

The Hartman Group’s Compass Eating & Drinking Occasions Database

The Hartman Group’s Compass Database explores the context, needs and behaviors associated with eating and drinking occasions.

The Hartman Group’s Compass Eating & Drinking Occasions Database uses a powerful online recall methodology that randomly selects two eating or drinking occasions that a respondent has had in the past 24 hours. This unique method allows us to access respondents very close to their eating occasions for optimal recall of information.

The database includes daypart, location, social composition, and need states as well as items consumed and broadly when and where items were acquired. The Hartman Group has been consistently fielding the survey since 2012 and has now captured over 205,000 adult eating occasions.

2023 Eating Occasions Sample & Fielding Dates

The respondent sample is nationally representative of the U.S. general adult population. These respondents recall eating occasions distributed across days of the week, leading to an occasion sample reflecting all U.S. adult occasions.

Fielded as 3 annual waves among U.S. adults aged 18–77, nationally representative sample (balanced by age, gender, region, education, income, number of children, and race/ethnicity)*:

- 2023 fielded: April-May 2023
 - July-August 2023
 - September-October 2023
- } **n=14,994 Total Occasions**

* Survey sampling error at 95% confidence level



Want to know more?

The Hartman Group’s Compass Eating & Drinking Occasions Database also captures self-reported teen (aged 13-17) occasions and parent-reported child (under 13 years of age) occasions. If you would like more information around children and teen occasions or a more in-depth report specific to your category or business objectives, please reach out to Shelley Balanko, Senior Vice President, at shelley@hartman-group.com.

Interpreting The Dashboards

Data reported on dashboards represents % of adult eatings for the specified occasion

KEY DETAILS DASHBOARD

Size of Prize: Estimated total number of adult (18+) eating occasions per year (one person eating or drinking something during one occasion = 1 mouth)

Who Specifics: Share of adult eatings on the specified occasion that took place alone or with others (couple, family or friends)

Where Specifics: Share of adult eatings on the specified occasion that took place at-home or with away-from-home (at work/school, a restaurant, or other away-from-home location)

Daypart: Distribution of eatings across the day and by meals vs. snacks. Respondents are asked to define their eating occasion as 1 of 8 dayparts. Dayparts are not divided by time (e.g., 8 am), but by commonly understood names. The methodology allows each respondent to interpret daypart definitions according to personal reference.

Food and beverage attributes: % of adult eatings on the specified occasion where a certain attribute was present on the food or beverage. %s do not add to 100% since multiple attributes are present.

FOOD & BEVERAGE DETAILS DASHBOARD

What They Ate/Drank: % of adult eatings on the specified occasion that included the specified foods or beverages. %s do not add to 100% since multiple foods and beverages are consumed.

Food & Beverage Categories Present: Average number of high-level food and beverage categories present.

Presence of Leftovers: Share of occasions that involve all/some or no leftovers.

Preparation: Top cooking/preparation methods among occasions that involve heating/cooking.

SOURCING & DECISION DETAILS DASHBOARDS

Trip Type and Purchasing Time Frame: % of adult eatings on the specified occasion that were purchased within a given time frame and trip type. %s do not add to 100% since occasions can be sourced from multiple trips and timeframes.

Channel Where Food Is Sourced: % of adult eatings on the specified occasion that sourced at least some of the food or beverage from specified channel (top 5 sources and channels shown). %s do not add to 100% since occasions can be sourced from multiple sources/channels.

Decision Time Frame: When the decision about what to have was made.

NEED STATES DASHBOARDS

Emotional Context: % of adult eatings on the specified occasion which a certain feeling/emotion was present prior to deciding what to have/serve or prepare (top 10 emotions/feelings shown).

Occasion Characteristics: Characteristics that best describe the specified occasion, shown as % top-2 box best description.

High-level Need States: Rank order of high-level needs rated An important consideration (top-2 box) on the occasion.

DEMOGRAPHICS DASHBOARD

Share of adult eatings on the specified occasion broken down by generation, gender, race/ethnicity, household income, education, marital status, neighborhood type (e.g., city/urban vs. rural), children under 18 in household and employment status.

DEMOGRAPHICS: ALONE VS. SOCIAL OCCASIONS

Living circumstances play a large role when it comes to demographic differences between alone and social occasions. Parents, those who are married or live with a partner, and urbanites are more likely to participate in social occasions, whereas alone occasions occur over twice as often among those who are single or no longer married, and much more frequently among those without children at home. Social occasions also occur more often among Millennials and those with higher income, while alone occasions are more common among older consumers and those with lower income levels, are college graduates, and live in the suburbs.



GENERATION	Alone	Social
Gen Z 18-26	11%	12%
Millennials 27-42	29%	38%
Gen X 43-58	29%	26%
Boomers 59-77	31%	24%



GENDER	Alone	Social
Male	48%	50%
Female	52%	50%



RACE	Alone	Social
Caucasian	69%	74%
African-American	15%	11%
Asian-American	9%	7%
Other	6%	7%

ETHNICITY	Alone	Social
Not Hispanic or Latino	86%	84%
Hispanic or Latino	14%	16%



HOUSEHOLD INCOME	Alone	Social
Less than \$40,000	34%	24%
\$40,000-\$74,999	25%	23%
\$75,000 or more	41%	53%



NEIGHBORHOOD	Alone	Social
City/urban area	32%	40%
Suburbs	50%	43%
Rural area	18%	17%



MARITAL STATUS	Alone	Social
Married; Living together; Civil union	38%	73%
Single	42%	20%
Widowed; Separated; Divorced	20%	7%



CHILDREN < 18 IN HH	Alone	Social
No	81%	61%
Yes	19%	39%



EMPLOYMENT STATUS	Alone	Social
Employed full-time	43%	50%
Employed part-time	9%	9%
Self-employed	8%	6%
Homemaker	5%	7%
Unemployed	9%	7%
Retired	18%	16%
Student	2.3%	1.7%



EDUCATION	Alone	Social
High school or less	31%	33%
Some college	7%	7%
College grad	63%	60%