



FINGER ON THE PULSE

MEATLESS MADNESS

horizon media

MEATLESS MADNESS

Meat alternatives are not anything new, but there's been increased buzz around them, causing a number of fast food restaurants to jump on the trend and create new menu additions from Beyond Meat and the Impossible Burger. This got us wondering: what's really driving people's appetite for meatless meat?



63% are interested in trying or have tried meatless items at fast-food restaurants

EXPLORATION

is the biggest driver of interest

40%  curious what it tastes like

21%  heard it tastes good

14%  get out of their comfort zone

AND MAKING AN IMPACT

on their health and the world matters too

26%  believe it's a healthier option

16%  cut down on meat consumption

11%  cut down on carbon footprint

SURPRISE! DIETARY NEEDS ARE NOT DRIVING INTEREST

4%  want to try because they're vegan

DONKEYS ARE MORE LIKELY THAN ELEPHANTS TO TRY MEAT ALTERNATIVES

Democrats are 1.25x more open than Republicans

