

The 2019 Northeast Dashboard Survey revealed important information about the Northeast metropolitan 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 at home, followed by taste, value and safety.



The Northeast consumes less beef on a weekly basis than the total U.S. and overall perceptions are less positive in the Northeast—driven by health.

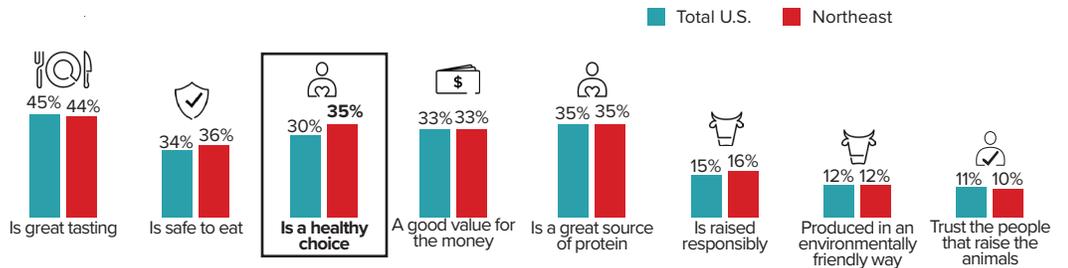


More people in the Northeast claim to have less trust and low knowledge about beef, but would like to learn more about where their beef comes from and how it's raised.



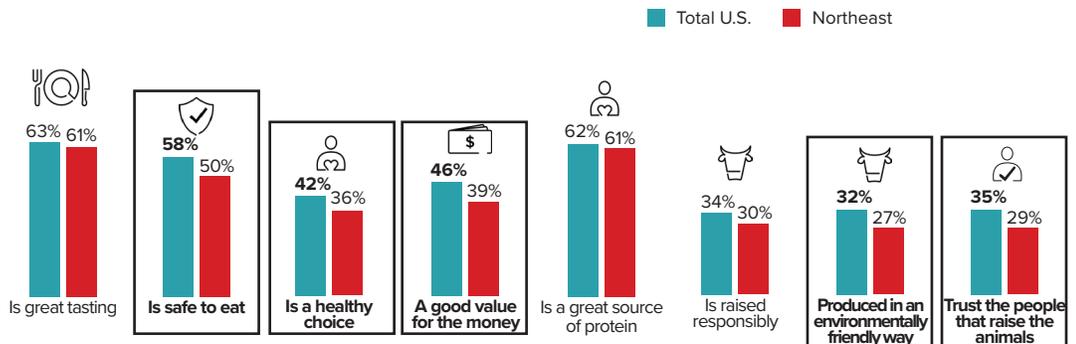
### Top 3 Protein Consideration Factors

The Northeast ranks protein consideration factors similar to the total U.S., but places more importance on health attributes.



### Beef Agreement

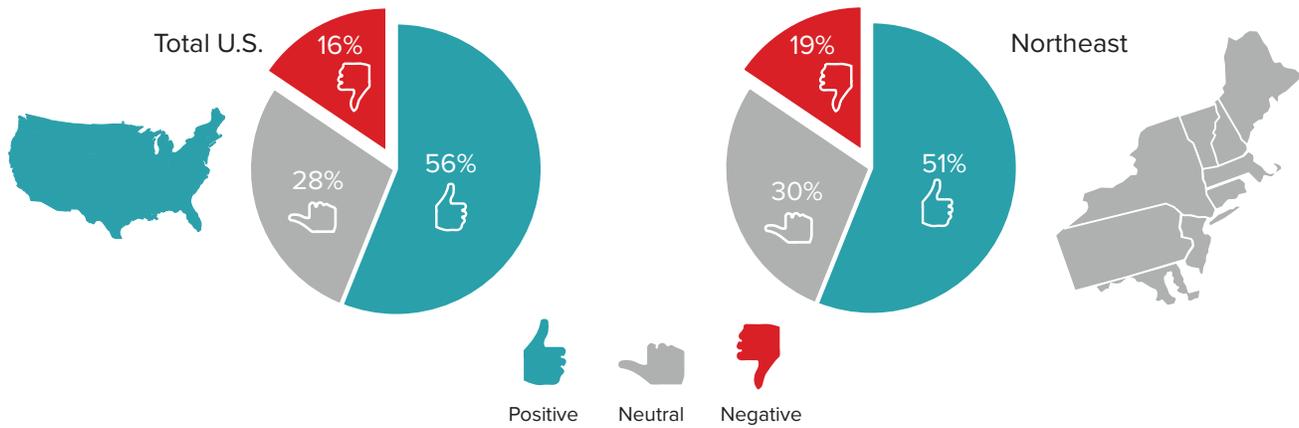
Fewer Northeast consumers agree and trust in beef's safety, value, health, and production related attributes than the Total U.S.



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

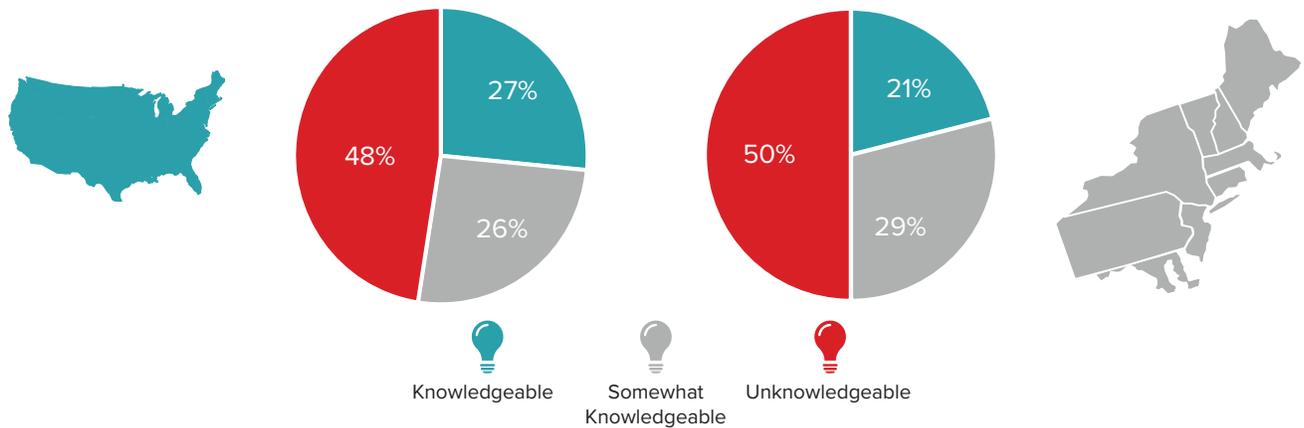
# Overall Perception of Beef

Overall perceptions of beef are less positive among people in the Northeast



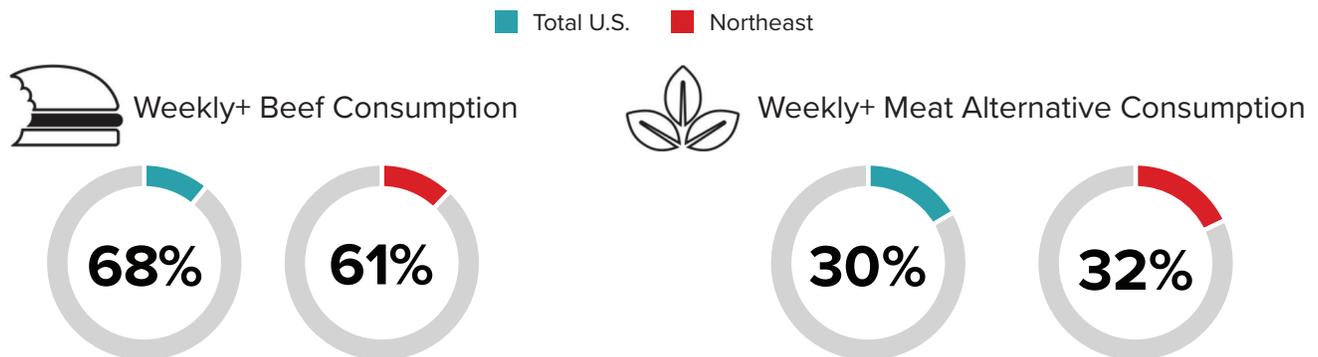
# Knowledge of Beef Production

More consumers in the Northeast claim to have low familiarity about beef production



# Beef Consumption

The Northeast consumes less beef on a weekly basis than the total U.S., but similar in terms of meat alternative consumption



# Opportunities For Continued Success

- The main barrier in the Northeast continues to be health, followed secondarily by production related aspects.
- Continue to share BIWFD content to improve brand awareness.

Source: Northeast State Dashboard, November 2019; Total U.S. n=501, NE n=747

