

Most plant-based meat alternative buyers also buy meat: An analysis of household demographics, habit formation, and buying behavior among meat alternative buyers.

Zachary T. Neuhofer^{1*}, and Jayson L. Lusk¹

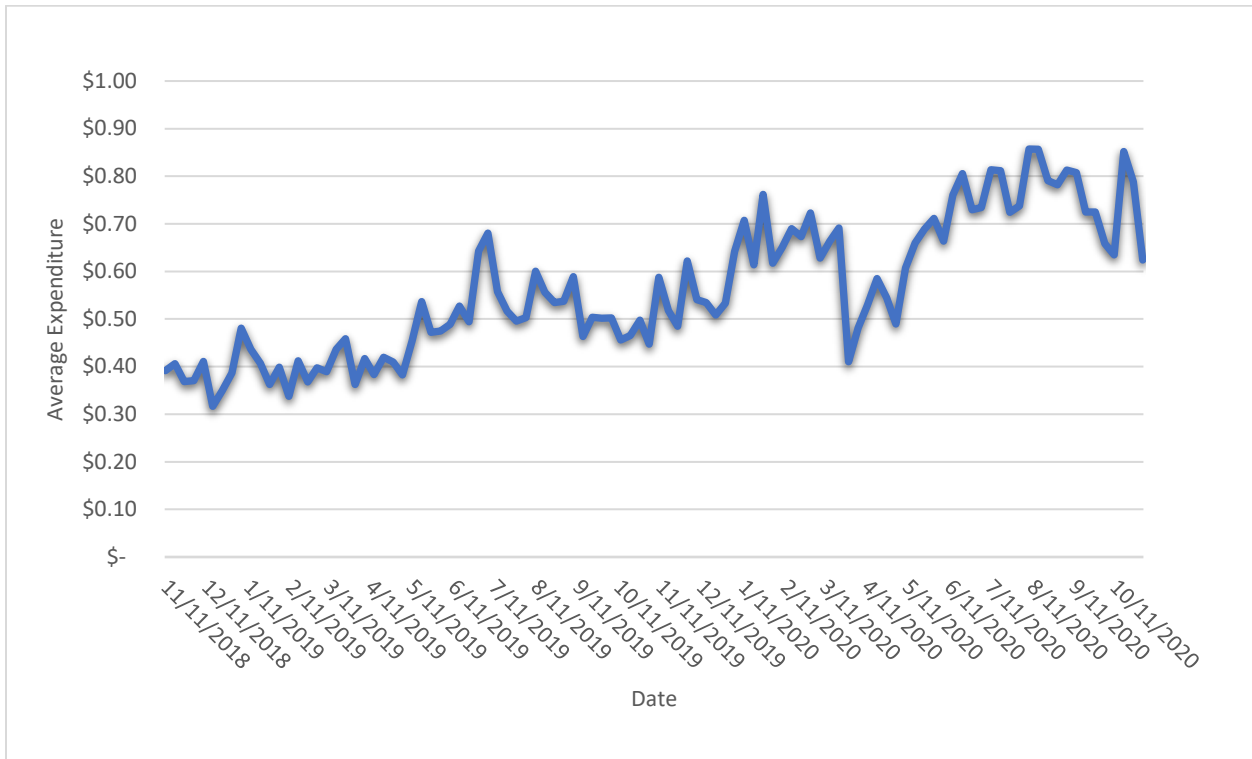
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Keywords: plant-based, meat alternatives, demographics, purchasing patterns, repeat purchases

¹Department of Agricultural Economics, Purdue University, West Lafayette, IN, USA

*Corresponding Author. Email: zneuhofe@purdue.edu

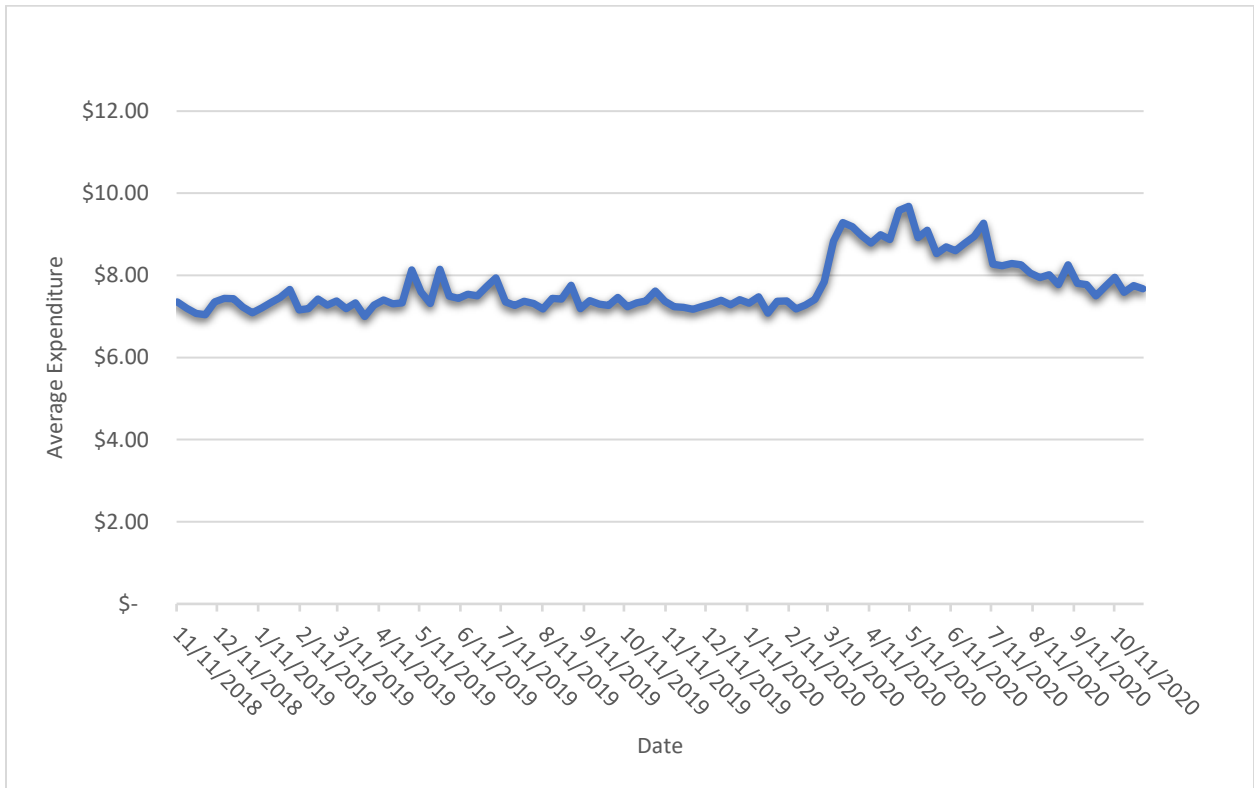
Supplementary Figure 1: Average Market Expenditure on Plant-Based Meat Alternatives by week



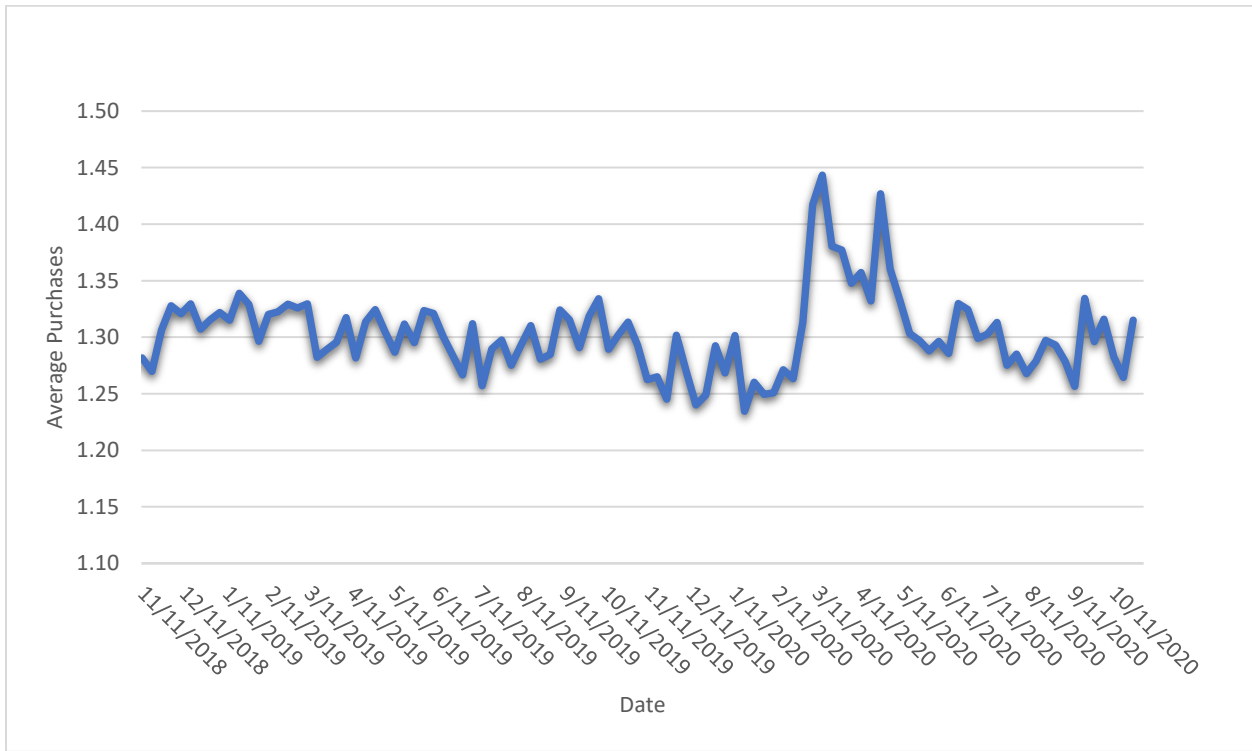
Supplementary Figure 2: Average Market Plant Based Meat Alternative Units Purchased by Week



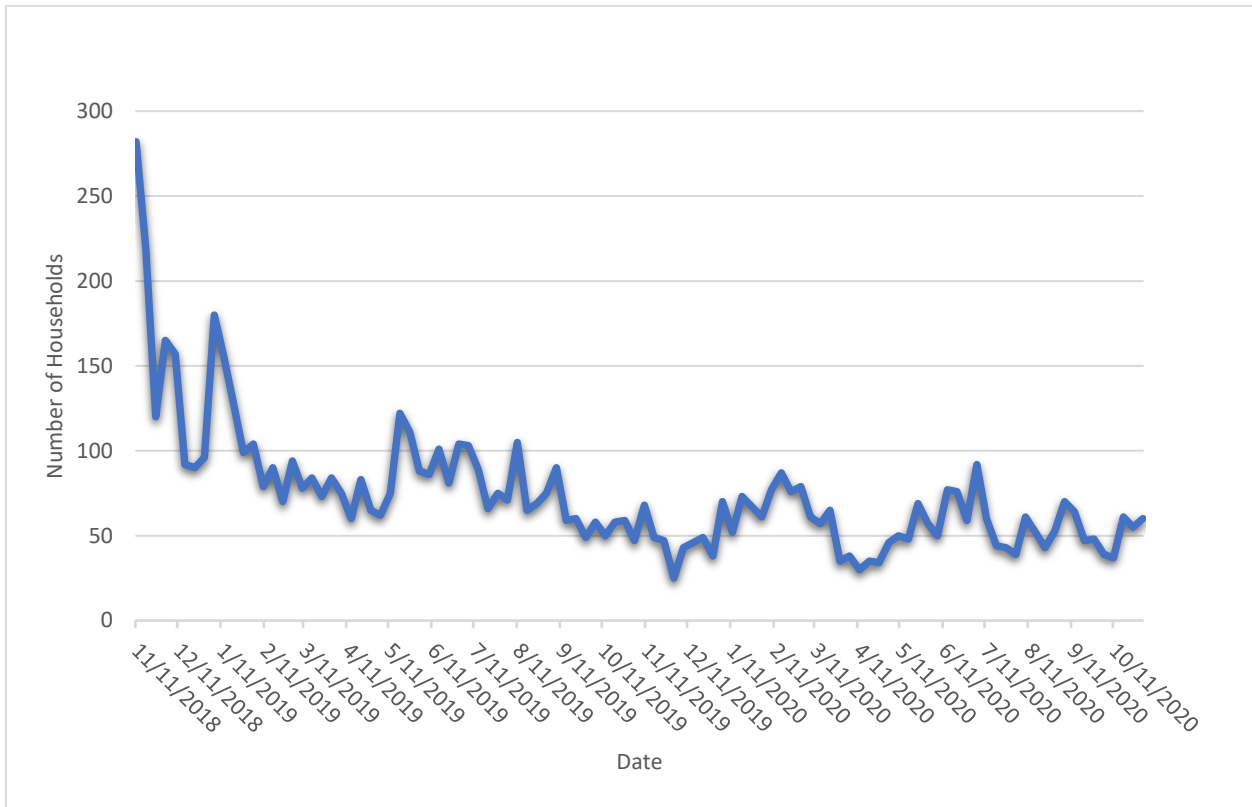
Supplementary Figure 3: Average Market Expenditures on Ground Meat



Supplementary Figure 4: Average Market Ground Meat Units Purchased by Week



Supplementary Figure 5: Number of Households First Purchasing a Plant-Based Meat Alternative



Supplementary Table 1: Sample Demographics

Variable	Category	Full Sample	Meat Alternative Buyers	Meat Only Buyers
Age	<35	5.73%	7.23%	5.35%
	35-64	61.43%	65.85%	60.33%
	65+	32.84%	26.92%	34.31%
Household Size	1	22.78%	24.17%	22.44%
	2	45.49%	42.56%	46.22%
	3	13.73%	14.60%	13.52%
	4	10.83%	11.79%	10.59%
	5+	7.16%	6.88%	7.23%
Marital Status	Married	66.76%	64.82%	67.24%
	Single Female	26.57%	28.63%	26.06%
	Single Male	6.66%	6.88%	6.69%
College Education	No	58.31%	49.45%	60.51%
	Yes	41.69%	50.55%	39.49%
Employed	No	28.48%	23.50%	29.72%
	Yes	71.52%	76.50%	70.28%
Income	<\$45,000	31.43%	26.50%	32.66%
	\$45,000-\$99,999	45.67%	45.34%	45.75%
	\$100,000+	22.90%	28.15%	21.59%
Race	White	79.26%	75.45%	80.21%
	African American	11.43%	13.46%	10.92%
	Other Minority	9.31%	11.08%	8.87%
Hispanic	No	91.58%	91.06%	91.71%
	Yes	8.42%	8.94%	8.29%
Presence of children	No	80.02%	78.86%	80.31%
	Yes	19.98%	21.14%	19.69%
Total		38,966	7761	31,205

Supplementary Table 2: Market Overview Metrics

Metric	Sample	Sample Size	Share or Average
<i>Behavioral overview</i>			
Share of meat alternative buyers	Full Sample	38,966	19.92%
Share of households who did not purchase meat alternatives	Full sample	38,966	80.08%
Share of meat alternative buyers who purchased them on more than one occasion	Full Sample	38,966	12.03%
	Meat Alternative Buyers	7,761	60.15%
Share of households that did not purchase meat	Full Sample	38,966	2.79%
	Meat Alternative Buyers	7,761	14.51%
Share of meat alternative buyers who purchased meat and meat alternatives	Full Sample	38,966	17.12%
	Meat Alternative buyers	7,761	85.97%

Supplementary Table 3: Ground Meat and Meat Alternative Purchases and Expenditure Before and After the Beginning of the COVID-19 Pandemic

Metric	Sample	Sample Size	Average
Average units of meat purchased weekly prior to the beginning of the COVID-19 pandemic	Full Sample	38,966	0.14 ⁺⁺
Average units of meat purchased weekly after the beginning of the COVID-19 pandemic	Full Sample	38,966	0.16 ⁺⁺
Average units of PBMA's purchased weekly prior to the beginning of the COVID-19 pandemic	Full Sample	38,966	0.01 ⁺⁺
Average units of PBMA's purchased weekly after the beginning of the COVID-19 pandemic	Full Sample	38,966	0.02 ⁺⁺
Average units of ground meat purchased weekly prior to the beginning of the COVID-19 pandemic	Meat Alternative Buyer	7,761	0.14 ⁺⁺
Average units of ground meat purchased after the beginning of the COVID-19 pandemic	Meat Alternative Buyer	7,761	0.15 ⁺⁺
Average units of meat alternatives purchased weekly prior to the beginning of the COVID-19 pandemic	Meat Alternative Buyer	7,761	0.06 ⁺⁺
Average units of meat alternatives purchased after the beginning of the COVID-19 pandemic	Meat Alternative Buyer	7,761	0.08 ⁺⁺
Average weekly expenditure on ground meats prior to the beginning of the COVID-19 pandemic	Full Sample	38,966	\$0.99 ⁺⁺
Average weekly expenditure on ground meats after the beginning of the COVID-19 pandemic	Full Sample	38,966	\$1.25 ⁺⁺
Average weekly expenditure on meat alternatives prior to the beginning of the COVID-19 pandemic	Full Sample	38,966	\$0.05 ⁺⁺
Average weekly expenditure on meat alternatives after the beginning of the COVID-19 pandemic	Full Sample	38,966	\$0.08 ⁺⁺
Average weekly expenditure on ground meats prior to the beginning of the COVID-19 pandemic	Meat Alternative Buyers	7,761	\$0.87 ⁺⁺
Average weekly expenditure on ground meats after the beginning of the COVID-19 pandemic	Meat Alternative Buyers	7,761	\$1.08 ⁺⁺
Average weekly expenditure on meat alternatives prior to the beginning of the COVID-19 pandemic	Meat Alternative Buyers	7,761	\$0.28 ⁺⁺
Average weekly expenditure on meat alternatives after the beginning of the COVID-19 pandemic	Meat Alternative Buyers	7,761	\$0.42 ⁺⁺

A + denotes a paired T-test to compare the difference in means of two different variables with the null hypothesis $\mu_{after} - \mu_{before}$. A + denotes significance at the 5% level and a ++ denotes significance at the 1% level.