



STEAK SATISFACTION TRACKER

MARCH 2018



Funded by Beef Farmers & Ranchers

BACKGROUND, OBJECTIVES, METHODOLOGY

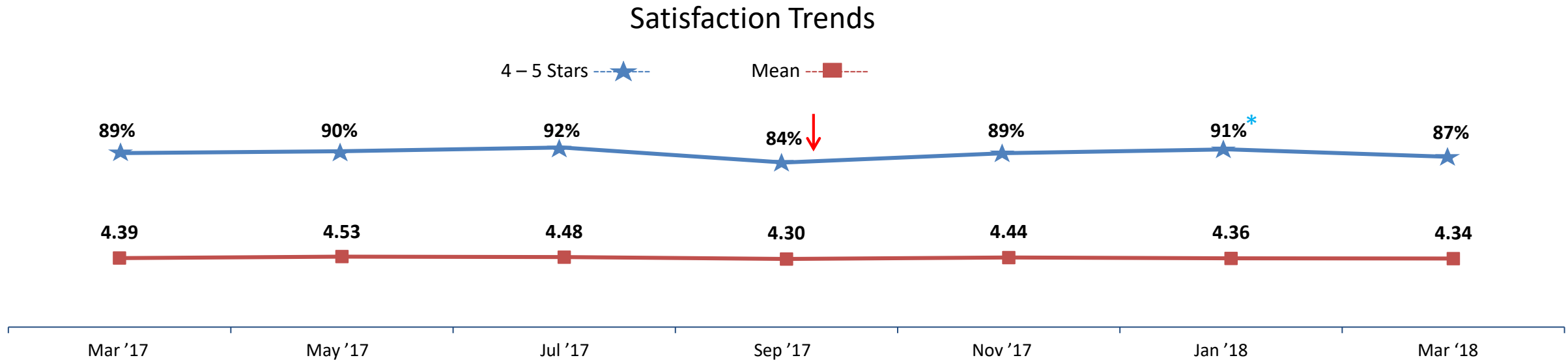
- Background & Objectives
 - Beef consumption “last weekend” has been obtained every other month for many years and was updated in May 2016 to an improved online platform that allows more detailed questioning and flexibility
- Methodology
 - Online survey completed by approximately N= 900/month
 - Screening:
 - General US Population
 - Adults
 - Geography reflects US Census
 - Sufficient sample to analyze ages 18-34, 25-54, 55+, gender, regions, and other segments
 - Significant differences at the 90% confidence interval are noted

EXECUTIVE SUMMARY

- **Steak satisfaction is stable** in March 2018 (87% vs. 84% rate 4-5 on 5-pt. scale); no change March 2018 compared to January or to March 2017 (YOY)
 - This trend is evident across all age segments and males; females rated steak higher in January but returned to typical levels in March
- **Steak and ground beef penetration is stable** compared to January, but ground beef usage is higher now than YOY
- **Steak usage across gender and age are stable** over time, with the exception of a one-wave increase in age 35-54 penetration in January that settled back to typical levels in March
- **Beef roast penetration is up** this month compared to January and has been on a gradual upward trajectory since September 2017, though this month remains lower YOY

STEAK SATISFACTION: TRENDS

- Steak satisfaction remains stable in March; Top 2 Box ratings (% 4-5 on 5-pt. scale) and mean scores are stable vs. January and year-over-year (YOY)



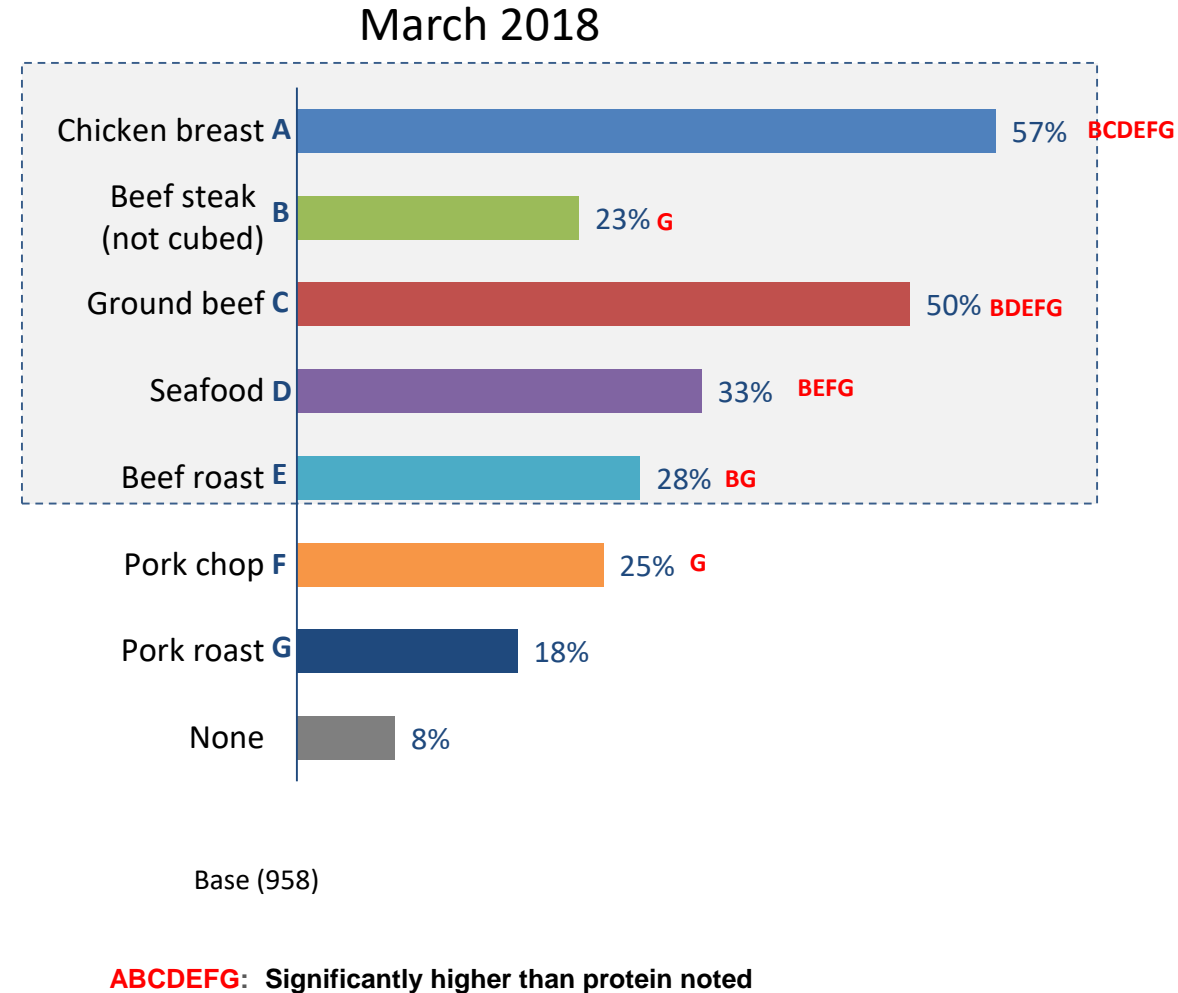
Base (189-272)

↓↑ Significantly different than prior period

* Significantly higher YOY than January 2017

PROTEIN MEALS LAST WEEKEND: MARCH

- In March, more consumers are eating chicken breast, ground beef, seafood and beef roast than they are steak
- Consumption of chicken continues to top the list of proteins used, although ground beef is a close second (57% v 50%)
- Chicken consumption is double that of steak in March
- Beef roast usage continues to be significantly higher than pork roast



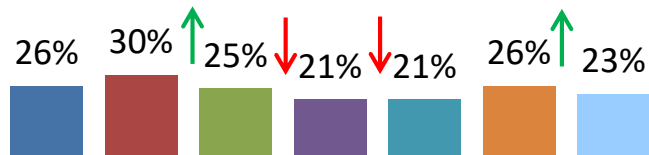
Q1. Thinking back to the meals you ate at home this last weekend, which of the following meat proteins did they feature? (choose any from the list)

BEEF VS. CHICKEN: TRENDS

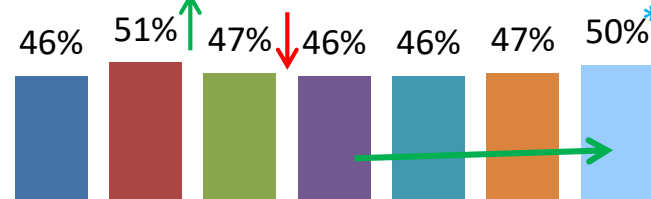
- In March 2018 compared to January, steak, ground beef and chicken penetration are all stable
- Roast usage is significantly higher in March vs January, though it remains lower than in March '17
- Since September last year, usage of ground beef and roast has gradually climbed
- YOY penetration in March is higher for ground beef and lower for chicken breast

■ Mar '17
 ■ May '17
 ■ Jul '17
 ■ Sep '17
 ■ Nov '17
 ■ Jan '17
 ■ Mar '18

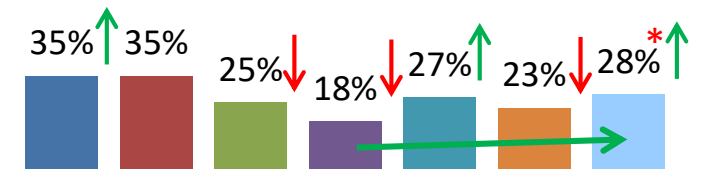
Beef Steak



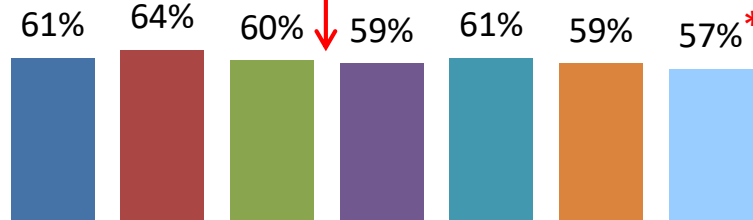
Ground Beef



Beef Roast



Chicken Breast



Base (905-958)

* * Significantly higher/lower YOY than March 2017

↓ ↑ Significantly different than prior period

Q1. Thinking back to the meals you ate at home this last weekend, which of the following meat proteins did they feature? (choose any from the list)

STEAK SATISFACTION: DETAIL

- The increase in the January 2018 “4” rating returned to previous levels in March 2018
 - March 2018 scores are in-line with YOY ratings



Star Rating	Sep '16	Nov '16	Jan '17	Mar '17	May '17	Jul '17	Sep '17	Nov '17	Jan '18	Mar '18
	%	%	%	%	%	%	%	%	%	%
5	57	52	57	53	65↑	61	52↓	57	50	54
4	33	34	29	35	25↓	31	32	31	41*↑	33↓
3	7↓	13↑	11	9	9	6	11↑	10	6*	9
2	2	1	2	2	1	1	3	1	2	2
1	1	0	1	1	1	1	2	1	1	2

Base (189-272)

↓↑ Significantly different than prior period

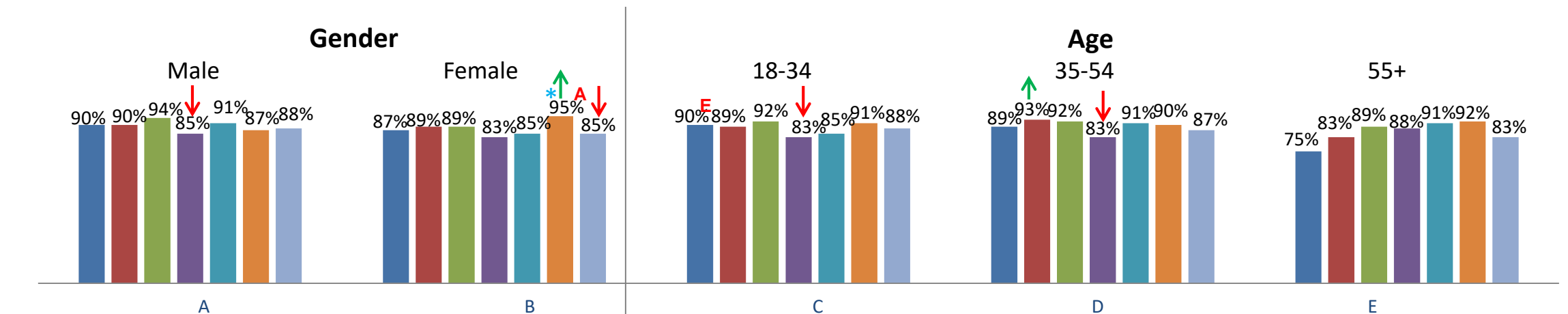
* Significantly lower/ higher YOY than January 2017

STEAK SATISFACTION BY SEGMENT

- In March 2018 female T2B steak satisfaction scores returned to previous levels after a bump in January
- Otherwise, satisfaction is stable for gender and age in March 2018 vs. January and YOY

% 4-5 Star Rating

■ Mar '17 ■ May '17 ■ Jul '17 ■ Sep '17 ■ Nov '17 ■ Jan '17 ■ Mar '18



Base (16-167)

ABCDE: Significantly higher than group noted
 ↓ ↑ Significantly different than prior period

* Significantly higher YOY than January 2017

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