



DataPad

Technology Driven Research

UK Ready Meals September 2019

Market Research from Data Pad

UK Omnibus Research Solutions

Fast, accurate, cost effective research solutions. Get the insights you need, with next day results and daily surveys to 2,000 UK adults.



Sample

Representative of 2,000 UK adults (18+)



Daily

Daily surveys for a quick turn around

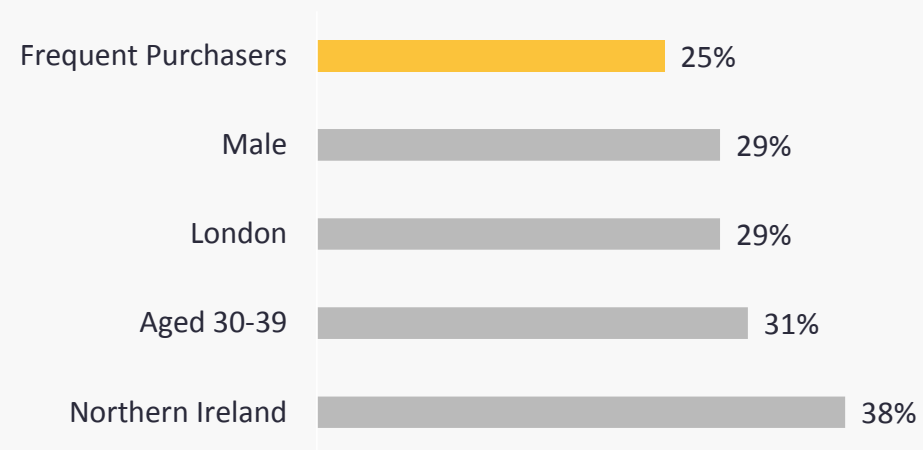
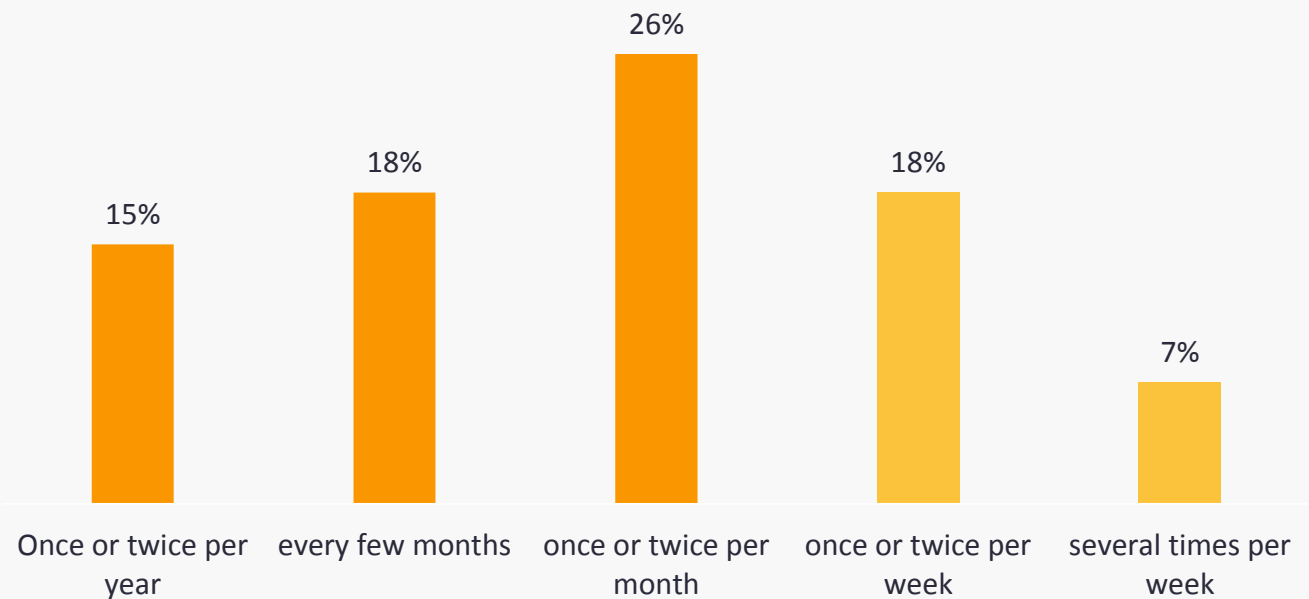


Fast

Charted reports and excel tables available

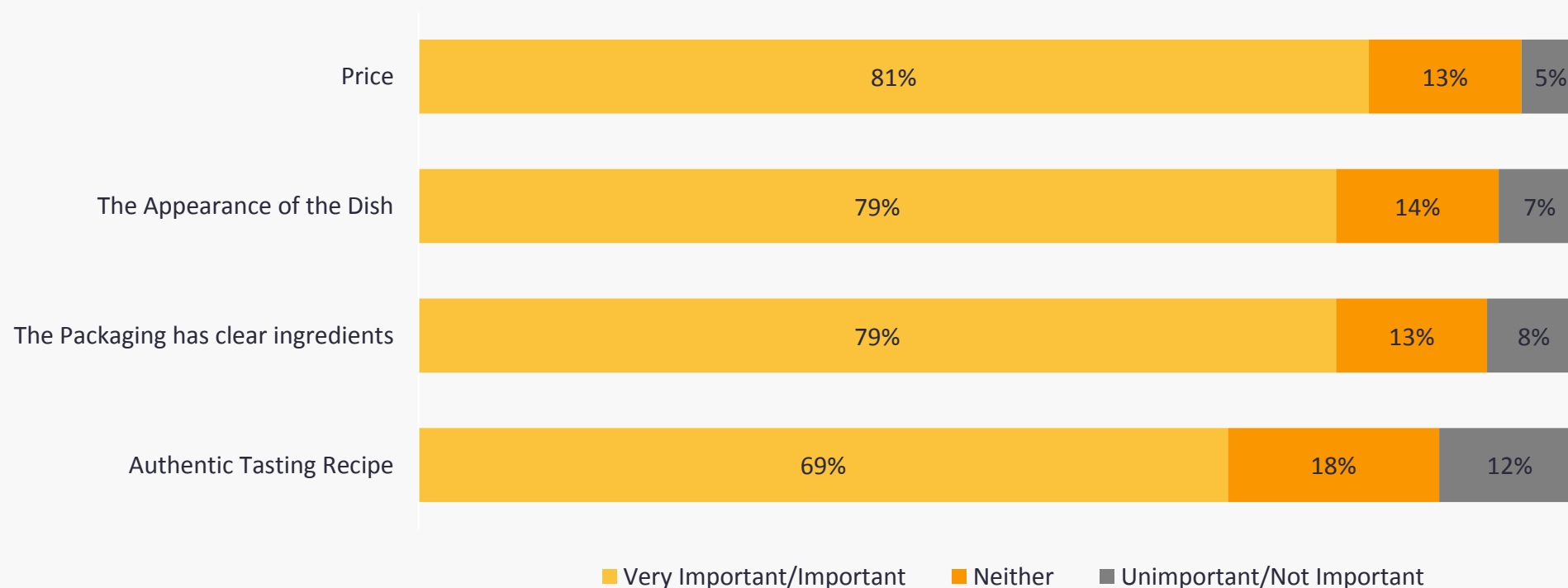
Understand Quick Know Effective
Test Quality Define
Good Brand discover
Consumer Inexpensive
Identify Timely
Product Informed

Ready Meals frequency of purchase



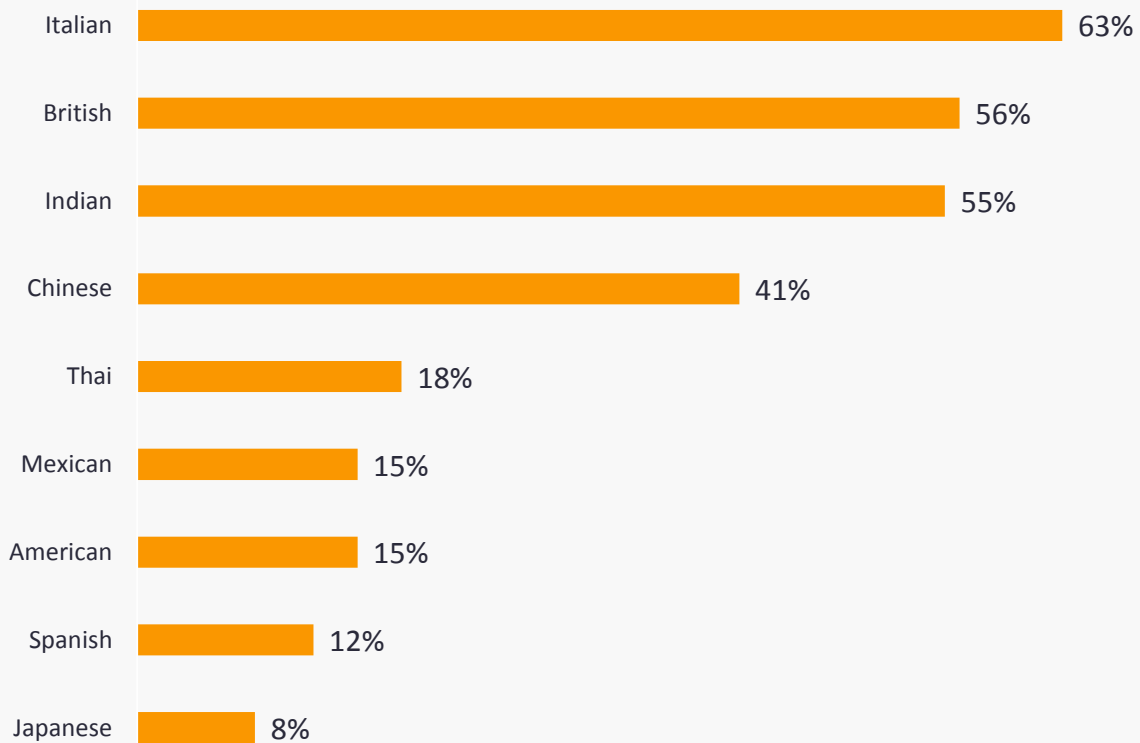
25% are Frequent purchasers

The factors considered when purchasing Ready Meals

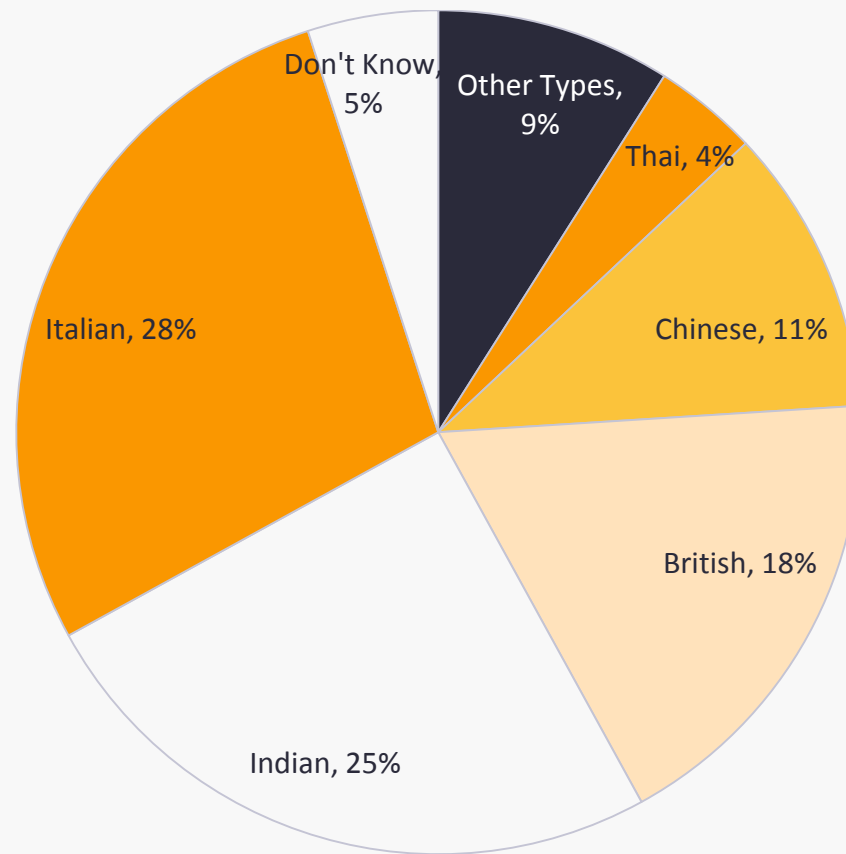


Meals purchased by Cuisine Type

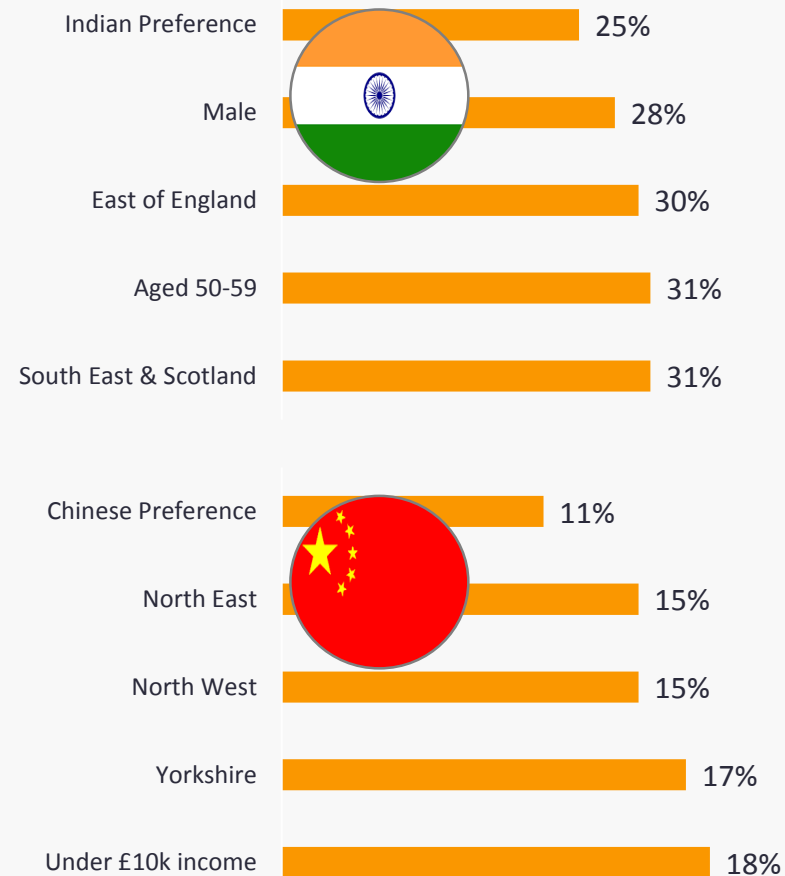
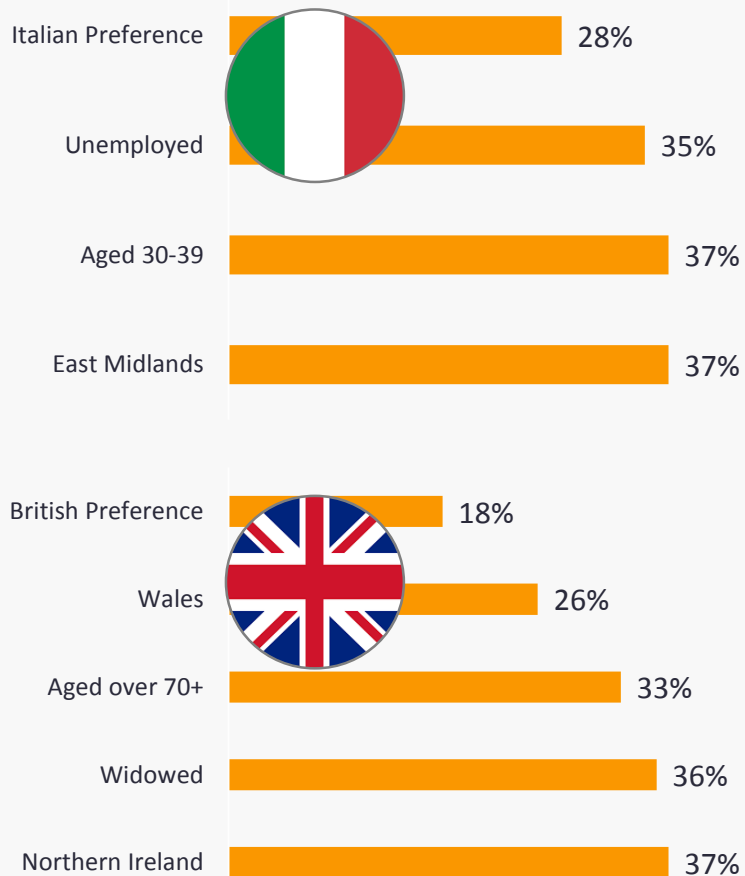
Meal types bought in past 12 months



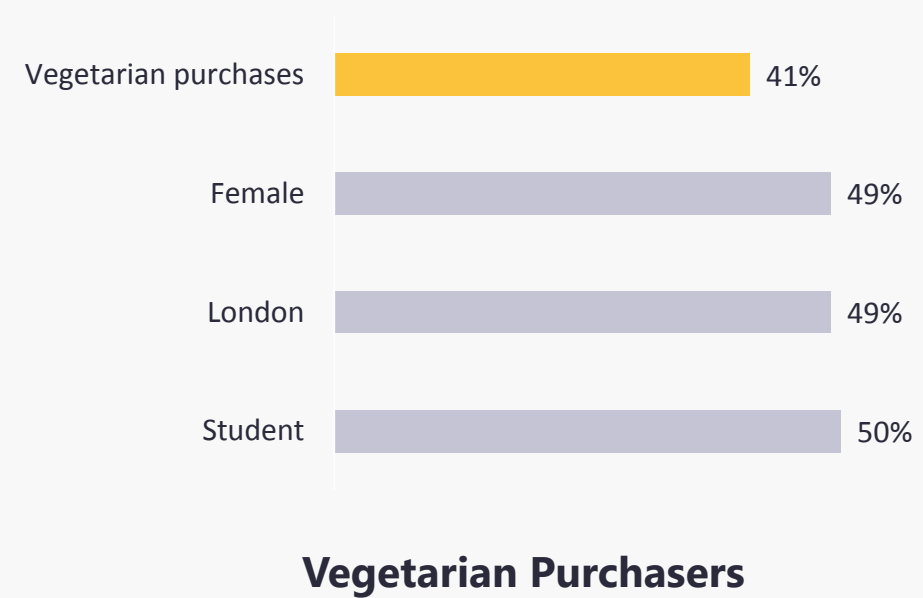
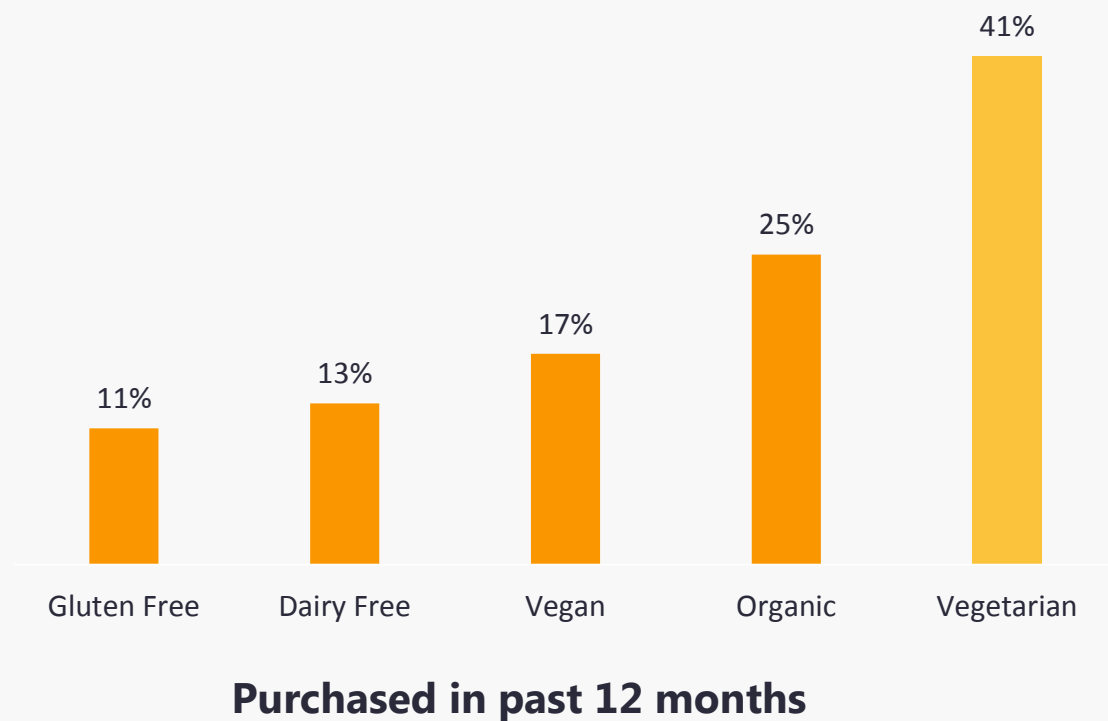
...and which is the most popular?



Who prefers what?



Ready Meals – types purchased



Make market research work for your business





- **Set sound objectives**
- **Get high quality, representative data**
- **Go from insight, to foresight**

Thank you

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