

Answering the Question: How Do Americans Eat?

The Hartman Group's Eating Occasions Compass tracks the eating and drinking behaviors of thousands of America's consumers, going beyond demographic and standard food diary questions to paint a more complete picture of food and beverage occasions across the entirety of eating.

In today's America, the same person eats differently at different times and in varied contexts. People therefore can't reliably describe in general how often they eat and why. However, they can describe whether, how and why they've recently eaten, and with careful prompting they can recall what they have chosen to consume on a given **occasion**.

Understanding the dynamics of eating occasions is the gateway to opening new growth opportunities through innovation, messaging and data-driven strategy.

About the Eating Occasions Dashboards

The Hartman Group's proprietary Eating Occasions Compass is a dynamic database and analytics tool that tracks consumers' current and shifting eating and drinking behaviors. It provides precise data, information and penetrating insights as a foundational platform from which you can identify opportunity spaces and fine-tune strategic planning and direction.

The eight dayparts analyzed in the *Eating Occasions Dashboards 2020* report are:

- Early-Morning Snack
- Breakfast
- Morning Snack
- Lunch
- Afternoon Snack
- Dinner
- After-Dinner Snack
- Late-Night Meal/Snack

Capturing the Food Occasion

Who – The Respondent

When, Where, With Whom – Past Day's Eating and Drinking

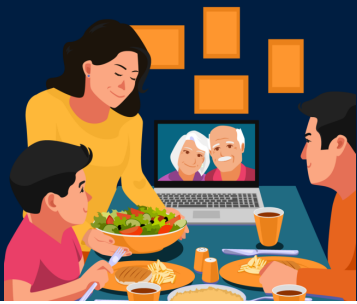
Why – Situations and Motivations

What – The Food/Beverage

Results

Sources Used and Timeframe of Purchases





About the Eating Occasions Dashboards Report

Our Proprietary Approach

The Hartman 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 (or their child's) 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/where items were acquired.

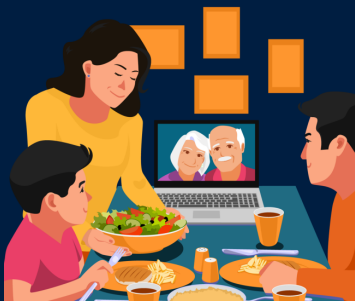
The Hartman Eating Occasions Compass survey is fielded three times annually (spring, summer and fall). The respondent sample is nationally representative of the U.S. general adult population balanced against all major demographics. These respondents recall eating occasions distributed across seasons and days of week, leading to an occasion sample reflecting all U.S. adult occasions.

As of January 2021, the database includes:

- 104,000+ respondents (covering 2012 through 2020)
- 161,000+ adult eating occasions plus additional 35,000+ child eating occasions
- Starting in 2016, teen (13-17 years old) occasions have been captured so we can provide a deep dive into how this emerging consumer group eats

With over 1,500 potential questions, the Hartman Eating Occasions Compass captures a unified, comprehensive picture of food occasions across the entirety of eating. Consumer motivations for food occasions are identified, allowing us to understand the emotional need states that drive food consumption decisions at the food occasion level.





Eating Occasions Dashboards 2020

TRACKING AMERICA'S FOOD & BEVERAGE CONSUMPTION BEHAVIORS

About the *Eating Occasions Dashboards Report*: What You Get

In addition to data points and insights, the *Eating Occasions Dashboards 2020* report includes:

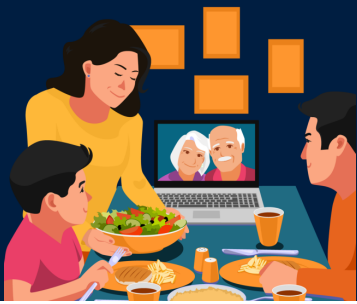
- Hartman Eating Occasions Compass Overview
- Our Proprietary Approach
- Capturing the Food Occasion
- Interpreting Eating Occasions Dashboards
- The 8 Eating Occasions by Daypart
- Three Dashboards for Each of the 8 Eating Occasions Dayparts (*Early-Morning Snack, Breakfast, Morning Snack, Lunch, Afternoon Snack, Dinner, After-Dinner Snack and Late-Night Meal/Snack*)
- 43-page report in PowerPoint and PDF format
- Publication date: January 2021

What's on the Dashboard?

The data reported on each daypart occasion dashboard represent percentage of adult eatings for the specified occasion.

<p>SIZE OF PRIZE:</p> <p>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).</p>	<p>WHAT THEY EAT/DRINK:</p> <p>% of all adult eatings on this occasion that included the specified foods or drinks.</p> <p>%s do not total to 100% since multiple foods/beverages are consumed. Only most meaningful/sizeable categories displayed.</p>
<p>WHO SPECIFICS:</p> <p>Share of all adult eatings on this occasion accounted for by those eating alone or with others (couple, family or friends).</p>	<p>CHANNEL WHERE FOOD IS SOURCED:</p> <p>% of all adult eatings on this occasion that sourced at least some of the food from specified channel.</p>
<p>SOCIAL CONNECTIONS:</p> <p>These are measures that represent the desire to tap or maintain relationships with others:</p> <p>Companions: how often it is felt important to tend to the needs of others eating with me.</p> <p>Caretakers: how often it is felt important to let someone else take care of me and the food.</p> <p>Community: how often it is felt important to connect socially with others (family, friends, peers or neighbors) through food or drink occasions.</p> <p>Crafters: how often it is felt important to engage with the network of people who make/create food.</p>	<p>NEED STATES:</p> <p>Rank order of top needs when eating during the occasion.</p> <p>Top Need States: Rank order of needs rated a consideration on the occasion.</p> <p>Specific-Need States: Rank order of top two specific needs rated important for each Top Need State and additional 5 highest indexing items as well as the top two highest indexing general needs.</p>
<p>INDEX:</p> <p>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.</p> <p>80-120: Average; > 120: Over-indexing; < 80: Under-indexing.</p>	<p>SIGNIFICANT DIFFERENCES:</p> <p>Key data points also note statistically significant differences between 2019 and 2020 at the 95% confidence level using +/- pp.</p>

Unlock your innovation and growth potential! To purchase the *Eating Occasions Dashboards 2020* report, please fill out the order form on the next page and return to blaine@hartman-group.com



Order Form

To order the ***Eating Occasions Dashboards 2020*** report, please fill out the form below and return to:

Blaine Becker
Senior Director, Marketing
f: 425.452.9092
e: blaine@hartman-group.com

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