Generation Mom:
How Moms Provide and Kids Influence Consumption Patterns in the Home

Complimentary Report Sample
Kids are eating more meals at home today than they have in the past decade, while cutting back on meals purchased and consumed away from home.

Kids’ Meal Trends, In-Home and Away-from-Home

Annual Meals per Capita

Source: The NPD Group/National Eating Trends®, years ending May
One in three kids decides what to eat for breakfast, but few kids control dinner decisions.

<table>
<thead>
<tr>
<th></th>
<th>% Kids 2-17 Years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breakfast</td>
<td>31%</td>
</tr>
<tr>
<td>Lunch</td>
<td>24%</td>
</tr>
<tr>
<td>Dinner</td>
<td>3%</td>
</tr>
<tr>
<td>Between Meal Snack</td>
<td>46%</td>
</tr>
</tbody>
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Source: The NPD Group/Moms Custom Survey, October 2012
Q: Who usually chooses what your children eat at in-home meal or snack occasions?
From rising food prices to keeping their kids healthy, mothers have their hands full today.

Moms’ Top Challenges for Feeding Their Families
Ranking based on % moms ages 22 to 56 who agree

- Rising food prices
- Staying within a budget
- Thinking of new meal ideas to break up the routine
- Ensuring family eats healthy and nutritional meals
- Teaching kids to make healthy eating choices

Source: The NPD Group/Moms Custom Survey, Oct
Q: When it comes to feeding your family, what are the biggest challenges you face?
The NPD Group’s *Generation Mom: How Moms Provide and Kids Influence Consumption Patterns in the Home* details the concerns and challenges parents face today as they raise and feed their families. It focuses on how outside influences factor into grocery shopping and menu decisions. It also quantifies the influences of social media, spouses, friends and relatives, and children in the household.

Based on information from multiple NPD sources and a custom online survey of mothers, the report provides in-depth information on family food consumption dynamics. Find out how much influence kids (ages two to 17) exert on meal choices and product selections in the grocery aisles. See where the long-term shifts in food and beverage selections are happening, and discover their impact on the composition and complexity of in-home meals – now and looking ahead to the future.

For more information, contact The NPD Group at 866-444-1411 or email contactnpd@npd.com.