

# Towards Sustainable Diets in the UAE: A Study on Consumer Perceptions and Behaviors in Reducing Meat Consumption

## I. Socio-demographic information

1. What is your gender?

- Female
- Male

2. How old are you in years?

\_\_\_\_\_

3. Which emirate do you reside in?

- Abu Dhabi
- Dubai
- Sharjah
- Ajman
- Umm Al Quwain
- Ras Al Khaimah
- Fujairah

4. What is your nationality?

- GCC countries (UAE, Bahrain, Kuwait, Oman, Qatar, Saudi Arabia)
- Non-GCC Arab (Lebanon, Jordan, Syria, Palestine, Egypt, Morocco, Tunisia...)
- Non-Arab (Europe, USA, Canada, Australia...)

5. What is your marital status?

- Single
- Married
- Divorced/ Widowed

6. What is your education Level?

- Less than high school
- High School
- College/ Diploma
- University Degree
- Higher education Master's/PhD

7. What is your employment status?

- Employed
- Unemployed
- Student

8. What is your household income?

- Less than 5000 AED/month
- 5000 -10,000 AED/ month
- 10,000 to 20,000 AED/ month
- 20,000 to 30,000 AED/ month
- More than 30,000 AED/ month

9. Have you ever been diagnosed with (Diabetes, High blood pressure, High cholesterol, Asthma, Hepatitis, Cancer, Thyroid disorders, cardiovascular disease)?

Yes

No

10. What is your current weight? \_\_\_\_\_ (kg)

11. What is your height? \_\_\_\_\_ (cm)

## II. Meat consumption

1. In the past month, how often did you eat the following?

a. *In the past month, how often did you eat: Beans such as Fool Medamas or lentils or broad beans or chickpeas or peas or tofu or soybeans or edamame*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Never or less than once /month	1-3 times /month	1 time /week	2 - 4 times/week	5-6 times /week	Once/day	2 - 3 times/day	4 -5 times or more/day	6 + times/day

b. *In the past month, how often did you eat: Eggs*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Never or less than once /month	1-3 times /month	1 time /week	2 - 4 times/week	5-6 times /week	Once/day	2 - 3 times/day	4 -5 times or more/day	6 + times/day

c. *In the past month, how often did you eat: Lamb, mutton, camel or beef*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Never or less than once /month	1-3 times /month	1 time /week	2 - 4 times/week	5-6 times /week	Once/day	2 - 3 times/day	4 -5 times or more/day	6 + times/day

d. *In the past month, how often did you eat: Chicken or turkey*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Never or less than once /month	1-3 times /month	1 time /week	2 - 4 times/week	5-6 times /week	Once/day	2 - 3 times/day	4 -5 times or more/day	6 + times/day

e. *In the past month, how often did you eat: Sea food e.g. Fish, Shrimps*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Never or less than once /month	1-3 times /month	1 time /week	2 - 4 times/week	5-6 times /week	Once/day	2 - 3 times/day	4 -5 times or more/day	6 + times/day

**f. In the past month, how often did you eat: Mortadella, Salami, Hot Dog, sausages, Luncheon meat**

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Never or less than once /month	1-3 times /month	1 time /week	2 - 4 times/week	5-6 times /week	Once/day	2 - 3 times/day	4 -5 times or more/day	6 + times/day

**g. In the past month, how often did you eat: Dairy foods**

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Never or less than once /month	1-3 times /month	1 time /week	2 - 4 times/week	5-6 times /week 5.5/7	Once/day	2 - 3 times/day	4 -5 times or more/day	6 + times/day

**2. What do you eat when you want to consume a meal without meat? (you can choose multiple options)**

- Cheese and dairy
- Eggs
- Grains
- Fish
- Nuts
- Beans
- Imitation meats
- Tofu

**3. How often did you eat plant-based meals) meals that do not include meat)?**

- Daily
- A few times per week
- A few times per month
- Rarely
- Never

**4. Have you tried any plant-based meals (do not include meat) or vegetarian meat substitutes (meatless burgers, sausages)?**

- Yes
- No

**5. On a scale of 1 to 5, with 1 being 'I did not like it at all' and 5 being 'I liked it very much', how much did you like the plant-based meal(s) or vegetarian meat substitute(s) you tried?**

1	2	3	4	5
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### III. Perceptions about meat reduction

1. What motivates you to reduce your meat consumption? (You can choose more than one option)

- Animal welfare issues involved with meat products
- Health effects of meat consumption
- Environmental impacts of meat production
- The cost of meat
- Other reason, please write \_\_\_\_\_
- I don't want to reduce my meat consumption

2. Please indicate your level of agreement with the following statements as reasons for not reducing meat consumption

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I find it difficult to prepare meatless meals					
I find the taste and texture of meatless meals unappetizing					
Meatless meals and vegetarian options are more expensive than meat-based meals					
Meat is important for a balanced and healthy diet					
I find meatless meals boring and lack flavor and variety					
I don't like to eat vegetables					
I feel that my meal is not complete without meat					
Meat is part of my culture that I don't want to give up					
Meat is readily available in the market and restaurants, while plant-based alternatives are harder to find.					

### IV. Environment and health

1. On a scale of 1 to 5, with 1 being "not at all willing" and 5 being "very willing", how willing are you to reduce your meat consumption?

1	2	3	4	5
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2. How familiar are you with the concept of a sustainable diet?

- Not at all familiar
- Somewhat familiar
- Moderately familiar
- Very familiar

**3. Do you think it is possible to follow a healthy diet without eating meat?**

- Yes
- No
- I am not sure

**4. What do you think are the biggest challenges to reducing meat consumption for individuals and society as a whole?**

- Cultural or social norms that prioritize meat consumption
- Cost and accessibility of plant-based foods
- Taste preferences and lack of familiarity with plant-based foods
- I do not know

**5. In general, how important is sustainability in your food choices?**

- Very important
- Somewhat
- Not very
- Not at all

**6. Have you ever considered the environmental impact of the food you eat, such as greenhouse gas emissions, water usage, or land use?**

- Yes
- No

**7. How do you think that reducing meat consumption can help address environmental challenges such as climate change and resource depletion? (You can choose more than one option)**

- Reducing greenhouse gas emissions
- Conserving water resources
- Reducing deforestation and land use for animal agriculture
- Other (please specify)