



# A New Landscape of Eating

## 2022 Eating Occasions

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The landscape of eating has fundamentally changed. And while we cannot predict the future, every indication thus far is that we, as a society, are not returning to how things were before the pandemic.

Leveraging The Hartman Group's proprietary Eating Occasions Compass Database, this report highlights U.S. adult eating behaviors in 2022, how aspects have shifted from previous years, and how eating occasions differ among generational cohorts and across the day. The report is derived from analysis of Hartman's Eating Occasions Compass database which analyzes dayparts, location, social composition, need states, food and beverage categories 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 190,000 adult eating occasions.

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## About A New Landscape of Eating: 2022 Eating Occasions Report - What's Included?

**In addition to data points and insights, the report includes:**

- Methodology and an overview of The Hartman Group's Eating Occasions Compass
- 2022 eating occasions (including analysis of key differences between generations and dayparts)
  - Contexts & characteristics and analysis of:
    - Participation in eating occasions across the day
    - The social context of eating
    - Snack vs. meal occasions
    - Eating location
    - Need states
    - Emotional context and top considerations
    - Important food and beverage attributes
    - Restaurant sourced eating occasions
    - Cooking and degree of preparation
    - Shopping and food sourcing
  - Spotlight: Price sensitive occasions
- The 8 eating occasions by daypart
  - Dashboards (3 slides each) 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

73-page report in PowerPoint and PDF format

## What's on the Dashboards?

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): <b>Caretakers:</b> how often tending to the needs of others eating with me is a consideration <b>Catered to:</b> how often letting someone else take care of me and my food is a consideration <b>Community:</b> how often connecting socially with others (family, friends, peers or neighbors) through food/drink occasions is a consideration <b>Crafters:</b> 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. <b>Top Need States:</b> Rank order of needs rated a consideration on the occasion. <b>Specific-Need State:</b> 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.	

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