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Southeast and Southwest Home to Top 10 Fast-Food Markets

Incidence of frequent users highest in Greenville, N.C., lowest in Portland, Maine

In 2006, 59 percent of fast-food users in Greenville, N.C., patronized a quick-service restaurant 12 or more times a month (nearly three times a week), making it the No. 1 market for frequent fast-food users in the United States. Portland, Maine, ranked last, with only a 27 percent incidence of heavy QSR users.

These findings are based on the quarterly syndicated Quick-Track® research program conducted by Sandelman & Associates, a San Clemente, Calif.-based market research firm that tracks consumer trends for the restaurant industry. In 2006, the study tracked quick-service restaurant awareness, usage and customer satisfaction attribute ratings in 61 markets throughout the United States.

Notably, three of the Top 10 markets are in the Carolinas and three are in Texas. The remaining leaders are located in the southeast United States and Oklahoma. Indeed, none are north of the Mason-Dixon line.

QSR users in McAllen, Texas, lead the nation with nearly 25 monthly occasions per person on average. That's nearly one fast-food visit per person per day on average. Greenville, N.C., not to be outdone, comes in a close second with nearly 24 monthly fast-food occasions per person.

At the other end of the spectrum are Portland, Maine, Anchorage, Boston, Portland, Ore., and Boise, Idaho, where users have fewer than 13 QSR occasions per month.

In addition to the *Top 10 Markets by Incidence of Heavy QSR Users* and *Top 10 Markets by QSR Past-Month Frequency per Person (below)*, www.Sandelman.com/freereports contains Excel tables, which include all the DMA rankings.

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Top 10 Markets
Incidence of Heavy QSR Users
(12+ in past month)

<i>ALL MARKETS AVERAGE</i>	42%
Greenville, N.C.	59%
McAllen, Texas	58%
Memphis, Tenn.	55%
Oklahoma City	55%
Charleston/Huntington, W.Va.	55%
Greensboro, N.C.	54%
Columbia, S.C.	54%
Birmingham, Ala.	52%
El Paso, Texas	52%
San Antonio	52%

Top 10 Markets
QSR Past Month Frequency per
Person -- All QSR Users

<i>ALL MARKETS AVERAGE</i>	17.1
McAllen, Texas	24.9
Greenville, N.C.	23.9
Memphis, Tenn.	21.7
El Paso, Texas	21.0
San Antonio	21.0
Dallas	20.7
Oklahoma City	20.6
Charleston/Huntington, W.Va.	20.4
Columbia, S.C.	20.3
Raleigh/Durham, N.C.	20.0

About The Study

Quick-Track[®] is a syndicated research study that tracks key consumer behavioral and attitudinal measures for all major fast-food and pizza chains in individual markets. This research program has been conducted on a quarterly basis since 1988 by Sandelman & Associates, a San Clemente, Calif.-based market research firm. During 2006, Quick-Track telephone surveys were conducted in 61 major markets across the U.S. among a total sample of over 70,000 fast-food users.