

Beansday Report

Prepared for:



Methodology

Audience

2,003 U.S. adults age 18+, including 1,919 adults who eat meat

Mode

The research was conducted online in the U.S. by The Harris Poll via Harris On Demand Omnibus platform on behalf of Humane World for Animals

Weighting

Data have been weighted to be representative of U.S. adults age 18+

Method Statement (to be included in all press materials)

This survey was conducted online within the United States by The Harris Poll on behalf of Humane World for Animals from June 23-25, 2026, among 2,003 adults ages 18 and older, of whom 1,919 eat meat. The sampling precision of Harris online polls is measured by using a Bayesian credible interval. For this study, the sample data is accurate to within +/- 2.7 percentage points using a 95% confidence level.

Key Findings

Meat & Bean Consumption Is High Across The Board

- Nearly all Americans (96%) consume meat, with over half (55%) doing so **every day or almost every day**.
- 95% of Americans eat beans, with the most popular being **black beans** (46%).
- America's favorite bean dish is **chili with beans** (50%).

Many are willing to make dietary changes when it comes to meat consumption

- More than 3 in 5 meat eaters (62%) would be **willing to reduce the amount of meat they currently eat**.
- Nearly 3 in 5 meat eaters (57%) would be willing to **swap meat for beans at least once a week**.

Household finances and personal health pose concerns about meat consumption

- Roughly 2 in 3 meat eaters are concerned about the **impact of their meat consumption on their household finances** (67%) and their **personal health** (64%).
- Top factors that would motivate meat eaters to replace meat with beans at least one day a week include **improving personal health** (53%) and **saving money on groceries** (41%).

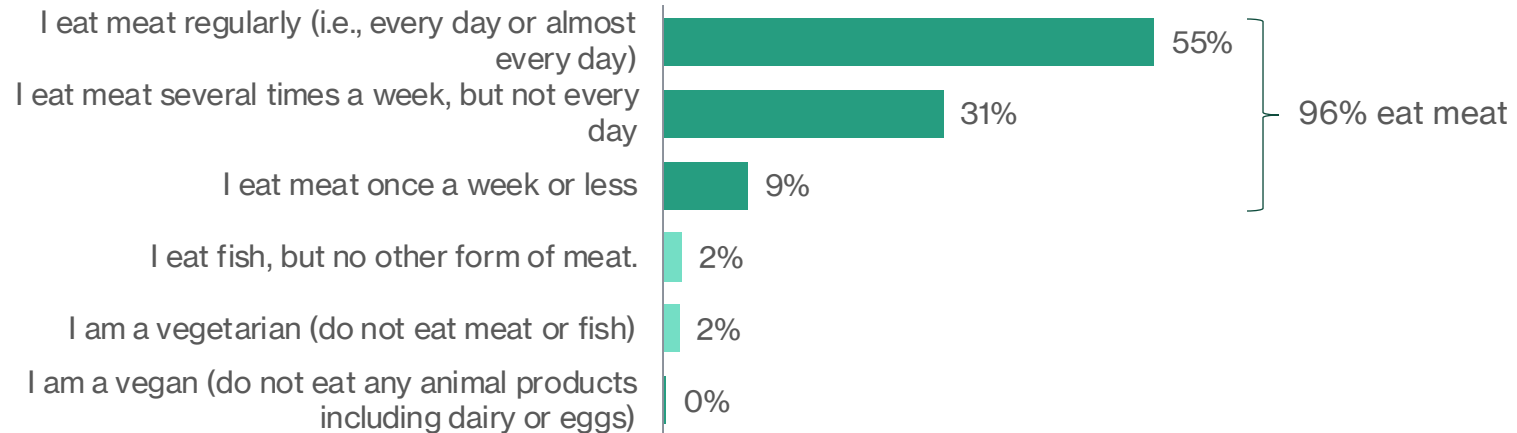
Animal welfare and environmental concerns also influence meat consumption

- Nearly 2 in 3 meat eaters (64%) are concerned about the **impact of their meat consumption on animal welfare** and nearly as many (58%) say the same of the **environment and climate**.
- About 1 in 4 meat eaters say making food choices that are **kinder to animals** (23%) or **reduce environmental impact** (22%) would motivate them to replace meat with beans at least one day a week.

Most Americans eat meat such as beef, poultry or pork.

Just over half of Americans eat meat every day or almost every day.

Current Diet



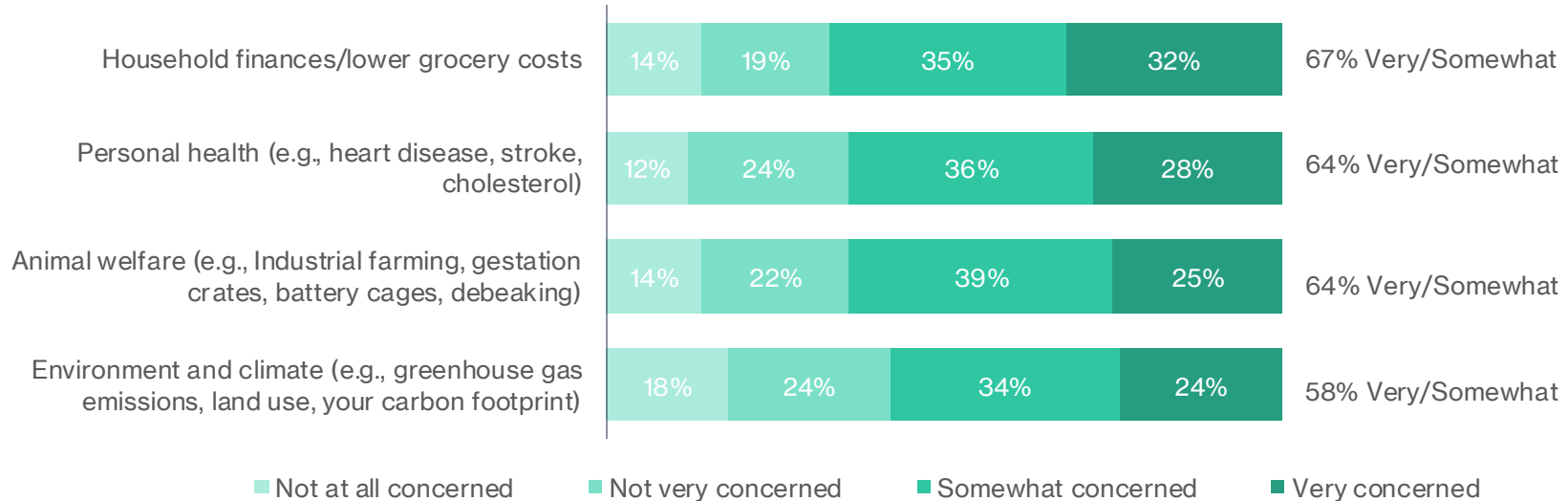
BASE: ALL RESPONDENTS (n=2,003)

Q1. Which of the following best describe your current diet? By meat we mean things like beef, poultry, and pork.

Many express concerns about the impact of their meat consumption.

Nearly 2 in 3 Americans who eat meat are concerned about the impact of their meat consumption on animal welfare.

Level of Concern



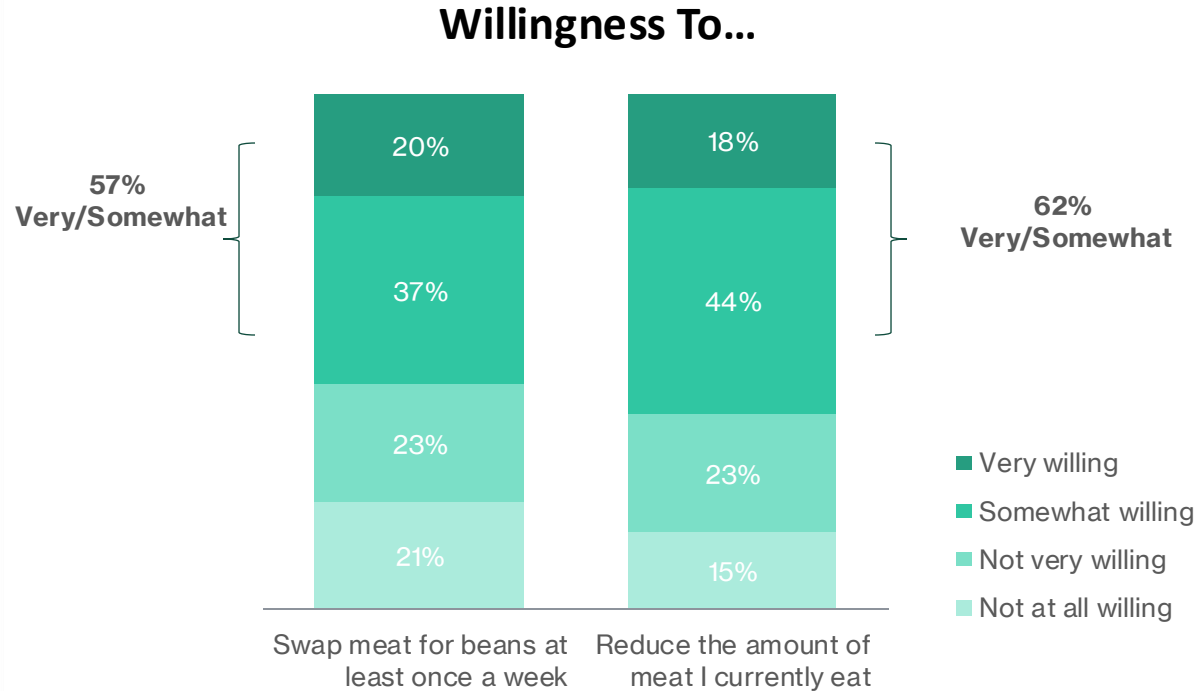
BASE: MEAT EATERS (n=1,919)

Q2. How concerned are you about the impact of your meat consumption on each of the following?

Majority of meat eaters are open to changes in meat consumption

More than 3 in 5 are willing to reduce the amount of meat they currently eat, with women more likely than men to do so (68% vs. 56%).

A similar proportion would be willing to swap meat for beans at least once a week, with women more willing than men to make the swap (62% vs. 52%).



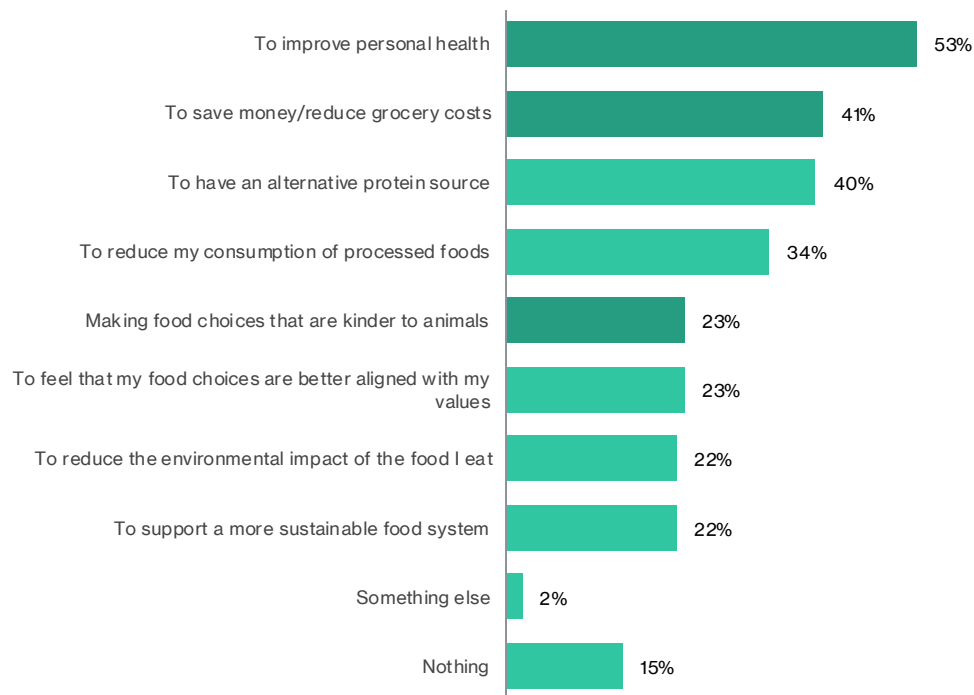
BASE: MEAT EATERS (n=1,919)

Q3. How willing would you be to make the following dietary changes?

Improving health and saving money are top motivators to swap meat with beans

About 1 in 4 say making food choices that are kinder to animals is a motivator to swap meat for beans. Women and younger meat eaters are more likely be motivated by animal welfare than their counterparts (27% women vs. 20% men) and (27% 18-34 vs. 19% 55+).

Motivators To Swap Meat With Beans At Least Once A Week

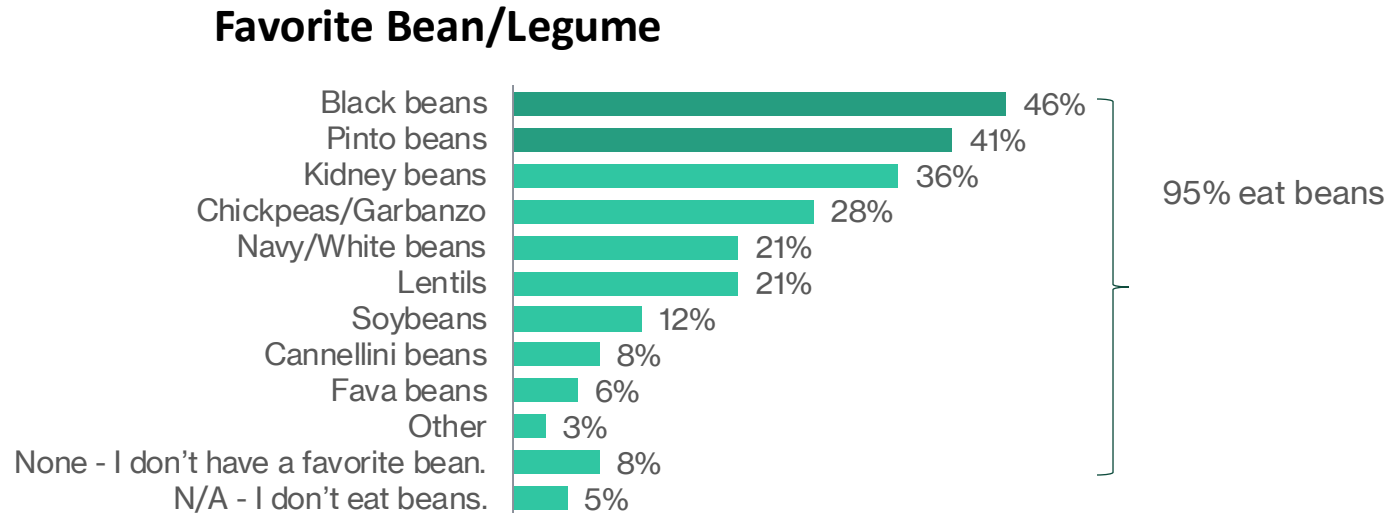


BASE: MEAT EATERS (n=1,919)

Q4. Which of the following would motivate you to replace meat with beans at least one day per week?

Black beans reign supreme

Pinto beans come in at close second for American's favorite beans/legumes



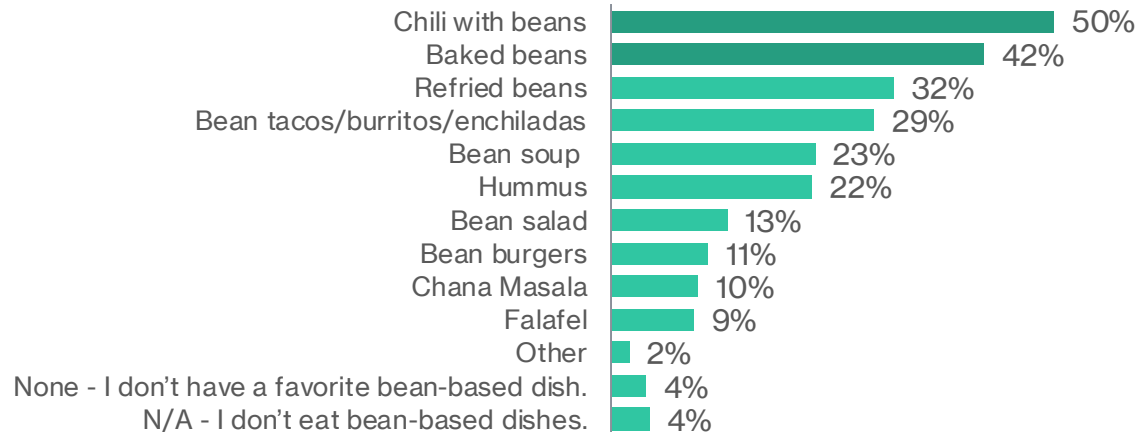
BASE: ALL RESPONDENTS (n=2,003)

Q6. Which or the following types of beans or legumes are among your most favorite? Please select up to 3.

Bring on the cookoffs-America's favorite bean dish is chili with beans

Baked beans come in second place for Americans' favorite bean dish

Favorite Bean-based Dishes



BASE: ALL RESPONDENTS (n=2,003)

Q7. Which of these bean-based dishes is among your most favorite? Please select up to 3.

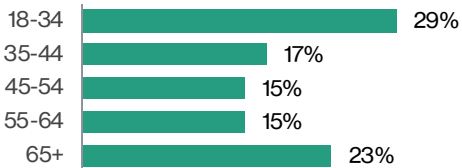
Appendix

Demographics: Total Americans

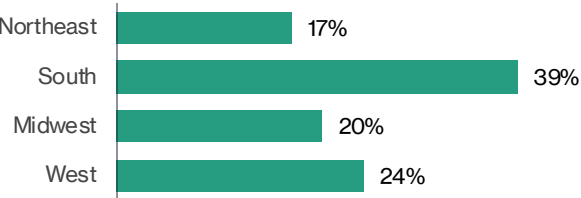
Gender



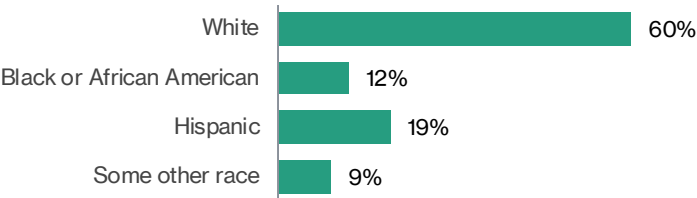
Age



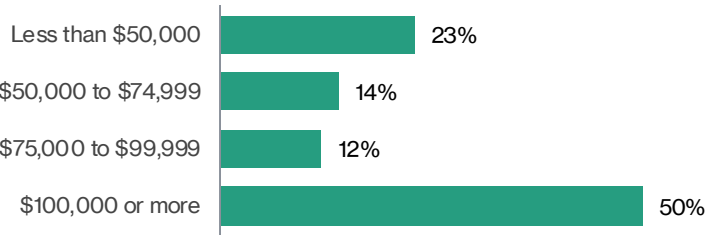
Region



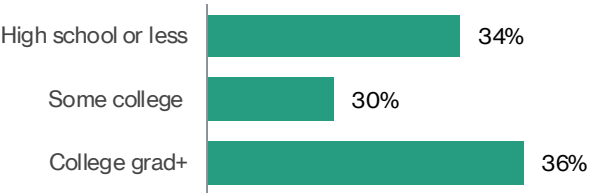
Race/Ethnicity



Household Income



Education

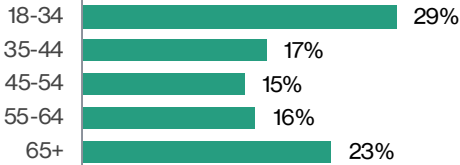


Demographics: Meat Eaters

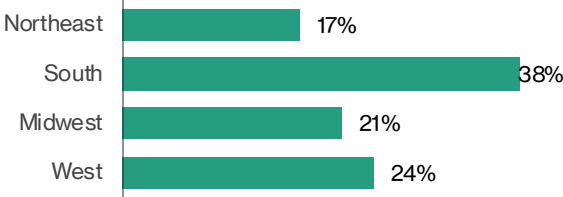
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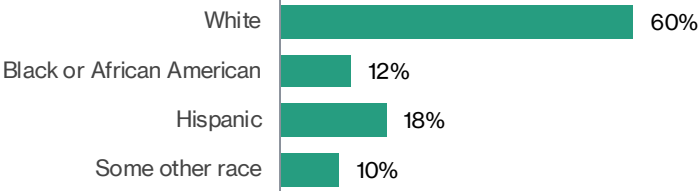
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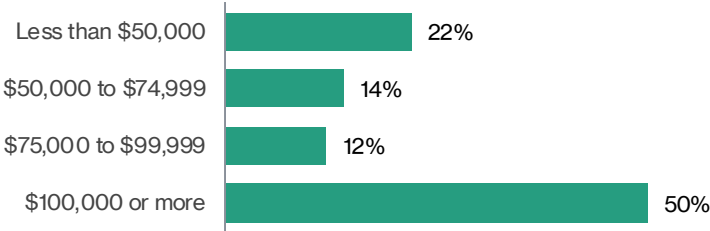
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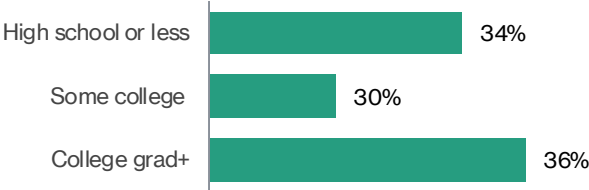
Race/Ethnicity



Household Income



Education

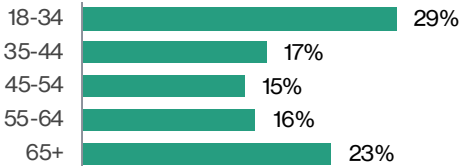


Demographics: Bean Eaters

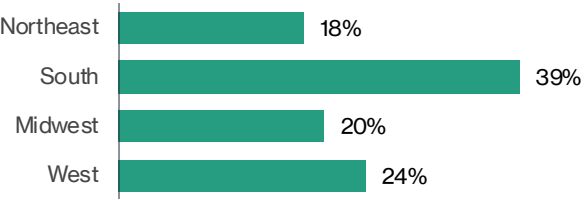
Gender



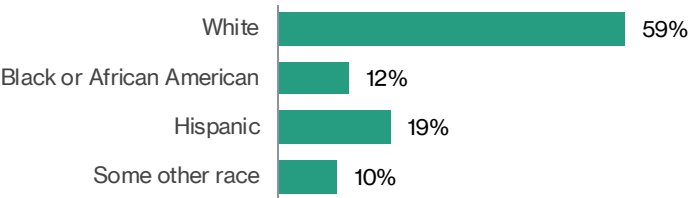
Age



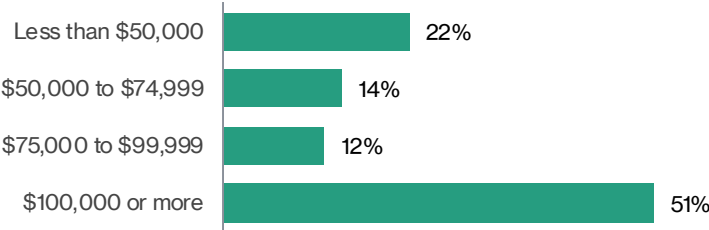
Region



Race/Ethnicity



Household Income



Education

