

QuickBite

A twice yearly tracking survey of UK consumers' eating out behaviour allowing the identification of trends by channel and outlet type, and consumer motivations for eating out. Carried out mid way through the year and just after Christmas, it provides a consumer counterpoint to Menurama, Horizons' database of menus of the UK's top multiple and branded chain foodservice operators and leading independents.

Product Outline

- Twice yearly consumer eating out survey of 1,400 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 restaurants, fast food, takeaways, snacks and sandwiches as well as meals at work and hotels
- Analyses consumer eating out trends
- Investigates consumers motivations for eating out
- Provides comprehensive analysis by outlet and channel type e.g. pizza/pasta, 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

Who subscribes to QuickBite?

- Operators
- Foodservice distributors
- Food manufacturers
- PR & advertising agencies

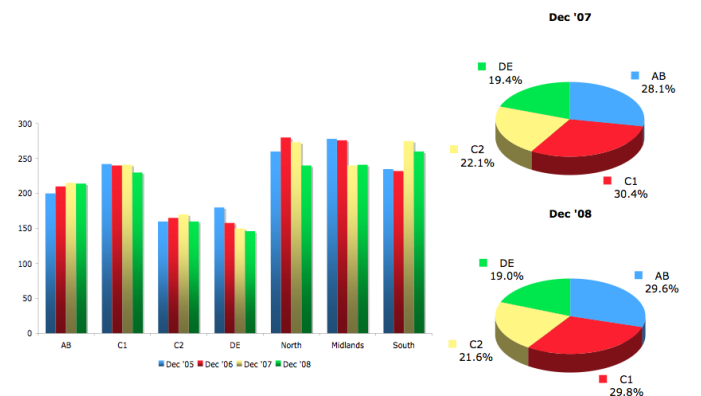
Frequently asked questions which QuickBite is designed to answer:

- What are the reasons driving consumers to eat out?
- How is the market segmented by consumer spend?
- Why do consumers select particular places to eat out?
- How often have consumers eaten out and how much have they spent when they have?
- What type of establishment do consumers eat out in?

Methodology

- Online interviews are conducted in January and July
- Responses from 1,400 adults, aged 16+ and demographically representative of the UK population are gathered
- 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 twice a year at the end of January and July.

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