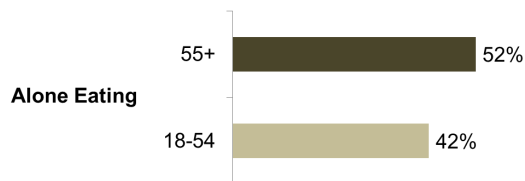


## Comparing Eating Occasions: Consumers 55+ vs. Under 55

Eating behavior for older consumers (55+) differs from younger consumers (18-54). Here are a select group of the who, where, when, what and why of how they differ:

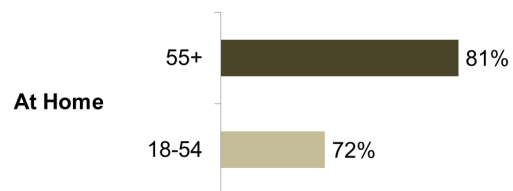
### Who

Consumers 55+ are usually **eating alone** compared to under 55.



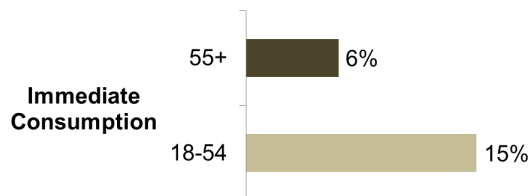
### Where

Older consumers are more likely to be **eating at home** compared to younger consumers.



### When

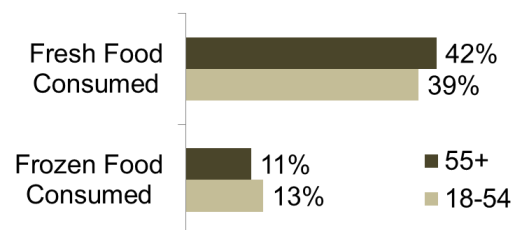
Consumers 55+ are **not as likely** as younger consumers to eat **within an hour** of purchase.



### What

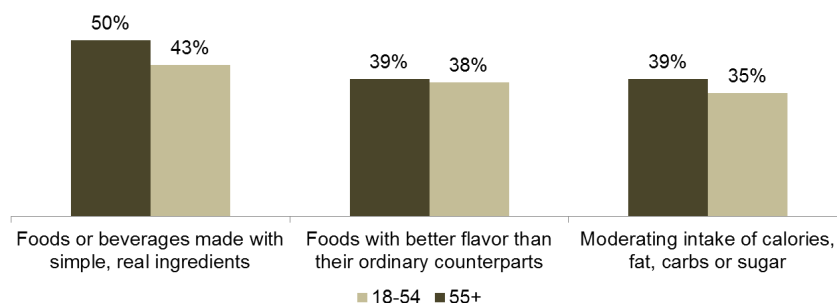
**Fresh foods** figure prominently with items consumed, but about **one in ten foods** consumed are **frozen items**.

#### Format of Food Eaten During Occasion



### Why

Older consumers are looking for **higher quality, natural foods** while also looking for **moderation**.



Source: Hartman Eating Occasions Compass database analysis (2011-2012 study, n=33,036 adult eating occasions)

