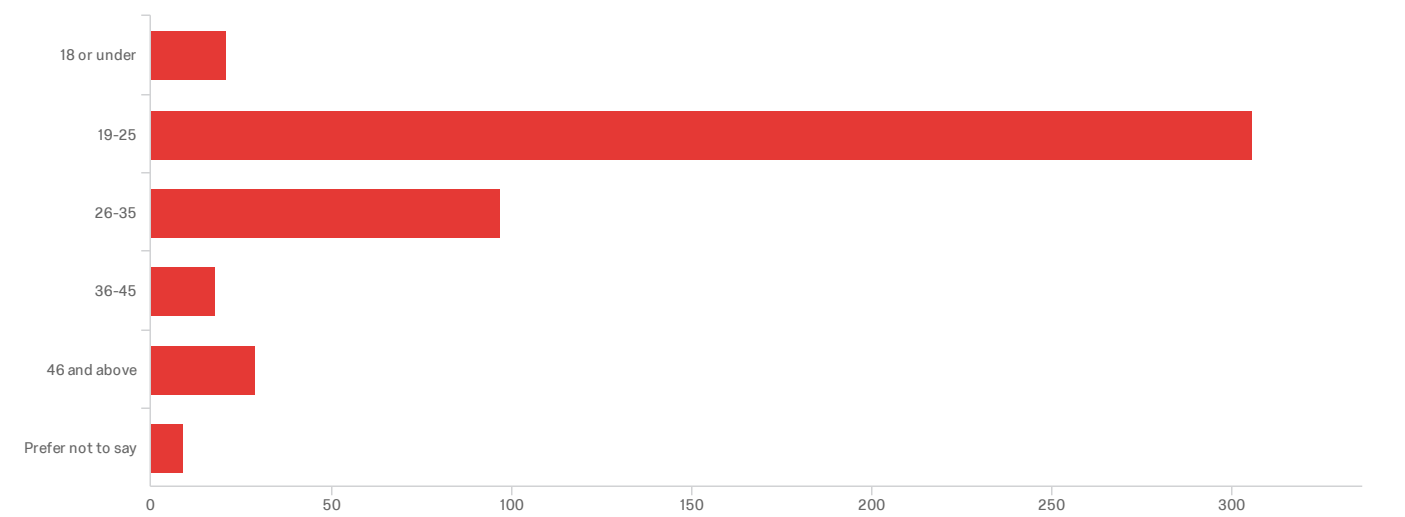


# Default Report

Artificial Meat or Real Meat?

November 5, 2019 3:37 PM MST

## Q1 - What is your age?



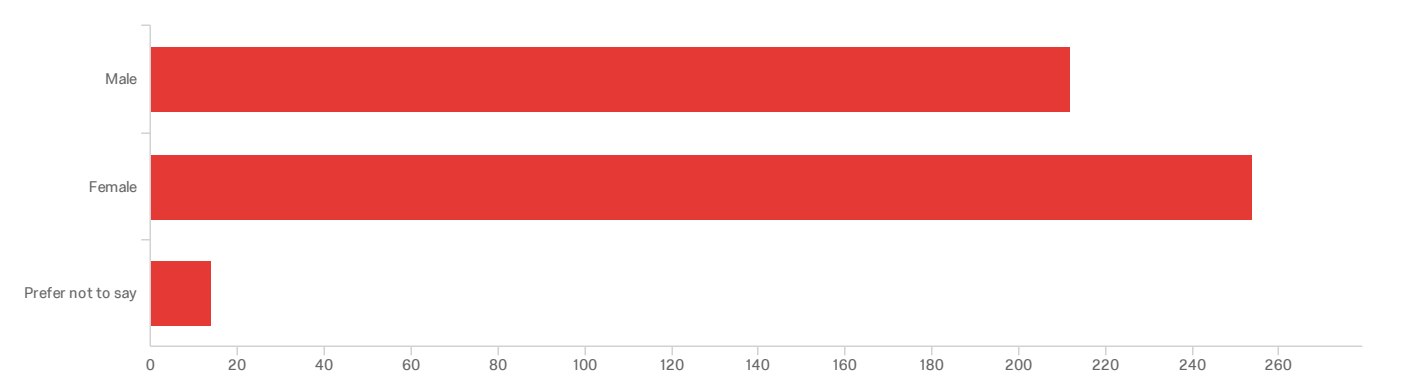
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is your age?	1.00	7.00	3.45	1.08	1.17	480

#	Field	Choice Count
1	18 or under	4.38% 21
2	19-25	63.75% 306
3	26-35	20.21% 97
4	36-45	3.75% 18
5	46 and above	6.04% 29
6	Prefer not to say	1.88% 9

480

Showing rows 1 - 7 of 7

Q2 - What is your gender?

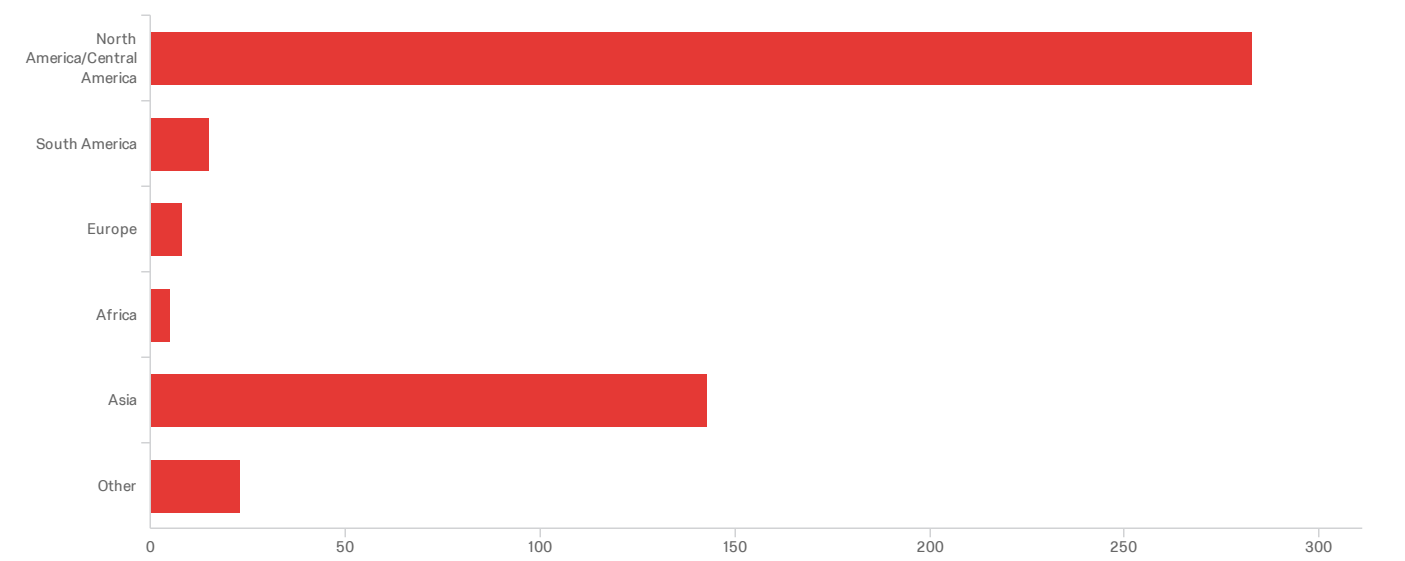


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is your gender?	1.00	3.00	1.59	0.55	0.30	480

#	Field	Choice Count
1	Male	44.17% 212
2	Female	52.92% 254
3	Prefer not to say	2.92% 14
		480

Showing rows 1 - 4 of 4

Q25 - In which area do you live?



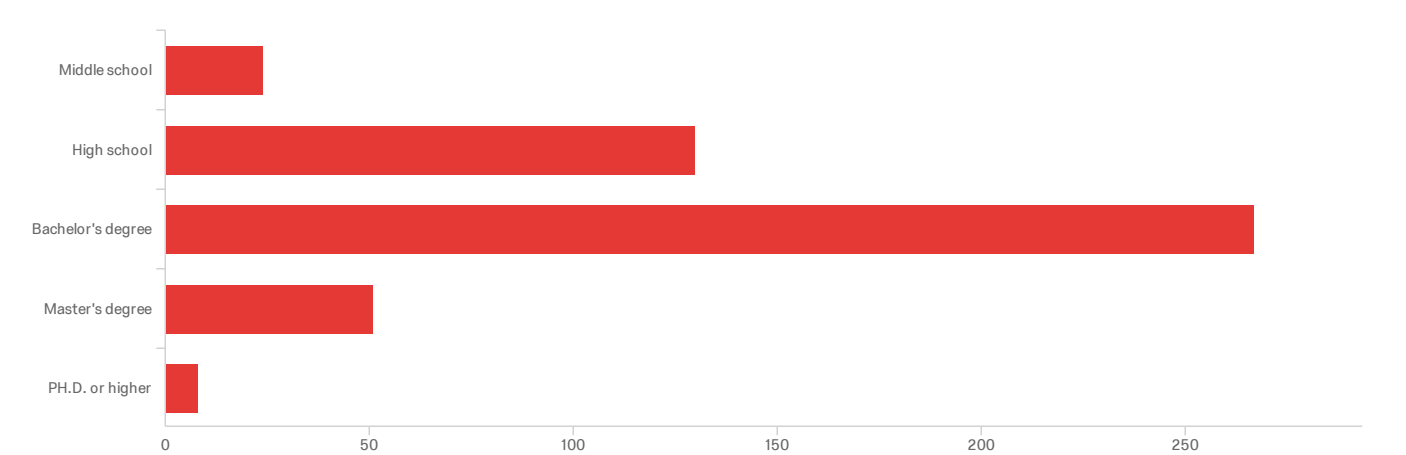
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	In which area do you live?	1.00	6.00	2.54	1.96	3.83	477

#	Field	Choice Count
1	North America/Central America	59.33% 283
2	South America	3.14% 15
3	Europe	1.68% 8
4	Africa	1.05% 5
5	Asia	29.98% 143
6	Other	4.82% 23

477

Showing rows 1 - 7 of 7

Q3 - What is your highest level of education?

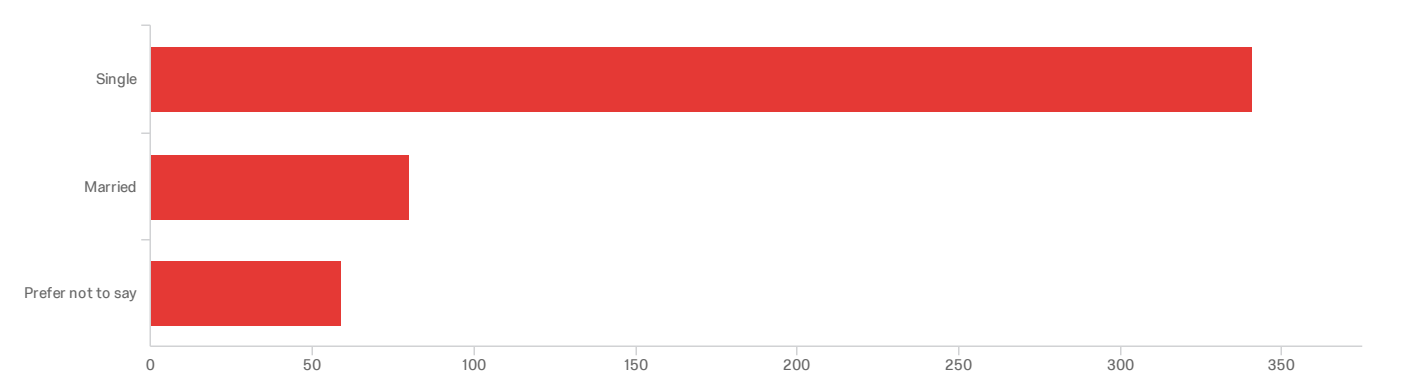


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is your highest level of education?	1.00	5.00	2.77	0.77	0.59	480

#	Field	Choice Count
1	Middle school	5.00% 24
2	High school	27.08% 130
3	Bachelor's degree	55.63% 267
4	Master's degree	10.63% 51
5	PH.D. or higher	1.67% 8
		480

Showing rows 1 - 6 of 6

Q4 - Which of the following best describes your current relationship?

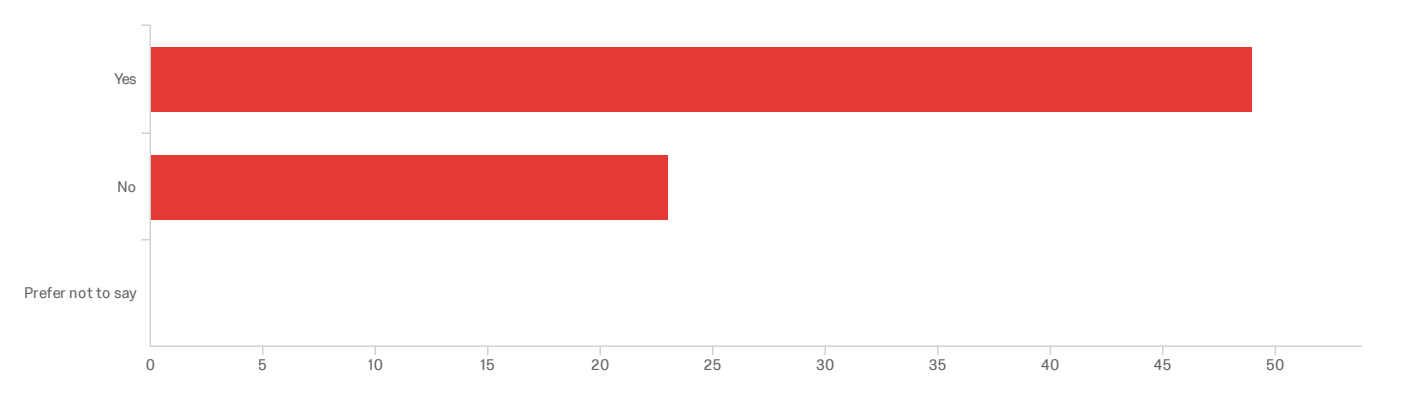


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Which of the following best describes your current relationship?	1.00	3.00	1.41	0.70	0.49	480

#	Field	Choice Count
1	Single	71.04% 341
2	Married	16.67% 80
3	Prefer not to say	12.29% 59
		480

Showing rows 1 - 4 of 4

Q5 - Do you have any children?

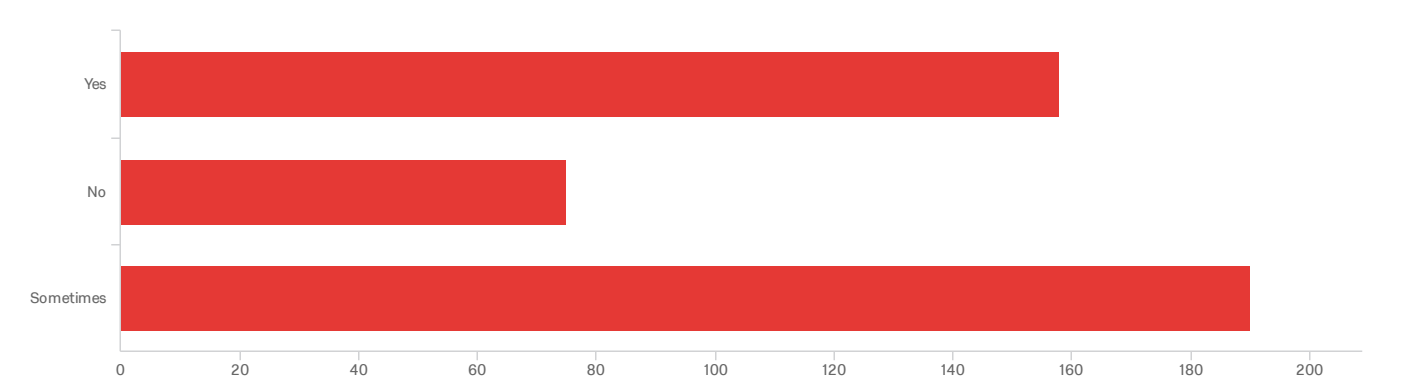


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Do you have any children?	1.00	2.00	1.32	0.47	0.22	72

#	Field	Choice Count
1	Yes	68.06% 49
2	No	31.94% 23
3	Prefer not to say	0.00% 0
		72

Showing rows 1 - 4 of 4

Q6 - Do you check the nutrition label when you purchase a food product?

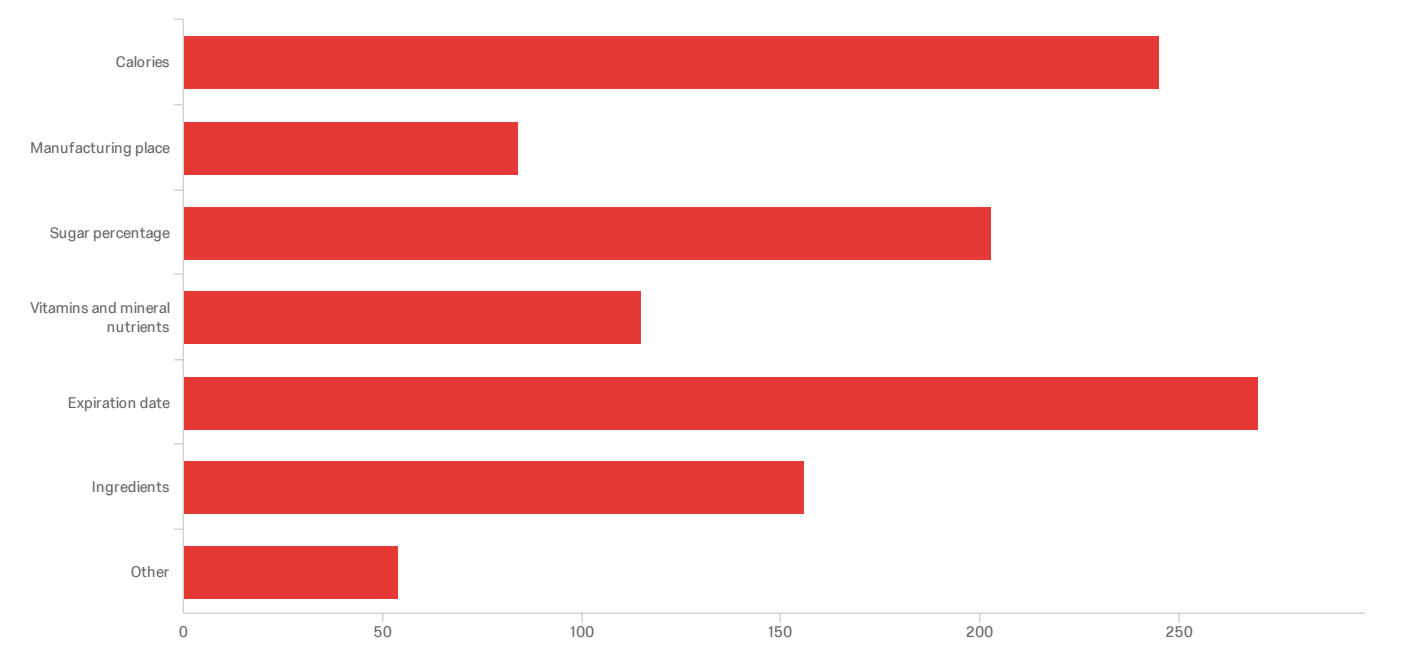


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Do you check the nutrition label when you purchase a food product?	1.00	3.00	2.08	0.90	0.82	423

#	Field	Choice Count
1	Yes	37.35% 158
2	No	17.73% 75
3	Sometimes	44.92% 190
		423

Showing rows 1 - 4 of 4

Q7 - What information do you look for when you check the nutrition label? [Check as many as they apply]



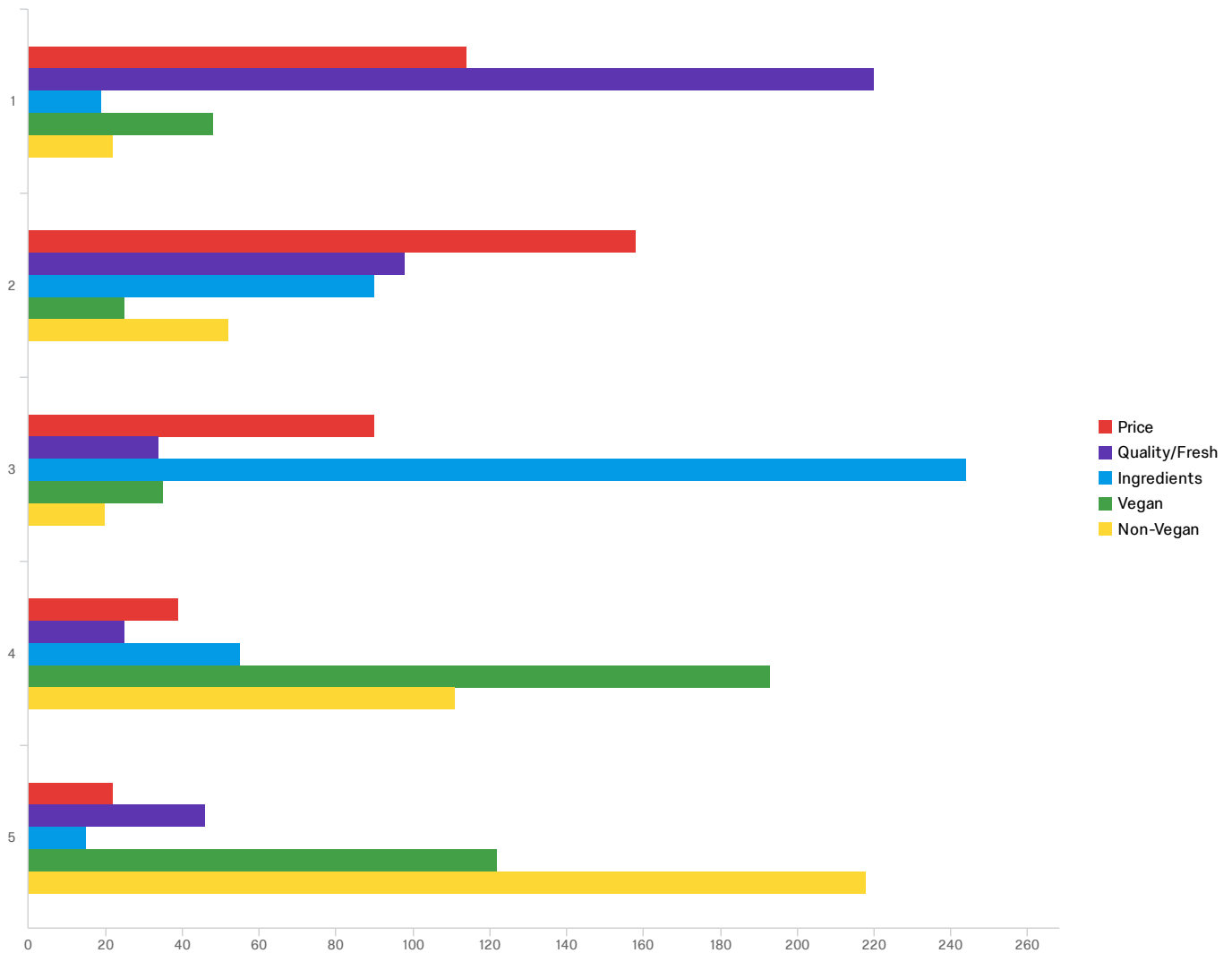
#	Field	Choice Count
1	Calories	21.74% 245
2	Manufacturing place	7.45% 84
3	Sugar percentage	18.01% 203
4	Vitamins and mineral nutrients	10.20% 115
5	Expiration date	23.96% 270
6	Ingredients	13.84% 156
7	Other	4.79% 54
		1127

Showing rows 1 - 8 of 8



Q8 - When you are shopping for meat products, what factors are important to you ?

[Rank in order of importance with 1 being the least important and 5 being the most important]

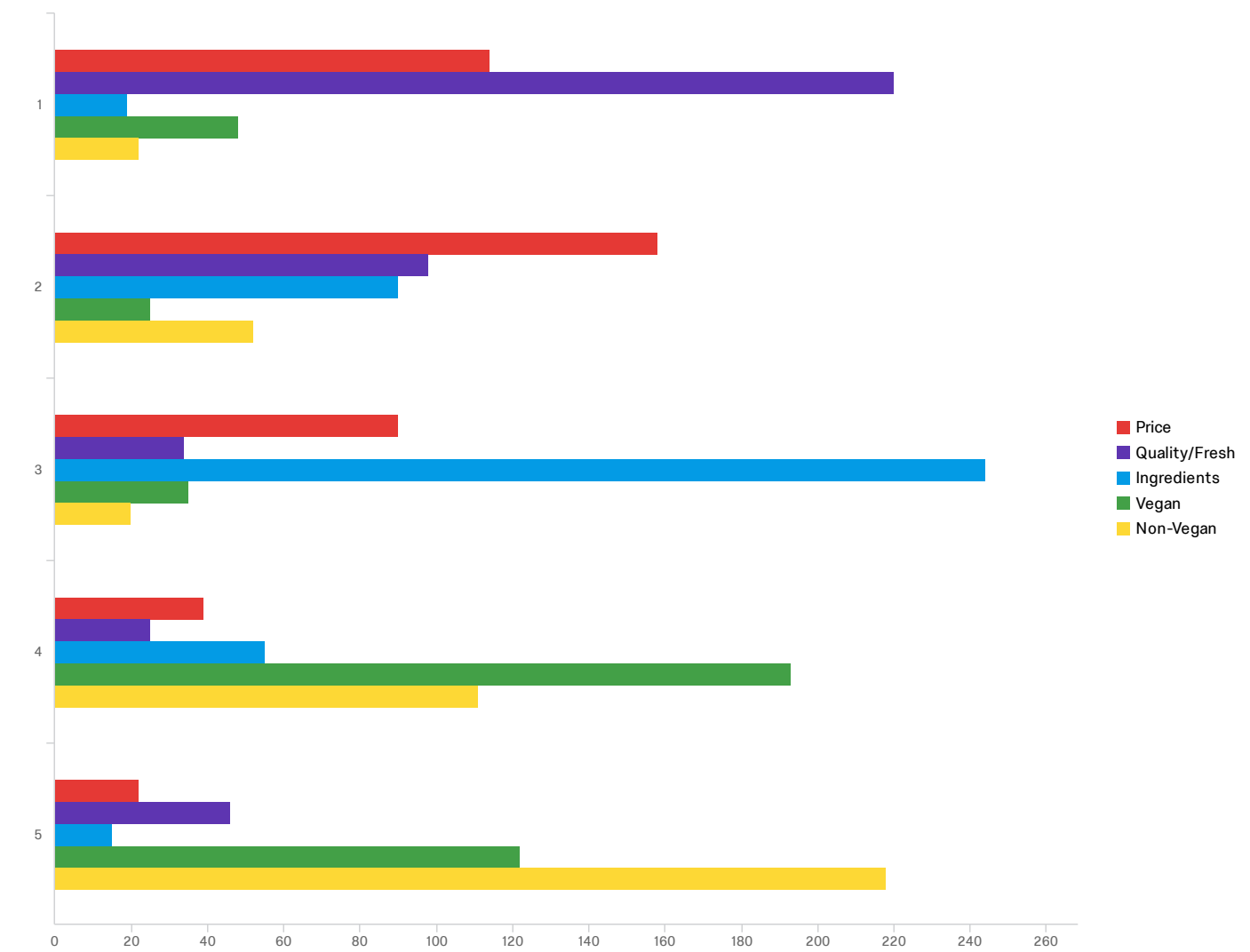


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Price	1.00	5.00	2.28	1.11	1.24	423
2	Quality/Fresh	1.00	5.00	2.00	1.35	1.82	423
3	Ingredients	1.00	5.00	2.90	0.81	0.65	423
4	Vegan	1.00	5.00	3.75	1.25	1.56	423

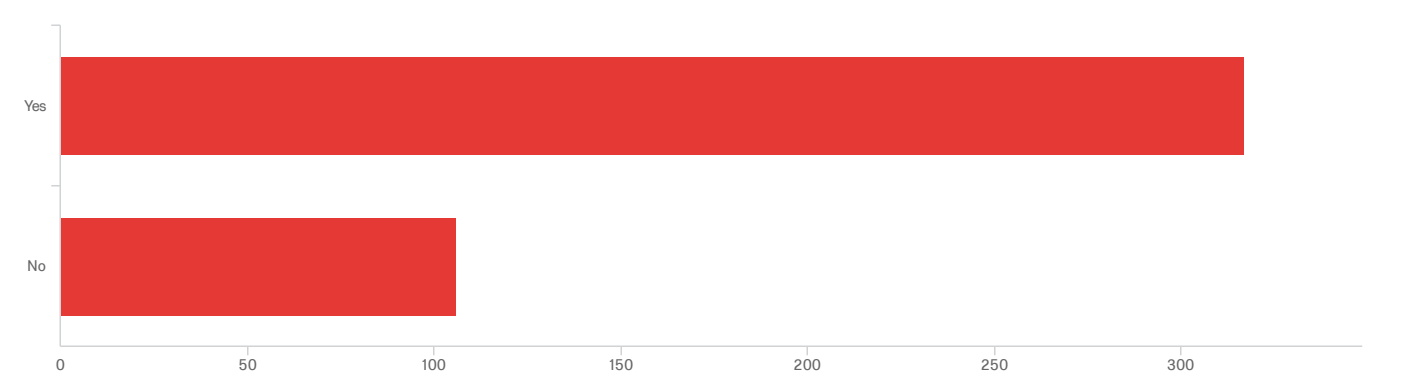
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
5	Non-Vegan	1.00	5.00	4.07	1.23	1.52	423

#	Field	1	2	3	4	5	Total
1	Price	26.95% 114	37.35% 158	21.28% 90	9.22% 39	5.20% 22	423
2	Quality/Fresh	52.01% 220	23.17% 98	8.04% 34	5.91% 25	10.87% 46	423
3	Ingredients	4.49% 19	21.28% 90	57.68% 244	13.00% 55	3.55% 15	423
4	Vegan	11.35% 48	5.91% 25	8.27% 35	45.63% 193	28.84% 122	423
5	Non-Vegan	5.20% 22	12.29% 52	4.73% 20	26.24% 111	51.54% 218	423

Showing rows 1 - 5 of 5



Q9 - Have you heard of artificial/vegan meat before?

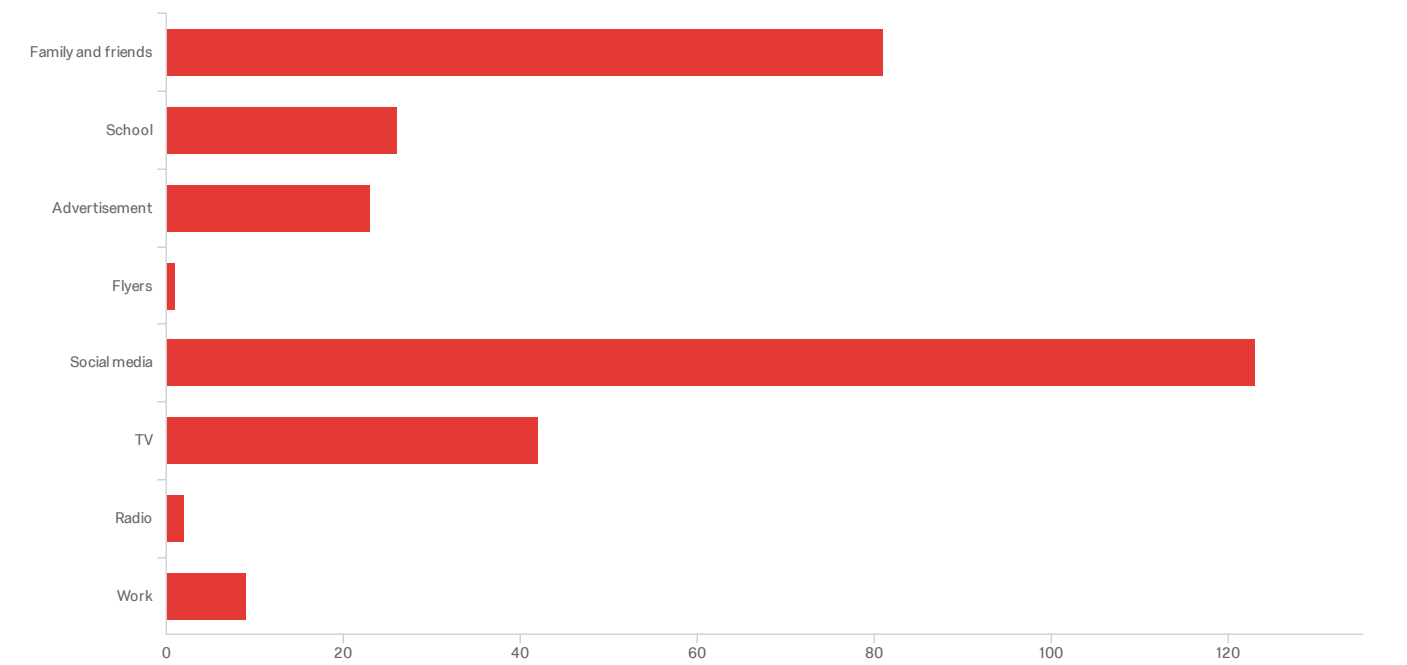


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Have you heard of artificial/vegan meat before?	1.00	2.00	1.25	0.43	0.19	423

#	Field	Choice Count
1	Yes	74.94% 317
2	No	25.06% 106
		423

Showing rows 1 - 3 of 3

Q11 - If you have heard of artificial meat before, from what source(s) did you hear it from?

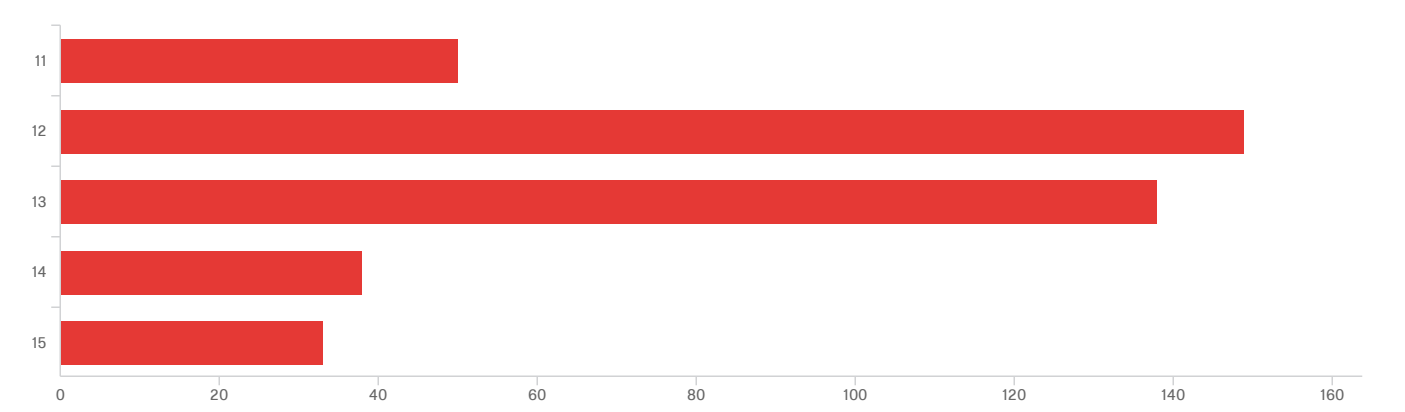


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	If you have heard of artificial meat before, from what source(s) did you hear it from?	1.00	8.00	3.78	2.05	4.21	307

#	Field	Choice Count
1	Family and friends	26.38% 81
2	School	8.47% 26
3	Advertisement	7.49% 23
4	Flyers	0.33% 1
5	Social media	40.07% 123
6	TV	13.68% 42
7	Radio	0.65% 2
8	Work	2.93% 9

Showing rows 1 - 9 of 9

Q23 - How often do you hear about artificial meat?

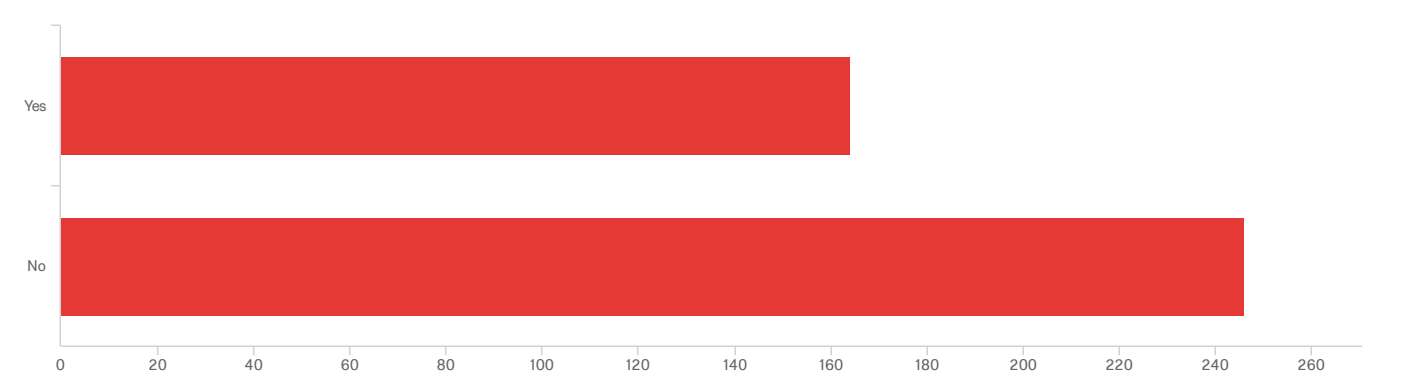


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Never:Very often	11.00	15.00	12.64	1.07	1.15	408

#	Field	Choice Count
1	11	12.25% 50
2	12	36.52% 149
3	13	33.82% 138
4	14	9.31% 38
5	15	8.09% 33
		408

Showing rows 1 - 6 of 6

Q12 - Have you tried artificial/vegan meat before?



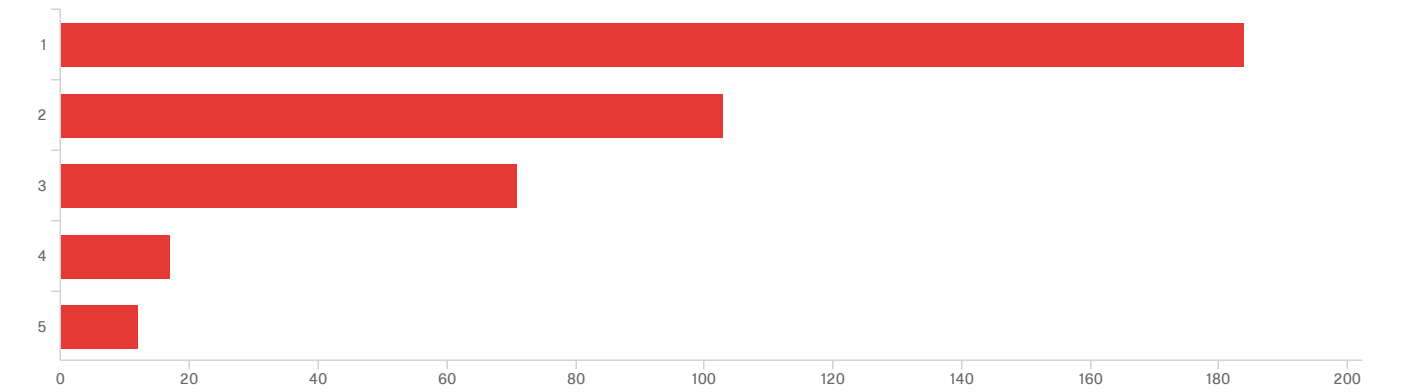
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Have you tried artificial/vegan meat before?	1.00	2.00	1.60	0.49	0.24	410

#	Field	Choice Count
1	Yes	40.00% 164
2	No	60.00% 246

410

Showing rows 1 - 3 of 3

Q13 - How often do you consume artificial/vegan meat?



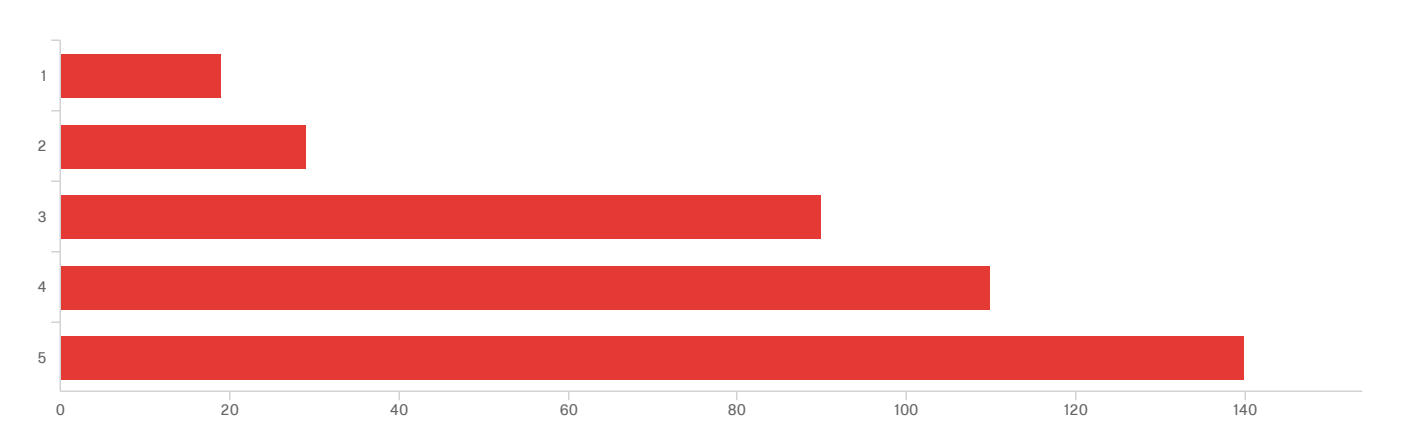
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Never:Very Often	1.00	5.00	1.89	1.05	1.10	387

#	Field	Choice Count
1	1	47.55% 184
2	2	26.61% 103
3	3	18.35% 71
4	4	4.39% 17
5	5	3.10% 12
		387

Showing rows 1 - 6 of 6



Q22 - How often do you consume red meat? (For example: pork/ beef)

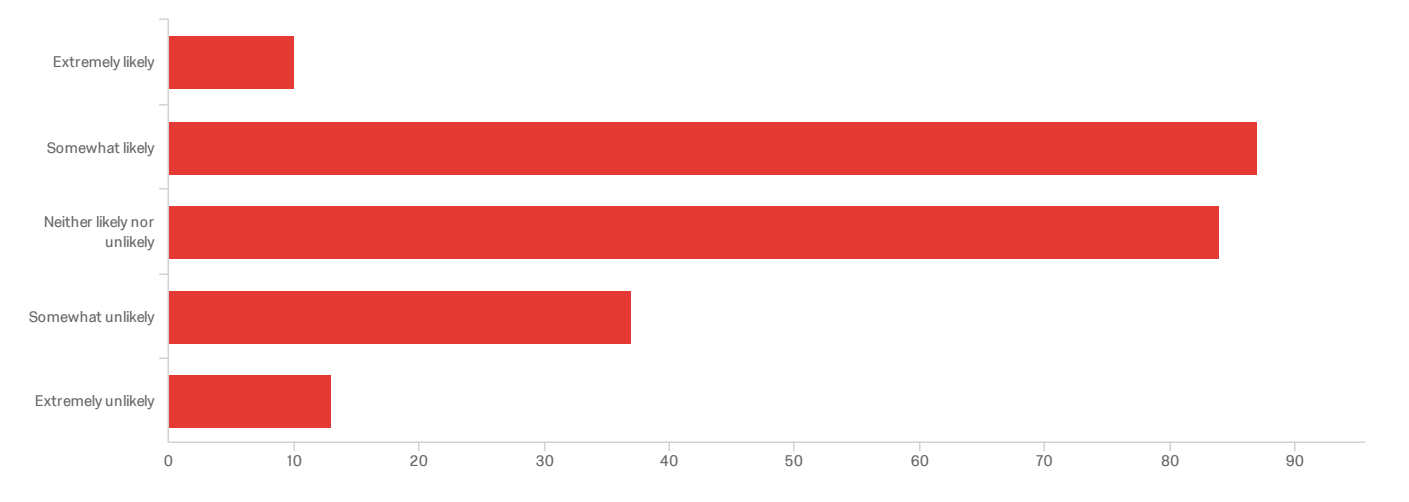


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Never:Very Often	1.00	5.00	3.83	1.14	1.30	388

#	Field	Choice Count
1	1	4.90% 19
2	2	7.47% 29
3	3	23.20% 90
4	4	28.35% 110
5	5	36.08% 140
		388

Showing rows 1 - 6 of 6

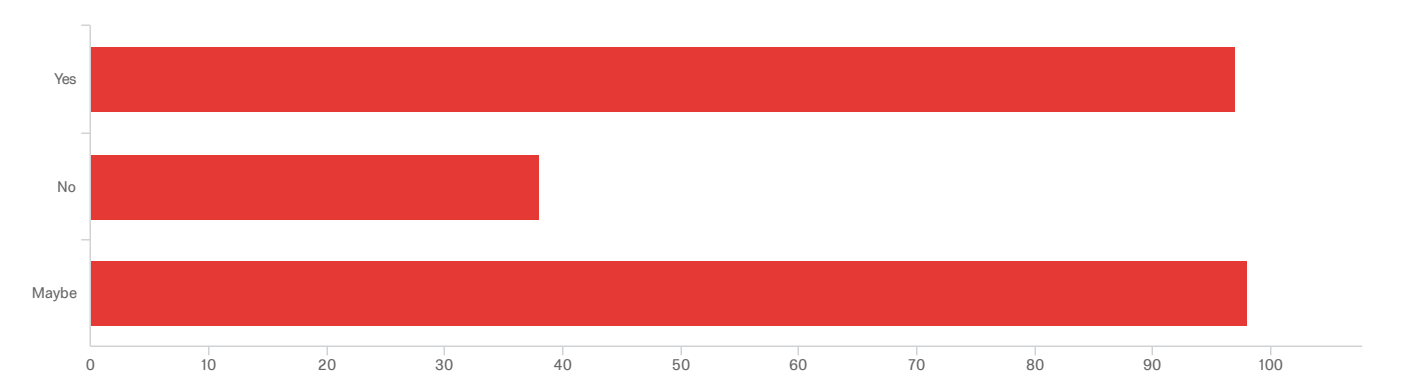
Q16 - How likely do you think the taste of artificial meat will be similar compared to the taste of real meat?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How likely do you think the taste of artificial meat will be similar compared to the taste of real meat?	1.00	5.00	2.81	0.95	0.90	231

#	Field	Choice Count
1	Extremely likely	4.33% 10
2	Somewhat likely	37.66% 87
3	Neither likely nor unlikely	36.36% 84
4	Somewhat unlikely	16.02% 37
5	Extremely unlikely	5.63% 13
		231

Q17 - If you are given a choice, are you willing to try artificial meat?

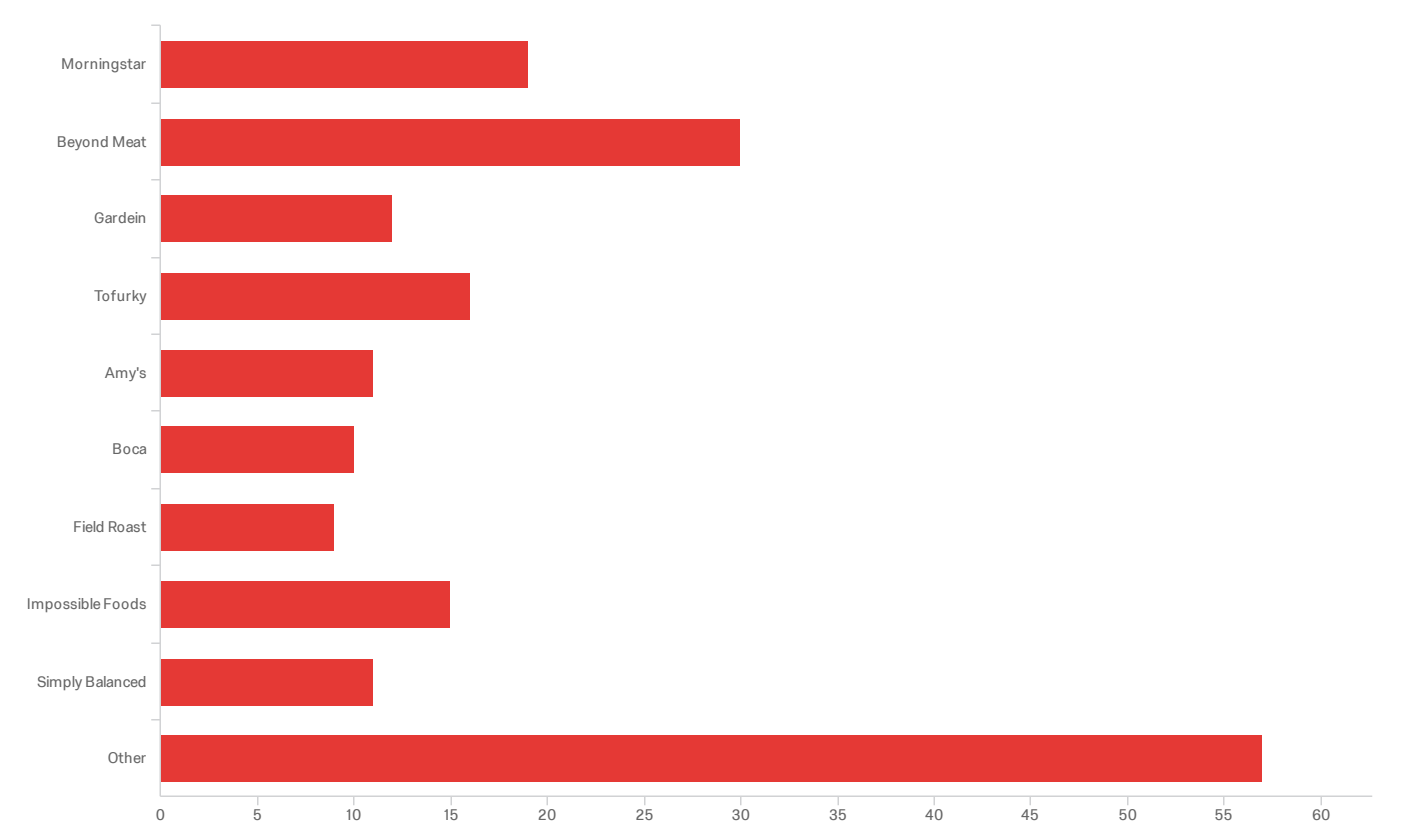


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	If you are given a choice, are you willing to try artificial meat?	1.00	3.00	2.00	0.91	0.84	233

#	Field	Choice Count
1	Yes	41.63% 97
2	No	16.31% 38
3	Maybe	42.06% 98
		233

Showing rows 1 - 4 of 4

# Q18 - Which brands of of artificial/vegan meat have you tried? [Check as many as they apply]

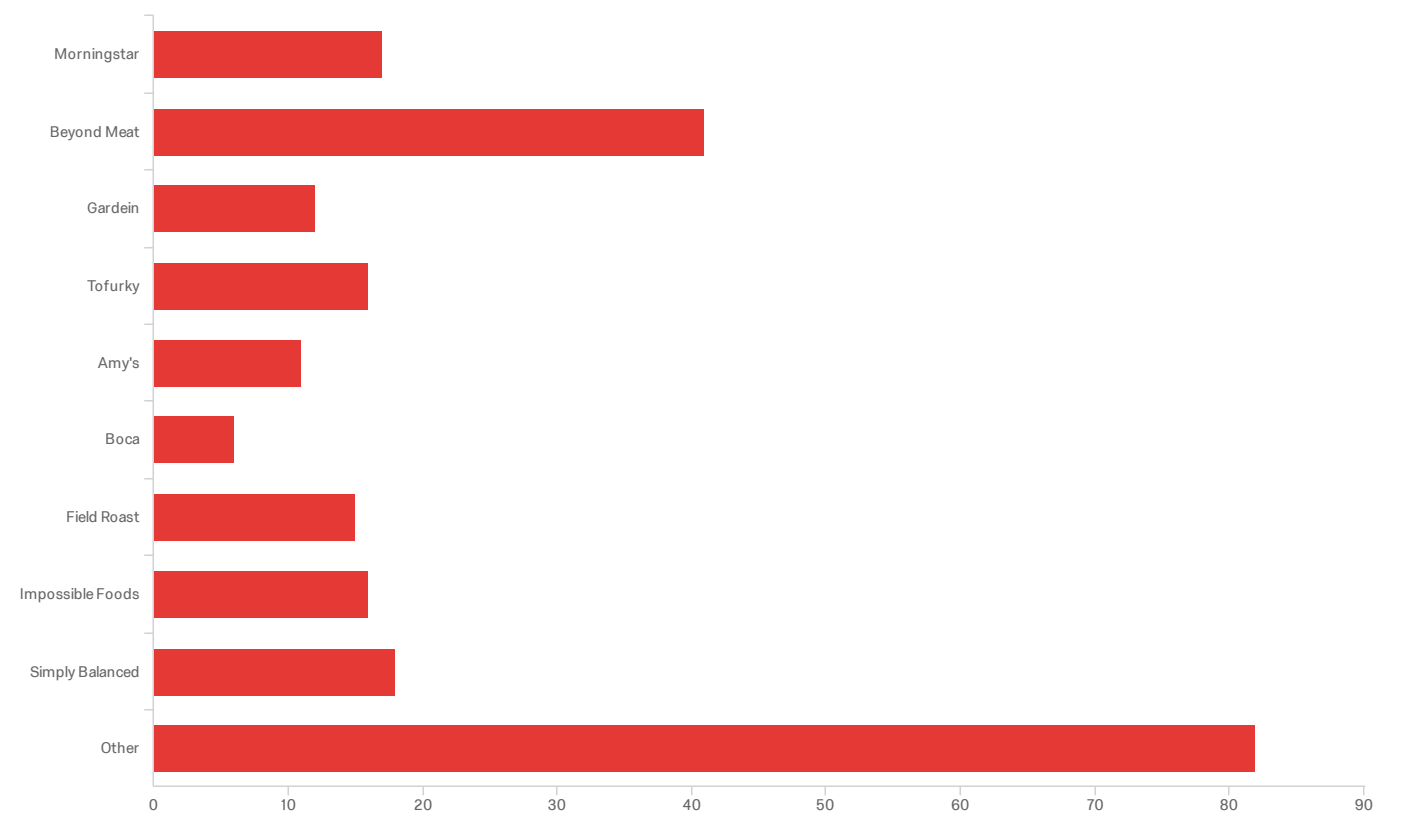


#	Field	Choice Count
1	Morningstar	10.00% 19
2	Beyond Meat	15.79% 30
3	Gardein	6.32% 12
4	Tofurky	8.42% 16
5	Amy's	5.79% 11
6	Boca	5.26% 10
7	Field Roast	4.74% 9
8	Impossible Foods	7.89% 15
9	Simply Balanced	5.79% 11
10	Other	30.00% 57

Q18\_10\_TEXT - Other

Other
I don't remember
dont know the name
Chinese
homemade
Not in US
Quorn
Never
Home-made
Never tried
I had them at vegan restaurant

Q19 - Which brands of of artificial/vegan meat have you heard of? [Check as many as they apply]



#	Field	Choice Count
1	Morningstar	7.26% 17
2	Beyond Meat	17.52% 41
3	Gardein	5.13% 12
4	Tofurky	6.84% 16
5	Amy's	4.70% 11
6	Boca	2.56% 6
7	Field Roast	6.41% 15
8	Impossible Foods	6.84% 16
9	Simply Balanced	7.69% 18
10	Other	35.04% 82

Q19\_10\_TEXT - Other

Other
not heard of any brands
never
n/a
none
Forget
no one
none
none
never paid attention to this
No
N/A
Never
N/a
Don't know any of this
It's in a restaurant and I don't remember the name of the restaurant.
I am not sure of the brand!
N/A
None

Q20 - If you choose to consume artificial meat, like products from Beyond Meat, please state the reason why.

If you choose to consume artificial meat, like products from Beyond Meat, p...

I'm getting old. I should eat healthier

o l

healthy

To try

people say it is delicious and safey

Want to try how it tastes

Want to test how it is .

Just want to try

Because I'm not a meat lover but I like to have some meat taste once a while

No.

No consume artificial meat

Because it can helps to prevent animal extinction

Because I like it.

I like it

As a vegan since birth, looking for meat substitute

I don't know how to answer this question.

安全和味道是最重要的！

Lose weight

curious

hello

just want to try



If you choose to consume artificial meat, like products from Beyond Meat, p...

fresh

Curiously

brought it by accident

its a choice to try new thing

low price , similar product

Curiosity.

only some good news from this brand

Maybe healthier at a better price

Want to lose weight

free

Taste

Is healthy

Because it's good.

No

Health, emission

N/A

Healthier and longer storage life

Test

Big brand

Trial test only

Saw the shop couple times

As a vegan since birth, seek for meat substitute

Out of curiosity.

healthy reason

If you choose to consume artificial meat, like products from Beyond Meat, p...

Idk it just sounds better than other

health purpose

Curious about the taste compared it with real meat.

I am curious about artificial meat, so I would like to try it. If I don't like it then I will not consume it anymore.

It's just as good as normal meat!

Try something new that I never tried before

Want to give it try on how it is like

Religious reason

-

It tastes good

It's healthy

I've never heard about artificial meat so I would try it. Probably it's more healthier

I would just happen to eat them.

To consume lesser calories.

just to try it out

Save animals

Because vegan restaurant would sell these meat

Sometimes my family will eat artificial meat when they have to eat vegan

Because someone suggests me to do so

Taste good, I like tofu and other soybean products

Sounds cool

have a try, why not

Trying something new

Want to try it.

If you choose to consume artificial meat, like products from Beyond Meat, p...

Famous

It's healthier because it reduces risk of cancer.

End of Report