



Buying Meat

Fieldwork Dates: 9th - 12th November 2018

**Conducted by YouGov
On behalf of YouGov Omnibus**

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BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1278 adults. Fieldwork was undertaken between 9th - 12th November 2018. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

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Buying Meat

US_nat Sample: 9th - 12th November 2018



Total	Gender		Age			Region				Race				No HS, High school graduate
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
	A	B	C	D	E	F	G	H	I	J	K	L	M	

GEM_q1. When you are buying meat, to what extent do you care more about price or quality? Please select the option that best applies. If you don't buy meat, please select the 'Not applicable' option.

Unweighted base	1278	569	709	342	435	501	225	266	532	255	893	146	155	84	471
Base: All US Adults	1267	626	641	386	413	468	230	250	524	262	838	149	198	82	532
I care much more about price	10%	11%	8%	12%	12%	6%	10%	9%	11%	6%	8%	16%	8%	13%	12%
				E	E				I			J		*	P
I care somewhat more about price	9%	10%	7%	12%	8%	6%	7%	10%	9%	9%	9%	8%	9%	3%	7%
				E										*	
I care about price and quality equally	46%	45%	47%	37%	44%	55%	48%	40%	44%	52%	46%	38%	53%	43%	48%
						C.D				G.H			K	*	P
I care somewhat more about quality	13%	14%	12%	16%	13%	11%	12%	13%	14%	12%	14%	11%	7%	20%	11%
											L			L*	
I care much more about quality	16%	14%	17%	11%	17%	18%	14%	21%	15%	13%	17%	17%	11%	11%	14%
					C	C		H.I						*	
Not applicable - I don't buy meat	4%	5%	4%	6%	5%	3%	5%	6%	4%	4%	4%	2%	8%	6%	4%
													J	*	
Don't know	3%	3%	3%	6%	2%	1%	3%	1%	4%	3%	2%	7%	4%	3%	5%
				D.E					G			J		*	O.P

GEM_q2. How much, if at all, do you care about animal rights?

Unweighted base	1278	569	709	342	435	501	225	266	532	255	893	146	155	84	471
Base: All US Adults	1267	626	641	386	413	468	230	250	524	262	838	149	198	82	532
I care a lot	38%	29%	46%	31%	43%	39%	38%	36%	39%	36%	37%	41%	38%	35%	41%
				A	C	C								*	
I care somewhat	39%	40%	38%	43%	37%	37%	42%	40%	36%	40%	41%	35%	35%	36%	34%
														*	
I don't care very much	12%	16%	8%	14%	10%	11%	8%	13%	12%	13%	12%	5%	13%	20%	10%
											K			J.K*	
I don't care at all	7%	11%	2%	4%	6%	9%	8%	8%	6%	5%	7%	5%	5%	4%	6%
						C								*	
Don't know	5%	5%	5%	8%	4%	4%	4%	4%	7%	5%	3%	13%	9%	4%	9%
				D.E							J.M	J		*	O.P.Q

GEM_q3. How often, if ever, do you check to see which company processed the meat that you buy?

Unweighted base	1227	548	679	324	418	485	215	253	515	244	862	143	144	78	456
Base: US Adults Who Buy Meat	1211	597	614	363	394	453	218	236	505	253	807	146	182	77	513
Always	11%	11%	11%	8%	13%	12%	13%	11%	13%	7%	10%	12%	14%	12%	12%
					C				I					*	
Often	17%	19%	15%	18%	17%	15%	14%	15%	16%	21%	18%	11%	16%	20%	16%
														*	
Sometimes	24%	22%	26%	28%	21%	23%	17%	25%	25%	27%	23%	28%	24%	29%	24%
				D				F	F					*	
Rarely	21%	22%	21%	20%	18%	24%	20%	24%	20%	21%	22%	21%	18%	17%	19%
						D								*	
Never	23%	24%	22%	18%	28%	23%	31%	23%	21%	19%	24%	20%	24%	17%	23%
					C		H.I							*	
Don't know	4%	3%	5%	8%	3%	2%	5%	2%	5%	4%	3%	8%	5%	5%	6%
				D.E							J			*	P

GEM_q4. If you heard that a certain company had a bad reputation for animal welfare, would it make you more or less likely to buy meat processed by them? Please select the option that best applies.

Unweighted base	1227	548	679	324	418	485	215	253	515	244	862	143	144	78	456
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Buying Meat

US_nat Sample: 9th - 12th November 2018



Total	Education			Marital Status						Children under the age of 18		Income		
	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB

GEM_q1. When you are buying meat, to what extent do you care more about price or quality? Please select the option that best applies. If you don't buy meat, please select the 'Not applicable' option.

Unweighted base	1278	428	247	132	607	29	142	73	363	64	365	913	502	327	276
Base: All US Adults	1267	395	219	121	583	29	132	73	384	66	358	909	504	327	260
I care much more about price	10%	9%	5%	8%	8%	11%	10%	4%	11%	16%	15%	8%	12%	6%	9%
I care somewhat more about price	9%	9%	12%	7%	8%	10%	6%	4%	12%	6%	8%	9%	11%	10%	6%
I care about price and quality equally	46%	47%	40%	43%	47%	42%	53%	64%	40%	39%	44%	46%	48%	48%	43%
I care somewhat more about quality	13%	13%	19%	14%	16%	6%	8%	5%	11%	20%	14%	13%	11%	14%	20%
I care much more about quality	16%	16%	18%	18%	16%	31%	15%	19%	14%	16%	15%	16%	12%	14%	20%
Not applicable - I don't buy meat	4%	4%	5%	8%	3%	-	5%	4%	6%	2%	4%	5%	4%	5%	2%
Don't know	3%	2%	1%	1%	2%	-	2%	2%	5%	-	1%	4%	2%	2%	1%

GEM_q2. How much, if at all, do you care about animal rights?

Unweighted base	1278	428	247	132	607	29	142	73	363	64	365	913	502	327	276
Base: All US Adults	1267	395	219	121	583	29	132	73	384	66	358	909	504	327	260
I care a lot	38%	37%	34%	32%	33%	48%	42%	43%	39%	49%	37%	38%	42%	35%	29%
I care somewhat	39%	42%	44%	43%	41%	50%	34%	33%	38%	38%	40%	39%	36%	41%	43%
I don't care very much	12%	12%	14%	13%	13%	2%	15%	12%	9%	7%	13%	11%	10%	14%	15%
I don't care at all	7%	5%	8%	11%	8%	-	4%	8%	6%	4%	6%	7%	6%	5%	11%
Don't know	5%	4%	1%	1%	5%	-	5%	4%	8%	3%	4%	6%	6%	5%	2%

GEM_q3. How often, if ever, do you check to see which company processed the meat that you buy?

Unweighted base	1227	415	235	121	588	29	134	71	343	62	352	875	485	313	270
Base: US Adults Who Buy Meat	1211	380	207	111	563	29	125	70	359	65	344	867	486	311	254
Always	11%	13%	7%	11%	12%	21%	10%	13%	10%	14%	13%	11%	13%	9%	12%
Often	17%	17%	20%	14%	17%	14%	13%	16%	17%	17%	17%	16%	16%	14%	18%
Sometimes	24%	21%	27%	29%	24%	32%	23%	26%	24%	23%	26%	23%	26%	22%	24%
Rarely	21%	21%	27%	19%	22%	10%	27%	19%	18%	25%	19%	22%	18%	26%	21%
Never	23%	25%	19%	24%	22%	23%	23%	27%	25%	19%	21%	24%	22%	26%	24%
Don't know	4%	4%	0%	3%	3%	-	5%	-	6%	2%	4%	4%	6%	3%	2%

GEM_q4. If you heard that a certain company had a bad reputation for animal welfare, would it make you more or less likely to buy meat processed by them? Please select the option that best applies.

Unweighted base	1227	415	235	121	588	29	134	71	343	62	352	875	485	313	270
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Buying Meat

US_nat Sample: 9th - 12th November 2018



Total	Buy Meat?		
	Prefer not to say	Those who buy meat	Those who don't buy meat
	AC	AQ	AR

GEM_q1. When you are buying meat, to what extent do you care more about price or quality? Please select the option that best applies. If you don't buy meat, please select the 'Not applicable' option.

	Unweighted base	1278	173	1227	51
Base: All US Adults	1267	176	1211	56	
I care much more about price	10%	11%	10%	-	*
			AR		
I care somewhat more about price	9%	3%	9%	-	*
			AR		
I care about price and quality equally	46%	40%	48%	-	*
			AR		
I care somewhat more about quality	13%	7%	14%	-	*
			AR		
I care much more about quality	16%	22%	16%	-	*
			Z_AA		
Not applicable - I don't buy meat	4%	9%	-	100%	
			Z_AB		
Don't know	3%	9%	3%	-	*
			Z_AA,AB		

GEM_q2. How much, if at all, do you care about animal rights?

	Unweighted base	1278	173	1227	51
Base: All US Adults	1267	176	1211	56	
I care a lot	38%	42%	37%	46%	*
			AB		
I care somewhat	39%	35%	40%	25%	*
I don't care very much	12%	7%	12%	4%	*
I don't care at all	7%	6%	7%	7%	*
Don't know	5%	10%	5%	17%	
			AB		

GEM_q3. How often, if ever, do you check to see which company processed the meat that you buy?

	Unweighted base	1227	159	1227	-
Base: US Adults Who Buy Meat	1211	160	1211	-	
Always	11%	12%	11%	-	**
Often	17%	22%	17%	-	**
			AA		
Sometimes	24%	21%	24%	-	**
Rarely	21%	21%	21%	-	**
Never	23%	19%	23%	-	**
Don't know	4%	5%	4%	-	**

GEM_q4. If you heard that a certain company had a bad reputation for animal welfare, would it make you more or less likely to buy meat processed by them? Please select the option that best applies.

Unweighted base	1227	159	1227	-
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Buying Meat

US_nat Sample: 9th - 12th November 2018



	Total	Gender		Age			Region				Race				No HS, High school graduate
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
Base: US Adults Who Buy Meat	1211	597	614	363	394	453	218	236	505	253	807	146	182	77	513
Much more likely	7%	8%	5%	8%	7%	5%	8%	3%	9%	4%	5%	7%	14%	4%	8%
Somewhat more likely	8%	8%	8%	14%	6%	5%	7%	6%	8%	9%	6%	8%	13%	13%	10%
It would make no difference	14%	20%	9%	15%	12%	16%	16%	19%	12%	14%	15%	12%	12%	19%	15%
Somewhat less likely	24%	26%	22%	24%	23%	25%	20%	24%	24%	27%	26%	18%	23%	16%	21%
Much less likely	39%	31%	47%	29%	42%	44%	38%	42%	38%	38%	41%	34%	32%	39%	35%
Not sure	8%	7%	10%	11%	10%	5%	10%	6%	9%	8%	7%	20%	6%	8%	11%

GEM_q5. As you may or may not know, several companies (e.g., Beyond Meat, Impossible Foods, etc.) have introduced products intended to closely mimic ground beef burgers. Have you tried one of these products? Please select all that apply.

Unweighted base	1278	569	709	342	435	501	225	266	532	255	893	146	155	84	471
Base: All US Adults	1267	626	641	386	413	468	230	250	524	262	838	149	198	82	532
Yes, have purchased from a store and cooked at home	12%	13%	12%	18%	14%	6%	12%	12%	14%	11%	11%	9%	16%	19%	12%
Yes, have tried at a restaurant	8%	9%	8%	14%	10%	2%	6%	9%	8%	10%	7%	7%	15%	11%	9%
Yes, have tried someplace else (e.g., at someone else's home)	4%	6%	2%	8%	4%	1%	5%	5%	4%	4%	4%	4%	6%	3%	4%
No, I have never tried	79%	77%	81%	68%	76%	91%	79%	80%	78%	80%	82%	81%	71%	69%	78%

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E, F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U/V/W, X/Y, Z/AA/AB/AC, AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP, AQ/AR, Minimum Base: 30 (**), Small Base: 100 (*)

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US_nat Sample: 9th - 12th November 2018



	Total	Education			Marital Status						Children under the age of 18		Income		
		Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
Base: US Adults Who Buy Meat	1211	380	207	111	563	29	125	70	359	65	344	867	486	311	254
Much more likely	7%	7%	4%	5%	7%	12%	8%	6%	4%	12%	10%	5%	8%	5%	4%
Somewhat more likely	8%	5%	6%	8%	8%	22%	6%	9%	7%	5%	10%	7%	9%	10%	6%
It would make no difference	14%	14%	14%	14%	17%	3%	13%	9%	13%	12%	16%	14%	12%	13%	23%
Somewhat less likely	24%	25%	30%	24%	25%	21%	21%	24%	26%	12%	21%	25%	23%	25%	26%
Much less likely	39%	41%	43%	42%	36%	39%	41%	48%	38%	50%	35%	40%	38%	41%	37%
Not sure	8%	8%	4%	6%	6%	4%	11%	4%	12%	10%	8%	8%	10%	7%	4%

GEM_q5. As you may or may not know, several companies (e.g., Beyond Meat, Impossible Foods, etc.) have introduced products intended to closely mimic ground beef burgers. Have you tried one of these products? Please select all that apply.

Unweighted base	1278	428	247	132	607	29	142	73	363	64	365	913	502	327	276
Base: All US Adults	1267	395	219	121	583	29	132	73	384	66	358	909	504	327	260
Yes, have purchased from a store and cooked at home	12%	14%	12%	8%	12%	25%	8%	8%	13%	T.U*	18%	10%	15%	12%	12%
Yes, have tried at a restaurant	8%	7%	8%	9%	9%	21%	3%	1%	10%	4%	11%	7%	9%	8%	7%
Yes, have tried someplace else (e.g., at someone else's home)	4%	4%	3%	7%	4%	5%	3%	3%	6%	3%	5%	4%	5%	5%	3%
No, I have never tried	79%	78%	83%	78%	79%	60%	87%	88%	78%	75%	72%	82%	75%	79%	81%

Cell Contents (Col

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US_nat Sample: 9th - 12th November 2018



	Total	Buy Meat?		
		Prefer not to say	Those who buy meat	Those who don't buy meat
Base: US Adults Who Buy Meat	1211	160	1211	-
Much more likely	7%	11% AAAB	7%	- **
Somewhat more likely	8%	3%	8%	- **
It would make no difference	14%	11%	14%	- **
Somewhat less likely	24%	22%	24%	- **
Much less likely	39%	39%	39%	- **
Not sure	8%	14% AAAB	8%	- **

GEM_q5. As you may or may not know, several companies (e.g., Beyond Meat, Impossible Foods, etc.) have introduced products intended to closely mimic ground beef burgers. Have you tried one of these products? Please select all that apply.

Unweighted base	1278	173	1227	51
Base: All US Adults	1267	176	1211	56
Yes, have purchased from a store and cooked at home	12%	6%	12%	33% AQ*
Yes, have tried at a restaurant	8%	7%	8%	14% *
Yes, have tried someplace else (e.g., at someone else's home)	4%	2%	4%	6% *
No, I have never tried	79%	89% Z,AA,AB	80% AR	61% *

Cell Contents (Col