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# Plant and Animal Protein Choices: Consumer Viewpoints and Purchasing Behaviors

January 2021

# Methodology

One thousand and nine interviews were conducted among adults ages 18+ from November 9 to November 10, 2020 and were weighted to ensure proportional results.

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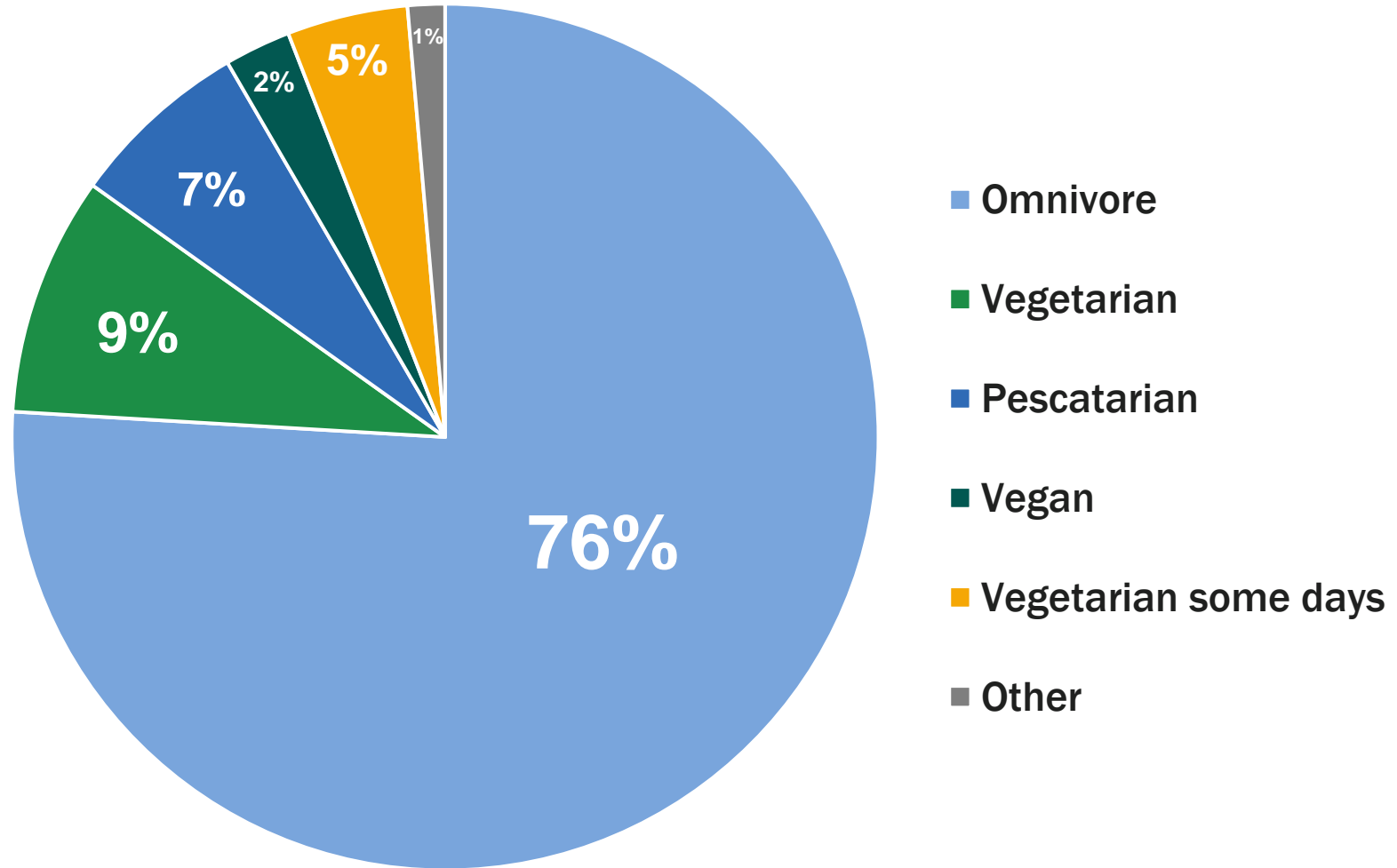
**Statistical Significance**

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

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

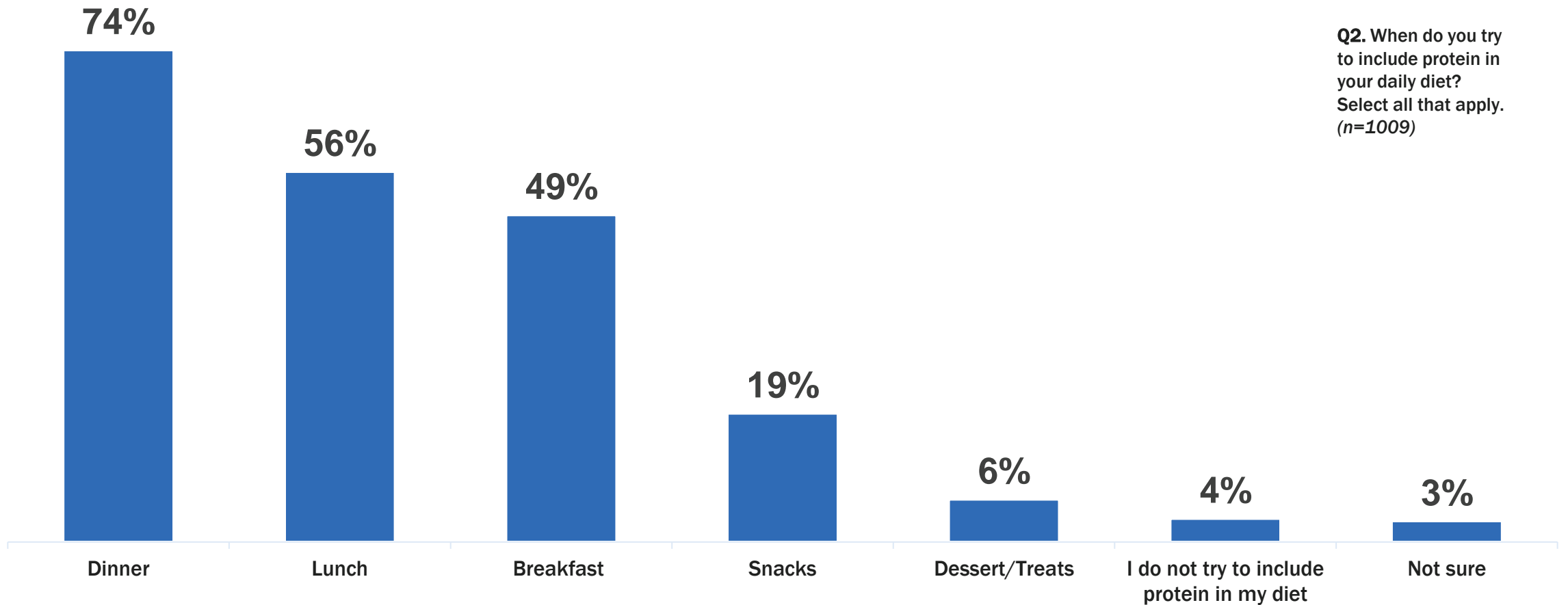International Food Information Council

# Three in 4 identify as omnivores



- Omnivore
- Vegetarian
- Pescatarian
- Vegan
- Vegetarian some days
- Other

76%

9%

7%

2%

5%

1%

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# Most people try to eat protein at dinner and lunch; far fewer try to eat protein with snacks and dessert

74% — Dinner
56% — Lunch
49% — Breakfast
19% — Snacks
6% — Dessert/Treats
4% — I do not try to include protein in my diet
3% — Not sure

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# Eating a balanced diet tops the list of reasons for protein consumption
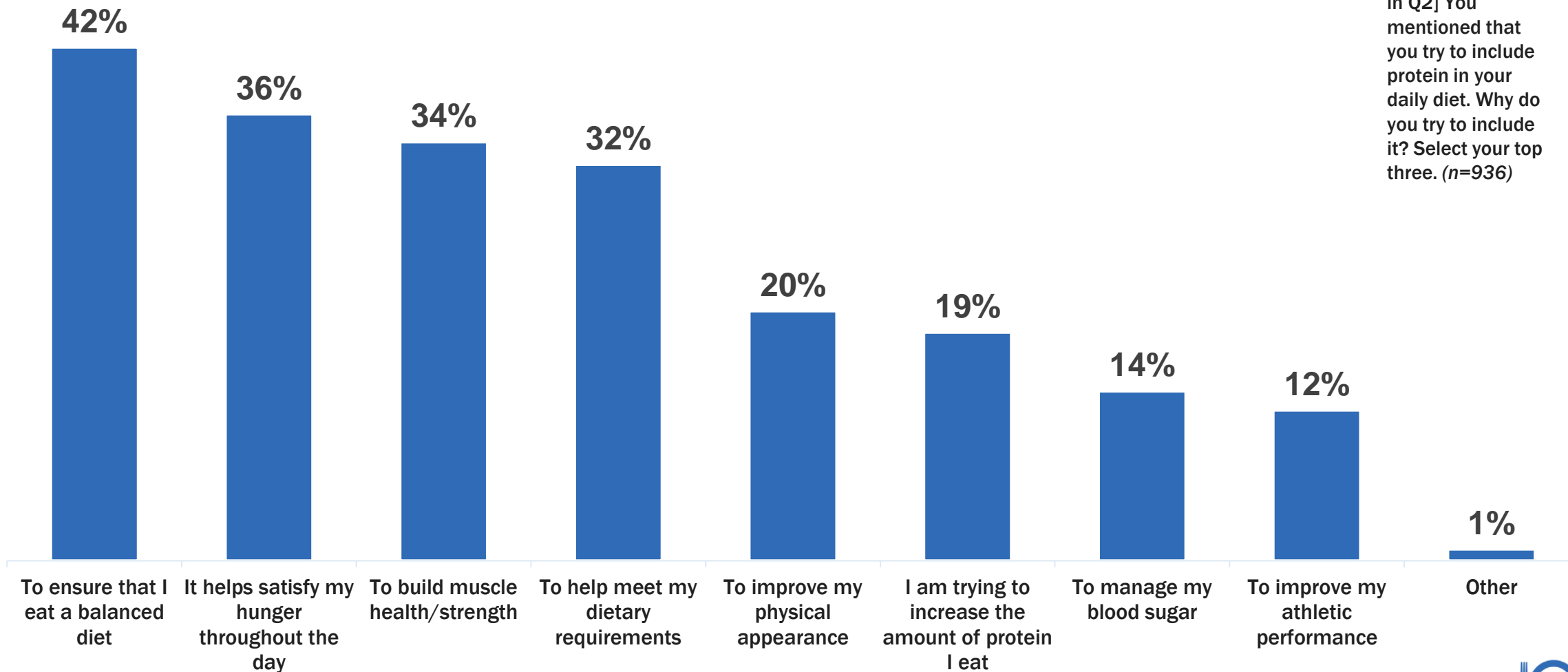
Bar chart values:
- To ensure that I eat a balanced diet: 42%
- It helps satisfy my hunger throughout the day: 36%
- To build muscle health/strength: 34%
- To help meet my dietary requirements: 32%
- To improve my physical appearance: 20%
- I am trying to increase the amount of protein I eat: 19%
- To manage my blood sugar: 14%
- To improve my athletic performance: 12%
- Other: 1%

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# Taste, type of protein, healthfulness and price rank highest in consideration of protein choices
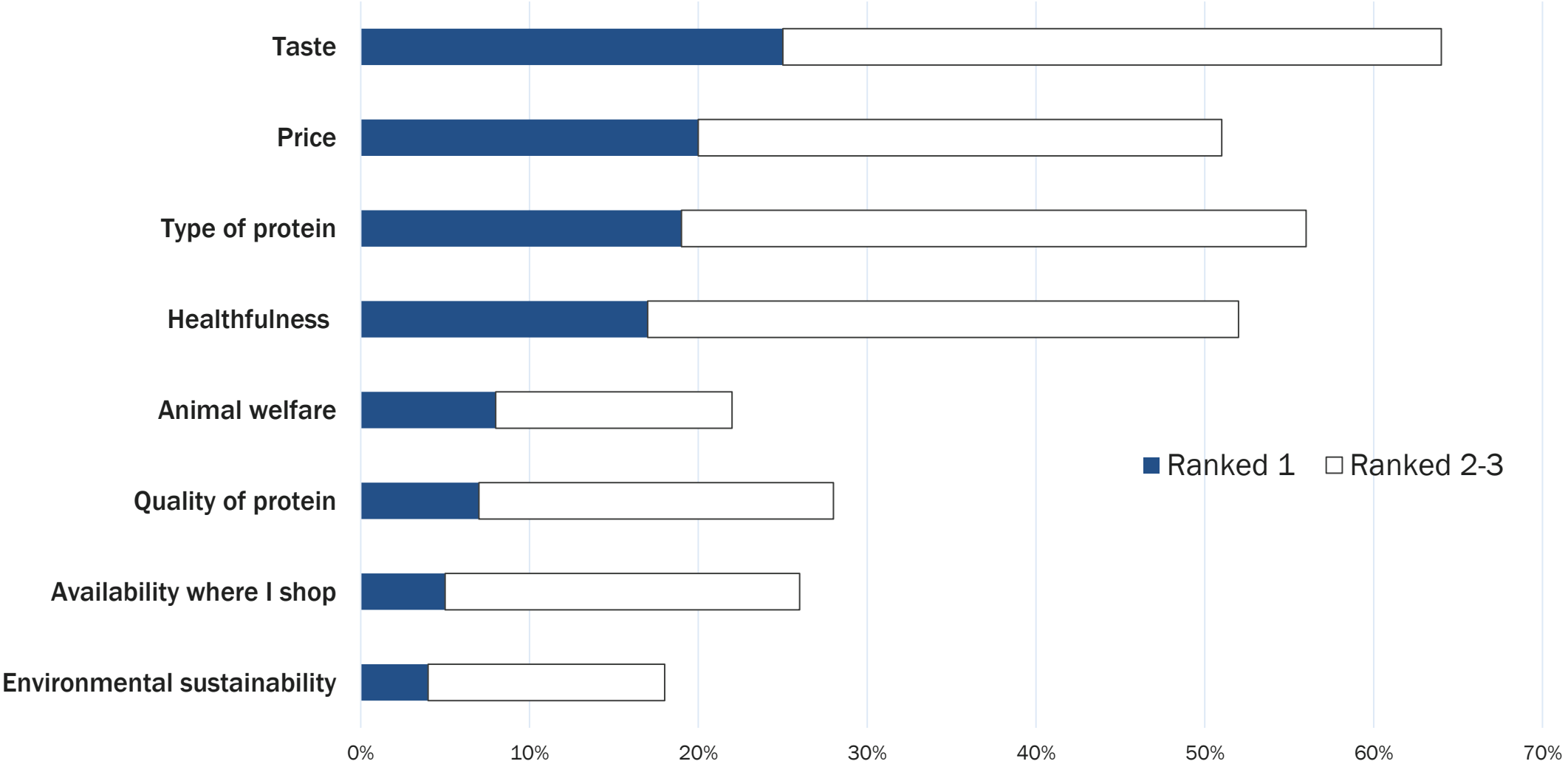


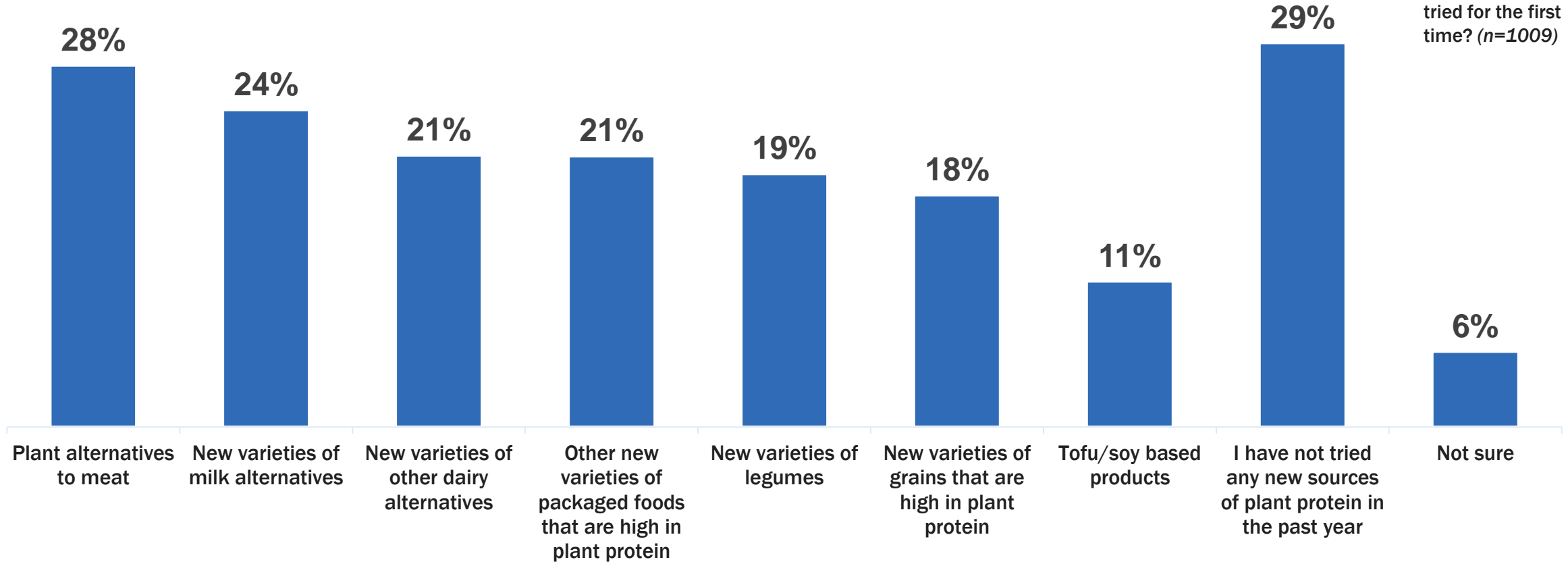Q4. [If A/B/C/D/E in Q2] When including protein as part of your diet, please rank the factors that you consider, with 1=Most important and 8=Least important: *(n=936)*

■ Ranked 1   □ Ranked 2-3

- Taste
- Price
- Type of protein
- Healthfulness
- Animal welfare
- Quality of protein
- Availability where I shop
- Environmental sustainability

0%  10%  20%  30%  40%  50%  60%  70%

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# Most people have tried at least one new type of plant protein in the past year

| 28% | 24% | 21% | 21% | 19% | 18% | 11% | 29% | 6% |
|-----|-----|-----|-----|-----|-----|-----|-----|----|
| Plant alternatives to meat | New varieties of milk alternatives | New varieties of other dairy alternatives | Other new varieties of packaged foods that are high in plant protein | New varieties of legumes | New varieties of grains that are high in plant protein | Tofu/soy based products | I have not tried any new sources of plant protein in the past year | Not sure |

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# "Good source of protein", "natural" and "organic" are most important plant protein labels for consumers

Bar chart values:
- Good source of protein: 28%
- Natural: 26%
- Organic: 22%
- Nutrition Facts label: 19%
- Non-GMO: 16%
- Ingredients list: 16%
- Plant-based: 15%
- Locally produced: 11%
- Vegetarian: 11%
- Sustainably grown: 9%
- Vegan: 7%
- Fair trade: 6%
- I do not shop for plant protein: 20%
- None of these: 4%

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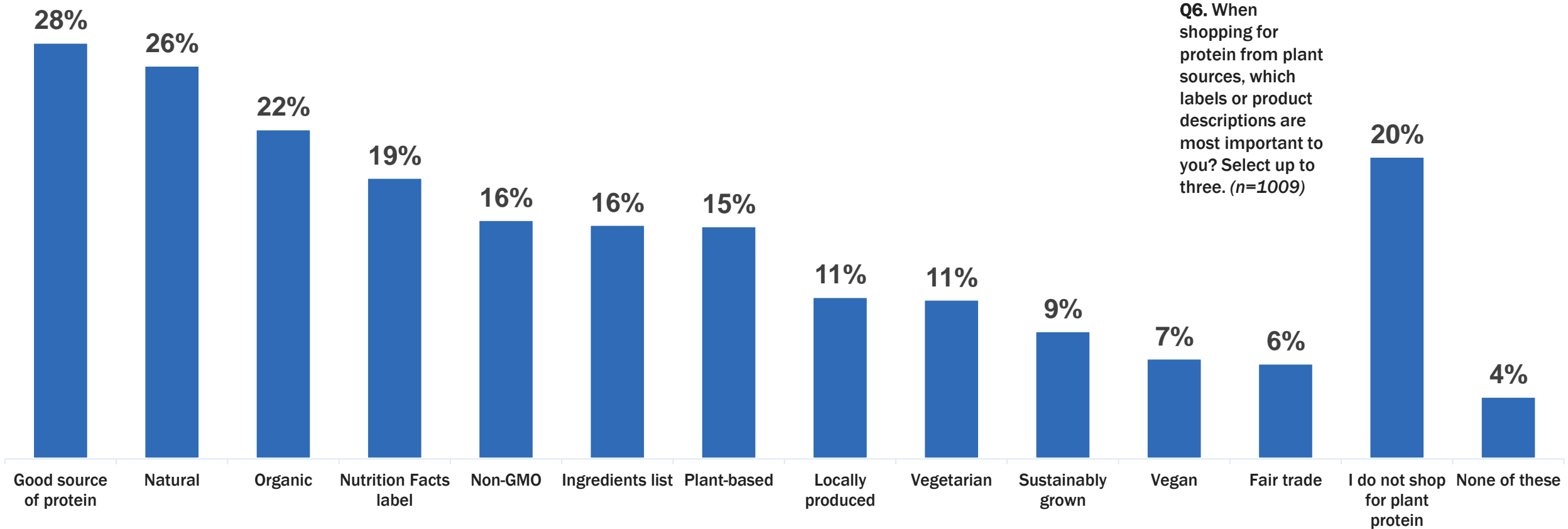
# "No antibiotics", "Natural", "No added hormones" are most important animal protein labels for consumers

Q7. When shopping for protein from animal sources, which labels or product descriptions are most important to you? Select up to three. (n=1009)

| Label | % |
|---|---|
| No antibiotics | 23% |
| Natural | 23% |
| No added hormones | 22% |
| Good source of protein | 19% |
| Organic | 18% |
| Grass-fed | 17% |
| Nutrition Facts label | 16% |
| Humanely raised | 16% |
| Locally produced | 12% |
| Ingredients list | 12% |
| Cage-free | 11% |
| Free-range | 11% |
| Sustainably raised/ grown | 10% |
| Vegetarian | 8% |
| Fair trade | 5% |
| Other | 0% |
| None of these | 6% |
| I do not shop for animal protein | 7% |

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# TVP, pea protein, cell-based meat and dairy among lesser-known and least-consumed protein options



Q8. Please select the statement that best reflects your level of familiarity and interest in the following types of proteins. (n=1009)

Categories (legend):
- I have heard of it, and I eat it at least sometimes
- I have heard of it, but I do not eat it
- I have not heard of it
- Not sure

Protein options (top to bottom):
- Eggs
- Dairy products
- Meat from animals
- Plant alternatives to meat
- Soy protein
- Whey protein
- Blended meat products
- Textured vegetable protein
- Pea protein
- Cell-based/lab-grown dairy
- Cell-based/lab-grown meat

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# Nearly three in 4 would choose animal protein over a cell-based meat option
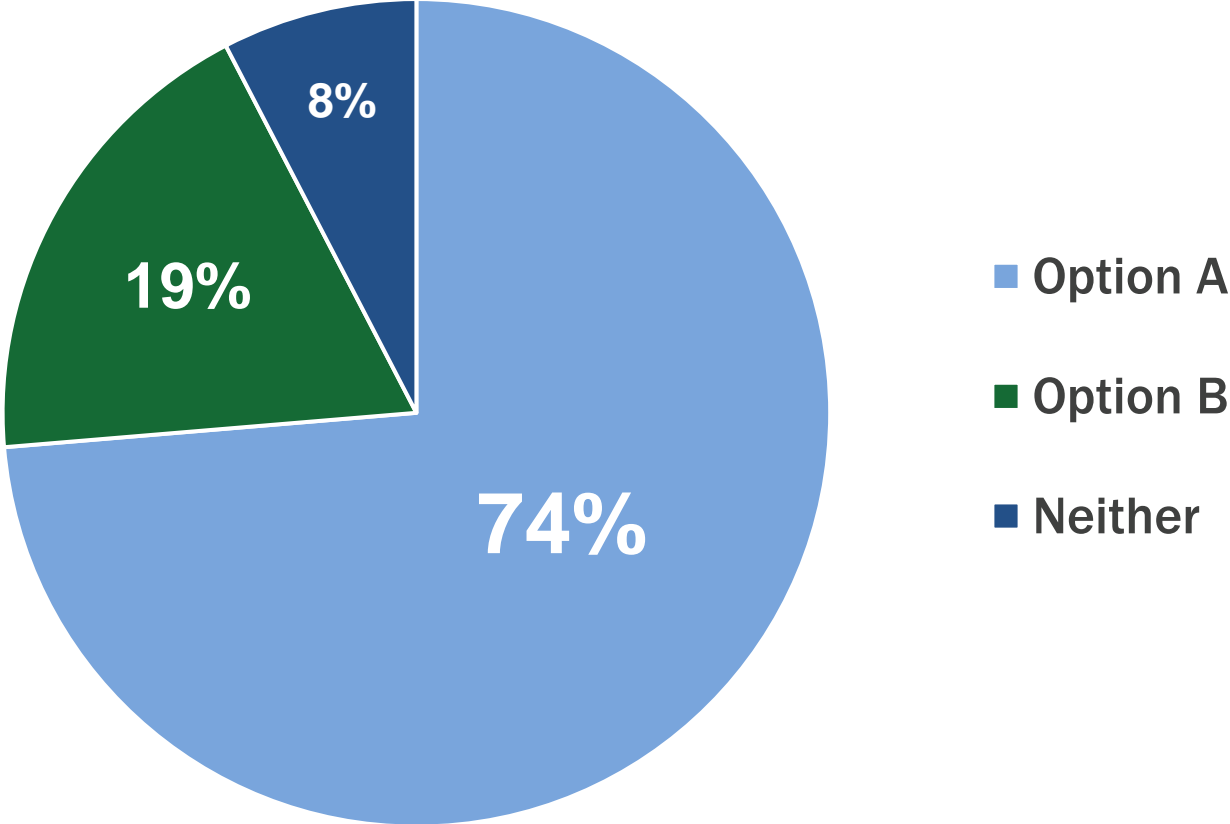
Q9. Imagine you are shopping at a grocery store and you see they are offering some new products. Option A is made from the original animal protein source you are familiar with. Option B looks and tastes exactly the same, except it is made with cell-based meat, which is grown in a lab from animal cells (e.g., cows, chickens, pigs). If the options are equal in cost, which would you likely purchase? *(n=1009)*

74%

19%

8%

- Option A
- Option B
- Neither

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# Nearly half say that they would pay more for their preferred option (animal protein or cell-based meat)
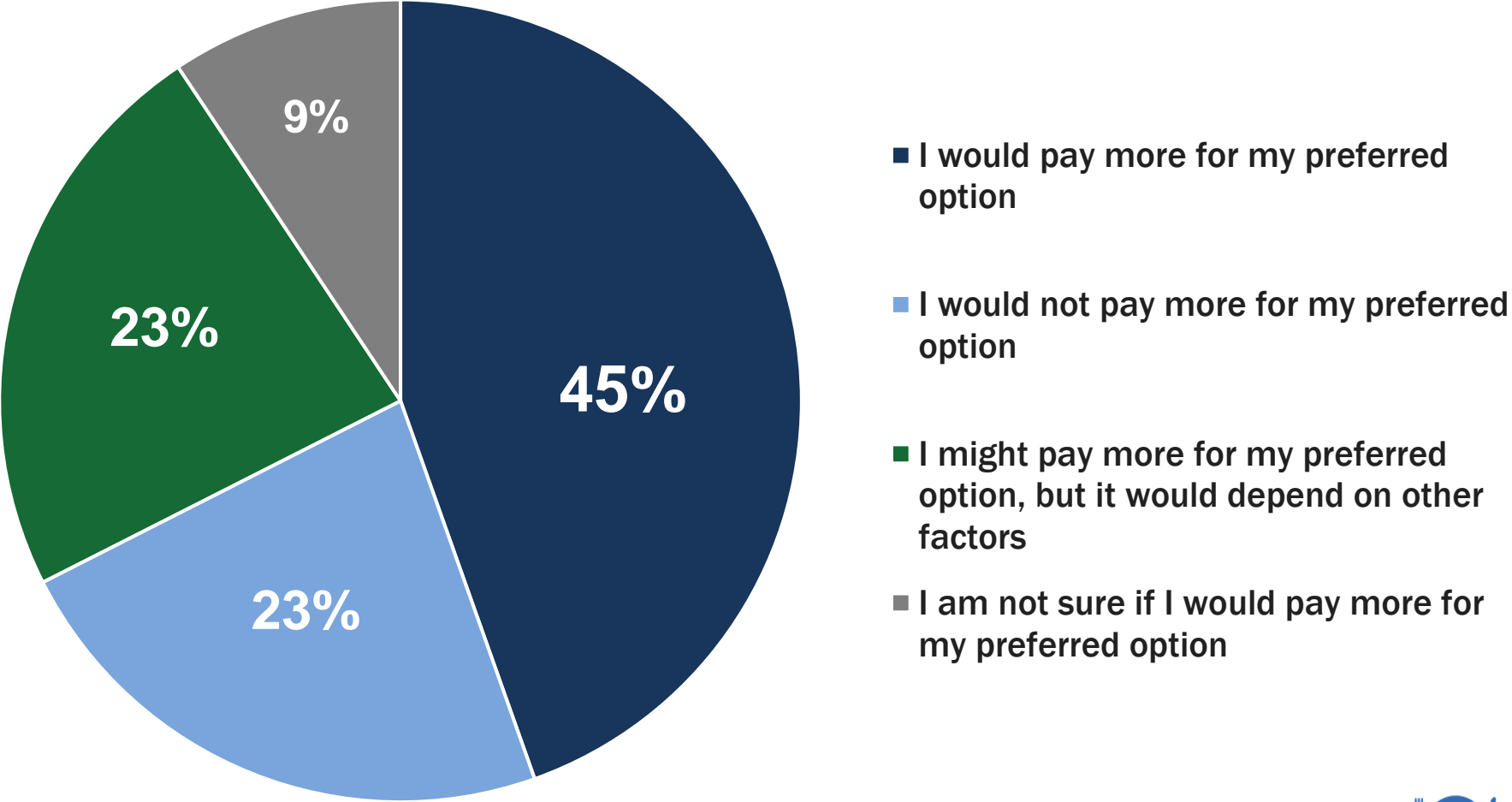


Q10. [If A or B to Q11] You mentioned that you would be more likely to purchase Option A/B. Please select the response you most agree with when it comes to your preferred option: (n=924)

45% — I would pay more for my preferred option

23% — I would not pay more for my preferred option

23% — I might pay more for my preferred option, but it would depend on other factors

9% — I am not sure if I would pay more for my preferred option

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# Appendix

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

| | Omnivore | Vegetarian | Pescatarian | Vegan | Vegetarian some days | Other |
|---|---|---|---|---|---|---|
| Total | 76% | 9% | 7% | 2% | 5% | 1% |
| Men | 76% | 10% | 7% | 3% | 2% ↓ | 1% |
| Women | 76% | 8% | 7% | 1% | 7% ↑ | 1% |
| Less than $40K | 78% | 4% ↓ | 8% | 5% | 4% | 2% |
| $40K-$79K | 81% | 9% | 4% | 1% | 4% | 2% |
| $80K+ | 71% | 13% ↑ | 9% | 2% | 4% | 1% |
| White | 81% ↑ | 7% | 5% | 2% | 3% ↓ | 1% |
| African American | 61% ↓ | 14% | 12% | 8% ↑ | 4% | 0% |
| Hispanic/ Latinx | 67% | 13% | 7% | 2% | 7% | 3% |
| Under 45 | 69% ↓ | 13% ↑ | 9% | 3% | 5% | 1% |
| 45-64 | 78% | 7% | 6% | 2% | 5% | 2% |
| 65+ | 92% ↑ | 2% ↓ | 1% ↓ | 1% | 4% | 0% ↓ |
| Non-college | 77% | 6% | 8% | 2% | 4% | 2% |
| College | 75% | 11% | 6% | 3% | 5% | 1% |

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## Q2. When do you try to include protein in your daily diet? Select all that apply.

| | Breakfast | Lunch | Dinner | Snacks | Dessert/ treats | I do not try to include protein in my diet | Not sure |
|---|---|---|---|---|---|---|---|
| **Total** | 49% | 56% | 74% | 19% | 6% | 4% | 3% |
| **Men** | 50% | 56% | 71% | 19% | 8% | 3% | 3% |
| **Women** | 49% | 56% | 77% | 20% | 5% | 4% | 3% |
| **Less than $40K** | 41% ↓ | 51% | 72% | 19% | 5% | 5% | 7% ↑ |
| **$40K-$79K** | 54% | 60% | 79% | 20% | 6% | 2% | 2% |
| **$80K+** | 55% | 60% | 73% | 21% | 9% | 3% | 0% ↓ |
| **White** | 49% | 55% | 77% | 18% | 6% | 4% | 3% |
| **African American** | 55% | 54% | 64% | 29% ↑ | 10% | 2% | 4% |
| **Hispanic/ Latinx** | 43% | 65% | 69% | 18% | 7% | 5% | 5% |
| **Under 45** | 52% | 60% | 70% | 26% ↑ | 8% | 3% | 2% |
| **45-64** | 46% | 54% | 77% | 15% | 7% | 4% | 4% |
| **65+** | 49% | 51% | 79% | 9% ↓ | 3% | 5% | 4% |
| **Non-college** | 45% | 53% | 70% | 18% | 4% | 5% | 6% ↑ |
| **College** | 54% | 58% | 79% ↑ | 21% | 9% | 2% | 1% ↓ |

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**Q2.** When do you try to include protein in your daily diet? Select all that apply.

| | Breakfast | Lunch | Dinner | Snacks | Dessert/ treats | I do not try to include protein in my diet | Not sure |
|---|---|---|---|---|---|---|---|
| Total | 49% | 56% | 74% | 19% | 6% | 4% | 3% |
| Omnivore | 51% | 59% | 79% ↑ | 18% | 6% | 3% | 3% |
| Vegetarian | 61% | 56% | 61% | 27% | 7% | 1% | 0% |
| Pescatarian | 34% | 44% | 58% | 30% | 14% | 3% | 0% ↓ |
| Vegan | 35% | 36% | 51% | 32% | 13% | 0% | 5% |
| Some vegetarian days | 39% | 40% | 60% | 11% | 0% ↓ | 10% | 10% |
| Other | 43% | 56% | 38% | 3% | 0% | 33% ↑ | 10% |

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**Q3.** [If A/B/C/D/E in Q2] You mentioned that you try to include protein in your daily diet. Why do you try to include it? Select your top three.

| | To ensure that I eat a balanced diet | It helps satisfy my hunger throughout the day | To build my muscle health/strength | To help meet dietary requirements | To improve physical appearance | I am trying to increase the amount of protein I eat | To manage my blood sugar | To improve my athletic performance | Other |
|---|---|---|---|---|---|---|---|---|---|
| **Total** | 42% | 36% | 34% | 32% | 20% | 19% | 14% | 12% | 1% |
| **Men** | 36% ↓ | 33% | 36% | 34% | 28% ↑ | 17% | 12% | 17% ↑ | 0% |
| **Women** | 47% ↑ | 40% | 32% | 31% | 13% ↓ | 21% | 16% | 7% ↓ | 2% |
| **Less than $40K** | 42% | 34% | 32% | 28% | 15% | 22% | 13% | 8% | 1% |
| **$40K-$79K** | 44% | 42% | 35% | 37% | 19% | 16% | 15% | 13% | 1% |
| **$80K+** | 38% | 34% | 36% | 33% | 26% | 18% | 15% | 16% | 0% |
| **White** | 46% | 38% | 32% | 34% | 20% | 18% | 14% | 10% | 1% |
| **African American** | 29% ↓ | 43% | 36% | 26% | 24% | 18% | 16% | 15% | 1% |
| **Hispanic/ Latinx** | 29% | 22% | 37% | 28% | 19% | 23% | 12% | 21% | 3% |
| **Under 45** | 36% ↓ | 35% | 37% | 26% ↓ | 26% ↑ | 18% | 12% | 18% ↑ | 1% |
| **45-64** | 40% | 39% | 29% | 31% | 18% | 21% | 18% | 10% | 1% |
| **65+** | 62% ↑ | 36% | 36% | 52% ↑ | 8% ↓ | 16% | 9% | 1% ↓ | 1% |
| **Non-college** | 40% | 36% | 34% | 31% | 20% | 19% | 11% | 10% | 1% |
| **College** | 43% | 37% | 34% | 34% | 20% | 18% | 16% | 14% | 1% |

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**Q3.** [If A/B/C/D/E in Q2] You mentioned that you try to include protein in your daily diet. Why do you try to include it? Select your top three.

| | To ensure that I eat a balanced diet | It helps satisfy my hunger throughout the day | To build my muscle health/strength | To help meet dietary requirements | To improve physical appearance | I am trying to increase the amount of protein I eat | To manage my blood sugar | To improve my athletic performance | Other |
|---|---|---|---|---|---|---|---|---|---|
| Total | 42% | 36% | 34% | 32% | 20% | 19% | 14% | 12% | 1% |
| Omnivore | 46% ↑ | 38% | 33% | 33% | 20% | 18% | 14% | 10% | 1% ↑ |
| Vegetarian | 23% ↓ | 27% | 40% | 26% | 31% | 16% | 15% | 19% | 0% |
| Pescatarian | 26% | 25% | 40% | 36% | 11% | 15% | 12% | 18% | 0% |
| Vegan | 22% | 45% | 15% | 5% ↓ | 24% | 25% | 27% | 21% | 0% |
| Some vegetarian days | 44% | 36% | 32% | 32% | 17% | 32% | 5% | 19% | 0% |
| Other | 40% | 45% | 63% | 42% | 6% | 32% | 0% | 15% | 2% |

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**Q4.** [If A/B/C/D/E in Q2] When including protein as part of your diet, please rank the factors that you consider, with 1=Most important and 8=Least important: *% ranked 1*

| | Taste | Price | Type of protein | Healthfulness | Animal welfare | Quality of protein* | Availability where I shop | Environmental sustainability |
|---|---|---|---|---|---|---|---|---|
| Total | 25% | 20% | 19% | 17% | 8% | 7% | 5% | 4% |
| Men | 22% | 18% | 16% | 20% | 7% | 8% | 7% | 6% |
| Women | 27% | 21% | 23% | 14% | 9% | 6% | 3% | 3% |
| Less than $40K | 28% | 24% | 20% | 14% | 10% | 2% ↓ | 6% | 3% |
| $40K-$79K | 19% | 23% | 20% | 18% | 7% | 9% | 5% | 5% |
| $80K+ | 27% | 12% ↓ | 19% | 18% | 9% | 9% | 6% | 5% |
| White | 25% | 19% | 20% | 18% | 7% | 6% | 6% | 4% |
| African American | 28% | 18% | 19% | 14% | 10% | 10% | 5% | 7% |
| Hispanic/ Latinx | 18% | 30% | 16% | 13% | 12% | 9% | 4% | 5% |
| Under 45 | 21% | 24% | 19% | 15% | 10% | 7% | 6% | 6% |
| 45-64 | 28% | 14% | 22% | 15% | 9% | 9% | 5% | 3% |
| 65+ | 28% | 19% | 16% | 26% | 2% | 3% | 3% | 3% |
| Non-college | 25% | 24% | 19% | 13% | 9% | 6% | 5% | 4% |
| College | 25% | 16% | 20% | 19% | 8% | 7% | 5% | 5% |

*A definition was provided for "Quality of protein": "the number of essential amino acids it provides and how well the body can use them"*

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**Q4.** [If A/B/C/D/E in Q2] When including protein as part of your diet, please rank the factors that you consider, with 1=Most important and 8=Least important: *% ranked 1*

| | Taste | Price | Type of protein | Healthfulness | Animal welfare | Quality of protein* | Availability where I shop | Environmental sustainability |
|---|---|---|---|---|---|---|---|---|
| **Total** | 25% | 20% | 19% | 17% | 8% | 7% | 5% | 4% |
| **Omnivore** | 25% | 19% | 19% | 18% | 6% ↓ | 7% | 5% | 4% |
| **Vegetarian** | 24% | 30% | 9% | 15% | 9% | 7% | 7% | 6% |
| **Pescatarian** | 26% | 12% | 23% | 9% | 23% ↑ | 5% | 8% | 6% |
| **Vegan** | 29% | 16% | 27% | 8% | 7% | 10% | 5% | 8% |
| **Some vegetarian days** | 11% | 16% | 30% | 15% | 25% | 8% | 0% | 4% |
| **Other** | 18% | 9% | 56% | 8% | 0% | 3% | 0% | 17% |

*A definition was provided for "Quality of protein": "the number of essential amino acids it provides and how well the body can use them"

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**Q5.** In the past year, what types of protein from plant sources have you tried for the first time?

| | Plant alternatives to meat | New varieties of milk alternatives | New varieties of other dairy alternatives | Packaged foods high in plant protein | New varieties of legumes | New varieties of grains high in plant protein | Tofu/soy-based products | Have not tried new sources of plant protein | Not sure |
|---|---|---|---|---|---|---|---|---|---|
| Total | 28% | 24% | 21% | 21% | 19% | 18% | 11% | 29% | 6% |
| Men | 26% | 24% | 23% | 21% | 21% | 20% | 10% | 28% | 6% |
| Women | 29% | 25% | 19% | 21% | 18% | 16% | 12% | 31% | 5% |
| Less than $40K | 25% | 22% | 18% | 21% | 17% | 13% ↓ | 11% | 32% | 6% |
| $40K-$79K | 27% | 22% | 20% | 20% | 18% | 17% | 10% | 32% | 7% |
| $80K+ | 32% | 29% | 25% | 22% | 22% | 24% ↑ | 12% | 22% ↓ | 4% |
| White | 26% | 24% | 20% | 18% | 19% | 17% | 8% ↓ | 33% ↑ | 6% |
| African American | 31% | 23% | 23% | 19% | 20% | 14% | 18% | 22% | 4% |
| Hispanic/ Latinx | 29% | 26% | 26% | 31% | 25% | 22% | 17% | 18% | 5% |
| Under 45 | 32% | 30% ↑ | 23% | 26% ↑ | 22% | 21% | 14% | 19% ↓ | 5% |
| 45-64 | 26% | 23% | 21% | 19% | 19% | 17% | 10% | 33% | 6% |
| 65+ | 20% | 13% ↓ | 13% | 11% ↓ | 14% | 8% ↓ | 5% | 51% ↑ | 7% |
| Non-college | 22% ↓ | 21% | 16% ↓ | 19% | 14% ↓ | 14% ↓ | 11% | 34% ↑ | 7% |
| College | 32% ↑ | 27% | 25% ↑ | 22% | 24% ↑ | 21% | 11% | 25% | 5% |

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**Q5.** In the past year, what types of protein from plant sources have you tried for the first time?

| | Plant alternatives to meat | New varieties of milk alternatives | New varieties of other dairy alternatives | Packaged foods high in plant protein | New varieties of legumes | New varieties of grains high in plant protein | Tofu/soy-based products | Have not tried new sources of plant protein | Not sure |
|---|---|---|---|---|---|---|---|---|---|
| Total | 28% | 24% | 21% | 21% | 19% | 18% | 11% | 29% | 6% |
| Omnivore | 23% ↓ | 21% ↓ | 19% | 19% | 17% ↓ | 15% ↓ | 10% | 35% ↑ | 7% ↑ |
| Vegetarian | 36% | 40% ↑ | 37% ↑ | 27% | 37% ↑ | 26% | 14% | 5% ↓ | 0% ↓ |
| Pescatarian | 48% ↑ | 32% | 20% | 29% | 23% | 32% ↑ | 4% | 5% ↓ | 1% ↓ |
| Vegan | 51% | 33% | 23% | 20% | 28% | 28% | 28% | 1% ↓ | 0% |
| Some vegetarian days | 49% ↑ | 30% | 27% | 24% | 22% | 31% | 25% | 26% | 1% |
| Other | 3% ↓ | 9% | 0% | 12% | 0% | 0% | 0% | 73% ↑ | 7% |

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## Q6. When shopping for protein from plant sources, which labels or product descriptions are most important to you? Select up to three.

| | Good source of protein | Natural | Organic | Nutrition Facts label | Non-GMO | Ingredients list | Plant-based |
|---|---|---|---|---|---|---|---|
| Total | 28% | 26% | 22% | 19% | 16% | 16% | 15% |
| Men | 31% | 34% ↑ | 23% | 19% | 11% ↓ | 15% | 11% ↓ |
| Women | 25% | 19% ↓ | 21% | 18% | 20% ↑ | 16% | 19% |
| Less than $40K | 27% | 23% | 17% | 21% | 14% | 17% | 12% |
| $40K-$79K | 29% | 19% ↓ | 22% | 21% | 21% | 15% | 18% |
| $80K+ | 29% | 37% ↑ | 26% | 17% | 14% | 16% | 16% |
| White | 29% | 27% | 20% | 17% | 14% | 16% | 13% ↓ |
| African American | 24% | 26% | 24% | 17% | 21% | 17% | 18% |
| Hispanic/ Latinx | 25% | 22% | 25% | 21% | 16% | 8% | 28% ↑ |
| Under 45 | 27% | 27% | 27% ↑ | 17% | 17% | 12% | 21% ↑ |
| 45-64 | 25% | 30% | 21% | 19% | 14% | 15% | 11% |
| 65+ | 38% | 14% ↓ | 9% ↓ | 22% | 15% | 25% ↑ | 11% |
| Non-college | 26% | 22% | 20% | 17% | 16% | 14% | 14% |
| College | 29% | 30% | 24% | 21% | 16% | 17% | 17% |

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## Q6. When shopping for protein from plant sources, which labels or product descriptions are most important to you? Select up to three.

| | Locally produced | Vegetarian | Sustainably grown | Vegan | Fair trade | I do not shop for plant protein | None of these |
|---|---|---|---|---|---|---|---|
| **Total** | 11% | 11% | 9% | 7% | 6% | 20% | 4% |
| **Men** | 11% | 15% ↑ | 7% | 7% | 7% | 17% | 4% |
| **Women** | 11% | 7% ↓ | 10% | 7% | 5% | 23% | 5% |
| **Less than $40K** | 12% | 5% ↓ | 7% | 4% | 7% | 25% ↑ | 3% |
| **$40K-$79K** | 13% | 8% | 10% | 5% | 8% | 18% | 5% |
| **$80K+** | 9% | 19% ↑ | 9% | 10% ↑ | 5% | 14% | 4% |
| **White** | 11% | 11% | 8% | 6% | 6% | 24% ↑ | 4% |
| **African American** | 12% | 13% | 8% | 9% | 8% | 14% | 3% |
| **Hispanic/ Latinx** | 9% | 6% | 10% | 9% | 7% | 15% | 7% |
| **Under 45** | 12% | 12% | 10% | 12% ↑ | 9% | 9% ↓ | 6% |
| **45-64** | 9% | 12% | 8% | 3% ↓ | 4% | 28% ↑ | 3% |
| **65+** | 12% | 4% ↓ | 6% | 0% ↓ | 4% | 34% ↑ | 3% |
| **Non-college** | 12% | 6% ↓ | 9% | 4% ↓ | 6% | 25% ↑ | 5% |
| **College** | 10% | 15% ↑ | 8% | 9% ↑ | 7% | 16% | 4% |

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**Q6.** When shopping for protein from plant sources, which labels or product descriptions are most important to you? Select up to three.

| | Good source of protein | Natural | Organic | Nutrition Facts label | Non-GMO | Ingredients list | Plant-based |
|---|---|---|---|---|---|---|---|
| Total | 28% | 26% | 22% | 19% | 16% | 16% | 15% |
| Omnivore | 31% ↑ | 25% | 19% ↓ | 19% | 16% | 17% | 13% ↓ |
| Vegetarian | 16% | 40% | 33% | 22% | 9% | 8% | 22% |
| Pescatarian | 20% | 22% | 24% | 11% | 19% | 16% | 29% |
| Vegan | 19% | 28% | 26% | 31% | 8% | 5% | 28% |
| Some vegetarian days | 18% | 24% | 43% ↑ | 19% | 25% | 15% | 26% |
| Other | 12% | 26% | 9% | 13% | 1% ↓ | 13% | 8% |

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**Q6.** When shopping for protein from plant sources, which labels or product descriptions are most important to you? Select up to three.

| | Locally produced | Vegetarian | Sustainably grown | Vegan | Fair trade | I do not shop for plant protein | None of these |
|---|---|---|---|---|---|---|---|
| Total | 11% | 11% | 9% | 7% | 6% | 20% | 4% |
| Omnivore | 11% | 5% ↓ | 7% | 4% ↓ | 6% | 24% ↑ | 5% |
| Vegetarian | 9% | 43% ↑ | 9% | 17% ↑ | 9% | 7% | 0% ↓ |
| Pescatarian | 7% | 24% ↑ | 17% | 11% | 8% | 2% ↓ | 3% |
| Vegan | 15% | 24% | 10% | 30% ↑ | 11% | 1% ↓ | 0% |
| Some vegetarian days | 14% | 11% | 17% | 6% | 3% | 13% | 1% |
| Other | 8% | 1% ↓ | 0% | 1% | 1% | 38% | 21% |

International Food Information Council

## Q7. When shopping for protein from animal sources, which labels or product descriptions are most important to you? Select up to three.

| | No antibiotics | Natural | No added hormones | Good source of protein | Organic | Grass-fed | Nutrition Facts label | Humanely raised | Locally produced |
|---|---|---|---|---|---|---|---|---|---|
| Total | 23% | 23% | 22% | 19% | 18% | 17% | 16% | 16% | 12% |
| Men | 21% | 27% | 18% | 22% | 21% | 14% | 19% | 15% | 11% |
| Women | 25% | 18% | 26% | 17% | 16% | 20% | 13% | 16% | 13% |
| Less than $40K | 25% | 18% | 22% | 17% | 14% | 17% | 13% | 19% | 9% |
| $40K-$79K | 28% | 23% | 24% | 18% | 14% | 21% | 20% | 15% | 12% |
| $80K+ | 18% | 28% | 19% | 22% | 28% ↑ | 13% | 14% | 14% | 16% |
| White | 23% | 21% | 21% | 20% | 17% | 16% | 17% | 15% | 14% |
| African American | 26% | 28% | 24% | 17% | 19% | 15% | 17% | 11% | 8% |
| Hispanic/ Latinx | 20% | 25% | 18% | 14% | 19% | 24% | 13% | 22% | 6% |
| Under 45 | 18% ↓ | 27% | 19% | 20% | 24% ↑ | 17% | 15% | 15% | 10% |
| 45-64 | 24% | 23% | 22% | 16% | 18% | 17% | 13% | 16% | 16% |
| 65+ | 36% ↑ | 9% ↓ | 29% | 23% | 5% ↓ | 19% | 24% | 18% | 9% |
| Non-college | 22% | 20% | 22% | 16% | 16% | 17% | 13% | 18% | 10% |
| College | 25% | 25% | 22% | 21% | 21% | 18% | 19% | 13% | 14% |

International Food Information Council

## Q7. When shopping for protein from animal sources, which labels or product descriptions are most important to you? Select up to three.

| | Ingredients list | Cage-free | Free-range | Sustainably raised/grown | Vegetarian | Fair trade | None of these | I do not shop for animal protein |
|---|---|---|---|---|---|---|---|---|
| Total | 12% | 11% | 11% | 10% | 8% | 5% | 6% | 7% |
| Men | 13% | 9% | 12% | 11% | 10% | 8% | 6% | 4% ↓ |
| Women | 11% | 14% | 10% | 10% | 5% | 3% | 6% | 9% ↑ |
| Less than $40K | 11% | 11% | 9% | 10% | 3% ↓ | 4% | 8% | 10% |
| $40K-$79K | 16% | 11% | 15% | 11% | 5% | 7% | 3% | 4% |
| $80K+ | 11% | 12% | 11% | 11% | 14% ↑ | 5% | 4% | 3% |
| White | 12% | 10% | 12% | 10% | 8% | 5% | 7% | 6% |
| African American | 16% | 8% | 9% | 9% | 9% | 6% | 2% | 9% |
| Hispanic/ Latinx | 8% | 18% | 9% | 14% | 5% | 5% | 5% | 9% |
| Under 45 | 11% | 12% | 12% | 13% | 9% | 6% | 5% | 5% |
| 45-64 | 9% | 13% | 9% | 7% | 9% | 6% | 7% | 6% |
| 65+ | 20% | 6% | 13% | 9% | 2% | 3% | 6% | 11% |
| Non-college | 13% | 15% ↑ | 10% | 11% | 5% | 4% | 6% | 9% |
| College | 11% | 8% ↓ | 12% | 10% | 11% ↑ | 7% | 5% | 5% |

International Food Information Council

**Q7.** When shopping for protein from animal sources, which labels or product descriptions are most important to you? Select up to three.

| | No antibiotics | Natural | No added hormones | Good source of protein | Organic | Grass-fed | Nutrition Facts label | Humanely raised | Locally produced |
|---|---|---|---|---|---|---|---|---|---|
| Total | 23% | 23% | 22% | 19% | 18% | 17% | 16% | 16% | 12% |
| Omnivore | 26% ↑ | 21% | 25% ↑ | 19% | 16% | 18% | 16% | 15% | 12% |
| Vegetarian | 8% ↓ | 36% | 9% | 16% | 32% ↑ | 16% | 17% | 18% | 11% |
| Pescatarian | 16% | 23% | 7% | 19% | 13% | 7% | 12% | 26% | 15% |
| Vegan | 21% | 27% | 4% | 27% | 35% | 13% | 9% | 28% | 6% |
| Some vegetarian days | 20% | 19% | 14% | 26% | 28% | 21% | 17% | 9% | 18% |
| Other | 14% | 26% | 46% | 0% | 9% | 2% ↓ | 0% | 0% | 15% |

International Food Information Council

**Q7.** When shopping for protein from animal sources, which labels or product descriptions are most important to you? Select up to three.

| | Ingredients list | Cage-free | Free-range | Sustainably raised/ grown | Vegetarian | Fair trade | None of these | I do not shop for animal protein |
|---|---|---|---|---|---|---|---|---|
| Total | 12% | 11% | 11% | 10% | 8% | 5% | 6% | 7% |
| Omnivore | 13% | 10% | 12% | 9% | 4% ↓ | 4% | 7% ↑ | 6% |
| Vegetarian | 10% | 13% | 9% | 13% | 28% ↑ | 6% | 0% ↓ | 9% |
| Pescatarian | 5% | 17% | 8% | 18% | 26% ↑ | 11% | 1% ↓ | 1% ↓ |
| Vegan | 7% | 1% ↓ | 5% | 12% | 20% | 26% ↑ | 1% | 0% |
| Some vegetarian days | 7% | 22% | 12% | 13% | 2% | 2% | 1% | 13% |
| Other | 0% | 14% | 13% | 0% | 0% | 0% | 14% | 31% |

International Food Information Council

**Q8.** Please select the statement that best reflects your level of familiarity and interest in the following types of proteins. *% I have heard of it, and I eat it at least sometimes*

| | Eggs | Meat from animals | Dairy products | Plant alternatives to meat | Soy protein | Whey protein |
|---|---|---|---|---|---|---|
| **Total** | 81% | 76% | 76% | 38% | 36% | 31% |
| **Men** | 80% | 76% | 74% | 38% | 42% ↑ | 39% ↑ |
| **Women** | 81% | 76% | 77% | 37% | 31% ↓ | 24% ↓ |
| **Less than $40K** | 75% ↓ | 78% | 72% | 32% | 29% ↓ | 24% ↓ |
| **$40K-$79K** | 85% | 79% | 78% | 39% | 32% | 32% |
| **$80K+** | 82% | 72% | 76% | 42% | 46% ↑ | 37% ↑ |
| **White** | 83% | 79% ↑ | 78% | 35% | 34% | 29% |
| **African American** | 76% | 63% ↓ | 69% | 40% | 37% | 29% |
| **Hispanic/ Latinx** | 73% | 75% | 67% | 46% | 35% | 37% |
| **Under 45** | 72% ↓ | 70% ↓ | 68% ↓ | 41% | 37% | 37% ↑ |
| **45-64** | 87% ↑ | 78% | 79% | 41% | 41% | 27% |
| **65+** | 92% ↑ | 88% ↑ | 90% ↑ | 21% ↓ | 22% ↓ | 22% |
| **Non-college** | 77% | 72% ↓ | 73% | 32% ↓ | 28% ↓ | 26% ↓ |
| **College** | 84% | 80% | 78% | 43% ↑ | 43% ↑ | 36% ↑ |

International Food Information Council

**Q8.** Please select the statement that best reflects your level of familiarity and interest in the following types of proteins. *% I have heard of it, and I eat it at least sometimes*

| | Blended meat products | Textured vegetable protein | Pea protein | Cell-based/lab-grown dairy | Cell-based/lab-grown meat |
|---|---|---|---|---|---|
| Total | 28% | 27% | 23% | 15% | 14% |
| Men | 30% | 33% ↑ | 28% ↑ | 22% ↑ | 19% ↑ |
| Women | 26% | 22% ↓ | 18% ↓ | 9% ↓ | 9% ↓ |
| Less than $40K | 26% | 22% | 22% | 7% ↓ | 9% ↓ |
| $40K-$79K | 24% | 22% | 18% | 13% | 11% |
| $80K+ | 35% ↑ | 36% ↑ | 30% ↑ | 26% ↑ | 22% ↑ |
| White | 25% ↓ | 24% ↓ | 23% | 15% | 13% |
| African American | 38% ↑ | 30% | 21% | 14% | 16% |
| Hispanic/ Latinx | 36% | 38% | 25% | 20% | 21% |
| Under 45 | 33% ↑ | 32% ↑ | 25% | 19% ↑ | 18% ↑ |
| 45-64 | 28% | 29% | 26% | 15% | 15% |
| 65+ | 15% ↓ | 11% ↓ | 12% ↓ | 4% ↓ | 2% ↓ |
| Non-college | 24% | 21% ↓ | 17% ↓ | 9% ↓ | 10% ↓ |
| College | 31% | 32% ↑ | 28% ↑ | 20% ↑ | 18% ↑ |

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**Q8.** Please select the statement that best reflects your level of familiarity and interest in the following types of proteins. *% I have heard of it, and I eat it at least sometimes*

| | Eggs | Meat from animals | Dairy products | Plant alternatives to meat | Soy protein | Whey protein |
|---|---|---|---|---|---|---|
| Total | 81% | 76% | 76% | 38% | 36% | 31% |
| Omnivore | 85% ↑ | 84% ↑ | 80% ↑ | 35% ↓ | 35% | 30% |
| Vegetarian | 61% ↓ | 39% ↓ | 57% ↓ | 47% | 44% | 39% |
| Pescatarian | 63% ↓ | 38% ↓ | 54% ↓ | 38% | 28% | 23% |
| Vegan | 60% | 49% ↓ | 57% | 41% | 43% | 59% ↑ |
| Some vegetarian days | 87% | 91% ↑ | 76% | 66% ↑ | 57% ↑ | 38% |
| Other | 84% | 85% | 100% | 18% | 15% | 24% |

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**Q8.** Please select the statement that best reflects your level of familiarity and interest in the following types of proteins. *% I have heard of it, and I eat it at least sometimes*

| | Blended meat products | Textured vegetable protein | Pea protein | Cell-based/lab grown dairy | Cell-based/lab-grown meat |
|---|---|---|---|---|---|
| Total | 28% | 27% | 23% | 15% | 14% |
| Omnivore | 26% | 23% ↓ | 20% ↓ | 13% | 11% ↓ |
| Vegetarian | 32% | 44% ↑ | 39% ↑ | 25% ↑ | 28% ↑ |
| Pescatarian | 32% | 40% | 20% | 20% | 26% |
| Vegan | 53% ↑ | 50% | 40% | 31% | 30% |
| Some vegetarian days | 41% | 37% | 30% | 11% | 13% |
| Other | 5% | 0% | 13% | 0% | 0% |

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**Q9.** Imagine you are shopping at a grocery store and you see they are offering some new products. Option A is made from the original animal protein source you are familiar with. Option B looks and tastes exactly the same, except it is made with cell-based meat, which is grown in a lab from animal cells (e.g., cows, chickens, pigs). If the options are equal in cost, which would you likely purchase?

| | Option A | Option B | Neither |
|---|---|---|---|
| Total | 74% | 19% | 8% |
| Men | 77% | 19% | 4% ↓ |
| Women | 71% | 19% | 11% ↑ |
| Less than $40K | 71% | 19% | 9% |
| $40K-$79K | 73% | 19% | 8% |
| $80K+ | 77% | 19% | 3% ↓ |
| White | 77% ↑ | 16% | 7% |
| African American | 65% | 22% | 13% |
| Hispanic/ Latinx | 68% | 27% | 6% |
| Under 45 | 70% | 24% ↑ | 6% |
| 45-64 | 76% | 15% | 9% |
| 65+ | 79% | 12% | 9% |
| Non-college | 71% | 19% | 10% |
| College | 76% | 18% | 5% |

International Food Information Council

**Q9.** Imagine you are shopping at a grocery store and you see they are offering some new products. Option A is made from the original animal protein source you are familiar with. Option B looks and tastes exactly the same, except it is made with cell-based meat, which is grown in a lab from animal cells (e.g., cows, chickens, pigs). If the options are equal in cost, which would you likely purchase?

| | Option A | Option B | Neither |
|---|---|---|---|
| Total | 74% | 19% | 8% |
| Omnivore | 78% ↑ | 15% ↓ | 6% |
| Vegetarian | 62% | 25% | 14% |
| Pescatarian | 57% ↓ | 37% ↑ | 6% |
| Vegan | 48% | 43% ↑ | 9% |
| Some vegetarian days | 65% | 27% | 8% |
| Other | 61% | 1% ↓ | 38% ↑ |

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**Q10.** [If A or B to Q11] You mentioned that you would be more likely to purchase Option A/B. Please select the response you most agree with when it comes to your preferred option:

| | I would pay more for my preferred option | I would not pay more for my preferred option | I might pay more for my preferred option, but it would depend on other factors | I am not sure if I would pay more for my preferred option |
|---|---|---|---|---|
| Total | 45% | 23% | 23% | 9% |
| Men | 53% ↑ | 22% | 17% ↓ | 8% |
| Women | 36% ↓ | 23% | 29% ↑ | 11% |
| Less than $40K | 34% ↓ | 25% | 26% | 14% ↑ |
| $40K-$79K | 40% | 27% | 26% | 7% |
| $80K+ | 59% ↑ | 18% | 18% | 5% |
| White | 48% | 21% | 21% | 9% |
| African American | 43% | 26% | 23% | 8% |
| Hispanic/ Latinx | 34% | 28% | 27% | 11% |
| Under 45 | 45% | 24% | 26% | 5% ↓ |
| 45-64 | 49% | 20% | 17% | 13% |
| 65+ | 32% | 27% | 27% | 13% |
| Non-college | 37% ↓ | 25% | 25% | 13% ↑ |
| College | 51% ↑ | 21% | 22% | 6% |

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**Q10.** [If A or B to Q11] You mentioned that you would be more likely to purchase Option A/B. Please select the response you most agree with when it comes to your preferred option:

| | I would pay more for my preferred option | I would not pay more for my preferred option | I might pay more for my preferred option, but it would depend on other factors | I am not sure if I would pay more for my preferred option |
|---|---|---|---|---|
| Total | 45% | 23% | 23% | 9% |
| Omnivore | 45% | 21% | 24% | 11% |
| Vegetarian | 56% | 34% | 8% ↓ | 2% ↓ |
| Pescatarian | 30% | 24% | 44% ↑ | 2% |
| Vegan | 51% | 30% | 11% | 7% |
| Some vegetarian days | 35% | 27% | 20% | 18% |
| Other | 83% | 14% | 3% ↓ | 0% |

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