

SERENDIPITY2
MARKETING INTELLIGENCE



SNAPSHOT SURVEY:
**UNDERSTANDING
CURRENT TRENDS
IN DINING AND
SOCIALISING**

RESEARCH REPORT
ON CONSUMER
BEHAVIOUR





WHAT'S REALLY HAPPENING IN DINING & SOCIALISING HABITS RIGHT NOW?

Although the Consumer Confidence Index had been recovering after the years of the COVID-19 pandemic, rising prices, higher interest rates and the government's warning that the forthcoming budget will be "painful" have dented the outlook for many. Consumers are more cautious about their spending, and we want to understand how this is influencing their decisions on dining out versus staying in.

As a sponsor, you will benefit from:

Immediate access to exclusive insights from an online survey of a nationally representative sample of **2,000 adults in the UK**. As a sponsor, you'll be among the first to receive the full results and analysis of the survey—well before they are made public. This early access to fresh data means you can **respond faster** to changing consumer preferences and capitalise on trends before your competitors even realise what's happening.

10 of your own bespoke questions, specifically related to your brand and the issues which really matter to you. These could include images of collateral, etc.

Selected insights from the core questions will form part of our thought leadership paper; insights from your bespoke questions will be visible only to you.

Full data tables in CSV or Excel format.

A fully **art-worked insights report** containing the core findings as well as your own bespoke data.

An opportunity to **promote your brand by being cited as a sponsor in a press release**, S2's collateral and social media campaigns.

S2 will work with you to discuss your specific requirements.

WHAT OUR SURVEY WILL EXPLORE....

The stay-at-home vs. going-out dilemma: Do consumers prefer staying in, or are they eager to dine out and socialise? What influences their choices now?

How are people dining now? Are consumers embracing eating out post-pandemic, or are they still opting for takeaways and delivery to consume at home?

Inflation and discretionary spending: How sensitive are consumers to changes in inflation, fuel prices, or wages, and how does this impact their dining habits?

Impact of rising interest rates on dining out: Are higher interest rates changing how people spend on non-essential services such as dining and entertainment?

How much are people spending? Are consumers opting for budget-friendly options or indulging in premium experiences?

Digital ordering trends: How many consumers are using apps or online platforms to order food for dine-in, delivery, or takeaways?

Core questions to be finalised following input from our sponsors.

The role of social media in dining choices: How do platforms such as Instagram and TikTok influence where people choose to eat or drink?

Health-conscious choices: Are consumers prioritising healthy eating options, such as plant-based meals or organic foods, when dining out?

Sustainability and ethical considerations: Do diners value restaurants with sustainable practices, such as using eco-friendly packaging or locally-sourced ingredients?

Dietary trends: How are dietary restrictions (vegan, gluten-free, keto) affecting where and how people dine out?

Alcohol consumption trends: How are consumers engaging with alcohol in restaurants and bars? Is there a rise in mocktail popularity or a decline in traditional pub culture?

Sponsorship cost £4,995 (excl. VAT)



INTERESTED?

GET IN TOUCH WITH OUR TEAM OF EXPERTS

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