

# WHAT PEOPLE SAY VS. WHAT THEY ACTUALLY DO

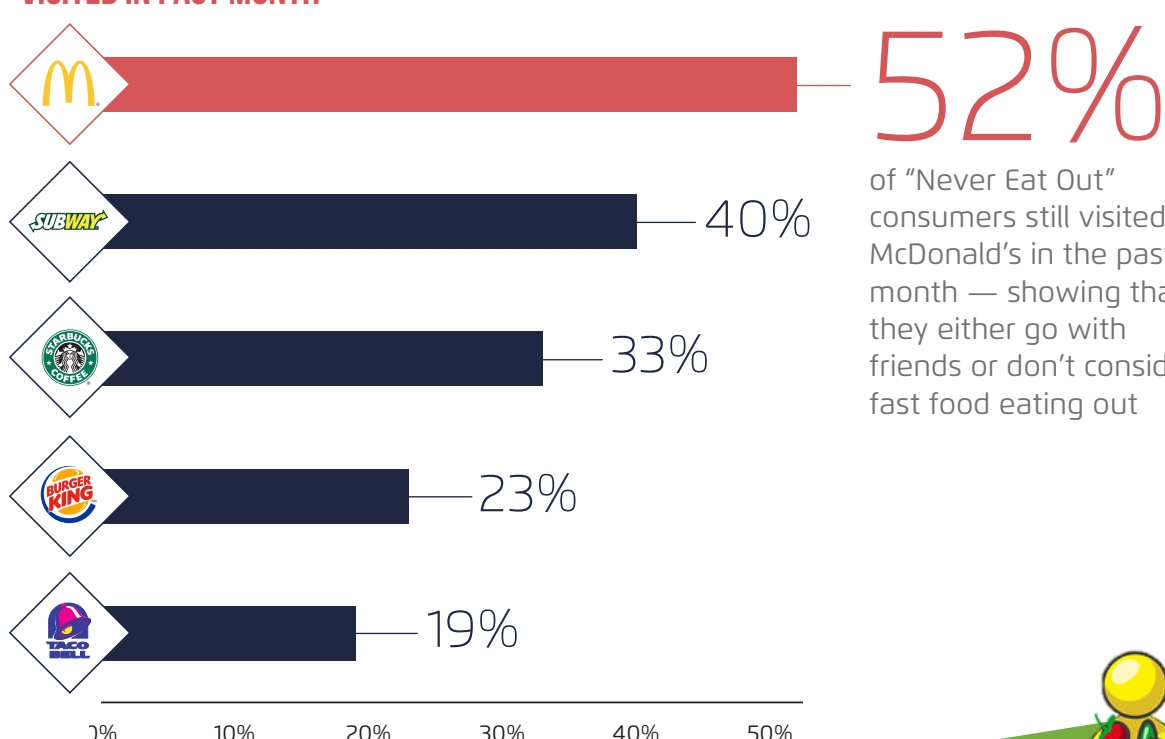
Can you remember what stores you visited last Tuesday? Or what restaurants you frequented in the last month? Marketers currently rely on consumers to accurately report on their behaviors, but memory and opinion can often skew perception. With foot traffic location analysis, marketers gain a real-life and real-time understanding of how and where consumers spend their time. Offering marketers a deeper understanding of audiences, preferences and consumer lifestyle choices.

xAd was able to highlight four key examples of the differences between perception and reality for fast food behaviors by surveying 60,000 consumers and then observing their visitation patterns with Placed Insights. Proving just how important foot traffic data is for marketers!

## 1

### “NEVER” IS A STRONG WORD — PEOPLE CAN BE EXTREME IN SELF-REPORTED DATA, MISSING NUANCED BEHAVIOR

VISITED IN PAST MONTH



## 2

### LIFESTYLE TRAITS ARE SUBJECTIVE — “HEALTHY” EATERS STILL CRAVE BURRITOS & BURGERS



**FIVE GUYS**  
BURGERS and FRIES

106\*

**IN-N-OUT**  
BURGER

106

**QDOBA**  
MEXICAN EATS

105

Self-proclaimed “Healthy” consumers have a liking for high quality foods and products (they are 18% more likely to shop at Whole Foods) but they also over-index for many QSRs when compared to the average consumer.

\*\*Healthy\* consumers are 6% more likely to visit Five Guys than the average consumer

## 3

### DEFINITIONS CAN VARY - PERCEPTION OF “FAST FOOD” DOES NOT ALWAYS INCLUDE FAST CASUAL OR COFFEE

**Panera**  
BREAD

139\*

**CHIPOTLE**  
MEXICAN GRILL

119

**DUNKIN'**  
DONUTS

147

**STARBUCKS**  
COFFEE

110

Consumers who consider themselves “Healthy” and “Never Eat Fast Food” have a much higher tendency to visit fast casual restaurants like Panera Bread and Chipotle or coffee shops than the average consumer.

\*\*Healthy\* & “Never Eat Fast Food” consumers are 39% more likely to visit Panera Bread than the average consumer

## 4

### LOSING TRACK OF TIME — CONSUMERS MAY NOT PRECISELY REMEMBER WHEN EXACTLY THEY MADE A VISIT

Consumers can usually tell you places they’ve eaten, but the time frame can be difficult to accurately remember. When asked about their behavior over a long period of time, people will often say they visited somewhere when they were not actually there.



32%

of people who said they went to McDonald’s in the past month did not actually go

Self-reported consumer preferences are incredibly important for marketers, but people are not always the best at recalling or detailing their past behaviors. Foot traffic data offers valuable insights into where people actually go versus just relying on what they say they do.

For more foot traffic insights, visit [discovery.xad.com](http://discovery.xad.com)