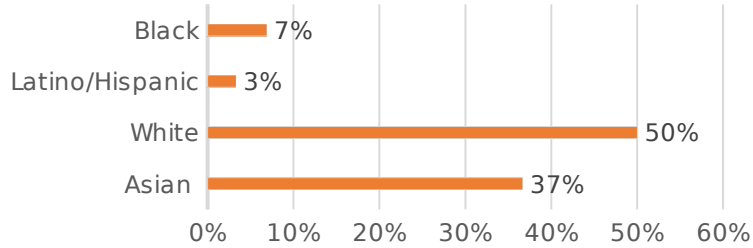


Takhrai

DEMOGRAPHICS



30

**BASELINE
SURVEYS**

**North Inland
San Diego**

**MAJORITY OF POST RESPONDENTS REPORTED
RESIDING IN NORTH INLAND SAN DIEGO**

67% North Inland San Diego (92064, 92065, 92127, 92128, 92129) | 20% Central San Diego (92114, 92115, 92123, 92131) | 3% South (92154)

PURCHASING BEHAVIORS

**VALUE FOR
MONEY**

23% Baseline

**PORTION
SIZE IS JUST
RIGHT**

22% Baseline

**HEALTHY
OPTIONS**

7% Baseline

Other

37%

**MAJORITY OF RESPONDENTS REPORTED THAT FLAVOR (67% BASELINE)
AS TOP FACTOR THAT HELPED THEM DECIDE TO VISIT THE RESTAURANT**

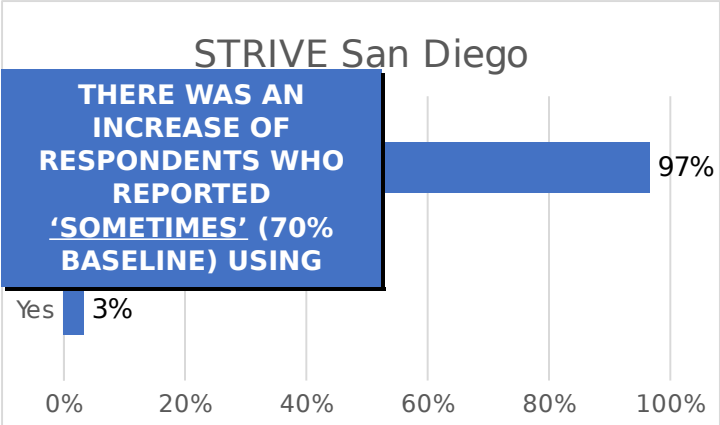
HOW OFTEN DOES CALORIE IN

AT TO ORDER

N
Someti
Half the
Most of the
Alw

THERE WAS AN INCREASE OF RESPONDENTS WHO REPORTED 'SOMETIMES' (40% BASELINE) OR 'NEVER' (33% BASELINE) USING CALORIE

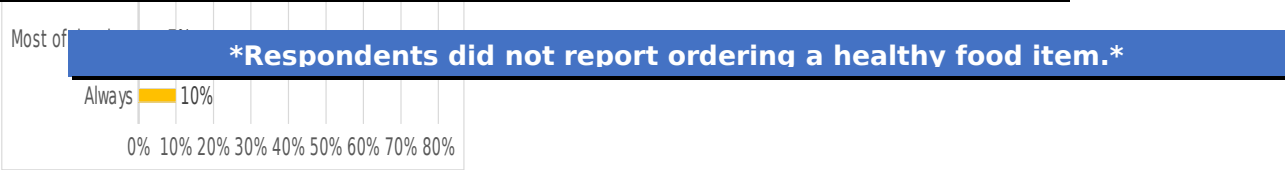
0% 5% 10% 15% 20% 25% 30% 35% 40% 45%



AT BASELINE, MAJORITY OF RESPONDENTS REPORTED SOMEWHAT TO ORDER ITEMS MARKED AS 'FRESHLY/HEALTHY' IN RESTAURANTS

Baseline: 0% Very unlikely | 7% Somewhat unlikely | 23% Very likely | 27% Neutral | 43% Somewhat likely

***Respondents reported promotional material, nutritional information posted, and staff recommendation did not help them decide to order healthy food**



FROM 30 RESPONDENTS, ONLY 1 RESPONDENT REPORTED KNOWING ABOUT STRIVE SAN DIEGO