

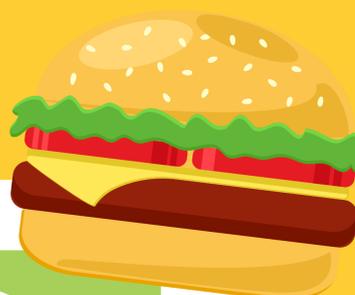


THE CARL'S JR. MILLENNIAL AVOCADO TOAST REPORT

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

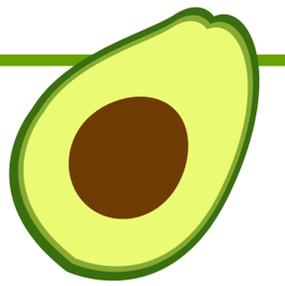


SO WHAT'S STOPPING THEM FROM INDULGING? PRICE AND CONVENIENCE.



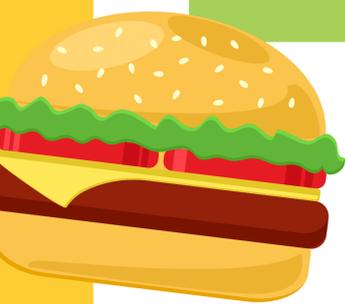
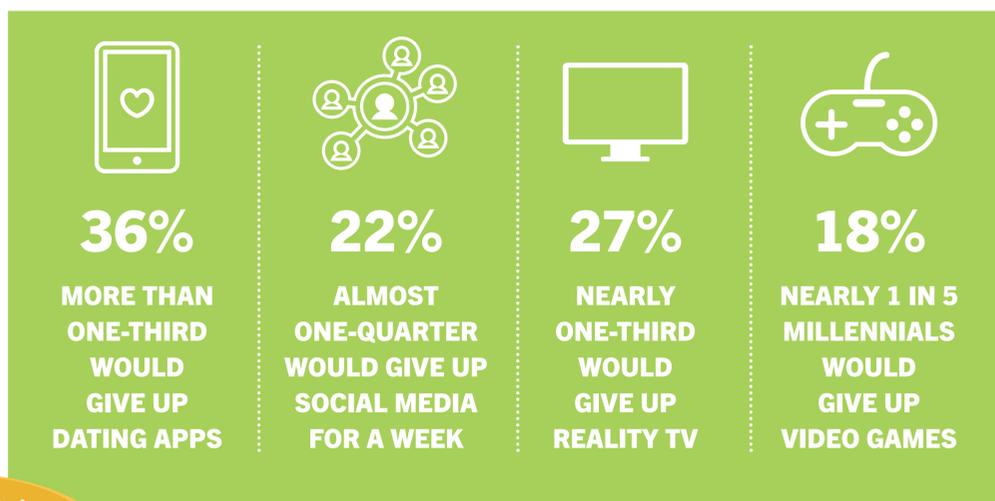
Half of millennials (50%) say they would eat avocado toast more often if it wasn't so expensive and if it was easier on the go

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:



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.