



mhm...
meat me in the middle

who's at the table?

Data on SOMA diners
Jan. 6, 2026
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what is...

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meat **me** in the middle

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survey of SOMA adults

- Survey conducted May 2025
- Questions about eating habits and the environment
- 620 respondents
- Follow-up focus group
- **Our data helps US and YOU**



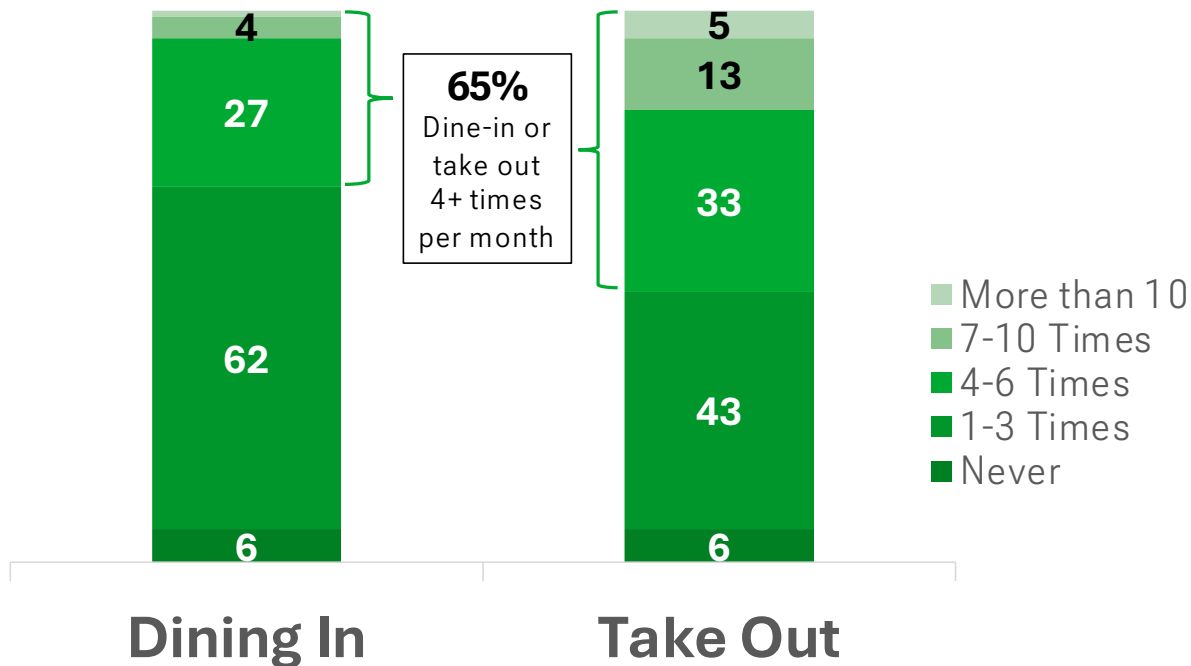
restaurant patronage:

what we learned



About 2 in 3 SOMA residents order meals from restaurants 4+ times per month

Restaurant Patronage, Typical Month (%)



Insight: SOMA residents love their restaurants! Nearly all of them patronize restaurants at least once a month.

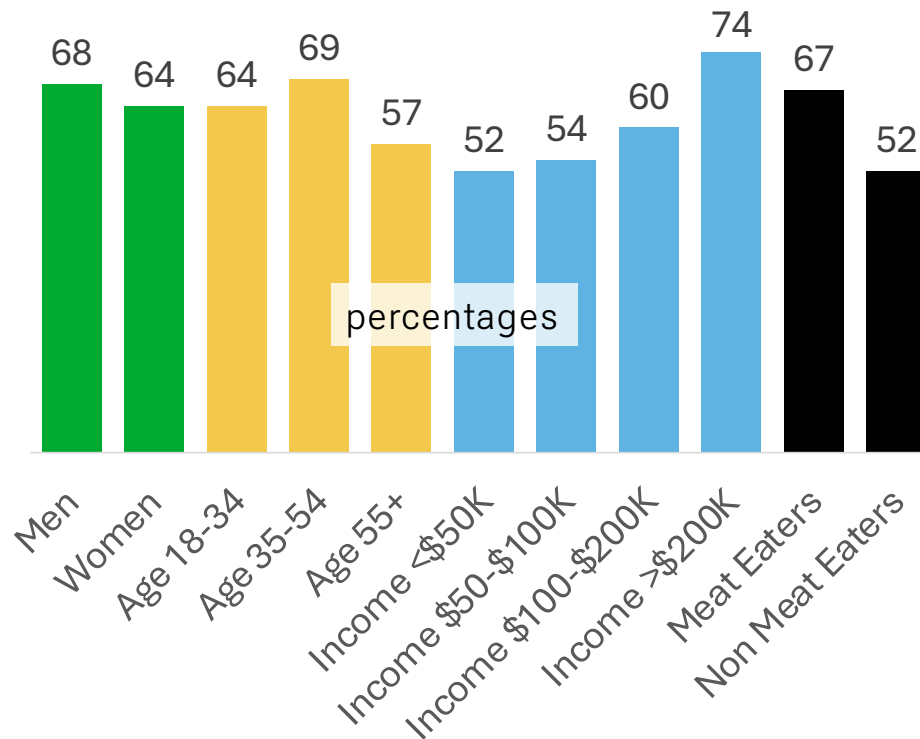
n=620 (total)

Who are the 4+ per month patrons?

More affluent SOMA residents patronize restaurants more frequently

65%

Patronize
restaurants
4+ times per
month



Insight: The 55+ age group, lower-affluence residents, and non-meat eaters are less likely to patronize restaurants frequently.

n=620 (total)

dietary changes:

what we learned



Nearly all SOMA residents report making some kind of change in the past, primarily to improve health/weight

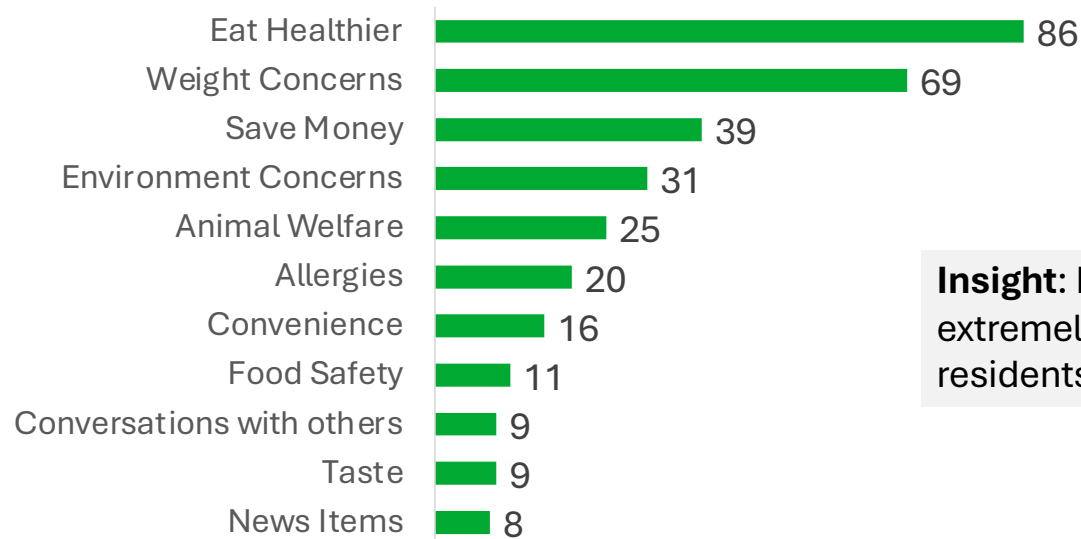
94%

Made an effort to adopt a new diet or eating pattern

n=620




Motivations for Changing Diet / Eating Pattern (%)

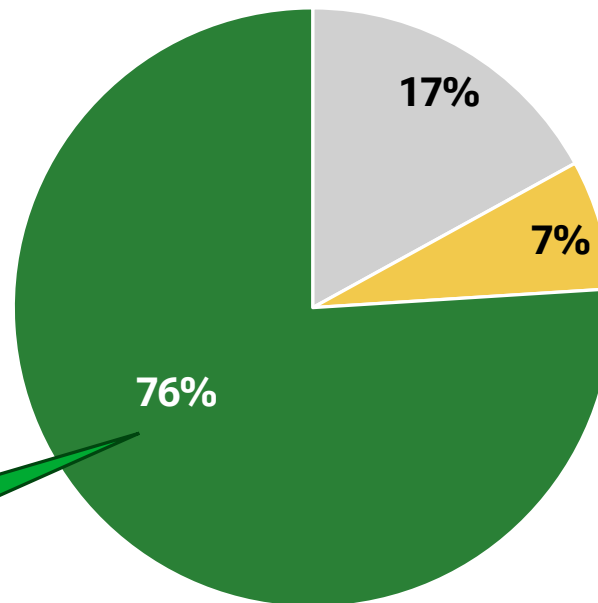
n=583 (new diet or eating pattern)



Insight: Healthy eating is extremely important to SOMA residents

3 in 4 SOMA meat-eaters have cut back on eating meat at some point, primarily for health reasons

-  I have never considered cutting back on meat
-  I am considering cutting back on meat
-  I have cut back on meat at some point



73% of these residents have cut back on meat due to health reasons

Insight: A large majority of SOMA residents have a desire to cut back on eating meat and believe meatless options can be healthier.

Therefore, they are likely to adopt alternatives to meat if they can satisfy their top reasons for choosing meat.

n=538 (meat eaters)

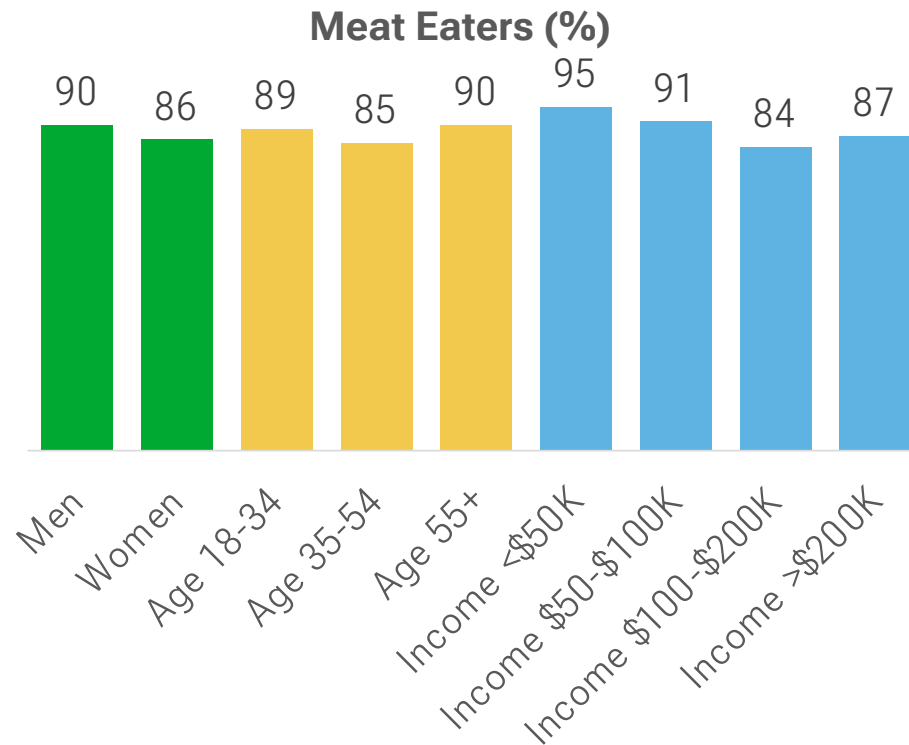
meat consumption:

what we learned



Most SOMA residents consider themselves meat eaters; 1 in 7 do not

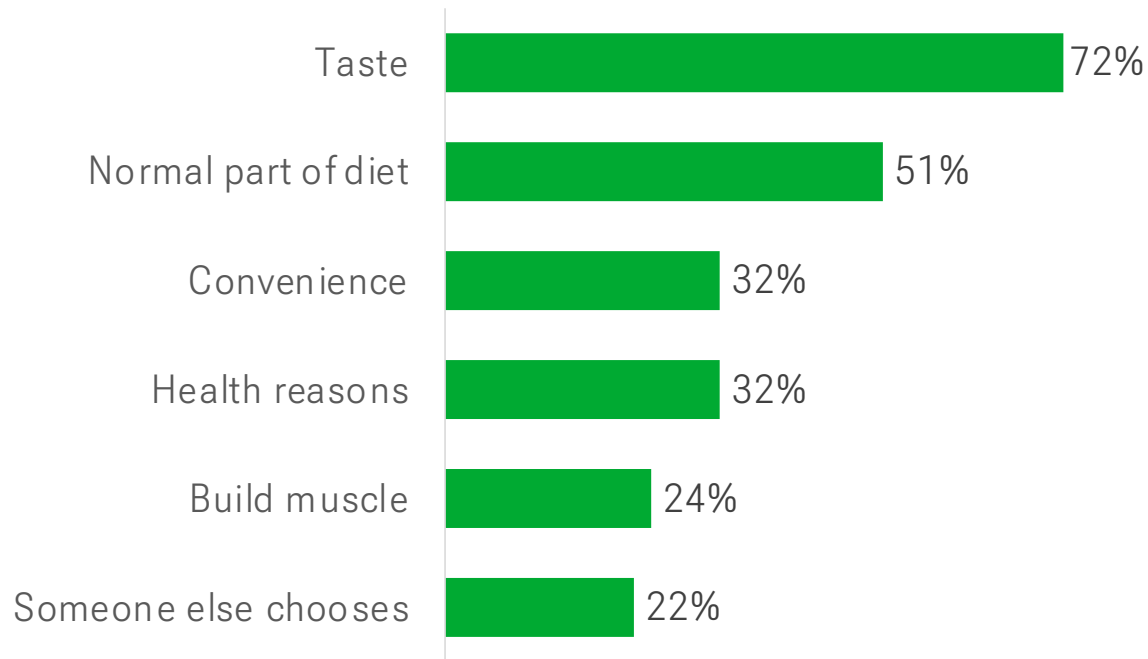
88%
Eat meat



Insight: More affluent residents — who patronize restaurants more often — are less likely to be meat eaters than the less affluent

n=620 (total)

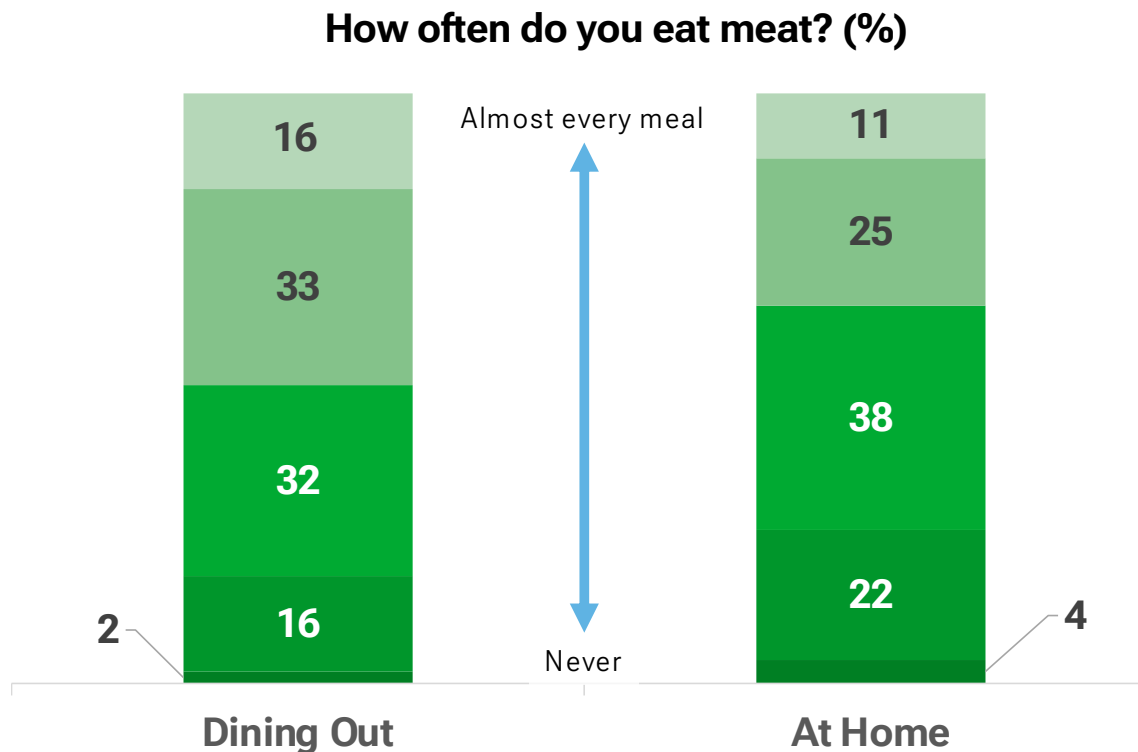
Why do people choose meat?



Insight: if SOMA residents choose to eat meat primarily due to taste, it could mean that they would choose more meatless options if they believed these options would taste just as good.

n=538 (meat eaters)

SOMA residents eat less meat at home than when dining out



Insight: At home where residents have full control over what they choose to eat, they choose more meals without meat. This could suggest that they are looking for more meatless options when dining out.

Also, recall from earlier that non-meat eaters patronize restaurants less often.

n=538 (meat eaters)



what's
next?

- Veggie February
- Message campaign
- Restaurant Week in 2027



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questions?

thank you!

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