

Black Consumers and Quick Service Restaurants - US - July 2019

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- Black consumers motivated to dine at QSRs for different reasons
- QSR chain preferences tied to location and meal occasions
- Black diners are interested in the novelty and convenience of online ordering
- QSRs can compete on food quality and taste
- Value meals are priced just right
- QSRs are good for an occasional quick and tasty bite to eat

Black consumers believe that QSRs fulfil their role for providing quick, easy, appetizing food. QSRs are known for offering indulgent food – and that's okay so long as diners eat there in moderation. QSR healthy options are not very exciting to this consumer, since healthy has traditionally not been associated with fast food nor do they taste good. Black consumers prefer their favorite, consistently prepared meal that satisfies their immediate hunger as well as premium items with natural ingredients that are better for you, but still taste as good or better as regular fare. QSRs that emphasize the value from dining at their restaurants – good food at a fair price – will win with Black consumers.



"Black consumers visit quick service restaurants (ie "fast food" restaurants) because they are easily accessible and also because they offer tasty indulgent food that is okay to eat on occasion. As QSRs introduce menu and technological innovations to compete with other restaurants and drive in foot traffic, Black consumers are drawn to regular, consistently prepared meals."

- Toya Mitchell, Multicultural

Analyst

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- Black consumers spend less money per dining out occasion

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- **There are 44 million Black people in the US**
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MARKET PERSPECTIVE

- Black consumers visit fast food restaurants more often

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WHAT'S STRUGGLING?

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- Corporate practices matter when aligned with diner's interests
- The "Fight for \$15" organization may impact Black workers and diners

THE CONSUMER – WHAT YOU NEED TO KNOW

- Most Black consumers visit QSRs on a regular basis
- Black diners more likely to visit the top three QSR chain types
- Proximity is the main driver of QSR visits
- Premium, natural ingredient menu items most appealing innovation
- Black diners are equally satisfied with QSR locations and food
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