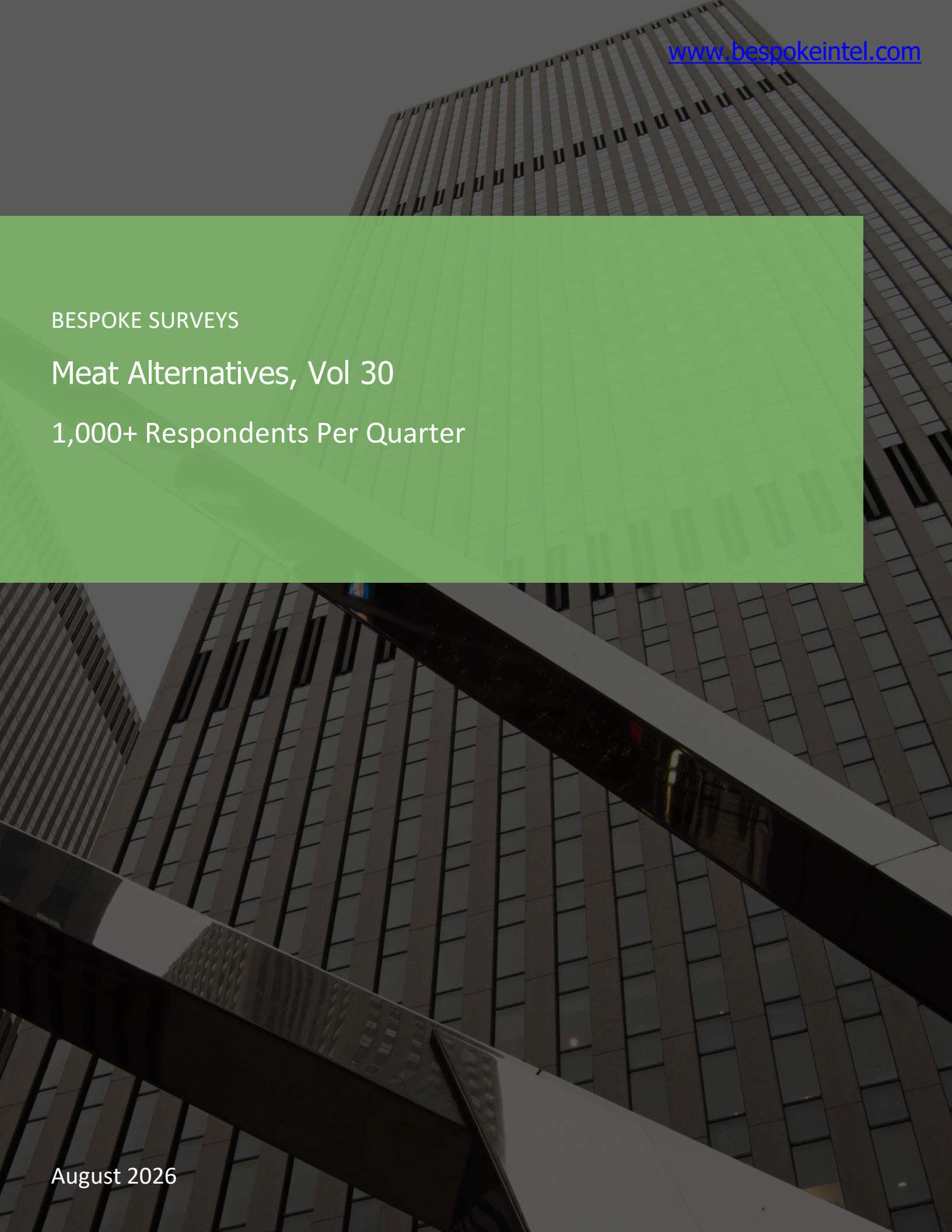
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BESPOKE SURVEYS

Meat Alternatives, Vol 30

1,000+ Respondents Per Quarter

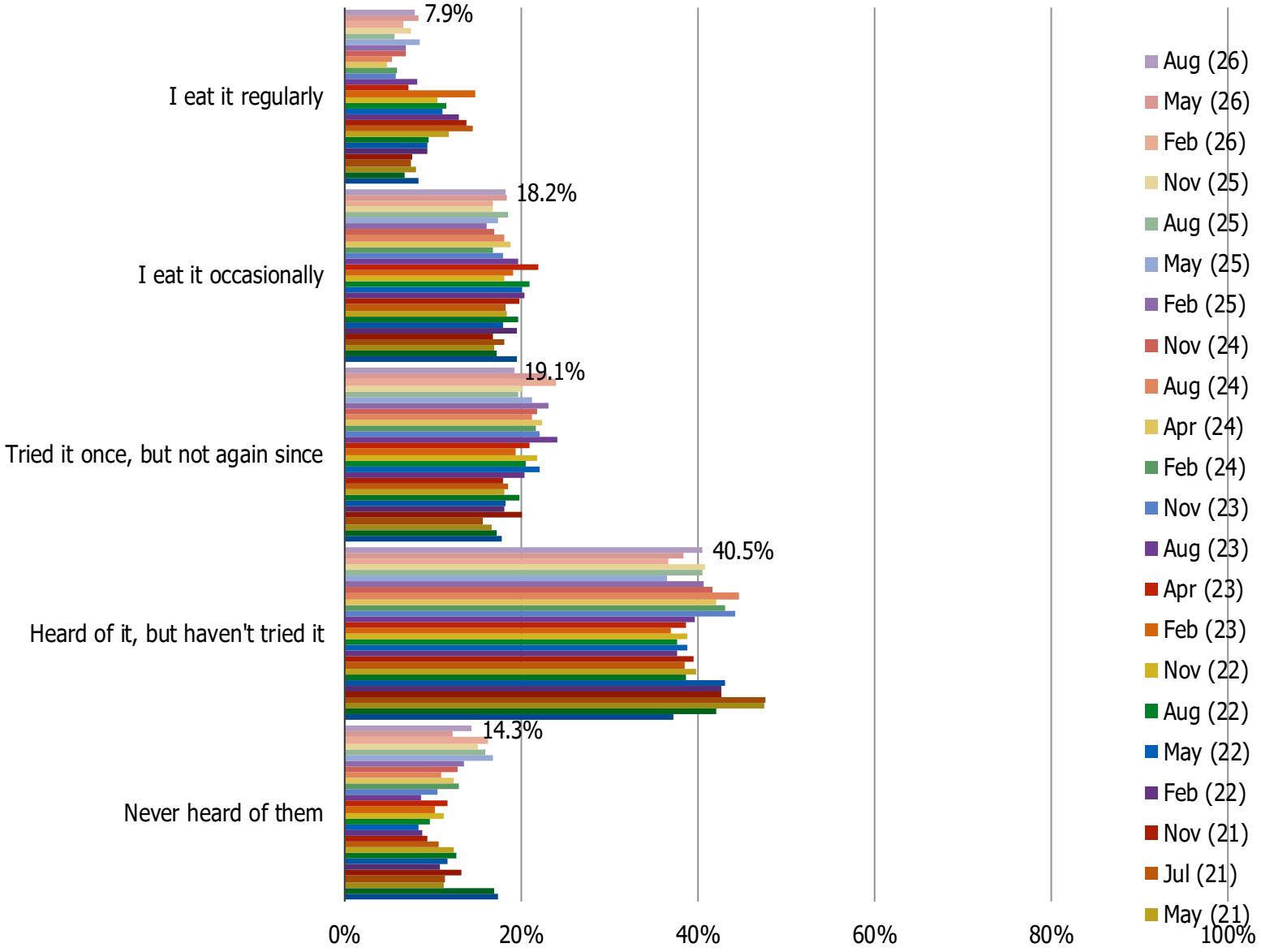


August 2026

PLANT BASED PROTEIN – MARKET SIZING

WHAT IS YOUR EXPERIENCE WITH PLANT BASED MEAT SUBSTITUTES (IE. BURGERS THAT ARE MADE WITH PLANT PROTEIN AND DON'T CONTAIN ANY BEEF).

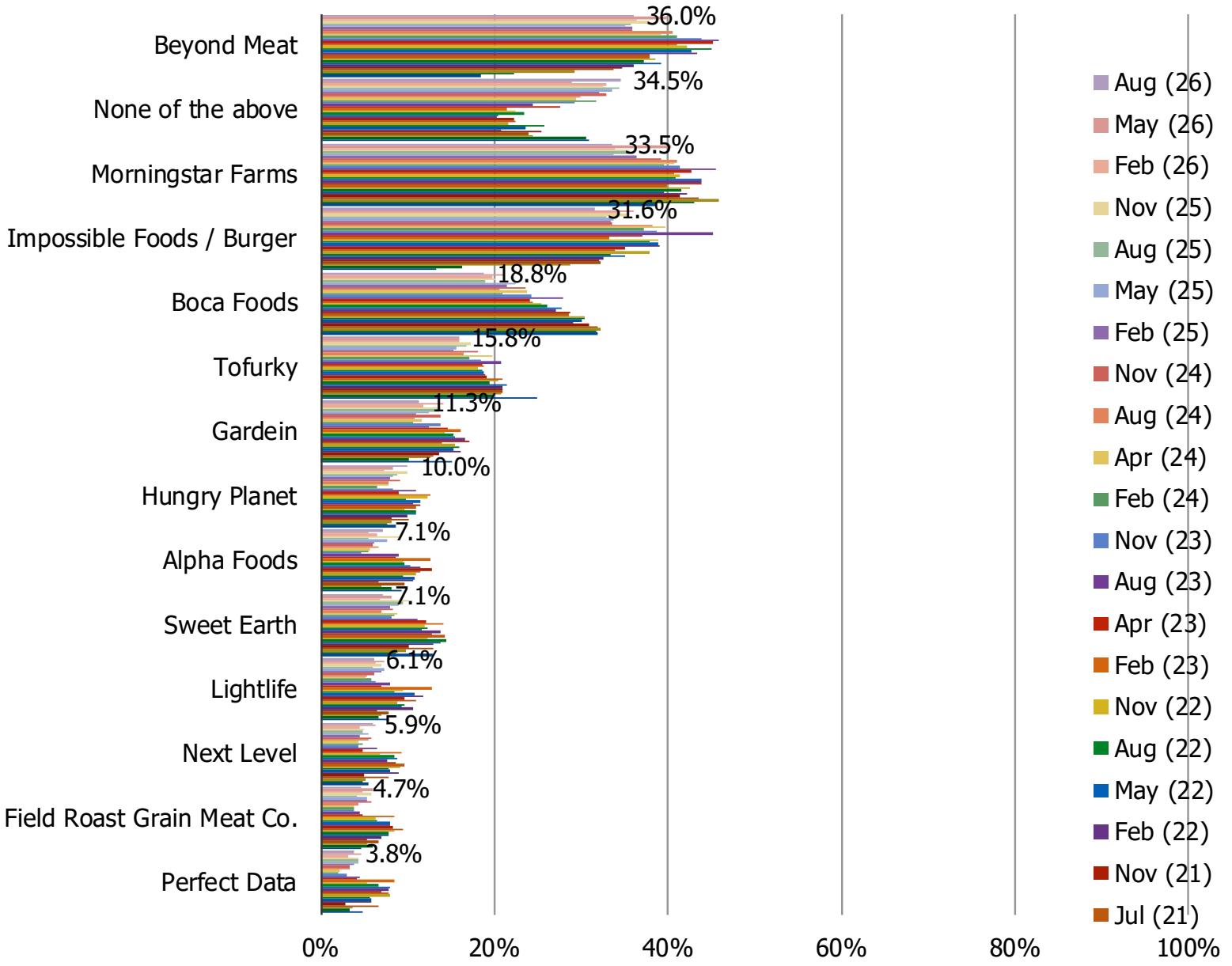
Posed to all respondents



Plant Based Meat Alternatives | August 2026

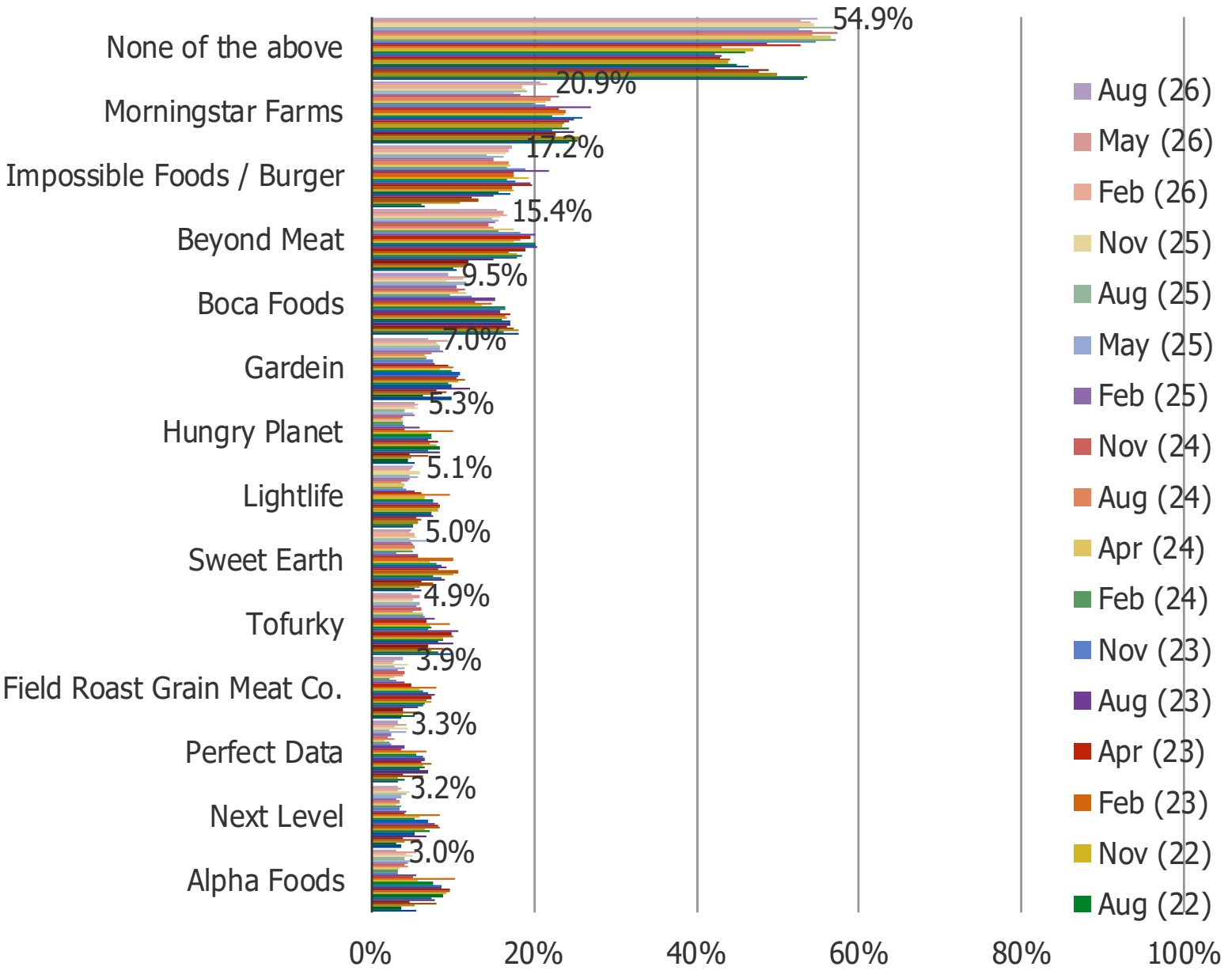
HAVE YOU HEARD OF ANY OF THE FOLLOWING BRANDS? (SELECT ALL THAT APPLY)

Posed to all respondents



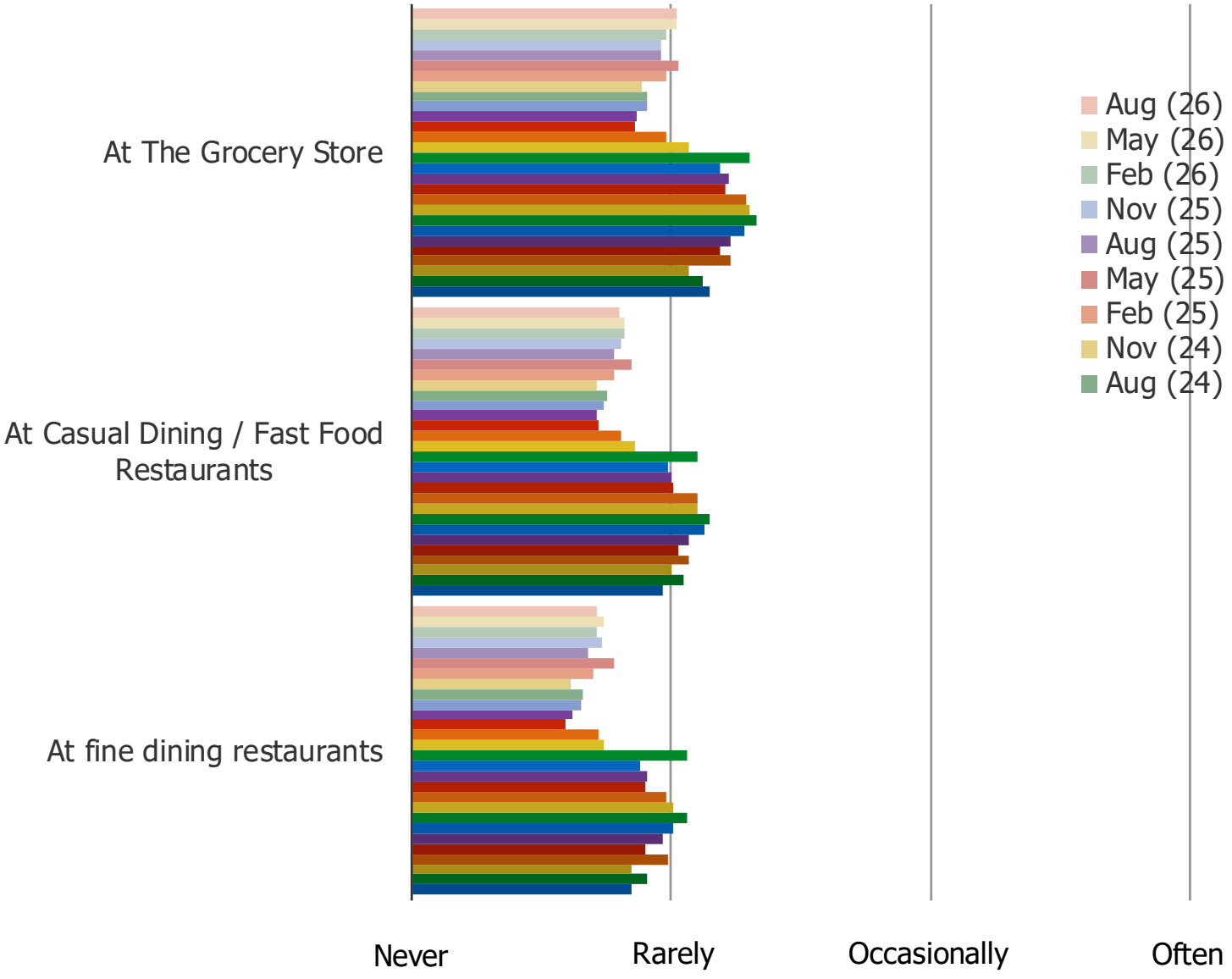
HAVE YOU TRIED FOOD FROM ANY OF THE FOLLOWING BRANDS? (SELECT ALL THAT APPLY)

Posed to all respondents



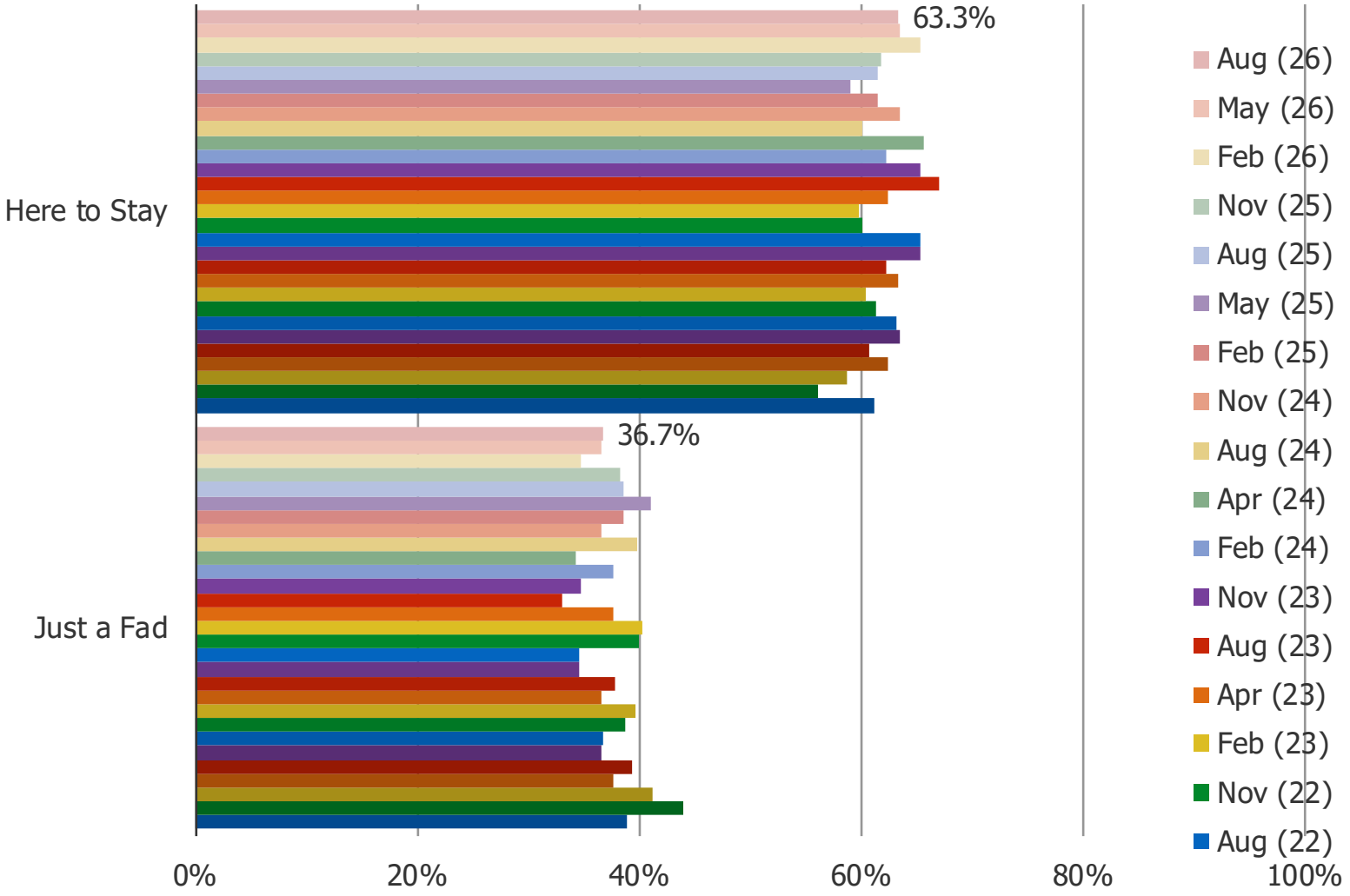
GOING FORWARD, HOW OFTEN DO YOU THINK YOU WILL GET PLANT-BASED MEAT ALTERNATIVES…

Posed to all respondents



IN YOUR OPINION, ARE PLANT-BASED MEAT ALTERNATIVES…

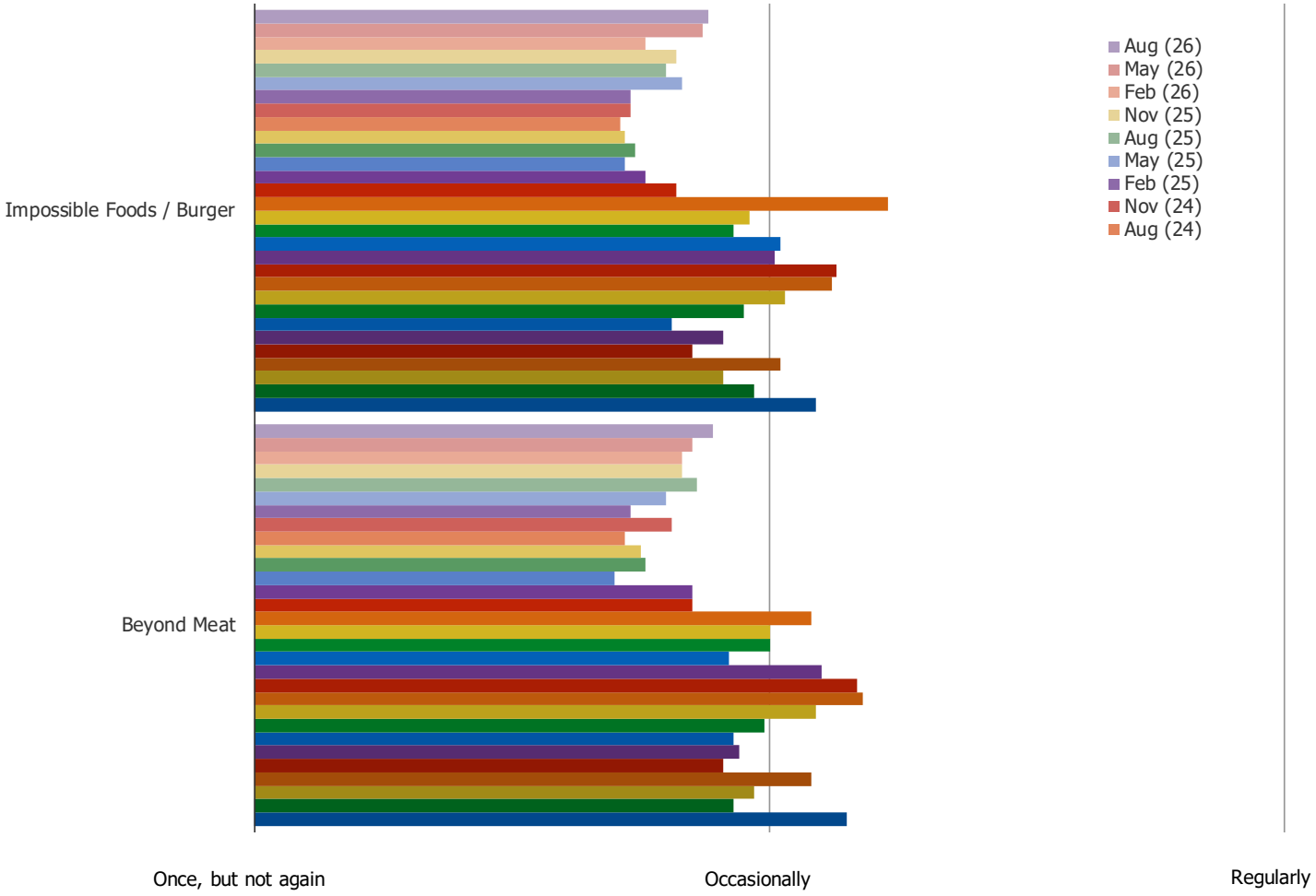
Posed to all respondents



PLANT BASED PROTEIN – RESPONDENTS WHO HAVE TRIED IT

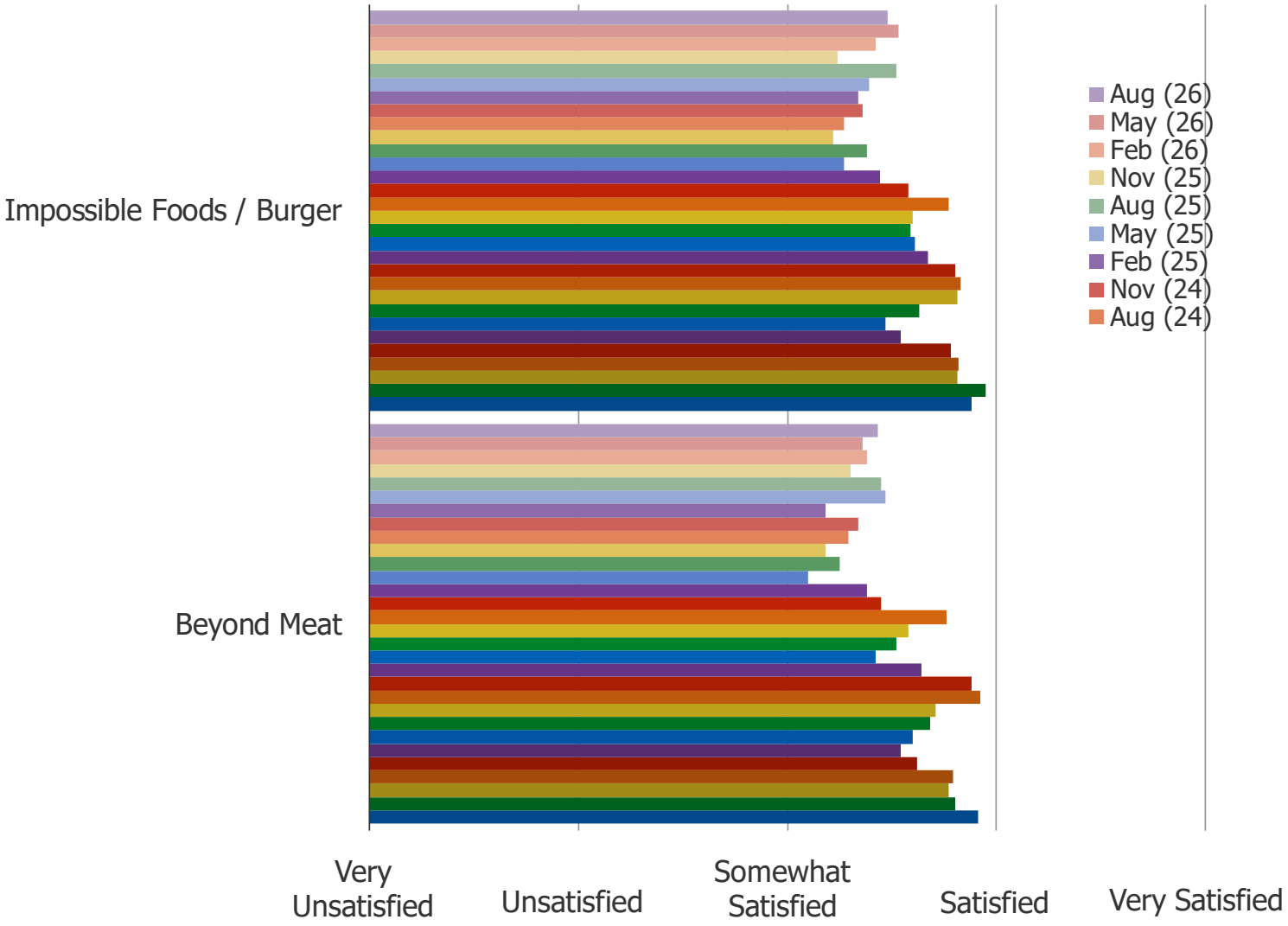
HOW OFTEN DO YOU EAT IT?

Posed to respondents who have tried food from each of the following.



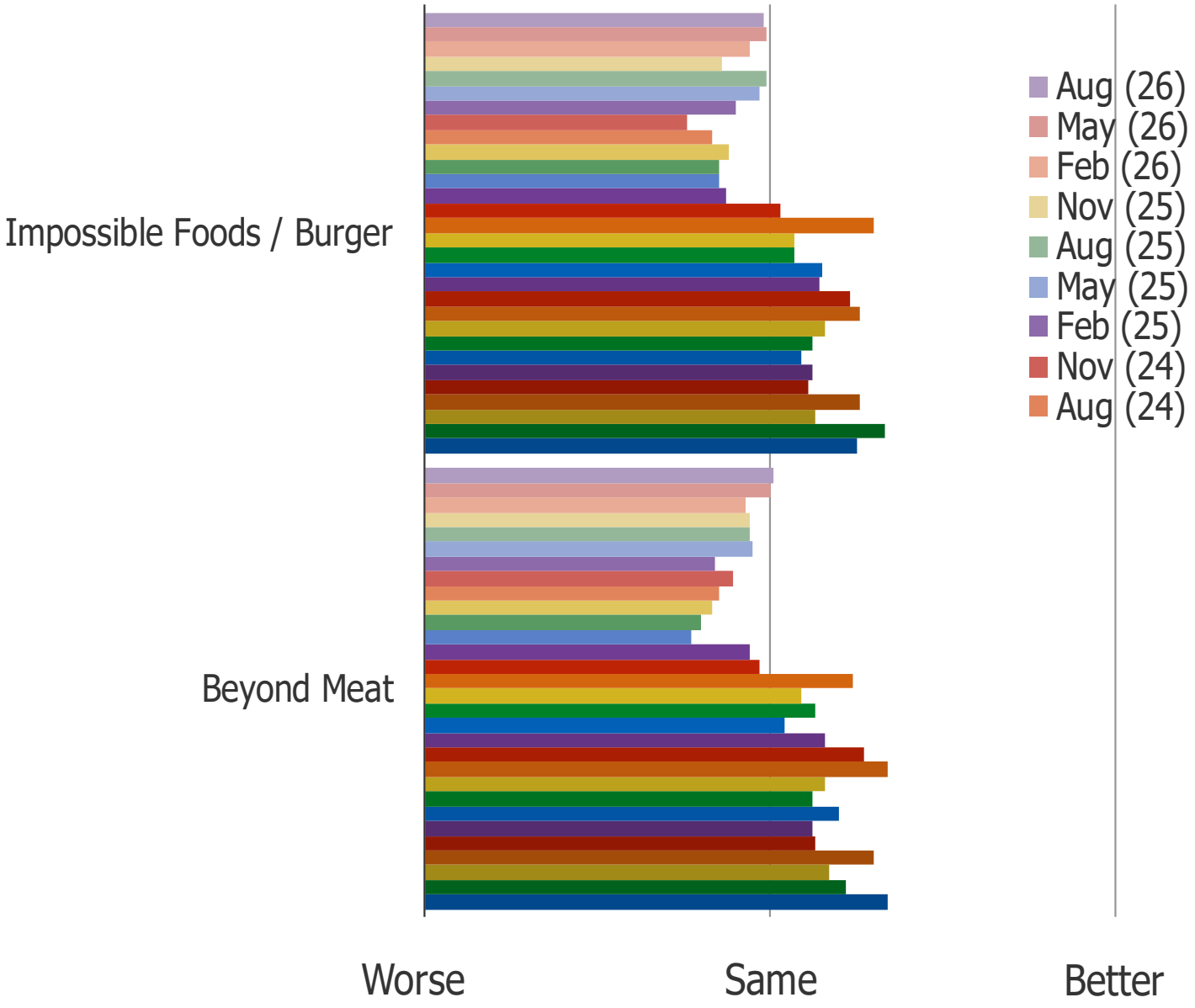
HOW SATISFIED WERE YOU WITH THE PRODUCT?

Posed to respondents who have tried food from each of the following.



IN YOUR OPINION, DOES IT TASTE BETTER OR WORSE THAN A BEEF BURGER?

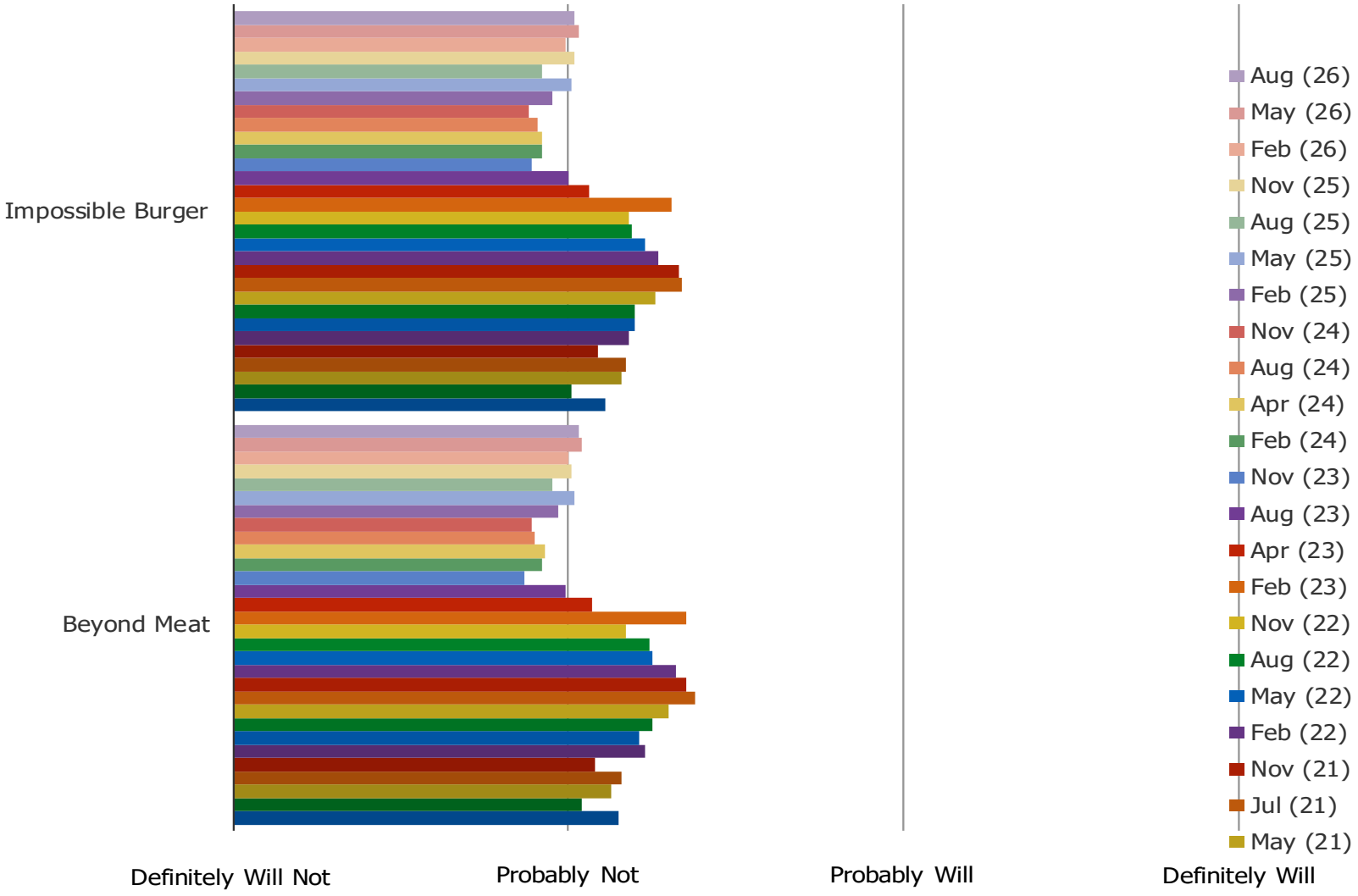
Posed to respondents who have tried food from each of the following.



PROJECTING BEHAVIOR

HOW LIKELY ARE YOU TO EAT FOOD FROM THIS BRAND IN THE NEXT MONTH?

Posed to all respondents



RESTAURANTS

WHICH OF THE FOLLOWING WOULD BEST DESCRIBE YOUR RESPONSE IF A CASUAL DINING ESTABLISHMENT THAT YOU FREQUENT ADDS PLANT-BASED MEAT ALTERNATIVES LIKE BEYOND MEAT OR IMPOSSIBLE BURGERS TO THEIR MENU?

Posed to all respondents

