

Do you unconsciously (dis)like red meat?

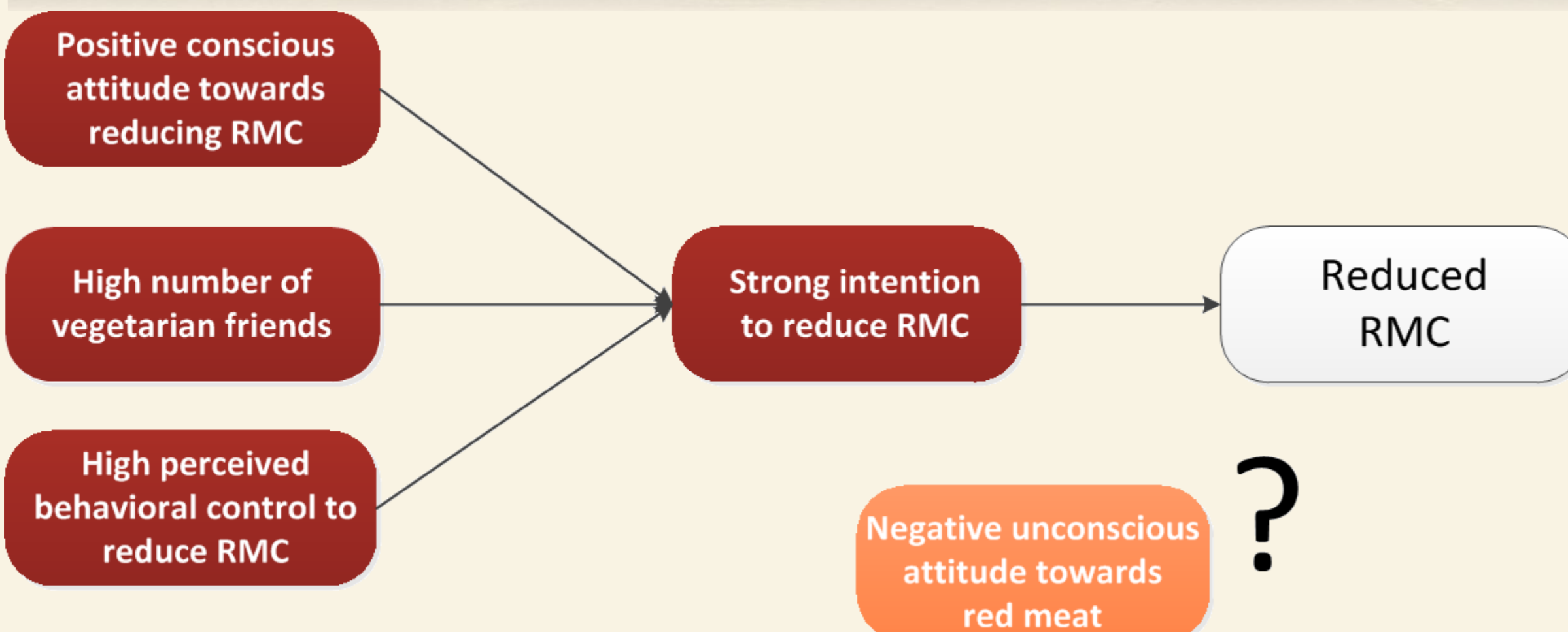
...and how this influences your conscious mind and consumption

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Background

- Red meat consumption (RMC) is carcinogenic
- Also linked to cardiovascular diseases, type II diabetes, and obesity
- EU citizens consume twice as much meat as recommended
- ✝ 45.000 premature deaths/year as a result
- € Health care costs of 1.3 billion
- Significant drop in consumption is not expected
- Strong need to understand and reduce red meat consumption

Predictors of a reduced red meat intake

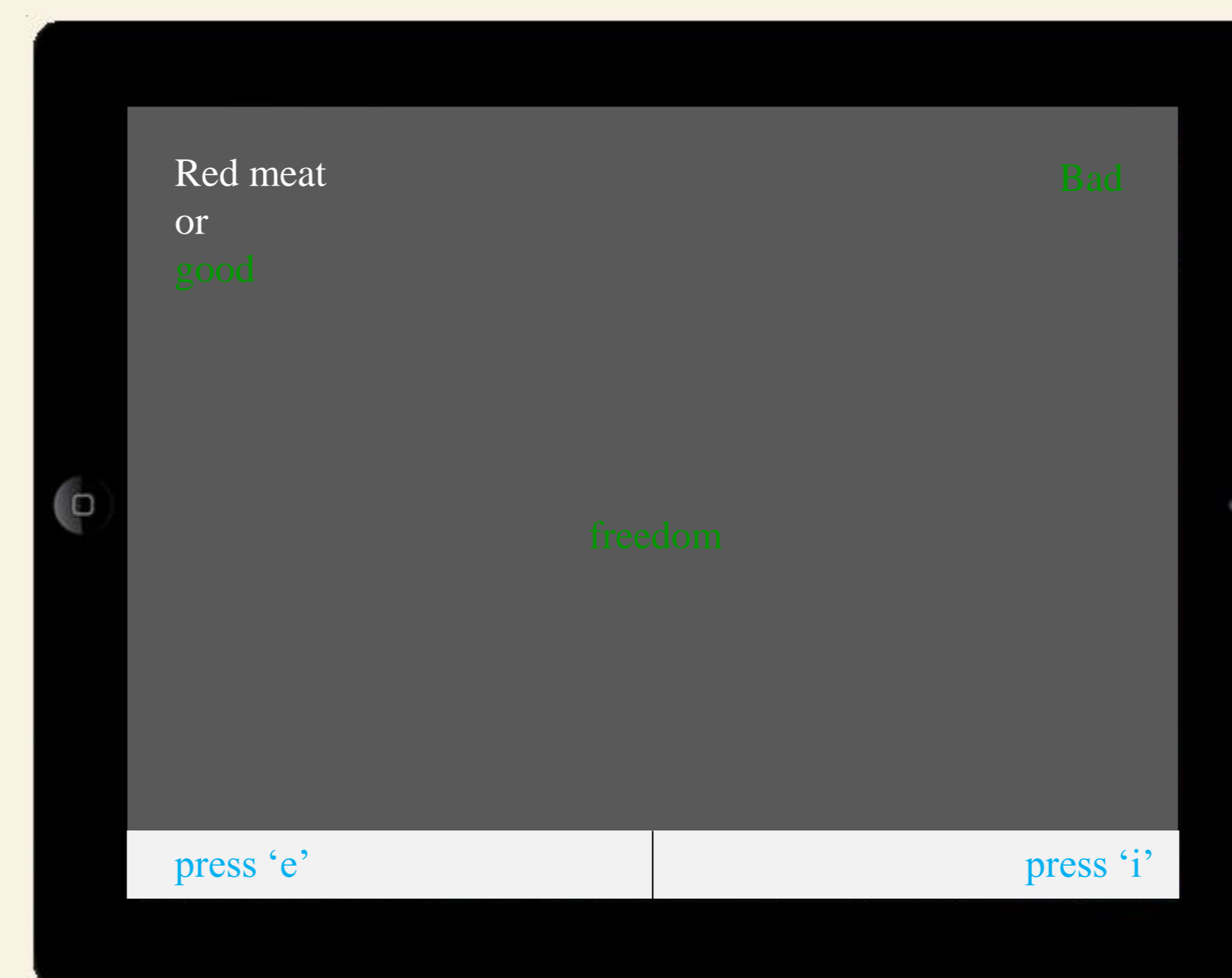


- In line with socio-cognitive theories BUT: unconscious attitudes are not integrated in these models

Research questions

- What is the relationship between conscious constructs, unconscious attitudes and behavior?
- Do unconscious attitudes have a direct effect on red meat consumption or an indirect effect via conscious constructs?

Method (Single-Category IAT)



Method

- Longitudinal online study with baseline, follow-up after 1 and 3 months (N ~ 500)
- Dutch population



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↓
Unconscious attitude
towards red meat

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Conscious constructs
Perceived pros, perceived cons, social norms, social modeling, self-efficacy, intention, red meat consumption

Take home message

- Red meat consumption is an under-researched topic and needs more scientific attention
- Understanding how **conscious** and **unconscious** constructs **jointly** influence (reduced) red meat intake can improve interventions; e.g. by changing conscious constructs **and** steering unconscious attitudes into the right direction
- If you **unconsciously** like red meat: reduce your red meat intake very **consciously** to no more than 70gr/day

