

ConvenienceStore NEWS

New Study Reveals Americans' Pizza Preference

CHICAGO – With so many toppings to choose from, pizza preferences can vary widely.

A new study by Culinary Visions Panel, a research and trend forecasting firm, revealed that American consumers' choice of pizza differs depending on their age, gender and where they live.

The firm surveyed 500 U.S. consumers about a variety of pizza offerings and their favorite pizza topping. Participants were presented with the following pizza concepts and asked how likely they would be to order them at their favorite restaurant:

Meat Lovers: Italian sausage, pepperoni, ham and asiago.

Four-Cheese: Gorgonzola, goat cheese, mozzarella and parmesan.

Garden Pizza: Whole-wheat crust, spinach, Roma tomatoes and red peppers.

Dessert Pizza: Chocolate hazelnut spread and fresh berries.

Breakfast Pizza: Scrambled eggs, cheddar and sausage.

Salad Pizza: Romaine lettuce, parmesan and creamy Caesar dressing.

While 76 percent of the consumers surveyed prefer Meat Lovers and 71 percent favored Four-Cheese, men are more likely to order meat toppings.

Men listed their favorite pizza toppings as Meat Lovers, while women, on the other hand, were more likely to choose Four-Cheese.

Mozzarella, pepperoni and mushrooms were the most popular toppings for both genders.

When it comes to meat, consumers in the Midwest, South and Northeast listed Meat Lovers as their first preference, while consumers in the West listed Four-Cheese as their first preference.

"Pizza is indeed America's comfort food, and it is no surprise that meat and cheese toppings scored high with those we surveyed," said Sharon Olson, executive director of Culinary Visions Panel. "It was also interesting to see that 63 percent of consumers surveyed were likely to order the healthful garden pizza and 50 percent indicated they were likely to order a breakfast pizza."

Also interestingly, the survey found that pizza offering preferences are consistent across the country, with the exception of the West. Those who live in the Midwest, South and Northeast listed their first pizza preference as Meat Lovers, followed by Four-Cheese and Garden, while consumers in the West indicated they are more likely to order Four-Cheese and Garden before Meat Lovers.

Vegetable pizza topping preferences also vary by region. Onion, green pepper and mushroom are Midwest favorites. Mushroom, olives and onion are preferred by those in the West. Northeast consumers favor mushroom, onion and tomato. And consumers in the South like mushroom, tomato and onion.