

HOW TO READ

Executive Reporting - Target Group - Consumer Profiles - Quick Service Restaurant Overview

Provides an overview of quick service restaurant data for the current year for the selected Target Group.

Note: Values are chosen from Index ranking with the minimum of 5% composition.

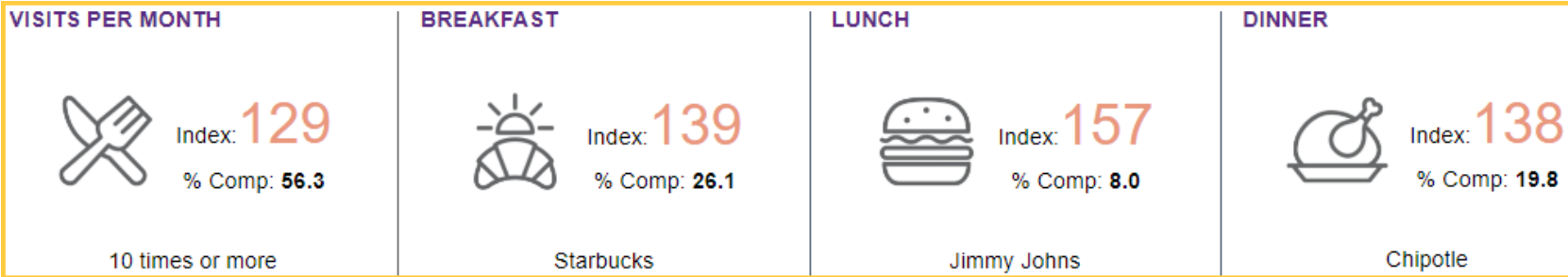
Consumer Profiles | Quick Service Restaurant Overview

ENVIRONICS ANALYTICS

Target Group: Young & Affluent (3 Groups)

Households: 880,560

The **Target Group** selected for the analysis and the number of **Households** within the Target Group is indicated at the top of the report.



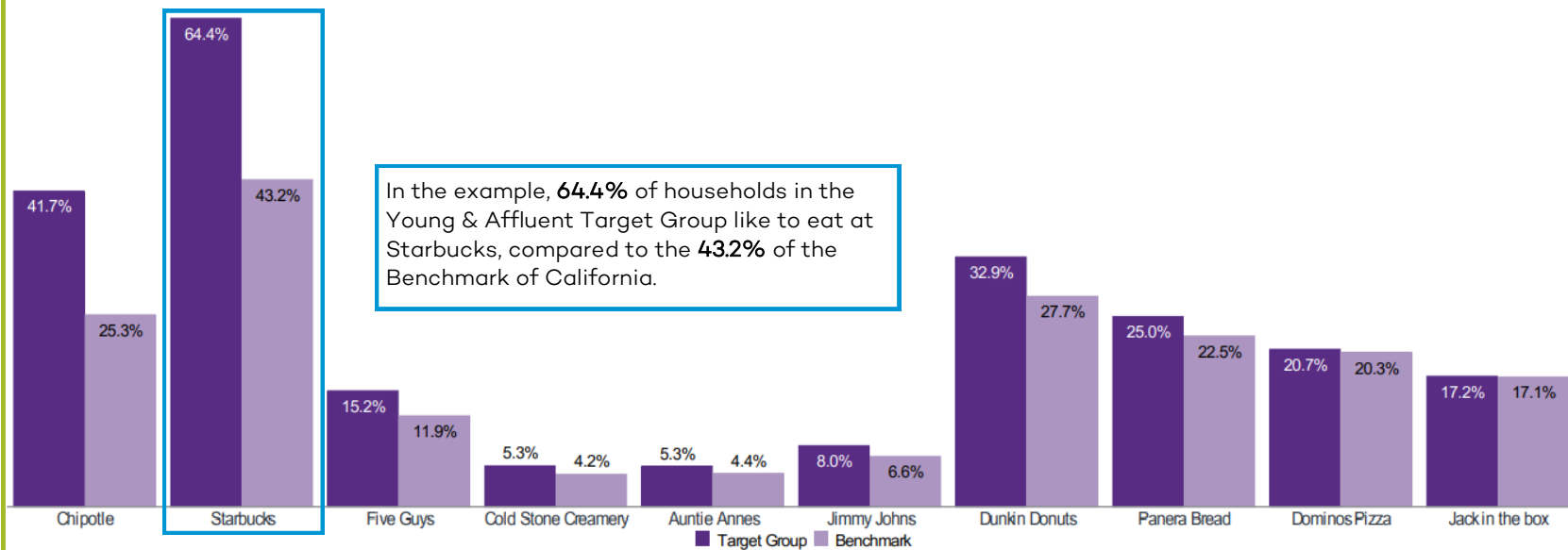
Visits Per Month: The number of restaurant visits per month that the majority of the Target Group take.

Breakfast: The restaurant the majority of the Target Group prefer for breakfast foods.

Lunch: The restaurant the majority of the Target Group prefer for lunch foods.

Dinner: The restaurant the majority of the Target Group prefer for dinner foods.

TOP 10 QUICK SERVICE RESTAURANTS



Top 10 Quick Service Restaurants: The bar chart shows the 10 Quick Service Restaurants that the largest proportion of the Target Group eat at, compared to the Benchmark.

Benchmark: California

The **Benchmark**-also referred to as the base-indicates the geographic extent for the report.

Index Colours: <80 80 - 110 110+