

Veganism has experienced exponential growth in the past decade and is gaining increased consumer attention (Forgive, 2018). The increased demand for vegan products extends into alternative products, as consumers adapt their lifestyle yet want an easy substitute for their favorite foods and researchers are interested in the economic translation of these consumer choices (Hepting et al, 2014). An exploratory survey was distributed to a southwest Michigan university and through social media which was completed by 302 self-selected American adults. One-way ANOVAs indicated that dietary preference impacted how much people enjoyed vegan substitutes ($F(3,298) = 24.64, p < 0.001$), dietary preference length did not influence the enjoyment of vegan substitutes ($F(3,222) = 2.12, p = 0.099$), and dietary preference did not impact issues encountered (taste, consistency, appearance, and cost) with vegan egg substitutes ($F(3,298) = 0.096, p = 0.962$; $F(3,298) = 2.645, p = 0.049$; $F(3,298) = 0.382, p = 0.766$; $F(3,298) = 2.765, p = 0.042$). The relationship between cooking and vegan egg substitute use is also explored. The colors associated with health, veganism, and eggs are also investigated and, across dietary preferences and consumers, there is a common perception of the colors associated with health, veganism, and eggs.