

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
Sample	1530	202	158	98*	102*	482	362	126	734	796	433	529	569	208	254	273	225	275	296	495	456	394	559	494	477

Regional sample sizes are unweighted. All other sample sizes, including column totals, are weighted to census data. Cells containing "*" are statistically zero, although at least one response was received. Blank cells indicate zero responses received. * indicates small sample size, and results should be interpreted with caution.

Q1. Have you heard of these types of products- plant-based meat alternatives?

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
Yes	95%	97%	98%	98%	97%	97%	87%	96%	96%	94%	97%	94%	94%	98%	95%	95%	97%	93%	93%	93%	96%	97%	91%	96%	97%
No	5%	3%	2%	2%	3%	3%	13%	4%	4%	6%	3%	6%	6%	2%	5%	5%	3%	7%	7%	7%	4%	3%	9%	4%	3%

Q2. And thinking about plant-based protein alternatives, do you think they are ...

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
More of a fad that will fade with time	45%	40%	53%	57%	44%	45%	41%	48%	47%	43%	30%	49%	52%	31%	49%	57%	29%	48%	48%	45%	47%	43%	53%	49%	31%
Here to stay, something Canadians will be eating more and more	55%	60%	47%	43%	56%	55%	59%	52%	53%	57%	70%	51%	48%	69%	51%	43%	71%	52%	52%	55%	53%	57%	47%	51%	69%

Q3. Which of the following is closest to your own point of view?

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
The impact will be a net positive for Canada	35%	36%	21%	35%	38%	35%	41%	32%	34%	36%	47%	31%	29%	48%	32%	25%	46%	31%	32%	38%	34%	35%	28%	34%	44%
The impact will be a net negative for Canada	21%	18%	35%	32%	28%	22%	14%	16%	24%	18%	15%	21%	25%	20%	23%	29%	11%	19%	22%	19%	21%	22%	26%	21%	15%
Not sure/Can't say	44%	46%	45%	33%	34%	43%	45%	52%	42%	46%	38%	48%	46%	32%	45%	46%	43%	50%	46%	43%	45%	43%	47%	44%	41%

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
Sample: Aware of products	1449	196	154	96*	99*	468	319	120	703	746	421	496	533	203	241	259	217	254	274	458	438	381	510	474	465

Q4. Have you ever tried any of these plant-based meat alternatives, like Beyond Meat, whether from a restaurant or grocery store?

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
Yes, have tried them	41%	43%	37%	39%	36%	44%	36%	45%	41%	41%	59%	38%	29%	61%	38%	29%	58%	38%	29%	39%	39%	47%	29%	38%	57%
No, haven't tried	59%	57%	63%	61%	64%	56%	64%	55%	59%	59%	41%	62%	71%	39%	62%	71%	42%	62%	71%	61%	61%	53%	71%	62%	43%

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
Sample	1530	202	158	98*	102*	482	362	126	734	796	433	529	569	208	254	273	225	275	296	495	456	394	559	494	477

Q4. [Rebase to all respondents] Have you ever tried any of these plant-based meat alternatives, like Beyond Meat, whether from a restaurant or grocery store?

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
Yes, have tried them	39%	42%	37%	38%	35%	42%	31%	43%	39%	38%	58%	36%	27%	59%	36%	27%	56%	35%	27%	36%	38%	45%	26%	37%	55%
No, haven't tried	56%	55%	61%	60%	62%	55%	56%	53%	56%	56%	40%	58%	67%	39%	59%	67%	41%	57%	66%	57%	58%	51%	65%	59%	42%
Not aware	5%	3%	2%	2%	3%	3%	13%	4%	4%	6%	3%	6%	6%	2%	5%	5%	3%	7%	7%	7%	4%	3%	9%	4%	3%

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
Sample: Have tried	591	87*	49*	31*	37*	194	113	53*	289	302	249	188	154	123	91*	75*	126	97*	79*	177	172	179	148	181	263

Q5. And, where have you tried these products?

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
At a restaurant or fast food place	49%	45%	58%	39%	57%	52%	45%	43%	59%	40%	51%	50%	46%	62%	55%	58%	40%	45%	34%	45%	56%	43%	50%	47%	50%
At home	21%	21%	17%	17%	7%	17%	31%	24%	17%	24%	16%	22%	27%	7%	22%	26%	24%	22%	28%	18%	22%	22%	26%	18%	20%
Both	30%	34%	25%	45%	35%	31%	25%	32%	25%	35%	33%	29%	28%	31%	24%	17%	35%	34%	38%	37%	22%	35%	24%	35%	30%

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
Sample	1530	202	158	98*	102*	482	362	126	734	796	433	529	569	208	254	273	225	275	296	495	456	394	559	494	477

Q5. [Rebase to all respondents] And, where have you tried these products?

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
At a restaurant or fast food place	19%	19%	21%	15%	20%	22%	14%	19%	23%	15%	29%	18%	12%	37%	20%	16%	23%	16%	9%	16%	21%	20%	13%	17%	28%
At home	8%	9%	6%	6%	3%	7%	9%	11%	7%	9%	9%	8%	7%	4%	8%	7%	14%	8%	7%	6%	8%	10%	7%	6%	11%
Both	12%	14%	9%	17%	12%	13%	8%	14%	10%	13%	19%	10%	7%	18%	8%	5%	20%	12%	10%	13%	8%	16%	6%	13%	17%
No, haven't tried/ Not aware	61%	58%	63%	62%	65%	58%	69%	57%	61%	62%	42%	64%	73%	41%	64%	73%	44%	65%	73%	64%	62%	55%	74%	63%	45%

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
Sample: Have not tried	858	109*	105*	65*	62*	274	206	67*	414	444	172	308	378	80*	150	184	92*	157	194	282	266	202	362	293	202

Q6. How likely are you to try these products in the next three months?

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
Very likely – I'm looking forward to trying them	11%	13%	2%	3%	9%	11%	16%	7%	10%	11%	14%	11%	9%	10%	11%	10%	17%	10%	9%	12%	9%	11%	9%	10%	15%
Fairly likely	23%	19%	23%	15%	22%	23%	27%	12%	21%	24%	34%	23%	17%	36%	21%	15%	32%	25%	19%	23%	23%	21%	19%	23%	29%
Not that likely	30%	32%	22%	13%	22%	31%	30%	57%	30%	31%	31%	28%	31%	23%	28%	35%	38%	29%	28%	33%	29%	31%	31%	31%	29%
Not at all likely – I have no plans to try them	36%	37%	53%	69%	47%	35%	27%	24%	38%	35%	21%	38%	42%	30%	40%	40%	13%	36%	44%	32%	39%	37%	41%	37%	28%
Top2box	33%	32%	25%	18%	31%	34%	44%	19%	32%	35%	48%	34%	26%	46%	32%	25%	49%	35%	28%	35%	32%	33%	28%	33%	43%
Bottom2box	67%	68%	75%	82%	69%	66%	56%	81%	68%	65%	52%	66%	74%	54%	68%	75%	51%	65%	72%	65%	68%	67%	72%	67%	57%

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
Sample	1530	202	158	98*	102*	482	362	126	734	796	433	529	569	208	254	273	225	275	296	495	456	394	559	494	477

Q6. [Rebase to all respondents] How likely are you to try these products in the next three months?

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
Very likely – I'm looking forward to trying them	6%	7%	1%	2%	6%	6%	9%	4%	6%	6%	6%	6%	6%	4%	7%	7%	7%	6%	6%	7%	5%	6%	6%	6%	6%
Fairly likely	13%	10%	14%	9%	13%	13%	15%	6%	12%	13%	13%	13%	11%	14%	12%	10%	13%	14%	12%	13%	13%	11%	12%	14%	12%
Not that likely	17%	17%	13%	8%	14%	17%	17%	30%	17%	17%	12%	17%	21%	9%	17%	24%	16%	17%	18%	19%	17%	16%	20%	18%	12%
Not at all likely – I have no plans to try them	20%	20%	32%	41%	29%	19%	15%	13%	21%	19%	8%	22%	28%	12%	24%	27%	5%	21%	29%	18%	23%	19%	26%	22%	12%
Top2box	19%	17%	15%	11%	19%	18%	25%	10%	18%	19%	19%	20%	18%	18%	19%	17%	20%	20%	18%	20%	19%	17%	18%	19%	18%
Bottom2box	37%	37%	46%	49%	43%	36%	32%	43%	38%	37%	21%	39%	49%	21%	40%	50%	21%	37%	48%	37%	40%	35%	47%	40%	24%
Yes, have tried them	39%	42%	37%	38%	35%	42%	31%	43%	39%	38%	58%	36%	27%	59%	36%	27%	56%	35%	27%	36%	38%	45%	26%	37%	55%
Not Aware	5%	3%	2%	2%	3%	3%	13%	4%	4%	6%	3%	6%	6%	2%	5%	5%	3%	7%	7%	7%	4%	3%	9%	4%	3%

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
Sample: Have tried	591	87*	49*	31*	37*	194	113	53*	289	302	249	188	154	123	91*	75*	126	97*	79*	177	172	179	148	181	263

Q7. How many times would you say you tried plant-based meat alternatives such as Beyond Meat?

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
Just once	32%	23%	49%	14%	25%	29%	38%	35%	36%	29%	24%	37%	40%	26%	36%	51%	21%	37%	29%	26%	36%	33%	39%	29%	31%
A few times, less than five	36%	38%	21%	40%	41%	42%	33%	29%	39%	34%	36%	36%	37%	36%	45%	35%	35%	28%	39%	32%	38%	38%	33%	39%	36%
Several times, five times or more	32%	38%	30%	46%	35%	29%	30%	36%	26%	38%	41%	27%	23%	37%	19%	14%	44%	35%	42%	26%	29%	28%	33%	33%	

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
Sample	1530	202	158	98*	102*	482	362	126	734	796	433	529	569	208	254	273	225	275	296	495	456	394	559	494	477

Q7. [Rebase to all respondents] How many times would you say you tried plant-based meat alternatives such as Beyond Meat?

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
Just once	12%	10%	18%	5%	9%	12%	12%	15%	14%	11%	14%	13%	11%	16%	13%	14%	12%	13%	8%	9%	14%	15%	10%	10%	17%
A few times, less than five	14%	16%	7%	15%	14%	18%	10%	13%	15%	13%	21%	13%	10%	22%	16%	10%	19%	10%	11%	11%	14%	17%	9%	14%	20%
Several times, five times or more	12%	16%	11%	18%	12%	12%	9%	15%	10%	14%	23%	10%	6%	22%	7%	4%	25%	12%	8%	15%	10%	13%	7%	12%	18%
No, haven't tried/ Not aware	61%	58%	63%	62%	65%	58%	69%	57%	61%	62%	42%	64%	73%	41%	64%	73%	44%	65%	73%	64%	62%	55%	74%	63%	45%

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
Sample: Tried once	190	22*	26*	7*	8*	55*	42*	22*	103*	86*	59*	69*	62*	32*	33*	38*	27*	36*	23*	46*	63*	59*	57*	52*	81*

Q8. Would you try it again?

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
Absolutely	20%	35%	8%	10%	13%	26%	14%	12%	24%	15%	29%	15%	15%	30%	22%	19%	28%	9%	9%	9%	17%	29%	12%	16%	27%
Maybe	36%	19%	40%	24%	18%	36%	43%	41%	30%	43%	44%	34%	31%	38%	23%	30%	50%	44%	33%	34%	41%	33%	37%	29%	40%
Probably not	20%	11%	26%	20%	35%	16%	21%	25%	27%	12%	13%	26%	20%	20%	42%	19%	5%	11%	21%	16%	21%	18%	15%	26%	19%
No	24%	34%	26%	47%	34%	22%	22%	21%	19%	30%	14%	25%	34%	11%	12%	32%	17%	36%	37%	42%	20%	20%	35%	28%	14%
Top2box	56%	55%	48%	34%	31%	62%	57%	53%	54%	58%	73%	50%	46%	69%	46%	49%	78%	53%	42%	43%	58%	62%	49%	45%	67%
Bottom2box	44%	45%	52%	66%	69%	38%	43%	47%	46%	42%	27%	50%	54%	31%	54%	51%	22%	47%	58%	57%	42%	38%	51%	55%	33%

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
Sample	1530	202	158	98*	102*	482	362	126	734	796	433	529	569	208	254	273	225	275	296	495	456	394	559	494	477

Q8. [Rebase to All respondents] Would you try it again?

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
Absolutely	2%	3%	1%	1%	1%	3%	2%	2%	3%	2%	4%	2%	2%	5%	3%	3%	3%	3%	1%	1%	2%	4%	1%	2%	5%
Maybe	4%	2%	7%	1%	2%	4%	5%	6%	4%	5%	6%	4%	3%	6%	3%	4%	6%	6%	3%	3%	6%	5%	4%	3%	7%
Probably not	2%	1%	5%	1%	3%	2%	3%	4%	4%	1%	2%	3%	2%	3%	5%	3%	1%	2%	1%	3%	3%	2%	3%	3%	
No	3%	3%	5%	3%	3%	3%	3%	3%	3%	3%	2%	3%	4%	2%	2%	4%	2%	5%	3%	4%	3%	4%	3%	2%	
Tried more than once	26%	32%	19%	33%	27%	30%	19%	28%	25%	27%	44%	23%	16%	44%	23%	13%	44%	22%	19%	26%	24%	30%	16%	26%	38%
Have not tried /not aware	61%	58%	63%	62%	65%	58%	69%	57%	61%	62%	42%	64%	73%	41%	64%	73%	44%	65%	73%	64%	62%	55%	74%	63%	45%
Top2box	7%	5%	9%	2%	3%	8%	7%	8%	8%	6%	10%	6%	5%	11%	6%	7%	9%	7%	3%	4%	8%	9%	5%	5%	11%
Bottom2box	5%	4%	9%	4%	6%	5%	5%	7%	6%	5%	4%	7%	6%	5%	7%	7%	3%	6%	5%	5%	6%	6%	5%	6%	6%

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
Sample: Have tried	591	87*	49*	31*	37*	194	113	53*	289	302	249	188	154	123	91*	75*	126	97*	79*	177	172	179	148	181	263

Q9. And how do you feel about the taste?

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
Loved it	26%	31%	16%	39%	28%	26%	22%	30%	23%	29%	32%	27%	15%	27%	31%	5%	37%	22%	25%	31%	25%	22%	31%	23%	25%
Liked it	54%	57%	50%	40%	59%	56%	59%	39%	57%	52%	57%	48%	56%	62%	48%	58%	53%	49%	54%	49%	55%	57%	44%	56%	58%
Didn't like it	15%	10%	24%	10%	11%	13%	16%	23%	16%	14%	8%	17%	22%	8%	15%	29%	9%	20%	15%	14%	15%	17%	14%	14%	
Hated it	5%	2%	10%	10%	2%	6%	3%	7%	5%	5%	2%	8%	7%	3%	6%	8%	2%	9%	6%	7%	5%	8%	6%	3%	
Top2box	80%	88%	67%	80%	87%	82%	81%	70%	79%	81%	89%	75%	71%	89%	79%	63%	89%	71%	79%	79%	80%	79%	75%	79%	83%
Bottom2box	20%	12%	33%	20%	13%	18%	19%	30%	21%	19%	11%	25%	29%	11%	21%	37%	11%	29%	21%	21%	20%	21%	25%	21%	17%

Q10. Thinking about the price, would you say it was...

	Total	Region							Gender		Age			Age_Gender						Income			Education			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+	
Good Value – absolutely worth the price	14%	17%	5%	18%	16%	13%	15%	15%	9%	18%	16%	11%	13%	13%	10%			19%	12%	25%	16%	11%	11%	17%	14%	11%
Decent value – comparable with meat-based proteins	45%	46%	50%	41%	48%	48%	37%	39%	45%	45%	49%	46%	37%	47%	50%	35%	51%	42%	38%	42%	46%	49%	40%	37%	53%	
Not very good value – I'd only purchase occasionally	26%	23%	28%	24%	26%	26%	28%	28%	31%	21%	27%	25%	25%	33%	26%	35%	22%	25%	16%	26%	28%	27%	24%	30%	25%	
Terrible value – too expensive for what it is	15%	14%	17%	17%	10%	13%	19%	18%	15%	15%	7%	18%	25%	6%	14%	30%	8%	21%	20%	16%	16%	12%	19%	19%	10%	
Top2box	59%	63%	55%	59%	64%	62%	52%	54%	54%	63%	65%	57%	50%	61%	59%	35%	70%	54%	63%	58%	57%	61%	57%	51%	65%	
Bottom2box	41%	37%	45%	41%	36%	38%	48%	46%	46%	37%	35%	43%	50%	39%	41%	65%	30%	46%	37%	42%	43%	39%	43%	49%	35%	

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
Sample	1530	202	158	98*	102*	482	362	126	734	796	433	529	569	208	254	273	225	275	296	495	456	394	559	494	477

Q11. Are you...

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
Vegetarian	3%	3%	1%	6%		5%	2%		2%	4%	6%	3%	1%	4%	2%	1%	8%	4%	1%	5%	1%	4%	2%	3%	5%
Vegan	1%	3%		1%	3%	1%	2%	2%	1%	2%	3%	1%	*	2%	1%		4%	2%	*	2%	1%	2%	2%	1%	2%
Semi-vegetarian or flexitarian	8%	10%	4%	4%	8%	8%	8%	9%	4%	11%	11%	7%	6%	8%	4%	2%	14%	10%	9%	10%	6%	7%	6%	6%	12%
Neither vegetarian nor vegan	88%	84%	95%	89%	88%	85%	88%	89%	92%	83%	80%	89%	93%	86%	93%	97%	74%	85%	89%	82%	92%	88%	90%	90%	82%

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
Sample: Neither vegetarian nor vegan	1458	190	157	94*	100*	455	346	124	711	747	392	507	559	195	247	269	198	259	290	459	447	372	536	475	448

Q12. And thinking about the amount of meat and/or fish that you eat ... which statement best describes you?

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
I'd like to cut back on the amount of meat and/or fish I eat	22%	20%	14%	14%	22%	26%	23%	20%	21%	23%	39%	21%	11%	34%	25%	8%	45%	18%	13%	20%	22%	26%	16%	17%	34%
I'm satisfied with the amount of meat and/or fish I eat	68%	67%	73%	72%	66%	64%	69%	76%	68%	68%	49%	68%	82%	53%	63%	82%	45%	72%	81%	68%	70%	66%	70%	73%	61%
I'd like to eat more meat and/or fish	10%	13%	13%	14%	12%	10%	7%	4%	11%	8%	11%	11%	7%	13%	12%	10%	10%	10%	5%	12%	9%	8%	13%	10%	5%

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
Sample	1530	202	158	98*	102*	482	362	126	734	796	433	529	569	208	254	273	225	275	296	495	456	394	559	494	477

Q12. [Rebase to all respondents] And thinking about the amount of meat and/or fish that you eat ... which statement best describes you?

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
I'd like to cut back on the amount of meat and/or fish I eat	21%	19%	14%	13%	21%	24%	22%	19%	20%	22%	36%	20%	10%	32%	24%	8%	39%	17%	13%	19%	21%	25%	16%	17%	32%
I'm satisfied with the amount of meat and/or fish I eat	65%	63%	72%	67%	64%	60%	67%	74%	66%	64%	45%	65%	81%	50%	62%	81%	40%	68%	80%	63%	68%	62%	67%	70%	57%
I'd like to eat more meat and/or fish	9%	12%	13%	13%	12%	9%	7%	4%	11%	8%	10%	11%	7%	12%	12%	10%	9%	10%	5%	11%	8%	8%	13%	10%	5%
Vegetarian/ Vegan	5%	6%	1%	7%	3%	7%	4%	2%	3%	6%	9%	4%	2%	6%	3%	1%	12%	6%	2%	7%	2%	6%	4%	4%	6%

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
Sample: Vegetarian, vegan or flexitarian	190	32*	6*	8*	10*	64*	46*	13*	55*	135	89*	59*	42*	29*	17*	9*	59*	42*	33*	87*	38*	49*	56*	48*	86*

Q13. You've indicated that you are either vegetarian, vegan, or flexitarian. What would you say are the main reasons you eat this way?

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
Environmental/climate change	52%	59%	71%	61%	48%	45%	59%	36%	58%	49%	68%	45%	26%	70%	53%	28%	67%	42%	26%	50%	49%	56%	40%	51%	59%
Animal Rights/Welfare	51%	62%	71%	52%	68%	46%	48%	48%	45%	54%	62%	48%	32%	55%	45%	10%	66%	50%	39%	50%	50%	55%	48%	48%	55%
Concerns about health/diseases (heart disease, cancer)	36%	34%	62%	49%	13%	38%	37%	16%	41%	34%	33%	36%	42%	32%	59%	35%	34%	28%	44%	35%	50%	31%	39%	34%	36%
Cost of food	25%	20%	70%	8%		26%	23%	25%	34%	21%	26%	30%	16%	36%	43%	13%	21%	24%	16%	31%	17%	17%	28%	19%	26%
Weight management	22%	17%	15%	20%	23%	27%	22%	11%	26%	21%	20%	28%	19%	17%	37%	31%	22%	24%	16%	23%	19%	23%	27%	24%	18%
Dietary restrictions – allergies, intolerances etc.	16%	21%			11%	21%	6%	20%	14%	16%	19%	14%	12%	16%	12%	10%	20%	14%	13%	12%	11%	24%	14%	10%	20%
All of the above	12%	6%		19%	15%	16%	5%	30%	6%	15%	8%	15%	17%	5%		17%	10%	20%	17%	19%	5%	7%	12%	16%	10%
Other, please specify:	10%	21%	13%	33%	6%	9%	2%		8%	11%	6%	8%	19%	3%	7%	22%	8%	9%	18%	5%	13%	10%	10%	9%	10%

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
Sample	1530	202	158	98*	102*	482	362	126	734	796	433	529	569	208	254	273	225	275	296	495	456	394	559	494	477

Q13. [Rebase to all respondents] You've indicated that you are either vegetarian, vegan, or flexitarian. What would you say are the main reasons you eat this way?

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
Environmental/climate change	6%	9%	3%	7%	6%	7%	7%	4%	4%	8%	14%	5%	2%	10%	4%	1%	18%	6%	3%	9%	4%	7%	4%	5%	11%
Animal Rights/Welfare	6%	10%	3%	6%	8%	7%	6%	5%	3%	9%	13%	5%	2%	8%	3%	**	17%	8%	4%	9%	4%	7%	5%	5%	10%
Concerns about health/diseases (heart disease, cancer)	5%	5%	3%	5%	2%	6%	4%	2%	3%	6%	7%	4%	3%	5%	4%	1%	9%	4%	5%	6%	4%	4%	4%	3%	6%
Cost of food	3%	3%	3%	1%		4%	3%	3%	3%	4%	5%	3%	1%	5%	3%	**	5%	4%	2%	5%	1%	2%	3%	2%	5%
Weight management	3%	3%	1%	2%	3%	4%	3%	1%	2%	4%	4%	3%	1%	2%	2%	1%	6%	4%	2%	4%	2%	3%	3%	2%	3%
Dietary restrictions – allergies, intolerances etc.	2%	3%			1%	3%	1%	2%	1%	3%	4%	2%	1%	2%	1%	**	5%	2%	1%	2%	1%	3%	1%	1%	4%
All of the above	2%	1%		2%	2%	2%	1%	3%	**	3%	2%	2%	1%	1%		1%	3%	3%	2%	3%	**	1%	1%	2%	2%
Other, please specify:	1%	3%	1%	4%	1%	1%	**		1%	2%	1%	1%	1%	**	**	1%	2%	1%	2%	1%	1%	1%	1%	1%	2%
Not vegetarian, vegan, or flexitarian	88%	84%	95%	89%	88%	85%	88%	89%	92%	83%	80%	89%	93%	86%	93%	97%	74%	85%	89%	82%	92%	88%	90%	90%	82%

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
Sample: Want to cut back on meat/fish	322	39*	17*	10*	19*	101*	76*	25*	149	173	155	107*	60*	66*	61*	21*	89*	46*	38*	94*	97*	97*	88*	82*	152

Q14. What are the main reasons you have thought about eating less meat and/or fish?

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
Environmental/climate change	31%	33%	50%	28%	37%	27%	33%	22%	41%	23%	46%	22%	9%	63%	30%	7%	34%	11%	10%	25%	30%	39%	10%	21%	49%
Concerns about health/diseases (heart disease, cancer)	21%	8%	15%	38%	13%	25%	17%	37%	20%	22%	19%	21%	25%	13%	22%	37%	24%	20%	19%	18%	18%	26%	26%	24%	16%
Animal Rights/Welfare	12%	10%	5%	4%	19%	10%	19%	12%	10%	14%	9%	14%	18%	6%	14%	12%	12%	14%	21%	13%	20%	3%	21%	13%	7%
Weight management	6%	17%	7%	10%		4%	4%	3%	7%	4%	5%	9%	2%	6%	12%		4%	5%	3%	9%	5%	3%	13%	5%	2%
Cost of food	4%	7%	5%		8%	3%	1%	9%	2%	5%	3%	2%	9%	1%		12%	3%	4%	7%	6%	2%	2%	5%	7%	1%
Dietary restrictions – allergies, intolerances etc.	1%					3%			1%	1%		3%					5%			1%	2%	2%	2%	1%	1%
All of the above	24%	24%	18%	21%	23%	26%	25%	17%	17%	30%	18%	29%	34%	11%	19%	29%	22%	41%	36%	27%	23%	25%	22%	28%	23%
Other, please specify	1%					1%			%	1%			3%			3%			3%	1%		1%	1%	1%	

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
Sample	1530	202	158	98*	102*	482	362	126	734	796	433	529	569	208	254	273	225	275	296	495	456	394	559	494	477

Q14. [Rebase to all respondents] What are the main reasons you have thought about eating less meat and/or fish?

	Total	Region							Gender		Age			Age_Gender						Income			Education		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	<=HS	Coll/Tech	Univ+
Environmental/climate change	7%	6%	7%	4%	8%	7%	7%	4%	8%	5%	17%	5%	1%	20%	7%	1%	13%	2%	1%	5%	6%	10%	2%	3%	16%
Concerns about health/diseases (heart disease, cancer)	4%	2%	2%	5%	3%	6%	4%	7%	4%	5%	7%	4%	3%	4%	5%	3%	9%	3%	2%	3%	4%	6%	4%	4%	5%
Animal Rights/Welfare	3%	2%	1%	1%	4%	2%	4%	2%	2%	3%	3%	3%	2%	2%	3%	1%	5%	2%	3%	3%	4%	1%	3%	2%	2%
Weight management	1%	3%	1%	1%		1%	1%	1%	2%	1%	2%	2%	%	2%	3%		2%	1%	%	2%	1%	1%	2%	1%	1%
Cost of food	1%	1%	1%		2%	1%	%	2%	%	1%	1%	%	1%	%		1%	1%	1%	1%	1%	%	1%	1%	1%	%
Dietary restrictions – allergies, intolerances etc.	%					1%			%	%		1%					1%			%	%	%	%	%	%
All of the above	5%	5%	3%	3%	5%	6%	6%	3%	3%	7%	6%	6%	4%	4%	5%	2%	9%	7%	5%	5%	5%	6%	3%	5%	7%
Other, please specify	%					%			%	%			%			%			%	%		%	%	%	
Not vegetarian, vegan, or flexitarian	79%	81%	86%	87%	79%	76%	78%	81%	80%	78%	64%	80%	90%	68%	76%	92%	61%	83%	87%	81%	79%	75%	84%	83%	68%