

Quick-Track

AAU Study of QSR Chains

Quick-Track provides the insights you need to create lasting value for your brand – a deeper understanding of consumers that will build and broaden relationships.



Since 1988, Sandelman has monitored attitudes, awareness and usage in as many as 100 individual U.S. markets a year, from Albuquerque, Greensboro and Orlando to Los Angeles, Atlanta and Seattle. To learn how your QSR brand is competing in its individual markets, **Quick-Track** is the source.

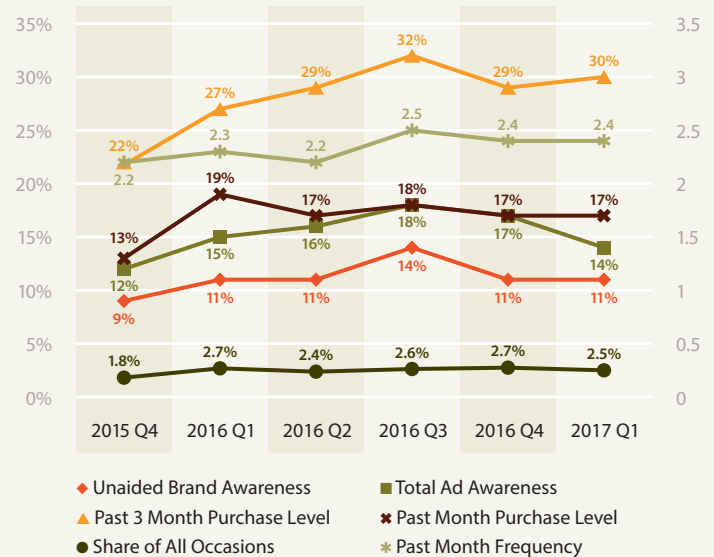
Thanks to syndication, we deliver years of trend data for your chain and your competitive set to help you assess market-level brand and advertising awareness, share of occasions, brand image, chain loyalty and customer demographics.

Contact Clay Raymer at (888) 897-7881, ext. 2, or Clay@sandelman.com to learn how **Quick-Track** can help.



SANDELMAN
Restaurant Market Intelligence

Subscribing Chain Trend Analysis



Quick-Track Immediately Helps You:

Gain an edge with competitive intelligence you can't find anywhere else.

Invest marketing dollars effectively, thanks to expert analysis of your chain's brand and advertising awareness by industry professionals.

Respond to market conditions and how they're affecting your brand.

Discover how you're positioned against competitors in individual markets, thanks to Sandelman's unbiased and reliable telephone and online methodology.

Attack weaknesses by discovering your brand perception among those who've stopped patronizing your restaurants.

Identify competitive threats and demographic shifts to better prepare you for what lies ahead.

Gain instant access to all market findings for you and your competitors on SandelmanEdge2, a multidimensional database.

Learn how you're positioned in local markets against your competitive set, thanks to **relative ratings** indices. You choose who you'd like to monitor and Sandelman draws the comparisons.

Relative Ratings

	Sonic	Popeyes	Taco Bell	Chipotle	Arby's	Pizza Hut	Dunkin' Donuts
<i>Sample Size</i>	[257]	[322]	[687]	[390]	[310]	[532]	[298]
Taste or flavor of the food	87	117 [^]	89	117	105	96	91
Quality of the ingredients	84	120 [^]	73	143	104	102	88
Temperature of the food	91	110 [^]	88	113	101	107	90 ^v
Availability of indulgent items	121	89 [^]	91	89	93	101 [^]	117
Variety of menu items	113	96 [^]	103	99 [^]	99	103	88
Availability of healthy options	80 [^]	85 [^]	83	180	111	100	72 ^v
Friendliness of the employees	105	95 [^]	94 [^]	111	98	103	95
Speed of service	91	98 [^]	101 ^v	112	98	95	104
Accuracy in filling orders	100	100 [^]	93	114	103	93	98
Value for the money	93 ^v	94	114	106	93	99	101
Affordability of the prices	95	95 [^]	113	105	89 ^v	100	102
A place for someone like me	96	104 [^]	96	122	99	97	88
A restaurant I trust	97	102	90	122	99	100	91
Overall appeal to kids	108	92 [^]	89 [^]	92 [^]	87	124 [^]	110
Attractive restaurants	104	95 [^]	92 [^]	124	98	100 [^]	88
Cleanliness of the restaurants	99	99 [^]	87 [^]	123	104	97	93
Convenience of locations	103 ^v	96 [^]	106	96	80	114 [^]	106 ^v

[^]Up vs. YAG ^vDown vs. YAG

Above Average Below Average

Quick-Track Methodology

Deep dive at the market level



Interview **400, 16-to-64-year-old respondents** in syndicated markets



Continuous tracking, quarterly reporting



Interviews conducted via **landline & mobile**, plus **online** (tablet compatible)

Reliable & most **representative** in the business



Spanish-language **Quick-Track** available



Quick-Track Measures

CATEGORY ANALYSIS IN YOUR MARKET(S)

Aggregate daypart and service mode findings to analyze category usage and frequency

BRAND IMAGE

Past-3-month users rate QSR chains overall and on 18 attributes with 5-point scale

Unaided and aided brand awareness

Assess brand consideration

Unaided and aided advertising awareness

Assess share of voice and ad reach

Purchase level (trial, past-3-month and past-month)

Measures your user base

AWARENESS & USAGE ANALYSIS

Chain loyalty

Where your customers are going when they're not going to your chain

Past-month purchase frequency

Measures brand preference

Share of occasions

Breakfast, lunch, dinner, snack; Drive-thru, eat-in, takeout, delivery



Demographics

Last purchase occasion dynamics

Attribute importance

MAKE IT YOUR OWN

Quick-Track analysts will help to create a custom question module that fully answers your brand-specific needs.

This discretionary opportunity is extraordinarily cost-effective and can make a big difference in helping you meet your objectives.

Contact Clay Raymer today for a quote at (888) 897-7881, ext. 2, or Clay@sandelman.com

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www.sandelman.com