



- Majority of Australians choose QSR brands based on price and convenience

- Over 50% of Australians have visited a QSR in the past month

# emma Industry Report Out of Home Dining

ENHANCED MEDIA METRICS AUSTRALIA  
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# TABLE OF CONTENTS

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1	QSR MARKET AT A GLANCE	5
2	INDUSTRY CONSUMPTION	8
	2.1 EATING OUT	9
	2.2 TAKE AWAY AND PIZZA DELIVERY	10
3	QSR MARKET SEGMENTS	13
	3.1 PERCEPTUAL MAP – QSR BRANDS	13
	3.2 SEGMENT SIZES	14
	3.3 SEGMENTS USER PROFILES	16
	3.4 CONSUMPTION DRIVERS AMONG USERS FROM DIFFERENT SEGMENTS	18
	3.5 RESTAURANT CHOICE AMONG GEOTRIBES SEGMENTS	19
4	CUSTOMER PROFILE	21
	4.1 AGE	21
	4.1.1 EATING OUT	21
	4.1.1.1 YOUNG AGE GROUP (14-29)	22
	4.1.1.2 MID-AGE GROUP (30-44)	26
	4.1.1.3 OLDER-AGE GROUP (45-64)	29
	4.1.1.4 SENIORS (65+)	32
	4.1.2 TAKE AWAY	36
	4.1.2.1 YOUNG AGE GROUP (14-29)	37
	4.1.2.2 MID-AGE GROUP (30-44)	38
	4.1.2.3 OLDER-AGE GROUP (45-64)	38
	4.1.2.4 SENIORS (65+)	39
	4.2 INCOME	40
	4.2.1 EATING OUT	40
	4.2.2 TAKE AWAY	42
	4.3 OCCUPATION	44
	4.3.1 EATING OUT	44
	4.3.2 TAKE AWAY	47
5	GEOGRAPHY	50
	5.1 STATE	50
	5.1.1 EATING OUT	50
	5.1.1.1 BRANDS	53

5.1.1.2 TOP 3 QSR BRAND STATEMENTS	54
5.1.2 TAKE AWAY	57
5.2 MAIN METRO AREAS IN CAPITAL CITIES	58
5.2.1 EATING OUT	58
5.2.2 TAKE AWAY	61
5.3 MARKET TYPE	62
5.3.1 EATING OUT	62
6 ACTIVITIES AND ATTITUDES	65
6.1 ENTERTAINMENT	65
6.1.1 EATING OUT	65
6.1.2 GAMBLING	69
6.1.3 SHOPPING	73
6.1.3 SPORT	77
6.2 ATTITUDES	81
7 MEDIA USAGE	87
7.1 MAGAZINES	87
7.2 NEWSPAPERS	92
7.3 TV	97
7.4 RADIO	102
7.5 INTERNET	107
7.6 CINEMA	112
7.7 OUTDOOR	117
APPENDICES	
A.1 DEFINITION OF GEOTRIBES SEGMENTS	122
A.2 DEFINITION OF HEAVY, MEDIUM AND LIGHT QSR USERS	122
A.3 DEFINITIONS OF ANZCO OCCUPATIONS	122

# QSR Market at a Glance

# 1 QSR MARKET AT A GLANCE

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- We are a fast food nation – more than half the population eats at a fast food chain once a month -
- Cafés are the most frequented dining out venues –
- Young people forego nutrition for price and convenience –

Australians love to dine out as much as they love their takeaway, but we are truly a fast food nation.

More than half the population has visited a major fast food chain in the past month, and most will make go to a Quick Service Restaurant four times over a month - amassing 51 million visits.

Young Australians (aged 14-29) are the most frequent customers. Some 60 per cent say they visit a Quick Service Restaurant at least once a month. That compares favourably with the demographics 45-64 (36% ) and 65+ (22%).

Fewer than one-fifth of young Australians feel confident about cooking and only 14 per cent will make an effort to get the right nutrition at every meal, compared with the more health conscious 65+ group (30%).

Amid a myriad of out-of-home dining options, cafés are the most popular amongst all respondents with 59% grabbing a bite to eat at a café at least once a month.

Income levels are a factor in influencing eating out behaviour with more affluent Australians showing a bigger appetite for dining out (89% among those earning over \$120,000 compared with 78% for those on \$40,000 or less. Earnings are less influential on general QSR consumption with little to no difference seen across all income levels.

Nationally, eating out is relatively stable with approximately 80 percent of people eating out at least once a month.

QSR consumption (eat in) is more prominent in Queensland than all other states (48%) while Tasmanians show the least interest (39%).

## Key Statistics

### Monthly QSR Visitors

**11.5 m.**

### Monthly QSR Visits

**51.5 m.**

### Eat in Visits

**21 m.**

### Take away

**30.5 m.**

Over half of all Australians aged 14+, have visited a Quick Service Restaurant (QSR) in the past 4 weeks, with people averaging around 4 visits per month. More people choose the takeaway option instead of dining in the restaurants.

### Top 5 brands

McDonald's **42%**

Subway **29%**

KFC **23%**

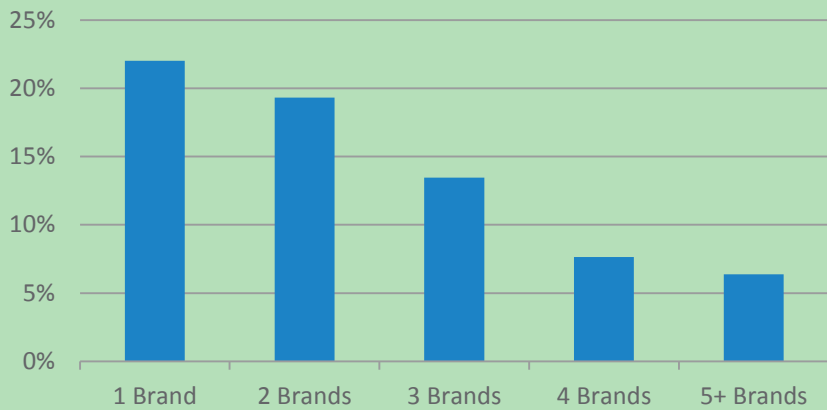
Hungry Jack's **16%**

Domino's  
Pizza **11%**

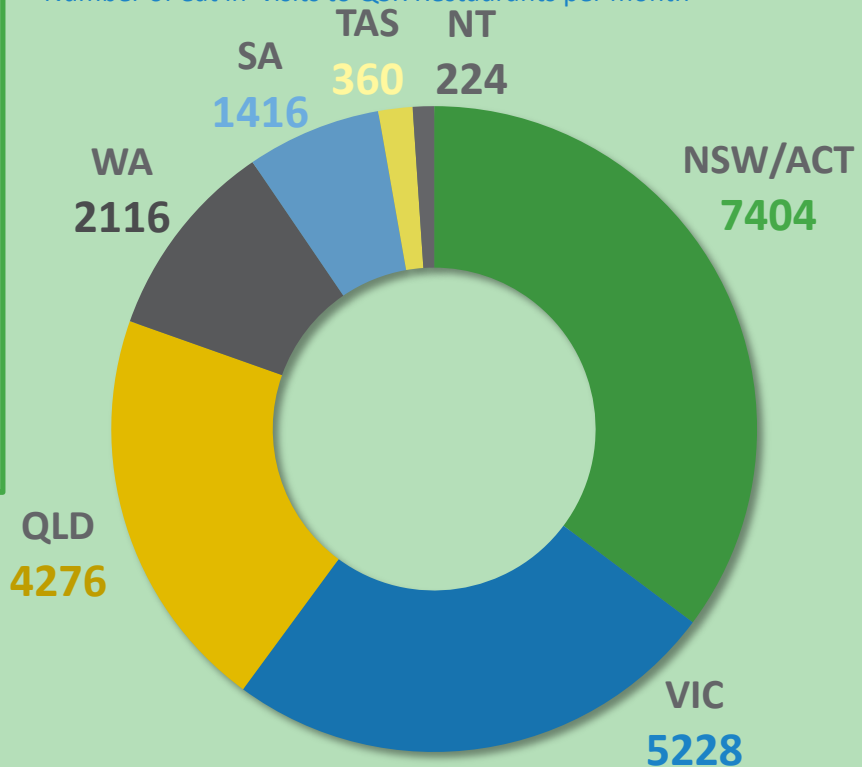
McDonald's leads the pack amongst all Quick Service Restaurants, with 42% of all Australians having visited the restaurant in the past 4 weeks.

A certain level of loyalty is seen towards QSRs, with 40% of Australians limiting their brand repertoire to one or two a month.

### Usage Repertoire



### Number of eat in visits to QSR Restaurants per month



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