



Project Snapshot: Consumer Beef Index - February, 2010 Wave -



Date: June, 2010

Background

Starting in 2007, the beef check-off has funded two waves a year of the Consumer Beef Index. In support of a Beef Industry Long Range Plan objective, this study provides insights on the most critical factors related to consumer satisfaction with beef. In addition, the study provides a means to dig deeper on perceived industry issues, analyzes relative performance of beef versus chicken, documents reasons for eating more or less beef, and allows for a deeper dive into demographic and lifestyle characteristics of beef users and non-users.

Objective

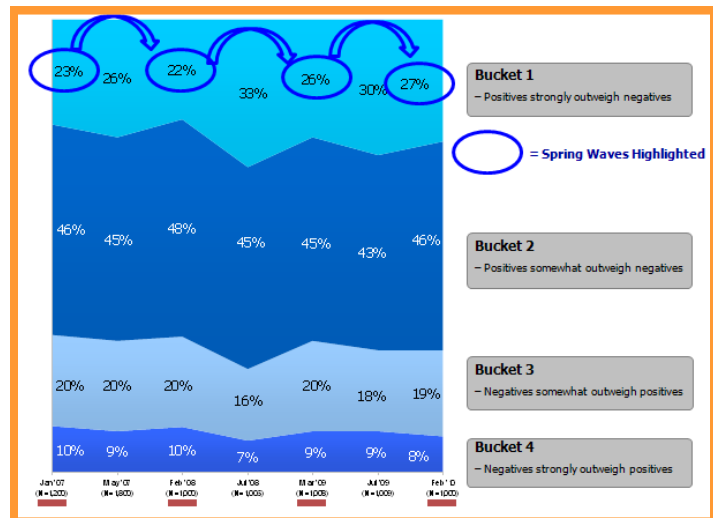
The study has provided tracking over time of beef strengths and weaknesses. It is used as a means to focus on critical areas that will provide enhanced consumer satisfaction.

Methodology

This nationally representative online study is conducted among approximately 1000 13-65 year-olds, and measures 29 attributes for both "importance" in selecting a dinner entrée, and in regards to beef's "performance." The consumer is also asked about whether the positives of beef strongly or somewhat outweigh the negatives, or whether the negatives of beef strongly or somewhat outweigh the positives. The placement of consumers into four segments of satisfaction based on this question is correlated strongly with beef consumption measures.

Findings

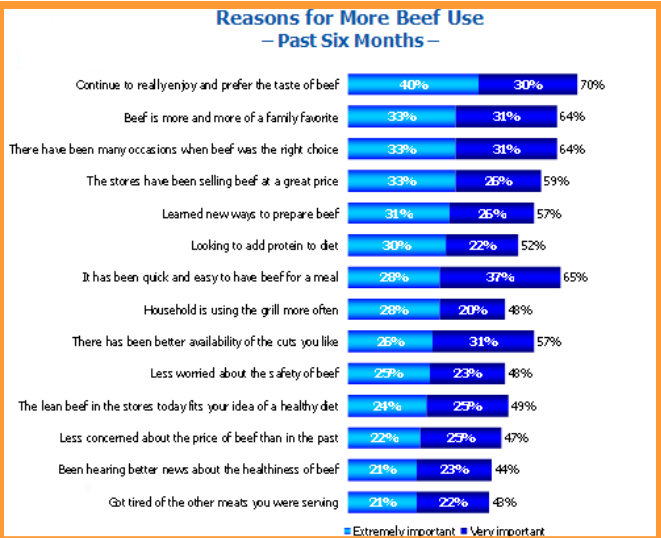
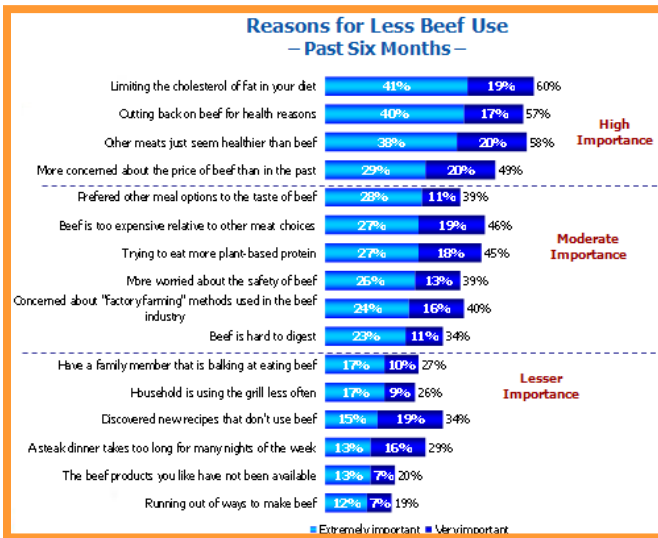
Many beef perceptions have been on a slow upwards trend for three years. 27% of consumers in this wave of the study qualified as Bucket 1 consumers (beef's positives strongly outweigh the negatives). This is a spring-time high, although somewhat lower than the reading the last 2 summers.



As part of this study, a bank of questions was added to allow better analysis of the major reasons consumers are citing for using less or more beef. Among the 17% of consumers that reported using less beef, the top three reasons all focused on nutrition. Among the 16% of consumers that reported using more beef, taste, family appeal and the great price seen at grocery stores were 3 of the top 4 reasons. (see graphics on next page)



Funded by
The Beef Checkoff



Importance of Main Dish Characteristics (Page 1 of 2)

	At Home				
	Jan '07	Feb '08	Mar '09	Jul '09	Feb '10
Extremely/Very Important					
Great tasting	81%	90%	88%	90%	89%
A good value for the money	74%	78%	81%	80%	80%
Delivers good results consistently	N/A	N/A	69%	77%	76%
Balance of taste and nutrition	62%	71%	72%	74%	76%
Great source of protein	55%	62%	63%	64%	67%
Smart choice	56%	68%	63%	64%	66%
Food you crave	52%	58%	62%	68%	65%
Fits a health-conscious diet	50%	58%	57%	55%	62%
Base: Among Those Answering	(600)	(500)	(504)	(504)	(500)

The study shows that consumers continue to place greater emphasis on nutrition in choosing a dinner entrée. In addition, the importance of "value" is at an all time high. The importance of consistency, protein, craveability, and leanness are also increasing.

Beef is performing well on many of the same attributes that are increasing in importance. Beef's performance is trending upwards on

value, its ability to provide a balance of taste and nutrition, consumer knowledge on how to prepare well, craveability, versatility, and the availability of lean cuts.

A wild card question is often added to the study. In this wave, that question focused on the need for recipes. Interestingly almost 50% of consumers noted that a recipe really helps when making a new item. 27% reported being cooking challenged, and use recipes as an ongoing tool when cooking.

Next Steps

The Consumer Beef Index data is increasingly being mined for additional insights. This spring, the combined data set of responses over three years provided the source of individual State Consumer Beef Indexes acquired by 7 state councils. A deep dive into trends among the millennial generation is in motion. Millennials are a focus for check-off activities moving forward due to this generation's size (80 million) and because they are at a critical age in making long-term food choices.

