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Press Release

Traffic light on restaurant chain Web sites

Restaurant chains have a long way to go to attract eyeballs to Web sites

SAN CLEMENTE, CALIF. — Most quick-service restaurant users never have visited a restaurant chain Web site and have little interest in doing so in the future, according to the recent research study *Usage of Restaurant Chain Web Sites*. In fact, only 24 percent of QSR users reported ever visiting a restaurant chain Web site. Incidence was slightly stronger among females and weaker among younger users.

These findings are based on the supplement to the quarterly syndicated Quick-Track® research program conducted by Sandelman & Associates from October to December 2005 among a nationally representative sample of 600 fast-food users.

The scant traffic on restaurant chain Web sites is not for lack of Internet access or usage by fast-food customers. The vast majority of QSR users (over 70 percent) also are Internet users. About one-third of QSR users spend an average of one hour a day or more (seven or more hours a week) on the Internet, while almost half spend three hours a week or less. Younger users (age 16-24) are the heaviest users, while older users spend the least amount of time on the Internet, on average.

Interestingly, fast-food customers who never have visited restaurant chain Web sites aren't planning on surfing to them anytime soon. As a matter of fact, of the approximately 75

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percent of respondents who never have visited a restaurant Web site, more than 95 percent of them reported they are not likely to visit one in the next month either. Even among heavy QSR users, only 7 percent of non-Web site users are at least somewhat likely to visit chain sites in the next month.

Naturally, users visited chain Web sites for a variety of reasons, but mostly for specific information regarding location, menu or promotions. About 44 percent of users searched for locations, clearly the most popular reason for visits to restaurant chain Web sites. Approximately one-fourth of users sought information about available menu items, nutritional data or promotions.

One-fifth of users have visited chain Web sites to download coupons and nearly as many have visited to place online orders. A healthy percentage of users visited chain Web sites to submit customer feedback: 15 percent of users said they reported positive experiences and 17 percent of users said they reported negative experiences via chain Web sites.

The *Usage of Restaurant Chain Web Sites* report also provides data on which of 25 quick-service restaurant sites were “ever visited” and are “most often visited.” Additional findings and charts are included in Sandelman & Associates’ report *Usage of Restaurant Chain Web Sites*, a supplement to its Quick-Track® research program. For further information, log onto <http://www.sandelman.com/store/restaurantwebsites>.

Sandelman & Associates is a San Clemente, Calif.-based independent research company that provides the restaurant industry with reliable and easy-to-use consumer feedback.

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