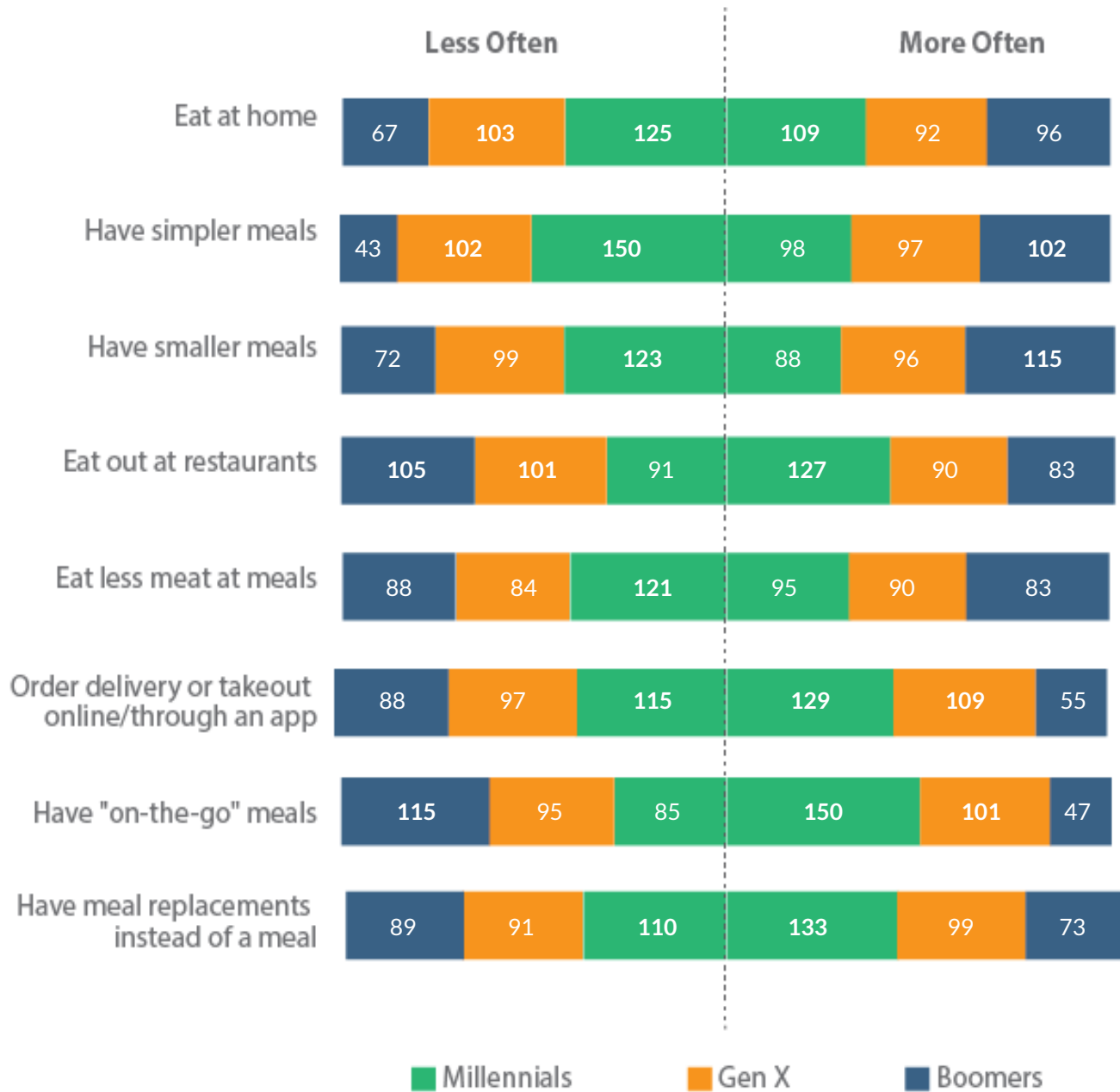


Changing Meal Routines

Consumers report eating more smaller, healthier meals at home than in the past – though some of this may be aspirational. In general, life-stage changes typically have the greatest impact on consumers’ mealtime habits. Millennials’ mealtime habits appear to be changing quite rapidly, likely because many of them are establishing families. Boomers’ meal routines are also in flux, often in opposite ways from Millennials, likely reflecting downsizing, empty nests, and retirement. Many consumers also have a point at which they decide to “get healthy” or take more control over their eating habits, which can come at any time. From our *Transformation of the American Meal 2017* report, here’s a look at some of the ways meals have changed in the past five years.

Past 5 Year Changes in Meals: Which Over- or Underindex? (Indexed to Total)



About Index Values

An index figure is useful in comparing data against a baseline average. An index value of 100 indicates that a result exactly matches the baseline average, an index of 200 that the result is twice the average, and an index of 50 that it is half the average. Broadly speaking, an index of less than 90 or more than 110 would be considered different enough from the average to take note of. The index value is helpful in that it allows you to see how groups differ. (Overindexing means the item is larger than the average. Underindexing means the item is smaller than the average.)