

Connection Points™



Media Consumption Study

WEBCAST

July 29, 2009

Moderated by: Rebecca Oistad

CONNECTING WITH CONSUMERS

RI
&
RESTAURANTS
& INSTITUTIONS.

Agenda

- Why was the *Connection Points*™ Media Consumption Study fielded?
- What is *Connection Points*™?
- Top-line findings
- How to apply and use the findings
- Q&A

Why a Media Consumption Study?

- **Rapidly changing media landscape**
 - Clutter and confusion
 - Perceived risk
 - Unjustified marketing spend
- **Marketing efficiency**
 - Operator targeting
 - Credibility and planning
 - New product investment



What is *Connection Points*™?

Watching TV

E-mailing

Personal

Work

Surfing

Commuting

Reading

Tweeting



Connection Points™



CONNECTING WITH CONSUMERS
RI
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Connection Points™ Findings

Terri Solomon

Director of Research, Foodservice & Hospitality Group, Reed Business Information

- **Career focus in foodservice**
- **Syndicated and custom research**
- **Experience within categories, operator/distributor behavior and market segmentation**



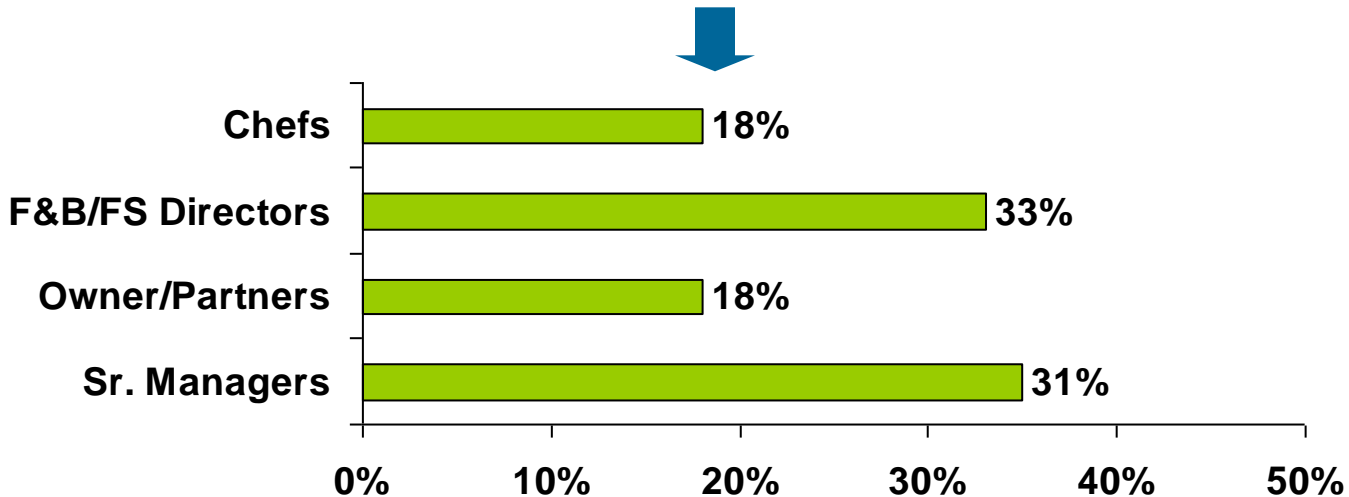
Methodology

Methodology

1049 online interviews

Utilized *Restaurants & Institutions'* circulation and e-newsletter database

Purchase decision-makers



Segmentation

Commercial Segments

Fine Dining

Casual Dining

Family Dining

Buffets/Cafeterias

Limited Service-Traditional

Limited Service – Fast Casual

Lodging/Resorts

Other Retail

Non Commercial Segments

Hospital

Long-term Health Care

Retirement Center - CCRC

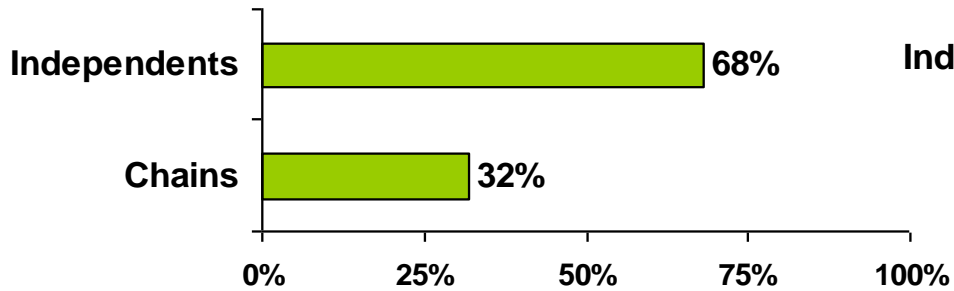
College/University

Schools (K – 12)

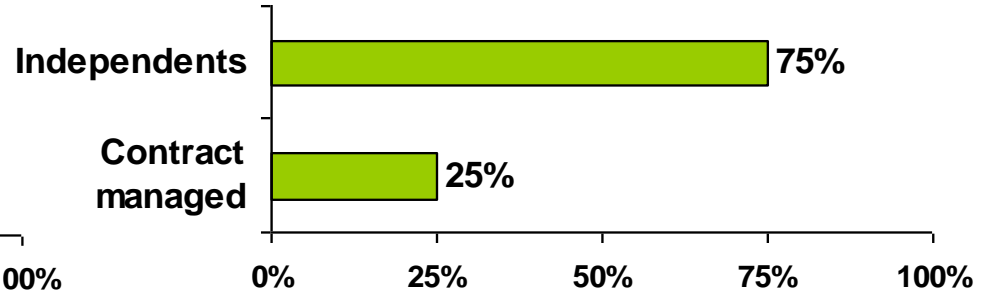
Business & Industry

Segmentation

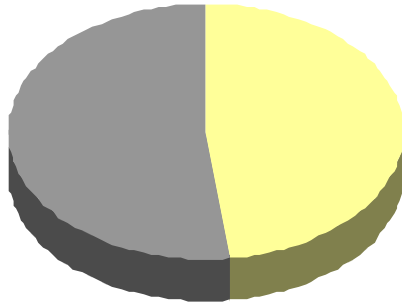
Commercial Segments



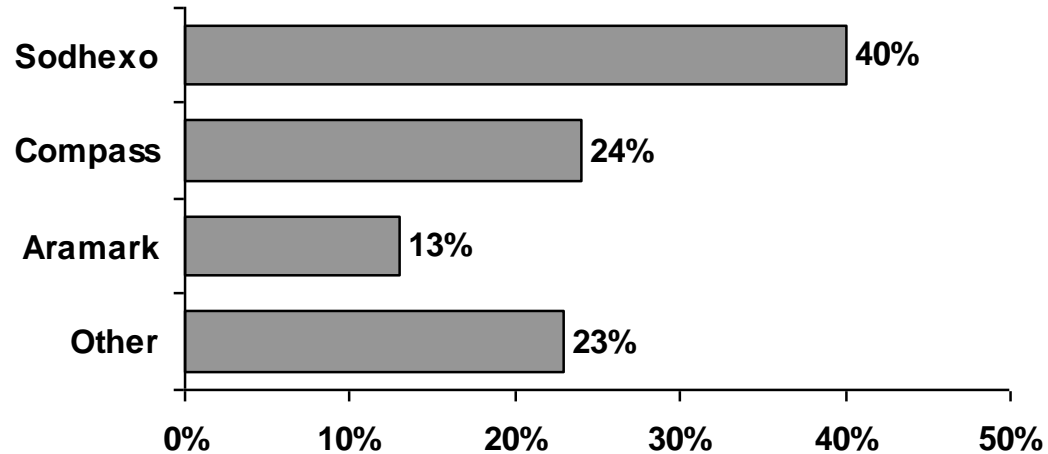
Non Commercial Segments



50+
units,
52%



50 or
less
units,
48%



Types of Questions

Hours spent working

Types of media used (27) for work and pleasure and amount of time spent with each

Best information sources for business information

Attitudes toward work and media

Top 3 Business/pleasure
Time spent
Where access
How interact

Magazines

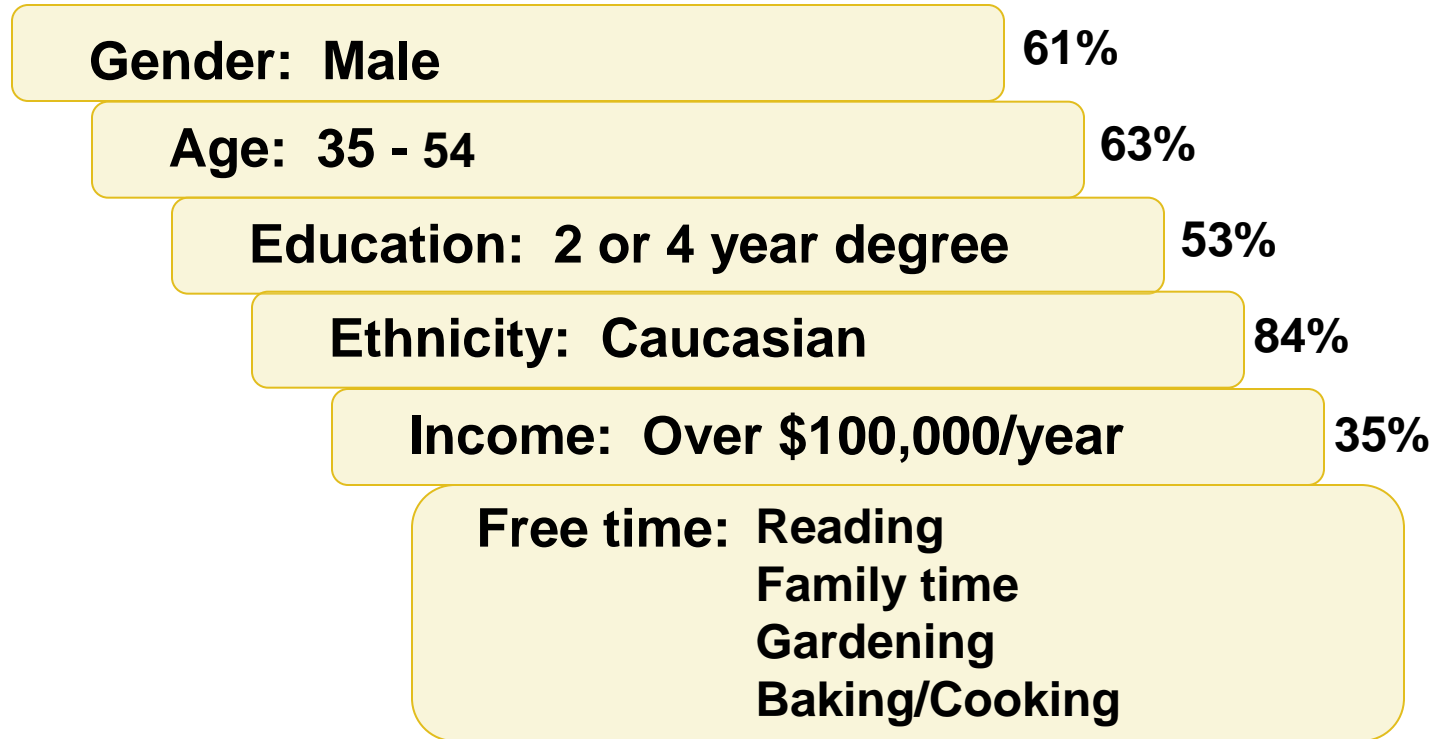
Internet

Radio

T.V.

Decision Maker Profile

Who is the Typical Foodservice Decision Maker?



Profile Varies by Market Segment

Casual Dining

Gender: Male 82%

Age: 35 - 54 60%

Education: 2 or 4 yr degree 38%

Some college 31%

Income: Over \$100,000/year 40%

**Free time: High energy sports
(water or snow)
Dining at restaurants**

Hospital

Gender: Female 56%

Age: 45 - 54 50%

Education: 4 year degree 37%

Post graduate 27%

Income: \$75,000 - \$100,000 32%

**Free time: Family
Baking
Hiking/Walking**

➤ **Know your target audience**

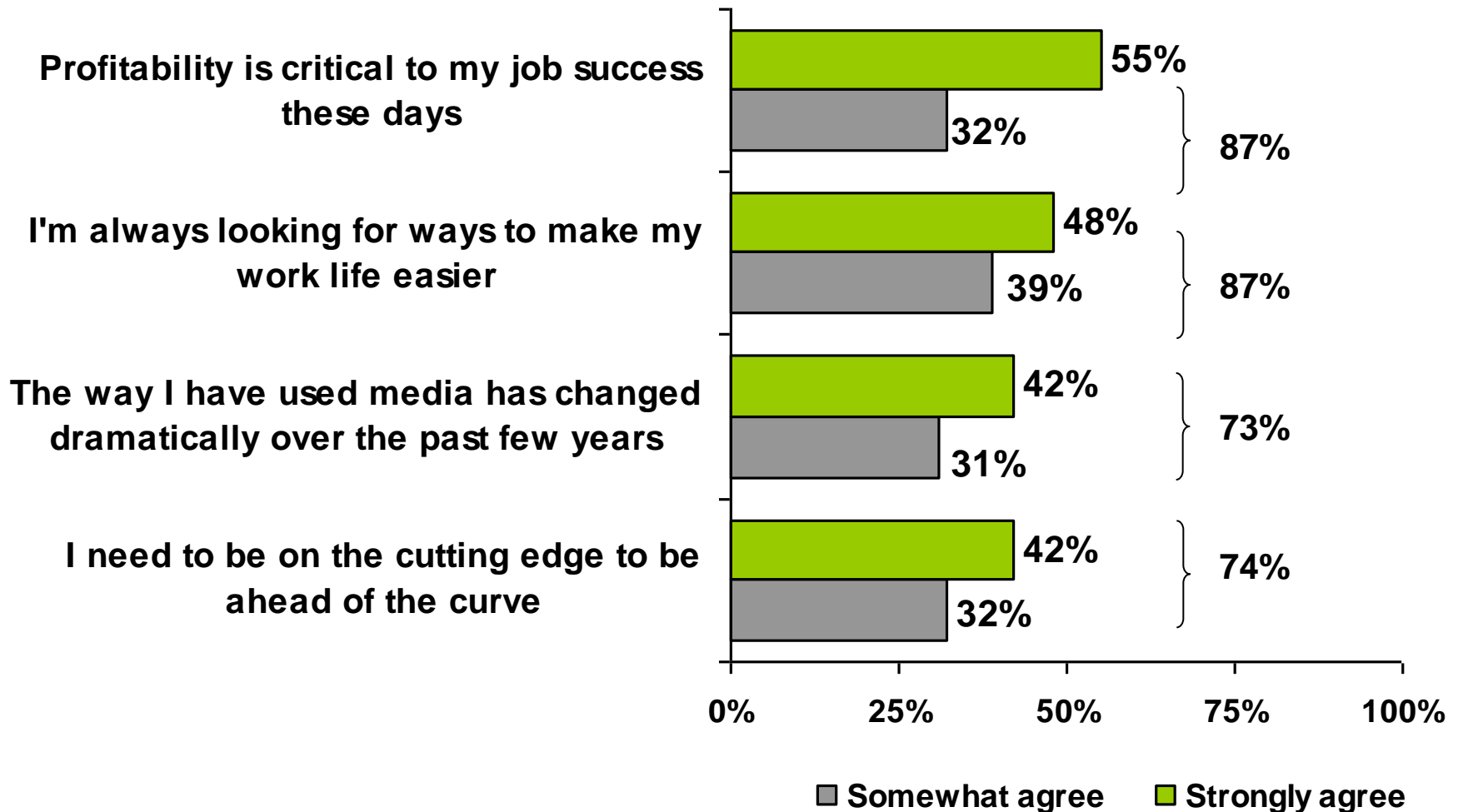
Not only do segments differ in consumer audience, purchasing needs and behavior

But Also...

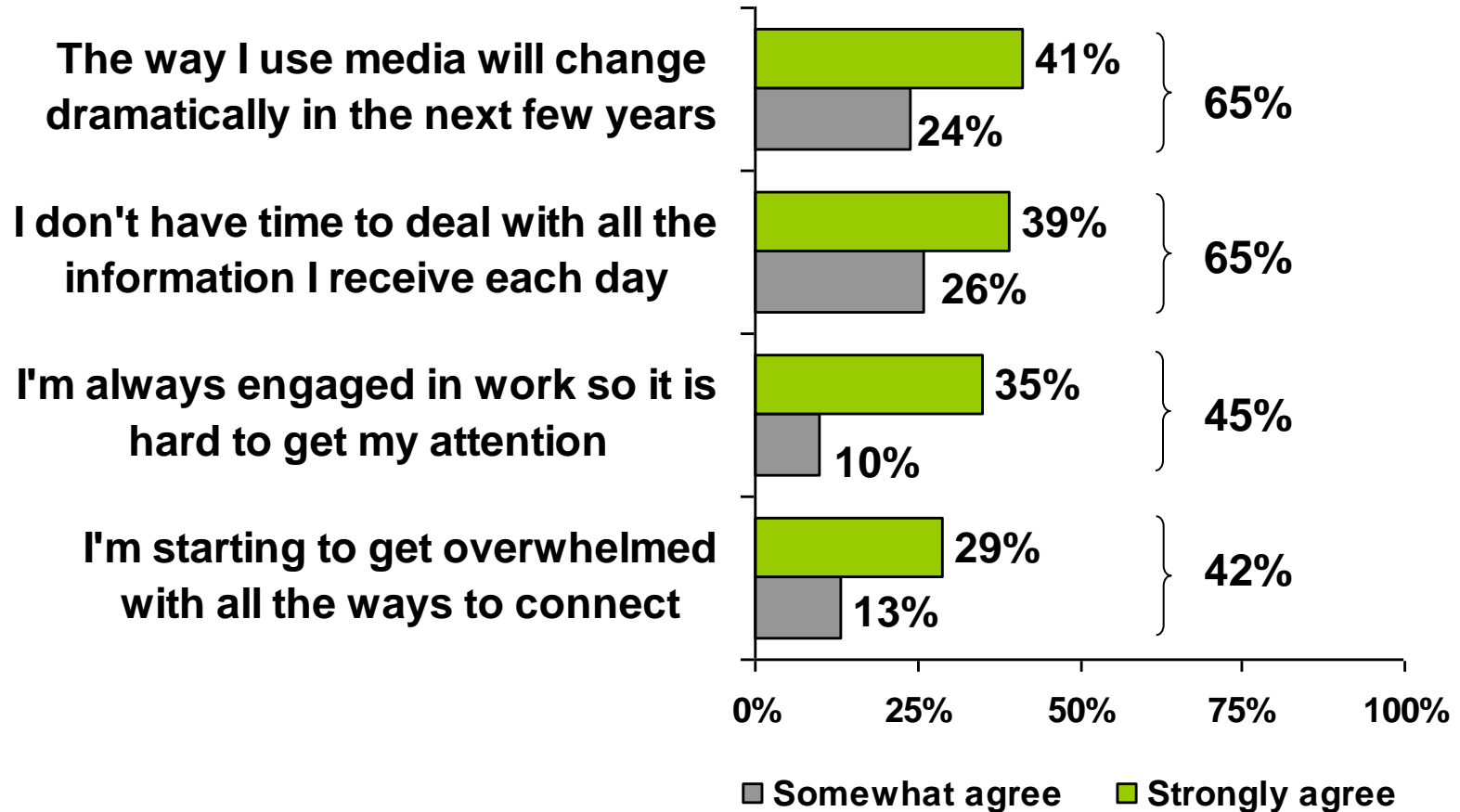
in the attitudes and demographic profile of the decision maker

Decision Maker Attitudes

Top Decision Maker Concerns



Other Concerns



Concerns – Segment Differences

Casual Dining

Hospital

95%



Profitability is critical to my job success



76%

85%



I am always looking for ways to make my work life easier



85%

78%



I need to be on the cutting edge to be ahead of the curve



74%

72%



The way I have used media has changed dramatically over the past few years



64%

Concerns – Segment Differences

Casual Dining

Hospital

61%



The way I use media will change dramatically in the next few years



64%

54%



I don't have time to deal with all the information I receive each day



65%

42%



I'm always engaged in work so it is hard to get my attention



41%

33%



I'm starting to get overwhelmed with all the ways to connect



48%

- **Foodservice decision-makers have dramatically changed their use of media over the past few years**

And...anticipate that evolution will continue.

Marketers will need to expand beyond traditional communication methods to effectively reach decision-makers.

Media Usage

Despite busy schedules operators are better connected than the average adult

	Operators	U.S. Average
Read Email	84%	74%
Look through/read magazines	70%	85%
Visit magazine websites	45%	45%
Access Facebook	29%	25%
Access Email via mobile phone	26%	10%
Watch web-streaming video	23%	17%
Read blogs	19%	11%
Download/listen to podcasts	15%	3%
Read RSS feeds	13%	7%
Access LinkedIn	12%	4%
Write/respond to blogs	9%	9%
Access My Space	9%	16%
“Tweet” on Twitter	6%	6%

Traditional Media Usage

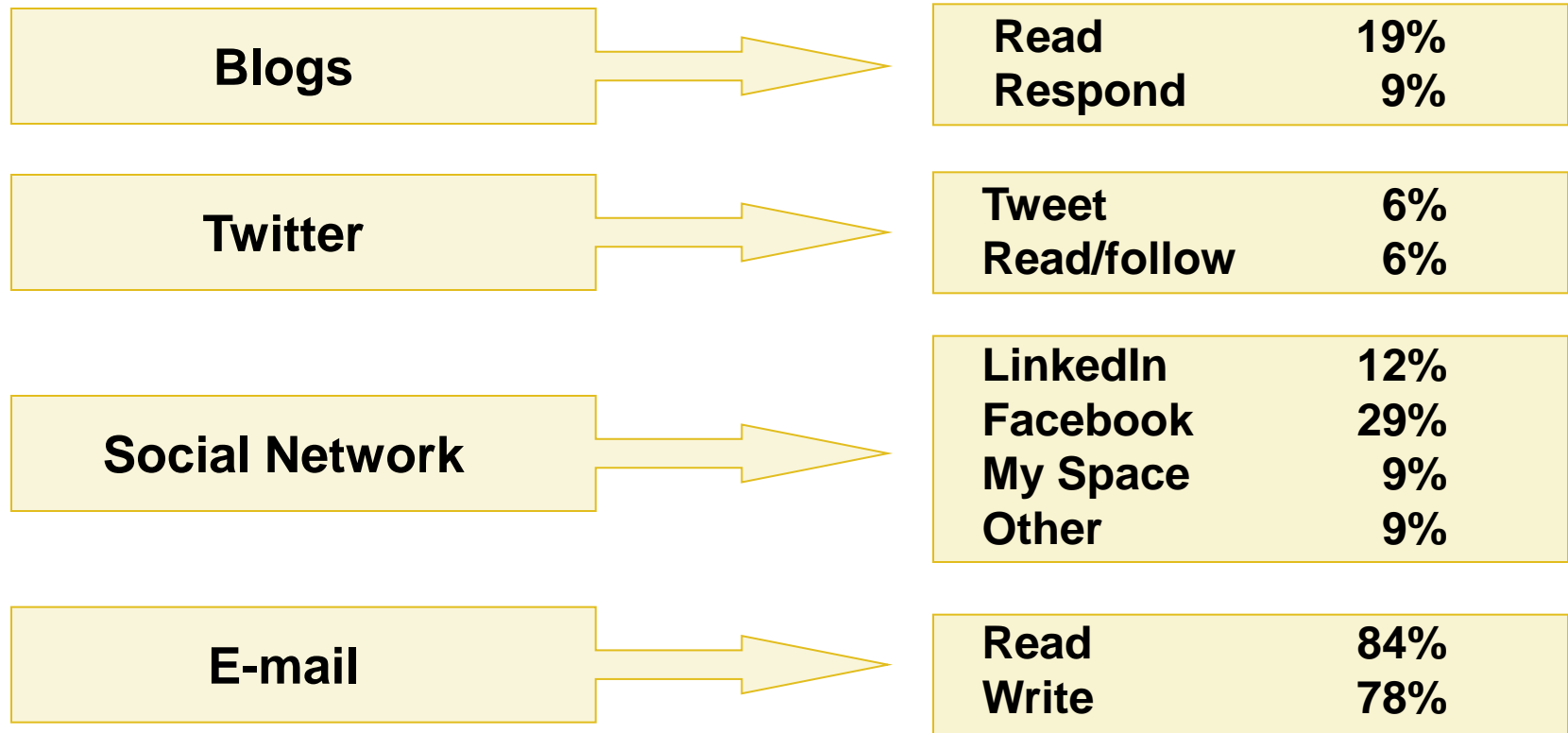
Traditional media

Magazines	70%
Newspapers	63%
T.V.	58%
Radio	66%

Traditional electronic media

<u>Websites</u>	
Magazines	45%
Newspapers	45%
Suppliers	58%
Competitors	42%
Advertisers	34%
Other	65%

Interactive and Social Media Usage

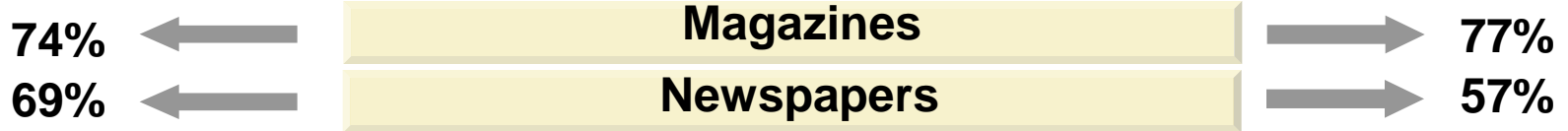


Segment Comparisons - Traditional

Casual Dining

PRINT

Hospital



WEBSITES



Segment Comparisons

Casual Dining

E / WEB MEDIA

Hospital



Segment Comparisons—Interactive Social Media



Time Spent with Media

Decision-makers work an average of 61 hours per week



At work	47
Commuting	5
Home	9

Decision-makers spend an average of 21 hours per week on media



Business	10
Personal	11

Business vs. Personal Time

**Business
Time**

**Personal
Time**



- Foodservice decision-makers spend a significant amount of their workday interacting with various forms of media
- Decision-makers are online! They communicate electronically and use the web as an information source
- The types of media foodservice operators use varies by market segment

Information Sources

Decision makers use different sources for specific information needs.

News/Trends

FS Magazines 51%
Sales Reps 32%
FS Mag e-newsletters 32%

VS.

Operations

Sales reps 38%
FS Magazines 29%
FS Mag e-newsletters 19%

- Operators still heavily rely on traditional information sources
- While search engines do not appear in the Top 3, they are used by a significant number of decision makers for product and menu/recipe ideas
- An emerging group of operators are using digital and social media as their “go to” source for information

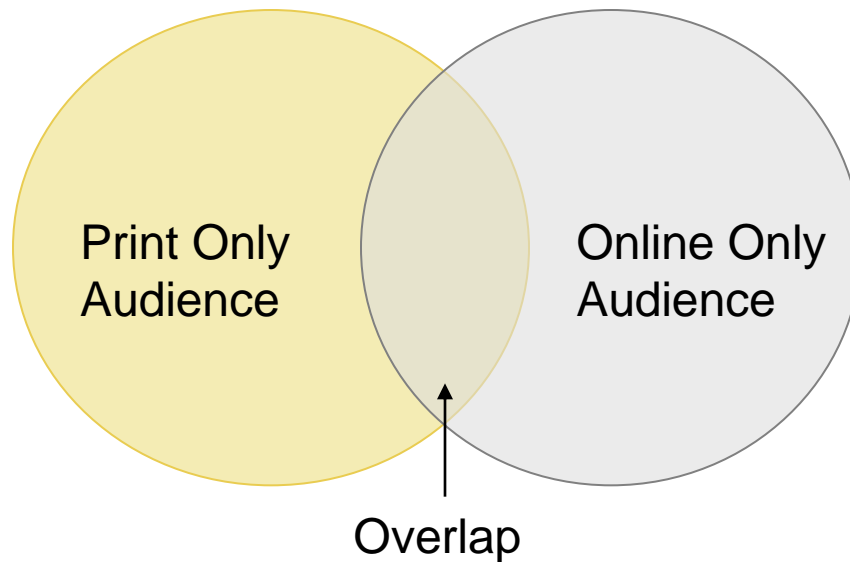
Summary of Observations

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- Operators **ARE** connected...

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- **Integrated marketing is critical**



Increase Reach, Lower CPM

Print

- Spend \$10k
- Reach 100,000
- CPM=\$100

Print & Online

- Spend \$12k
- Reach 150,000
- CPM=\$80

Summary of Observations

- **Operators ARE connected...**
- **Integrated marketing is critical**
- **From a manufacturer perspective**

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 - Focus media and publicity in areas that reach operators most effectively

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- **From a manufacturer perspective**
 - Focus media and publicity in areas that reach operators most effectively
 - Example #1: New Product Introduction-Casual Dining
 - Example #2: “I want to be online—where?”

Summary of Observations

- **Operators ARE connected...**
- **Integrated marketing is critical**
- **From a manufacturer perspective**
- **Opportunities in thought leadership**

Questions & Answers



Thank You!

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