

Technology Usage Profile Research Deck

May 2024



Table of Contents

OVERVIEW	3
MEAT CONSUMER SEGMENTATION 3.0 SEGMENT SUMMARY SLIDE	4
BACKGROUND & STUDY NOTES	5
SUMMARY	6
Executive Summary	7-10
FINDINGS – GENERAL DIGITAL BEHAVIORS	11
Charts: Time Spent on Digital Activities	12-13
Charts: Social Networks Used at Least Weekly	14-15
Charts: Social Networks Used Most Often	16-17
Charts: Chefs Followed on Social Media	18-19
FINDINGS – RETAIL TECHNOLOGY USAGE	20
Charts: Pre-Purchase Activities	21-23
Charts: In-Store Activities	24-25
Charts: Emerging Grocery Technology Usage	26-27
FINDINGS – ONLINE PURCHASE BEHAVIOR	28
Charts: Ever Purchased Online	29-30
Charts: Purchased Online Past 3 Months	31-32
Charts: Method Used Last Online Purchase	33-34
Charts: Likelihood to Buy Online Next 6 Months	35-36
Charts: Device Used for Online Purchases	37-38
FINDINGS – TECHNOLOGY RELATED PURCHASE INFLUENCERS	39
Charts: Last Retail Purchase Influencers	40-41
Charts: Last Restaurant Purchase Influencers	42-43
Charts: Likelihood to Buy Products Recommended Online	44-45
Charts: Likelihood to Recommend Products to Online Community	46-47
Charts: Purchase Influence by Brand's Social Media Presence	48-49
Charts: Purchase Influence by Social Conversations or Social Media Personalities	50-51
APPENDIX	52