Immediate Consumption (IC) Eating Occasions: By the Numbers

**DEFINITION:**
Immediate Consumption (IC) Eating Occasions are defined as occasions where food and drink is consumed within an hour of purchase.

**Stat:**
15% of all occasions

**Millennials:***
- Millennials are most likely to have IC occasions:
- 40% of IC occasions not eaten in a restaurant are by millennials, the largest generational share.
- 65% of IC occasions not eaten in a restaurant are at home.

**Source:**
Modern Eating report 2013

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