



# Fast Food in Australia 2009

“Australians’ total fast food consumption and their fast food preferences.”



EXTRACT TO INDICATE THE GENERAL NATURE OF THE REPORT

FOOD & BEVERAGES

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## Introduction

### *Fast Food in Australia 2009*

*Fast Food in Australia 2009* is reporting on Australians' total fast food consumption and their fast food preferences.

The report identifies key trends and developments, brand awareness, advertising awareness, fast food consumer profiles and overall market size by fast food categories.

The report builds on a major quantitative survey of 1,200 consumers aged 14 years and above as well as qualitative research and analysis.

This report is available to subscribers on line and in hard copy.

Throughout the report many response percentages add to more than a hundred. Where this is the case, multiple responses were allowed. This has not been noted individually.

The source of every graphic presentation in this report is BIS Foodservice Survey 2009.



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