

# Today's QSR Experience

2,341 CANADIANS SHARE ABOUT THEIR  
EXPERIENCES WITH QUICK SERVICE, FAST  
FOOD RESTAURANTS

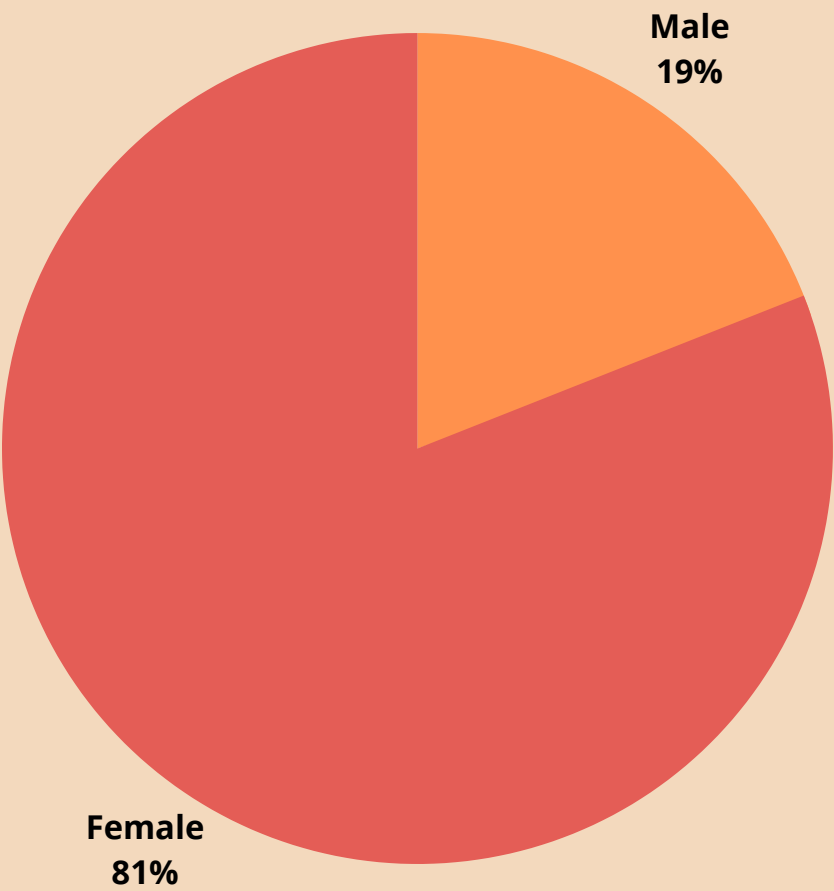




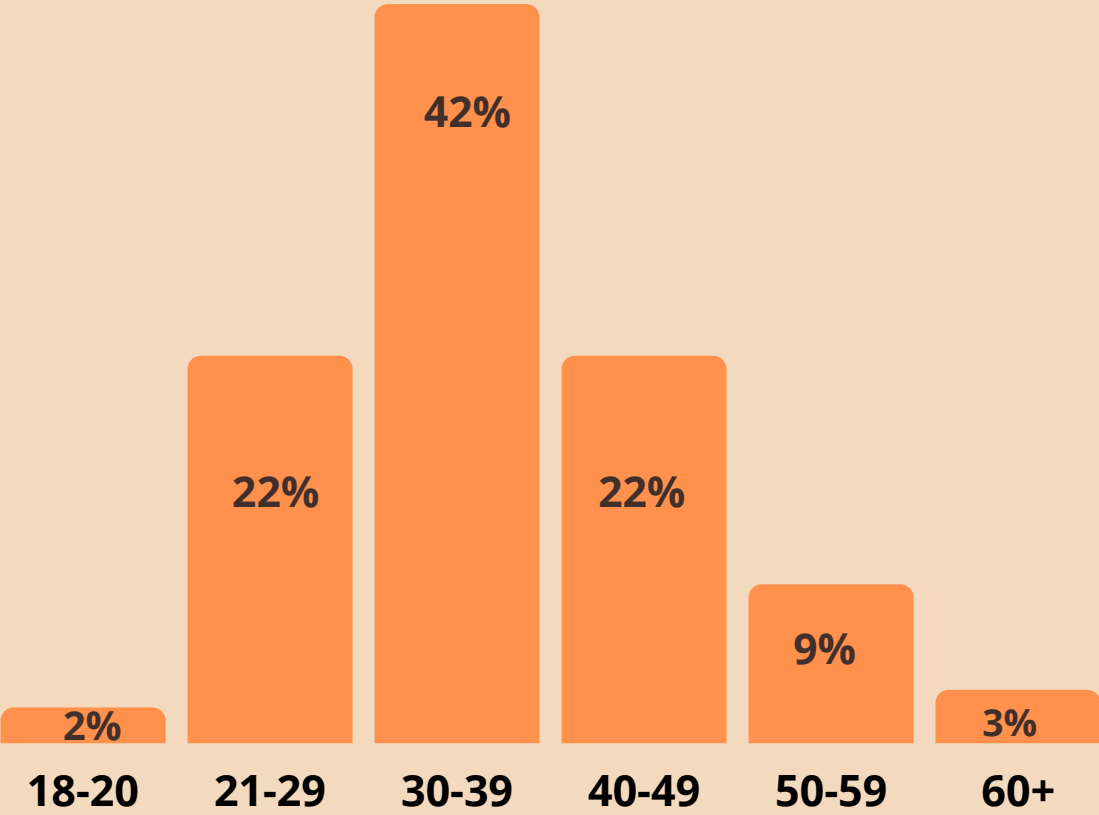
# About the Survey

The “Today’s QSR Experience” survey was conducted through the Field Agent mobile platform between August 17-22, 2022

Gender  
Male vs Female

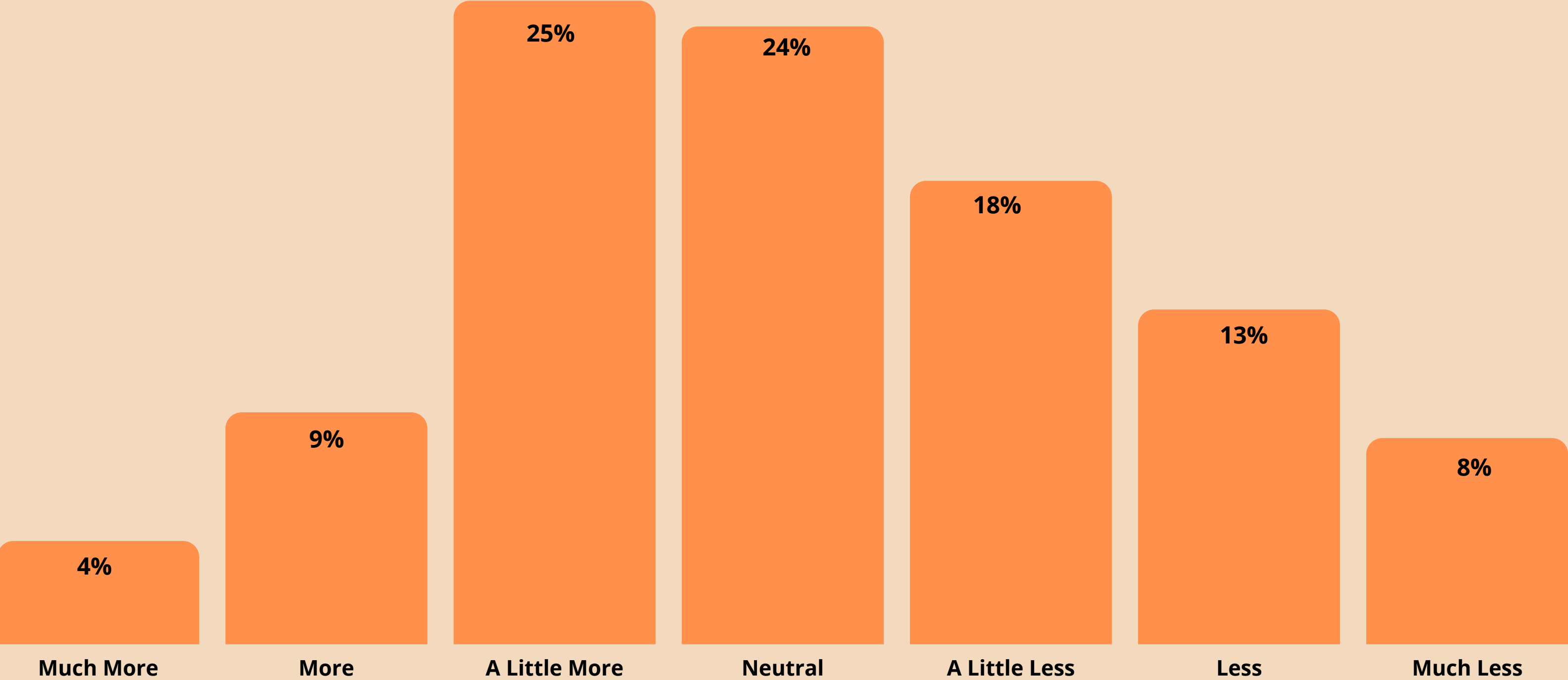


Demographics  
Age Range



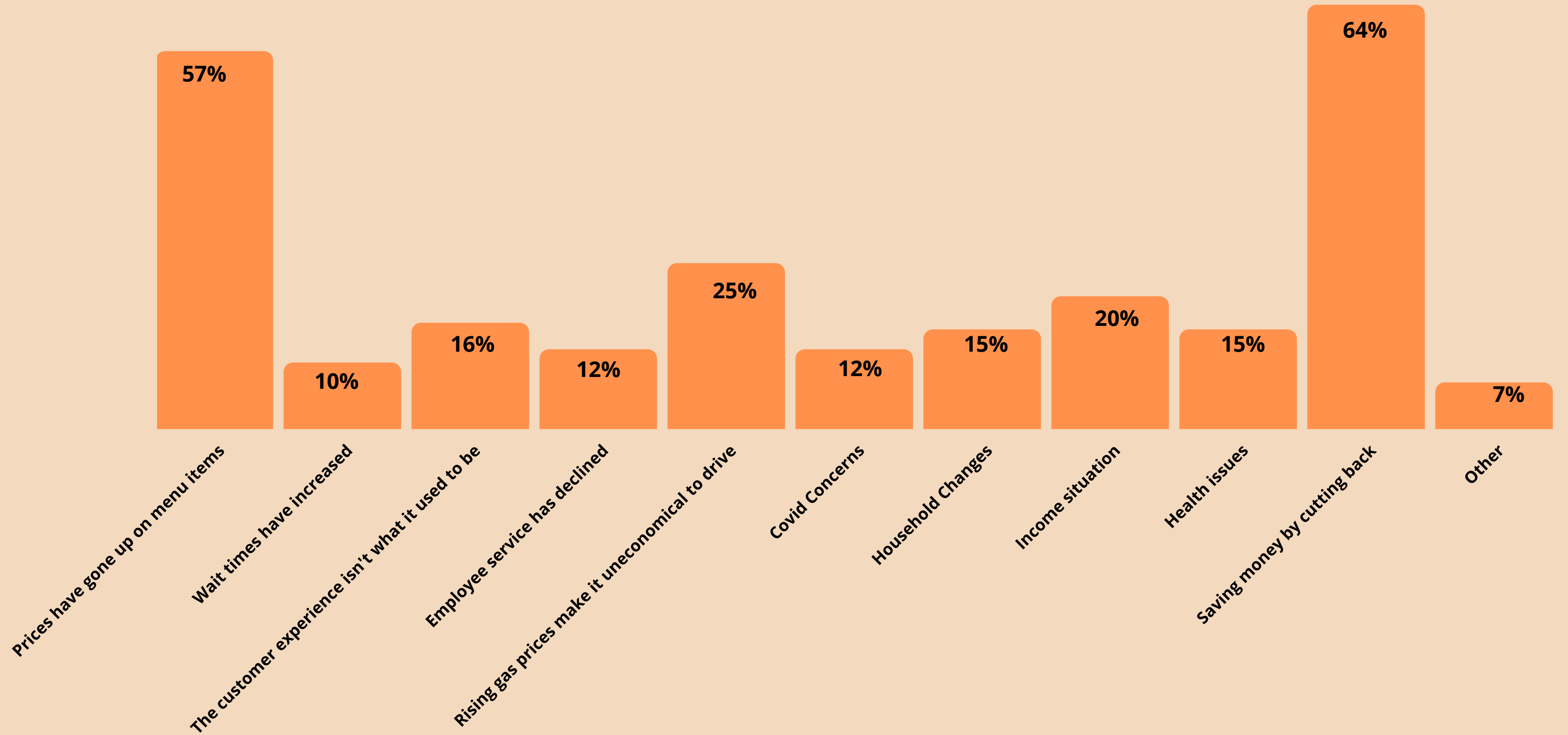
Compared to one year ago, are you making more or less purchases from quick service food restaurants?

N= 2,341



# Why specifically are you making fewer purchases from quick service/fast food restaurants?

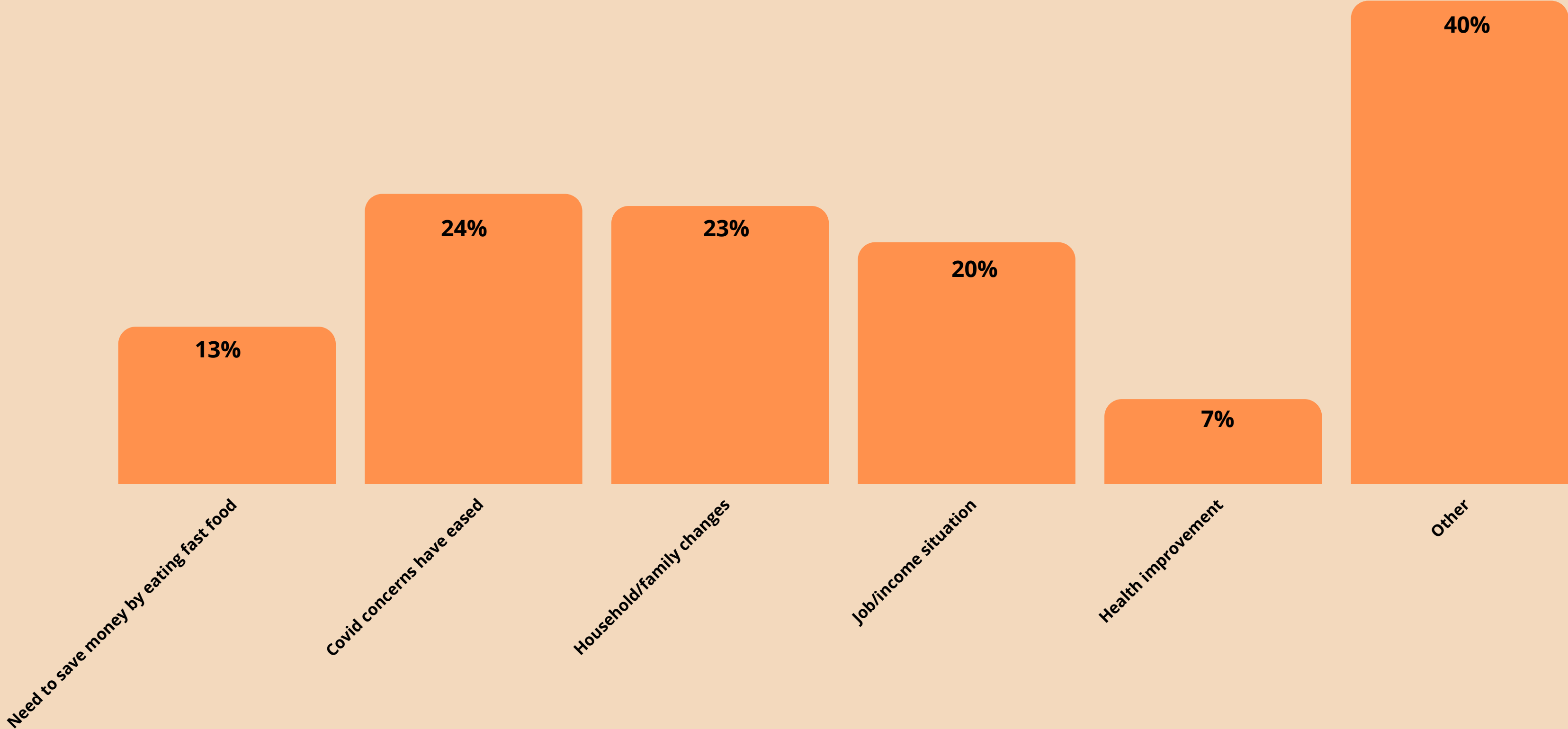
N = 1,458 quick service customers who said they're making fewer purchases from QSRs compared to one year ago.





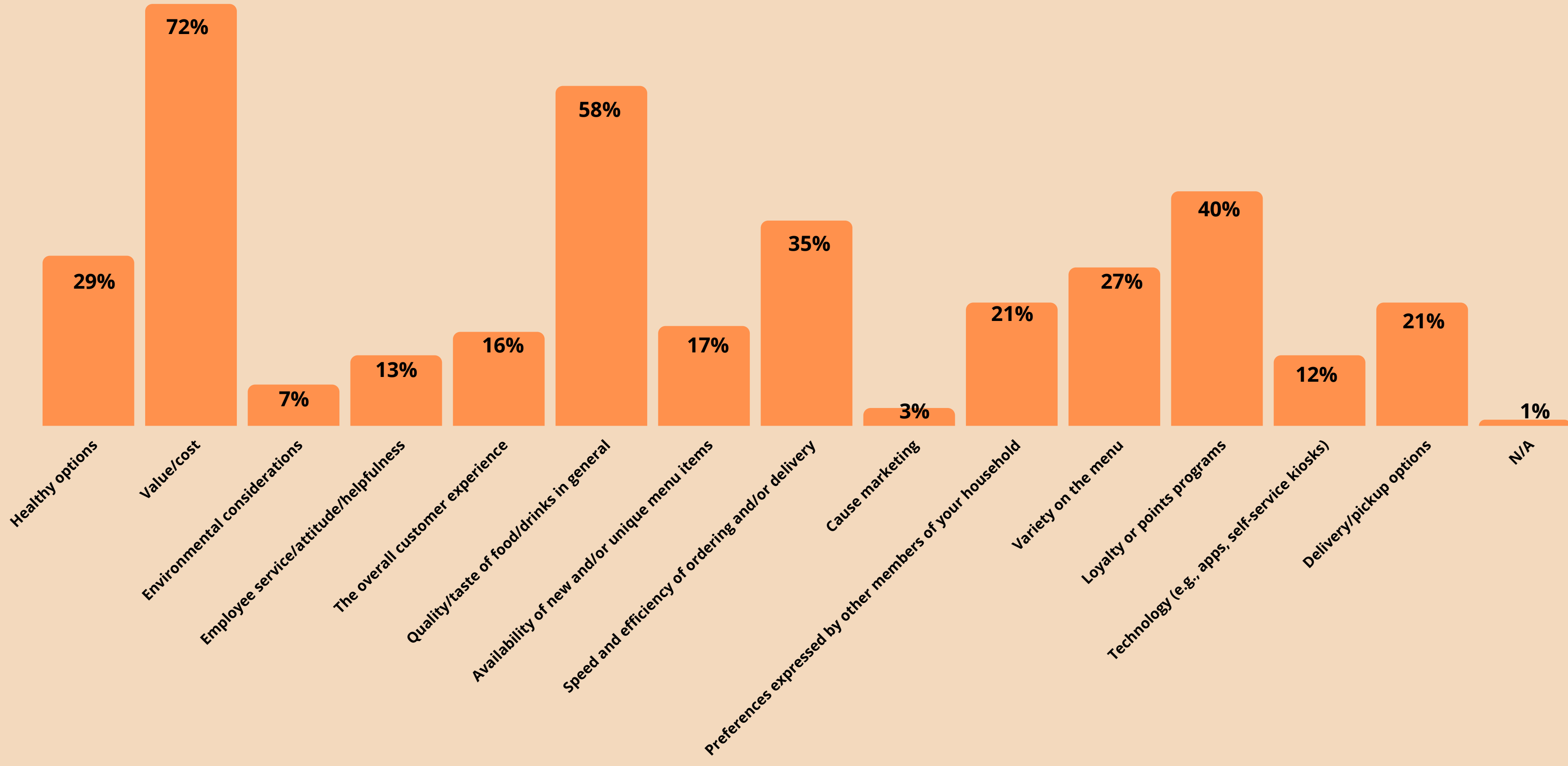
# Why specifically are you making more purchases from quick service/fast food restaurants?

N = 882 quick service customers who said they're making more purchases from QSRs compared to one year ago.



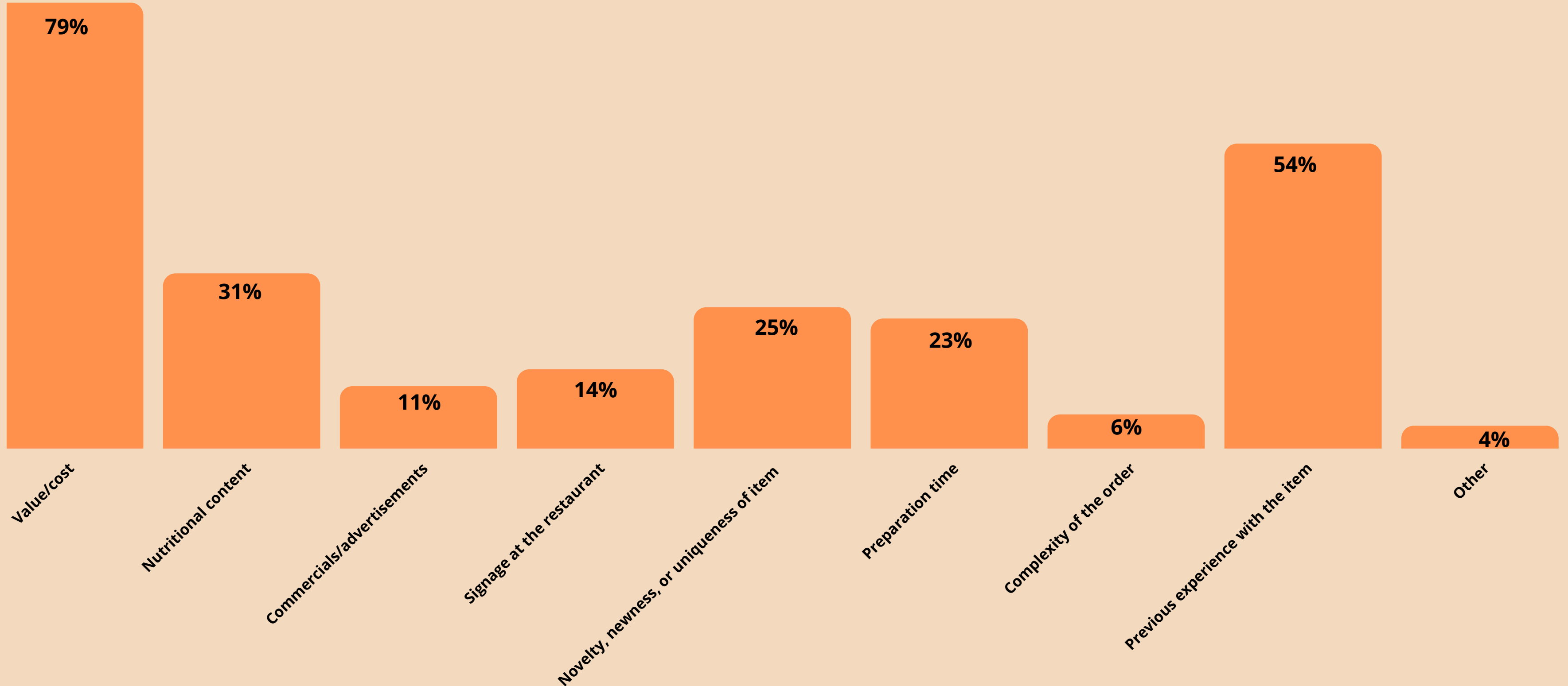
# What are the top factors you consider when choosing a quick service/fast food restaurant?

N = 2,292 quick service customers who were able to choose up to 3 options



# What factors would you say play an influential role in what menu items you ultimately decide to buy from a quick service restaurant? Choose all that apply.

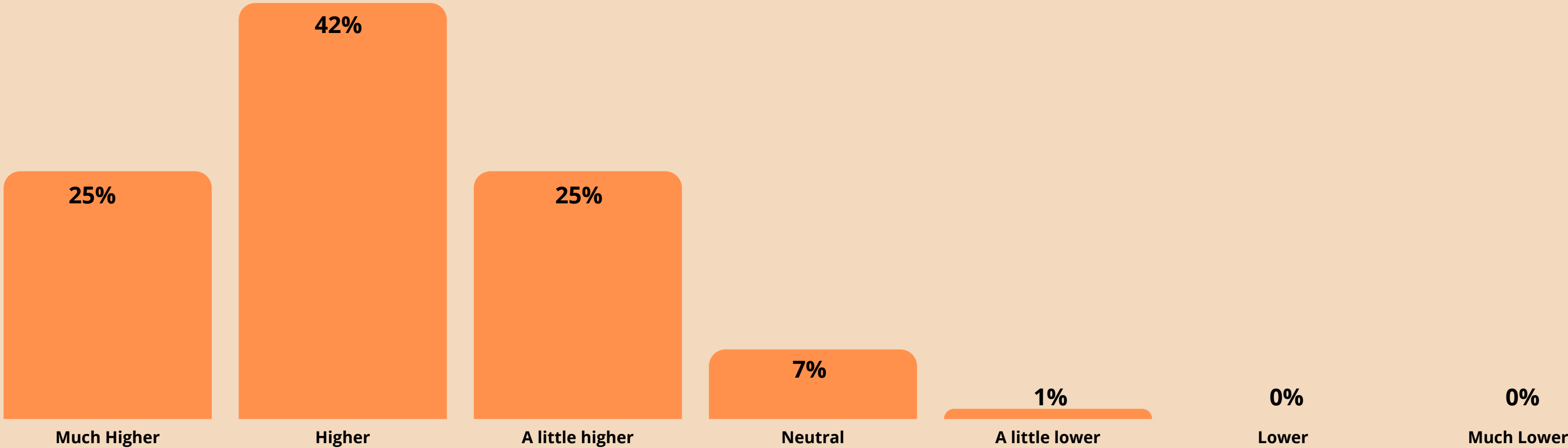
N = 2,292 quick service customers, who were able to choose up to 3 options





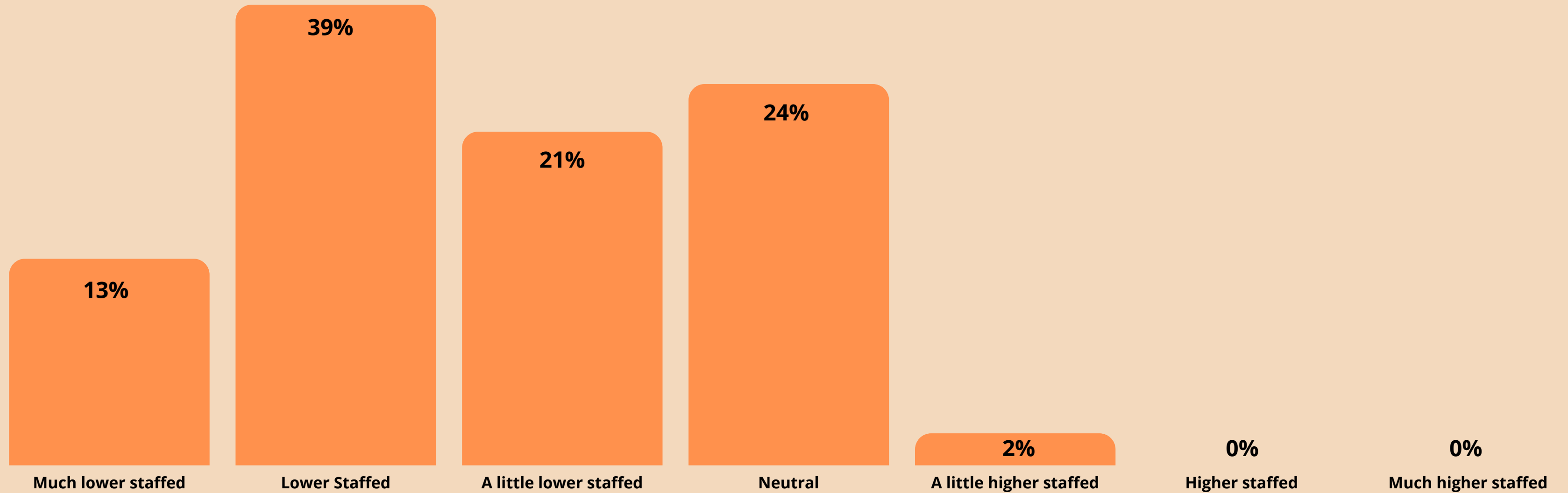
Are prices on quick service menu items higher or lower than they were one year ago, based on your perception/experiences?

N = 2,291 quick service customers



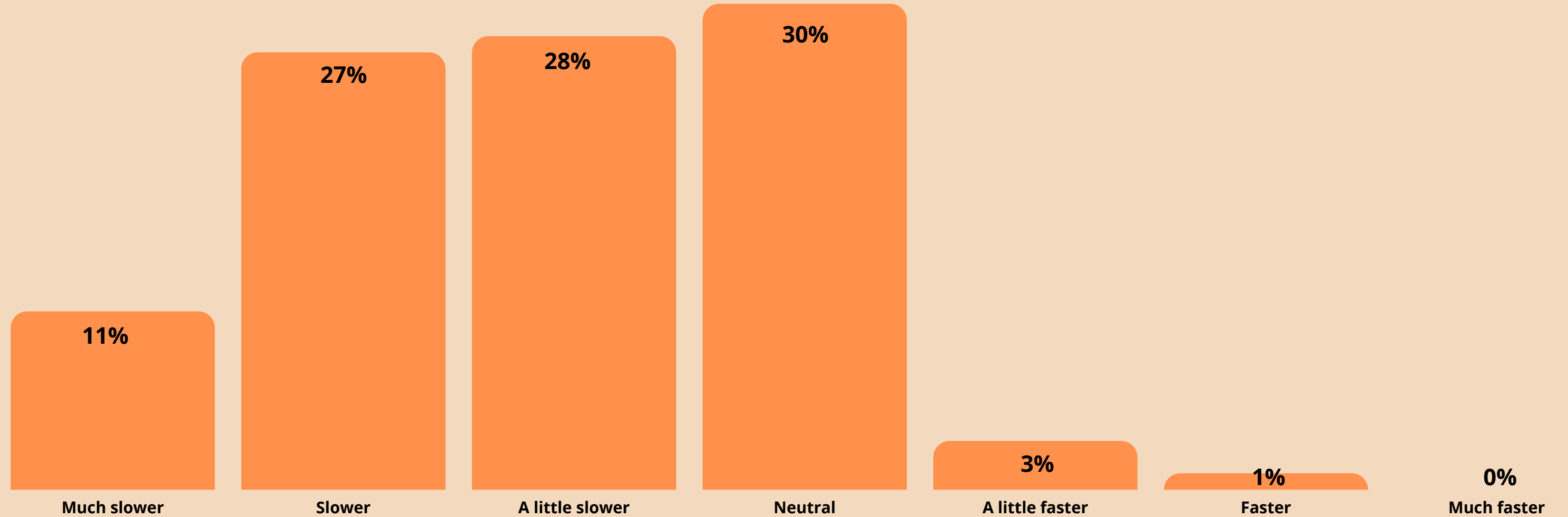
# Are the quick service restaurants you visit higher or lower staffed than they were one year ago, based on your perception/experiences?

N = 2,290 quick service customers



Are wait times faster or slower for ordering and receiving your food/beverages at (or from) quick service restaurants than they were one year ago, based on your perceptions/experiences?

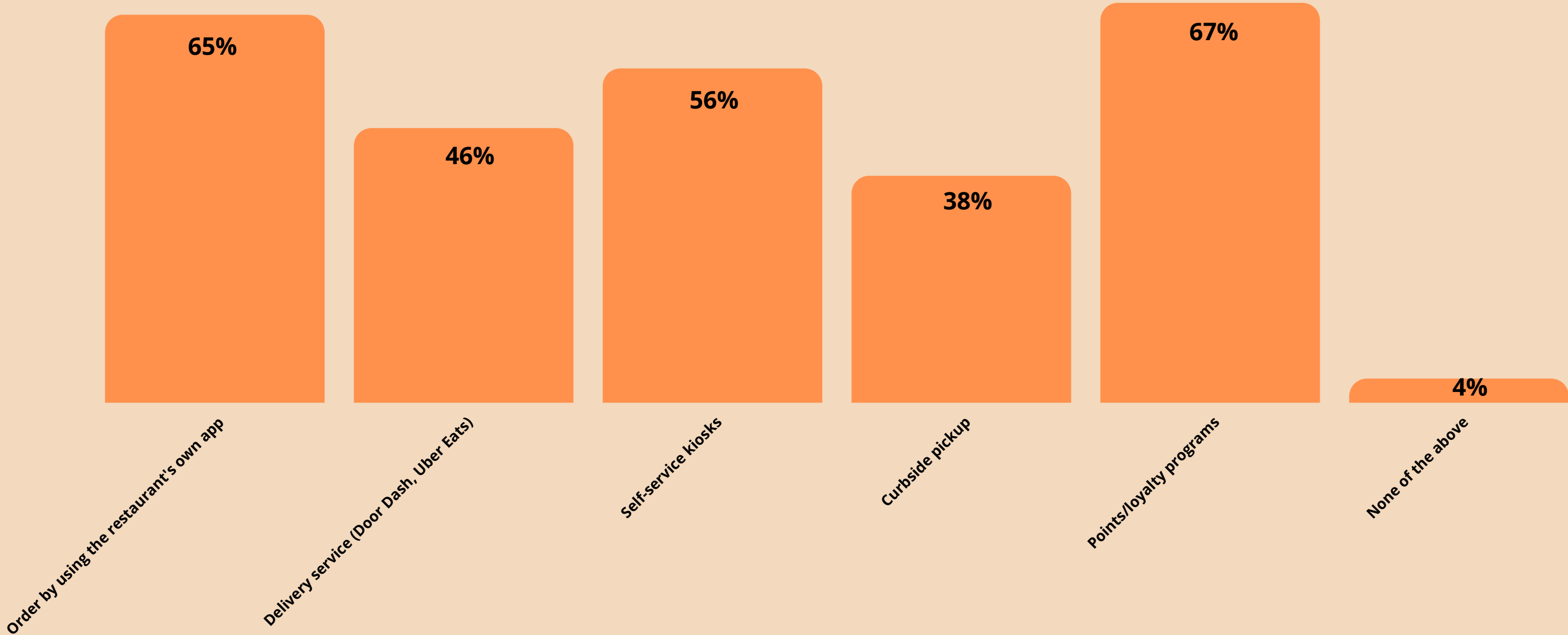
N = 2,292 quick service customers





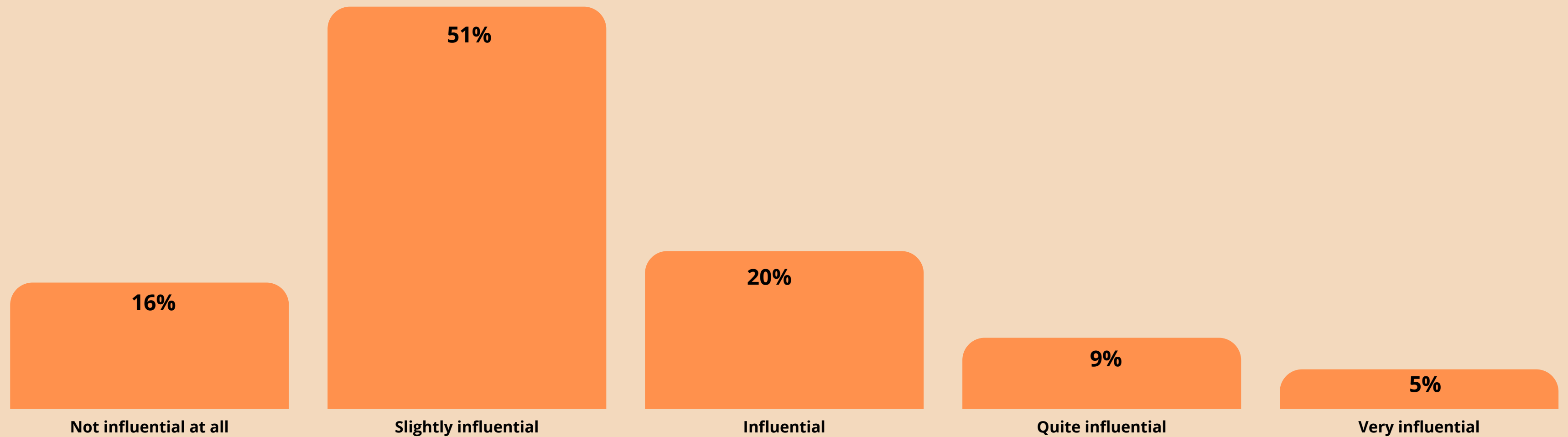
Which of the following do you at least sometimes use to order/receive items from quick service restaurants? Choose all that apply.

N = 2,292 quick service customers



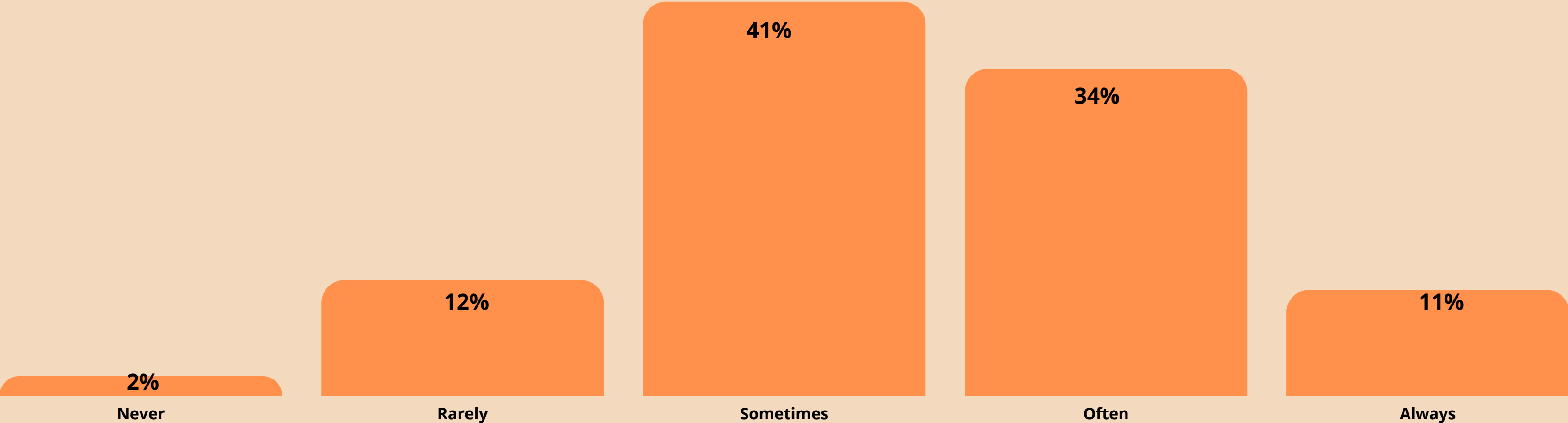
# How influential are new items (and their novelty/uniqueness) over your purchase decisions at quick service/fast food restaurants?

N = 2,292 quick service customers



How often do you notice promotional signage when you visit a quick service/fast food restaurant?

N = 2,292 quick service customers





# Ready to Serve Solutions for Quick- Service Restaurants

From signage audits to customer insights, product evaluations to menu compliance, Field Agent has fast and simple solutions to satisfy QSRs with an appetite for growth.

Contact us today to explore our QSR products & solutions.

**Contact us today**

