On average, US Snapchatters who frequent quick service restaurants visit more than 2x per week. Like many in the United States, quick service restaurants (QSRs) play a significant role in the lives and behaviors of US Snapchatters. In order to better understand their relationships with QSRs, we studied Snapchatters’ visitation patterns in the QSR category. We also took a closer look into visitation to the top 5 US QSRs to learn more about brand specific trends.

### WHEN DO US SNAPCHATTERS VISIT QUICK SERVICE RESTAURANTS?

US Snapchatter visitation is highest in the evening, particularly between 5pm and 12am.

### WHAT TIME DO SNAPCHATTERS VISIT?

US Snapchatters crave fast food towards the end of the day — they’ll eat it for anything from dinner to a midnight snack. In general, there’s a significant lift in QSR location visitation between 5pm and 12am. For Starbucks, peak Snapchatter visitation is at 3pm. McDonald’s, Subway, Burger King, and Taco Bell are busiest with Snapchatters at 6pm.

Note: Brand results are representative of the percent of that chain’s traffic occurring in the given hour of the day, rather than share of market traffic overall.
US Snapchatters visit Quick Service Restaurants most on Saturdays.¹ And with the exception of Taco Bell, their visitation patterns align closely with the direct foot traffic patterns of the top 5 US QSR's in the US. Snapchatters are actually more likely to visit Taco Bell storefronts on Sundays, compared to other days of the week.²

Before or after visiting Quick Service spots, Snapchatters can be found socializing at bars, getting their beauty and style needs taken care of, or running errands. They’re also likely to be around hotels or near school.¹

Audience Affinities
Snapchatters who dine at QSR spots are more likely than the average Snapchatter to shop at big box or department stores, or choose family-friendly activities like going to theme parks or the movies.³ Compared to average US Snapchatters, Quick Service Restaurant enthusiasts are more likely to be:

- 4.9X BIG BOX SHOPPERS
- 4.0X FAMILY TRAVELERS
- 3.9X THEME PARK VISITORS
- 3.8X MOVIE THEATER GOERS
- 3.7X DEPARTMENT STORE SHOPPERS
- 3.3X ENERGY DRINK CONSUMERS

Note: The data and methodology that drive the following insights are consistent with our philosophy: help show Snapchatters content they care about while protecting their privacy. Our Foot Traffic Insights only consists of aggregate user data. Privacy has always been a priority at Snapchat. To learn more, visit our Privacy Center.

Canadian Snapchatters who frequent QSR locations visit more than 2x per week, on average. Although US Snapchatters are more likely to visit QSRs on Saturdays, Canadian Snapchatters visit on Friday more than any other day of the week. And unlike US Snapchatters, who prefer to grab their quick bites at night, Canadian Snapchatters show higher visitation rates to QSR spots in the afternoon, between 11am and 5pm.¹

WHEN DO CANADIAN SNAPCHATTERS VISIT QUICK SERVICE RESTAURANTS?

11AM-5PM
Canadian Snapchat visitation is highest in the afternoon

BEFORE AND AFTER VISITATION TO QUICK SERVICE RESTAURANTS

The fact that Canadian Snapchatters are more likely to visit QSRs in the afternoon speaks to the kinds of activities they’re most likely to do before and after eating. Before their meal, they’re more likely to be at outdoor or recreational facilities, like sports fields, stadiums, dog parks, camping areas, zoos, or parks. Afterward, you might find them treating themselves and their loved ones at ice cream or candy shops, video game stores, or children’s stores; or doing a little self-care at nail salons or tanning beds.¹

To uncover rich insights and learn more about reaching and converting consumers who visit your brick-and-mortar locations, use Snapchat’s Audience Insights tool to curate impactful marketing strategies informed by location technology.

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How Advertisers Can Benefit From Footprints Insights

**REACHING YOUR AUDIENCE**

Using these insights can help advertisers of all sizes drive effective creative messaging and campaign targeting that drives foot traffic to brick-and-mortar storefronts. If you’re interested in engaging your audience through geo-specific ad creative (like Geofilters and Lenses), Snapchat offers a variety of products to help cater your campaign around location.

**OPTIMIZE FOR IN-STORE VISITATION**

Foot traffic is essential to many industries, especially for Fast Food. Reaching the right people at the right time and place is key to driving in-store visitation. Consider your audience’s path to purchase, and optimize your campaigns so that they see your ads when they’re at their most relevant.

**DRIVE ENGAGEMENT BASED ON INSIGHTS**

Understanding the interests of your in-store visitors can help you build your ad creative to captivate their attention. For example, knowing your visitors are likely to be interested in going to the movies, Snapchatters in the “Movie Theater Goers” Snap Lifestyle Category can inform how you position your messaging. You can learn more about reaching your in-store visitors by interest-based Snap Lifestyle Categories [here](#).

Whether you’re a marketer or just interested in the Snapchat community, we hope Footprints helps you better understand the lifestyles and habits of Snapchat’s unique audience.