

Survey Target Group

Introduction

We conducted a survey to better understand people's preferences and spending habits when it comes to subscription-based services, particularly in the food and cooking category. In this interview, we will be discussing the findings of our survey and delving deeper into the insights gathered from participants.

[All of the questions and answers are shown below the conclusion.

Key takeaways

- There is a mix of genders and age groups in the responses.
- Most people have at least one subscription, with some having multiple subscriptions.
- The amount spent on subscriptions varies greatly, ranging from 0 to 80 euros per month.
- Digital subscriptions are more popular than paper ones.
- People prefer subscriptions that are affordable, easy to use, and provide a wide variety of options.
- World cuisine and ingredients are popular filters for generating recipes.
- Personalized content is somewhat important to respondents, but the price of the platform is also a significant factor.
- Social media platforms like WhatsApp are popular among respondents.
- Most people seem willing to try a new platform but are cautious about the price and the need for such a service.

Conclusion

In summary, people want subscription services that are affordable, easy to use, and offer a wide range of options. They prefer digital subscriptions and value personalized content. World cuisine and ingredients are popular filters for generating recipes, and social media platforms are a popular means of communication among respondents. While most people are willing to try new platforms, price is a significant consideration.