

# Wieviele Vegetarier gibt es?

## EUROPA

Vegetarier – Statistik (Aug 2011) - <http://www.apfelmehl.com/8/statistik-vegetarier.html> (nicht mehr gültig - Feb 2012)

Dort wo es keine landesweiten Statistiken gibt, sind die untenstehenden Zahlen aus **Umfragen und Marktforschungsergebnissen hochgerechnet**. Einige befragte Leute interpretieren den Begriff vegetarisch nicht richtig und füllen die Fragebogen falsch aus. Z.B. glauben sie, dass Fisch-essen vegetarisch sei. Entsprechend stellen die vorgestellten Zahlen nur einen ungefähren Richtwert dar.

Anzahl Vegetarier und Veganer	in % der Gesamt-Bev.	Gesamtbevölkerung in Millionen
<b>Italien</b> 5350000*	8.9 %	60
<b>Deutschland</b> 7350000*	8.8 %	82
<b>Schweiz</b> 650000*	8.4 %	7.7
<b>Grossbritannien</b> 3700000	6.1 %	61
<b>Irland</b> 250000	6 %	4.2
<b>Niederlande</b> 725000	4.4 %	16.5
<b>Spanien</b> 1800000	3.9 %	46.7
<b>Kroatien</b> 165000	3.7 %	4.5
<b>Österreich</b> 300000	3.6 %	8.4
<b>Schweden</b>		

300000	3.2 %	9.3
<b>Norwegen</b> 150000	3.1 %	4.8
<b>Belgien</b> 225000	2.1 %	10.7
<b>Frankreich</b> 1250000	1.9%	65
<b>Tschechische Rep.</b> 175000	1.7 %	10.5
<b>Dänemark**</b> 95000	1.7 %	5.5
<b>Slowakei</b> 75000	1.4 %	5.5
75000	1.4 %	5.5
<b>Polen</b> 375000	1 %	38.2
<b>Portugal</b> 100000	0.95 %	10.6

\*Befragte bezeichnen sich in den Umfragen oft als Vegetarier, da sie "meistens" vegetarisch essen

\*\*ohne zugehöriges Grönland und Färöer

## ÜBRIGE WELT

Die grösste Anzahl der Vegetarier lebt in Indien. Doch das Land befindet sich auf dem Weg in die Moderne. Westlich orientierte Hamburger-Gaststätten erhalten Einzug und beeinflussen die Ernährungs-Gewohnheiten der Inder. Im Zwiespalt zwischen Tradition und den Nebeneffekten des starken Wirtschaftsbooms muss sich dort noch zeigen, welcher Ernährungstrend sich auf Dauer durchsetzt.

Anzahl Vegetarier und Veganer	in % der Gesamt-Bev.	Gesamtbevölkerung in Millionen

<b>Australien</b> 640000	3 %	21.4
<b>Indien</b> 425000000	36 %	1166
<b>Israel</b> 595000	8%	7,4
<b>Kanada</b> 1290000	3,9%	33,5
<b>USA</b> 9800000	3.2%	305,6

## Wieviele Vegetarier gibt es?

*Dies ist die beliebteste Frage von Journalisten und PR-Fachleuten: Alle wollen wissen, wieviele Vegetarier/Veganer es in der Schweiz und anderen Ländern gibt, und wie die Tendenz aussieht. Leider kann man, mangels aktueller, repräsentativer Umfragen für die Schweiz, momentan nur grobe Schätzungen dazu abgeben.*

Was die Tendenz anbelangt, scheinen die Zahlen jedoch ziemlich klar einen Trend in Richtung vegetarische Ernährung aufzuzeigen. Absolute Zahlen sind jedoch schwierig zu erhalten, da oft bei den Umfragen bestimmter Organisationen die Fragestellung nicht eindeutig ist. Repräsentative Umfragen sind teuer. Das Resultat würde viele interessieren, aber nur solange man dafür nicht selbst bezahlen muss...

Für die Rheintaler Volkszeitung vom 12.7.2000 wagte der Leiter der Fachstelle für Ernährung beim Bundesamt für Gesundheit, Jürg Lüthi, eine Schätzung: «In der Schweiz gibt es heute etwa ein bis zwei Prozent reine Vegetarier.» Allerdings sei der Trend zum reduzierten Fleischkonsum gross.

Aus den USA gibt es hingegen relativ genaue und aktuelle Zahlen dazu: In der «National Zogby Poll» wurden sie im Januar 2000 ermittelt. Die Frage lautete: «Bitte sagen Sie uns, welche der folgenden Nahrungsmittel sie nie essen: Fleisch, Fisch/Meeresfrüchte, Milchprodukte, Eier, Honig.» Es wurden rund 1000 in den USA lebende Personen ab einem Alter von 18 Jahren telefonisch befragt.

## Das Umfrageergebnis:

Anzahl Vegetarier: 2.5%

Veganer: 0.9%

Von den Personen zwischen 18 und 29 Jahren gaben 10,4% an, nie Fleisch zu essen (gegenüber 4.5% bei allen Befragten).

Vegetarier gibt es im Alter zwischen 18 und 29 Jahren immerhin 6%. Zwischen 25 und 34 Jahren sind es noch 5.6%. Ausserdem gaben fast doppelt soviele Frauen als Männer an, kein

Fleisch, Fisch und Geflügel zu essen, (3.2% gegenüber 1.7%).

Veganer gibt es auch rund doppelt so viele in den Grossstädten als im Landesdurchschnitt (1,9% gegenüber 0.9%). Auch hier ergab sich dasselbe 2:1-Verhältnis zwischen Frauen und Männern.

## Schlussfolgerungen:

Die Umfrageergebnisse ergaben, dass man am meisten Vegetarier in den Städten unter den jungen Frauen, welche auswärts arbeiten findet. Diese Erkenntnis dürfte auch für die Schweizer Gastronomie, welche bisher Vegetarier stark vernachlässigte, von Interesse sein. Weitere Informationen zu dieser amerikanischen Umfrage findet man im Internet:

Zu den Zahlen in den USA: [How Many Vegetarians Are There?](#) (Umfrage aus dem Jahr 2000)

Zu den Zahlen in den USA: [How Many Vegetarians Are There?](#) (Umfrage aus dem Jahr 2003)

Entsprechende Artikel im Verzeichnis der [Internationalen Vegetarier Union](#).

Renato Pichler

<http://www.vegetarismus.ch/heft/2000-3/wieviele.htm>

## Anzahl und Soziologie der Vegetarier [[Bearbeiten](#)]

Bei soziologischen Untersuchungen stellen die verschiedenen konkurrierenden Begriffe von Vegetarismus eine Schwierigkeit dar. Forscher stehen vor der Wahl, einerseits mit selbst gesetzten Definitionen zu arbeiten und in ihren Kategorisierungen den Selbstbezeichnungen der Befragten zu widersprechen und andererseits können Forscher mit den Selbstbezeichnungen der Befragten arbeiten und müssen dafür eine relativ große Varianz der Begriffe bis hin zu offenen Widersprüchen in Kauf nehmen.<sup>[117]</sup> Hinzu kommt die Schwierigkeit einer relativ spärlichen Datenlage<sup>[117][118]</sup> und die These mancher Soziologen, dass große Teile der Geisteswissenschaften einen [anthropozentrischen](#) Begriff von „Gesellschaft“ haben<sup>[119]</sup> und sich daher schwer tun, die Motivationskomplexe des Vegetarismus nachzuvollziehen und in ihren Forschungen abzubilden.<sup>[118]</sup>

Zusammenfassend lässt sich sagen, dass einerseits der pro Kopf Konsum von Tierprodukten und insbesondere Fleisch überall auf der Welt in den letzten 50 Jahren gestiegen ist und wohl weiter steigen wird<sup>[120]</sup> und sich andererseits westliche Einstellungen zu „Fleisch“, insbesondere rotem Fleisch, in dem selben Zeitraum gewandelt haben.<sup>[117][121][122][123]</sup> Der Anteil der westlichen Vegetarier an der Gesamtbevölkerung liegt dabei, abhängig von der gewählten Definition, im einstelligen Prozentbereich und steigt seit etwa den 1970er Jahren langsam und stetig.<sup>[117]</sup> Wesentlich stärker als die Anzahl der Vegetarier ist in diesem Zeitraum ihre „Sichtbarkeit“ und ihr Organisationsgrad gewachsen.<sup>[117]</sup> Unter den Vegetariern sind etwa doppelt so viele Frauen wie Männer. Im englischsprachigen Raum waren traditionell eher Arbeiter und Mittelständler Vegetarier, diese Tendenz konnte aber seit etwa der Jahrtausendwende nicht mehr nachgewiesen werden und der Vegetarismus war in allen [sozialen Schichten](#) vergleichbar verbreitet.<sup>[124]</sup>

Deutschsprachiger Raum

Nach der [Nationalen Verzehrsstudie](#) von 2007 mit 20.000 Teilnehmern ernähren sich in Deutschland 1,6 % der erwachsenen Bevölkerung (Männer 1 %, Frauen 2,2 %) fleischlos (entweder vegetarisch oder mit Einbeziehung von Fisch). 0,1 % der Studienteilnehmer bezeichneten sich als vegan.<sup>[125]</sup> Eine Studie des *Marktforschungsinstituts Produkt + Markt* ermittelte im Jahr 2006 die Zahl der Personen in Deutschland, welche sich zumindest teilweise nach vegetarischen Ernährungsgrundsätzen ernähren.<sup>[126]</sup> Die Ergebnisse werden unterschiedlich interpretiert. Die Europäische Vegetarier-Union geht aufgrund dieser Studie davon aus, dass 9 % der deutschen Bevölkerung, etwa 7,4 Millionen, vegetarisch leben.<sup>[127]</sup> Die Tierschutzorganisation [PETA](#) nennt 6 Millionen Vegetarier in Deutschland als Ergebnis dieser Studie.<sup>[128]</sup> Nach Umfragen der [Statistik Austria](#) (2006/2007) ernähren sich in Österreich ca. 1,4 % der Männer vegetarisch, davon 0,8 % pesco-vegetarisch und 0,2 % vegan. Frauen insgesamt ca. 3,9 %, davon 2,2 % pesco-vegetarisch und 0,2 % vegan. 47 % der Befragten gaben an, Mischkost mit wenig Fleisch zu essen.<sup>[129]</sup>

USA und UK

Daten aus der Zeit der [Rationierung](#) von Nahrungsmitteln in England um 1945 lassen auf 100.000 Vegetarier schließen.<sup>[118]</sup> Laut [Gallup](#)-Umfragen bezeichneten sich zwischen 1984 und 1993 im Vereinigten Königreich 2,1 % respektive 4,3 % der Befragten als Vegetarier.<sup>[117]</sup> Eine Umfrage des *Realeat Survey Office* von 1995 setzt diesen Trend fort und findet 4,9% erwachsene Vegetarier. In der Gruppe der 16- bis 25-jährigen Frauen gaben in derselben Umfrage 12,4 % an, Vegetarierinnen zu sein.<sup>[117]</sup> Die Zahl derjenigen, die „kaum oder kein Fleisch“ konsumierten, sich jedoch nicht als „Vegetarier“ bezeichneten, war dabei allen Umfragen etwa doppelt so hoch.<sup>[117]</sup> Eine Studie der [University of Bradford](#) im Auftrag der [Vegetarian Society](#) von 1991 befragte rund 1000 Erwachsene sowie 2500 junge Erwachsene (11-18 Jahre) und konnte die These der höheren Affinität von jungen Erwachsenen und insbesondere von jungen Frauen zum Vegetarismus erhärten.<sup>[117]</sup>

Eine landesweite Studie des [US Department of Agriculture](#) von 1977 bis 1978 fand unter 37.000 Befragten 1,2 % Vegetarier, allerdings gaben manche der Teilnehmer, die sich selbst als Vegetarier bezeichneten, an, selten auch Fische oder Hühner zu essen.<sup>[117]</sup> Die *Vegetarian Ressource Group* veröffentlicht seit 1994 alle 3 Jahre die Ergebnisse einer landesweiten Umfrage durch das [Roper Center](#) in den USA. Dort werden Menschen gefragt, welche Nahrungsmittel sie niemals essen. 1994 befanden die Autoren davon ausgehend 0,3 % bis 1 % der Befragten für Vegetarier.<sup>[130]</sup> 2009 fanden sie in einer vergleichbaren Umfrage 3 % Vegetarier. Wieder war in der Gruppe der Frauen und unter jungen Menschen der Anteil der Vegetarier erheblich höher.<sup>[130]</sup>

Indien

In einer Studie von *The Hindu-CNN-IBN* gaben 40 % der Befragten an, Vegetarier zu sein, darunter überproportional viele Hindus, Frauen und ältere Menschen.<sup>[51]</sup>

<http://de.wikipedia.org/wiki/Vegetarismus>

## Vegetarianism by country

From Wikipedia, the free encyclopedia

Around the world, [vegetarianism](#) is viewed in different lights. In some areas, there is cultural and even legal support, such as in [India](#) and the [United Kingdom](#), where food labelling is in

place which can make it easier for vegetarians to identify foods compatible with their diets.<sup>[1]</sup> The results of a recent International survey suggest the definitions of vegetarianism vary from nation to nation. Vegetarians in some nations consume more animal products than those in other nations.<sup>[2]</sup>

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## [\[edit\]](#) Asia

### [\[edit\]](#) China

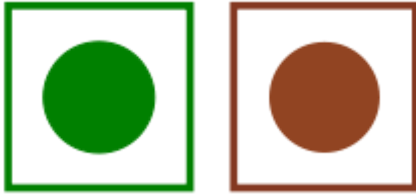
In [China](#), although full vegetarianism is a fairly rare practice, vegetarianism has been around since at least the 7th century and has been practised by devout [Buddhists](#). In recent years, it has seen a new resurgence in the cities as the emerging middle class in China pay attention to issues of health and diet.<sup>[3]</sup> In 2010, Prime Minister [Wen Jiabao](#) (溫家寶總理), proposed a nationwide campaign of "one day of vegetarianism every week" (每週一素), mainly as part of a broader environmental platform.<sup>[4]</sup>

### [\[edit\]](#) Republic of China (Taiwan)

In [Taiwan](#), 1.7 million people, or 10% of the population of Taiwan, follows a vegetarian diet at least some of the time.<sup>[5][6]</sup> There are more than 6,000 vegetarian eating establishments in Taiwan.<sup>[7]</sup> Food labelling laws for vegetarian food are the world's strictest, because more than 2 million Taiwanese use vegetarian food.<sup>[8]</sup> A popular movement of "one day vegetarian every

week" has been advocated on a national level,<sup>[9]</sup> and on a local level, even government bodies are involved, such as the Taipei City Board of Education.<sup>[10]</sup>

### [\[edit\]](#) India



**Vegetarian mark:** Mandatory labeling in India to distinguish vegetarian products (left) from non-vegetarian ones (right)

In [India](#), vegetarianism is usually synonymous with [lacto vegetarianism](#). Most restaurants in India clearly distinguish and market themselves as being either "non-vegetarian", "vegetarian", or "pure vegetarian". Vegetarian restaurants abound, usually, many vegetarian (*Shakahari*: plant-eater, in [Sanskrit](#)) options are available. Animal-based ingredients (other than milk and honey) such as [lard](#), [gelatin](#), and meat stock are not used in the traditional cuisine.

According to the 2006 [Hindu-CNN-IBN State of the Nation Survey](#),<sup>[11]</sup> 31% of Indians are vegetarians, while another 9% consumes eggs. Among the various communities, vegetarianism was most common among [Brahmins](#) at 55%, and less frequent among Muslims (3%) and residents of coastal states. Other surveys cited by [FAO](#)<sup>[12]</sup> and [USDA](#)<sup>[13][14]</sup> estimate 20%–42% of the Indian population as being vegetarian. These surveys indicate that even Indians who do eat meat, do so infrequently, with less than 30% consuming it regularly, although the reasons are partially economical.<sup>[14]</sup>

India has devised a [system of marking](#) edible products made from only vegetarian ingredients, with a *green dot in a green square*. A mark of a *brown dot in a brown square* conveys that some animal-based ingredients were used.<sup>[15]</sup>

Recent growth in India's organized retail has also been hit by some controversy, because some vegetarians are demanding meatless supermarkets.<sup>[16]</sup>

### [\[edit\]](#) Australia

In [Australia](#), some manufacturers who target the vegetarian market will label their foods with the statement "suitable for vegetarians"; however, for foods intended for export to the UK, this labelling can be inconsistent because flavourings in ingredients lists do not need to specify if they come from animal origin. As such, *natural flavour* could be derived from either plant or animal sources.

Animal rights organisations such as [Animal Liberation](#) promote vegan and vegetarian diets. "Vegetarian Week" runs from 01 – 7 October every year,<sup>[17]</sup> and food companies are taking advantage of the growing number of vegetarians by producing meat-free alternatives of popular dishes, including [sausages and mash](#) and [Spaghetti Bolognese](#).<sup>[18]</sup>

According to a 2010 [Newspoll](#) Survey, 5% of Australians say they are vegetarians with 2% of them actually eating a vegetarian diet.<sup>[19]</sup>

## [\[edit\]](#) Europe

The definition of vegetarianism throughout Europe is not uniform, creating the potential for products to be labelled inaccurately.<sup>[1]</sup>

### [\[edit\]](#) Belgium

Since May 2009, [Belgium](#) has the first city in the world ([Ghent](#)) with a weekly "veggie day".<sup>[20]</sup> [More info about the veggieday here.](#)

### [\[edit\]](#) France

In October 2011, the [European Vegetarian Union](#) reported that the French government's *Décret 2011-1227* and associated *Arrêté* (September 30, 2011) effectively outlaws the serving of vegan meals at any public or private school in [France](#). Similar decrees are proposed for kindergartens, hospitals, prisons and retirement homes.<sup>[21]</sup>

### [\[edit\]](#) Germany

According to [Agriculture and Agri-Food Canada](#), Germany has over six million vegetarians.<sup>[22]</sup> A survey conducted by *Institut Produkt und Markt*, found that 9% of the population (7,380,000 people) are vegetarian,<sup>[23]</sup> which the Italian research institute [Eurispes](#) reports as the second highest rate of vegetarianism in the European Union (after Italy).<sup>[24]</sup>

### [\[edit\]](#) Italy

The Italian research institute [Eurispes](#) reports that according to the [European Vegetarian Union](#), Italy has over six million vegetarians and the highest rate of vegetarianism in the European Union, at 10% of the population.<sup>[24]</sup>

### [\[edit\]](#) Netherlands

Vegetarianism is fairly common in the Netherlands. A study has shown that the number of vegetarians out of a population of nearly 16.5 million people increased from 560,000 in 2004 to 720,000 in 2006.<sup>[25][26]</sup> It is estimated that 4.5% of the Dutch population don't eat meat.<sup>[27][28]</sup> The number of *part-time vegetarians* grew rapidly as well: around 3.5 million Dutch citizens abstain from eating meat a few days a week.<sup>[26]</sup>

The sales of [meat substitutes](#) has an annual growth of around 25%, making it one of the fastest-growing markets in the Netherlands.<sup>[26]</sup> In supermarkets and stores, it is sometimes necessary to read the fine print on products in order to make sure that there are no animal-originated ingredients. Increasingly, however, vegetarian products are labeled with the international "V-label," overseen by the Dutch vegetarian association Vegetarisch Keurmerk.<sup>[29]</sup>



Veganism is uncommon in the Netherlands: the *Dutch Association for Veganism* estimates that there are approximately 16,000 vegans in the Netherlands, or around 0.1% of the Dutch population.<sup>[30]</sup>

### [\[edit\]](#) Portugal

The Vegetarian Society of Portugal was founded c. 1908 by [Amílcar de Sousa](#).<sup>[31]</sup> In 2007, the number of vegetarians in [Portugal](#) was estimated at 30,000, which equates to less than 0.3% of the population.<sup>[32]</sup>

### [\[edit\]](#) Spain

In [Spain](#), vegetarian restaurants and stores are rare.<sup>[33]</sup> Some Spanish vegetarians argue that this situation is due to the fact that the [Franco Regime](#) strongly discouraged vegetarianism, which it associated with the political left. It was not until 1975 that doctors were allowed to discuss the health benefits of vegetarianism and vegetarian restaurants were permitted to do business again.<sup>[34]</sup>

### [\[edit\]](#) Switzerland

According to [Agriculture and Agri-Food Canada](#), Switzerland has the second highest rate of vegetarianism in the European Union (even though Switzerland is not in the EU, it was most likely included with the other EU countries for this study).<sup>[22]</sup> Older governmental data from 1997 suggest that 2.3% of the population never eat meat and the observed trend seemed to point towards less meat consumption.<sup>[35]</sup> Newer studies suggest that the percentage of vegetarians has risen to 5% by 2007.<sup>[35]</sup>

### [\[edit\]](#) United Kingdom

In the [United Kingdom](#), increasing numbers of people have adopted a vegetarian diet since the end of [World War II](#).<sup>[36]</sup> The [Food Standards Agency](#) *Public Attitudes to Food survey 2009* reported that 3% of respondents were found to be "completely vegetarian", with an additional 5% "partly vegetarian (don't eat some types of fish or meat)".<sup>[37]</sup> Some independent market studies suggest that vegetarians constitute 7% to 11% of the UK adult population (4 million people).<sup>[38][39][40]</sup> As of 2003, the [Vegetarian Society](#) estimates that there are between three and four million vegetarians in the UK.<sup>[41]</sup> There are twice as many vegetarian women as men.<sup>[40]</sup> Despite the clear classification by the Vegetarian Society, some people in the UK wrongly identify as vegetarians while still eating fish, either for health reasons, or because of differing ethical perspectives on vegetarianism, while others use the term "flexitarian" or part-vegetarian.<sup>[36]</sup> As of 2009, people in the UK are now also being identified with the labels "meat-avoiders" and "meat-reducers" by marketers, denoting people who do not self-identify as vegetarians, but are reducing or avoiding meat for reasons of health or climate change impacts, with one survey identifying 23% of the population as "meat-reducers", and 10% as "meat-avoiders", although the same survey indicated the "vast majority" in the UK still eat meat, with one-in-five liking to eat meat every day.<sup>[36]</sup> According to [Agriculture and Agri-Food Canada](#), the UK has the third highest rate of vegetarianism in the European Union.<sup>[22]</sup>

"Vegetarian" and "vegan" are not terms defined in law at either a UK or European level. Nonetheless, foods labelled as suitable for vegetarians or vegans are subject to provisions within the Trades Descriptions Act 1968.<sup>[42]</sup> The [Food Standards Agency](#) issues guidance on the labelling of foods as suitable for vegetarians:

The term 'vegetarian' should not be applied to foods that are, or are made from or with the aid of, products derived from animals that have died, have been slaughtered, or animals that die as a result of being eaten. Animals means farmed, wild or domestic animals, including for example, livestock [poultry](#), [game](#), [fish](#), [shellfish](#), [crustaceans](#), [amphibians](#), [tunicates](#), [echinoderms](#), [molluscs](#), and [insects](#).

—Food Standards Agency<sup>[43]</sup>

In addition to voluntary labelling, the [Vegetarian Society](#) operates a scheme whereby foods that meet its criteria can be labelled "Vegetarian Society approved".<sup>[44]</sup> Under this scheme, a product is vegetarian if it is free of meat, fowl, fish, shellfish, meat or bone stock, animal or [carcass fats](#), gelatin, [aspic](#), or any other ingredient resulting from slaughter, such as rennet.<sup>[45]</sup> Cheese is often labelled as well, making it possible to identify cheeses that have been made with [rennet](#) derived from non-animal sources. Many hard cheeses in continental Europe contain rennet derived from animal sources.<sup>[46]</sup>

## [\[edit\]](#) The Americas

### [\[edit\]](#) Brazil

In 2004, Marly Winckler, President of the Brazilian Vegetarian Society claimed that 5% of the population is vegetarian.<sup>[47]</sup> According to a 2011 survey undertaken by the [Brazilian Institute of Public Opinion and Statistics](#), 9% of the population identified themselves as vegetarian.<sup>[48]</sup>

### [\[edit\]](#) Canada

In [Canada](#), *vegetarianism* is usually synonymous with [lacto-ovo-vegetarianism](#). However, vegetarians are sometimes wrongly assumed to be [pescetarians](#) or [pollotarians](#) who tolerate the flesh of [fish](#) or [poultry](#), respectively. Approximately 4.0% of adults are vegetarians as of 2003.<sup>[49]</sup>

### [\[edit\]](#) USA

Vegetarianism was endorsed in the United States in 1838 by the American Health Convention. In fact, in 1971, only 1 percent of U.S. citizens described themselves as vegetarians, but vegetarianism became an increasingly attractive and accepted dietary option by the century's end. A 2000 Zogby Poll sponsored by the Vegetarian Resource Group found that 2.5 percent of respondents reported not eating meat, poultry, or fish while 4.5 percent reported not eating meat.<sup>[50]</sup> A 2008 [Harris Interactive](#) study of 5,050 respondents found that "approximately 0.5%, or 1 million [Americans] are vegans, who consume no animal products at all," while a significantly higher number, 3.2% of U.S. adults (7.3 million people) "follow a vegetarian-based diet" and 10% of U.S. adults, or 22.8 million people, "say they largely follow a vegetarian-inclined diet."<sup>[51]</sup>

Many children [in the United States] whose parents follow vegetarian diets follow them because of religious or ethical beliefs, for animal rights, or for environmental or other reasons.<sup>[52]</sup> In fact, in the government's first estimate<sup>[53]</sup> of how many children avoid meat, the number is about 1 in 200.<sup>[54][55]</sup> [Some people] suspect that this is one reason the most recent poll [that one website took] found that 3 percent of 8- to 18-year-olds [in the United States] are vegetarian. Also, the CDC survey included children ages 0 to 17 years. Possibly, older

children are more likely to follow a vegetarian diet, so differences in age could explain some of the difference in results between the surveys.<sup>[52]</sup>

U.S. vegetarian food sales have doubled since 1998, reaching \$1.6 billion in 2003. The vegetarian and vegan population is expected to continue its increase steadily.<sup>[56]</sup>

A 2002 poll of American adults<sup>[57]</sup> found the following reasons for choosing a vegetarian lifestyle:

Most important reason for becoming a vegetarian

Health	32%
Because of chemicals and hormones in meat products	15%
Don't like the taste of meat	13%
Love of animals	11%
Animal rights	10%
Religious reasons	6%
Concern for the planet	4%
To lose weight	3%
To reduce hunger and famine worldwide	1%

By U.S. law, food packaging is regulated by the Food and Drug Administration, and therefore, generally, must be labeled with a list of all its ingredients.<sup>[58][59]</sup> However, there are exceptions. For example, certain trace ingredients that are "ingredients of ingredients" do not need to be listed.<sup>[60]</sup>

## **[[edit](#)] References**

- <sup>^</sup> <sup>[a](#)</sup> <sup>[b](#)</sup> UK Government Food Standards Agency. "[Guidance on vegetarian and vegan labelling](#)". Retrieved 2008-12-29.
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## How Many Vegetarians Are There?

### By Charles Stahler

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*A 1994 National Roper Poll sponsored by the Vegetarian Resource Group (VRG).*

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## **Not an Easy Question to Answer**

How many vegetarians are there in the United States? After "What do I eat?" this is one of the questions most commonly asked of The Vegetarian Resource Group.

At least once a day, a reporter, a student doing a paper, a market researcher, or a curious member calls VRG to ask us the number of vegetarians living in the United States. Americans (and we suspect also Canadians and other people in western cultures) worship statistics and exactness. Even though there will be one answer this week and another answer next week, people like specifics.

However, the answer to "How many vegetarians are there?" has to be given in general terms. We can relate the different pieces of information known and then the answer can be interpreted according to the specific need(s) of the person inquiring.

Unfortunately, statements are often taken out of context and repeated until they become truth. Because one person may be allergic to a certain food, people will then expand that to the idea that no one should eat that food. We caution readers not to do this. Please understand that in science and life, though we generalize to give us guidance, one has to look at the details of each situation, and then make a judgment as to what the answer is under those circumstances.

## **Changing Attitudes Toward Vegetarianism**

The attitude towards vegetarianism in the last twenty years has certainly changed. In the 1970's and early 1980's when we did outreach booths, often people would ask us, "Why be a vegetarian?" We almost never hear that question now. Instead, people come by and say, "I wish I could do that." They are looking for information on how to eat more vegetarian meals. Working at a booth today, we often have pleasant conversations with lawyers, bankers, C.P.A.'s, construction workers, or men and women in motorcycle jackets with tatoos.

Proof of this trend toward vegetarianism can be found in the grocery store. Where Heinz used to be the only vegetarian baked beans available, now there are several varieties on the shelf, from Campbell's to store brands. As we previously informed our readers, Archer Daniels

Midland and Green Giant (Pillsbury) are introducing the vegetarian (vegan) Harvest burger in about half the supermarkets across the country this year. Where before you couldn't find Mexican food, cakes, or breads without lard, almost all supermarkets now have choices which are animal-free. If you think back a few years, you will realize the magnitude of this change.

For those readers over age 30, could you imagine eating yogurt as a child? Did you even know what it was? Though probably not one of their best sellers, most stores in major metropolitan areas also carry tofu today. And some supermarkets even have their own brand of dairy-free ice cream.

## **Growing Demand for Vegetarian Foods**

Businesses will supply products which customers buy. The changes that have been happening are due to the public's demand for more vegetarian foods. According to a 1991 Gallup Poll conducted for the National Restaurant Association, about twenty percent of the population looks for a restaurant with vegetarian items when they eat out. About one-third of the public would order non-meat items if they were listed on the menu. This twenty to thirty percent of people interested in eating vegetarian food is fueling businesses' need to add vegetarian items to their offerings. Any company thinking about introducing new products will need to look at this population.

For specialty products and options in restaurants and supermarkets, we can see there is a pretty hefty customer base. This is probably why so many businesses are jumping on the bandwagon to add meatless selections. On the other hand, this number is still far from the majority. That is why a fast food place may be hesitant to add a vegetarian burger, or why a centerpiece of an advertising campaign may still not be vegetarian oriented.

When making a marketing decision, a business will have to decide whether this vegetarian-oriented population is their customer base and if they want their business. If the answer is yes, they will cater to them. If the answer is no, they may make different decisions. In a similar fashion, though most of the population still eats animal products, many natural foods stores decline to carry meat because the purchase of meat does not fit into the buying habits of most of their customers.

## **Results of Earlier Polls**

This twenty to thirty percent of the population interested in vegetarian foods is consistent with the findings of different polls. For example, in a Gallup Poll done for Hippocrates magazine in 1989, when asked to describe themselves, about 34% of people said they were a "chicken and broccoli type;" 12% "brown rice and vegetables type;" and 10% "pasta and salad type." Only 35% said they were "meat and potatoes type." Five percent were "burgers and fries type," while 3% were "pizza and soda type."

If you add the brown rice and vegetables people with the pasta and salad folks, about 22% would actually be looking for vegetarian items. This is close to the 20% figure in The National Restaurant Association Poll. If you note that only 35% were meat and potatoes people, no wonder food companies are adding so many new "light" options.

Yet on the other hand, the majority of these people with an interest in vegetarianism are still consuming mostly animal-based diets. So there are numerous markets for businesses. They



need to figure out which market to concentrate on, and how they will reach it. For enterprising businesses, there is no question that there is money to be made by marketing vegetarian products if done in the right way to reach that audience.

## Beyond Marketing

For marketing purposes, as explained above, there is poll information available about the number of vegetarian-interested people. But The Vegetarian Resource Group wanted to know how many actual vegetarians are out there. This will give us a baseline to follow trends over the next hundred years and more. Past polls have given some indication, but because of the way the questions were asked, we didn't have an accurate answer.

Most polls have asked people whether they consider themselves vegetarian. In a 1977-2011 United States Department of Agriculture Nationwide Food Consumption Survey, of 37,135 people surveyed, 1.2% answered yes to "Are you a vegetarian?" However some of these people also reported eating flesh during the three days on which dietary information was obtained. Recent answers from other sources have been around three to five percent or above. Vegetarian Times magazine reported 7%, or 12.4 million vegetarians, after asking people, "Do you consider yourself a vegetarian?"

These polls about the trends of the number of people being vegetarian are important because they indicate that there is currently a very positive image about vegetarianism. More and more people want to be called a vegetarian. The drawback in these types of polls is leaving it to the respondents to define vegetarian. So the answer is not really indicative of the people who do not eat meat, fish, or fowl and are actually vegetarian.

In one major poll, a question started, "Most people eat quite a lot of meat. But some people are vegetarian..." Another question stated, "During the 1960's and 1970's many young people got involved with alternative lifestyles and activities. Regarding the following list, which activities did you participate in?" Among the answers were smoked marijuana, dressed like a hippie, or became a vegetarian. So another problem associated with past polls was how the question was asked. Certainly there was a bias.

## VEGETARIAN RESOURCE GROUP FEBRUARY 1994 ROPER POLL

This Roper poll was a nationwide cross section of 1,978 men and women 18 years old or over. Individuals were interviewed face-to-face in respondents' homes. The sample interviewed in this study is a representative sample of the population of the Continental United States, age 18 and up -- exclusive of institutionalized segments of the population (Army camps, nursing homes, prisons, etc.). Validations were conducted by telephone on all interviewers' work.

Following are the statistics gathered by the poll:

Never Eat:	TOTAL	MALE	FEMALE	BLACK	INFLUENTIAL
Meat	6%	5%	7%	6%	10%
Poultry	3%	3%	3%	1%	6%
Fish/Seafood	4%	3%	5%	3%	4%
Eggs	4%	4%	5%	4%	5%
Honey	15%	15%	15%	20%	12%

Eat Them All      75%      77%      74%      70%      71%

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## Discussion of Results

Marketing purposes aside, The Vegetarian Resource Group wanted to find out the number of people in the country who are vegetarians, that is, do not eat meat, fish, and fowl. We already have an idea of the number of people who consider themselves vegetarians. In our Roper Poll question, we asked, "Please call off the items on this list, if any, that you never eat. Meat. Poultry. Fish/Seafood. Dairy Products. Eggs. Honey. Eat Them All. Don't Know."

Please note that the key word is never. Our numbers could be very different if we omitted the word never. Instead, our results were mostly as we suspected.

The most surprising aspect of our survey is that up to one half million people in the country may be vegan. That is they never eat meat, fish, fowl, milk, dairy, or eggs. It is astounding that this number could be so high in our animal-product-based society with daily messages to eat some type of animal product.

Please note that because this is a poll, and we could not ask every person in the country, we are not saying there are 500,000 vegans. We can have some confidence in saying there are between negligible vegans and 700,000 vegans in the country. Rather than a specific number, what the poll tells us is that though vegans are not yet a major percentage of the country's population, there is quite an interest in veganism. The Vegetarian Resource Group has some proof of this since we have sold over 26,000 copies of our Simply Vegan book. However, remember these figures are not for marketing purposes, as many more people may have a vegan-style diet, but may not be strict vegans.

We can be 95% sure that 0.3% to 1% of the population is vegetarian. That is, they never eat meat, fish or fowl. This is much lower than the three to seven percent who consider themselves vegetarians, or the 20-30% who buy vegetarian products, but still a pretty high number, which translates into approximately one half million to two million vegetarians, as we suspected. Taking into account other polls we have looked at, we believe this figure as reflective of the number of people who never eat meat, fish, and fowl, and is probably accurate.

Though the number of vegans as a percentage of vegetarians seems potentially high, we have been warned against using the statistic in this way. Because of the numbers we are dealing with, at this time we would probably have to do a prohibitively expensive poll to really find out that information. However, our educated guess is that if you only define vegetarians as people who never eat meat, fish, and fowl, and vegans as individuals who never eat meat, fish, fowl, dairy, or eggs, there could be a high percentage of vegans in there (5%-20%), since most people don't fall into the never category.

About six percent of the population never eats red meat; 3% never eat poultry; 3% never eat dairy products; 4% never eat eggs; and 4% never eat fish/seafood. As would be expected, the figures for not eating these foods among "influential" people are greater. (Influential people being politically and/or socially active.) For example, while 6% of the general population never eat red meat, 10% of "influential" people never eat red meat. We suspect the "influential" category being a higher percentage would also pertain to vegan versus

vegetarians. Among the leaders in the vegetarian movement we know, there is a higher number of vegans versus what might be in the general vegetarian population.

As far as numbers for never eating red meat, the percentages were pretty close between male and female, and black and white. The biggest difference was between the South (4%) and The West (10%); Conservatives (5%) and Liberals (9%).

However, the difference is not as great as you may think. You can't assume just because a person is vegetarian-oriented they will have a certain political ideology.

## About this Article

This article was originally published in the July / August 1994 issue of the Vegetarian Journal, published by: The Vegetarian Resource Group P.O. Box 1463, Dept. IN Baltimore, MD 21203 (410) 366-VEGE

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PO Box 1463, Baltimore, MD 21203

(410) 366-8343 Email: [vrg@vrg.org](mailto:vrg@vrg.org)

<http://www.vrg.org/nutshell/poll.htm>

## Allgemeines

### *Was sind Veganer, Vegetarier?*

Man unterscheidet folgende Gruppen:

Veganer: Verzicht auf alle tierischen Produkte, inklusive Eiern, Milch und Milchprodukten, außerdem Honig, sowie (teilweise) die Verwendung von Leder, Wolle und Seide.

Lacto-Vegetarier: Verzicht auf Fleisch, Fleischprodukte, Fisch und Eier.

Ovo-Vegetarier: Verzicht auf Fleisch, Fleisch- und Milchprodukte, Eier sind jedoch erlaubt.

Ovo-Lacto-Vegetarier: Verzicht auf Fleisch, Fleischprodukte und Fisch.

Alle Menschen, die nur auf rotes Fleisch verzichten, oder nicht auf Fisch, Meeresfrüchte oder Geflügel verzichten, sind KEINE Vegetarier!

### *Woher kommt vegan?*

Vegan leitet sich aus den lateinischen Begriffen vegetare (leben, wachsen, beleben) und vegetus (frisch, lebendig, ganz gesund) ab.

Der klassische Vegetarismus wurde von Pythagoras (570 - 490 v.Chr.) begründet und bedeutete auch keine Eier und keine Milch zu verzehren, was auch auf die meisten vegetarischen Inder gilt.

Die erste Vegane Gesellschaft wurde 1944 von Donald Watson in England gegründet.

### *Wie viele Veganer gibt es weltweit?*

In Deutschland gibt es zwischen 250 000 und 460 500 Veganer (5 Millionen Vegetarier), in Amerika gibt es ca. 0,9% Veganer (2,5 % sind immerhin Vegetarier!), Tendenz steigend. Leider gibt es keine verlässlichen Untersuchungen, wieviele Veganer es weltweit gibt. Man kann aber davon ausgehen, daß ca. 1% der Bevölkerung vegan lebt.

### *Wieviele Tiere werden durch die Massentierhaltung geschlachtet?!*

Laut einer offiziellen Statistik (Tierschutzbericht 2001 des Verbraucherministeriums) wurden in Deutschland im Jahr 1998 geschlachtet:

- 332.100.000 Masthühner
- 40.200.000 Schweine
- 24.000.000 Suppenhühner
- 20.300.000 Puten
- 14.200.000 Enten
- 4.100.000 Rinder
- 1.000.000 Gänse
- 900.000 Schafe/Ziegen
- 17.500 Pferde

Durch die Fleischerzeugung wurden im Jahr 2000 6.640.000 t Fleisch insgesamt produziert, davon

- 3.830.000 t Schweinefleisch
- 1.440.000 t Rind-/Kalbfleisch
- 890.000 t Geflügel
- 40.000 t Schaf-/Ziegenfleisch

### *Ich alleine kann ja doch nichts ausrichten...*

Eine amerikanische Untersuchung hat gezeigt, daß nur ein einziger Mensch, der auf tierliche Produkte verzichtet, im Jahr 37 Tiere vom unwürdiger Gefangenschaft, Mißhandlung und Tod rettet. Auf ein ganzes Leben verteilt macht das im Schnitt 2700 Tiere!

### *Geht 100%ig vegan leben überhaupt?*

Theoretisch ja, praktisch ist das aber nicht durchführbar.

Leider ist unser System so sehr auf Tierausbeutung aufgebaut, daß dies kaum möglich ist. Spätestens bei Medikamenten - auf viele kann man verzichten, außerdem braucht man als Veganer sowieso weniger davon - hat man keine wirkliche Wahl, denn irgendwann wurde ein Stoff immer mal am Tier getestet. Das gilt auch für Kosmetika und Hygieneprodukte. Es geht auch nicht darum, wer am vegansten sein kann, sondern nur inwieweit sich das Leid der Tiere vermeiden läßt. Deshalb muß das jeder für sich entscheiden, wie weit er gehen kann. Andererseits ist es auch wichtig, daß man nicht zu viele Kompromisse eingeht ("das bißchen Käse schadet ja nicht...") und seine persönlichen Grenzen einhält.

<http://www.veganwelt.de/inhalt/vegan/v-faq.html>