

PIZZA INSIGHTS

We surveyed 3075 consumers across the USA to find out about their pizza preferences.

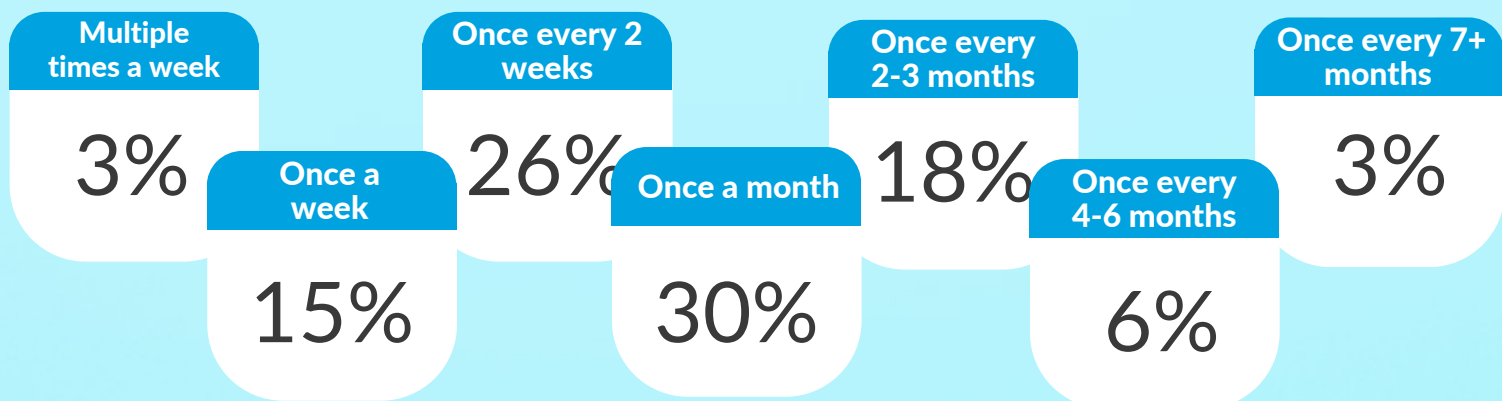


Which are your favorite pizza chains?

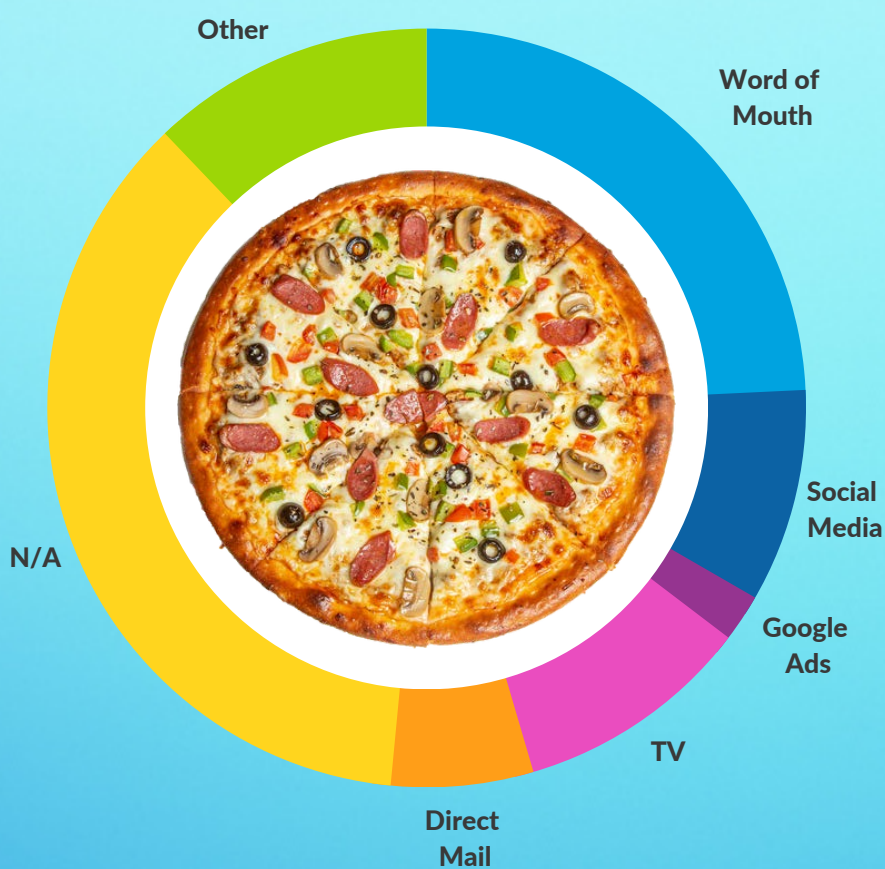
	2022	2023
Ranked 1st	Local / Family-Owned Shop	Local / Family-Owned Shop
Ranked 2nd	Domino's	Pizza Hut
Ranked 3rd	Pizza Hut	Domino's
Ranked 4th	PAPA JOHNS	PAPA JOHNS
Ranked 5th	Little Caesars	Little Caesars
Ranked 6th	MARCO'S	MARCO'S
Ranked 7th	Hungry Howie's	Hungry Howie's



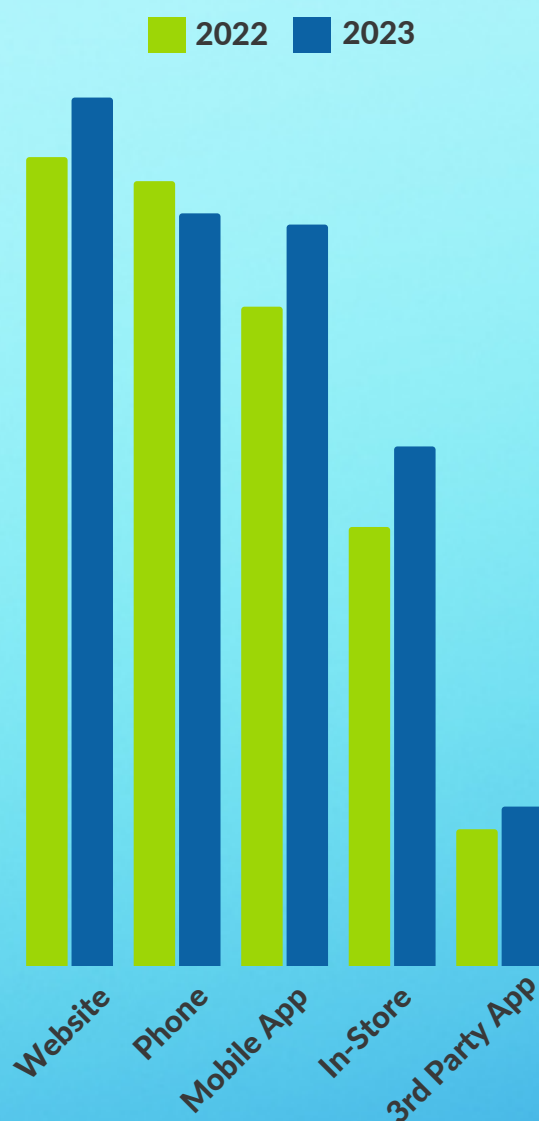
How often do you order? (2023)



Thinking of your last pizza order, what media influenced your decision to order? (2023)



How do you order?



Other options considered before ordering pizza?



Intouch Insight is a CX solutions company, specializing in helping multi-location businesses achieve operational excellence so they can exceed customer expectations, strengthen brand reputation and improve financial performance.

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