

# PIZZA LOVERS? NOT WHO YOU THINK!

Pizza is a staple across America. But how much do we know about people who love their pizza? Smart Flour Foods and The Center for Generational Kinetics researched consumer pizza trends and discovered how people shop, eat and love their pizza pie! #PIZZASTUDY2015



**63%** of pizza lovers\* in the U.S. are women.

**68%** of pizza lovers in the U.S. exercise 2x a week or more.



**Millennials** more than any other generation say **gluten free is important** when selecting a frozen pizza or restaurant option

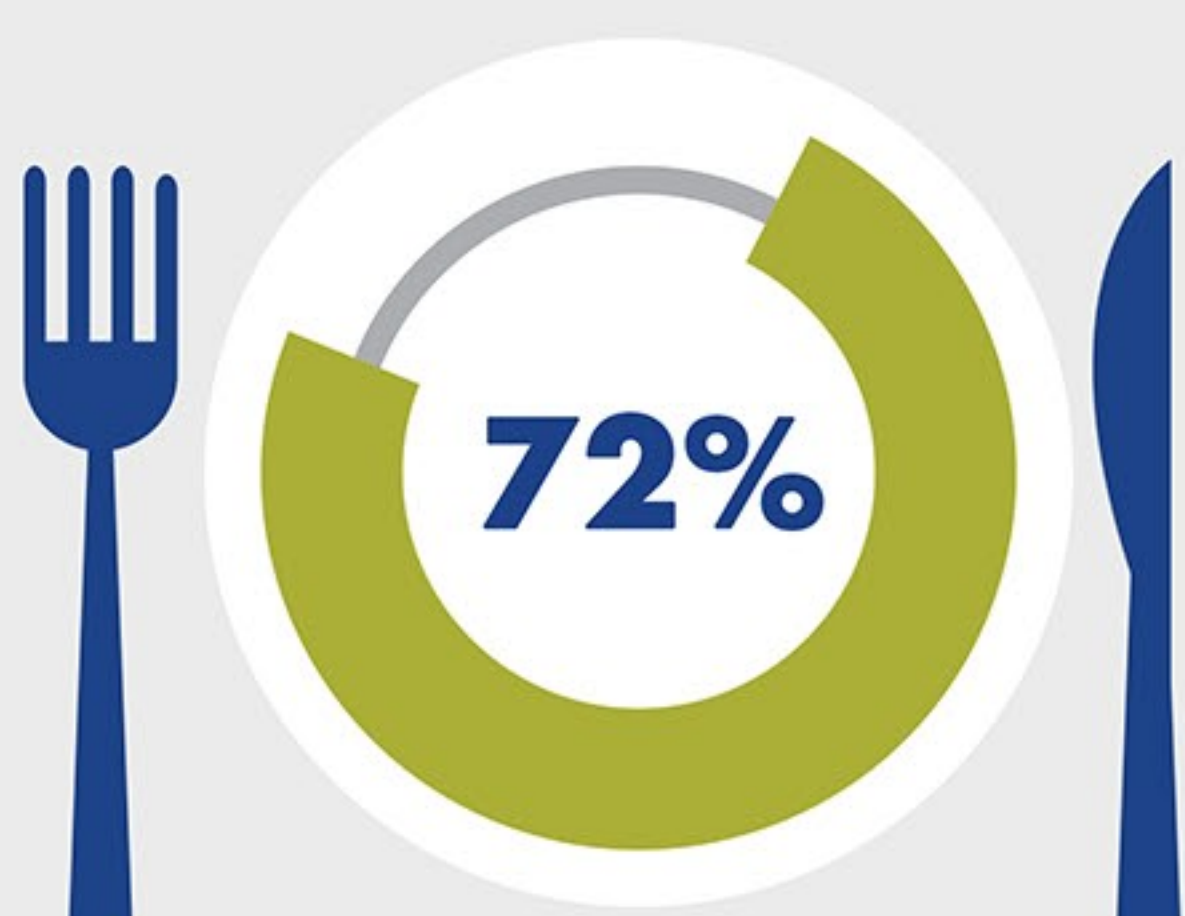


**Over 6 million adults** (8% of pizza lovers) would give up sex for one year before giving up pizza.



**73%** of pizza lovers say that pizza and movies are the "perfect" date night.

**72%** of pizza lovers think it's totally acceptable to eat pizza for breakfast and dinner on the same day.



**54%**

**26%**



**54%** of Millennials have posted a pic of pizza compared to **26%** of any other generation.



THE CENTER FOR  
GENERATIONAL  
KINETICS

## #PIZZASTUDY2015

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This infographic is based on research results from a new national study by Smart Flour Foods ([www.SmartFlourFoods.com](http://www.SmartFlourFoods.com)) and The Center for Generational Kinetics ([www.GenHQ.com](http://www.GenHQ.com)). The study was conducted in April 2015 with adult pizza lovers from across the U.S. age 18 and over. The study has a margin of error of +/- 3% against the U.S. Population.

\*We defined pizza lovers as customers who bought frozen pizza and ate pizza at a restaurant at least once a month.

Get detailed information on all the study results at [www.SmartFlourFoods.com/research](http://www.SmartFlourFoods.com/research)