

# Changing Consumer Dynamics & Demographics

*Presented by Kate Weigle  
Senior Vice President, Food & Nutrition, Edelman  
April 15, 2013*



# Overview

## What you'll see this morning:

- ☑ Household demographics are shifting
- ☑ Stereotypical roles within the household may not apply
- ☑ Values continue to play a prominent role
- ☑ Values are shared
- ☑ Consumers are engaging in a variety of ways
- ☑ There are clear expectations of industry
- ☑ All of this is reflected in purchasing behaviors



# Household Demographics Are Evolving

## Fact

Minorities make up one-half of the children born in the U.S.

## Fact

African-American households headed by women now exceed African-American households headed by married couples.

## Fact

35% of children in the U.S. today are raised in single-parent households; more prominent among minorities.

## Fact

There are more than half a million same-sex couple households in the U.S.

# Dads Have a Greater Share of Responsibility



33% of dads say they take on the role of a “traditional mom”

The majority of dads indicate they have some responsibility for a number of areas that used to traditionally be mom’s domain:

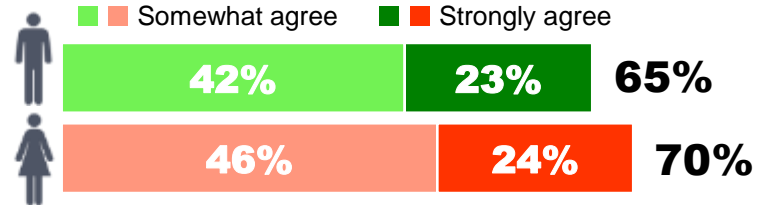
- 83% take care of children
- 70% clean the house
- 64% do laundry

82% of new dads (oldest child under 2 years old) believe there is an “anti-dad” societal bias

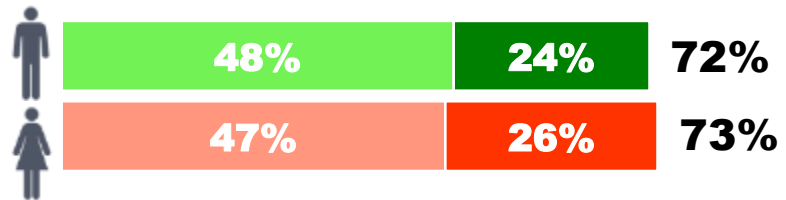
# Values Within The Household Are Shared

## Food Values

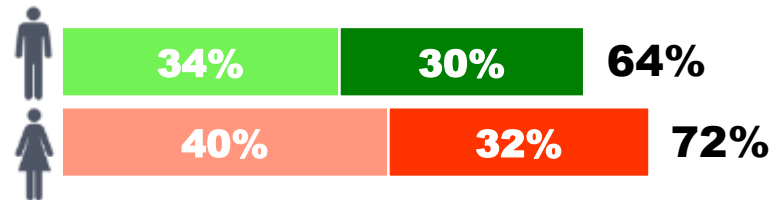
The foods I eat make a statement about my personal values



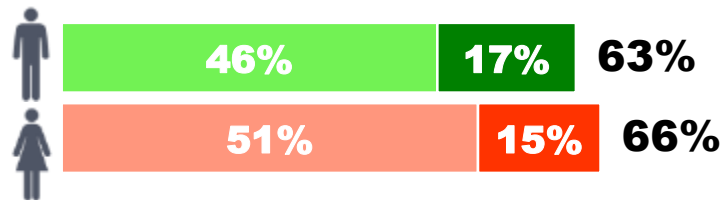
I try to purchase foods that are raised or grown locally



It is important that I know the meat I buy has been humanely raised



When buying brand name products, that company's values and community initiatives are important to me

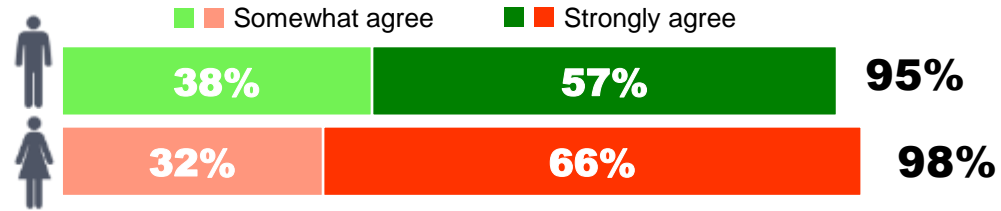




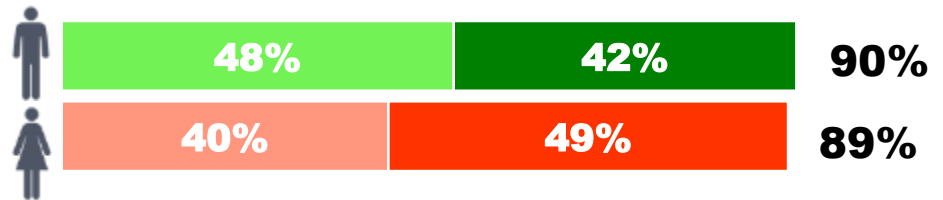
# Extending To Purchase Habits As Well

## Food Purchasing Habits

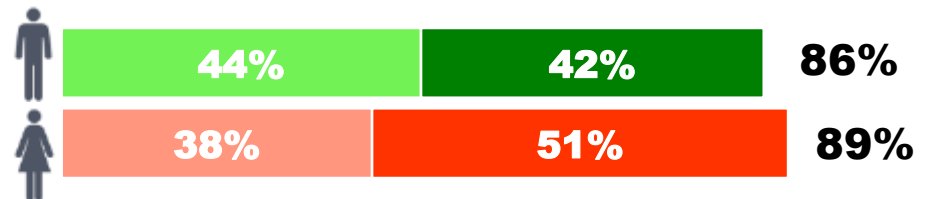
When purchasing foods, I think about the nutrients my meals provide my family



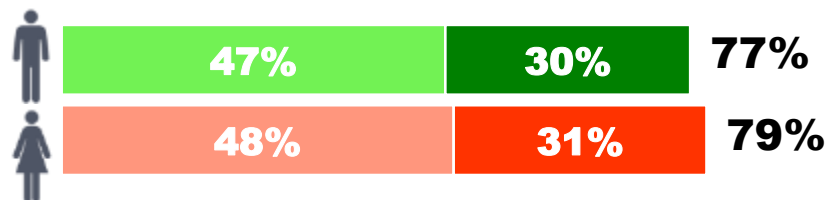
I usually cook meals with fresh ingredients



I try to limit the amount of processed foods my family eats



It is important that I know where the food I buy comes from






## Moms and Dads Are Both Food Engaged

*Watch cooking channels*

 **62%**


 **67%**

*Visit farmer's markets*

 **71%**

 **75%**

*Host dinner parties*

 **46%**

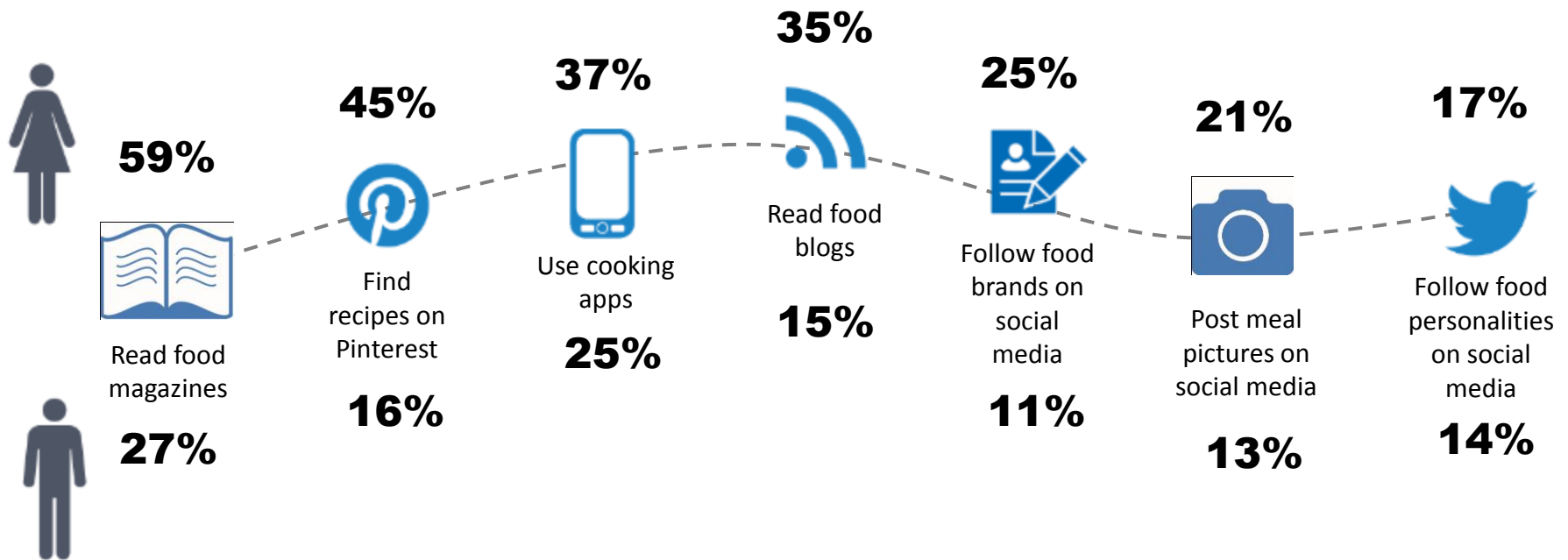
 **52%**

*Tend a vegetable garden*

 **40%**

 **43%**

# While Mom Is More Active, Dad's There As Well





# What Do Consumers Expect From Industry?

83%

say it's important that food and beverage companies provide healthy foods that taste great

82%

say it's important that companies offer "healthy choices that fit my budget"

75%

say it's important for food and beverage companies to change products to make them healthier

68%

believe healthy foods are too expensive

67%

say it's important for food and beverage companies to help solve community nutrition problems such as obesity and hunger



# Taste, Cost and Convenience Are Important – *But* Other Factors Are At Play

*Thinking about your purchase decision when buying food and beverages, which of the following factors are most likely to impact your decision to purchase certain products?*



# 79%

say their budget determines many of their food purchasing decisions.



**56%**  
taste

**41%**  
freshness/expiration date

**34%**  
health and wellness

**22%**  
nutrition facts panel

**19%**  
front-of-pack label

**18%**  
convenience

**16%**  
package size

**15%**  
brand name

**14%**  
food safety testing

**11%**  
organic

# There is a New Purchase Decision Equation

$$\left[ \text{Taste} + \text{Convenience} + \text{Affordability} \right] \times \text{My Values} \left[ \begin{array}{l} \text{Health} \\ \text{Sustainable} \\ \text{Practices} \\ \text{Social Good} \\ \text{Information} \end{array} \right] =$$

*My Purchasing Decision*

---



# Implications

- **Changing demographics** will force customization; no “one size fits all”
- Dad’s increased household responsibility means he is a **key player**
- Moms and dads aren’t as different as we once thought; they **share values** when it comes to food
- Perceptions and behaviors are more **value-driven** than ever, and those values are a part of the purchasing decision
- **Engagement** needs to happen almost everywhere
- **Expectations** are clear, and actions either need to align with or address them





For more information,  
or for the complete studies  
contained herein, please  
contact:

**Kate Weigle**  
*Senior Vice President,  
Food & Nutrition, Edelman*

[kate.weigle@edelman.com](mailto:kate.weigle@edelman.com)  
(202) 772-4147



***THANK YOU***