

The 2021 Pennsylvania Dashboard Survey revealed important information about the state's consumer. The information below highlights key findings are areas of opportunity for the Pennsylvania Beef Council to continue to share a positive beef message.

KEY FINDINGS



Pennsylvania consumers are consuming less beef weekly compared to the total U.S.



Pennsylvania consumers claim new quick and easy recipes could encourage more beef consumption.

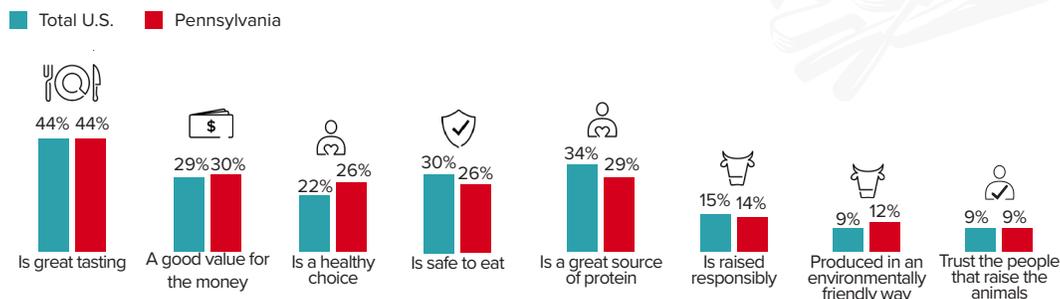


74% of meals are being cooked at home and consumers are turning towards online grocery ordering in Pennsylvania.



Top 3 Protein Consideration Factors

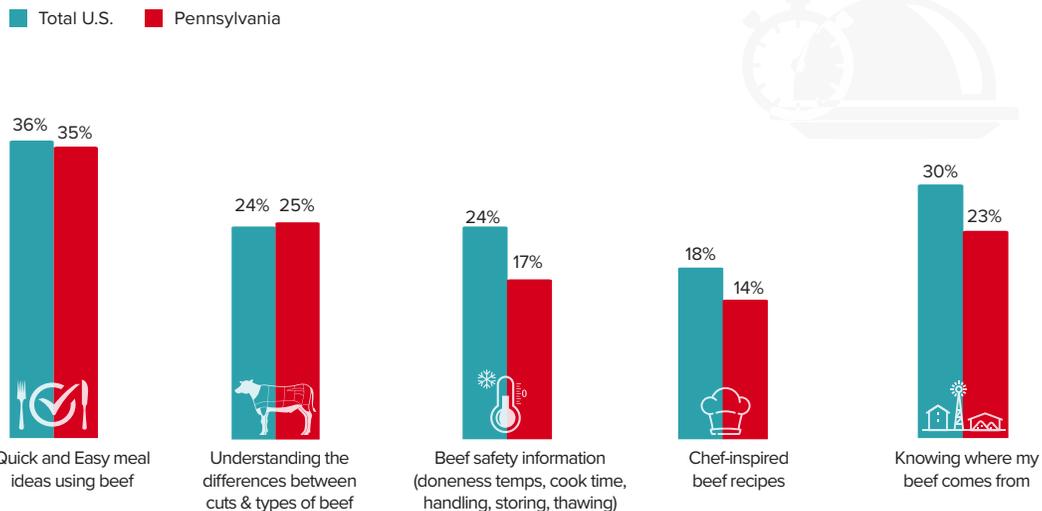
When making meal decisions, consumers in Pennsylvania are considering taste, value and protein most.



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

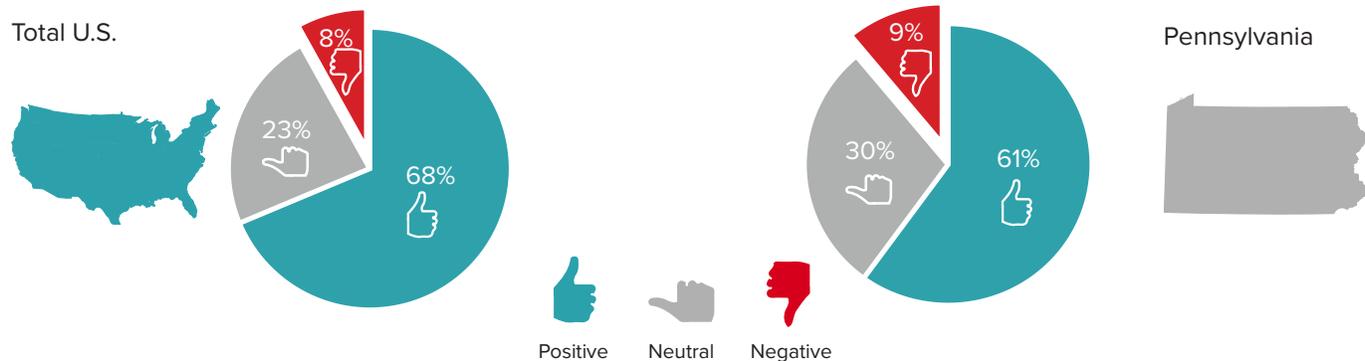
Encouraging Beef Consumption

Pennsylvania consumers claim new quick and easy meal solutions could encourage more beef consumption.



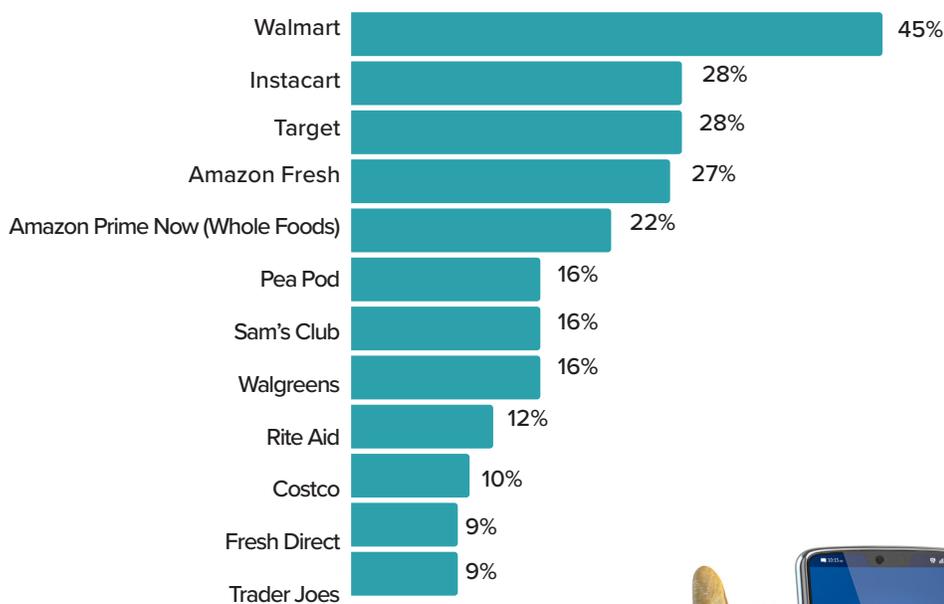
Overall Perception of Beef

Perception of beef falls short of the total U.S. in Pennsylvania.



Online Grocery Order

Walmart is the top location consumers are ordering groceries from online.



45%

of Pennsylvania consumers are ordering groceries online for pick-up or delivery.



28%

of Pennsylvania consumers are ordering groceries on a monthly basis.

Opportunities For Continued Success

- Share stories that highlight beef's great taste, nutritional benefits and convenience to keep consumers interested and consuming beef.
- Highlight new ways to eat beef that are quick and easy, as consumers in Pennsylvania are less aware of the versatility beef offers.