

# HUNGRY STUDY

Eve Turow-Paul, author and Millennial food culture expert, and Datassential, the food industry's leading market research firm, teamed up to produce the *Hungry Study*, an original survey of 1,100 Americans across demographics. The *Hungry Study* digs deep into the impact of the Digital Age – and the COVID pandemic – on human behavior. The results illuminate striking correlations between people's emotional states and food behaviors, be it the connection between rates of anxiety and anti-GMO sentiments, technology use and snacking, or desires for meaning in life and restrictive dieting. In this comprehensive report, discover hundreds of psychographic findings that will help you understand food culture before, during, *and* after the COVID pandemic. Go beyond the usual consumer insights and learn about the impact of today's world on well-being and our relationships to food.

## What you'll find in the report:

What's behind the rise in snacking, in restrictive diets, in the anti-GMO movement? What needs are people trying to satisfy today? How are these needs reflected in the latest food trends in the era of COVID? By exploring these topics, we reveal not just what the trends are but why they are the trends – learnings that are essential for any business aiming to meet the needs of today's digitally-connected eaters – during and after the COVID pandemic.

- The Digital Generation is FOOD obsessed
- Pro-Social Dieters: who are they?
- The Digital Generation is TECH obsessed
- Tech-Tethered: who are they?
- The Digital Generation is TIME CRUNCHED
- The Digital Generation is ANXIOUS
- In Real Lifers: who are they?
- The Digital Generation is LONELY
- The Digital Generation CRAVES MEANING

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