

## QSR MAP

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.

QSR MAP (Marketing & Advertising Planner), an integral part of Roy Morgan's Single Source, can help develop your planning, marketing and communications.

One segment within the Quick Service Restaurant category, Takeaway Food Retailing, is one of the largest retail industries, worldwide. However, this segment of QSR is under increasing threat from traditional competitors like cafes and restaurants.

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 Takeaway Retailing.

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

QSR 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 QSR consumers.



“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

# Discover the secret ingredients of building your QSR business.

## 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 QSR market correlate with the presence of children & two-income households?

What are my customers' opinions of my chain in terms of product, service, facilities and value for money? How do they compare with my competitors' customers?

How do my customers (and non-customers) respond to promotional activity and special offers?

What is the shopping behavior 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?

## Discover your edge.

Every other question asked by Roy Morgan is potentially available to QSR MAP subscribers as the need arises.

The questions could 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.



## 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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MARKET RESEARCH AS ISO 20252  
CERTIFIED QUALITY MANAGEMENT SYSTEM ISO 9001

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Discover your edge