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## A CLOSER LOOK REVEALS VALUABLE RESULTS FROM PIZZA INDUSTRY SURVEY

**NORCROSS, Ga.** — A Closer Look (ACL) has completed and unveiled the results of an intriguing survey regarding a variety of consumer practices and insights about the growing pizza industry. The study lasted 10 days and included more than 2,000 responses from pizza-eating consumers.

The study examines the preferences and trends of the pizza restaurant customer -- designed to help restaurateurs better understand the habits of those who support their industry. Here are some examples of the findings:

- ACL found that on average, consumers eat pizza 3-4 times per month, but 40 percent of people eat pizza at least once a week or more.
- A whopping 89 percent of those surveyed eat their pizza at dinnertime, and 80 percent prefer to get their pizza via take-out or delivery.

The above bullet is a compelling conclusion for those operators looking to expand their carryout service -- especially in the fast-casual and quick-service segments, where the highest traffic is typically during lunch hours.

Another part of the study focuses on the factors that are most influential to consumers when deciding which restaurant to choose for ordering dine-in, take-out or delivery pizza. One industry key, online reviews, do not play a significant role in consumer restaurant preferences.

In fact, online reviews are ranked as one of the least important factors to consumers. Some additional survey points show that:

- Of all survey respondents, 52 percent said they have never written a social media review or taken a satisfaction survey for a pizza restaurant.
- Of those who have submitted reviews or surveys, 83 percent admit they were motivated by a coupon incentive, or just wanted to vent about a terrible experience.

Lisa Taliercio, the ACL marketing research expert who designed the survey, stresses the importance of finding more reliable, objective channels to obtain guest feedback and build brand loyalty.

“We found that only 1 in 5 diners will utilize surveys and social media to tell management about a poor experience they had at a pizza restaurant. As for the other 4? They just won’t come back.”

ACL’s new study is revealed just before the most exciting annual gathering in the industry, the International Pizza Expo. The event takes place from March 24th-27th at the Las Vegas Convention Center in Las Vegas, Nevada. ACL will have the entirety of the survey available for the benefit of industry experts and executives from all over the world attending the conference, which will include a week of industry festivities and events relating to all aspects of the pizza industry.

For more information on the International Pizza Expo and how to attend, visit [www.pizzaexpo.com](http://www.pizzaexpo.com). And for more information on ACL and all its variety of helpful services, visit [www.a-closer-look.com](http://www.a-closer-look.com) or if attending the Expo, please visit them at Booth No. 431.

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*A Closer Look (ACL) has been a feedback solutions leader for more than 20 years. By pairing detailed, qualitative information garnered from expert mystery shoppers with highly-targeted, quantitative data delivered from the ACL survey platform, ACL delivers the perfect balance in customer response. Combining a comprehensive range of functionality with intuitive navigation, ACL’s robust software platform has been proven time and again by client partners and a network of dedicated shoppers, now more than 200,000 strong. ACL is committed to delivering the very best in personalized service, and work tirelessly to share in your success! More at [www.a-closer-look.com](http://www.a-closer-look.com)*