Graphic Display of Segment Differences

Multivariate Solutions
Differences Between Key Groups
Characteristics Statements Closely Associated With Burger Empire
Brand Voltage

Percentages

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Differences Between Key Groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have a higher opinion of others</td>
<td></td>
</tr>
<tr>
<td>Consistently provide high quality service</td>
<td></td>
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<tr>
<td>Consistently provide high quality products</td>
<td></td>
</tr>
<tr>
<td>Are burger restaurants for people like you</td>
<td></td>
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<tr>
<td>Are truly different from other burger restaurants</td>
<td></td>
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<tr>
<td>Is the most popular</td>
<td></td>
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<tr>
<td>Are growing more popular</td>
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<tr>
<td>Appeal to you more than others</td>
<td></td>
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<tr>
<td>Do not meet the needs of you or your family</td>
<td></td>
</tr>
<tr>
<td>Meet the needs of you or your family</td>
<td></td>
</tr>
<tr>
<td>Do not provide good enough service</td>
<td></td>
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<tr>
<td>Provide better service than others</td>
<td></td>
</tr>
<tr>
<td>Have worse tasting burgers than others</td>
<td></td>
</tr>
<tr>
<td>Have better tasting burgers than others</td>
<td></td>
</tr>
<tr>
<td>Are too cheap to be an acceptable quality</td>
<td></td>
</tr>
<tr>
<td>Charge more acceptable prices than others</td>
<td></td>
</tr>
<tr>
<td>Charge more than you are prepared to pay</td>
<td></td>
</tr>
</tbody>
</table>

Differences
Occasionals/Experimenters
Regulars/Occasionals

Characteristics Statements Closely Associated With Burger Empire

Image, Atmosphere, Service

**Percentages**

- Regulars
- Occasionals
- Experimenters

- Make you feel you are getting good value for money
- Have employees who are genuinely enthusiastic
- Are places you feel will go out of their way for you
- Have food that makes you want to keep coming back
- Pay attention to detail
- Are places you walk away from feeling satisfied
- Are places you feel value your business
- Have their act together
- Are places you feel are clean
- Care about their employees
- Take pride in keeping their facilities clean
- Are places you feel you are driving a little further to go
- Regulars
- Occasionals
- Experimenters
Differences Between Key Groups
Characteristics Statements Closely Associated With Burger Empire
Image, Atmosphere, Service

- Differences Between Key Groups

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<tr>
<td>Have employees who are genuinely enthusiastic</td>
<td>-15.1</td>
<td>-5.7</td>
<td></td>
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<tr>
<td>Are places you walk away from feeling satisfied</td>
<td>-1.1</td>
<td>0.2</td>
<td>4.3</td>
</tr>
<tr>
<td>Pay attention to detail</td>
<td>-2.9</td>
<td>10.3</td>
<td></td>
</tr>
<tr>
<td>Have food that makes you want to keep coming back</td>
<td>-1.8</td>
<td>17.0</td>
<td>36.6</td>
</tr>
<tr>
<td>Are places you feel value your business</td>
<td>-4.7</td>
<td>24.3</td>
<td></td>
</tr>
<tr>
<td>Are places you feel will go out of their way for you</td>
<td>-4.7</td>
<td>16.7</td>
<td>22.7</td>
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<tr>
<td>Have their act together</td>
<td>-2.1</td>
<td>16.7</td>
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<tr>
<td>Take pride in keeping their facilities clean</td>
<td>-4.3</td>
<td>10.1</td>
<td></td>
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<tr>
<td>Care about their employees</td>
<td>-8.0</td>
<td>8.0</td>
<td></td>
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<tr>
<td>Make you feel you are getting good value for money</td>
<td>5.7</td>
<td>22.7</td>
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<tr>
<td>Are places you'd drive a little further to get to</td>
<td>-0.3</td>
<td>20.6</td>
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Characteristics Statements Closely Associated With Burger Empire

User Personality

Percentages

- Regulars
- Occasionals
- Experimenters

Outspoken, Boring, Flexible, Discriminating, Fun to be with, Traditional, Independent, Leaders, Smart, Slobs, Honest, Serious, Alt-American, Proud, Competitive, Hip or cool
Differences Between Key Groups
Characteristics Statements Closely Associated With Burger Empire
User Personality

Percentages

- Differences
  - Occasionals/Experimenters
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  - Regulars/Occasionals

Differences Between Key Groups

User Personality

- Hip or cool
- Competitive
- Proud
- All-American
- Serious
- Honest
- Slobs
- Smart
- Leaders
- Independent
- Traditional
- Fun to be with
- Discriminating
- Flexible
- Boring
- Outspoken

Differences

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Characteristics Statements Closely Associated With Burger Empire

User Personality

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Characteristics Statements Closely Associated With Burger Empire

**Consistency, Food**

- Are places where you get your food exactly the way you want it.
- Have consistent quality food no matter which location you.
- Serve you only the highest quality food.
- Have food that tastes as good as you would make at home.
- Present their food in a way that makes it appetizing.
- Make food that makes it appetizing.
- Regulars
- Occasionals
- Experimenters

**Percentages**
Differences Between Key Groups
Characteristics Statements Closely Associated With Burger Empire
Consistency, Food

- Serve you only the highest quality food
- Present their food in a way that shows they take pride in what they do
- Make food that's always fresh
- Have food that tastes as good as you'd make at home
- Present their food in a way that makes it appetizing
- Are where you go to get good food
- Have consistent quality food no matter which location you visit
- Are places where you get your food exactly the way you want it

Percentages

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