

CONSUMER BEHAVIOR IN RESPONSE TO PERCEIVED PRICE INCREASES

Over three-quarters of meals are being cooked at home and those who are cooking more at home plan to continue doing so.

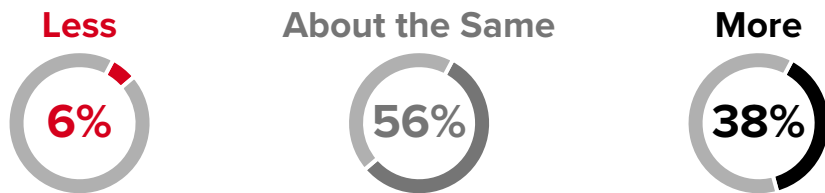


Meals Cooked at Home

76% of meals cooked at home

94% of those cooking more at home say they will continue to do so

Change in At-Home Cooking Behavior



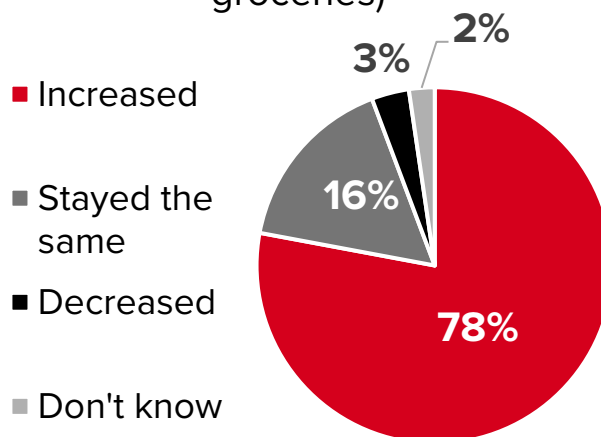
Source: State of Consumer Survey, August 2022.

Analysis: National Cattlemen's Beef Association, on behalf of The Beef Checkoff.

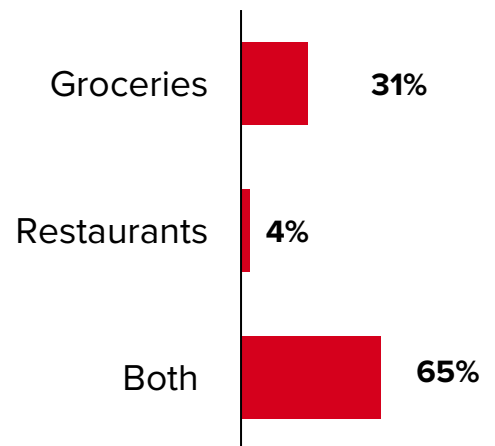
Over three-quarters of consumers noticed a price increase in food with most noticing it in both groceries and restaurants.

Perceived Price Increases in Food

Food (i.e. restaurants, groceries)



Largest Price Increase



Source: State of Consumer Survey, August 2022.

Analysis: National Cattlemen's Beef Association, on behalf of The Beef Checkoff.