

The NPD Group's  
Twenty-Fourth Annual Report On

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# EATING PATTERNS IN AMERICA

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## Sample Insights

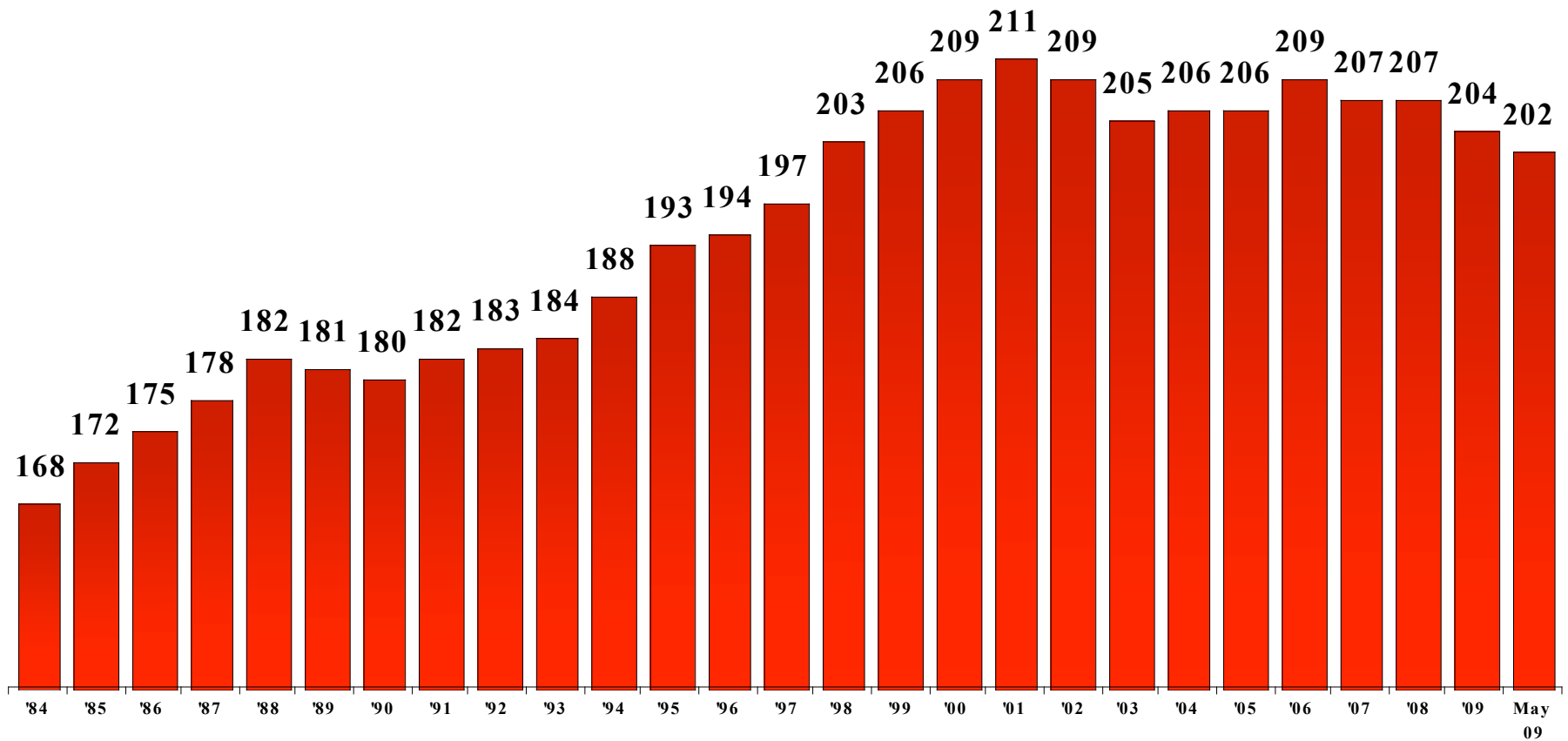


*Behind Every Business Decision*

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# We are eating fewer meals from restaurants.

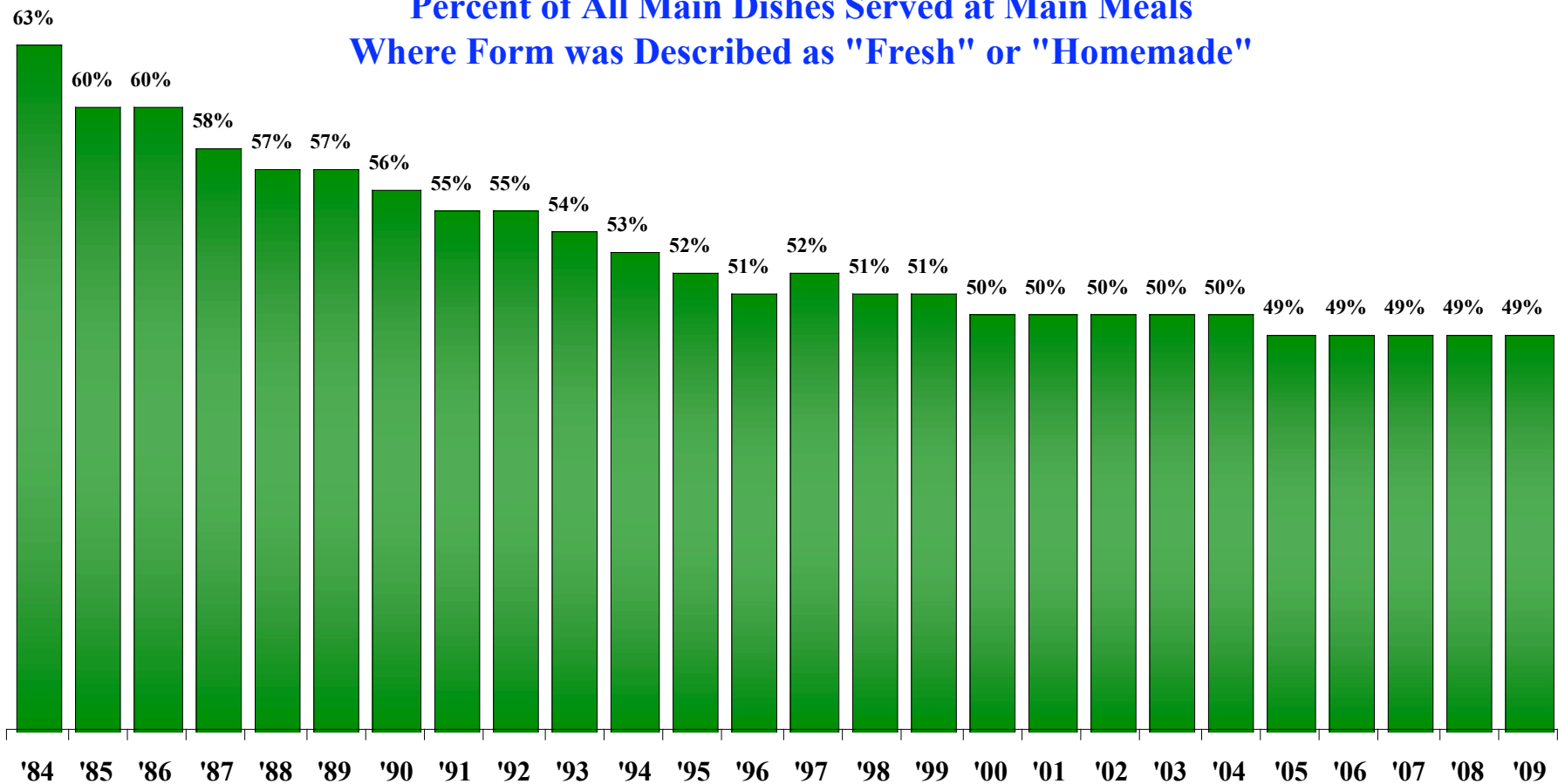
## Annual Meals Purchased at a Restaurant per Person



# Are we cooking more?

While we may be eating more meals in our homes, there has not been an increase in homemade meals ... *but there hasn't been a decrease, either!*

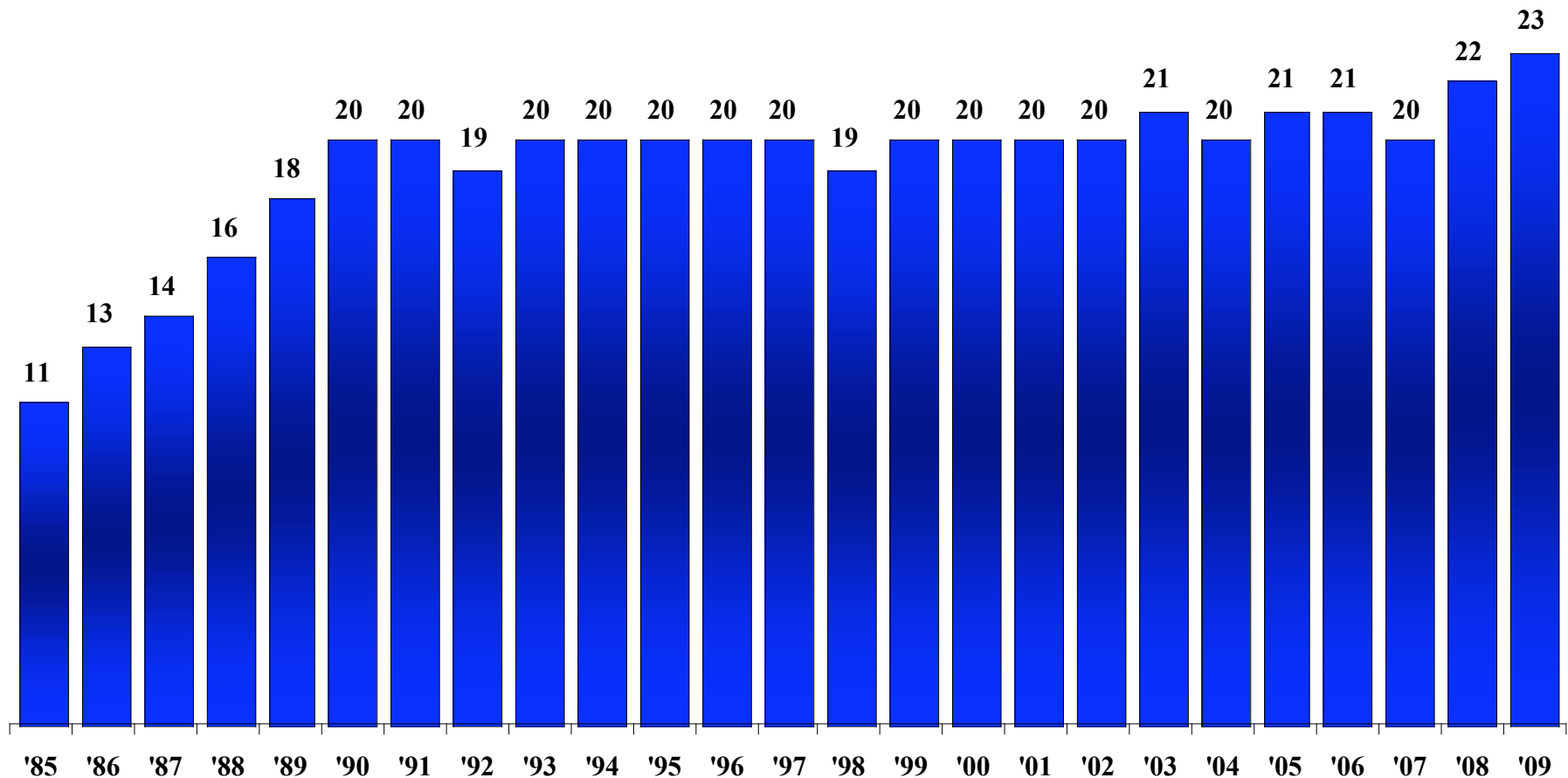
**Percent of All Main Dishes Served at Main Meals  
Where Form was Described as "Fresh" or "Homemade"**



# We are rediscovering the value of the microwave.

After nearly two decades, are we finally learning to “cook” in the microwave oven?

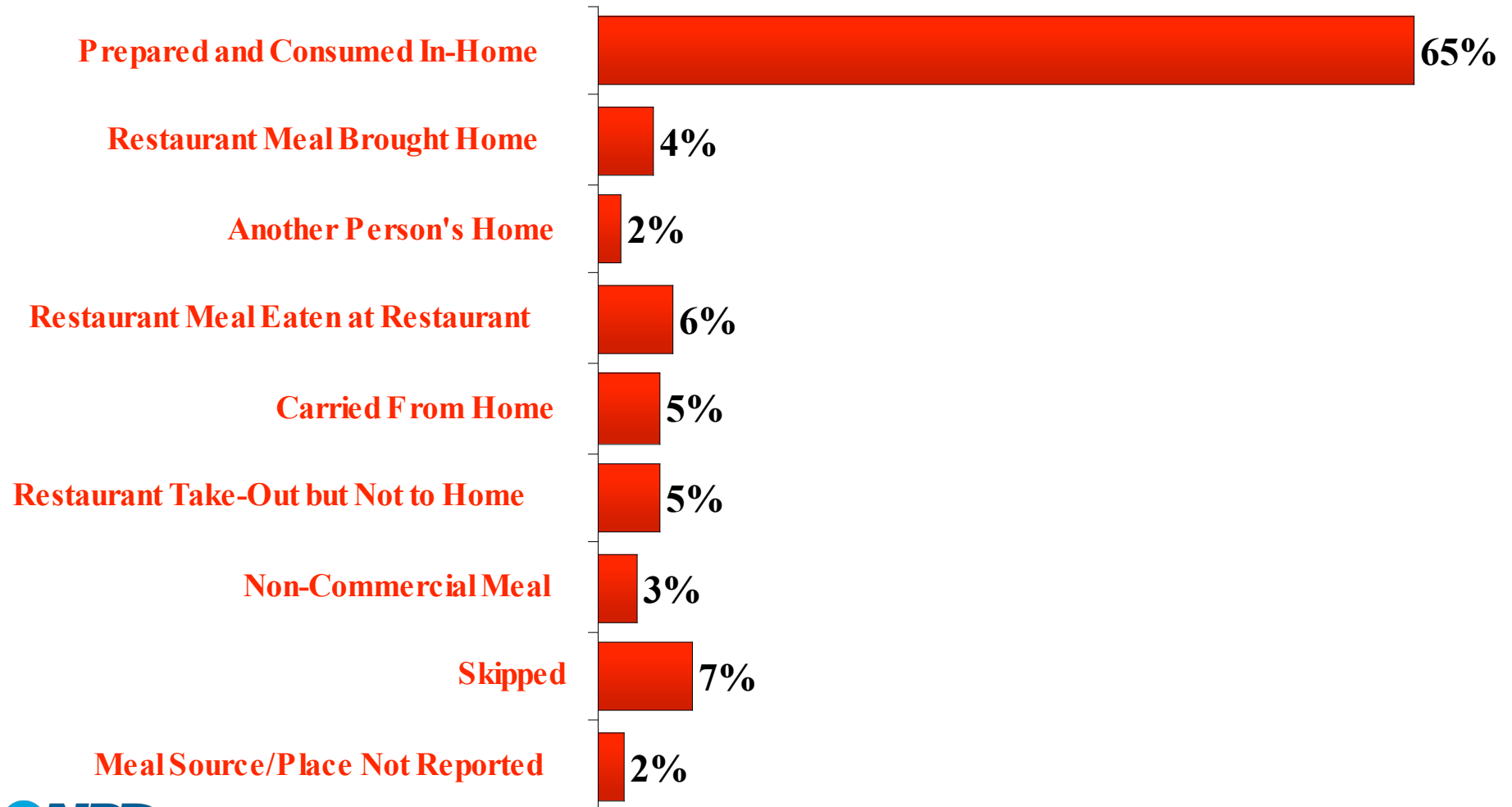
Percent of Main Meals When Microwave Oven Was Used



# We still “prepare” most of the meals we eat.

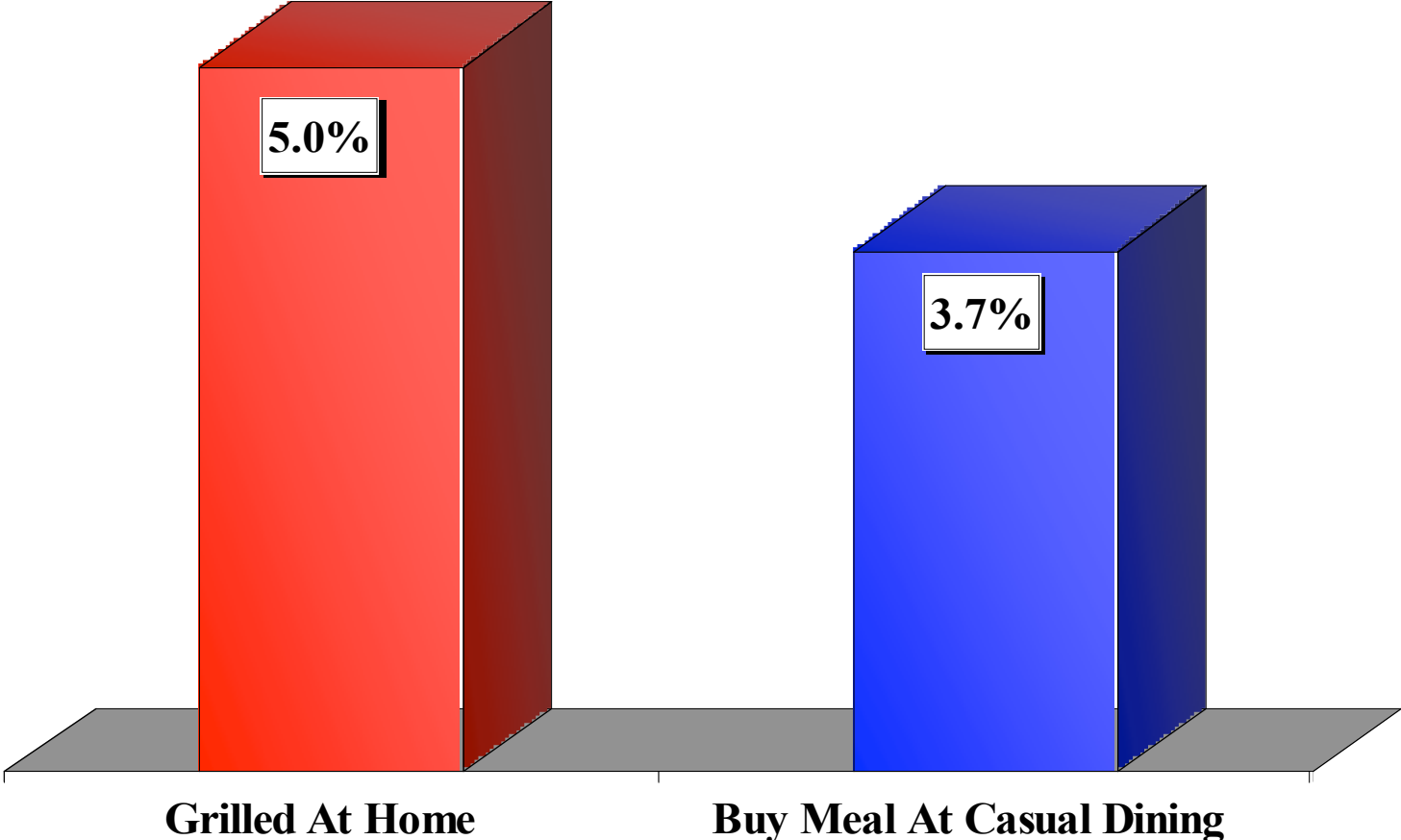
However, the definition of “prepared” has most likely changed.

Percent of Meal Opportunities by Where Consumed



**We actually grill our supper meals more often than we go out to casual dining restaurants.**

Percent of All Suppers



To get more details on the most extensive analysis of American consumers' food and beverage consumption and behavior trends, visit The NPD's Group's **24<sup>th</sup> Annual Report on Eating Patterns In America** Web site:

**[www.npd.com/EPA](http://www.npd.com/EPA)**

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