Cooking up a crave: The role of mobile in fast-food dining
Methodology

**SURVEY**
Qualtrics-fielded survey of 1,701 people ages 18–51 in the US

**INTERNAL FACEBOOK DATA**
for people ages 18-64 in the US checking-in on Quick Service Restaurants (QSR)
WHEN WE SAY FAST-FOOD RESTAURANT, WE MEAN:

A place known for quick food preparation and service and/or multiple locations or franchises

Facebook IQ Source: "The Mobile Diner: The Role of Tech in Dining Out" by Facebook IQ (Qualtrics-fielded survey of 1,701 people ages 18–51 in the US), Oct 2016.
We focused on three groups

**FREQUENT DINERS**
Go to fast food restaurants at least 2x a week

Have been in a fast food restaurant in the last 7 days

**OCCASIONAL DINERS**
Go to fast food restaurants at least 1x a month, but no more than 1x a week

Have been in a fast food restaurant in the last 30 days

**PEOPLE WHO DON’T EAT FAST FOOD**
Go to fast food restaurants less than once a month

Have been to a fast food restaurant more than a month ago or can’t remember the last time
Frequent Diners are experiential and experimental
Frequent Diners are more experiential... and experimental

Compared to Occasional Diners, they eat at fast-food restaurants because they want to:

1.74x more likely to prefer eating out over cooking at home

1.16x more likely to prefer eating at a restaurant over getting takeout

1.22x more likely to like trying new menu items
Occasional Diners prefer their own space and consistency

Compared to Frequent Diners, Occasional Diners:

- 1.74x more likely to prefer cooking at home over eating out
- 1.39x more likely to eat alone when they do go to fast-food places
- 1.34x more likely to prefer ordering the same thing off the menu
- 1.35x more likely to prefer going to the same restaurant

Facebook IQ Source: “The Mobile Diner: The Role of Tech in Dining Out” by Facebook IQ (Qualtrics-fielded survey of 1,701 people ages 18-51 in the US), Oct 2016.
OPPORTUNITY

Messaging should underscore variety for Frequent Diners and loyalty for Occasional Diners
Social influence keeps people coming back to fast-food restaurants
Some groups like broadcasting where they’re at to their peers

Compared to the general population on Facebook, the following groups of Facebook users are more likely to check in to fast-food restaurants:

- GEN XERS: 1.58x
- PARENTS: 1.73x
- PEOPLE IN THE AFRICAN AMERICAN AFFINITY CLUSTER ON FACEBOOK: 1.07x
- PEOPLE IN THE US HISPANIC AFFINITY CLUSTER ON FACEBOOK: 1.47x
For Millennials, social influence is particularly poignant

Among Frequent Diners:

**Young Millennials**

1.45 \( \times \) more likely than Gen Xers

to agree that they go to fast food restaurants because that is where people their age go

**Older Millennials**

1.60 \( \times \) more likely than Gen Xers

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Facebook IQ Source: "The Mobile Diner: The Role of Tech in Dining Out" by Facebook IQ (Qualtrics-fielded survey of 1,701 people woman ages 18–51 in the US), Oct 2016.

\(^1\)Young Millennials were born between 1991-1997; Older Millennials were born between 1980-1990; Gen Xers were born between 1965-1979.
Show Millennials social validation of their fast-food choices
INSIGHT

But what’s the top scenario for visiting fast-food restaurants?
52% of Frequent Diners say they visit a fast-food restaurant because they’re craving that type of food.

68% of Occasional Diners say they visit a fast-food restaurant because they’re craving that type of food.

Cravings are.
For Frequent Diners, dining at fast-food restaurants is a matter of habit

FREQUENT DINERS ARE

2.58x more likely than Occasional Diners to agree that they go to fast-food restaurants on a regular basis for meals
Use the crave as the moment to connect with Occasional Diners
INSIGHT

Mobile can create the crave for everyone...
Phones come out at the first sign of hunger

53% of Frequent Diners agree that their mobile phone is the first place they go to decide on a fast-food restaurant.

41% of Occasional Diners

Facebook IQ Source: “The Mobile Diner: The Role of Tech in Dining Out” by Facebook IQ (Qualtrics-fielded survey of 1,701 people ages 18–51 in the US), Oct 2016.
Photos and videos on Facebook and Instagram help diners pick a place

Agreement among diners who use Facebook or Instagram

66% 41%

It helps to see my friends’ Instagram photos and videos of fast food restaurants I want to go

62% 41%

It helps to see my friends’ Facebook photos and videos of fast food restaurants I want to go

Facebook IQ Source: "The Mobile Diner: The Role of Tech in Dining Out" by Facebook IQ (Qualtrics-fielded survey of 1,701 people ages 18–51 in the US), Oct 2016.
Messenger helps people decide where to eat
Beyond decision-making, it could serve as an ordering tool in the future

Among Messenger users:

Occasional Diners are **2.09x more likely** than people who don’t eat fast food to use Messenger to talk to their family about where to eat.

- **52%** of Frequent Diners agree that they talk to their family on Facebook Messenger about where they will eat.
- **27%** of Occasional Diners agree that they talk to their family on Facebook Messenger about where they will eat.
- **48%** of Frequent Diners agree that they would use Facebook Messenger to place an order at a fast food restaurant.
- **21%** of Occasional Diners agree that they would use Facebook Messenger to place an order at a fast food restaurant.

OPPORTUNITY

Messaging is a way for diners to connect directly with restaurants
No. 5

SUMMARY

Key Takeaways
# Key insights and takeaways for fast-food marketers

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<th>Insight</th>
<th>Frequent Diners</th>
<th>Occasional Diners</th>
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<td>1</td>
<td><strong>Frequent Diners value experience and options. Occasional Diners prefer consistency.</strong></td>
<td>Draw them in with new menus, offbeat meal times, tech-centered ordering solutions.</td>
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<td>2</td>
<td><strong>Millenials value peer influence.</strong></td>
<td>Show Millennial Frequent Diners images of peers enjoying meals; apply age-based targeting.</td>
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<td>3</td>
<td><strong>Cravings for specific foods drive visits—especially for Occasional Diners.</strong></td>
<td>Crave is valuable, but not the only way to engage; invoke innovations like seasonal or new meal types in addition to crave.</td>
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<td>4</td>
<td><strong>Mobile tech can create craving, but the approach should be targeted.</strong></td>
<td>Frequent Diners are open to mobile innovations in dining, particularly apps that facilitate meal-ordering.</td>
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Thank you

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