



Consumer Survey Series

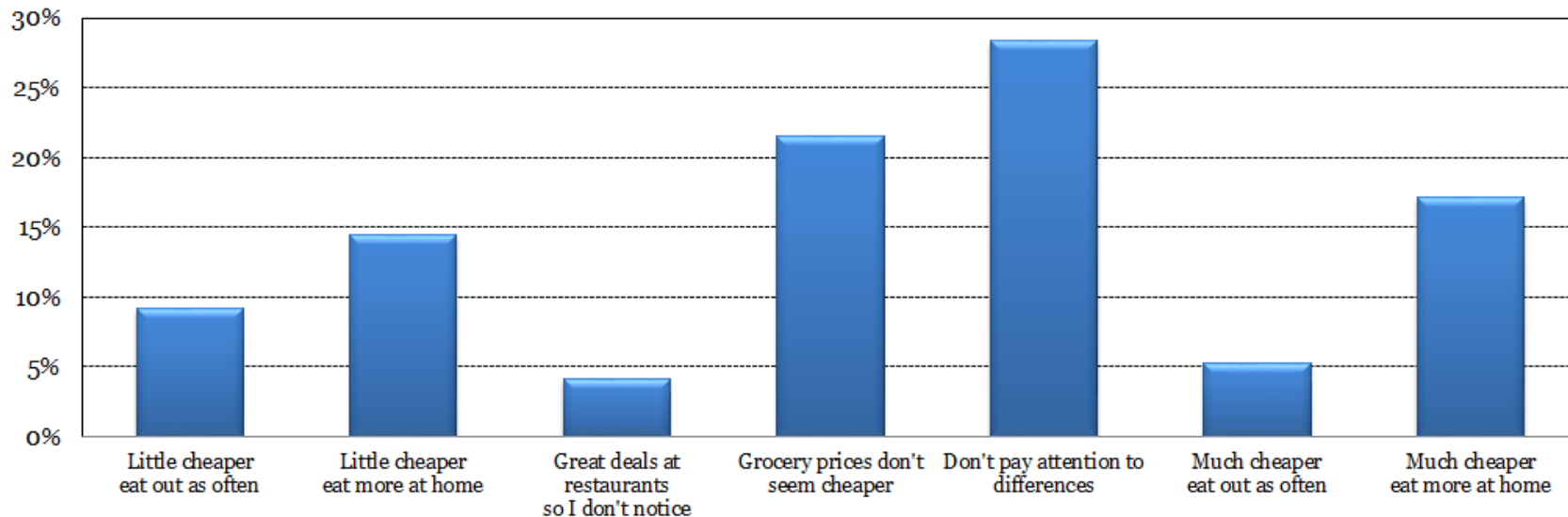
Analyzing Impact of Grocery Store Price Gap Relative to Restaurant Prices

Based on 1,500 on-line survey responses (+/-3%) 10/26/16 – 10/28/16

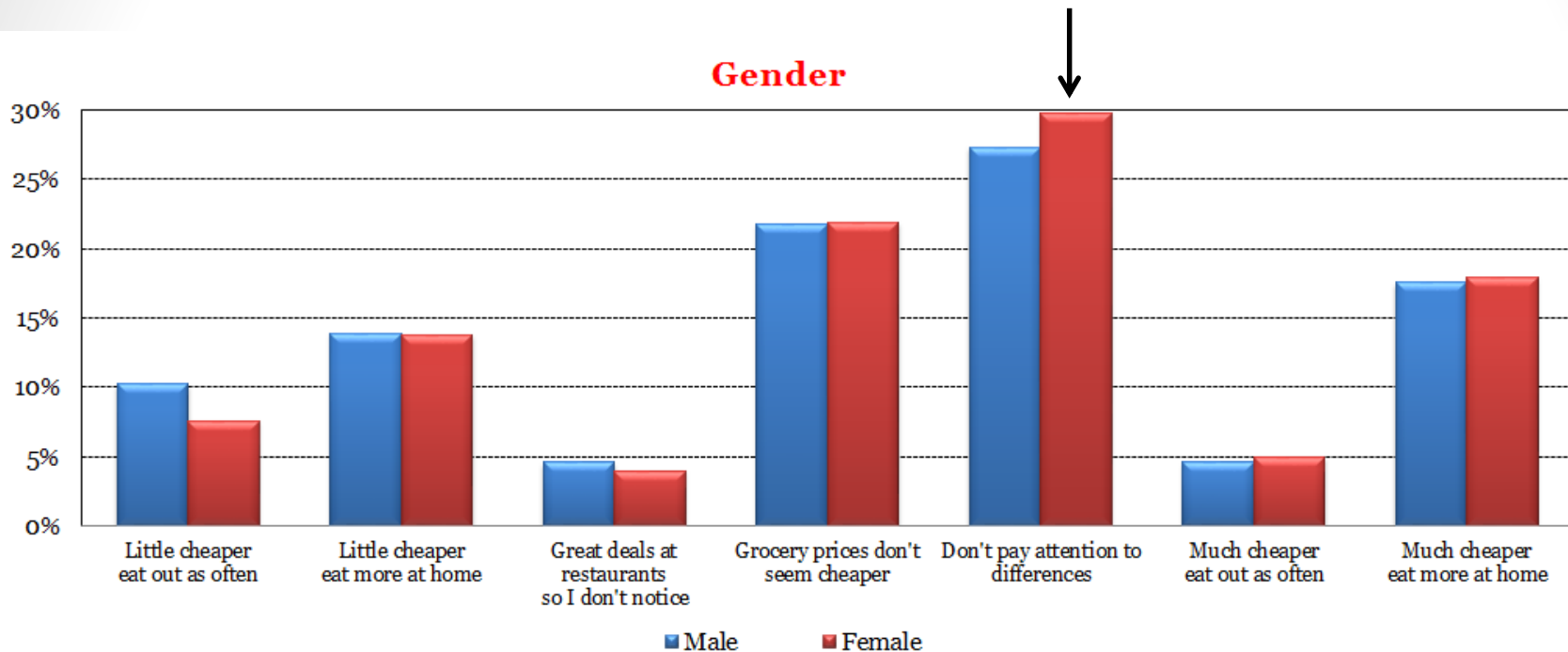
December 2016

The price gap matters to some, but not most...

Are Grocery Store Prices Getting Cheaper Compared to Restaurant Prices?

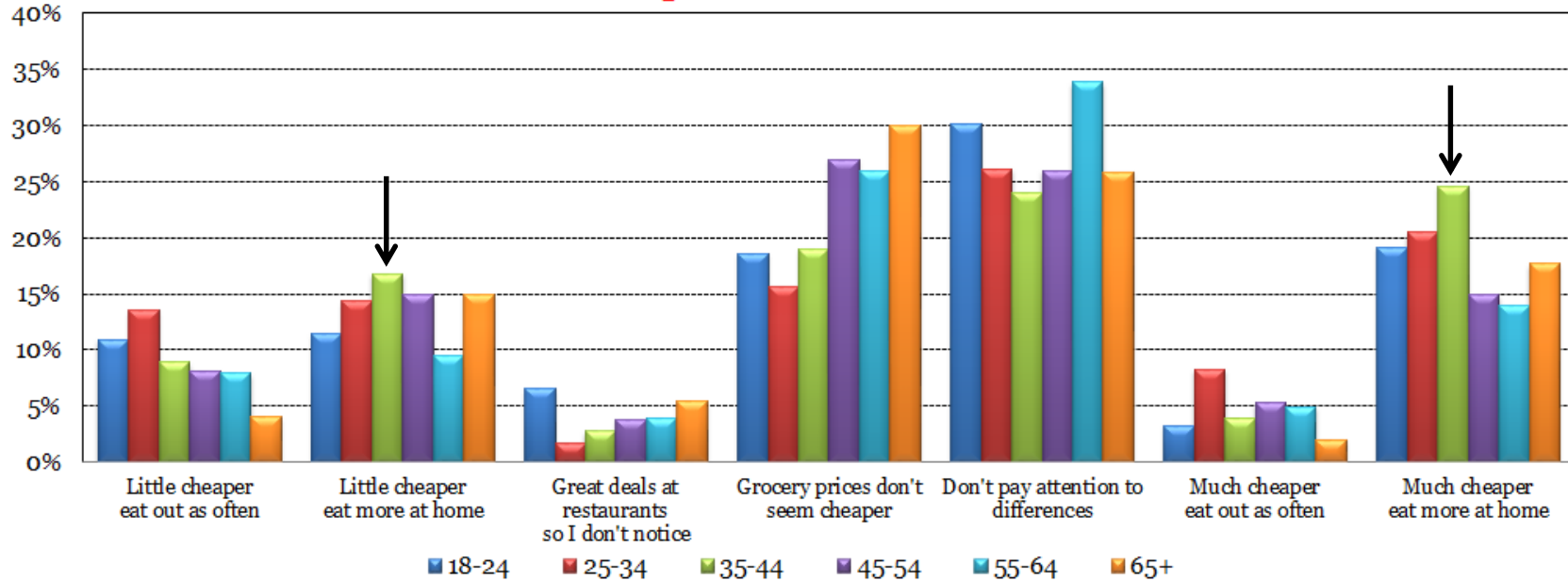


Women Pay Less Attention to the Gap...

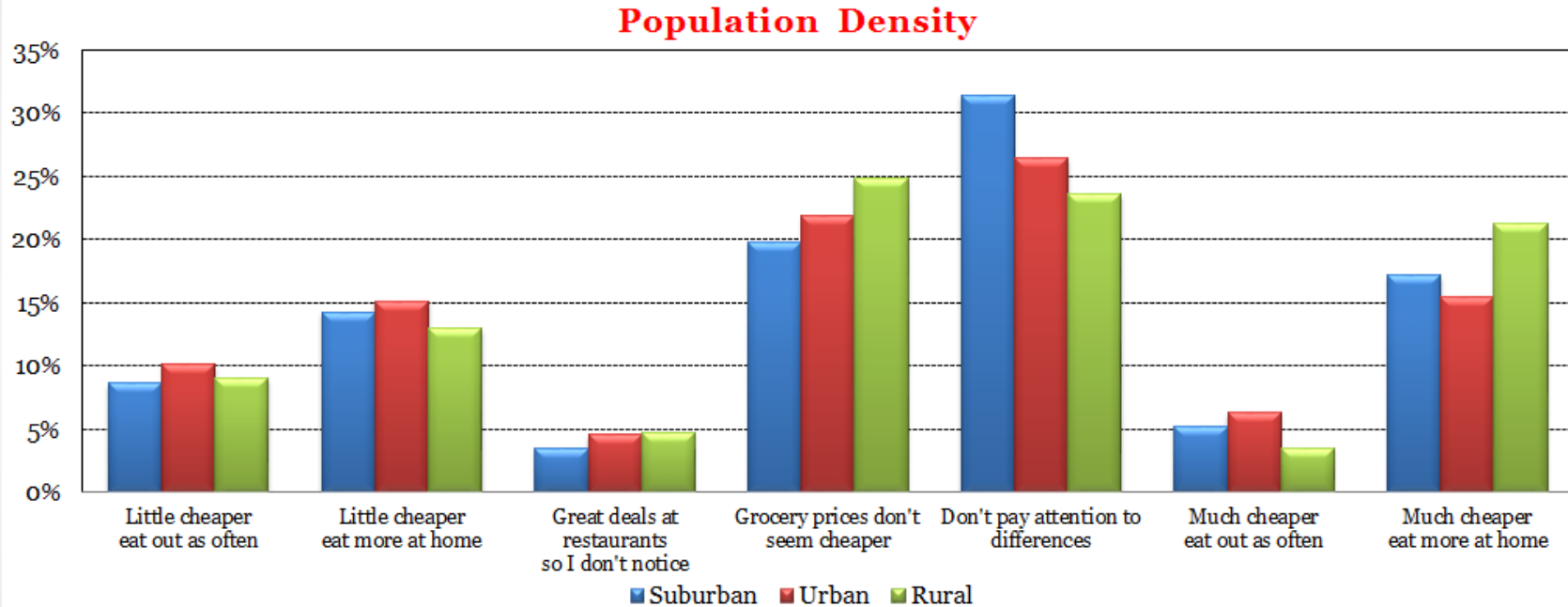


35 – 44 Year Old Consumers Feeling the Heat

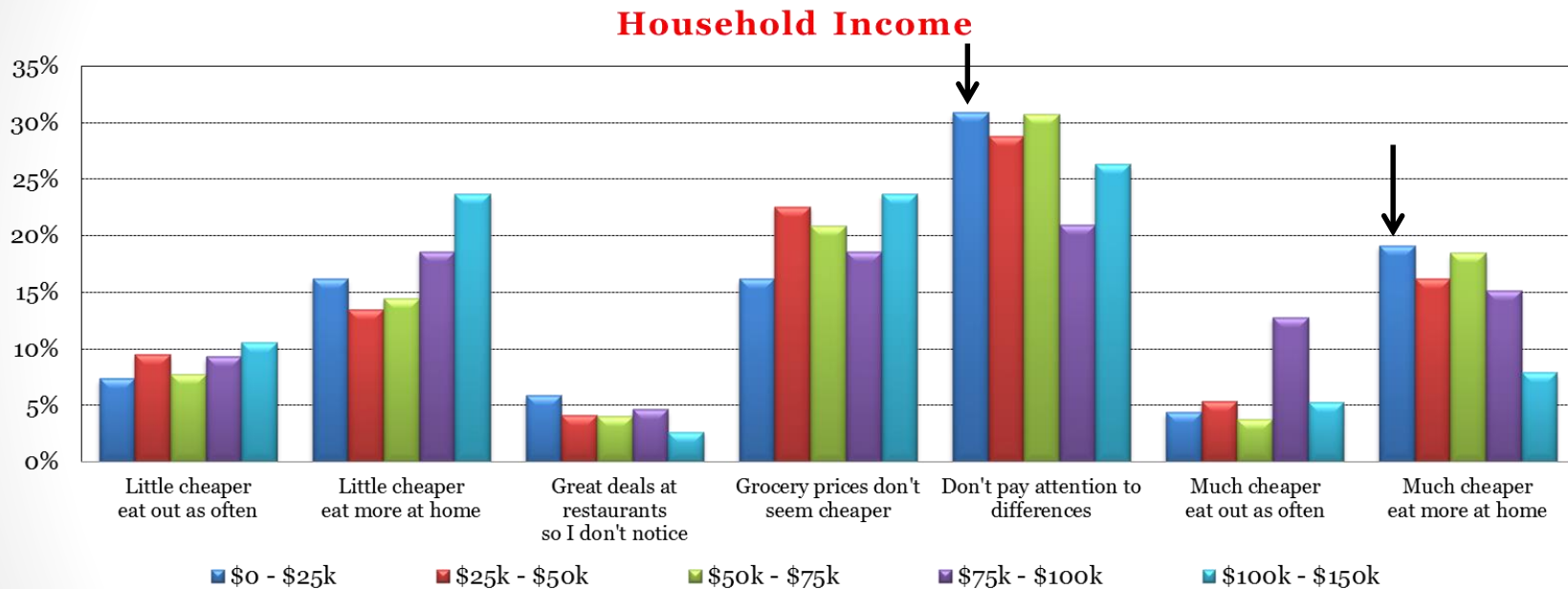
Age of Consumer



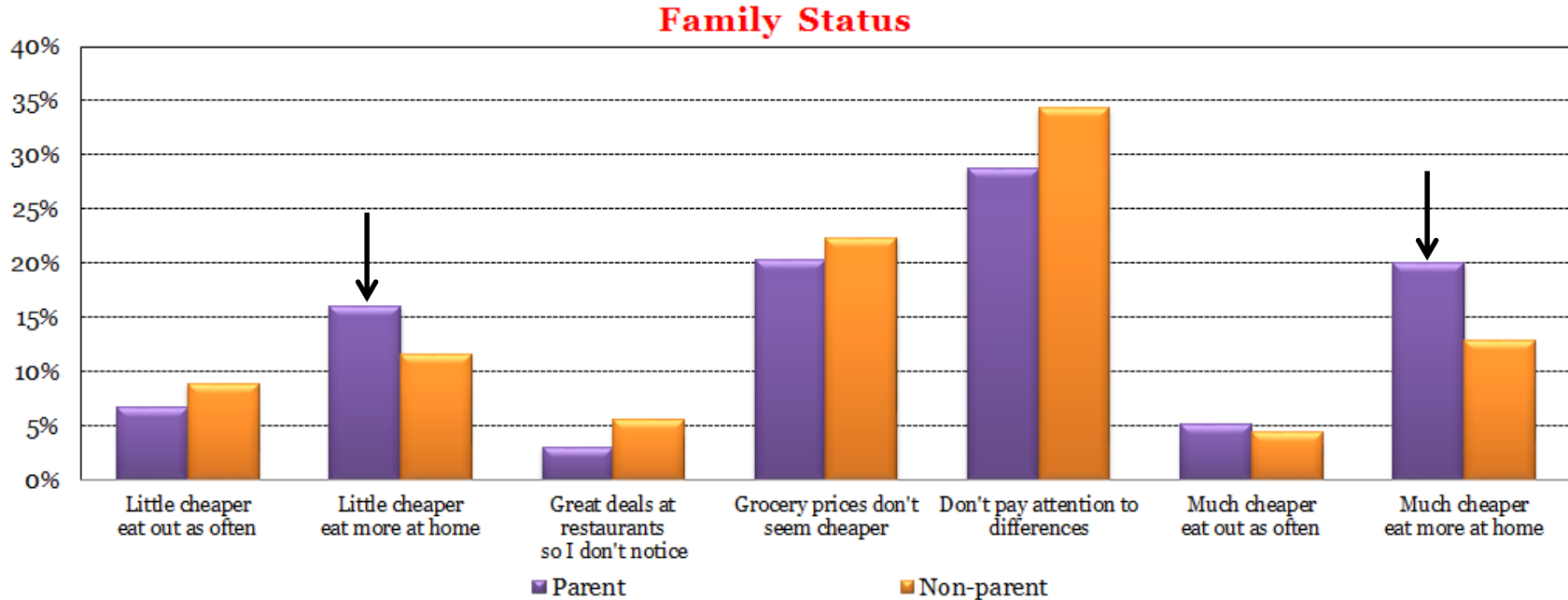
Rural Consumers Most Price Sensitive, Urban Least



Lowest Income Either Don't Care or Care A Lot...



Parents Are Also Price Sensitive!



Survey % Response Detail

Category	A little cheaper but eating out as often	A little cheaper so I eat more at home	Great deals at restaurants so I don't notice	Grocery prices don't seem cheaper	I don't pay attention to differences	Much cheaper but eating out as often	Much cheaper so I eat more at home	Total Eating More at Home
Total	9.2%	14.4%	4.1%	21.5%	28.4%	5.2%	17.1%	31.6%
Male	10.2%	13.9%	4.6%	21.8%	27.3%	4.6%	17.6%	31.5%
Female	7.6%	13.8%	4.0%	21.9%	29.8%	5.0%	17.9%	31.7%
18-24	10.9%	11.5%	6.6%	18.6%	30.1%	3.3%	19.1%	30.6%
25-34	13.5%	14.3%	1.7%	15.7%	26.1%	8.3%	20.4%	34.8%
35-44	8.9%	16.8%	2.8%	19.0%	24.0%	3.9%	24.6%	41.3%
45-54	8.2%	14.9%	3.8%	26.9%	26.0%	5.3%	14.9%	29.8%
55-64	8.0%	9.5%	4.0%	25.9%	33.8%	5.0%	13.9%	23.4%
65+	4.1%	15.0%	5.4%	29.9%	25.9%	2.0%	17.7%	32.7%
Suburban	8.7%	14.3%	3.5%	19.8%	31.5%	5.2%	17.2%	31.5%
Urban	10.2%	15.1%	4.6%	21.8%	26.4%	6.3%	15.5%	30.7%
Rural	9.1%	13.0%	4.7%	24.8%	23.6%	3.5%	21.3%	34.3%
\$0 - \$25k	7.4%	16.2%	5.9%	16.2%	30.9%	4.4%	19.1%	35.3%
\$25k - \$50k	9.5%	13.5%	4.1%	22.6%	28.8%	5.4%	16.2%	29.7%
\$50k - \$75k	7.8%	14.4%	4.0%	20.9%	30.7%	3.7%	18.4%	32.9%
\$75k - \$100k	9.3%	18.6%	4.7%	18.6%	20.9%	12.8%	15.1%	33.7%
\$100k - \$150k	10.5%	23.7%	2.6%	23.7%	26.3%	5.3%	7.9%	31.6%
\$150k+	35.7%	21.4%	0.0%	0.0%	7.1%	7.1%	28.6%	50.0%
Parent	6.7%	16.1%	3.0%	20.3%	28.8%	5.2%	20.0%	36.1%
Non-parent	8.8%	11.6%	5.6%	22.4%	34.3%	4.4%	12.9%	24.5%





MENU OF SERVICES

BDO provides a distinctly different option for clients looking for a combination of service scope, deep industry knowledge, global coverage, accessibility and responsiveness.

Our tailored services to the restaurant industry include:

- ▶ Financial statement audits and reviews
- ▶ Employee benefit plan audits
- ▶ Best practices and internal control assessments
- ▶ Specialty tax services
 - State and local tax compliance
 - R&D tax credit studies
 - Repair and maintenance studies
 - Cost segregation studies
- ▶ Growth consulting
- ▶ Benchmarking
- ▶ Management compensation plan consulting
- ▶ Employee benefits consulting
- ▶ Due diligence
- ▶ Tip reporting and compliance
- ▶ Merger and acquisition consulting
- ▶ Business valuation and litigation support

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OLD FASHION



Our professionals are very familiar with all of the accounting and tax issues related to the restaurant industry, including:

- ▶ Cost segregation studies
- ▶ Debt and equity instrument structuring, accounting, and reporting
- ▶ Impairment of tangible and intangible assets
- ▶ Lease accounting matters
- ▶ Recognition of franchise revenues
- ▶ Repair and maintenance regulations
- ▶ Tax credits and incentives