BIG VILLAGE

THE PULSE OF THE AMERICAN CONSUMER

CARAVAN Omnibus Surveys

CATEGORY INSIGHTS
Quick Service Restaurants (QSRs)

WHERE CONSUMERS ARE EATING & WHY

How often do you purchase food from QUICK SERVICE RESTAURANTS?

● Total ○ Gen Z ○ Millennials ○ Gen X ○ Baby Boomers
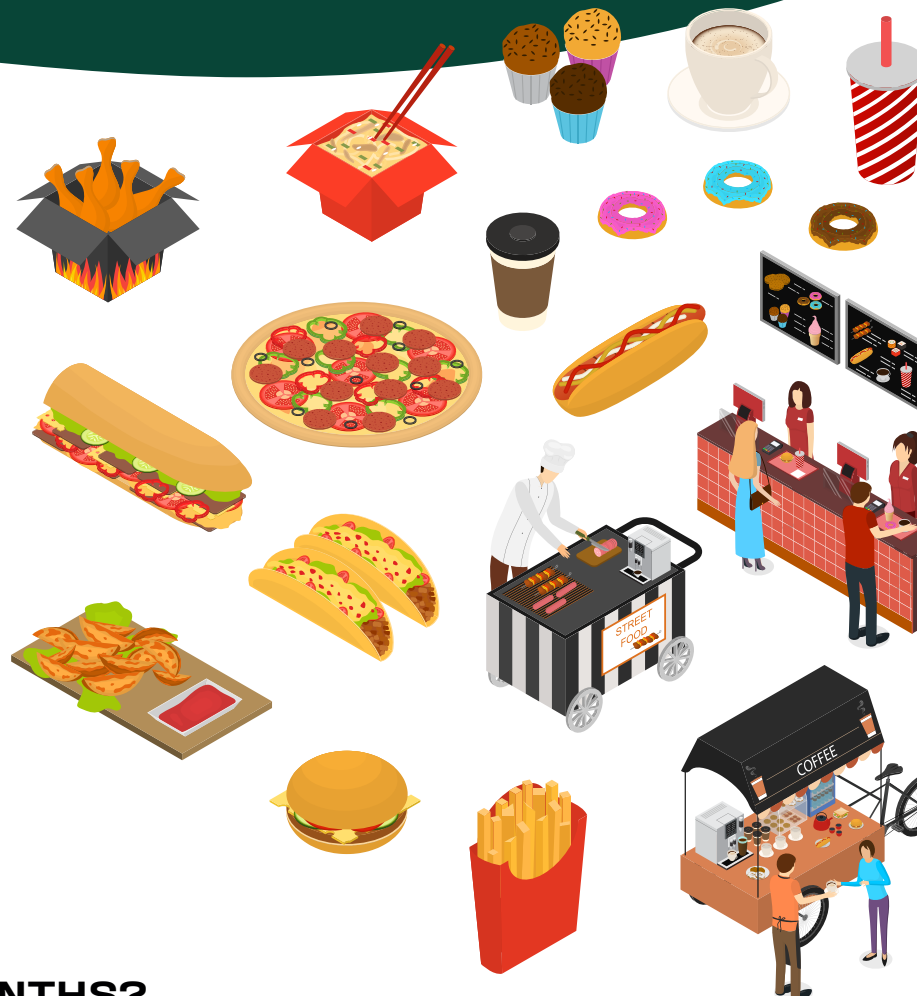*net

48%
visit QSRs weekly
55% 57%

59% - with Children under the age of 18

35%
visit QSRs monthly
36% 40%

Which QSRs have you visited in the PAST 6 MONTHS?

84%
Burger Chain
82% 85% 87% 82%

60%
Deli/Sub Sandwich Chain
55% 58% 63% 60%

58%
Fried Chicken Chain
67% 61% 57% 53%

52%
Mexican Chain
59% 59% 55% 40%

51%
Pizza Chain
53% 58% 52% 43%

Top 10 QSRs visited in the past 6 months.

60%	McDonald's	31%	Chick-fil-A
39%	Taco Bell	28%	Starbucks
38%	Burger King	25%	KFC
36%	Wendy's	23%	Domino's
33%	Subway	22%	Arby's

What is the reason that you typically choose to visit a QSR?

59%
speed of service

40%
do not like to prepare food for themselves

35%
just like the taste of fast food

> 27% of respondents making an income of 100K+ find QSR convenient as they are usually too busy to cook.

WHAT ARE THEIR PURCHASING HABITS?

How much do you estimate that you typically spend when visiting a QSR?

55%
expect to spend *less than $15*

> 56% of Millennials and 49% of Gen X expect to spend more than 15 dollars a month as they typically have kids, a partner, a significant other or family

What is/are your preferred method(s) of purchasing from a QSR?

62%
Drive thru

64% Gen X and Baby Boomers prefer the drive through option

27%
Order Inside to go

25%
Order online for pick up

23%
Dine-in

18%
Meal-delivery app

> Consumers making more than 100K are more likely to eat at a QSR

WHAT ARE THEIR BRAND PREFERENCES?

74%
prefer brands that offer traditional meat-based menus

73%
would rather buy a brand that has been around a while

67%
prefer brands that my friends and family use

67%
prefer to shop many brands in one category

59%
would rather get an exciting product from a brand

58%
indicated they would pay more for a product that is of higher quality

58%
prefer to purchase from brands they want regardless of their stance on social responsibility

52%
prefer brands that consistently offer the same products and services

WHAT ABOUT QSR ADS?

Which of the following elements of advertising do you think are MOST APPEALING when it comes to advertising for QUICK SERVICE RESTAURANTS?

59%
featuring food

51%
featuring promotions and deals

31%
featuring Humor/Wit

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