

Consumer Insights Report

Consumer Beef Index 2016

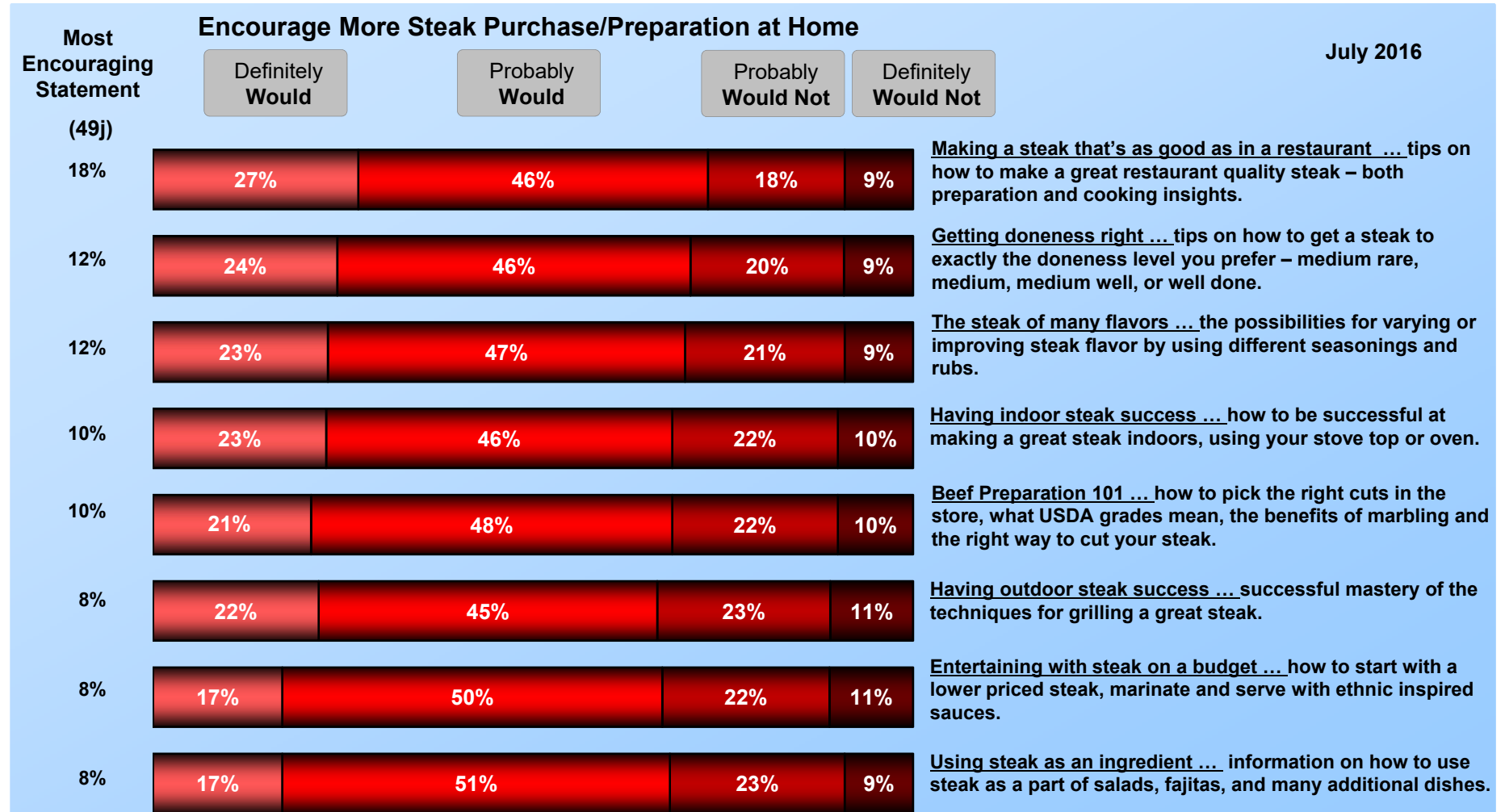
Concepts Encouraging Steak Use

– Summary by Segment –

Concepts Encouraging Steak Use

– Total Overview –

For each item description that appears below describing information you might see or hear about steak, indicate to what extent having more of that type of information would encourage you to purchase order or prepare steak for yourself or others for at least one more meal every couple of weeks than you currently do. Q49j: Of the statements that you said would definitely encourage your steak use, please select the 2 most likely to encourage you to order or prepare beef more often for yourself or others.



SOURCE: Consumer Beef Index, July 2016
Base: Total (N = 985)

Concepts Encouraging Steak Use

– Initial Segment Analysis Summary –

Ideas stressing versatility and quality all tested with beef's strongest consumers ... indicating a variety of ways to build demand. Note that scores over 150 were highlighted in the chart – these are ideas that “over-index” for likelihood to prompt the consumer to “order or prepare” steak more often.

“Most Likely” to encourage	Rest	Done	Flavor	Indoor	B101	Outdoor	Budget	Ingred.
Total Consumers 13-65 (100%)	18%	12%	12%	10%	10%	8%	8%	8%
Bucket 1 - Positives strongly outweigh the negatives (26%)	150	140	150	120	110	150	100	160

Beef Usage Segments								
Beef 3+ past week (27%)	120	120	120	130	110	100	120	120
Beef twice in past week (27%)	120	110	140	100	130	120	110	110

Definitely Would	Rest	Done	Flav	Indo	B101	Outd	Budg	Ingr
Total Consumers 13-65 (100%)	27%	24%	23%	23%	21%	22%	17%	17%
Bucket 1 - Positives strongly outweigh the negatives (26%)	160	160	160	150	140	160	150	170

Beef Usage Segments								
Beef 3+ past week (27%)	130	140	130	130	110	120	130	130
Beef twice in past week (27%)	120	110	130	110	120	120	120	120

Idea Key	See previous page for full description	Idea Key	See previous page for full description
Rest	Making a steak that's as good as in a restaurant	B101	Beef preparation 101
Done	Getting doneness right	Outdoor	Having outdoor steak success
Flavor	The steak of many flavors	Budget	Entertaining with steak on a budget
Indoor	Having Indoor steak success	Ingred.	Using steak as an ingredient

SOURCE: Consumer Beef Index, July 2016
Base: Total N = 985

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– Summary by Segment –