hartman GROUP

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HARTMAN GROUP SYNDICATED RESEARCH

CREATING MARKETPLACE ADVANTAGE OUT OF CULTURAL CHANGE

You can never fully understand why consumers are changing if you don't understand how the broader culture they live in is changing. At The Hartman Group, we don't study just consumers; we also study the cultural changes that drive shifts in consumer behavior. One way we do this is through our quarterly syndicated research studies. What makes Hartman Syndicated Research projects unique in the marketplace is the integration of immersive qualitative ethnography and quantitative online surveys with our signature brand of consumer-centric analysis and cultural layering. Here is a sampling of insights from four Hartman 2016 syndicated research reports.

54%

of Millennials say they **READ PACKAGE LABELS** to make the healthiest choices when shopping for food or beverages.

Boomers are by far the most intent on reading package labels: 68%

FOODWAYS OF THE YOUNGER GENERATIONS: MILLENNIALS AND GEN Z 2016

Nutrition Facts
Serving Size 1 cup (110g)
Servings Per Container About 6

Amount Per Serving
Calories 250 Calories from Fat 30

	% Daily Value*
Total Fat 7g	**11%**
Saturated Fat 3g	**16%**
Trans Fat 0g	
Cholesterol 4mg	**2%**
Sodium 300mg	**13%**
Total Carbohydrate 30g	**10%**
Dietary Fiber 3g	**14%**
Sugars 2g	
Protein 5g	
Vitamin A	7%
Vitamin C	15%
Calcium	20%
Iron	32%

* Percent Daily Values are based on a 2,000 calorie diet. Your daily value may be higher or lower depending on your calorie needs.

	Calories:	2,000	2,500
Total Fat	Less than	65g	75g
Saturated Fat	Less than	10g	12g
Cholesterol	Less than	1,500mg	1,700mg
Total Carbohydrate		250mg	300mg
Dietary Fiber		20mg	31mg

Nutrition Facts
6 servings per container
Serving Size 1 cup (110g)

Amount per 1 cup
Calories 250

% DV*	
11%	**Total Fat** 7g
16%	**Saturated Fat** 3g
	Trans **Fat** 0g
2%	**Cholesterol** 4mg
13%	**Sodium** 300mg
10%	**Total Carbs** 30g
14%	**Dietary Fiber** 3g
	Sugars 2g
	Added Sugars 0g
	Protein 5g
7%	**Vitamin A** 1mcg
15%	**Vitamin C** 2mcg
20%	**Calcium** 4mg
32%	**Iron** 5mg

* Percent Daily Values are based on a 2,000 calorie diet. Your daily value may be higher or lower depending on your calorie needs.

	Calories:	2,000	2,500
Total Fat	Less than	65g	75g
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QUALITY

As with key trends in the world of packaged food, dining out at today's fast food restaurants is marked by a renaissance of higher-quality foods and dining experiences.

The rise of Fast Casual formats tracks the broader cultural shift away from highly processed foods and toward "fresh," "real" and "simple" foods.

FOOD SERVICE EXPERIENCE 2016

ORGANIC ON THE RISE

82% of U.S. consumers indicate they use organic food and beverage products, **up 9 points from 2014**.

Almost 9 in 10 (89%) U.S. consumers indicate they use natural food and beverage products at least occasionally.

ORGANIC & NATURAL 2016

9 IN 10

The fact that 90 percent of consumers report snacking multiple times throughout the day is compelling evidence of why snacking has evolved from merely an incidental eating behavior to a purposeful, rich cultural practice.

(Hartman Eating Occasions Compass 2015)

FUTURE OF SNACKING 2016

SYNDICATED RESEARCH OFFERINGS 2017

Q1. HEALTH & WELLNESS

Q2. FOOD SHOPPING IN AMERICA

Q3. TRANSPARENCY AS A PILLAR OF QUALITY

Q4. TRANSFORMATION OF THE AMERICAN MEAL

For information about special pricing on a bundled syndicated research package, contact:

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Source: Hartman syndicated research reports

Heartbeat Acumen