safety issues;
- 6) I believe that animal production competes with humans for grains;
- 7) I am concerned about environmental issues;
- 8) It is "cool" and trendy to be a vegetarian, and
- 9) I became vegetarian because of peer pressure.

The initial scale used in the 2009 survey ranged from extremely important, important and not important, which was modified in 2010 to a more quantitative scale with seven classes, ranging from extremely not important to extremely important. Data from 2009 surveys (n = 121) were analyzed by Chi-Square to test for relationships between survey scores for each question (Q) and background of the individual. Data from 2010 surveys (n = 37) were analyzed by ANOVA involving background factors as sources of variation.

Results for 2009 and 2010 showed that most participants surveyed were females over 20 years of age with a college or university education, but had animal experience with only pets and no farm background.

For 2009, an association was found ($P < 0.05$) between education level and concern with food safety issues. For 2010, dietary habit influenced ($P < 0.01$ to 0.10) responses to opposition to killing animals, environmental concern, the coolness and trendiness of being a vegetarian and peer pressure, whereas education and farm background influenced ($P < 0.05$) responses related to opposition of intensive production and those with concerns about animals competing for grains, respectively.

In conclusion, it was determined that no single issue seems to be the dominant explanation for the selection of a non-animal product lifestyle.

RELATED RESOURCES

[News:](#)

