
WR

W E L W Y N
R E S E A R C H L T D

Research Objectives

- i) To assess consumer acceptance of the current Pizza Hut Delivery range
 - ii) To assess current Pizza Hut Delivery range vs the Dominos range
- Of the various testing options available it was decided to opt for the most thorough testing methodology where each pizza (within flavour) was tested against the other.
 - Three representative varieties were chosen to represent the range, a Pizza Hut and a Dominos equivalent option were selected for each variety to be involved in the test giving six pizza options in all...

Pizza	Brand/option	
Meat Feast	Current	Dominos
Pepperoni	Current	Dominos
Chicken Supreme	Current	Dominos

- The products were tested blind to avoid branding biases.

Method

- Research was conducted in Walsall, Stockport and Hoddesdon representing the Midlands, North and South respectively. The work was conducted in a hall independent of any restaurant to maintain the test's 'blind' status.
- Respondents were pre-recruited to attend a 50 minute session where a pair of Pizzas were assessed. The 2 cells below were conducted for each of three varieties, namely 'Meat Feast' 'Pepperoni' and 'Chicken Supreme' (and their Dominos equivalents 'Mighty Meaty', 'Pepperoni' and 'Chicken Feast',
- Overall we achieved 467 Pizza Hut interview and 464 Dominos interviews with 234 monadic (try 1st) interviews for Pizza Hut and Dominos for each of three varieties:

	Pizza Tried 1 st	Pizza tried 2 nd
Cell 1	Pizza Hut	Dominos
Cell 2	Dominos	Pizza Hut

- A £15 incentive was offered for respondents to encourage attendance on a pre-specified day and time.
- Pizzas were delivered by hand from pizza delivery outlets situated close to the halls. Pizzas were also all delivered in insulated/heated bags from each of the respective Pizza Hut and Dominos outlets. In virtually all cases pizzas were delivered to the halls within 15 minutes of leaving the oven.
- Fieldwork was conducted between 27th March and 13th April 2017

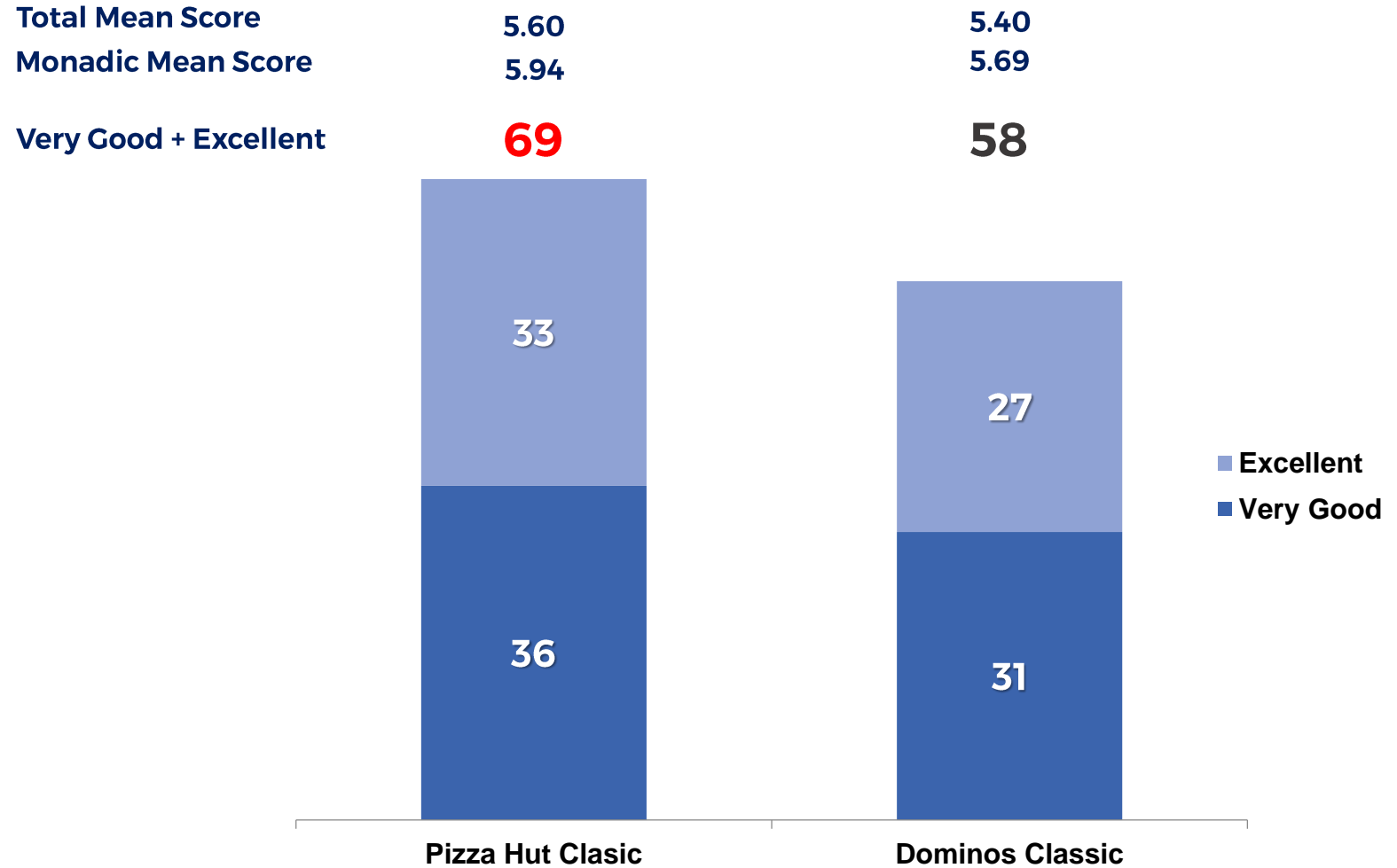
Sample

The target sample must all have eaten Delivered / Take Away Pizza from Pizza Hut or Dominos nowadays. Three pizza varieties were tested over each day but each respondent only tested two types of the same single variety. As a result to qualify respondents could not reject at least one of the three varieties/flavour. Quota were set as follows...

	Quota Achieved	Quota Set
Adult with Child	50	50
Adult without children	50	50
16-24	28	30
25-34	31	30
34-49	41	40
Male	50	50
Female	50	50
ABC1	50	50
C2DE	50	50
Pizza Hut User last 6 months	71	Min 50%
Dominos User last 6 months	78	Min 50%
Solus PH User	22%	20%
Solus Dominos user	28%	30%

Overall Opinion of Pizza After Eating Two Slices (7pt scale)

Q12: Taking everything into consideration how do you rate this Pizza overall?

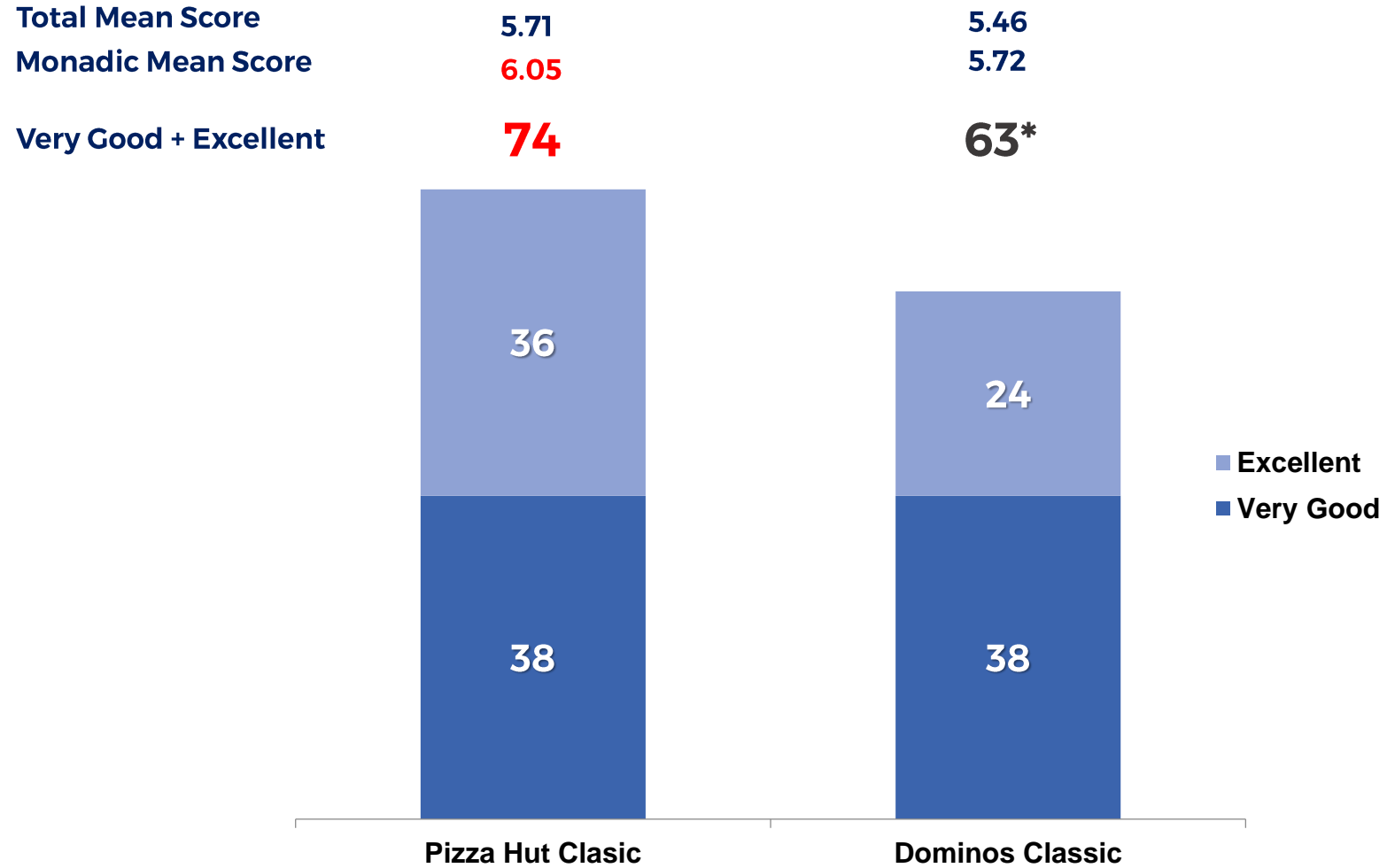


Base: (Total Pizza Hut Interviews n=467, Dominos n=464, Monadic sample n=234)

Data in red = significant score vs competitor

Overall Taste (7pt scale)

Q13: And how do you rate the overall taste of the pizza?



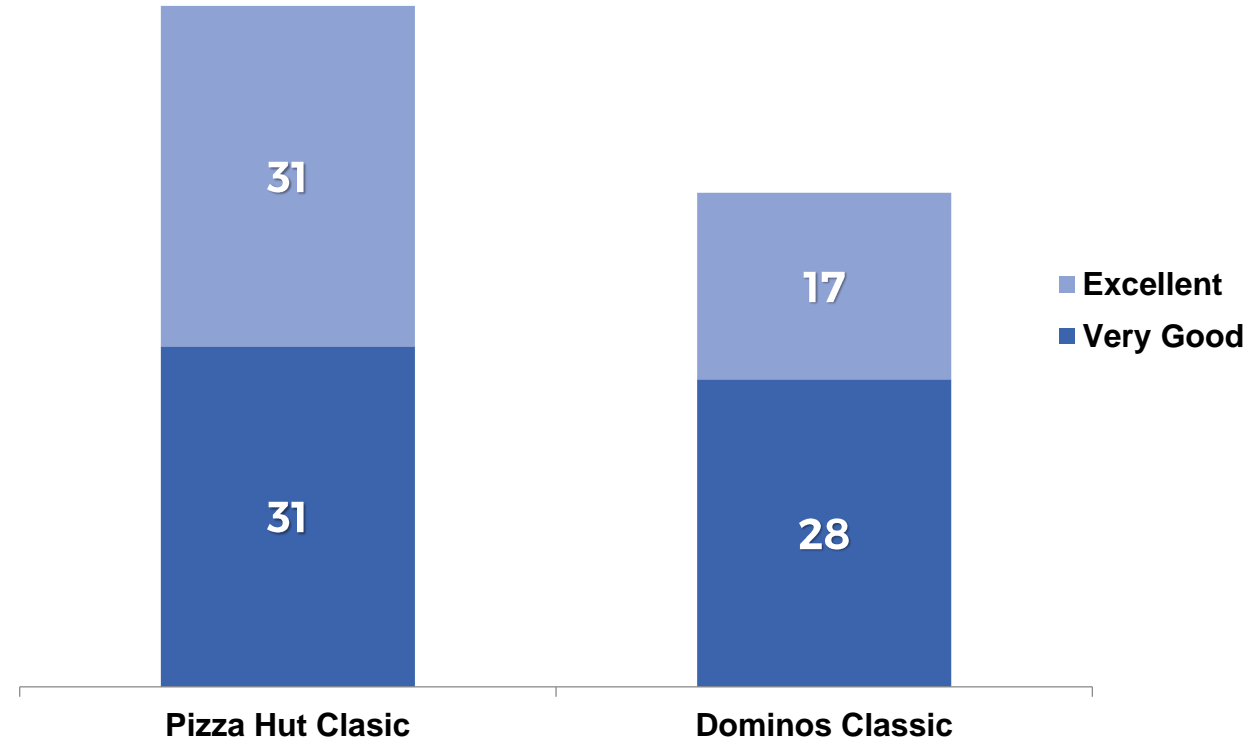
Base: (Total Pizza Hut Interviews n=467, Dominos n=464, Monadic sample n=234)

Data in red = significant score vs competitor

Overall Opinion of Base (7pt scale)

Q20: What is your overall opinion of the pizza base?

Total Mean Score	5.54	5.23
Monadic Mean Score	5.82	5.36
Very Good + Excellent	62	45



Base: (Total Pizza Hut Interviews n=467, Dominos n=464, Monadic sample n=234)

Data in red = significant score vs competitor

Overall Quality of Pizza (5pt scale)

Q40: Now thinking about the pizza as a whole. How would you rate the overall quality of the pizza?

Total Mean Score
Monadic Mean Score
Very Good Quality +
Fairly Good Quality

4.22

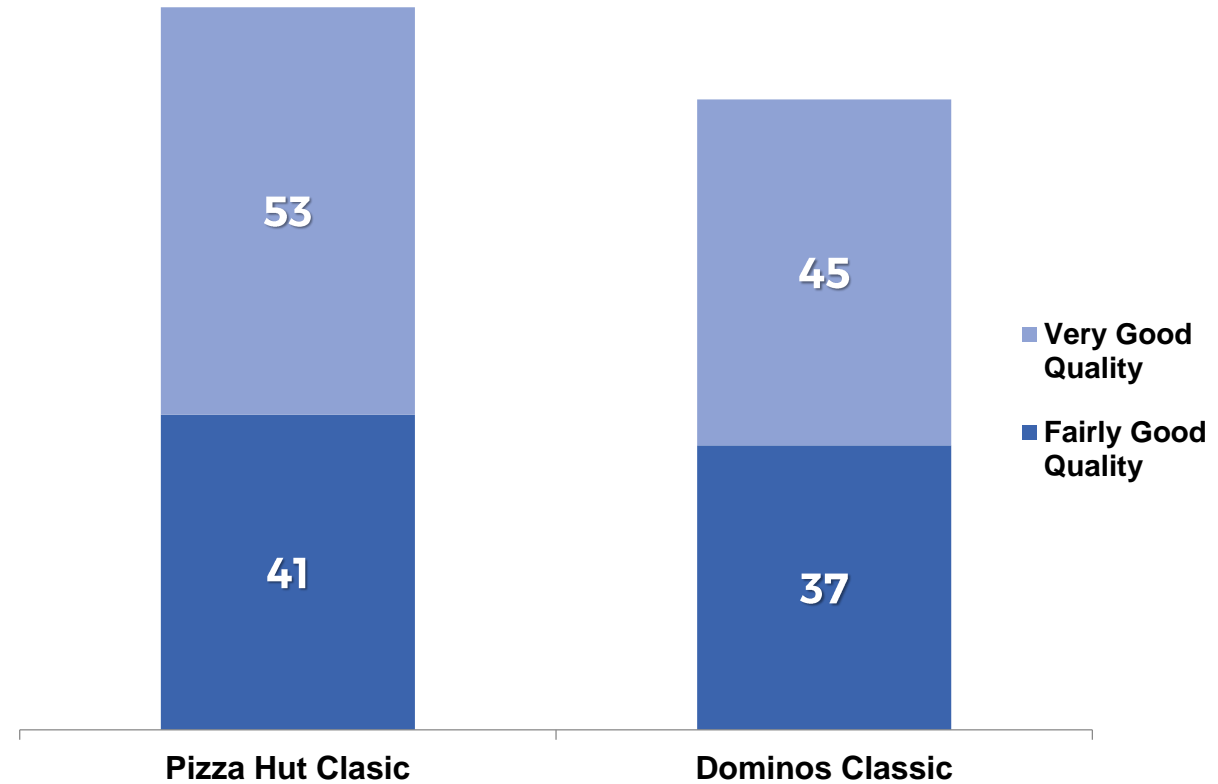
4.45

94

3.98

4.18

82

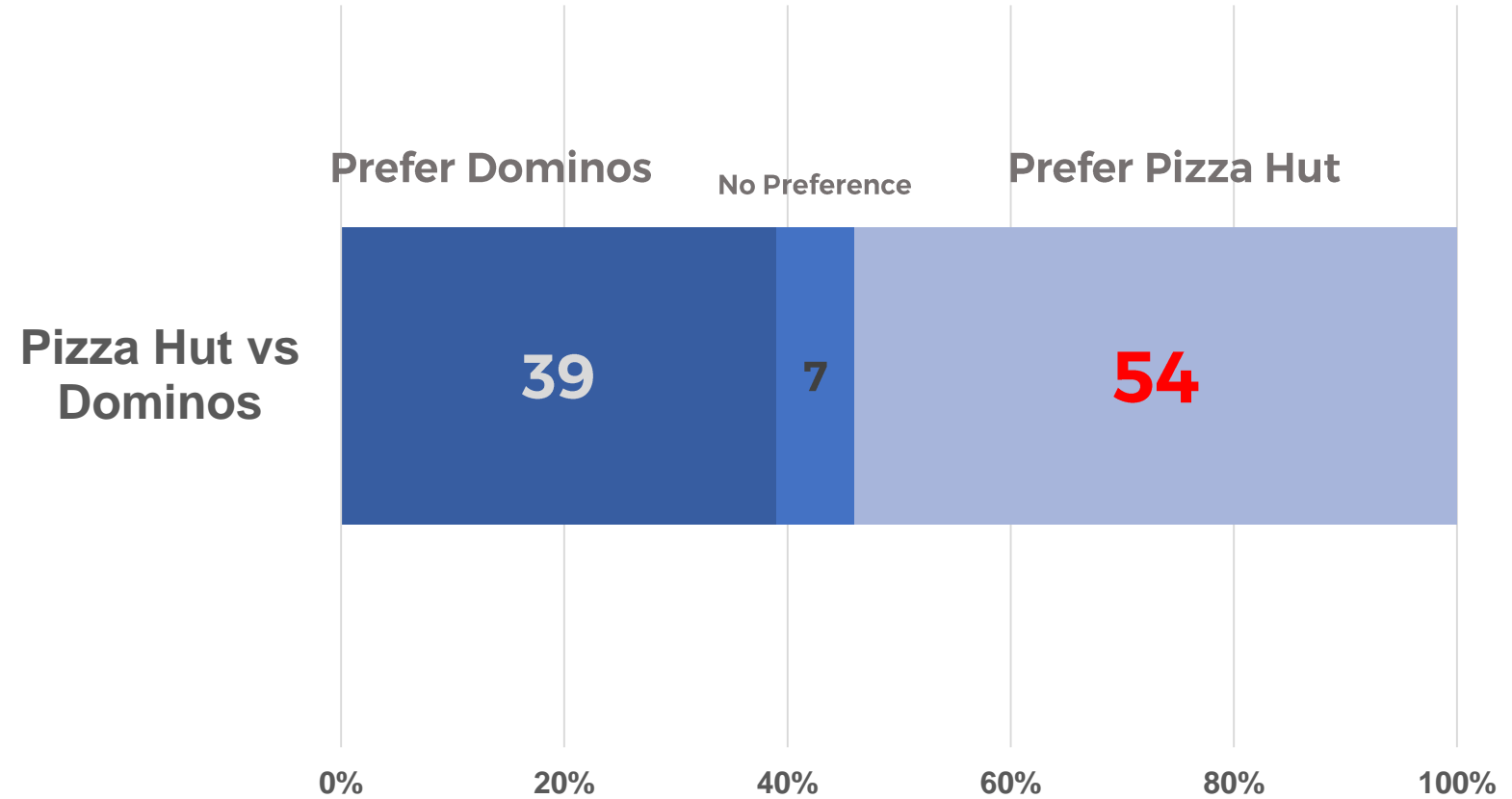


Base: (Total Pizza Hut Interviews n=467, Dominos n = 464, Monadic sample n=234)

Data in red = significant score vs competitor

Preference

Q75 :And thinking about the two pizzas tried, which did you prefer, the pizza you tried first or the pizza you tried second?



Data in red = significant score vs competitor