



## TOPLINE & METHODOLOGY

### Nearly nine in ten Americans consume meat as part of their diet

#### A majority agree that eating red meat is part of the American way of life

**Washington, DC, May 12, 2021** – A new Ipsos poll finds that 89% of Americans include meat as part of their diet. The poll also shows that a majority agree that eating red meat is part of the American way of life, and that those pushing to take red meat off the menu are trying to control what Americans eat.

#### Detailed Findings

1. Eighty-nine percent of Americans include meat in their diet.
  - Republicans (97%) are more likely than Democrats (85%) and Independents (89%) to include meat as part of their normal diet.
  - While only 10% of Americans have diets that do not include meat, there is interest in trying alternative diets. Over half of Americans say that they have at least a little interest in eating a whole food diet (69%), eating only cage-free and grass-fed meat products (62%) and eating only organic food (53%).
  - Women are more likely than men to say that they are already doing Meatless Mondays or reducing the amount of meat they eat (18% vs. 10% of men) and eating only cage-free and grass-fed meat products (11% vs. 5% of men).
  - Respondents are least willing to try soy-based meat alternatives such as tofu or tempeh (16%) and more willing to try jackfruit (38%), vegan mayo or cheese (26%) and plant-based burger alternatives (25%).
2. Three in five Americans (59%) agree that eating red meat is part of the American way of life.
  - This sentiment is held more strongly by older Americans (66% of those ages 50-64 and 69% of ages 65+) than younger Americans (50% of those ages 18-34 and 51% of ages 35-49).
  - Fifty-two percent agree that those trying to take red meat off of the menu are trying to control what Americans eat. Men (55%) are more likely to agree than women (48%), while those in suburban (55%) and rural (63%) areas are more likely to agree than those in urban areas (41%).
  - A quarter of Americans (26%) believe that there is a movement in the U.S. to ban red meat. There is a big partisan split on this issue, with 44% of Republicans agreeing compared to 28% of Independents and 13% of Democrats.

*These are the findings of an Ipsos poll conducted between May 7– 9, 2021. For this study, a sample of 1,018 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a margin of error of plus or minus 3.3 percentage points for all respondents.*





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## Ipsos Understanding Society Poll

Conducted by Ipsos using KnowledgePanel®  
A survey of the American general population (ages 18+)

Interview dates: May 7 – May 9, 2021  
Number of interviews: 1018  
Number of Gen Z interviews: 102  
Number of Millennial interviews: 215  
Number of Gen X interviews: 236  
Number of Baby Boomer interviews: 465

Margin of error: +/-3.3 percentage points at the 95% confidence level

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: \* = less than 0.5%, - = no respondents

### Annotated Questionnaire:

1. Which of the following options most closely describes your diet on a normal day?

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Eat meat, dairy, eggs, and plant-based foods	89%	89%	89%	91%	88%
Eat seafood, plant-based foods and products derived from animals such as dairy or eggs, but not meat	4%	4%	2%	4%	6%
Eat plant-based foods and products derived from animals such as dairy or eggs, but not meat or seafood	3%	3%	5%	3%	2%
Eat plant-based foods, but not meat, seafood, or any products derived from animals	2%	3%	2%	1%	2%
Eat plant-based foods and seafood but not meat, dairy, or eggs	1%	-	1%	1%	1%
Skipped	1%	1%	1%	*	1%



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### 2. How interested, if at all, are you in the following?

#### Total Very/Somewhat/A little Interested Summary

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Eating a whole food diet (not eating any processed foods)	69%	74%	69%	64%	69%
Eating only cage-free and grass-fed meat products	62%	67%	66%	62%	58%
Eating only organic food	53%	52%	56%	59%	48%
Eating Meatless Monday or reducing the amount of meat you eat	45%	41%	50%	44%	44%
Eating only a plant-based diet (not eating meat, dairy, or fish)	28%	28%	33%	27%	25%

#### a. Eating Meatless Monday or reducing the amount of meat you eat

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Already doing it	14%	15%	11%	13%	16%
Very interested	10%	7%	14%	10%	10%
Somewhat interested	19%	13%	18%	21%	20%
A little interested	16%	21%	18%	14%	15%
Not at all interested	40%	44%	38%	42%	39%
Skipped	1%	-	1%	*	1%
<i>Very/Somewhat/A little Interested (Net)</i>	<i>45%</i>	<i>41%</i>	<i>50%</i>	<i>44%</i>	<i>44%</i>

#### b. Eating only a plant-based diet (not eating meat, dairy, or fish)

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Already doing it	3%	6%	3%	1%	2%
Very interested	4%	3%	6%	4%	3%
Somewhat interested	11%	16%	12%	11%	9%
A little interested	13%	10%	15%	11%	14%
Not at all interested	69%	65%	63%	72%	72%
Skipped	1%	-	1%	*	1%
<i>Very/Somewhat/A little Interested (Net)</i>	<i>28%</i>	<i>28%</i>	<i>33%</i>	<i>27%</i>	<i>25%</i>



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### c. Eating a whole food diet (not eating any processed foods)

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Already doing it	7%	4%	5%	7%	9%
Very interested	21%	16%	25%	19%	22%
Somewhat interested	25%	28%	27%	25%	23%
A little interested	22%	30%	17%	20%	24%
Not at all interested	24%	22%	25%	29%	22%
Skipped	1%	-	1%	*	1%
<i>Very/Somewhat/A little Interested (Net)</i>	69%	74%	69%	64%	69%

### d. Eating only cage-free and grass-fed meat products

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Already doing it	8%	5%	7%	8%	9%
Very interested	14%	14%	22%	11%	11%
Somewhat interested	25%	30%	27%	26%	21%
A little interested	23%	23%	18%	25%	26%
Not at all interested	29%	28%	26%	29%	32%
Skipped	1%	-	1%	1%	*
<i>Very/Somewhat/A little Interested (Net)</i>	62%	67%	66%	62%	58%

### e. Eating only organic food

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Already doing it	4%	3%	3%	6%	4%
Very interested	10%	10%	14%	9%	9%
Somewhat interested	21%	27%	22%	20%	20%
A little interested	22%	16%	21%	30%	20%
Not at all interested	42%	43%	39%	34%	47%
Skipped	1%	1%	1%	*	1%
<i>Very/Somewhat/A little Interested (Net)</i>	53%	52%	56%	59%	48%

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### 3. Have you ever tried any of the following?

#### a. Plant-based burger alternatives (such as Impossible Burgers or Beyond Beef)

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Ordered it at restaurant	16%	14%	20%	17%	13%
Cooked it at home	19%	18%	25%	17%	18%
Tried it somewhere else	10%	8%	13%	10%	9%
I'd be willing to try it	25%	33%	26%	24%	23%
No interest in trying it	39%	35%	31%	41%	44%
Skipped	1%	1%	2%	*	*

#### b. Soy-based meat alternatives (such as tofu or tempeh)

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Ordered it at restaurant	14%	15%	21%	16%	7%
Cooked it at home	18%	23%	19%	18%	14%
Tried it somewhere else	15%	19%	19%	15%	10%
I'd be willing to try it	16%	22%	18%	12%	14%
No interest in trying it	50%	39%	39%	51%	59%
Skipped	1%	-	1%	*	1%

#### c. Jackfruit

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Ordered it at restaurant	2%	3%	4%	1%	*
Cooked it at home	4%	8%	6%	4%	2%
Tried it somewhere else	9%	12%	9%	9%	6%
I'd be willing to try it	38%	32%	41%	40%	38%
No interest in trying it	48%	47%	39%	47%	54%
Skipped	1%	1%	4%	*	*

#### d. Vegan mayo or cheese

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Ordered it at restaurant	3%	6%	5%	2%	1%
Cooked it at home	5%	7%	7%	5%	4%
Tried it somewhere else	8%	10%	11%	7%	7%
I'd be willing to try it	26%	30%	26%	27%	24%
No interest in trying it	59%	51%	52%	60%	66%
Skipped	1%	1%	4%	*	*



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### 4. To what extent do you agree or disagree with the following statements?

#### Total Agree Summary

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Eating red meat is part of the American way of life.	59%	50%	49%	60%	67%
Farm animals' living conditions are very important to me.	57%	51%	59%	56%	58%
People pushing to take meat off the menu are trying to control what Americans eat.	52%	50%	46%	51%	56%
Eating meat is ethical.	42%	43%	49%	41%	38%
It is easy to find meat-free options when dining out.	42%	43%	39%	48%	40%
Plant-based diets are better for personal health.	36%	33%	34%	38%	38%
The production of red meat is bad for the environment.	30%	40%	38%	28%	22%
I believe there is a movement in this country to ban meat	26%	20%	18%	25%	34%

#### a. Eating red meat is part of the American way of life.

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Strongly agree	24%	21%	21%	23%	28%
Somewhat agree	34%	29%	27%	37%	39%
Neither agree nor disagree	28%	28%	32%	27%	27%
Somewhat disagree	6%	10%	10%	6%	3%
Strongly disagree	6%	12%	9%	7%	3%
Skipped	*	-	1%	*	*
<b>Agree (Net)</b>	<b>59%</b>	<b>50%</b>	<b>49%</b>	<b>60%</b>	<b>67%</b>
<b>Disagree (Net)</b>	<b>13%</b>	<b>22%</b>	<b>18%</b>	<b>13%</b>	<b>6%</b>

#### b. People pushing to take meat off the menu are trying to control what Americans eat.

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Strongly agree	26%	20%	20%	29%	30%
Somewhat agree	26%	30%	26%	22%	26%
Neither agree nor disagree	28%	25%	27%	30%	28%
Somewhat disagree	9%	10%	11%	9%	6%
Strongly disagree	11%	15%	16%	10%	9%
Skipped	1%	-	1%	*	*
<b>Agree (Net)</b>	<b>52%</b>	<b>50%</b>	<b>46%</b>	<b>51%</b>	<b>56%</b>
<b>Disagree (Net)</b>	<b>20%</b>	<b>25%</b>	<b>26%</b>	<b>19%</b>	<b>15%</b>

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c. The production of red meat is bad for the environment.

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Strongly agree	12%	18%	18%	11%	8%
Somewhat agree	18%	22%	20%	18%	14%
Neither agree nor disagree	36%	36%	36%	37%	37%
Somewhat disagree	15%	13%	12%	20%	16%
Strongly disagree	18%	11%	14%	15%	25%
Skipped	1%	-	1%	*	1%
<i>Agree (Net)</i>	<i>30%</i>	<i>40%</i>	<i>38%</i>	<i>28%</i>	<i>22%</i>
<i>Disagree (Net)</i>	<i>33%</i>	<i>24%</i>	<i>26%</i>	<i>35%</i>	<i>40%</i>

d. Plant-based diets are better for personal health.

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Strongly agree	12%	12%	15%	13%	10%
Somewhat agree	24%	21%	18%	25%	27%
Neither agree nor disagree	42%	37%	42%	42%	45%
Somewhat disagree	11%	19%	10%	12%	9%
Strongly disagree	9%	10%	13%	7%	8%
Skipped	1%	1%	1%	*	*
<i>Agree (Net)</i>	<i>36%</i>	<i>33%</i>	<i>34%</i>	<i>38%</i>	<i>38%</i>
<i>Disagree (Net)</i>	<i>21%</i>	<i>29%</i>	<i>23%</i>	<i>19%</i>	<i>17%</i>

e. Eating meat is ethical.

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Strongly agree	22%	17%	25%	24%	21%
Somewhat agree	20%	25%	24%	17%	16%
Neither agree nor disagree	47%	38%	39%	50%	52%
Somewhat disagree	6%	14%	7%	3%	5%
Strongly disagree	5%	6%	4%	6%	5%
Skipped	1%	-	1%	*	*
<i>Agree (Net)</i>	<i>42%</i>	<i>43%</i>	<i>49%</i>	<i>41%</i>	<i>38%</i>
<i>Disagree (Net)</i>	<i>11%</i>	<i>19%</i>	<i>11%</i>	<i>8%</i>	<i>10%</i>

f. Farm animals' living conditions are very important to me.

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Strongly agree	21%	19%	22%	17%	24%
Somewhat agree	36%	32%	37%	39%	34%
Neither agree nor disagree	29%	31%	25%	31%	29%
Somewhat disagree	8%	9%	7%	8%	9%
Strongly disagree	6%	8%	8%	5%	4%
Skipped	*	-	1%	*	*
<i>Agree (Net)</i>	<i>57%</i>	<i>51%</i>	<i>59%</i>	<i>56%</i>	<i>58%</i>
<i>Disagree (Net)</i>	<i>14%</i>	<i>17%</i>	<i>16%</i>	<i>13%</i>	<i>13%</i>

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g. It is easy to find meat-free options when dining out.

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Strongly agree	11%	7%	15%	12%	10%
Somewhat agree	31%	36%	24%	36%	30%
Neither agree nor disagree	37%	28%	38%	33%	42%
Somewhat disagree	15%	21%	17%	13%	13%
Strongly disagree	6%	8%	6%	5%	5%
Skipped	1%	-	1%	*	*
<i>Agree (Net)</i>	<i>42%</i>	<i>43%</i>	<i>39%</i>	<i>48%</i>	<i>40%</i>
<i>Disagree (Net)</i>	<i>21%</i>	<i>29%</i>	<i>23%</i>	<i>18%</i>	<i>18%</i>

h. I believe there is a movement in this country to ban meat

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Strongly agree	8%	7%	5%	7%	10%
Somewhat agree	19%	14%	13%	18%	24%
Neither agree nor disagree	38%	39%	36%	42%	38%
Somewhat disagree	15%	18%	17%	15%	14%
Strongly disagree	20%	23%	28%	19%	14%
Skipped	1%	-	1%	*	1%
<i>Agree (Net)</i>	<i>26%</i>	<i>20%</i>	<i>18%</i>	<i>25%</i>	<i>34%</i>
<i>Disagree (Net)</i>	<i>35%</i>	<i>41%</i>	<i>45%</i>	<i>33%</i>	<i>27%</i>





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### About the Study

This poll was conducted May 7 – 9, 2021, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,018 general population adults age 18 or older. The sample includes 102 Gen Zers, 215 Millennials, 236 Gen Xers, and 465 Baby Boomers. Generation Z includes ages 18-25, Millennials include ages 26-39, Generation X includes ages 40-55, and Baby Boomers include ages older than 55.

The margin of sampling error is plus or minus 3.3 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.18. The margin of sampling error is higher and varies for results based on other sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult US population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The data were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, household income, race/ethnicity by gender, race/ethnicity by age, and race/ethnicity by education. The demographic benchmarks came from the 2019 March supplement of the U.S. Census Bureau's Current Population Survey (CPS). The weighting categories were as follows:

- Gender (Male, Female) by Age (18–25, 26–39, 40-54 and 55+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Latinx, Asian, Other)
- Education (High School graduate or less, Some College, Bachelor and beyond)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Latinx, Asian) by Gender (Male, Female)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Latinx, Asian) by Age (18-44, 45+)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Latinx, Asian) by Education (Some College or less, Bachelor and beyond)





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### About Ipsos

Ipsos is the world's third largest Insights and Analytics company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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