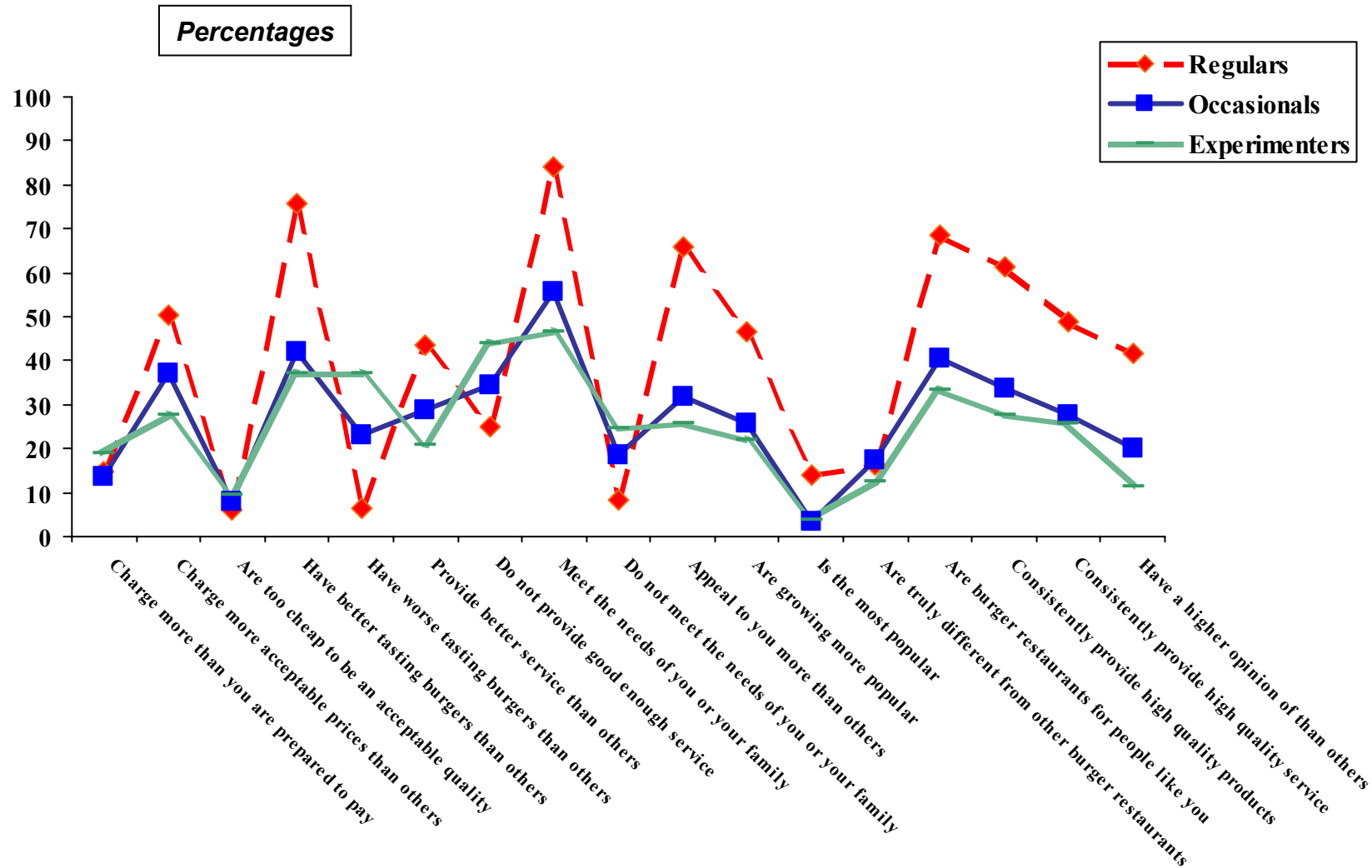


# *Graphic Display of Segment Differences*

***Multivariate Solutions***

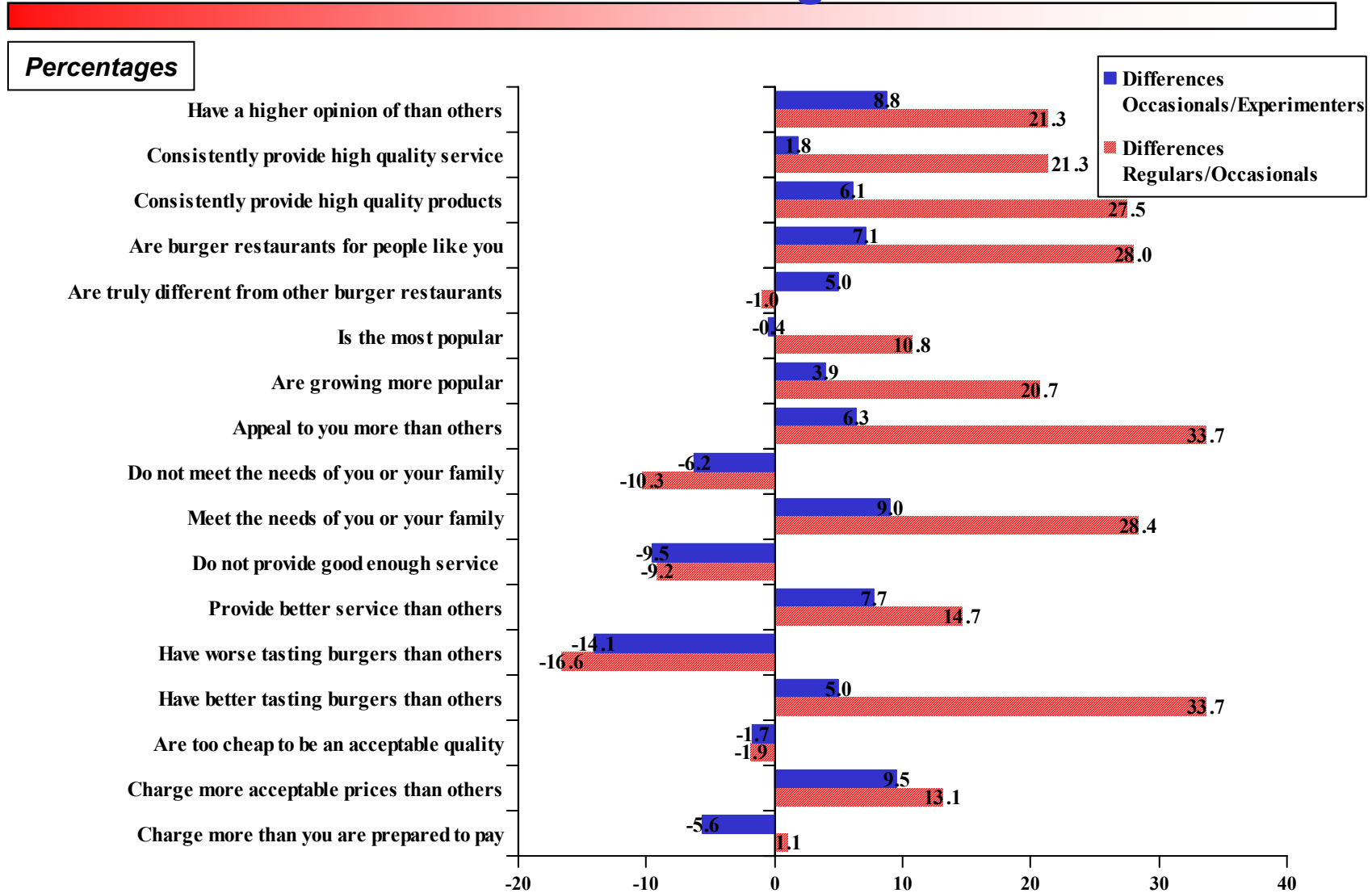
# Characteristics Statements Closely Associated With Burger Empire Brand Voltage



# Differences Between Key Groups

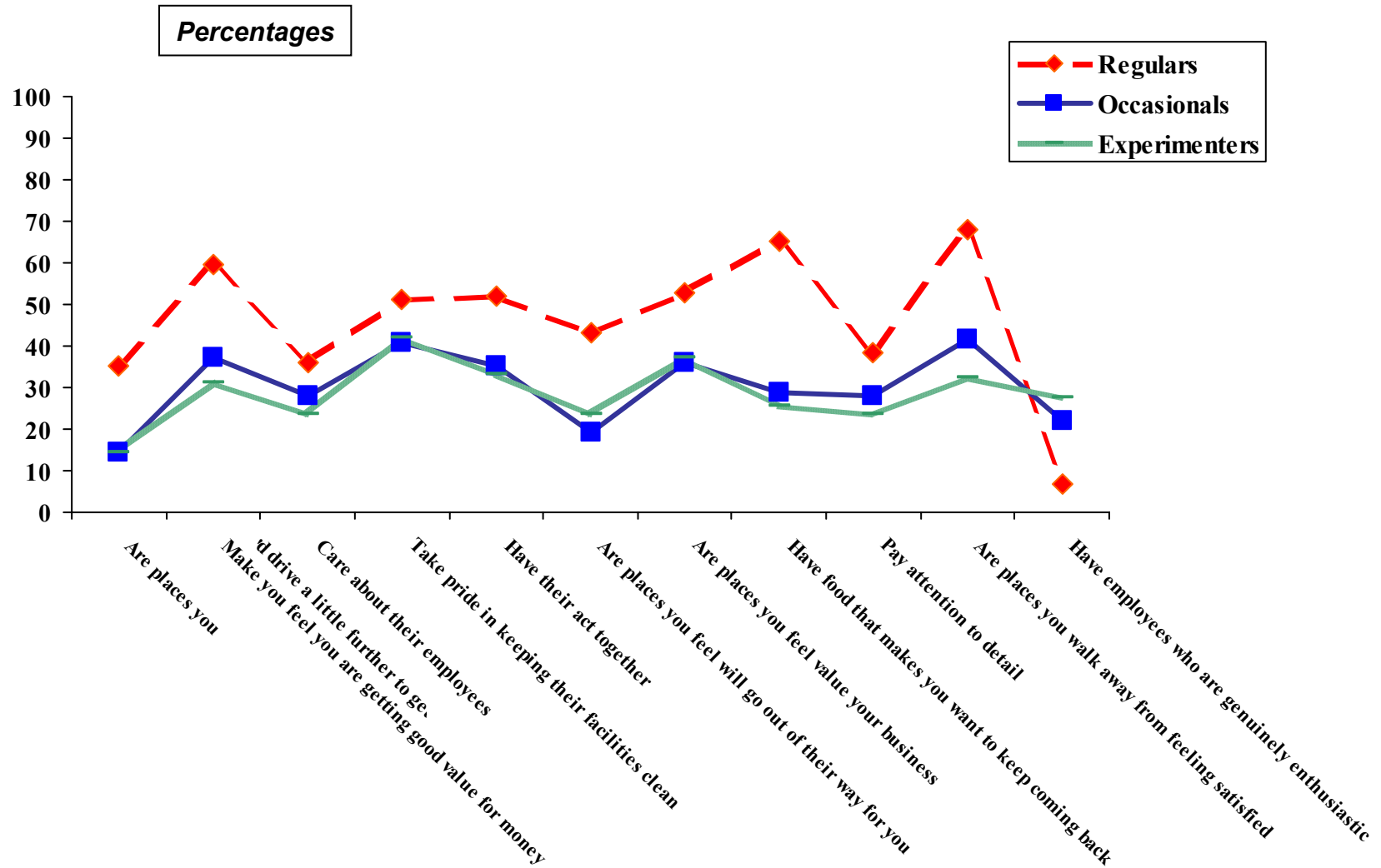
## Characteristics Statements Closely Associated With Burger Empire

### Brand Voltage



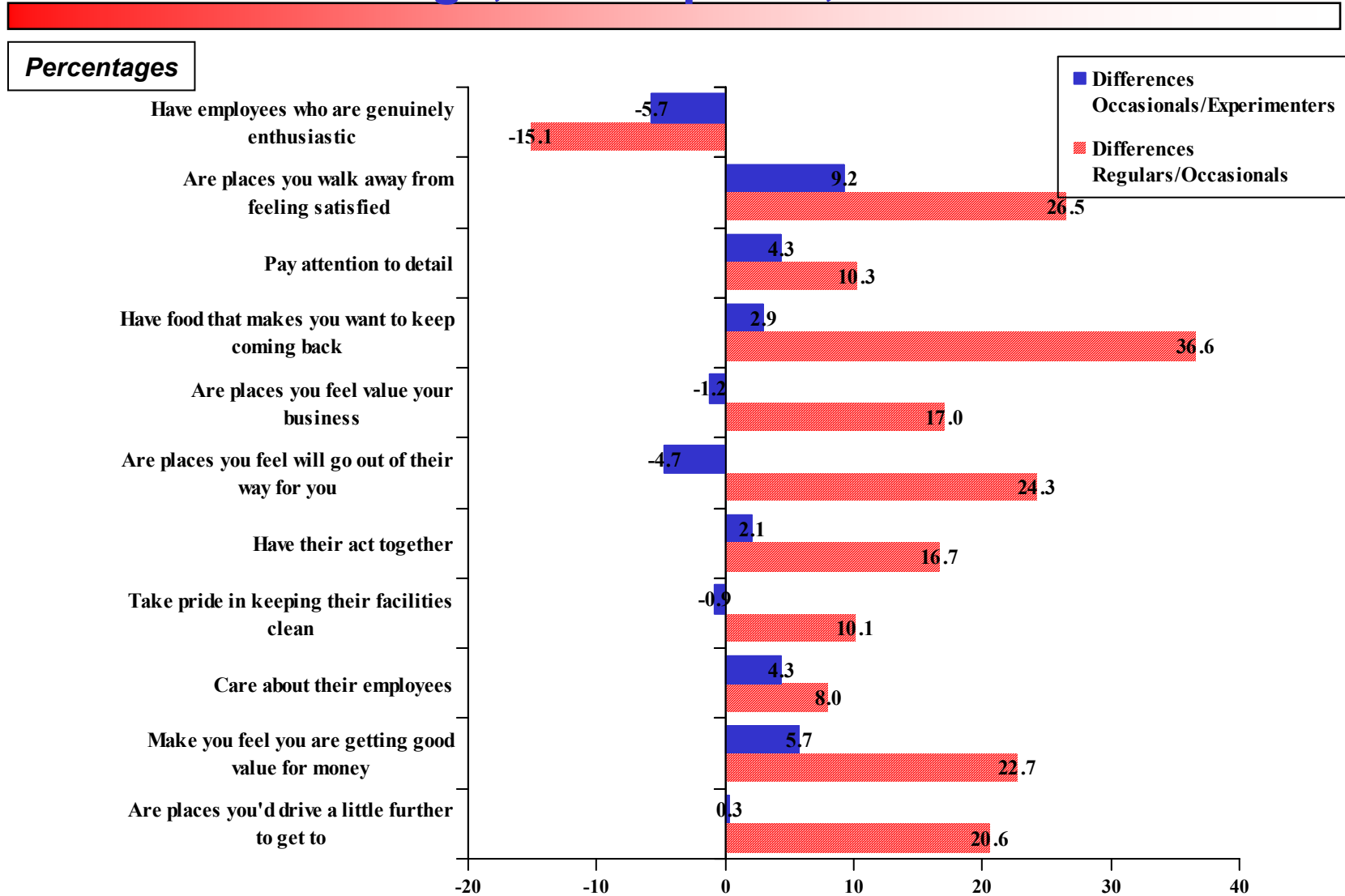
# Characteristics Statements Closely Associated With Burger Empire

## Image, Atmosphere, Service



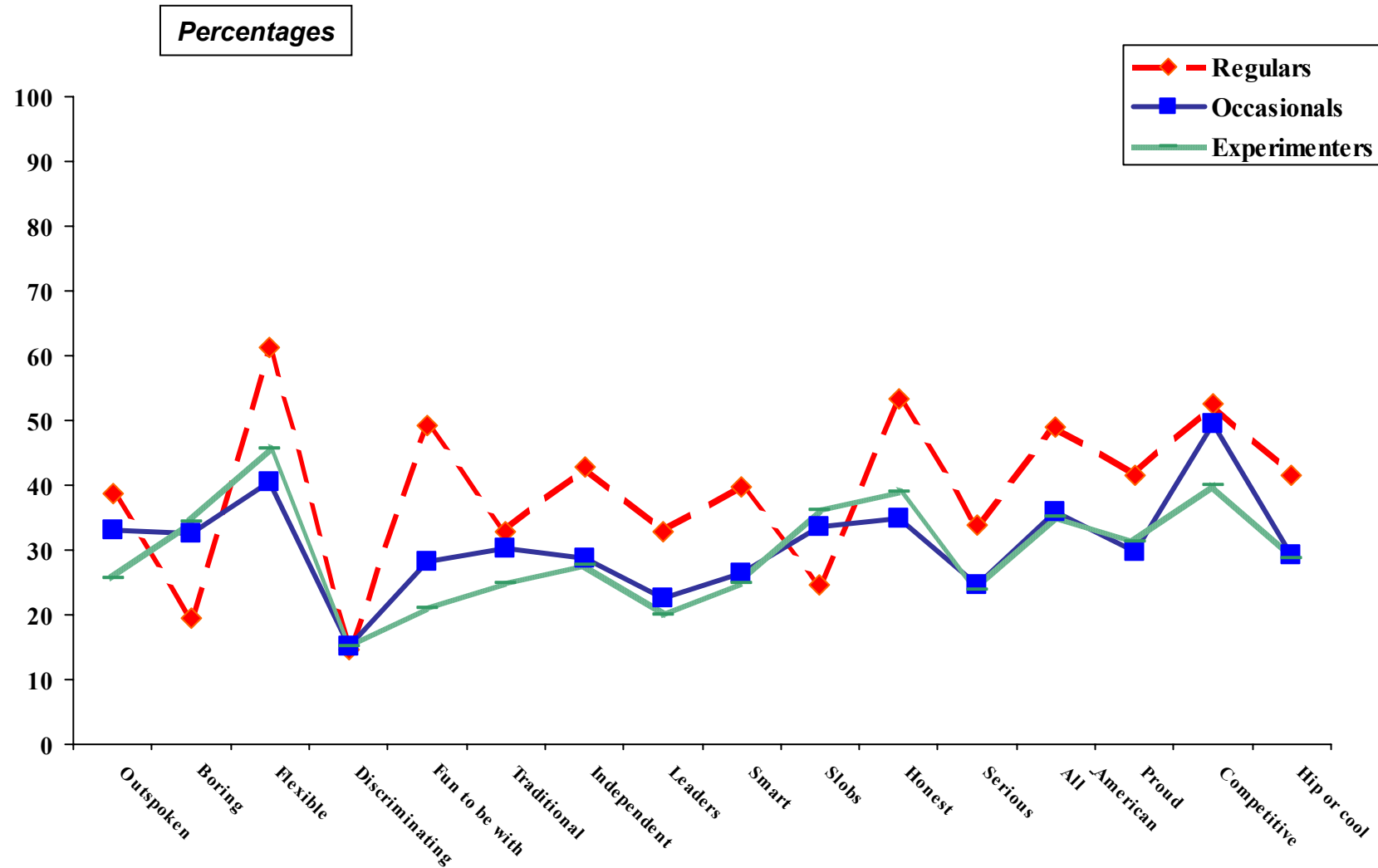
# Differences Between Key Groups

## Characteristics Statements Closely Associated With Burger Empire Image, Atmosphere, Service



# Characteristics Statements Closely Associated With Burger Empire

## User Personality



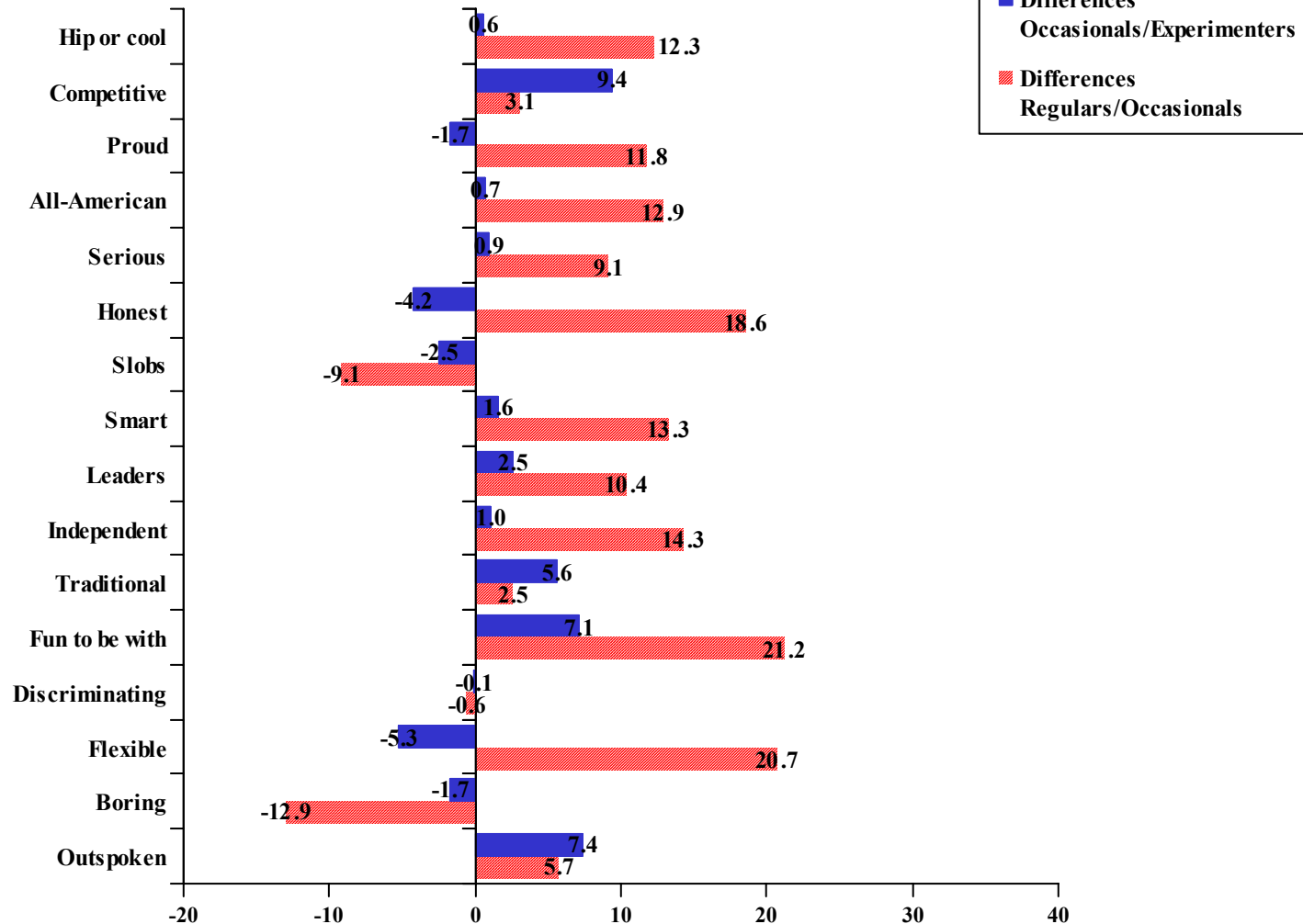
# Differences Between Key Groups

## Characteristics Statements Closely Associated With Burger Empire

### User Personality

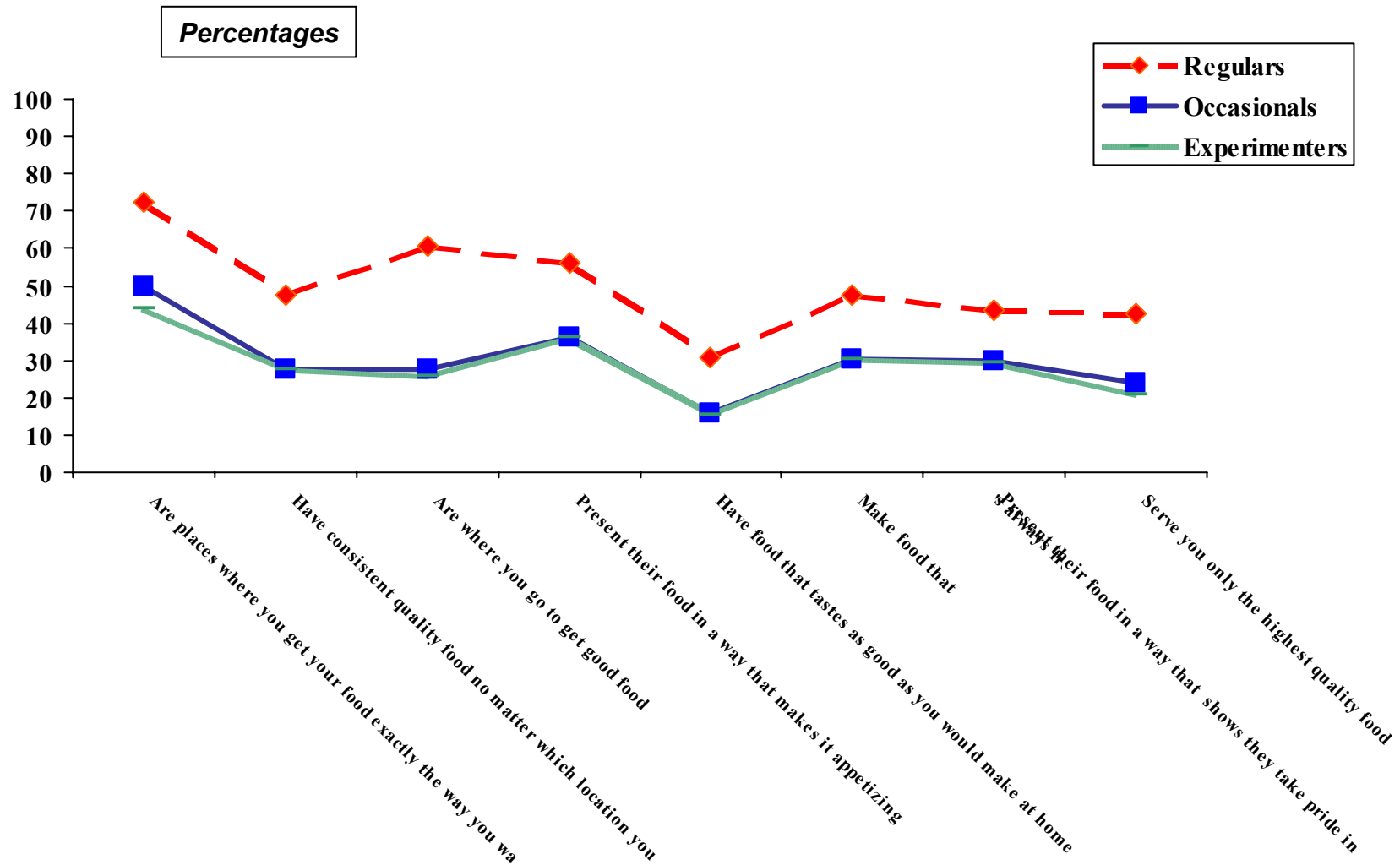


**Percentages**



# Characteristics Statements Closely Associated With Burger Empire

## Consistency, Food



# Differences Between Key Groups

Characteristics Statements Closely  
Associated With Burger Empire

## Consistency, Food



**Percentages**

