

Operator and Consumer Research Methodology

Methodology Explanation

Independent Agency: Unilever Food Solutions commissioned an independent research agency, Cambridge Direction, to conduct testing with consumers and operators on their behalf.

Sample (consumer): 1,000 consumers participated in an online survey (n=800 in UK, n=200 in ROI). Consumers were over the age of 18 and had to eat out of home at least once a month, no other screening criteria was enforced. Consumers were recruited from a major global online panel provider and the sample breakdown reflected national population profiles.

Sample (operator): 500 operators participated in a telephone survey (n=400 in UK, n=100 in ROI). Operators were recruited from a range of foodservice channels, were over the age of 18, had involvement in food purchasing decisions and typically held the role of Head / Executive Chef, Head Cook, Sous Chef or Catering Manager. Each question was answered by at least 50% of the operator sample.

Timings: all interviews were conducted in Q2 2018.

Questioning: consumers were asked the extent to which they agreed or disagreed with a range of statements using scale based questions. Statements focused on attitudes towards eating out in general and attitudes towards UFS brands.

Results: the results were collated and analysed by Cambridge Direction.

Hellmann's is the #1 mayonnaise

UK: Data from Nielsen Retail UK Grocery Value Sales MAT 11/08/2018

IRE: Data from Nielsen Retail IRE Grocery Value Sales MAT 12/08/2018