

COMPREHENSIVE KIDS RAKE IN THE CHIPS

Submitted by: 10 Yetis PR and Marketing

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Research by an online takeaway portal has shown that when it comes to nutritional habits, Grammar school pupils are more likely to eat healthier and with more variety than Comprehensive school students, who would prefer to settle for chips and McDonalds rather than healthier options such as Sushi.

In a comprehensive study of 1,736 University students aged 18 and over by a leading online takeaway portal, 72% of former Comprehensive pupils claim to eat takeaway food more than once a week, compared to only 31% of Grammar school students.

The research, by www.Just-Eat.co.uk has found a direct correlation between level of education and the healthiness of a person's diet, with nearly 3 out of 4 Comprehensive school pupils who have gone on to university admitting to eating takeaway food more than once a week. Fast food meals such as McDonalds and fish and chips are the food of choice for the majority of former Comprehensive students, with over half of students, 54%, claiming to eat one of these meals per week at least.

When asked "how healthy do you think your diet is?" 24% of former Grammar school pupils; of which there were nearly 700 in the study, agreed that their diet was 'very healthy', compared to just 6% of Comprehensive students.

At the opposite end of the spectrum, 34% of Comprehensive students stated that their diets were 'very unhealthy', with just 17% of Grammar school students alleging to the same fact.

68% of ex-Comprehensive students and 47% of ex-Grammar school pupils believed they were 'overweight', by their own admission.

When posed with the question "would you consider trying different types of takeaway other than fast food, Indian, Chinese and pizza?" Grammar school pupils answered much more positively than their Comprehensive counterparts, with 83% and 60% respectively.

Just 42% of students from Comprehensive school believe they are exercising enough. A fraction more Grammar school students believe the same; with 46%.

Ash Ali, Marketing Manager of www.Just-Eat.co.uk said,

"Obesity is a major worry in our society. Leading an active lifestyle and treating takeaways as a treat should be more important now than ever before. In terms of the results, I can only suggest that Grammar school pupils are more educated as to the benefits of a healthier lifestyle in terms of diet and exercise. Other than speculation, it really is not for me to comment."

He continued,

"There are many healthy option takeaways available, such as Italian takeaways and sushi, which has seen a huge rise in sales over the last year. Our intention was not to target Comprehensive and Grammar school

students in our efforts to spot potential areas for marketing, but the correlation was too great to ignore.”

www.Just-Eat.co.uk is the UK branch of the successful European model, which provides an average of more than 30,000 meals for European customers in any given 24 hours. Just-Eat have a strategic partnership with Coca Cola.

The quick and convenient hassle-free service supplies customers with a large directory of varied restaurants and eateries in their area, which when selected provide the user with a full, up-to-date menu including prices. The site also gives the customer an estimated delivery time, as well as beverage options.

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For further information, or to arrange interviews or case studies, please contact Rich Leigh, of 10 Yetis Public Relations Agency (<http://www.10yetis.co.uk>) on 01452 527 898 or at rich@10yetis.co.uk.

EDITORS NOTES

Just-Eat have received and dealt with more than 7,000,000 meal orders

Just-Eat are partners with Coca Cola

Just-Eat.co.uk launched in 2006 and has facilitated over 700,000 online food orders to date and has in excess of 100,000 active subscribers.

Just-Eat.co.uk was given a glowing endorsement in hit BBC 2 Show Dragons Den – as the Dragons awarded investment to a start-up company imitating the Just-Eat concept.

Just-Eat.co.uk has over 1300 restaurants in the 20 largest cities using the patented Just-Eat technology offering a direct delivery response to be displayed on the customers computer screen and sent instantly online from the restaurant staff.

Just-eat.dk has won several ecommerce awards across Denmark where it was first launched and is the first company to be nominated 4 years in a row.

Just-Eat have 20,000 + UK restaurant reviews on the web site for users to read