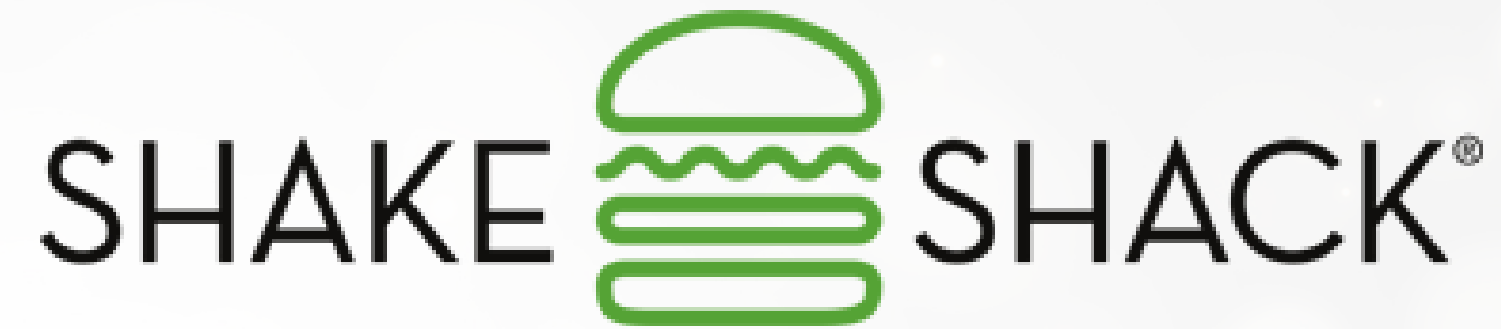
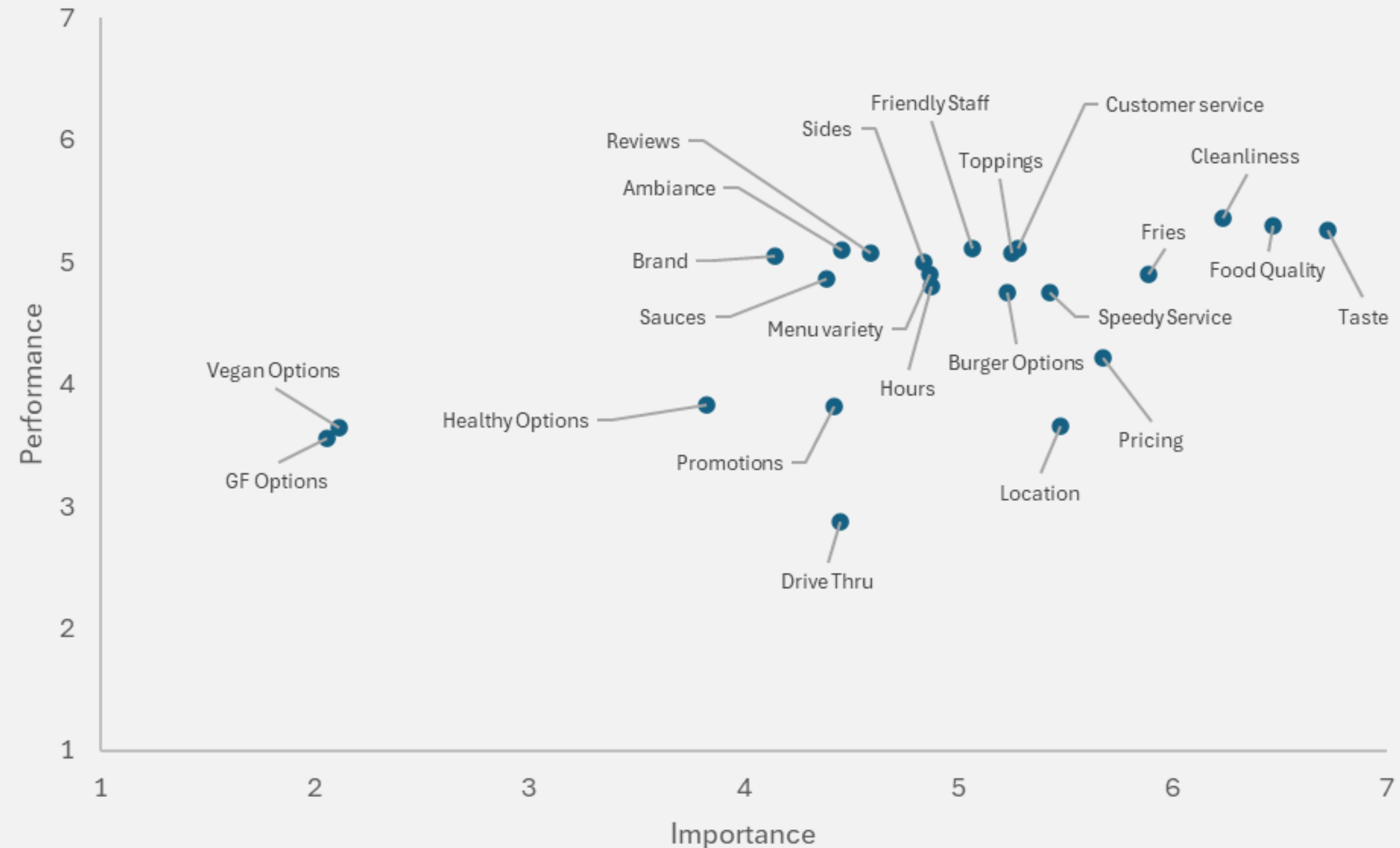


IMPORTANCE VS. PERFORMANCE



Key Insights:

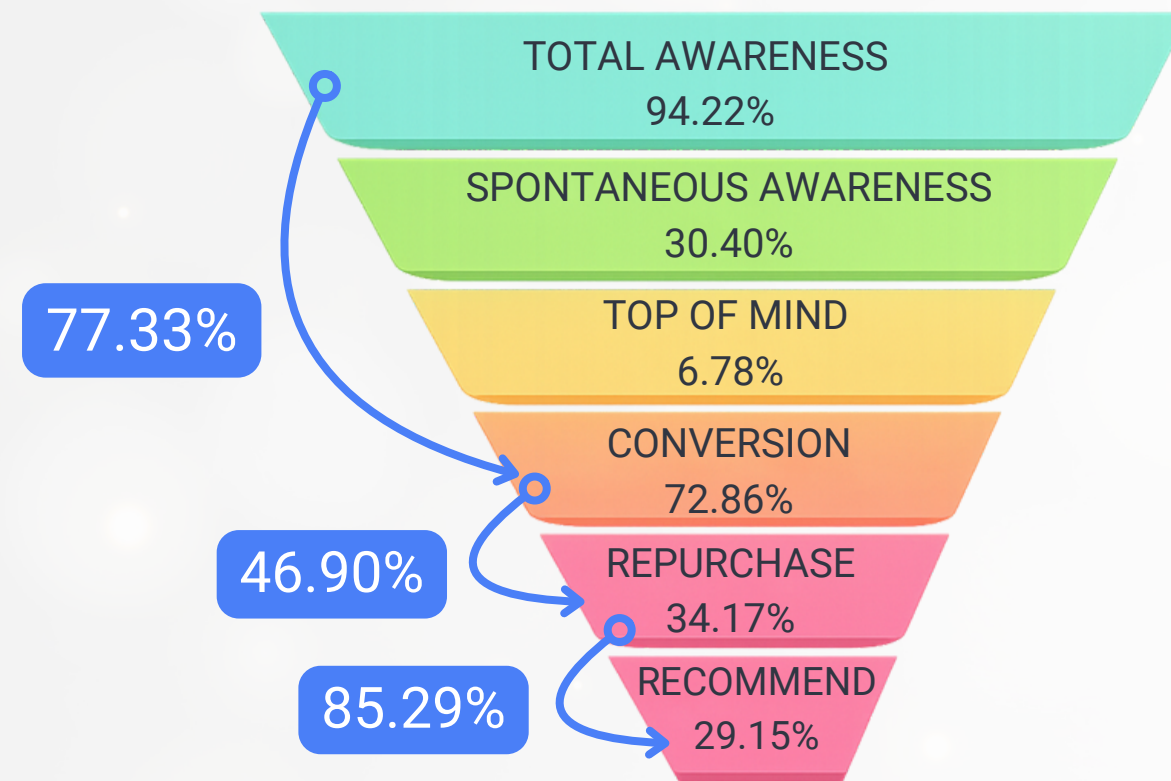
- Shake Shack performs well on taste, food quality, and cleanliness, which are also highly important to customers.
- Customer service and toppings are high-importance factors where Shake Shack is meeting expectations.
- Vegan and gluten-free options are low in both importance and performance, making them less critical areas.



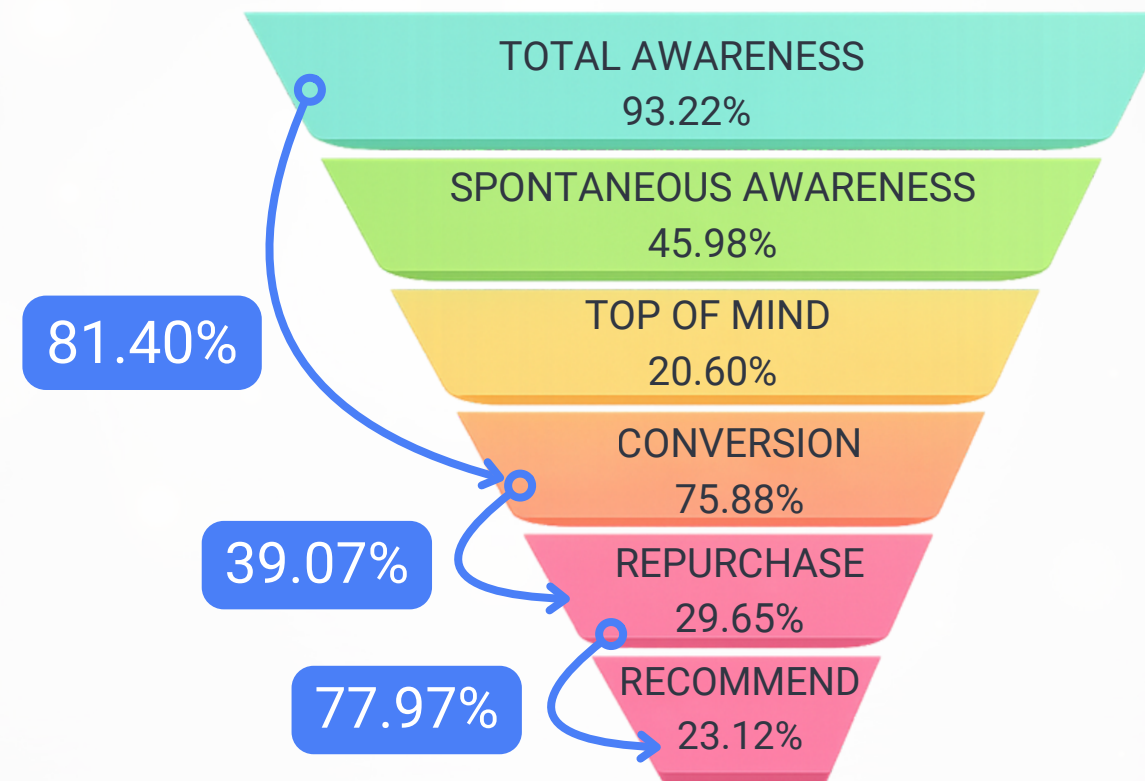
Q18: How important are each of the following to you when choosing a burger restaurant to dine at?
 Q20: When thinking about [Pipe Restaurant] please indicate how much you agree with each of the following statements?

BRAND HEALTH FUNNELS

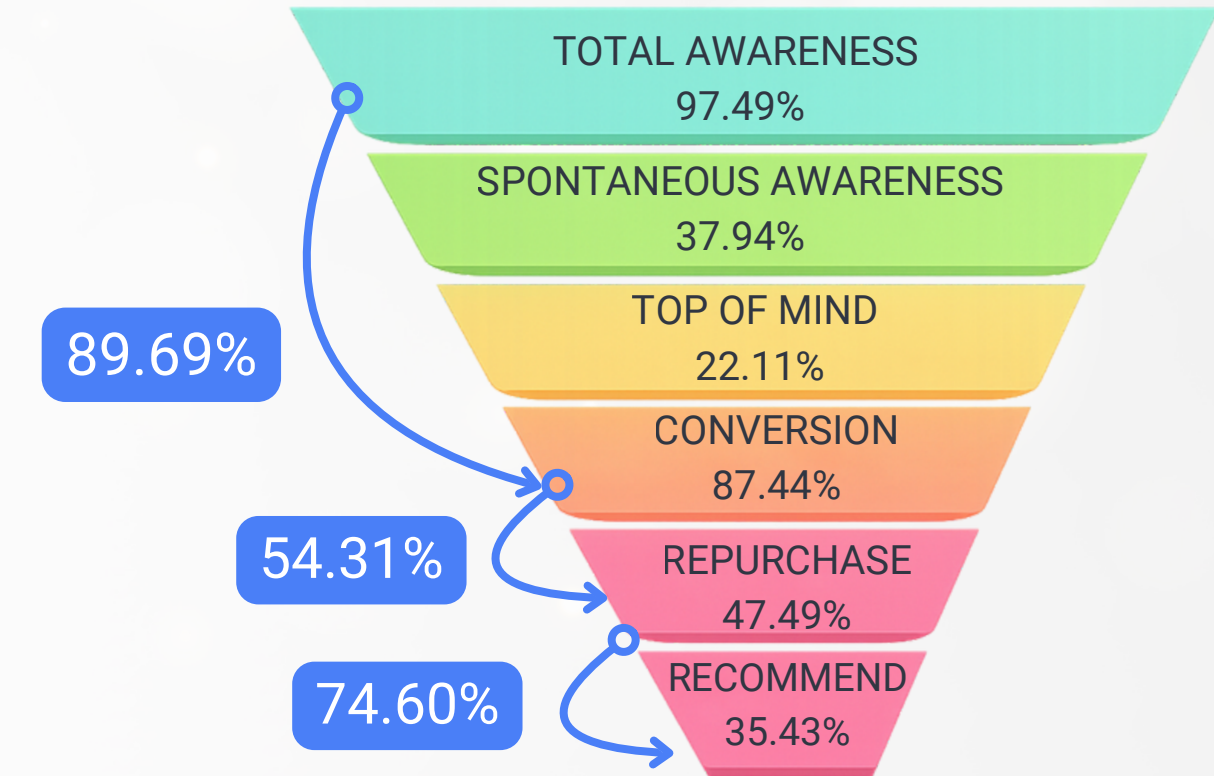
SHAKE  SHACK®



 BURGERFI®



FIVE GUYS®



- FIVE GUYS HAS THE STRONGEST OVERALL BRAND HEALTH, WITH THE HIGHEST AWARENESS (85.84%) AND AWARENESS-TO-TRIAL CONVERSION (89.69%) AND STRONG RETENTION INTO REPEAT VISITS.
- SHAKE SHACK DEMONSTRATES THE STRONGEST ADVOCACY, CONVERTING 85.29% OF RETURNING CUSTOMERS INTO BRAND RECOMMENDERS.
- BURGERFI EXPERIENCES THE LARGEST DROP BETWEEN TRIAL AND REPURCHASE, SUGGESTING LOWER CUSTOMER RETENTION COMPARED TO COMPETITORS.

Q5: "When you think of burger restaurants, what is the first restaurant that comes to mind?"

Q7: "Which, if any, of the following burger restaurants have you heard of?"

Q9: "How likely would you be to dine again at each of these restaurants?"

Q10: "How likely would you be to recommend each of the following burger restaurants to someone who was looking for burgers?"

Q6: "And what other restaurants come to mind when you think of burger restaurants?"

Q8: "Which of these have you ever eaten at?"