

The Consumer Insights You Need to Make Better Decisions

Quick-Track® is an ongoing syndicated research study that tracks consumer awareness, usage and attitudinal measures for all major quick-service restaurants. Because Quick-Track is syndicated, subscribers have access to valuable, in-depth information at a fraction of the cost of proprietary studies.

Quick-Track provides information for up to 34 chains in each market. The studies are conducted at the DMA level to provide subscribers with actionable data that can be used in the local marketplace where advertising and media plans are implemented. Plus, only Quick-Track can provide trend data from 100 DMAs across the nation.

The study includes information on:

- Brand and advertising awareness
- Market penetration
- Purchase frequency (loyalty)
- Share of occasions
- Overall rating
- Last purchase occasion profile
- Attribute ratings (*see list at right*)
- Demographics

Quick-Track studies conducted in Spanish are available in select markets. Spanish language interviews are conducted via telephone.

Quick-Track Schedule

Deadline	Dec. 1	Mar. 1	Jun. 1	Sep. 1
Fieldwork	Jan.-Mar.	Apr.-Jun.	Jul.-Sep.	Oct.-Dec.
Reports available by	Apr. 30	Jul. 31	Oct. 31	Jan. 31

Methodology

Quick-Track is a comprehensive survey of past-month fast-food and pizza restaurant users. Each quarter, data is collected at the DMA level from 400 respondents (600 in Los Angeles). Telephone respondents are selected via a computer-generated random sample of listed and unlisted telephone numbers; online respondents are selected from a panel of over 5 million Internet users.

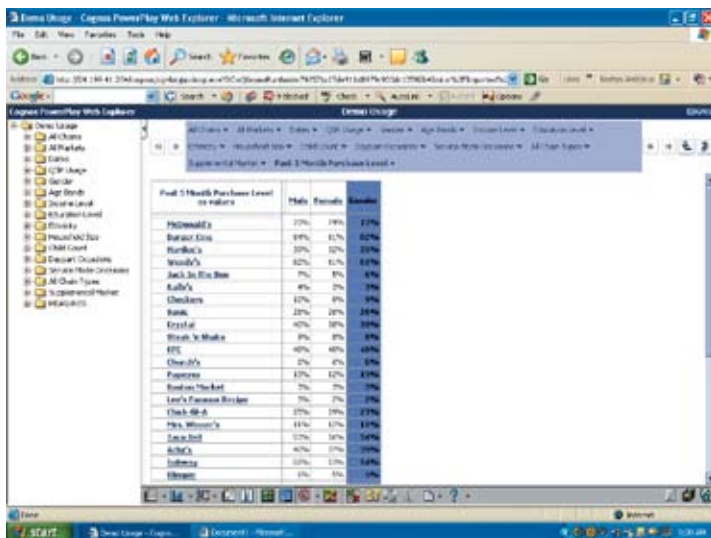
Respondents are males and females between the ages of 16 and 64.

Attribute Ratings

- Taste/Flavor
- Quality
- Temperature
- Variety
- Health
- Friendliness
- Speed
- Indulgence
- Accuracy
- Cleanliness
- Kid appeal
- Convenience
- Value
- Like me
- Affordability

The Edge You Need

Subscribers to Sandelman & Associates' syndicated tracking studies benefit from a robust relational database called SandelmanEdge.com. A secure branded Web page is provided to each client, which allows subscribers to slice and dice their data to answer their marketing questions and download PowerPoint® and Excel® files. Thanks to its multidimensional Web interface, SandelmanEdge puts clients in the driver's seat with a data analysis tool that's state of the art.



◀ After spotting a trend, subscribers can drill down to see what or who is driving the change. In this example (left), gender breakdowns are added to the table with a mere mouseclick. Data can be sliced and diced by demographics, chain usage, segment usage and other vital dimensions.

Quick-Track Rates

Commitments (over 12-month period)	4 Waves	2-3 Waves	1 Wave
Basic Measures			
Syndicated markets—except Los Angeles (n=400)	\$4,000	\$5,500	\$7,000
Los Angeles (n=600)	\$5,000	\$7,000	\$9,000
Hispanic studies (n=400)	\$4,500	\$6,000	\$7,500
National (n=600)	\$5,000	\$7,000	\$9,000
Semi-proprietary studies (n=400)	\$12,000	\$12,000	\$12,000
Semi-proprietary studies (n=200)	\$6,000	\$6,000	\$6,000
Attribute Ratings		\$300 per monitored chain	
Custom Options (custom questions, supplementary samples)			Quoted Separately

For more information, please contact:

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