

The 2021 Northeast Dashboard Survey revealed important information about the Northeast consumer. Below highlights key findings and areas of opportunity in this region of the U.S. for the Beef Checkoff to continue sharing a positive beef message.

KEY FINDINGS



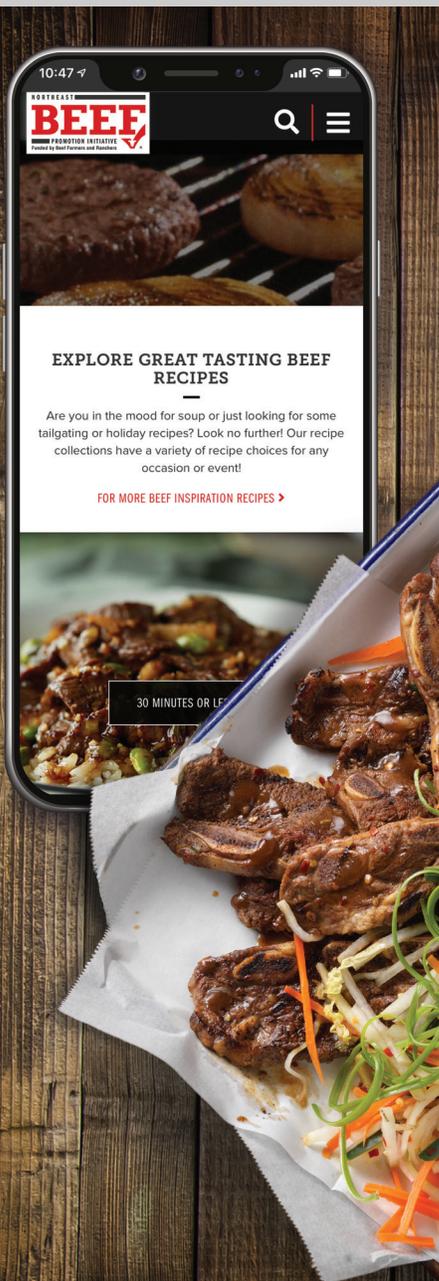
Unique to the Northeast consumer, health is a top factor when considering protein meals, followed by taste and safety.



The Northeast consumes less beef on a weekly basis than the total U.S. and perceptions of beef in the Northeast are less positive overall – driven by many variables, including versatility and safety.

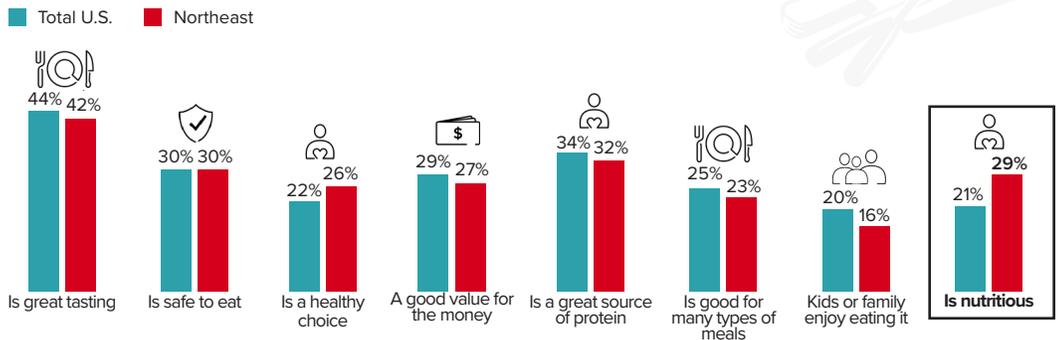


Nearly half of Northeast consumers are ordering groceries online at least monthly.



Top 3 Protein Consideration Factors

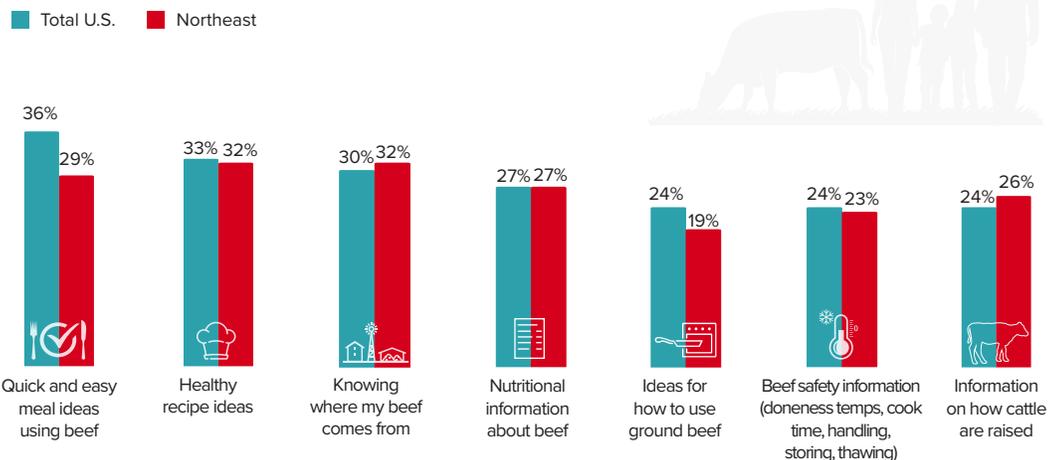
Northeast consumers consider taste and protein source most when making meal decisions, they place much less emphasis on beef production attributes.



\*Significant differences in attributes for consideration are bolded and boxed between the U.S. and Northeast

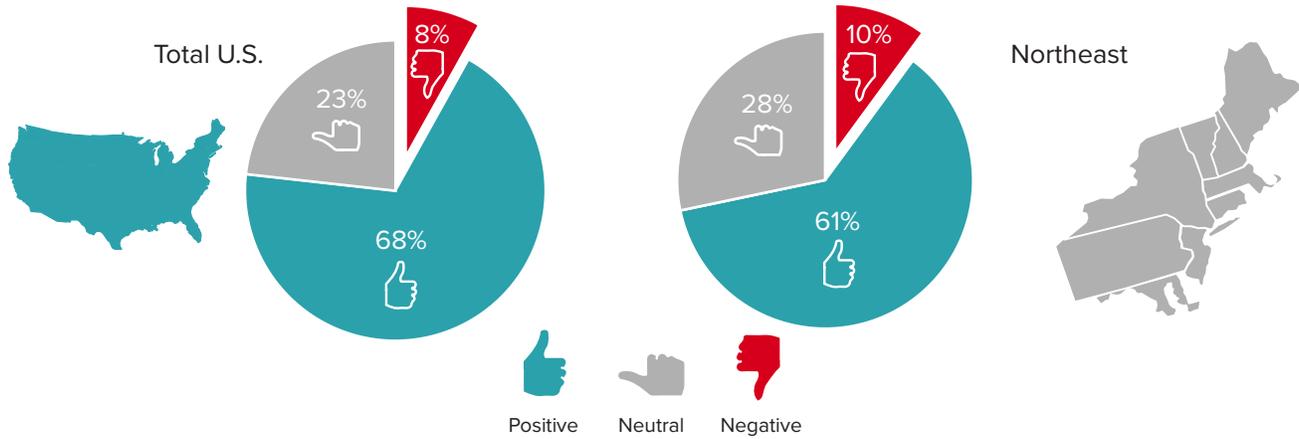
Encouraging Beef Consumption

Northeast consumers claim quick recipes, healthy recipes and more information surrounding beef producers and beef production could encourage them to consume more beef.



# Overall Perception of Beef

Perceptions of beef are lower in the Northeast, while perceptions of beef production are on par with the total U.S.



# Online Grocery Order

Walmart is the top location consumers are ordering groceries from online.



Nearly half of consumers in the Northeast are ordering groceries online at least monthly.

# Opportunities For Continued Success

- As consumers continue to eat meals from home, sharing more beef recipes that are quick and easy to prepare could encourage more consumption.
- Continue to share beef's positive story, highlighting information on how cattle are raised could help raise perceptions.
- Highlighting the Northeast Beef Directory as a resource for locating local beef producers.

Source: Northeast State Dashboard (derived from the National Consumer Beef Tracker Survey data), August 2021; Total U.S. n=1,000, Northeast n=755

