

Fast Food MAP

An estimated 15 million people have visited a Fast Food restaurant to eat in or takeaway in a 6 month period.

Every weekend Roy Morgan Single Source interviews over 1,000 people aged 14+ from both metro and country areas, interviewing them face-to-face and leaving behind a detailed self-completion questionnaire.

All this information, from over 50,000 people per annum, interviewed face-to-face, and around 20,000 self completion surveys, can provide you with an in-depth understanding of your customers and the marketplace.

The Fast Food Marketing & Advertising Planner (MAP), derived from Roy Morgan Single Source, can help you develop your planning, marketing and communications.

Changes in population structure and size, movements in disposable income, changes in the level of economic growth and competition from substitutes have a direct impact on Fast Food Retailing.

Due to the high degree of competition within the segments of Fast Food and the proliferation of relatively low cost restaurants, this industry needs to monitor these threats.

Fast Food MAP is supported by a team of specialists who have a thorough knowledge of the market in which you operate, to help you understand and profile your Fast Food consumers.



Upsize your business with the Fast Food MAP.

Accurate answers at your fingertips:

What share of the overall population, and what share of the key segments, do my customers represent?

How does the size of the Fast Food market correlate with the presence of children & two-income households?

What is the shopping behaviour of my customers in supermarkets and convenience stores?

How many of my customers go to cafes, hotels, or restaurants (licensed or BYO) for a meal or a snack?

Who are my loyal customers, what else do they spend money on and how are they different from the rest?

How satisfied are my customers?

Discover your edge.

Answers to thousands of other questions asked by Roy Morgan are potentially available to Fast Food MAP subscribers. These may encompass shopping habits, other food and beverage preferences, credit card usage, telecommunications, holiday activities and specific media consumption.

It is this breadth and depth of information that can help you discover your competitive edge.





“There’s nothing like understanding how your market *feels* about what you’re offering.”



Key Applications

- Market penetration/share Trends
- Store loyalty/repertoire
- Sponsorships and alliances
- Customer profiles
- Market/line extension
- Communications – mass or direct

Key Features

- Continuous consumer survey
- National coverage
- Large sample (n = 20,000 pa)
- Linkage to other consumer behaviour and attitudes

Four levels of access.

1. Core market information:

- Market penetration nationally or regionally, trended for the last five years.
- Market Share of visits.
- All major chains measured plus Asian, fish and chips, convenience store, specialty pizza shops etc.
- Detailed Customer profile/segmentation by demographics, geography, attitudes to fast food, Roy Morgan Values Segments* etc.
- Media habits of customers.

2. Frequency of visitation at each food outlet:

- Mean number of visits at each outlet and overall visits allows segmentation of consumers into heavy, medium and light consumers.

3. Satisfaction at each food outlet in the last 4 weeks:

- 5 point scale rating the overall satisfaction with each outlet visited in the last 4 weeks



4. Total consumption repertoire:

- Comprehensive measurement of all food consumed, including beverages, snacks and confectionery, meats, bakery and fruit and vegetables. Includes food preferences such as soups, bagels, health food, vegetarian, salads, etc.

Outlets measured.

- | | |
|-----------------------|-------------------------------|
| KFC | Lone Star Steakhouse & Saloon |
| Red Rooster | La Porchetta |
| Nandos | Oporto |
| Chicken Treat | Other hot chicken shop |
| Barbecue Chicken Shop | Hog’s Breath |
| McDonald’s | Black Stump |
| Hungry Jacks | Subway |
| Other hamburger shop | Sizzler |
| Pizza Hut | Asian: Chinese/Indian/Thai |
| Pizza Haven | Fish & Chip Shops |
| Dominos | Convenience Stores |
| Eagle Boys Pizza | Other fast food |
| Other pizza shop | |
| Taco Bell | |
| Fasta Pasta | |

Powerful ASTEROID Windows software.

Fast Food MAP is provided on disk with ASTEROID user friendly ‘data analysing’ software that ensures the data can be re-cut and re-analysed to suit changing business needs.

Our specialist analysts will train your staff and conduct workshops to ensure that you can extract the maximum benefit from the data.



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*Devised by Michele Levine of Roy Morgan Research and Colin Benjamin of The Horizons Network.

Discover your edge