

The Grocer

Cultured Meat

Research in Conjunction with The Grocer – December 2016

Lucia Juliano

Research Sector Head

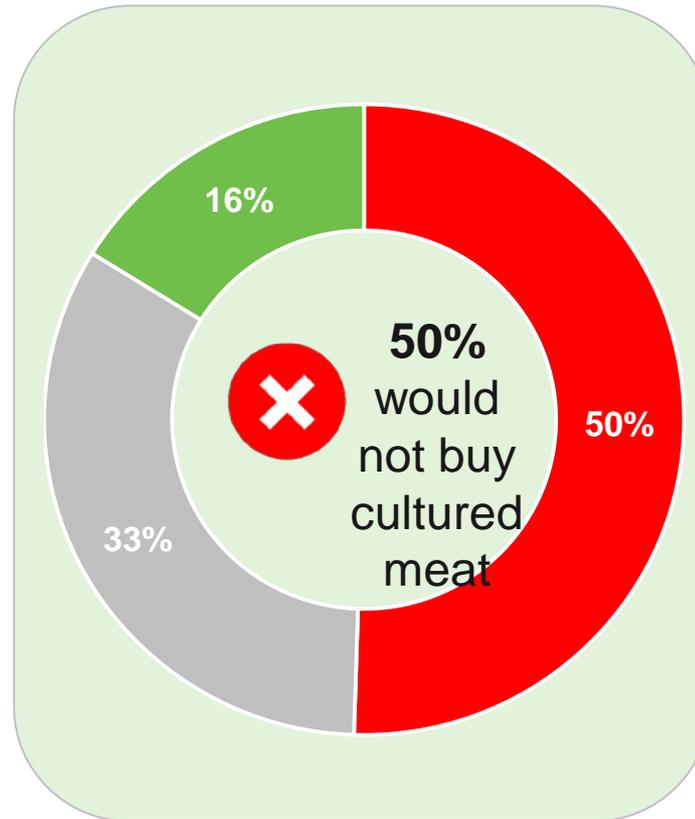
+44 (0)161 242 1371

ljuliano@harrisinteractive.co.uk



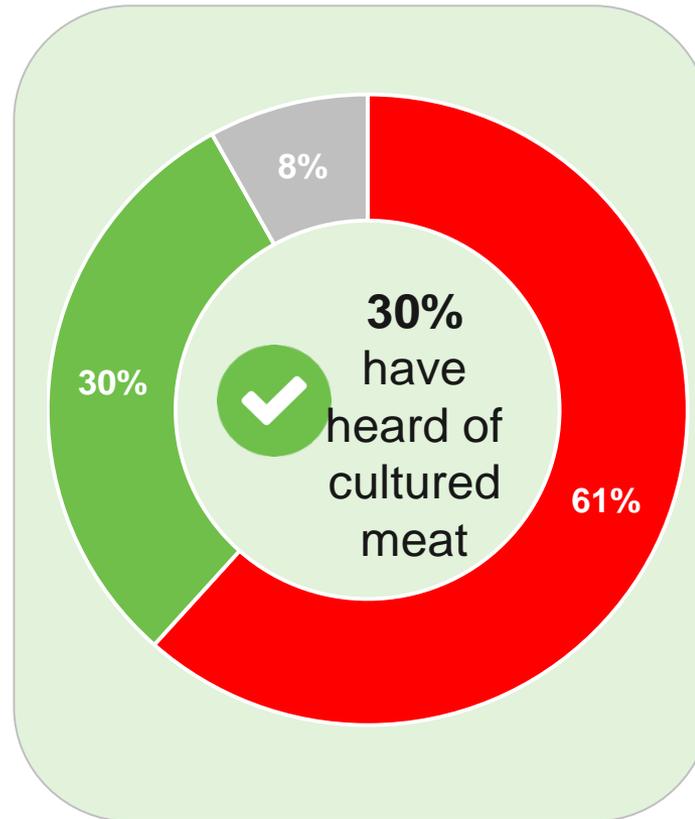
Half of UK consumers say they would not buy cultured meat

- A third say they are not sure whether they would buy cultured meat.
- Men are significantly more likely than women to say they would buy cultured meat (24% of men vs just 9% of women).
- Those aged 55+ are significantly more likely than any other age group to say they would not buy cultured meat.



Less than a third of consumers had heard of cultured meat

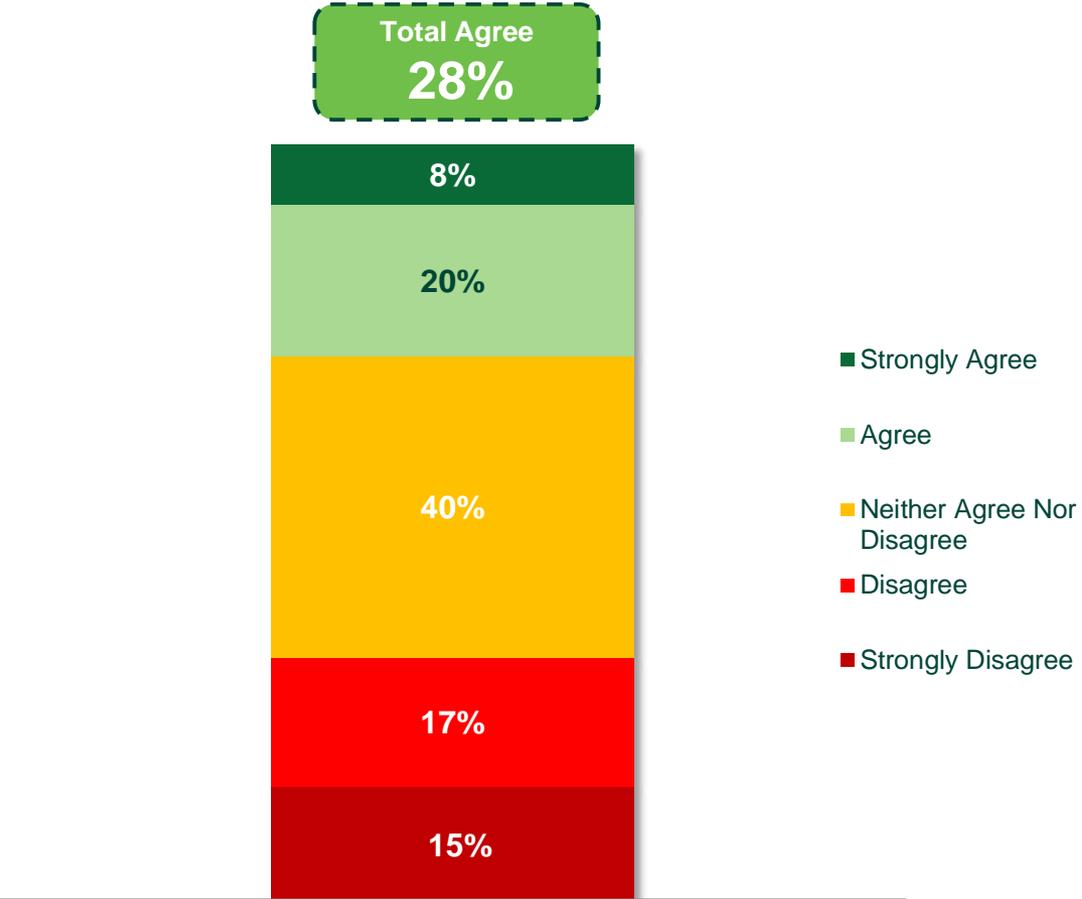
- Men are significantly more likely than women to have heard of cultured meat
- Those aged 55+ were significantly more likely than all other age groups to not have heard of cultured meat.



Yes, have heard of No, haven't heard of Not sure

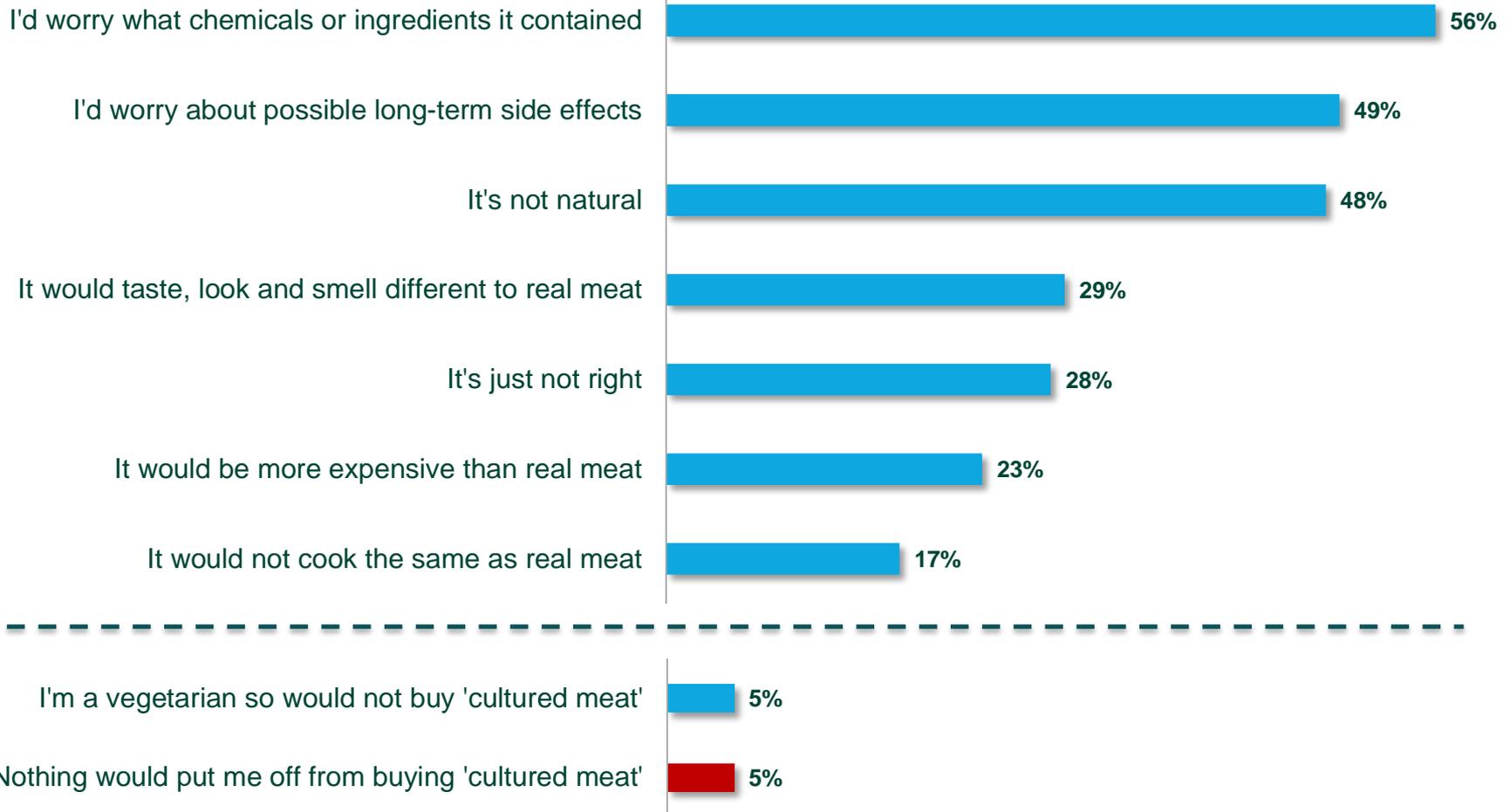
Less than three in ten agree that cultured meat is a good thing

- Four in ten neither agree nor disagree that cultured meat is a good thing.
- Men are significantly more likely than women to agree that cultured meat is a good thing, whereas women are significantly more likely to disagree.
- Those aged 55+ are significantly more likely than all other age groups to disagree that cultured meat is a good thing.



Over half of consumers worry about the chemicals in cultured meat

- Half worry about the possible long term side effects, and half say cultured meat is not natural.
- Men are significantly more likely than women to say that nothing would put them off buying cultured meat.
- Those aged 55+ are significantly more likely than other age groups to worry about the chemicals that cultured meat contains, and to think it's not natural.



Nearly a third say that nothing would encourage them to buy cultured meat & safety is the biggest reassurance needed

- Women are significantly more likely than men to hold this opinion towards cultured meat.
- Those aged 55+ were significantly more likely than other age groups to say that nothing would encourage them to eat cultured meat.
- Those aged 16-24 were significantly more likely than all other age groups to say that knowing cultured meat is better for the environment and a more ethical way to eat meat would encourage them to buy it.



Key Take Outs...

- Half say they would not buy cultured meat. Men are more likely than women to say they **would** buy cultured meat. Those aged 55+ are more likely than all other age groups to say they **would not** buy cultured meat.
- Whilst the overall reaction to cultured meat is relatively negative, it is clear that men and younger people are more receptive to the idea. But, with women holding the purse-strings in many households, it is women and the over 55s who will need to be the focus of any campaigns to educate and allay fears.
- Less than a third of consumers had heard of cultured meat, and a third aren't sure whether they would buy it. When asked whether cultured meat is a good thing, 4 in 10 neither agree nor disagree.
- It seems that consumers are not well informed about cultured meat or its potential advantages. Better education around what cultured meat is, the need for it and the benefits it could have may encourage those who are unsure to be more open to the idea.
- Over half of consumers worry about what chemicals cultured meat contains, half are concerned with long term side effects, and a similar number say its not natural.
- There are many concerns about cultured meat that could present a problem if the product were to progress further. Reassurance about safety, side effects and chemical content will go some way towards allaying fears, however the substantial number of people citing 'it's not natural' as a discouraging factor may be a more difficult barrier to overcome.
- Nearly a third of consumers say that nothing would encourage them to buy cultured meat.
- There is a large portion of people who seem less able to be convinced about cultured meat, presenting a barrier towards it that may be problematic to overcome.



Appendix

Approach & Demographics



Approach and Panel

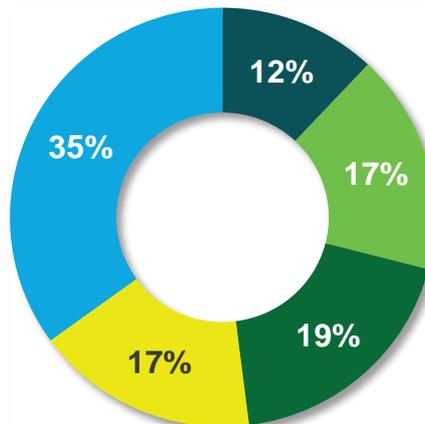
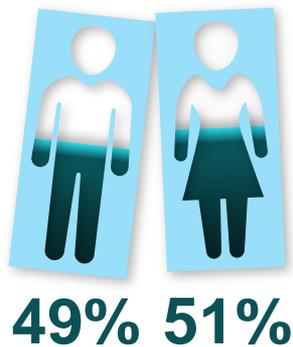
- We conducted an *online omnibus survey* with **2,082 adults** aged **16+** across **England, Scotland,** and **Wales** between **21st November 2016 and 25th November 2016**
- The survey took place using our sister company **Toluna online panel**,
.....the **Harris Interactive Global Omnibus**.
- The Harris Interactive Global Omnibus consists of members of the **general public** who have opted in and voluntarily agreed to participate in online research studies. Through careful recruitment and management, **we are able to rapidly survey large numbers of the general population** and accurately **represent the views of the nation**.



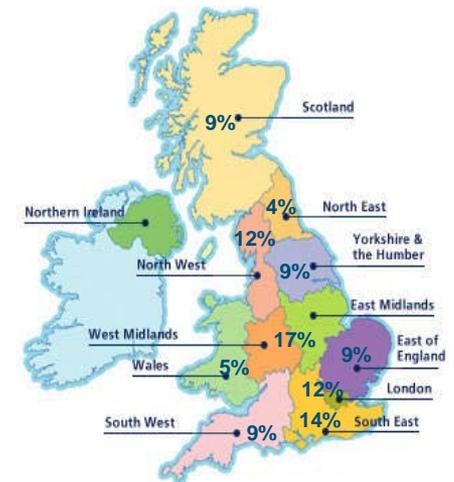
Omnibus Audience

A representative Sample

- The results of the study were weighted to best reflect the size and shape of the population of the UK
- This means that the results in this report reflect an audience that is as true as possible of the population with the same age, gender and regional profile. The audience profile is detailed below.
- Of course not everyone in GB has internet access, but online panel research results are considered to be extremely accurate. In fact, according to the British Polling Council, Harris Interactive was the most accurate *online* polling company during the UK elections in 2010: <http://www.britishpollingcouncil.org/press100508.html>



- 16 - 24
- 25 - 34
- 35 - 44
- 45 - 54
- 55+



**For further information about this study,
please contact:**

***Umair Afridi | uafриди@harrisinteractive.co.uk
07817 079766 | 020 8832 1642***

