

QSR diners are influential automotive consumers and spend more than the average consumer on automobile purchases.

QSR Diners are Influencers and:

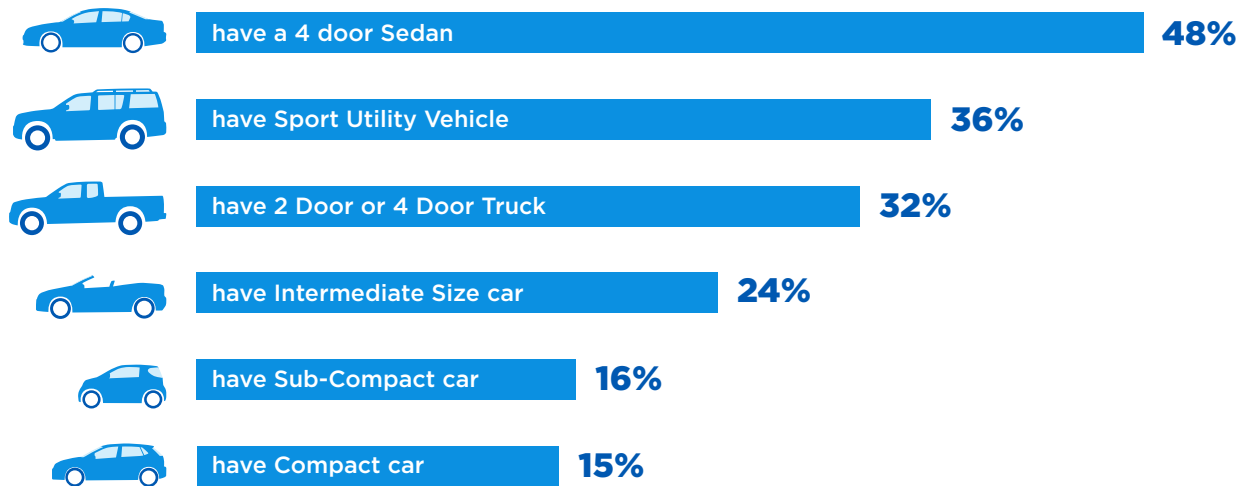
- 30% more likely to be a super influential consumer
- 28% more likely to be influential consumer
- 27% recommend automotive purchases to friends and family
- 23% have a great deal of knowledge/experience in this topic (15% greater than average)
- 19% agree completely that when they find a vehicle they like and typically recommend it to people they know.
- 16% more likely to recommend to neighbors and colleagues

69% own or lease 2 or more cars

49% own or lease cars valued at greater than \$20,000

17% more likely to own or lease a car priced between \$40,000 - \$49,999

QSR diners that currently:



QSR diners attitudes and other auto facts:

