



Consumer Demand Drivers

2024 Update



BEEF
RESEARCH

BEEF

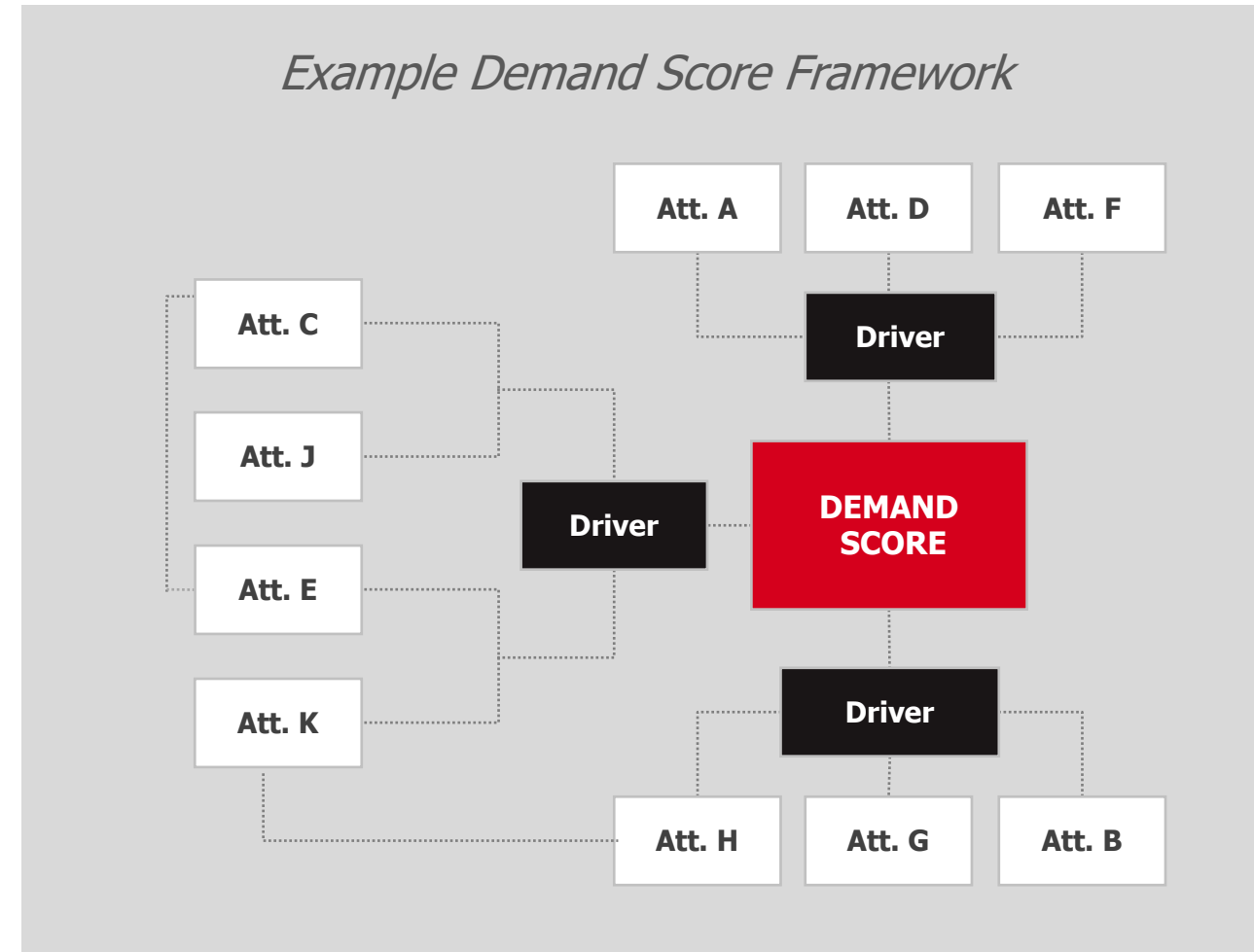
Funded by the Beef Checkoff

Primary Drivers of Consumer Demand

DEMAND SCORE 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.



BEEF CHECKOFF DEMAND SCORE OVERVIEW

The Beef Checkoff Demand Score is comprised of three overarching inputs:



BEEF CHECKOFF DEMAND SCORE



Demand Score calculated at the respondent level so that each respondent level for each protein. Then each protein Demand Score is an aggregation across the respondents who assessed the protein.



CONSUMPTION

How Frequently Consume Proteins (Q.1)

Once/Week or more often



PREFERENCE

Is My #1 Protein Choice (Q.11)

*Ranked First = 1
Ranked Second = 0.66
Ranked Third = 0.33
Ranked Fourth = 0.10*

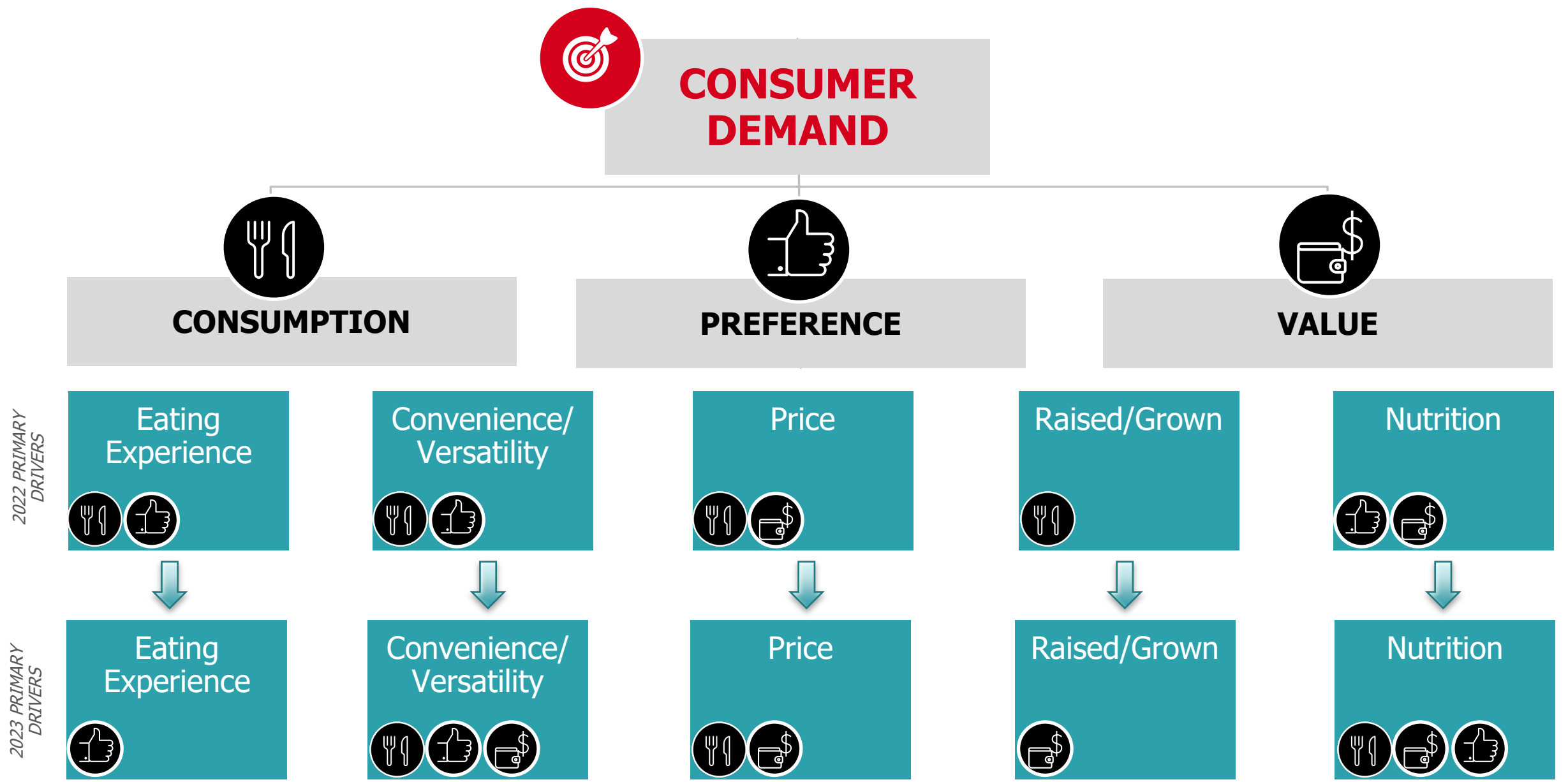


VALUE

Is A Good Value For The Money (Q.11)

*Mean Rating > 80 = 1.5
Mean Rating 50-80 = 1.0
Mean Rating < 50 = 0.5*

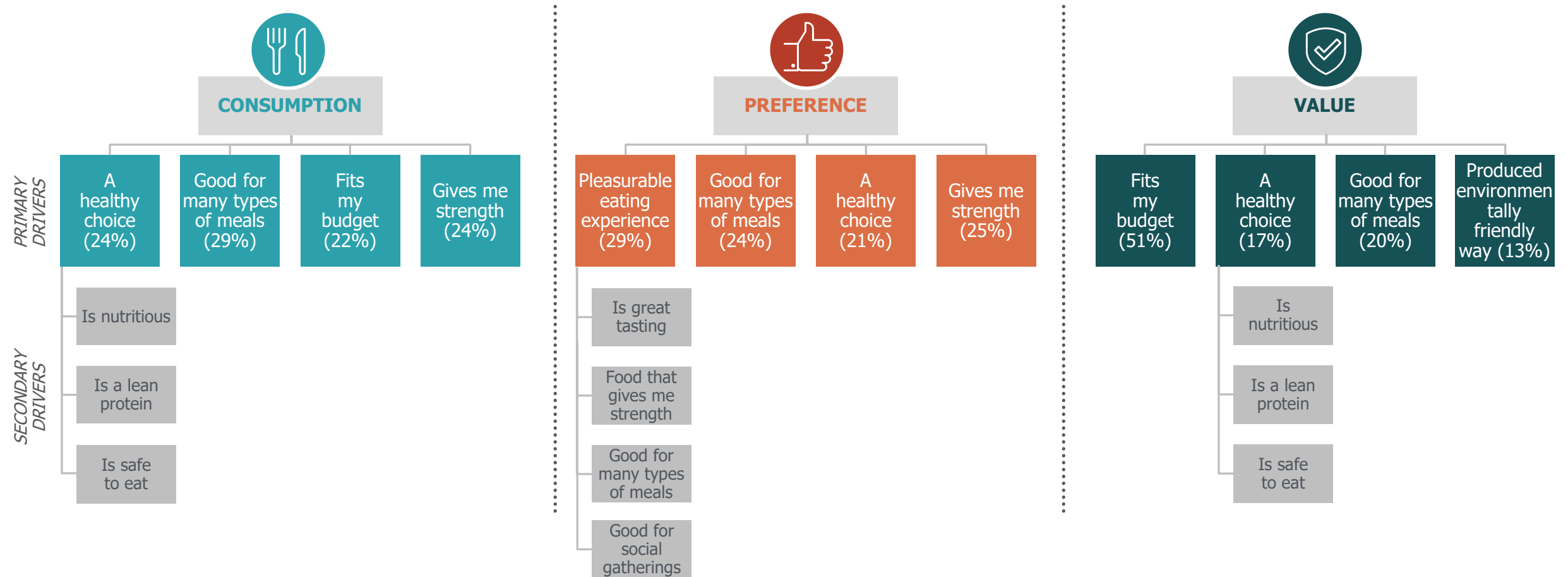
Consumer Self Perceived Demand Drivers – New for 2024 (based on 2023 data)



Source: Consumer Beef Tracker, 2022-2023; Demand Drivers Report 2022-2023. Independent analysis of self reported consumer data, commissioned by the National Cattlemen's Beef Association, a contractor to the Beef Checkoff

COMPONENT DRIVERS – New for 2024 *(based on 2023 data)*

While preference drivers remained stable compared to 2022, consumption drivers show modest changes, specifically, seeing pleasurable eating experience no longer a primary driver.



Component Drivers (Ranked 1st)

Beef maintains an advantage over Chicken on all but three component drivers - healthy, fits budget, lean protein.

		Q1 2020	Q2 2020	Q3 2020	Q4 2020	Q1 2021	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023
PRIMARY DRIVERS	Good for many types of meals	10%	6%	10%	11%	12%	8%	12%	11%	7%	7%	10%	11%	6%	3%	2%	6%
	A healthy choice	-18%	-15%	-12%	-9%	-13%	-13%	-13%	-10%	-17%	-13%	-16%	-17%	-18%	-16%	-19%	-17%
	Fits my budget	-18%	-16%	-22%	-15%	-17%	-18%	-19%	-13%	-21%	-17%	-17%	-20%	-17%	-17%	-23%	-19%
	Food that gives me strength	22%	25%	20%	29%	28%	27%	23%	27%	22%	26%	25%	24%	21%	23%	25%	21%
	Pleasurable eating experience	27%	28%	26%	29%	26%	29%	28%	27%	28%	28%	30%	29%	27%	27%	25%	27%
	Produced in environmentally friendly way	14%	15%	17%	19%	18%	17%	17%	17%	14%	14%	18%	18%	12%	14%	16%	16%
SECONDARY DRIVERS	Great tasting	30%	30%	26%	33%	28%	26%	29%	27%	27%	27%	26%	32%	29%	22%	26%	28%
	Nutritious	-3%	1%	0%	4%	7%	1%	5%	7%	0%	1%	1%	6%	-2%	-2%	0%	3%
	Safe to eat	15%	13%	16%	18%	16%	19%	16%	17%	17%	18%	17%	16%	12%	15%	16%	20%
	A lean protein	-18%	-13%	-13%	-10%	-16%	-12%	-12%	-10%	-17%	-13%	-19%	-15%	-19%	-19%	-23%	-18%
	Good for social gatherings	19%	23%	20%	20%	21%	19%	19%	17%	19%	20%	17%	15%	17%	16%	15%	19%

Beef vs. Chicken Gap Analysis

Beef Ranked Higher

Chicken Ranked Higher

Gap between Beef and Chicken "Ranked 1st" scores
Attributes sorted based on correlation with NCBA Demand Score.



Consumption



Preference

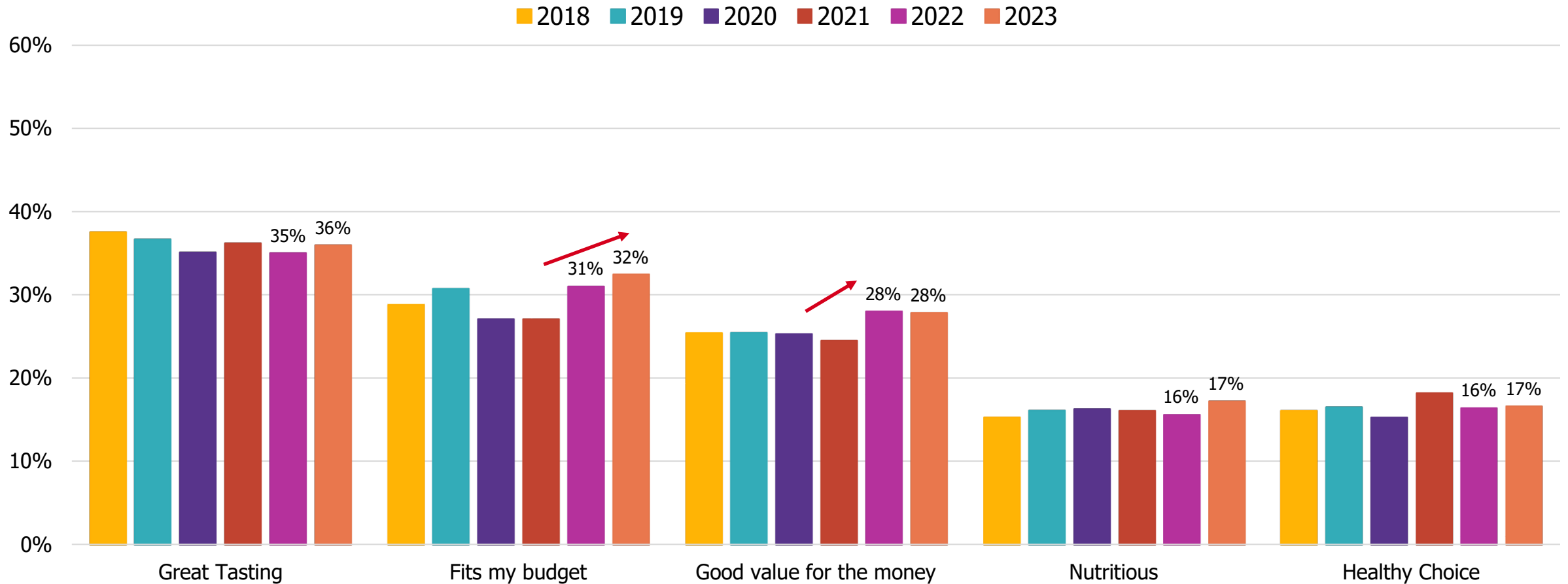


Value

Source: Demand Drivers Report January 1, 2023 – December 31, 2023; N=6000. Independent analysis of self-reported consumer data, commissioned by the National Cattlemen's Beef Association, a contractor to the Beef Checkoff

Top 3 Considerations for Protein at Home (Part One)

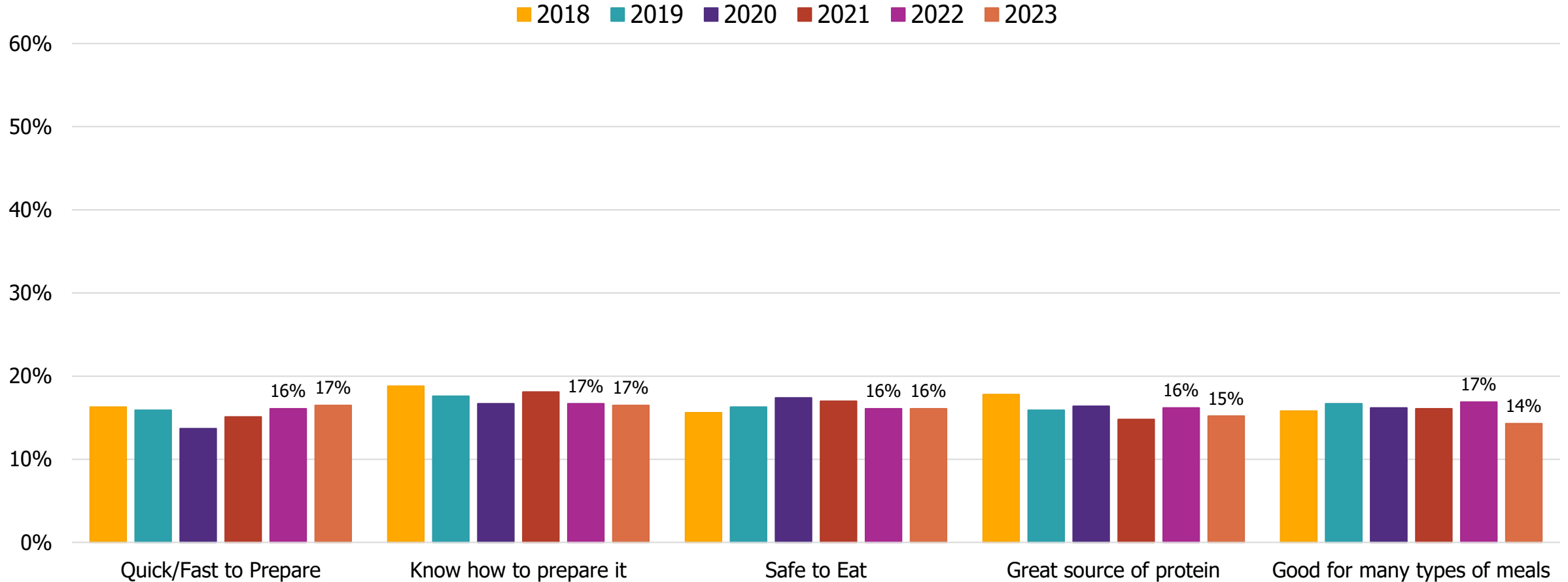
In 2022 and 2023, budgetary considerations increased in importance for consumers choosing a meal with protein at home.



Source: Consumer Beef Tracker January – December 2023. Q10a: Now we would like you to choose the top 3 factors that you most consider when deciding to have a meal at home with beef, chicken, pork, fish, meat alternatives or some other source of protein. Remember, you may only choose 3 attributes
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

Top 3 Considerations for Protein at Home (Part Two)

Versatility, protein content, and familiarity are less likely to be a “top 3” consideration when choosing a meal with protein at home.



Source: Consumer Beef Tracker January – December 2023. Q10a: Now we would like you to choose the top 3 factors that you most consider when deciding to have a meal at home with beef, chicken, pork, fish, meat alternatives or some other source of protein. Remember, you may only choose 3 attributes
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

Thank You.

