The Consumer Beef Index (CBI), initially developed in late 2006, has been used since then by the beef checkoff program to:

- Track changes in consumers’ perceptions of and demand for beef relative to other meat proteins, particularly chicken, its primary competitor.
- Assess the impact of the beef industry’s communications efforts on consumer attitudes and behaviors.
- Measure the extent to which consumers consider the positive aspects of beef to outweigh the negatives.
- Monitor the areas of relative strength and potential vulnerability for beef.
- Provide input for national communication strategies.

A master CBI database has been established from over 18,900 completed surveys since the program was begun, and continues to be used for ongoing strategic analyses.
The first 2015 tracking wave was conducted online February 27th to March 11th using the standard CBI on-going survey format, with 1,050 consumers who were:
- 13-68 years of age.
- Nationally representative of the U.S. population, balanced for census profile distributions of gender, age, ethnicity, region and child presence.
- Screened to exclude those who do not influence their households’ grocery shopping, meal preparation or selection of away-from-home food choices.

This addition of 66-68 year-olds allows for better examination of generational differences, as the Baby Boomers generation has begun to significantly “age out” of the previously tracked range.

For continuity, only the core 13-65 year old consumers (N=1,000) from this first, core 2015 wave are included in tracking comparisons to the previous 16 waves.
Consumers’ opinions about beef are now more favorable.

- An overwhelming majority (78%) think the positives of beef outweigh the negatives – 82% among Millennial parents (see data on next page).

- For the first time, an equal proportion of consumers prefer beef as prefer chicken (considering all attributes – taste, value, nutrition, etc.).
Favorability Toward Beef – By Segment

Attitudes About Beef by Generation

<table>
<thead>
<tr>
<th>Bucket</th>
<th>Total (N=1,000)</th>
<th>Millennials (N=381)</th>
<th>Millennial Parents (N=134)</th>
<th>Gen-X Parents (N=143)</th>
<th>Gen-X (N=272)</th>
<th>Baby Boomers (N=387)</th>
<th>Boomer Parents (N=59)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positives strongly outweigh negatives</td>
<td>28%</td>
<td>28%</td>
<td>30%</td>
<td>28%</td>
<td>28%</td>
<td>22%</td>
<td>18%</td>
</tr>
<tr>
<td>Positives somewhat outweigh negatives</td>
<td>51%</td>
<td>51%</td>
<td>52%</td>
<td>51%</td>
<td>50%</td>
<td>53%</td>
<td>60%</td>
</tr>
<tr>
<td>Negatives somewhat outweigh positives</td>
<td>14%</td>
<td>13%</td>
<td>13%</td>
<td>13%</td>
<td>13%</td>
<td>18%</td>
<td>19%</td>
</tr>
<tr>
<td>Negatives strongly outweigh positives</td>
<td>7%</td>
<td>7%</td>
<td>5%</td>
<td>8%</td>
<td>9%</td>
<td>8%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Base: Total (N = 1,000)
Q.35: Considering all you know about beef, would you say the positives of beef outweigh the negatives or do the negatives of beef outweigh the positives?

Key: Significantly higher/lower than non-segment (↑↓)

March 2015
Beef consumption has stabilized at an average of two servings per week after nearly a decade long period of decline.

- More Americans intend to increase beef consumption in the future.
The improving economy is helping beef.

- The increase in employment is relaxing consumer budgets and making beef an affordable option.
- Heavy beef usage (3+ times a week) has rebounded.
<table>
<thead>
<tr>
<th>Interest in getting more information about how to...</th>
<th>Very Interested</th>
<th>Somewhat/Very Interested</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use lower priced cuts of beef</td>
<td>26% 25% 31%</td>
<td>64% 64% 72%↑</td>
</tr>
<tr>
<td>Make a great burger</td>
<td>24% 27% 30%</td>
<td>60% 63% 67%</td>
</tr>
<tr>
<td>Cook beef so results provideservings at two or more great meals</td>
<td>24% 25% 35%↑</td>
<td>60% 62% 72%↑</td>
</tr>
<tr>
<td>Cook a steak</td>
<td>24% 27% 29%</td>
<td>58% 62% 63%</td>
</tr>
<tr>
<td>Cook a roast</td>
<td>21%↑ 21% 28%↑</td>
<td>55%↑ 55% 64%↑</td>
</tr>
</tbody>
</table>

Base: Total (N = 1,000), Millennials (N = 381), Parents 20-34 (N = 134)

Q.48y: How interested would you be in getting more information about …?

Key: Significant change in year-to-year trend (↑↓) or/and from March 2014 (↑↓), or higher/lower than non-segment (↑↓)
The Consumer Beef Index (CBI) is a semi-annual national survey completed with 1,000+ qualified U.S. consumers ages 13-65 per wave, currently on-going for 17 waves from 2007 through 2015.

To consistently track on-going market activities/perceptions, the CBI is conducted in late February or March (after atypical holiday season activities) and mid-July (after atypical 4th of July grilling activities).

The initial sample is drawn from nationally representative panels by the program fielding partner, IPSOS, one of the leading research sample and data collection firms.

A master CBI database has been established from over 18,900 completed surveys and continues to be used for ongoing beef industry strategic analyses.

Added Qualification Screening

- To maximize confidence in having nationally representative results – the sample is balanced (using nested quotas) against current* U.S. census profile distributions for gender, age, ethnicity, region and child presence (Q.1a/1b/2/2ab/6)
- For food/meal involvement – questions are used to exclude those with no influence on their households’ meal choices, grocery shopping or meal preparation (Q.8/9)
- For security – termination of those with employment or recent survey work in sensitive food or marketing/research fields (Q.4/5)
- To identify and terminate those paying little attention to survey content (‘straight-liners’ and speeders) –
  - 3 questions with required responses, leading to termination if instructions are not read and followed (Q.2c/13/32)
  - A review of the individual response patterns for each of the respondents before the closing of a wave’s fieldwork, to allow for the replacement of selected and eliminated respondents

Sampling Updates

- *Balancing of the national sampling for the CBI was updated in 2012 to reflect the latest census distribution estimates, including the growing group of older “Boomerang” Millennials – those 22-29 years of age and still (or again) living with their parents.
- Starting in 2014, additional sampling (beyond the age of 65) has been done for cohort analyses, as Baby Boomers are reaching ages above 65.