





“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, by quarter (a quarterly MAT, or monthly when needed) 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. Segment performance:

- Purchase by time of day/meal, snack/weekend, weekday/eat in, take-away, home delivery/party composition.

### 3. Store imagery:

*Don't know this outlet*  
*Has a special taste*  
*Use top quality ingredients*  
*Serve fresh hot food*  
*Nutritious food*  
*Good value for money*

*Friendly courteous staff*  
*Fast efficient service*  
*Premises are clean, well cared for*  
*Saw advertised on TV in the last week or so*  
*Have low prices*  
*Have food I like*

### 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.

QSR 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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NCS INTERNATIONAL ISO 9001  
CERTIFIED QUALITY MANAGEMENT SYSTEM

\* Developed in conjunction with Colin Benjamin - The Horizons Network.

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