

Today's QSR Experience

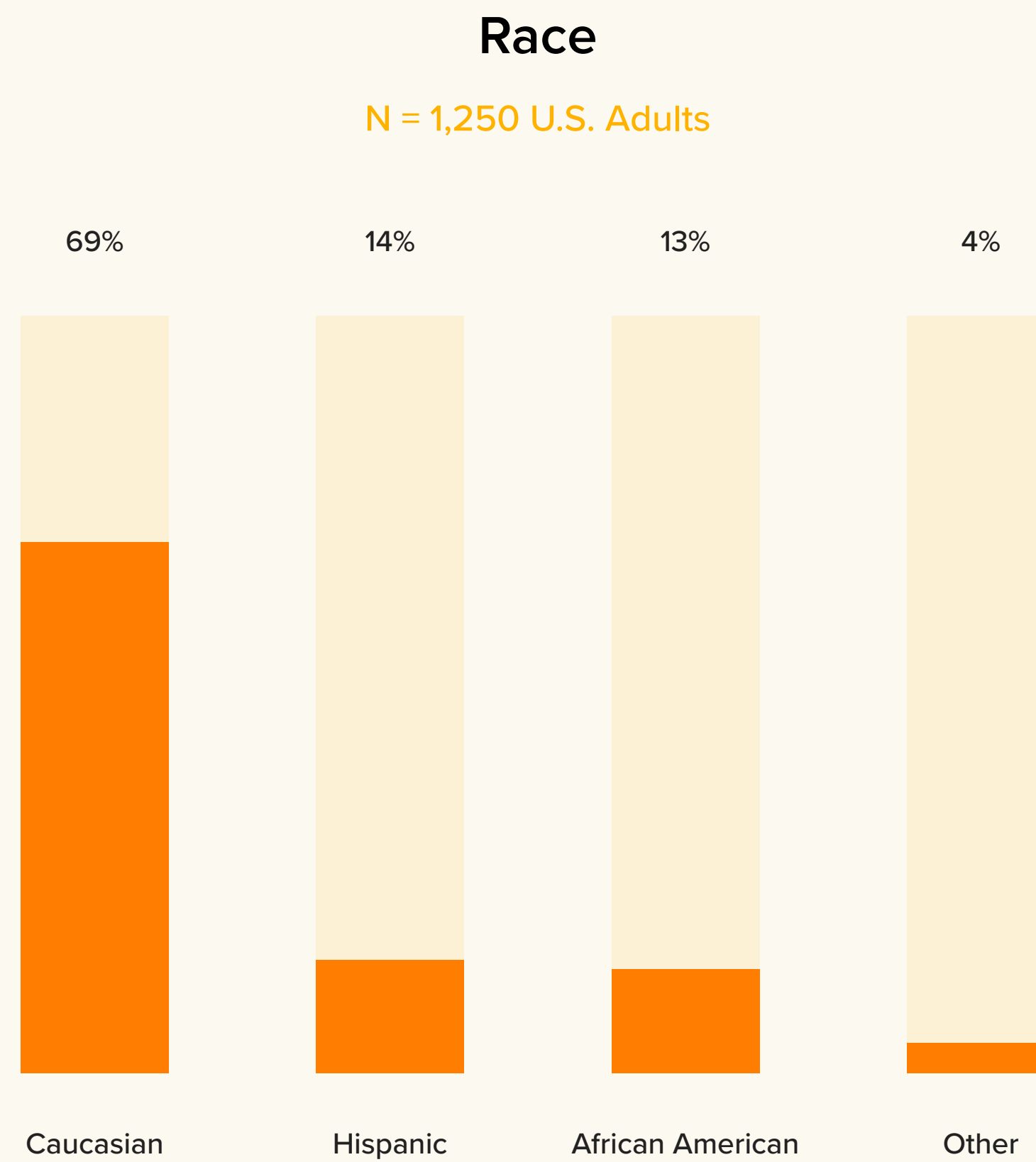
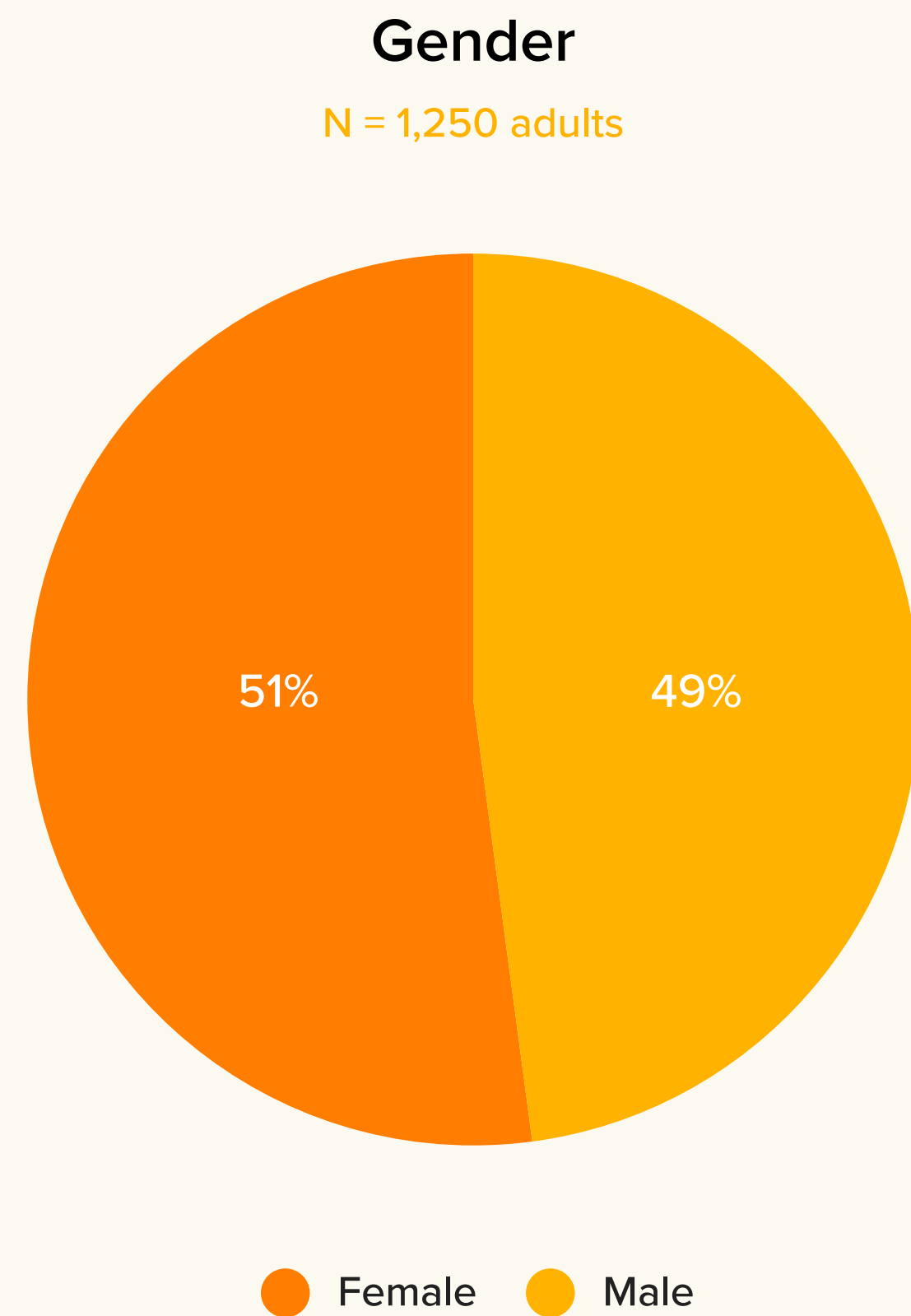
1,250 AMERICANS SHARE ABOUT
THEIR EXPERIENCES WITH QUICK
SERVICE, FAST FOOD RESTAURANTS

FIELD AGENT®



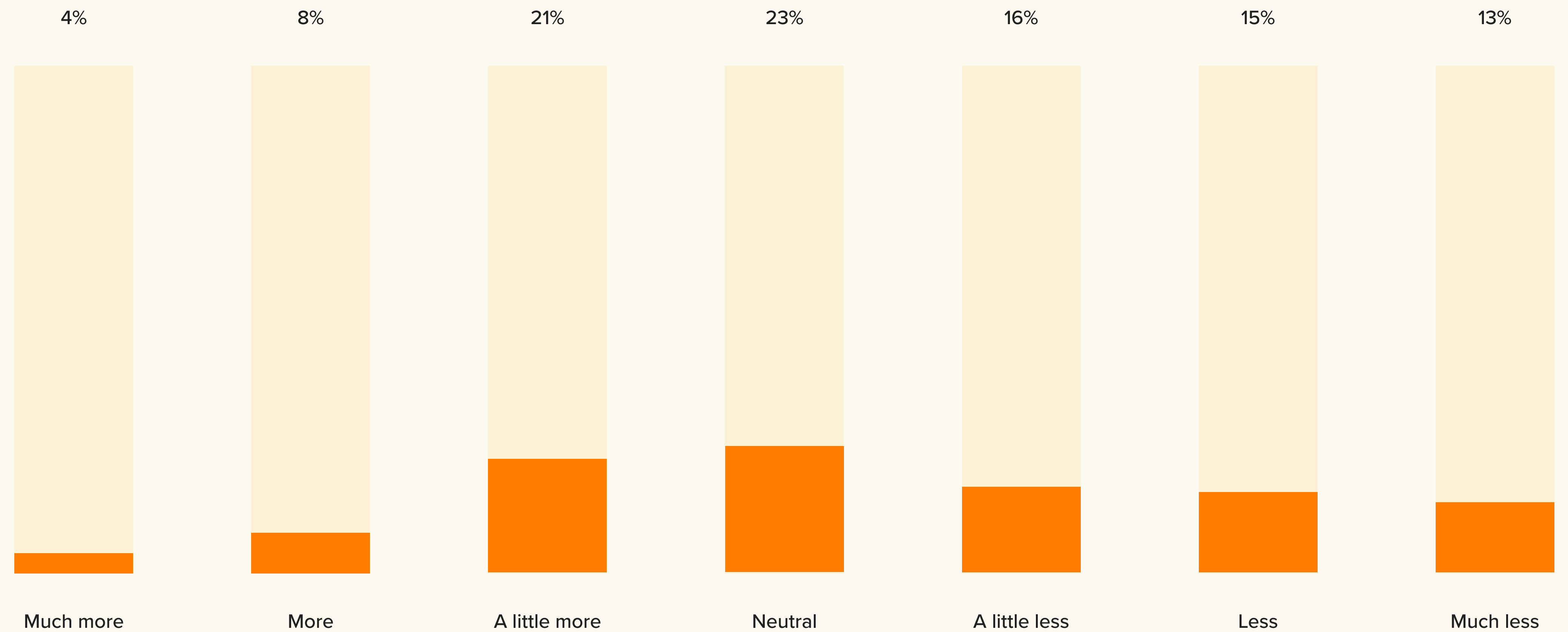
About the Survey

The “Today’s QSR Experience” survey was conducted through the Field Agent mobile platform, July 8, 2022.



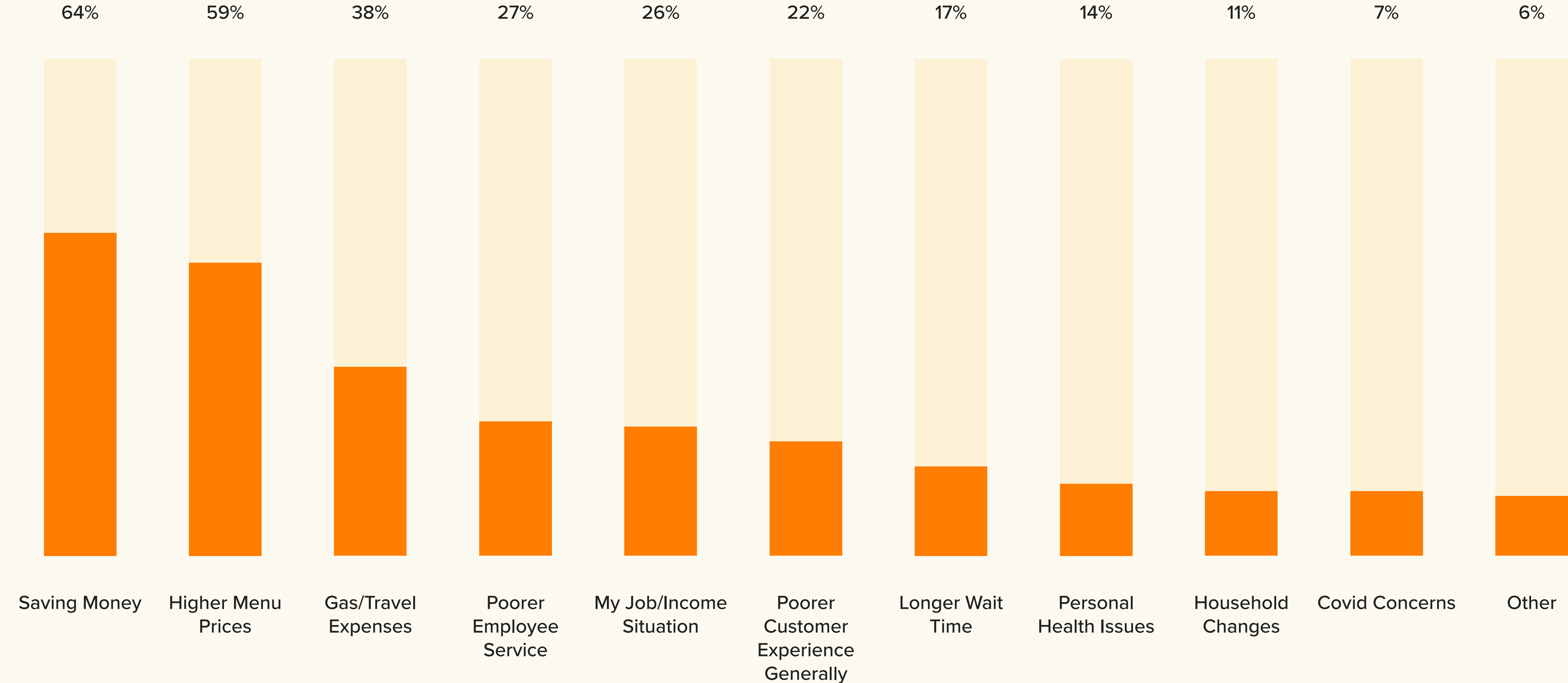
Compared to one year ago, are you making more or less purchases from quick service food restaurants?

N = 1,250 U.S. Adults.



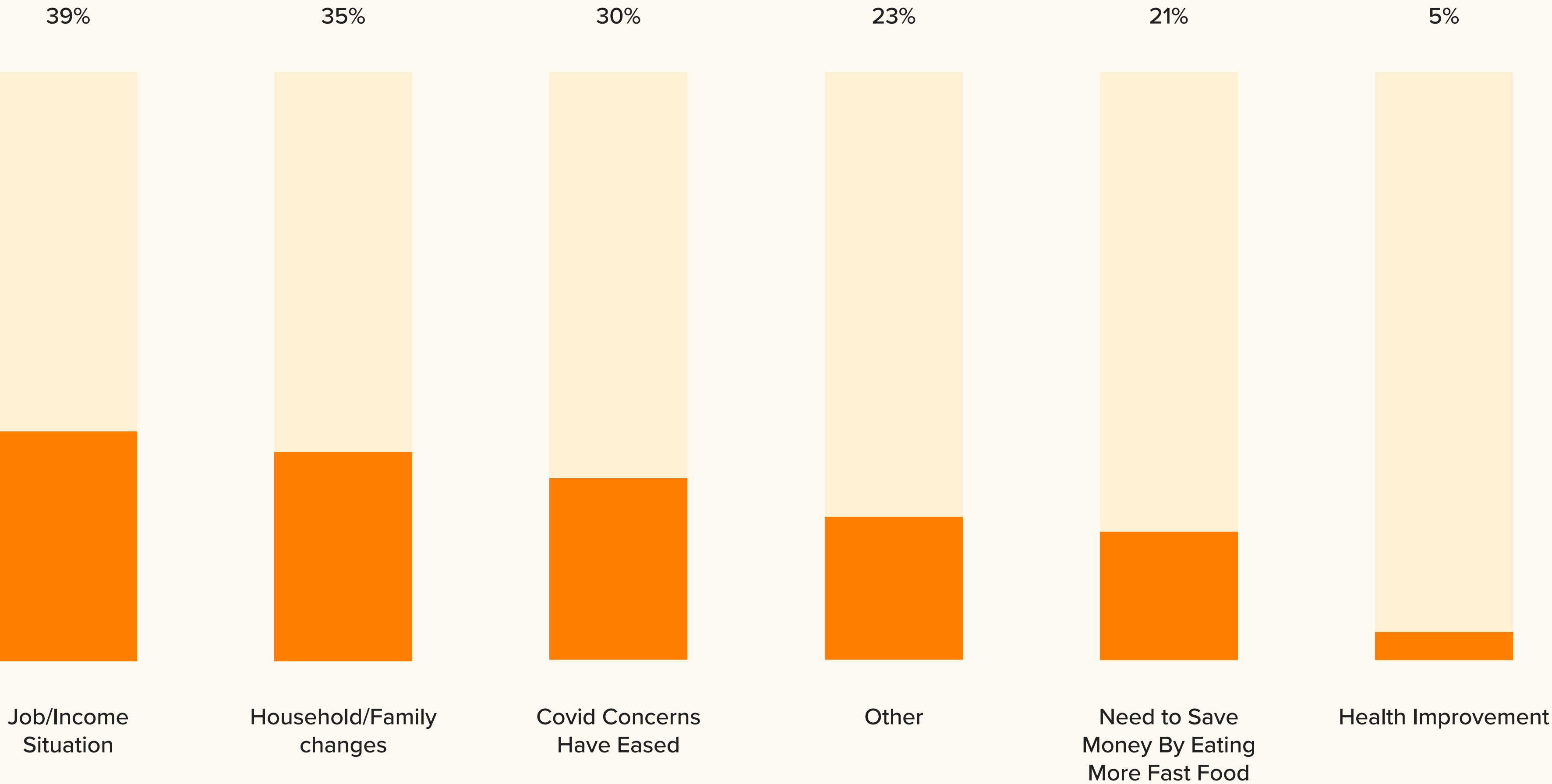
Why specifically are you making fewer purchases from quick service/fast food restaurants?

N = 556 quick service customers who said they're making fewer purchases from QSRs compared to one year ago.



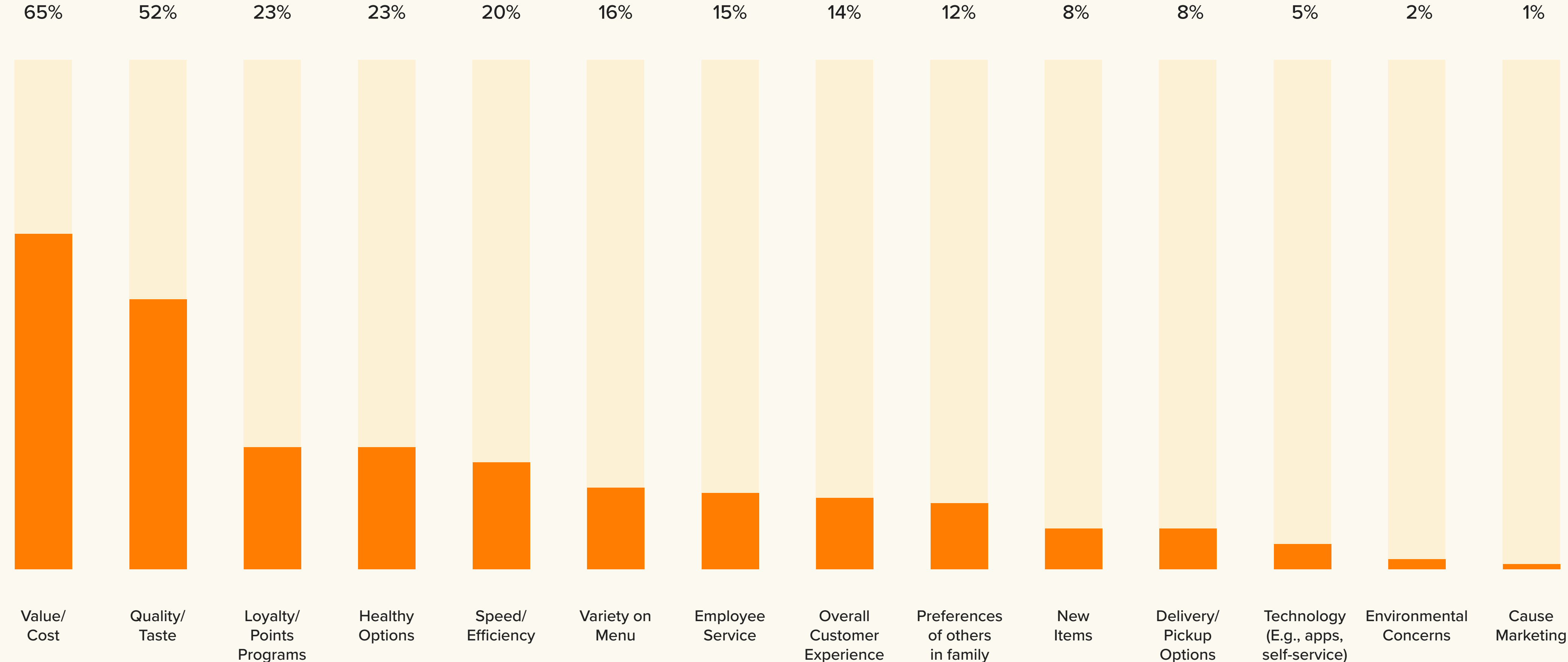
Why specifically are you making more purchases from quick service/fast food restaurants?

N = 405 quick service customers who said they're making more purchases from QSRs compared to one year ago.



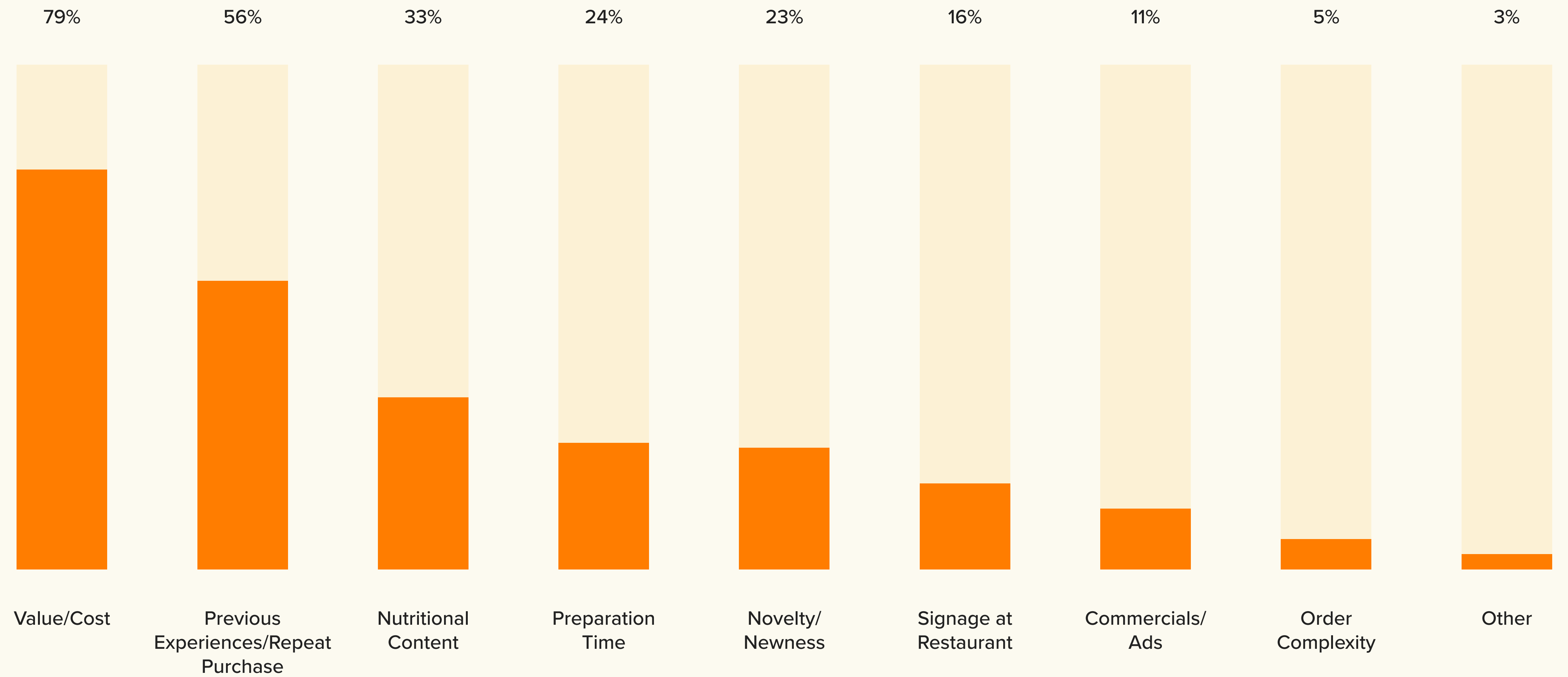
What are the top factors you consider when choosing a quick service/fast food restaurant?

N = 1,213 quick service customers.



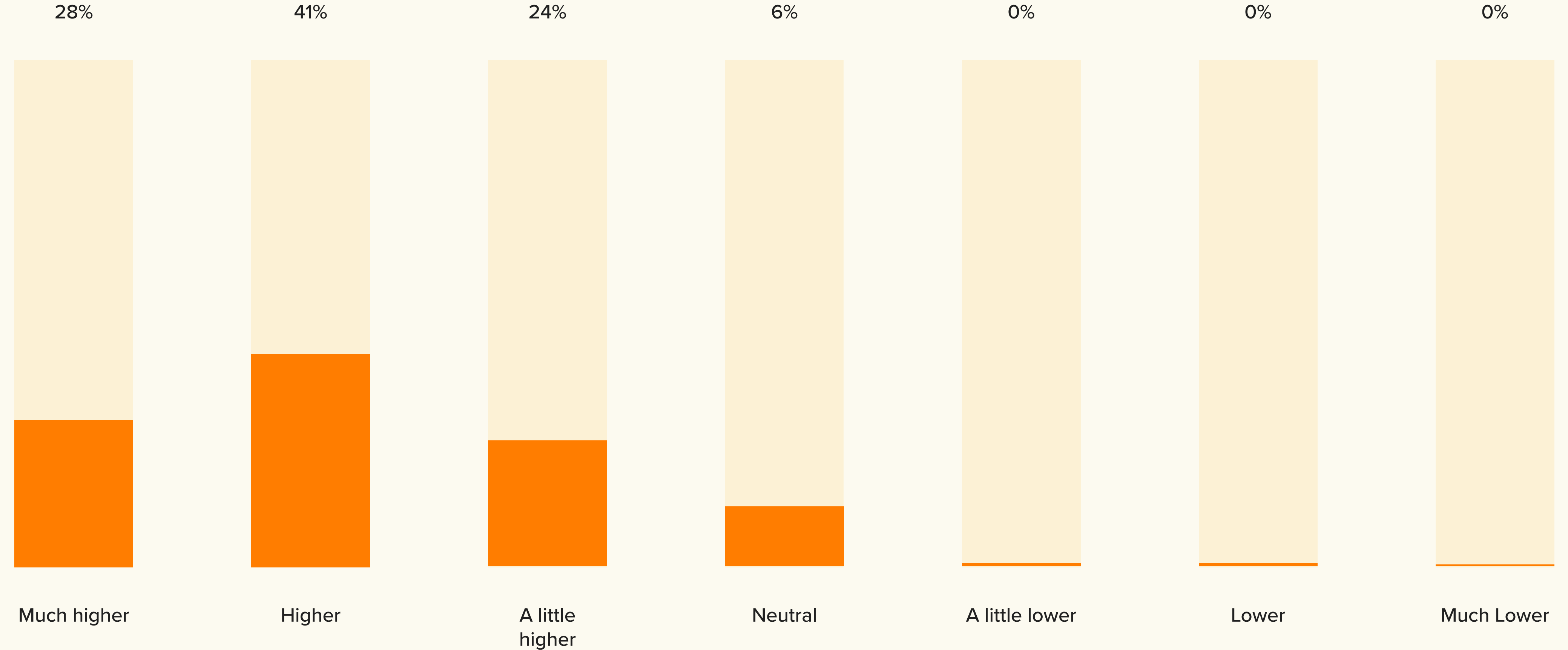
What factors would you say play an influential role in what menu items you ultimately decide to buy from a quick service restaurant? Choose all that apply.

N = 1,213 quick service customers.



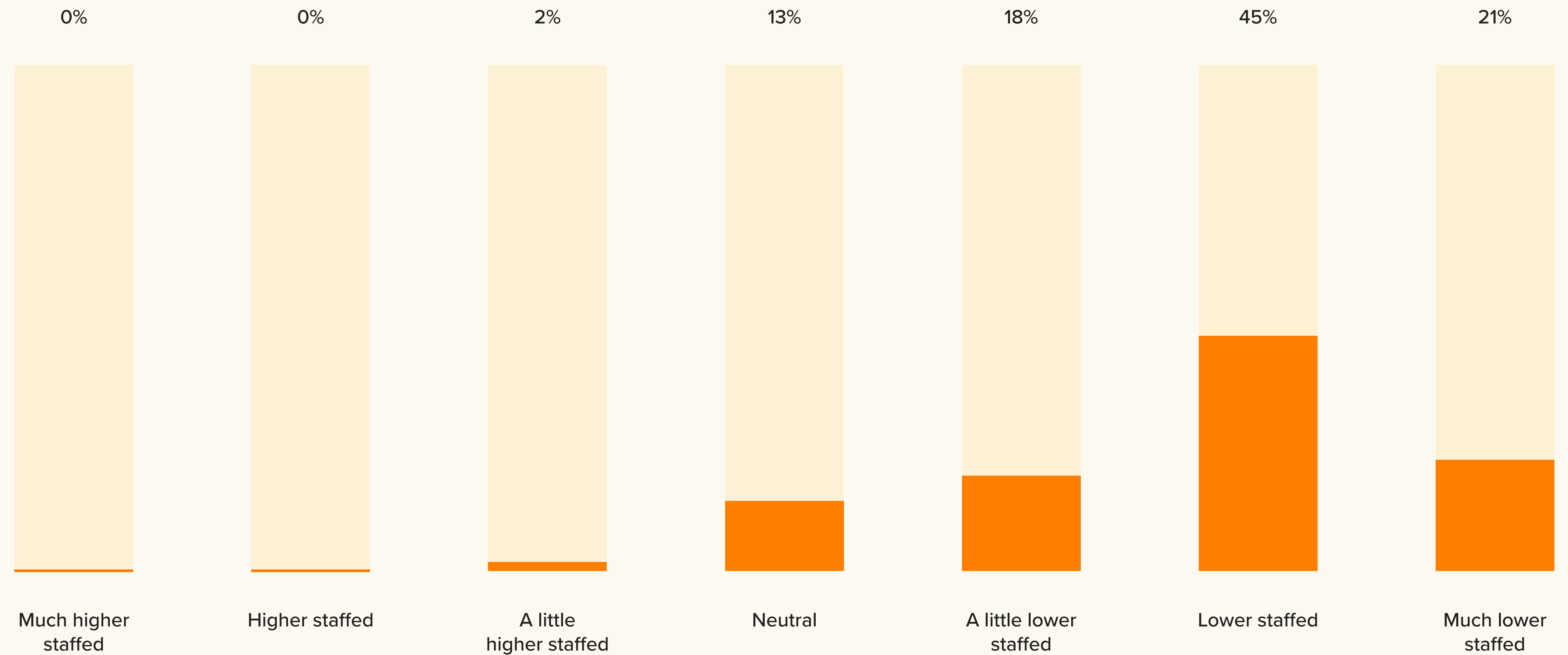
Are prices on quick service menu items higher or lower than they were one year ago, based on your perception/experiences?

N = 1,213 quick service customers.



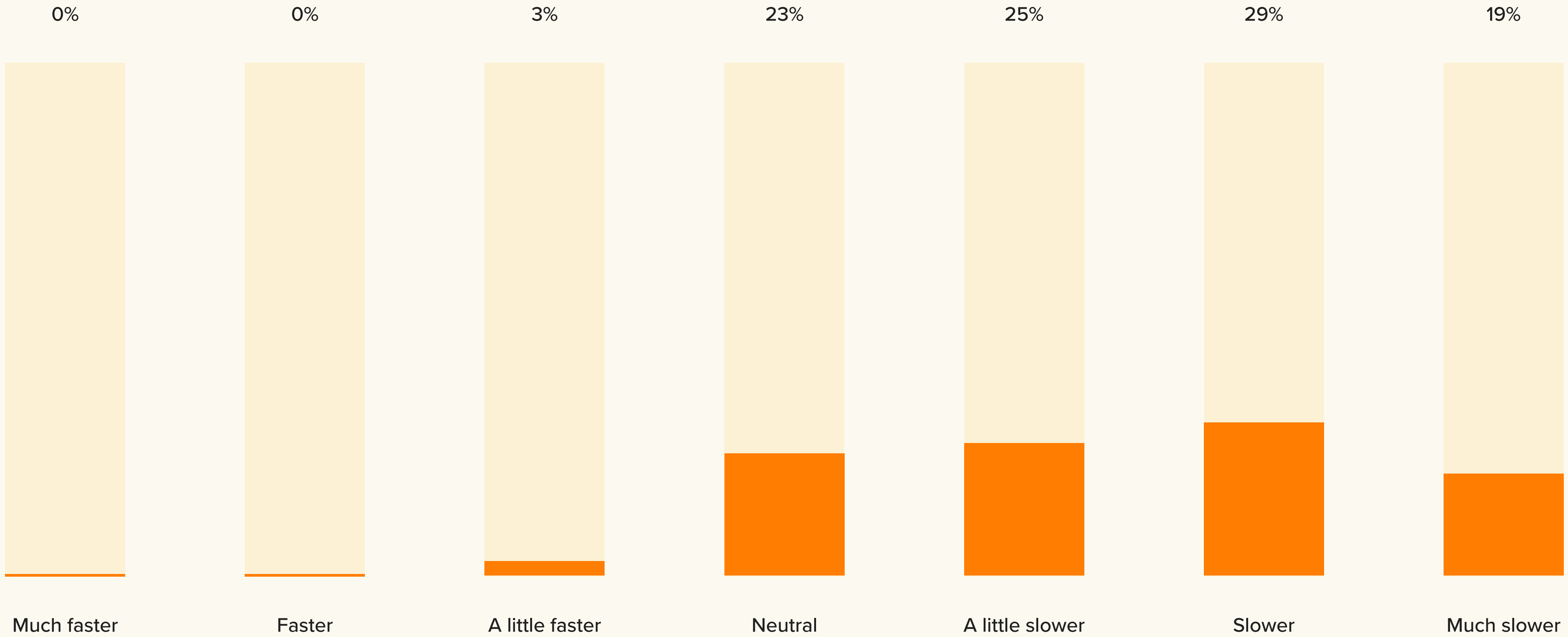
Are the quick service restaurants you visit higher or lower staffed than they were on year ago, based on your perception/experiences?

N = 1,213 quick service customers.



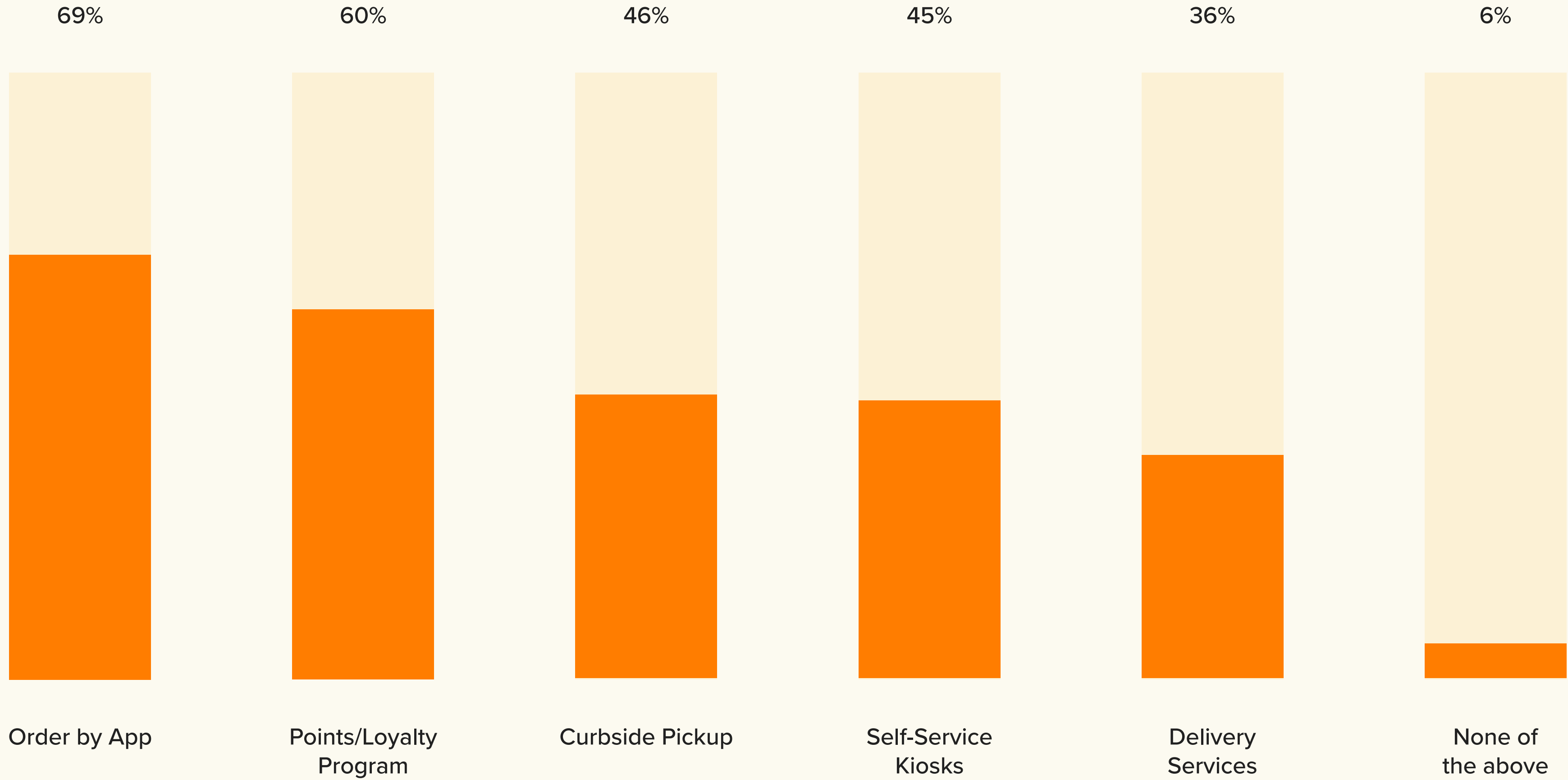
Are wait times faster or slower for ordering and receiving your food/beverages at (or from) quick service restaurants than they were one year ago, based on your perceptions/experiences?

N = 1,213 quick service customers.



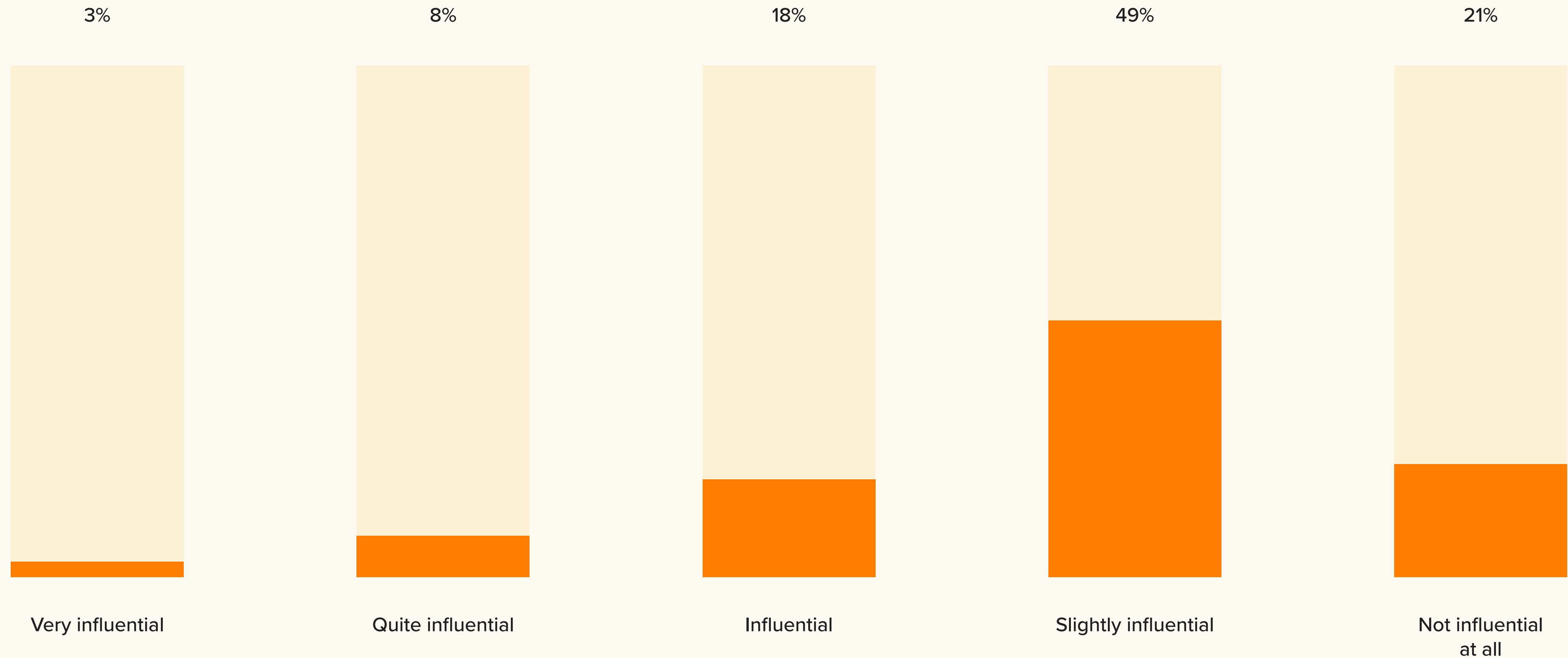
Which of the following do you at least sometimes use to order/receive items from quick service restaurants? Choose all that apply.

N = 1,213 quick service customers.



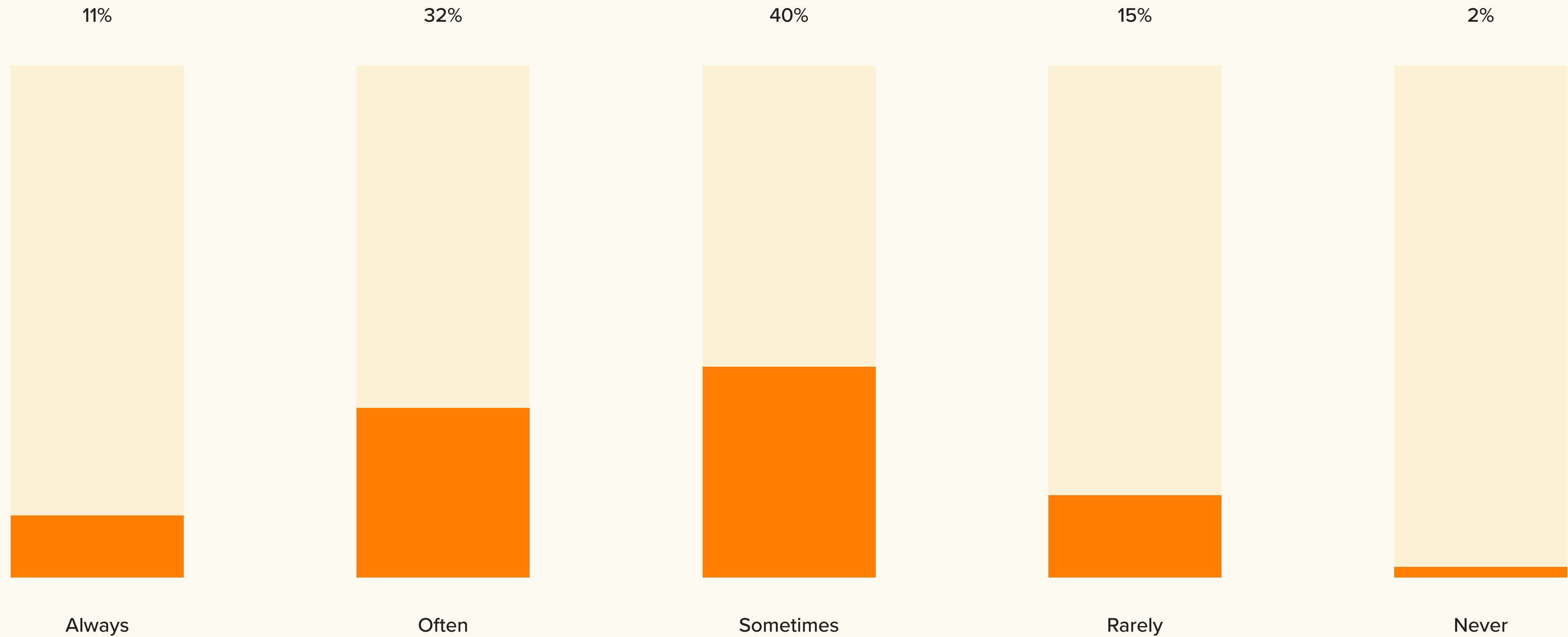
How influential are new items (and their novelty/uniqueness) over your purchase decisions at quick service/fast food restaurants?

N = 1,213 quick service customers.



How often do you notice promotional signage when you visit a quick service/fast food restaurant?

N = 1,213 quick service customers.



Signage Audit

Field Agent audited signage at 20 McDonald's restaurants across the U.S. We asked agents to look for “window cling” signage promoting frozen fountain drinks (i.e., “slushies”), as shown in the picture.

Q: Does your assigned McDonald's contain a sign promoting frozen fountain drinks?

A: **11 of 20** restaurants featured the signage.



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