

WAITING GAMES

Asking the correct questions is not always enough-- sometimes the way they are asked makes all the difference. We asked consumers what factors encourage them to leave a long line, and what factors might influence them to stay and achieve culinary contentment.

Through GroupSolver's unique platform, TrendSource was able to investigate and identify key influencers that determine "Should I stay, or should I go?"

STAY?



LEAVE?



Three different types of factors:

Internal

"How long can I afford to wait?"

"How hungry am I?"

"I'm really craving this food."

External



"The line is moving too slowly."

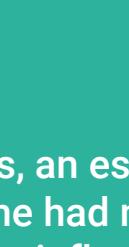
"The workers are not moving quickly enough!"

Justifying

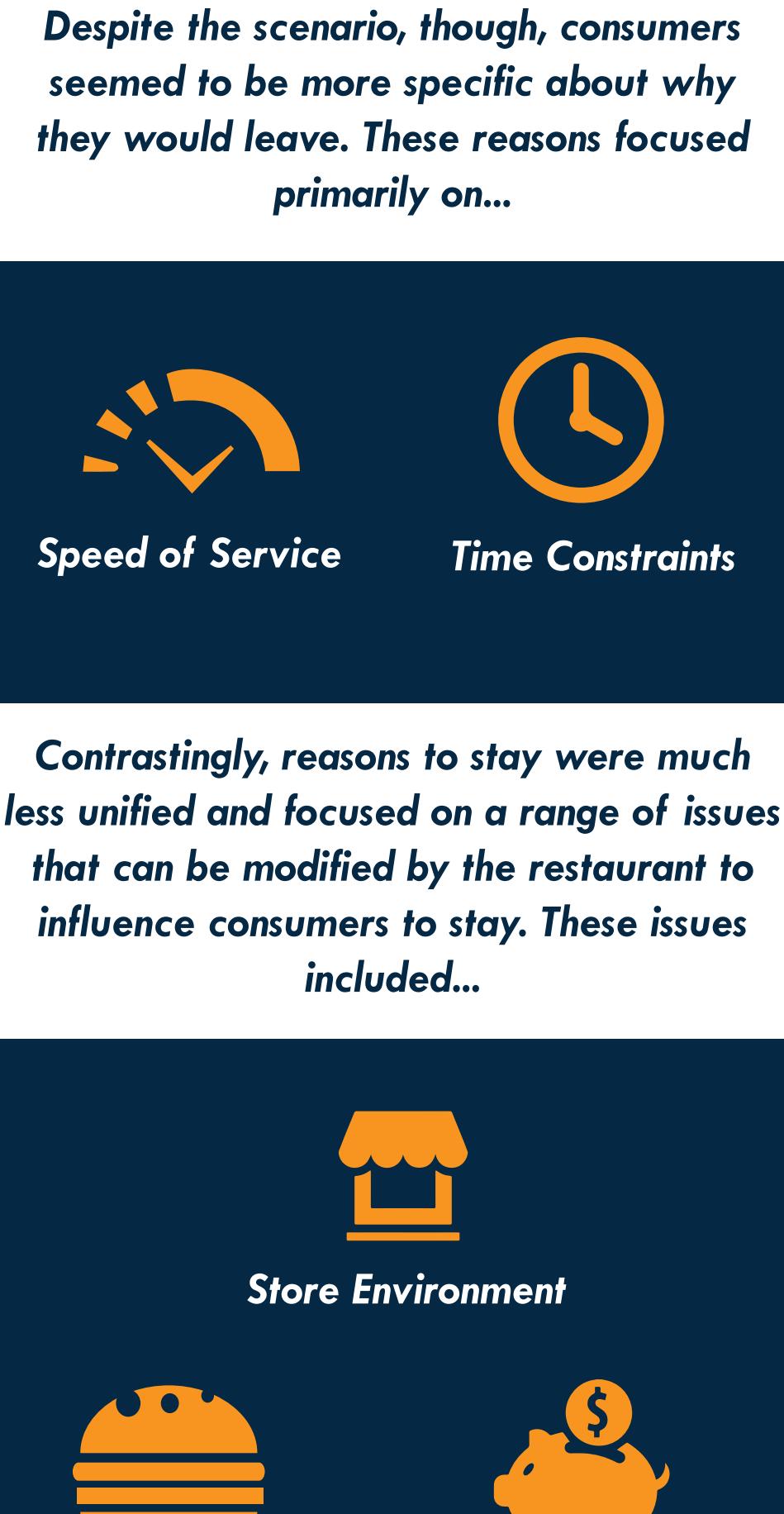


"It's too loud in here."

"This food isn't that healthy anyway."



Recipe for Leaving



Internal and external factors carry different weight depending on the scenario:



Diners at QSRs, for instance, were more likely than diners at Fast Casual restaurants to justify leaving because they perceive the food to be unhealthy.

Fast Casual diners were more likely than QSR diners to focus on the comfort and noise levels when determining if they should stay.



At QSRs, an estimated wait time had more power to influence those in the drive-thru to stay than those who dined inside.