- Primary research sponsor

- Contributing research sponsors

- Research findings presented by
Analyze chicken usage, including:
- trends and shifts
- importance and satisfaction
- reasons chicken is chosen
- consumer concerns
- exposure to / knowledge of chicken care

ORC International’s online CARAVAN® omnibus
- 1013 interviews of adults 18+ in the US
- Weighted by age, sex, region, race and education
- Statistical testing at the 95% confidence level

June 5 - 8, 2017
Agenda

- Insights & Implications
- Consumption Behavior
- Purchase Considerations
- Purchase Concerns, Media Exposure & Knowledge Levels
Insights & Implications
Insights & Implications

#1 Claimed consumption

#2 Millennials

#3 Value messaging

#4 Misperceptions
Consumption Behavior
Despite slight softening, consumption remains high.

Arrows indicate a significant increase/decrease from previous year at the 95% confidence level.

**SUPERMARKET**
Chicken Consumption Behavior

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>84%</td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>87%</td>
<td>↑</td>
</tr>
<tr>
<td>2015</td>
<td>85%</td>
<td></td>
</tr>
<tr>
<td>2014</td>
<td>83%</td>
<td></td>
</tr>
</tbody>
</table>

**Average Number of Times Eaten Chicken Meal/Snack from Supermarket in Past 2 Weeks**

<table>
<thead>
<tr>
<th>Year</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>3.6</td>
</tr>
<tr>
<td>2016</td>
<td>3.7</td>
</tr>
<tr>
<td>2015</td>
<td>3.3</td>
</tr>
<tr>
<td>2014</td>
<td>3.6</td>
</tr>
</tbody>
</table>

**FOOD SERVICE ESTABLISHMENT**
Chicken Consumption Behavior

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>67%</td>
<td>↓</td>
</tr>
<tr>
<td>2016</td>
<td>72%</td>
<td>↑</td>
</tr>
<tr>
<td>2015</td>
<td>67%</td>
<td></td>
</tr>
<tr>
<td>2014</td>
<td>70%</td>
<td></td>
</tr>
</tbody>
</table>

**Average Number of Times Eaten Chicken Meal/Snack from Food Service Establishment in Past 2 Weeks**

<table>
<thead>
<tr>
<th>Year</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>2.2</td>
</tr>
<tr>
<td>2016</td>
<td>2.2</td>
</tr>
<tr>
<td>2015</td>
<td>1.8</td>
</tr>
<tr>
<td>2014</td>
<td>2.4</td>
</tr>
</tbody>
</table>
Purchase Considerations
Freshness, Price and Taste remain most important at the supermarket.

Attribute Importance vs. Satisfaction for Most Recent Chicken Purchase from Supermarket

Base: Purchase Chicken (961)

C6. Thinking of the chicken you purchase from a supermarket or other retail grocery store, how satisfied are you with each of the following?

C7. Thinking about your most recent chicken purchase from a supermarket or other retail grocery store, please rank the following factors in order of importance.
For Heavy Users, *Size* and *Brand* rate higher for satisfaction.

**Attribute Importance vs. Satisfaction for Most Recent Chicken Purchase from Supermarket – Heavy Users**

*Base: Have Eaten Chicken from Supermarket 4+ Time in Past Two Weeks (379)*

C6. Thinking of the chicken you purchase from a supermarket or other retail grocery store, how satisfied are you with each of the following?

C7. Thinking about your most recent chicken purchase from a supermarket or other retail grocery store, please rank the following factors in order of importance.

**SUPERMARKET HEAVY USERS = Have Eaten Chicken from Supermarket 4+ Times in Past Two Weeks**
Price remains important regardless of channel. Taste and Freshness are more important at a restaurant.

Attribute Importance for Most Recent Chicken Purchase from Food Service Establishment and Supermarket
Base: Purchase Chicken (961)

C7. Thinking about your most recent chicken purchase from a supermarket or other retail grocery store, please rank the following factors in order of importance.

C8. Thinking about your most recent chicken purchase from a restaurant, fast food store, carryout shop, or employee cafeteria, please rank the following factors in order of importance.

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Supermarket (60%)</th>
<th>Total</th>
<th>Food Service Establishment (37%)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>27%</td>
<td>49%</td>
<td>26%</td>
<td>37%</td>
</tr>
<tr>
<td>Freshness</td>
<td>22%</td>
<td></td>
<td>21%</td>
<td></td>
</tr>
<tr>
<td>Taste</td>
<td>21%</td>
<td></td>
<td>16%</td>
<td></td>
</tr>
<tr>
<td>How Chickens Are Raised</td>
<td>12%</td>
<td></td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Size of Individual Piece of Chicken</td>
<td>4%</td>
<td></td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>60%</td>
<td></td>
<td>59%</td>
<td></td>
</tr>
</tbody>
</table>
The majority buy uncooked chicken from supermarkets. *Millennials* are 2X as likely to buy pre-cooked chicken & eat it in the store.

**Types of Chicken Purchased in Past Year**  
*Base: Purchase Chicken in Past 2 Weeks from Supermarket (840)*

- **Uncooked - cook at home**: 68%
  - Millennials: 70%
  - Gen X: 60%
  - Baby Boomers: 72%
- **Precooked - ready to eat or reheat**: 23%
  - Millennials: 24%
  - Gen X: 21%
  - Baby Boomers: 23%
- **Precooked and eaten in the store**: 9%
  - Millennials: 8%
  - Gen X: 5%
  - Baby Boomers: 16%

Arrows indicate a significant increase/decrease vs. Millennials at the 95% confidence level.
Consumers purchase chicken because it is *More Healthful* and *Versatile*.

### Reasons to Purchase Chicken Over Other Types of Meat from Supermarket

*Base: Purchase Chicken (961)*

- More healthful: 53%
- Versatile, can be cooked many ways: 50%
- Convenient, easy to prepare: 42%
- Low in fat: 37%
- More economical: 35%
- Tastes better: 30%
- Higher quality source of protein: 27%
Purchase Concerns, Media Exposure, Knowledge Levels
Consumers remain most concerned about **Food Safety**.

Chicken welfare is much less troubling.

### Chicken Purchase Concerns

**Base: Purchase Chicken (961)**

<table>
<thead>
<tr>
<th>Concern</th>
<th>Extremely Concerned</th>
<th>Very Concerned</th>
<th>Somewhat Concerned</th>
<th>Not Very Concerned</th>
<th>Not At All Concerned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food Safety</td>
<td>42%</td>
<td>27%</td>
<td>23%</td>
<td>14%</td>
<td>6%</td>
</tr>
<tr>
<td>Disease</td>
<td>40%</td>
<td>19%</td>
<td>21%</td>
<td>14%</td>
<td>6%</td>
</tr>
<tr>
<td>Hormone And Steroid Use</td>
<td>33%</td>
<td>24%</td>
<td>26%</td>
<td>11%</td>
<td>6%</td>
</tr>
<tr>
<td>Antibiotic Use In Chickens</td>
<td>30%</td>
<td>25%</td>
<td>28%</td>
<td>11%</td>
<td>6%</td>
</tr>
<tr>
<td>Confusing/Misleading Packaging/Label Claims</td>
<td>25%</td>
<td>23%</td>
<td>30%</td>
<td>16%</td>
<td>5%</td>
</tr>
<tr>
<td>How Chickens are Bred to Optimize Meat Produced</td>
<td>20%</td>
<td>23%</td>
<td>31%</td>
<td>17%</td>
<td>8%</td>
</tr>
<tr>
<td>How Chickens are Housed</td>
<td>19%</td>
<td>22%</td>
<td>31%</td>
<td>19%</td>
<td>10%</td>
</tr>
<tr>
<td>How Chickens Are Raised</td>
<td>20%</td>
<td>20%</td>
<td>32%</td>
<td>18%</td>
<td>10%</td>
</tr>
<tr>
<td>Portion Size of Individual Cuts of Chicken</td>
<td>14%</td>
<td>24%</td>
<td>42%</td>
<td>17%</td>
<td>4%</td>
</tr>
<tr>
<td>Time it Takes to Raise a Chicken</td>
<td>13%</td>
<td>13%</td>
<td>30%</td>
<td>29%</td>
<td>16%</td>
</tr>
</tbody>
</table>

**Extremely/Very Concerned**

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food Safety</td>
<td>69%</td>
<td>71%</td>
<td>71%</td>
</tr>
<tr>
<td>Disease</td>
<td>59%</td>
<td>64%</td>
<td>61%</td>
</tr>
<tr>
<td>How Chickens are Housed</td>
<td>41%</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>How Chickens are Raised</td>
<td>40%</td>
<td>38%</td>
<td>43%</td>
</tr>
<tr>
<td>Portion Size of Individual Cuts of Chicken</td>
<td>26%</td>
<td>19%</td>
<td>N/A</td>
</tr>
</tbody>
</table>

C11. How concerned are you about each of the following when purchasing chicken?
Consumers believe themselves to be knowledgeable, yet have incorrect perceptions.

Knowledge Level on Care of Chickens
Base: Purchase Chicken (961)

- Very knowledgeable: 47%
- Somewhat knowledgeable: 40%
- Not at all knowledgeable: 13%

Perceived Accuracy of Statements about Care and Raising of Chickens
Base: Purchase Chicken (961)

- There are added hormones or steroids present in most chicken meat: 76% True, 24% False
- There are antibiotics present in most chicken meat: 75% True, 25% False
- Most chickens are genetically modified to grow bigger and faster: 71% True, 29% False
- Most chickens raised to be eaten are raised in cages: 71% True, 29% False
- The way most chickens are raised increases their risk of getting Avian influenza: 54% True, 46% False
- Eliminating antibiotics leads to significantly more chickens dying of disease: 49% True, 51% False
- The majority of raw chicken meat contains salmonella: 46% True, 54% False

C12. How knowledgeable do you consider yourself to be on the care of chickens? In this survey, the care of chickens is defined as how chickens are raised, housed and fed.
C15. Please indicate whether you believe each of the following statements to be true or false.
C13. In the past year, how much have you seen, heard or read about the care of chickens in the media compared to the past few years?

C14. In general, how would you characterize the tone of what you’ve seen, heard, or read about the care of chickens in the media in the past year?

Neutral and Negative media coverage is more likely to stand out.
Conclusions
Insights & Implications

Growth may be slowing.
• Claimed consumption and recent frequency of purchase have dipped.
• Trend not corroborated in industry sources.
• Monitor closely.

Highlight benefits of chicken.
• Health and versatility are key purchase drivers.
• Compare versus other meats/proteins.

Millennials cook less chicken.
• Uncooked chicken purchases are lower.
• Precooked chicken eaten in the store is 2X higher.

Millennial behavior may be driven by life stage.
• Larger households / those with children consume more.
• Explore further since it shows largest decrease in supermarket consumption.

Chicken has a value opportunity.
• Price is important while satisfaction is low in grocery channel.
• Being economical is not a key purchase driver.

Promote value over other meats.
• Reinforce cost effectiveness.
• Emphasize chicken as an exceptional protein.

Consumers have concerns about chicken.
• Many stem from misguided beliefs about chicken care and risks.
• Media on these topics are seen as negative versus positive.

Review communication strategy.
• Simplify labeling
• Identify compelling, consistent messaging to make it stick
Appendix
2017 consumption is virtually the same as 2016.

**Supermarket Chicken Consumption Behavior**
- 84% of consumers have eaten a chicken meal or snack from a supermarket in the past two weeks.
- In the past two weeks, consumers have eaten a chicken meal or snack from a supermarket 3.6 times.
- 21% of consumers anticipate eating MORE chicken from the supermarket in the next 12 months.

**Food Service Establishment Chicken Consumption Behavior**
- 67% of consumers have eaten a chicken meal or snack from a food service establishment in the past two weeks.
- In the past two weeks, consumers have eaten a chicken meal or snack from a food service establishment 2.2 times.
- 13% of consumers anticipate eating MORE chicken from a food service establishment in the next 12 months.

---

Base: Total (1013)

C1/2. Thinking about the meals and snacks you've eaten in the past two weeks, how many times did you eat chicken that was purchased from a supermarket or other retail grocery store/restaurant, fast food store, carryout shop or employee cafeteria? This includes fresh, frozen, or prepared meals of chicken, chicken products/sandwiches, and similar foodservice chicken items.

C3/4. During the next 12 months, would you say that you are likely to eat more chicken, less chicken, or about the same amount of chicken that was purchased from a supermarket or other retail grocery store/restaurant, fast food store, carryout shop, or employee cafeteria?
C5. How often do you purchase chicken products for your home?

Monthly consumption remains high. “Weekly plus” levels have softened slightly.

Chicken Purchase Frequency
Base: Total (1013)

- Never 5%
- Every few months 10%
- Monthly 15%
- Every few weeks 29%
- Weekly 29%
- A few times a week 10%
- Daily 3%
US Incidence Overview

GENERAL POPULATION
Age 18+
Base: Total (1013)

TOTAL CHICKEN CONSUMERS
90%

TOTAL NON CHICKEN CONSUMERS
10%

SUPERMARKET
(Number of Times Have Eaten Chicken from Supermarket in Past 2 Weeks)

- NON-USERS (0 Times) 7%
- LIGHT USERS (1-3 Times) 51%
- HEAVY USERS (4+ Times) 42%

FOOD SERVICE ESTABLISHMENT
(Number of Times Have Eaten Chicken from Restaurant, Fast Food Store, or Employee Cafeteria in Past 2 Weeks)

- NON-USERS (0 Times) 26%
- LIGHT USERS (1-2 Times) 47%
- HEAVY USERS (3+ Times) 27%

SUPERMARKET: 90% General Population, 10% Total Non-Chicken Consumers

FOOD SERVICE ESTABLISHMENT: 90% General Population, 10% Total Non-Chicken Consumers
Heavy users are younger, more ethnically diverse, live in larger households and have lower incomes.
Consumers are largely satisfied with key attributes at supermarkets.

**Attribute Satisfaction for Most Recent Chicken Purchase from Supermarket**

*Base: Purchase Chicken (961)*

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Taste</td>
<td>23%</td>
<td>49%</td>
<td>24%</td>
<td>3%</td>
<td>1%</td>
<td>72%</td>
<td>69%</td>
<td>67%</td>
<td>64%</td>
<td>62%</td>
</tr>
<tr>
<td>Freshness / Expiration Date</td>
<td>21%</td>
<td>48%</td>
<td>26%</td>
<td>3%</td>
<td>3%</td>
<td>69%</td>
<td>70%</td>
<td>64%</td>
<td>64%</td>
<td>62%</td>
</tr>
<tr>
<td>Brand</td>
<td>20%</td>
<td>47%</td>
<td>29%</td>
<td>4%</td>
<td>1%</td>
<td>66%</td>
<td>62%</td>
<td>63%</td>
<td>62%</td>
<td>62%</td>
</tr>
<tr>
<td>Quantity / Package Size</td>
<td>20%</td>
<td>46%</td>
<td>29%</td>
<td>4%</td>
<td>1%</td>
<td>64%</td>
<td>62%</td>
<td>63%</td>
<td>62%</td>
<td>62%</td>
</tr>
<tr>
<td>Convenience of Packaging</td>
<td>19%</td>
<td>45%</td>
<td>30%</td>
<td>5%</td>
<td>2%</td>
<td>51%</td>
<td>44%</td>
<td>47%</td>
<td>45%</td>
<td>47%</td>
</tr>
<tr>
<td>Size of Individual Piece of Chicken</td>
<td>18%</td>
<td>45%</td>
<td>32%</td>
<td>5%</td>
<td>2%</td>
<td>47%</td>
<td>45%</td>
<td>47%</td>
<td>45%</td>
<td>47%</td>
</tr>
<tr>
<td>Price</td>
<td>15%</td>
<td>33%</td>
<td>43%</td>
<td>8%</td>
<td>1%</td>
<td>47%</td>
<td>45%</td>
<td>47%</td>
<td>45%</td>
<td>47%</td>
</tr>
</tbody>
</table>

C6. Thinking of the chicken you purchase from a supermarket or other retail grocery store, how satisfied are you with each of the following?
**Attribute Importance for Most Recent Chicken Purchase from Supermarket – Heavy Users**

*Base: Purchase Chicken (379)*

<table>
<thead>
<tr>
<th>Attribute</th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freshness / Expiration Date</td>
<td>28% 21% 17% 11% 7% 6% 6% 3%</td>
<td>66% 65%</td>
</tr>
<tr>
<td>Price</td>
<td>27% 21% 14% 8% 10% 6% 8% 5%</td>
<td>62% 63%</td>
</tr>
<tr>
<td>Taste</td>
<td>15% 19% 20% 13% 12% 12% 6% 4%</td>
<td>54% 50%</td>
</tr>
<tr>
<td>How Chickens Are Raised</td>
<td>11% 8% 9% 9% 12% 10% 13% 28%</td>
<td>28% 28%</td>
</tr>
<tr>
<td>Quantity / Package Size</td>
<td>5% 10% 12% 18% 18% 15% 13% 8%</td>
<td>27% 33%</td>
</tr>
<tr>
<td>Size of Individual Piece of Chicken</td>
<td>5% 7% 14% 20% 19% 18% 12% 6%</td>
<td>26% 30%</td>
</tr>
<tr>
<td>Brand</td>
<td>3% 8% 10% 11% 12% 15% 22% 18%</td>
<td>21% 21%</td>
</tr>
<tr>
<td>Convenience of Packaging</td>
<td>5% 5% 4% 10% 10% 18% 20% 27%</td>
<td>14% 11%</td>
</tr>
</tbody>
</table>

97. Thinking about your most recent chicken purchase from a supermarket or other retail grocery store, please rank the following factors in order of importance.

**SUPERMARKET HEAVY USERS** = Have Eaten Chicken from Supermarket 4+ Times in Past Two Weeks
**Taste and Freshness** top the list for heavy users at food service establishments.

**Attribute Importance for Most Recent Chicken Purchase from Food Service Establishment – Heavy Users**

Base: Purchase Chicken (244)

<table>
<thead>
<tr>
<th>Attribute</th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taste</td>
<td>25%</td>
<td>32%</td>
</tr>
<tr>
<td>Freshness</td>
<td>33%</td>
<td>26%</td>
</tr>
<tr>
<td>Price</td>
<td>22%</td>
<td>22%</td>
</tr>
<tr>
<td>Size of Individual Piece of Chicken</td>
<td>6%</td>
<td>10%</td>
</tr>
<tr>
<td>How Chickens Are Raised</td>
<td>14%</td>
<td>43%</td>
</tr>
</tbody>
</table>

 Ranked #1, #2, or #3

- **Taste**: 81% (2017), 84% (2016)
- **Freshness**: 81% (2017), 85% (2016)
- **Price**: 71% (2017), 72% (2016)
- **Size of Individual Piece of Chicken**: 34% (2017), 34% (2016)
- **How Chickens Are Raised**: 33% (2017), 24% (2016)

---

C8. Thinking about your most recent chicken purchase from a restaurant, fast food store, carryout shop, or employee cafeteria, please rank the following factors in order of importance.

**FOOD SERVICE ESTABLISHMENT HEAVY USERS** = Have Eaten Chicken Out 3+ Times in Past Two Weeks
### Demographics

#### Gender
- Male: 48%
- Female: 52%

#### Age
- 18-24: 12%
- 25-34: 18%
- 35-44: 16%
- 45-54: 17%
- 55-64: 17%
- 65 or older: 20%
- Mean: 46.9

#### Region
- North East: 18%
- Midwest: 21%
- South: 37%
- West: 24%

#### Marital Status
- Married: 54%
- Living With A Partner: 8%
- Single/Never Been Married: 25%
- Separated/Divorced/Widowed: 13%

#### Home Ownership
- Own: 65%
- Rent: 35%

#### Household Size
- One: 18%
- Two: 45%
- Three: 16%
- Four: 12%
- Five or more: 9%
- Mean: 2.6

#### Household Income
- Less than $35,000: 31%
- $35,000 - less than $50,000: 12%
- $50,000 - less than $75,000: 18%
- $75,000-$99,999: 14%
- $100,000 or more: 25%
- Mean (In Thousands): 72.8

#### Ethnicity
- White: 74%
- Hispanic: 16%
- Black Or African-American: 15%
- Asian: 5%
- Native American Or Alaska Native: 2%
- Other: 7%

#### Employment Status
- Employed: 63%
- Student: 3%
- Homemaker: 7%
- Retired: 20%
- Not Employed Currently/Unable To Work: 8%

#### Children In Household
- Yes: 27%
- No: 73%

#### Education
- High School Graduate Or Less: 40%
- Some College/Technical School: 27%
- College Graduate: 32%

Base: Total (1013)