

BC PLANT-BASED LIFESTYLE SURVEY

Prepared for Vancouver Humane Society

Fielding Dates	December 9 to 15, 2022
Sample Size	n= 803
Sample Frame	Residents of Lower Mainland who are 18+ years of age, balanced on age, gender and region according to Census data. For comparison purposes only, this sample plan would carry a margin of error of +/- 3.5 percentage points, 19 times out of 20.

IMPACT OF RISING PRICES ON FINANCES AND FOOD PURCHASES

The overwhelming majority of surveyed British Columbians **feel the impact of rising prices** on their finances and are looking for ways to save on groceries.

92%
are concerned about how the rising cost of living is impacting their finances

84%
are adjusting their food purchasing behaviour

87%
are looking for ways to cut back at the grocery store due to rising cost of living



two-thirds
are open to exploring more plant-based food options to save money.

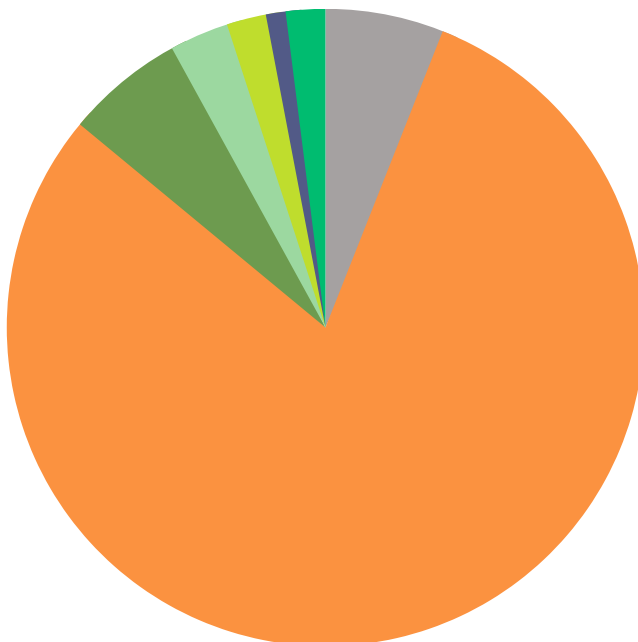
75%
are looking for ways to change their diet to eat more affordably due to rising cost of living

48%
are finding inexpensive alternatives to products they would typically buy

DIET AND MEAT/ANIMAL-BASED PRODUCT CONSUMPTION

Diets of survey respondents

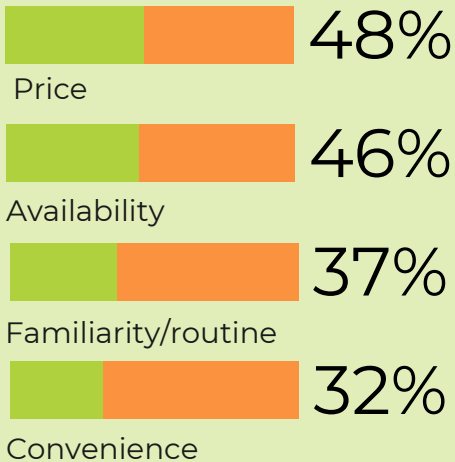
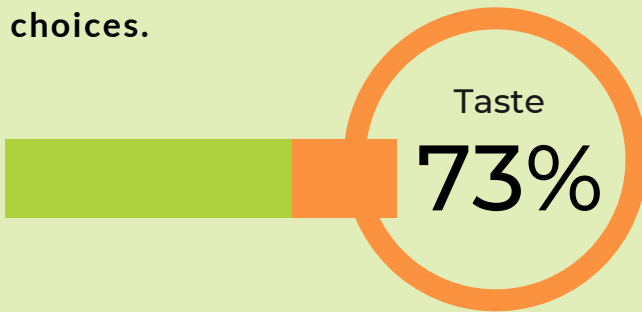
- Omnivore or Carnivore 80%
- Vegetarian 6%
- Flexitarian 6%
- Pescatarian 3%
- Vegan 2%
- Keto 2%
- Paleo 1%



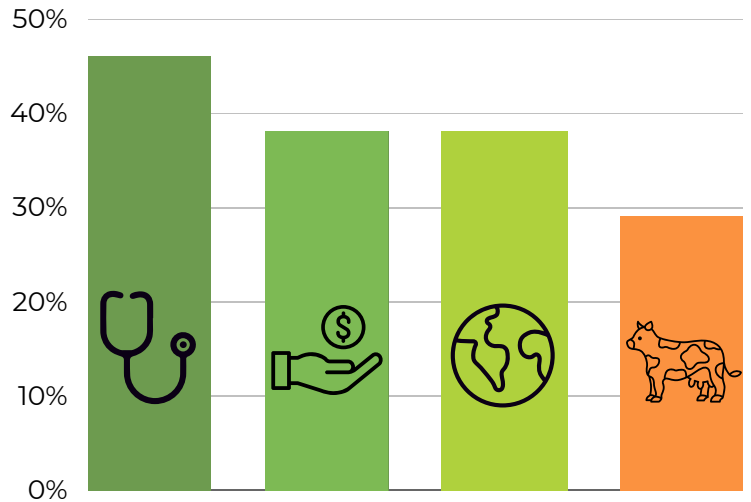


Two-thirds (65%) of surveyed British Columbians say they have reduced their consumption of animal products.

Top five factors that have a "strong influence" on food choices.

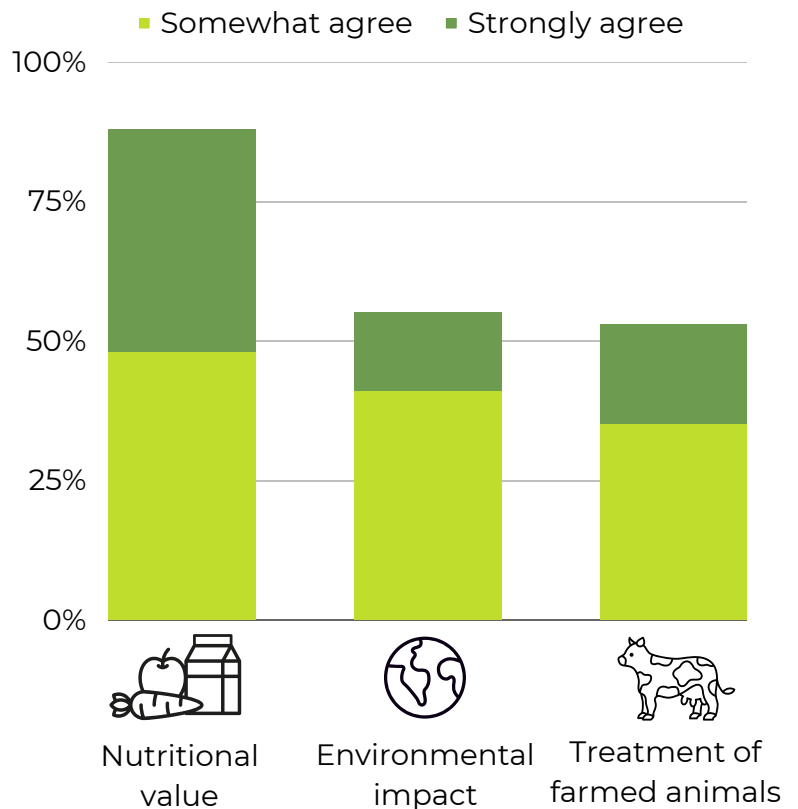


Respondents who have reduced their consumption of animal products were primarily motivated by four factors.



Personal health 46% Economic reasons 38%
Environmental concerns 38% Animal rights/welfare 29%

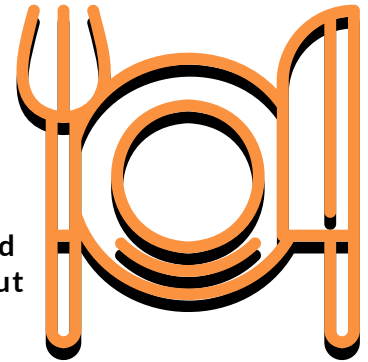
Respondents agreed that they thought about the following considerations when deciding what food to buy.



Among main barriers to transitioning from an animal-based diet towards consuming more plant-based foods, the taste-related concern is the top factor among all demographic groups except those already following a vegan or vegetarian diet.



65%



of respondents identified that they would eat more plant-based meals if there were more tasty options available when going out to eat.

Other main barriers in shifting to a plant-based diet identified by respondents included:



37%

of respondents believe they won't enjoy their meals as much.



28%

of respondents believe they won't get enough protein in their diets.



28%

of respondents believe their food costs would increase.



20%

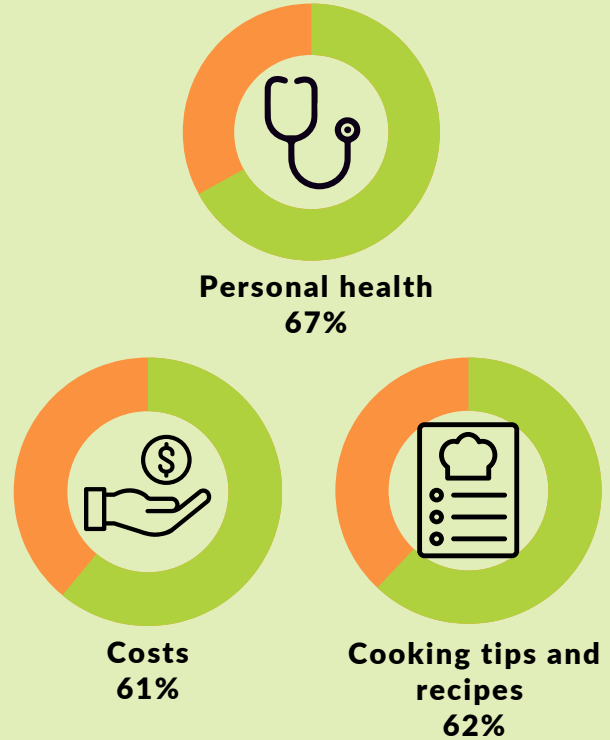
of respondents believe plant-based diets are unhealthy.

INFORMATION SOURCES

When asked “What types of resources have you come across that you have found to be the most informative regarding plant-based lifestyles or that you would find most helpful,” respondents said:



If presented with resources on plant-based lifestyles, the following information topics would be of most interest to survey respondents:

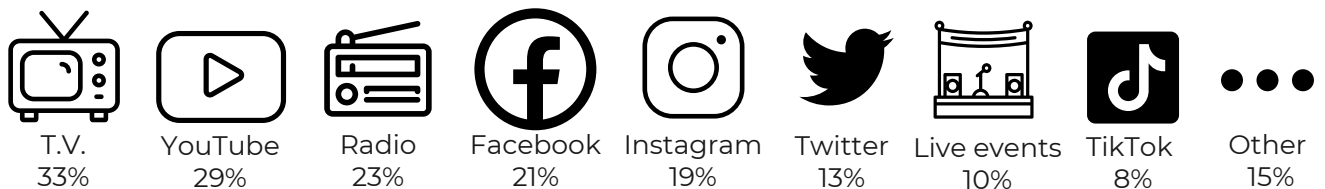


Topics related to environmental concerns (35%), animal rights/welfare (22%) and public policy (10%) are somewhat less desirable.

In general, the top 3 resources respondents like to get information about any topic were:

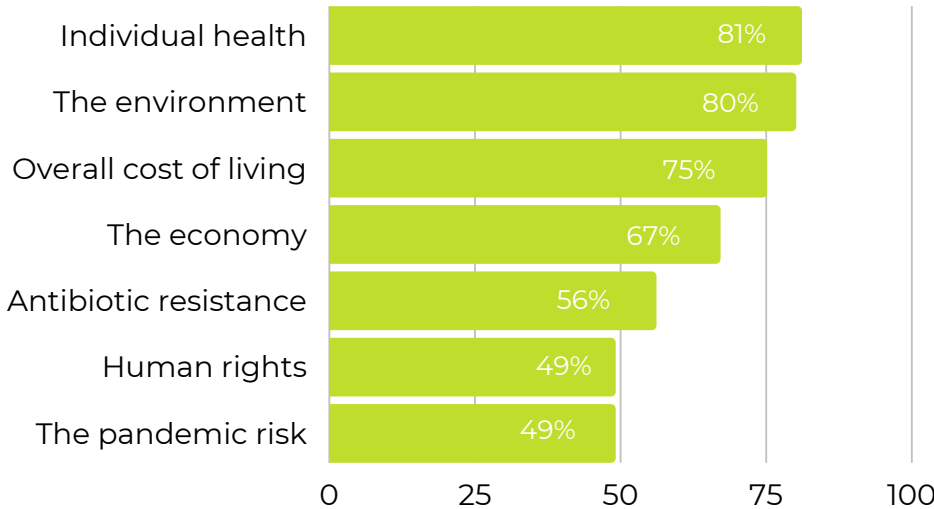


Other sources mentioned:



AWARENESS

When it comes to awareness of the impacts of animal products on areas aside from animal welfare, surveyed consumers felt that they knew a great deal or some about the impacts of animal products on:



Half (50%) of respondents believed that vegetarianism both hurts and harms animals.

GENERAL ATTITUDES TO CORPORATE ACTIONS AND POLICY CHANGES



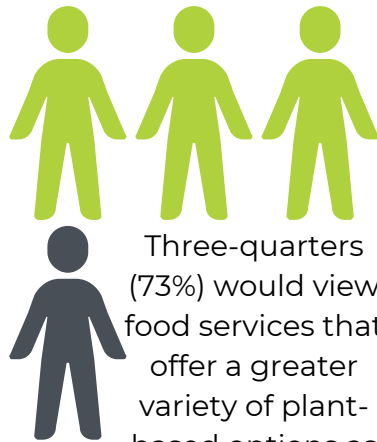
of surveyed consumers would not change their opinion of an institution if it offered more plant-based food options.



of consumers would value the institution more highly.



agree that shifting from vegetarianism to veganism can have a significant impact on reducing harm to animals.



Three-quarters (73%) would view food services that offer a greater variety of plant-based options as more inclusive to all.



agree that eating more plant-based foods can have a significant impact on reducing harm to animals.



would support including animal product-reduction efforts into local, provincial and federal climate, health and animal welfare strategies.



would support shifting government subsidies from animal-based food production to plant-based food production.

CONSUMPTION AND ATTITUDES OF DEMOGRAPHIC GROUPS



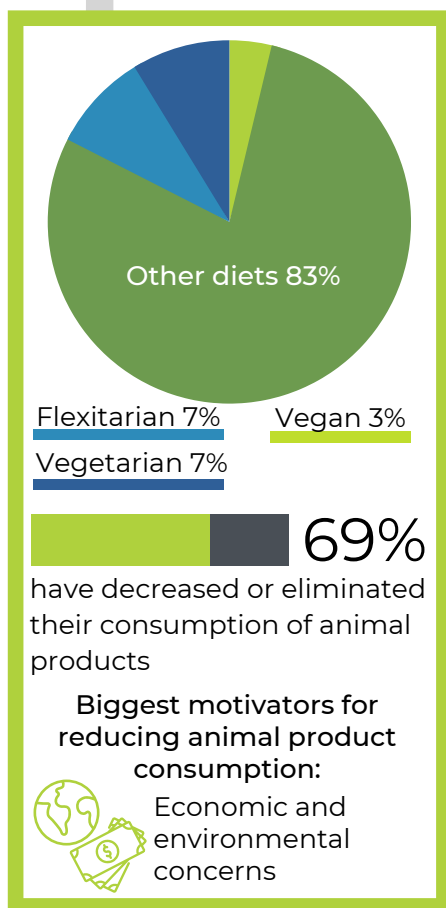
- Pet guardians (59%) were significantly more likely than non-pet guardians (47%) to say they think about the treatment of farmed animals when deciding what food to buy.
- Pet guardians (70%) were not significantly more likely than non-pet guardians (68%) to agree with the statement that “Eating more plant-based foods can have a significant impact on reducing harm to animals.”



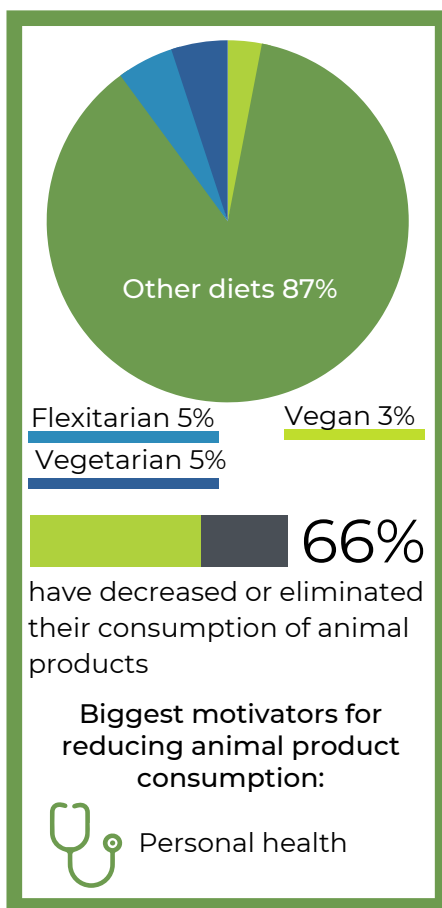
- Women and those who prefer to self-describe (71%) were significantly more likely to have reduced their animal product consumption than men (58%).

By age group

Respondents aged 18-34



Respondents aged 35-54



Respondents aged 55+.

