Innovations in Alternative Proteins: Understanding the Viewpoints and Purchasing Behaviors of U.S. Meat Eaters

June 2023

Methodology

One thousand interviews were conducted among adults ages 18+ from May 2nd to May 5th, 2023, and were weighted to ensure proportional results.

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

A Note on 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 group (e.g. age, race, gender, etc.).

For example, if the responses from female respondents are considered significant, that significance is in relation to male respondents (and not necessarily other demographic groups).

Executive Summary

Key Findings

More than half of Americans have tried alternative protein at least once

Consumers cited their general curiosity and their perception of alternative protein as a healthier option as reasons for trying. Most consumers identified soybeans and/or mushrooms as appealing primary ingredients for alternative protein. Overall, there is an opportunity to increase awareness of other types of alternative proteins, with fewer than two out of five consumers indicating they've heard of cultivated meat or insect protein, and fewer having heard of cell-based, cell-cultured, mycoprotein, or fermented protein options.

Most Americans consume animal meat weekly or more often, with taste as an important factor

Americans who consume animal-based meat products indicated that taste, value, and general appearance are top priorities when purchasing animal meat. Of those who have tried alternative protein but won't try it again, a majority cited the taste being too dissimilar to conventional animal meat as their reason for their lack of interest.

More than two-fifths of the consumers would try cell-cultured meat
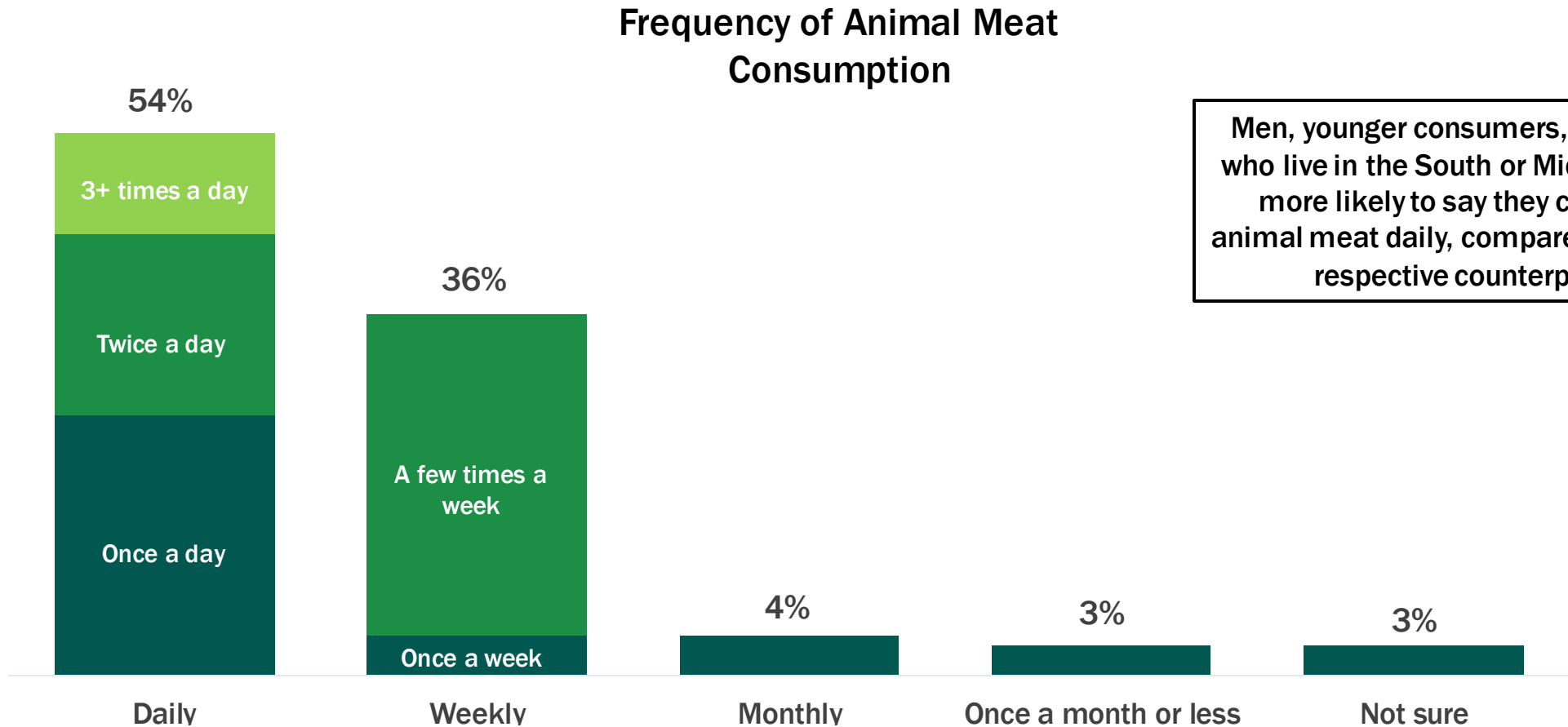
Some reasons for consumer interest in cell-cultured meat include curiosity, perceived environmental and health benefits, and no need for animal slaughter. Knowing more about the texture and taste of the cell-cultured meat would increase others' willingness to try. Consumers indicated they are more likely to buy cell-cultured chicken products that have comparable taste to animal meat, and are also more likely to buy cell-cultured meat if the product is affordable and from a trusted brand.

Official sources may increase trust in the safety of cultivated proteins

If lab-grown meat products become USDA– and FDA–approved, a majority of consumers would consider these products safe. The top-cited sources for increasing trust in the safety of cultivated proteins include U.S. government agency websites, scientific publications, and recommendations from healthcare professionals.
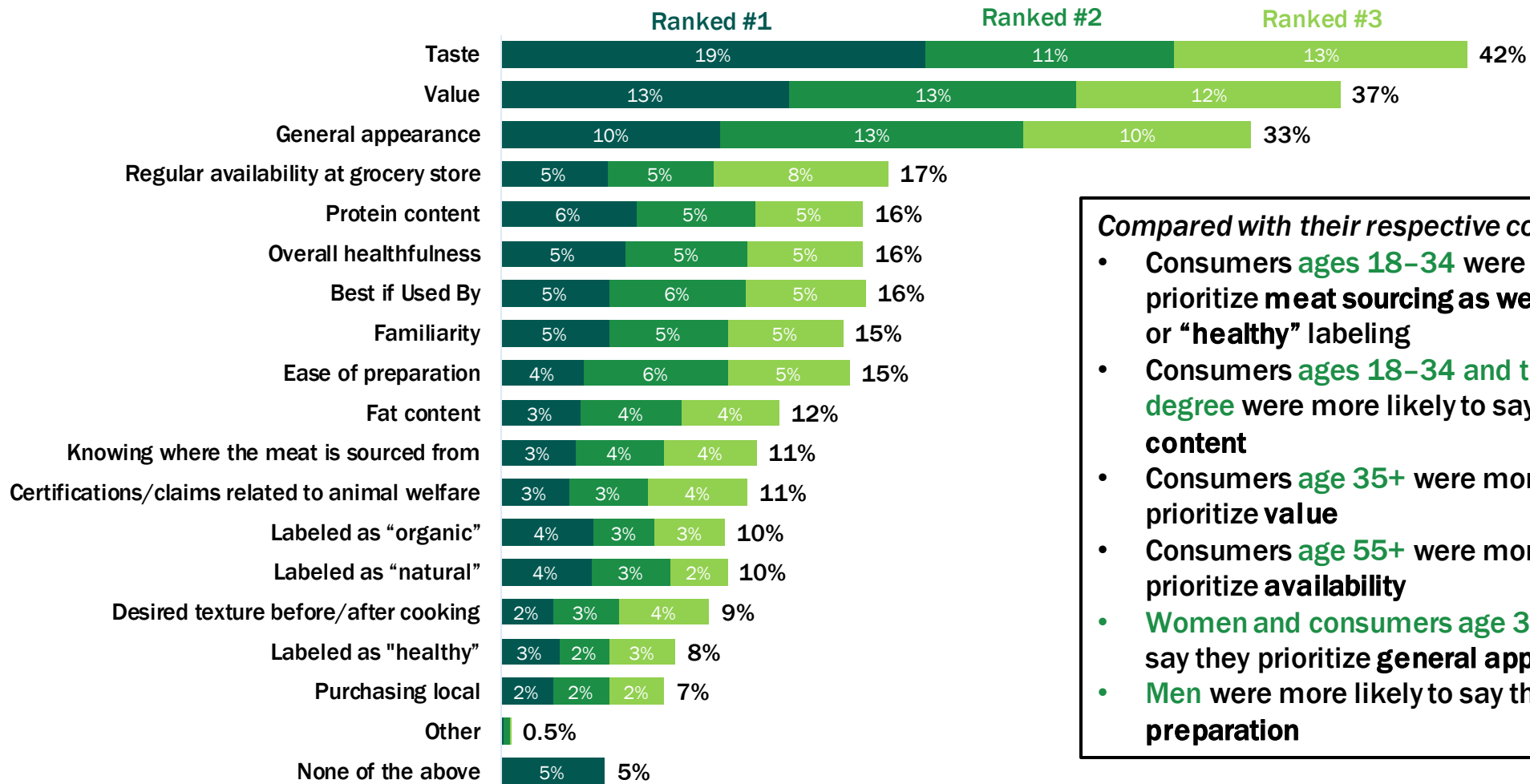
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Results

Over half of Americans eat animal meat daily, while more than one-third consume animal meat weekly

Frequency of Animal Meat Consumption

54%
- 3+ times a day
- Twice a day
- Once a day

36%
- A few times a week
- Once a week

4%

3%

3%

Daily | Weekly | Monthly | Once a month or less | Not sure

Men, younger consumers, and those who live in the South or Midwest were more likely to say they consume animal meat daily, compared with their respective counterparts

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Taste, value, and general appearance were the top-ranked priorities when purchasing animal meat

Ranked #1   Ranked #2   Ranked #3

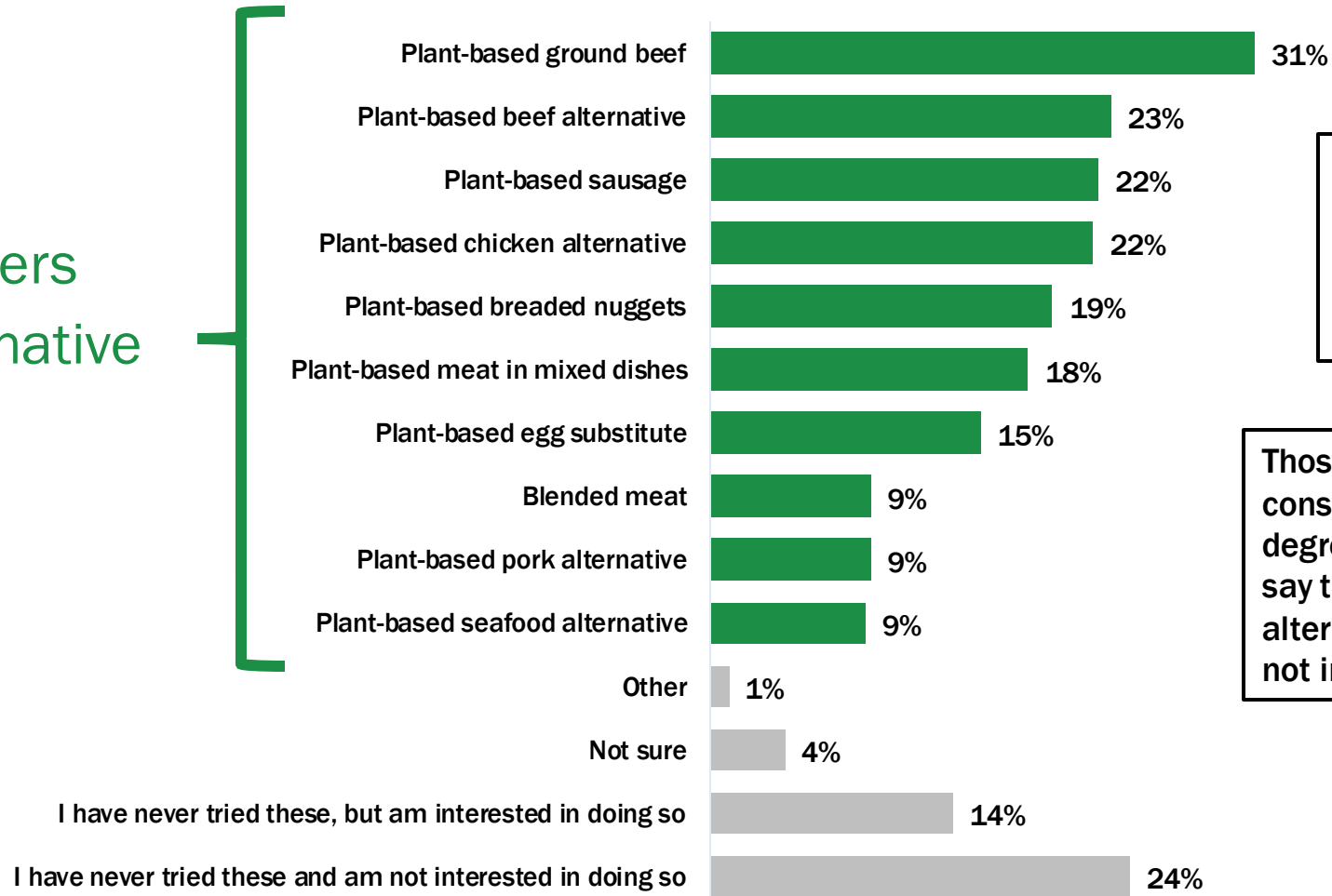| Priority	Ranked #1	Ranked #2	Ranked #3	Total
Taste	19%	11%	13%	42%
Value	13%	13%	12%	37%
General appearance	10%	13%	10%	33%
Regular availability at grocery store	5%	5%	8%	17%
Protein content	6%	5%	5%	16%
Overall healthfulness	5%	5%	5%	16%
Best if Used By	5%	6%	5%	16%
Familiarity	5%	5%	5%	15%
Ease of preparation	4%	6%	5%	15%
Fat content	3%	4%	4%	12%
Knowing where the meat is sourced from	3%	4%	4%	11%
Certifications/claims related to animal welfare	3%	3%	4%	11%
Labeled as "organic"	4%	3%	3%	10%
Labeled as "natural"	4%	3%	2%	10%
Desired texture before/after cooking	2%	3%	4%	9%
Labeled as "healthy"	3%	2%	3%	8%
Purchasing local	2%	2%	2%	7%
Other				0.5%
None of the above	5%			5%

Compared with their respective counterparts ...

- Consumers ages 18–34 were more likely to say they prioritize **meat sourcing as well as "natural," "organic," or "healthy" labeling**
- Consumers ages 18–34 and those with a college degree were more likely to say they prioritize **protein content**
- Consumers age 35+ were more likely to say they prioritize **value**
- Consumers age 55+ were more likely to say they prioritize **availability**
- Women and consumers age 35+ were more likely to say they prioritize **general appearance**
- Men were more likely to say they prioritize **ease of preparation**

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Among consumers who have tried an alternative protein, plant-based beef products have been the most commonly tried

57% of consumers have tried an alternative protein

Types of Alternative Proteins Ever Tried

Type	Percentage
Plant-based ground beef	31%
Plant-based beef alternative	23%
Plant-based sausage	22%
Plant-based chicken alternative	22%
Plant-based breaded nuggets	19%
Plant-based meat in mixed dishes	18%
Plant-based egg substitute	15%
Blended meat	9%
Plant-based pork alternative	9%
Plant-based seafood alternative	9%
Other	1%
Not sure	4%
I have never tried these, but am interested in doing so	14%
I have never tried these and am not interested in doing so	24%

Those ages 18–34 and those with college degrees were more likely to have tried various alternative proteins

Those age 55+ and consumers without a college degree were more likely to say they have never tried alternative proteins and are not interested in trying them
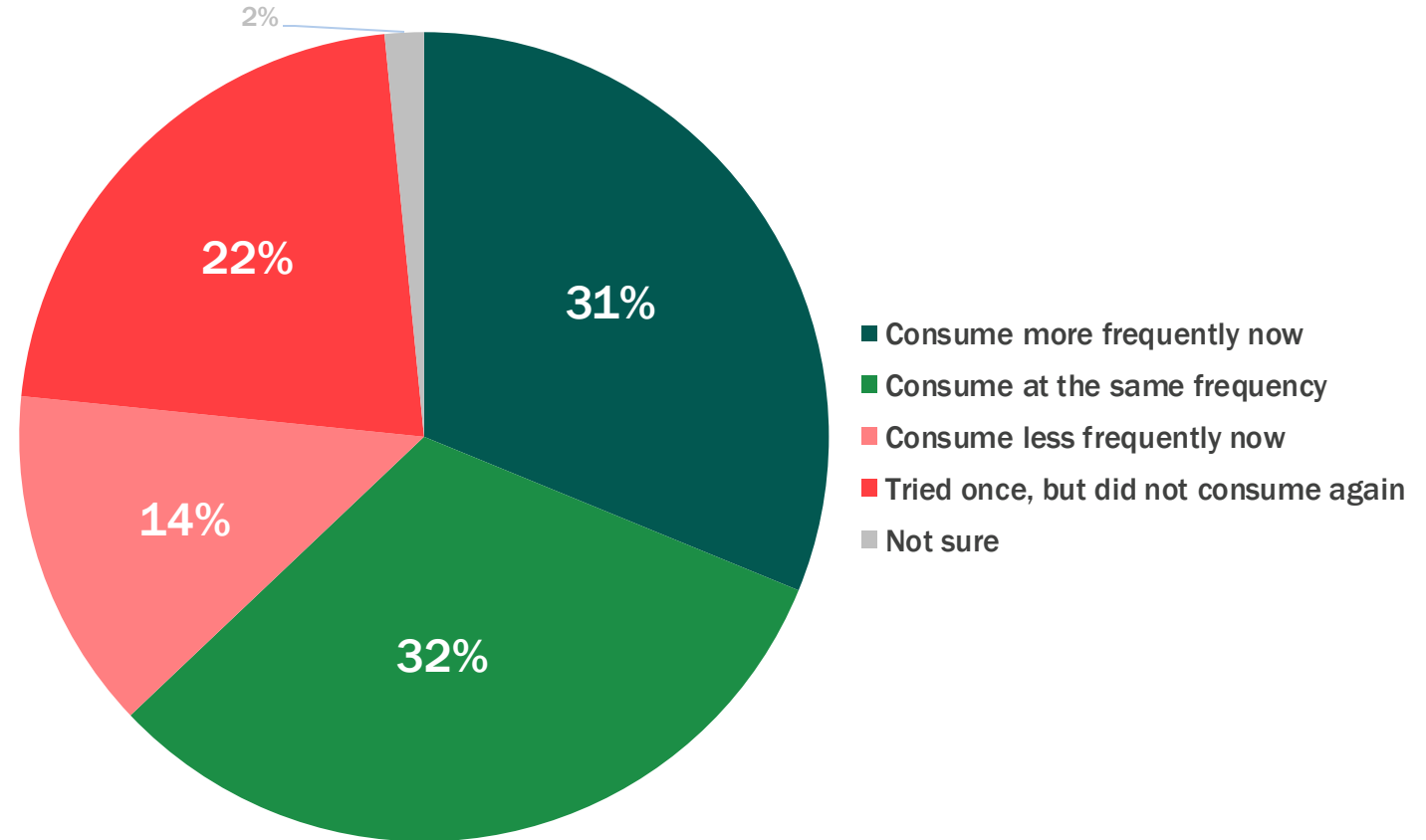
Q3. Which of these types of alternative proteins (non animal-meat) have you ever tried, if any? Select all that apply. n=1,004

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Among those who have tried an alternative protein, nearly one in three consume them more frequently now; however, 22% haven't consumed them again

Alternative Protein Consumption Habits Since First Trying
(Of those who have tried one before)

Those ages 18–34 and those with a college degree were more likely to say they consume alternative protein more frequently now
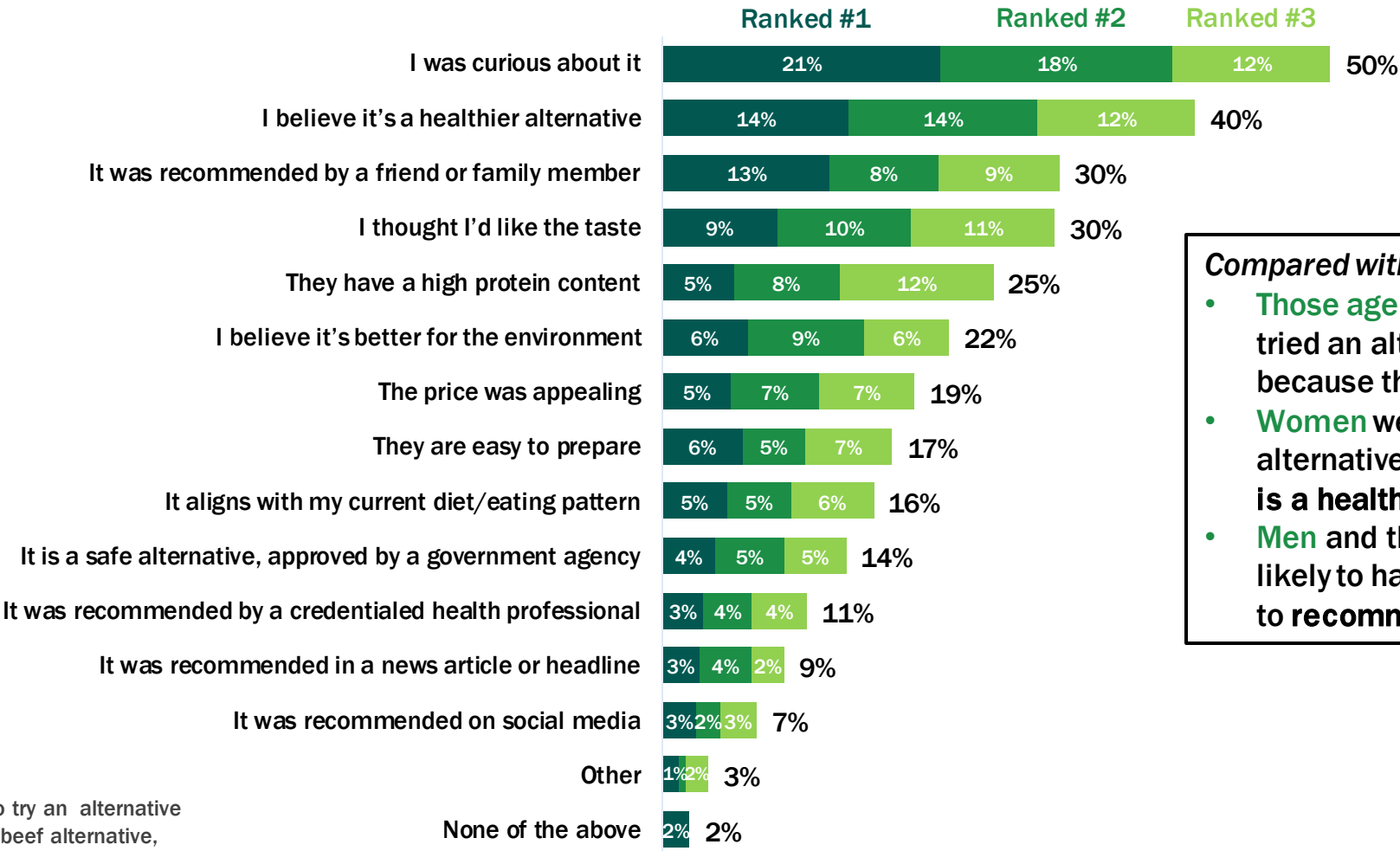
Those age 35+ were more likely to say that they tried alternative proteins once but haven't consumed them again

2%

22%

31%

14%

32%

- Consume more frequently now
- Consume at the same frequency
- Consume less frequently now
- Tried once, but did not consume again
- Not sure

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Curiosity and believing that alternative proteins are a healthier choice were the top reasons for trying an alternative protein for the first time

Reason(s) for First Trying Alternative Protein
(Of those who have tried an alternative protein before)

Ranked #1   Ranked #2   Ranked #3

Reason	Ranked #1	Ranked #2	Ranked #3	Total
I was curious about it	21%	18%	12%	50%
I believe it's a healthier alternative	14%	14%	12%	40%
It was recommended by a friend or family member	13%	8%	9%	30%
I thought I'd like the taste	9%	10%	11%	30%
They have a high protein content	5%	8%	12%	25%
I believe it's better for the environment	6%	9%	6%	22%
The price was appealing	5%	7%	7%	19%
They are easy to prepare	6%	5%	7%	17%
It aligns with my current diet/eating pattern	5%	5%	6%	16%
It is a safe alternative, approved by a government agency	4%	5%	5%	14%
It was recommended by a credentialed health professional	3%	4%	4%	11%
It was recommended in a news article or headline	3%	4%	2%	9%
It was recommended on social media	3%	2%	3%	7%
Other	1%	2%		3%
None of the above	2%			2%

**Compared with their respective counterparts ...**
- **Those age 35+** were more likely to have tried an alternative protein for the first time because they were **curious**
- **Women** were more likely to have tried alternative protein because they **believe it is a healthier alternative**
- **Men** and those **under age 35** were more likely to have tried alternative protein due to **recommendation on social media**

Q6. Why did you decide to try an alternative protein (e.g., plant-based beef alternative, blended meat) for the first time? Select your top 3 reasons. [have tried alternative proteins in the past from Q3] n=577

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Of the consumers who have tried an alternative protein, more than half view **soybeans** and **mushrooms** as the most appealing primary ingredients

Most Appealing Primary Ingredients of Alternative Protein
(Of those who have tried an alternative protein before)
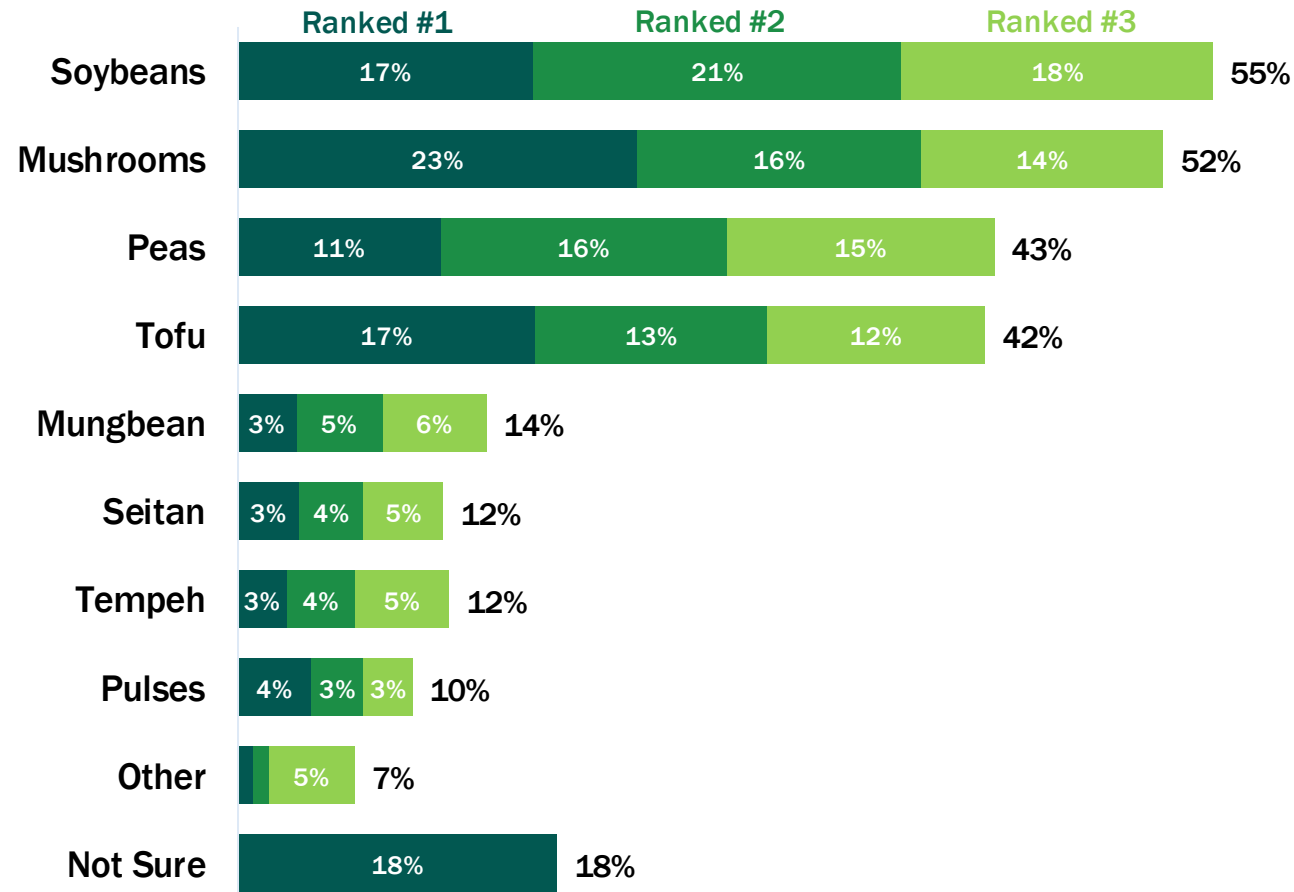
Those ages 35–54 were more likely to view **mushrooms** and **peas** as appealing primary ingredients, compared with younger consumers
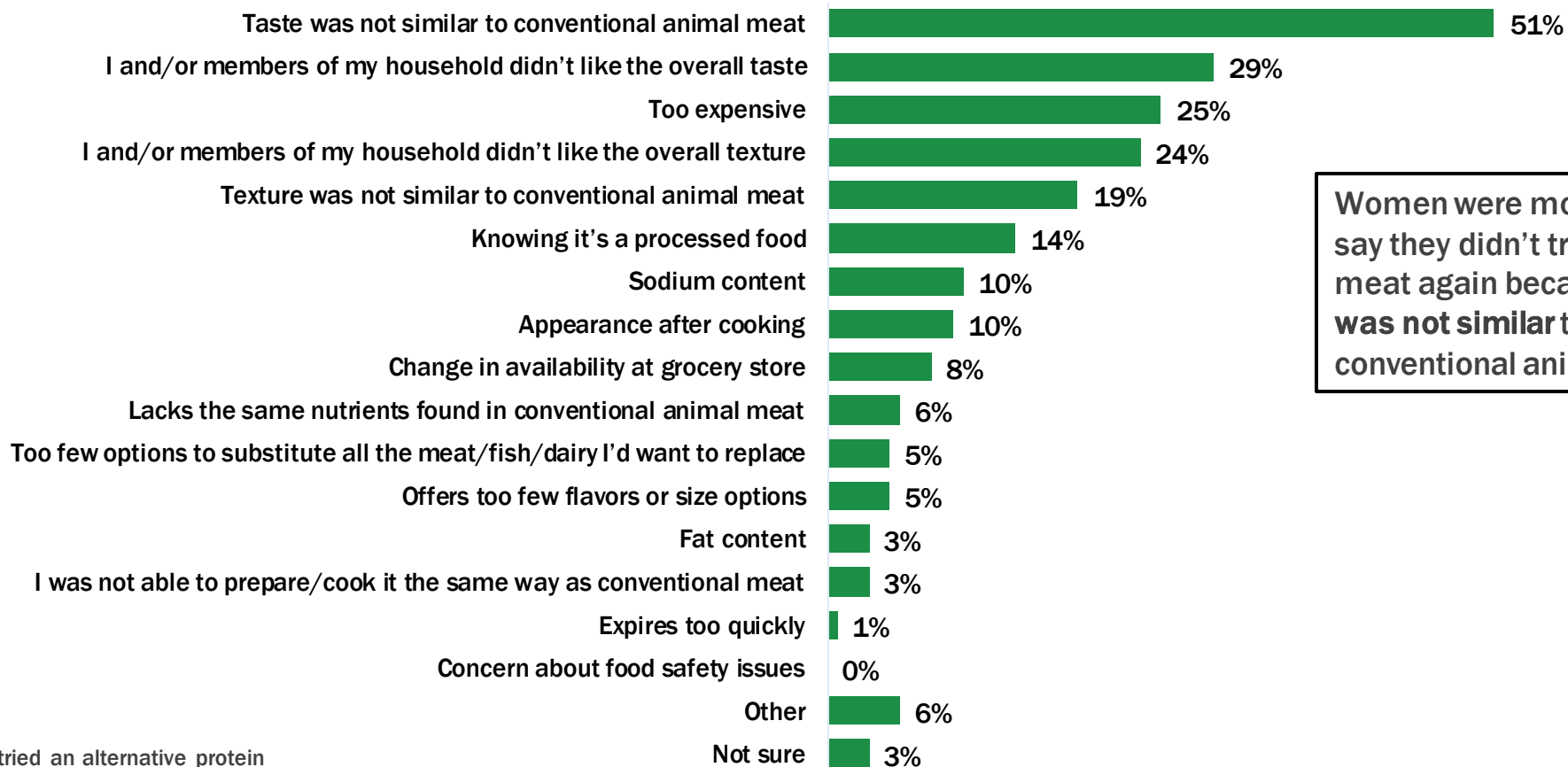
Those ages 18–34 were more likely to view **tofu**, **mungbean**, **pulses**, and **seitan** as appealing, compared with older consumers

	Ranked #1	Ranked #2	Ranked #3	Total
Soybeans	17%	21%	18%	55%
Mushrooms	23%	16%	14%	52%
Peas	11%	16%	15%	43%
Tofu	17%	13%	12%	42%
Mungbean	3%	5%	6%	14%
Seitan	3%	4%	5%	12%
Tempeh	3%	4%	5%	12%
Pulses	4%	3%	3%	10%
Other			5%	7%
Not Sure	18%			18%

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Of those who have tried an alternative protein <u>only once</u>, the most common reason for not consuming it again was the lack of similarity in taste to animal meat

Reason for Not Consuming Alternative Protein Again
(Of those who have tried an alternative protein only once)

Reason	Percentage
Taste was not similar to conventional animal meat	51%
I and/or members of my household didn't like the overall taste	29%
Too expensive	25%
I and/or members of my household didn't like the overall texture	24%
Texture was not similar to conventional animal meat	19%
Knowing it's a processed food	14%
Sodium content	10%
Appearance after cooking	10%
Change in availability at grocery store	8%
Lacks the same nutrients found in conventional animal meat	6%
Too few options to substitute all the meat/fish/dairy I'd want to replace	5%
Offers too few flavors or size options	5%
Fat content	3%
I was not able to prepare/cook it the same way as conventional meat	3%
Expires too quickly	1%
Concern about food safety issues	0%
Other	6%
Not sure	3%

Women were more likely to say they didn't try alternative meat again because the **taste was not similar** to conventional animal meat

Q7. You mentioned that you've tried an alternative protein (e.g., plant-based beef alternative, blended meat) once, but did not consume it again. What prevented you from trying it again? Select up to 3. [tried alternative proteins once but did not consume again from Q5] n=126

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At least half of consumers have not heard of newer alternative proteins, but insect protein and cultivated meat garnered the most familiarity

Familiarity with Newer Alternative Proteins

	Heard of	Never heard of	Not sure
Insect protein	39%	50%	10%
Cultivated meat	39%	48%	13%
Cell-based meat	32%	55%	14%
Fermented protein	29%	59%	12%
Cell-cultured meat	29%	60%	11%
Mycoprotein	16%	71%	13%

Men, those ages 18–34, and consumers with a college degree were more likely to say they have heard of most of these alternative protein terms

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Respondents were provided with definitions of the following alternative proteins prior to answering the next questions:

- **Cell-cultured meat and seafood (also called cultivated meat)** is made by controlled laboratory technology that allows for the production of animal meat from in-vitro grown (outside of the body) animal cells from poultry or livestock. This form of meat development does not require an animal to be slaughtered in order to create the final meat product.

- **Insect protein** comes from specific insects that are grown and harvested for the purpose of human consumption.

- **Mycoprotein** is a protein source grown to have a "meat-like" texture from *Fusarium venenatum*, a naturally occurring fungus that is edible.

- **Precision-fermented protein** is made with the use of microorganisms such as fungi or microalgae, creating protein ingredients that are identical to animal proteins.

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Cell-cultured meat and fermented protein garner the most interest among consumers

Interest in Consuming the Following Alternative Protein Products

	Not at all interested	Not too interested	Somewhat interested	Very interested	
Cell-cultured (also called cultivated meat)	-35%	-16%	28%	15%	42%
Fermented protein	-37%	-19%	25%	12%	37%
Mycoprotein	-37%	-18%	23%	13%	36%
Insect protein	-50%	-15%	17%	12%	29%
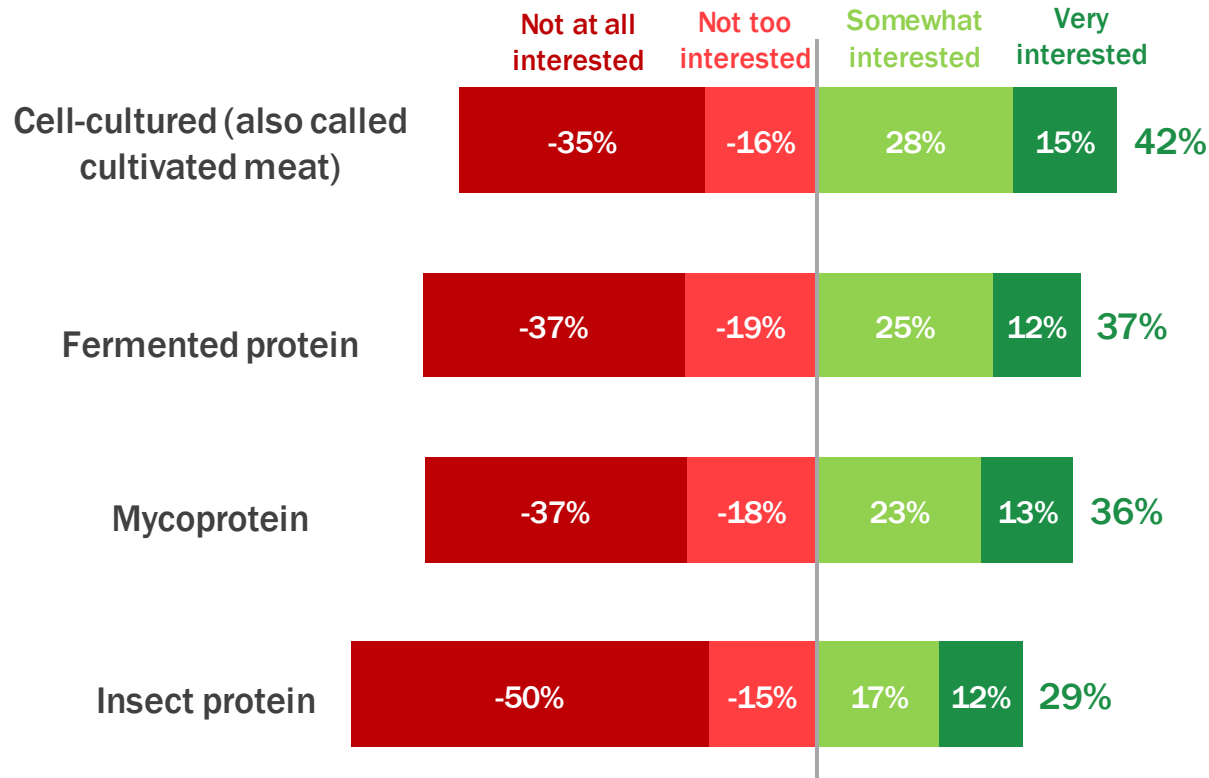
Interest is Growing

When asked in 2021* ...

- **24%** of consumers were interested in cellular/lab-grown protein (currently 42%)
- **27%** were interested in fermented food products (currently 37%)

*IFIC Survey: Consumption Trends, Preferred Names, and Perceptions of Plant-Based Meat Alternatives. November 3, 2021 .

Q9. How would you rate your level of interest in consuming the following products? n=1,004

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Consumers who are <u>very interested</u> in cell-cultured meat cite curiosity, environmental sustainability, lack of animal slaughter, and being seemingly healthier as the top reasons behind their interest

Top Reasons for Interest in Trying Cell-Cultured Meat
(Of those who said they were interested)

Reason	Percentage
I am curious about it	32%
It seems more environmentally sustainable	28%
It does not require animal slaughter	28%
It seems healthier	26%
I think it is the future of food	22%
It seems like it would have higher quality protein	16%
It seems like it would have more protein	16%
It seems less processed	16%
Other	1%
None of the above	1%
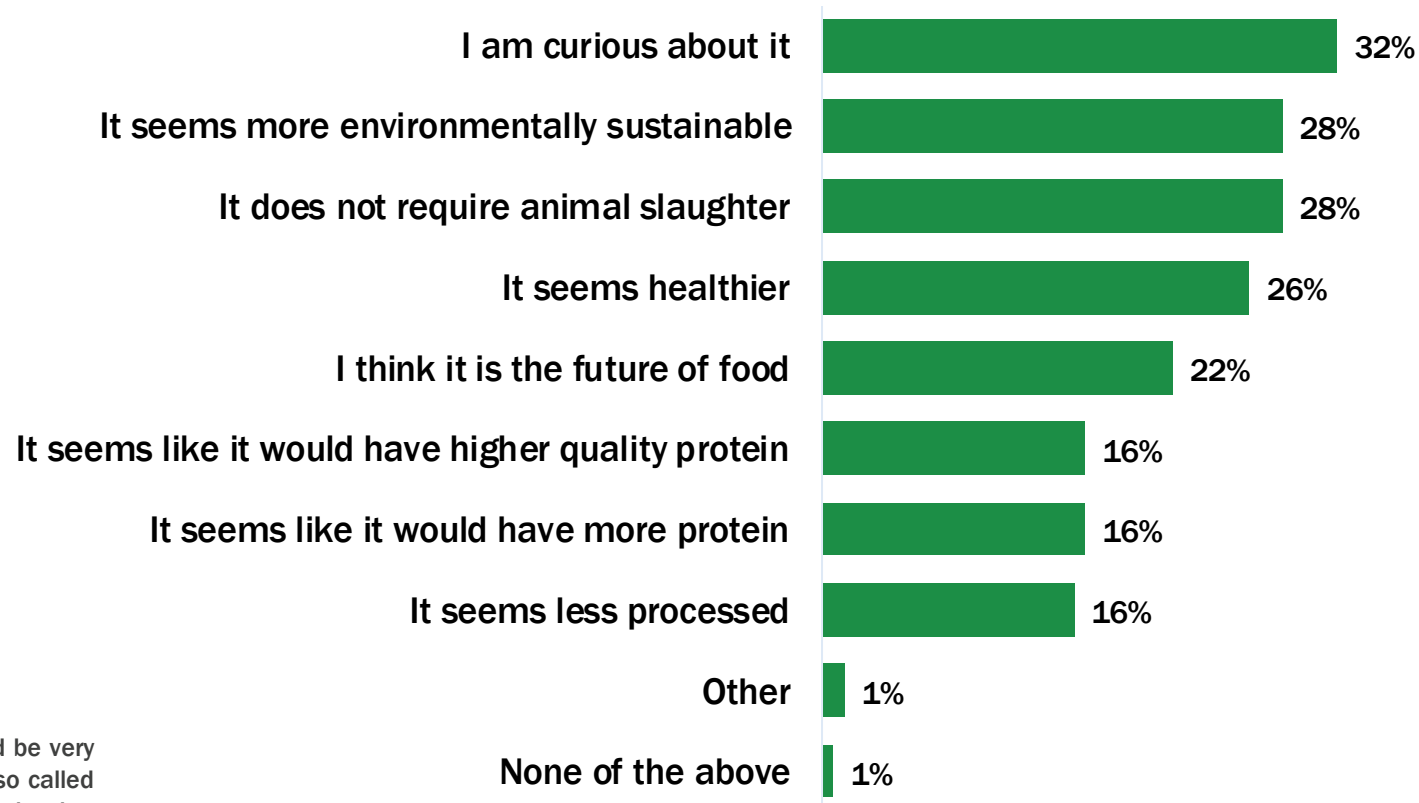
Women were more likely to express interest in cell-cultured meat because it **doesn't require animal slaughter**

Consumers with a college degree were more likely to express interest in cell-cultured meat because it **seems more environmentally sustainable**

Q11. You mentioned that you would be very interested in trying cell-cultured (also called cultivated) meat. Which of the following best describes the reason(s) for your interest in trying this product? Select up to 2. [if *very interested* in cell-cultured/cultivated meat from Q9] n=148

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Respondents who said they were <u>somewhat</u>, <u>not too,</u> or <u>not at all interested</u> in cell-cultured meat, or <u>not sure</u>, were provided with the following information and images

In the previous question, you were provided with a definition of cell-cultured meat (also called cultivated meat). Currently, cell-cultured meat is not available on the U.S. market, but it is available in other countries, and the U.S. Food and Drug Administration (FDA) and the U.S. Department of Agriculture (USDA) are currently evaluating its safety. For this question, imagine that cell-cultured meat is approved for use by the U.S. government agencies and is widely available.

Conventional burger

Cultivated burger

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Consumers who were <u>somewhat</u>, <u>not too</u>, or <u>not at all interested</u> in cell-cultured meat, or <u>not sure</u>, said that knowing more about its taste and texture would have the greatest impact on their willingness to try the products

What would impact your willingness to try the cell-cultured product?

Ranked #1 **Ranked #2** **Ranked #3**

Category				Total
Its taste/texture	14%	11%	12%	36%
Price	9%	10%	10%	28%
Its safety	10%	7%	6%	23%
Ingredients	7%	7%	7%	21%
Its healthfulness	4%	7%	7%	18%
Its long-term health effects	5%	5%	6%	16%
How it looks (e.g., chicken, beef, pork)	4%	4%	3%	11%
The technology used to produce it	3%	4%	3%	10%
Someone's experience trying it before	3%	3%	3%	10%
It in general	4%	3%	2%	9%
How to prepare it	2%	3%	3%	8%
Its degree of processing	2%	2%	3%	8%
How it impacts animal welfare	1%	2%	3%	6%
How it impacts the environment	1%	2%	2%	5%
Not sure	7%			7%
Nothing would make me want to try it	18%			18%
I'm already willing to try it	5%			5%

> Men and those ages 18–34 were more likely to say that knowing more about cell-cultured products **in general** would impact their willingness to try

> Women and older consumers were more likely to say that **nothing would make them want to try cell-cultured products**

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When respondents were shown the below images and told that these products were grown in a lab using the cells from chicken, half said that "lab-grown chicken" was an accurate and clear term

Pictures courtesy of JUST/Good Meat

Perceived Accuracy of Terms in Describing the Pictured Products

	Lab-grown chicken	Cell-cultivated chicken	Cell-cultured chicken	Cell-based chicken	Cultivated chicken
5 (accurate and clear)	26%	20%	18%	18%	17%
4	23%	25%	25%	23%	22%
3	28%	32%	33%	33%	32%
2	10%	11%	11%	13%	14%
1 (inaccurate and misleading)	13%	12%	13%	13%	15%

Legend: ■ 1 (inaccurate and misleading) ■ 2 ■ 3 ■ 4 ■ 5 (accurate and clear)

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Affordability, comparable taste, and being from a trusted brand were the attributes that would have the greatest impact on willingness to buy a cell-cultured chicken product

Impact of the Following Attributes on Decision to Buy Cell-Cultured Chicken Product

	Significantly less likely to buy	Somewhat less likely to buy	Somewhat more likely to buy	Significantly more likely to buy	
Affordable price	-6%	-5%	33%	25%	58%
Comparable taste to conventional animal meat	-6%	-5%	33%	24%	57%
From a brand I trust	-6%	-5%	33%	23%	56%
High in with vitamins and minerals	-6%	-5%	32%	21%	53%
High protein content	-6%	-4%	32%	20%	52%
Comparable price to conventional animal meat	-7%	-5%	32%	20%	51%
Available at a store I trust	-6%	-4%	34%	17%	51%
Comparable appearance to conventional animal meat	-7%	-5%	34%	17%	51%
Labeled as "natural"	-7%	-6%	27%	15%	42%
Label or claim that indicates low carbon footprint / climate-friendliness	-7%	-6%	26%	13%	39%
Labeled as "organic"	-8%	-7%	23%	15%	38%

Q13. If you knew that this cell-cultured (also called cultivated) chicken product had the following attributes and you knew this chicken product was available in places you frequently visit, how would this impact your decision to buy it, if at all? n=1,004

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If the USDA and FDA approved meat products grown in labs, nearly two in three consumers would view these products as somewhat or very safe

Imagine that the USDA and U.S. FDA approved the safety of meat products that are grown in labs using the cells of animals. Knowing this, how would you describe the safety of these products in your own opinion?

Men, those ages 18–34, and those with college degrees were more likely to say they would describe these products as **very or somewhat safe** if they were approved by the USDA and FDA
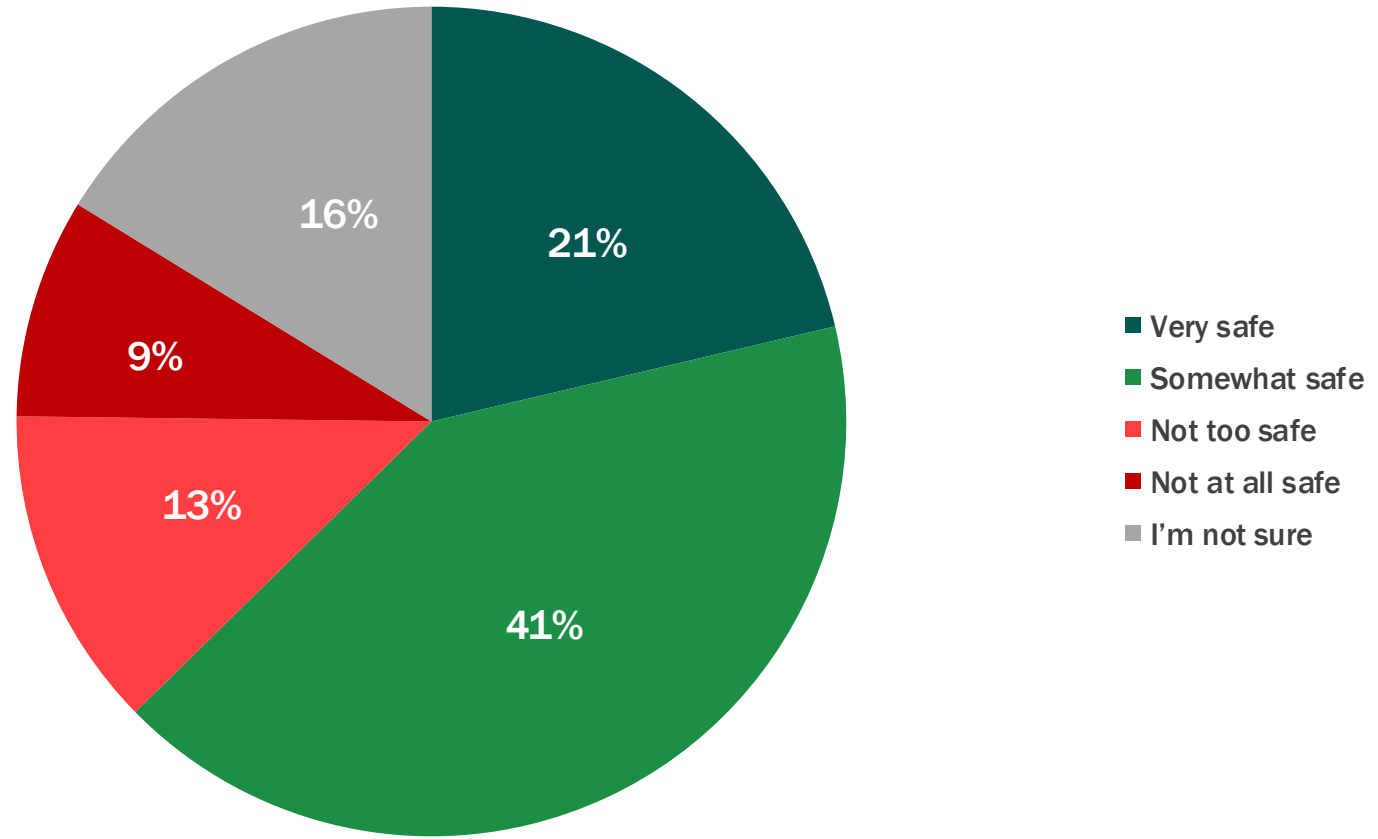
- Very safe — 21%
- Somewhat safe — 41%
- Not too safe — 13%
- Not at all safe — 9%
- I'm not sure — 16%

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Information on a government agency website, scientific publications, and recommendations from healthcare professionals were the most commonly selected sources that would increase trust in the safety of cultivated meat

Which of the following would increase your trust in the safety of cultivated proteins?

Source	Percentage
Information on U.S. government agency's website	31%
Scientific publications highlighting their safety	30%
Recommendation from healthcare professional	29%
Recommendation from food scientists	25%
Waiting until they have been on the market/available in grocery stores for longer	24%
Availability of these products at grocery stores	22%
News articles highlighting their safety	19%
Recommendation from friend or family member	19%
Information on the food manufacturer's website	19%
Recommendation from registered dietitian	18%
Recommendation from chef or culinary professional	16%
Availability of these products at restaurants	14%
Recommendation from fitness professional/personal trainer	10%
Recommendation from social media influencer/blogger	8%
Other	0%
None of the above	24%

Those ages 18–34 were more likely to say that the **availability of these products** at grocery stores would increase their trust, compared with older consumers

Women, older consumers, and those without a college degree were more likely to say that **none of the sources** shown would increase their trust, compared with their respective counterparts

Q15. Which of the following, if any, would increase your trust in the safety of cultivated proteins (e.g., meat products that are grown in labs using the cells of animals)? n=1,004

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Demographics

Demographics

Gender

- Female (50%)
- Male (48%)
- Non-Binary (1%)
- Prefer not to say (1%)
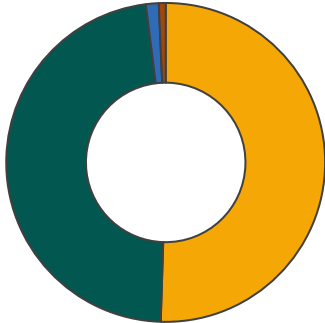
Transgender

- Yes (5%)
- No (94%)
- Choose not to identify (1%)
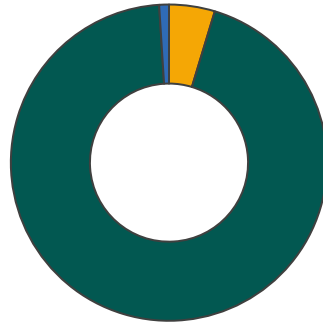
Age

- 18-24 (10%)
- 25-34 (18%)
- 35-44 (19%)
- 45-54 (18%)
- 55-64 (18%)
- 65+ (17%)

Race or Ethnicity*

White	80%
Black or African American	11%
Hispanic/Latino/Spanish descent	6%
Asian or Pacific Islander	5%
American Indian or Alaska Native	2%
Native Hawaiian	0%
Other	2%
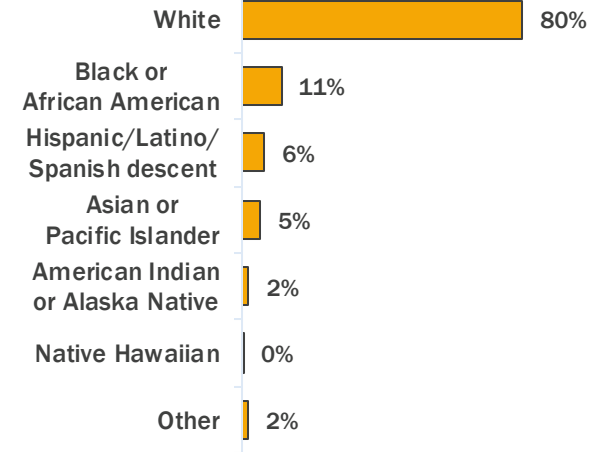
Education

- Less than high school (2%)
- Graduated high school (21%)
- Some college (no degree) (19%)
- Associate's degree or technical or vocational school (14%)
- Bachelor's degree (24%)
- Graduate/professional degree (19%)
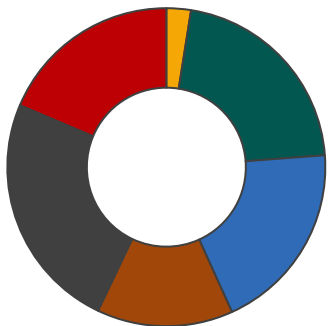
Marital Status

- Single, never married (30%)
- Married (45%)
- Living with a partner (11%)
- Divorced or separated (10%)
- Widowed (4%)
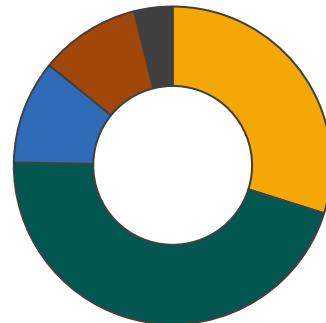
Region

- Northeast (23%)
- Midwest (19%)
- South (36%)
- West (23%)
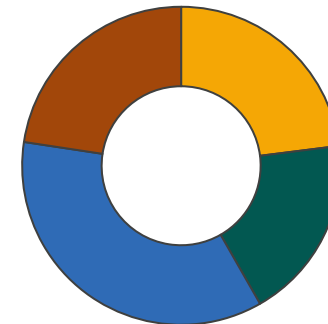
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Appendix

Q1: On average, how often do you consume animal meat?

		Q1: On average, how often do you consume animal meat?			
		1+ times daily	1+ times weekly	More than one times monthly	Once a month or less (or unsure)
Gender	Female	45.6% ↓	41.4% ↑	5.1% ↑	7.9% ↑
	Male	62.1% ↑	32.1% ↓	2.1% ↓	3.8% ↓
Age	18-34 years old [A]	61.7% ↑BC	30.2% ↓BC	1.7% ↓C	6.4%
	35-54 years old [B]	51.2% CA	38.8% ↑A	3.9%	6.1%
	55+ years old [C]	38.0% ↓AB	48.0% ↑A	8.2% ↑A	5.8%
Education	Non-college	53.5%	34.8%	4.4%	7.4%
	College	54.2%	37.5%	3.0%	5.3%
Region	Northeast [A]	46.3% ↓BC	42.0% ↑B	3.9%	7.8%
	South [B]	62.8% ↑AD	28.7% ↓AD	4.3%	4.3%
	Midwest [C]	57.5% ↑A	32.7%	3.4%	6.4%
	West [D]	48.5% ↓B	42.7% ↑B	3.1%	5.7%
Total		53.9%	36.4%	3.6%	6.2%

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Q2: What are your priorities when purchasing animal meat? (1 of 2)

		Taste	Value	General appearance	Regular availability at grocery store	Best if Used By	Protein content	Overall healthfulness	Ease of preparation	Familiarity
[SLIDE 1 OF 2] Q2. What are your priorities when purchasing animal meat?										
(Top 3; sorted based on overall frequency with "other" and "none" anchored at end)										
Gender	Female	41.4%	37.9%	39.4% ↑	16.2%	16.6%	13.8%	16.6%	12.4% ↓	14.6%
	Male	44.7%	35.6%	26.2% ↓	18.0%	15.3%	18.7%	15.5%	18.4% ↑	16.1%
Age	18-34 years old [A]	39.6%	31.1% ↓ BC	27.2% ↓ BC	14.5% ↓ C	16.2%	21.1% ↑ BC	16.2%	16.6%	16.0%
	35-54 years old [B]	45.7%	41.0% ↑ A	35.5% ↑ A	16.5%	17.6%	12.1% ↓ A	15.7%	13.2%	13.8%
	55+ years old [C]	43.3%	43.9% ↑ A	43.3% ↑ A	25.1% ↑ A	12.3%	9.9% ↓ A	15.8%	16.4%	15.2%
Education	Non-college	44.9%	38.5%	32.0%	17.5%	17.3%	13.1% ↓	14.3%	13.6%	16.8%
	College	40.5%	35.6%	33.7%	16.7%	15.1%	18.1% ↑	17.2%	16.7%	13.7%
Region	Northeast [A]	40.3%	36.8%	35.9%	11.3% ↓ B	16.0%	16.5%	15.6%	13.0%	14.3%
	South [B]	46.3%	44.1%	34.6%	21.8% ↑ A	14.4%	15.4%	16.5%	9.0% ↓ C	13.3%
	Midwest [C]	44.1%	35.8%	34.4%	17.9%	16.8%	14.5%	16.8%	18.4% ↑ B	14.8%
	West [D]	38.8%	32.6%	26.4%	17.6%	16.3%	18.1%	14.5%	18.1%	17.6%
Total		42.4%	36.9%	33.0%	17.0%	16.0%	15.9%	15.9%	15.3%	15.0%

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)

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Q2: What are your priorities when purchasing animal meat? (2 of 2)

		[SLIDE 2 OF 2] Q2. What are your priorities when purchasing animal meat? (Top 3; sorted based on overall frequency with "other" and "none" anchored at end)									
		Fat content	Knowing where the meat is sourced from	Certifications / claims related to animal welfare	Labeled as "natural"	Labeled as "organic"	Desired texture before / after cooking	Labeled as "healthy"	Purchasing local	Other	None of the above
Gender	Female	13.4%	10.3%	12.2%	9.5%	9.5%	7.7%	7.3%	6.3%	0.2%	4.9%
	Male	11.3%	12.4%	8.8%	10.5%	10.1%	10.7%	8.4%	8.0%	0.6%	3.6%
Age	18-34 years old [A]	6.6% BC	13.8% C	12.1%	12.6% C	11.9% C	9.4%	9.4% C	7.2%	0.2%	6.2%
	35-54 years old [B]	17.1% A	10.2%	10.5%	8.8%	9.4%	9.9%	7.7%	5.8%	1.1%	2.8%
	55+ years old [C]	17.5% A	6.4% A	8.2%	5.3% A	5.3% A	7.0%	2.9% A	9.9%	0.0%	4.1%
Education	Non-college	9.9%	11.1%	11.1%	9.2%	9.0%	8.5%	7.8%	6.9%	0.5%	6.0%
	College	14.0%	11.4%	10.7%	10.5%	10.5%	9.6%	7.5%	7.4%	0.5%	3.5%
Region	Northeast [A]	15.2%	13.4%	12.1%	10.8%	11.7%	7.4%	13.4% BC	7.8%	0.9%	2.6%
	South [B]	7.4%	9.0%	11.2%	9.0%	6.9%	8.5%	4.8% A	11.7% C	0.0%	5.3%
	Midwest [C]	12.3%	9.8%	10.1%	8.7%	8.7%	9.8%	5.6% A	4.7% B	0.3%	5.6%
	West [D]	13.2%	13.2%	10.6%	11.9%	12.3%	10.6%	7.5%	6.6%	0.9%	4.4%
Total		12.3%	11.3%	10.9%	10.0%	9.9%	9.2%	7.7%	7.2%	0.5%	4.6%

International Food Information Council

Q3. Which of these types of alternative proteins (non animal-meat) have you ever tried, if any?

Q3. Which of these types of alternative proteins (non animal-meat) have you ever tried, if any?
(Select all that apply; sorted based on overall frequency with "other," "not tried," and "not sure" anchored at end)

		Plant-based ground beef	Plant-based beef alternative	Plant-based sausage	Plant-based chicken alternative	Plant-based breaded nuggets	Plant-based meat in mixed dishes	Plant-based egg substitute	Plant-based pork alternative	Blended meat	Plant-based seafood alternative	Other	I have never tried these, but am interested in doing so	I have never tried these and am not interested in doing so	Not sure
Gender	Female	27.8%	19.1%↓	17.2%↓	21.7%	18.7%	17.2%	13.8%	7.1%	6.5%↓	6.5%↓	1.2%	17.8%↑	26.2%	4.7%
	Male	34.0%	26.2%↑	26.6%↑	21.8%	19.7%	18.2%	16.6%	11.3%	11.5%↑	11.3%↑	0.8%	10.1%↓	21.8%	3.1%
Age	18-34 years old [A]	31.9%↑C	25.1%	25.3%↑C	27.0%↑C	25.1%↑C	24.3%↑BC	20.2%↑BC	13.2%↑BC	16.4%↑BC	13.0%↑BC	0.9%	12.8%	12.6%↓BC	5.7%
	35-54 years old [B]	36.9%↑C	22.6%	23.4%↑C	20.9%↑C	18.2%↑C	14.9%↓A	13.5%↑CA	6.9%↓A	3.6%↓A	5.8%↓A	1.1%	13.2%	28.1%↑AC	2.8%
	55+ years old [C]	15.2%↓AB	16.4%	9.9%↓AB	8.8%↓AB	6.4%↓AB	7.6%↓A	5.8%↓AB	2.9%↓A	1.2%↓A	4.1%↓A	1.8%	17.5%	45.6%↑AB	3.5%
Education	Non-college	27.6%	18.0%↓	15.2%↓	15.9%↓	14.7%↓	14.7%↓	12.2%↓	7.1%	6.2%↓	4.8%↓	0.2%↓	15.7%	28.6%↑	5.1%
	College	33.3%	26.3%↑	27.2%↑	26.1%↑	23.0%↑	20.5%↑	17.7%↑	10.7%	11.4%↑	11.9%↑	1.8%↑	12.3%	20.2%↓	3.7%
Region	Northeast [A]	30.3%	22.1%	23.8%	26.4%↑C	18.2%	19.9%	16.9%	10.4%	9.5%	10.4%	1.3%	11.3%	23.4%	3.5%
	South [B]	32.4%	29.3%	23.4%	23.4%	19.1%	16.5%	14.9%	9.0%	9.6%	7.4%	0.5%	13.3%	21.8%	4.8%
	Midwest [C]	27.4%	20.4%	18.4%	16.5%↓A	19.0%	16.5%	14.8%	7.8%	7.3%	7.0%	1.1%	17.3%	27.1%	5.3%
	West [D]	35.7%	21.6%	24.7%	23.8%	21.6%	19.8%	15.0%	10.1%	11.5%	11.5%	1.3%	11.0%	20.7%	3.1%
Total		30.9%	22.7%	22.0%	21.7%	19.4%	18.0%	15.3%	9.2%	9.2%	8.9%	1.1%	13.7%	23.8%	4.3%

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)

International Food Information Council

Q4: You mentioned that you've tried at least one type of alternative protein. When selecting alternative protein, what primary ingredients would be appealing to you?

		Q4. You mentioned that you've tried at least one type of alternative protein. When selecting alternative protein, what primary ingredients would be appealing to you? (Top 3; sorted based on overall frequency with "other" and "not sure" anchored at end)									
		Soybeans	Mushrooms	Tofu	Peas	Mungbean	Tempeh	Pulses	Seitan	Other	Not Sure
Gender	Female	52.9%	58.0%	40.0%	43.1%	9.0% ↓	9.8%	5.9% ↓	8.6%	5.5%	22.4%
	Male	56.5%	48.1%	42.5%	42.5%	18.2% ↑	13.3%	13.3% ↑	13.3%	7.5%	14.9%
Age	18-34 years old [A]	56.9%	48.1% B	48.8% BC ↑	37.2% B	18.8% BC ↑	13.1%	14.7% BC ↑	16.3% BC ↑	5.9%	13.4% C ↓
	35-54 years old [B]	52.5%	58.9% A ↑	35.1% A ↓	50.0% A ↑	9.4% A ↓	11.9%	5.0% A ↓	6.4% A ↓	6.9%	21.3%
	55+ years old [C]	52.7%	50.9%	29.1% A ↓	47.3%	3.6% A ↓	5.5%	0.0% A ↓	3.6% A ↓	9.1%	32.7% A ↑
Education	Non-college	56.6%	54.8%	40.2%	42.5%	12.8%	7.8% ↓	6.4% ↓	8.2% ↓	9.1%	20.5%
	College	53.9%	50.6%	43.3%	42.7%	14.8%	14.5% ↑	12.0% ↑	13.7% ↑	5.0%	16.5%
Region	Northeast [A]	55.3%	49.6%	44.0%	47.5%	12.8%	13.5%	8.5%	12.8%	7.1%	16.3%
	South [B]	48.7%	53.1%	40.7%	42.5%	14.2%	9.7%	10.6%	9.7%	7.1%	21.2%
	Midwest [C]	62.1%	58.2%	40.7%	41.8%	12.4%	9.6%	7.9%	11.3%	8.5%	15.8%
	West [D]	50.7%	46.6%	43.2%	39.0%	17.1%	15.1%	13.0%	12.3%	3.4%	19.9%
Total		54.9%	52.2%	42.1%	42.6%	14.0%	12.0%	9.9%	11.6%	6.6%	18.0%

International Food Information Council

Q5: You mentioned that you've tried an alternative protein (e.g., plant-based beef alternative, blended meat) before. If you have consumed the product more than once, which of the following best describes how your consumption habits have changed since first trying it?

			Q5: You mentioned that you've tried an alternative protein (e.g., plant-based beef alternative, blended meat) before. If you have consumed the product more than once, which of the following best describes how your consumption habits have changed since first trying it?				
			Consume more frequently now	Consume less frequently now	Consume at the same frequency	Tried once, but did not consume again	Not sure
Gender	Female		27.8%	11.4%	35.3%	23.9%	1.6%
	Male		34.4%	14.6%	29.5%	20.5%	1.0%
Age	18-34 years old [A]		36.6% ▲BC	17.5% ▲B	30.3%	13.4% ▼BC	2.2%
	35-54 years old [B]		26.2% ▼A	8.4% ▼A	34.2%	30.2% ▲A	1.0%
	55+ years old [C]		18.2% ▼A	10.9%	30.9%	40.0% ▲A	0.0%
Education	Non-college		19.2% ▼	16.9%	34.7%	26.0%	3.2% ▲
	College		38.5% ▲	11.7%	29.9%	19.3%	0.6% ▼
Region	Northeast [A]		31.9%	12.1%	34.8%	18.4%	2.8%
	South [B]		26.5%	15.0%	31.9%	25.7%	0.9%
	Midwest [C]		28.8%	16.4%	31.1%	22.6%	1.1%
	West [D]		37.0%	11.0%	29.5%	21.2%	1.4%
Total			31.2%	13.7%	31.7%	21.8%	1.6%

International Food Information Council

Q6: Why did you decide to try an alternative protein (e.g., plant-based beef alternative, blended meat) for the first time? (1 of 2)

		[SLIDE 1 OF 2] Q6. Why did you decide to try an alternative protein (e.g., plant-based beef alternative, blended meat) for the first time? (Top 3; sorted based on overall frequency with "other" and "none" anchored at end)							
		I was curious about it	I believe it's a healthier alternative	It was recommended by a friend or family member	I thought I'd like the taste	They have a high protein content	I believe it's better for the environment	The price was appealing	They are easy to prepare
Gender	Female	53.7%	52.2% ⬆	31.8%	25.5%	27.8%	21.6%	14.9%	13.7%
	Male	48.7%	30.5% ⬇	27.9%	33.4%	22.7%	20.5%	22.7%	19.8%
Age	18-34 years old [A]	44.7% ᴮᶜ ⬇	37.2%	29.4%	26.9%	22.5%	23.4%	18.8%	18.4%
	35-54 years old [B]	55.4% ᴬ ⬆	43.6%	31.2%	30.7%	27.7%	21.3%	19.8%	16.3%
	55+ years old [C]	65.5% ᴬ ⬆	45.5%	29.1%	41.8%	29.1%	12.7%	18.2%	14.5%
Education	Non-college	51.6%	39.3%	36.1% ⬆	35.2% ⬆	22.8%	17.4% ⬇	21.0%	17.4%
	College	49.7%	40.8%	26.3% ⬇	26.3% ⬇	26.3%	24.3% ⬆	17.9%	17.3%
Region	Northeast [A]	51.8%	42.6%	33.3%	22.7%	22.0%	20.6%	21.3%	19.9%
	South [B]	50.4%	39.8%	30.1%	33.6%	26.5%	25.7%	20.4%	15.0%
	Midwest [C]	50.8%	38.4%	28.2%	33.3%	23.7%	22.0%	15.3%	15.8%
	West [D]	48.6%	40.4%	28.8%	28.8%	28.1%	19.2%	20.5%	18.5%
Total		50.4%	40.2%	30.0%	29.6%	25.0%	21.7%	19.1%	17.3%

International Food Information Council

Q6: Why did you decide to try an alternative protein (e.g., plant-based beef alternative, blended meat) for the first time? (1 of 2)

		It aligns with my current diet/eating pattern	It is a safe alternative, approved by a government agency (e.g., FDA, USDA)	It was recommended by a credentialed health professional	It was recommended in a news article or headline	It was recommended on social media	Other	None of the above
Gender	Female	17.3%	12.2%	7.5% ⬇	6.7%	4.3% ⬇	5.1%	2.0%
	Male	15.6%	15.3%	14.0% ⬆	11.4%	9.7% ⬆	1.9%	1.9%
Age	18-34 years old [A]	17.2%	17.5% ⬆ B	13.1%	11.3%	11.9% ⬆ BC	1.3% ⬇ B	2.2%
	35-54 years old [B]	15.8%	8.9% ⬇ A	8.4%	7.9%	1.5% ⬇ A	6.9% ⬆ A	1.5%
	55+ years old [C]	9.1%	10.9%	7.3%	1.8%	0.0% ⬇ A	3.6%	3.6%
Education	Non-college	12.3%	8.7% ⬇	10.5%	9.6%	6.8%	3.2%	2.7%
	College	18.2%	17.0% ⬆	11.2%	8.9%	7.3%	3.6%	1.7%
Region	Northeast [A]	13.5%	12.1%	14.2%	9.9%	7.1%	2.8%	2.1%
	South [B]	15.0%	11.5%	8.8%	8.8%	3.5%	2.7%	2.7%
	Midwest [C]	16.4%	15.3%	13.6%	9.0%	9.0%	4.0%	1.7%
	West [D]	18.5%	15.8%	6.2%	8.9%	7.5%	4.1%	2.1%
Total		15.9%	13.9%	10.9%	9.2%	7.1%	3.5%	2.1%

The header of the table reads: [SLIDE 2 OF 2] Q6. Why did you decide to try an alternative protein (e.g., plant-based beef alternative, blended meat) for the first time? (Top 3; sorted based on overall frequency with "other" and "none" anchored at end)

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)

International Food Information Council

Q7: You mentioned that you've tried an alternative protein (e.g., plant-based beef alternative, blended meat) once, but did not consume it again. What prevented you from trying it again? (1 of 2)

		[SLIDE 1 OF 2] Q7. You mentioned that you've tried an alternative protein (e.g., plant-based beef alternative, blended meat) once, but did not consume it again. What prevented you from trying it again? (Select up to 3; sorted based on overall frequency with "other" and "none" anchored at end)							
		Taste was not similar to conventional animal meat	I and/or members of my household didn't like the overall taste	Too expensive	I and/or members of my household didn't like the overall texture	Texture was not similar to conventional animal meat	Knowing it's a processed food	Sodium content	Appearance after cooking
Gender	Female	62.3% ↑	27.9%	23.0%	26.2%	14.8%	11.5%	9.8%	11.5%
	Male	39.7% ↓	31.7%	28.6%	22.2%	22.2%	15.9%	11.1%	7.9%
Age	18-34 years old [A]	46.5%	18.6%	20.9%	25.6%	18.6%	18.6%	4.7%	7.0%
	35-54 years old [B]	54.1%	32.8%	29.5%	23.0%	21.3%	9.8%	13.1%	9.8%
	55+ years old [C]	50.0%	40.9%	22.7%	22.7%	13.6%	18.2%	13.6%	13.6%
Education	Non-college	50.9%	29.8%	29.8%	28.1%	12.3%	15.8%	5.3%	7.0%
	College	50.7%	29.0%	21.7%	20.3%	24.6%	13.0%	14.5%	11.6%
Region	Northeast [A]	61.5%	23.1%	23.1%	23.1%	26.9%	11.5%	15.4%	11.5%
	South [B]	51.7%	24.1%	17.2%	17.2%	13.8%	17.2%	3.4%	10.3%
	Midwest [C]	50.0%	32.5%	22.5%	27.5%	22.5%	7.5%	7.5%	10.0%
	West [D]	41.9%	35.5%	38.7%	25.8%	12.9%	22.6%	16.1%	6.5%
Total		50.8%	29.4%	25.4%	23.8%	19.0%	14.3%	10.3%	9.5%

International Food Information Council

Q7: You mentioned that you've tried an alternative protein (e.g., plant-based beef alternative, blended meat) once, but did not consume it again. What prevented you from trying it again? (2 of 2)

		Change in availability at grocery store	Lacks the same nutrients found in conventional animal meat	Offers too few flavors or size options	Offers too few options to substitute all the meat/fish/dairy that I'd want to replace	I was not able to prepare/cook it the same way as conventional animal meat	Fat content	Expires too quickly	Concern about food safety issues	Other	Not sure
Gender	Female	9.8%	6.6%	4.9%	3.3%	3.3%	4.9%	0.0%	0.0%	4.9%	1.6%
	Male	6.3%	4.8%	4.8%	6.3%	3.2%	1.6%	1.6%	0.0%	4.8%	4.8%
Age	18-34 years old [A]	18.6% BC	7.0%	9.3%	4.7%	7.0%	4.7%	0.0%	0.0%	7.0%	2.3%
	35-54 years old [B]	3.3% A	4.9%	1.6%	4.9%	1.6%	1.6%	1.6%	0.0%	4.9%	1.6%
	55+ years old [C]	0.0% A	4.5%	4.5%	4.5%	0.0%	4.5%	0.0%	0.0%	4.5%	9.1%
Education	Non-college	10.5%	7.0%	7.0%	5.3%	3.5%	3.5%	1.8%	0.0%	5.3%	3.5%
	College	5.8%	4.3%	2.9%	4.3%	2.9%	2.9%	0.0%	0.0%	5.8%	2.9%
Region	Northeast [A]	0.0% B	3.8%	7.7%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%
	South [B]	13.8% A	3.4%	6.9%	3.4%	3.4%	3.4%	0.0%	0.0%	10.3%	6.9%
	Midwest [C]	10.0%	5.0%	5.0%	7.5%	2.5%	5.0%	2.5%	0.0%	5.0%	2.5%
	West [D]	6.5%	9.7%	0.0%	6.5%	3.2%	3.2%	0.0%	0.0%	6.5%	3.2%
Total		7.9%	5.6%	4.8%	4.8%	3.2%	3.2%	0.8%	0.0%	5.6%	3.2%

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)

International Food Information Council

Q8: Which of the following terms have you heard of?

		Q8: Which of the following terms have you heard of? (sorted based on overall frequency)					
		Cultivated meat	Insect protein	Cell-based meat	Fermented protein	Cell-cultured meat	Mycoprotein
Gender	Female	33.3% ↓	29.4% ↓	23.3% ↓	26.0%	19.5% ↓	10.7% ↓
	Male	46.5% ↑	49.3% ↑	41.1% ↑	32.5%	39.6% ↑	21.4% ↑
Age	18-34 years old [A]	49.6% ↑ BC	40.9%	38.9% ↑ C	38.9% ↑ BC	34.5% ↑ C	22.3% ↑ BC
	35-54 years old [B]	37.5% ↕ CA	39.1%	31.4% ↑ C	24.8% ↕ CA	28.7% ↑ C	12.7% ↕ CA
	55+ years old [C]	15.2% ↓ AB	33.9%	12.3% ↓ AB	12.3% ↓ AB	15.8% ↓ AB	4.1% ↓ AB
Education	Non-college	36.2%	33.6% ↓	27.2% ↓	26.0% ↓	21.9% ↓	10.8% ↓
	College	41.8%	43.2% ↑	35.1% ↑	31.8% ↑	34.7% ↑	19.5% ↑
Region	Northeast [A]	42.4%	39.8%	34.6%	34.2%	28.1%	14.7%
	South [B]	35.6%	40.4%	31.9%	27.1%	27.7%	17.0%
	Midwest [C]	36.6%	34.4%	27.4%	25.7%	24.9% ↓ D	13.1%
	West [D]	43.6%	44.5%	35.2%	31.7%	38.3% ↑ C	19.8%
Total		39.3%	39.0%	31.7%	29.3%	29.2%	15.7%

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)

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Q9: How would you rate your level of interest in consuming the following products? [Very / Somewhat interested]

		Q9. How would you rate your level of interest in consuming the following products? [Very / Somewhat interested] (sorted based on overall frequency)			
		Cell-cultured (also called cultivated meat)	Fermented protein	Mycoprotein	Insect protein
Gender	Female	36.5% ⬇	28.6% ⬇	28.0% ⬇	17.0% ⬇
	Male	48.8% ⬆	45.7% ⬆	45.3% ⬆	41.9% ⬆
Age	18-34 years old [A]	55.3% ⬆ BC	52.1% ⬆ BC	51.1% ⬆ BC	41.3% ⬆ BC
	35-54 years old [B]	36.9% ⬇ CA	28.4% ⬇ CA	28.1% ⬇ CA	22.6% ⬇ CA
	55+ years old [C]	18.7% ⬇ AB	15.2% ⬇ AB	12.9% ⬇ AB	8.8% ⬇ AB
Education	Non-college	34.1% ⬇	26.5% ⬇	27.0% ⬇	23.5% ⬇
	College	48.8% ⬆	45.4% ⬆	43.3% ⬆	33.2% ⬆
Region	Northeast [A]	39.4%	39.8%	37.7%	29.0%
	South [B]	43.6%	39.4%	40.4%	27.1%
	Midwest [C]	40.8%	31.6%	31.8%	24.6% ⬇ D
	West [D]	47.1%	41.9%	38.3%	37.4% ⬆ C
Total		42.4%	37.3%	36.3%	29.0%

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Q10: What would impact your willingness to try the cell-cultured product? (1 of 2)

		[SLIDE 1 OF 2] Q10. What would impact your willingness to try the cell-cultured product? (Top 3; sorted based on overall frequency with "not sure," "nothing," and "already willing to try" anchored at end)							
		Its taste/ texture	Price	Its safety	Ingredients	Its healthfulness	Its long-term health effects	How it looks (e.g., chicken, beef, pork)	The technology used to produce it
Gender	Female	35.3%	25.7%	22.6%	19.7%	18.0%	16.4%	10.0%	9.3%
	Male	39.1%	31.9%	22.4%	22.6%	18.8%	16.5%	11.8%	9.8%
Age	18-34 years old [A]	35.0%	26.5%	24.0%	22.1%	18.6%	18.3%	12.0%	10.1%
	35-54 years old [B]	37.4%	31.0%	23.0%	23.0%	19.0%	15.6%	11.3%	9.2%
	55+ years old [C]	37.8%	26.8%	18.3%	15.2%	15.9%	12.2%	7.3%	10.4%
Education	Non-college	35.7%	30.4%	20.9%	20.4%	15.6%	15.6%	12.0%	7.9%
	College	37.1%	26.5%	23.9%	21.8%	20.5%	16.6%	9.9%	11.4%
Region	Northeast [A]	37.1%	24.7%	25.3%	19.1%	15.5%	15.5%	9.8%	12.9%
	South [B]	38.2%	27.9%	20.6%	16.4%	19.4%	12.7%	9.1%	10.3%
	Midwest [C]	36.8%	32.4%	21.4%	25.8%	20.1%	17.6%	13.5%	8.8%
	West [D]	33.5%	25.1%	23.5%	19.6%	16.8%	17.3%	8.9%	7.8%
Total		36.4%	28.3%	22.5%	21.1%	18.2%	16.1%	10.9%	9.8%

NO STATISTICALLY SIGNIFICANT DIFFERENCES

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Q10: What would impact your willingness to try the cell-cultured product? (2 of 2)

		[SLIDE 2 OF 2] Q10. What would impact your willingness to try the cell-cultured product? Knowing more about... (Top 3; sorted based on overall frequency with "not sure," "nothing," and "already willing to try" anchored at end)								
		Someone's experience trying it before	It in general	How to prepare it	Its degree of processing	How it impacts animal welfare	How it impacts the environment	Not sure	Nothing would make me want to try it	I'm already willing to try it
Gender	Female	9.5%	6.9% ↓	6.9%	6.2%	6.2%	3.5%	7.8%	21.5% ↑	5.3%
	Male	9.3%	12.1% ↑	9.3%	9.3%	4.6%	6.4%	5.7%	14.9% ↓	4.9%
Age	18-34 years old [A]	10.7%	13.9% BC	10.9% C	10.1%	7.7%	6.3%	7.4%	8.7% ↓BC	8.5% ↑B
	35-54 years old [B]	9.5%	6.1% ↓A	6.4%	5.5%	5.2%	4.6%	6.7%	22.1% AC	2.1% ↓A
	55+ years old [C]	7.3%	4.9% ↓A	4.3% ↓A	6.1%	3.0%	2.4%	6.7%	32.3% ↑AB	3.7%
Education	Non-college	9.4%	9.4%	7.4%	5.6% ↓	6.6%	4.3%	7.9%	19.6%	5.4%
	College	9.7%	9.1%	8.4%	9.3% ↑	5.2%	5.4%	6.3%	17.2%	5.0%
Region	Northeast [A]	8.8%	8.2%	6.7%	7.2%	6.2%	4.1%	6.2%	21.1%	5.7%
	South [B]	9.7%	9.7%	8.5%	10.9%	5.5%	4.8%	9.1%	17.6%	5.5%
	Midwest [C]	9.4%	9.4%	7.9%	6.6%	6.3%	2.8% ↓D	5.3%	17.3%	4.4%
	West [D]	10.6%	9.5%	8.9%	6.7%	5.0%	9.5% ↑C	8.9%	17.9%	5.6%
Total		9.6%	9.2%	7.9%	7.6%	5.8%	4.9%	7.0%	18.3%	5.1%

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Q11. You mentioned that you would be very interested in trying cell-cultured (also called cultivated) meat. Which of the following best describes the reason(s) for your interest in trying this product?

		Q11. You mentioned that you would be very interested in trying cell-cultured (also called cultivated) meat. Which of the following best describes the reason(s) for your interest in trying this product? (Select up to 2; sorted based on overall frequency with "other" and "none" anchored at end)									
		I am curious about it	It does not require animal slaughter	It seems more environment-ally sustainable	It seems healthier	I think it is the future of food	It seems like it would have more protein	It seems like it would have higher quality protein	It seems less processed	Other	None of the above
Gender	Female	25.0%	41.1% ⬆	32.1%	19.6%	25.0%	8.9%	12.5%	19.6%	1.8%	1.8%
	Male	35.2%	20.5% ⬇	26.1%	30.7%	20.5%	20.5%	19.3%	13.6%	1.1%	0.0%
Age	18-34 years old [A]	31.7%	23.1%	25.0%	27.9%	23.1%	17.3%	19.2%	16.3%	1.0%	1.0%
	35-54 years old [B]	35.1%	37.8%	32.4%	21.6%	18.9%	13.5%	10.8%	13.5%	2.7%	0.0%
	55+ years old [C]	14.3%	57.1%	57.1%	28.6%	14.3%	14.3%	0.0%	14.3%	0.0%	0.0%
Education	Non-college	33.3%	31.0%	16.7% ⬇	28.6%	23.8%	16.7%	7.1%	14.3%	2.4%	2.4%
	College	31.1%	27.4%	33.0% ⬆	25.5%	20.8%	16.0%	19.8%	16.0%	0.9%	0.0%
Region	Northeast [A]	32.4%	29.7%	27.0%	27.0%	18.9%	13.5%	18.9%	16.2%	5.4%	0.0%
	South [B]	13.0%	26.1%	30.4%	8.7%	21.7%	21.7%	21.7%	30.4%	0.0%	4.3%
	Midwest [C]	45.0%	32.5%	35.0%	25.0%	12.5%	15.0%	10.0%	12.5%	0.0%	0.0%
	West [D]	29.2%	25.0%	22.9%	35.4%	31.3%	16.7%	16.7%	10.4%	0.0%	0.0%
Total		31.8%	28.4%	28.4%	26.4%	21.6%	16.2%	16.2%	15.5%	1.4%	0.7%

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Q12: These products are grown in a lab using cells from a chicken. On a scale from 1 to 5, how accurately does each of the following terms describe this product? [4 or 5 out of 5]

Q14: Imagine that the USDA and U.S. FDA approved the safety of meat products that are grown in labs using the cells of animals. Knowing this, how would you describe the safety of these products in your own opinion? [Very / Somewhat safe]

		Q12: These products are grown in a lab using cells from a chicken. On a scale from 1 to 5, how accurately does each of the following terms describe this product? 1 means inaccurate and/or misleading, and 5 means accurate and/or clear. [4 or 5 out of 5] (sorted based on overall frequency)					Q14: Imagine that the USDA and U.S. FDA approved the safety of meat products that are grown in labs using the cells of animals. Knowing this, how would you describe the safety of these products in your own opinion? [Very / Somewhat safe]
		Lab-grown chicken	Cell-cultivated chicken	Cell-cultured chicken	Cell-based chicken	Cultivated chicken	Very / Somewhat safe
Gender	Female	46.7%	41.4%	39.3% ⬇	40.0%	34.5% ⬇	55.6% ⬇
	Male	51.6%	48.2%	47.0% ⬆	43.4%	42.3% ⬆	70.9% ⬆
Age	18-34 years old [A]	51.7% C⬆	46.2% C⬆	46.6% C⬆	46.2% C⬆	44.0% C⬆	71.5% BC⬆
	35-54 years old [B]	50.1% C⬆	48.5% C⬆	44.9% C⬆	42.4% C⬆	38.6% C⬆	58.1% A⬇
	55+ years old [C]	38.6% AB⬇	32.7% AB⬇	29.8% AB⬇	26.9% AB⬇	22.8% AB⬇	48.0% A⬇
Education	Non-college	41.9% ⬇	37.1% ⬇	38.0% ⬇	34.6% ⬇	33.6% ⬇	53.2% ⬇
	College	54.2% ⬆	50.5% ⬆	47.0% ⬆	46.8% ⬆	42.1% ⬆	69.8% ⬆
Region	Northeast [A]	50.6%	48.1%	43.7%	43.7%	39.0%	63.6%
	South [B]	53.7%	41.5%	39.9%	39.4%	38.3%	62.2%
	Midwest [C]	46.1%	44.4%	41.1%	41.1%	38.3%	60.6%
	West [D]	47.6%	44.5%	48.5%	41.9%	38.3%	65.2%
Total		48.9%	44.7%	43.1%	41.5%	38.4%	62.6%

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Q13. If you knew that this cell-cultured (also called cultivated) chicken product had the following attributes and you knew this chicken product was available in places you frequently visit, how would this impact your decision to buy it, if at all? [Significantly/Somewhat more likely to buy]

		Affordable price	Comparable taste to conventional animal meat	From a brand I trust	High in with vitamins and minerals	High protein content	Comparable price to conventional animal meat	Available at a store I trust	Comparable appearance to conventional animal meat	Labeled as "natural"	Label or claim that indicates low carbon footprint / climate-friendliness	Labeled as "organic"
Gender	Female	57.2%	55.2%	53.8%	49.9%	49.9%	49.7%	48.9%	48.7%	39.4%	35.3%	36.7%
	Male	59.5%	59.1%	59.7%	57.4%	53.9%	53.0%	53.9%	53.2%	45.1%	42.1%	40.3%
Age	18-34 years old [A]	64.5% BC	61.7% C	63.0% C	61.5% BC	57.9% C	57.7% C	58.1% C	56.4% C	47.9% C	50.0% BC	44.5% C
	35-54 years old [B]	56.2% CA	55.1%	55.4% C	49.6% A	49.9%	50.4% C	50.7% C	49.3% C	40.5%	32.2% A	36.6% C
	55+ years old [C]	45.0% AB	46.8% A	40.9% AB	39.8% A	39.8% A	35.7% AB	33.9% AB	38.0% AB	29.8% A	22.8% A	24.6% AB
Education	Non-college	52.8% ↓	48.2% ↓	48.2% ↓	48.2% ↓	44.0% ↓	44.2% ↓	45.2% ↓	43.8% ↓	36.2% ↓	32.5% ↓	30.2% ↓
	College	62.3% ↑	63.3% ↑	62.8% ↑	57.5% ↑	57.9% ↑	56.7% ↑	56.0% ↑	56.0% ↑	46.7% ↑	43.9% ↑	44.4% ↑
Region	Northeast [A]	56.3%	57.1%	53.7%	54.1%	52.4%	52.8%	49.8%	52.8%	41.1%	39.4%	35.9%
	South [B]	60.1%	58.0%	61.7%	54.3%	53.7%	54.3%	56.9%	52.1%	42.0%	41.0%	33.0% D
	Midwest [C]	57.0%	56.1%	55.0%	52.0%	50.0%	50.0%	49.7%	48.0%	39.9%	36.6%	36.9%
	West [D]	60.4%	56.4%	57.3%	54.6%	52.9%	49.3%	50.7%	51.5%	46.7%	40.5%	47.1% B
Total		58.2%	56.8%	56.5%	53.5%	51.9%	51.3%	51.3%	50.7%	42.1%	38.9%	38.2%

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Q15: Which of the following, if any, would increase your trust in the safety of cultivated proteins (e.g., meat products that are grown in labs using the cells of animals)? (1 of 2)

		[SLIDE 1 OF 2] Q15. Which of the following, if any, would increase your trust in the safety of cultivated proteins (e.g., meat products that are grown in labs using the cells of animals)? (Select all that apply; sorted based on overall frequency with "other" and "none" anchored at end)							
		Information on U.S. government agency's website	Scientific publications highlighting their safety	Recommendation from healthcare professional	Recommendation from food scientists	Waiting until they have been on the market/available in grocery stores for longer	Availability of these products at grocery stores	News articles highlighting their safety	Recommendation from friend or family member
Gender	Female	31.6%	30.2%	30.0%	23.9%	21.9%	19.9%	19.1%	17.2%
	Male	31.9%	28.7%	28.5%	27.0%	26.2%	23.5%	20.1%	21.4%
Age	18-34 years old [A]	31.3%	28.1%	30.9%	27.9%	25.5%	25.1% ⬆C	16.8%	20.9%
	35-54 years old [B]	32.2%	30.3%	26.7%	22.6%	21.5%	20.9%	22.3%	19.3%
	55+ years old [C]	29.8%	32.2%	29.2%	25.1%	25.1%	13.5% ⬇A	20.5%	15.2%
Education	Non-college	27.6% ⬇	24.7% ⬇	24.2% ⬇	20.7% ⬇	22.8%	19.4%	16.6% ⬇	17.5%
	College	34.2% ⬆	33.3% ⬆	32.8% ⬆	29.1% ⬆	24.9%	23.3%	21.6% ⬆	20.7%
Region	Northeast [A]	32.5%	30.3%	28.1%	27.7%	22.1%	21.2%	21.2%	16.9%
	South [B]	28.2%	28.2%	30.9%	21.3%	27.1%	26.6%	20.7%	16.5%
	Midwest [C]	31.0%	27.7%	28.5%	24.9%	25.7%	20.7%	17.9%	20.7%
	West [D]	33.5%	33.0%	29.5%	27.8%	20.7%	19.4%	18.9%	22.0%
Total		31.4%	29.6%	29.1%	25.5%	24.0%	21.6%	19.4%	19.3%

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Q15: Which of the following, if any, would increase your trust in the safety of cultivated proteins (e.g., meat products that are grown in labs using the cells of animals)? (2 of 2)

		[SLIDE 2 OF 2] Q15. Which of the following, if any, would increase your trust in the safety of cultivated proteins (e.g., meat products that are grown in labs using the cells of animals)? (Select all that apply; sorted based on overall frequency with "other" and "none" anchored at end)							
		Information on the food manufacturer's website	Recommendation from registered dietitian	Recommendation from chef or culinary professional	Availability of these products at restaurants	Recommendation from fitness professional/ personal trainer	Recommendation from social media influencer/blogger	Other	None of the above
Gender	Female	16.0% ↓	19.5%	14.4%	10.5% ↓	7.9%	6.3% ↓	0.2%	28.2% ↑
	Male	22.4% ↑	15.7%	16.4%	17.0% ↑	12.2%	9.9% ↑	0.4%	19.3% ↓
Age	18-34 years old [A]	23.4% C	21.1% C	17.0%	17.7% BC	14.3% BC	12.3% BC	0.4%	14.9% BC
	35-54 years old [B]	16.8%	17.9% C	15.4%	11.6% A	7.7% CA	5.5% CA	0.6%	27.8% AC
	55+ years old [C]	12.3% A	8.8% AB	12.3%	6.4% A	2.3% AB	0.6% AB	0.0%	40.4% AB
Education	Non-college	19.8%	15.4%	14.7%	13.4%	9.9%	7.1%	0.5%	29.7% ↑
	College	18.6%	19.6%	16.3%	13.7%	9.8%	8.4%	0.4%	19.5% ↓
Region	Northeast [A]	14.7%	17.7%	13.4%	10.0%	10.0%	5.6%	0.9%	22.9%
	South [B]	22.3%	19.1%	16.5%	18.6%	10.1%	9.0%	0.0%	28.7%
	Midwest [C]	18.7%	15.1%	15.9%	11.7%	9.5%	7.0%	0.6%	23.7%
	West [D]	21.6%	21.1%	16.7%	15.9%	10.1%	10.6%	0.0%	21.1%
	Total	19.1%	17.8%	15.6%	13.5%	9.9%	7.9%	0.4%	23.9%

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