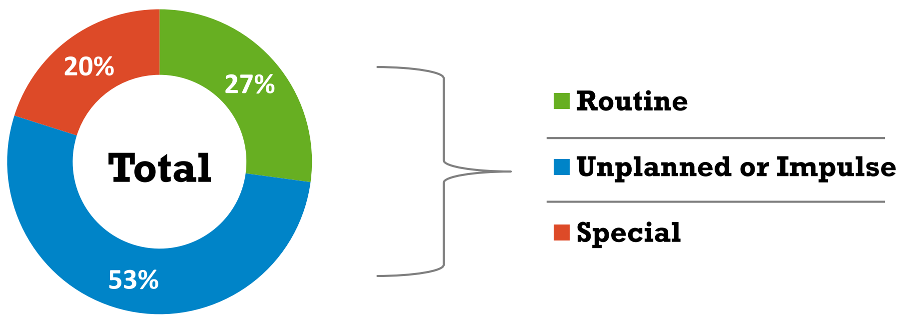
TECHNOMIC 2016 CONSUMER *FOODSERVICE LANDSCAPE*

TOP 20 *Occasions*



Occasion	% of Occasions	Highest-Indexed Segments	Median Spend*
Meal/snack with family	20.3%	Midscale/Traditional CDR/Contemporary CDR**	$17.00
Relaxing at home	9.3	Retail/Quick Service/Fast Casual	12.00
Stop while running errands	8.3	C-Store/Quick Service/Fast Casual	9.50
Quick bite	7.9	C-Store/Quick Service/Fast Casual	8.00
Meal/snack with friends	6.3	Contemporary CDR /Traditional CDR/Upscale CDR	13.00
Cheap bite	4.4	C-Store/Retail/Quick Service	7.50
Meal/snack while traveling	4.0	C-Store/Midscale/Quick Service	10.00
To treat myself or someone else	3.8	Upscale CDR/Fast Casual	13.00
Stop on my evening commute	3.2	Fast Casual/C-Store/Retail	10.00
Birthday	3.0	Upscale CDR/Fine Dining/Contemporary CDR	25.00
Work lunch	3.0	Fast Casual/Quick Service	8.80
Brunch	2.7	Midscale	15.00
Before an event	2.4	C-Store/Fine Dining	12.50
Meal/snack while working	2.1	Fast Casual/Quick Service	8.50
Stop on my morning commute	1.7	C-Store/Midscale/Quick Service	5.00
Meal to reconnect with friend(s)	1.6	Upscale CDR/Fine Dining/Contemporary CDR	15.50
Family night out	1.4	Contemporary CDR/Fine Dining/Traditional CDR	25.00
Meal to reconnect with family	1.4	Midscale/Fine Dining	20.00
A date	1.3	Upscale CDR/Fine Dining/Contemporary CDR	25.00
Before/after exercising	1.0	C-Store/Quick Service/Fast Casual	10.00

Base: 113,873 consumer foodservice occasions; continuous tracking data October 2014–September 2015

TOP 5 *Consumer Trends*

1 Eatertainment

Fun, social experiences that enable connections with others over food and drink

- 70% strongly agree that visiting restaurants is a form of entertainment
- 65% of all consumers and 76% of those aged 25-34 say dining out is one of the top activities they enjoy with friends

2 Taking a stand

Support for inclusive brands that speak out for the greater good

- Most say restaurants can improve the overall value they offer through actions that align with their personal values (58%) and support causes they care about (52%)
- 71% report that it's highly important that restaurants treat their employees well

3 Big Acting Small

A consumer backlash against "big" brands

- 38% of all consumers and 41% of Millennials prefer independent restaurants to chains
- 57% strongly agree that it's important for restaurants to give back to their community

4 Now, Now, Now

Increased expectations for services to meet immediate needs

- 23% of all consumers and 35% of Gen Z and Millennials order food for delivery at least once a week
- 31% of Millennials expect to use third-party food delivery services more often in 2016

5 Personalization

Intensified demand for unique, highly customized dining experiences

- 72% of consumers expect restaurants to let them customize their food
- 38% of all consumers and 54% of Millennials strongly agree that they'd like more control over restaurant experiences

**Median spend is individual respondents' spend across all segments; ** CDR = Casual Dining Restaurant*

TECHNOMIC 2016 CONSUMER *FOODSERVICE LANDSCAPE*

Eater Archetypes *(EAT)*

EAT	% OF POPULATION	% OF WEEKLY MEALS FROM FOODSERVICE	SHARE OF FOODSERVICE VISITS	UNIQUE DIFFERENTIATORS	DEMOGRAPHIC SKEWS
 **Functional Eaters**	22.0%	28.0%	25.5%	Food is fuel, opts for familiar restaurants, looks for low prices	Gen Z and Millennial, low income, young kids in household
 **Foodservice Hobbyists**	20.0	21.9	18.1	Dining out is a hobby, very value conscious, looks for mix of new and familiar restaurants	Female, Baby Boomer+, works part time
 **Busy Balancers**	16.0	36.5	24.2	On-the-go, multi-tasker, foodservice makes life easier	Gen Z, Millennial and Gen X, kids in household, middle to higher income
 **Bargain Hunters**	13.0	18.5	10.0	Driven by low prices, seeks out specials/deals, not concerned with health	Female, Mature, lower income
 **Affluent Socializers**	12.5	24.3	12.5	Dining out is entertainment, values quality service, price not a driving factor in restaurant visit behavior	Baby Boomer+, high income, retired
 **Health Enthusiasts**	8.6	10.0	3.6	Health at forefront of dining, believes cooking at home is healthier, lives simply	Male, Baby Boomer, low or fixed income
 **Habitual Matures**	7.9	18.7	6.1	Convenience and price drive foodservice purchase decisions, sticks to familiar foods, loyal to a small number of restaurants	Male, Baby Boomer, live alone, low or fixed income

Dining Demographics

% of population/% of weekly meals from foodservice

Male	Female	Z Gen Z	M Millennials	X Gen X	BB Baby Boomers	+ Matures +
49.2%	50.8%	27.4%	21.9%	14.2%	25.4%	11.9%
24.8%	23.9%	30.0%	30.3%	26.6%	18.6%	15.5%

A Asian	B Black/AA	C Caucasian	H Hispanic
5.4%	13.2%	62.2%	17.4%
28.4%	27.6%	20.9%	31.9%

$ <25k	$ 25-49.9k	$ 50-74.9k	$ 75-99.9k	$ 100-149.9k	$ 150k+
23.2%	23.7%	17.8%	12.2%	13.0%	10.1%
16.8%	21.9%	27.0%	24.8%	31.8%	33.9%

Note: Gen Z = Ages 23 and younger; Millennial = 24–39; Gen X = 40–50; Boomers = 51–70; Matures + = 71+
Source: Census Bureau data, Technomic data