

Too much at steak: New study finds 68% of Kiwis would rather give up love than red meat

This World Vegetarian Day, Kiwis who tell their partners “it’s me or the meat” might be in for a shock – a new survey has revealed that 68% of New Zealanders would choose red meat over love.

- 68% of Kiwis would dump a partner who tried to *make* them go vegetarian
- Yet, just 3% of New Zealand vegetarians would insist on ‘converting’ a partner
- Nearly half of carnivorous Kiwis would eat less meat *if asked nicely*
- When compared to other countries, NZ is relatively open-minded about vegetarian dating

Just in time for World Vegetarian Day (1st October), a new survey from premium dating site Elite Singles has taken a closer look at romance and the Kiwi diet.

68% of meat eaters would dump their partner before they’d dump bacon

The survey of 300 Kiwi singles found that, if given an ultimatum (i.e. ‘it’s me or the meat’), 68% of meat eaters would choose meat. What’s more, a number NZ of meat eaters worry that falling for a vegetarian will mean a life without so much as a sausage sizzle: 16% see the threat of attempted conversion as the number one reason not to date a vegetarian.

However, it may be the ultimatum rather than the diet that is the real problem. Indeed, if asked nicely by a vegetarian partner, nearly half of Kiwi meat eaters (47%) would be prepared to try going at least semi-vegetarian. This includes 28% who would try and avoid meat in front of their partner and 19% who would give it up entirely.

Just 3% of vegetarians would want to convert a partner

Yet, the study proved that these conversion fears are unfounded. In fact, *just 3%* of vegetarians surveyed would insist that their partner swear off meat. 27% would like a partner to at least consider eating less meat, and the vast majority - 70% - don’t think it is their place to make demands on a partner’s diet.

What’s more, 93% of Kiwi vegetarians would be happy to start a serious relationship with someone who eats meat. Slightly fewer meat eaters (85%) would want a serious relationship with a vegetarian.

Compared to other countries, Kiwis are relatively open-minded about vegetarian dating

Overall, the study found that 73% of New Zealand singles would *most like* to date a meat eater and just over a quarter (27%) would most like to date a vegetarian.

This may not sound like a lot – but, when EliteSingles conducted the same study in Australia, Europe, and North America (involving more than 11,000 singles in all), it turned out that Kiwi vegetarians have it relatively easy.

In fact, that 27% means that NZ singles are actually comparatively willing to date a vegetarian, coming in well ahead of countries like France (on 15%) and Denmark (18%); just ahead of Australia, Poland, and Canada (all on 26%); exactly equal with Norway and Sweden; and right behind the USA on 28% and the UK on 29%.

The easiest places for vegetarian dating are Germany on 30%, Finland on 31%, and Spain, where a whopping 37% would rather date a non meat eater; making Spain número uno for vegetarians in search of love.

For the full list of participating countries, [please see our in-depth article](#)

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Vegetarianism & Dating

in New Zealand

• Would you give up meat for a partner? •

28%
Only around them

19%
Yes



68%

of meat eaters would dump a partner who tried to convert them

3%

of vegetarians would actually try to do so

• Who would you rather date? •



73%
A meat eater

27%
A vegetarian



93%

of vegetarians would have a serious relationship with a meat eater

85%

of meat eaters would have a serious relationship with a vegetarian

The hardest thing about dating a meat eater according to vegetarians

59%
cooking together daily

17%
watching them eat meat

14%
planning special dinners like Christmas

The hardest thing about dating a vegetarian according to meat eaters

36%
cooking together daily

28%
eating meat in front of them

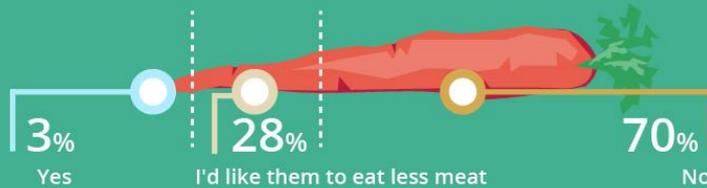
21%
planning special dinners like Christmas

• Would you demand that a partner go vegetarian? •

3%
Yes

28%
I'd like them to eat less meat

70%
No



Source: 300 New Zealanders surveyed by www.elitesingles.co.nz
Sample includes 80% meat eaters and 20% vegetarians and vegans

About EliteSingles

Launched in 2013, EliteSingles is a leading premium brand within the serious online dating sector. Available in 16 countries, the platform connects single professionals aged 35+, who are looking for meaningful and long-lasting relationships. EliteSingles uses a detailed signup questionnaire and manual verification process to target successful, accomplished and educated users, the majority (91%) of whom are university educated to at least a Bachelor degree level.

Globally, EliteSingles sees year-on-year growth of 20-25 percent, with 3500 new members per month. Based in Berlin, it is part of the Affinitas GmbH group, which is active in 26 markets worldwide and also operates dating brand eDarling.