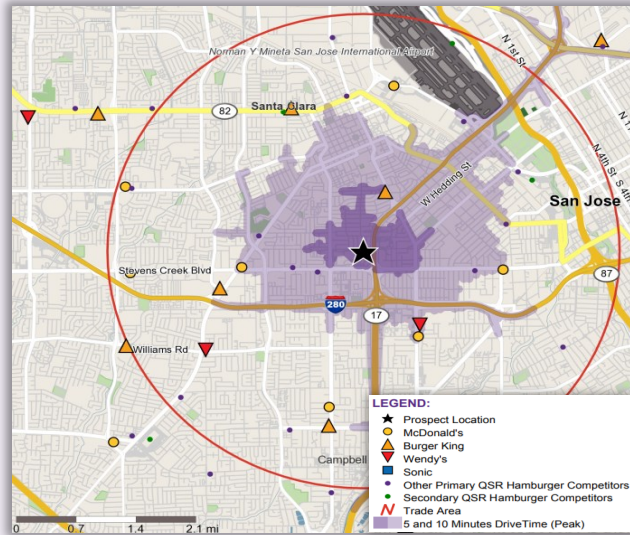


About SiteScore Reports

SiteScore Overview

SiteScore models Quick Service Restaurants (QSRs) to help clients find prospective locations in new and existing markets. A quick glance at the map shows the prospective location in relation to primary and secondary competitors. The SiteScore indices and characteristics of nearby QSR competitors provide users with insight into the potential in the trade area for a prospective location.

Trade Area Map



Trade area extents are estimated through the development of a set of trade area models, which are based on visitor activity in proximity to existing QSR locations. Density, competition, retail/business activity and regional variations are the primary drivers in the variation of trade area extents.

SiteScore Application

Use this SiteScore report example as a reference for understanding the potential of a new QSR location for your business. The key metrics described in this example can be applied to any SiteScore report for either of the categories (Hamburger, Mexican, Chicken). This example shows a prospective Hamburger QSR location in the trade area of San Jose, California. The Location Index score is **142**, indicating this prospective location has significantly greater potential than a typical QSR location in the category, Hamburger, and in the 03-Major Metro-Urban urbanicity type. Demand estimates suggest good growth potential for this location, given current year QSR Expenditure and five year QSR Expenditure Growth are above average. The closest competitor to the prospective location is Arby's, with a National Market Index of **97** and a DMA Market Index of **99**, indicating near average sales for both the national and DMA levels.

Key SiteScore Index Definitions

Location Index Score measures the quality of the location based on variables considered important to the performance of a location. An index score less than 100 represents a location with less potential and an index score greater than 100 represents a location with greater potential, relative to a typical location.

QSR Expenditure Index measures the QSR dollar expenditure in the trade area. An index score less than 100 represents a trade area with less QSR dollar demand than a typical location and an index score greater than 100 represents a trade area with more QSR dollar demand than a typical location.

Competition Index measures the competitive intensity in the trade area. An index score less than 100 represents a trade area with less competition and an index score greater than 100 represents a trade area with greater competition, relative to a typical location.

QSR Market Potential Index (PRIZM® Premier¹) measures the likelihood a household would frequent a QSR location. An index score less than 100 represents a trade area with households less likely to be QSR customers and an index score greater than 100 represents a trade area with households more likely to be QSR customers.

National Market Index² compares the performance of a competitor location in the same restaurant chain to the average performing competitor location on a national level. An index less than 100 represents a location with less than average sales volume and an index greater than 100 represents a location with higher than average sales volume.

DMA Market Index³ compares the performance of a competitor location in the same restaurant chain to the average performing competitor location at the Designated Market Area (DMA) level. An index less than 100 represents a location with less than average sales volume and an index greater than 100 represents a location with higher than average sales volume.

Location Index Score	142
QSR Expenditure Index**	126
Competition Index**	109
QSR Market Potential Index (PRIZM Premier)**	97
Trade Area (in miles)	3.0
Urbanicity Type	03-Major Metro-Urban
Model	Urban
QSR Category	Hamburger/Roast Beef

Variable Name	Category	Actual	Index
QSR Expenditure**	Demand	\$261,979,372	126
% QSR Expenditure Growth (5Y)**	Demand	21.4%	113

Chain Name	Address	City	State	ZIP Code	Drive Time (Minutes)	Annual Sales	National Market Index	DMA Market Index
Arby's	3158 Stevens Creek Blvd	San Jose	CA	95117	5	\$1,170,000	97	99
Burger King-TR	1305 N Bascom Ave	San Jose	CA	95128	6	\$1,108,000	81	73

¹ PRIZM is a registered trademark of Claritas, LLC

^{2,3} The National Market and DMA Indices are based on estimated sales from Restaurant Trends data.