Chick-fil-A awareness and usage up in Q3 2012 following Cathy remarks

SAN CLEMENTE, CALIF. — Chick-fil-A enjoyed improved awareness, usage and share in the period July-Sept 2012, following remarks from COO Dan Cathy to the Baptist Press on July 16, 2012, regarding his beliefs on marriage. Despite protests and predictions that the fast-food chain would be hurt by the publicity, Chick-fil-A appears stronger now.

When compared with the same period 2011, Chick-fil-A in Q3 2012 broadened its past-month user base (chain “regulars”) in 28 of the 35 U.S. media markets where the fast-food restaurant chain is monitored in Sandelman & Associates’ Quick-Track® study. Perhaps all publicity really is good publicity: Chick-fil-A also was on more minds in Q3 2012 as measured by unaided brand awareness and total advertising awareness (see chart).

These findings are based on results reported in the quarterly syndicated Quick-Track study conducted by Sandelman & Associates, a San Clemente, Calif.-based market research firm that tracks attitudes, awareness and usage for the restaurant industry.

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About The Study

Quick-Track® is a syndicated research study that tracks attitudes, awareness and usage for all major fast-food, fast-casual and pizza restaurant chains in U.S. media markets. Quick-Track has been conducted continuously and reported quarterly since 1988 by Sandelman & Associates, a San Clemente, Calif.-based market research firm. Quick-Track surveys are conducted in over 90 U.S. media markets among a total sample of over 100,000 fast-food users.