



Order Up!

Insights...with Everything:

How McDonald's Reengineered their
Insights to Thrive During the
Pandemic and Beyond

McDonald's Case Study
Prepared for TMRE
November 2021





How do you plan for the future when **the present is unprecedented?**

The pandemic shown a spotlight on the need and impact of strong consumer insights



We needed to understand rapidly changing consumer reactions



There was a multitude of research knowledge and data being produced



There was more interest and attention on the consumer than ever

McDonald's Response? Create Mainline Narrative

- ✓ Learn about the most important situational context in real-time
- ✓ Organize and prioritize through a consistent framework
- ✓ Pull the system together to share, every week

Building a Roadmap (literally) Overnight: The Recipe

- How are consumer mindsets changing?
- How are Food & Beverage purchasing habits changing?**
 - How are consumers responding to changes in daily life?
 - What do consumers want/expect of McDonald's?

Building a Roadmap (literally) Overnight: The ingredients that made it work

1. Identify the **measures that matter**
2. Perpetual **tracking + quick-turn** studies
3. Deep **psychographic, geographic** segmentation
4. Constant, **clear communication** to leaders and operators

When to react and NOT react

CivicScience conducts **large representative surveys of US consumers every day** through polls embedded in content of a vast, diverse network of partner websites. Respondents answer voluntarily without compensation, mitigating psychographic biases prevalent in other methods.

>100 Million profiled respondents

>5 Million Responses/Day

>300,000 Topics Covered, Thousands Tracked Daily

Ad hoc representative samples in <1 hour

Historical trends and respondent longitude since

2011

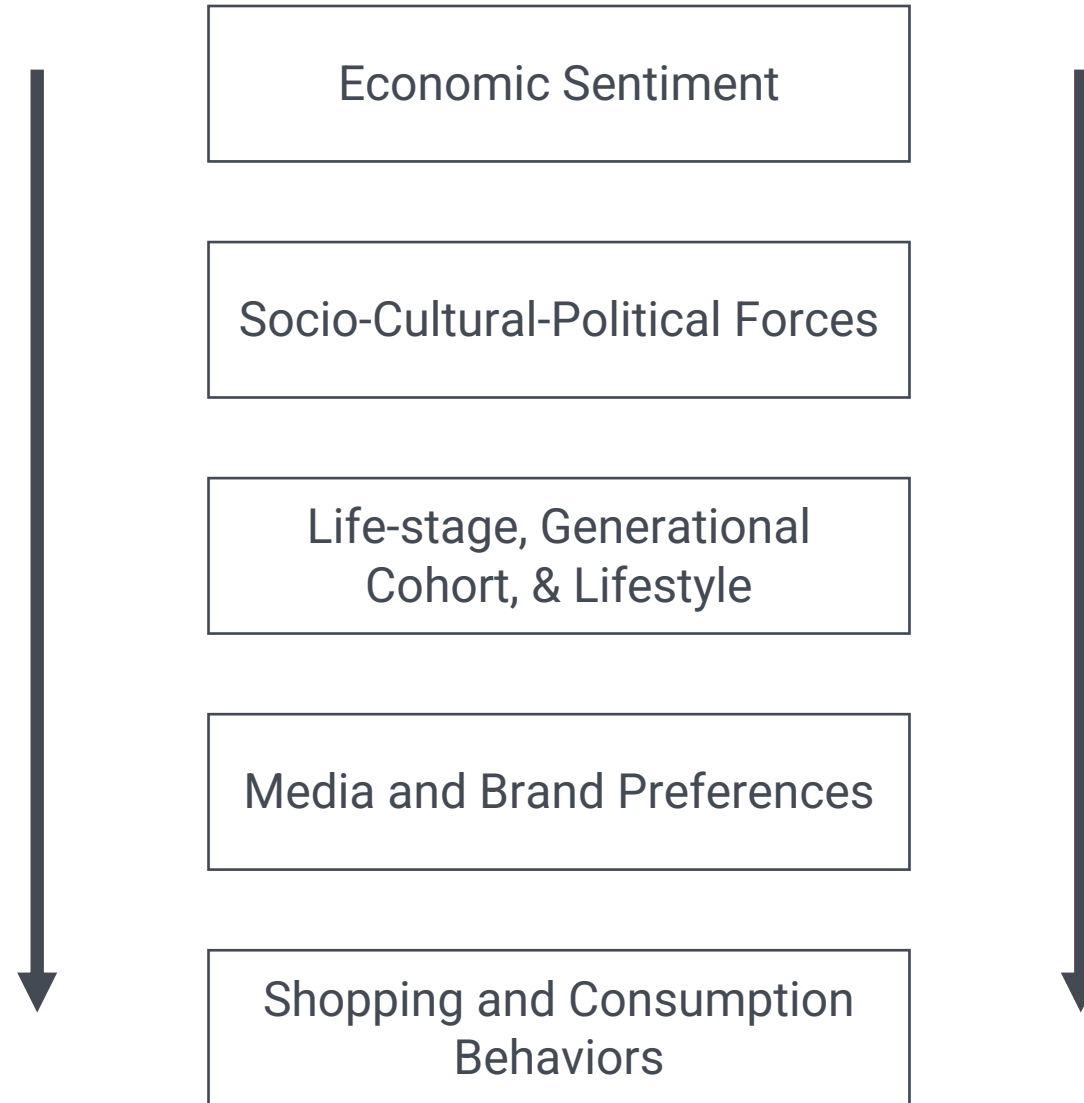
ONE OF OUR MANY POLLING WIDGETS



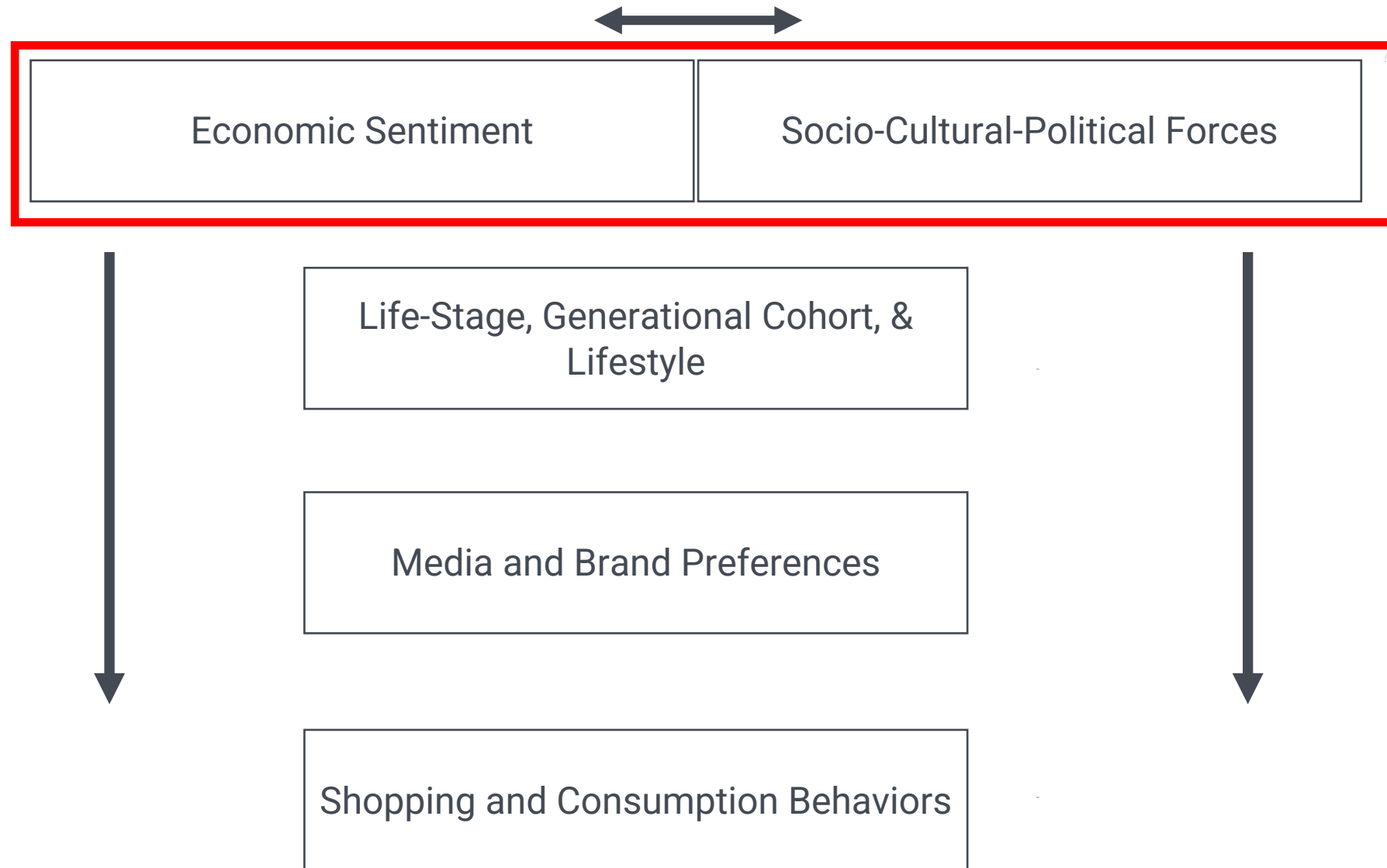
SOME OF OUR PUBLISHERS



How We Used to Think About It...

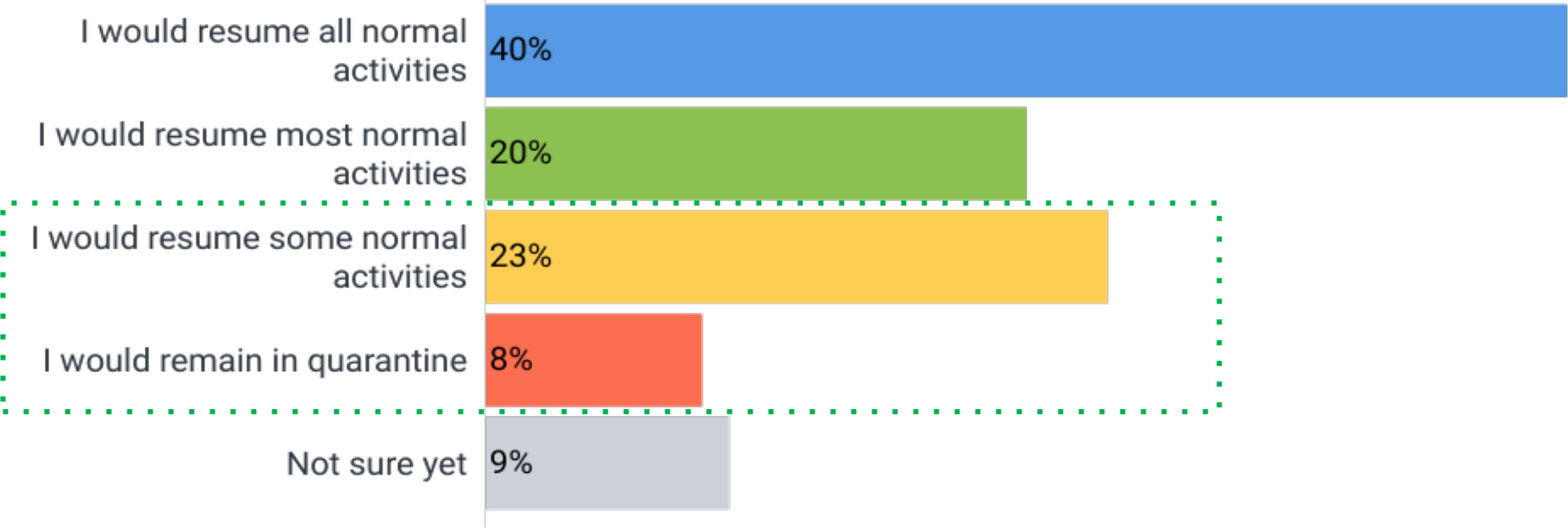


How We Think About It Now...



The most important thing to remember is that consumers – not government – ALWAYS had much more to say about our pace of recovery.

If your state / local government issued a notice to go back to normal day-to-day activities in order to prevent any further negative impact on the economy, how would you respond?

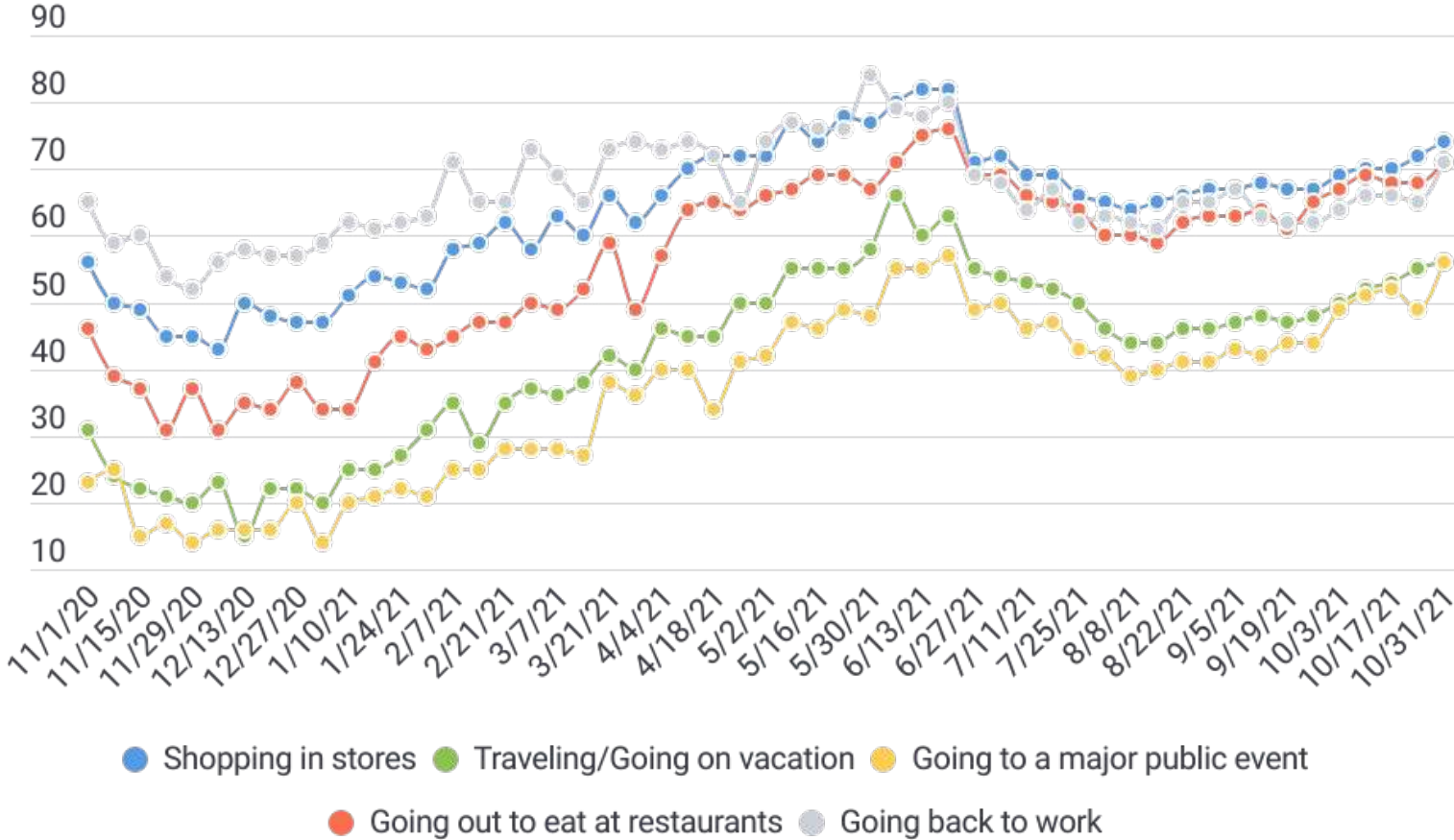


16,916 responses from 10/03/2021 to 11/02/2021
Weighted by U.S. Census 18+
© CivicScience 2023



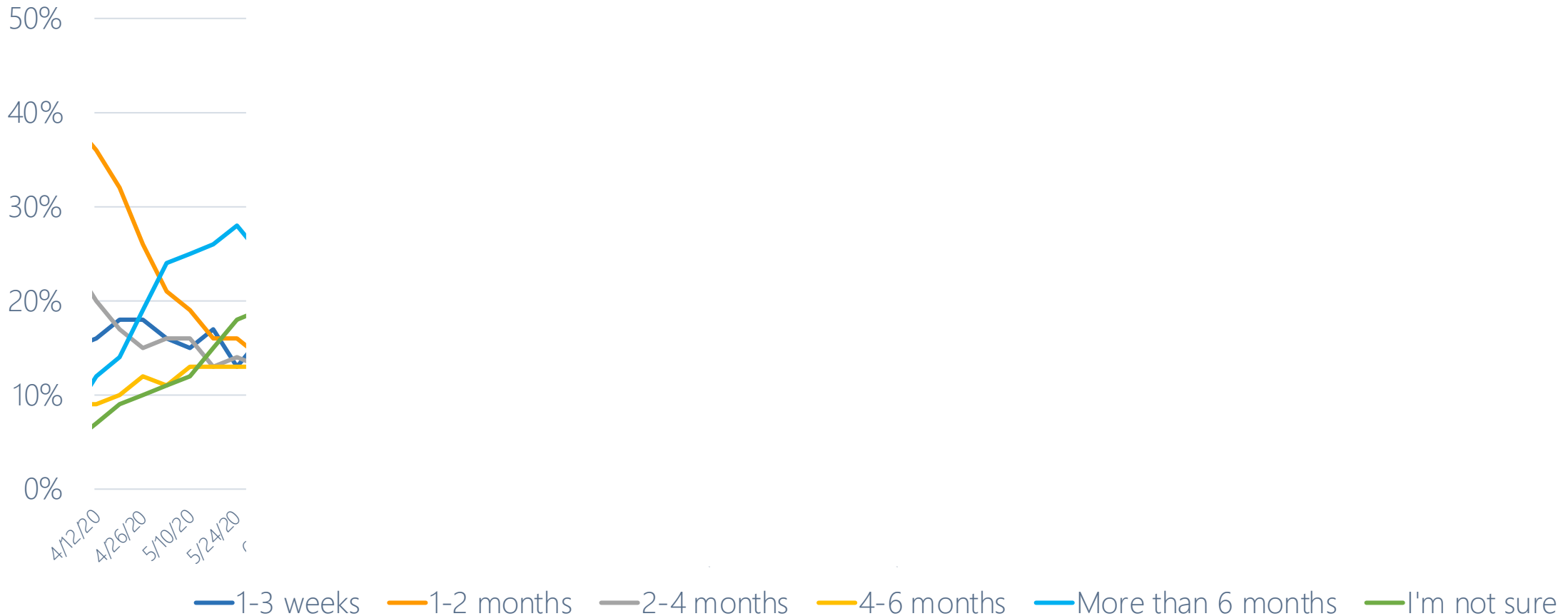
Tracking hundreds of COVID-related questions since February 2020

How soon from now would you be comfortable...? (% I am comfortable now)



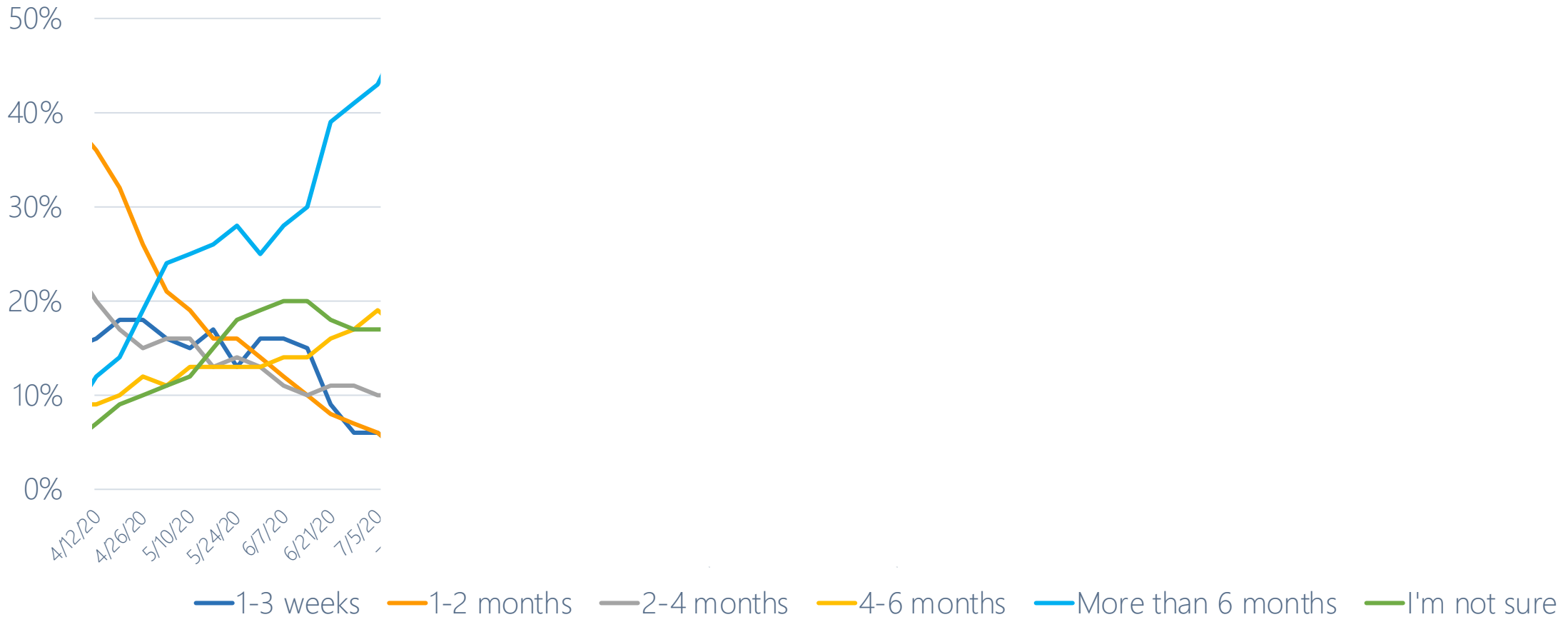
Dynamic tracking: Real time, every week, for 88 weeks (and counting)

For how much longer do you expect to have to practice self-isolation and social distancing in response to the coronavirus outbreak?



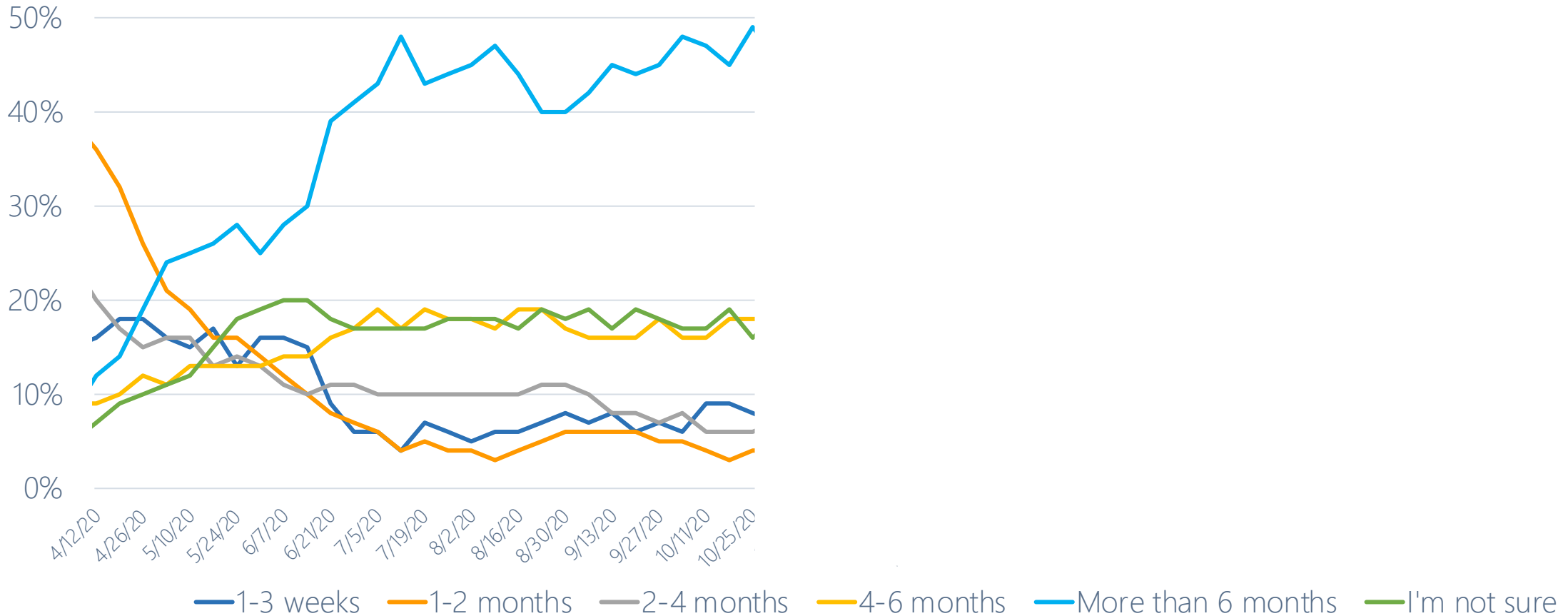
Dynamic Tracking: See shifts visually and predict the future

For how much longer do you expect to have to practice self-isolation and social distancing in response to the coronavirus outbreak?



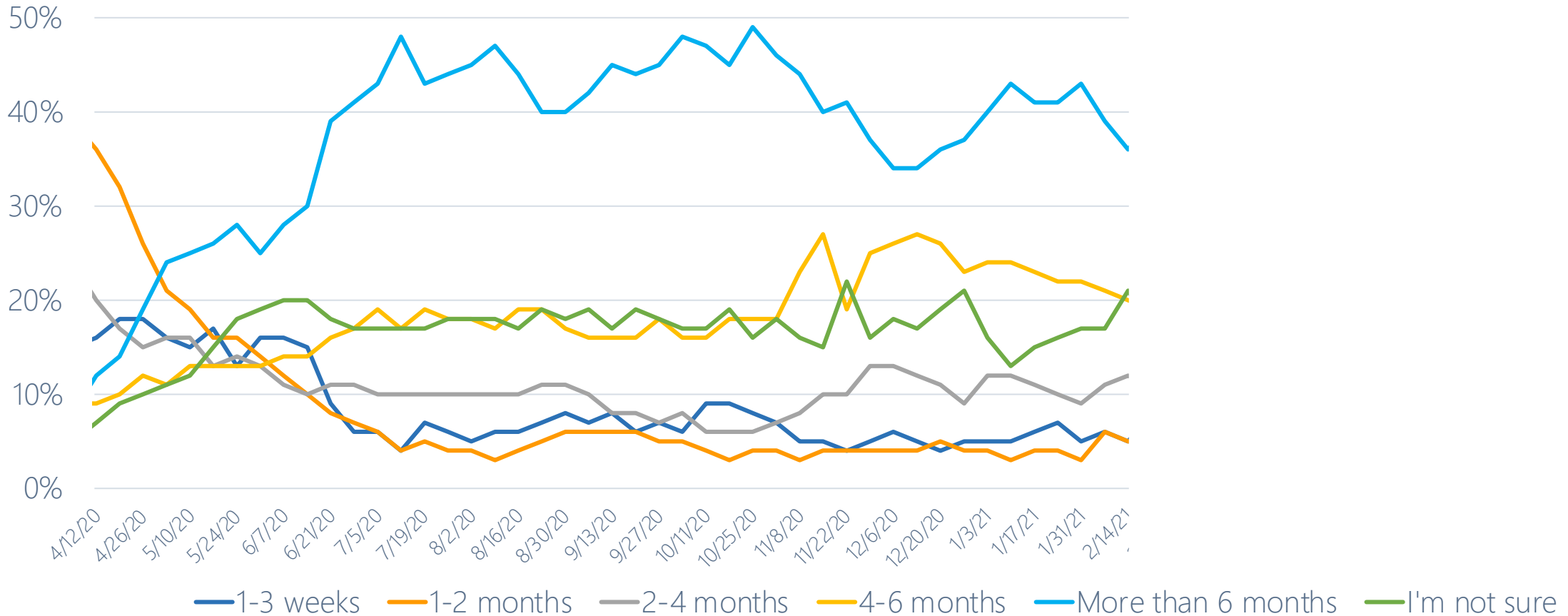
Dynamic tracking: Identify periods of equilibrium and stability

For how much longer do you expect to have to practice self-isolation and social distancing in response to the coronavirus outbreak?



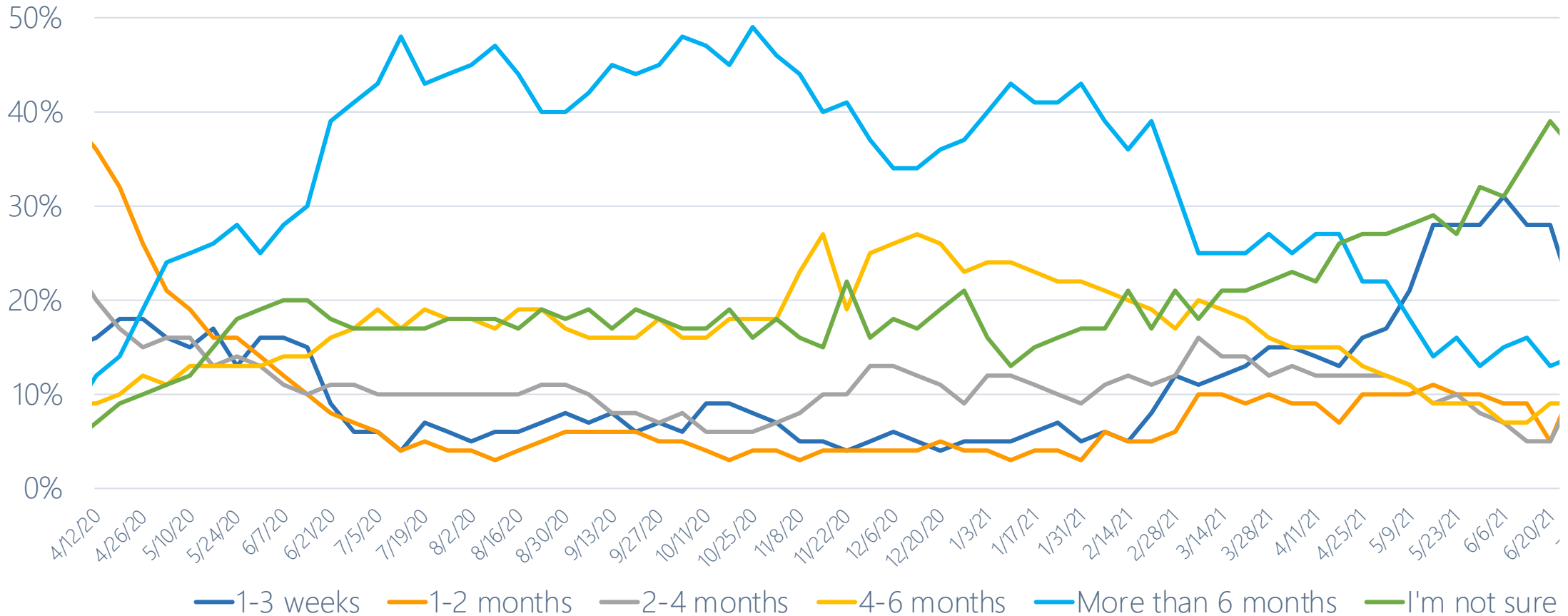
Dynamic tracking: Track the pace of recovery

For how much longer do you expect to have to practice self-isolation and social distancing in response to the coronavirus outbreak?



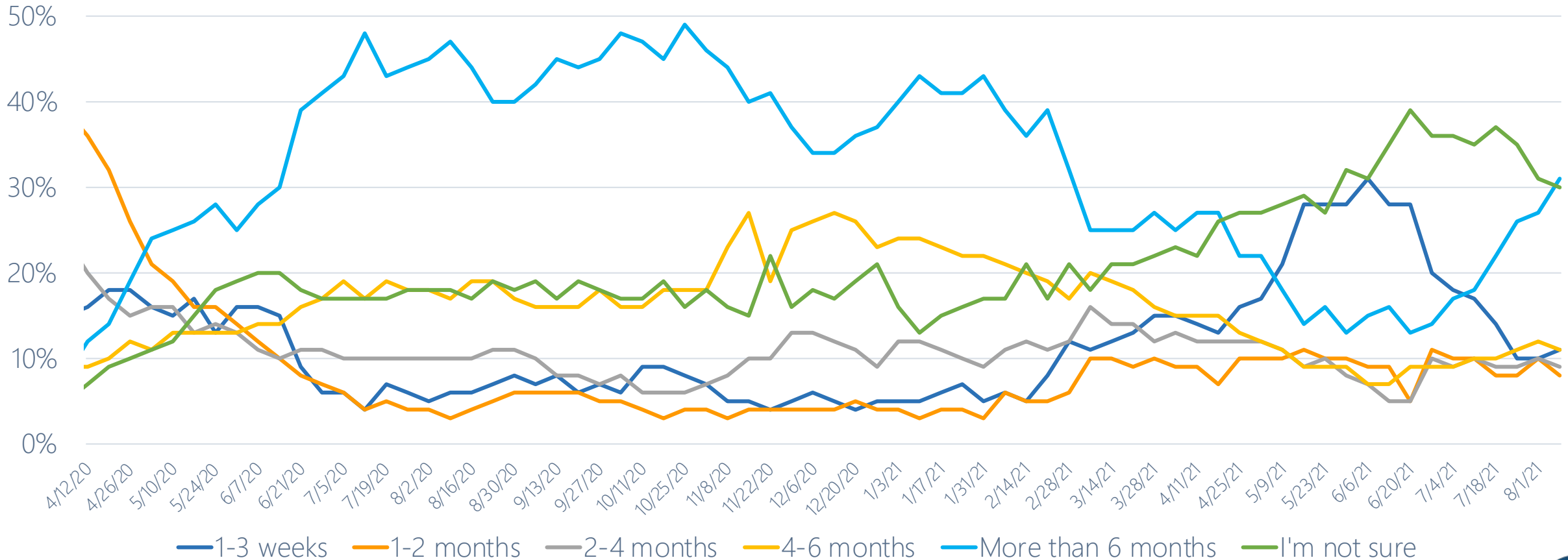
Dynamic tracking: identify triggers for deeper dives

For how much longer do you expect to have to practice self-isolation and social distancing in response to the coronavirus outbreak?*



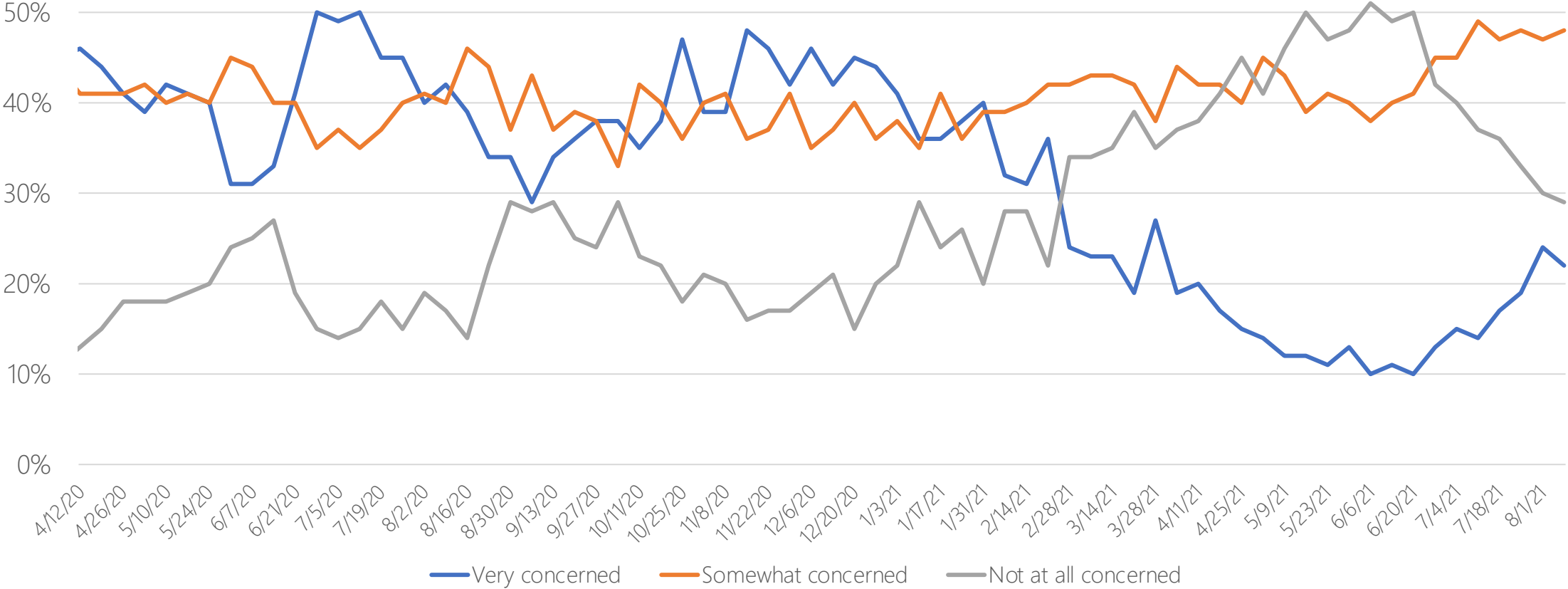
Dynamic tracking: quickly note regression

For how much longer do you expect to have to practice self-isolation and social distancing in response to the coronavirus outbreak?



But also realize Delta Surge is not leading to the same reactions

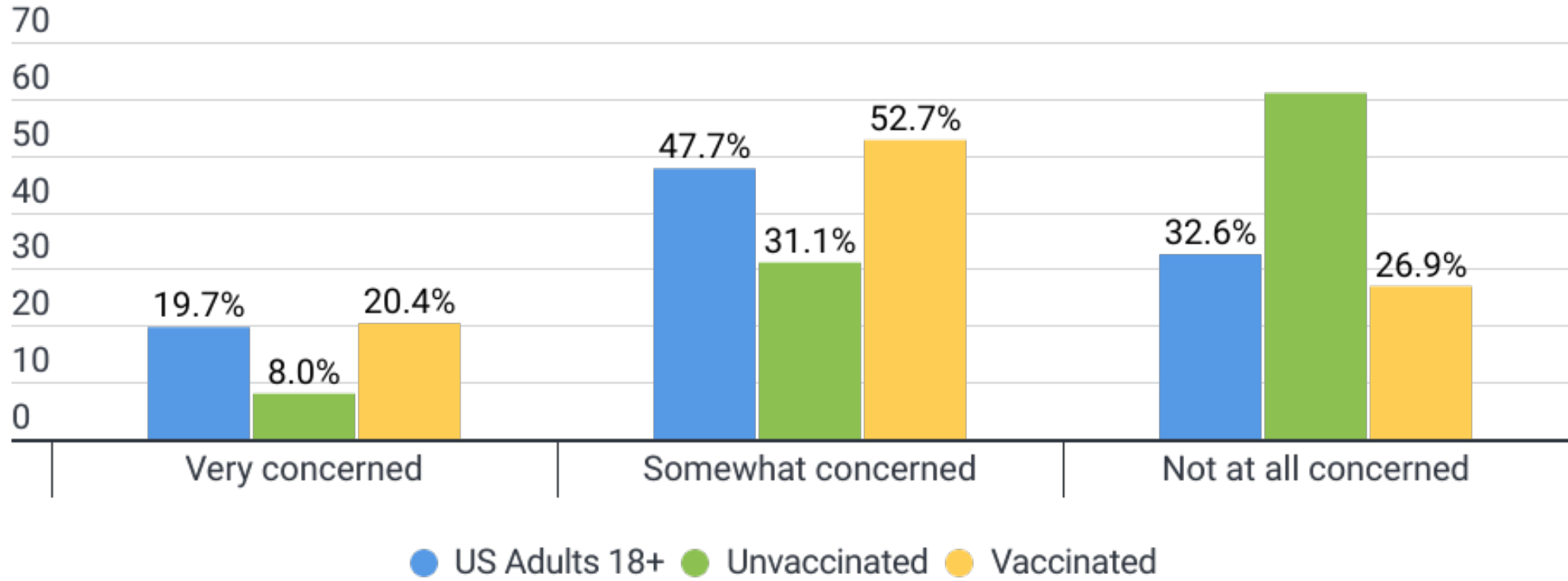
How concerned are you about being in public spaces right now?



Dig into key measures among groups of interest – multicultural consumers, age groups or custom groups



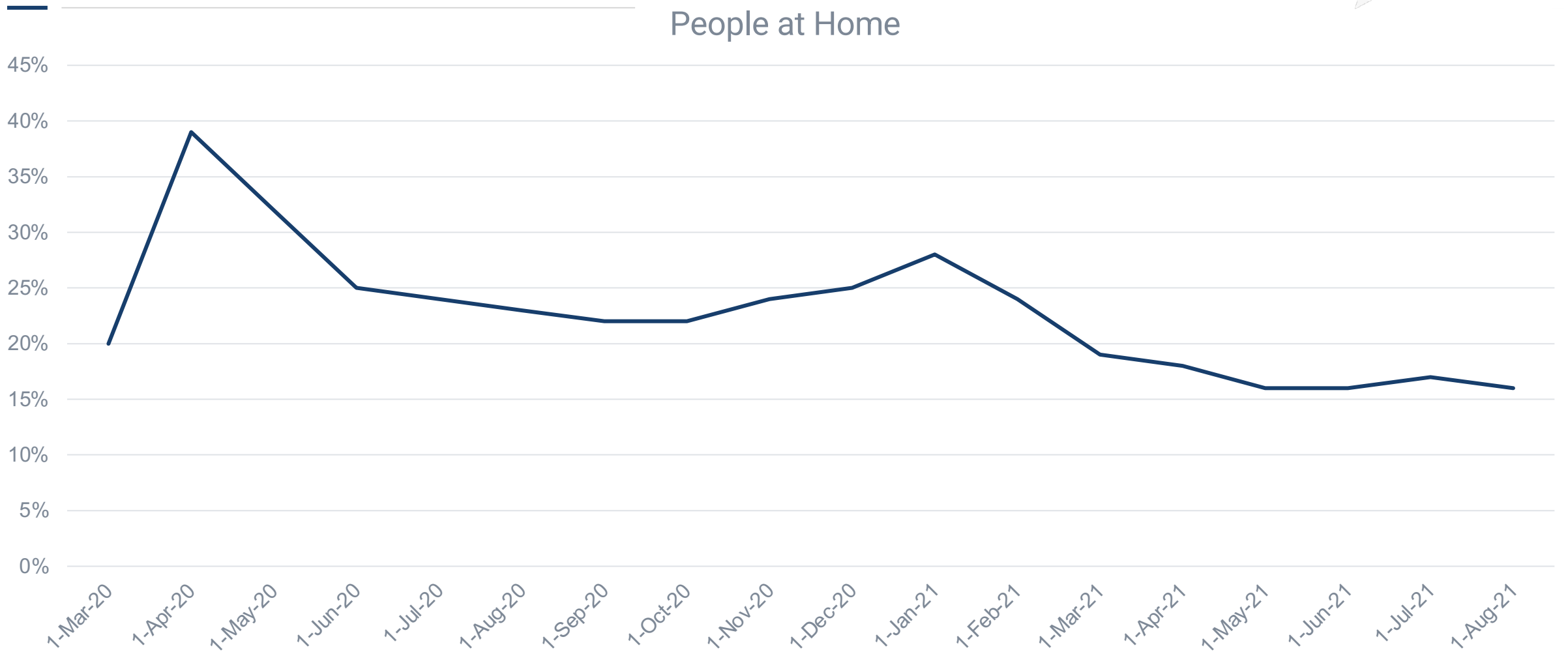
How concerned are you about being in public spaces right now?



Weighted by U.S. Census 18+
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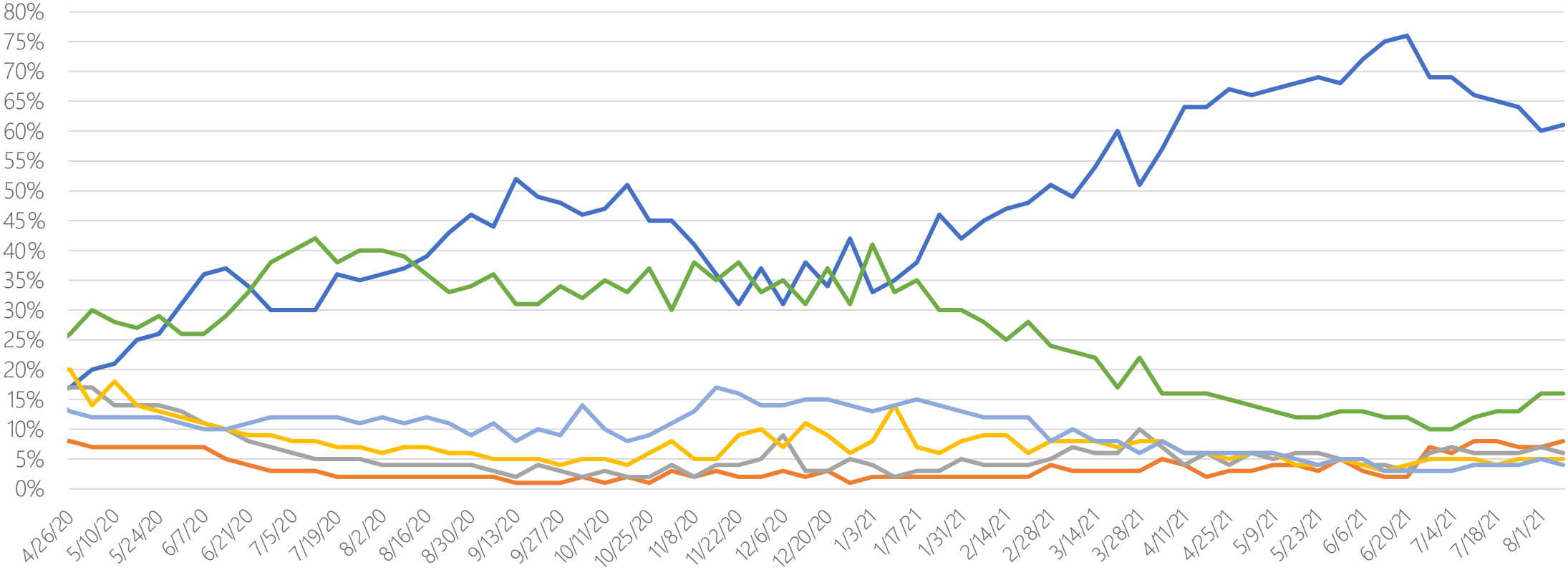
Important to link back to actual behavior



And link back to restaurants

How soon from now would you be comfortable going out to eat at restaurants?

61%
Comfortable



— I'd be / I am comfortable going out to eat at restaurants now — In 2-3 weeks — In 1-2 months — In 2-4 months — In 4-6 months — In 6 or more months



The CivicScience Intelligent Polling Platform & Methodology

We've pioneered a new method of "always-on" quantitative online research that can capture representative samples all day, every day.



OUR DATA SOURCING

We source our data through partnerships with hundreds of online and mobile content publishers. For them, the integration of our polls and quizzes improves on-site engagement time and provides audience detail unavailable elsewhere. We aggregate all the response data into our centralized platform.



OUR COLLECTION PROCESS

Our quizzes and polls are non-intrusively embedded in a website's content experience and serve a short set of diverse questions designed to keep respondents engaged. If they choose, respondents can continue to answer a seemingly endless series of fun quizzes and engagement questions as well as custom and syndicated research questions.



OUR RESPONDENTS

Our data is reliable and organic because our polls are 100% voluntary and respondents are kept anonymous, even to us. They enjoy voicing their opinions and seeing aggregate results presented back to them. Because we collect large response volumes on a national scale, we can deliver representative samples that can be segmented and analyzed in many ways.



OUR ANALYTICS

As respondents answer our questions, we store all their answers over time in an anonymous profile. We then use proprietary advanced technology to analyze the data in aggregate and in near real time, cross-tabulating questions to find statistically meaningful correlations for clients to navigate.

Contact Us

To learn more about CivicScience’s real-time polling and consumer insights platform, please contact us for an initial meeting: contact@civicscience.com or click [here](#).

Visit our website: <https://civicscience.com/>

