

The (Pizza) Giants Fall Short on Super Sunday: Decision Analyst Study Reveals Local Pizzerias Score Big on Super Sunday
2008-02-06

Findings Include Tips On When And How To Order And Viewer Preferences

It looks like smaller pizza shops have something to boast about after Super Sunday. The local pizzeria served pies to as many customers as the biggest chain on what industry executives call the biggest pizza day of the year. A nationwide study by Decision Analyst, a leading marketing research and marketing consulting firm, reports that one out of five Americans had pizza on Super Sunday, and one in four of those pizzas came from a local store. Local pizzerias came away with a bigger piece of the pie than either Domino's or Papa John's.

Go Big Or Go Get It. It's not all bad for the big guys. Pizza Hut served up over a quarter of the pizzas and Papa John's and Domino's each accounted for 15% of sales on Super Sunday. And, the big-three chains appear to have a distinct advantage in terms of order placement options and delivery. One in three pizza orders for the major chains were placed online, with Papa John's leading the way at 38% of orders placed through their website. Local stores took their orders over the phone (79%) or in person (12%), and their customers were about twice as likely as those from the major chains to pick up their orders rather than have it delivered.

	Orders Placed	Method of Order Placement				Order Type	
		Online	Telephone	In Person	Text	Delivery	Pickup
Pizza Hut	28%	33%	58%	7%	1%	66%	31%
Local Favorite	25%	7%	79%	12%	0%	42%	57%
Papa John's	15%	38%	58%	3%	0%	66%	32%
Domino's	15%	29%	70%	1%	0%	74%	27%

It's A Pizza Party. About three-quarters of the U.S. population watched the Super Bowl on Sunday, making it the most-watched game ever. Decision Analyst reports that about 38% of viewers attended a Super Bowl party. Gen Y respondents were more likely (59%) to attend a party than Gen X (46%) and Boomers (32%). Partygoers were almost three times as likely as nonparty goers to order pizza (41% to 15%).

	Watched the Game	Viewers Attending A Party
Total	74%	38%
Gen Y (18 to 28)	82%	59%
Gen X (29 to 42)	80%	46%
Boomers (43 to 62)	72%	32%
Silent (63 to 82)	68%	24%

Charting The Pie. Customers may be choosing the local store because the product is more satisfying. Delivery time satisfaction was similarly high for the local store and Pizza Hut, but the local store came out slightly ahead on food temperature. Domino's and Papa John's scored slightly lower on both delivery time satisfaction and food temperature.

	Extremely Satisfied With Delivery Time	Served At Perfect Temperature	Order Filled Perfectly
Local favorite	36%	80%	89%
Pizza Hut	37%	76%	89%
Papa John's	25%	72%	89%
Domino's	31%	74%	90%

Plan Or Wait? So, should you order ahead of time? Well, it depends on what you want. Ordering early gets it there when you want it-those who preordered before Sunday were much more satisfied with their delivery times. But, it doesn't seem to help them get your order right. Orders placed early on Sunday were less likely to be filled perfectly or to be at the desired temperatures.

	Extremely Satisfied with Delivery Time	Order Filled Perfectly	Served at Perfect Temperature
Preordered Sunday	42%	86%	65%
Morning	31%	79%	59%
Early afternoon	34%	90%	81%
Late afternoon	32%	90%	82%
Evening	30%	91%	69%

So, what does this mean to the pizza enthusiasts? Well, if you're planning a pizza party for the big game, you might want to place your order during the afternoon and allow for a longer delivery time. Chances are you will be more satisfied with the outcome. And, you might spend the next year trying those local shops in your neighborhood-they may be a great option, even if you have to go get it yourself.

Methodology

Decision Analyst's Pizza study is conducted online via its proprietary American Consumer Opinion(R) online panel. Participants are a nationally representative, statistically balanced sample of 5,002 American adults. The data was collected on Monday, February 4, 2008. The margin of error is plus or minus 1.2%.

This article comes from Hotel News Resource

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