

Hartman Group’s Compass Eating & Drinking Occasions Database

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, with a 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=15,000 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

DEFINING THE OCCASION GROUPS

Restaurant-sourced occasions: Any adult occasion that took place at or was sourced from a restaurant (i.e., includes dine-in, takeout, delivery and leftover occasions).

Non-restaurant-sourced occasions: Any adult occasion that did not take place at nor was sourced from a restaurant (i.e., sourced from food retail, work, vending, online or another person).

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 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.

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 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 on the specified occasion.

Cuisine Type: Share of occasions that involve the specified cuisine.

SOURCING DETAILS DASHBOARDS

Restaurant sources: Foodservice channels where restaurant-sourced occasions came from, including specific casual restaurants (asked of those who selected fast food, national chain or food court) and specific services/platforms used.

Non-restaurant sources: General sources and specific food retail channels where food and beverage consumed on non-restaurant-sourced occasions came from, along with share of in-person vs. online sources used (among occasions sourced from food retail).

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 15 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: RESTAURANT- VS. NON-RESTAURANT-SOURCED OCCASIONS

Restaurant-sourced occasions are more likely to be among younger generations, males, African-Americans, urbanites, married couples, parents and those with higher income and education levels when compared to non-restaurant sourced occasions. Conversely, older generations, females, Caucasians, residents of suburbs or rural areas, those who are no longer married, non-parents, and those with low-income levels are more likely to participate in non-restaurant-sourced occasions.



GENERATION	Restaurant-sourced	Non-restaurant-sourced
Gen Z 18-26	17%	10%
Millennials 27-42	44%	32%
Gen X 43-58	23%	29%
Boomers 59-77	16%	30%



GENDER	Restaurant-sourced	Non-restaurant-sourced
Male	58%	46%
Female	42%	54%



RACE	Restaurant-sourced	Non-restaurant-sourced
Caucasian	69%	73%
African-American	16%	13%
Asian-American	8%	8%
Other	7%	7%



HOUSEHOLD INCOME	Restaurant-sourced	Non-restaurant-sourced
Less than \$40,000	24%	30%
\$40,000-\$74,999	24%	24%
\$75,000 or more	53%	46%



NEIGHBORHOOD	Restaurant-sourced	Non-restaurant-sourced
City/urban area	48%	32%
Suburbs	38%	49%
Rural area	14%	19%



MARITAL STATUS	Restaurant-sourced	Non-restaurant-sourced
Married; Living together; Civil union	61%	56%
Single	31%	30%
Widowed; Separated; Divorced	8%	15%



CHILDREN < 18 IN HH	Restaurant-sourced	Non-restaurant-sourced
No	60%	73%
Yes	40%	27%



EMPLOYMENT STATUS	Restaurant-sourced	Non-restaurant-sourced
Employed full-time	61%	43%
Employed part-time	7%	10%
Self-employed	6%	7%
Homemaker	4%	7%
Unemployed	7%	8%
Retired	10%	19%
Student	2%	2%



EDUCATION	Restaurant-sourced	Non-restaurant-sourced
High school or less	30%	32%
Some college	5%	7%
College grad	64%	61%

Boxes represent statistically significant differences between the two occasion groups at the 95% CL. Source: Hartman's Compass Eating & Drinking Occasions Database 2023, Adults 18-77 (n=15,000 occasions). Base: Restaurant-Sourced Occasions (n=3,288), Non-Restaurant-Sourced Occasions (n=11,712).