

**Online And  
Smartphone  
Applications That  
Influenced A  
Restaurant  
Visit**

<b>Percent Restaurant Customers Selecting</b>	<b>Total Restaurants</b>
<b>Deal/Special Offer</b>	<b>37%</b>
<b>Menu Details</b>	<b>30%</b>
<b>General Information</b>	<b>27%</b>
<b>Recommendation/Review</b>	<b>14%</b>
<b>Restaurant Location</b>	<b>13%</b>
<b>Loyalty Program</b>	<b>12%</b>
<b>Pre-Order Online</b>	<b>10%</b>
<b>Nutritional Information</b>	<b>10%</b>
<b>All Others</b>	<b>20%</b>

Source: The NPD Group, CREST®, January-February 2012 <sup>1</sup>