

# BEYOND BURGERS + FRIES:

## NON-MEAT EATERS VISIT FAST FOOD CHAINS TOO

Embracing a shift in dietary preferences, vegetarians, vegans, and flexitarians are making their mark on the fast-food scene, choosing certain Quick-Service Restaurants (QSRs) more frequently than their carnivorous counterparts.



18%

of Vegetarian, Vegan, and Flexitarians visit Chick-fil-A.



19%

of Vegetarian, Vegan, and Flexitarians visit Dunkin'.



20%

of Vegetarian, Vegan, and Flexitarians visit Taco Bell.

29%

of Vegetarian, Vegan, and Flexitarians visit Starbucks.



42%

of Vegetarian, Vegan, and Flexitarians visit McDonald's.

49%

of Carnivores visit McDonald's.

### NEED RESEARCH?

Contact us now: [solutions@mfour.com](mailto:solutions@mfour.com) or call 714-754-1234.  
Data witnessed September 2023.

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