

TRACKS

Newsletter



How can you lure lapsed users back?

Sandelman analysts delved into Quick-Track April-June 2014 findings to explore lapsed user satisfaction (or lack thereof) for two chains: a chicken chain and a burger chain. Guess which

More than 40 percent of the burger chain's and almost half of the chicken chain's lapsed users have visited within the past year.

Accuracy and quality were big contributors to lapsed usage for

item availability.

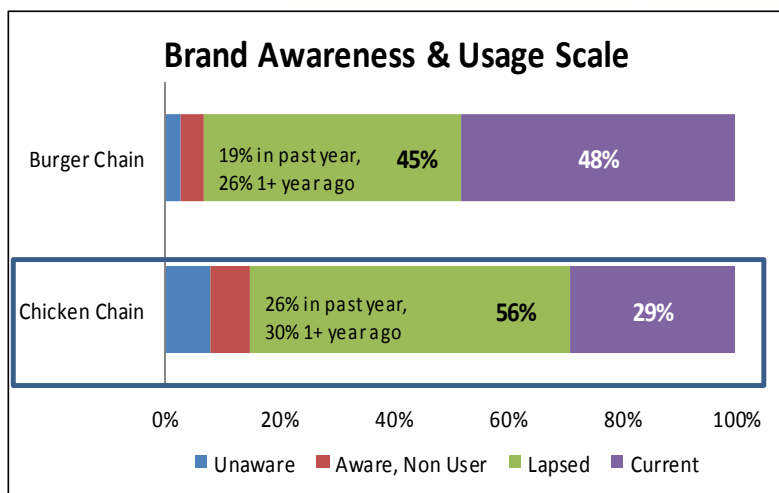
The burger chain experienced next biggest satisfaction declines on taste, kid appeal, healthful item availability and speed.

QSR chains are likely to find various contributors by market based on competitive chains in the market and operations.

Routinely, Quick-Track reports where lapsed users are currently visiting to better understand current needs and to create more targeted messaging opportunities.

Quick-Track subscribers can add lapsed user satisfaction and lapsed user current chain usage for only \$500 per chain per market.

Call Paul Clarke at 847-277-7603 for more information.



both chains, with satisfaction deteriorating most at the chicken chain.

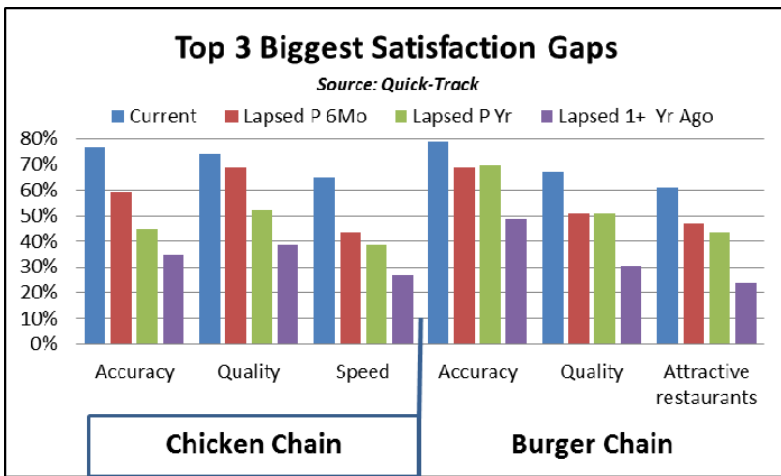
Failing speed expectations caused chicken chain users to not visit in the past 3 months, while lack of facility satisfaction hurt the burger chain.

For the chicken chain, the attributes with the next biggest gaps were brand affinity, cleanliness and healthful

chains and we'll provide a complimentary Sandelman special report.

Uncovering the time gap between past-3-month users (current) and triers helps clients understand the size of recently lapsed vs. long-term lapsed-user groups.

Quick-Track identified that the burger chain has nearly as many lapsed users as current users and the chicken chain has more lapsed users than current users.



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The emergence of ‘other’ pizza

QSR customers choose pizza restaurants for nearly one of five visits now. For the first half of 2014, pizza occasions accounted for 17.2 percent of QSR occasions, up from 16.7 percent in 2012. And independent operators and small local pizza chains (“other” pizza) attracted more than half of all QSR pizza visits.

It appears indies/local chains are connecting with Millen-

nials. Young QSR customers, particularly 16 to 24 year olds, grant a higher share of occasions to “other” pizza.

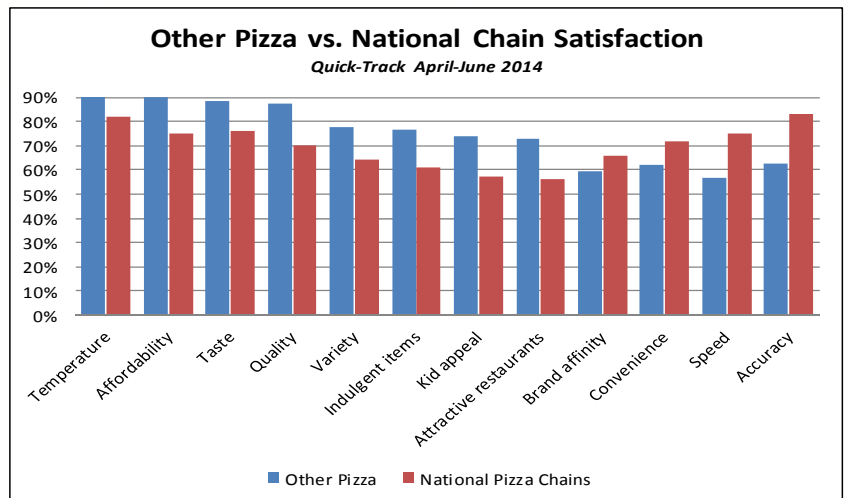
The Northeast is a hotbed for locals, though most major metros are above average.

For April-June 2014, S&A added custom measures to Quick-Track to gather satisfaction ratings for

“other” pizza. They win on quality, kid appeal, attractive restaurants, indulgence, affordability, variety and taste while national chains excel at accuracy, speed, convenience and brand affinity.

For details by demographic or market, call Paul Clarke at (847) 277-7603.

2014 Top 10 Markets for “Other” Pizza	Share of QSR Occasions
1. New York	19.6%
2. Boston	18.2
3. Philadelphia	17.6
4. Maine	17.2
5. Buffalo, N.Y.	17.0
6. Rochester, N.Y.	16.4
7. Upstate New York	15.9
8. Albany, N.Y.	15.5
9. Providence, R.I.	15.4
10. Wilkes-Barre, Pa.	13.8



The 65+ Spotlight was fielded with over 4,500 senior QSR users in Quick-Track Q1 and Q2 2014 in all monitored markets. Only \$500 for clients, \$1,000 for nonclients. Call Paul Clarke at (847) 277-7603.

Over 65? Taco Bell likely not your top choice

Quick-Track ordinarily doesn’t interview over-65 QSR users, but we sought to uncover some insights. No shock, QSR visits decline with age: Seniors report about 4 fewer visits a month than users 45 to 64. Past-month

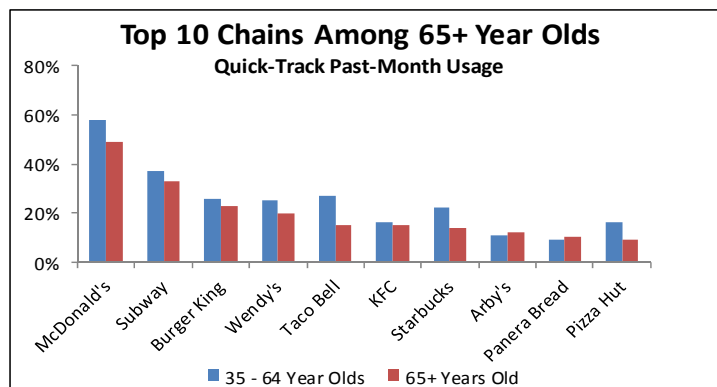
usage for those over 65 tends to be lower, too. But the Top 10 chains they frequent is very similar to those of younger users.

The Top 10 rank order is nearly the same, too, but the purchase

level gap between age groups is particularly wide at Taco Bell, McDonald’s, Starbucks and Pizza Hut.

Notably, a slightly larger percentage of over-65 users visited Arby’s and Panera Bread in the past month than 35 to 64 year olds. Panera was the only chain to make the Top 10 among 65-plus users but not among 35 to 64 year olds.

From avg. spend to ad awareness to satisfaction, the 65+ Spotlight report answers all your questions about matures.



Casual dining building momentum

Good news for casual dining: In Jan-June 2014, 24 percent of casual dining restaurant users believe they're "visiting more often," up nearly 10 percentage points from Jan-June 2012.

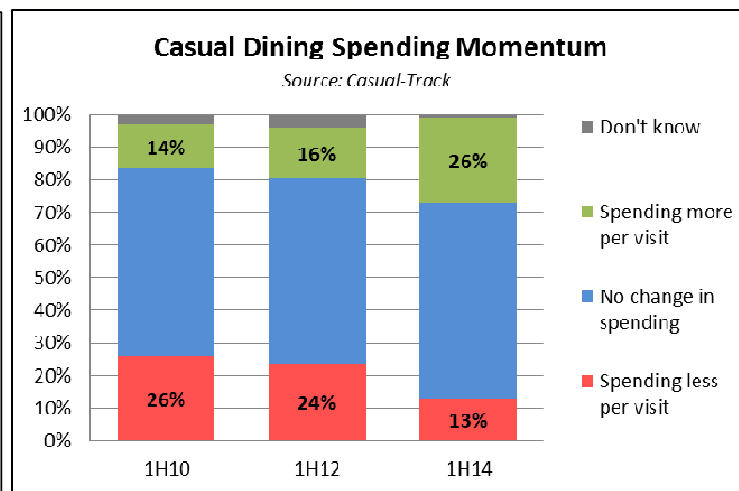
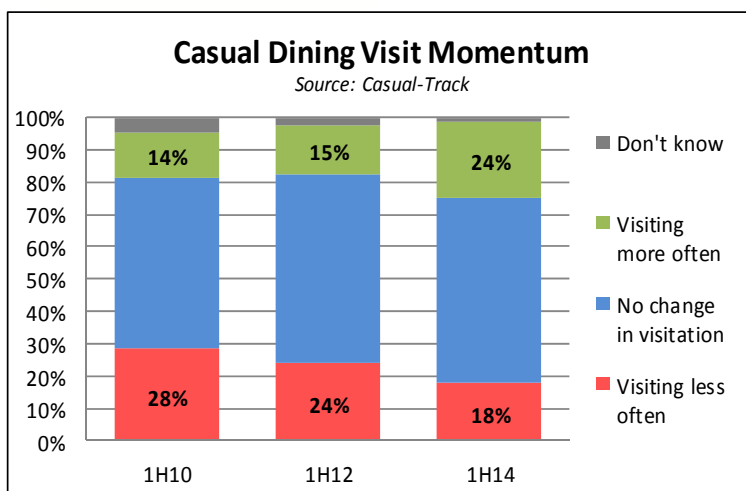
Nearly six in 10 CDR users perceive no change in casual dining restaurant visits or spending against year ago.

Importantly, the number of users who say they are visiting more often or spending more per visit exceeds the number pulling back for the first time in several years.

This positive effect should produce a larger casual dining category in the second half of the year.

S&A's new report *Casual Dining Habits* also reveals details about

dining habits and daypart definition by demo segment, including: crossover frequency at QSR, influence of specially priced promotions in choice of CDRs, timing of breakfast, lunch, dinner and snacks during weekdays and on weekends and frequency and eventual use of leftovers from casual dining restaurant visits.



If they're not spending with us, then where?

During April-June 2014, a greater percentage of consumers say they spent more rather than less on certain necessities, such as gas and groceries, and on some discretionary items, including food trucks and sporting events.

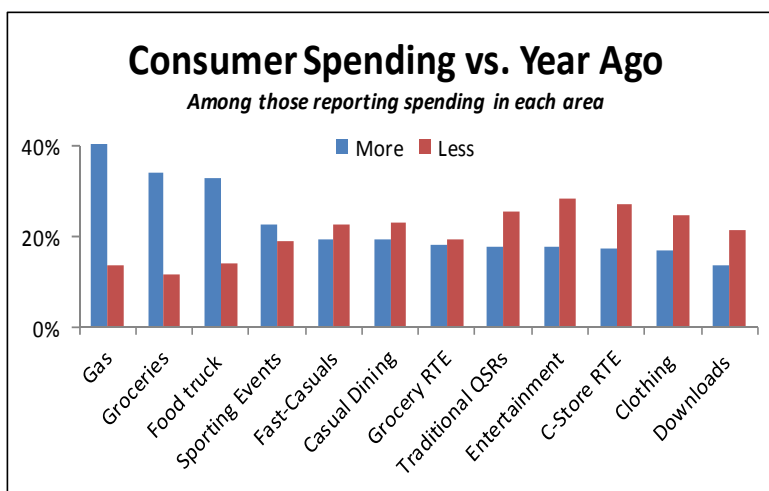
Consumers were more likely to have cut back rather than increase spending on other entertainment (movies, concerts, etc.), clothing, downloads and food from traditional QSRs and c-stores.

Among those who reported cutting back on chain restaur-

ant dining, making fewer visits was the most popular way to save, by far.

At traditional QSR, ordering fewer items and/or less expensive items was a more popular approach to saving than at fast casual or casual dining.

Much more detail on consumer spending habits, including market-specific data, will be available in the upcoming *Consumer Spending Habits 2014* report.



Contact Paul at (847) 277-7603 or paul@sandelman.com for information about how to obtain a copy.

25790 W. Apache Ln.
Barrington, IL 60010
Phone: (847) 277-7603
E-mail: paul@sandelman.com

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Coffee and tea share study ready for prime time

Sandelman & Assoc. is pleased to unveil Coffee and Tea Share-Track[®], a breakthrough syndicated coffee and tea share study for quick-service restaurants, coffeehouses, convenience stores/service stations, and retail grocery.

The tracking study will measure chain purchase levels (trial, past-3-month, past-month and past-week), chain frequency and past-week share by type of coffee or tea purchased, by food purchased, by time of day and visit motivation.

Results will be reported quarterly at the national, regional and major market level.

Sandelman will help clients get

a handle on category trends and usage, who's up and who's down and who's buying what coffee and tea beverages at which chains and when.

For more info regarding chains tracked, regions and markets covered, please contact Paul at (847) 277-7603 or paul@sandelman.com.

Want to know what I'm drinking?



About Sandelman & Associates

Sandelman & Assoc. conducts consumer research exclusively for the foodservice industry. Information for this newsletter is taken from the Quick-Track and Casual-Track syndicated tracking studies, which monitor attitudes, awareness and usage at the media market level.

S&A tracking studies allow clients to take right actions in their marketing, advertising and operational efforts. Call Paul Clarke at (847) 277-7603 to learn how.