

# Consumption Trends, Preferred Names and Perceptions of Plant- Based Meat Alternatives

November 2021



# Methodology

One thousand and one interviews were conducted among adults ages 18-80 from August 26 to August 30, 2021 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).

*This research was supported by funding from the Soy Nutrition Institute and United Soybean Board.*



# Executive Summary



# Key Findings

## **Most Americans have consumed plant-based meat alternatives in the past year**

Americans who consume plant-based meat products reported a variety of eating frequency habits, with 2 out of 5 eating them daily or weekly, and 1 out of 4 eating them monthly or less often. Most consume plant-based meat products at home.

## **Consumers are open to a variety of plant-based proteins and seek clarity in their descriptions**

The term “plant-based” is a top descriptor across demographics. Consumers identified straightforward product naming as clear and accurate, including terms like “100% plant-based patty” and “meatless patty.” Transparency of primary ingredients is important, such as “soy” or “soy-based” for products made primarily from soy protein.

## **Consumers value health benefits associated with plant-based meat alternatives**

Across demographics, healthfulness and high-quality protein are top reasons for choosing plant-based meat alternatives, in addition to liking the taste of the products. Heart health as well as protein content and quality are top health-related reasons for consuming plant-based meat.

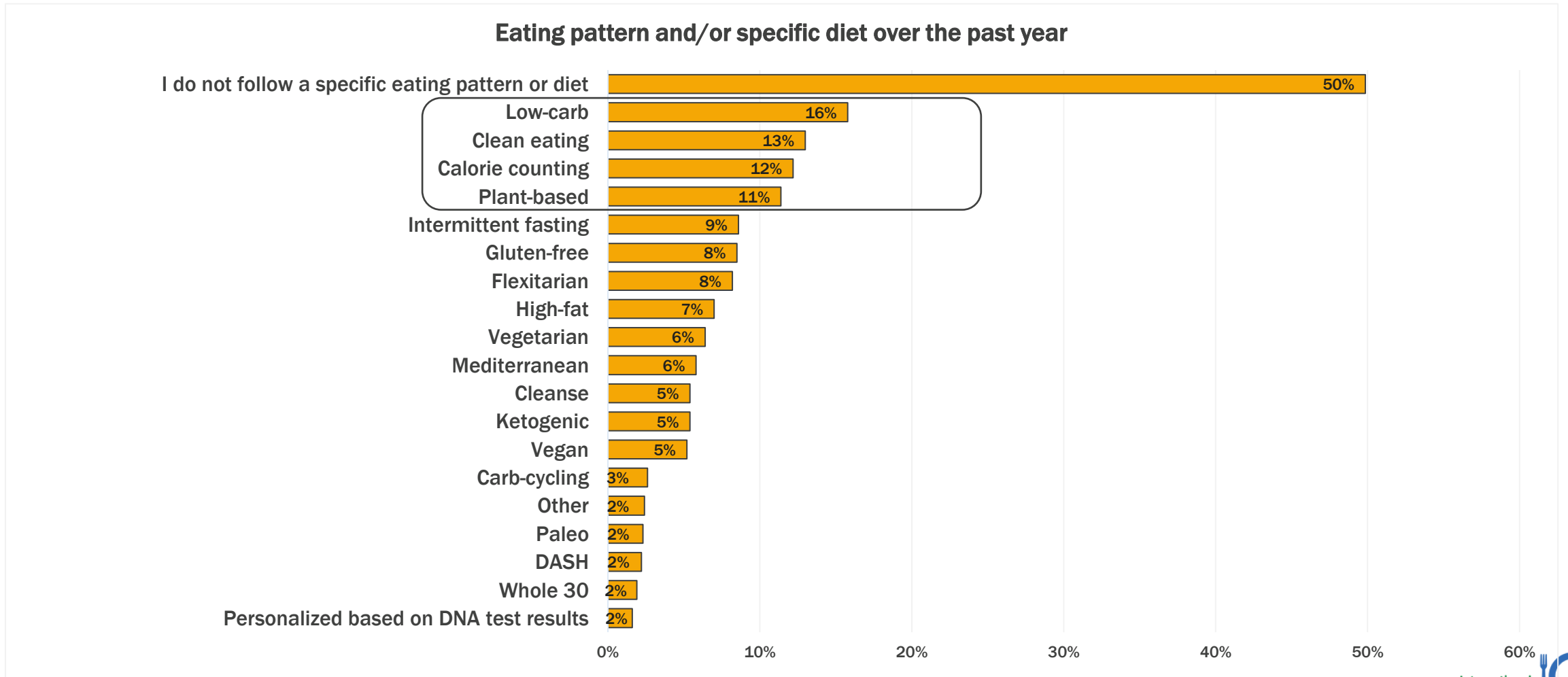
## **Health websites, food packages and food company websites are top sources of information about plant-based meat alternatives**

Of those who are interested in more information about plant-based meat alternatives, the top cited sources included health websites, product packaging and food company websites, followed by government websites and dietitians. Additionally, consumers who identified reasons for consuming plant-based meat alternatives use the Nutrition Facts label and ingredient list as top sources of information.

# Overall Diet and Consumption Habits



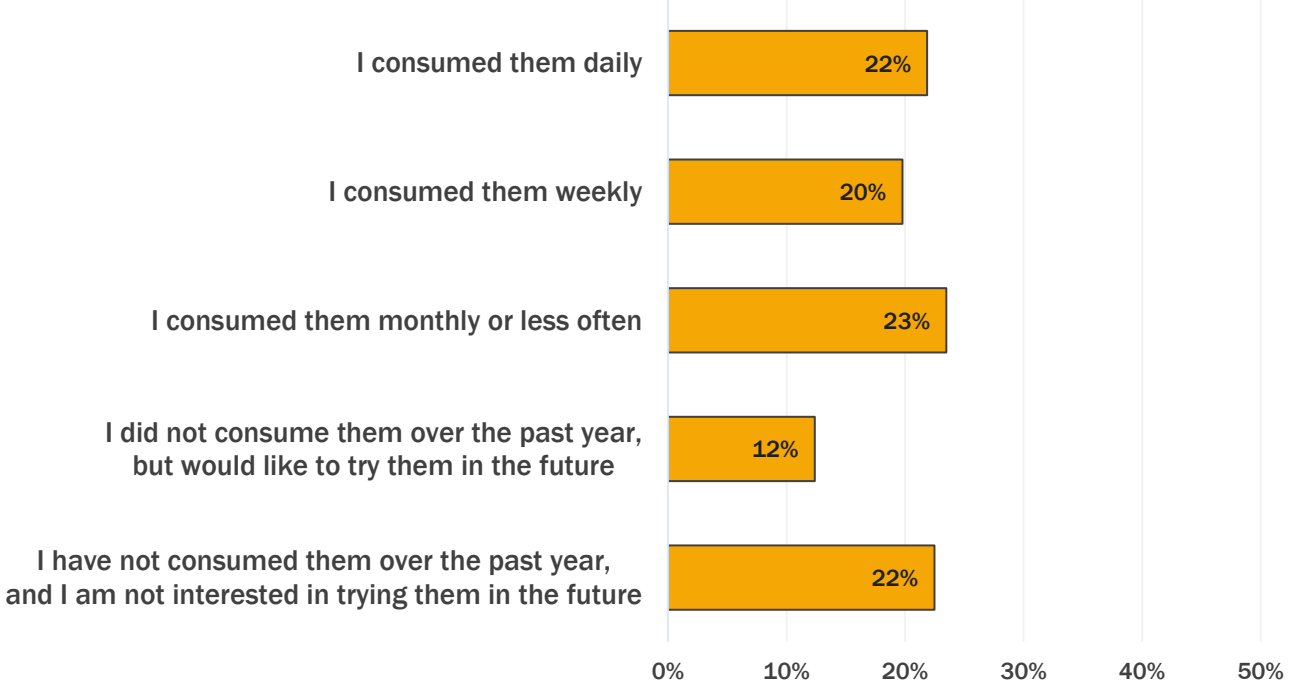
Half of respondents indicated that they do not follow a specific eating pattern or diet. Of those who do follow a specific diet, *low-carb*, *clean eating*, *calorie counting*, and *plant-based* were the most common diets tried over the past year.



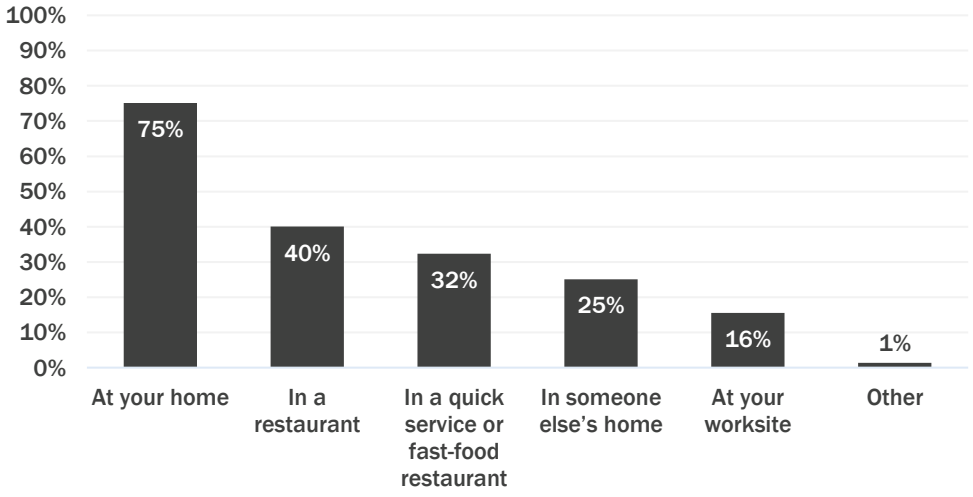


**65% of Americans have consumed plant-based meat alternatives in the past year, with 2 in 5 eating them daily or weekly. Most indicated they had consumed them at home.**

**Consumption of plant-based meat alternatives**



**Of those who have consumed or would consider trying plant-based meat alternatives, locations where they have (or would) consume them**



Q2: Thinking about the types of food products you've consumed over the past year, which of the following is true about your consumption of plant-based meat alternatives? Examples of foods in this category are burgers, chicken, fish, sausages and other products that attempt to mimic the flavor and texture of animal protein but are made with only plant products. Some companies that make these products and sell them in grocery stores, restaurants and other eating establishments include Beyond Meat®, Impossible™, Lightlife™ and MorningStar Farms®, etc. Base = 1,001;  
 Q3: Thinking about eating locations, where have you (or would you) consume plant-based meat alternatives? Select all that apply. [Excluding "I have not consumed them over the past year, and I am not interested in trying them in the future" from Q2] Base = 776



# Impressions of Plant-Based Meat Alternatives





To elicit unaided descriptions of plant-based meat products, respondents were shown the following images and asked what they would call each product



Then, respondents were shown lists of statements or terms and asked to identify the ones that best describe each product (aided descriptions).



# The image of the plant-based burger alternative elicited mainly descriptive or informative word associations



The most common words include:

## Descriptive:

- “burger” (n=218)
- “hamburger” (n=93)
- “veggie burger” (n=76)
- “cheeseburger” (n=49)
- “plant-based burger” (n=39)

## Brand:

- “Brand A” (n=26)
- “Brand B” (n=9)
- “Brand C” (n=2)
- “Brand D” (n=1)
- “Brand E” (n=1)

## Positive sentiment:

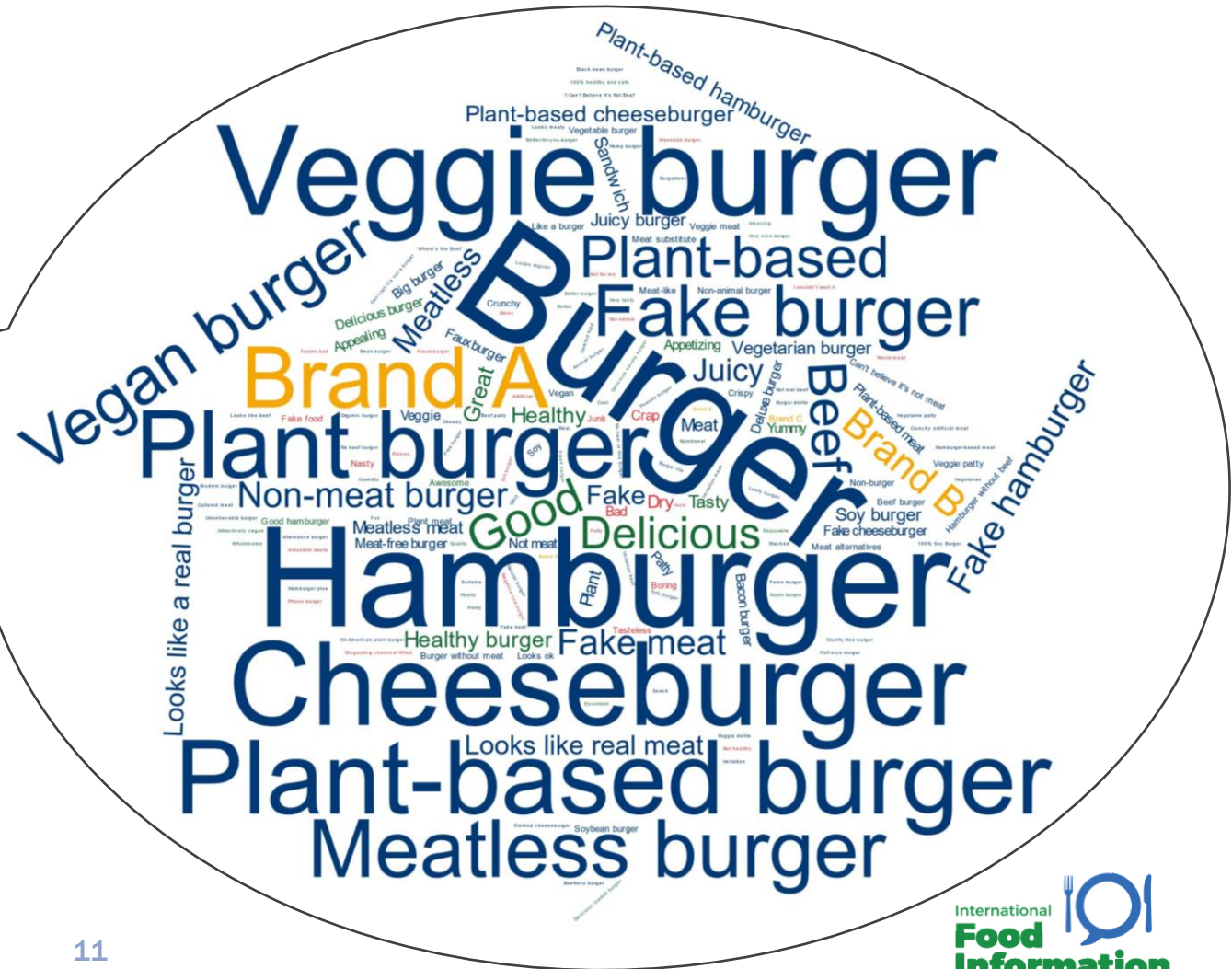
- “good” (n=13)
- “delicious” (n=11)
- “great” (n=5)
- “healthy” (n=5)
- “healthy burger” (n=5)

## Negative sentiment:

- “dry” (n=4)
- “bad” (n=3)
- “crap” (n=3)
- “boring” (n=2)
- “fake food” (n=2)
- “junk” (n=2)
- “nasty” (n=2)
- “tasteless” (n=2)

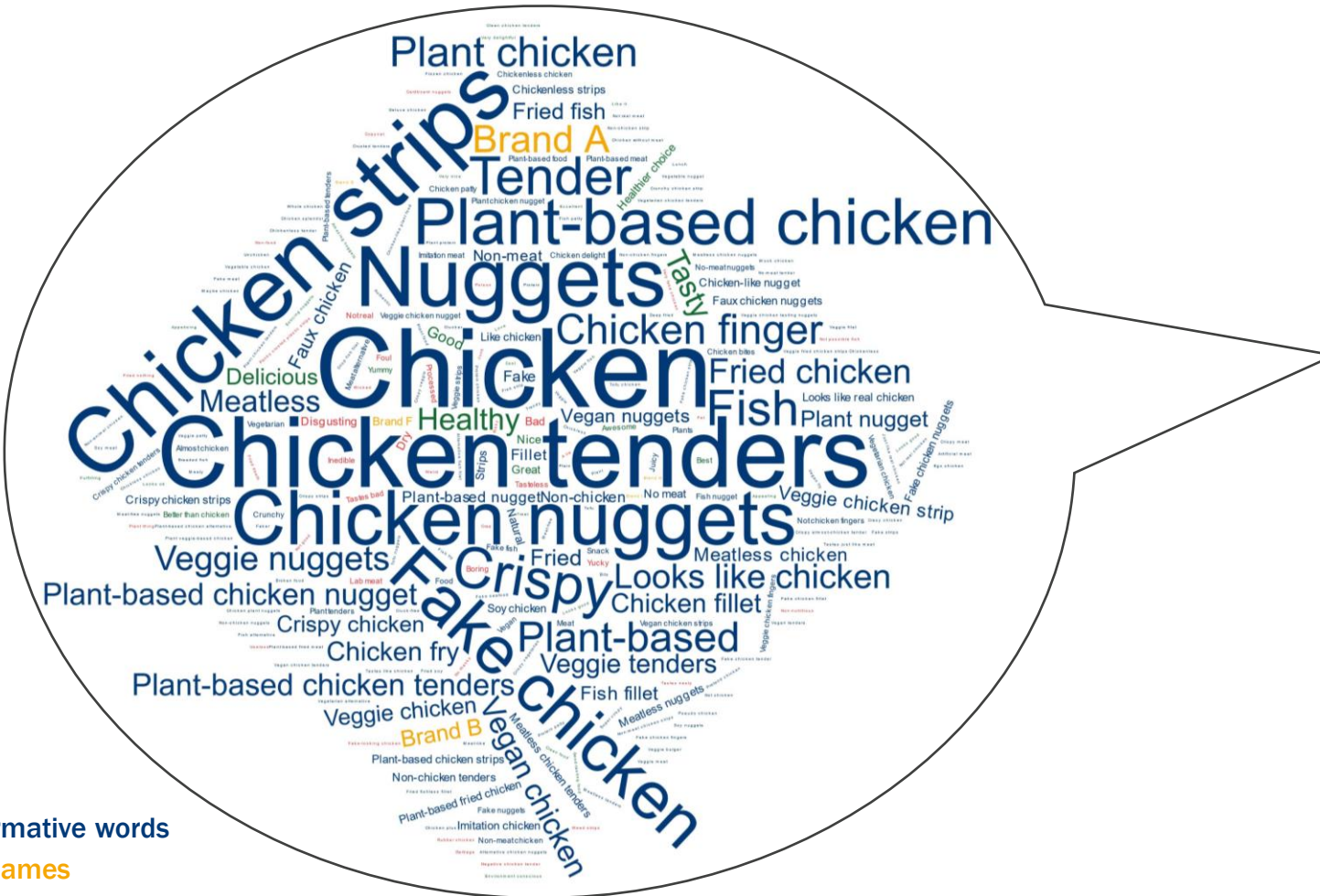
## Key:

- Descriptive/Informative words
- Brand/Product names
- Positive sentiment
- Negative sentiment





# Similarly, the image of the plant-based chicken alternative elicited mainly descriptive or informative word associations



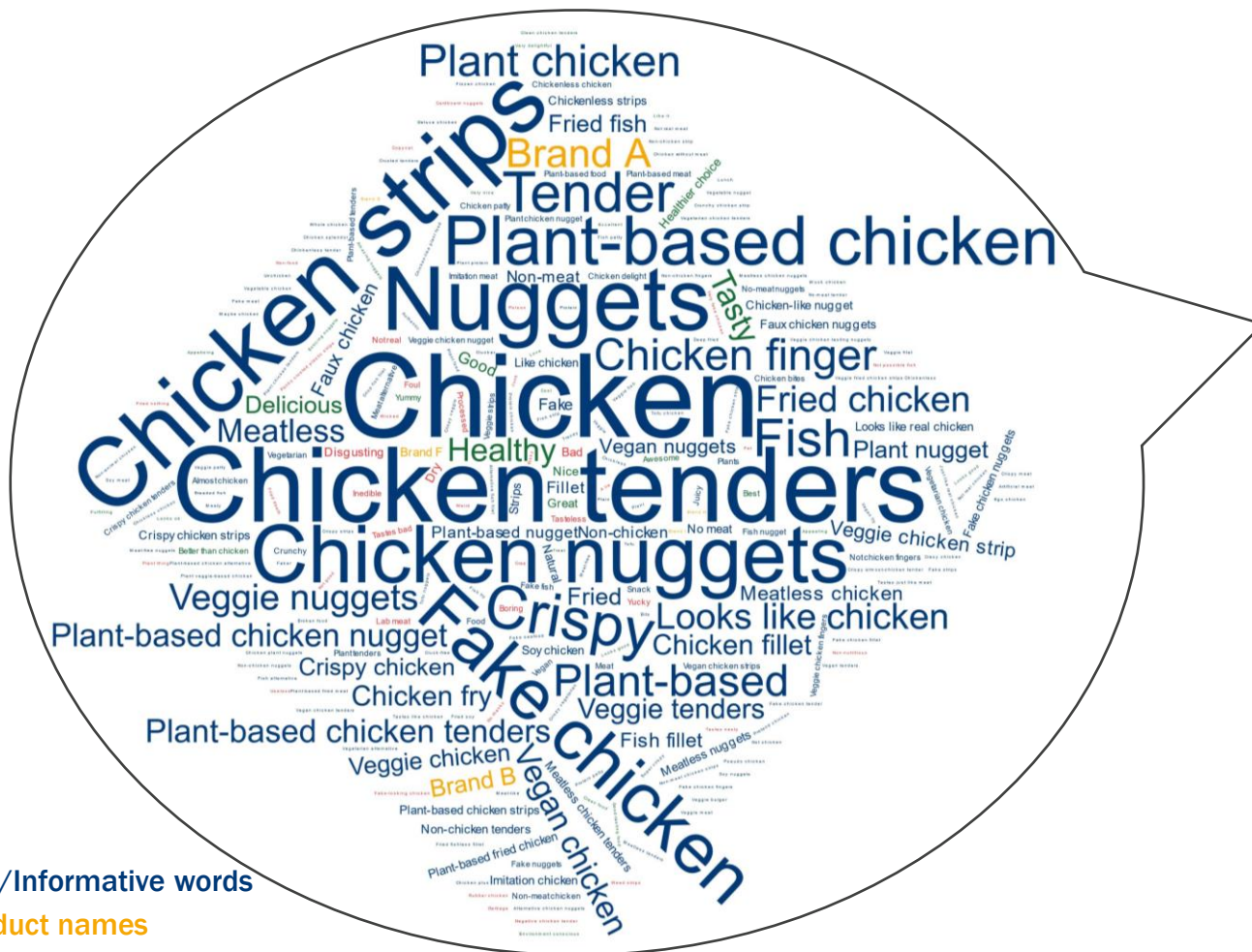
The most common words include:

- “chicken” (n=120),
- “chicken tenders” (n=72),
- “chicken strips” (n=48),
- “nuggets” (n=43),
- “chicken nuggets” (n=28),
- “fake chicken” (n=27),
- “crispy” (n=17),
- “plant-based chicken” (n=17),
- “fish” (n=14),
- “tender” (n=14)

Key:

- Descriptive/Informative words
- Brand/Product names
- Positive sentiment
- Negative sentiment

# Similarly, the image of the plant-based chicken alternative elicited mainly descriptive or informative word associations



- Key:
- Descriptive/Informative words
  - Brand/Product names
  - Positive sentiment
  - Negative sentiment

## The most common words include:

### Descriptive:

- “chicken” (n=120)
- “chicken tenders” (n=72)
- “chicken strips” (n=48)
- “nuggets” (n=43)
- “chicken nuggets” (n=28)

### Brand:

- “Brand A” (n=10)
- “Brand B” (n=6)
- “Brand F” (n=3)
- “Brand G” (n=1)
- “Brand H” (n=1)
- “Brand I” (n=1)

### Positive sentiment:

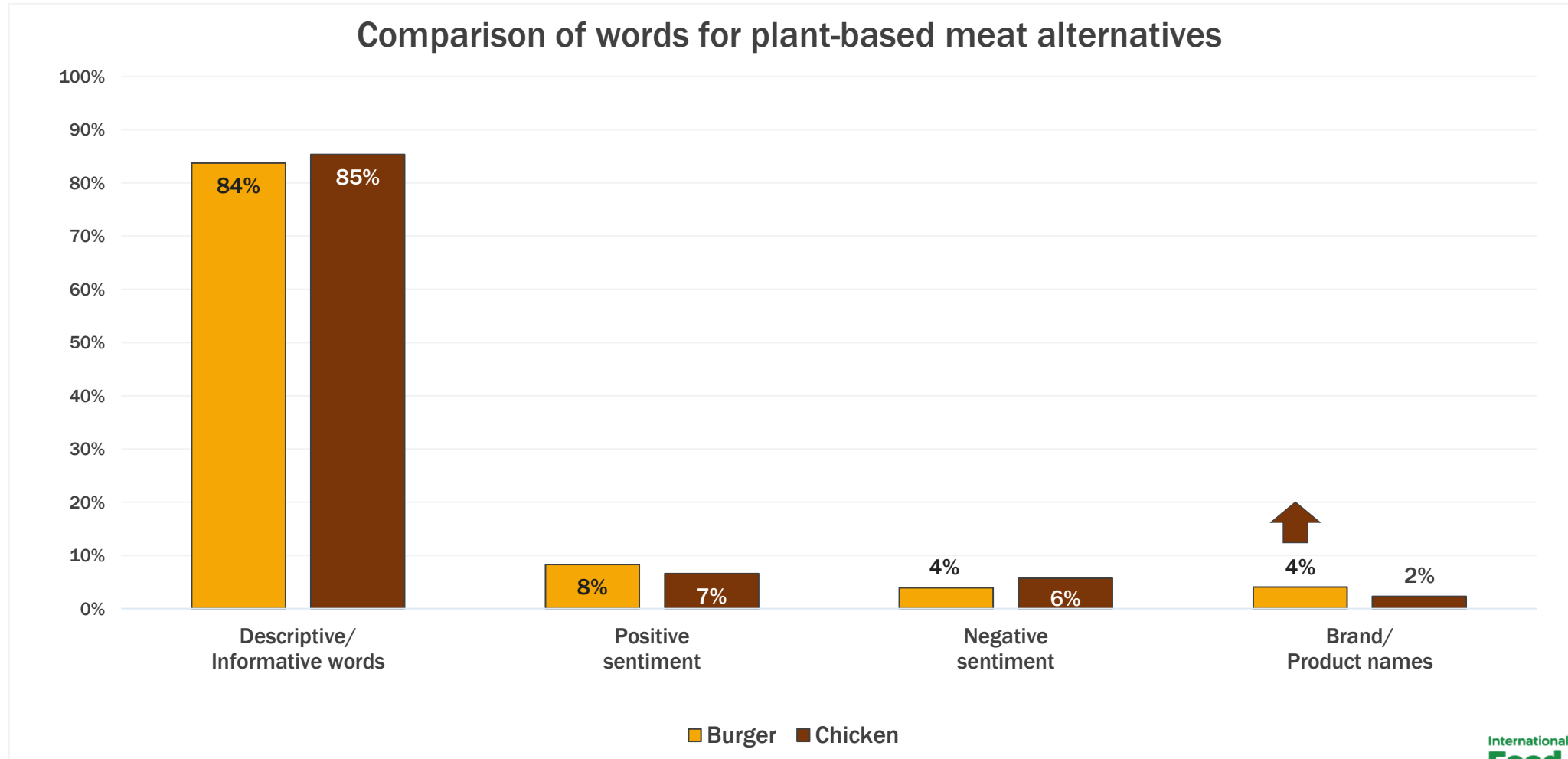
- “healthy” (n=8)
- “tasty” (n=8)
- “delicious” (n=6)
- “good” (n=4)
- “great” (n=3)
- “healthier choice” (n=3)
- “nice” (n=3)

### Negative sentiment:

- “bad” (n=3)
- “disgusting” (n=3)
- “dry” (n=3)
- “boring” (n=2)
- “foul” (n=2)
- “inedible” (n=2)
- “lab meat” (n=2)
- “not real” (n=2)
- “processed” (n=2)
- “tasteless” (n=2)
- “tastes bad” (n=2)
- “yucky” (n=2)

Q5: The images above show pictures of foods made without animal meat. If you described the food shown in the image above to a friend, what name would you call it? [open end] NOTE: n = 64 (6%) of respondents indicated “don't know,” “nothing,” or other equivalent nondescript response and were excluded; the remaining n = 937 respondents indicated 1+ words: n = 943 words included in the summary. Brand names de-identified per IFIC policy.

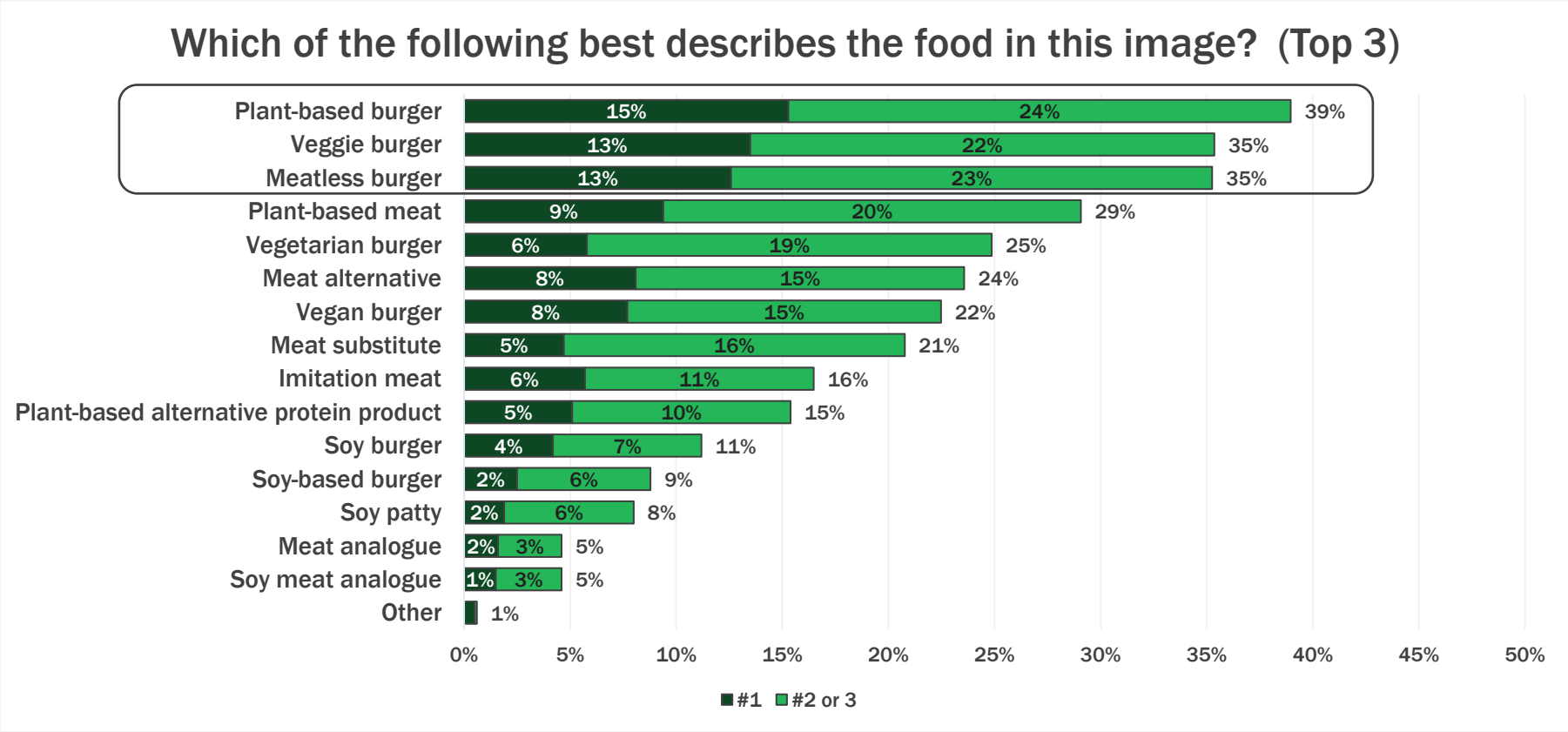
# Nearly 6 out of 7 of the word associations for each image were descriptive in nature (e.g., *burger*, *chicken*)



↑ Statistical significance indicated by arrow

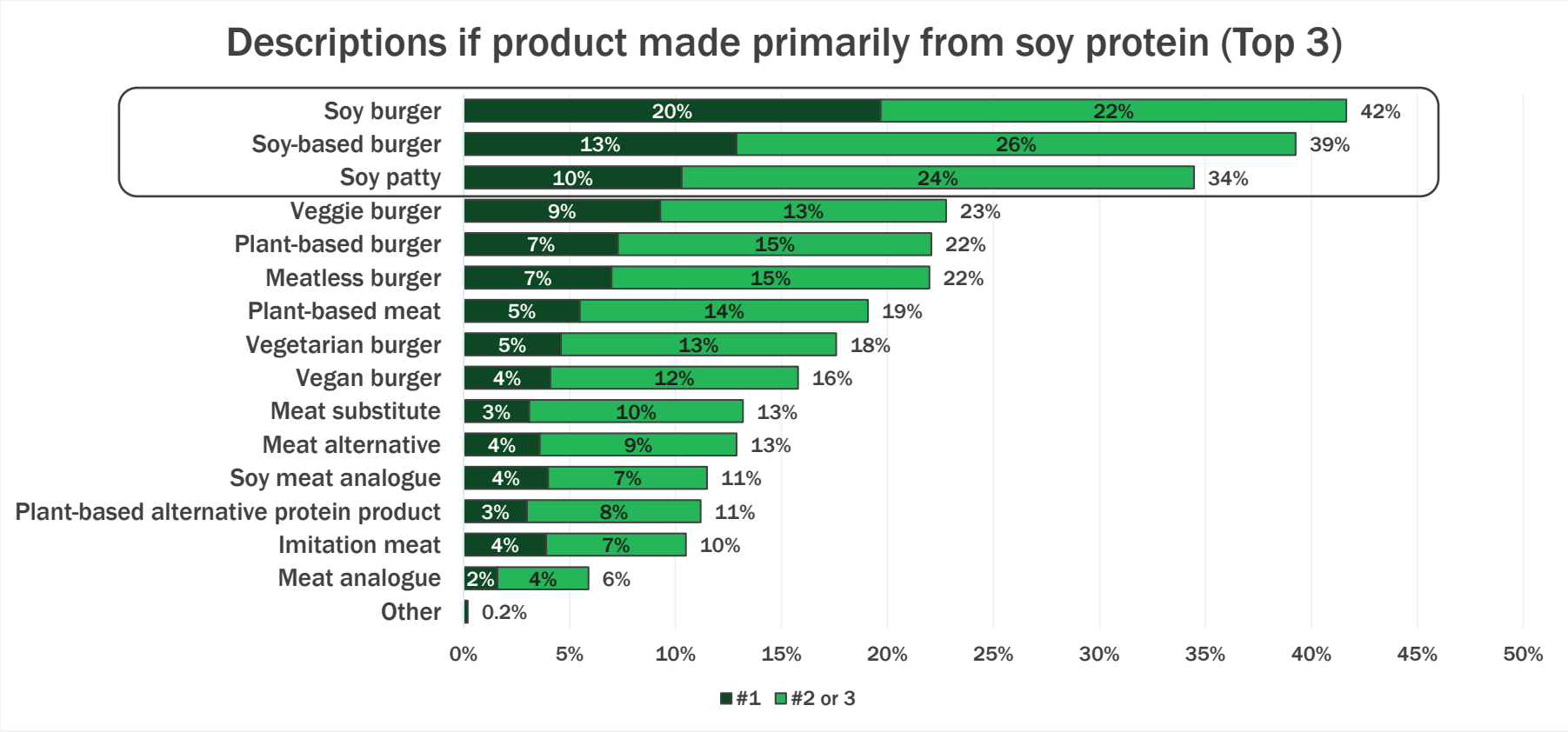


When shown a list of terms, “*plant-based burger*,” “*veggie burger*,” and “*meatless burger*” were the most-commonly selected descriptions respondents chose for the plant-based burger shown in the image



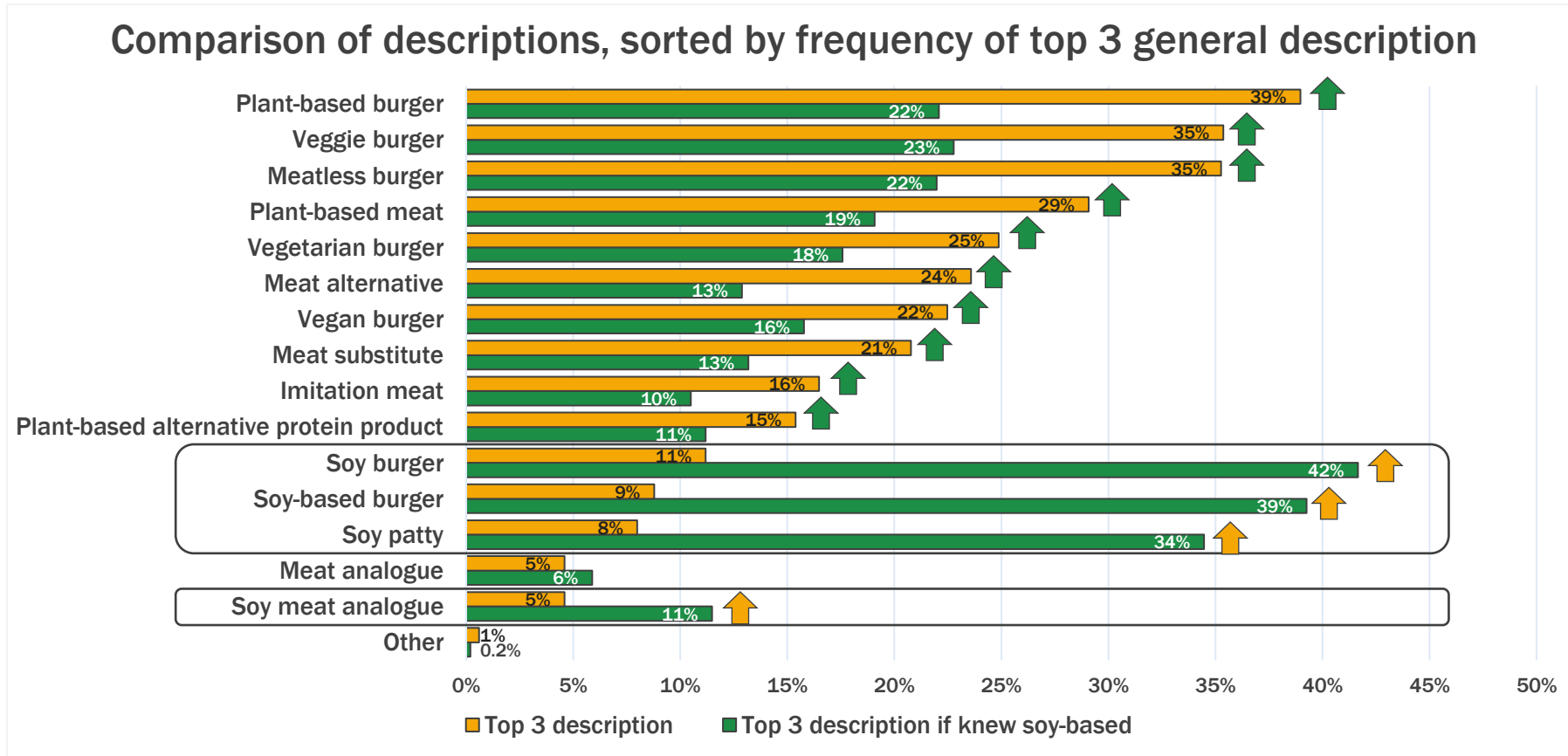
Q6: Which of the following best describes the food in this image? Please select your top 3 options, and rank them as 1 (top option), 2 (second option) and 3 (third option). [Top 3] Base = 1,001

Knowing the burger was made primarily from soy protein, the terms “soy burger,” “soy-based burger,” and “soy patty” were the top descriptions chosen for the plant-based burger shown in the image



Q8: If you knew that the food product in this image was made primarily from soy protein, which of the following best describes the food in the image? Please select your top 3 options, and rank them as 1 (top option), 2 (second option) and 3 (third option). [Top 3] Base = 1,001

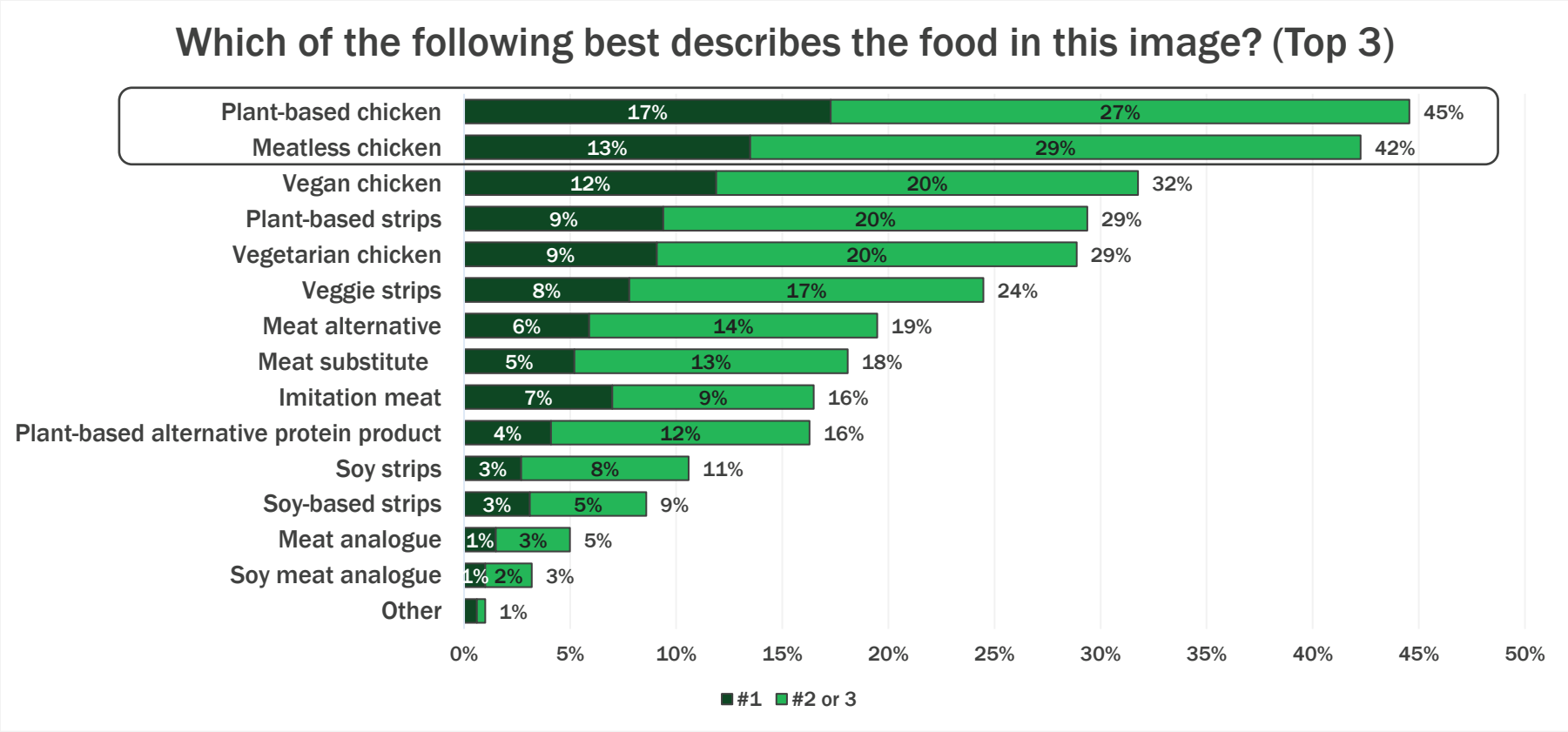
Soy-specific descriptions were used less frequently initially. A significantly higher proportion of soy-specific terms (*soy burger*, *soy-based burger*, *soy patty*, *soy meat analogue*) were used when respondents knew the product was made primarily made from soy protein.



↑ Statistical significance indicated by arrow

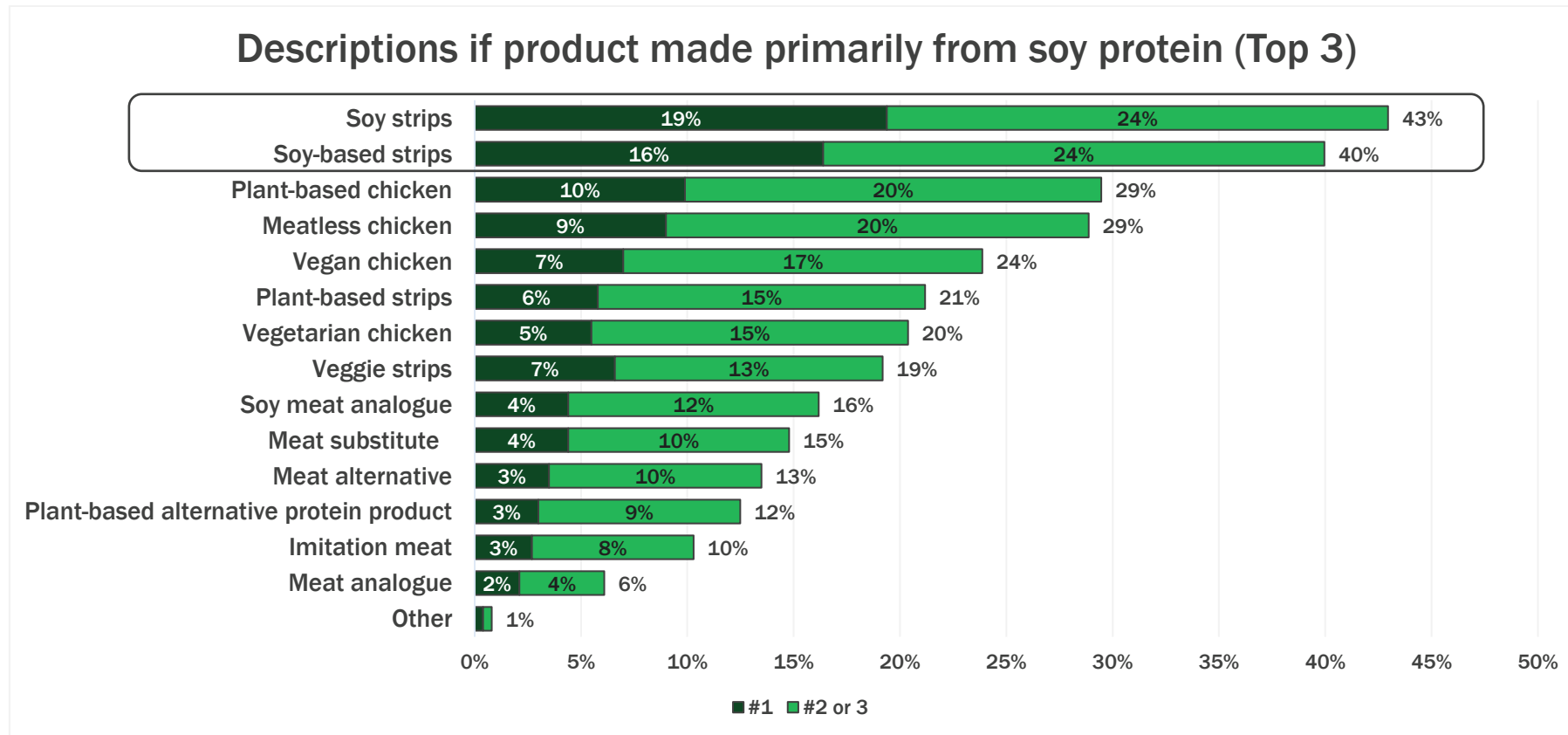


When shown a list of terms, “*plant-based chicken*” and “*meatless chicken*” were the most-commonly selected descriptions respondents chose for the plant-based product shown in the image

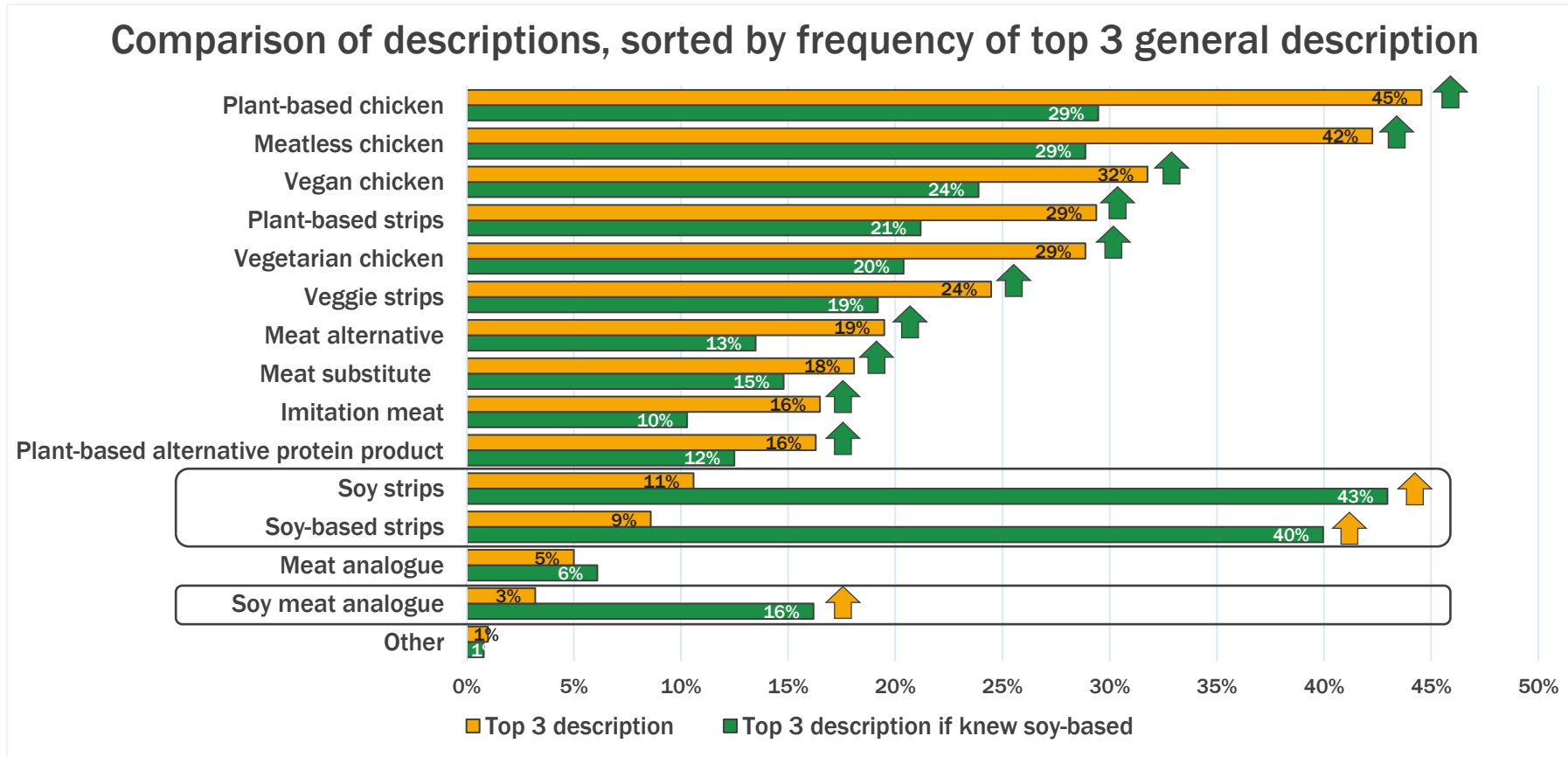


Q7: Which of the following best describes the food in this image? Please select your top 3 options, and rank them as 1 (top option), 2 (second option) and 3 (third option). [Top 3] Base = 1,001

Knowing the product was made primarily from soy protein, the terms “soy strips” and “soy-based strips” were the top descriptions chosen for the plant-based product shown in the image



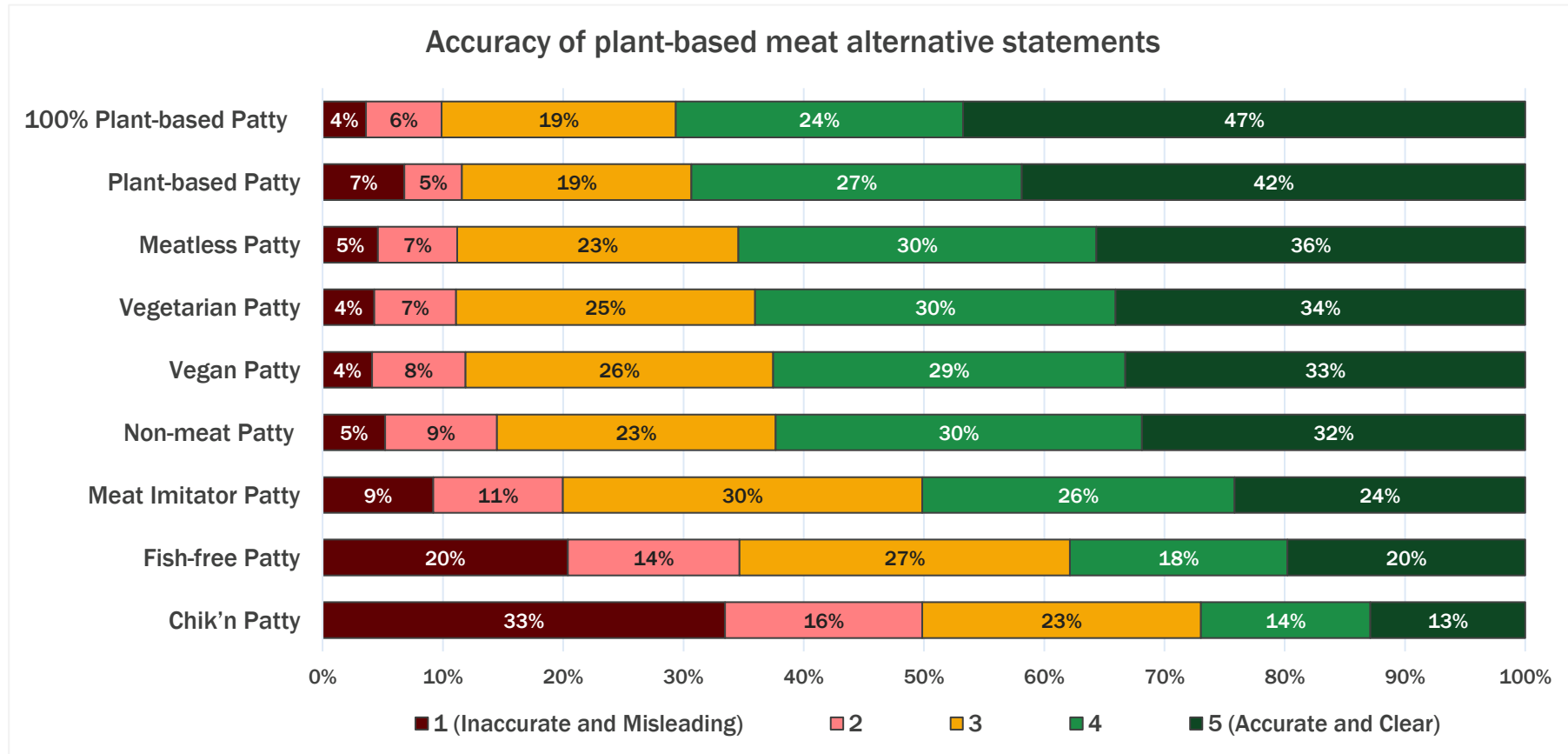
Similar to the burger, soy-specific descriptions were used less frequently initially for the plant-based chicken product. A significantly higher proportion of soy-specific terms (*soy strips*, *soy-based strips*, *soy meat analogue*) were used when respondents knew the product was made primarily made from soy protein.



↑ Statistical significance indicated by arrow



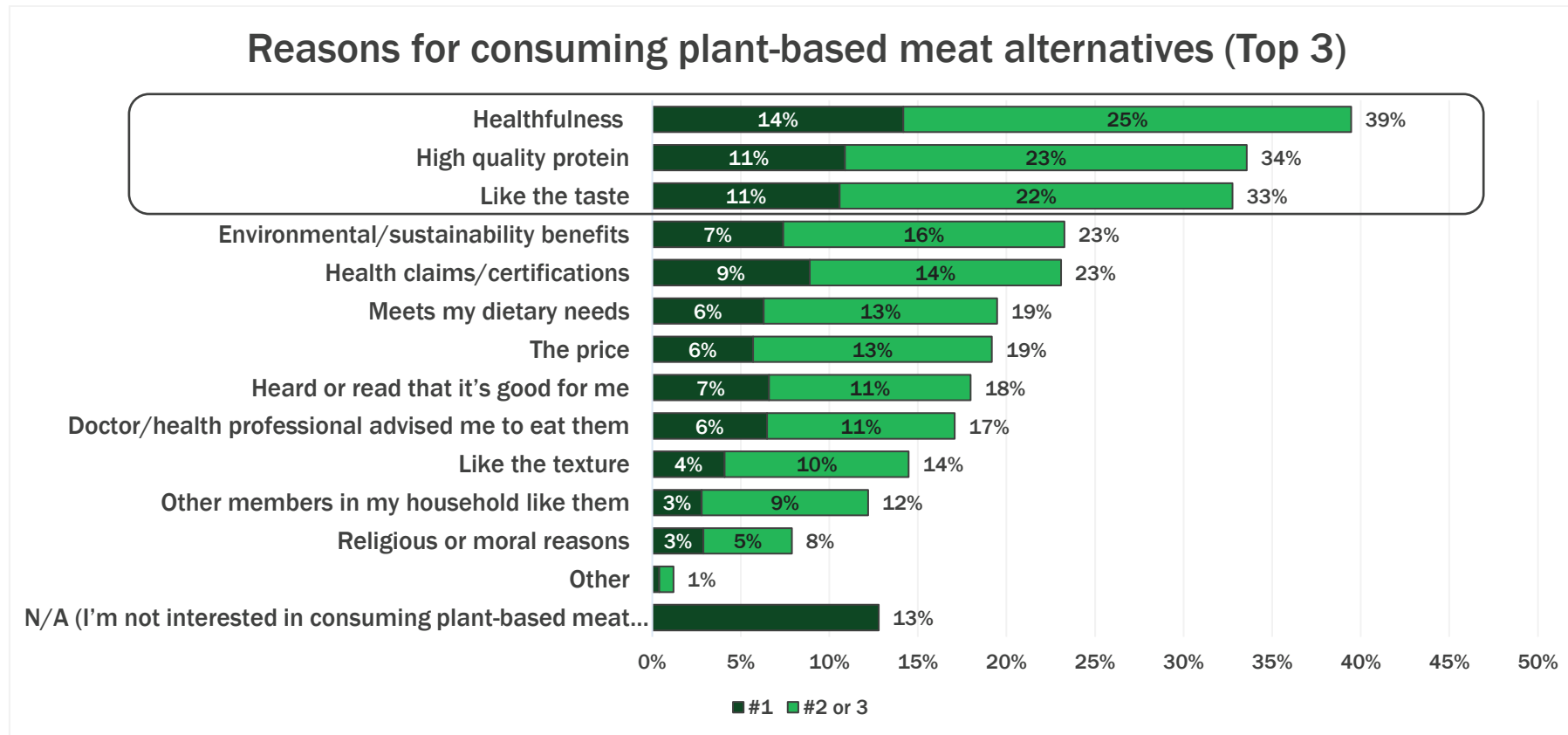
Roughly 7 out of 10 respondents indicated “*100% plant-based patty*” and “*plant-based patty*” are accurate and clear statements about plant-based meat alternatives.



# Reasons for Consuming Plant-Based Meat

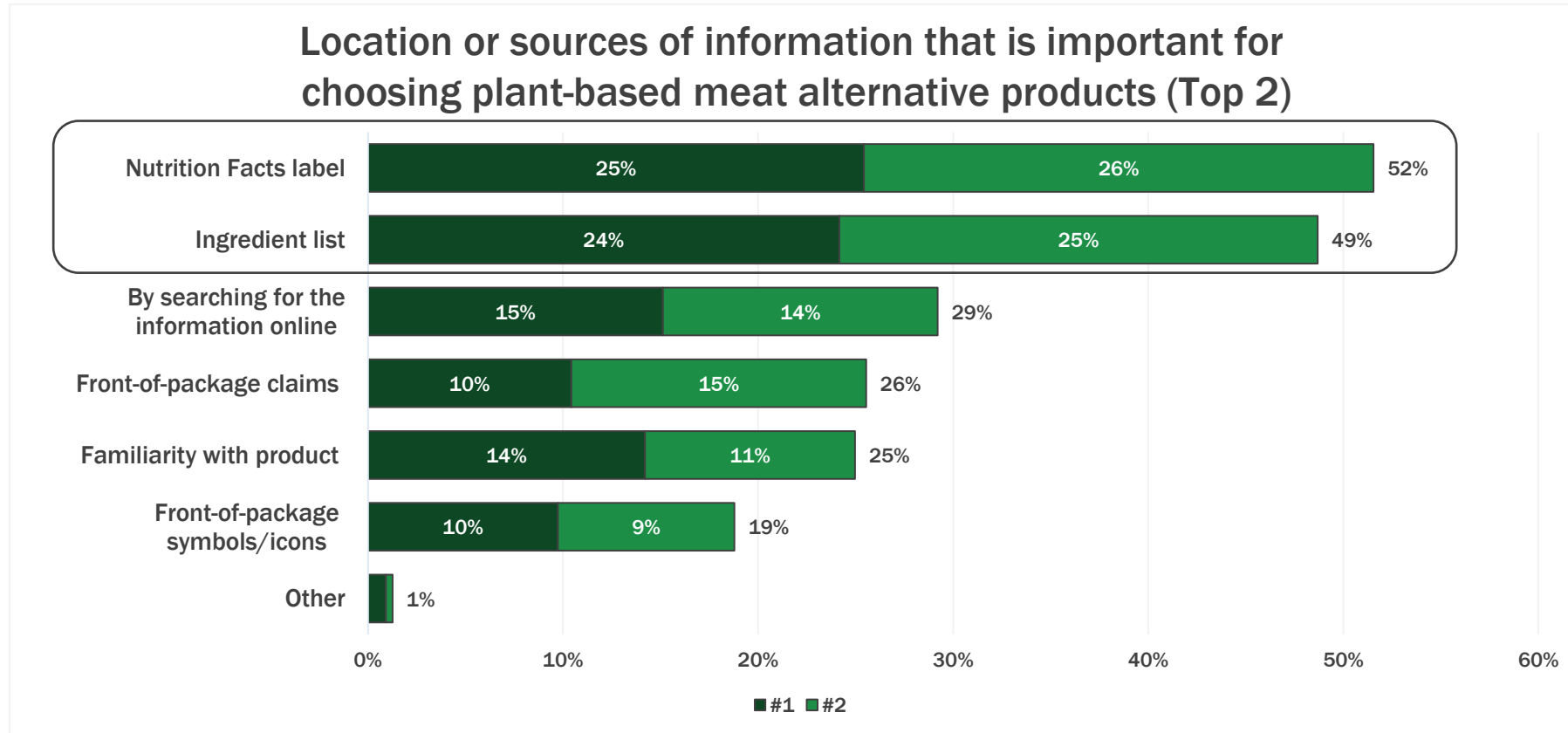


# The most common reasons for consuming plant-based meat alternatives include *healthfulness*, *high quality protein*, and *liking the taste*.

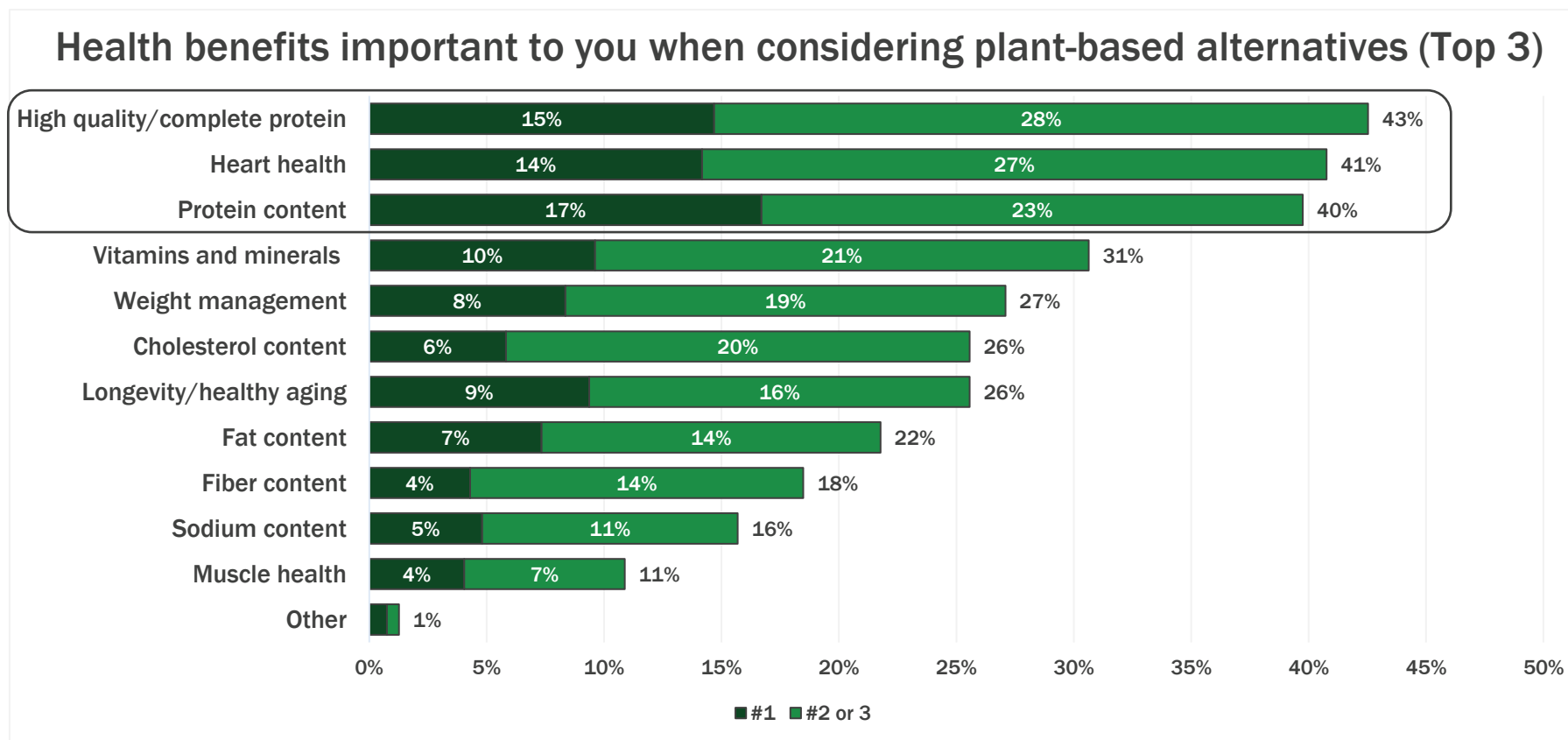




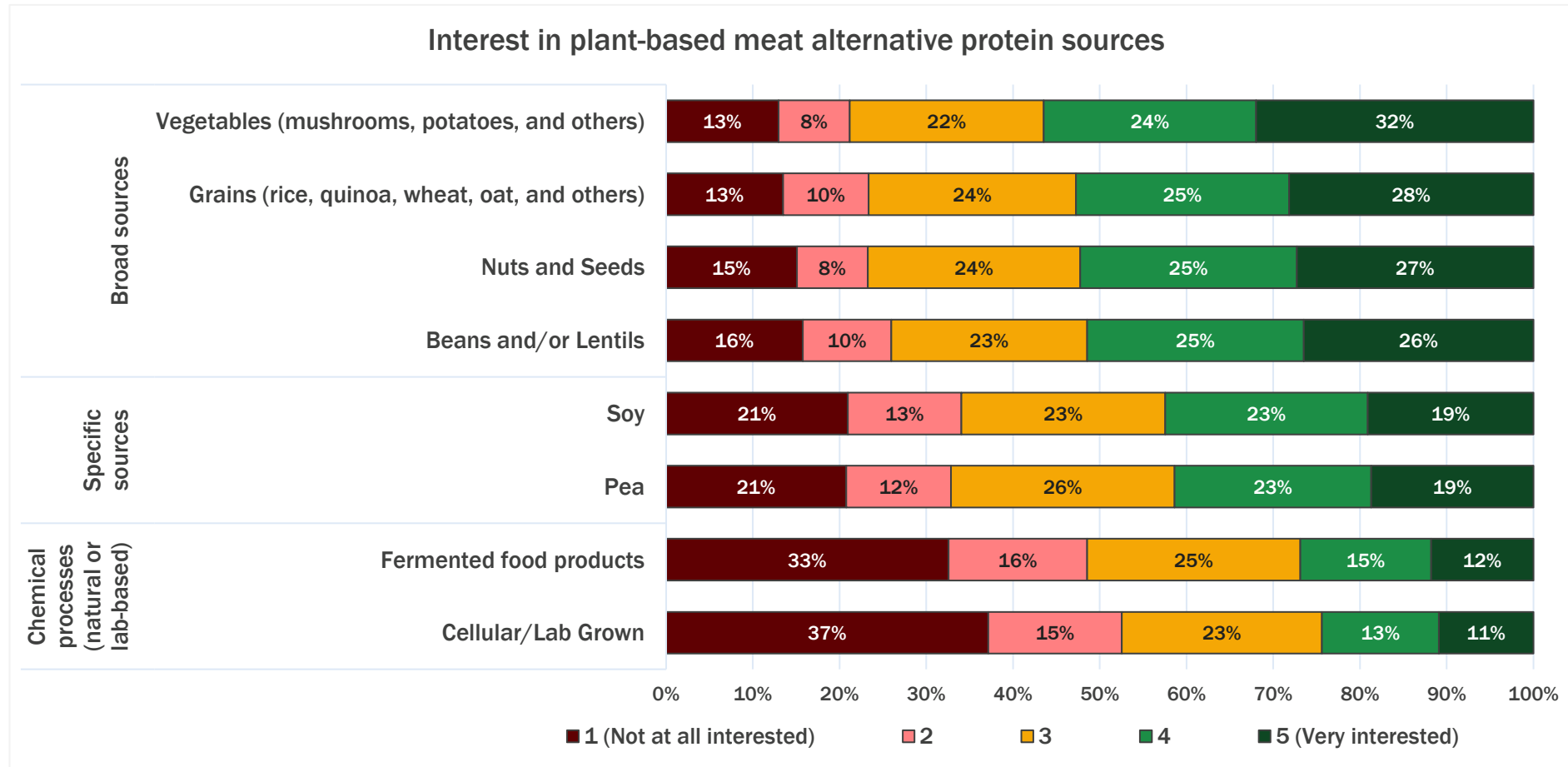
# Half of the respondents indicated they would use the *Nutrition Facts label* or *ingredient list* as information sources when choosing a plant-based meat product.



Of those who would consume plant-based meat because of healthfulness, high quality/complete protein, heart health, and protein content were the top reasons.

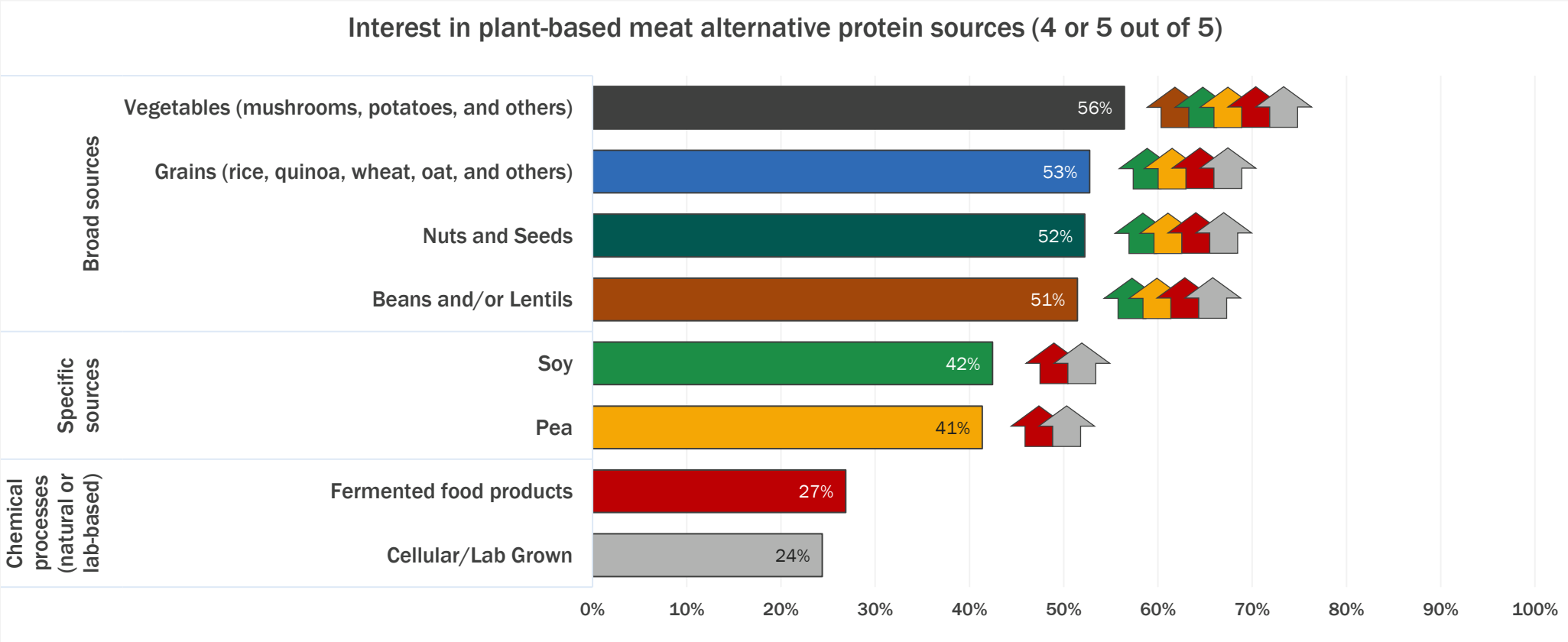


More than half of the respondents would be interested in *vegetable-, grain-, nut-, seed-, bean-, and lentil-based* alternative protein sources. *Fermented food products and cellular/lab grown* protein sources had the lowest interest.





Compared to *fermented food products* or *cellular/lab grown* alternative protein sources, a significantly higher proportion of respondents would be interested in any of the other protein sources.

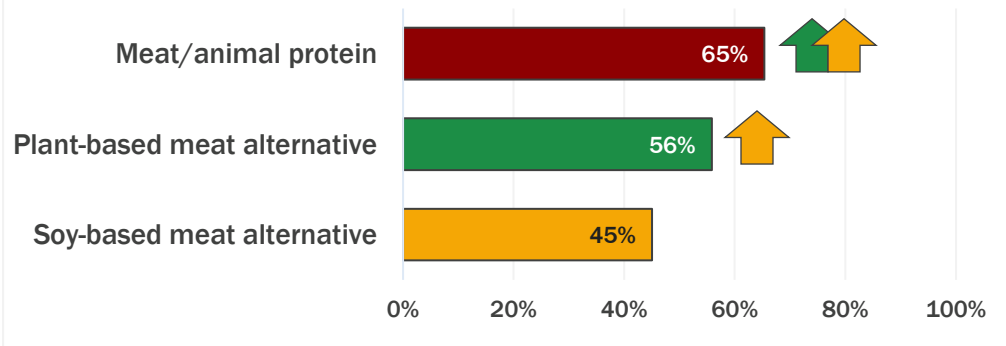


↑ Statistical significance indicated by arrow

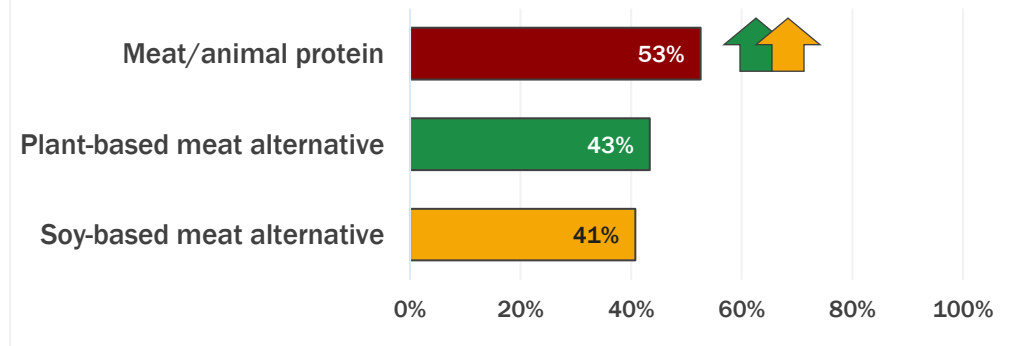
Q14: On a scale from 1 to 5 where 1 is not at all interested and 5 is very interested, please rate your interest in trying the following plant-based meat alternative protein sources. [4 or 5 out of 5] Base = 1,001

A significantly higher proportion of respondents rated *taste* and *price* for animal protein higher than plant- and soy-based meat, and rated *healthfulness* and *environmental sustainability* for plant- and soy-based meat higher than animal protein. Plant-based meat had higher taste and healthfulness ratings than soy-based meat alternatives.

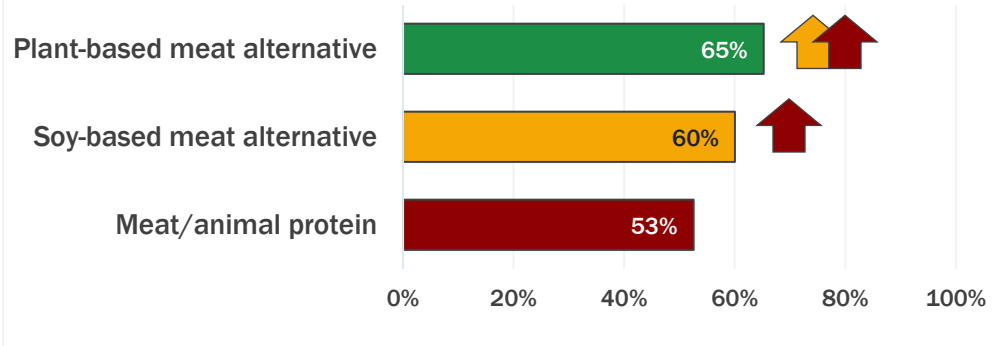
### 4 or 5 out of 5 for taste of:



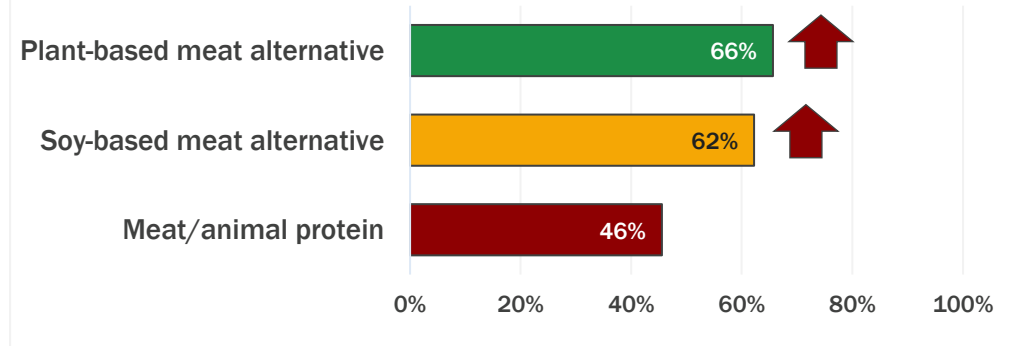
### 4 or 5 out of 5 for price of:



### 4 or 5 out of 5 for healthfulness of:



### 4 or 5 out of 5 for environmental sustainability of:

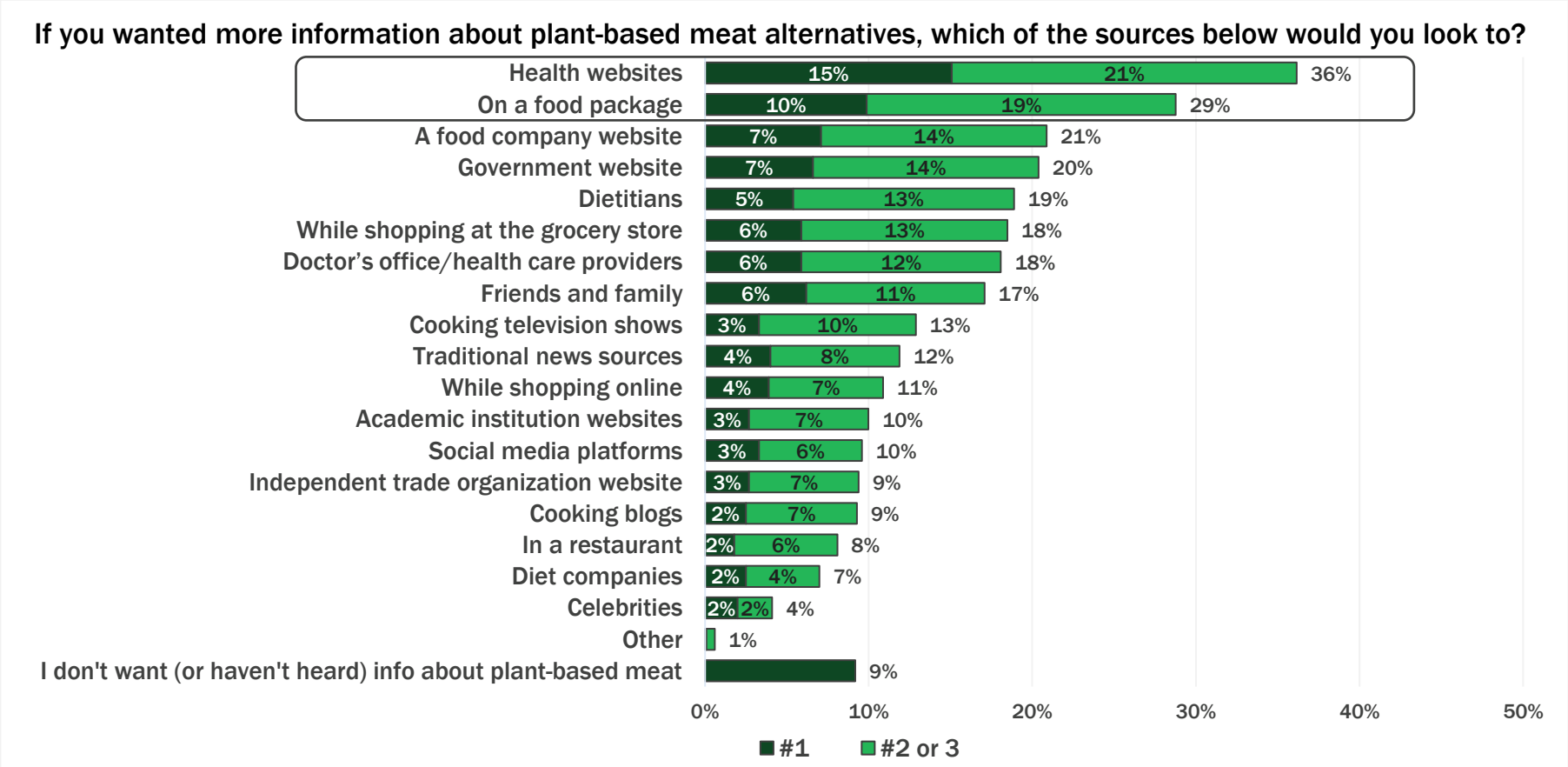


↑ Statistical significance indicated by arrow

# Information Sources about Plant-Based Meat Alternatives



Overall, 9 out of 10 respondents would seek information about plant-based meat from one of the listed sources (only 9% indicated they didn't want more information (or hadn't heard) about plant-based meat alternatives). *Health websites* and *food packaging* were the most common sources respondents would look to for information about plant-based meat.



Q16: If you wanted more information about plant-based meat alternatives, which of the sources below would you look to? Please select your top 3 reasons, and rank them as 1 (top reason), 2 (second reason) and 3 (third reason). Base = 1,001

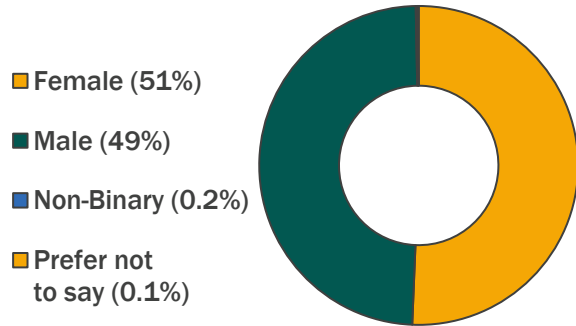


# Demographics

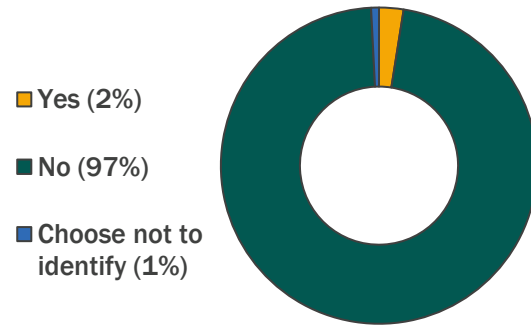


# Demographics

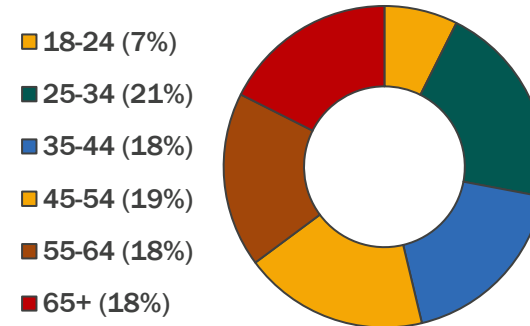
## Gender



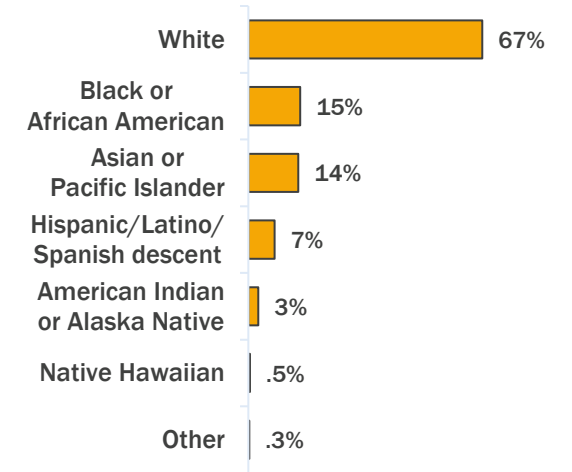
## Transgender



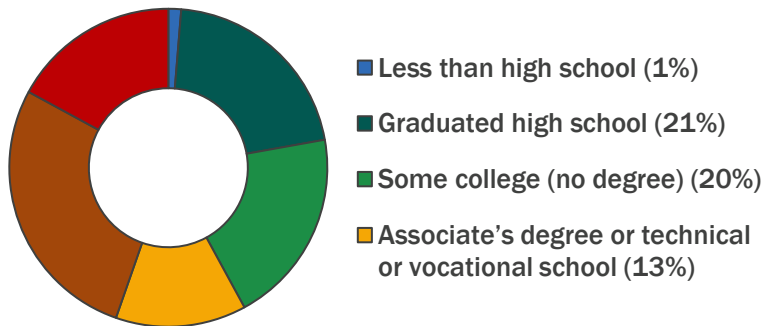
## Age



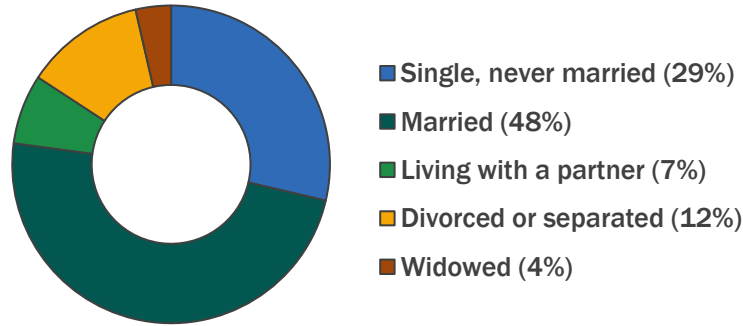
## Race or Ethnicity\*



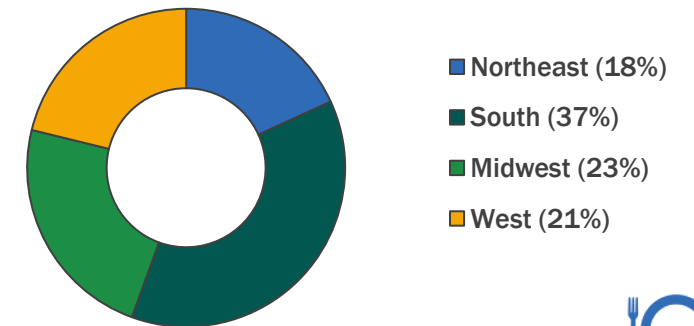
## Education



## Marital Status



## Region



# Consumers with no role in decision-making or shopping for food products were excluded from the study



Q1: Thinking about choosing and shopping for food-related products (including groceries, foods prepared outside of the home, etc.), which of the following best describes your role as the decision maker and/or shopper?  
[Respondents who indicated "I have no role" as a decision maker AND shopper were terminated from the study] Base = 1,001



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@FoodInsight



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@foodinsight



@FoodInsightTV



International Food Information  
Council



# Appendix

# Q1: Thinking about choosing and shopping for food-related products (including groceries, foods prepared outside of the home, etc.), which of the following best describes your role as the decision maker and/or shopper?

		Decision maker about food products			Shopper for food products		
		I am the primary person with this role in my household	I share role with spouse, partner, roommates, and/or others living in household	I have no role – someone else in my household is the primary person with this role	I am the primary person with this role in my household	I share role with spouse, partner, roommates, and/or others living in household	I have no role – someone else in my household is the primary person with this role
Gender	Female	74.2%	25.8%	0.0%	75.0% ↑	23.5% ↓	1.6%
	Male	68.0%	30.3%	1.6%	65.8% ↓	32.4% ↑	1.8%
Age	18-34 years old [A]	75.4% ↑	23.9% ↓	0.7%	69.6%	27.5%	2.9%
	35-54 years old [B]	75.6% ↑	23.8% ↓	0.5%	75.1% ↑	23.6% ↓	1.4%
	55+ years old [C]	62.8% ↓	36.1% ↑	1.1%	66.2% ↓	32.7% ↑	1.1%
Education	Non-college	69.4%	29.7%	1.0%	68.6%	28.7%	2.6%
	College	72.2%	27.1%	0.7%	71.7%	27.2%	1.0%
Region	Northeast [A]	74.2%	25.8%	0.0%	73.6%	25.3%	1.1%
	South [B]	70.6%	28.9%	0.5%	70.3%	27.0%	2.7%
	Midwest [C]	70.0%	28.8%	1.3%	68.7%	30.5%	0.9%
	West [D]	70.3%	28.3%	1.4%	69.8%	28.8%	1.4%
Consumption	Consumed plant-based meat in past year	78.4% ↑	20.9% ↓	0.8%	75.6% ↑	22.9% ↓	1.5%
	Did not consume plant-based meat in past year	57.3% ↓	41.8% ↑	0.9%	60.7% ↓	37.2% ↑	2.0%

- A statistically significantly higher proportion of women than men are the *primary shopper*; a significantly higher proportion of men than women have a *shared role for shopping for food products*
- A statistically significantly higher proportion of respondents between 18-34 years old and 35-54 years old than 55+ years old identified themselves as *primary decision maker for food products*; a significantly higher proportion of respondents 55+ than 18-34 and 35-54 years old identified themselves as having a *shared role as decision maker*; a significantly higher proportion of respondents between 35-54 years old than 55+ years old identified themselves as the *primary shopper*; a significantly higher proportion of respondents 55+ than 35-54 years old have a *shared role in shopping*
- There were no significant differences for decision making or shopping for food products based on level of education or region
- A statistically significantly higher proportion of respondents who have consumed plant-based meat in the past year identified themselves as *primary decision maker about food products* and *primary shopper for food products*; a significantly higher proportion of respondents who have not consumed plant-based meat in the past year identified themselves as having a *shared role in decision making* and *shopping for food products*

**↓ SIGNIFICANCE:**  
 Red “down arrow” indicates statistically significantly lower than variable with green “up arrow” in same demographic category (green arrow next to a value for men indicates that value is significantly higher than women, for example)

# Q2 + Q3: Plant-based meat consumption habits

		2. Thinking about the types of food products you've consumed over the past year, which of the following is true about your consumption of plant-based meat alternatives?						3. Thinking about eating locations, where have you (or would you) consume plant-based meat alternatives? Select all that apply. (sorted based on overall frequency)					
		I consumed them daily	I consumed them weekly	I consumed them monthly	I consumed them at least once over the past year, but not every month	I did not consume them over the past year, but would like to try them in the future	I have not consumed them over the past year, and I am not interested in trying them in the future	At your home	In a restaurant	In a quick service or fast-food restaurant	In someone else's home	At your worksite	Other
Gender	Female	18.1% ↓	17.8%	9.5%	17.4% ↑	14.0%	23.3%	76.6%	35.7% ↓	28.8%	25.2%	11.6% ↓	1.3%
	Male	25.7% ↑	21.8%	9.2%	10.8% ↓	10.8%	21.8%	73.7%	44.5% ↑	35.9%	25.0%	19.8% ↑	1.6%
Age	18-34 years old [A]	32.9% ↑	21.1%	13.6% ↑	13.2%	11.4%	7.9% ↓	70.2% ↓	48.1% ↑	36.8% ↑	32.9% ↑	20.5% ↑	1.2%
	35-54 years old [B]	27.9% ↑	24.4% ↑	6.2% ↓	14.1%	8.1%	19.2% AC	79.2% ↑	41.6% ↑	35.6% ↑	24.5%	19.5% ↑	0.0%
	55+ years old [C]	6.8% ↓	13.9% ↓	9.4%	14.8%	17.6%	37.5% ↑	75.5%	28.6% ↓	22.7% ↓	16.8% ↓	4.5% ↓	3.6%
Education	Non-college	20.9%	15.4% ↓	9.3%	16.9% ↑	13.3%	24.2%	74.0%	37.0%	31.3%	25.1%	12.5%	1.6%
	College	22.6%	22.9% ↑	9.5%	12.1% ↓	11.7%	21.2%	75.9%	42.2%	33.0%	25.2%	17.7%	1.3%
Region	Northeast [A]	22.0%	25.3% ↑	6.6%	12.6%	8.8%	24.7%	81.8% ↑	38.0%	31.4%	21.9%	13.1%	0.7%
	South [B]	23.3%	20.6%	9.1%	15.5%	14.2%	17.4% ↓	73.5%	40.1%	33.3%	24.3%	14.6%	1.6%
	Midwest [C]	23.2%	14.6% ↓	11.6%	10.3%	13.7%	26.6% ↑	82.5% ↑	40.4%	30.4%	28.1%	18.1%	1.2%
	West [D]	17.9%	19.3%	9.9%	17.0%	10.8%	25.0%	64.8% ↓	41.5%	33.3%	26.4%	17.0%	1.9%
Consumption	Consumed plant-based meat in past year	33.6%	30.4%	14.4%	21.6%	0.0%	0.0%	75.9%	40.2%	33.6%	25.3%	17.8% ↑	1.1%
	Did not consume plant-based meat in past year	0.0%	0.0%	0.0%	0.0%	35.5%	64.5%	71.0%	39.5%	25.8%	24.2%	4.0% ↓	3.2%


- A statistically significantly higher proportion of men than women consume plant-based meat daily, and would be open to consuming in a restaurant or at their worksite; a significantly higher proportion of women than men have consumed plant-based meat in the past year but not in the past month
- Younger respondents consume plant-based meat more regularly and are open to consuming in a variety of locations
  - A statistically significantly higher proportion of respondents between 18-34 years old and 35-54 years old than 55+ years old consume plant-based meat daily; more 35-54 year-olds than 55+ consume plant-based meat weekly; more 18-34 year-olds than 35-54 year-olds consume plant-based meat monthly; more 55+ than both other age groups and more 35-54 than 18-34 year-olds have not consumed in the past year and are not interested in trying
  - A statistically significantly higher proportion of 35-54 year-olds than 18-34 year-olds have/would consume plant-based meat at their home; a significantly higher proportion of 18-34 and 35-54 year-olds than 55+ have/would consume plant-based meat in a restaurant, in a fast-food restaurant, or at their worksite; more 18-34 year-olds than 55+ would consume plant-based meat in someone else's home
- A significantly higher proportion of respondents with a college degree consume plant-based meat weekly; more respondents with no college degree consume over the past year but not in the past month
- A significantly higher proportion of respondents from the Northeast than Midwest consume plant-based meat weekly; more respondents from the Midwest than the South indicated they have not consumed in the past year and are not interested in trying; more respondents in the Northeast and Midwest than the West indicated that they have/would consume plant-based meat in their home
- A statistically significantly higher proportion of respondents who have consumed plant-based meat in the past year indicated they have/would consume plant-based meat at their worksite

**↓ SIGNIFICANCE:**  
 Red "down arrow" indicates statistically significantly lower than variable with green "up arrow" in same demographic category (green arrow next to a value for men indicates that value is significantly higher than women, for example)

# Q4: Which of the following best represents your eating pattern and/or specific diet over the past year? Select all that apply. (sorted based on overall frequency)

		I do not follow a specific eating pattern or diet	Low-carb	Clean eating	Calorie counting	Plant-based	Intermittent fasting	Gluten-free	Flexitarian	High-fat	Vegetarian	Mediterranean	Ketogenic	Cleanse	Vegan	Carb-cycling	Other	Paleo	DASH	Whole 30	Personalized based on DNA test results
Gender	Female	51.5%	14.8%	12.8%	13.2%	10.7%	8.1%	7.5%	7.7%	6.3%	5.1%	4.1%↓	6.1%	4.5%	3.6%	2.6%	2.8%	1.6%	1.6%	1.2%	0.8%↓
	Male	48.3%	16.7%	13.0%	11.2%	12.2%	9.2%	9.4%	8.6%	7.5%	7.7%	7.5%↑	4.7%	6.1%	6.7%	2.6%	2.0%	3.1%	2.6%	2.6%	2.4%↑
Age	18-34 years old [A]	36.1%↓	18.6%	18.2%↑	14.3%	14.6%↑	13.2%↑	11.8%↑	10.4%↑	10.4%↑	7.9%↑	8.6%	7.9%↑	11.1%↑	10.0%↑	3.2%	2.1%	3.2%↑	3.9%↑	2.9%	3.6%
	35-54 years old [B]	48.5%↑	14.6%	13.6%	12.2%	13.0%↑	8.4%	8.7%	9.5%	7.6%	8.7%↑	5.1%	5.7%	4.3%↓	5.1%↑	3.5%	1.9%	3.3%↑	2.4%	2.2%	1.6%
	55+ years old [C]	62.2%↑	14.8%	8.2%↓	10.5%	7.1%↓	5.1%↓	5.7%↓	5.1%↓	3.7%↓	2.8%↓	4.3%	3.1%↓	2.0%↓	1.4%↓	1.1%	3.1%	0.6%↓	0.6%↓	0.9%	0.0%
Education	Non-college	53.4%	15.7%	11.9%	10.7%	10.9%	7.8%	8.3%	7.1%	7.4%	3.1%↓	5.0%	6.4%	5.7%	4.3%	2.9%	2.4%	1.9%	2.1%	1.7%	1.0%
	College	47.2%	15.9%	13.8%	13.3%	11.7%	9.1%	8.6%	9.0%	6.7%	8.8%↑	6.4%	4.7%	5.2%	5.9%	2.4%	2.4%	2.6%	2.2%	2.1%	2.1%
Region	Northeast [A]	55.5%	13.7%	9.9%	12.1%	9.9%	9.3%	5.5%	9.3%	5.5%	7.7%	3.3%	2.2%	4.4%	4.4%	1.1%	1.1%	2.7%	0.5%	1.6%	1.1%
	South [B]	44.9%	20.3%↑	15.8%	13.4%	13.4%	7.0%	9.6%	6.7%	8.0%	5.1%	4.8%	7.2%	7.0%	5.3%	2.7%	2.7%	1.1%	2.4%	1.6%	0.8%
	Midwest [C]	49.8%	15.5%	13.3%	12.0%	11.2%	9.0%	9.9%	7.3%	6.4%	9.0%	8.6%	5.6%	5.2%	5.6%	3.9%	2.6%	4.3%	2.6%	3.0%	1.3%
	West [D]	53.8%	9.9%↓	10.4%	10.4%	9.4%	10.4%	7.5%	10.8%	7.1%	4.7%	6.6%	4.7%	3.8%	5.2%	2.4%	2.8%	1.9%	2.8%	1.4%	3.8%
Consumption	Consumed plant-based meat in past year	37.3%↓	19.3%↑	17.6%↑	15.5%↑	17.0%↑	11.2%↑	11.3%↑	11.2%↑	9.2%↑	9.2%↑	8.4%↑	6.7%↑	7.8%↑	7.4%↑	3.7%↑	2.3%	3.1%↑	3.2%↑	2.9%	2.3%↑
	Did not consume plant-based meat in past year	73.4%↑	9.2%↓	4.3%↓	6.0%↓	0.9%↓	3.7%↓	3.2%↓	2.6%↓	2.9%↓	1.1%↓	0.9%↓	2.9%↓	0.9%↓	1.1%↓	0.6%↓	2.6%	0.9%↓	0.3%↓	0.0%	0.3%↓

- A statistically significantly higher proportion of men than women follow the *Mediterranean diet* or *personalized diet based on DNA test results*
- A statistically significantly higher proportion of respondents 55+ years old than 18-34 or 35-54 years old do not follow a specific eating pattern or diet; more 35-54 year-olds than 18-34 year-olds do not follow a specific diet; more 18-34 year-olds than 55+ follow *clean eating*, *intermittent fasting*, *gluten-free*, *flexitarian*, *high-fat*, *ketogenic*, or *DASH* diets; more 18-34 year-olds and 35-54 year-olds than 55+ year-olds follow *plant-based*, *vegetarian*, *vegan*, or *Paleo* diets; more 18-34 year-olds than both other age groups follow a *cleanse* diet
- A significantly higher proportion of respondents with a college degree follow a *vegetarian diet*
- A significantly higher proportion of respondents from the South than from the West follow a *low-carb* diet
- A significantly higher proportion of respondents who have not consumed plant-based meat in the past year indicated they do not follow a specific eating pattern or diet; a statistically significantly higher proportion of respondents who have consumed plant-based meat in the past year than those who haven't indicated they have tried nearly every listed diet in the past year (excluding *Whole 30* and *other*)

**SIGNIFICANCE:**  
 Red "down arrow" indicates statistically significantly lower than variable with green "up arrow" in same demographic category (green arrow next to a value for men indicates that value is significantly higher than women, for example)



## Q6: Which of the following best describes the food in this image? (Top 3, sorted based on overall frequency)



		Plant-based burger	Veggie burger	Meatless burger	Plant-based meat	Vegetarian burger	Meat alternative	Vegan burger	Meat substitute	Imitation meat	Plant-based alternative protein product	Soy burger	Soy-based burger	Soy patty	Soy meat analogue	Meat analogue	Other
Gender	Female	39.3%	39.8%↑	37.5%	27.8%	24.9%	25.6%	21.3%	21.7%	15.4%	16.0%	10.1%	5.9%↓	6.9%	3.6%	3.9%	0.4%
	Male	38.5%	31.0%↓	33.2%	30.3%	24.8%	21.6%	23.8%	19.8%	17.7%	14.7%	12.4%	11.4%↑	9.0%	5.7%	5.3%	0.8%
Age	18-34 years old [A]	35.7%↓	31.4%	27.9%	27.5%	23.6%	25.0%	27.5%	24.3%	17.9%	12.1%	13.2%↑	12.5%↑	10.4%↑	5.7%↑	5.0%	0.4%
	35-54 years old [B]	31.7%↓	33.3%	34.4%	32.0%	27.4%	23.8%	21.1%	19.0%	15.2%	16.8%	13.6%↑	9.2%	10.0%↑	6.8%↑	5.7%	0.0%
	55+ years old [C]	49.1%↑	40.6%	42.0%	27.3%	23.3%	22.2%	19.9%	19.9%	16.8%	16.5%	7.1%↓	5.4%↓	4.0%↓	1.4%↓	3.1%	1.4%
Education	Non-college	38.2%	34.7%	37.5%	28.5%	21.9%	27.8%↑	20.4%	21.4%	16.6%	16.4%	10.7%	7.1%	9.5%	4.0%	4.8%	0.5%
	College	39.5%	35.9%	33.6%	29.5%	27.1%	20.5%↓	24.0%	20.3%	16.4%	14.7%	11.6%	10.0%	6.9%	5.0%	4.5%	0.7%
Region	Northeast [A]	41.8%	33.0%	36.8%	30.8%	28.0%	20.9%	14.8%↓	24.7%	15.9%	18.7%	7.7%	10.4%	7.1%	3.8%	4.4%	1.1%
	South [B]	35.6%	36.4%	31.6%	26.5%	24.3%	26.2%	27.3%↑	20.6%	15.8%	13.4%	14.2%	9.6%	9.1%	5.1%	4.5%	0.0%
	Midwest [C]	39.9%	37.3%	37.3%	28.8%	21.9%	24.5%	19.7%	21.5%	20.6%	13.3%	11.2%	6.4%	8.6%	3.9%	4.3%	0.9%
	West [D]	41.5%	33.5%	38.2%	32.5%	26.4%	20.3%	23.6%	17.0%	13.7%	18.4%	9.0%	8.5%	6.1%	5.2%	5.2%	0.9%
Consumption	Consumed plant-based meat in past year	37.0%	35.9%	32.8%↓	30.1%	26.8%↑	23.5%	23.5%	19.6%	13.0%↓	14.9%	11.8%	10.6%↑	8.6%	6.3%↑	5.5%	0.2%↓
	Did not consume plant-based meat in past year	42.7%	34.4%	39.8%↑	27.2%	21.2%↓	23.8%	20.6%	22.9%	22.9%↑	16.3%	10.0%	5.4%↓	6.9%	1.4%↓	2.9%	1.4%↑

- A statistically significantly higher proportion of women than men identified the image as a *veggie burger*; a significantly higher proportion of men than women identified the image as *soy-based burger*
- A statistically significantly higher proportion of respondents who are 55+ than those between 18-34 years old and 35-54 years old identified the image as a *plant-based burger*; more respondents between 18-34 and 35-54 years old than 55+ years old identified the image as a *soy burger*, *soy patty*, or *soy analogue meat*; more 18-34 year-olds than 55+ identified the image as a *soy-based burger*
- A significantly higher proportion of respondents with no college degree identified the image as *meat alternative*
- A significantly higher proportion of respondents from the South than the Northeast identified the image as a *vegan burger*
- A significantly higher proportion of respondents who have not consumed plant-based meat in the past year identified the image as a *meatless burger*, *imitation meat*, or *other*; a statistically significantly higher proportion of respondents who have consumed plant-based meat in the past year identified the image as a *vegetarian burger*, *soy-based burger*, or *soy meat analogue*

**SIGNIFICANCE:**  
 Red "down arrow" indicates statistically significantly lower than variable with green "up arrow" in same demographic category (green arrow next to a value for men indicates that value is significantly higher than women, for example)

# Q8: If you knew that the food product in this image was made primarily from soy protein, which of the following best describes the food in the image? (Top 3, sorted based on overall frequency)



		Soy burger	Soy-based burger	Soy patty	Veggie burger	Plant-based burger	Meatless burger	Plant-based meat	Vegetarian burger	Vegan burger	Meat substitute	Meat alternative	Soy meat analogue	Plant-based alternative protein product	Imitation meat	Meat analogue	Other
Gender	Female	47.5%↑	44.4%↑	38.7%↑	20.7%	20.9%	21.3%	19.1%	17.0%	14.6%	9.9%↓	11.6%	8.9%↓	11.0%	10.1%	4.3%	0.0%
	Male	35.8%↓	34.0%↓	30.3%↓	25.1%	23.4%	22.8%	18.9%	18.1%	17.1%	16.3%↑	14.3%	14.1%↑	11.2%	10.8%	7.3%	0.4%
Age	18-34 years old [A]	37.9%↓	34.6%↓	32.5%	22.5%	22.5%	20.0%	22.5%↑	22.1%↑	18.6%↑	12.9%	12.9%	14.3%	8.6%	10.4%	7.9%↑	0.0%
	35-54 years old [B]	35.0%↓	35.8%↓	32.0%	23.0%	19.5%	25.2%	22.0%↑	17.1%	17.9%↑	13.3%	15.7%	10.6%	14.1%	11.4%	7.6%↑	0.0%
	55+ years old [C]	51.7%↑	46.6%↑	38.6%	22.7%	24.4%	20.2%	13.4%↓	14.5%↓	11.4%↓	13.4%	9.9%	10.2%	10.2%	9.7%	2.6%↓	0.6%
Education	Non-college	46.1%↑	40.6%	38.0%↑	20.4%	20.2%	21.9%	18.1%	17.1%	14.0%	13.8%	13.5%	11.2%	9.0%	10.5%	5.7%	0.0%
	College	38.4%↓	38.3%	31.9%↓	24.5%	23.4%	22.1%	19.8%	17.9%	17.1%	12.8%	12.4%	11.7%	12.8%	10.5%	6.0%	0.3%
Region	Northeast [A]	39.6%	41.2%	30.8%	25.3%	27.5%	24.2%	12.1%	15.4%	16.5%	17.6%	14.3%	10.4%	9.3%	9.9%	6.0%	0.0%
	South [B]	43.0%	36.6%	36.1%	21.4%	20.6%	19.3%	20.6%	20.6%	16.3%	12.3%	13.6%	11.0%	9.9%↓	11.2%	7.5%	0.0%
	Midwest [C]	44.6%	42.1%	35.6%	21.0%	20.6%	20.6%	19.7%	16.3%	15.5%	12.9%	14.6%	11.2%	8.6%↓	12.9%	3.4%	0.4%
	West [D]	37.7%	39.2%	33.5%	25.0%	21.7%	26.4%	21.7%	15.6%	14.6%	11.3%	8.5%	13.7%	17.9%↑	7.1%	5.7%	0.5%
Consumption	Consumed plant-based meat in past year	35.3%↓	35.1%↓	29.9%↓	25.0%↑	23.8%	22.4%	19.9%	20.2%↑	17.2%	13.5%	15.2%↑	13.2%↑	11.7%	9.5%	8.1%↑	0.0%
	Did not consume plant-based meat in past year	53.6%↑	47.0%↑	43.0%↑	18.6%↓	18.9%	21.2%	17.5%	12.6%↓	13.2%	12.6%	8.6%↓	8.3%↓	10.3%	12.3%	1.7%↓	0.6%

If they knew the food product pictured was primarily made from soy protein:

- A statistically significantly higher proportion of women than men identified the image as a *soy burger*, *soy-based burger*, or *soy patty*; a significantly higher proportion of men than women identified the image as *meat substitute* or *soy meat analogue*
- A statistically significantly higher proportion of respondents who are 55+ than those between 18-34 years old and 35-54 years old identified the image as a *soy burger* or *soy-based burger*; more respondents between 18-34 and 35-54 years old than 55+ years old identified the image as *plant-based meat*, *vegan burger*, or *meat analogue*; more 18-34 year-olds than 55+ identified the image as a *vegetarian burger*
- A significantly higher proportion of respondents with no college degree identified the image as a *soy burger* or *soy patty*
- A significantly higher proportion of respondents from the West than the South or Midwest identified the image as *plant-based alternative protein product*
- A significantly higher proportion of respondents who have not consumed plant-based meat in the past year identified the image as a *soy burger*, *soy-based burger*, or *soy patty*; a statistically significantly higher proportion of respondents who have consumed plant-based meat in the past year identified the image as a *veggie burger*, *vegetarian burger*, *meat alternative*, *soy meat analogue*, or *meat analogue*

### SIGNIFICANCE:


Red “down arrow” indicates statistically significantly lower than variable with green “up arrow” in same demographic category (green arrow next to a value for men indicates that value is significantly higher than women, for example)

# Q7: Which of the following best describes the food in this image? (Top 3, sorted based on overall frequency)



		Plant-based chicken	Meatless chicken	Vegan chicken	Plant-based strips	Vegetarian chicken	Veggie strips	Meat alternative	Meat substitute	Imitation meat	Plant-based alternative protein product	Soy strips	Soy-based strips	Meat analogue	Soy meat analogue	Other
Gender	Female	47.1%	44.6%	32.9%	29.4%	29.8%	24.9%	20.1%	16.6%	15.0%	16.8%	10.3%	7.1%	3.2%↓	1.8%↓	0.6%
	Male	42.2%	40.1%	30.8%	29.5%	27.9%	24.2%	18.7%	19.1%	18.1%	15.5%	10.8%	10.2%	6.7%↑	4.7%↑	1.4%
Age	18-34 years old [A]	43.6%	30.0%↓	32.1%	31.4%	27.5%	28.2%	19.6%	17.5%	16.8%	18.2%	13.9%↑	9.6%	8.2%↑	2.5%	0.7%
	35-54 years old [B]	39.6%↓	40.4%↑	31.4%	27.6%	27.6%	24.7%	23.3%↑	18.4%	17.1%	16.5%	13.3%↑	8.7%	5.7%↑	5.1%↑	0.5%
	55+ years old [C]	50.6%↑	54.0%↑	31.8%	29.5%	31.3%	21.3%	15.3%↓	18.2%	15.6%	14.5%	5.1%↓	7.7%	1.7%↓	1.7%↓	1.7%
Education	Non-college	42.3%	39.7%	30.4%	31.6%	26.1%	26.4%	24.2%↑	18.8%	18.8%	15.4%	11.2%	7.6%	5.0%	2.1%	0.5%
	College	46.2%	44.1%	32.8%	27.8%	30.9%	23.1%	16.0%↓	17.6%	14.8%	16.9%	10.2%	9.3%	5.0%	4.0%	1.4%
Region	Northeast [A]	45.1%	44.5%	32.4%	26.4%	31.3%	19.8%	18.1%	20.3%	15.9%	17.6%	9.3%	7.7%	6.0%	4.4%	1.1%
	South [B]	44.1%	39.8%	34.2%	28.6%	29.4%	25.7%	21.9%	16.6%	17.4%	15.0%	10.7%	8.8%	4.5%	2.4%	0.8%
	Midwest [C]	42.1%	44.6%	27.5%	32.6%	23.6%	27.5%	20.6%	18.9%	19.3%	16.3%	8.6%	8.6%	4.7%	4.3%	0.9%
	West [D]	47.6%	42.0%	31.6%	29.7%	31.6%	23.1%	15.1%	17.9%	12.3%	17.5%	13.7%	9.0%	5.2%	2.4%	1.4%
Consumption	Consumed plant-based meat in past year	44.6%	38.3%↓	31.0%	29.8%	30.2%	25.2%	19.9%	17.9%	14.6%↓	18.3%↑	10.7%	8.9%	6.6%↑	3.7%	0.3%↓
	Did not consume plant-based meat in past year	44.4%	49.6%↑	33.2%	28.7%	26.4%	23.2%	18.6%	18.3%	20.1%↑	12.6%↓	10.3%	8.0%	2.0%↓	2.3%	2.3%↑

- A statistically significantly higher proportion of men than women identified the image as *meat analogue* or *soy meat analogue*
- A statistically significantly higher proportion of respondents who are 55+ than 35-54 year-olds identified the image as *plant-based chicken*; a significantly higher proportion of respondents who are 55+ than 18-34 and 35-54 identified the image as *meatless chicken*; more respondents between 35-54 than 18-34 years old identified the image as *meatless chicken*; more respondents between 35-54 than 55+ identified the image as *meat alternative* or *soy meat analogue*; a significantly higher proportion of respondents who are between 18-34 and 35-54 than 55+ years old identified the image as *soy strips* or *meat analogue*
- A significantly higher proportion of respondents with no college degree identified the image as *meat alternative*
- There are no statistically significant differences between regions for the description of the image
- A significantly higher proportion of respondents who have not consumed plant-based meat in the past year identified the image as *meatless chicken*, *imitation meat*, or *other*; a statistically significantly higher proportion of respondents who have consumed plant-based meat in the past year identified the image as a *plant-based alternative protein product* or *meat analogue*

**SIGNIFICANCE:**  
 Red "down arrow" indicates statistically significantly lower than variable with green "up arrow" in same demographic category (green arrow next to a value for men indicates that value is significantly higher than women, for example)

# Q9: If you knew that the food product in this image was made primarily from soy protein, which of the following best describes the food in the image? (Top 3, sorted based on overall frequency)



		Soy strips	Soy-based strips	Plant-based chicken	Meatless chicken	Vegan chicken	Plant-based strips	Vegetarian chicken	Veggie strips	Soy meat analogue	Meat substitute	Meat alternative	Plant-based alternative protein product	Imitation meat	Meat analogue	Other
Gender	Female	44.8%	42.4%	30.2%	28.2%	24.5%	21.9%	21.7%	17.8%	16.4%	13.0%	11.6%	13.2%	9.7%	4.3%	0.4%
	Male	41.1%	37.5%	28.9%	29.5%	23.2%	20.6%	19.1%	20.6%	16.1%	16.3%	15.3%	11.8%	11.0%	7.7%	1.2%
Age	18-34 years old [A]	42.5%	40.7%	28.2%	24.6%	26.1%	19.6%	18.6%	16.8%	18.9%	14.6%	16.1%	10.7%	13.2%	8.2%↑	1.1%
	35-54 years old [B]	38.8%↓	35.2%↓	27.6%	30.4%	24.7%	22.2%	20.3%	23.6%	14.6%	17.6%	12.5%	14.9%	8.9%	8.1%↑	0.5%
	55+ years old [C]	47.7%↑	44.3%↑	32.4%	30.7%	21.3%	21.3%	21.9%	16.5%	15.6%	11.9%	12.5%	11.4%	9.4%	2.3%↓	0.9%
Education	Non-college	49.9%↑	43.5%	24.5%↓	27.6%	22.3%	20.4%	20.0%	18.1%	19.5%↑	11.2%↓	13.5%	13.8%	10.2%	5.5%	0.2%
	College	37.9%↓	37.4%	33.1%↑	29.8%	25.0%	21.7%	20.7%	20.0%	13.8%↓	17.4%↑	13.4%	11.6%	10.3%	6.6%	1.2%
Region	Northeast [A]	38.5%	38.5%	33.5%	28.6%	29.7%	14.8%↓	20.9%	22.0%	11.5%	13.2%	14.3%	14.8%	13.7%	5.5%	0.5%
	South [B]	45.2%	41.2%	26.5%	26.7%	22.5%	17.9%↓	22.5%	19.5%	19.5%	15.0%	14.2%	11.8%	10.7%	6.4%	0.5%
	Midwest [C]	44.6%	42.1%	30.9%	29.6%	21.0%	24.9%	17.6%	19.7%	13.7%	14.6%	14.2%	9.9%	9.0%	6.9%	1.3%
	West [D]	41.0%	36.8%	29.7%	32.1%	24.5%	28.3%↑	19.3%	15.6%	17.0%	16.0%	10.8%	14.6%	8.0%	5.2%	0.9%
Consumption	Consumed plant-based meat in past year	37.1%↓	35.9%↓	30.7%	28.8%	26.7%↑	21.0%	21.3%	20.9%	16.4%	15.6%	14.1%	13.2%	9.5%	8.3%↑	0.5%
	Did not consume plant-based meat in past year	53.9%↑	47.6%↑	27.2%	28.9%	18.6%↓	21.5%	18.6%	16.0%	15.8%	13.2%	12.3%	11.2%	11.7%	2.0%↓	1.4%

If they knew the food product pictured was primarily made from soy protein:

- There were no significant difference between men and women for description of the image
- A statistically significantly higher proportion of respondents who are 55+ than those between 35-54 years old identified the image as a *soy strips* or *soy-based strips*; more respondents between 18-34 and 35-54 years old than 55+ years old identified the image as *meat analogue*
- A significantly higher proportion of respondents with no college degree identified the image as a *soy strips* or *soy meat analogue*; a significantly higher proportion of respondents with a college degree identified the image as *plant-based chicken* or *meat substitute*
- A significantly higher proportion of respondents from the West than the Northeast or South identified the image as *plant-based strips*
- A statistically significantly higher proportion of respondents who have not consumed plant-based meat in the past year identified the image as *soy strips* or *soy-based strips*; a significantly higher proportion of respondents who have consumed plant-based meat in the past year identified the image as *vegan chicken* or *meat analogue*

### ↓ SIGNIFICANCE:

Red "down arrow" indicates statistically significantly lower than variable with green "up arrow" in same demographic category (green arrow next to a value for men indicates that value is significantly higher than women, for example)



**Q10: On a scale from 1 to 5 where 1 means inaccurate and/or misleading and 5 means accurate and/or clear, how accurately does each statement describe plant-based meat alternatives? (4 or 5 out of 5, sorted based on overall frequency)**

		100% Plant-based Patty	Plant-based Patty	Meatless Patty	Vegetarian Patty	Vegan Patty	Non-meat Patty	Meat Imitator Patty	Fish-free Patty	Chik'n Patty
Gender	Female	70.0%	68.0%	67.7%	66.3%	64.9%	62.1%	49.7%	35.9%	22.5% ↓
	Male	71.7%	71.1%	63.3%	61.9%	60.5%	62.9%	50.7%	40.1%	31.8% ↑
Age	18-34 years old [A]	68.6%	66.1%	58.9% ↓	65.0%	60.4%	64.3%	52.5%	47.9% ↑	33.6% ↑
	35-54 years old [B]	68.6%	68.8%	65.3%	61.0%	62.3%	62.3%	48.8%	37.4% ↓	32.8% ↑
	55+ years old [C]	74.4%	72.4%	70.7% ↑	66.5%	64.5%	60.8%	49.7%	30.4% ↓	15.6% ↓
Education	Non-college	67.5%	66.3%	63.4%	60.8%	59.1%	61.8%	44.2% ↓	36.6%	23.8%
	College	72.9%	71.6%	66.9%	66.4%	65.0%	62.8%	54.5% ↑	38.8%	29.3%
Region	Northeast [A]	69.2%	66.5%	63.7%	63.7%	55.5% ↓	57.1%	44.5%	36.3%	24.2%
	South [B]	71.7%	71.1%	67.9%	68.4%	68.2% ↑	66.0%	50.3%	40.4%	27.8%
	Midwest [C]	70.8%	72.1%	66.5%	61.4%	59.2%	63.1%	55.4%	40.8%	33.0% ↑
	West [D]	69.8%	65.6%	61.3%	59.4%	62.3%	59.4%	49.1%	31.6%	21.2% ↓
Consumption	Consumed plant-based meat in past year	70.9%	70.7%	68.1% ↑	67.5% ↑	64.7%	65.5% ↑	52.0%	44.0% ↑	34.7% ↑
	Did not consume plant-based meat in past year	70.2%	66.8%	60.5% ↓	57.6% ↓	58.5%	56.4% ↓	46.7%	26.4% ↓	12.6% ↓

- A statistically significantly higher proportion of men than women indicated that *chik'n patty* is accurate and clear
- A significantly higher proportion of 55+ than 18-34 year-olds indicated *meatless patty* is accurate and clear; a statistically significantly higher proportion of respondents between 18-34 years old than 35-54 and 55+ years old indicated that *fish-free patty* is accurate and clear; more respondents who are 18-34 or 35-54 than 55+ years old indicated that *chik'n patty* is accurate and clear
- A significantly higher proportion of respondents with a college degree indicated that *meat imitator patty* is accurate and clear
- A significantly higher proportion of respondents from the South than the Northeast indicated that *vegan patty* is accurate and clear; a significantly higher proportion of respondents from the Midwest than the West indicated that *chik'n patty* is accurate and clear
- A statistically significantly higher proportion of respondents who have consumed plant-based meat in the past year indicated that *meatless patty*, *vegetarian patty*, *non-meat patty*, *fish-free patty*, or *chik'n patty* is accurate and clear

**↓ SIGNIFICANCE:**  
 Red "down arrow" indicates statistically significantly lower than variable with green "up arrow" in same demographic category (green arrow next to a value for men indicates that value is significantly higher than women, for example)

# Q11: Thinking about the reasons you may choose to consume plant-based meat alternatives, which of the following are (or would be) your top reasons for choosing these products? (Top 3, sorted based on overall frequency with *not applicable* anchored)

		Healthful-ness	High quality protein	Like the taste	Environmental/sustainability benefits	Health claims/certifications	Meets my dietary needs	The price	Heard or read that it's good for me	Doctor/health professional advised me to eat them	Like the texture	Other members in my household like them	Religious or moral reasons	Other	Not applicable (I'm not interested in consuming plant-based meat alternatives)
Gender	Female	39.8%	34.1%	33.9%	22.5%	23.7%	20.7%	16.4%	15.8%	17.9%	14.4%	10.8%	6.3%	1.0%	14.2%
	Male	39.1%	33.0%	31.6%	24.2%	22.4%	18.3%	22.0%	20.4%	16.1%	14.5%	13.4%	9.4%	1.4%	11.4%
Age	18-34 years old [A]	37.9%	30.0%	35.4%	29.6% ↑	25.7%	20.4%	20.4%	18.6%	17.1%	18.6% ↑	16.8% ↑	11.4% ↑	1.1%	5.7% ↓
	35-54 years old [B]	38.5%	35.2%	35.5%	22.2%	23.0%	19.5%	20.6%	17.9%	15.2%	16.3% ↑	12.5%	8.7% ↑	0.8%	11.4% AC ↓
	55+ years old [C]	41.8%	34.7%	27.8%	19.3% ↓	21.0%	18.8%	16.8%	17.6%	19.0%	9.4% ↓	8.2% ↓	4.3% ↓	1.7%	19.9% ↑
Education	Non-college	37.1%	32.1%	33.7%	18.5% ↓	21.4%	18.5%	20.4%	21.1% ↑	17.6%	14.5%	14.5%	6.7%	1.2%	14.3%
	College	41.2%	34.7%	32.1%	26.7% ↑	24.3%	20.2%	18.3%	15.7% ↓	16.7%	14.5%	10.5%	8.8%	1.2%	11.7%
Region	Northeast [A]	39.6%	32.4%	33.5%	24.2%	24.7%	14.3%	20.9%	17.0%	14.8%	15.9%	9.9%	7.7%	0.5%	14.8%
	South [B]	43.0%	35.0%	31.8%	21.1%	23.5%	20.3%	16.8%	20.3%	16.3%	15.8%	12.8%	8.3%	1.1%	11.2%
	Midwest [C]	38.2%	32.6%	33.5%	24.9%	23.2%	21.5%	20.6%	15.0%	20.2%	13.3%	13.7%	7.7%	0.9%	11.6%
	West [D]	34.4%	33.0%	33.0%	24.5%	20.8%	20.3%	20.3%	17.9%	17.0%	12.3%	11.3%	7.5%	2.4%	15.1%
Consumption	Consumed plant-based meat in past year	43.3% ↑	37.7% ↑	37.4% ↑	27.6% ↑	26.1% ↑	21.6% ↑	19.2%	19.5%	15.2% ↓	17.3% ↑	12.9%	9.4% ↑	1.4%	3.8% ↓
	Did not consume plant-based meat in past year	32.4% ↓	25.8% ↓	24.1% ↓	15.2% ↓	17.5% ↓	15.5% ↓	19.2%	15.2%	20.6% ↑	9.2% ↓	10.9%	5.2% ↓	0.9%	29.5% ↑

- There were no significant differences between men and women or among regions for reasons to consume plant-based meat alternatives
- A statistically significantly higher proportion of respondents between 18-34 than 55+ years old consume plant-based meat alternatives for *environmental/sustainability benefits* or because *other members in their household like them*; more 18-34 and 35-54 year-olds than 55+ consume plant-based meat because they *like the texture* or for *religious or moral reasons*; a significantly higher proportion of respondents 55+ than 18-34 and 35-54 *aren't interested in consuming plant-based meat*; more 35-54 than 18-34 *aren't interested in consuming plant-based meat*
- A significantly higher proportion of respondents with a college degree consume plant-based meat alternatives for *environmental/sustainability benefits*; a significantly higher proportion of respondents with no college degree consume plant-based meat alternatives because they *heard or read it's good for them*
- A statistically significantly higher proportion of respondents who have consumed plant-based meat in the past year cited *healthfulness*, *high quality protein*, *like the taste*, *environmental/sustainability benefits*, *health claims/certifications*, *meets dietary needs*, *like the texture*, or *religious or moral reasons*; a significantly higher proportion of respondents who have not consumed plant-based meat in the past year indicated they may consume plant-based meat because *doctor/health professional advised them to* or that they *aren't interested in consuming plant-based meat*

**↓ SIGNIFICANCE:**  
 Red "down arrow" indicates statistically significantly lower than variable with green "up arrow" in same demographic category (green arrow next to a value for men indicates that value is significantly higher than women, for example)

## Q12: How would you know [top reason from Q11] information when choosing a plant-based meat alternative product? (Top 2, sorted based on overall frequency)

		Nutrition Facts label	Ingredient list	By searching for the information online	Front-of-package claims	Familiarity with product	Front-of-package symbols/icons	Other
Gender	Female	52.2%	55.6% ↑	27.1%	20.5% ↓	24.1%	18.6%	1.8%
	Male	50.8%	41.8% ↓	31.0%	30.8% ↑	26.0%	18.9%	0.7%
Age	18-34 years old [A]	43.2% ↓	38.6% ↓	35.2% ↑	30.3%	27.7% ↑	24.2% ↑	0.8%
	35-54 years old [B]	51.1%	46.5% ↓	31.2% ↑	23.2%	28.7% ↑	18.3%	0.9%
	55+ years old [C]	59.9% ↑	60.6% ↑	21.3% ↓	23.8%	18.1% ↓	14.2% ↓	2.1%
Education	Non-college	51.0%	42.4% ↓	34.3% ↑	24.4%	24.9%	21.6%	1.4%
	College	52.0%	53.1% ↑	25.6% ↓	26.4%	25.0%	16.8%	1.2%
Region	Northeast [A]	49.7%	52.9%	27.1%	27.7%	24.5%	15.5%	2.6%
	South [B]	53.0%	48.8%	27.4%	26.2%	24.1%	20.2%	0.3%
	Midwest [C]	51.5%	46.6%	31.6%	23.8%	28.2%	17.5%	1.0%
	West [D]	50.6%	47.2%	31.7%	24.4%	23.3%	20.6%	2.2%
Consumption	Consumed plant-based meat in past year	49.1% ↓	46.3% ↓	27.9%	27.8% ↑	26.5%	21.7% ↑	0.8%
	Did not consume plant-based meat in past year	57.7% ↑	54.9% ↑	32.5%	19.9% ↓	21.1%	11.4% ↓	2.4%


- A statistically significantly higher proportion of women than men indicated that the *ingredient list* would be their source for finding accurate information about plant-based meat; a significantly higher proportion of men than women indicated *front-of-package claims* would be their source
- A statistically significantly higher proportion of respondents 55+ than 18-34 years old indicated the *nutrition facts label* would be a source for finding accurate information; a significantly higher proportion of 55+ than 18-34 and 35-54 years old identified *ingredient list* as a source they'd go to; more 18-34 and 35-54 than 55+ year-olds indicated they would *search for information online* or they *have familiarity with the product*; a significantly higher proportion of respondents 18-34 years old than 55+ indicated *front-of-package symbols/icons* are an accurate source of information
- A significantly higher proportion of respondents with a college degree indicated that *ingredient list* would be their source; a significantly higher proportion of respondents with no college degree indicated they would *search for information online*
- There were no significant differences for sources of information by region
- A statistically significantly higher proportion of respondents who have not consumed plant-based meat in the past year identified *nutrition facts label* or *ingredient list*; a significantly higher proportion of respondents who have consumed plant-based meat in the past year identified *front-of-package claims* or *front-of-package symbols/icons*

**↓ SIGNIFICANCE:**  
 Red "down arrow" indicates statistically significantly lower than variable with green "up arrow" in same demographic category (green arrow next to a value for men indicates that value is significantly higher than women, for example)

# Q13: You mentioned “Healthfulness” is a reason you may consume plant-based meat alternatives. Which of the following health benefits, if any, would be most important to you, personally, when considering plant-based meat alternatives? (Top 3, sorted based on overall frequency)

		High quality/ complete protein	Heart health	Protein content	Vitamins and minerals	Weight management	Longevity/ healthy aging	Cholesterol content	Fat content	Fiber content	Sodium content	Muscle health	Other
Gender	Female	46.0%	37.6%	43.6%	36.1%↑	29.2%	22.3%	19.8%↓	21.8%	20.8%	13.9%	7.4%↓	1.5%
	Male	39.1%	43.8%	35.4%	25.0%↓	24.5%	29.2%	31.8%↑	21.9%	16.1%	17.7%	14.6%↑	1.0%
Age	18-34 years old [A]	43.4%	29.2%↓	41.5%	42.5%↑	37.7%↑	32.1%	14.2%↓	14.2%	17.0%	12.3%	16.0%↑	0.0%
	35-54 years old [B]	34.5%↓	39.4%	38.0%	33.8%↑	23.2%↓	25.4%	28.2%↑	22.5%	21.8%	16.9%	14.1%↑	2.1%
	55+ years old [C]	49.7%↑	50.3%↑	40.1%	19.0%↓	23.1%↓	21.1%	31.3%↑	26.5%	16.3%	17.0%	4.1%↓	1.4%
Education	Non-college	42.3%	44.2%	38.5%	37.2%↑	26.9%	30.1%	21.2%	17.3%	16.7%	12.8%	11.5%	1.3%
	College	42.7%	38.5%	40.6%	26.4%↓	27.2%	22.6%	28.5%	24.7%	19.7%	17.6%	10.5%	1.3%
Region	Northeast [A]	38.9%	37.5%	38.9%	40.3%	34.7%	22.2%	22.2%	25.0%	16.7%	16.7%	6.9%	0.0%
	South [B]	44.1%	44.1%	41.6%	29.2%	23.6%	28.6%	21.1%	17.4%	19.3%	14.3%	14.3%	2.5%
	Midwest [C]	40.4%	37.1%	38.2%	28.1%	31.5%	28.1%	32.6%	25.8%	14.6%	12.4%	10.1%	1.1%
	West [D]	45.2%	41.1%	38.4%	27.4%	21.9%	19.2%	30.1%	23.3%	23.3%	21.9%	8.2%	0.0%
Consumption	Consumed plant-based meat in past year	44.0%	39.7%	39.7%	30.9%	28.0%	27.3%	21.3%↓	22.3%	19.9%	14.5%	11.0%	1.4%
	Did not consume plant-based meat in past year	38.9%	43.4%	39.8%	30.1%	24.8%	21.2%	36.3%↑	20.4%	15.0%	18.6%	10.6%	0.9%

- A statistically significantly higher proportion of women than men identified *vitamins and minerals* as important health benefits when considering plant-based meat alternatives; a significantly higher proportion of men than women indicated *cholesterol* or *muscle health* as important considerations
- A statistically significantly higher proportion of respondents who are 55+ than 35-54 years old indicated *high quality/complete protein* as an important health benefit when considering plant-based meat; a significantly higher proportion of 55+ than 18-34 year-olds identified *heart health* as an important consideration; a significantly higher proportion of respondents between 18-34 years old and 35-54 years old than 55+ years old identified *vitamins and minerals* or *muscle health* as important health benefits; a significantly higher proportion of 18-34 year-olds than 35-54 and 55+ indicated *weight management* as a health benefit
- A significantly higher proportion of respondents with no college degree indicated *vitamins and minerals* are an important health benefit
- There were no significant differences between regions for health benefits when considering plant-based meat alternatives
- A statistically significantly higher proportion of respondents who have not consumed plant-based meat in the past year indicated that *cholesterol content* would be an important health benefit

**SIGNIFICANCE:**  
 Red “down arrow” indicates statistically significantly lower than variable with green “up arrow” in same demographic category (green arrow next to a value for men indicates that value is significantly higher than women, for example)



Q13: You mentioned “Healthfulness” is a reason you may consume plant-based meat alternatives. Which of the following health benefits, if any, would be most important to you, personally, when considering plant-based meat alternatives? Please select your top 3 health benefits, and rank them as 1 (top benefit), 2 (second benefit) and 3 (third benefit). [Top 3; must select “Healthfulness” on Q11] Base = 395; Gender: Female = 202, Male = 192; Age: 18-34 = 106, 35-54 = 142, 55+ = 147; Education: Non-college = 156, College = 239; Region: Northeast = 72, South = 161, Midwest = 89, West = 73; Consumption: Consumed plant-based meat in past year = 282, Did not consume plant-based meat in past year = 113



## Q14: On a scale from 1 to 5 where 1 is not at all interested and 5 is very interested, please rate your interest in trying the following plant-based meat alternative protein sources. (4 or 5 out of 5)

		Vegetables (mushrooms, potatoes, and others)	Grains (rice, quinoa, wheat, oat, and others)	Nuts and Seeds	Beans and/or Lentils	Soy	Pea	Fermented food products	Cellular/Lab Grown
Gender	Female	54.4%	50.7%	50.3%	48.5%	38.3% ↓	38.3% ↓	22.9% ↓	18.9% ↓
	Male	58.7%	55.0%	54.6%	54.6%	47.0% ↑	44.8% ↑	31.2% ↑	30.1% ↑
Age	18-34 years old [A]	57.9%	57.9% ↑	51.4%	56.1%	52.5% ↑	45.0% ↑	35.4% ↑	36.4% ↑
	35-54 years old [B]	61.0% ↑	55.8% ↑	55.8%	53.4%	44.4% ↑	46.1% ↑	30.1% ↑	28.7% ↑
	55+ years old [C]	50.6% ↓	45.5% ↓	49.1%	45.7% ↓	32.4% ↓	33.5% ↓	16.8% ↓	10.2% ↓
Education	Non-college	51.1% ↓	47.5% ↓	46.1% ↓	45.6% ↓	35.4% ↓	34.9% ↓	22.6% ↓	18.5% ↓
	College	60.3% ↑	56.6% ↑	56.7% ↑	55.7% ↑	47.6% ↑	46.0% ↑	30.0% ↑	28.6% ↑
Region	Northeast [A]	64.3% ↑	58.2%	55.5%	53.8%	46.7%	47.3%	27.5%	22.5%
	South [B]	55.9%	51.1%	50.5%	52.9%	43.0%	42.2%	28.1%	25.4%
	Midwest [C]	57.1%	55.8%	51.1%	50.2%	40.3%	40.3%	28.8%	25.3%
	West [D]	50.0% ↓	47.6%	53.8%	48.1%	40.1%	35.8%	22.2%	23.1%
Consumption	Consumed plant-based meat in past year	66.4% ↑	64.3% ↑	60.7% ↑	62.9% ↑	53.5% ↑	53.2% ↑	35.4% ↑	34.2% ↑
	Did not consume plant-based meat in past year	37.8% ↓	31.2% ↓	36.4% ↓	30.1% ↓	21.8% ↓	19.2% ↓	10.9% ↓	6.0% ↓

- A statistically significantly higher proportion of men than women would consider *soy*, *pea*, *fermented food products*, or *cellular/lab grown* plant protein sources
- A statistically significantly higher proportion of respondents between 35-54 years old than 55+ years old would consider *vegetables*; a significantly higher proportion of 18-34 and 35-54 year-olds than 55+ would consider *grains*, *soy*, *pea*, *fermented food products*, or *cellular/lab grown*; a significantly higher proportion of 18-34 year-olds than 55+ would consider *beans and/or lentils*
- A statistically significantly higher proportion of respondents with college degrees would be interested in trying each of the listed alternative protein sources
- A significantly higher proportion of respondents from the Northeast than the West would be interested in *vegetables* as an alternative protein source
- A statistically significantly higher proportion of respondents who have consumed plant-based meat in the past year would be interested in trying each of the listed alternative plant protein sources

**SIGNIFICANCE:**  
 ↓ Red “down arrow” indicates statistically significantly lower than variable with green “up arrow” in same demographic category (green arrow next to a value for men indicates that value is significantly higher than women, for example)

# Q15: Please use the slider scales below to rate your opinion of qualities (taste, price, healthfulness, environmental sustainability) of plant-based meat alternatives, soy-based meat alternatives, and meat/animal protein. (4 or 5 out of 5)

		Taste of:			Price of:			Healthfulness of:			Environmental sustainability of:		
		Plant-based meat alternative	Soy-based meat alternative	Meat/Animal protein	Plant-based meat alternative	Soy-based meat alternative	Meat/Animal protein	Plant-based meat alternative	Soy-based meat alternative	Meat/Animal protein	Plant-based meat alternative	Soy-based meat alternative	Meat/Animal protein
Gender	Female	52.9%	39.6% ↓	62.9%	39.1% ↓	36.9% ↓	48.3% ↓	64.3%	56.4% ↓	51.3%	64.1%	59.8%	43.6%
	Male	58.9%	50.5% ↑	68.0%	47.7% ↑	44.6% ↑	57.0% ↑	66.2%	64.0% ↑	54.0%	67.2%	64.8%	47.7%
Age	18-34 years old [A]	71.1% ↑	56.1% ↑	72.9% ↑	55.0% ↑	51.1% ↑	63.9% ↑	75.7% ↑	72.1% ↑	60.7% ↑	75.4% ↑	70.7% ↑	54.6% ↑
	35-54 years old [B]	60.2% CA ↓	49.6% ↑	66.7% ↑	51.8% ↑	49.6% ↑	56.1% ↑	67.5% ↑	61.0% CA ↓	56.4% ↑	68.3% ↑	66.1% ↑	49.3% ↑
	55+ years old [C]	39.2% ↓	31.5% ↓	58.0% ↓	25.3% ↓	23.3% ↓	39.8% ↓	54.5% ↓	49.4% ↓	42.0% ↓	55.1% ↓	51.4% ↓	34.4% ↓
Education	Non-college	52.7%	40.9% ↓	62.5%	42.8%	38.2%	50.8%	61.5% ↓	57.0%	53.4%	59.9% ↓	55.8% ↓	47.3%
	College	58.1%	48.1% ↑	67.4%	43.8%	42.6%	53.8%	67.9% ↑	62.2%	51.9%	69.8% ↑	66.9% ↑	44.3%
Region	Northeast [A]	54.9%	44.0%	61.0%	42.9%	39.0%	48.9%	59.3% ↓	56.6%	50.5%	65.4%	58.2%	44.5%
	South [B]	58.8%	46.8%	69.5%	46.3%	44.4%	55.3%	71.4% ↑	64.2%	53.7%	70.1%	65.8%	48.1%
	Midwest [C]	53.2%	43.3%	60.9%	41.2%	37.8%	51.9%	63.5%	58.4%	51.9%	61.4%	62.7%	42.9%
	West [D]	54.2%	44.8%	66.5%	41.0%	39.2%	51.4%	61.3%	57.5%	52.8%	62.7%	59.0%	44.8%
Consumption	Consumed plant-based meat in past year	74.8% ↑	60.4% ↑	75.0% ↑	59.0% ↑	55.7% ↑	63.7% ↑	79.0% ↑	72.9% ↑	61.8% ↑	79.4% ↑	75.8% ↑	54.6% ↑
	Did not consume plant-based meat in past year	20.3% ↓	16.3% ↓	47.3% ↓	14.0% ↓	12.9% ↓	31.8% ↓	39.5% ↓	36.1% ↓	35.2% ↓	39.8% ↓	37.0% ↓	28.7% ↓

- A statistically significantly higher proportion of men than women indicated they like the *taste of soy-based meat alternatives, price of plant-based meat alternative, price of soy-based meat alternative, price of meat/animal protein, healthfulness of soy-based meat alternative*
- A statistically significantly higher proportion of respondents between 18-34 years old and 35-54 years old than 55+ years indicated they like each of the qualities for each of the protein options (plant-based meat alternative, soy-based meat alternative, and meat/animal protein); a statistically significantly higher proportion of 18-34 year-olds than 35-54 year-olds like the *taste of plant-based meat alternative and healthfulness of soy-based meat alternative*
- A significantly higher proportion of respondents with a college degree like the *taste of soy-based meat alternatives and healthfulness of plant-based meat alternatives*
- A significantly higher proportion of respondents in the South than Northeast like the *healthfulness of plant-based meat alternatives*
- A statistically significantly higher proportion of respondents who have consumed plant-based meat in the past year indicated they like each of the qualities for each of the protein options

**↓ SIGNIFICANCE:**  
 Red “down arrow” indicates statistically significantly lower than variable with green “up arrow” in same demographic category (green arrow next to a value for men indicates that value is significantly higher than women, for example)

# Q16: If you wanted more information about plant-based meat alternatives, which of the sources below would you look to? (Top 3, sorted based on overall frequency with “I do not want more information” anchored) SLIDE 1 OF 2

		Health websites	On a food package	A food company website	Government website	Dietitians	While shopping at the grocery store	Doctor's office/health care providers	Friends and family	Cooking television shows	Traditional news sources
Gender	Female	36.5%	30.4%	22.1%	23.1% ↑	19.1%	16.8%	20.1%	16.4%	10.7%	9.7% ↓
	Male	35.8%	27.3%	19.8%	17.7% ↓	18.5%	20.2%	15.9%	17.9%	15.1%	14.3% ↑
Age	18-34 years old [A]	32.1% ↓	22.5% ↓	20.7%	15.0% ↓	20.7%	19.3%	20.4%	15.4%	17.5% ↑	11.1%
	35-54 years old [B]	33.3% ↓	30.4%	20.3%	19.0%	16.8%	20.6%	16.3%	18.2%	13.8%	11.4%
	55+ years old [C]	42.3% ↑	32.1% ↑	21.6%	26.1% ↑	19.6%	15.6%	18.2%	17.3%	8.2% ↓	13.1%
Education	Non-college	34.4%	27.1%	23.5%	17.1% ↓	18.8%	19.0%	20.9% ↑	17.8%	15.0%	9.3% ↓
	College	37.4%	30.0%	19.0%	22.8% ↑	19.0%	18.1%	16.0% ↓	16.6%	11.4%	13.8% ↑
Region	Northeast [A]	33.5%	23.6%	15.9%	23.1%	17.6%	17.6%	17.0%	18.7%	16.5%	8.8%
	South [B]	35.3%	29.7%	23.0%	19.5%	20.9%	19.0%	20.1%	15.2%	11.8%	11.0%
	Midwest [C]	38.2%	33.9%	23.6%	21.0%	14.6%	22.3%	18.5%	19.7%	13.7%	15.0%
	West [D]	37.7%	25.9%	18.4%	18.9%	21.2%	14.2%	15.1%	16.0%	10.8%	12.7%
Consumption	Consumed plant-based meat in past year	38.3% ↑	26.8%	21.5%	19.5%	16.9% ↓	21.2% ↑	17.2%	17.6%	16.0% ↑	12.1%
	Did not consume plant-based meat in past year	32.1% ↓	32.4%	19.8%	22.1%	22.6% ↑	13.5% ↓	19.8%	16.0%	7.2% ↓	11.5%

- A statistically significantly higher proportion of women than men would look to *government websites* for information about plant-based meat alternatives; a significantly higher proportion of men than women would look to *traditional news sources*
- A statistically significantly higher proportion of respondents who are 55+ than 18-34 years old and 35-54 years old would look to *health websites*; a significantly higher proportion of 55+ than 18-34 year-olds would look to *food packaging* or *government website*; a significantly higher proportion of 18-34 year-olds than 55+ would look to *cooking television shows* for information
- A significantly higher proportion of respondents with a college degree would look to *government websites* or *traditional news sources* for information; a significantly higher proportion of respondents with no college degree would look to *doctor's office or other health care providers*
- There were no significant differences in the listed information sources between regions
- A statistically significantly higher proportion of respondents who have consumed plant-based meat in the past year would look to *health websites*, *while shopping at the grocery store* or *cooking TV shows*; a significantly higher proportion of respondents who have not consumed plant-based meat in the past year would look to *dietitians* for information about plant-based meat alternatives

### SIGNIFICANCE:

Red "down arrow" indicates statistically significantly lower than variable with green "up arrow" in same demographic category (green arrow next to a value for men indicates that value is significantly higher than women, for example)

# Q16: If you wanted more information about plant-based meat alternatives, which of the sources below would you look to? (Top 3, sorted based on overall frequency with “I do not want more information” anchored) SLIDE 2 OF 2

		While shopping online	Academic institution websites	Social media platforms	Independent trade organization website	Cooking blogs	In a restaurant	Diet companies	Celebrities	Other	I do not want more information and/or have not heard information about plant-based meat alternatives
Gender	Female	9.5%	10.7%	10.3%	7.7%	10.1%	5.1% ↓	7.1%	3.4%	0.8%	10.3%
	Male	12.2%	9.4%	9.0%	11.2%	8.6%	11.0% ↑	6.7%	4.7%	0.4%	8.1%
Age	18-34 years old [A]	14.6% ↑	11.8%	15.0% ↑	10.7%	13.6% ↑	12.1% ↑	12.1% ↑	5.4% ↑	0.4%	3.2% ↓
	35-54 years old [B]	12.5% ↑	9.2%	11.7% ↑	10.6%	9.8%	9.5% ↑	6.8%	6.5% ↑	0.0%	7.9% ↑
	55+ years old [C]	6.3% ↓	9.4%	3.1% ↓	7.1%	5.4% ↓	3.4% ↓	3.1% ↓	0.6% ↓	1.4%	15.3% ↑
Education	Non-college	8.3% ↓	9.0%	11.6%	6.7% ↓	8.6%	8.6%	8.1%	3.6%	0.7%	10.7%
	College	12.8% ↑	10.7%	8.1%	11.4% ↑	9.8%	7.8%	6.2%	4.5%	0.5%	8.1%
Region	Northeast [A]	10.4%	6.0%	8.2%	9.9%	8.8%	9.3%	9.9%	4.9%	0.5%	13.2%
	South [B]	11.8%	9.6%	11.0%	10.2%	11.2%	9.1%	6.7%	4.5%	0.5%	6.7%
	Midwest [C]	9.4%	11.2%	8.2%	7.3%	7.7%	6.0%	6.0%	2.1%	0.9%	6.9%
	West [D]	11.3%	12.7%	9.9%	9.9%	8.0%	7.5%	6.1%	4.7%	0.5%	12.7%
Consumption	Consumed plant-based meat in past year	13.0% ↑	10.4%	12.1% ↑	10.3%	11.2% ↑	10.6% ↑	9.4% ↑	5.5% ↑	0.3%	3.4% ↓
	Did not consume plant-based meat in past year	6.9% ↓	9.2%	4.9% ↓	7.7%	5.7% ↓	3.4% ↓	2.6% ↓	1.4% ↓	1.1%	20.1% ↑

- A statistically significantly higher proportion of men than women would look for information about plant-based meat alternatives *in a restaurant*
- A statistically significantly higher proportion of respondents between 18-34 years old and 35-54 years old than 55+ years old would look for information about plant-based meat alternatives *while shopping online, social media platforms, in a restaurant, or celebrities*; a significantly higher proportion of 18-34 than 55+ year-olds would look to *cooking blogs* or *diet companies*; a significantly higher proportion of 55+ than 18-34 and 35-54 year-olds *don't want more information and/or have not heard information about plant-based meat alternatives*; a significantly higher proportion of 34-54 year-olds than 18-34 year-olds *don't want more information and/or have not heard information about plant-based meat alternatives*
- A significantly higher proportion of respondents with a college degree would look for information about plant-based meat alternatives *while shopping online or independent trade organization website*
- There were no significant differences in the listed information sources between regions
- A statistically significantly higher proportion of respondents who have consumed plant-based meat in the past year would look for information about plant-based meat alternatives *while shopping online, social media platforms, cooking blogs, in a restaurant, diet companies, or celebrities*; a significantly higher proportion of respondents who have not consumed plant-based meat in the past year *don't want more information and/or have not heard information about plant-based meat alternatives*

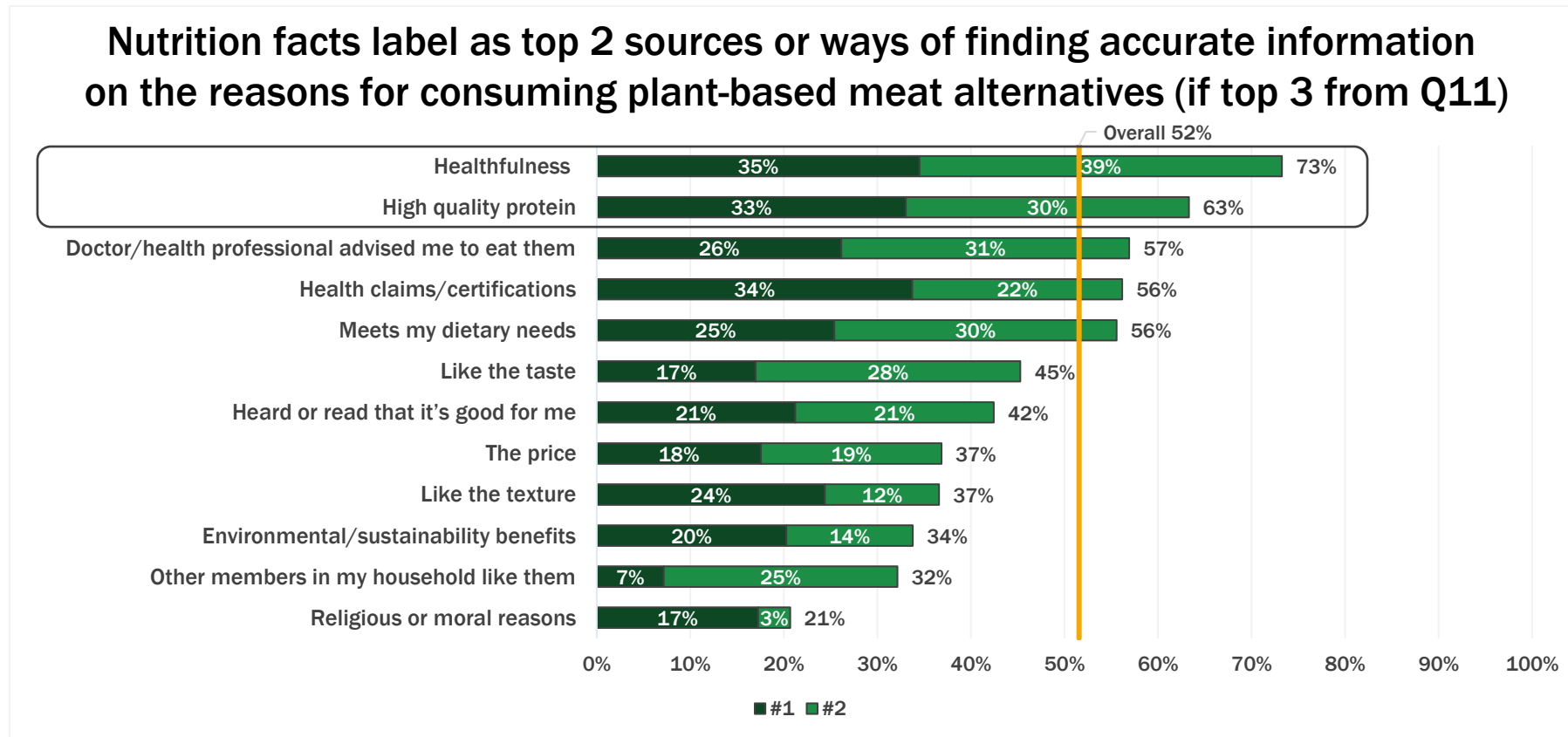
**SIGNIFICANCE:**

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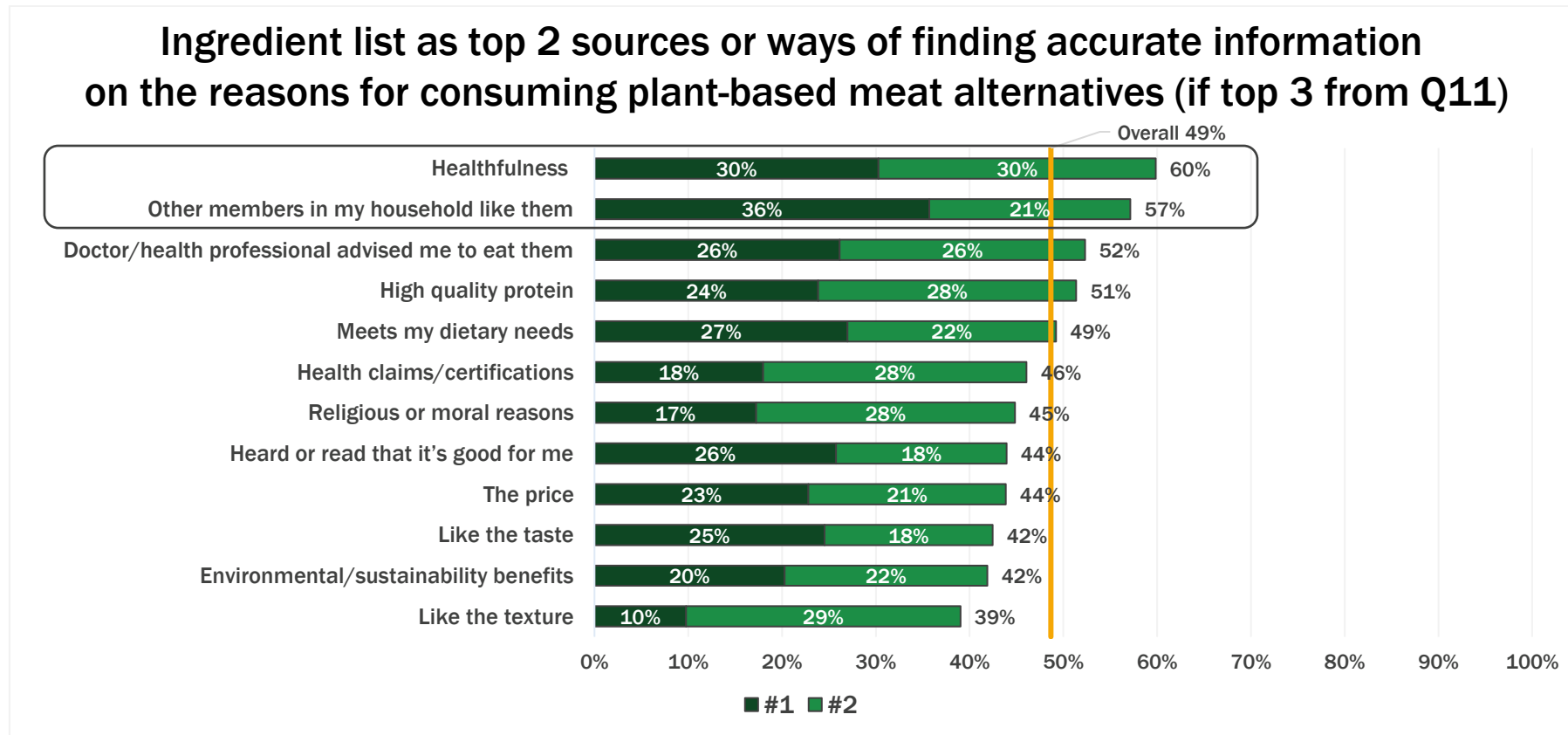


# Additional Slides

The *nutrition facts label* was identified as a top source of accurate information for respondents who cited *healthfulness* or *high-quality protein* as reasons to consume plant-based meat (both reasons notably higher than the 52% overall)

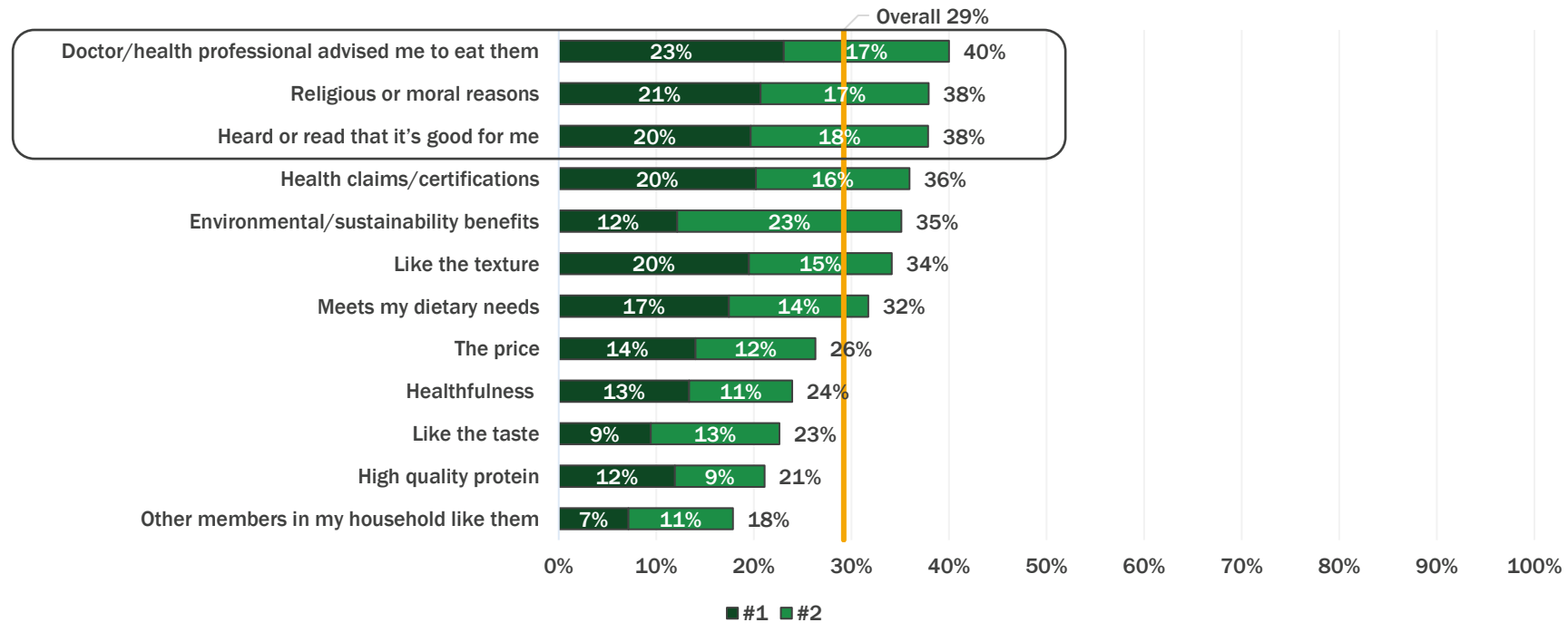


The *ingredient list* was identified as a top source of accurate information for respondents who cited *healthfulness* or *other members in household liking them* as reasons to consume plant-based meat (both reasons notably higher than the 49% overall)



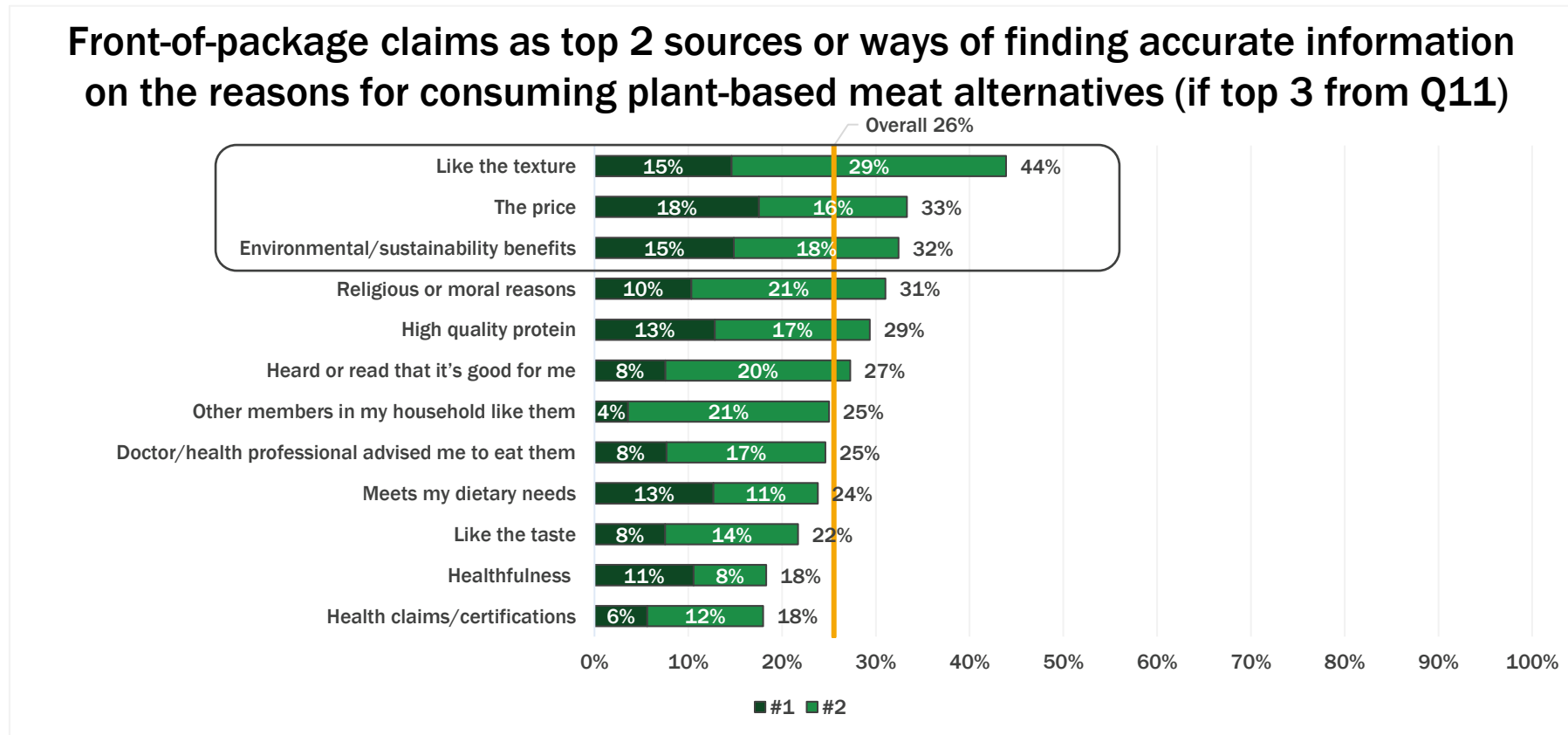
**Searching online** was identified as a top source of accurate information for respondents who cited *doctor/health professional advising them, religious or moral reasons, or heard or read that it's good for me* as reasons to consume plant-based meat (each notably higher than the 29% overall)

**Searching for the information online as top 2 sources or ways of finding accurate info on the reasons for consuming plant-based meat alternatives (if top 3 from Q11)**



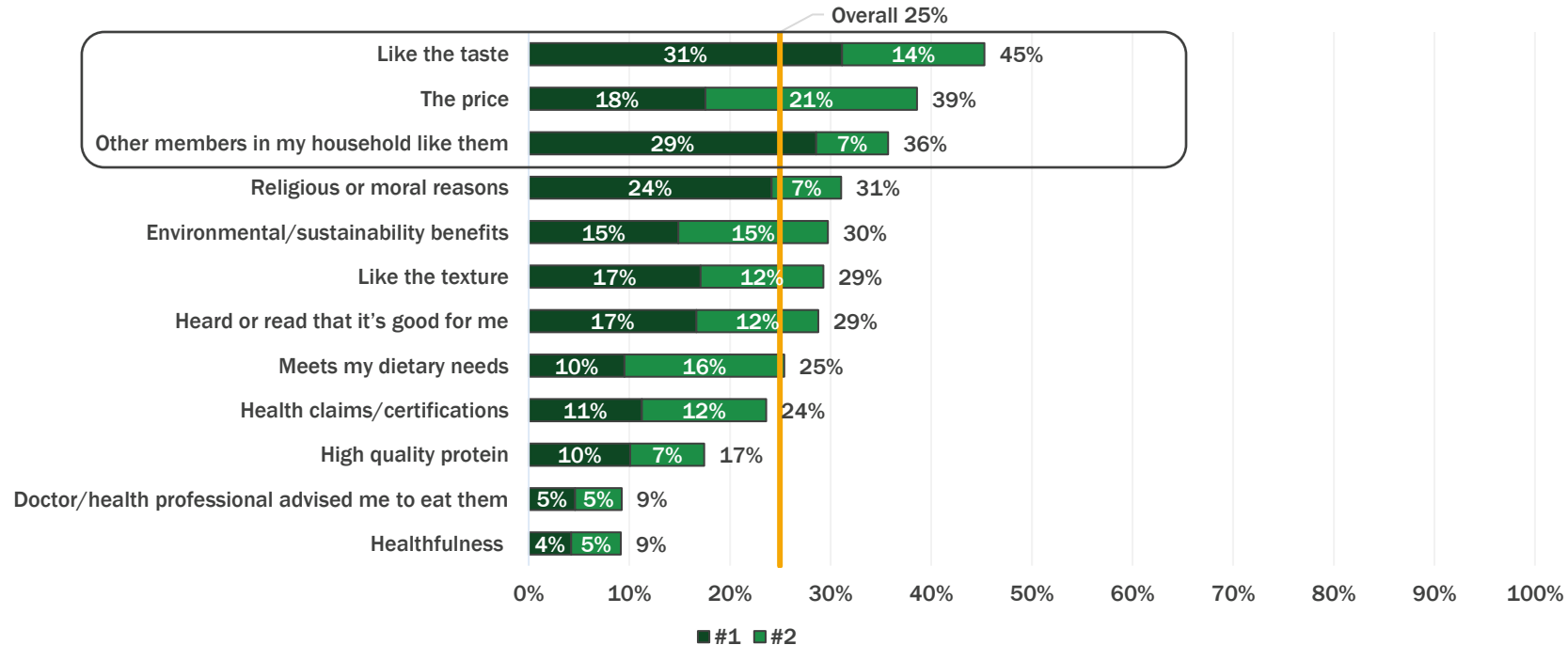


The *front-of-package claims* were identified as a top source of accurate information for respondents who cited that they *like the texture, price, or environmental/sustainability benefits* as reasons to consume plant-based meat (each notably higher than the 26% overall)



# Familiarity was identified as a top source of accurate information for respondents who cited that they *like the taste, the price, or other family members liking them* as reasons to consume plant-based meat (each notably higher than the 25% overall)

Familiarity with product as top 2 sources or ways of finding accurate information on the reasons for consuming plant-based meat alternatives (if top 3 from Q11)



The *front-of-package symbols or icons* were identified as a top source of accurate information for respondents who cited *religious or moral reasons, other family members liking them, or environmental/sustainability benefits* as reasons to consume plant-based meat (each notably higher than the 19% overall)

Front-of-package symbols or icons as top 2 sources or ways of finding accurate info on the reasons for consuming plant-based meat alternatives (if top 3 from Q11)

