



# QSR

- Dining out has increased 40% since 1995.\*
- Reach consumers on the go within proximity of your location & increase sales!
- Target consumers close to the sale! Recency planning gives consumers a meal solution when they need it.
- 80% of women with children are in the work force. Provide a meal solution for busy, working mothers.\*
- 42% of adults stop at C-stores 4pm-7pm. 29% from 6am-9pm. Prime lunch and dinner opportunities.\*\*
- 62% of men & women stopped at a C-store on their way home from work in the past month.\*\*\*

\*Source: Article Brand Building in the 21st Century by Lori Wellinghoff Sr. VP Clear Channel Advantage

\*\*Source: Convenience Store News: Shopper Panel 2004 Feb. 9th 2004

\*\*\*Source: Arbitron In-Car Study. 2003 Arbitron Inc./Edison Media Research

