

	Total	Plant-based meat alternatives		Diet				
		Yes, have tried them	No, haven't tried	Vegetarian	Vegan	Semi-vegetarian or flexitarian	Vegatarian/Vegan/flexitarian	Neither vegetarian nor vegan
Sample	1530	591	858	49*	23*	119	190	1340

Regional sample sizes are unweighted. All other sample sizes, including column totals, are weighted to census data. Cells containing "%" are statistically zero, though 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	Plant-based meat alternatives		Diet				
		Yes, have tried them	No, haven't tried	Vegetarian	Vegan	Semi-vegetarian or flexitarian	Vegatarian/Vegan/flexitarian	Neither vegetarian nor vegan
Yes	95%	100%	100%	96%	100%	97%	97%	94%
No	5%			4%		3%	3%	6%

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

	Total	Plant-based meat alternatives		Diet				
		Yes, have tried them	No, haven't tried	Vegetarian	Vegan	Semi-vegetarian or flexitarian	Vegatarian/Vegan/flexitarian	Neither vegetarian nor vegan
More of a fad that will fade with time	45%	29%	54%	20%	19%	30%	26%	47%
Here to stay, something Canadians will be eating more and more	55%	71%	46%	80%	81%	70%	74%	53%

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

	Total	Plant-based meat alternatives		Diet				
		Yes, have tried them	No, haven't tried	Vegetarian	Vegan	Semi-vegetarian or flexitarian	Vegatarian/Vegan/flexitarian	Neither vegetarian nor vegan
The impact will be a net positive for Canada	35%	53%	24%	76%	94%	55%	65%	31%
The impact will be a net negative for Canada	21%	13%	27%	7%		8%	7%	23%
Not sure/Can't say	44%	35%	49%	17%	6%	37%	28%	46%

	Total	Plant-based meat alternatives		Diet				
		Yes, have tried them	No, haven't tried	Vegetarian	Vegan	Semi-vegetarian or flexitarian	Vegatarian/Vegan/flexitarian	Neither vegetarian nor vegan
Sample: Aware of products	1449	591	858	47*	23*	115	185	1264

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

	Total	Plant-based meat alternatives		Diet				
		Yes, have tried them	No, haven't tried	Vegetarian	Vegan	Semi-vegetarian or flexitarian	Vegatarian/Vegan/flexitarian	Neither vegetarian nor vegan
Yes, have tried them	41%	100%		85%	100%	73%	79%	35%
No, haven't tried	59%		100%	15%		27%	21%	65%

	Total	Plant-based meat alternatives		Diet				
		Yes, have tried them	No, haven't tried	Vegetarian	Vegan	Semi-vegetarian or flexitarian	Vegatarian/Vegan/flexitarian	Neither vegetarian nor vegan
Sample	1530	591	858	49*	23*	119	190	1340

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	Plant-based meat alternatives		Diet				
		Yes, have tried them	No, haven't tried	Vegetarian	Vegan	Semi-vegetarian or flexitarian	Vegatarian/Vegan/flexitarian	Neither vegetarian nor vegan
Yes, have tried them	39%	100%		82%	100%	71%	77%	33%
No, haven't tried	56%		100%	14%		26%	20%	61%
Not aware	5%			4%		3%	3%	6%

	Total	Plant-based meat alternatives		Diet				
		Yes, have tried them	No, haven't tried	Vegetarian	Vegan	Semi-vegetarian or flexitarian	Vegatarian/Vegan/flexitarian	Neither vegetarian nor vegan
Sample: Have tried	591	591	-	40*	23*	84*	147	445

Q5. And, where have you tried these products?

	Total	Plant-based meat alternatives		Diet				
		Yes, have tried them	No, haven't tried	Vegetarian	Vegan	Semi-vegetarian or flexitarian	Vegatarian/Vegan/flexitarian	Neither vegetarian nor vegan
At a restaurant or fast food place	49%	49%		37%	4%	35%	31%	55%
At home	21%	21%		10%	16%	20%	17%	22%
Both	30%	30%		52%	80%	45%	52%	23%

	Total	Plant-based meat alternatives		Diet				
		Yes, have tried them	No, haven't tried	Vegetarian	Vegan	Semi-vegetarian or flexitarian	Vegatarian/Vegan/flexitarian	Neither vegetarian nor vegan
Sample	1530	591	858	49*	23*	119	190	1340

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

	Total	Plant-based meat alternatives		Diet				
		Yes, have tried them	No, haven't tried	Vegetarian	Vegan	Semi-vegetarian or flexitarian	Vegatarian/Vegan/flexitarian	Neither vegetarian nor vegan
At a restaurant or fast food place	19%	49%		31%	4%	25%	24%	18%
At home	8%	21%		9%	16%	14%	13%	7%
Both	12%	30%		43%	80%	32%	40%	8%
No, haven't tried/ Not aware	61%		100%	18%		29%	23%	67%

	Total	Plant-based meat alternatives		Diet				
		Yes, have tried them	No, haven't tried	Vegetarian	Vegan	Semi-vegetarian or flexitarian	Vegatarian/Vegan/flexitarian	Neither vegetarian nor vegan
Sample: Have not tried	858	-	858	7*	-	31*	38*	820

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

	Total	Plant-based meat alternatives		Diet				
		Yes, have tried them	No, haven't tried	Vegetarian	Vegan	Semi-vegetarian or flexitarian	Vegatarian/Vegan/flexitarian	Neither vegetarian nor vegan
Very likely – I'm looking forward to trying them	11%		11%	52%		28%	32%	10%
Fairly likely	23%		23%	36%		23%	25%	22%
Not that likely	30%		30%			41%	34%	30%
Not at all likely – I have no plans to try them	36%		36%	13%		8%	9%	38%
Top2box	33%		33%	87%		51%	57%	32%
Bottom2box	67%		67%	13%		49%	43%	68%

	Total	Plant-based meat alternatives		Diet				
		Yes, have tried them	No, haven't tried	Vegetarian	Vegan	Semi-vegetarian or flexitarian	Vegatarian/Vegan/flexitarian	Neither vegetarian nor vegan
Sample	1530	591	858	49*	23*	119	190	1340

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

	Total	Plant-based meat alternatives		Diet				
		Yes, have tried them	No, haven't tried	Vegetarian	Vegan	Semi-vegetarian or flexitarian	Vegatarian/Vegan/flexitarian	Neither vegetarian nor vegan
Very likely – I'm looking forward to trying them	6%		11%	7%		7%	6%	6%
Fairly likely	13%		23%	5%		6%	5%	14%
Not that likely	17%		30%			11%	7%	18%
Not at all likely – I have no plans to try them	20%		36%	2%		2%	2%	23%
Top2box	19%		33%	12%		13%	11%	20%
Bottom2box	37%		67%	2%		13%	9%	42%
Yes, have tried them	39%	100%		82%	100%	71%	77%	33%
Not Aware	5%			4%		3%	3%	6%

	Total	Plant-based meat alternatives		Diet				
		Yes, have tried them	No, haven't tried	Vegetarian	Vegan	Semi-vegetarian or flexitarian	Vegatarian/Vegan/flexitarian	Neither vegetarian nor vegan
Sample: Have tried	591	591	-	40*	23*	84*	147	445

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

	Total	Plant-based meat alternatives		Diet				
		Yes, have tried them	No, haven't tried	Vegetarian	Vegan	Semi-vegetarian or flexitarian	Vegatarian/Vegan/flexitarian	Neither vegetarian nor vegan
Just once	32%	32%		17%	10%	21%	18%	37%
A few times, less than five	36%	36%		22%	23%	31%	27%	39%
Several times, five times or more	32%	32%		61%	66%	49%	55%	24%

	Total	Plant-based meat alternatives		Diet				
		Yes, have tried them	No, haven't tried	Vegetarian	Vegan	Semi-vegetarian or flexitarian	Vegatarian/Vegan/flexitarian	Neither vegetarian nor vegan
Sample	1530	591	858	49*	23*	119	190	1340

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

	Total	Plant-based meat alternatives		Diet				
		Yes, have tried them	No, haven't tried	Vegetarian	Vegan	Semi-vegetarian or flexitarian	Vegatarian/Vegan/flexitarian	Neither vegetarian nor vegan
Just once	12%	32%		14%	10%	15%	14%	12%
A few times, less than five	14%	36%		18%	23%	22%	21%	13%
Several times, five times or more	12%	32%		50%	66%	34%	42%	8%
No, haven't tried/ Not aware	61%		100%	18%		29%	23%	67%

	Total	Plant-based meat alternatives		Diet				
		Yes, have tried them	No, haven't tried	Vegetarian	Vegan	Semi-vegetarian or flexitarian	Vegatarian/Vegan/flexitarian	Neither vegetarian nor vegan
Sample: Tried once	190	190	-	7*	2*	18*	27*	163

Q8. Would you try it again?

	Total	Plant-based meat alternatives		Diet				
		Yes, have tried them	No, haven't tried	Vegetarian	Vegan	Semi-vegetarian or flexitarian	Vegatarian/Vegan/flexitarian	Neither vegetarian nor vegan
Absolutely	20%	20%		36%		16%	20%	19%
Maybe	36%	36%		44%	50%	49%	48%	34%
Probably not	20%	20%				25%	16%	21%
No	24%	24%		20%	50%	10%	16%	26%
Top2box	56%	56%		80%	50%	65%	68%	54%
Bottom2box	44%	44%		20%	50%	35%	32%	46%

	Total	Plant-based meat alternatives		Diet				
		Yes, have tried them	No, haven't tried	Vegetarian	Vegan	Semi-vegetarian or flexitarian	Vegatarian/Vegan/flexitarian	Neither vegetarian nor vegan
Sample	1530	591	858	49*	23*	119	190	1340

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

	Total	Plant-based meat alternatives		Diet				
		Yes, have tried them	No, haven't tried	Vegetarian	Vegan	Semi-vegetarian or flexitarian	Vegatarian/Vegan/flexitarian	Neither vegetarian nor vegan
Absolutely	2%	6%		5%		2%	3%	2%
Maybe	4%	12%		6%	5%	7%	7%	4%
Probably not	2%	6%				4%	2%	2%
No	3%	8%		3%	5%	1%	2%	3%
Tried more than once	26%	68%		68%	90%	56%	63%	21%
Have not tried /not aware	61%		100%	18%		29%	23%	67%
Top2box	7%	18%		11%	5%	10%	10%	7%
Bottom2box	5%	14%		3%	5%	5%	4%	6%

	Total	Plant-based meat alternatives		Diet				
		Yes, have tried them	No, haven't tried	Vegetarian	Vegan	Semi-vegetarian or flexitarian	Vegatarian/Vegan/flexitarian	Neither vegetarian nor vegan
Sample: Have tried	591	591	-	40*	23*	84*	147	445

Q9. And how do you feel about the taste?

	Total	Plant-based meat alternatives		Diet				
		Yes, have tried them	No, haven't tried	Vegetarian	Vegan	Semi-vegetarian or flexitarian	Vegatarian/Vegan/flexitarian	Neither vegetarian nor vegan
Loved it	26%	26%		67%	84%	37%	52%	17%
Liked it	54%	54%		29%	9%	56%	41%	58%
Didn't like it	15%	15%		4%	5%	7%	6%	18%
Hated it	5%	5%			2%	1%	1%	7%
Top2box	80%	80%		96%	93%	92%	93%	76%
Bottom2box	20%	20%		4%	7%	8%	7%	24%

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

	Total	Plant-based meat alternatives		Diet				
		Yes, have tried them	No, haven't tried	Vegetarian	Vegan	Semi-vegetarian or flexitarian	Vegatarian/Vegan/flexitarian	Neither vegetarian nor vegan
Good Value – absolutely worth the price	14%	14%		40%	44%	15%	26%	9%
Decent value – comparable with meat-based proteins	45%	45%		42%	43%	60%	53%	42%
Not very good value – I'd only purchase occasionally	26%	26%		13%	8%	16%	14%	30%
Terrible value – too expensive for what it is	15%	15%		5%	5%	9%	7%	18%
Top2box	59%	59%		82%	87%	75%	79%	52%
Bottom2box	41%	41%		18%	13%	25%	21%	48%

	Total	Plant-based meat alternatives		Diet				
		Yes, have tried them	No, haven't tried	Vegetarian	Vegan	Semi-vegetarian or flexitarian	Vegatarian/Vegan/flexitarian	Neither vegetarian nor vegan
Sample	1530	591	858	49*	23*	119	190	1340

Q11. Are you...

	Total	Plant-based meat alternatives		Diet				
		Yes, have tried them	No, haven't tried	Vegetarian	Vegan	Semi-vegetarian or flexitarian	Vegatarian/Vegan/flexitarian	Neither vegetarian nor vegan
Vegetarian	3%	7%	1%	100%			26%	
Vegan	1%	4%			100%		12%	
Semi-vegetarian or flexitarian	8%	14%	4%			100%	62%	
Neither vegetarian nor vegan	88%	75%	96%					100%

	Total	Plant-based meat alternatives		Diet				
		Yes, have tried them	No, haven't tried	Vegetarian	Vegan	Semi-vegetarian or flexitarian	Vegatarian/Vegan/flexitarian	Neither vegetarian nor vegan
Sample: Neither vegetarian nor vegan	1458	529	851	-	-	119	119	1340

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

	Total	Plant-based meat alternatives		Diet				
		Yes, have tried them	No, haven't tried	Vegetarian	Vegan	Semi-vegetarian or flexitarian	Vegatarian/Vegan/flexitarian	Neither vegetarian nor vegan
I'd like to cut back on the amount of meat and/or fish I eat	22%	38%	13%			46%	46%	20%
I'm satisfied with the amount of meat and/or fish I eat	68%	57%	75%			49%	49%	70%
I'd like to eat more meat and/or fish	10%	6%	12%			5%	5%	10%

	Total	Plant-based meat alternatives		Diet				
		Yes, have tried them	No, haven't tried	Vegetarian	Vegan	Semi-vegetarian or flexitarian	Vegatarian/Vegan/flexitarian	Neither vegetarian nor vegan
Sample	1530	591	858	49*	23*	119	190	1340

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

	Total	Plant-based meat alternatives		Diet				
		Yes, have tried them	No, haven't tried	Vegetarian	Vegan	Semi-vegetarian or flexitarian	Vegatarian/Vegan/flexitarian	Neither vegetarian nor vegan
I'd like to cut back on the amount of meat and/or fish I eat	21%	34%	13%			46%	29%	20%
I'm satisfied with the amount of meat and/or fish I eat	65%	51%	74%			49%	31%	70%
I'd like to eat more meat and/or fish	9%	5%	12%			5%	3%	10%
Vegetarian/ Vegan	5%	11%	1%	100%	100%		38%	

	Total	Plant-based meat alternatives		Diet				
		Yes, have tried them	No, haven't tried	Vegetarian	Vegan	Semi-vegetarian or flexitarian	Vegatarian/Vegan/flexitarian	Neither vegetarian nor vegan
Sample: Vegetarian, vegan or flexitarian	190	147	38*	49*	23*	119	190	-

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	Plant-based meat alternatives		Diet				
		Yes, have tried them	No, haven't tried	Vegetarian	Vegan	Semi-vegetarian or flexitarian	Vegatarian/Vegan/flexitarian	Neither vegetarian nor vegan
Environmental/climate change	52%	55%	38%	57%	59%	48%	52%	
Animal Rights/Welfare	51%	53%	49%	54%	78%	45%	51%	
Concerns about health/diseases (heart disease, cancer)	36%	36%	38%	36%	21%	39%	36%	
Cost of food	25%	25%	24%	24%	16%	26%	25%	
Weight management	22%	21%	25%	8%	21%	28%	22%	
Dietary restrictions – allergies, intolerances etc.	16%	15%	23%	15%	28%	14%	16%	
All of the above	12%	14%	7%	16%	11%	11%	12%	
Other, please specify:	10%	7%	21%	13%		10%	10%	

	Total	Plant-based meat alternatives		Diet				
		Yes, have tried them	No, haven't tried	Vegetarian	Vegan	Semi-vegetarian or flexitarian	Vegatarian/Vegan/flexitarian	Neither vegetarian nor vegan
Sample	1530	591	858	49*	23*	119	190	1340

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	Plant-based meat alternatives		Diet				
		Yes, have tried them	No, haven't tried	Vegetarian	Vegan	Semi-vegetarian or flexitarian	Vegatarian/Vegan/flexitarian	Neither vegetarian nor vegan
Environmental/climate change	6%	14%	2%	57%	59%	48%	52%	
Animal Rights/Welfare	6%	13%	2%	54%	78%	45%	51%	
Concerns about health/diseases (heart disease, cancer)	5%	9%	2%	36%	21%	39%	36%	
Cost of food	3%	6%	1%	24%	16%	26%	25%	
Weight management	3%	5%	1%	8%	21%	28%	22%	
Dietary restrictions – allergies, intolerances etc.	2%	4%	1%	15%	28%	14%	16%	
All of the above	2%	3%	*%	16%	11%	11%	12%	
Other, please specify:	1%	2%	1%	13%		10%	10%	
Not vegetarian, vegan, or flexitarian	88%	75%	96%					100%

	Total	Plant-based meat alternatives		Diet				
		Yes, have tried them	No, haven't tried	Vegetarian	Vegan	Semi-vegetarian or flexitarian	Vegatarian/Vegan/flexitarian	Neither vegetarian nor vegan
Sample: Want to cut back on meat/fish	322	201	113	-	-	55*	55*	267

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

	Total	Plant-based meat alternatives		Diet				
		Yes, have tried them	No, haven't tried	Vegetarian	Vegan	Semi-vegetarian or flexitarian	Vegatarian/Vegan/flexitarian	Neither vegetarian nor vegan
Environmental/climate change	31%	39%	20%			37%	37%	30%
Concerns about health/diseases (heart disease, cancer)	21%	19%	26%			15%	15%	22%
Animal Rights/Welfare	12%	12%	12%			25%	25%	10%
Weight management	6%	6%	5%			9%	9%	5%
Cost of food	4%	1%	8%			3%	3%	4%
Dietary restrictions – allergies, intolerances etc.	1%	1%	2%					1%
All of the above	24%	24%	26%			11%	11%	27%
Other, please specify	1%		2%					1%

	Total	Plant-based meat alternatives		Diet				
		Yes, have tried them	No, haven't tried	Vegetarian	Vegan	Semi-vegetarian or flexitarian	Vegatarian/Vegan/flexitarian	Neither vegetarian nor vegan
Sample	1530	591	858	49*	23*	119	190	1340

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

	Total	Plant-based meat alternatives		Diet				
		Yes, have tried them	No, haven't tried	Vegetarian	Vegan	Semi-vegetarian or flexitarian	Vegatarian/Vegan/flexitarian	Neither vegetarian nor vegan
Environmental/climate change	7%	13%	3%			17%	11%	6%
Concerns about health/diseases (heart disease, cancer)	4%	6%	3%			7%	4%	4%
Animal Rights/Welfare	3%	4%	2%			12%	7%	2%
Weight management	1%	2%	1%			4%	3%	1%
Cost of food	1%	*%	1%			1%	1%	1%
Dietary restrictions – allergies, intolerances etc.	*%	*%	*%					*%
All of the above	5%	8%	3%			5%	3%	5%
Other, please specify	*%		*%					*%
Not vegetarian, vegan, or flexitarian	79%	66%	87%	100%	100%	54%	71%	80%