

Exploring the power of “In-the-Moment” insights



**Research on Research
Diary vs. Recall-Based Studies
May 2019**

mdi 
OCEANIA, AFRICA, ASIA, AMERICAS

What did we do?

Mobile Digital Insights ran two parallel studies into consumers' breakfast and lunch meals

Study #1: Recall-based survey

A once-off 6 minute survey designed to gather information around the last seven days' worth of breakfast and lunchtime occasions

Study #2: Mobile diary

A mobile diary design, where we followed consumers for four days and collected in-the-moment information about each day's breakfast and lunch occasions

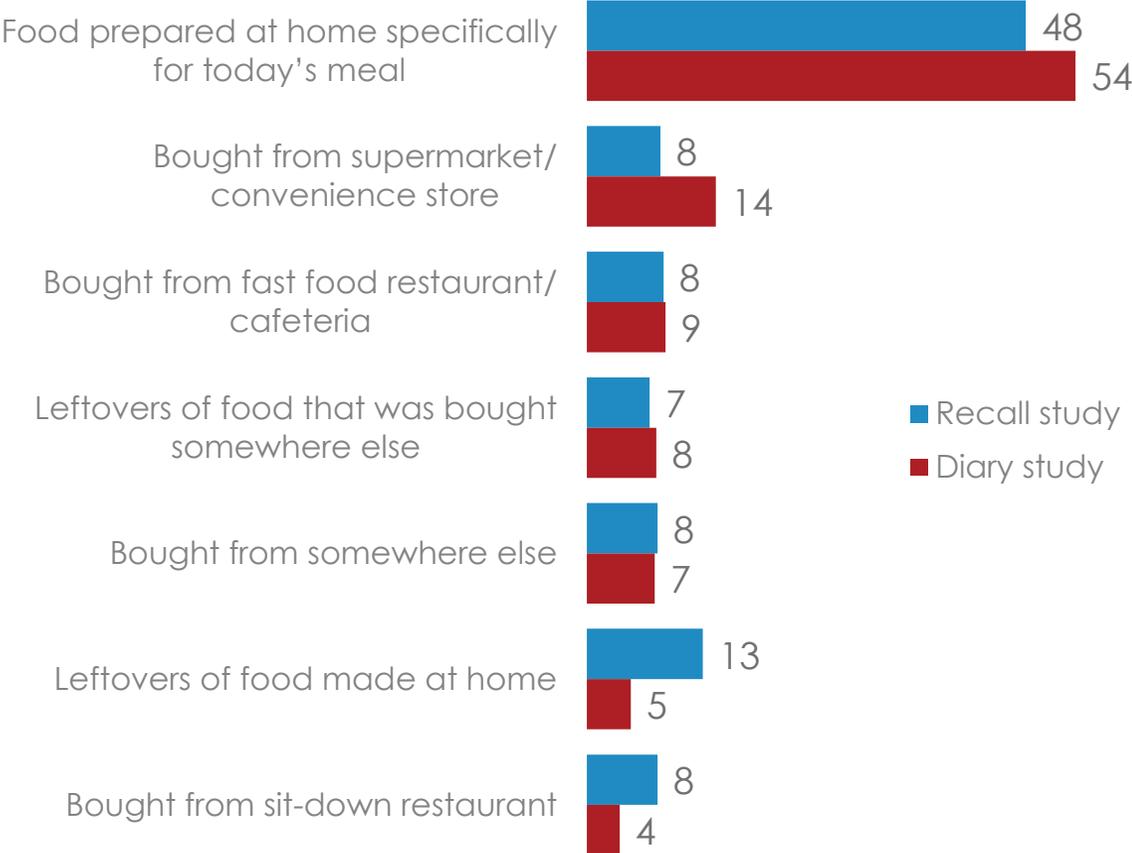
We contrasted the data between the two studies, looking at where the results were consistent across methodologies, and where the data differed between recall vs. in-the-moment.

Key Learning #1:

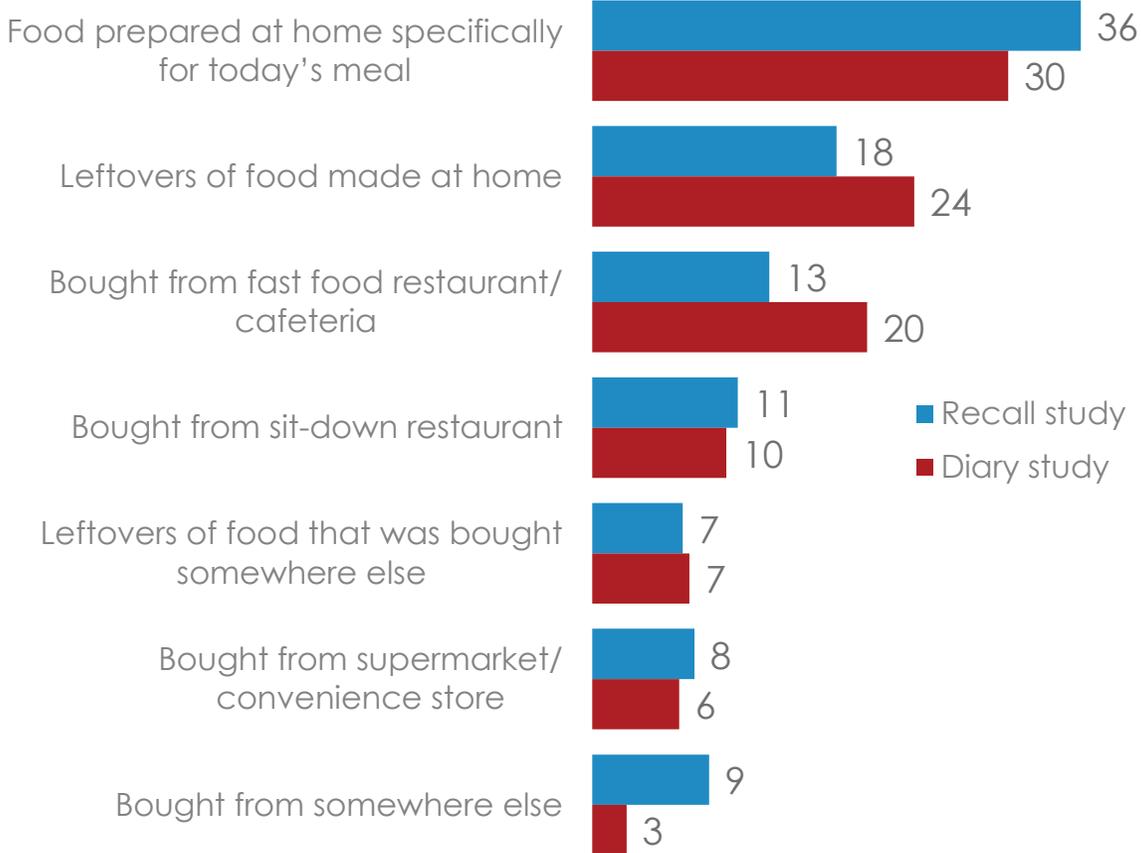
Consumers are able to recall fairly habitual behaviors (such as where they eat breakfast), but fail to accurately recall occasion specific information like amount of money spent or time of consumption.

Consumers seem to accurately recall habitual behaviors, such as where they get their breakfast or lunch (although At-Home events may be over-stated)

What did consumers eat for breakfast?



What did consumers eat for lunch?



However, they have trouble remembering the specifics of each meal, and underestimated how much money they spent on both breakfast and lunch orders

How much do consumers spend on breakfast and lunch meals?



Recall study



Diary study

Average \$
amount spent
on breakfast

\$3.42

\$9.24

Average \$
amount spent
on lunch

\$8.57

\$14.44

Standalone: When you don't make it yourself, how much do you typically spend on breakfast/ lunch when you buy it away from home (ready made from a restaurant, supermarket/convenience store? Please enter the amount in dollars. If you typically buy blunch with others, please only enter the cost of the food that you eat.

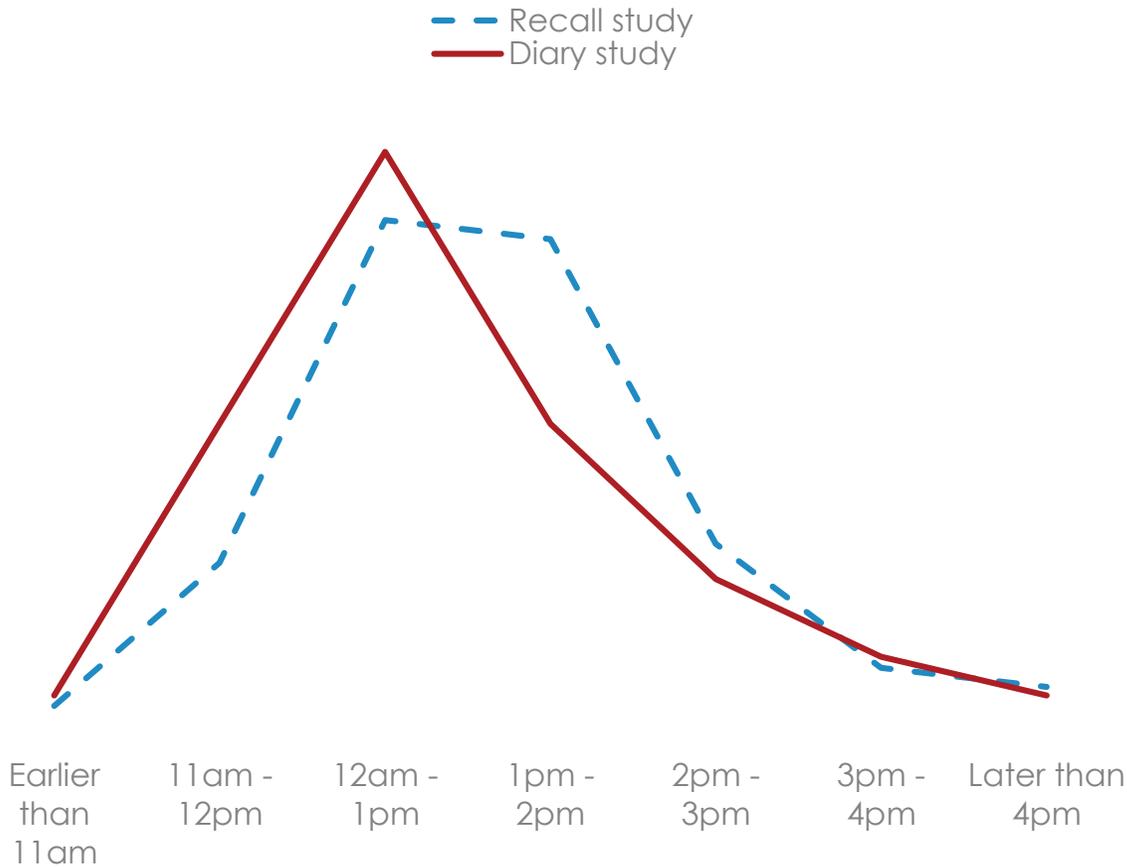
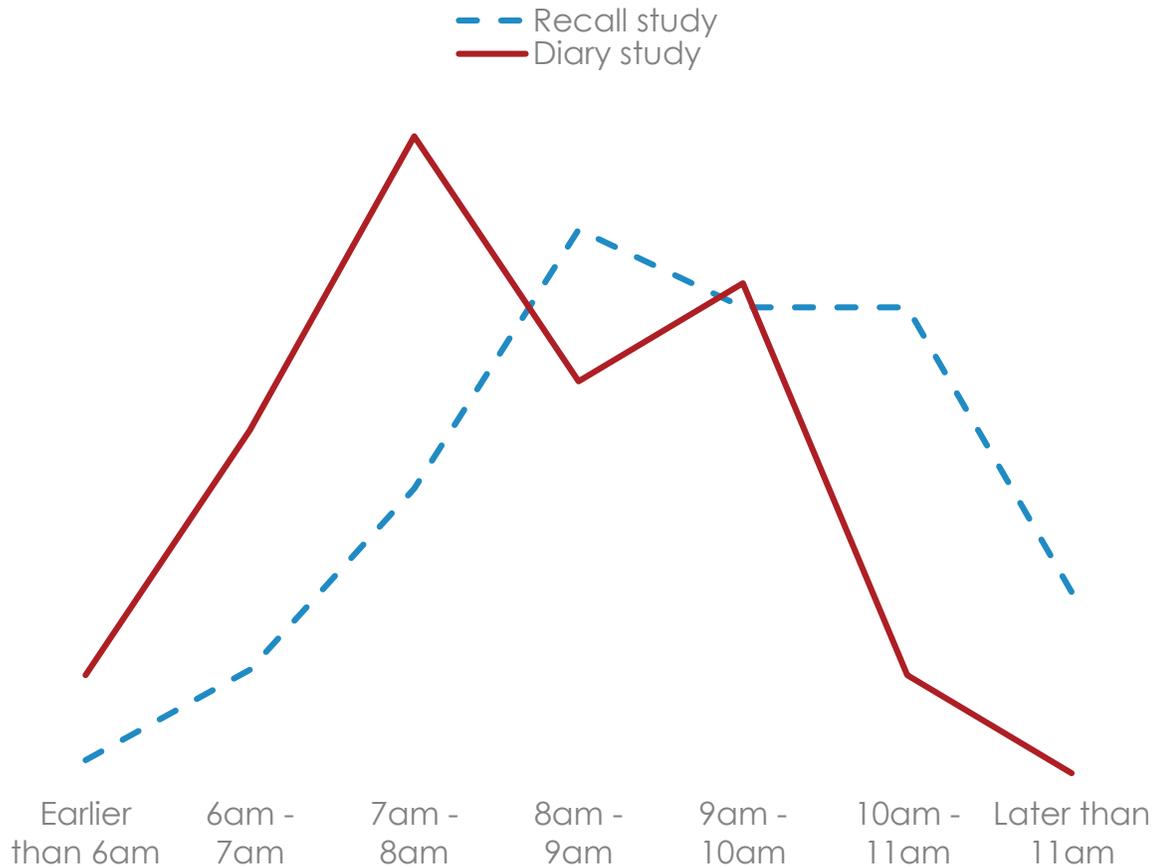
Diary: How much did you spend on today's breakfast/lunch? If you bought breakfast/lunch with others, please only enter the cost of the food that you ate.

Base: Recall study 159 | Diary study 163

They were also unable to accurately recall the time they ate breakfast and lunch on weekends – thinking it was an hour or two later than real behavior

What time do consumers eat breakfast on weekends?

What time do consumers eat lunch on weekends?



Key Learning #2:

Longitudinal studies over a period of days allow you to pick up nuances of behavior that is not collected in a snapshot or 24-hour measure.

Collecting a single day may give an incomplete snapshot of behavior, whereas extending to four days provides a far more accurate view

Where did consumers eat breakfast over the four days of the diary?

	Day 1	Day 2	Day 3	Day 4
Consumer A	 At Home	 At Home	 At Home	 At Home
Consumer B	 Away from home	 At Home	 Away from Home	 Away from home
Consumer C	 At Home	 Away from Home	 At Home	 At Home
Consumer D	 Away from home	 At Home	 At Home	 At Home
Consumer E	 Away from Home	 Away from Home	 Away from Home	 Away from home

Share of occasions when we track behavior for only one day:

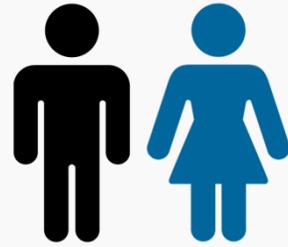


Share of occasions when we expand tracking to four days:

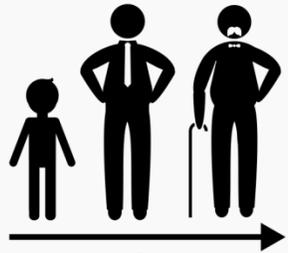


Even in cases where the location of the meal is consistent, there are day-to-day changes in motivations and needstates that a snapshot survey would not detect

Does the needstate for people eating breakfast at same location differ across days?



Female



30-39 years old



Living in TX

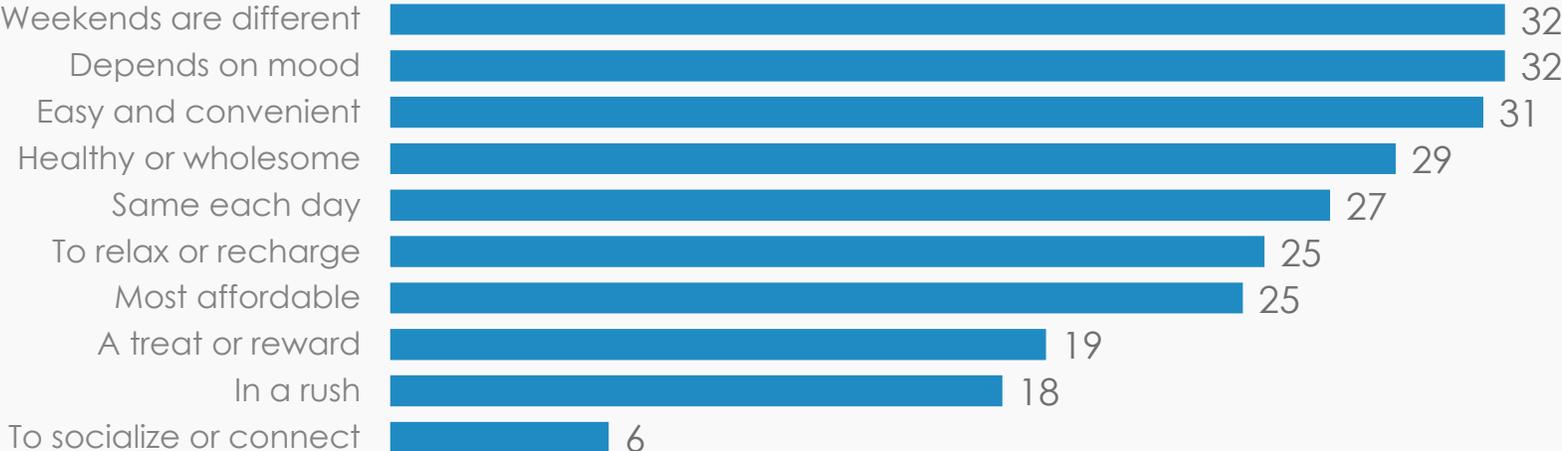
	Location	Needstate	Description of her meal
Day 1	 At Home	RELAX/COMFORT: To help me relax and be stress-free	<i>"Silence was my company and it was priceless"</i>
Day 2	 At Home	SOCIAL/FAMILY: To enjoy family time	<i>"Spending time with family"</i>
Day 3	 At Home	RELAX/COMFORT: To enjoy food that is comforting	<i>"My chilakiles were so spicy but delicious"</i>
Day 4	 At Home	ENERGIZE: For long-lasting energy	<i>"Strawberry banana oatmeal with toast on side"</i>

Key Learning #3:

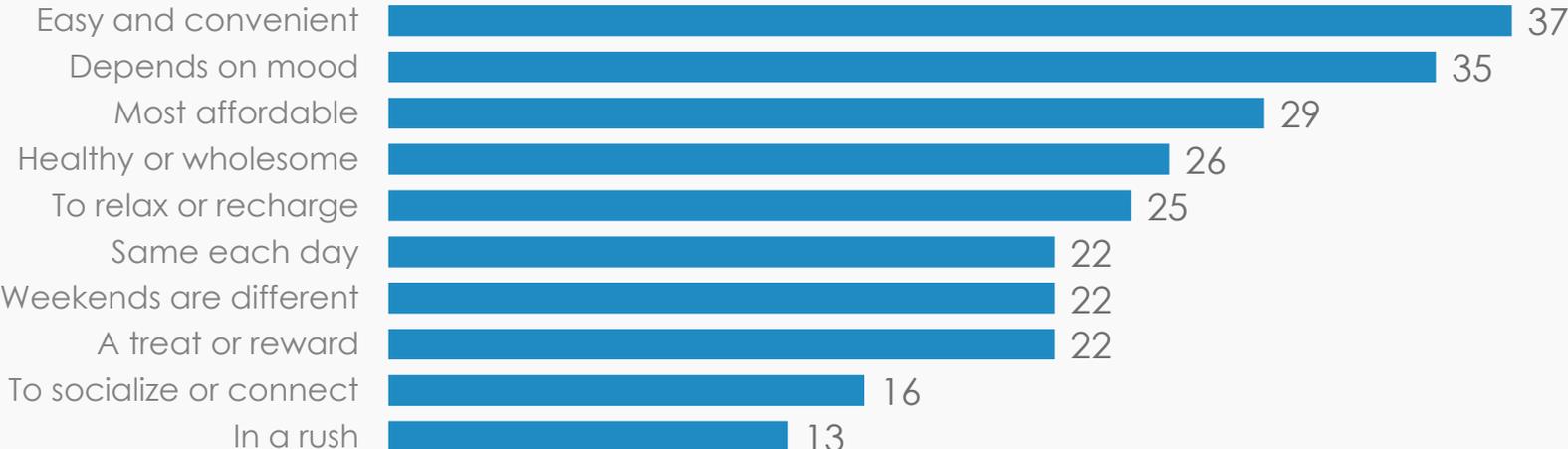
Recall-based studies capture surface-level motivations, while diary studies enable you to collect rich occasion-level diagnostics such as emotions and underlying needstates.

Recall studies allow you to capture general category attitudes – consumers say that they most likely choose a meal for ease and convenience

Phrase that describes typical breakfast (recall study)?



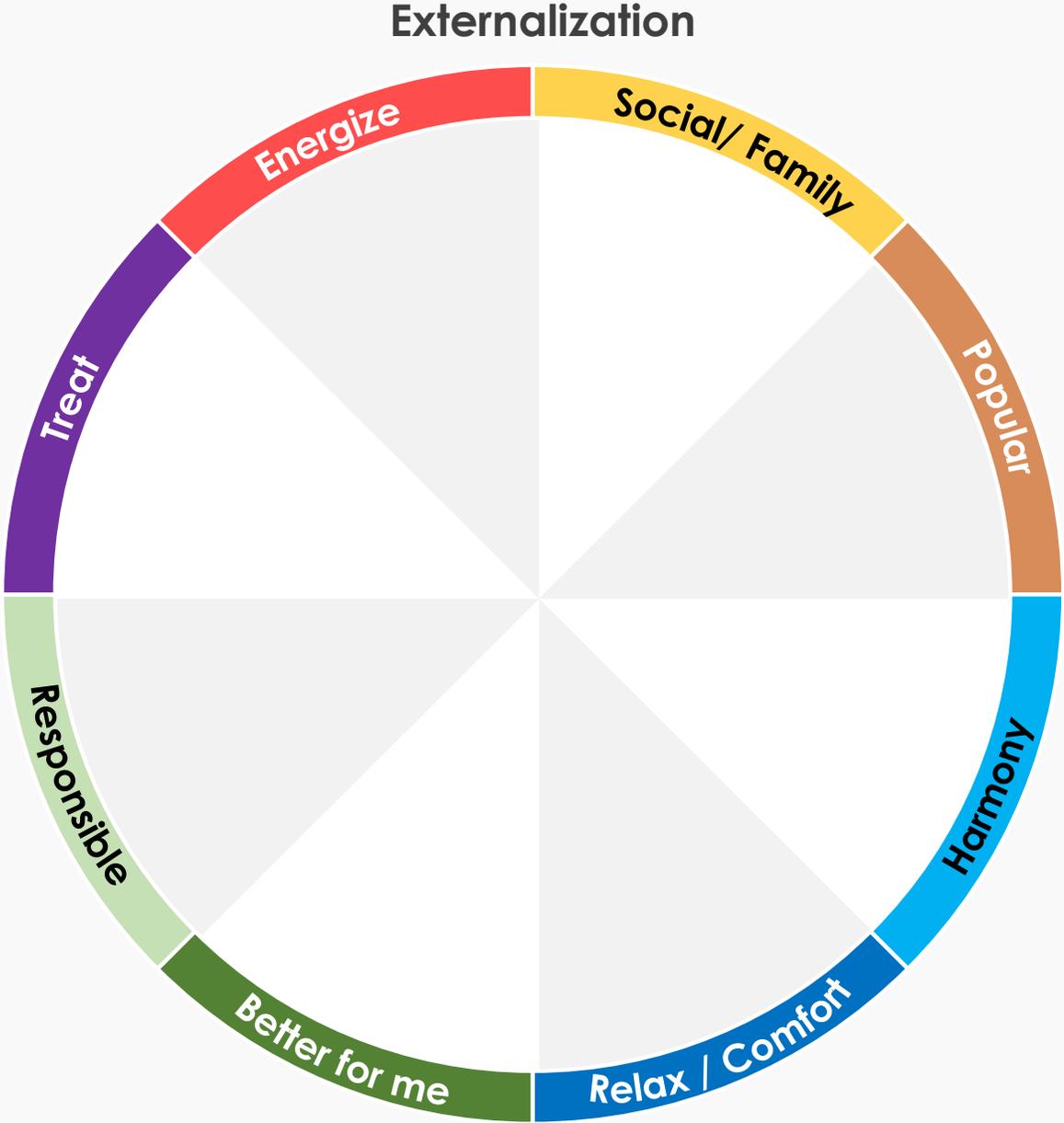
Phrase that describes typical lunch (recall study)?



Standalone: Please choose up to 3 phrases that describe your typical breakfast/lunch.
Base: Recall study 159

Diary studies rather allow you to dig deeper into the emotional motivation behind what drove consumer behavior in that mealtime

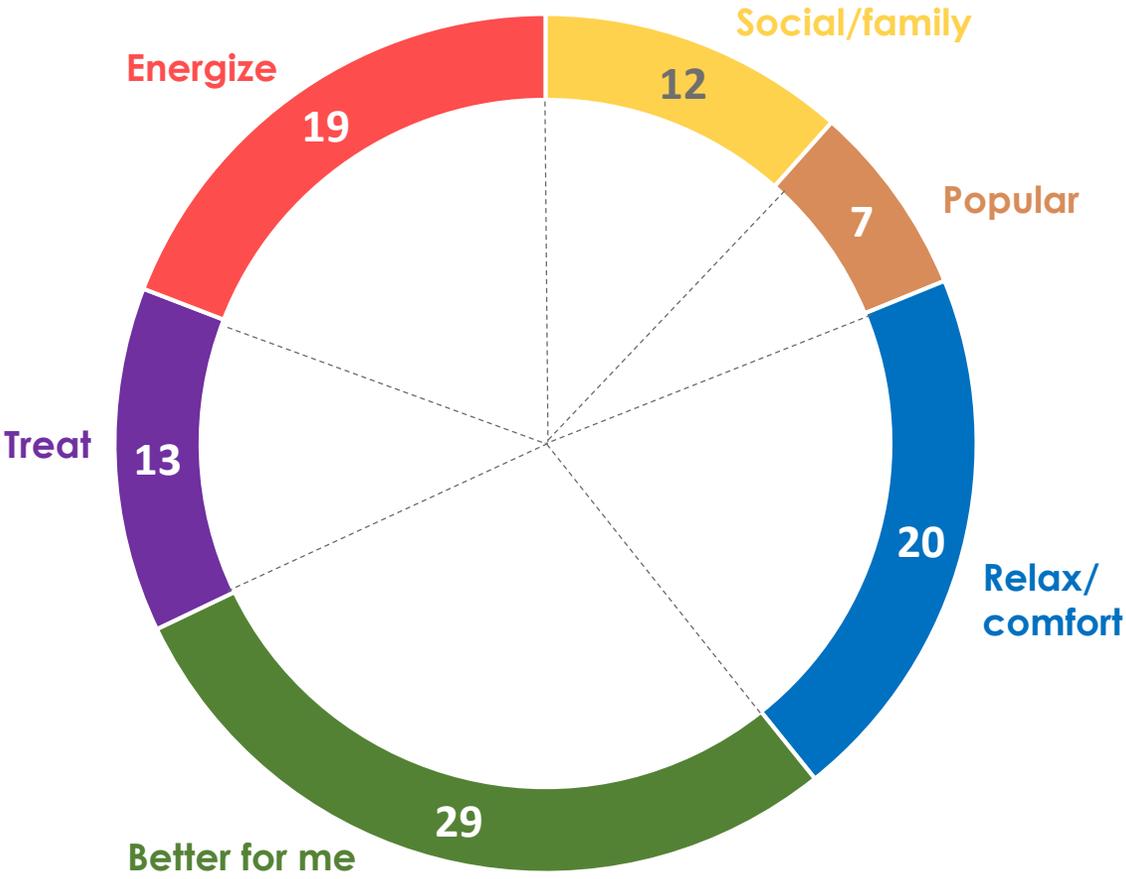
Ego Assertive



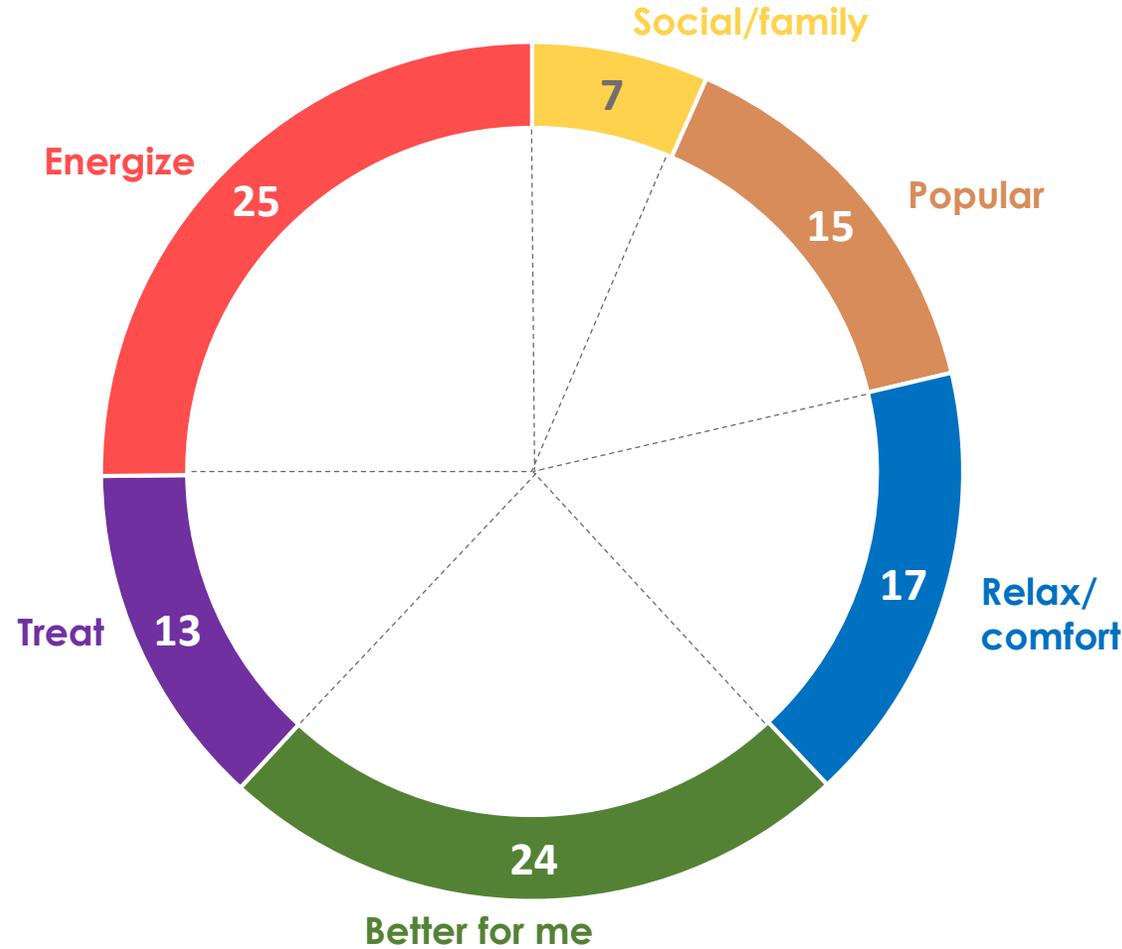
Social affiliative

Here, both breakfast and lunch is primarily chosen for being healthier, to energize and to relax or comfort consumers

Breakfast - Emotional needstate



Lunch - Emotional needstate



You can also drill down into specific needstates, enabling marketing team to target exact emotion motivations in each occasion

How can needstates be further contextualized?

		B	L			B	L
Better for me	To feel healthy and fit	7	8	Popular	It's a popular meal that everyone loves	4	9
	Want something nutritious & wholesome	6	7		It's acceptable for everyone	3	6
	To get vitamins and nutrients I need	7	3	Treat	To give myself a treat or reward	4	7
	To eat something a bit healthier	4	3		To satisfy a craving	7	3
	Doesn't make me feel guilty	3	3		To complete my meal	1	2
	Want the finest, high quality ingredients	2	0	To try something new and different	1	1	
Energize	To refuel my body	7	9	Social/ family	To enjoy family time	7	2
	To be refreshed	2	7		To socialize with friends	2	3
	To help me focus and stay alert	4	4		To celebrate a special occasion	0	2
	To boost my energy	4	2		It's fun to eat	2	0
	For long-lasting energy	1	2		To treat the kids	1	0
	Enjoy uplifting & energizing moment	2	1				
Relax/ Comfort	To take time out to relax or recharge	4	8				
	To enjoy food that is comforting	6	5				
	To help me relax and be stress-free	7	3				
	To help me forget concerns, problems	2	1				

Breakfast = B (left hand number)
Lunch = L (right hand number)

Key Learning #4:

Consumers are naturally inclined to share about their day via chat and photos – these can be utilized for strong contextual information around consumption occasions.

Chat messages and open-ends provide helpful deeper context around each occasion's consumption data

"Got a sausage breakfast pizza slice, it was good had an orange juice to go with my coffee from home on way to work"

"Nothing special but I ate breakfast with my son before we got ready for the day, I made scrambled eggs hashbrowns and sausage and bagels. We sit eat and talk about the day"

"Silence was my company and it was priceless"

"The whole family got to eat breakfast together this morning. My wife cooked a big breakfast with a lot of choices and options. It was delicious"

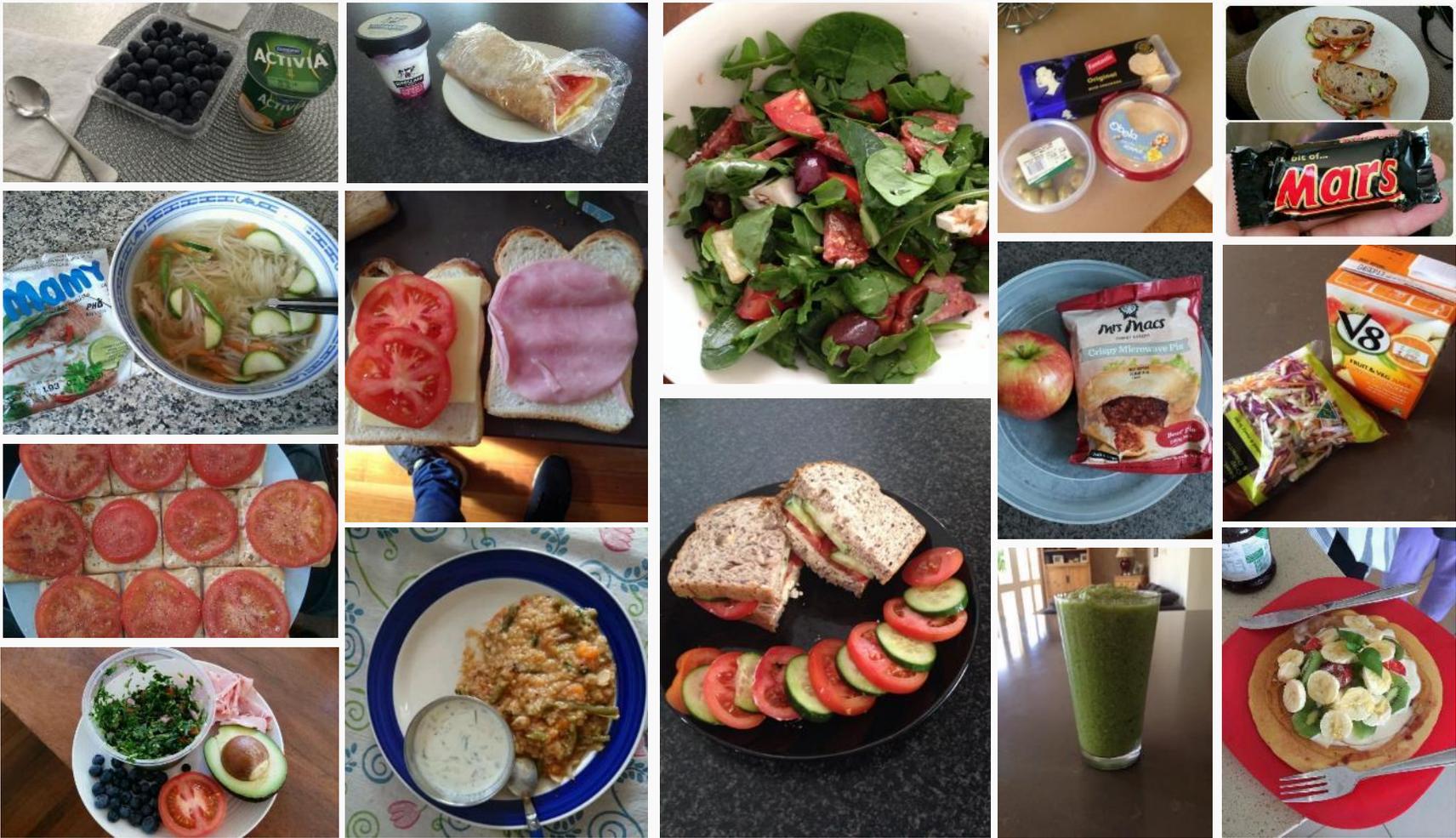
"Another great and enjoyable breakfast with the family. I let my kids choose where we ate today"

"A group of us co-workers all went out to get lunch together and had a great time while eating amazing and delicious food. We usually do this once or twice a week"

"I ate a Subway sandwich. This was my first time adding chipotle sauce which turned out to be great"

"Well it was raining and cold today so I got a chili and and some fries from wendys"

Mobile diaries let you collect photos and videos to strengthen your understanding of mealtime occasions, providing a rich view into the world of consumers



Key Learnings

- #1:** Consumers are able to recall fairly habitual behaviors (such as where they eat breakfast), but fail to accurately recall occasion specific information like amount of money spent or time of consumption.
- #2:** Longitudinal studies over a period of days allow you to pick up nuances of behavior that is not collected in a snapshot or 24-hour measure.
- #3:** Recall-based studies capture surface-level motivations, while diary studies enable you to collect rich occasion-level diagnostics such as emotions and underlying needstates.
- #4:** Consumers are naturally inclined to share about their day via chat and photos – these can be utilized for strong contextual information around consumption occasions.



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