



SANDELMAN  
&  
ASSOCIATES





## WE SPECIALIZE IN CONSUMER RESEARCH FOR THE FOODSERVICE INDUSTRY

### Syndicated Research

Foodservice Consumer Monitor™ is a syndicated research program that includes several awareness, usage and attitude consumer tracking studies for chain restaurants.

#### *Quick-Track*®

Fast-food and pizza restaurants.

#### *Family-Track*®

Family dining restaurants, coffee shops, cafeterias.

#### *Casual-Track*®

Casual dining and dinnerhouse restaurants

#### *Treat-Track*®

Stores that specialize in bagels, baked goods, coffee and juice drinks, frozen treats.

### Internet Polls

RestaurantPoll.com is a website that captures customer satisfaction for recent occasions, recall of restaurant advertising and other important feedback.

#### *Satisfaction-Track*®

Customer satisfaction for restaurants.

#### *Promo-Track*®

Advertising & promotion recall.

#### *Team-Track*®

Foodservice employee feedback.





## Methodology

Family-Track is a telephone survey of past 2 month family dining users. Each period, Family-Track data is collected from 400 respondents who are selected via a computer-generated random sample of listed and unlisted telephone numbers. Respondents are males and females (split equally) age 16 and older. The data is weighted slightly to reflect the proper distribution of the population by age.

Interviewing is spread evenly over all 26 weeks in a wave to best represent the period's activity. Heavy, moderate, and light category users are recruited on an "as it falls" basis so that results reflect actual incidence. Single-point computerized interviewing and data entry are also used to ensure accuracy.

## What is Family-Track®?

Family-Track is an ongoing syndicated research study that tracks consumer awareness, usage, and attitudinal measures for all major family dining chains. Because Family-Track is syndicated, each subscriber has access to valuable, in-depth information at a fraction of the cost of a proprietary study.

Family-Track provides information at the DMA level for up to 35 chains. The studies are conducted at the local market level to provide subscribers with data that can be used and acted upon where it counts—in the local marketplace where advertising and media plans are implemented. Because competitive environments vary from market to market, Family-Track studies are more useful and more actionable than regional and national tracking programs. Plus, only Family-Track can provide trend data from a variety of key markets across the nation.

The study includes information on brand and advertising awareness, purchase levels (breadth of customer base), purchase frequency (loyalty), share of occasions, overall rating, a last purchase occasion profile, attribute ratings, and demographics. The reports include information on the total sample, as well as for key segments such as heavy family dining users, daypart and service mode users, and past month users of each chain.

For chains interested in tracking Hispanic marketing efforts, Family-Track studies conducted in Spanish are available in selected markets. Hispanic studies include all of the information listed at right for the total sample, as well as for Spanish dependent and bilingual family dining users.

# Family-Track<sup>®</sup> Rates

Price Per Wave

## Basic Measures

English Language DMA Studies (n=400)	\$7,000
Spanish Language DMA Studies (n=400)	\$8,000

## Attribute Ratings

\$250 per monitored chain

## Custom Options

(custom questions, supplementary samples)

Quoted Separately

## SandelmanEdge.com Web Page

\$1,000

## Statistical Analysis

\$200 per hour

## Written Analyses and Insight

\$100 per hour

## Data Manipulation

(charts, tables, cross tabs)

\$50 per hour

## Presentations

Development cost plus travel expenses

# Family-Track<sup>®</sup> Schedule

Chains for Attribute Ratings  
and Custom Options Deadline

September 1

March 1

Fieldwork

October–March

April–September

Reports delivered by

April 30

October 31

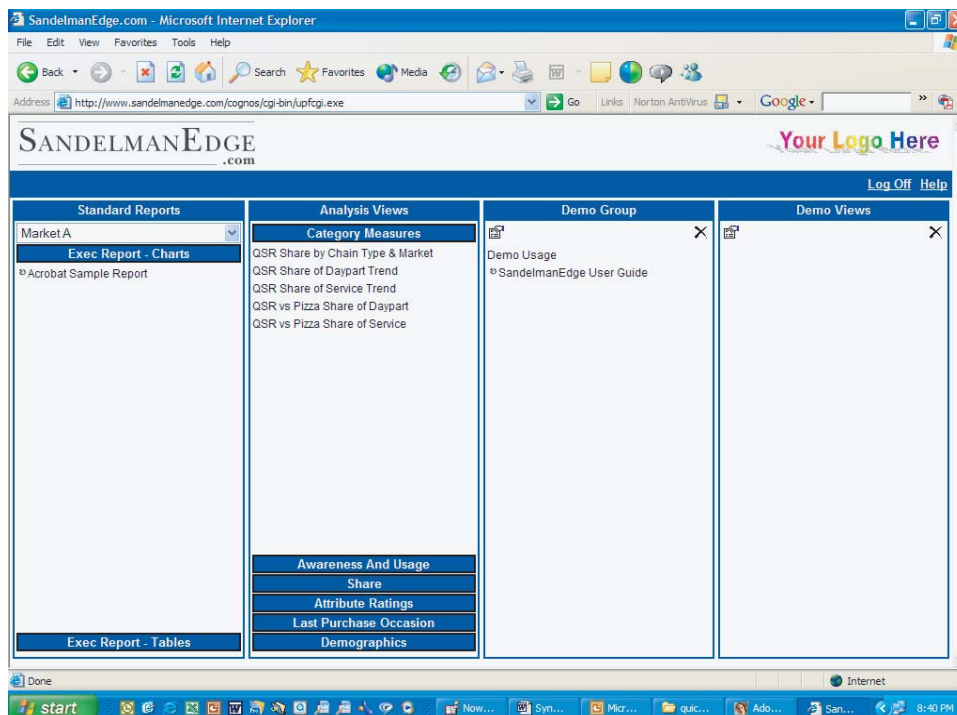


# EDGE

SANDELMAN  
EDGE.com

## The Edge You Need...

Subscribers to Sandelman & Associates syndicated tracking studies will now receive reports and have access to a relational database via SandelmanEdge.com. A secure branded web page will be provided for each client from which subscribers can download Power Point presentations and Excel tables.



PowerPlay: [P3MTableGender.ppt of survey (Report)]

Q1: Fast food and pizza chains purchased food from in past 3 months | Chain | Chain Type | Fast Food Usage | Gender | Age | Marital Status | Income Level | Education | Ethnicity

Past 3 Month Chain Usage

	McDonald's	KFC	Atlanta Bread Co.	Taco Bell	Long John Silver's	Arby's	Subway	Pizza Hut
Q1: Fast-food a	71.20%	50.50%	19.80%	53.47%	15.84%	48.51%	58.42%	51.49%
Female	78.57%	52.88%	17.14%	51.43%	17.14%	48.57%	60.00%	50.00%
Male	54.84%	45.16%	25.91%	58.06%	12.90%	48.39%	54.84%	54.84%

- ▶ SandelmanEdge.com users will also be able to analyze data instantly with a simple to use multi-dimensional web interface. For example, after spotting a trend, subscribers can then drill down to see what or who is driving the change. In the example to the left, gender breakdowns were added to the table with a click of the mouse. Data can be sliced and diced by demographics, chain usage, segment usage, and a variety of other enlightening dimensions.



- ▶ Another click of the mouse charts the data, and views can be saved for future use. With this feature, Power Point reports can evolve over time. As consumer insight expands and marketing direction becomes more effective, reports can better reflect and monitor progress.

# Client List

Sandelman & Associates is proud that our clients list includes over 85 of the nation's leading foodservice companies.

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Acapulco Restaurants  
Applebee's  
Arby's  
Baja Fresh  
Bertucci's  
Black-eyed Pea  
Bojangles'  
Burger King  
Burgerville USA  
California Pizza Kitchen  
Carl's Jr.  
Carrows  
Casa Gallardo  
Checkers  
Chevys  
Chi-Chi's  
Chick-fil-A  
Church's  
Coca-Cola USA  
Coco's  
Cracker Barrel  
Cucos  
Dairy Queen  
Del Taco  
Denny's  
Domino's Pizza  
Don Pablo's  
East Side Mario's  
Edwards Baking Co.  
El Chico

El Pollo Loco  
El Torito  
Friendly's Ice Cream  
Grandy's  
Green Burrito  
Hardee's  
Harrigan's  
Hot 'N Now  
Houlihan's  
IHOP  
In-N-Out Burger  
Jack in the Box  
Johnny Rockets  
Kentucky Fried Chicken  
Koo Koo Roo  
LaRosa's Pizzeria  
Lee's Famous Recipe  
Little Caesars Pizza  
Longhorn Steakhouse  
Lyon's  
Macayo Mexican Restaurant  
Marie Callender's  
Mazzio's Pizza  
McDonald's  
Mrs. Winner's  
Original Hamburger Stand  
Panda Inn  
Panda Express  
Panera Bread  
Papa John's Pizza

PepsiCo  
Peter Piper Pizza  
PickUpStix  
Pollo Tropical  
Polly's  
Popeyes  
Pizza Hut  
Quizno's  
Rally's Hamburgers  
Red Robin  
Round Table Pizza  
Roy Rogers  
Rubio's  
Sbarro  
Schlotzsky's  
Sizzler  
Shoney's  
Skyline Chili  
Sonny's Real Pit BBQ  
Steak 'n Shake  
Subway  
Taco Bell  
Taco Bueno  
Taco Time  
Tomato Rumba's  
Wendy's  
Whataburger  
Wienerschnitzel  
Winchell's Donuts  
Yoshinoya

For more information, a free sample report, or an online SandelmanEdge demonstration, contact Jeff Davis as listed below:

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