



# A Consumer Survey on Plant Alternatives to Animal Meat 2.0

INTERNATIONAL FOOD INFORMATION COUNCIL | MAY 2020 | [FOODINSIGHT.ORG](https://www.foodinsight.org)

# BACKGROUND

## Survey Methodology

One thousand interviews were conducted among adults ages 18+ from March 10 to March 11, 2020 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  $\pm 3.1$  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 are 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 2.0

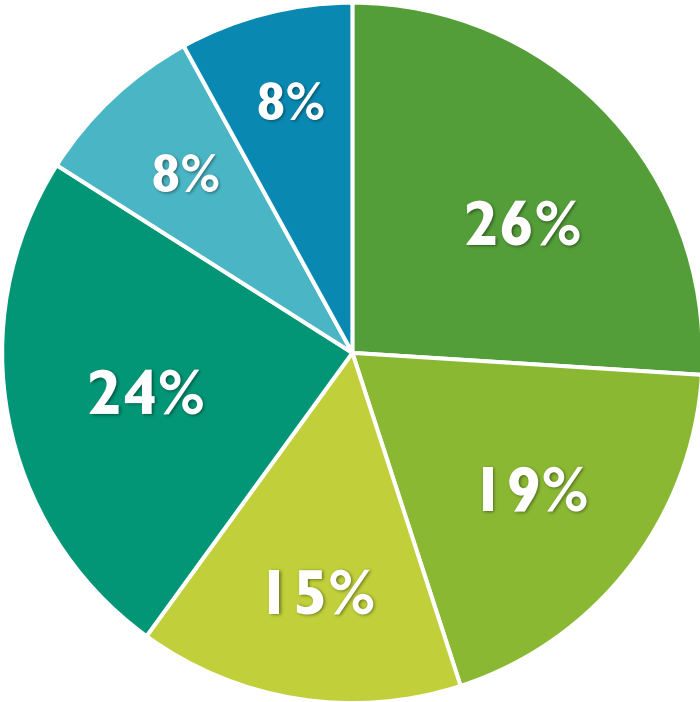
# After comparing Nutrition Facts, more people say the plant alternative is healthier than ground beef

## Product A

### Nutrition Facts

|                               |             |
|-------------------------------|-------------|
| Serving size                  | 4 oz (113g) |
| Amount per serving            |             |
| <b>Calories</b>               | <b>250</b>  |
| % 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%          |
| <b>Protein 19g</b>            | <b>31%</b>  |
| 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 <sub>6</sub> 0.4 mg | 25%         |
| Folate 115mcg DFE             | 30%         |
| Vitamin B <sub>12</sub> 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 A is much healthier
- Product A is somewhat healthier
- Product A is neither better nor worse for health
- Product A is somewhat unhealthy
- Product A is much unhealthy
- Not sure

**Q1.** The above 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. (n=1 000)

## Product B

### Nutrition Facts

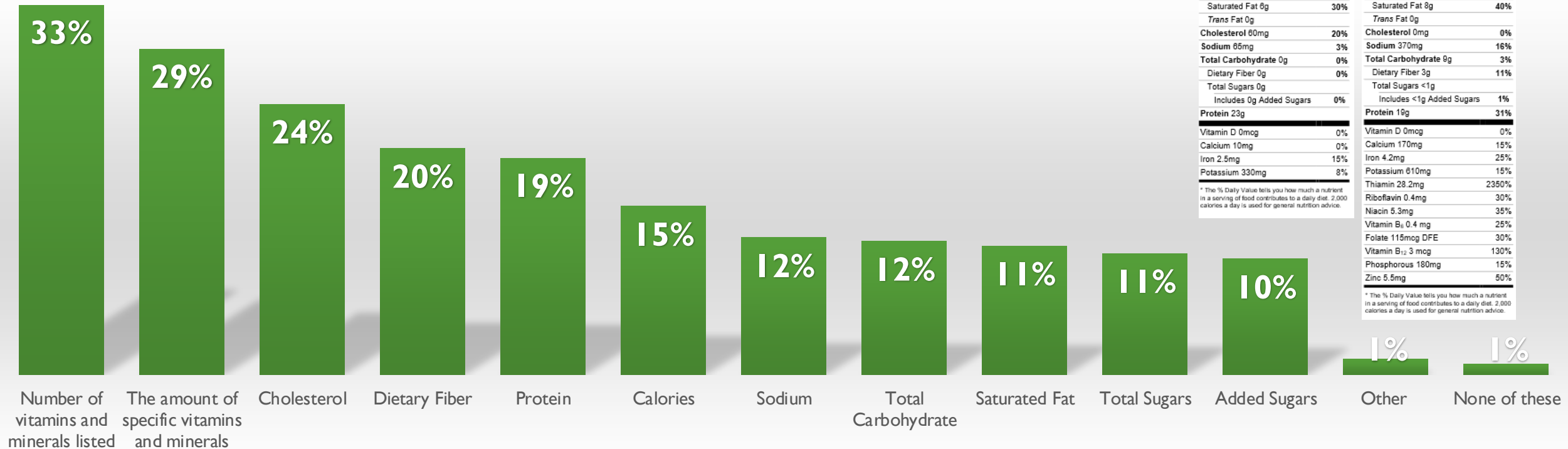
|                          |             |
|--------------------------|-------------|
| Serving size             | 4 oz (112g) |
| Amount per serving       |             |
| <b>Calories</b>          | <b>220</b>  |
| % Daily Value*           |             |
| Total Fat 14g            | 18%         |
| 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%          |
| <b>Protein 23g</b>       |             |
| 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 a plant alternative to beef. Product B is 85/15 lean 100% ground beef.

# Vitamin and mineral information is most influential for those who say the plant alternative is healthier than ground beef

**Q2.** On the previous question you indicated that Product A was healthier than Product B. What information on the Nutrition Facts label most influenced your decision? Please select your top two.

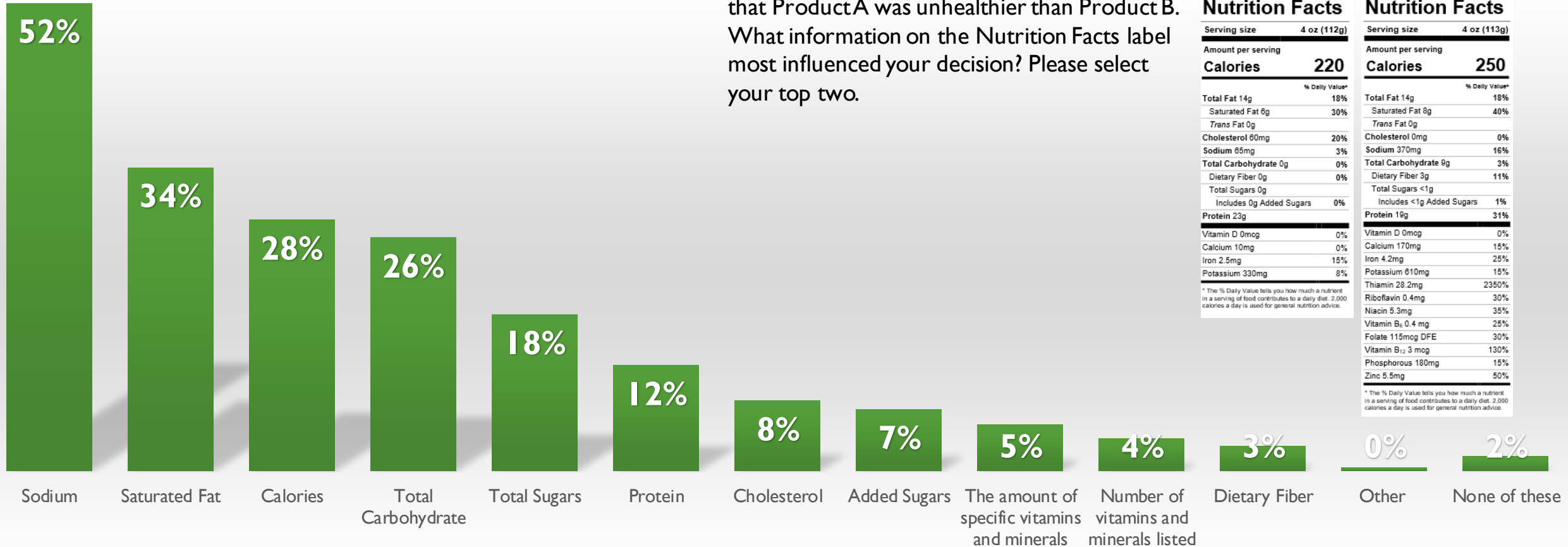


| Product B                |             | Product A                     |             |
|--------------------------|-------------|-------------------------------|-------------|
| Nutrition Facts          |             | Nutrition Facts               |             |
| Serving size             | 4 oz (112g) | Serving size                  | 4 oz (113g) |
| Amount per serving       |             | Amount per serving            |             |
| <b>Calories</b>          | <b>220</b>  | <b>Calories</b>               | <b>250</b>  |
| % Daily Value*           |             | % Daily Value*                |             |
| Total Fat 14g            | 18%         | Total Fat 14g                 | 18%         |
| Saturated Fat 6g         | 30%         | Saturated Fat 8g              | 40%         |
| Trans Fat 0g             |             | Trans Fat 0g                  |             |
| Cholesterol 60mg         | 20%         | Cholesterol 0mg               | 0%          |
| Sodium 65mg              | 3%          | Sodium 370mg                  | 16%         |
| Total Carbohydrate 0g    | 0%          | Total Carbohydrate 9g         | 3%          |
| Dietary Fiber 0g         | 0%          | Dietary Fiber 3g              | 11%         |
| Total Sugars 0g          |             | Total Sugars <1g              |             |
| Includes 0g Added Sugars | 0%          | Includes <1g Added Sugars     | 1%          |
| <b>Protein 23g</b>       |             | <b>Protein 19g</b>            | 31%         |
| Vitamin D 0mcg           | 0%          | Vitamin D 0mcg                | 0%          |
| Calcium 10mg             | 0%          | Calcium 170mg                 | 15%         |
| Iron 2.5mg               | 15%         | Iron 4.2mg                    | 25%         |
| Potassium 330mg          | 8%          | Potassium 610mg               | 15%         |
|                          |             | Thiamin 28.2mg                | 2350%       |
|                          |             | Riboflavin 0.4mg              | 30%         |
|                          |             | Niacin 5.3mg                  | 35%         |
|                          |             | Vitamin B <sub>6</sub> 0.4 mg | 25%         |
|                          |             | Folate 115mcg DFE             | 30%         |
|                          |             | Vitamin B <sub>12</sub> 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 A is a plant alternative to beef. Product B is 85/15 lean 100% ground beef.

# Sodium content is most influential for those who say the plant alternative is less healthy than ground beef



**Q3.** On the previous question you indicated that Product A was unhealthier than Product B. What information on the Nutrition Facts label most influenced your decision? Please select your top two.

| Product B                |            | Product A                     |            |
|--------------------------|------------|-------------------------------|------------|
| Nutrition Facts          |            | Nutrition Facts               |            |
| Serving size 4 oz (112g) |            | Serving size 4 oz (113g)      |            |
| Amount per serving       |            | Amount per serving            |            |
| <b>Calories</b>          | <b>220</b> | <b>Calories</b>               | <b>250</b> |
| % Daily Value*           |            | % Daily Value*                |            |
| Total Fat 14g            | 18%        | Total Fat 14g                 | 18%        |
| Saturated Fat 6g         | 30%        | Saturated Fat 8g              | 40%        |
| Trans Fat 0g             |            | Trans Fat 0g                  |            |
| Cholesterol 60mg         | 20%        | Cholesterol 0mg               | 0%         |
| Sodium 65mg              | 3%         | Sodium 370mg                  | 16%        |
| Total Carbohydrate 0g    | 0%         | Total Carbohydrate 9g         | 3%         |
| Dietary Fiber 0g         | 0%         | Dietary Fiber 3g              | 11%        |
| Total Sugars 0g          |            | Total Sugars <1g              |            |
| Includes 0g Added Sugars | 0%         | Includes <1g Added Sugars     | 1%         |
| <b>Protein 23g</b>       |            | <b>Protein 19g</b>            | 31%        |
| Vitamin D 0mcg           | 0%         | Vitamin D 0mcg                | 0%         |
| Calcium 10mg             | 0%         | Calcium 170mg                 | 15%        |
| Iron 2.5mg               | 15%        | Iron 4.2mg                    | 25%        |
| Potassium 330mg          | 8%         | Potassium 610mg               | 15%        |
|                          |            | Thiamin 28.2mg                | 2350%      |
|                          |            | Riboflavin 0.4mg              | 30%        |
|                          |            | Niacin 5.3mg                  | 35%        |
|                          |            | Vitamin B <sub>6</sub> 0.4 mg | 25%        |
|                          |            | Folate 115mcg DFE             | 30%        |
|                          |            | Vitamin B <sub>12</sub> 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 A is a plant alternative to beef. Product B is 85/15 lean 100% ground beef.

# Fewer people say the plant alternative label is healthier when the ground beef label includes more vitamins and minerals

## Product A

### Nutrition Facts

| Serving size 4 oz (113g)      |                               |
|-------------------------------|-------------------------------|
| Amount per serving            |                               |
| <b>Calories</b>               | <b>250</b>                    |
|                               | <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%                            |
| <b>Protein 19g</b>            | <b>31%</b>                    |
| Vitamin D 0mcg                | 0%                            |
| Calcium 170mg                 | 15%                           |
| Iron 4.2mg                    | 25%                           |
| Potassium 810mg               | 15%                           |
| Thiamin 28.2mg                | 2350%                         |
| Riboflavin 0.4mg              | 30%                           |
| Niacin 5.3mg                  | 35%                           |
| Vitamin B <sub>6</sub> 0.4mg  | 25%                           |
| Folate 115mcg DFE             | 30%                           |
| Vitamin B <sub>12</sub> 3 mcg | 130%                          |
| Phosphorous 180mg             | 15%                           |
| Zinc 5.5mg                    | 50%                           |

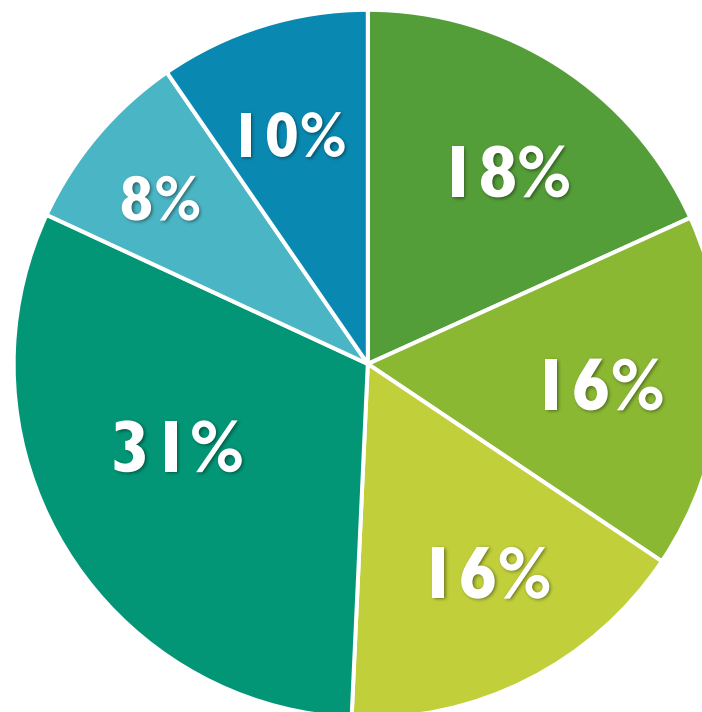
\* The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

## Product B

### Nutrition Facts

| Serving size 4 oz (112g)       |                               |
|--------------------------------|-------------------------------|
| Amount per serving             |                               |
| <b>Calories</b>                | <b>220</b>                    |
|                                | <small>% Daily Value*</small> |
| Total Fat 14g                  | 18%                           |
| Saturated Fat 8g               | 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%                            |
| <b>Protein 23g</b>             |                               |
| Vitamin D 0.1mcg               | 0%                            |
| Calcium 17mg                   | 0%                            |
| Iron 2.4mg                     | 15%                           |
| Potassium 333mg                | 8%                            |
| Thiamin 0.05mg                 | 4%                            |
| Riboflavin 0.2mg               | 15%                           |
| Niacin 5.3mg                   | 35%                           |
| Vitamin B <sub>6</sub> 0.4mg   | 25%                           |
| Folate 8.78mcg DFE             | 2%                            |
| Vitamin B <sub>12</sub> 2.5mcg | 100%                          |
| Phosphorous 193mg              | 15%                           |
| Zinc 5.1mg                     | 45%                           |
| Selenium 18mcg                 | 35%                           |
| Copper 0.8mg                   | 8%                            |
| Pantothenic acid 0.8mg         | 10%                           |
| Choline 89mg                   | 15%                           |
| Magnesium 20mg                 | 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.



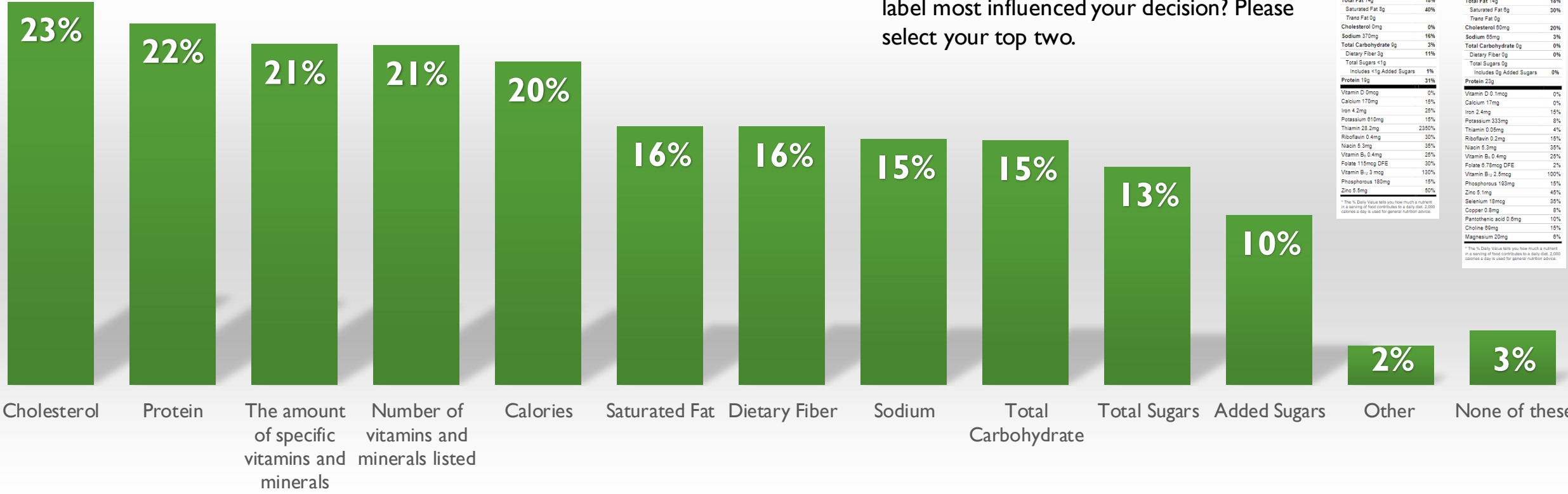
**Q4.** The above Nutrition Facts labels are for two separate food products: Product A and Product B. Please review them each and select the statement you most agree with. (n=1000)

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

\*Product A is a plant alternative to beef—the same label used in Q1. Product B is 85/15 lean 100% ground beef—the only difference from the label used in Q1 is the addition of 13 inherent vitamins and minerals.

# When the ground beef label includes more vitamins and minerals the influence of vitamins and minerals on the plant alternative label decreases

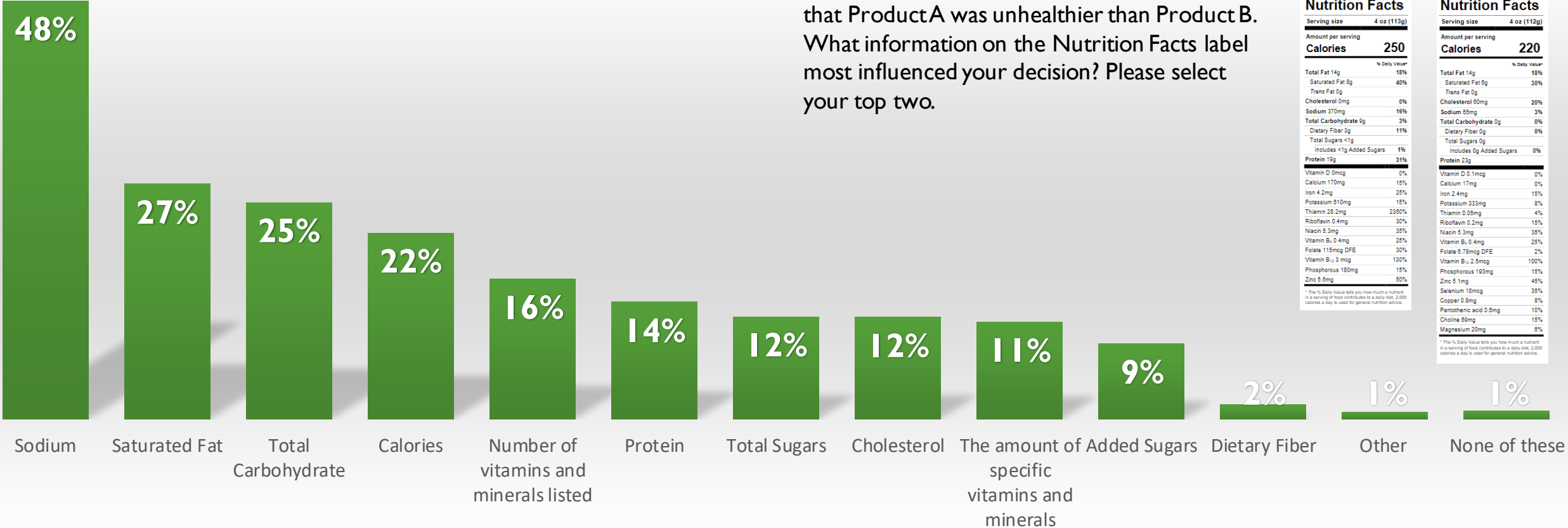
**Q5.** On the previous question you indicated that Product A was healthier than Product B. What information on the Nutrition Facts label most influenced your decision? Please select your top two.



| Product A                          |            | Product B                           |            |
|------------------------------------|------------|-------------------------------------|------------|
| Nutrition Facts                    |            | Nutrition Facts                     |            |
| Serving size 4 oz (113g)           |            | Serving size 4 oz (112g)            |            |
| Amount per serving                 |            | Amount per serving                  |            |
| <b>Calories</b>                    | <b>250</b> | <b>Calories</b>                     | <b>220</b> |
| Total Fat 14g 28%                  |            | Total Fat 14g 28%                   |            |
| Saturated Fat 9g 45%               |            | Saturated Fat 9g 45%                |            |
| Trans Fat 0g                       |            | Trans Fat 0g                        |            |
| Cholesterol 0mg                    |            | Cholesterol 50mg 10%                |            |
| Sodium 370mg 16%                   |            | Sodium 65mg 3%                      |            |
| Total Carbohydrate 0g              |            | Total Carbohydrate 0g               |            |
| Dietary Fiber 0g                   |            | Dietary Fiber 0g                    |            |
| Total Sugars <1g                   |            | Total Sugars 0g                     |            |
| Includes <1g Added Sugars 1%       |            | Includes 0g Added Sugars 0%         |            |
| <b>Protein 19g 31%</b>             |            | <b>Protein 23g 31%</b>              |            |
| Vitamin D 0.0mg 0%                 |            | Vitamin D 0.1mg 0%                  |            |
| Calcium 170mg 15%                  |            | Calcium 17mg 0%                     |            |
| Iron 4.2mg 25%                     |            | Iron 2.4mg 16%                      |            |
| Potassium 610mg 15%                |            | Potassium 333mg 8%                  |            |
| Thiamin 28.2mg 2350%               |            | Thiamin 0.05mg 4%                   |            |
| Riboflavin 0.4mg 30%               |            | Riboflavin 0.2mg 16%                |            |
| Niacin 5.3mg 35%                   |            | Niacin 5.3mg 35%                    |            |
| Vitamin B <sub>6</sub> 0.4mg 25%   |            | Vitamin B <sub>6</sub> 0.4mg 25%    |            |
| Folate 115mcg DFE 30%              |            | Folate 6.78mcg DFE 2%               |            |
| Vitamin B <sub>12</sub> 2 mcg 100% |            | Vitamin B <sub>12</sub> 2.5mcg 100% |            |
| Phosphorus 180mg 15%               |            | Phosphorus 193mg 16%                |            |
| Zinc 5.9mg 50%                     |            | Zinc 5.1mg 45%                      |            |
|                                    |            | Selenium 59mcg 33%                  |            |
|                                    |            | Copper 0.8mg 8%                     |            |
|                                    |            | Pantothenic acid 0.6mg 10%          |            |
|                                    |            | Choline 66mg 15%                    |            |
|                                    |            | Magnesium 20mg 8%                   |            |

\*Product A is a plant alternative to beef—the same label used in Q1. Product B is 85/15 lean 100% ground beef—the only difference from the label used in Q1 is the addition of 13 inherent vitamins and minerals.

# With more vitamins and minerals included on the ground beef label, their influence on the healthfulness of the ground beef label increases



**Q6.** On the previous question you indicated that Product A was healthier than Product B. What information on the Nutrition Facts label most influenced your decision? Please select your top two.

**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%             |
| <b>Protein 19g</b>            | <b>31%</b>     |
| Vitamin D 0mg                 | 0%             |
| Calcium 170mg                 | 15%            |
| Iron 4.2mg                    | 25%            |
| Potassium 610mg               | 15%            |
| Thiamin 23.2mg                | 2350%          |
| Riboflavin 0.4mg              | 30%            |
| Niacin 5.3mg                  | 35%            |
| Vitamin B <sub>6</sub> 0.4mg  | 25%            |
| Folate 115mcg DFE             | 30%            |
| Vitamin B <sub>12</sub> 3 mcg | 100%           |
| Phosphorous 180mg             | 15%            |
| Zinc 5.8mg                    | 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**

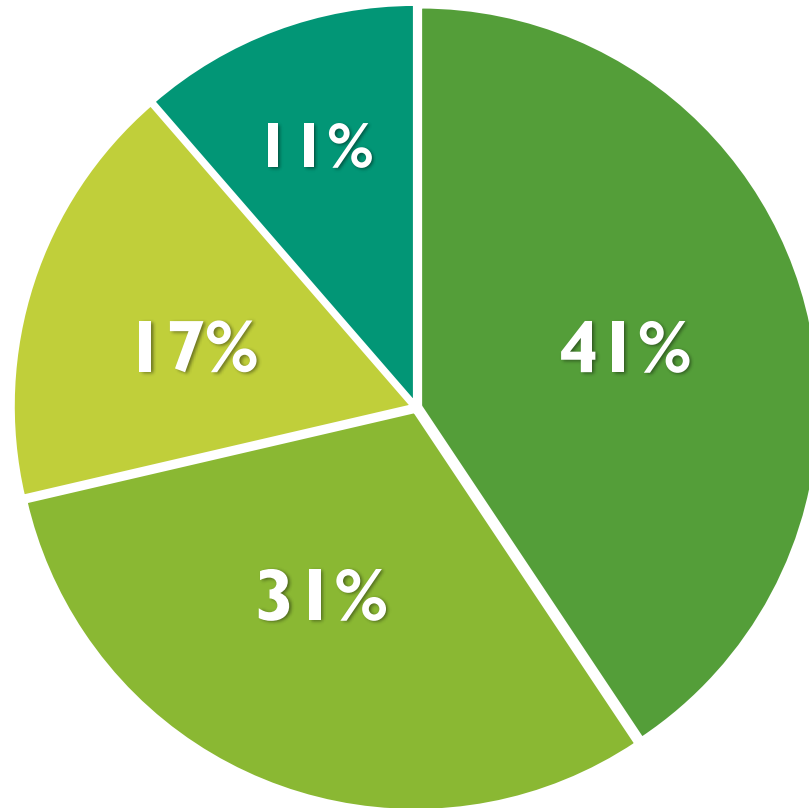
|                                | % Daily Value* |
|--------------------------------|----------------|
| Total Fat 14g                  | 18%            |
| Saturated Fat 6g               | 30%            |
| Trans Fat 0g                   |                |
| Cholesterol 50mg               | 20%            |
| Sodium 65mg                    | 3%             |
| Total Carbohydrate 0g          | 0%             |
| Dietary Fiber 0g               | 0%             |
| Total Sugars 0g                |                |
| Includes 0g Added Sugars       | 0%             |
| <b>Protein 23g</b>             |                |
| Vitamin D 0.1mcg               | 0%             |
| Calcium 17mg                   | 0%             |
| Iron 2.4mg                     | 15%            |
| Potassium 333mg                | 8%             |
| Thiamin 0.05mg                 | 4%             |
| Riboflavin 0.2mg               | 15%            |
| Niacin 5.3mg                   | 35%            |
| Vitamin B <sub>6</sub> 0.4mg   | 25%            |
| Folate 0.78mcg DFE             | 2%             |
| Vitamin B <sub>12</sub> 2.5mcg | 100%           |
| Phosphorous 193mg              | 15%            |
| Zinc 5.1mg                     | 45%            |
| Selenium 18mcg                 | 35%            |
| Copper 0.8mg                   | 8%             |
| Pantothenic acid 0.8mg         | 10%            |
| Choline 60mg                   | 15%            |
| Magnesium 20mg                 | 5%             |

\* 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 a plant alternative to beef—the same label used in Q1. Product B is 85/15 lean 100% ground beef—the only difference from the label used in Q1 is the addition of 13 inherent vitamins and minerals.



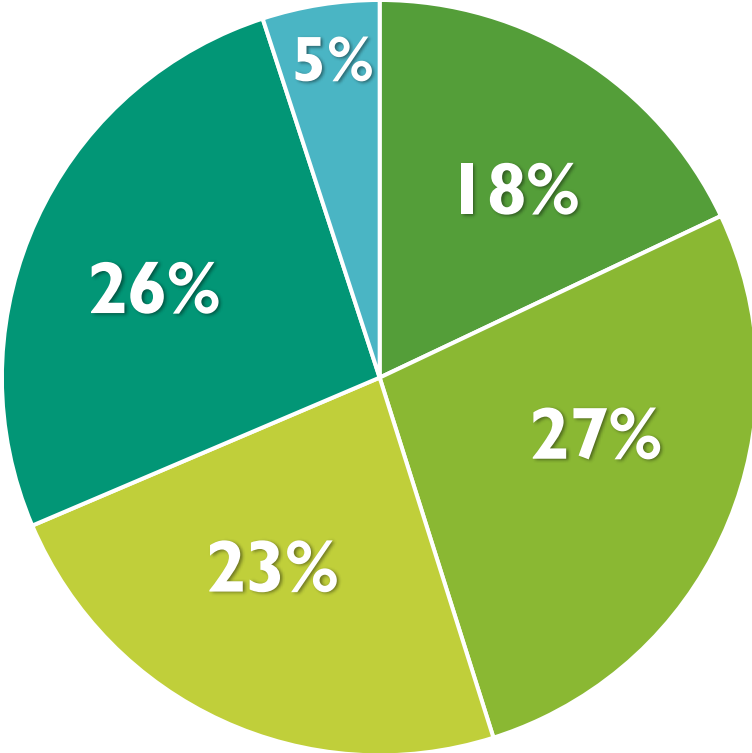
# 4 in 10 say a burger made from plants is healthier than a burger made from ground beef



**Q7.** Which type of burger do you believe is healthier: a burger that is a plant alternative to animal meat or a burger that is 100% ground beef? (n=1000)

- The plant alternative to animal meat
- The 100% ground beef
- Neither is healthier than the other
- Not sure

# Purchasing history and future purchase intent of plant alternatives to meat is mixed

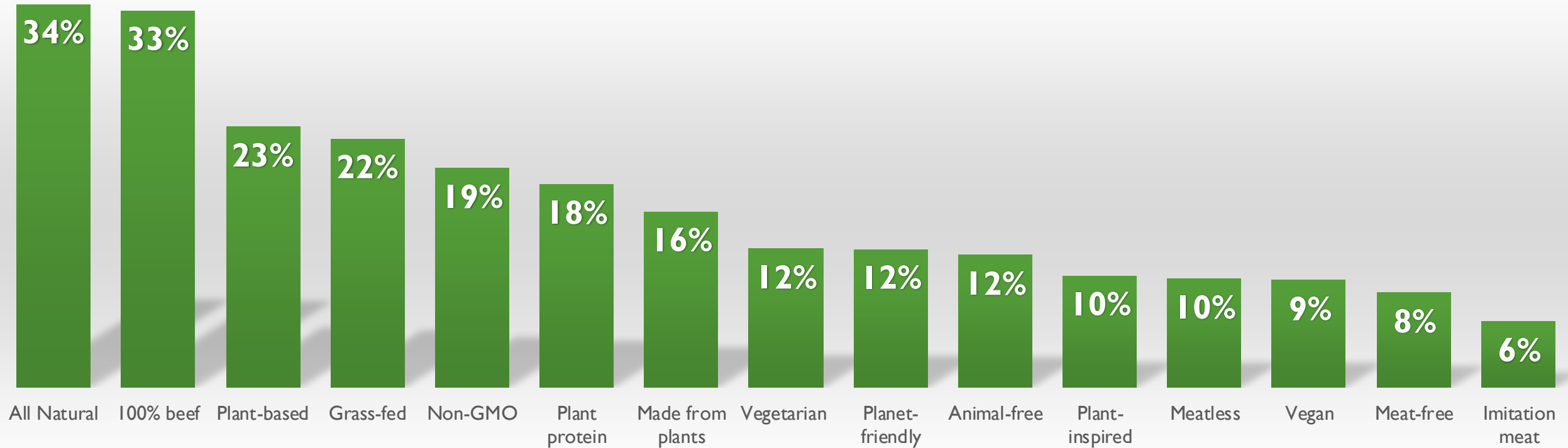


- I have purchased these products before but do not intend to buy them again.
- I have purchased these products before and intend to buy them again.
- I have not purchased these products before but might buy them in the future.
- I have not purchased these products before and am not interested in buying them in the future.
- Not sure

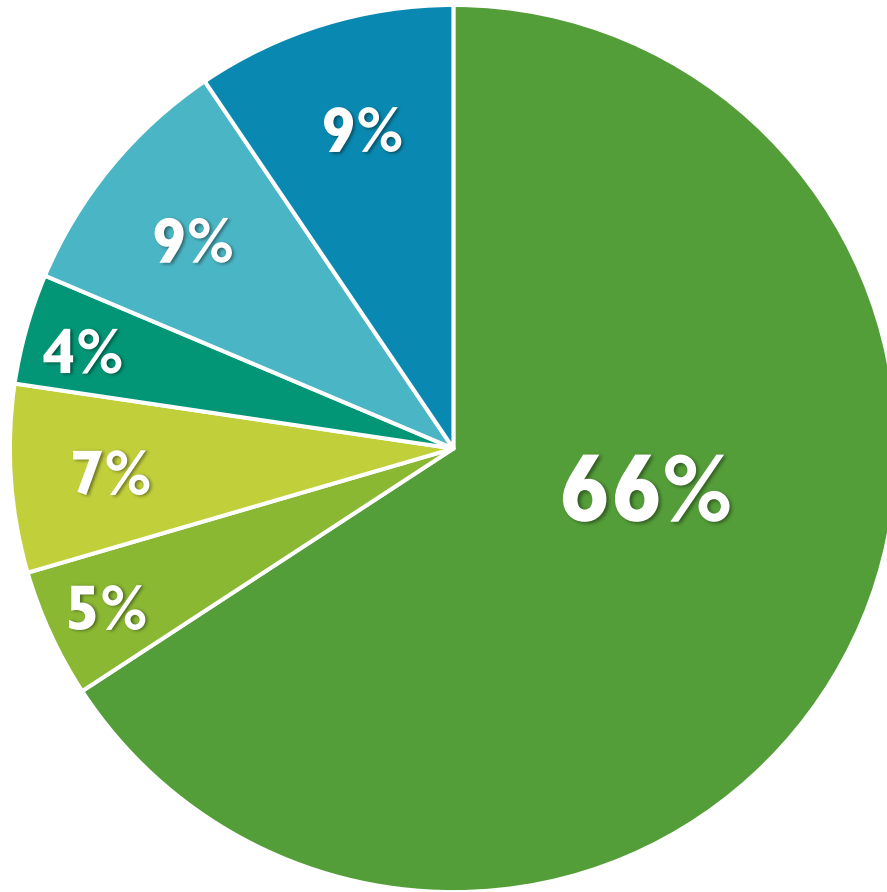
**Q8.** Which of the following best describes your experience in shopping for plant alternatives to animal meat? (n=1000)

# “All Natural” and “100% Beef” are most appealing label terms

**Q9.** Imagine you are in the grocery store considering purchasing a package of four patties (1 pound) of ground beef or a package of four patties of plant alternatives to animal meat. Which of the following label descriptions would be most appealing to you? Please select your top two. (n=1000)



# Most people identify as omnivores



**Q10.** When thinking about all the food and beverages you consume, please select the statement that best describes you. (n=1000)

- Omnivore
- Vegetarian
- Pescatarian
- Vegan
- Vegetarian/meatless diet some days of the week
- Other

# Connect with us!

## @FoodInsight



[Foodinsight.org](https://www.foodinsight.org)

# APPENDICES

# Which Product is Healthier?

|                  | Product A is healthier | Product A is somewhat healthier | Same  | Product A is somewhat unhealthier | Product A is unhealthier | Not sure |
|------------------|------------------------|---------------------------------|-------|-----------------------------------|--------------------------|----------|
| Total            | 26%                    | 19%                             | 15%   | 24%                               | 8%                       | 8%       |
| Men              | 38% ↑                  | 20%                             | 9% ↓  | 20%                               | 7%                       | 6% ↓     |
| Women            | 15% ↓                  | 18%                             | 20% ↑ | 27%                               | 10%                      | 11% ↑    |
| White            | 25%                    | 17%                             | 14%   | 27%                               | 8%                       | 9%       |
| African American | 28%                    | 16%                             | 19%   | 17%                               | 9%                       | 11%      |
| Hispanic/ Latinx | 36%                    | 23%                             | 18%   | 12% ↓                             | 6%                       | 5%       |
| Under 45         | 36% ↑                  | 16%                             | 12%   | 21%                               | 7%                       | 7%       |
| 45-64            | 20% ↓                  | 21%                             | 18%   | 25%                               | 7%                       | 9%       |
| 65+              | 12% ↓                  | 21%                             | 16%   | 30%                               | 13%                      | 8%       |
| Northeast        | 22%                    | 19%                             | 17%   | 30%                               | 6%                       | 6%       |
| Midwest          | 19% ↓                  | 17%                             | 15%   | 27%                               | 11%                      | 13% ↑    |
| South            | 33% ↑                  | 19%                             | 13%   | 20%                               | 8%                       | 7%       |
| West             | 31%                    | 20%                             | 15%   | 20%                               | 8%                       | 6%       |
| Non-college      | 16% ↓                  | 19%                             | 18% ↑ | 26%                               | 11% ↑                    | 10% ↑    |
| College          | 39% ↑                  | 19%                             | 11% ↓ | 21%                               | 5% ↓                     | 5% ↓     |

**Q1.** The above 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. (n=1000)

# Which Product is Healthier?

Q1. The above 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. (n=1000)

|                      | Product A is healthier | Product A is somewhat healthier | Same | Product A is somewhat unhealthier | Product A is unhealthier | Not sure |
|----------------------|------------------------|---------------------------------|------|-----------------------------------|--------------------------|----------|
| Total                | 26%                    | 19%                             | 15%  | 24%                               | 8%                       | 8%       |
| Omnivore             | 21% ↓                  | 20%                             | 16%  | 29% ↑                             | 8%                       | 6%       |
| Vegetarian           | 54% ↑                  | 29%                             | 3% ↓ | 8%                                | 3%                       | 2%       |
| Pescatarian          | 52% ↑                  | 21%                             | 12%  | 9% ↓                              | 6%                       | 2%       |
| Vegan                | 47% ↑                  | 25%                             | 8%   | 8%                                | 13%                      | 0%       |
| Some vegetarian days | 43% ↑                  | 10%                             | 13%  | 23%                               | 8%                       | 3%       |
| Other                | 7% ↓                   | 12%                             | 20%  | 17%                               | 8%                       | 36% ↑    |



# Why is Product A Healthier?

|                  | Calories | Saturated Fat | Cholesterol | Sodium | Total Carbohydrates | Dietary Fiber | Total Sugars |
|------------------|----------|---------------|-------------|--------|---------------------|---------------|--------------|
| Total            | 15%      | 11%           | 24%         | 12%    | 12%                 | 20%           | 11%          |
| Men              | 17%      | 13%           | 23%         | 14%    | 13%                 | 21%           | 10%          |
| Women            | 12%      | 10%           | 26%         | 9%     | 11%                 | 18%           | 13%          |
| White            | 15%      | 12%           | 27%         | 13%    | 10%                 | 22%           | 9%           |
| African American | 13%      | 9%            | 15%         | 2%     | 21%                 | 22%           | 24%          |
| Hispanic/Latinx  | 22%      | 13%           | 24%         | 17%    | 15%                 | 12%           | 8%           |
| Under 45         | 19%      | 15%           | 21%         | 14%    | 11%                 | 18%           | 11%          |
| 45-64            | 13%      | 7%            | 29%         | 9%     | 12%                 | 22%           | 8%           |
| 65+              | 3%       | 9%            | 26%         | 11%    | 16%                 | 23%           | 15%          |
| Northeast        | 10%      | 7%            | 26%         | 13%    | 16%                 | 22%           | 6%           |
| Midwest          | 19%      | 12%           | 26%         | 7%     | 8%                  | 22%           | 15%          |
| South            | 15%      | 10%           | 25%         | 14%    | 14%                 | 15%           | 15%          |
| West             | 15%      | 15%           | 20%         | 14%    | 10%                 | 22%           | 7%           |
| Non-college      | 11%      | 12%           | 27%         | 10%    | 10%                 | 19%           | 12%          |
| College          | 18%      | 11%           | 21%         | 14%    | 13%                 | 21%           | 10%          |

**Q2.** On the previous question you indicated that Product A was healthier than Product B. What information on the Nutrition Facts label most influenced your decision? Please select your top two.

# Why is Product A Healthier? Cont.

|                  | Added Sugars | Protein | Vitamins/<br>minerals | Amount of<br>vitamins/<br>minerals | Other | None of these |
|------------------|--------------|---------|-----------------------|------------------------------------|-------|---------------|
| Total            | 10%          | 19%     | 33%                   | 29%                                | 1%    | 1%            |
| Men              | 13%          | 22%     | 29%                   | 26%                                | 1%    | 0%            |
| Women            | 7%           | 15%     | 39%                   | 34%                                | 2%    | 2%            |
| White            | 11%          | 21%     | 30%                   | 29%                                | 1%    | 1%            |
| African American | 13%          | 16%     | 39%                   | 25%                                | 0%    | 0%            |
| Hispanic/ Latinx | 9%           | 17%     | 39%                   | 23%                                | 1%    | 0%            |
| Under 45         | 14%          | 22%     | 27%                   | 28%                                | 0%    | 0%            |
| 45-64            | 7%           | 17%     | 39%                   | 32%                                | 4%    | 1%            |
| 65+              | 2%           | 15%     | 44%                   | 27%                                | 0%    | 5%            |
| Northeast        | 11%          | 17%     | 43%                   | 29%                                | 1%    | 0%            |
| Midwest          | 4%           | 18%     | 36%                   | 32%                                | 1%    | 0%            |
| South            | 8%           | 23%     | 26%                   | 33%                                | 1%    | 0%            |
| West             | 16%          | 19%     | 30%                   | 24%                                | 2%    | 3% ↑          |
| Non-college      | 9%           | 15%     | 38%                   | 32%                                | 2%    | 1%            |
| College          | 11%          | 23%     | 29%                   | 27%                                | 1%    | 1%            |

**Q2.** On the previous question you indicated that Product A was healthier than Product B. What information on the Nutrition Facts label most influenced your decision? Please select your top two.

# Why is Product A Healthier? Cont.

**Q2.** On the previous question you indicated that Product A was healthier than Product B.  
 What information on the Nutrition Facts label most influenced your decision?  
 Please select your top two.

|                      | Calories | Saturated Fat | Cholesterol | Sodium | Total Carbohydrates | Dietary Fiber | Total Sugars |
|----------------------|----------|---------------|-------------|--------|---------------------|---------------|--------------|
| Total                | 15%      | 11%           | 24%         | 12%    | 12%                 | 20%           | 11%          |
| Omnivore             | 12%      | 10%           | 26%         | 7% ↓   | 10%                 | 19%           | 11%          |
| Vegetarian           | 19%      | 15%           | 18%         | 18%    | 13%                 | 20%           | 11%          |
| Pescatarian          | 20%      | 12%           | 22%         | 20%    | 12%                 | 21%           | 11%          |
| Vegan                | 31%      | 12%           | 11%         | 30%    | 13%                 | 26%           | 17%          |
| Some vegetarian days | 15%      | 21%           | 32%         | 20%    | 24%                 | 13%           | 6%           |
| Other                | 12%      | 0%            | 14%         | 3%     | 3%                  | 42%           | 3%           |

# Why is Product A Healthier? Cont.

**Q2.** On the previous question you indicated that Product A was healthier than Product B.  
 What information on the Nutrition Facts label most influenced your decision?  
 Please select your top two.

|                         | Added Sugars | Protein | Vitamins/<br>minerals | Amount of<br>vitamins/<br>minerals | Other | None of these |
|-------------------------|--------------|---------|-----------------------|------------------------------------|-------|---------------|
| Total                   | 10%          | 19%     | 33%                   | 29%                                | 1%    | 1%            |
| Omnivore                | 9%           | 17%     | 39%                   | 37% ↑                              | 2%    | 1%            |
| Vegetarian              | 12%          | 34%     | 26%                   | 14%                                | 0%    | 0%            |
| Pescatarian             | 15%          | 28%     | 17%                   | 18%                                | 3%    | 1%            |
| Vegan                   | 19%          | 21%     | 7% ↓                  | 14%                                | 0%    | 0%            |
| Some vegetarian<br>days | 10%          | 10%     | 26%                   | 22%                                | 0%    | 0%            |
| Other                   | 0%           | 17%     | 61%                   | 19%                                | 0%    | 13% ↑         |

# Why is Product A Unhealthier?

|                  | Calories | Saturated Fat | Cholesterol | Sodium | Total Carbohydrates | Dietary Fiber | Total Sugars |
|------------------|----------|---------------|-------------|--------|---------------------|---------------|--------------|
| Total            | 28%      | 34%           | 8%          | 52%    | 26%                 | 3%            | 18%          |
| Men              | 27%      | 37%           | 7%          | 58%    | 24%                 | 4%            | 18%          |
| Women            | 29%      | 31%           | 9%          | 48%    | 27%                 | 2%            | 17%          |
| White            | 24%      | 31%           | 8%          | 51%    | 28%                 | 3%            | 17%          |
| African American | 32%      | 49%           | 10%         | 66%    | 11%                 | 0%            | 16%          |
| Hispanic/ Latinx | 27%      | 27%           | 0%          | 52%    | 34%                 | 7%            | 21%          |
| Under 45         | 43% ↑    | 32%           | 10%         | 41%    | 23%                 | 3%            | 18%          |
| 45-64            | 23%      | 31%           | 6%          | 53%    | 30%                 | 3%            | 18%          |
| 65+              | 8% ↓     | 42%           | 7%          | 71% ↑  | 26%                 | 2%            | 16%          |
| Northeast        | 28%      | 30%           | 5%          | 48%    | 30%                 | 1%            | 21%          |
| Midwest          | 28%      | 33%           | 9%          | 55%    | 27%                 | 3%            | 13%          |
| South            | 33%      | 32%           | 10%         | 52%    | 22%                 | 2%            | 17%          |
| West             | 24%      | 41%           | 8%          | 52%    | 23%                 | 5%            | 20%          |
| Non-college      | 29%      | 32%           | 8%          | 50%    | 28%                 | 4%            | 15%          |
| College          | 26%      | 37%           | 8%          | 56%    | 23%                 | 2%            | 22%          |

**Q3.** On the previous question you indicated that Product A was unhealthier than Product B. What information on the Nutrition Facts label most influenced your decision? Please select your top two.

# Why is Product A Unhealthier?

|                  | Added Sugars | Protein | Vitamins/ minerals | Amount of vitamins/ minerals | Other | None of these |
|------------------|--------------|---------|--------------------|------------------------------|-------|---------------|
| Total            | 7%           | 12%     | 4%                 | 5%                           | 0%    | 2%            |
| Men              | 4%           | 9%      | 4%                 | 5%                           | 1%    | 1%            |
| Women            | 9%           | 14%     | 3%                 | 5%                           | 0%    | 2%            |
| White            | 9%           | 13%     | 4%                 | 6%                           | 1%    | 2%            |
| African American | 0%           | 8%      | 0%                 | 7%                           | 0%    | 0%            |
| Hispanic/ Latinx | 7%           | 18%     | 0%                 | 0%                           | 0%    | 4%            |
| Under 45         | 8%           | 9%      | 5%                 | 3%                           | 1%    | 2%            |
| 45-64            | 6%           | 20%     | 2%                 | 6%                           | 0%    | 2%            |
| 65+              | 7%           | 5%      | 5%                 | 8%                           | 1%    | 1%            |
| Northeast        | 6%           | 18%     | 3%                 | 6%                           | 0%    | 2%            |
| Midwest          | 8%           | 10%     | 5%                 | 4%                           | 1%    | 2%            |
| South            | 5%           | 8%      | 2%                 | 8%                           | 1%    | 4%            |
| West             | 9%           | 11%     | 4%                 | 3%                           | 0%    | 0%            |
| Non-college      | 8%           | 11%     | 4%                 | 6%                           | 0%    | 3%            |
| College          | 5%           | 14%     | 3%                 | 4%                           | 1%    | 0%            |

**Q3.** On the previous question you indicated that Product A was unhealthier than Product B. What information on the Nutrition Facts label most influenced your decision? Please select your top two.

# Why is Product A Unhealthier? Cont.

**Q3.** On the previous question you indicated that Product A was unhealthier than Product B.  
 What information on the Nutrition Facts label most influenced your decision?  
 Please select your top two.

|                      | Calories | Saturated Fat | Cholesterol | Sodium | Total Carbohydrates | Dietary Fiber | Total Sugars |
|----------------------|----------|---------------|-------------|--------|---------------------|---------------|--------------|
| Total                | 28%      | 34%           | 8%          | 52%    | 26%                 | 3%            | 18%          |
| Omnivore             | 27%      | 34%           | 6%          | 52%    | 28%                 | 2%            | 18%          |
| Vegetarian           | 49%      | 35%           | 0%          | 36%    | 0%                  | 26% ↑         | 0%           |
| Pescatarian          | 31%      | 9%            | 49% ↑       | 52%    | 23%                 | 10%           | 17%          |
| Vegan                | 32%      | 11%           | 0%          | 54%    | 29%                 | 0%            | 11%          |
| Some vegetarian days | 36%      | 38%           | 8%          | 55%    | 17%                 | 0%            | 27%          |
| Other                | 16%      | 43%           | 11%         | 50%    | 23%                 | 4%            | 12%          |

# Why is Product A Unhealthier? Cont.

**Q3.** On the previous question you indicated that Product A was unhealthier than Product B.  
 What information on the Nutrition Facts label most influenced your decision?  
 Please select your top two.

|                         | Added Sugars | Protein | Vitamins/<br>minerals | Amount of<br>vitamins/<br>minerals | Other | None of these |
|-------------------------|--------------|---------|-----------------------|------------------------------------|-------|---------------|
| Total                   | 7%           | 12%     | 4%                    | 5%                                 | 0%    | 2%            |
| Omnivore                | 7%           | 12%     | 3%                    | 5%                                 | 0%    | 2%            |
| Vegetarian              | 17%          | 21%     | 0%                    | 0%                                 | 0%    | 8%            |
| Pescatarian             | 9%           | 0%      | 0%                    | 0%                                 | 0%    | 0%            |
| Vegan                   | 6%           | 17%     | 17%                   | 23%                                | 0%    | 0%            |
| Some vegetarian<br>days | 10%          | 4%      | 0%                    | 4%                                 | 0%    | 0%            |
| Other                   | 0%           | 17%     | 8%                    | 4%                                 | 4%    | 3%            |



# Which Product is Healthier? (additional ground beef vit/min)

|                  | Product A is healthier | Product A is somewhat healthier | Same | Product A is somewhat unhealthier | Product A is unhealthier | Not sure |
|------------------|------------------------|---------------------------------|------|-----------------------------------|--------------------------|----------|
| Total            | 18%                    | 16%                             | 16%  | 31%                               | 8%                       | 10%      |
| Men              | 27% ↑                  | 18%                             | 14%  | 30%                               | 4% ↓                     | 7% ↓     |
| Women            | 10% ↓                  | 14%                             | 19%  | 33%                               | 13% ↑                    | 12% ↑    |
| White            | 18%                    | 15%                             | 16%  | 33%                               | 7%                       | 10%      |
| African American | 15%                    | 23%                             | 18%  | 24%                               | 13%                      | 8%       |
| Hispanic/ Latinx | 26%                    | 14%                             | 18%  | 24%                               | 9%                       | 9%       |
| Under 45         | 27% ↑                  | 15%                             | 16%  | 25% ↓                             | 8%                       | 9%       |
| 45-64            | 12% ↓                  | 18%                             | 16%  | 35%                               | 10%                      | 9%       |
| 65+              | 6% ↓                   | 17%                             | 18%  | 38%                               | 8%                       | 13%      |
| Northeast        | 17%                    | 21%                             | 15%  | 32%                               | 7%                       | 7%       |
| Midwest          | 13%                    | 14%                             | 17%  | 34%                               | 9%                       | 13%      |
| South            | 24% ↑                  | 15%                             | 17%  | 27%                               | 9%                       | 8%       |
| West             | 20%                    | 16%                             | 16%  | 31%                               | 8%                       | 10%      |
| Non-college      | 10% ↓                  | 14%                             | 19%  | 34%                               | 11% ↑                    | 11%      |
| College          | 28% ↑                  | 18%                             | 13%  | 27%                               | 5% ↓                     | 7%       |

**Q4.** The above 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. (n=1000)

# Which Product is Healthier? (additional ground beef vit/min)

**Q4.** The above 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. (n=1 000)

|                      | Product A is healthier | Product A is somewhat healthier | Same | Product A is somewhat unhealthier | Product A is unhealthier | Not sure |
|----------------------|------------------------|---------------------------------|------|-----------------------------------|--------------------------|----------|
| Total                | 18%                    | 16%                             | 16%  | 31%                               | 8%                       | 10%      |
| Omnivore             | 13% ↓                  | 17%                             | 18%  | 36% ↑                             | 9%                       | 8% ↓     |
| Vegetarian           | 43% ↑                  | 26%                             | 8%   | 16%                               | 5%                       | 2%       |
| Pescatarian          | 39% ↑                  | 27%                             | 8%   | 16% ↓                             | 7%                       | 2%       |
| Vegan                | 39% ↑                  | 10%                             | 17%  | 22%                               | 11%                      | 0%       |
| Some vegetarian days | 33% ↑                  | 18%                             | 11%  | 27%                               | 8%                       | 3%       |
| Other                | 5% ↓                   | 2% ↓                            | 17%  | 27%                               | 6%                       | 43% ↑    |

# Why is Product A Healthier?

|                  | Calories | Saturated Fat | Cholesterol | Sodium | Total Carbohydrates | Dietary Fiber | Total Sugars |
|------------------|----------|---------------|-------------|--------|---------------------|---------------|--------------|
| Total            | 20%      | 16%           | 23%         | 15%    | 15%                 | 16%           | 13%          |
| Men              | 19%      | 14%           | 24%         | 18%    | 16%                 | 16%           | 14%          |
| Women            | 21%      | 18%           | 22%         | 10%    | 12%                 | 15%           | 11%          |
| White            | 18%      | 15%           | 21%         | 15%    | 16%                 | 15%           | 16%          |
| African American | 22%      | 16%           | 21%         | 14%    | 17%                 | 17%           | 10%          |
| Hispanic/ Latinx | 24%      | 24%           | 38%         | 10%    | 13%                 | 6%            | 3%           |
| Under 45         | 25%      | 13%           | 21%         | 17%    | 15%                 | 13%           | 12%          |
| 45-64            | 12%      | 18%           | 29%         | 11%    | 17%                 | 20%           | 14%          |
| 65+              | 13%      | 21%           | 22%         | 14%    | 8%                  | 16%           | 16%          |
| Northeast        | 23%      | 12%           | 31%         | 11%    | 17%                 | 13%           | 15%          |
| Midwest          | 14%      | 19%           | 14%         | 20%    | 6%                  | 21%           | 12%          |
| South            | 18%      | 12%           | 23%         | 15%    | 13%                 | 16%           | 13%          |
| West             | 22%      | 20%           | 24%         | 15%    | 21%                 | 13%           | 13%          |
| Non-college      | 13%      | 16%           | 25%         | 14%    | 15%                 | 14%           | 16%          |
| College          | 24%      | 16%           | 22%         | 16%    | 15%                 | 17%           | 11%          |

**Q5.** On the previous question you indicated that Product A was healthier than Product B. What information on the Nutrition Facts label most influenced your decision? Please select your top two.

# Why is Product A Healthier?

|                  | Added Sugars | Protein | Vitamins/<br>minerals | Amount of<br>vitamins/<br>minerals | Other | None of these |
|------------------|--------------|---------|-----------------------|------------------------------------|-------|---------------|
| Total            | 10%          | 22%     | 21%                   | 21%                                | 2%    | 3%            |
| Men              | 10%          | 25%     | 19%                   | 21%                                | 1%    | 1%            |
| Women            | 10%          | 17%     | 24%                   | 21%                                | 5%    | 7%            |
| White            | 9%           | 23%     | 21%                   | 20%                                | 4%    | 3%            |
| African American | 20%          | 13%     | 24%                   | 25%                                | 0%    | 0%            |
| Hispanic/ Latinx | 9%           | 26%     | 15%                   | 20%                                | 0%    | 6%            |
| Under 45         | 13%          | 26%     | 20%                   | 18%                                | 2%    | 2%            |
| 45-64            | 5%           | 13%     | 24%                   | 29%                                | 3%    | 2%            |
| 65+              | 10%          | 24%     | 12%                   | 13%                                | 3%    | 13%           |
| Northeast        | 3%           | 19%     | 23%                   | 17%                                | 5%    | 6%            |
| Midwest          | 12%          | 19%     | 29%                   | 31%                                | 1%    | 0%            |
| South            | 15%          | 24%     | 20%                   | 24%                                | 2%    | 3%            |
| West             | 12%          | 25%     | 13%                   | 13%                                | 1%    | 4%            |
| Non-college      | 11%          | 19%     | 19%                   | 22%                                | 4%    | 7%            |
| College          | 10%          | 24%     | 22%                   | 20%                                | 1%    | 1%            |

**Q5.** On the previous question you indicated that Product A was healthier than Product B. What information on the Nutrition Facts label most influenced your decision? Please select your top two.

# Why is Product A Healthier?

**Q5.** On the previous question you indicated that Product A was healthier than Product B.  
What information on the Nutrition Facts label most influenced your decision?  
Please select your top two.

|                      | Calories | Saturated Fat | Cholesterol | Sodium | Total Carbohydrates | Dietary Fiber | Total Sugars |
|----------------------|----------|---------------|-------------|--------|---------------------|---------------|--------------|
| Total                | 20%      | 16%           | 23%         | 15%    | 15%                 | 16%           | 13%          |
| Omnivore             | 19%      | 14%           | 28%         | 12%    | 13%                 | 15%           | 13%          |
| Vegetarian           | 14%      | 18%           | 9%          | 18%    | 19%                 | 24%           | 11%          |
| Pescatarian          | 29%      | 14%           | 16%         | 18%    | 16%                 | 16%           | 11%          |
| Vegan                | 26%      | 17%           | 12%         | 21%    | 17%                 | 22%           | 14%          |
| Some vegetarian days | 15%      | 22%           | 27%         | 15%    | 20%                 | 14%           | 21%          |
| Other                | 7%       | 37%           | 0%          | 37%    | 0%                  | 0%            | 0%           |

# Why is Product A Healthier?

**Q5.** On the previous question you indicated that Product A was healthier than Product B.  
 What information on the Nutrition Facts label most influenced your decision?  
 Please select your top two.

|                         | Added Sugars | Protein | Vitamins/<br>minerals | Amount of<br>vitamins/<br>minerals | Other | None of these |
|-------------------------|--------------|---------|-----------------------|------------------------------------|-------|---------------|
| Total                   | 10%          | 22%     | 21%                   | 21%                                | 2%    | 3%            |
| Omnivore                | 9%           | 21%     | 21%                   | 25%                                | 4%    | 3%            |
| Vegetarian              | 15%          | 37%     | 20%                   | 14%                                | 0%    | 0%            |
| Pescatarian             | 9%           | 23%     | 21%                   | 18%                                | 0%    | 4%            |
| Vegan                   | 19%          | 15%     | 17%                   | 20%                                | 0%    | 0%            |
| Some vegetarian<br>days | 9%           | 21%     | 22%                   | 12%                                | 3%    | 0%            |
| Other                   | 7%           | 8%      | 0%                    | 8%                                 | 0%    | 48% ↑         |

# Why is Product A Unhealthier?

|                  | Calories | Saturated Fat | Cholesterol | Sodium | Total Carbohydrates | Dietary Fiber | Total Sugars |
|------------------|----------|---------------|-------------|--------|---------------------|---------------|--------------|
| Total            | 22%      | 27%           | 12%         | 48%    | 25%                 | 2%            | 12%          |
| Men              | 21%      | 28%           | 14%         | 48%    | 19%                 | 2%            | 13%          |
| Women            | 22%      | 27%           | 10%         | 48%    | 29%                 | 1%            | 11%          |
| White            | 21%      | 28%           | 11%         | 51%    | 26%                 | 1%            | 14%          |
| African American | 19%      | 35%           | 14%         | 36%    | 14%                 | 3%            | 5%           |
| Hispanic/ Latinx | 17%      | 18%           | 15%         | 45%    | 31%                 | 0%            | 11%          |
| Under 45         | 27%      | 24%           | 12%         | 45%    | 26%                 | 1%            | 11%          |
| 45-64            | 23%      | 29%           | 12%         | 40%    | 24%                 | 2%            | 13%          |
| 65+              | 7%       | 29%           | 12%         | 72% ↑  | 26%                 | 2%            | 12%          |
| Northeast        | 24%      | 17%           | 9%          | 44%    | 31%                 | 1%            | 14%          |
| Midwest          | 27%      | 38%           | 11%         | 54%    | 22%                 | 1%            | 8%           |
| South            | 21%      | 24%           | 7%          | 40%    | 26%                 | 2%            | 10%          |
| West             | 14%      | 26%           | 19%         | 53%    | 22%                 | 2%            | 16%          |
| Non-college      | 21%      | 26%           | 14%         | 47%    | 27%                 | 2%            | 14%          |
| College          | 22%      | 29%           | 9%          | 51%    | 22%                 | 2%            | 8%           |

**Q6.** On the previous question you indicated that Product A was unhealthier than Product B. What information on the Nutrition Facts label most influenced your decision? Please select your top two.

# Why is Product A Unhealthier?

|                  | Added Sugars | Protein | Vitamins/<br>minerals | Amount of<br>vitamins/<br>minerals | Other | None of these |
|------------------|--------------|---------|-----------------------|------------------------------------|-------|---------------|
| Total            | 9%           | 14%     | 16%                   | 11%                                | 1%    | 1%            |
| Men              | 7%           | 15%     | 19%                   | 12%                                | 1%    | 1%            |
| Women            | 10%          | 13%     | 14%                   | 11%                                | 1%    | 1%            |
| White            | 7%           | 15%     | 13%                   | 10%                                | 0%    | 1%            |
| African American | 17%          | 10%     | 33%                   | 13%                                | 3%    | 0%            |
| Hispanic/ Latinx | 9%           | 11%     | 17%                   | 25%                                | 0%    | 0%            |
| Under 45         | 12%          | 13%     | 15%                   | 13%                                | 0%    | 1%            |
| 45-64            | 8%           | 16%     | 17%                   | 10%                                | 2%    | 2%            |
| 65+              | 4%           | 9%      | 16%                   | 10%                                | 1%    | 0%            |
| Northeast        | 7%           | 17%     | 23%                   | 12%                                | 0%    | 0%            |
| Midwest          | 7%           | 7%      | 13%                   | 8%                                 | 0%    | 2%            |
| South            | 10%          | 15%     | 24%                   | 16%                                | 2%    | 1%            |
| West             | 12%          | 16%     | 7%                    | 10%                                | 1%    | 1%            |
| Non-college      | 10%          | 12%     | 14%                   | 10%                                | 1%    | 1%            |
| College          | 6%           | 16%     | 19%                   | 13%                                | 1%    | 1%            |

**Q6.** On the previous question you indicated that Product A was unhealthier than Product B. What information on the Nutrition Facts label most influenced your decision? Please select your top two.



# Why is Product A Unhealthier?

**Q6.** On the previous question you indicated that Product A was unhealthier than Product B.  
 What information on the Nutrition Facts label most influenced your decision?  
 Please select your top two.

|                      | Calories | Saturated Fat | Cholesterol | Sodium | Total Carbohydrates | Dietary Fiber | Total Sugars |
|----------------------|----------|---------------|-------------|--------|---------------------|---------------|--------------|
| Total                | 22%      | 27%           | 12%         | 48%    | 25%                 | 2%            | 12%          |
| Omnivore             | 21%      | 28%           | 11%         | 49%    | 27%                 | 1%            | 12%          |
| Vegetarian           | 28%      | 15%           | 10%         | 19%    | 13%                 | 13%           | 10%          |
| Pescatarian          | 10%      | 13%           | 10%         | 44%    | 22%                 | 14% ↑         | 11%          |
| Vegan                | 14%      | 50%           | 10%         | 31%    | 10%                 | 0%            | 15%          |
| Some vegetarian days | 37%      | 26%           | 4%          | 55%    | 22%                 | 0%            | 18%          |
| Other                | 16%      | 21%           | 25%         | 49%    | 18%                 | 5%            | 7%           |

# Why is Product A Unhealthier?

**Q6.** On the previous question you indicated that Product A was unhealthier than Product B.  
 What information on the Nutrition Facts label most influenced your decision?  
 Please select your top two.

|                         | Added Sugars | Protein | Vitamins/<br>minerals | Amount of<br>vitamins/<br>minerals | Other | None of these |
|-------------------------|--------------|---------|-----------------------|------------------------------------|-------|---------------|
| Total                   | 9%           | 14%     | 16%                   | 11%                                | 1%    | 1%            |
| Omnivore                | 9%           | 13%     | 15%                   | 11%                                | 1%    | 1%            |
| Vegetarian              | 10%          | 21%     | 5%                    | 36%                                | 0%    | 10%           |
| Pescatarian             | 11%          | 23%     | 20%                   | 6%                                 | 0%    | 7%            |
| Vegan                   | 7%           | 7%      | 24%                   | 31%                                | 0%    | 0%            |
| Some vegetarian<br>days | 8%           | 11%     | 11%                   | 4%                                 | 4%    | 0%            |
| Other                   | 6%           | 18%     | 30%                   | 4%                                 | 0%    | 0%            |

# Which Type of Burger is Healthier?

|                  | Plant alternative to animal meat | 100% ground beef | Neither is healthier than the other | Not sure |
|------------------|----------------------------------|------------------|-------------------------------------|----------|
| Total            | 41%                              | 31%              | 17%                                 | 11%      |
| Men              | 45%                              | 32%              | 15%                                 | 8% ↓     |
| Women            | 37%                              | 29%              | 20%                                 | 14% ↑    |
| White            | 39%                              | 31%              | 18%                                 | 13%      |
| African American | 41%                              | 38%              | 15%                                 | 5%       |
| Hispanic/ Latinx | 50%                              | 29%              | 12%                                 | 9%       |
| Under 45         | 45%                              | 31%              | 14%                                 | 10%      |
| 45-64            | 36%                              | 31%              | 19%                                 | 14%      |
| 65+              | 38%                              | 29%              | 23%                                 | 10%      |
| Northeast        | 41%                              | 26%              | 21%                                 | 13%      |
| Midwest          | 35%                              | 29%              | 23% ↑                               | 12%      |
| South            | 43%                              | 39% ↑            | 11% ↓                               | 7%       |
| West             | 44%                              | 29%              | 14%                                 | 13%      |
| Non-college      | 36% ↓                            | 32%              | 19%                                 | 13%      |
| College          | 47% ↑                            | 29%              | 15%                                 | 9%       |

**Q7.** Which type of burger do you believe is healthier: a burger that is a plant alternative to animal meat or a burger that is 100% ground beef? (n=1000)

# Which Type of Burger is Healthier?

Q7. Which type of burger do you believe is healthier: a burger that is a plant alternative to animal meat or a burger that is 100% ground beef? (n=1000)

|                      | Plant alternative to animal meat | 100% ground beef | Neither is healthier than the other | Not sure |
|----------------------|----------------------------------|------------------|-------------------------------------|----------|
| Total                | 41%                              | 31%              | 17%                                 | 11%      |
| Omnivore             | 37% ↓                            | 31%              | 21% ↑                               | 11%      |
| Vegetarian           | 68% ↑                            | 25%              | 5%                                  | 2%       |
| Pescatarian          | 34%                              | 47%              | 14%                                 | 5%       |
| Vegan                | 58%                              | 32%              | 7%                                  | 2%       |
| Some vegetarian days | 65% ↑                            | 21%              | 11%                                 | 3%       |
| Other                | 23% ↓                            | 30%              | 9%                                  | 38% ↑    |

# Past and Future Plant Alternative Purchase Intent

|                  | Have purchased, will never again | Have purchased, will again | Never purchased, maybe will | Never purchased, do not intend to do so | Not sure |
|------------------|----------------------------------|----------------------------|-----------------------------|---|----------|
| Total            | 18%                              | 27%                        | 23%                         | 26%                                     | 5%       |
| Men              | 25% ↑                            | 29%                        | 21%                         | 23%                                     | 3% ↓     |
| Women            | 12% ↓                            | 25%                        | 26%                         | 30%                                     | 7% ↑     |
| White            | 19%                              | 26%                        | 22%                         | 29%                                     | 4%       |
| African American | 13%                              | 24%                        | 29%                         | 28%                                     | 7%       |
| Hispanic/ Latinx | 21%                              | 33%                        | 24%                         | 16%                                     | 6%       |
| Under 45         | 24% ↑                            | 31% ↑                      | 19% ↓                       | 20% ↓                                   | 6%       |
| 45-64            | 13% ↓                            | 28%                        | 28%                         | 28%                                     | 3%       |
| 65+              | 12%                              | 14% ↓                      | 28%                         | 40% ↑                                   | 6%       |
| Northeast        | 17%                              | 28%                        | 25%                         | 25%                                     | 5%       |
| Midwest          | 13% ↓                            | 24%                        | 25%                         | 33% ↑                                   | 5%       |
| South            | 25% ↑                            | 25%                        | 21%                         | 24%                                     | 5%       |
| West             | 18%                              | 31%                        | 23%                         | 23%                                     | 4%       |
| Non-college      | 11% ↓                            | 24%                        | 28% ↑                       | 32% ↑                                   | 5%       |
| College          | 27% ↑                            | 31%                        | 18% ↓                       | 19% ↓                                   | 5%       |

**Q8.** Which of the following best describes your experience in shopping for plant alternatives to animal meat? (n=1000)

# Past and Future Plant Alternative Purchase Intent

Q8. Which of the following best describes your experience in shopping for plant alternatives to animal meat? (n=1000)

|                      | Have purchased, will never again | Have purchased, will again | Never purchased, maybe will | Never purchased, do not plant to do so | Not sure |
|----------------------|----------------------------------|----------------------------|-----------------------------|--|----------|
| Total                | 18%                              | 27%                        | 23%                         | 26%                                    | 5%       |
| Omnivore             | 14% ↓                            | 24% ↓                      | 27% ↑                       | 32% ↑                                  | 3% ↓     |
| Vegetarian           | 34% ↑                            | 54% ↑                      | 3% ↓                        | 8% ↓                                   | 1%       |
| Pescatarian          | 38% ↑                            | 30%                        | 18%                         | 14%                                    | 0%       |
| Vegan                | 46% ↑                            | 24%                        | 19%                         | 9% ↓                                   | 2%       |
| Some vegetarian days | 29% ↑                            | 48% ↑                      | 19%                         | 2% ↓                                   | 3%       |
| Other                | 4% ↓                             | 15%                        | 18%                         | 37%                                    | 26% ↑    |

# Label Descriptions

|                  | Plant-based | Made from plants | 100% beef | Grass-fed | All natural | Non-GMO | Plant-inspired |
|------------------|-------------|------------------|-----------|-----------|-------------|---------|----------------|
| Total            | 23%         | 16%              | 33%       | 22%       | 34%         | 19%     | 10%            |
| Men              | 23%         | 17%              | 36%       | 22%       | 30%         | 12% ↓   | 12%            |
| Women            | 23%         | 14%              | 30%       | 22%       | 38%         | 27% ↑   | 7%             |
| White            | 21%         | 13%              | 35%       | 23%       | 32%         | 19%     | 9%             |
| African American | 27%         | 22%              | 29%       | 16%       | 47%         | 19%     | 9%             |
| Hispanic/ Latinx | 20%         | 20%              | 37%       | 26%       | 32%         | 27%     | 14%            |
| Under 45         | 23%         | 18%              | 30%       | 20%       | 35%         | 21%     | 11%            |
| 45-64            | 22%         | 15%              | 39%       | 24%       | 33%         | 17%     | 10%            |
| 65+              | 27%         | 8%               | 29%       | 24%       | 31%         | 20%     | 5%             |
| Northeast        | 21%         | 12%              | 32%       | 31%       | 34%         | 21%     | 10%            |
| Midwest          | 24%         | 12%              | 37%       | 23%       | 39%         | 18%     | 9%             |
| South            | 22%         | 21%              | 32%       | 17%       | 34%         | 15%     | 9%             |
| West             | 25%         | 16%              | 33%       | 18%       | 29%         | 23%     | 11%            |
| Non-college      | 21%         | 13%              | 36%       | 25%       | 38%         | 22%     | 9%             |
| College          | 25%         | 19%              | 31%       | 19%       | 29%         | 16%     | 11%            |

**Q9.** Imagine you are in the grocery store considering purchasing a package of four patties (1 pound) of ground beef or a package of four patties of plant alternatives to animal meat. Which of the following label descriptions would be most appealing to you? Please select your top two. (n=1000)

# Label Descriptions

|                  | Meat-free | Vegan | Vegetarian | Meatless | Plant protein | Planet-friendly | Imitation meat | Animal-free |
|------------------|-----------|-------|------------|----------|---------------|-----------------|----------------|-------------|
| Total            | 8%        | 9%    | 12%        | 10%      | 18%           | 12%             | 6%             | 12%         |
| Men              | 10%       | 11%   | 12%        | 11%      | 21%           | 12%             | 8%             | 12%         |
| Women            | 7%        | 8%    | 12%        | 8%       | 15%           | 13%             | 3%             | 11%         |
| White            | 8%        | 9%    | 12%        | 10%      | 19%           | 11%             | 6%             | 12%         |
| African American | 4%        | 11%   | 10%        | 7%       | 19%           | 7%              | 7%             | 6%          |
| Hispanic/Latinx  | 9%        | 12%   | 10%        | 10%      | 20%           | 22%             | 6%             | 15%         |
| Under 45         | 8%        | 14% ↑ | 16%        | 8%       | 18%           | 17% ↑           | 8%             | 13%         |
| 45-64            | 8%        | 5%    | 10%        | 12%      | 15%           | 9%              | 4%             | 10%         |
| 65+              | 11%       | 5%    | 4%         | 9%       | 23%           | 3%              | 3%             | 11%         |
| Northeast        | 11%       | 10%   | 9%         | 9%       | 19%           | 11%             | 2%             | 13%         |
| Midwest          | 8%        | 6%    | 15%        | 11%      | 17%           | 13%             | 7%             | 9%          |
| South            | 7%        | 11%   | 13%        | 6%       | 20%           | 9%              | 8%             | 10%         |
| West             | 7%        | 11%   | 11%        | 12%      | 16%           | 15%             | 6%             | 15%         |
| Non-college      | 8%        | 8%    | 10%        | 9%       | 15%           | 9%              | 2% ↓           | 12%         |
| College          | 9%        | 11%   | 15%        | 11%      | 21%           | 15%             | 9% ↑           | 11%         |

**Q9.** Imagine you are in the grocery store considering purchasing a package of four patties (1 pound) of ground beef or a package of four patties of plant alternatives to animal meat. Which of the following label descriptions would be most appealing to you? Please select your top two. (n=1000)



# Label Descriptions

**Q9.** Imagine you are in the grocery store considering purchasing a package of four patties (1 pound) of ground beef or a package of four patties of plant alternatives to animal meat. Which of the following label descriptions would be most appealing to you? Please select your top two. (n=1000)

|                      | Plant-based | Made from plants | 100% beef | Grass-fed | All natural | Non-GMO | Plant-inspired |
|----------------------|-------------|------------------|-----------|-----------|-------------|---------|----------------|
| Total                | 23%         | 16%              | 33%       | 22%       | 34%         | 19%     | 10%            |
| Omnivore             | 22%         | 12% ↓            | 41% ↑     | 27% ↑     | 37%         | 21%     | 8%             |
| Vegetarian           | 25%         | 30%              | 13% ↓     | 3% ↓      | 14%         | 12%     | 17%            |
| Pescatarian          | 24%         | 28%              | 19%       | 21%       | 28%         | 24%     | 15%            |
| Vegan                | 21%         | 17%              | 27%       | 6%        | 29%         | 13%     | 9%             |
| Some vegetarian days | 29%         | 21%              | 18% ↓     | 14%       | 29%         | 18%     | 12%            |
| Other                | 21%         | 8%               | 34%       | 16%       | 45%         | 17%     | 9%             |

# Label Descriptions

**Q9.** Imagine you are in the grocery store considering purchasing a package of four patties (1 pound) of ground beef or a package of four patties of plant alternatives to animal meat. Which of the following label descriptions would be most appealing to you? Please select your top two. (n=1000)

|                      | Meat-free | Vegan | Vegetarian | Meatless | Plant protein | Planet-friendly | Imitation meat | Animal-free |
|----------------------|-----------|-------|------------|----------|---------------|-----------------|----------------|-------------|
| Total                | 8%        | 9%    | 12%        | 10%      | 18%           | 12%             | 6%             | 12%         |
| Omnivore             | 7%        | 5% ↓  | 8% ↓       | 9%       | 19%           | 10%             | 4% ↓           | 11%         |
| Vegetarian           | 17%       | 17%   | 37% ↑      | 16%      | 18%           | 15%             | 10%            | 8%          |
| Pescatarian          | 7%        | 20%   | 17%        | 4%       | 21%           | 14%             | 14%            | 16%         |
| Vegan                | 7%        | 14%   | 23%        | 8%       | 13%           | 26%             | 9%             | 12%         |
| Some vegetarian days | 10%       | 17%   | 17%        | 12%      | 16%           | 16%             | 7%             | 15%         |
| Other                | 8%        | 13%   | 9%         | 12%      | 14%           | 11%             | 6%             | 10%         |

# Self-reported Eating Pattern

|                  | Omnivore | Vegetarian | Pescatarian | Vegan | Vegetarian/<br>meatless<br>sometimes | Other |
|------------------|----------|------------|-------------|-------|--------------------------------------|-------|
| Total            | 66%      | 5%         | 7%          | 4%    | 9%                                   | 9%    |
| Men              | 62%      | 6% ↑       | 9%          | 4%    | 12% ↑                                | 7% ↓  |
| Women            | 69%      | 3% ↓       | 5%          | 4%    | 7% ↓                                 | 12% ↑ |
| White            | 68%      | 5%         | 6%          | 4%    | 8%                                   | 9%    |
| African American | 64%      | 0% ↓       | 13%         | 5%    | 5%                                   | 13%   |
| Hispanic/ Latinx | 57%      | 3%         | 5%          | 5%    | 17% ↑                                | 12%   |
| Under 45         | 56% ↓    | 7% ↑       | 9% ↑        | 5%    | 14% ↑                                | 8%    |
| 45-64            | 71% ↑    | 3%         | 6%          | 3%    | 5% ↓                                 | 11%   |
| 65+              | 80% ↑    | 2%         | 2% ↓        | 3%    | 4% ↓                                 | 9%    |
| Northeast        | 73%      | 4%         | 6%          | 1% ↓  | 8%                                   | 8%    |
| Midwest          | 68%      | 5%         | 6%          | 4%    | 8%                                   | 10%   |
| South            | 63%      | 6%         | 7%          | 7% ↑  | 9%                                   | 8%    |
| West             | 60%      | 4%         | 8%          | 4%    | 12%                                  | 11%   |
| Non-college      | 72% ↑    | 2% ↓       | 5%          | 2% ↓  | 6% ↓                                 | 13% ↑ |
| College          | 58% ↓    | 8% ↑       | 9%          | 6% ↑  | 13% ↑                                | 6% ↓  |

**Q10.** When thinking about all the food and beverages you consume, please select the statement that best describes you. (n=1000)