

Answering the question: How has the pandemic influenced changes in how we eat?

This special report explores the context, needs and behaviors associated with eating and drinking occasions. Utilizing The Hartman Group's proprietary Eating Occasions Compass database, *Eating Occasions Dashboards 2021* report explores American trends in eating and drinking occasions in 2021 compared to data from both 2020 and 2019, and also presents dashboard analysis of 8 eating occasions by daypart. It was researched and prepared by Hartman's Retainer Services team and provides our analysts' perspectives to help marketers connect to the cultural changes occurring in the U.S.

The report is derived from analysis of Hartman's Eating Occasions Compass database which analyzes food and beverage and meal dayparts, location, social composition, and need states, as well as items consumed and broadly when and where items were acquired.

About The Hartman Eating Occasions Compass Database

Exploring the context, needs and behaviors associated with eating and drinking occasions

The Hartman Group's Eating Occasions Compass uses a powerful online recall methodology that randomly selects two eating or drinking occasions that a consumer participant has had in the past 24 hours. This unique method allows us to access respondents very close to their eating occasions for optimal recall of information.

The database includes daypart, location, social composition, and need states as well as items consumed and broadly when and where items were acquired. The Hartman Group has been consistently fielding the survey since 2012 and has now captured over 175,000 adult eating occasions.



2021 Eating Occasions Compass Sample & Fielding Dates

The respondent sample is nationally representative of the U.S. general adult population. These respondents recall eating occasions distributed across days of the week, leading to an occasion sample reflecting all U.S. adult occasions.

Fielded as 3 annual waves among U.S. adults aged 18–73, nationally representative sample (balanced by age, gender, region, education, income, number of children, and race/ethnicity):

2021 fielded:	May 2021 July-August 2021 October 2021	}	N = 14,138 Total Occasions
2020 fielded:	April 2020 July-August 2020 October 2020		
2019 fielded:	May-June 2019 July-August 2019 October 2019		

What's on the Dashboard?

Data reported on dashboards represent % of adult eatings for the specified occasion

SIZE OF PRIZE:	WHAT THEY ATE/DRINK:
Represents the relative importance of this occasion by extrapolating to the total number of adult (18+) eatings this occasion accounts for within a year (one person eating something during this occasion on a single day = 1 mouth).	% of all adult eatings on this occasion that included the specified foods or drinks. %s do not add to 100% since multiple foods/beverages are consumed. Only most sizeable categories displayed.
WHO SPECIFICS:	CHANNEL WHERE FOOD IS SOURCED:
Share of all adult eatings on this occasion that took place alone or with others (couple, family or friends)	% of all adult eatings on this occasion that sourced at least some of the food or beverage from specified channel
WHERE SPECIFICS	EMOTIONAL CONTEXT
Share of all adult eatings on this occasion that took place at-home or with away-from-home (at work/school, a restaurant, or other away-from-home location)	% of all adult eatings in which a certain feeling/emotion was present prior to deciding what to have/serve or prepare on the specified occasion. %s do not add to 100% as multiple feelings/emotions can be present on one occasion.
SOCIAL CONNECTIONS:	NEED STATES:*
These are measures that represent the desire to tap or maintain relationships with others (Top 3 box considerations): Caretakers: how often tending to the needs of others eating with me is a consideration Catered to: how often letting someone else take care of me and my food is a consideration Community: how often connecting socially with others (family, friends, peers or neighbors) through food/drink occasions is a consideration Crafters: how often engaging with others who care a lot about food/the food system (makers, merchants, chefs, growers) is a consideration	Rank order top needs when eating during the occasion. Top Need States: Rank order of needs rated a consideration on the occasion. Specific-Need State: Rank order of top two specific-needs rated important for each Top Need State and additional 3 highest indexing items.
	INTERPRETING INDEX SCORES:
	An Index compares the occasion data to the total data and is defined as the ratio of the occasion data to the total data, times 100. 80-120: Average; >120: Over-indexing; <80: Under-indexing.



Eating Occasions Dashboards 2021

About the Eating Occasions Dashboards 2021 Report - What's Included?

In addition to data points and insights, the *Eating Occasions Dashboards 2021* report includes:

- Methodology and an overview of The Hartman Group's Eating Occasions Compass
- Key observations: COVID-19's initial impact on eating
- 2021 eating occasions: contexts & characteristics and analysis of:
 - Participation in eating occasions across the day
 - Snacks and at-home eating
 - The social context of eating
 - Restaurant sourced eating occasions
 - Cooking and degree of preparation
 - Leftover consumption, eating occasions and the role of restaurants
 - Trading up for delicious flavor experiences
 - Seeking out unique flavors and functional benefits
 - Shopping and food sourcing
- Interpreting eating occasions dashboards
 - The 8 eating occasions by daypart
 - 8 dashboards (3 slides for each) of the 8 eating occasions dayparts (early-morning snack, breakfast, morning snack, lunch, afternoon snack, dinner, after-dinner snack, and late-night meal/snack)
- Key takeaways & implications
- 62-page report in PowerPoint and PDF format

Report Price: \$10,000

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