

# OnTrack 2011 Key Facts



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## Did you know?

- The average group size is two people, drinking 2 drinks per visit on average.
- Great opportunity to drive more meal occasions in pubs - 68% of shoppers go to the pub for "drinks only".
- Homemade food would be the biggest driver of more food visits in pubs, followed by more healthier options.
- The impulse opportunity is high - 2/3s of food customers in pubs decided what to have when they were in the pub.
- ...food & drink menus on tables are therefore vital.

him! research & consulting has just spoken to over 2,700 pub customers at Greene King, Shepherd Neame, JD Wetherspoon, Lloyds Bar, Vintage Inns, Tenanted pubs - Punch and Marston's, Independent pubs - Peach pubs, Real pubs and unaffiliated pubs.

For more information please contact  
[Katy.Moses@him.uk.com](mailto:Katy.Moses@him.uk.com) / 020 7611 0421  
or visit [www.him.uk.com](http://www.him.uk.com)



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## Did you know?

- Pubs ARE getting better - ratings for quality of experience have gone up from 7.8 to 8.7 YOY.
- Did you know...wine and soft drinks have the same purchase penetration? Do they get the same level of focus from the industry?
- Variety is good for lager - 47% of lager drinkers say they like to try new and different brands of lager.
- Wine brands are important - 83% of wine drinkers say they trust brands of wine that I have seen or had before.
- Spirits drinkers are loyal - 63% of spirits drinkers say they like to drink the same spirits in a pub that they would drink at home.

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