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## **Fast Food Industry Sees Shorter Lines Due To Current Economy**

A study conducted by M/A/R/C<sup>®</sup> Research found 48% of fast food consumers have reduced their visits to quick service restaurants (QSR) over the past three months. The survey found that many consumers are eating at home more often to save money. However, some consumers have actually increased their fast food visits during the same time frame. Among this group, the most common reason for the increase is QSRs being more convenient allowing them to save gas.

“Clearly the economy has impacted the behavior of QSR customers. Decisions are being made to dine at a QSR instead of a casual dining establishment or at home instead of eating out,” said Gwen Amador, Vice President at M/A/R/C Research. “All of this has a direct impact on the share QSR brands can capture.”

M/A/R/C surveyed over 25,000 consumers nationwide through an online survey to learn how the current economic conditions have influenced consumers’ decisions when considering visiting a quick serve restaurant. The study included the Burger, Chicken, Mexican, Pizza, Sandwich and Seafood categories.

The study provides a look at how the economy has impacted dining habits and lists the top reasons why consumers are eating fast food less often and reasons for eating it more often. To download the full study and receive a free subscription to *MEASURE QSR – A Measurement of the Quick Serve Restaurant Experience* please visit: [www.MARCresearch.com/measureqsr](http://www.MARCresearch.com/measureqsr).

**M/A/R/C<sup>®</sup> Research** ([www.MARCresearch.com](http://www.MARCresearch.com)) is a brand development firm dedicated to helping our clients create, evaluate, and strengthen their brands. Our teams design and execute qualitative and quantitative, traditional and online solutions while adhering to a client-service ethic built on being easy to work with and delivering what is promised.

Our core competency is measuring attitudes and behaviors to accurately explain and predict market share, revenue, and bottom line impact of a client’s actions. M/A/R/C has been successfully designing, executing and analyzing studies to help clients since 1965.

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