



A Consumer Survey on Plant Alternatives to Animal Meat

INTERNATIONAL FOOD INFORMATION COUNCIL | [FOODINSIGHT.ORG](https://www.foodinsight.org)

BACKGROUND

Survey Methodology

One thousand interviews were conducted among adults ages 18+ from December 20 to December 21, 2019 and were weighted to ensure proportional results.

The Bayesian confidence level for 1,000 interviews is 3.5, which is roughly equivalent to a margin of error ± 3.1 at the 95% confidence level.

Statistical Significance

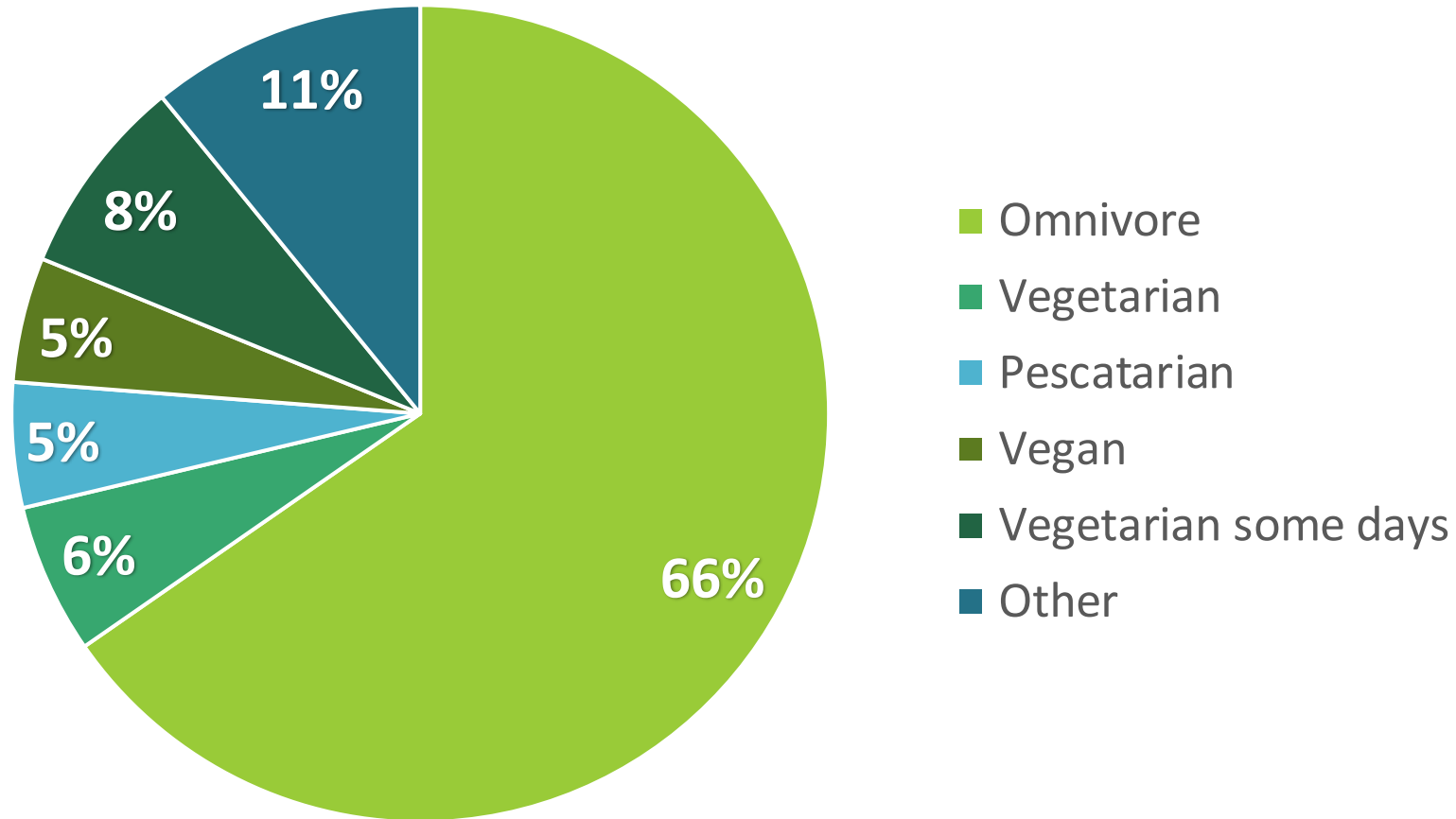
Something is statistically significant if the result cannot be attributed to random chance. Statistical significance in this presentation should be compared within each demographic (e.g. age, race, gender, etc.).

For example, if the responses from female respondents is considered to be significant, it is in relation to male respondents and not necessarily other demographic groups.

A Consumer Survey on Plant Alternatives to Animal Meat

Most people identify as omnivores

Q1. When thinking about all the food and beverages you consume, please select the statement that best describes you.

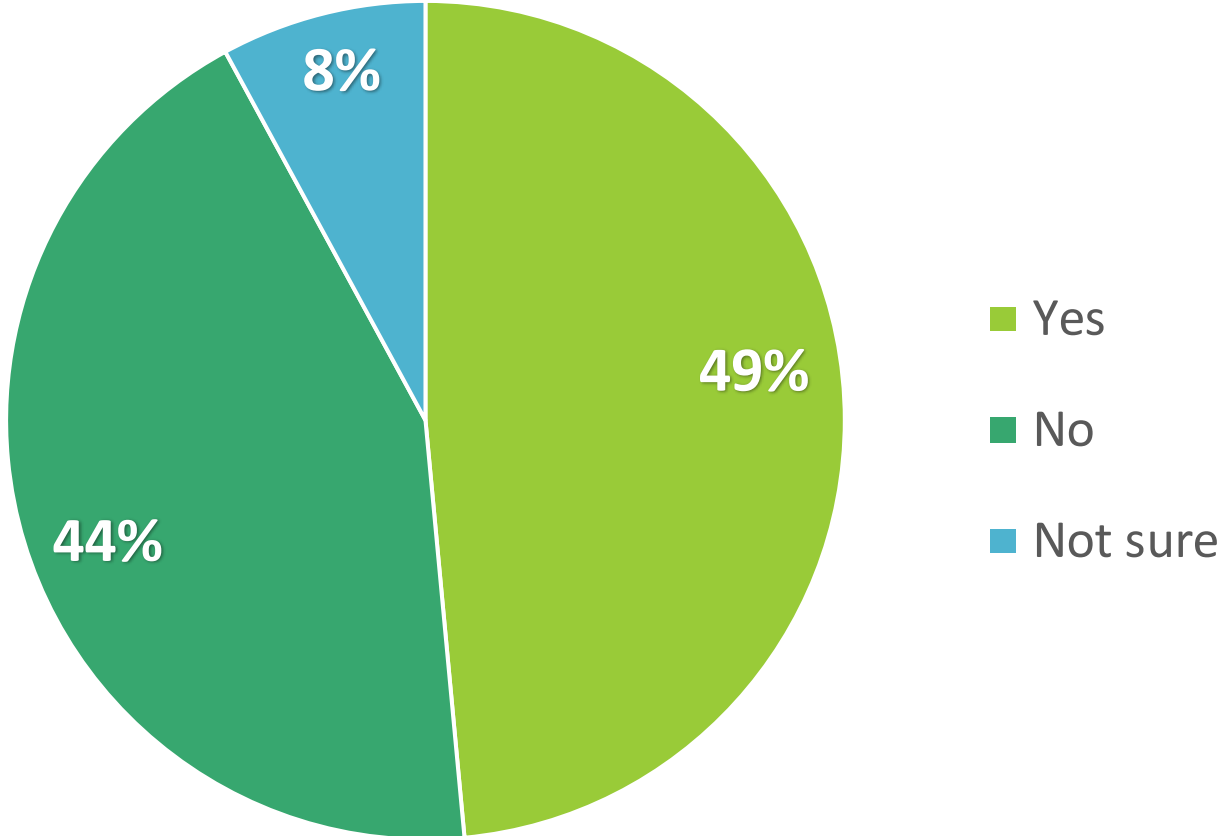


n=1000

**Definitions were provided*

Nearly 50% have tried a plant alternative to animal meat

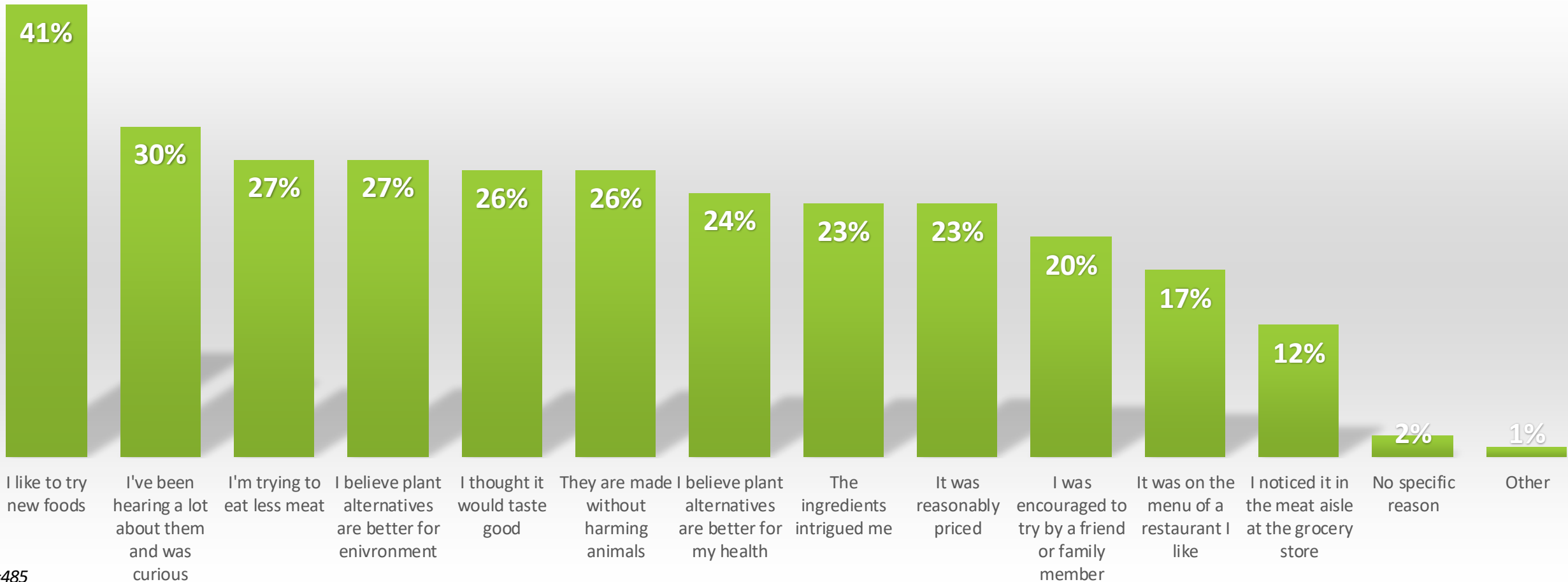
Q2. Have you eaten a food product that is a plant alternative to animal meat?



n=1000

Liking to try new foods is the top factor for trying a plant alternative to animal meat

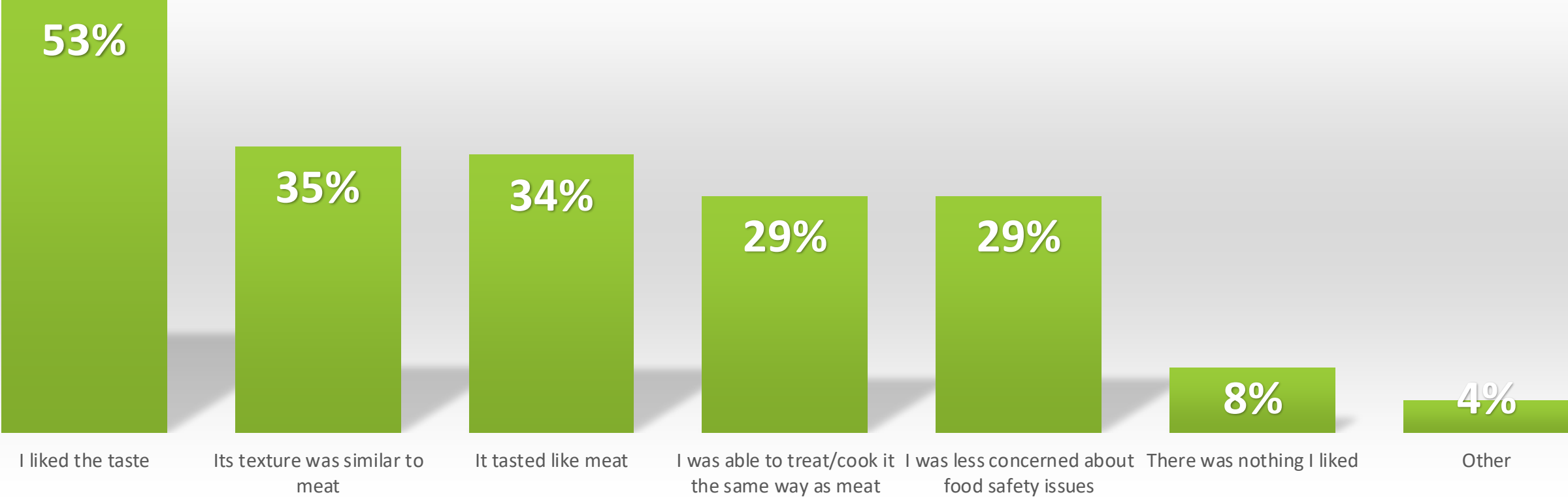
Q3. Why did you decide to eat a plant alternative to animal meat? Please select all that apply.



n=485

Taste is what people like most about plant alternatives to animal meat

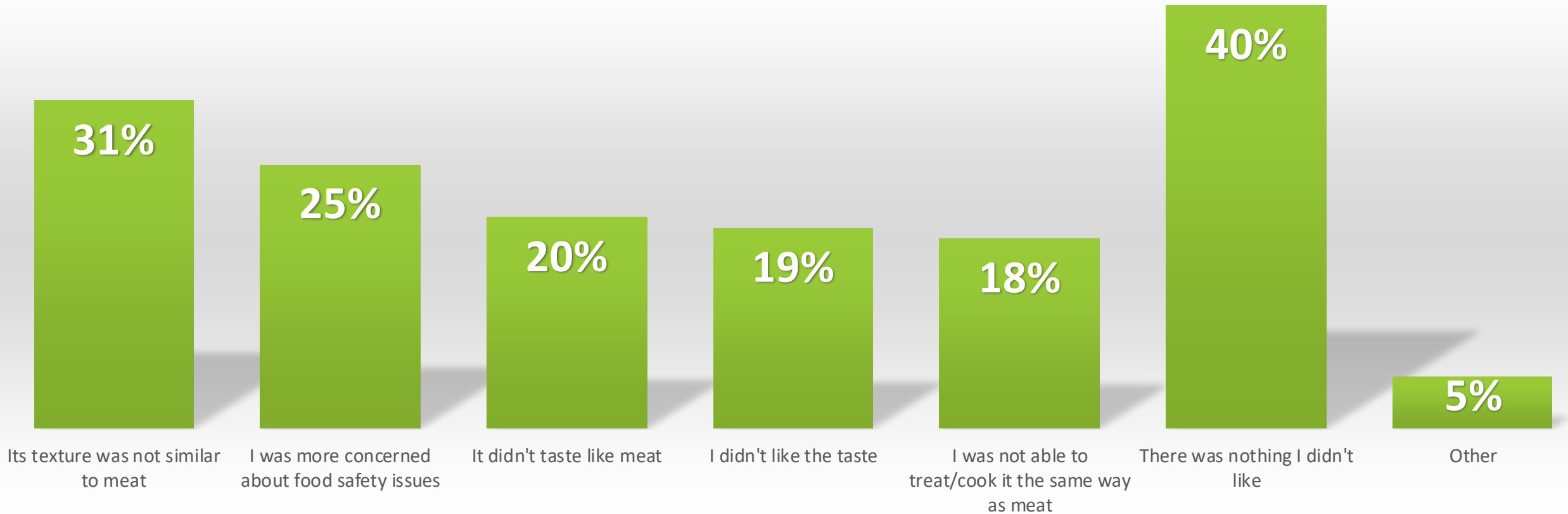
Q4. What did you like most about preparing/eating the plant alternative to animal meat? Please select your top two.



n=485

Top criticisms: Nothing and Texture was not similar to meat

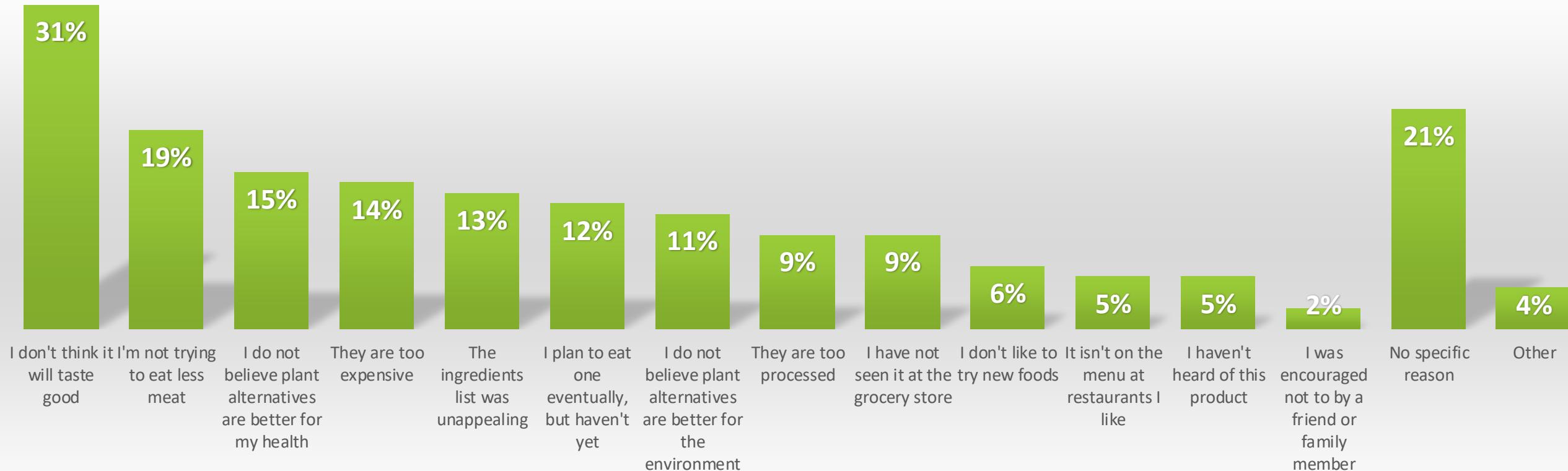
Q5. What did you dislike most about preparing/eating the plant alternative to animal meat? Please select your top two.



n=485

Anticipation of not liking the taste is the top reason for not having tried a plant alternative to animal meat

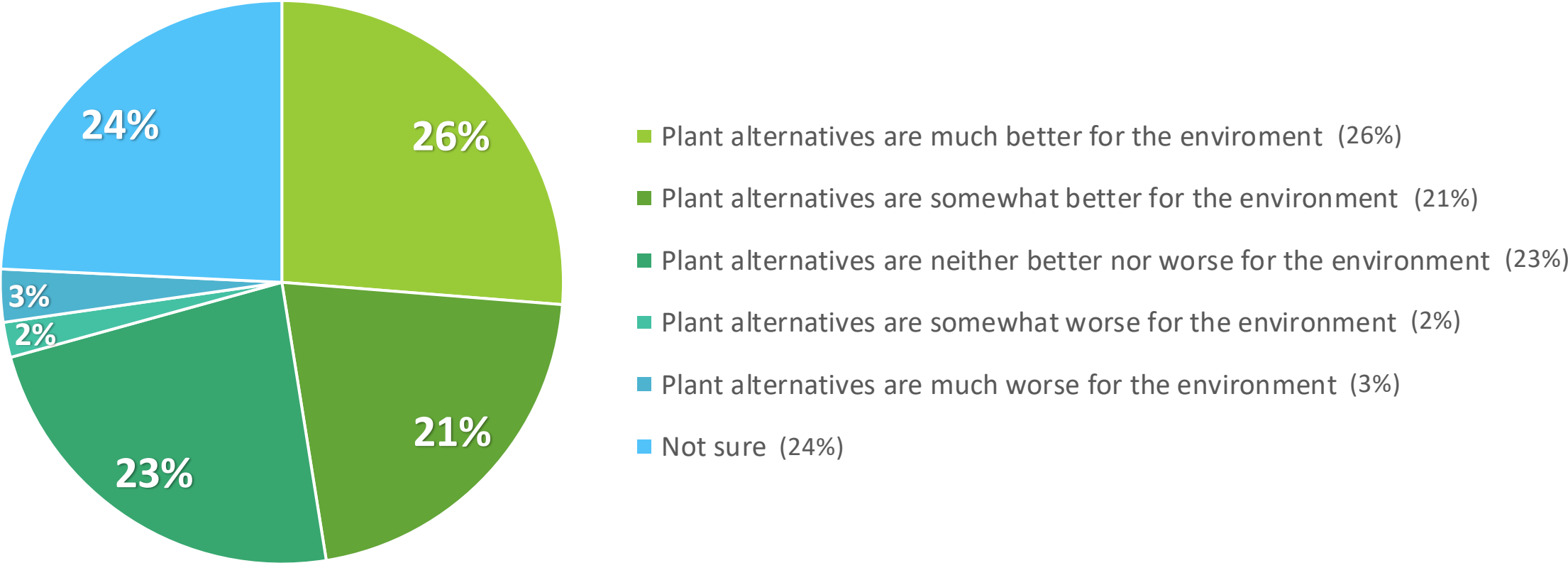
Q6. Why have you not eaten a plant alternative to animal meat? Please select all that apply.



n=438

Nearly half (47%) believe plant alternatives are better for the environment than animal meat

Q7. When thinking about the environmental impact of producing plant alternatives to animal meat compared to the environmental impact of producing traditional animal meat products, please select the statement you most agree with.



n=1000

Health perception based on Nutrition Facts

Product A

Nutrition Facts

Serving size	4 oz (113g)
Amount per serving	
Calories	250
% Daily Value*	
Total Fat 14g	18%
Saturated Fat 8g	40%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 370mg	16%
Total Carbohydrate 9g	3%
Dietary Fiber 3g	11%
Total Sugars <1g	
Includes <1g Added Sugars	1%
Protein 19g	31%
Vitamin D 0mcg	0%
Calcium 170mg	15%
Iron 4.2mg	25%
Potassium 610mg	15%
Thiamin 28.2mg	2350%
Riboflavin 0.4mg	30%
Niacin 5.3mg	35%
Vitamin B ₆ 0.4 mg	25%
Folate 115mcg DFE	30%
Vitamin B ₁₂ 3 mcg	130%
Phosphorous 180mg	15%
Zinc 5.5mg	50%

* The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Q8. These Nutrition Facts labels are for two separate food products: Product A and Product B. Please review them each and select the statement you most agree with.

Product A is much healthier than Product B.

Product A is somewhat healthier Product B.

Product A is neither better nor worse for health than Product B.

Product A is somewhat unhealthier than Product B.

Product A is much unhealthier than Product B.

Not sure

Product B

Nutrition Facts

Serving size	4 oz (112g)
Amount per serving	
Calories	220
% Daily Value*	
Total Fat 14g	18%
Saturated Fat 6g	30%
Trans Fat 0g	
Cholesterol 60mg	20%
Sodium 65mg	3%
Total Carbohydrate 0g	0%
Dietary Fiber 0g	0%
Total Sugars 0g	
Includes 0g Added Sugars	0%
Protein 23g	
Vitamin D 0mcg	0%
Calcium 10mg	0%
Iron 2.5mg	15%
Potassium 330mg	8%

* The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

n=1000

*Product A is a plant alternative to beef. Product B is 85/15 lean 100% ground beef. No product information beyond the label images shown here was divulged to the survey participants for this question.

After comparing Nutrition Facts, nearly half (45%) say the plant alternative is healthier than animal meat

Product A

Nutrition Facts

Serving size	4 oz (113g)
Amount per serving	
Calories	250
	% Daily Value*
Total Fat 14g	18%
Saturated Fat 8g	40%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 370mg	16%
Total Carbohydrate 9g	3%
Dietary Fiber 3g	11%
Total Sugars <1g	
Includes <1g Added Sugars	1%
Protein 19g	31%
Vitamin D 0mcg	0%
Calcium 170mg	15%
Iron 4.2mg	25%
Potassium 610mg	15%
Thiamin 28.2mg	2350%
Riboflavin 0.4mg	30%
Niacin 5.3mg	35%
Vitamin B ₆ 0.4 mg	25%
Folate 115mcg DFE	30%
Vitamin B ₁₂ 3 mcg	130%
Phosphorous 180mg	15%
Zinc 5.5mg	50%

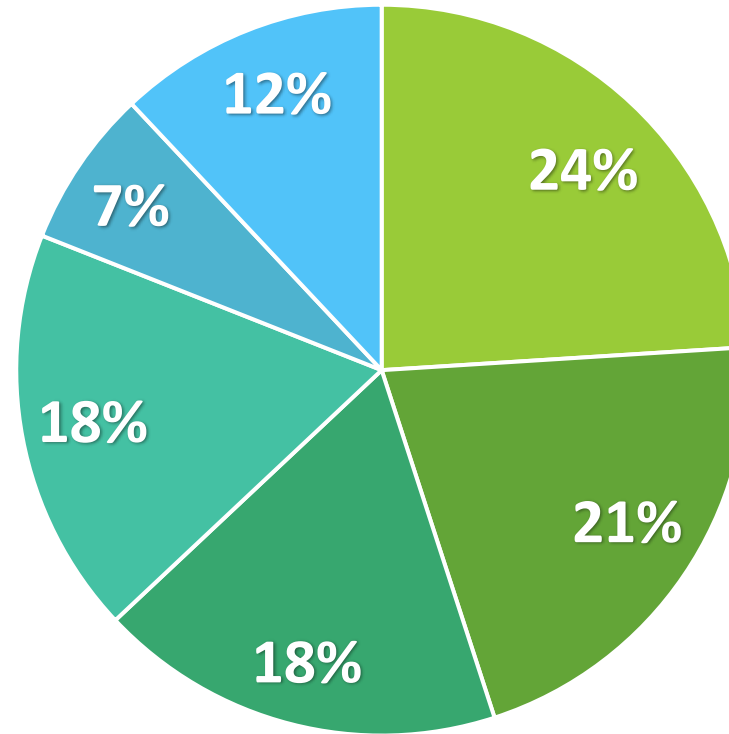
* The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Product B

Nutrition Facts

Serving size	4 oz (112g)
Amount per serving	
Calories	220
	% Daily Value*
Total Fat 14g	18%
Saturated Fat 6g	30%
Trans Fat 0g	
Cholesterol 60mg	20%
Sodium 65mg	3%
Total Carbohydrate 0g	0%
Dietary Fiber 0g	0%
Total Sugars 0g	
Includes 0g Added Sugars	0%
Protein 23g	
Vitamin D 0mcg	0%
Calcium 10mg	0%
Iron 2.5mg	15%
Potassium 330mg	8%

* The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.



- Product A is much healthier
- Product A is somewhat healthier
- Product A is neither better nor worse
- Product A is somewhat unhealthier
- Product A is much unhealthier
- Not sure

n=1000

*Product A is a plant alternative to beef. Product B is 85/15 lean 100% ground beef. No product information beyond the label images shown here was divulged to the survey participants for this question.

Health perception based on Nutrition Facts + Ingredients

Product A

Nutrition Facts

Serving size	4 oz (113g)
Amount per serving	
Calories	250
	% Daily Value*
Total Fat 14g	18%
Saturated Fat 8g	40%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 370mg	16%
Total Carbohydrate 9g	3%
Dietary Fiber 3g	11%
Total Sugars <1g	
Includes <1g Added Sugars	1%
Protein 19g	31%
Vitamin D 0mcg	0%
Calcium 170mg	15%
Iron 4.2mg	25%
Potassium 610mg	15%
Thiamin 28.2mg	2350%
Riboflavin 0.4mg	30%
Niacin 5.3mg	35%
Vitamin B ₆ 0.4 mg	25%
Folate 115mcg DFE	30%
Vitamin B ₁₂ 3 mcg	130%
Phosphorous 180mg	15%
Zinc 5.5mg	50%

* The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Ingredients: Water, Soy Protein Concentrate, Coconut Oil, Sunflower Oil, Natural Flavors, 2% or less of Potato Protein, Methylcellulose, Yeast Extract, Cultured Dextrose, Food Starch Modified, Soy Leghemoglobin, Salt, Soy Protein Isolate, Mixed Tocopherols (Vitamin E), Zinc Gluconate, Thiamine Hydrochloride (Vitamin B1), Sodium Ascorbate (Vitamin C), Niacin, Pyridoxine Hydrochloride (Vitamin B6), Riboflavin (Vitamin B2), Vitamin B12.

Contains: Soy

Q9. Look again at the labels for Product A and Product B. The Nutrition Facts information is the same as before, but the labels now contain the list of ingredients. Now that you can see the ingredients in both products, please select the statement you most agree with.

Product A is much healthier than Product B.

Product A is somewhat healthier Product B.

Product A is neither better nor worse for health than Product B.

Product A is somewhat unhealthier than Product B.

Product A is much unhealthier than Product B.

Not sure

Product B

Nutrition Facts

Serving size	4 oz (112g)
Amount per serving	
Calories	220
	% Daily Value*
Total Fat 14g	18%
Saturated Fat 6g	30%
Trans Fat 0g	
Cholesterol 80mg	20%
Sodium 65mg	3%
Total Carbohydrate 0g	0%
Dietary Fiber 0g	0%
Total Sugars 0g	
Includes 0g Added Sugars	0%
Protein 23g	
Vitamin D 0mcg	0%
Calcium 10mg	0%
Iron 2.5mg	15%
Potassium 330mg	8%

* The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Ingredients: 100% Beef

n=1000

*Product A is a plant alternative to beef. Product B is 85/15 lean 100% ground beef. No product information beyond the label images shown here was divulged to the survey participants for this question.

After Ingredients were included with Nutrition Facts, 40% say the plant alternative is healthier than animal meat

Product A

Nutrition Facts

Serving size	4 oz (113g)
Amount per serving	
Calories	250
	<small>% Daily Value*</small>
Total Fat 14g	18%
Saturated Fat 8g	40%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 370mg	16%
Total Carbohydrate 9g	3%
Dietary Fiber 3g	11%
Total Sugars <1g	
Includes <1g Added Sugars	1%
Protein 19g	31%
Vitamin D 0mcg	0%
Calcium 170mg	15%
Iron 4.2mg	25%
Potassium 610mg	15%
Thiamin 28.2mg	2350%
Riboflavin 0.4mg	30%
Niacin 5.3mg	35%
Vitamin B ₆ 0.4 mg	25%
Folate 115mcg DFE	30%
Vitamin B ₁₂ 3 mcg	130%
Phosphorous 180mg	15%
Zinc 5.5mg	50%

* The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Ingredients: Water, Soy Protein Concentrate, Coconut Oil, Sunflower Oil, Natural Flavors, 2% or less of Potato Protein, Methylcellulose, Yeast Extract, Cultured Dextrose, Food Starch Modified, Soy Leghemoglobin, Salt, Soy Protein Isolate, Mixed Tocopherols (Vitamin E), Zinc Gluconate, Thiamine Hydrochloride (Vitamin B1), Sodium Ascorbate (Vitamin C), Niacin, Pyridoxine Hydrochloride (Vitamin B6), Riboflavin (Vitamin B2), Vitamin B12.

Contains: Soy

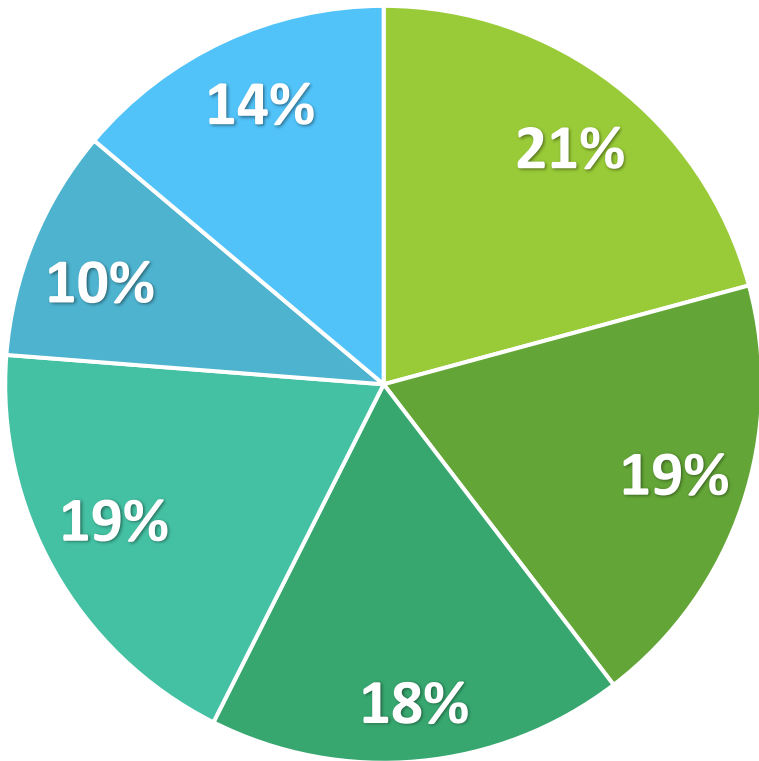
Product B

Nutrition Facts

Serving size	4 oz (112g)
Amount per serving	
Calories	220
	<small>% Daily Value*</small>
Total Fat 14g	18%
Saturated Fat 6g	30%
Trans Fat 0g	
Cholesterol 60mg	20%
Sodium 65mg	3%
Total Carbohydrate 0g	0%
Dietary Fiber 0g	0%
Total Sugars 0g	
Includes 0g Added Sugars	0%
Protein 23g	
Vitamin D 0mcg	0%
Calcium 10mg	0%
Iron 2.5mg	15%
Potassium 330mg	8%

* The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Ingredients: 100% Beef



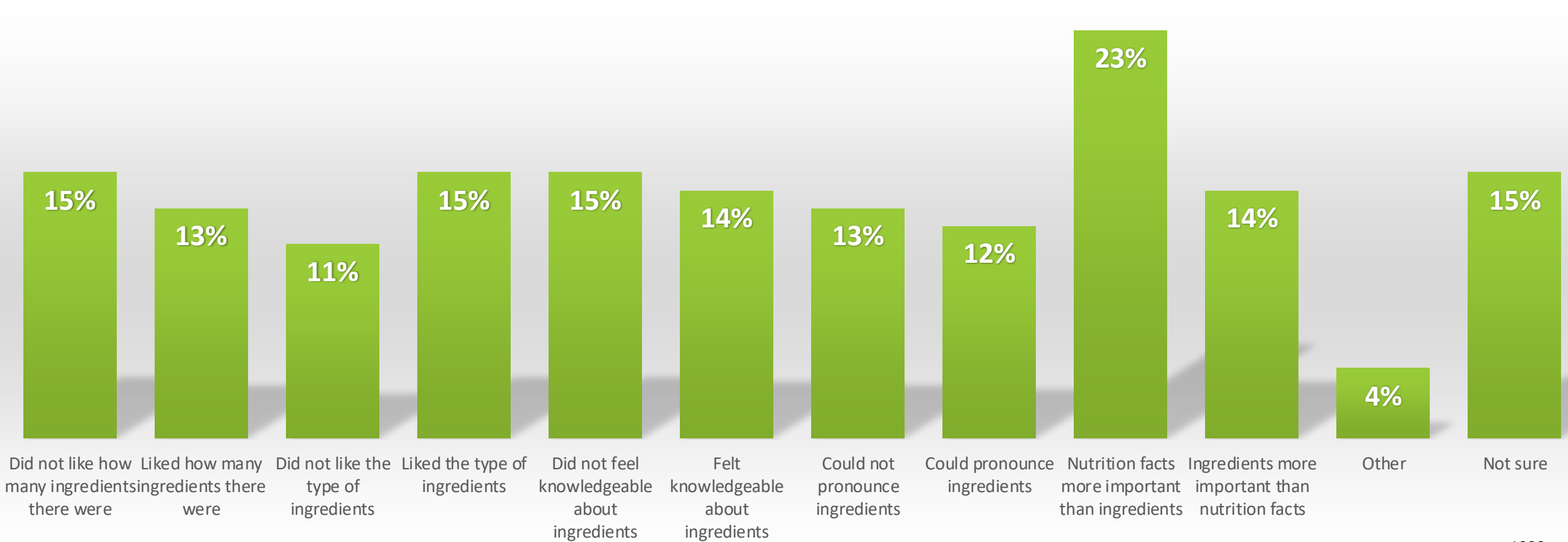
- Product A is much healthier
- Product A is somewhat healthier
- Product A is neither better nor worse
- Product A is somewhat unhealthier
- Product A is much unhealthier
- Not sure

n=1000

*Product A is a plant alternative to beef. Product B is 85/15 lean 100% ground beef. No product information beyond the label images shown here was divulged to the survey participants for this question.

Nutrition Facts more influential than Ingredients

Q10. Look again at the label for Product A. When thinking about your opinion of Product A after seeing the ingredients list, what factors influenced your opinion the most? Please select your top two.



n=1000

**The same label image used in the previous question (Q9) for Product A (a plant alternative to beef) was shown to the survey participants for this question.*

APPENDICES

Diet Types

Q1. When thinking about all the food and beverages you consume, please select the statement that best describes you.

	Omnivore	Vegetarian	Pescatarian	Vegan	Some Vegetarian	Other
Total	66%	6%	5%	5%	8%	11%
Men	59% ↓	7%	9% ↑	6%	9%	11%
Women	73% ↑	5%	2% ↓	4%	6%	11%
White	67%	6%	4%	4%	8%	10%
African American	66%	3%	5%	8%	2%	16%
Hispanic/Latinx	65%	7%	9%	4%	11%	4% ↓
Under 45	57% ↓	8% ↑	6%	8% ↑	11% ↑	10%
45-64	69%	5%	4%	3%	6%	13%
65+	83% ↑	2% ↓	3%	0% ↓	3%	9%
Northeast	63%	5%	3%	8% ↑	10%	10%
Midwest	71%	8%	2% ↓	2% ↓	4%	13%
South	62%	6%	7%	4%	9%	12%
West	66%	4%	8%	5%	8%	8%
Non-college	73% ↑	4% ↓	3% ↓	3%	5% ↓	13%
College	58% ↓	8% ↑	8% ↑	7%	10% ↑	9%

Consumption of a plant alternative to animal meat

Q2. Have you eaten a food product that is a plant alternative to animal meat?

	Yes	No	Not Sure
Total	49%	44%	8%
Men	53% ↑	41%	5% ↓
Women	44% ↓	46%	10% ↑
White	49%	44%	7%
African American	40%	51%	9%
Hispanic/ Latinx	61% ↑	30% ↓	9%
Under 45	62% ↑	31% ↓	7%
45-64	41% ↓	52% ↑	7%
65+	27% ↓	62% ↑	11%
Northeast	52%	40%	7%
Midwest	40% ↓	52% ↑	8%
South	46%	47%	7%
West	56% ↑	35% ↓	9%
Non-college	37% ↓	53% ↑	10% ↑
College	62% ↑	34% ↓	5% ↓

Reasons for consuming a plant alternative to animal meat

Q3. Why did you decide to eat a plant alternative to animal meat? Please select all that apply.

	Thought it would taste good	Trying to eat less meat	Believe plants are better for enviro	Believe plants are healthier	Encouraged to try by friend/family	Heard about and curious	Ingredients intrigued me
Total	26%	27%	27%	24%	20%	30%	23%
Men	22%	27%	29%	23%	20%	29%	20%
Women	32%	27%	25%	25%	20%	31%	25%
White	26%	30%	26%	26%	20%	30%	23%
African American	37%	15%	19%	9%	24%	27%	29%
Hispanic/Latinx	22%	25%	34%	26%	26%	33%	14%
Under 45	29%	25%	29%	24%	23%	30%	23%
45-64	28%	33%	26%	25%	17%	28%	22%
65+	7%	25%	23%	25%	13%	34%	23%
Northeast	27%	25%	27%	23%	20%	31%	31%
Midwest	33%	30%	30%	24%	24%	33%	24%
South	28%	32%	24%	27%	25%	29%	15%
West	20%	23%	29%	23%	15%	28%	21%
Non-college	25%	28%	27%	24%	26%	38%	23%
College	27%	27%	27%	24%	16%	24%	22%

Reasons for consuming a plant alternative to animal meat

Q3. Why did you decide to eat a plant alternative to animal meat? Please select all that apply.

	Reasonably priced	On the menu of restaurant I like	Noticed in meat aisle of grocery store	Like to try new foods	Made without harming animals	No specific reason	Other
Total	23%	17%	12%	41%	26%	2%	1%
Men	26%	21%	14%	40%	24%	2%	1%
Women	19%	14%	11%	42%	28%	3%	1%
White	25%	19%	11%	40%	26%	2%	1%
African American	13%	6%	16%	40%	13%	6%	0%
Hispanic/ Latinx	24%	17%	16%	49%	25%	2%	2%
Under 45	24%	20%	16%	42%	27%	2%	0%
45-64	20%	15%	7%	44%	24%	1%	1%
65+	21%	9%	5%	26%	23%	7%	8% ↑
Northeast	20%	17%	10%	38%	25%	2%	0%
Midwest	29%	11%	10%	40%	27%	3%	0%
South	21%	17%	17%	49%	26%	2%	2%
West	22%	23%	13%	38%	26%	2%	2%
Non-college	23%	13%	13%	45%	25%	3%	2%
College	23%	21%	12%	38%	26%	2%	0%

Positive reactions to plant alternative to animal meat

Q4. What did you like most about preparing/ eating the plant alternative to animal meat? Please select your top two.

	Liked the taste	Tasted like meat	Texture similar to meat	Able to cook/ treat like meat	Less concerned about food safety	Nothing I liked	Other
Total	53%	34%	35%	29%	29%	8%	4%
Men	51%	35%	34%	31%	29%	8%	4%
Women	54%	33%	36%	26%	29%	8%	5%
White	54%	34%	36%	30%	25%	8%	6%
African American	52%	40%	39%	18%	37%	7%	0%
Hispanic/ Latinx	47%	32%	32%	28%	42%	8%	2%
Under 45	55%	38%	33%	28%	34%	5%	3%
45-64	50%	28%	37%	31%	25%	11%	7%
65+	44%	32%	42%	27%	13%	18%	8%
Northeast	52%	39%	33%	31%	30%	5%	5%
Midwest	54%	26%	32%	28%	28%	13%	7%
South	55%	31%	35%	30%	24%	10%	5%
West	51%	39%	39%	26%	33%	5%	2%
Non-college	47%	29%	41%	28%	30%	10%	7%
College	57%	37%	31%	29%	29%	7%	3%

Negative reactions to plant alternative to animal meat

Q5. What did you dislike most about preparing/ eating the plant alternative to animal meat? Please select your top two.

	Didn't like the taste	Didn't taste like meat	Texture not like meat	Not able to cook/ treat like meat	More concerned about food safety	Nothing I didn't like	Other
Total	19%	20%	31%	18%	25%	40%	5%
Men	19%	21%	36%	23%	34% ↑	31% ↓	5%
Women	20%	19%	26%	13%	16% ↓	50% ↑	5%
White	20%	21%	32%	18%	26%	38%	6%
African American	19%	16%	29%	30%	21%	39%	6%
Hispanic/ Latinx	15%	20%	30%	15%	23%	46%	5%
Under 45	19%	23%	35%	22%	33% ↑	32% ↓	3% ↓
45-64	22%	15%	26%	14%	15% ↓	49%	10% ↑
65+	17%	19%	25%	7%	6% ↓	61% ↑	5%
Northeast	17%	21%	35%	20%	20%	41%	5%
Midwest	26%	22%	21%	15%	25%	42%	6%
South	17%	18%	32%	20%	26%	41%	5%
West	18%	20%	36%	18%	29%	37%	5%
Non-college	20%	19%	27%	15%	18%	47%	7%
College	19%	21%	35%	20%	30%	35%	4%

Reasons for not yet eating a plant alternative to animal meat

Q6. Why have you not eaten a plant alternative to animal meat? Please select all that apply.

	Don't think it will taste good	Not trying to eat less meat	Don't believe better for enviro	Don't believe it's healthier	Encouraged not to try by friend/family	Plan to try, but haven't yet	Ingredients list unappealing
Total	31%	19%	11%	15%	2%	12%	13%
Men	28%	19%	10%	16%	3%	14%	14%
Women	32%	18%	12%	13%	1%	10%	13%
White	34%	21%	13%	17%	1%	13%	16%
African American	25%	12%	5%	10%	3%	12%	7%
Hispanic/Latinx	25%	14%	9%	13%	6%	7%	6%
Under 45	19% ↓	13%	8%	10%	3%	13%	7%
45-64	37%	21%	10%	14%	1%	11%	14%
65+	36%	23%	16%	22%	0%	12%	21%
Northeast	29%	22%	14%	12%	3%	13%	13%
Midwest	32%	21%	8%	17%	1%	11%	15%
South	29%	12%	12%	13%	2%	13%	10%
West	32%	18%	11%	15%	2%	11%	15%
Non-college	32%	20%	11%	14%	1%	11%	13%
College	27%	17%	11%	16%	3%	14%	13%

Reasons for not yet eating a plant alternative to animal meat

Q6. Why have you not eaten a plant alternative to animal meat? Please select all that apply.

	Too processed	Too expensive	Isn't on menu at restaurants I like	Have not seen at grocery store	Don't like to try new foods	Haven't heard of product	No specific reason	Other
Total	9%	14%	5%	9%	6%	5%	21%	4%
Men	10%	11%	4%	9%	9%	3%	23%	6%
Women	8%	17%	5%	9%	4%	6%	19%	2%
White	12%	16%	5%	8%	5%	3%	17%	4%
African American	3%	15%	3%	4%	4%	4%	36%	3%
Hispanic/Latinx	5%	9%	5%	16%	7%	21% ↑	25%	4%
Under 45	5%	11%	3%	11%	8%	8%	27%	5%
45-64	11%	19%	4%	6%	5%	3%	17%	2%
65+	12%	12%	8%	11%	7%	4%	17%	6%
Northeast	5%	7%	5%	9%	5%	8%	21%	2%
Midwest	7%	15%	5%	10%	6%	3%	19%	6%
South	11%	18%	5%	7%	6%	5%	22%	3%
West	15%	16%	3%	10%	8%	3%	22%	4%
Non-college	7%	13%	4%	8%	7%	5%	22%	2%
College	12%	16%	6%	11%	6%	3%	19%	7%

Perceptions of environmental impact

Q7. When thinking about the environmental impact of producing plant alternatives to animal meat compared to the environmental impact of producing traditional animal meat products, please select the statement you most agree with.

	Plant alternatives much better	Plant alternatives somewhat better	Plant alternatives neither better nor worse	Plant alternatives somewhat worse	Plant alternatives much worse	Not sure
Total	26%	21%	23%	2%	3%	24%
Men	29%	20%	23%	3%	3%	21%
Women	24%	22%	23%	2%	3%	26%
White	28%	20%	24%	2%	3%	23%
African American	16%	26%	19%	2%	4%	33%
Hispanic/Latinx	33%	24%	25%	5%	5%	9% ↓
Under 45	34% ↑	25%	18% ↓	3%	3%	17% ↓
45-64	22%	18%	23%	2%	4%	31% ↑
65+	14% ↓	17%	37% ↑	2%	1%	29%
Northeast	30%	21%	24%	2%	2%	22%
Midwest	24%	21%	23%	3%	4%	27%
South	23%	23%	23%	2%	3%	25%
West	28%	20%	23%	3%	4%	22%
Non-college	19% ↓	19%	26%	3%	4%	28% ↑
College	34% ↑	24%	20%	2%	2%	19% ↓

Health perceptions based on Nutrition Facts

Q8. The Nutrition Facts labels above are for two separate food products: Product A and Product B. Please review them each and select the statement you most agree with.

	Product A much healthier	Product A somewhat healthier	Product A neither better nor worse	Product A somewhat unhealthier	Product A much unhealthier	Not sure
Total	24%	21%	18%	18%	7%	12%
Men	32% ↑	20%	15%	16%	5%	12%
Women	16% ↓	21%	21%	20%	9%	13%
White	26%	21%	17%	19%	6%	12%
African American	16%	20%	19%	15%	13%	18%
Hispanic/Latinx	26%	20%	14%	27%	6%	6%
Under 45	31% ↑	21%	16%	14% ↓	7%	10%
45-64	17% ↓	20%	19%	21%	8%	15%
65+	19%	20%	20%	23%	2%	14%
Northeast	23%	22%	18%	21%	5%	10%
Midwest	23%	22%	15%	18%	7%	15%
South	25%	17%	20%	18%	7%	13%
West	26%	21%	19%	16%	7%	11%
Non-college	17% ↓	21%	19%	19%	9%	15%
College	32% ↑	21%	17%	17%	5%	10%

Health perceptions based on Nutrition Facts and Ingredients

Q9. Look again at the labels for Product A and Product B. The Nutrition Facts information is the same as before, but the labels now contain the list of ingredients. Now that you can see the ingredients in both products, please select the statement you most agree with.

	Product A much healthier	Product A somewhat healthier	Product A neither better nor worse	Product A somewhat unhealthier	Product A much unhealthier	Not sure
Total	21%	19%	18%	19%	10%	14%
Men	29% ↑	21%	16%	14% ↓	7%	13%
Women	13% ↓	18%	20%	23% ↑	12%	14%
White	22%	19%	18%	19%	8%	13%
African American	18%	14%	19%	20%	13%	18%
Hispanic/Latinx	21%	23%	13%	17%	19% ↑	7%
Under 45	27% ↑	20%	17%	15%	10%	10% ↓
45-64	16% ↓	18%	18%	22%	9%	17%
65+	12% ↓	21%	19%	22%	9%	16%
Northeast	21%	21%	18%	18%	9%	13%
Midwest	17%	19%	19%	18%	11%	15%
South	23%	15%	19%	20%	9%	14%
West	21%	22%	16%	18%	10%	12%
Non-college	14% ↓	18%	19%	20%	13% ↑	17% ↑
College	28% ↑	22%	17%	17%	6% ↓	10% ↓

Factors driving opinion change after on seeing ingredients

Q10. Look again at the label for Product A. When thinking about your opinion of Product A after seeing the ingredients list, what factors influenced your opinion the most? Please select your top two.

	Did not like number of ingredients	Liked number of ingredients	Did not like type of ingredients	Liked type of ingredients	Did not feel knowledgeable about ingredients	Felt knowledgeable about ingredients
Total	15%	13%	11%	15%	15%	14%
Men	11% ↓	18% ↑	8%	19% ↑	11% ↓	19% ↑
Women	19% ↑	8% ↓	13%	11% ↓	18% ↑	10% ↓
White	16%	13%	13%	16%	16%	14%
African American	11%	13%	8%	13%	9%	21%
Hispanic/Latinx	18%	19%	9%	18%	11%	16%
Under 45	13%	19% ↑	10%	19%	14%	18%
45-64	17%	8% ↓	10%	13%	15%	12%
65+	19%	7%	14%	9%	16%	10%
Northeast	17%	12%	10%	9%	19%	16%
Midwest	16%	10%	9%	16%	14%	13%
South	13%	16%	11%	16%	14%	16%
West	16%	15%	13%	19%	12%	13%
Non-college	17%	11%	11%	12%	14%	12%
College	14%	16%	11%	19%	15%	17%

Factors driving opinion change after on seeing ingredients

Q10. Look again at the label for Product A. When thinking about your opinion of Product A after seeing the ingredients list, what factors influenced your opinion the most? Please select your top two.

	Couldn't pronounce ingredients	Could pronounce ingredients	Nutrition facts more important	Ingredients more important	Other	Not sure
Total	13%	12%	23%	14%	4%	15%
Men	11%	14%	27%	16%	3%	14%
Women	15%	10%	20%	11%	5%	16%
White	13%	13%	23%	14%	4%	14%
African American	17%	8%	27%	9%	6%	16%
Hispanic/ Latinx	10%	16%	28%	14%	3%	9%
Under 45	16%	16% ↑	22%	15%	3%	13%
45-64	10%	8%	22%	13%	5%	18%
65+	13%	8%	29%	11%	3%	15%
Northeast	13%	11%	19%	15%	3%	13%
Midwest	13%	9%	27%	14%	6%	16%
South	13%	14%	25%	11%	4%	17%
West	13%	13%	22%	14%	3%	15%
Non-college	14%	11%	23%	12%	5%	18%
College	12%	13%	24%	16%	3%	12%

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