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Press Release

Late Night Attracts Fast Food's Best Customers

Nighttime diners are buying more than just fries and a drink.

VILLA PARK, CA — A recent research study among fast-food users shows that late night dining is important to a strong contingent of the industry's best customers – young males. And these late night diners aren't just stopping by for a soda or snack. More than two-thirds of males 18-34 are filling up on main meal items during their nighttime visits and almost one in four purchase some type of side item to go along with it. These findings are based on the quarterly syndicated Quick-Track® research program conducted by Sandelman & Associates among a nationally representative sample of 600 fast-food users in January-March, 2005.

“Late night diners have an appetite for fast-food and are willing to spend even more after 10 PM than earlier in the day to satisfy their cravings,” said Bob Sandelman, president of the market research firm. Late night diners are spending an average of \$6.22 per person per late night visit, well above the all-day spending average. Young males spend even more late at night, averaging \$7.23 per visit. “Since only a few chains dominate the late night dining scene, there seems to be a great deal of untapped potential,” Sandelman added. In fact, the research shows that about half of late night users would make nighttime visits to a chain they currently visit during regular hours, or even to a chain *not* in their normal dining set, if those chains were to extend their hours after 10 PM.

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Further information about the report on late night dining at fast-food restaurants, as well as other key reports, is available at <http://www.sandelman.com/reports>. Most reports are developed using the enormous database of information that has been collected by Sandelman & Associates from consumers over the past several years. This includes more than 100,000 syndicated telephone interviews that are conducted each year plus more than 125,000 RestaurantPoll on-line surveys that have been submitted over the past five years. These reports are available for downloading or shipment, are efficiently priced and can be purchased via credit card or check.

Several reports on the QSR segment are currently available, including the National Annual Report, Customer Satisfaction and Brand Positioning Report, and an Occasion Profiler, as well as special analyses covering fast-food items at convenience stores, and fast-food “premium” menu items. Occasion profilers are also available for the casual-dining and family-dining restaurant segments.

In addition, subscriptions are now being offered to RestaurantPoll ATM (Automated Tracking Monitor), a real-time reporting system that provides feedback from more than 30,000 panelists on restaurants they have visited recently and on advertising and promotions they have seen for restaurant chains. RestaurantPoll InstaPoll and OmniPoll are new services now being offered that can provide quick feedback to chain operators and suppliers on new products, new ad campaigns, breaking news stories and other key issues and topics.

Sandelman & Associates is a Villa Park, CA, based independent research company that provides the restaurant industry with credible and clear feedback from their customers.

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