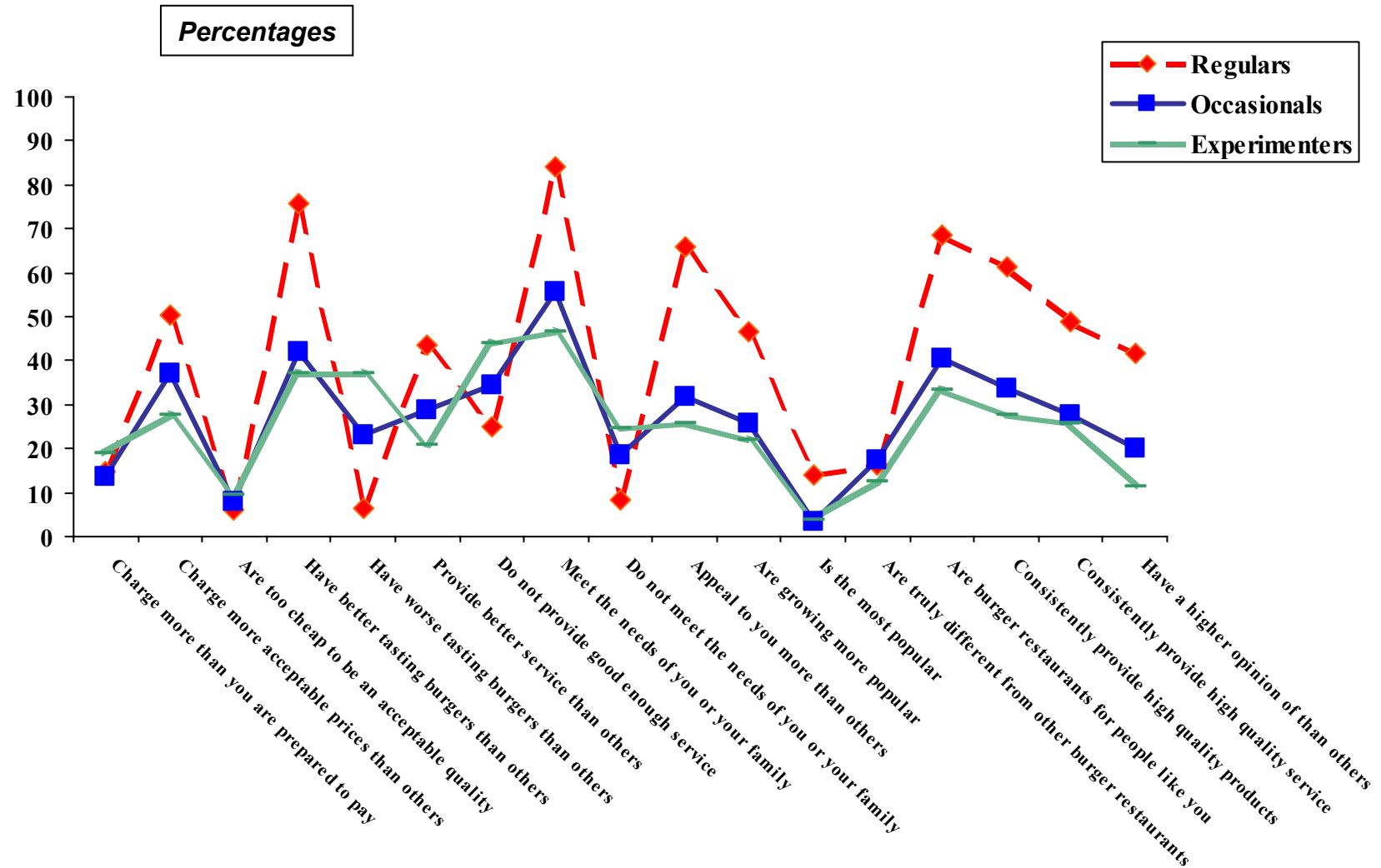


Graphic Display of Segment Differences

Multivariate Solutions

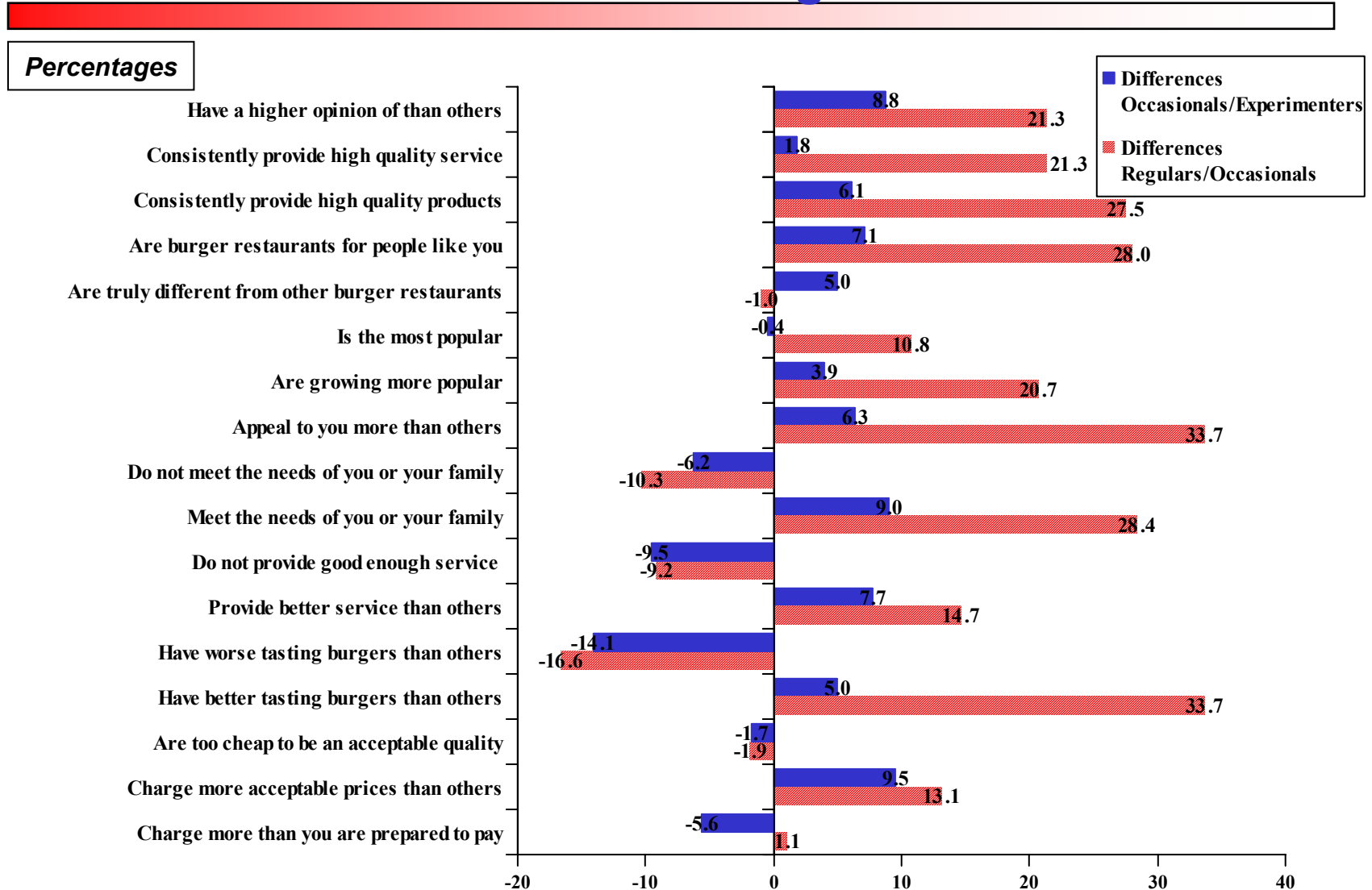
Characteristics Statements Closely Associated With Burger Empire Brand Voltage



Differences Between Key Groups

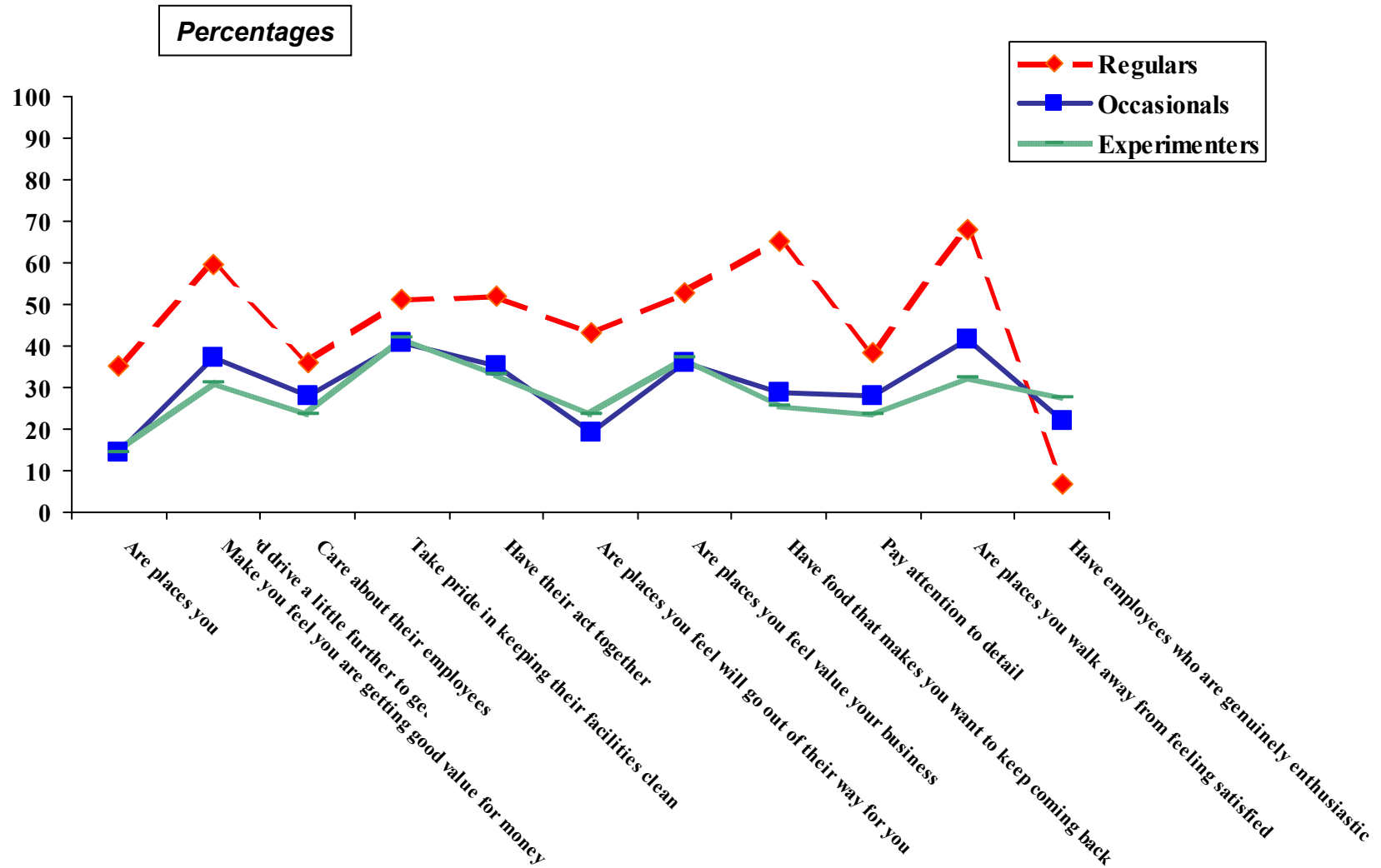
Characteristics Statements Closely Associated With Burger Empire

Brand Voltage



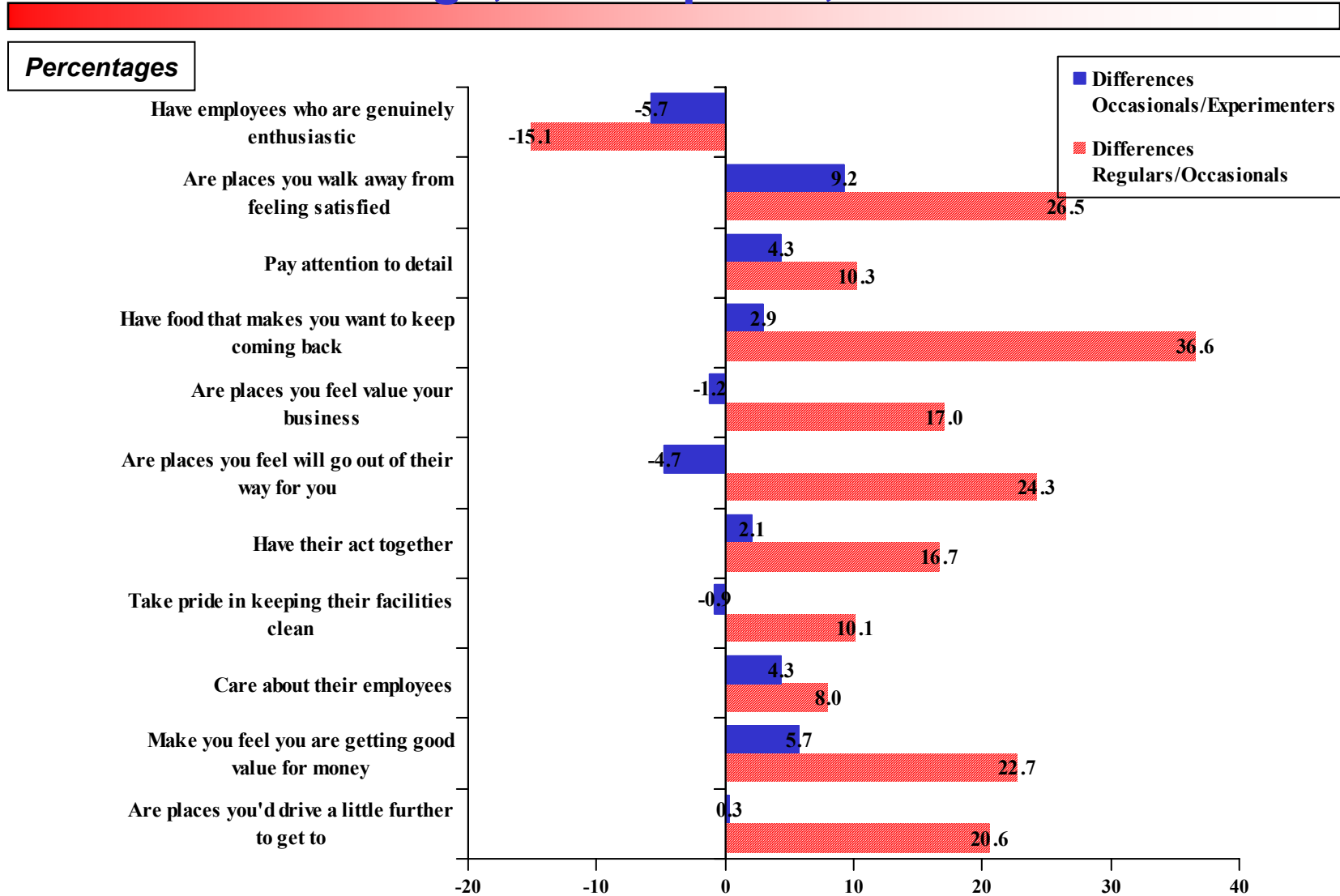
Characteristics Statements Closely Associated With Burger Empire

Image, Atmosphere, Service



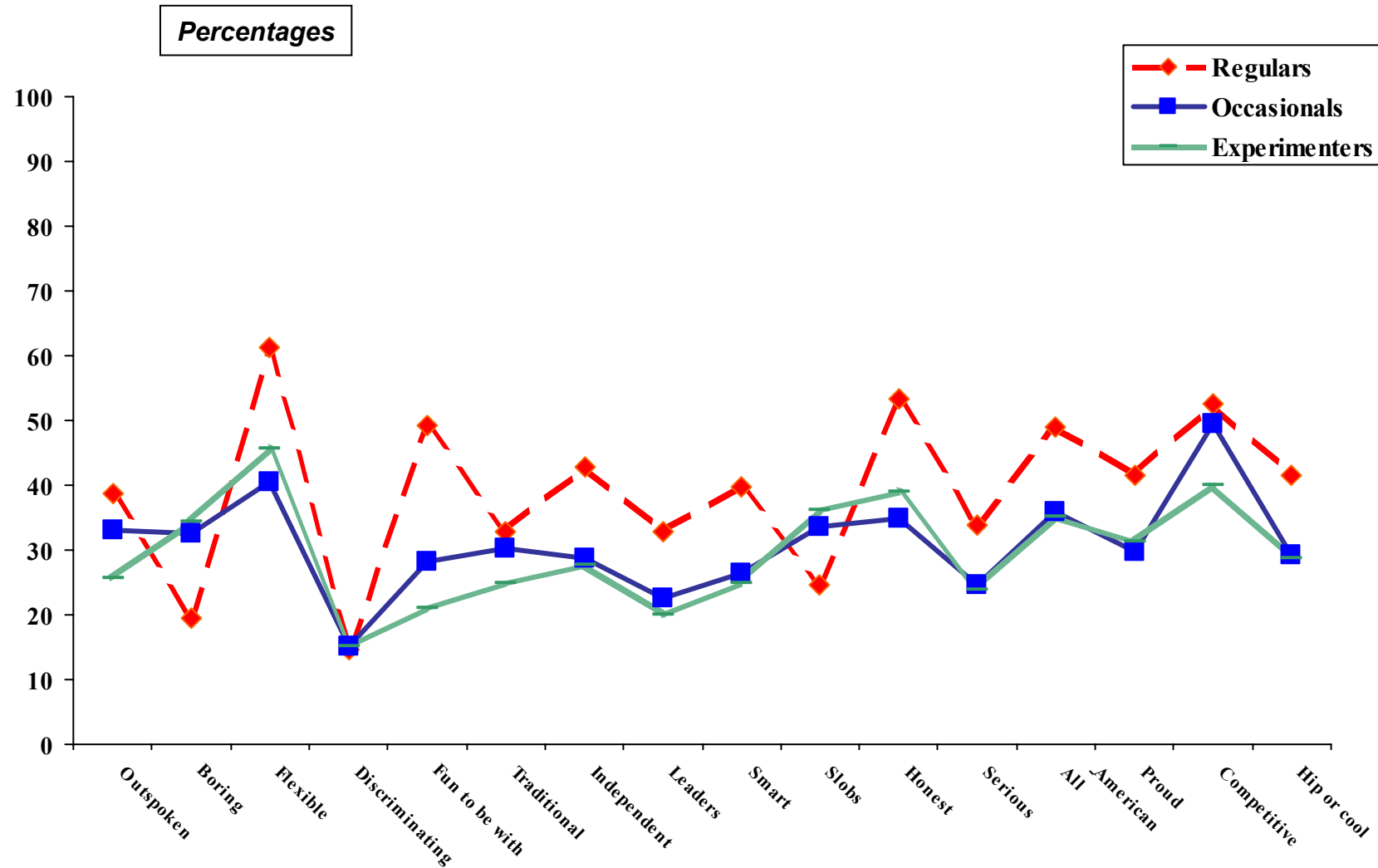
Differences Between Key Groups

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



Characteristics Statements Closely Associated With Burger Empire

User Personality



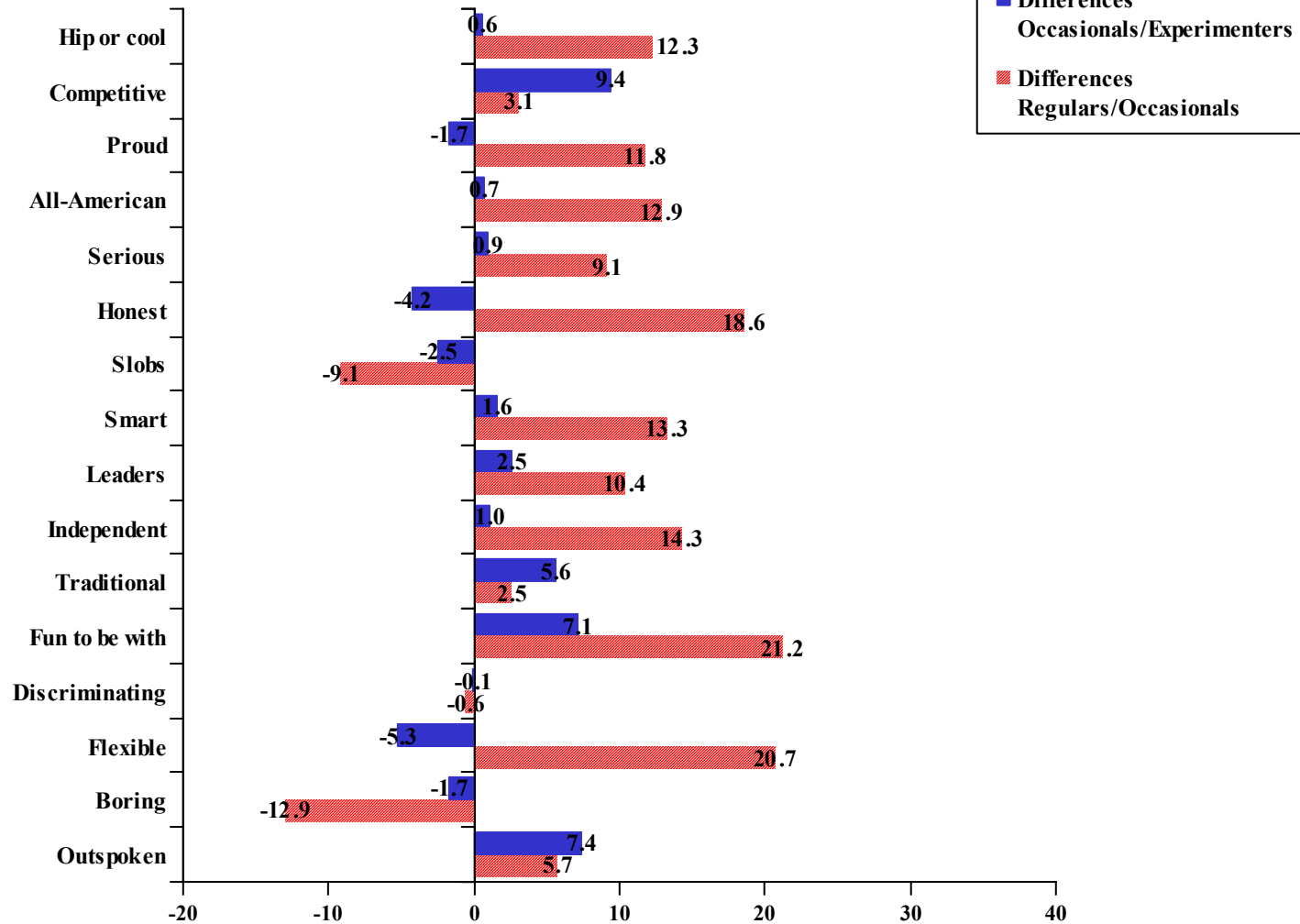
Differences Between Key Groups

Characteristics Statements Closely Associated With Burger Empire

User Personality

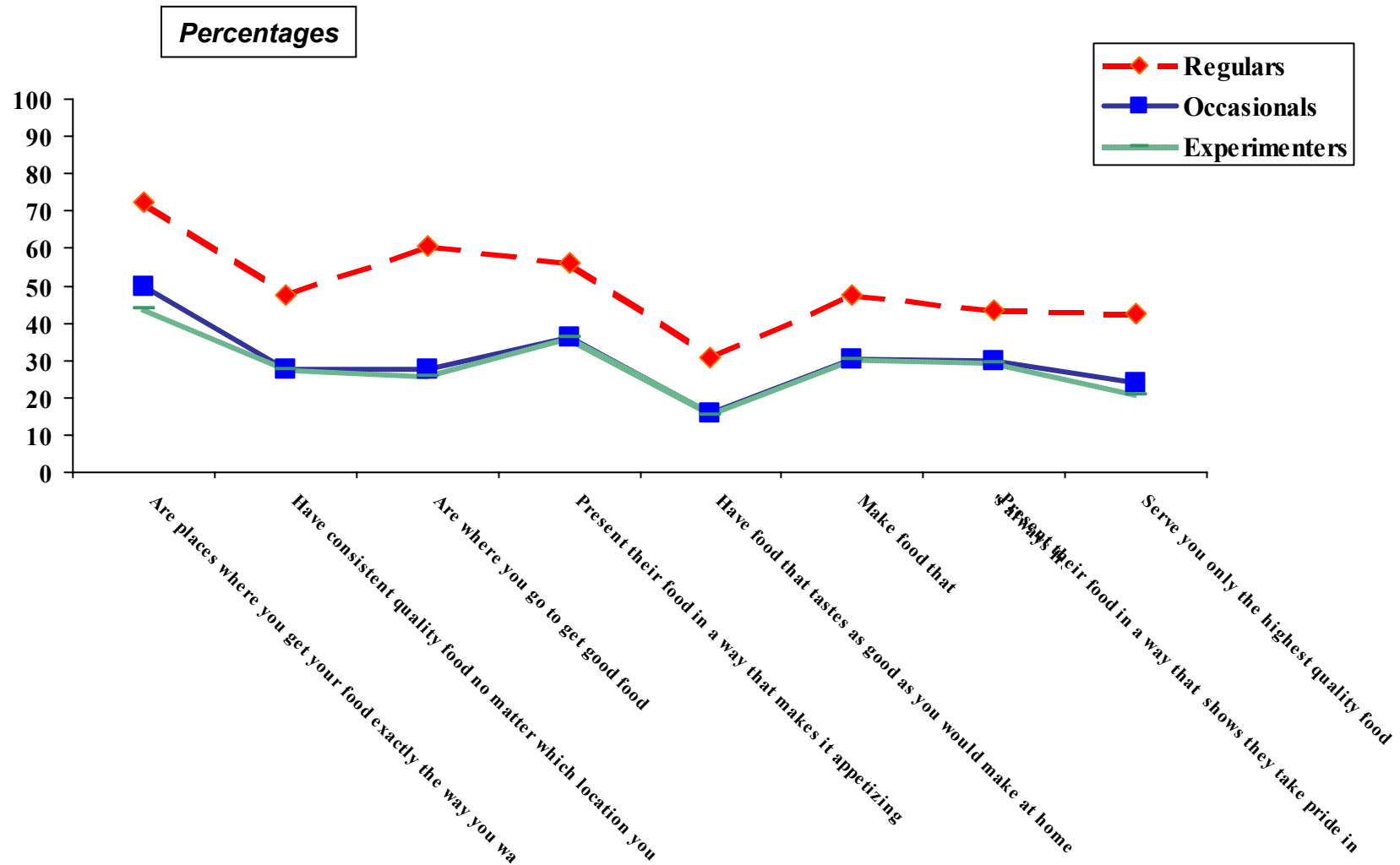


Percentages



Characteristics Statements Closely Associated With Burger Empire

Consistency, Food



Differences Between Key Groups

Characteristics Statements Closely
Associated With Burger Empire

Consistency, Food



Percentages

