

## Fast Food MAP

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

Roy Morgan Single Source operates in USA, UK, Australia, New Zealand and Indonesia, collecting information from a representative sample of people aged 14 and over.

Roy Morgan International believes that if you want to know everything about a person, you should ask all of the questions of the same person – a single source.

All this information provides clients with a total understanding of customers in 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
- Proven accuracy
- 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 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.

## Major International outlets measured.

- KFC • McDonalds • Burger King • Subway
- Pizza Hut • Plus all major local outlets.



### 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.



Roy Morgan  
— International —

Email: [FastFood@roymorgan.com](mailto:FastFood@roymorgan.com)  
[www.roymorgan.com](http://www.roymorgan.com)

Discover your edge