




DETAILED RESULTS BY SEGMENT

 Detailed data from the Loyalogy 2014 Consumer Study on Restaurant Rewards Programs may be reviewed at www.loyalogy.com. Segmented results may be downloaded as CSV files for further analysis.

 Segments include:

- By Format: QSR, Fast Casual, Casual, Fine Dining
- By Age: 25-34, 35-44, 45-54, 55-65
- By Gender
- Pizza Fans: Traditional Delivery/Carry Out, Gourmet, Take & Bake
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- Gourmet Burger Fans
- Coffee Shop Fans
- Restaurant Regulars: 12+ Restaurant Visits per Month

EXECUTIVE SUMMARY

Loyalty/Rewards is Seen as Part of the Marketing Mix

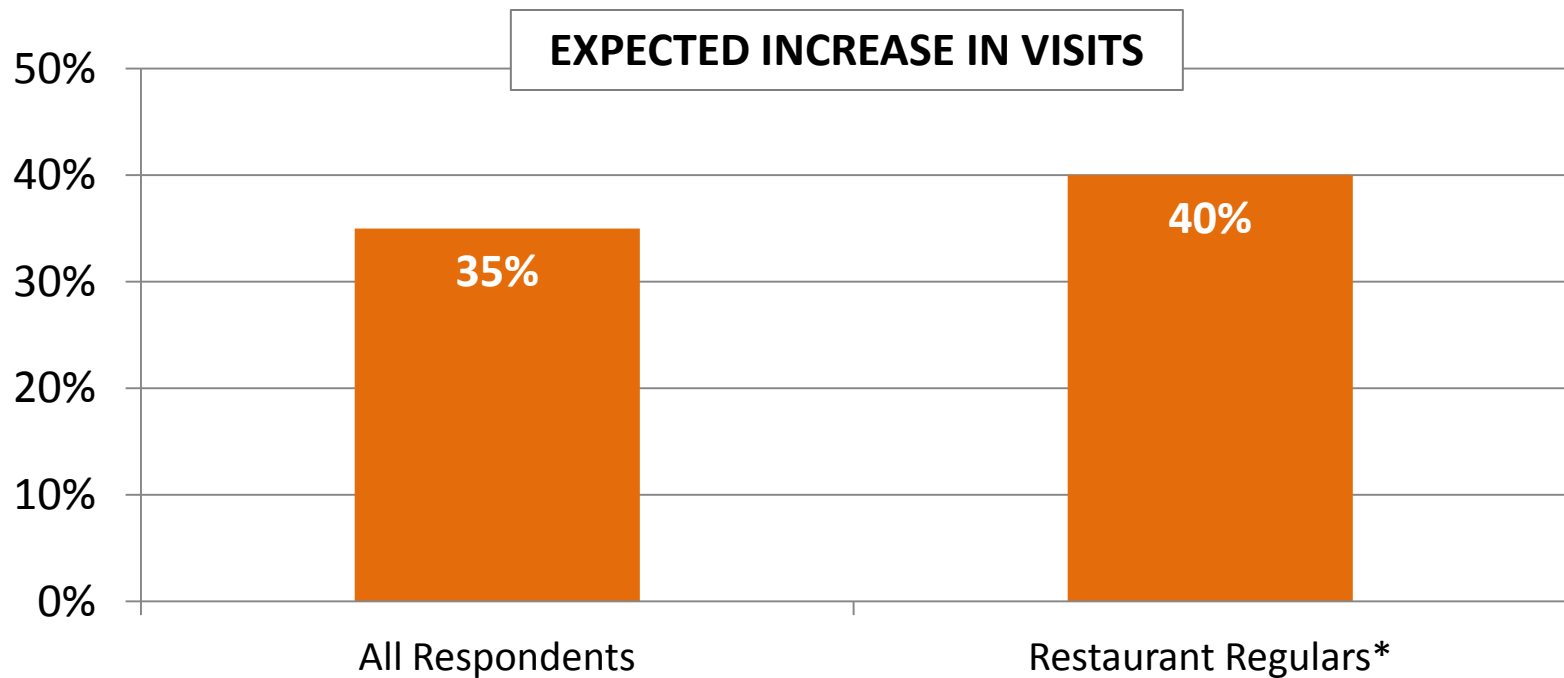
- 💡 Restaurant loyalty or 'rewards' programs are becoming increasingly popular as an integral component in the marketing strategy for restaurant companies.
- 💡 A variety of recent technological advancements have made the implementation of rewards programs easier and less expensive, making the programs accessible to more restaurant companies.
- 💡 Many companies have programs in place and recognize that the rewards program itself is just a part of the opportunity to drive incremental business.

EXECUTIVE SUMMARY

- 💡 Detailed guest purchase data derived from a rewards program is seen as a strategic advantage in understanding guest patterns, targeting specific types of behavior, and measuring the cost-effectiveness and return on investment associated with marketing programs.
- 💡 Many restaurant companies are considering programs, but face a variety of questions that need answers before they can make an informed decision about whether or not a rewards program is right for their brand.
- 💡 The purpose of this study is to provide consumer insight on a national level regarding the design of programs, consumer attitudes and behavior with respect to these programs and the potential that programs have to generate incremental guest visits.
- 💡 The study used a survey of 1,100 U.S. consumers between 25 and 65 years old with household incomes of \$75,000 and over.

HIGHLIGHTS

- 💡 If a restaurant you like offered a rewards program that was appealing to you, how much (as a percentage) do you think your visit frequency would increase with that restaurant (between 0% and 100%)?



*Restaurant Regulars visit restaurants 12+ times per month.

DETAILED FINDINGS

HOW APPEALING ARE CERTAIN FEATURES/BENEFITS?	PERCENT THAT FIND THIS APPEALING	
	ALL RESPONDENTS	RESTAURANT REGULARS*
Earn points toward free/discounted meals.	81%	84%
Special birthday reward.	75%	81%
Unexpected in-restaurant benefits such as a free appetizer.	72%	78%
Unexpected in-restaurant benefits such as a free dessert.	67%	73%
Special holiday offers.	58%	70%
Periodic offers to try new menu items.	56%	66%
Special wedding anniversary reward.	54%	62%
Bonus rewards during certain days of the week.	53%	66%
Opportunity to move to the head of the line for seating when it's crowded.	51%	63%
Periodic chances to win extra rewards of substantial value (sweepstakes).	47%	56%
Bonus rewards during certain time periods of the day.	45%	57%
Bonus rewards for bringing in a large party of a certain size.	36%	48%
Ability to donate my rewards to a charity of my choice.	33%	43%
Ability to donate my rewards to a 'green' cause.	26%	37%

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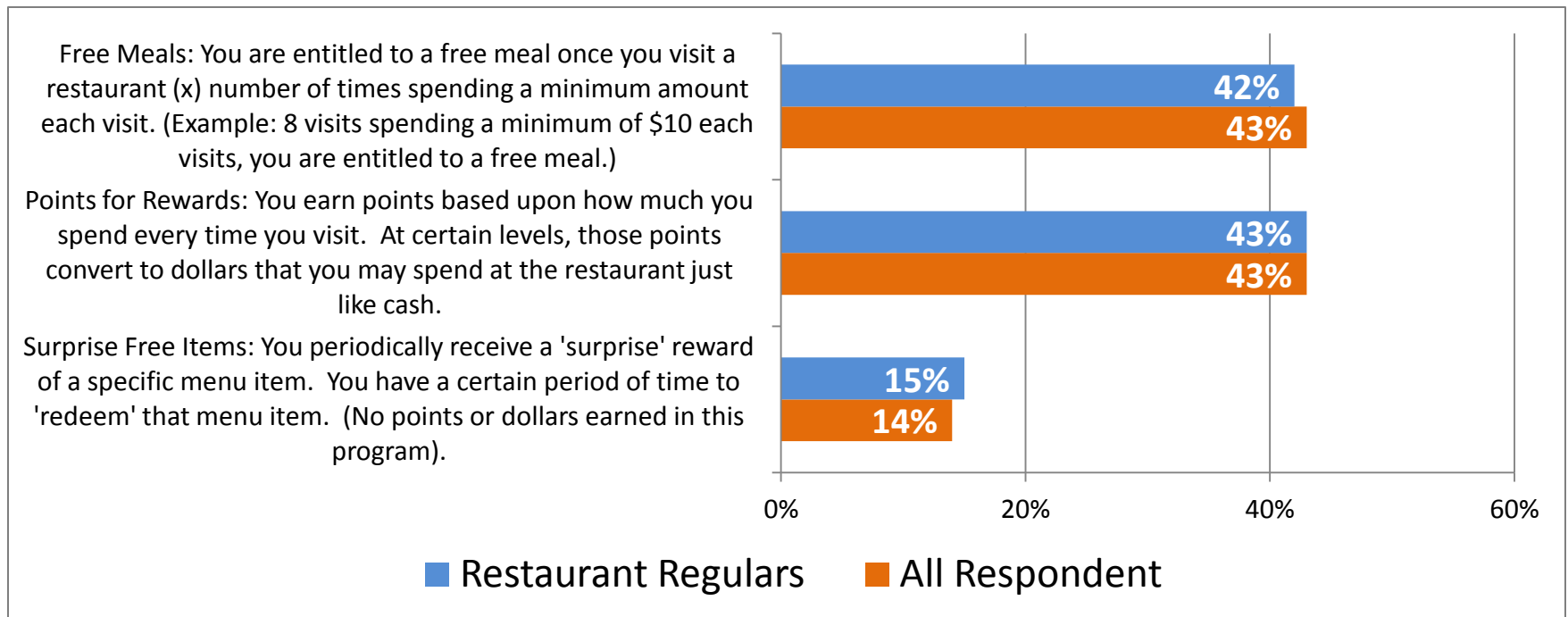
DETAILED FINDINGS

STATEMENTS ABOUT INTERACTIONS WITH RESTAURANT REWARDS PROGRAMS	PERCENT WHO AGREE	
	ALL RESPONDENTS	RESTAURANT REGULARS*
I would like to have one rewards program membership that was honored at multiple restaurant chains.	75%	80%
I would like a simple, no hassle way to join in the restaurant and provide my name and contact information later online.	65%	72%
I would like to receive e-mails with discount offers on specific products and items I have ordered/purchased in the past.	63%	66%
I would like to receive e-mails with offers of value relating to the program.	62%	69%
I don't mind carrying a membership card if it's necessary.	60%	64%
I would like to be able to join online and begin earning rewards using my telephone number.	57%	62%
I would like to use my phone number instead of a membership card.	51%	61%
I would like to receive something of value for getting my friends to join the program.	51%	60%
I would like to do everything using a smart phone app.	35%	46%

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COMPARING THREE POPULAR CONCEPTS

- 💡 Most consumers want to know what benefits they will receive by participating in a restaurant rewards program.
- 💡 We asked, *“Thinking about a restaurant you like, which of the following three programs would be MOST LIKELY to motivate you to visit that restaurant more frequently. ”*



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DETAILED FINDINGS

💡 We asked, “If a restaurant you like offered a rewards program that was appealing to you, tell us the extent to which you agree with the following.”

IMPACT OF A RESTAURANT REWARDS PROGRAM	PERCENT WHO AGREE	
	ALL RESPONDENTS	RESTAURANT REGULARS*
I would visit that restaurant more often.	76%	84%
I would recommend that restaurant more often to people I know.	74%	83%
If I had a problem at that restaurant I would be more likely to tell the management than keep it to myself.	60%	69%

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DETAILED FINDINGS

💡 We asked, *“When you spend money at a restaurant is it for pleasure OR both business and pleasure?”*

JUST PLEASE OR BUSINESS AND PLEASURE	ALL RESPONDENTS	RESTAURANT REGULARS*
Just Pleasure	69%	49%
Business and Pleasure	31%	51%

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DETAILED FINDINGS

AVERAGE MONTHLY USAGE BY RESTAURANT FORMAT	ALL RESPONDENTS	RESTAURANT REGULARS*
QSR	4.8	9.7
Fast Casual	3.3	6.9
Full Service Casual Dining	3.4	6.7
Full Service Fine Dining	1.5	3.4
Totals	13.0	26.8

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DETAILED FINDINGS

AVERAGE MONTHLY SPENDING BY RESTAURANT FORMAT	ALL RESPONDENTS	RESTAURANT REGULARS*
QSR	\$56.54	\$136.74
Fast Casual	\$54.02	\$129.88
Full Service Casual Dining	\$115.29	\$252.83
Full Service Fine Dining	\$56.04	\$163.17
Totals	\$281.89	\$682.61

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DETAILED FINDINGS

HOW MANY RESTAURANT REWARDS PROGRAM DO YOU PARTICIPATE IN?	ALL RESPONDENTS	RESTAURANT REGULARS*
QSR	0.8	1.8
Fast Casual	0.8	1.6
Full Service Casual Dining	0.9	1.8
Full Service Fine Dining	0.6	1.5
Totals	3.0	6.7

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DETAILED FINDINGS

AVERAGE MONTHLY USAGE IN SELECT SPECIALTIES	ALL RESPONDENTS	RESTAURANT REGULARS*
Coffee shops such as Starbucks, Caribou, Seattle's Best.	3.7	6.7
Traditional Pizza delivery/carry-out restaurants such as Domino's, Pizza Hut, Papa John's.	2.7	4.7
Take and bake pizza. Pizzas offered pre-made or custom made that may be taken home and prepared later in your own oven. These may be purchased from a brand that specifically focuses on take and bake pizza such as Papa Murphy's or may be purchased from a gourmet grocery store that offers prepared foods.	1.5	2.9
Gourmet pizza restaurants. These are typically restaurants that specialize in unique pizzas, made to order in a casual dining setting and may also offer carryout.	1.5	3.1
Gourmet burgers. These may be fast casual or full service casual dining restaurants that offer gourmet burgers, made to order. These may be specifically focused on gourmet burgers or offer gourmet burgers along with other types of food.	1.9	3.8
Bar & Grill. A wide range of restaurants that have a combination bar and restaurant environment, typically full service casual dining.	2.7	4.6

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DETAILED FINDINGS

WHICH OF THE FOLLOWING HAVE YOU USED IN THE PAST 90 DAYS?	ALL RESPONDENTS	RESTAURANT REGULARS*
Open Table Website	20%	29%
Open Table App	10%	16%
Yelp Website	31%	40%
Yelp App	15%	24%
Urban Spoon Website	15%	23%
Urban Spoon App	10%	18%
Trip Advisor Website	31%	42%
Trip Advisor App	12%	23%

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DETAILED FINDINGS

HOW MANY TIMES IN THE PAST 90 DAYS HAVE YOU USED ONLINE ORDERING?	ALL RESPONDENTS	RESTAURANT REGULARS*
Using a Website	2.8	5.5
Using an App	1.8	4.3

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DETAILED FINDINGS

AGE	ALL RESPONDENTS	RESTAURANT REGULARS*
25-34	25%	32%
35-44	25%	29%
45-54	25%	21%
55-65	25%	18%

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DETAILED FINDINGS

GENDER	ALL RESPONDENTS	RESTAURANT REGULARS*
Male	35%	42%
Female	65%	58%


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DETAILED FINDINGS

HOUSEHOLD INCOME	ALL RESPONDENTS	RESTAURANT REGULARS*
\$75,000-\$99,999	48%	45%
\$100,000-\$149,999	38%	38%
\$150,000 and over	14%	17%

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