








# Eater Archetypes (EAT)

EAT	% OF POPULATION	% OF WEEKLY MEALS FROM FOODSERVICE	UNIQUE DIFFERENTIATORS	DEMOGRAPHIC SKEWS
 <b>Functional Eaters</b>	20.0%	22.2%	Food is fuel, opts for familiar restaurants, looks for low prices	Male, young Millennial, lower income
 <b>Foodservice Hobbyists</b>	19.7%	20.6%	Dining out is a hobby, very value conscious, looks for mix of new and familiar restaurants	Female, Millennial and Gen X, kids in household
 <b>Busy Balancers</b>	14.3%	23.4%	On the go, multi-tasker, foodservice makes life easier	Female, Millennial, mid to upper income
 <b>Affluent Socializers</b>	13.9%	13.5%	Dining out is entertainment, values quality service, price not a driving factor in restaurant visit behavior	Male, Baby Boomer, upper income
 <b>Bargain Hunters</b>	13.2%	10.1%	Driven by low prices, seeks out specials/deals, not concerned with health	Male, Baby Boomer, low to mid income
 <b>Health Enthusiasts</b>	11.9%	6.2%	Health at forefront of dining, believes cooking at home is healthier, lives simply	Male and female, Baby Boomer+, low or fixed income
 <b>Habitual Matures</b>	6.9%	4.1%	Convenience and price drive foodservice purchase decisions, sticks to familiar foods, loyal to a small number of restaurants	Male, Baby Boomer+, low or fixed income