

# 2025

## Quick Service Restaurant Benchmark Study

PART ONE

BY **FIELD AGENT**® + **KANTAR**



# Details of the QSR Survey



Phase one of a two-part benchmark study was conducted by Field Agent and Kantar from September 10-19, 2024 — surveying 1,000 customers on top QSR industry issues.

Two identical surveys were conducted: one in the US, one in the UK.

All survey respondents were U.S. adults at least 18 years of age and smartphone owners. The survey was executed through the Field Agent platform, September 10-19, with a random sample of shoppers. Demos: Gender - Female (75.1%), Male (24.0%), Prefer Not to Say (0.09%), Age - 18-29 (10.9%), 30-39 (33.4%), 40-49 (31.8%), 50+ (23.6%); Household Income - < \$35K (11.8%), \$35-49K (12.6%), \$50-74K (13.6%), \$75-99K (14.2%), \$100-125K (8.9%), \$125K+ (14.1%), Prefer Not to Say (8.6%); Race/Ethnicity - Caucasian/White (62.6%), Latino/Hispanic (8.5%), Asian American (6.7%), African American/Black (6.6%), Native American (1.2%), Other (3.7%)

# About Us

## FIELD AGENT

Founded in 2010, Field Agent is a leading provider of audits, insights, and product evaluations for QSR chains. With a global panel of more than three million crowd-sourced everyday shoppers, Field Agent captures and analyzes in-store data to help brands optimize their operations and make informed decisions regarding guest experiences and food.

## KANTAR

Kantar is a global data, insights, and consulting company that helps businesses understand consumer behavior, market dynamics, and brand performance. With expertise in research, analytics, and media measurement, Kantar provides comprehensive solutions that drive business growth and transformation.



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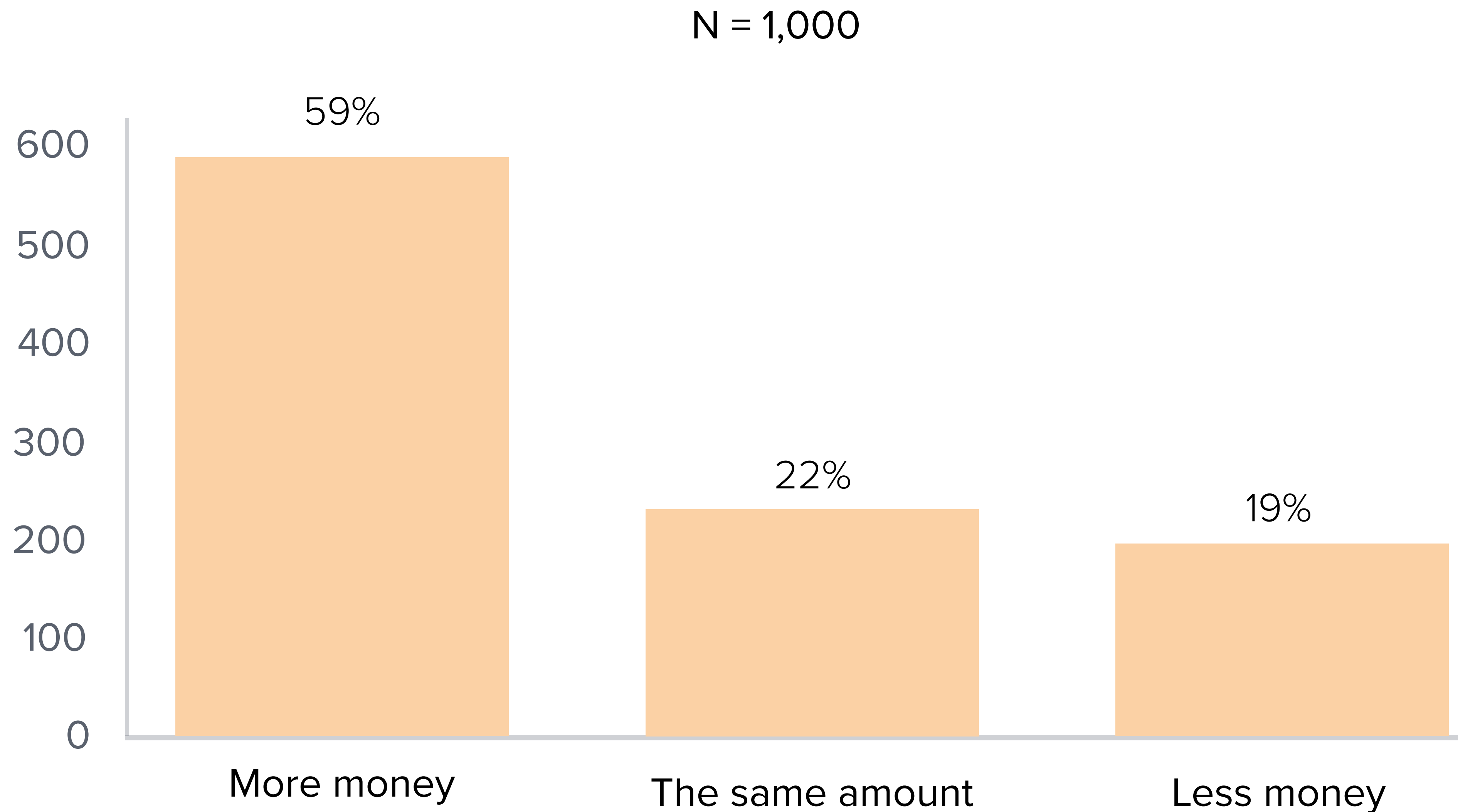
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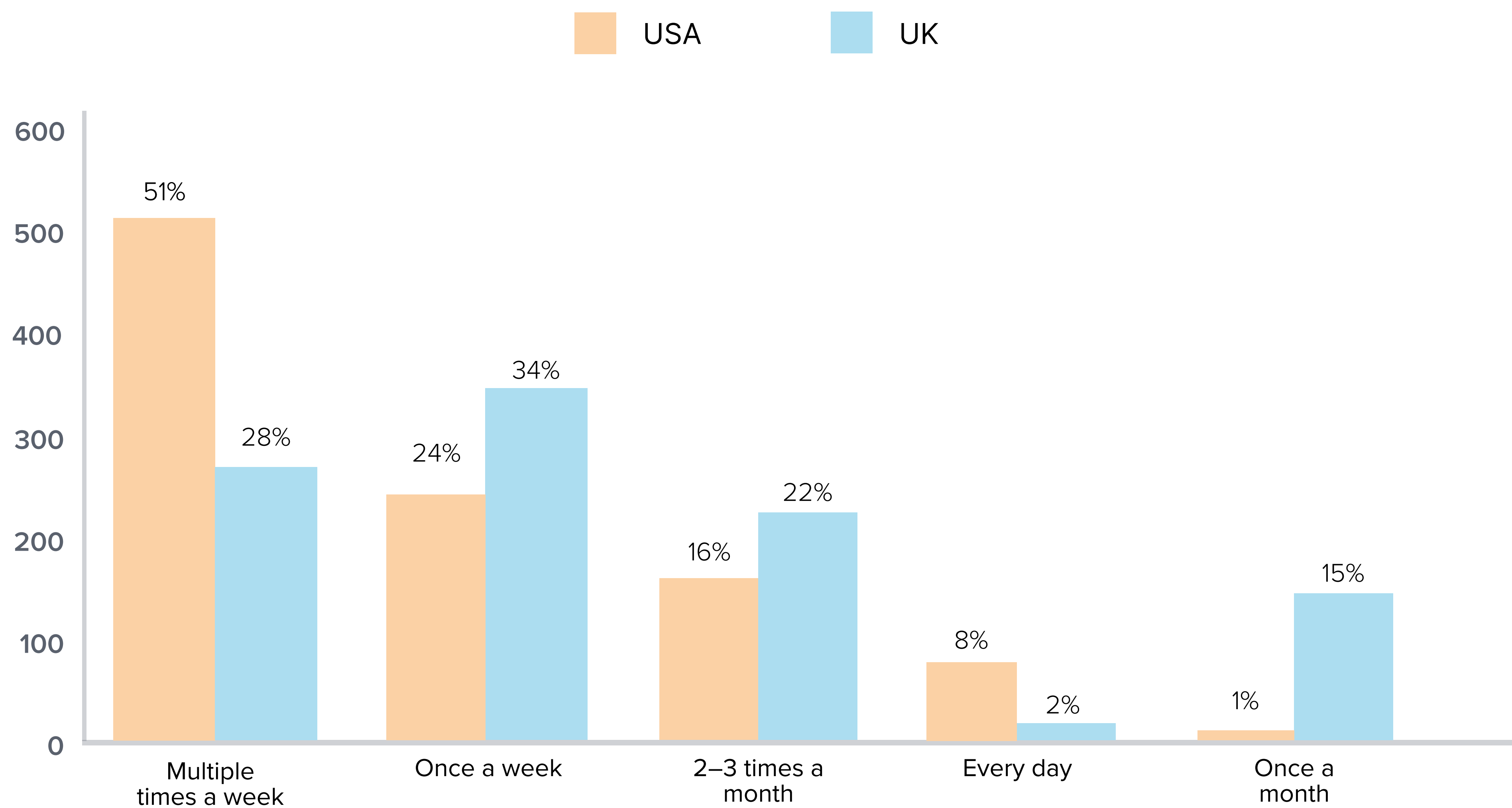
**Where  
Customers are  
Placing Value in  
QSRs**

**Overall, are you spending more or less money on food when you visit fast food restaurants than you did one year ago?**



# How frequently do you visit fast food restaurants?

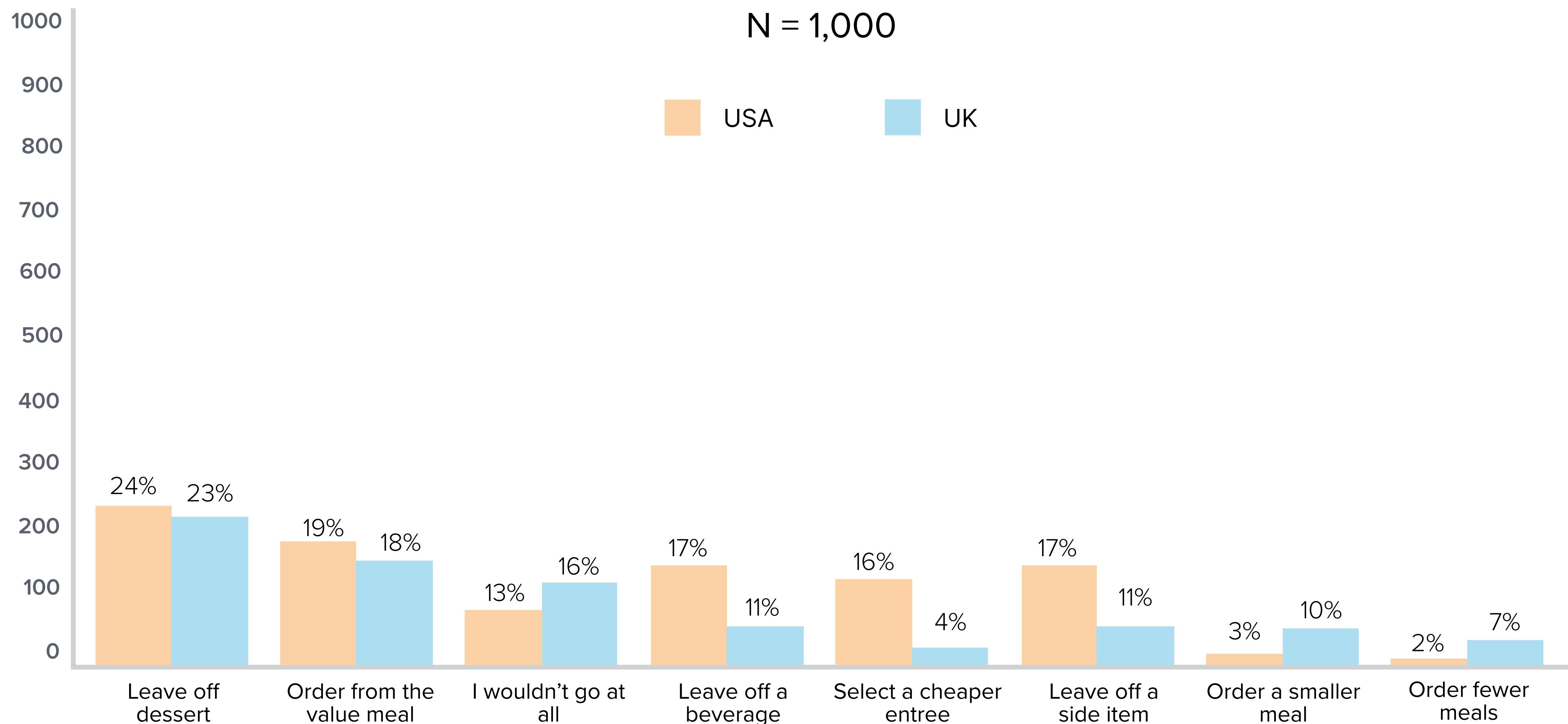
N = 975





# If you had to spend less money on your next trip to your favorite fast food restaurant, what would you decide to do?

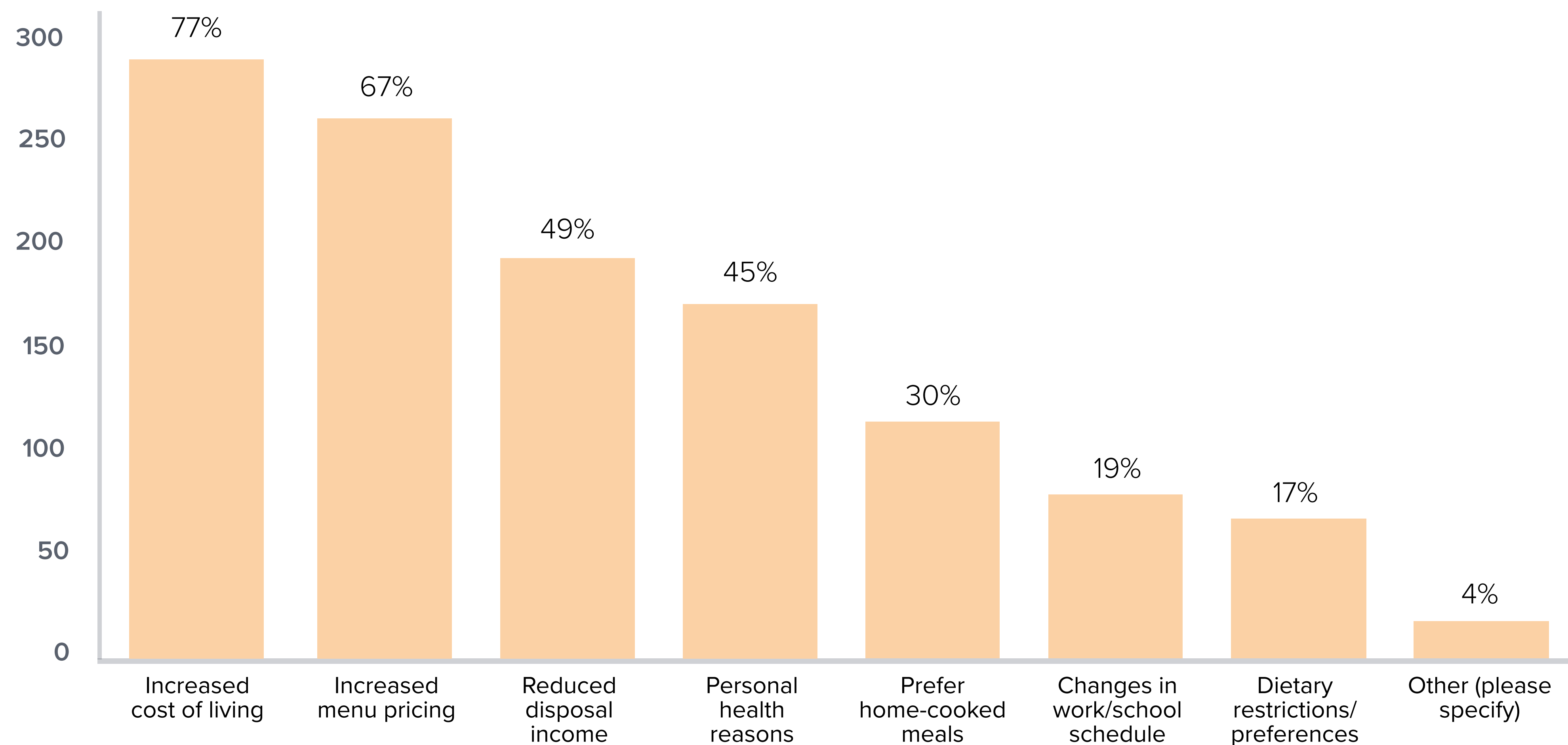
(Rank in order of decision: 1 being first choice, 8 being last choice)



# Why are you eating out LESS often compared to a year ago?

Choose all that apply.

N = 375



Please share up to 3 words to describe your favorite fast food  
restaurant

N = 1,000



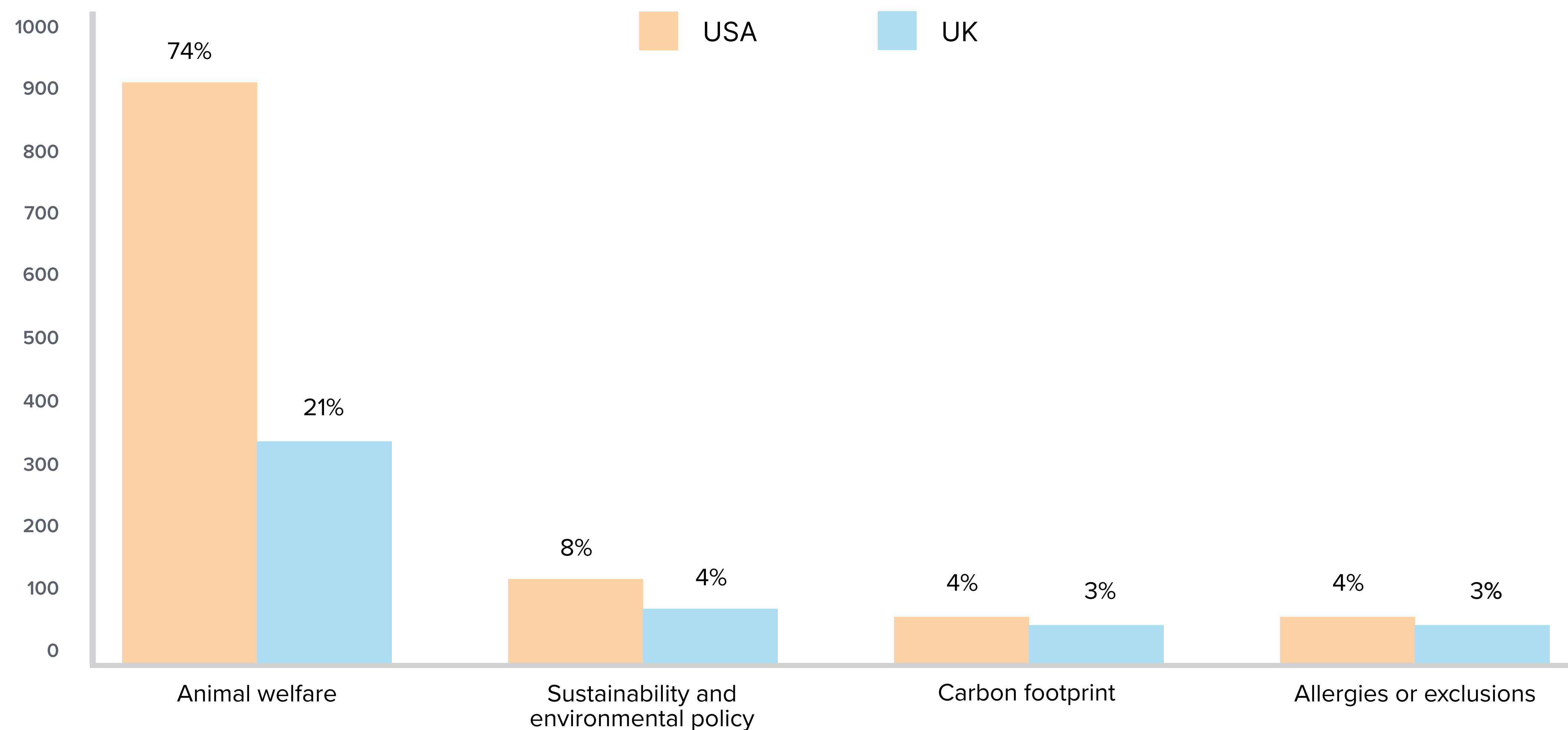




# **How Customers Choose Where to Eat**

# How important are these factors when choosing your favorite fast food restaurant?

N = 1,000



In a sentence or two, what would inspire you to try a new fast food restaurant over one of your typical choices?

N = 1,000



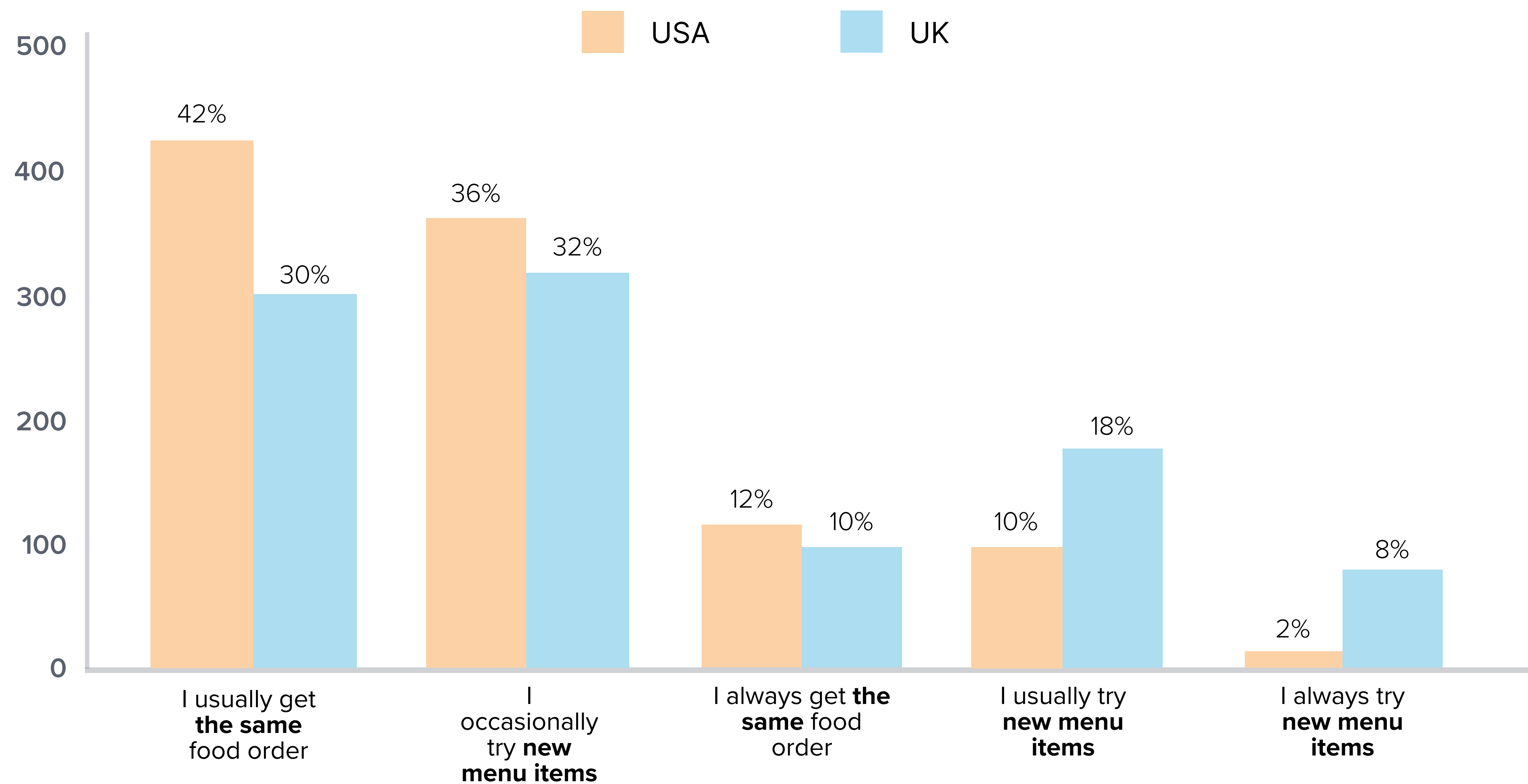
A word cloud visualization of responses to the survey question. The words are arranged in a non-uniform, overlapping manner. The most prominent word is 'promotion' in large orange letters. Other significant words include 'price' in orange, 'options' in blue, 'reviews' in orange, 'choices' in grey, 'different' in green, 'interesting' in light blue, 'deal' in orange, and 'items' in light blue. The background is white, and the words are in various colors and sizes to represent their frequency or importance in the responses.

interesting deal  
promotion  
different price options  
reviews choices items



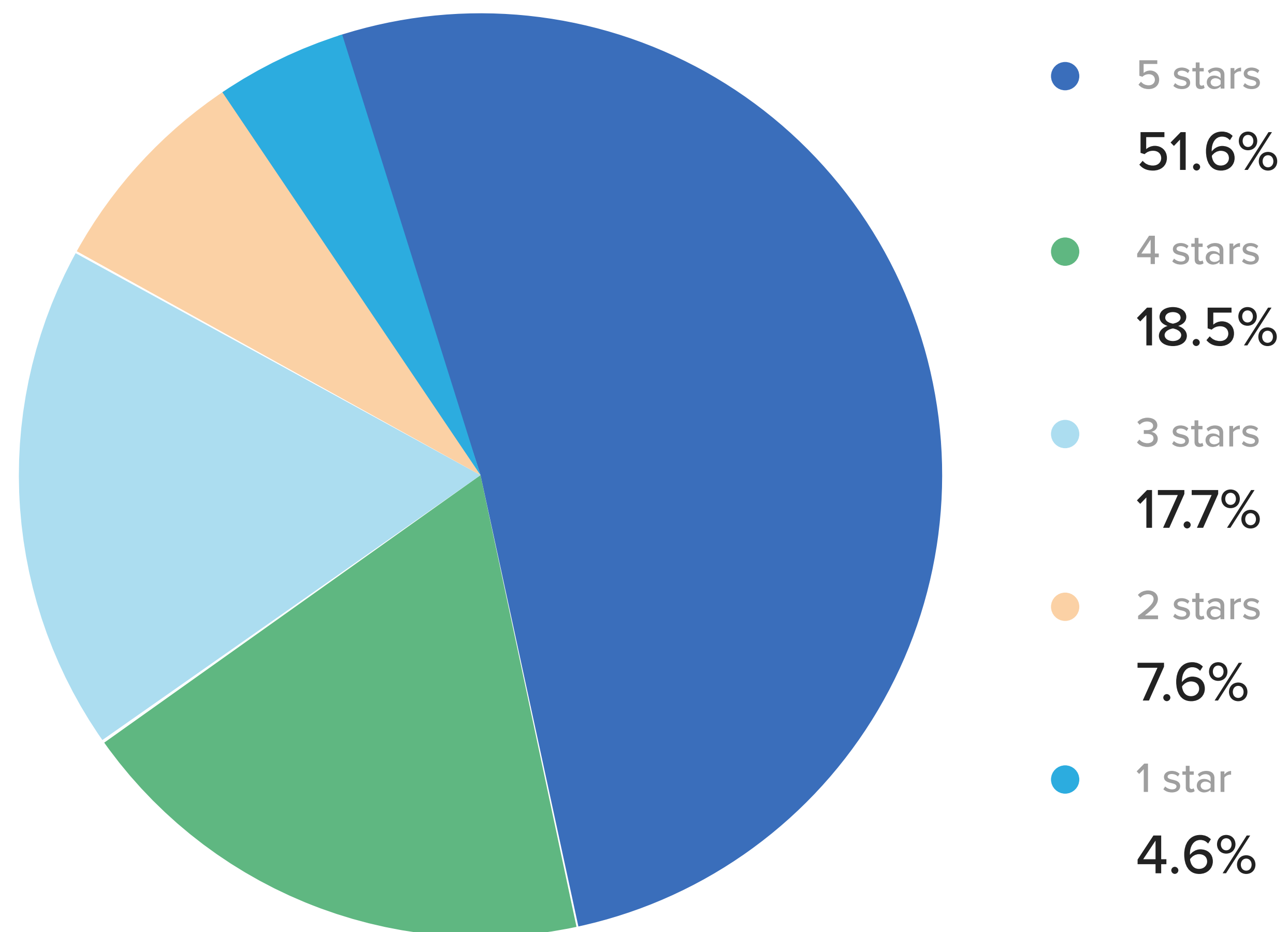
# Which of the following best describes your trips to your favorite fast food restaurant?

N = 1,000



# How interested are you in culturally diverse or fusion foods within fast food restaurant menu offerings?

N = 999



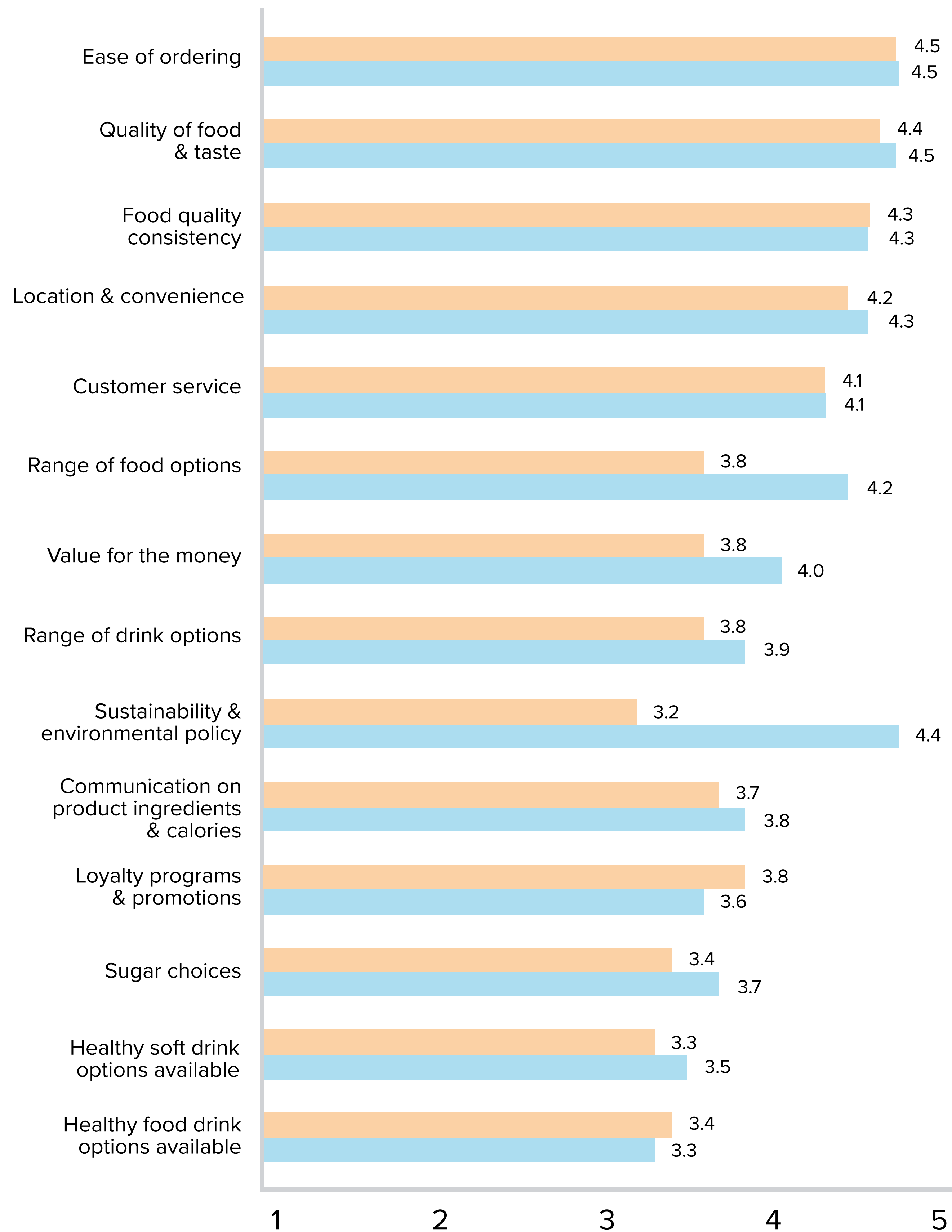
# How interested are you in trying new drink choices at your favorite fast food restaurant?

N = 1,000

USA UK







**How well does your favorite restaurant deliver on the following criteria?**

N = 975

USA UK

Aside from lower prices and discounts, what is ONE thing you wish fast food restaurants would change?

N = 1,000



A word cloud of responses to the survey question. The words are arranged in a non-uniform, overlapping manner. The most prominent words are 'more options' in large orange font, 'healthier' in light blue, 'quality' in yellow, and 'service' in grey. Other visible words include 'offer' in yellow, 'menu' in light orange, 'items' in green, and 'options' in blue. The background is white with a solid orange bar at the bottom.

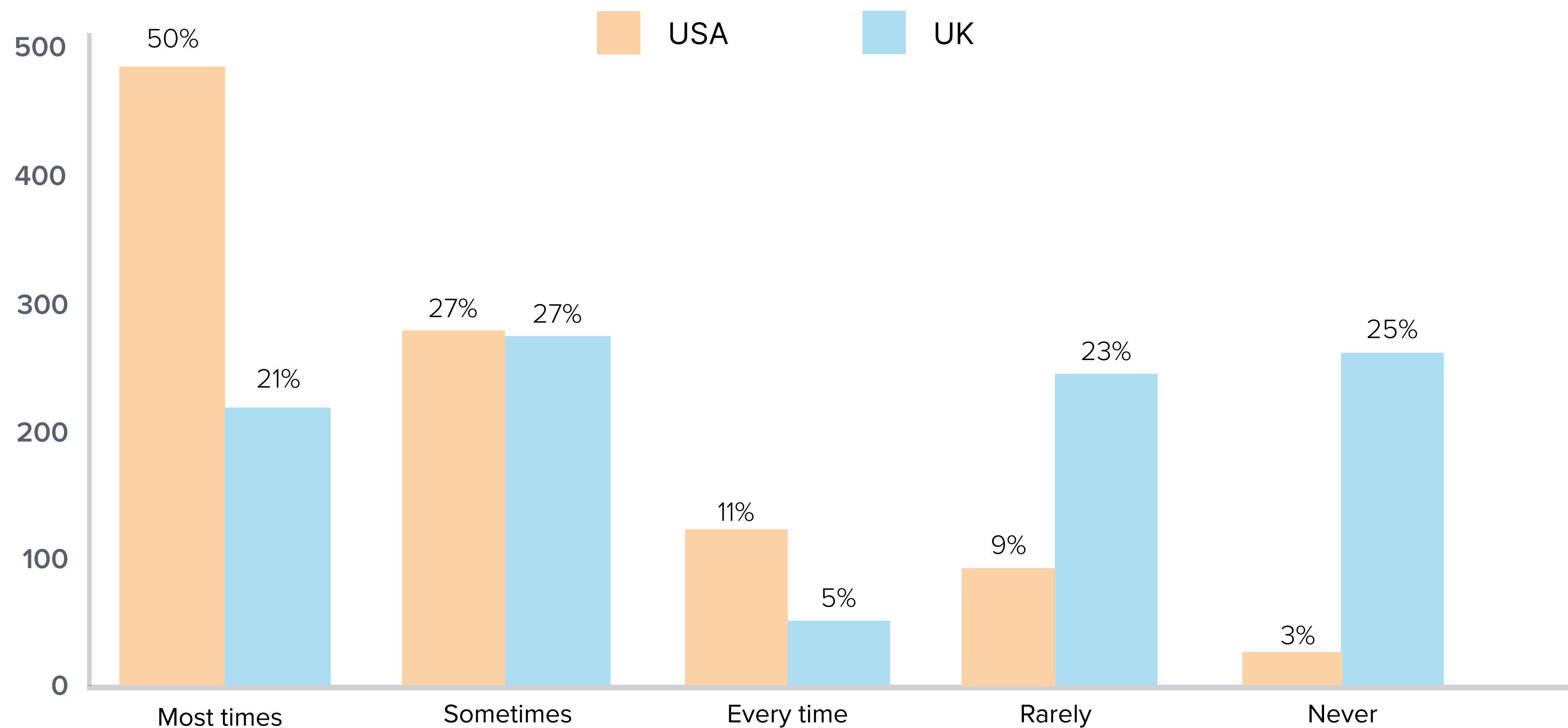
healthier offer  
more options  
menu quality items  
options service



# **Drive Thru vs Dine In**

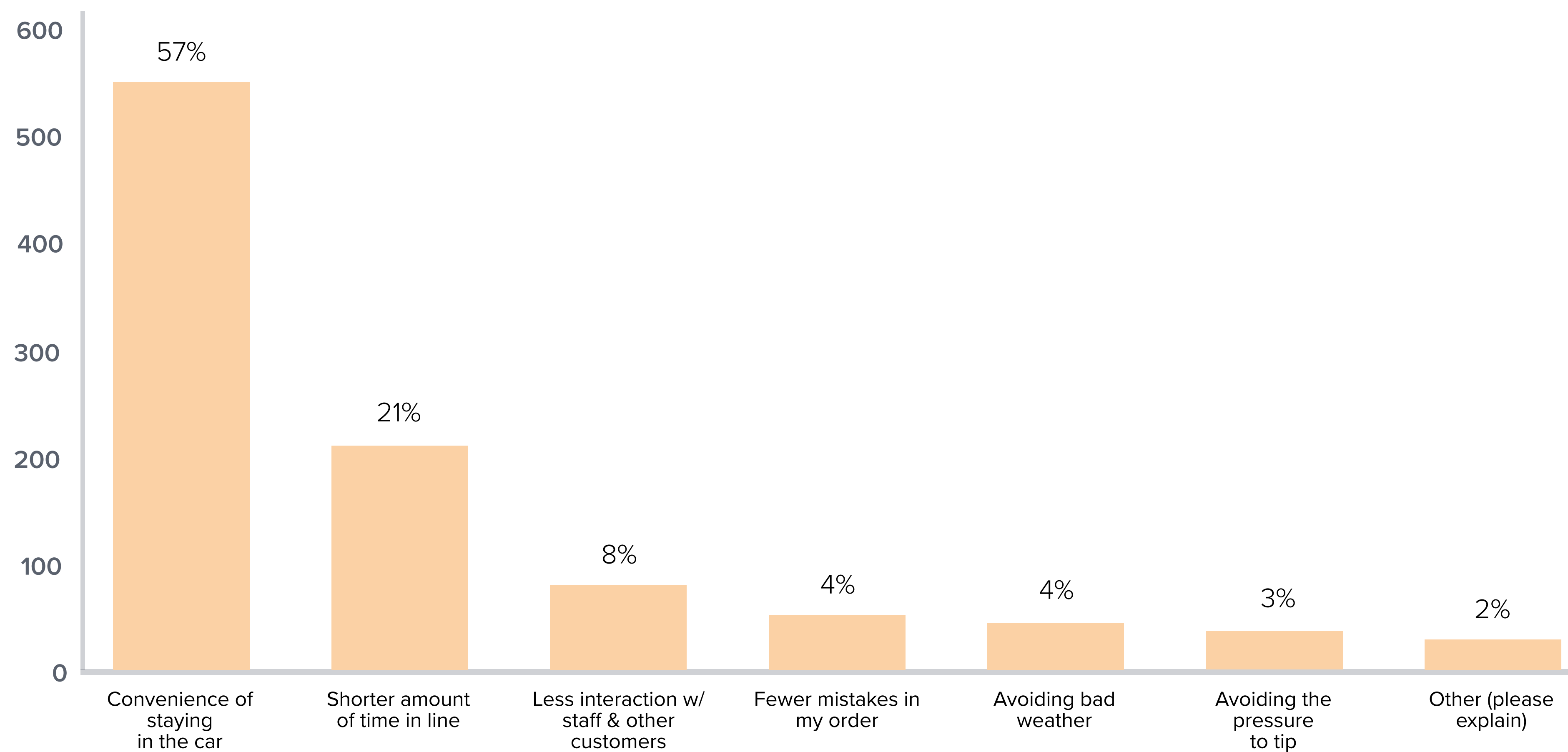
# When you visit your favorite fast food restaurants, how often do you go through the drive thru?

N = 1,000

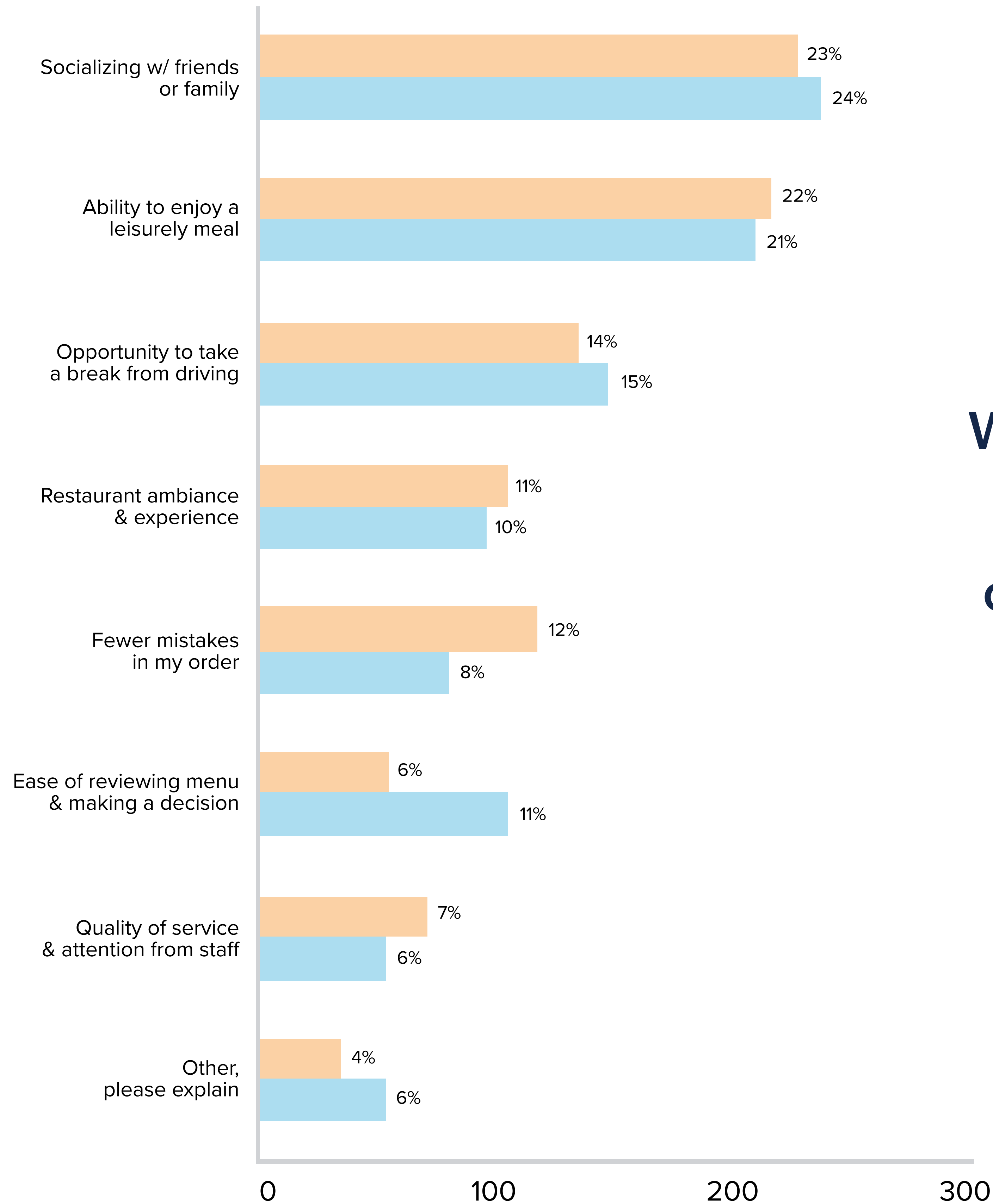


# What is the MOST important factor for you when choosing to go through the drive thru rather than eating inside?

N = 975







**What is the most important factor for you when choosing to eat inside the restaurant rather than go through the drive thru?**

N = 1,000

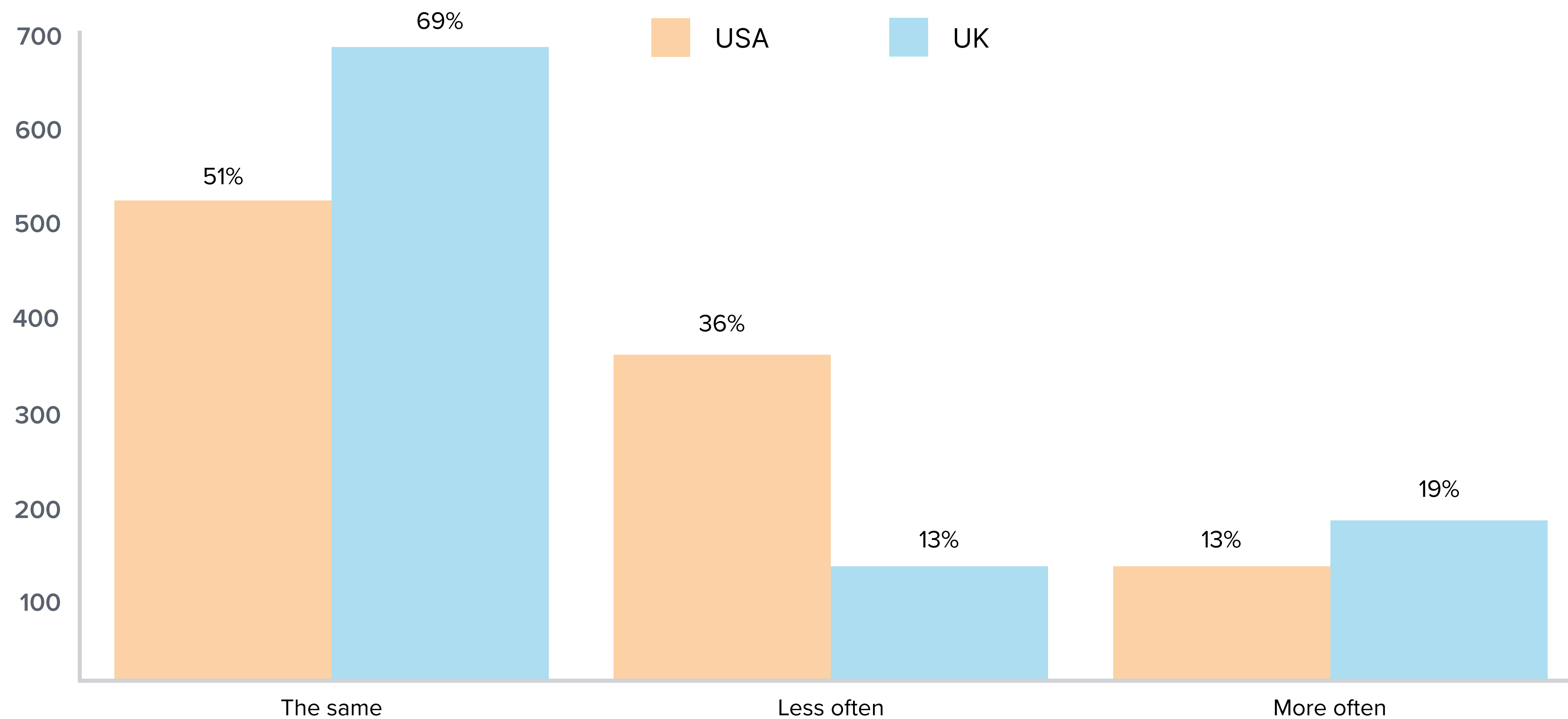
USA UK



# **The Importance of Drink Options**

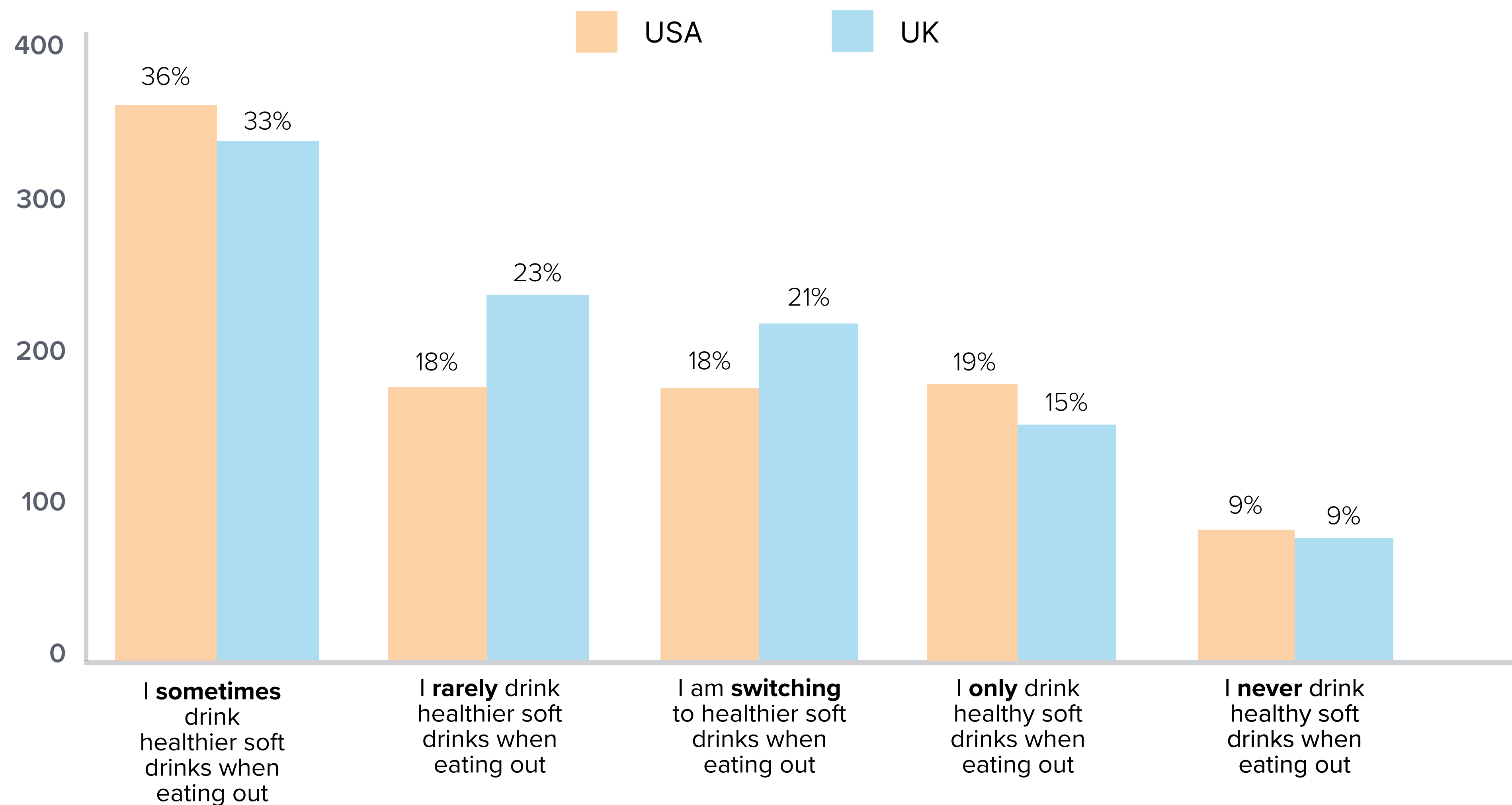
# When you visit fast food restaurants, how often are you adding a drink with your meal compared to a year ago?

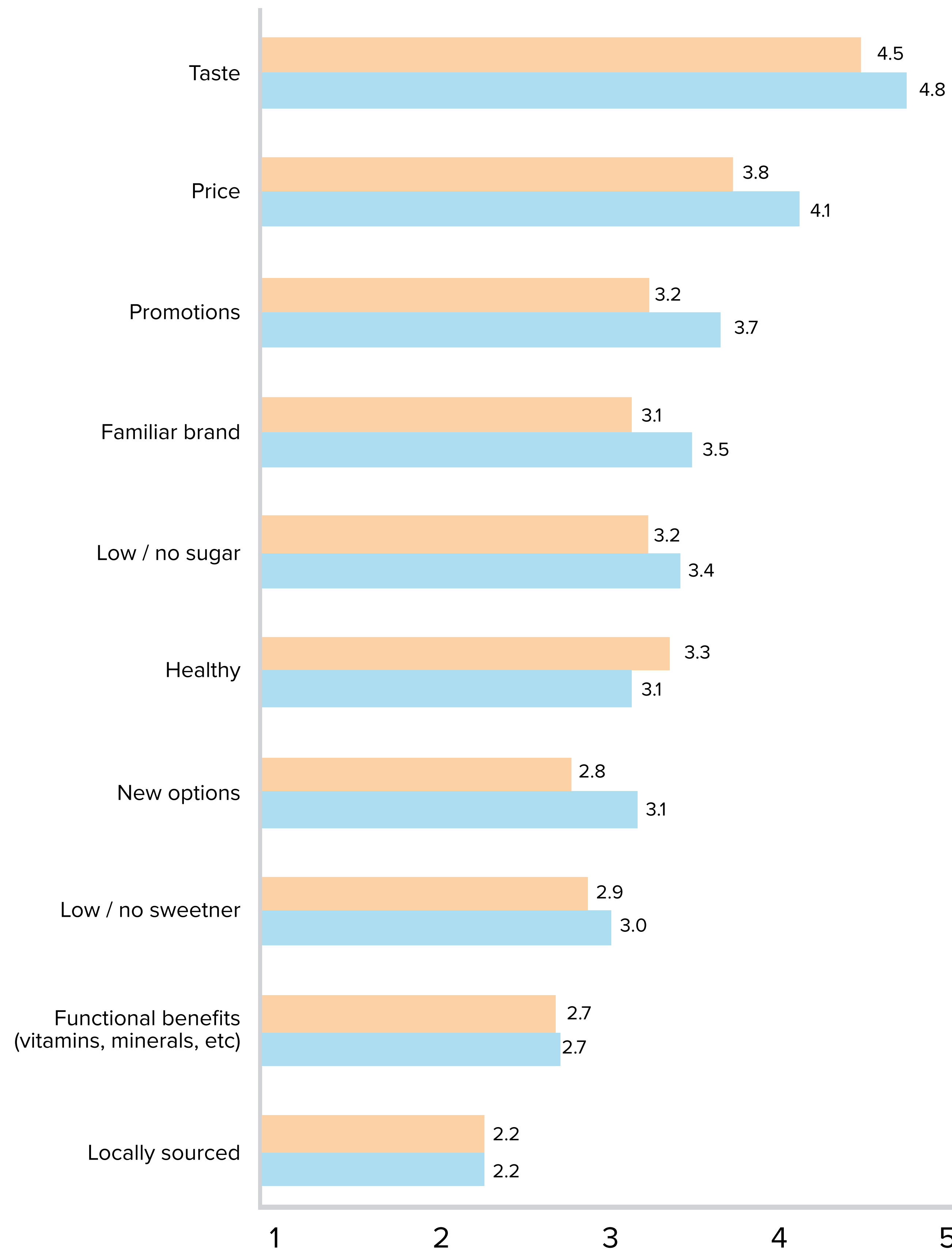
N = 1,000



# When eating out, how would you describe your attitude towards drinking healthy beverages?

N = 975





**How important are the following factors in choosing which soft drinks to buy in a fast food restaurant?**

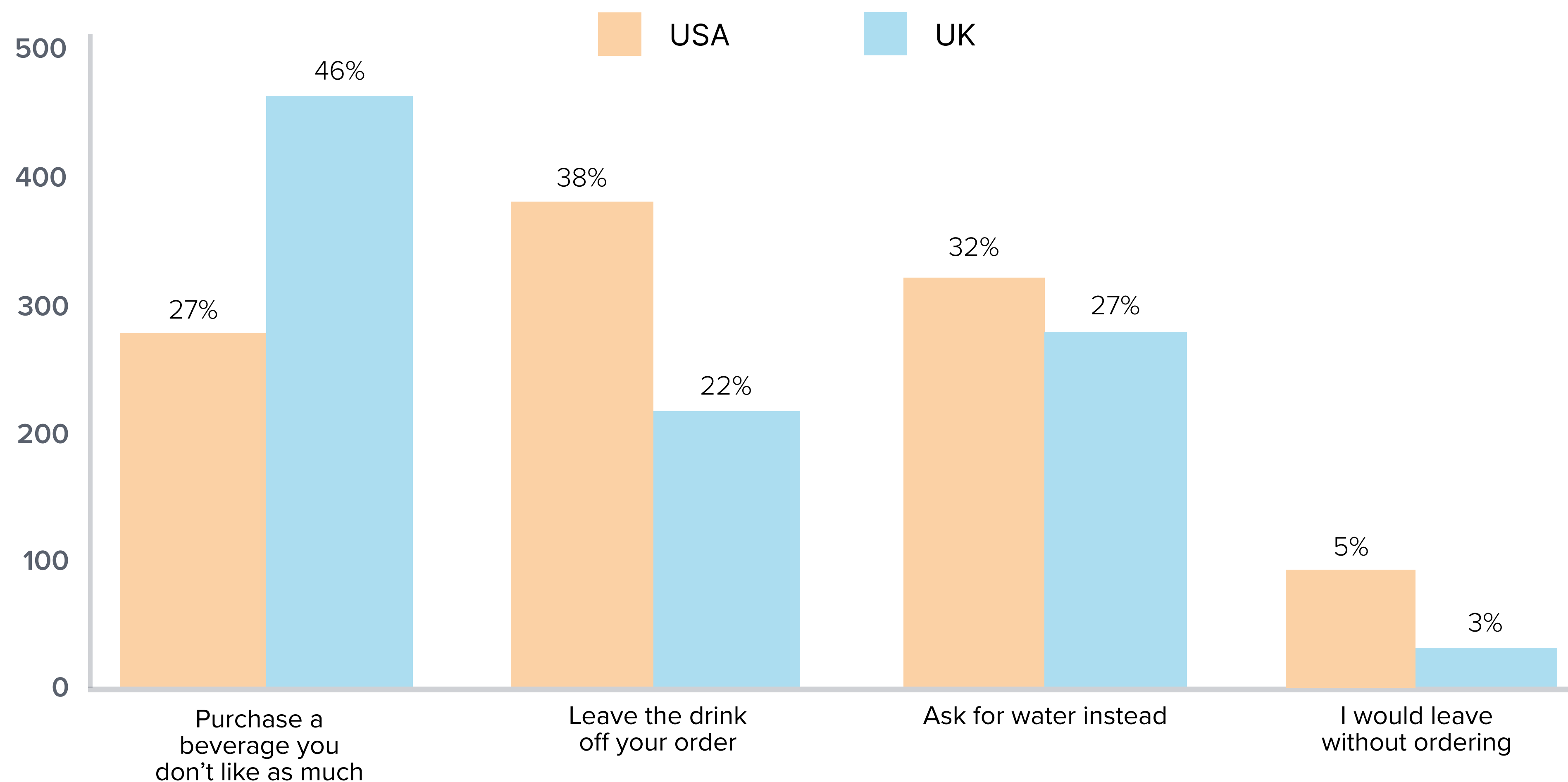
N = 1,000

USA UK

**If your favorite beverage is not available at your favorite fast food restaurant, which of the following do you decide to do?**

(Rank in order of decision: 1 being first choice, 3 being last choice)

N = 1,000



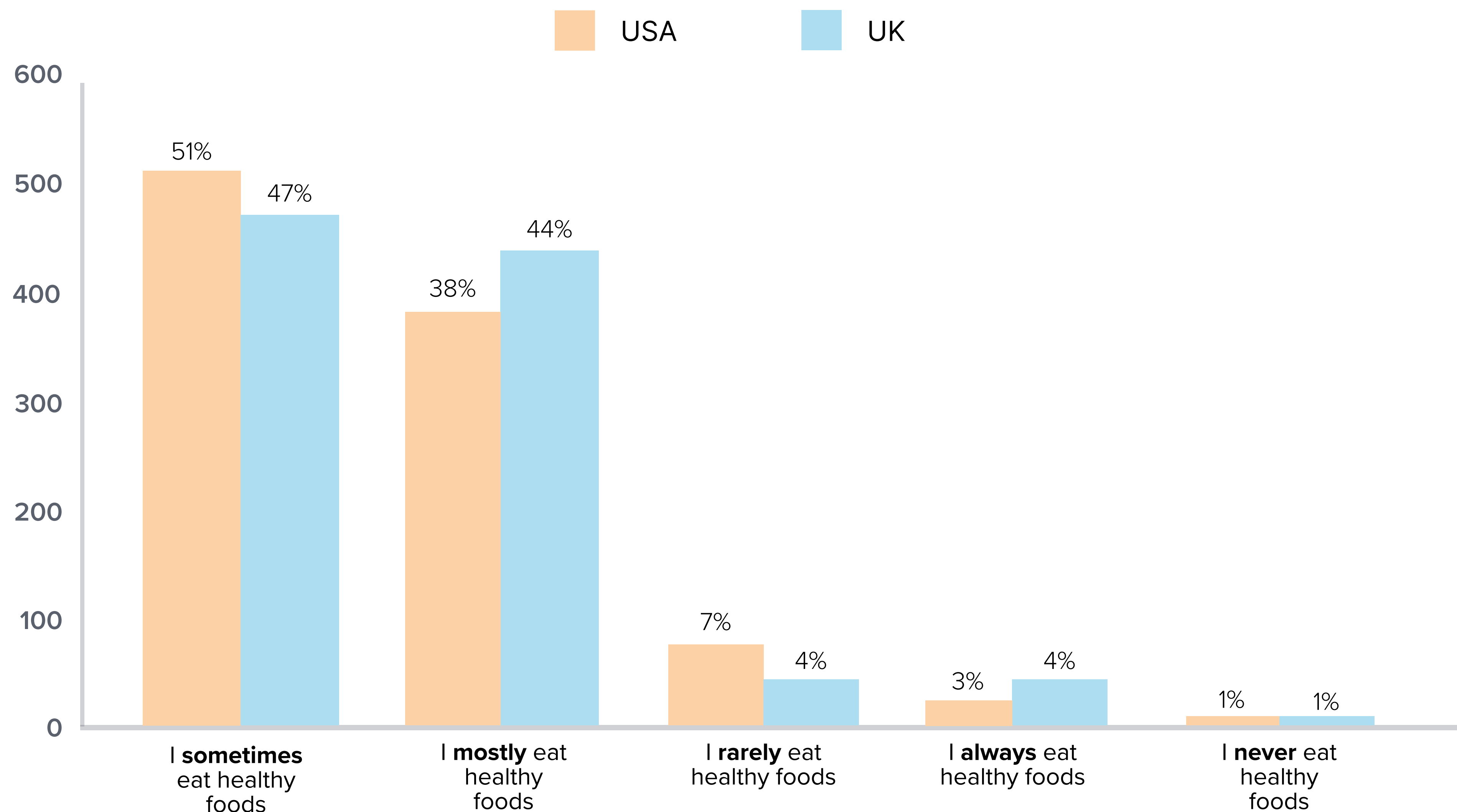




# **Healthy Eating in the US and UK**

# Considering your overall eating habits and diet (when you are not in a fast food restaurant) how often do you eat healthy foods?

N = 1,000



# How important are healthy options and nutritional information when choosing a fast food restaurant?

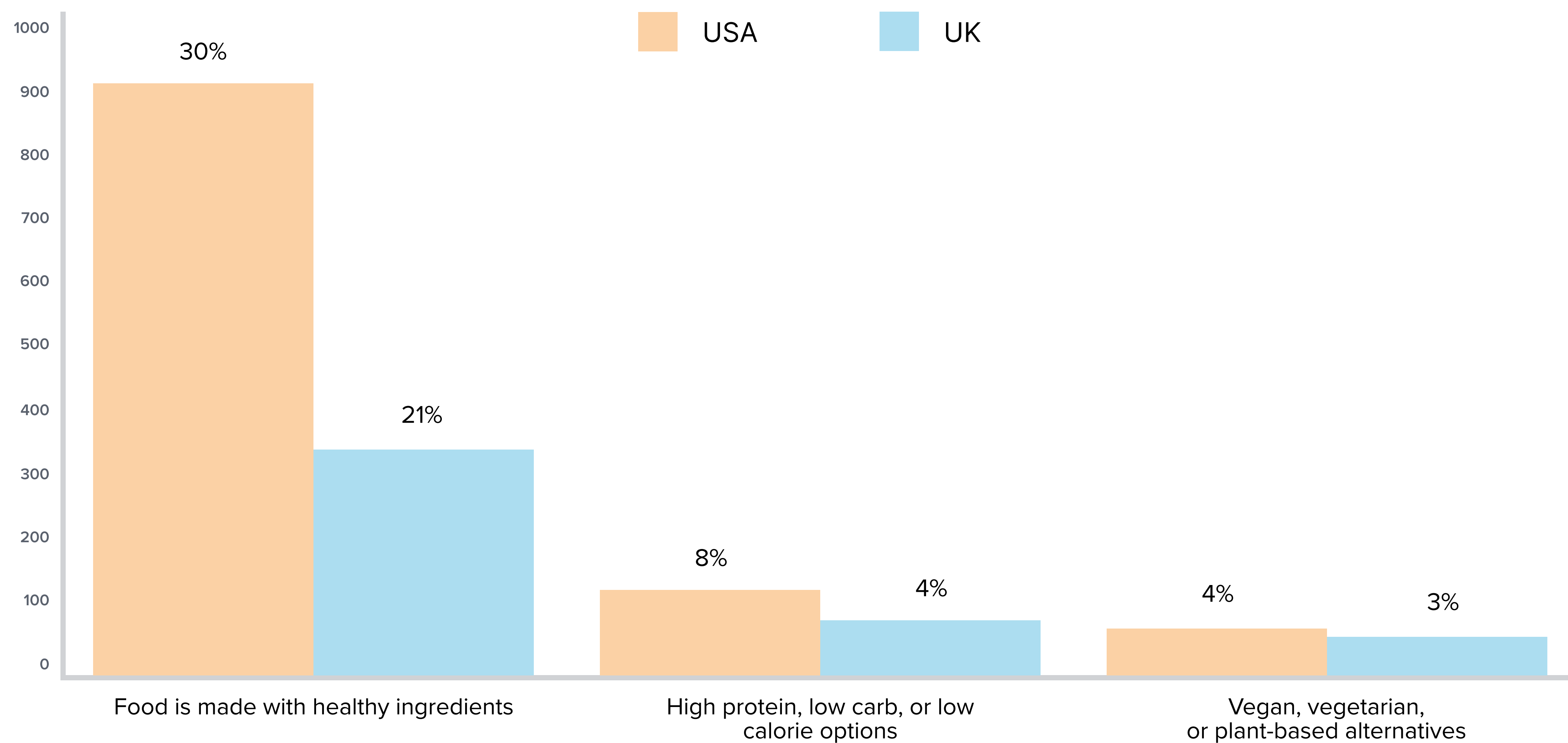
N = 1,000

USA UK



# How important are these food options when choosing your favorite fast food restaurant?

N = 1,000



# How beneficial would a guide to healthy eating and drinking be in your decision-making process at a fast food restaurant?

N = 1,000

USA UK



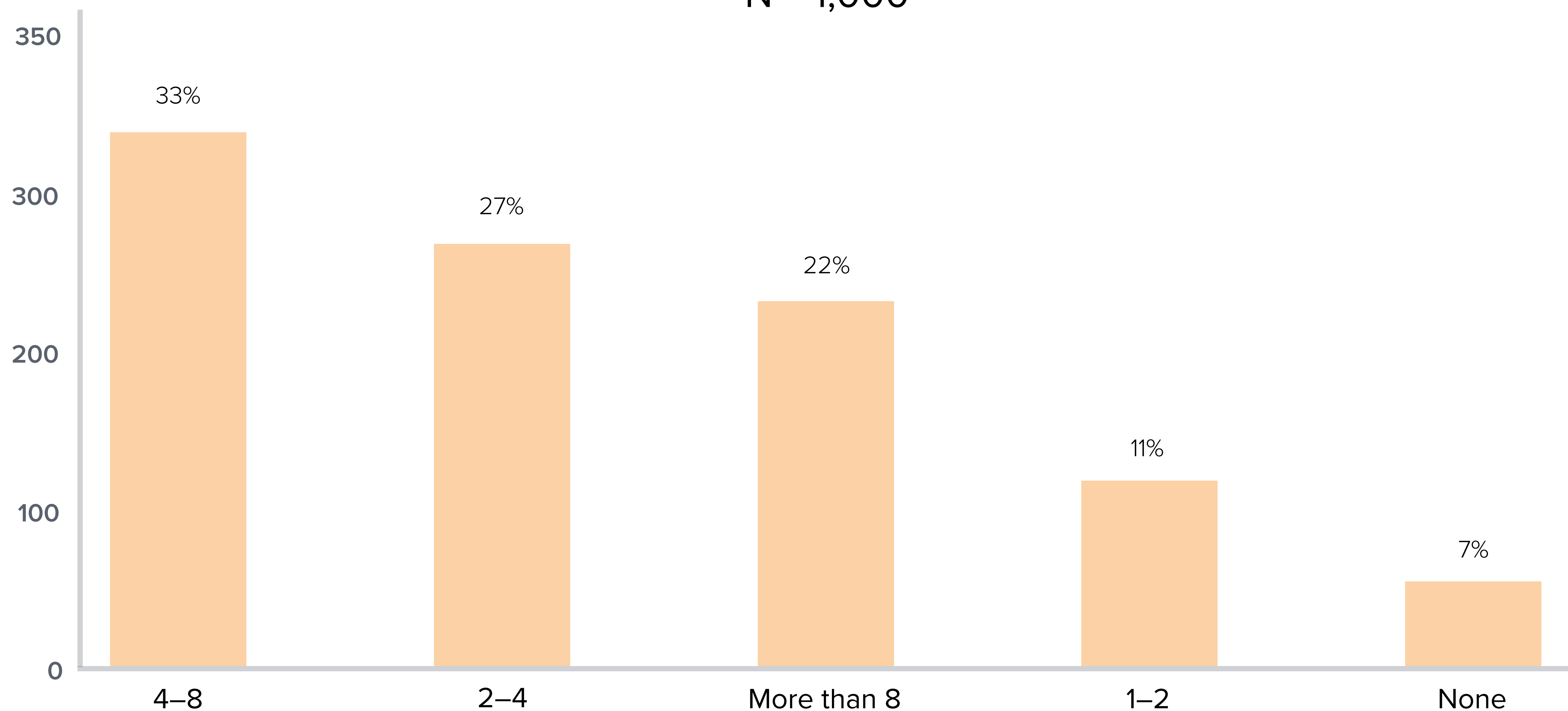


# **Encouraging Mobile Apps for Customer Loyalty**

# How many fast food restaurant apps do you have downloaded on your phone?

(Not including apps like Uber Eats, Doordash)

N = 1,000

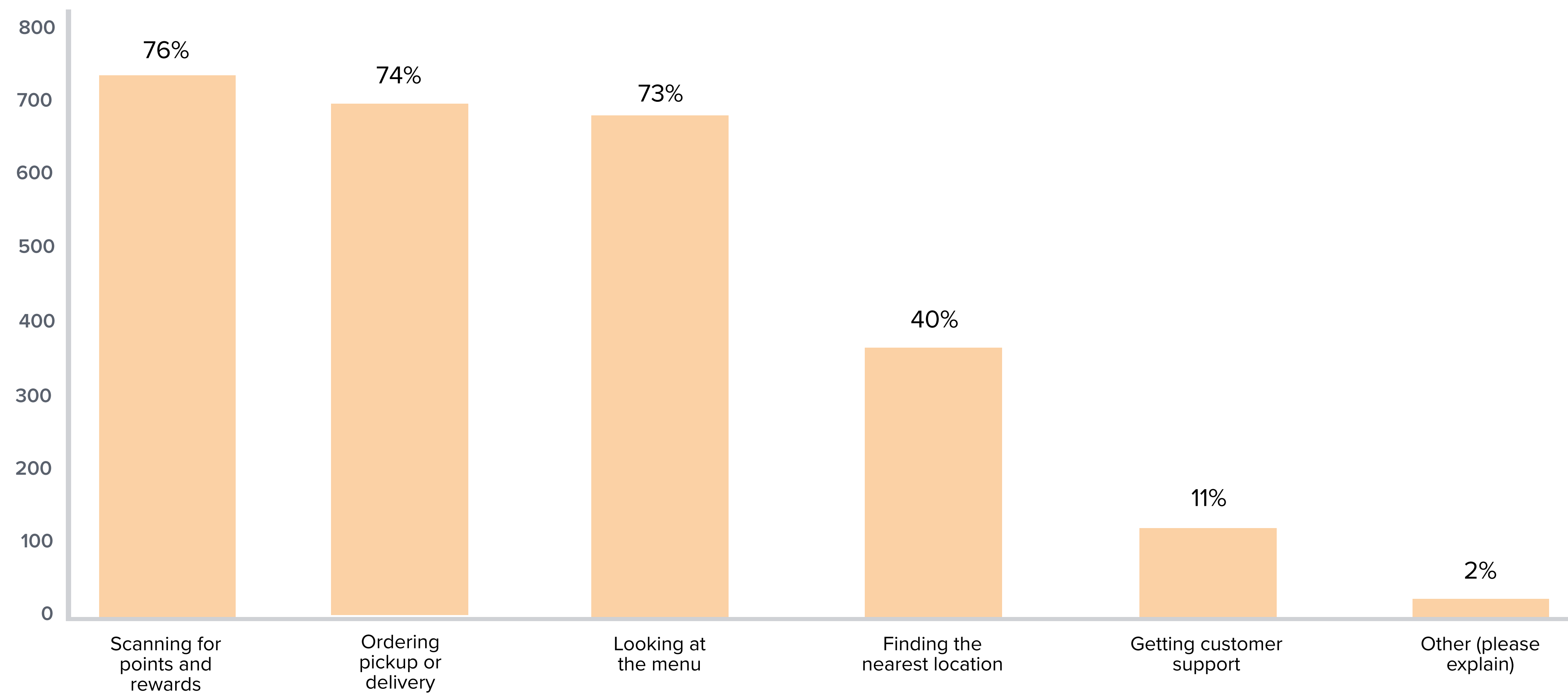




# Which features do you use most on the fast food apps?

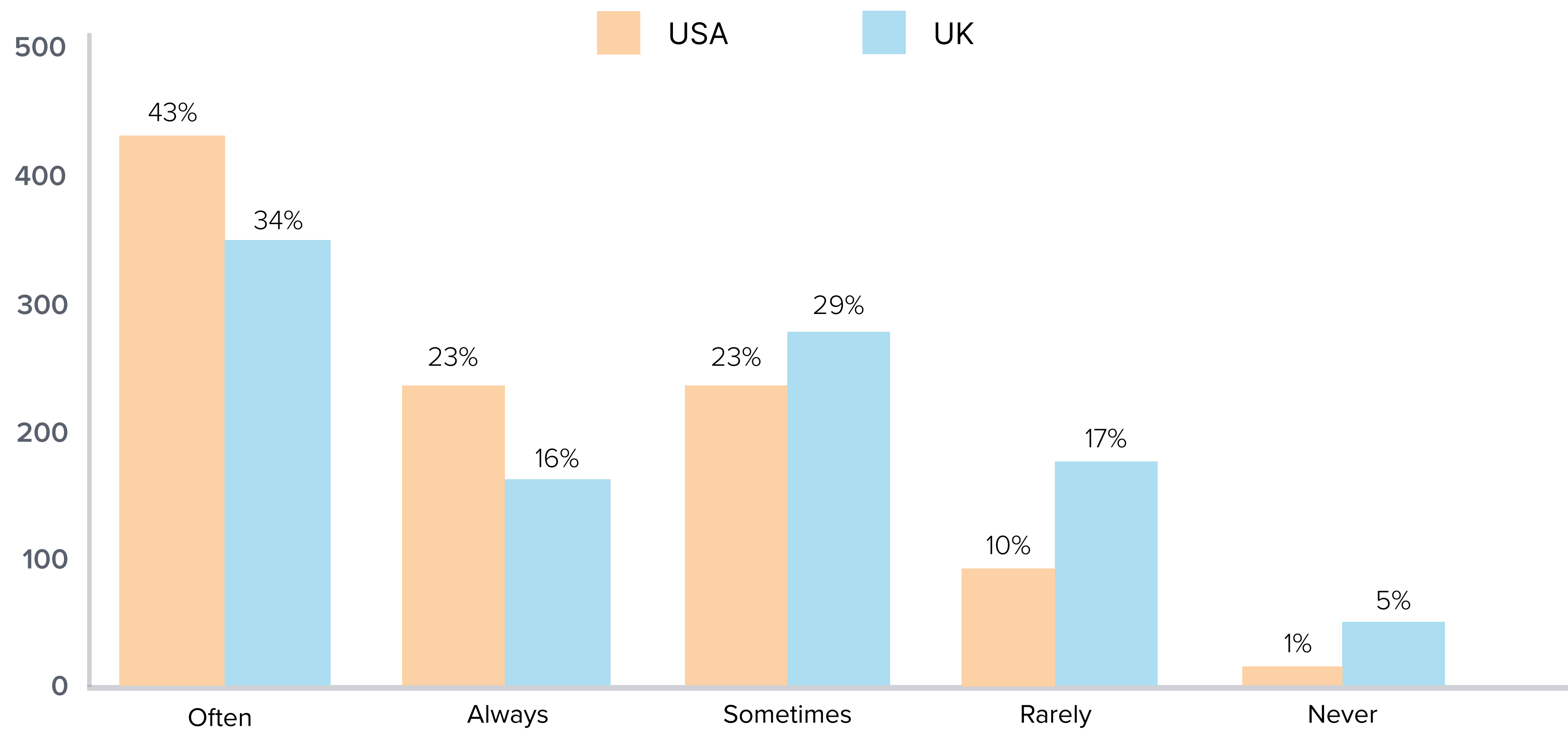
Select all that apply.

N = 935



# How often do you use mobile apps to order from your favorite fast food restaurants?

N = 935



# How easy is it to use your favorite fast food restaurant app?

N = 935

USA      UK



# How often does social media influence your decision to purchase fast food?

(i.e. Instagram reel reviews, Tik Tok mukbangs, Facebook photos)

N = 1,000

USA UK



2.3 stars



2.4 stars



## GET REAL-TIME INSIGHTS

Get rapid, accurate visibility into everything your customers see, taste, and experience with Field Agent.

Helping QSRs with mystery shopping, product launches, and product evaluation is our bread and butter. We can send real shoppers into stores around the country to give you real time, authentic feedback.

Learn how your customers perceive your QSR outlets starting today! Visit us at [fieldagent.net](https://fieldagent.net) or reach out to our in-house QSR expert, Chris Munos.

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**FIELD AGENT**



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