Manfluencer • Meat eater and purchaser who is responsible for at least half of his household’s grocery shopping and meal preparation. Of the 900 men we surveyed, 47% fit this profile.

Serious Shopper

- 58% of Manfluencers say they are responsible for ALL of their household grocery shopping.
- 49% say they generally enjoy grocery shopping.

List Maker

- 77% of Manfluencers
- say they also make the grocery list, in addition to doing the shopping.

Careful Cook

- 65% of Manfluencers say they will ask the butcher if they have a question about beef, pork or chicken.

Master of the Grill

- 88% say they do the household grilling.

Bargain Hunter

- 58% are very conscious of what they spend on beef, pork and chicken.

Culinary King

- 46% of Manfluencers say they are responsible for ALL of their household’s food preparation.
- 40% of these men say they love to cook!

Savvy Saver

- 74% clip or print coupons.
- 59% check store websites for sales.

Great news for women everywhere: more men are stepping up to help with household responsibilities like grocery shopping and meal preparation. Midan Marketing first identified this “manly” trend as “Manfluence” in our 2012 Breaking the Pattern research. To further study the Manfluence™ effect on the retail meat industry, we interviewed 900 men online about how they buy and prepare meat. What we learned is that it’s time to redefine how we think about the “typical” male shopper -- he doesn’t just grab a steak to throw on the grill. Today’s “Manfluencer” does it all, and he’s likely to have a significant impact on the retail meat industry.

midanmarketing.com/manfluence

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