

McDonald's market research



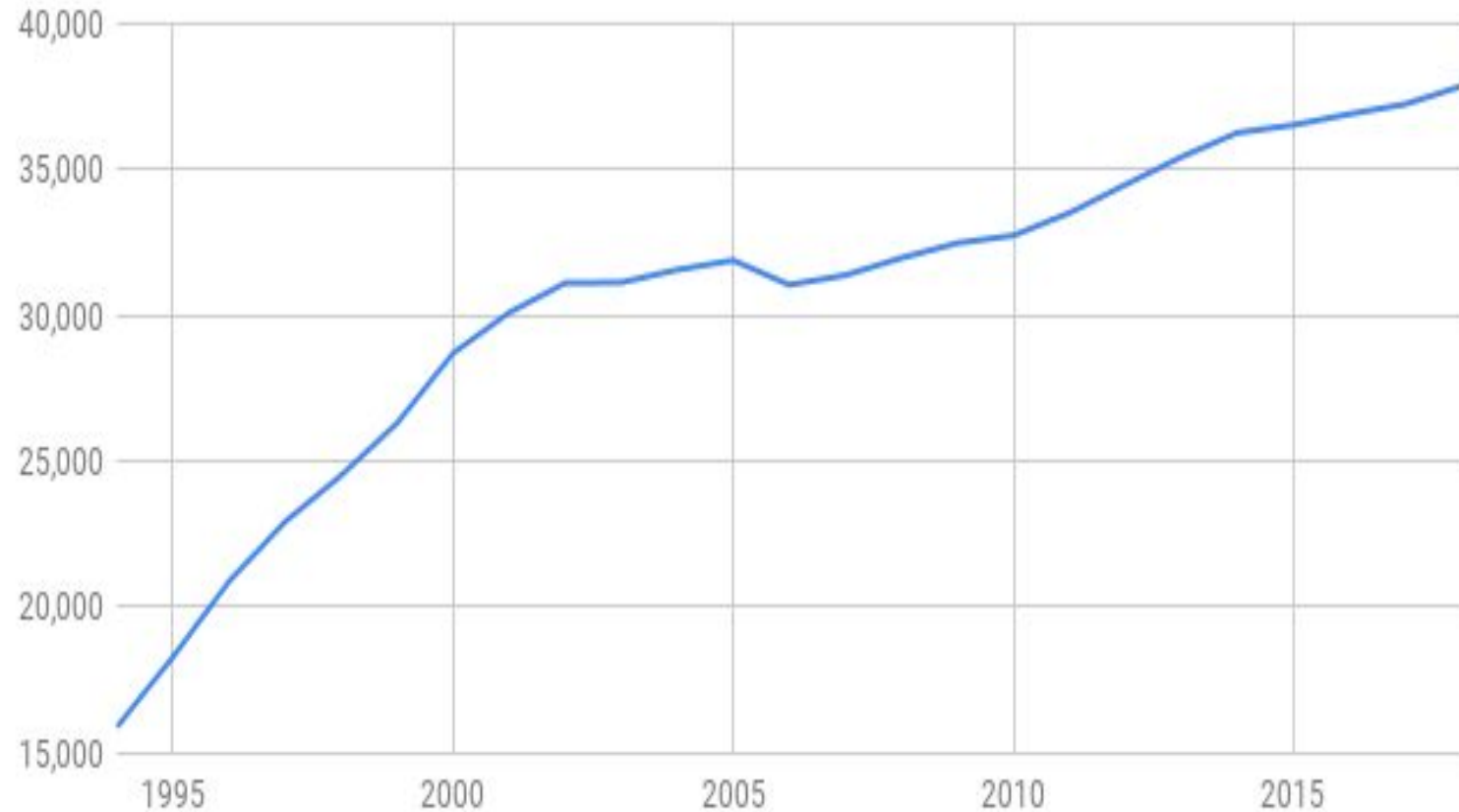
History

The first McDonald's restaurant was started in 1948 by brothers Maurice ("Mac") and Richard McDonald in San Bernardino, California. They bought appliances for their small hamburger restaurant from salesman Ray Kroc, who was intrigued by their need for eight malt and shake mixers. Global foodservice retailer McDonald's operated and franchised a total of 38,695 restaurants worldwide in 2019.

McDonald's has low price strategy



Number of McDonald's Restaurants in the World | 1994-2018 | DMR



McDonalds age demographics



DEMOGRAPHIC

INDEX

Under 24

122

25-34

94

35-44

100

45-54

106

55-64

97

Over 65

94

Consumer base



Client salary	Index
Under \$20k	129
\$20k-40k	119
\$40k-60k	107
\$60k-80k	96
\$80k-100k	92
\$100k-125k	83
Over \$125k	70

McDonalds age breakdown of costumers (in %)
 18-25: 45% (20 years ago), 53% (10 years ago), 50% (this year)
 26-35: 35% (20 years ago) 37% (10 years ago), 40% (this year)
 36-50: 10% (20 years ago), 5% (10 years ago), 8% (this year)
 50+: 10% (20 years ago), 5% (10 years ago), 2% (this year)

We asked several people on streets aged from 18-35 to take a quick survey

	Yes	No	Don't know
Do you often eat at McDonald's?	65%	30%	5%
Do you find McDonald's prices very high?	25%	75%	0
Would you like to change something in McDonald's?	80%	10%	10%
Would you take your kids to eat in McDonald's?	55%	40%	5%
Do you think that McDonald's is the best Fast Food Restaurant?	35%	30%	35%



McDonald's offers special product in every country: in Russia special products are cheese sauce, Double Royal cheeseburger with bacon and Double Big Mac. Price for them is low.

Promotion strategies:

- Delivery services in McDonald's phone app or internet page
- Creating new products and advertise them in social media
- Creating new offers