

# CONSUMER INSIGHTS PT 3

In this video, Sabrina O'Leary (Shopper Intelligence Manager) shares some insights about how Irish customers are feeling and how they are planning to act over the next couple of weeks. This information is taken from 1000 interviews conducted between 16th-19th June.

**1. Likelihood of Customers returning to Pub:** 1 in 4 customers told us that they are likely to visit the pub within the first week of opening. This increases to 6 in 10 by the end of July. Younger people are more likely to visit the pub than older people. These numbers indicate a gradual return to the pub, so we shouldn't be overly concerned with week 1 performance. Word of mouth is likely to influence future customer behaviour so it is important to provide a good experience from the get-go.

**2. Top Concerns:** 7 out of 10 customers are worried that other people won't take safety measures seriously. This is followed by a concern that if some people drink an excess of alcohol, they may pose a risk to others. Thirdly, people are concerned about queuing outside the pub. Lastly, people are concerned about how social distancing measures may impact the pub atmosphere.

**3. Top 3 Initiatives to make customers feel safe:**

- Deep cleaning of all cutlery and glassware.
- Easy access to hand sanitizer.
- The availability of outdoor space and seating.

It is important to communicate these measures to your customers both in your pub and on your Social Media.

*\*Source MCCP Covid -19 Customer research 22nd June 2020*

If you have any questions or suggestions please contact your Heineken Ireland Representative, leave a comment on our feedback form, or call our Customer Service Team on 1850 51 44 55.



