



2019 Youth Survey

959 sample

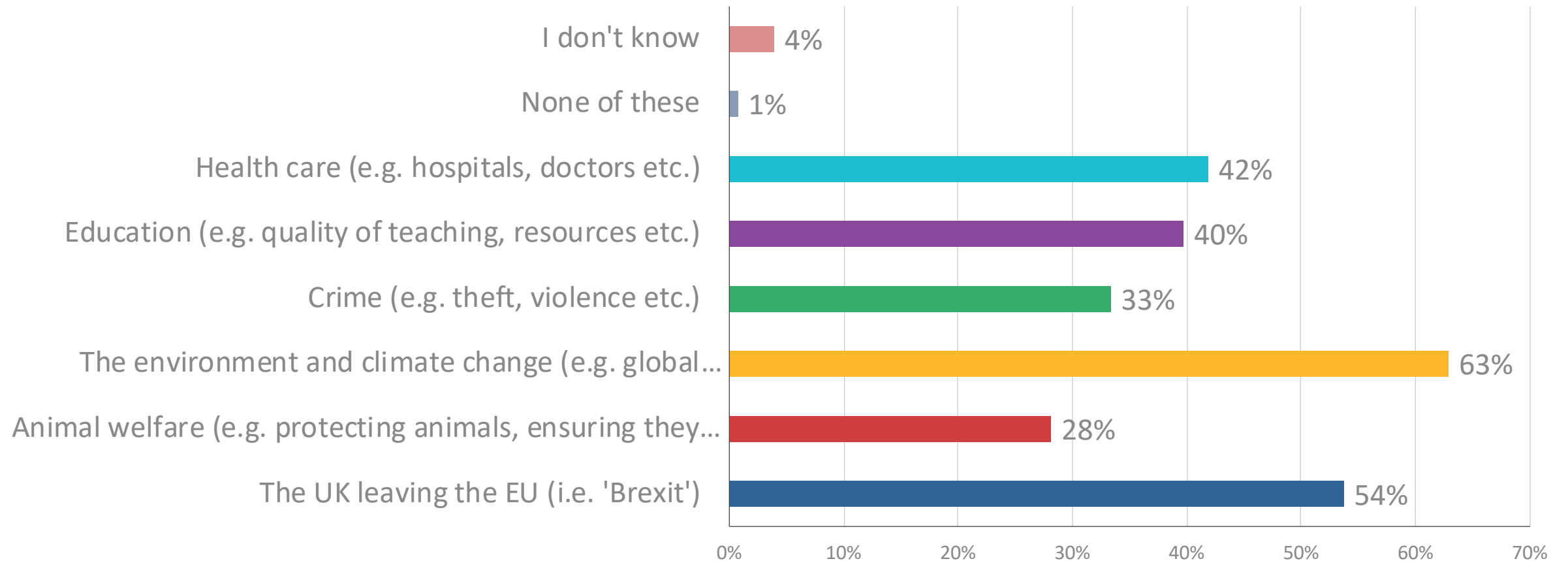
11-18 year olds

Research by YouGov

Survey overview

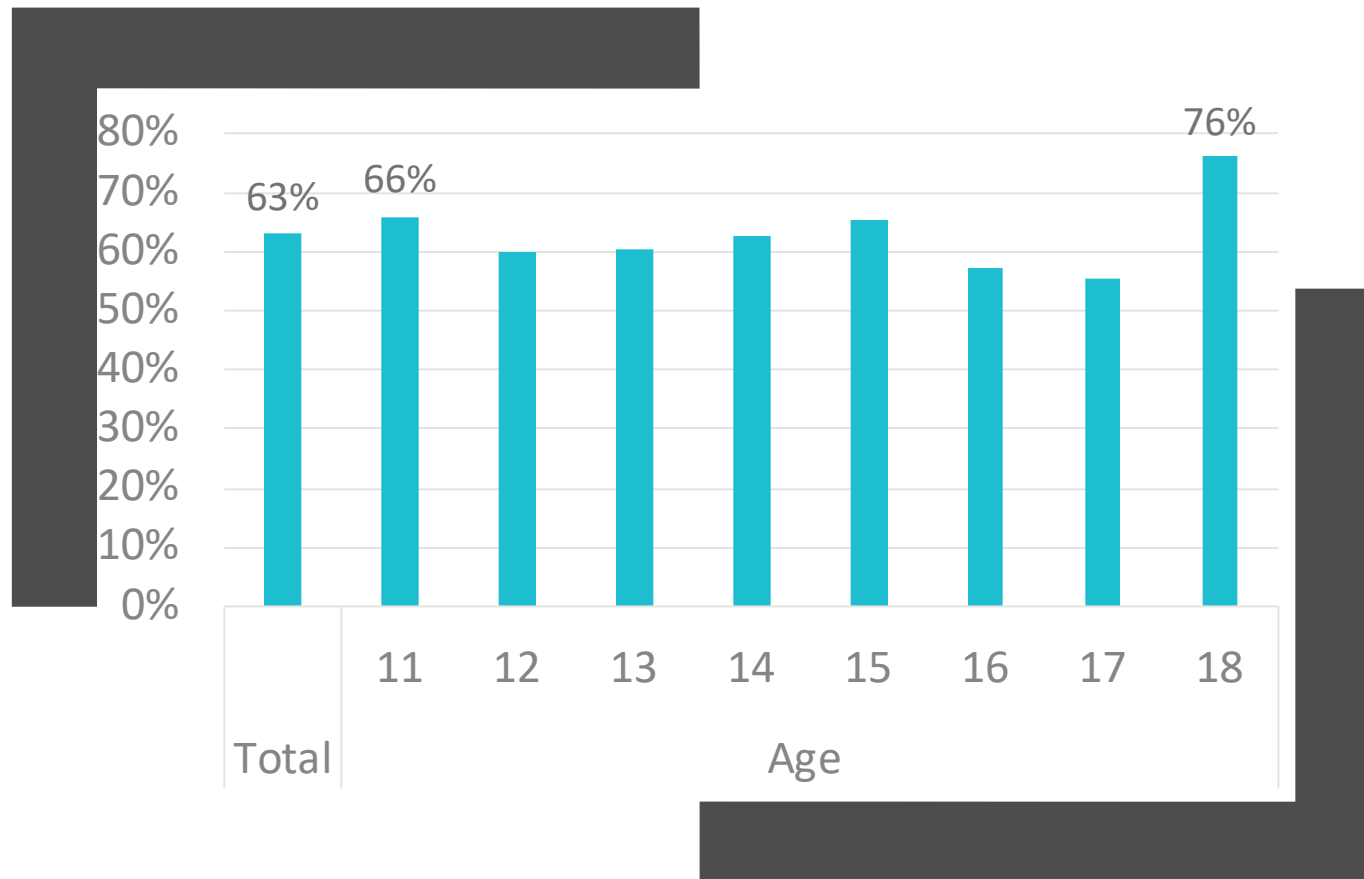
- Eating Better (an alliance of over 60 health, animal welfare, environmental and farming organisations) commissioned the research to find out if eating habits were changing amongst teenagers in response to growing concerns around meat and climate change.
- Nearly two thirds (63%) of 11-18 year olds said the environment and climate change was one of their most important issues for the country in a new YouGov survey commissioned by the Eating Better Alliance.
- Whilst 29% of 11-18 year old meat eaters surveyed want to reduce their meat consumption it seems that they are not finding this easy to do as 84% eat meat three times a week or more.
- The environment and climate change is ahead of the UK leaving the EU (54%) and healthcare (42%) as one of the top issues facing the country for 11 to 18 year olds.
- Whilst concern about the environment and climate change is high, the research shows that many young people feel limited in their ability to choose what they eat to help address this. Respondents who wanted to eat less meat said they wanted more meat-free options to be available in school canteens, and they don't have any say on food shopping at home.
- 18 year olds are more aware of the environment and climate change than 11 year olds, 76% of 18-year olds consider the environment and climate change to be one of their top issues, compared to 66% of 11-year olds. 18-year olds are also likely to have more freedom to choose how they eat and this is reflected in the survey, 25% are vegan or vegetarian compared to just 6% of 11-year olds.

What do young people see as the most important issue for the country at the moment?



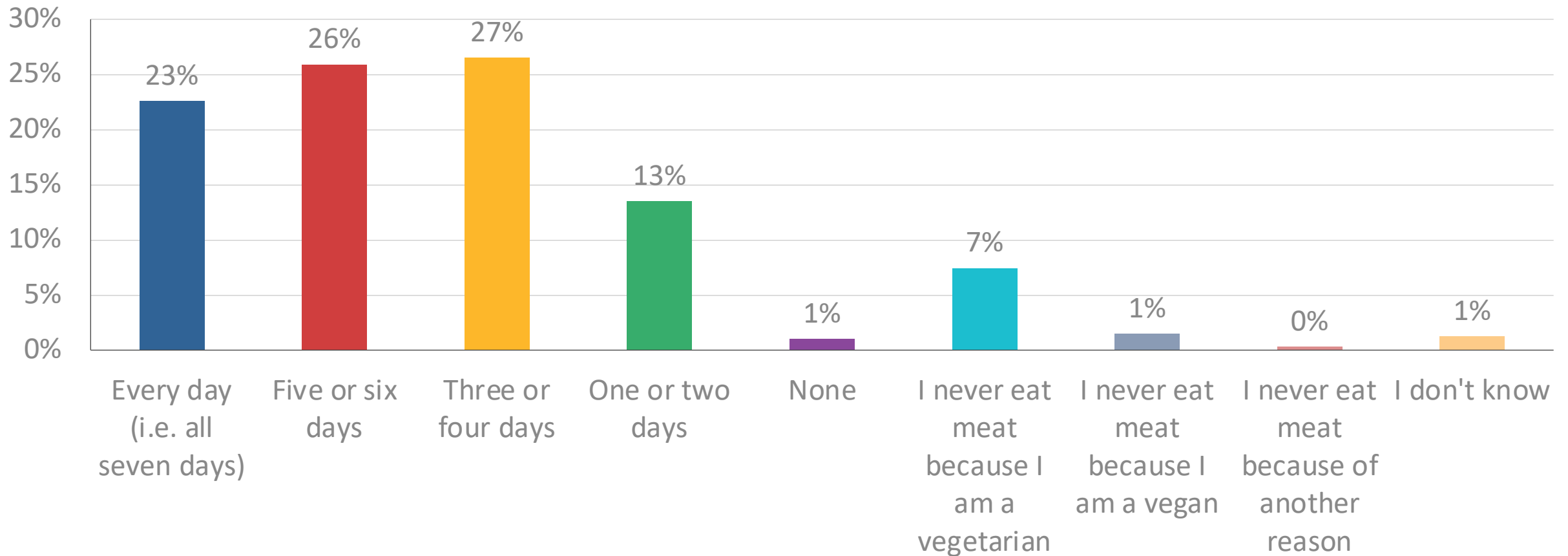
Nearly two thirds (63%) of 11-18 year olds said the environment and climate change was one of their most important issues for the country. It is ahead of the UK leaving the EU (54%) and healthcare (42%) as one of the top issues facing the country for 11 to 18 year olds.

Snapshot: Environment and climate change as top concern by age



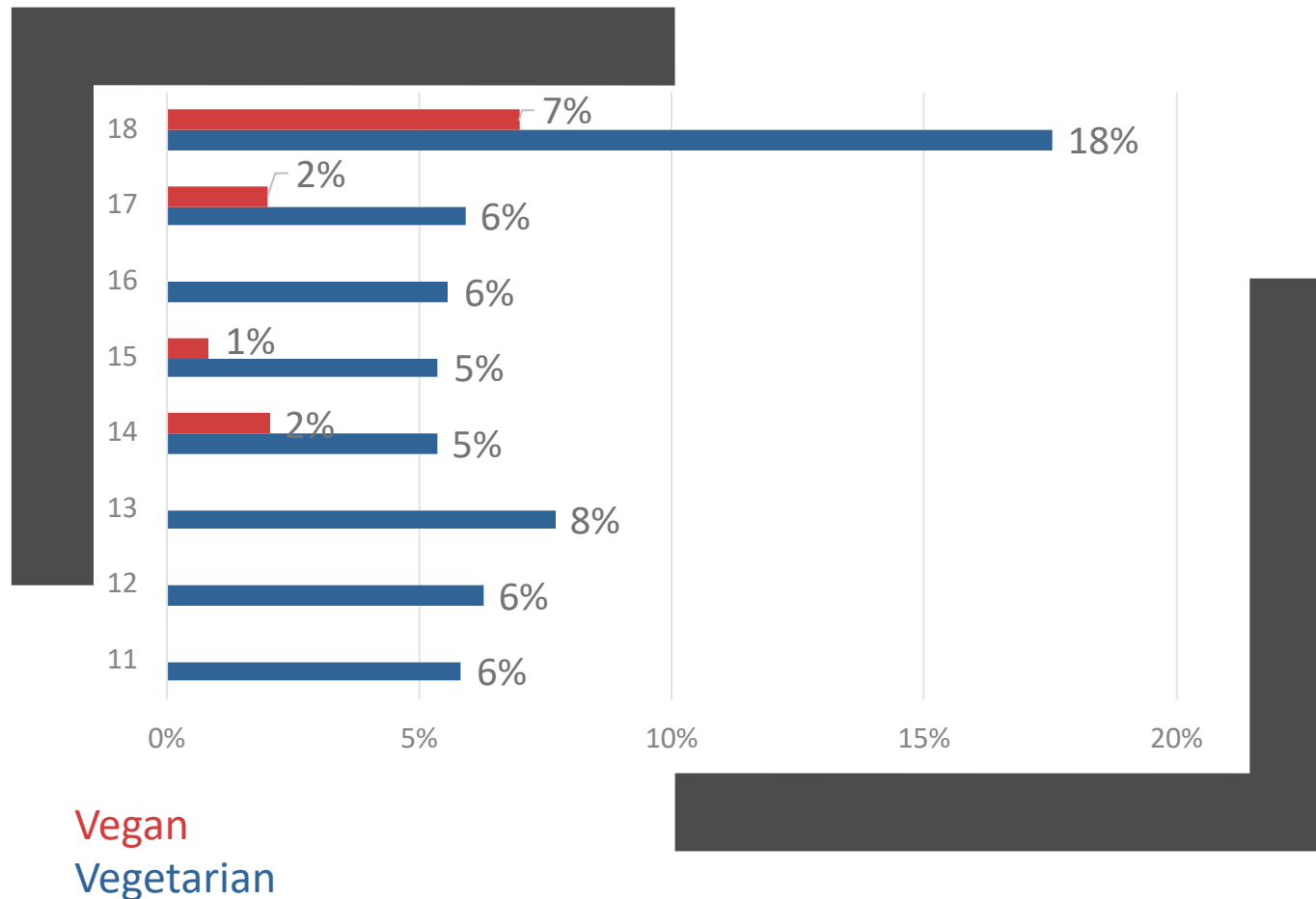
More 18-year olds are aware of the environment and climate change than 11-year olds, 76% of 18-year olds consider the environment and climate change to be one of their top issues, compared to 66% of 11-year olds.

How many days a week do young people eat meat?



UK 11-18 year olds are most likely to respond that they eat meat three or four days a week (27%), 26% say they eat meat five or six days a week, 23% say they eat it every day and 8% of young people say they never eat meat. There isn't a huge difference between these figures and those for over 18s surveyed earlier this year. Slightly more 11 to 18 year olds eat meat three to four days a week, and slightly less eat it every day.

Snapshot: Teenage vegetarians and vegans by age



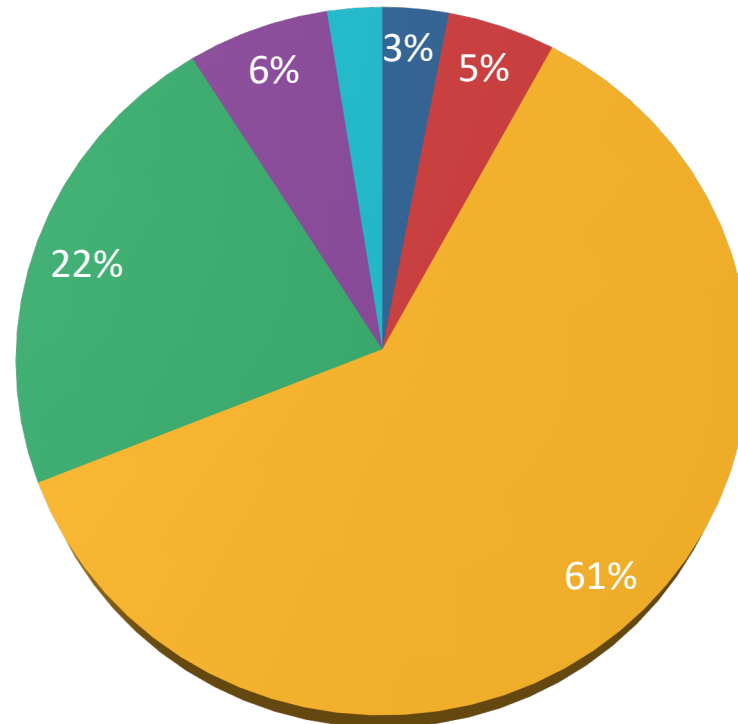
18-year olds are also likely to have more freedom to choose how they eat and this is reflected in the survey, 25% are vegan or vegetarian compared to just 6% of 11-year olds.

Desire to change meat consumption (only answered by young people who currently eat meat)

■ I would like to eat a lot more
■ I would like to eat a bit less

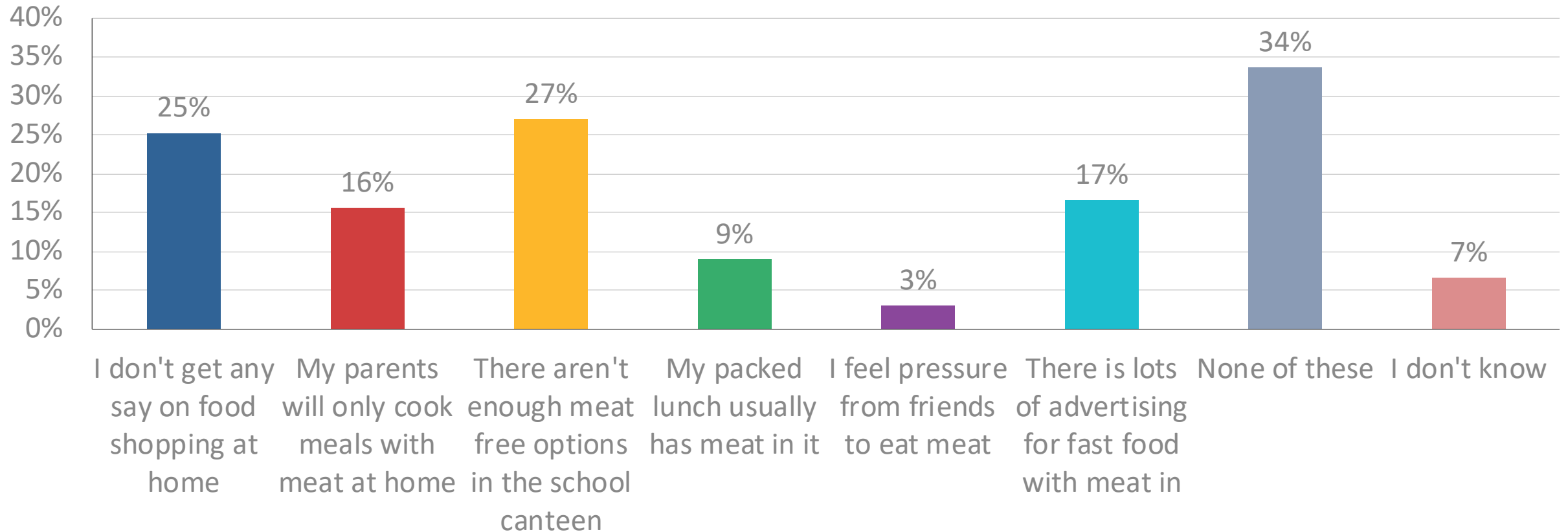
■ I would like to eat a bit more
■ I would like to eat a lot less

■ I would like to eat the same amount
■ I don't know



Whilst 29% of 11-18 year old meat eaters surveyed want to reduce their meat consumption it seems that they are not finding this easy to do as 84% eat meat three times a week or more.

11-18 year olds who eat meat but would like to eat less were asked what is stopping them eating less



27% of 11-18 year olds who would like to eat less meat say there are not enough meat free options in the school canteen, 25% said they don't get a say on food shopping at home, 17% said advertising with meat in was an obstacle and 16% said their parents only cook meals with meat in at home.



**For media enquiries
please email
media@eating-better.org.**