

New from MCA



HOT TOPICS

Access the pulse of consumer opinion around six topical issues in the UK eating out market

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MCA's **Hot Topics** is a bi-monthly tracker based on nationally-representative consumer surveys, which reports on consumer behaviour and perceptions in relation to:

1 THE SUGAR TAX LEVY

Highlighting:

- The soft drink categories most often consumed when out of home
- Awareness levels of the Sugar Tax Levy
- Price change perceptions

2 ALCOHOL DRINKING HABITS

Summarising:

- How often people consume alcoholic drinks out of home
- How and why their drinking habits have changed over the last six months
- Which drinks they would consider as an alternative to their typical alcoholic drink choice

3 VEGAN/VEGETARIANISM

Revealing:

- The importance of meat-free dish choices when selecting an eating out venue
- The reasons for seeking this change in diet
- Preferred meat-free cuisines

4 FOODSERVICE DELIVERY

Surveying:

- How often and the main reasons why consumers order home delivery
- The most important factors in brand selection
- Preferred takeaway cuisines
- The impact on eating out frequency

5 PRICE & PROMOTIONS

Detailing:

- Consumers' perception of the level and reasons for price changes in foodservice in the last six months
- How often they take advantage of promotional offers when eating out
- How promotional usage has evolved over the last 6-12 months
- Consumer preferences in relation to promotions vs lower prices

6 PACKAGING/ SUSTAINABILITY

Uncovering:

- The importance consumers give to sustainability
- Their desired areas of improvement and behaviour changes to reduce environmental impact when eating out
- How sustainability impacts operator visits
- Consumers' attitude towards price incentives to encourage the reduction of disposable packaging

RESEARCH METHODOLOGY

- Over 2,000 online interviews with UK consumers per survey
- Bi-monthly survey of nationally-representative sample by age, gender and region
- Not a fixed set of the same panel members interviewed each time to ensure freshness

BI-MONTHLY REPORTS AVAILABLE AS PART OF AN ANNUAL SUBSCRIPTION

For more information on MCA's Hot Topics, please email Josh.Ford@mca-insight.com or call 020 7611 0404.

Do you have a burning issue which is not listed? Please get in touch and nominate your own questions to the survey.