

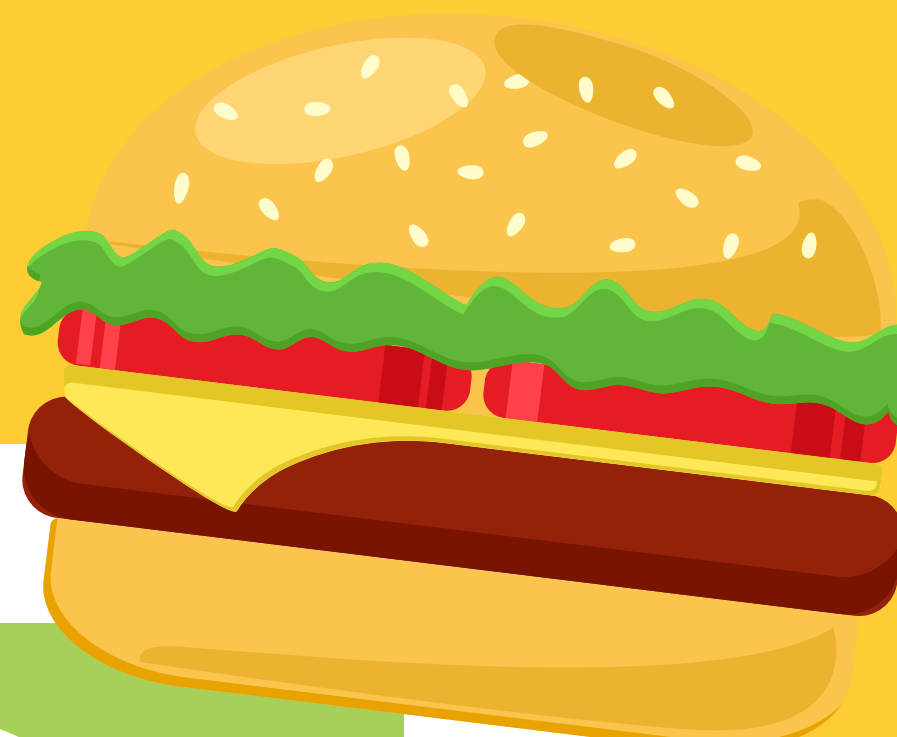


THE CARL'S JR. MILLENNIAL AVOCADO TOAST REPORT

In celebration of the new **Carl's Jr. Guacamole Double Cheeseburger**, aka the best new spin on *traditional avocado toast*, the restaurant is revealing how treasured this meal truly is for today's millennials — just in time for National Avocado Day on July 31st.

After all, the majority of millennials (52%) agree avocado toast and cheeseburgers would be the ultimate mash up, and Carl's Jr. is happy to oblige.

According to the new survey...



THE CRAVING:

**MILLENNIALS WANT
AVOCADO TOAST ALL DAY,
EVERY DAY**

57%

of millennials say
they could eat
avocado toast any
time of day

40%

agree that they
are always in
the mood for
avocado toast



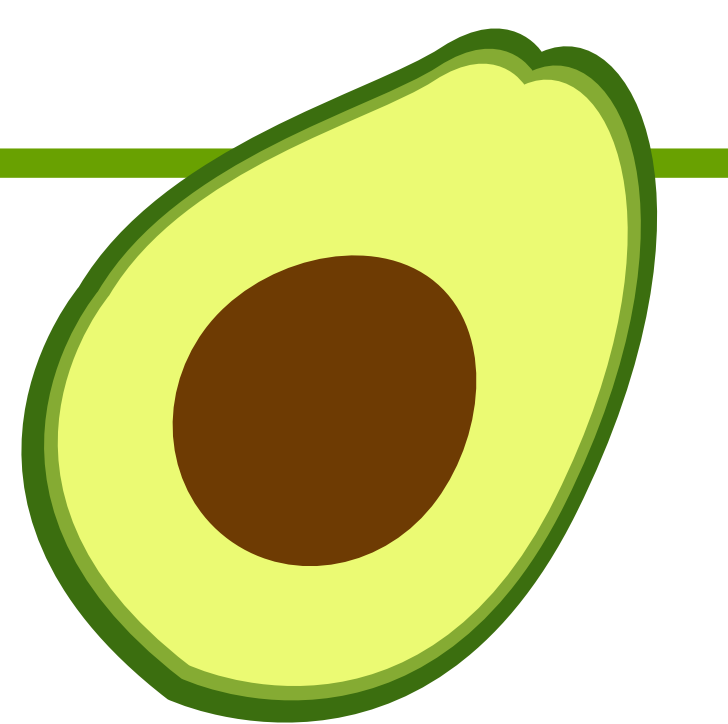
ON AVERAGE,
MILLENNIALS SAY
10:15AM
IS PEAK
AVOCADO TOAST TIME

**SO WHAT'S STOPPING THEM FROM INDULGING?
PRICE AND CONVENIENCE.**



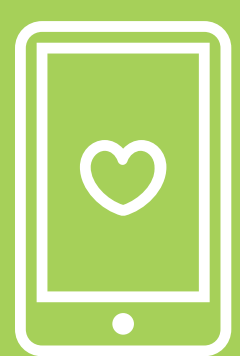
Half of millennials (50%) say they would eat avocado toast more often if it wasn't so expensive and if it was easier on the go

JUST HOW FAR WOULD THEY GO FOR AVOCADO TOAST?



THE PLUGGED-IN GENERATION WOULD GIVE IT UP:

Millennials, who are known for swiping and scrolling, would toss aside some of their favorite activities. For unlimited avocado toast:



36%
MORE THAN
ONE-THIRD
WOULD
GIVE UP
DATING APPS



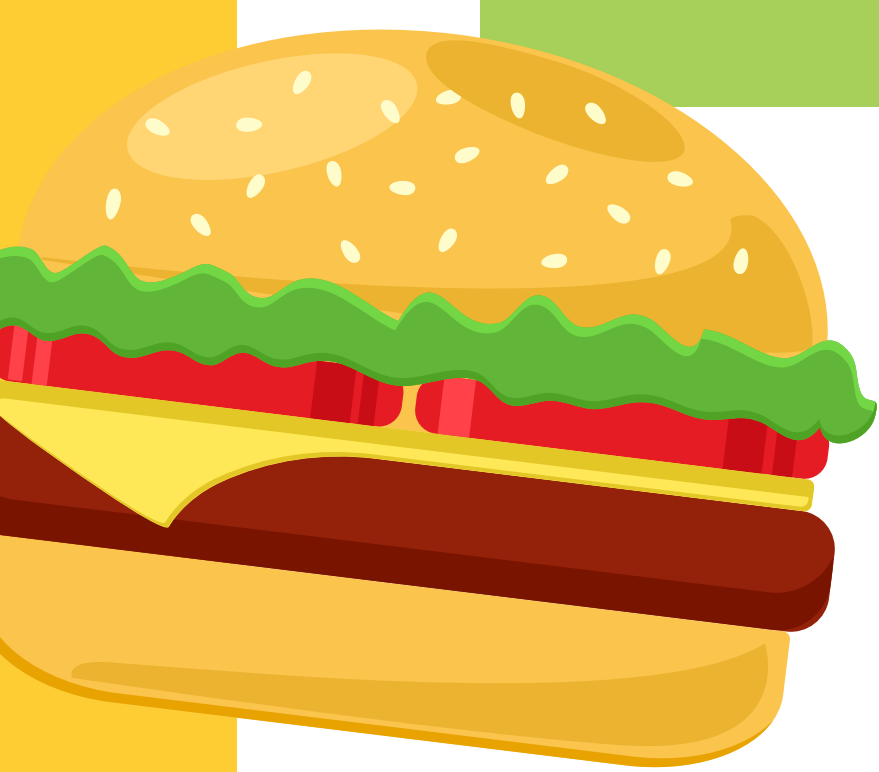
22%
ALMOST
ONE-QUARTER
WOULD GIVE UP
SOCIAL MEDIA
FOR A WEEK



27%
NEARLY
ONE-THIRD
WOULD
GIVE UP
REALITY TV



18%
NEARLY 1 IN 5
MILLENNIALS
WOULD
GIVE UP
VIDEO GAMES

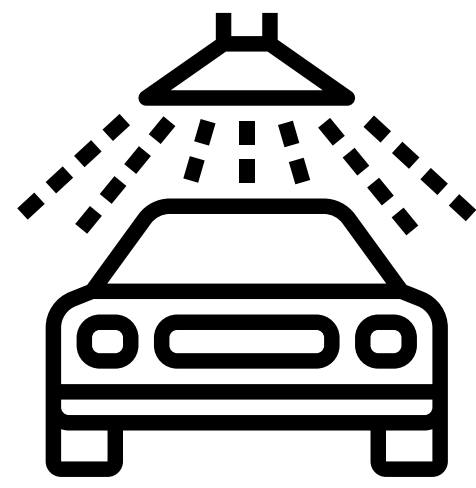


**AVOCADO TOAST OVER
CLEANLINESS ANY DAY:**

Millennials report having avocado toast on the brain, with many eating it more often than they do standard chores.

27%

More than
one-quarter of
millennials are
eating avocado toast more often
than they **wash their car**



12%

More than
1 in 10
millennials eats
avocado toast more often than
they **change their sheets**



**AVOCADO TOAST IS THE TRIED
AND TRUE MILLENNIAL STAPLE:**

Sure there are other millennial fads, but avocado toast is here to stay. According to the survey,

42%

of millennials
prefer avocado
toast over **rosé**



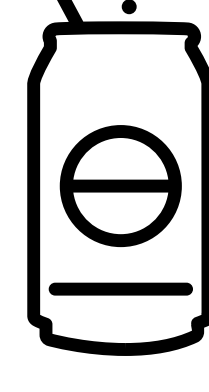
32%

More than a
quarter of
millennials today would
give up **pumpkin spice
lattes** for unlimited
avocado toast



27%

More than a
quarter of
millennials today
would give up
flavored seltzer
for unlimited
avocado toast



*Methodology: This online survey was conducted by Censuswide on behalf of Carl's Jr. in July 2019 among 1,000+ millennials across the United States.