

# HOW TO READ

## Executive Reporting - Trade Area - Consumer Profiles - Quick Service Restaurant Overview

Provides an overview of quick service restaurant data for the current year for the selected Trade Area.

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

### Consumer Profiles | Quick Service Restaurant Overview



**Trade Area:** San Francisco

**Households:** 383,927

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

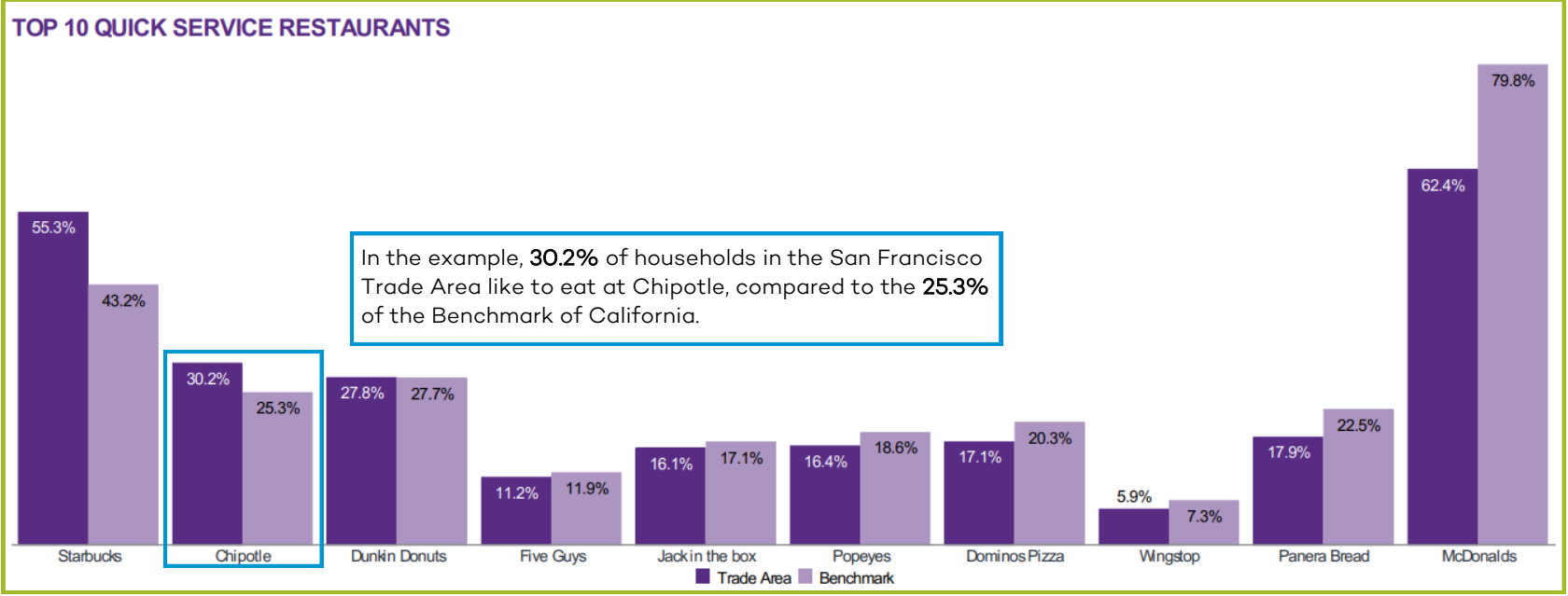
VISITS PER MONTH	BREAKFAST	LUNCH	DINNER
<p>Index: <b>107</b> % Comp: <b>15.1</b></p> <p>1 time</p>	<p>Index: <b>132</b> % Comp: <b>29.8</b></p> <p>Starbucks</p>	<p>Index: <b>126</b> % Comp: <b>18.3</b></p> <p>Chipotle</p>	<p>Index: <b>115</b> % Comp: <b>16.1</b></p> <p>Chipotle</p>

**Visits Per Month:** The number of restaurant visits per month that the majority of the Trade Area take.

**Breakfast:** The restaurant the majority of the Trade Area prefer for breakfast foods.

**Lunch:** The restaurant the majority of the Trade Area prefer for lunch foods.

**Dinner:** The restaurant the majority of the Trade Area prefer for dinner foods.



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

**Benchmark:** California

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

