



Consumer Demand Drivers





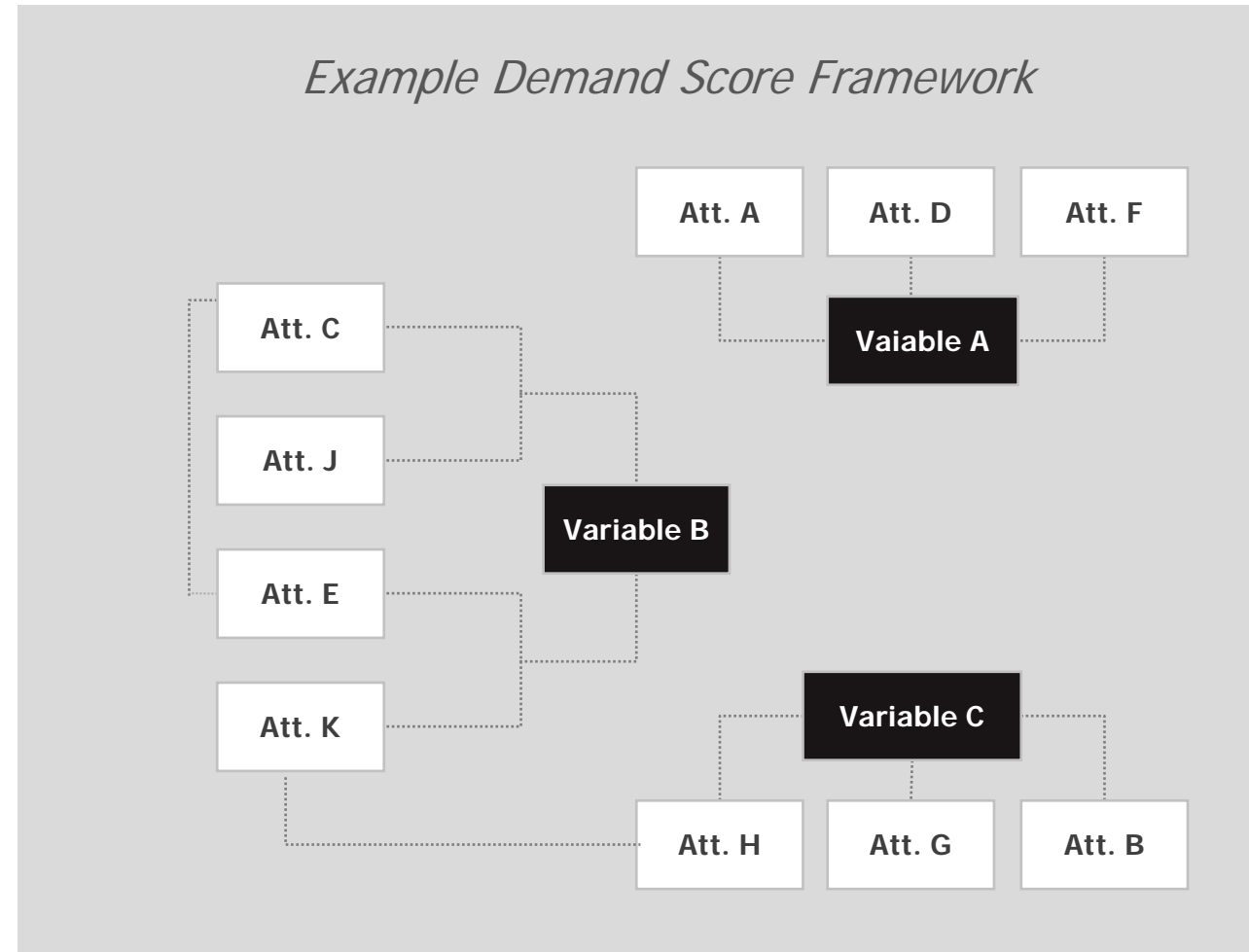
Primary Drivers of Consumer Demand

CONSUMER DEMAND DRIVERS MODELING

There are a number of models for measuring brand health & equity, most of which use a combination of factoring, laddering & regression techniques.

Decomposing various dimensions through multi-variate regression techniques enables the understanding of what is “driving” these metrics at a more granular level.

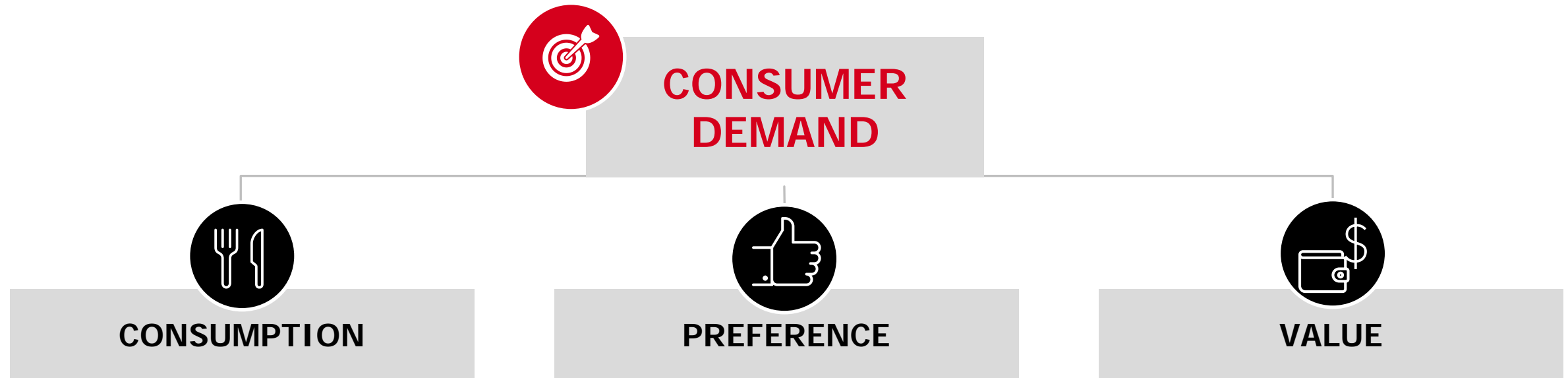
Multi-variate statistical tools are used to determine the importance of drivers and key indicators.



Consumer Self Perceived Demand Drivers

NCBA commission's an annual driver's analysis, on behalf of the Beef Checkoff, to understand which consumer attributes are driving the most influence across the three key performance indicators of consumption, protein preference and good value.

- The modeling utilizes the inputs from the Consumer Beef Tracker, which is a continuous online survey, comprised of 6,000 annual responses from consumers on protein usage, perceptions and attitudes. The data is self reported by consumers and does not included outside 3rd party information



Consumption – Indicates how frequently consumers claim to consume the protein

Preference – Indicates the consumer preference of the protein compared to other proteins, the willingness to chose a protein over others.

Value – Indicates the consumers' rating of 'good value and hence measures the inherent value of the protein relative to the value of other proteins

Primary Demand Drivers

Five primary driver were discovered through multi-variate regression analysis across the three components of consumer demand



Consumption



Preference



Value



Lower Explained Variance

Source: Consumer Demand Drivers Study, Based on Consumer Beef Tracking Results, September 2019-August 2020 n = 5,998

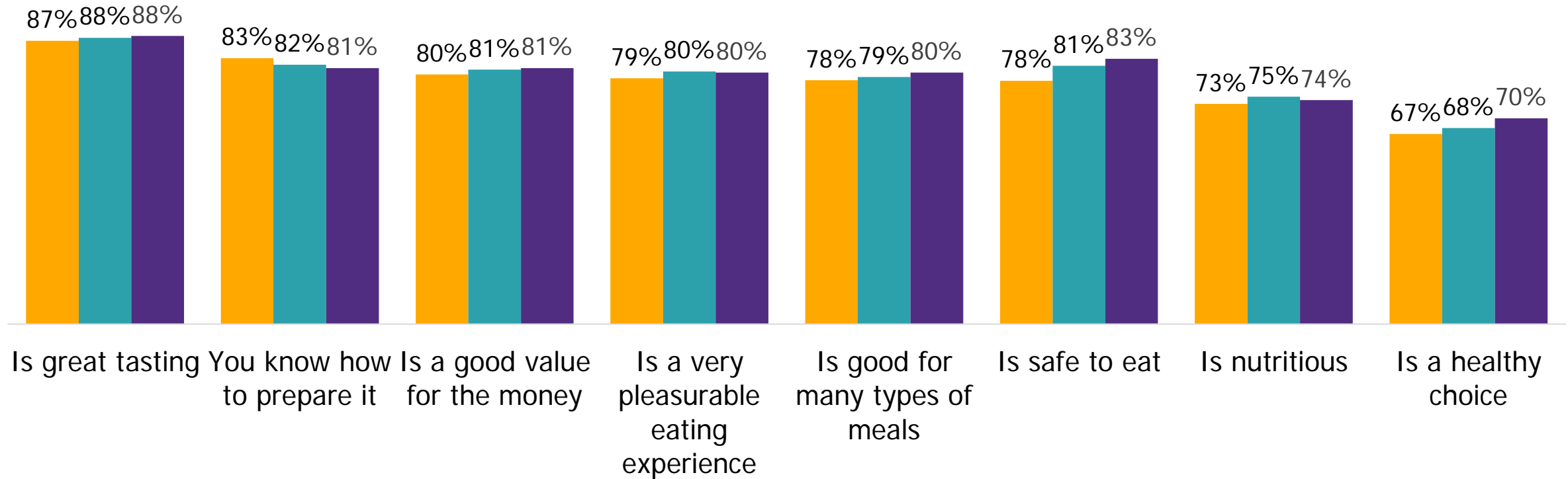


Diagnostic Measures

Protein Consideration

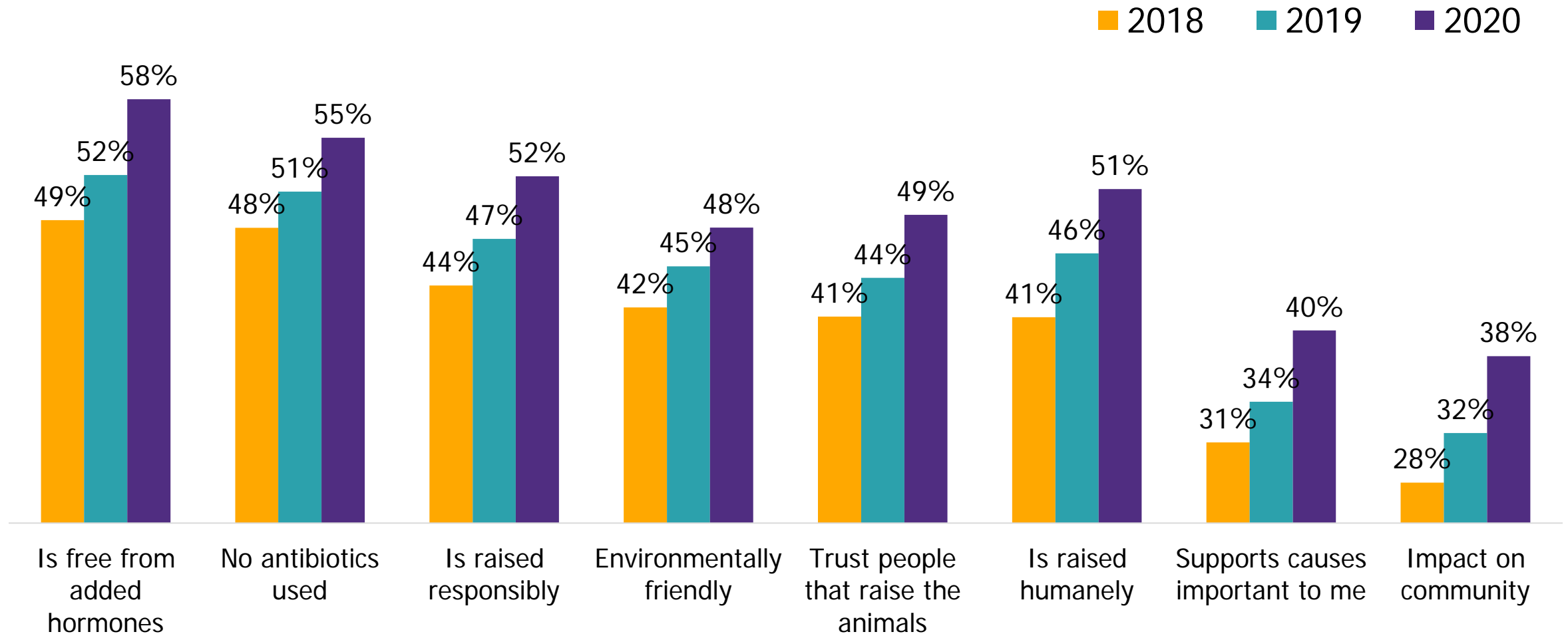
Protein consideration is driven most by taste, followed by things like safety, value, and the eating experience

2018 2019 2020



Consideration Yearly Comparison

Across production related attributes, consumer consideration has increased from 2018 to 2020



Beef Ranked 1st compared to Chicken

Beef wins out on the eating experience and raised/grown driver; it falls short with price and nutrition, while slightly leading in convenience

Attributes (Ranked 1st)

	Q3 2018	Q4 2018	Q1 2019	Q2 2019	Q3 2019	Q4 2019	Q1 2020	Q2 2020	Q3 2020		
Pleasurable eating experience	23%	28%	27%	22%	20%	24%	27%	28%	26%	Beef vs. Chicken Gap Analysis	
Good for many types of meals	-1%	4%	5%	4%	1%	6%	10%	6%	10%		Beef Ranked Higher
Fits my budget	-26%	-21%	-21%	-26%	-24%	-24%	-18%	-16%	-22%		
A healthy choice	-32%	-22%	-19%	-22%	-20%	-21%	-18%	-15%	-12%	Chicken Ranked Higher	
A lean protein	-27%	-24%	-21%	-21%	-17%	-20%	-18%	-13%	-13%		
Know how food source was raised/grown	13%	18%	18%	20%	16%	16%	19%	23%	18%		
Great tasting	25%	30%	23%	25%	19%	27%	30%	30%	26%		
Great source of protein	12%	15%	13%	15%	13%	16%	19%	22%	19%		
Nutritious	-11%	-6%	-4%	-6%	-4%	-4%	-3%	1%	0%		
Safe to eat	8%	9%	13%	10%	8%	8%	15%	13%	16%		
Supports causes important to me	13%	17%	15%	18%	15%	20%	20%	22%	21%		
Raised humanely	10%	8%	12%	24%	17%	19%	23%	23%	20%		
Trust the people that raise the animals	19%	19%	19%	19%	15%	21%	23%	22%	22%		



THANK YOU



Funded by Beef Farmers and Ranchers