

QuickBite

A quarterly tracking survey of UK consumers' eating out behaviour allowing the identification of trends by channel and outlet type. It provides a consumer counterpoint to Menurama, Horizons' database of menus of the UK's top 100 multiple and branded chain foodservice operators and leading independents.

Product Outline

- Quarterly consumer eating out survey of 1,000 UK adults, demographically representative of the UK population with survey results in Excel and analysed results in PowerPoint
- Covers all meals eaten outside the home including fast food, takeaways, snacks and sandwiches as well as meals at work
- Reports performance by table service, fast food and takeaway
- Analyses consumer eating out trends
- Provides comprehensive analysis by outlet and channel type e.g. pizza takeaway
- Measures spend and meal volumes in total, by channel and by consumer group
- Examines consumer attitudes to eating out issues, including breakfasts and healthy eating
- Bespoke client questions also carried out

Who subscribes to QuickBite?

- Pub and restaurant chains
- Foodservice distributors
- Food manufacturers
- PR & advertising agencies

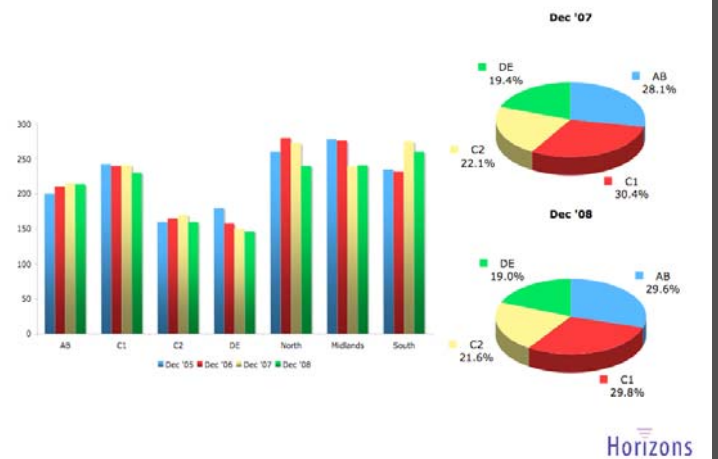
Frequently asked questions which QuickBite is designed to answer:

- What are the trends in ethnic meals eaten out of home?
- How is the market segmented by consumer spend interval? Who has got it right and who hasn't?
- What do consumers think about eating out related issues?
- In the preceding quarter, how often have consumers eaten out and how much have they spent when they have? How do they anticipate that might change over the coming months?

Methodology

- Telephone interviews are conducted over the middle weekends of March, June, September and December
- Responses from 1,000 adults, aged 16+ and demographically representative of the UK population are gathered, with data then extrapolated to cover the national population
- Results and analysis in PowerPoint are delivered to subscribers electronically within ten working days of fieldwork

Trends: Market Penetration By SEG & Region



Release Schedule

QuickBite is released quarterly at the end of March, June, September and December.

Further Information

Please phone Horizons on +44 (0)20 8349 0162 or contact us by email at info@horizonsforsuccess.com

Visit our website to find out more about the full range of products and services from Horizons.
www.horizonsforsuccess.com