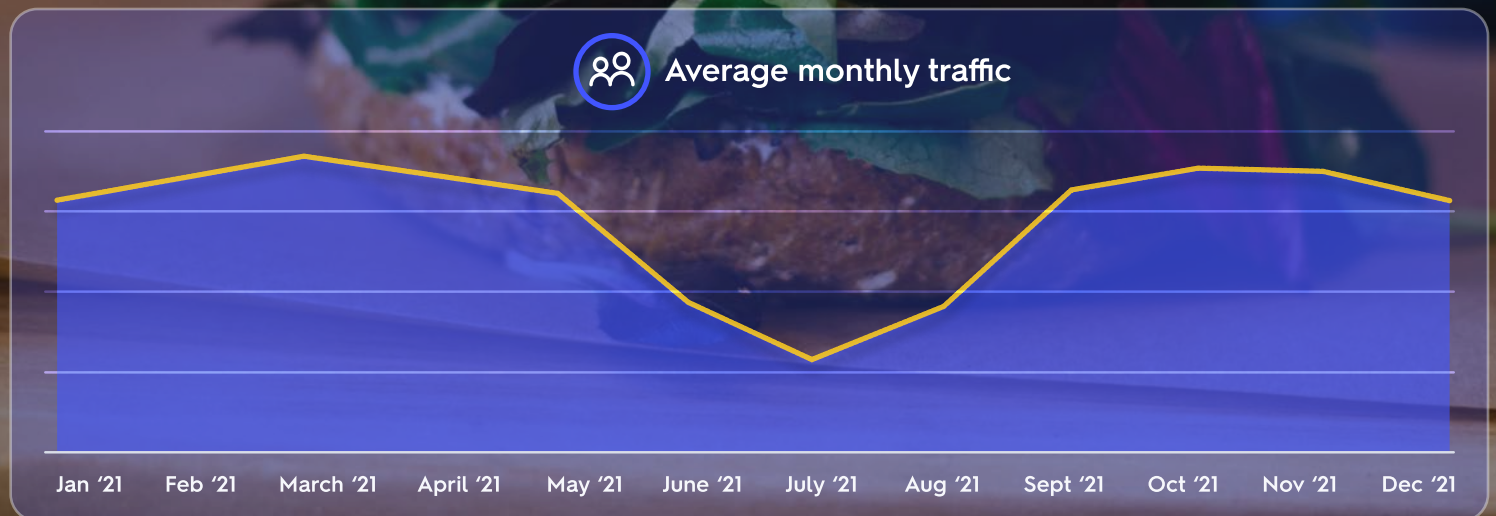


Gen Z's relationship with QSR

Top insights QSR brands need to know about Gen Z

Spending on food is a high priority for Gen Z, with 62% of college student spending on food going toward off-campus meals.¹ Quizlet reaches 1 in 3 older Gen Z and captures their attention.² This audience spends 2x more time on Quizlet than the average internet site³ offering a unique opportunity for Quick Service Restaurant (QSR) brands to connect with this demographic.

This is especially true during key moments like back-to-school, midterms, holidays, finals, and spring break when we see increased traffic on the site. Check out the insights below to better understand Gen Z's relationship with QSRs and what it means for your brand.



Source: Quizlet Internal Data, 2021, Global Traffic

Insight 1 QSRs give Gen Z a taste of adulthood and a place to focus

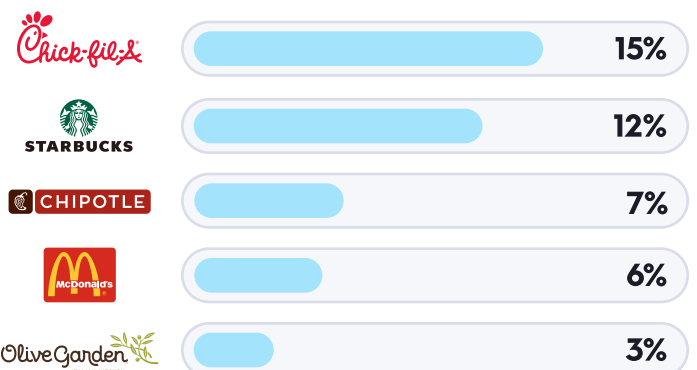
Gen Z doesn't just eat anywhere.

They are predominately dining at QSRs, with 58% of college students eating at an off-campus quick service restaurant at least once a week.⁵

Chick-Fil-A accounts for 15% of Gen Zers' wallet share, followed by Starbucks (12%), Chipotle (7%), McDonald's (6%), and Olive Garden (3%).⁴



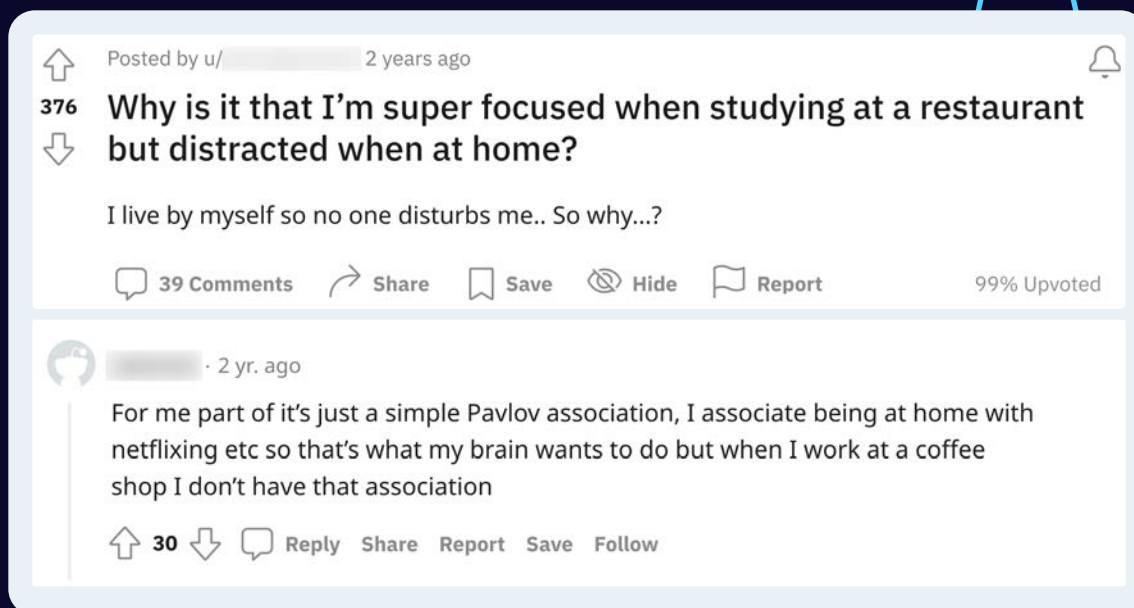
Which QSRs are their favorites?



Source: Piper Sandler Taking Stock With Teens® Fall 2022 Survey

Why does Gen Z spend so much on QSR?

- 1. Gen Zers get a sense of agency when they eat at a QSR.** It is cheap, convenient, and consistent, and as family meals and dining hall food get repetitive, a QSR always provides alternatives, enabling Gen Z to exercise financial freedom.
- 2. QSRs also offer Gen Z students a productive place to study.** Studying at home can lead to distractions, but when students go to a QSR or coffee shop, it provides them a space to focus and get their work done.



Source: Reddit

Ah, the "Coffee Shop Effect"

r/productivity
Reddit

Insight 2 Convenience is key for motivating QSR choices

We recently surveyed Gen Z to find out what makes them want to eat somewhere the most. Unsurprisingly, 65% of Gen Z respondents said they're looking for a convenient location followed by new seasonal menus, a loyalty program, and delivery promotions.

Convenience is critical to this generation due to Gen Z's need for instant experiences and gratification. Gen Z has grown up accustomed to having information at their fingertips. When it comes to food, they expect the same. Time management is another essential factor to consider for Gen Z students to stay afloat with school assignments and obligations, so meals need to be quick and convenient during the school year, making QSR places even more appealing.



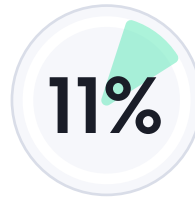
Which makes you want to eat somewhere the most?



A convenient location



A new seasonal menu item



A loyalty program



Delivery promotions

Source: DCDX's 'The Loop' Gen Z Panel, August 16, 2022

n= 829 respondents

Meals need to be quick and convenient during the school year, making QSR places even more appealing.

Insight 3 QSRs help Gen Z refuel, reset, and resume studying

In our recent poll, 32% of Gen Z respondents reported taking a study break for food by going out to eat a quick meal. This further emphasizes the importance of convenience with a conveniently located QSR providing the perfect study break to allow students to refuel and refocus.

Top QSR places, like McDonald's, Wendy's, and Taco Bell, also offer late-night options making it much easier for Gen Zers to grab a quick, affordable meal when up late at night during midnight study sessions, the 4th meal after a night out, or to bond with friends over food.

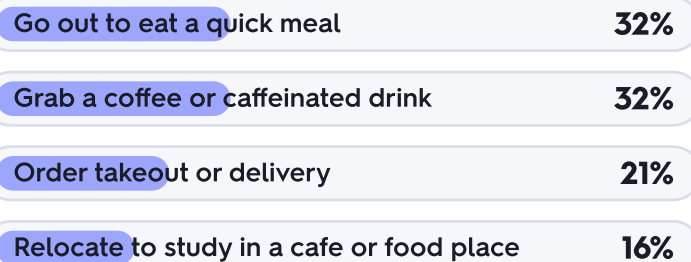


In the same poll, 32% of Gen Z said they take study breaks to grab a coffee or caffeinated drink, which checks out, given college students spend an average of \$93 a month on coffee.¹

Not only are Gen Zers spending money at coffee shops, but they are also talking about it on social media. #Coffeeshop has 2.1B views on TikTok as of 9/22/22, with 83% of those viewers falling between the ages of 18-24.⁶



When taking study breaks for food or drinks, I usually:



Source: DCDX's 'The Loop' Gen Z Panel, August 16, 2022

n= 844 respondents

For Gen Z, the vibey coffee shop aesthetic is a sought-after setting for studying, popularized on social media by offering a cozy and comfortable escape from the world. **It's as though coffee shops have become both a second library and living room.** They're both a space for students to go into grind mode and be social with friends.

Key Takeaways for QSR brands:

Gen Z turns to QSR to enjoy their own dining choices on a limited budget while benefiting from the convenience and study breaks they provide. For QSR brands, this means they can connect with Gen Z on Quizlet by leveraging ads to:



Remind Gen Z students to refuel and take a study break for food



Inspire them to reset and be social over a meal at their favorite QSR spot



Encourage them to relocate for a change of scenery and boost in studying motivation

Sources:

- 1 Hanson, Melanie. "Average Cost of Food per Month for a College Student" EducationData.org, October 11, 2021, <https://educationdata.org/average-monthly-food-spend-college-student>
- 2 Comscore Demographic Profile Multi-Platform, Persons 18-24, March 2022, U.S.
- 3 Comscore Media Metrix® Multi-Platform, Education, Persons 18-34, February 2022, U.S.
- 4 Piper Sandler Taking Stock With Teens® Fall 2022 Survey
- 5 "Restaurants Would Be Wise to Court College Students." QSR Magazine, Aug. 2019 <https://www.qsrmagazine.com/consumer-trends/restaurants-would-be-wise-court-college-students>
- 6 TikTok Creative Center Analytics, Sept. 22, 2022

Want to connect with Gen Z and Millennials on Quizlet in an authentic and impactful way?

Reach out to partnerships@quizlet.com to learn more about our offerings.

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ads.quizlet.com

