Uncovering America's Love Affair with Beef

Survey Fact Sheet
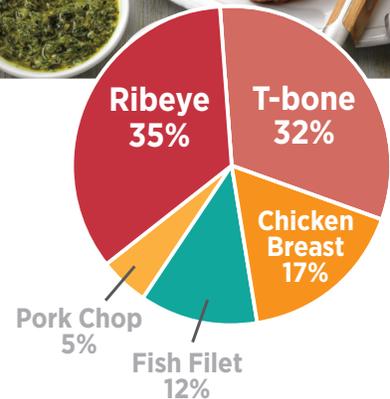
A recent survey [1] uncovered the true depth of America's love of beef. The results were clear: Whether for special celebrations or everyday occasions, Americans ♥ Beef.

Show Your Love Some Love...with Beef

When it comes to Valentine's Day this year, Americans would rather have a nice meal (61%), than a card (25%), flowers (25%), chocolate (21%) or even a gift (34%). And 62 percent of Americans professed their love for steak as their number-one desired Valentine's Day meal.

- **Nothing says love like beef and backrubs.** Forty-three percent of Americans said they'd choose a beef meal to kick off a romantic evening of hot tub time, back rubs and champagne.

- **They call me Dr. Love.** Americans associate steak as a "best match" for love (44%), romance (42%) and passion (41%)—more so than other meats.

- **Satisfy your partner.** Sixty-two percent of Americans said they'd prepare a steak meal if they were looking for gratitude and appreciation from their dinner partner, compared to preparing chicken (15%), pork (10%) or fish (4%).

Ribeye 35% · T-bone 32% · Chicken Breast 17% · Fish Filet 12% · Pork Chop 5%

Let's Meat

- Beef (36%) is more often associated with "magnetism" than fish (22%), pork (21%) or chicken (21%).

Come a little closer, baby

- **When it comes to sharing that Valentine's Day meal, beef wins.** A ribeye (35%) or T-bone steak (32%) are chosen as the best meal to share with a significant other, more than a chicken breast (17%), fish filet (12%) or pork chop (5%).

53% Candlelight Meatings

- Fifty-three percent of Americans identify filet mignon as the food most associated with candlelight romance, and 50 percent think filet mignon is the best way to say, "I love you."
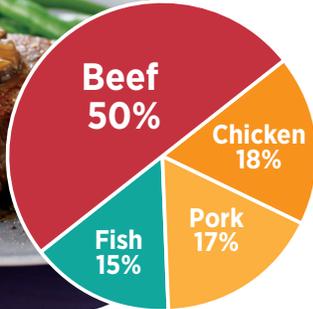
[1] Survey conducted by Pelegrin Gray on behalf of The Beef Checkoff Program.

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Survey Fact Sheet, cont.

I ♥ Beef

Beef 50%
Chicken 18%
Pork 17%
Fish 15%

When it comes time to celebrate with family and friends, Beef Takes the Cake

- Beef is most associated with celebrations (50%), compared with chicken (18%), pork (17%) or fish (15%).

Beef. It's What's for Dinner... on Special Days or Any Day

While beef holds a special place in our hearts for celebrations, it is also a staple for everyday gatherings and any time you want to show someone you care.

- **Grill master.** When grilling a steak, 55 percent of Americans like filet, ribeye or T-bone as the preferred match when compared to other proteins like pork (18%), chicken (14%) or fish (13%).

- **How much do you love me?** Picture this—you're stranded on a deserted island for one month when suddenly, a speedboat shows up out of nowhere carrying a meal. Sixty-one percent of Americans said they'd want a high-end steak as their first choice.

- **Don't be a brat.** For a tailgating party with friends, burgers are the preferred food of choice (38%), substantially higher than the next nearest choice, bratwursts (20%).

- **Hearty meal.** Most people don't realize that lean beef can be part of a heart-healthy diet. Less than half of respondents (43 percent) think lean beef is heart healthy, when, in fact, research shows lean beef can be an important part of a heart healthy diet.

Beef Up Those Special Occasions in Life

A high-end beef meal, such as a filet or T-bone steak, is the best match for celebrations and memorable moments when compared with other high-end meals.

- **I think we're alone now.** You finally scored a babysitter for Friday night so you and your spouse can hit the town for dinner. Fifty-eight percent of Americans said they'd take this opportunity to order up a filet, ribeye or T-bone steak.

- **An excuse to snuggle.** When staying in on a cold night, 52 percent of Americans say beef chili is their food of choice to help them warm up.

- **Anything for you, Dad.** Fifty-seven percent of Americans said a nice steak is the meal of choice for Dad on Father's Day.
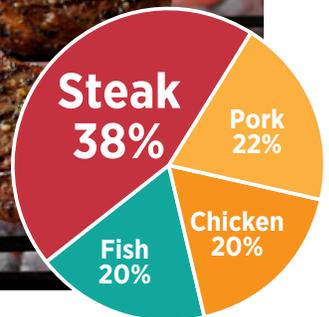

Steak 38%
Pork 22%
Chicken 20%
Fish 20%

Recession Relief

- Many Americans associate steaks like filet, ribeye or T-bone (38%) with providing a break from the recession, compared to pork (22%), chicken (20%) or fish (20%).

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Information Courtesy of
The Beef Checkoff