

The MDM tracks U.S. consumer preferences, views, and demand for meat with separate analysis for retail and food service channels. MDM is a monthly online survey with a sample of over 2,000 respondents reflecting the national population.

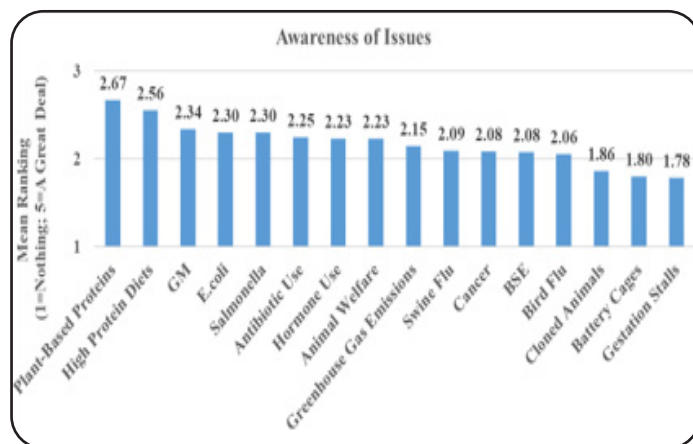
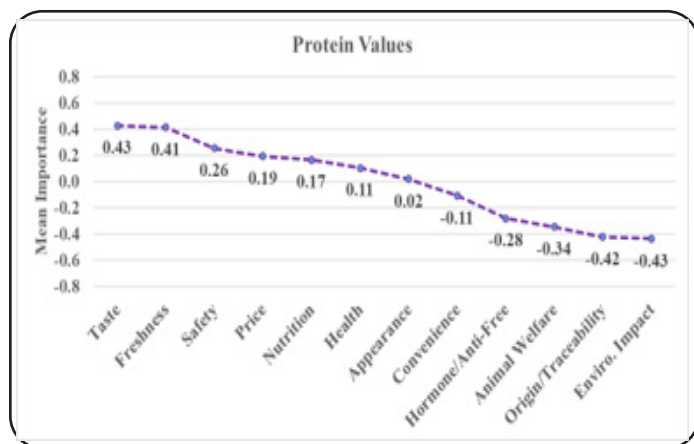
## Willingness to Pay & Projected Market Share

RETAIL	Ribeye Steak	Ground Beef	Pork Chop	Bacon	Chicken Breast	Plant-Based Patty	Shrimp	Beans and Rice	Something Else
WTP (\$/lb)	\$ 16.35	\$ 7.18	\$ 6.11	\$ 4.45	\$ 7.43	\$ 7.76	\$ 8.94	\$ 2.08	
Market Share	7.66%	21.44%	13.18%	6.77%	27.07%	2.53%	4.95%	7.06%	9.34%
FOOD SERVICE	Ribeye Steak	Beef Hamburger	Pork Chop	Baby Back Ribs	Chicken Breast	Plant-Based Patty	Shrimp	Salmon	Something Else
WTP (\$/meal)	\$ 25.79	\$ 18.88	\$ 14.92	\$ 17.69	\$ 17.26	\$ 13.31	\$ 16.52	\$ 18.08	
Market Share	14.78%	23.39%	4.77%	10.19%	14.70%	5.11%	11.80%	8.36%	6.89%

Respondents answered a series of questions which are used to estimate the maximum amount consumers would be willing to pay (WTP) for eight items in a grocery store and eight meals in a restaurant for dinner. The projected market share for each option is based on the intermediate prices presented. This month, the combined beef and pork projected shares are 29% and 20%, respectively at the grocery store and 38% and 15% at the restaurant. In future months, comparisons over time in these values will be made illustrating trends and shifts.

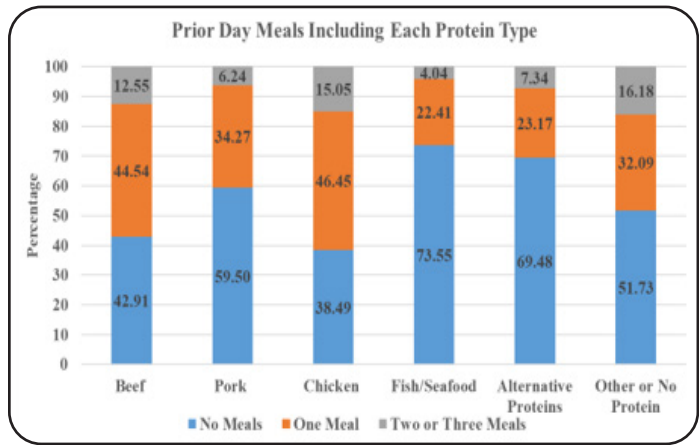
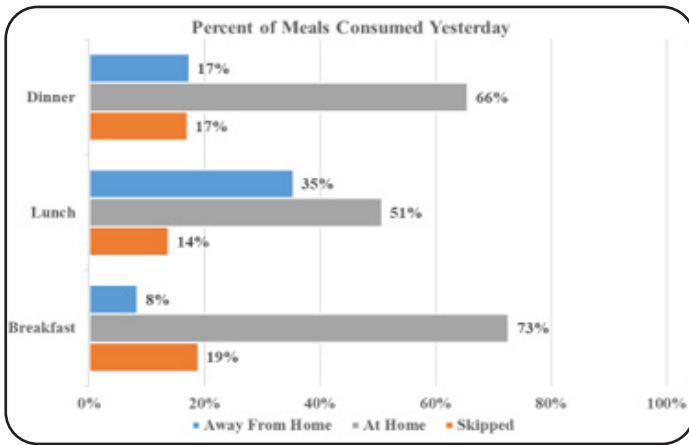
## Protein Values & Issues Awareness

Taste, freshness, safety, and price were most important when purchasing protein. Plant-based proteins, high protein diets, genetically modified foods, and E.coli in meat were four topics heard or read about the most.



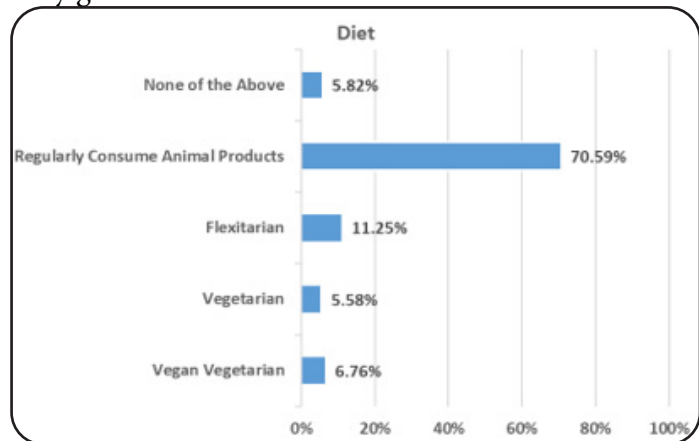
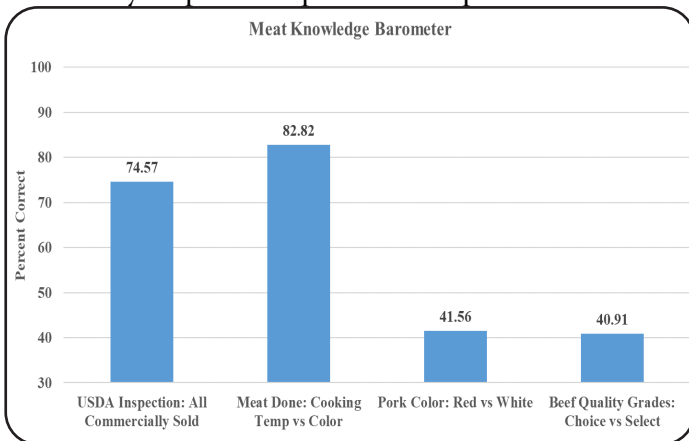
## Prior Day Meal Location & Protein Consumption Frequency

Respondents indicate 73%, 51%, and 66% consumed breakfast, lunch, and dinner at home (vs. away from home) while 19%, 14%, and 17% skipped these meals, respectively. Considering all three meals, 57% and 41% consumed beef and pork at least once.



## Meat Knowledge & Personal Diet

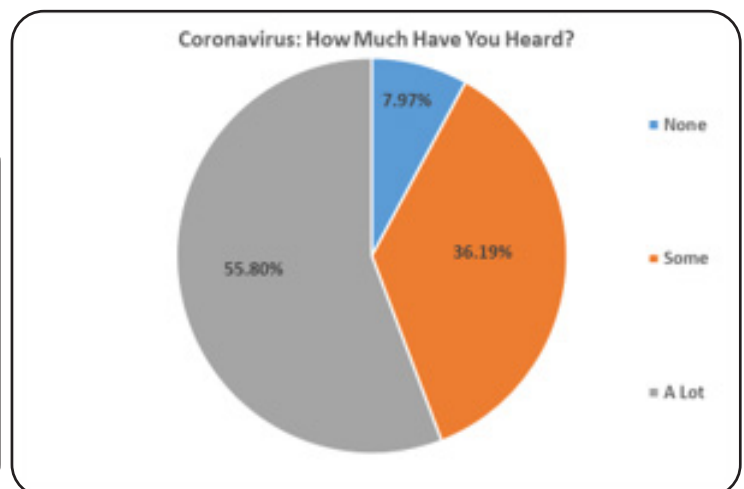
The majority of respondents correctly note that USDA inspects all meat sold commercially and that cooking temperature is more accurate than color in assessing if meat is “done.” However, over one-half of respondents incorrectly respond to questions on pork color and beef quality grade information.



Over 70% of respondents self-declare as regular consumers of products derived from animal products, 11% indicate they are Flexitarian/Semi-Vegetarian, and a combined 12% indicate they are either Vegan Vegetarian or Vegetarian.

## Ad Hoc Questioning

This month included questions to assess coronavirus awareness and perceived impact of protein selection. Over one-fourth of respondents indicated that their selection of protein items to consume impacts their risk of obtaining the coronavirus. Nearly all respondents have heard some or a lot of information about the coronavirus.



Additional MDM Project details including survey questions, past report releases, and a description of methods are available online at:  
<https://www.agmanager.info/livestock-meat/meat-demand/monthly-meat-demand-monitor-survey-data>

The MDM Project is funded in-part by the beef checkoff and the pork checkoff.



**Funded in part by  
the Beef Checkoff.**

