

The Meat Consumption Scale (MCS)

For any use of the Meat Consumption Scale, please cite:

Camilleri, L., Jago, A., Rehman, A., & Gill, P. R. (2025). Development and preliminary validation of the Meat Consumption Scale. *BMC Psychology*, 13(1), 1193. <https://doi.org/10.1186/s40359-025-03270-2>.

Instructions for participants:

The following questions relate to your consumption of meat in the **past two weeks**, including *all* meals (main meals and snacks). Please ensure you read the definition of each meat category, as some meat products may be excluded.

You will be asked to estimate how many times you have consumed different types of meat in the past 2 weeks – please answer numerically (e.g., 5) rather than in words (e.g., “most days”). Please give an *exact* numerical value (e.g., 7) rather than a range (e.g., 6-7).

As this survey relies on memory, please give your *best estimation* of what you have eaten.

A: Beef (including steak, minced/ground beef, and beef burgers. Please exclude processed beef like jerky or corned beef)

1. Beef Frequency

Please indicate approximately how many times you have eaten **beef** in the past 2 weeks:

2. Beef Quantity

On these occasions you have eaten **beef** how would you describe your typical portion size?

- 1= Very Small (less than 10% of a typical meal)
- 2= Small (10- 20% of a typical meal)
- 3= Medium (21-30% of a typical meal)
- 4= Large (31-40% of a typical meal)
- 5= Very Large (more than 40% of a typical meal)

B: Lamb (including lamb and mutton)

3. Lamb Frequency

Please indicate approximately how many times you have eaten **lamb** in the past 2 weeks:

4. Lamb Quantity

On these occasions you have eaten **lamb** how would you describe your typical portion size?

- 1= Very Small (less than 10% of a typical meal)
- 2= Small (10- 20% of a typical meal)
- 3= Medium (20-30% of a typical meal)
- 4= Large (30-40% of a typical meal)
- 5= Very Large (more than 40% of a typical meal)

**C: Poultry (chicken, turkey, duck, and other game birds such as quail or pheasants etc.
Please exclude processed poultry meats such as chicken loaf or turkey slices)**

5. Poultry Frequency

Please indicate approximately how many times you have eaten **poultry** (such as turkey or duck) in the past 2 weeks: _____

6. Poultry Quantity

On these occasions you have eaten **poultry** how would you describe your typical portion size?

- 1= Very Small (less than 10% of a typical meal)
- 2= Small (10- 20% of a typical meal)
- 3= Medium (20-30% of a typical meal)
- 4= Large (30-40% of a typical meal)
- 5= Very Large (more than 40% of a typical meal)

D: Pork (please exclude processed pork such as bacon or ham)

7. Pork Frequency

Please indicate approximately how many times you have eaten **pork** in the past 2 weeks:

8. Pork Quantity

On these occasions you have eaten **pork** how would you describe your typical portion size?

- 1= Very Small (less than 10% of a typical meal)
- 2= Small (10- 20% of a typical meal)
- 3= Medium (20-30% of a typical meal)
- 4= Large (30-40% of a typical meal)
- 5= Very Large (more than 40% of a typical meal)

E: Bacon or Ham

9. Bacon/ham Frequency

Please indicate approximately how many times you have eaten **bacon or ham** in the past 2 weeks: _____

10. Bacon/ham Quantity

On these occasions you have eaten **bacon or ham** how would you describe your typical portion size?

- 1= Very Small (less than 10% of a typical meal)
- 2= Small (10- 20% of a typical meal)
- 3= Medium (20-30% of a typical meal)
- 4= Large (30-40% of a typical meal)
- 5= Very Large (more than 40% of a typical meal)

F: Other Processed Meats (including preserved, cured, salted, or smoked meats such as salami, chicken loaf, corned beef, canned meat, sausages, beef jerky and other meats such as hot dogs, meat pies and dim sims. Exclude bacon and ham)

11. Other Processed Meat Frequency

Please indicate approximately how many times you have eaten other **processed meats** in the past 2 weeks: _____

12. Other Processed Meat Quantity

On these occasions you have eaten **processed meats** how would you describe your typical portion size?

- 1= Very Small (less than 10% of a typical meal)
- 2= Small (10- 20% of a typical meal)
- 3= Medium (20-30% of a typical meal)
- 4= Large (30-40% of a typical meal)
- 5= Very Large (more than 40% of a typical meal)

Scoring Instructions for the Meat Consumption Scale

Step 1:

For each of the six meat categories—

- A (beef)
- B (lamb)
- C (poultry)
- D (pork)
- E (bacon & ham)
- F (other processed meats)

—multiply the frequency score (number of times consumed in the past 2 weeks) by the quantity score (typical portion size) to create a total score for each meat category.

Step 2:

Sum the total beef score with the total lamb score to create a total “red meat” score.

Step 3:

Sum the total pork score with the total bacon & ham score to create a total “pork products” score.

Step 4:

Sum these total scores together (red meat + poultry + pork products + other processed meats) to calculate a total *Meat Consumption* score.