

By the Numbers: A Sample of What's Inside The Hartman Group's Redefining Normal Eating Occasions Report



4,695
OCCASIONS
HARTMAN'S EATING
OCCASIONS COMPASS
SURVEY FIELDIED MAY/JUNE
2021, ADULT AGES 18-73



1/3

MICROWAVING IS THE TOP
PREPARATION METHOD
AMONG OCCASIONS THAT
INVOLVED HEATING/
COOKING (34% OF THESE
OCCASIONS)



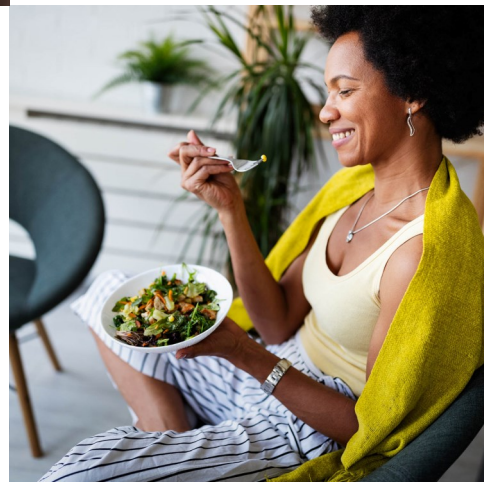
23%

OF U.S. ADULTS HAVE
AN EARLY MORNING
SNACK IN SPRING 2021
(COMPARED TO 18%
SPRING 2020 AND 17%
SPRING 2019)



3.9

AVERAGE NUMBER OF
EATINGS ACROSS THE
DAY IN SPRING 2021
(A DECLINE FROM THE 4.1
IN SPRING 2020)



Utilizing The Hartman Group's proprietary Eating Occasions Compass, *Redefining Normal: Spring 2021 Eating Occasions* explores American eating and drinking occasions in spring 2021 compared to both spring 2020 (the beginning of the pandemic in the U.S.) and spring 2019 (which the report refers to as pre-pandemic). You can download your free copy by visiting The Hartman Group's website: www.hartman-group.com

