

## One in ten Swedes is vegetarian

In March of 2014 Djurens Rätt (Animal Rights Sweden) conducted a survey to find out how many people in Sweden consider themselves a vegetarian or vegan. The survey was done by Demoskop, one of the most well regarded Swedish research and branding consultancies. From 25th of February to the 5th March 1,000 telephone interviews with people from 15 years upwards was done.

In the survey 4% said they were vegans and 6% said they were vegetarians. When the same survey was conducted five years ago, 2% said they were vegans and 4% said they were vegetarians.

The percentage of vegetarians and vegans are 10% among both men and women. 8% of women stated that they are vegetarians, and 2% said they are vegans. Among men however, 4% said that they are vegetarians and 6% that they are vegan. Age-wise, most vegetarians and vegans can be found among 15-24 year olds - 17%. The figure is 10% for 25-49 year olds, 8% for 50-64 year olds and 6% for those aged 65 years and older.

Being vegetarian and vegan does not differ significantly between where people live. In metropolitan areas, 11% are vegetarian or vegan, in other urban areas it is 9% and in the rest of the country 10%. When the survey was done in 2009, 10% was the number for the rest of the country as well, but it was lower in metropolitan areas (6%) and urban areas (5%).

Respondents in the survey that were not vegans or vegetarians was asked about their interest in choosing a vegetarian diet, and if it has increased or decreased over the past 12 months. Of those surveyed, 37% responded that it had increased very or somewhat (compared to 26% for 2009) and for just 4% the interest had declined. Interest had increased significantly more among women (44%) than among men (30%), but has changed about the same in the different age groups. The interest have increased significantly more in the big cities (45%) than in rural areas (29%).

Those who were not vegetarians or vegans were also asked which of a variety of reasons that they believed would affect them to a greater extent to eat vegetarian food in the future:

*For the sake of the animals* - 21% indicated it as a very strong argument, 28% indicated a fairly strong arguments, but for 15% it was not an argument at all. In 2009, 14% claimed it was a strong argument, 26% said it was a pretty strong argument, and 27% that it was not an argument at all.

*If vegetarian food would be healthier than other food* - 16% indicated it as a very strong argument (13% in 2009), 37% indicated a fairly strong argument, but for 11% it was not an argument at all.

*If vegetarian food would have a lower environmental impact than other food* - 19% indicated it as a very strong argument (9% in 2009), 37% indicated it as a fairly strong argument, but for 13 % it was not an argument at all.

*If vegetarian food would be cheaper* - 15% indicated it as a very strong argument (the same percentage as in 2009), 26 % indicated a fairly strong argument, but for 20% it was not an argument at all.

*If it would be easier to find good vegetarian products at the grocery store or at restaurants* - 12% citing it as a very strong argument (8% for 2009), 30% indicated a fairly strong argument, but for 17% it was not an argument at all (27% for 2009).