

QSR diners are influential consumers of technology.

They are:

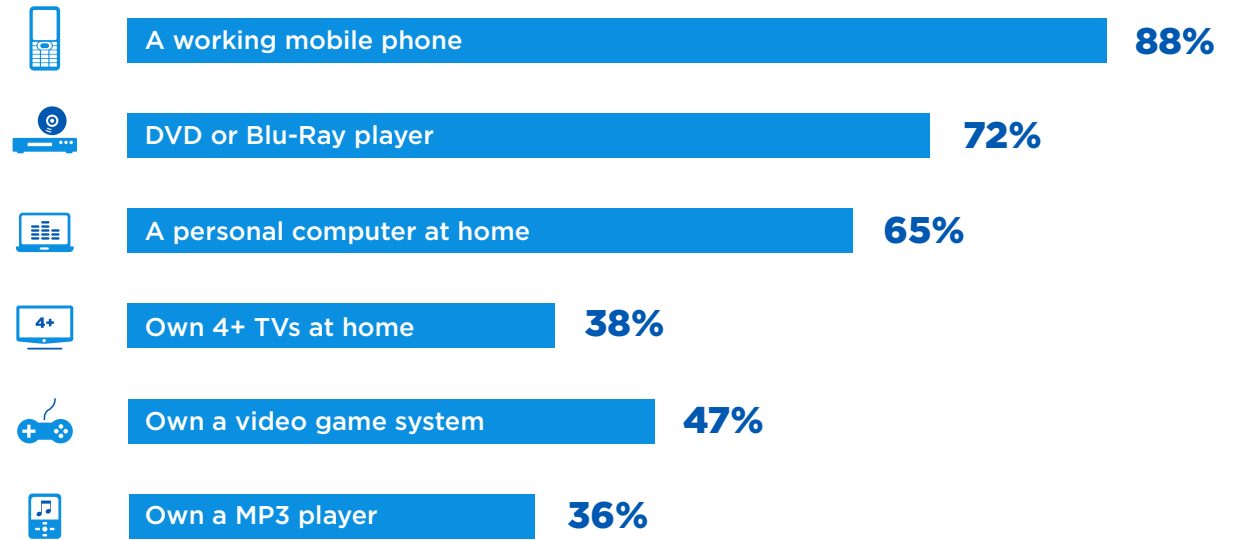
- Deeply familiar with products or categories
- Frequent recommenders across broad social networks
- Highly trusted
- Word of mouth leaders

39% more likely to be super influential mobile/cell phone consumers

53% more likely to be super influential video gamers

34% give advice to others when shopping for electronics

QSR diners currently own:



QSR diners agree with the following statements:

