

US QSR: Mexican Restaurants

2017 Consumer Experiences & Competitive Benchmarks

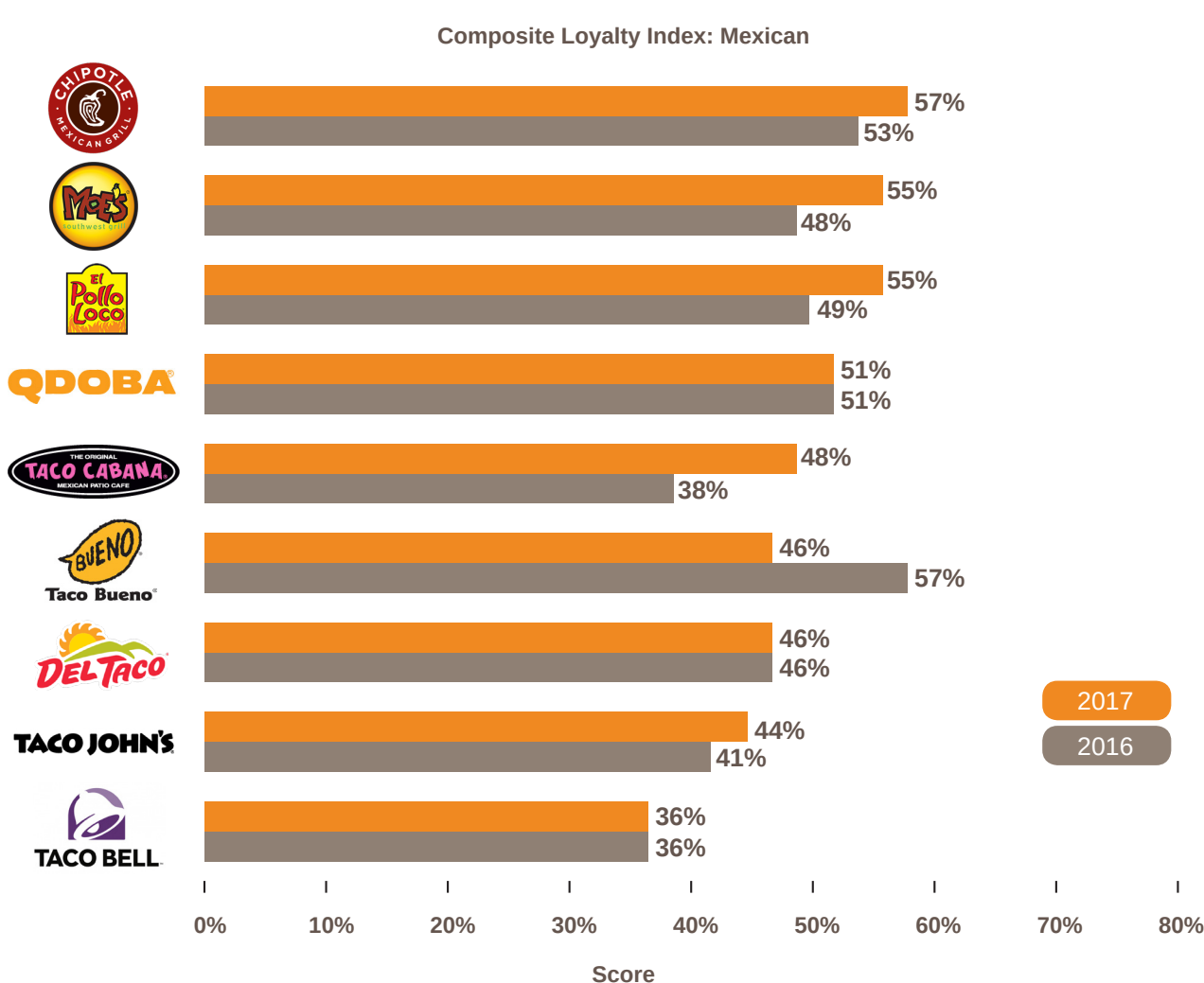
IN JANUARY 2017, WE SURVEYED 11,319 US consumers and asked them about their QSR dining habits including visit frequency, brand engagement, customer experience, and problem experience.



49% earn more than \$50K/year

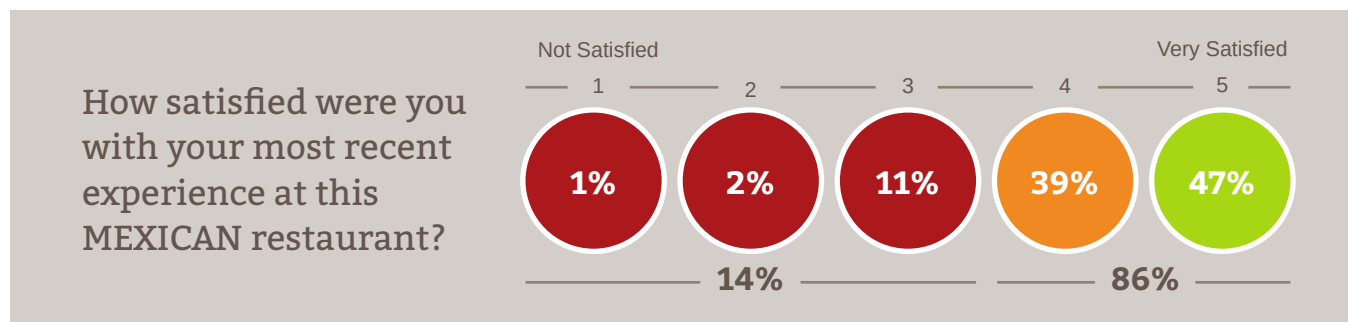
COMPETITIVE BENCHMARKS

Extremely tight competition among the top three brands; **Taco Bueno** has slipped by 11 points



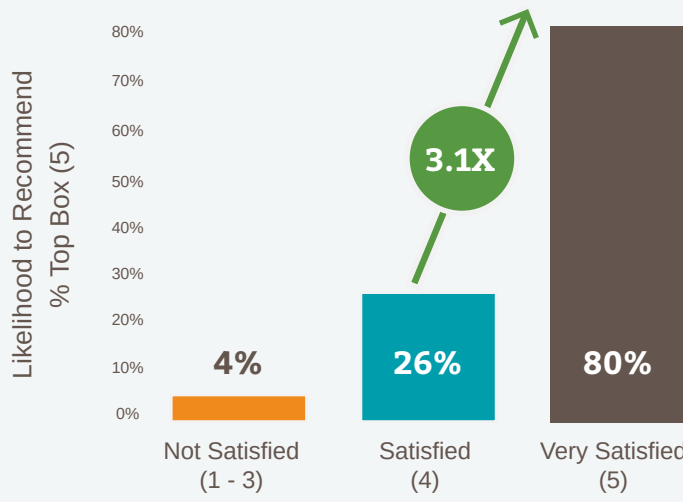
CUSTOMER EXPERIENCE

Over **1 in 10** guests were dissatisfied with their most recent experience



It's not OK just to be OK!

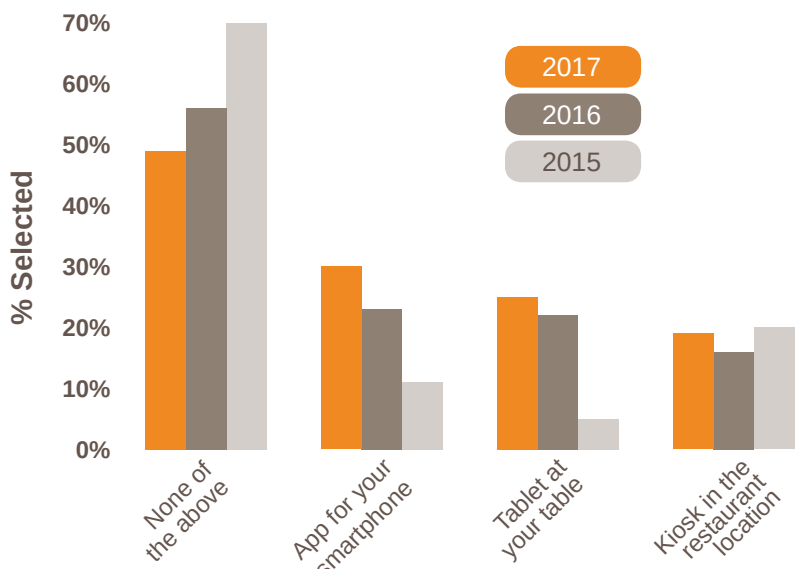
“Delighted” customers are **3.1 times** more likely to recommend than those who are “just satisfied.” Excellence makes a difference!



TECHNOLOGY

Using technology to **PLACE ORDERS** is steadily increasing

Please tell us which of the following technologies you have used TO PLACE YOUR ORDER in the past 90 days:



Use of technology to **PAY FOR ORDERS** has also increased

In the past 90 days, have you PAID for a fast-food or fast-casual restaurant meal using a mobile app or digital wallet on your smartphone?

