

MENU

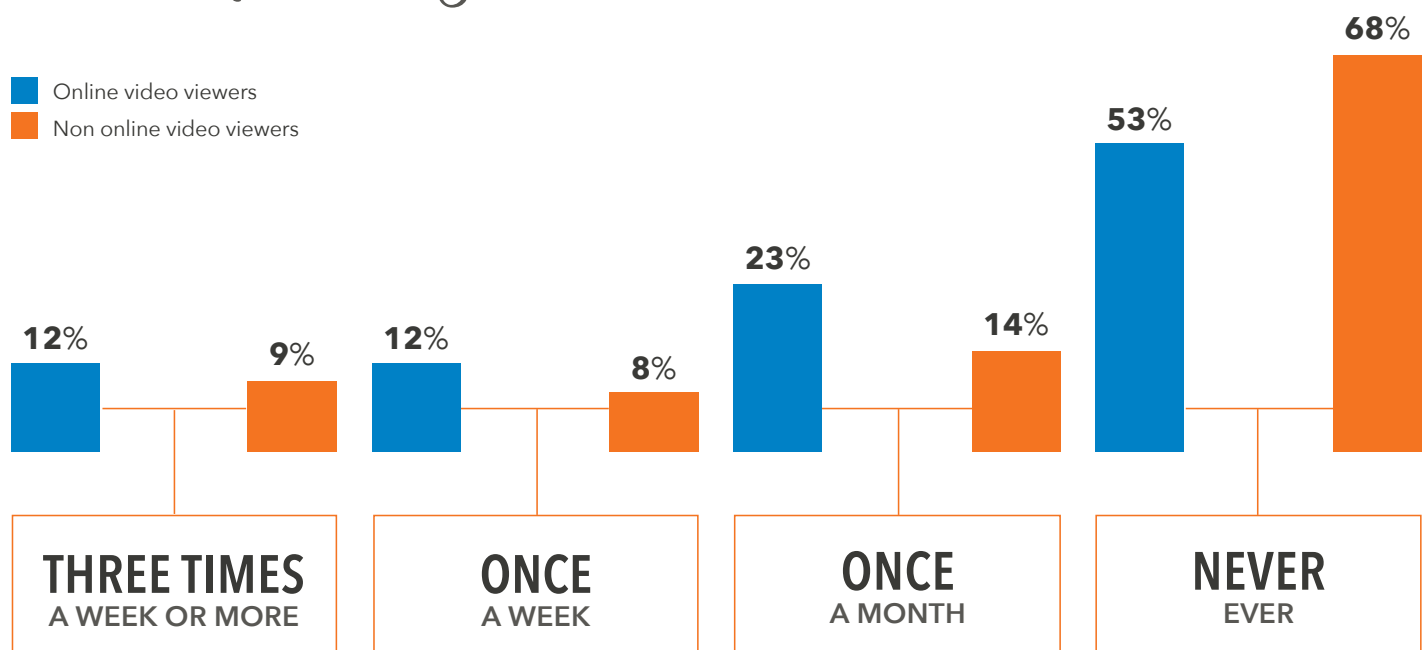
UK

Video Viewers are Hungry for Quick Service Restaurants

1 THE REGULAR'S CHOICE



How often do you visit quick service restaurants?

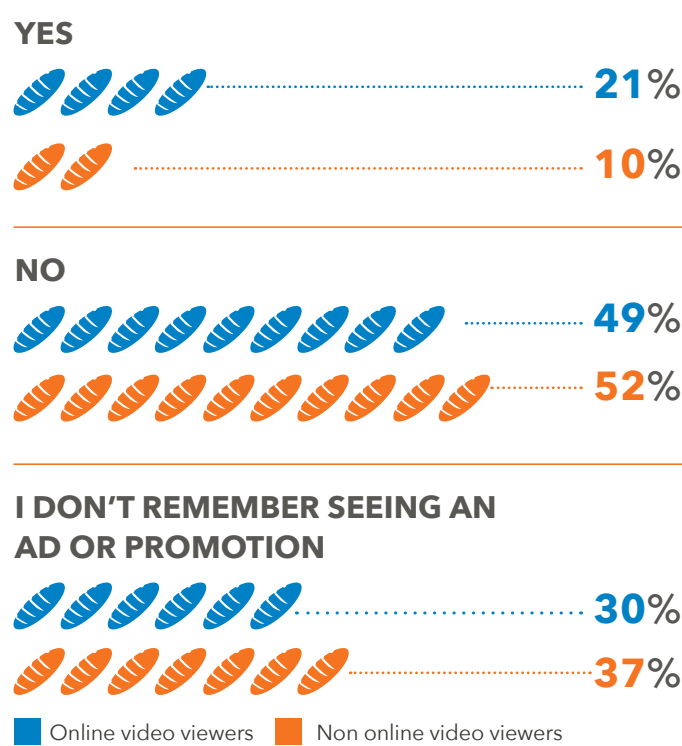


Video viewers are **41%** more likely to frequently visit QSRs (once a week or more). **47%** more likely to visit a QSR at all.

2 THE INFLUENCER



Has an advertisement or promotion ever influenced your decision to visit or buy a certain item at a QSR?



The power of sight, sound and motion, coupled with targeting the right consumers in a more intimate setting, makes the heart of a register ring; **video viewers are twice as likely to visit a QSR after hearing about a promotion or seeing an advertisement.**

VIDEO VIEWERS ARE

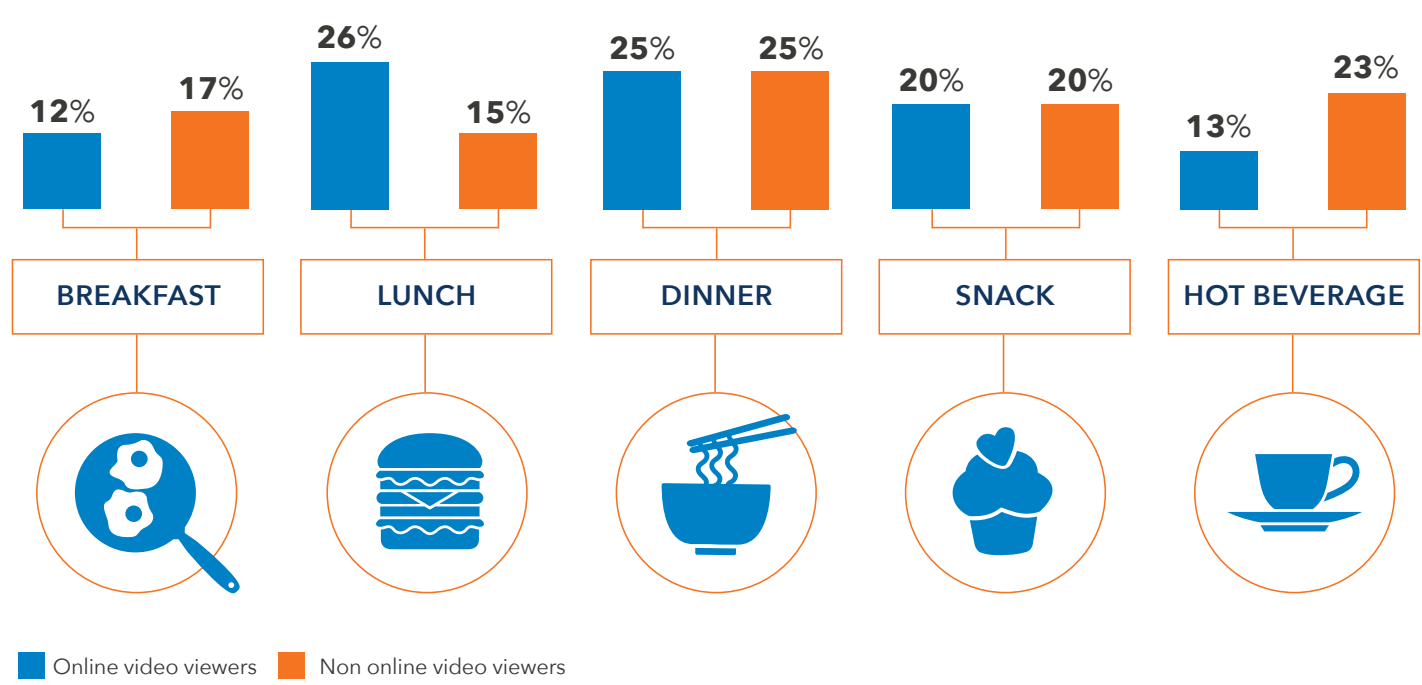
11%

MORE LIKELY to remember seeing an ad or promotion.

3 THE OLD FAITHFUL



Which meal are you most likely to eat at a quick service restaurant?



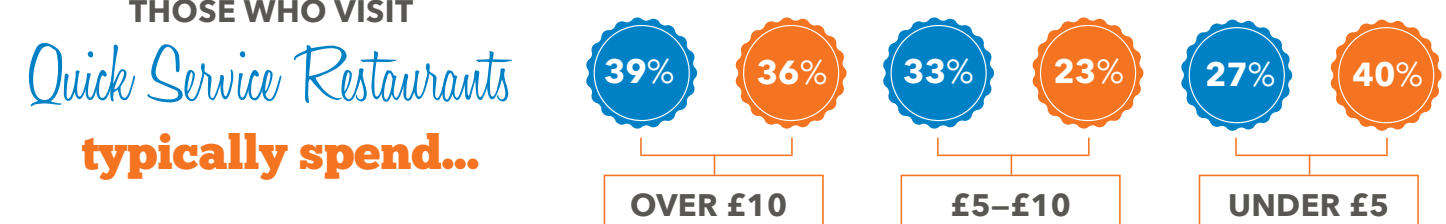
Interestingly, video viewers are nearly **75% more likely** than non-video viewers to grab lunch at QSRs, meaning marketers can utilise "daypart" targeting to reach these consumers.

4 THE BUDGET BUSTER



How much do you spend on a typical visit to a quick service restaurant?

THOSE WHO VISIT Quick Service Restaurants typically spend...



Online video viewers
Non-online video viewers

Video viewers have a higher propensity to spend at QSRs. They're 22% more likely to spend more than £5 and 8% more likely to spend more than £10.