



ReCount®

Your Source for Competitor Restaurant Locations

SOURCED FROM CFR

ReCount® Restaurant File Fall 09

Quick Facts

Categories	53
Total Records	578,353
Independent Locations	303,913
Chain Locations	274,440
Chain Names with more than 1 location	9,129

Includes both independent and chain retail locations only. No HQ, distribution or warehouse locations. All records are classified with category and class and trade name and ID are consistent.

Summary of Compiled Files vs. ReCount®

Yellow records are from the national compiled file. White records are from ReCount® FA 08

Status	Trade Name	Address	City	ST	Zip Code
Match	WENDY'S OLD FASHIONED HAMBURGERS R	100 W RAND RD	ARLINGTON HTS	IL	60004
Match	WENDY'S	100 W RAND RD	ARLINGTON HTS	IL	60004
Match	WENDY S OLD FASHIONED HAMBURGERS	900 BUSSE RD	ELK GROVE VLG	IL	60007
Match	WENDY'S	900 BUSSE RD	ELK GROVE	IL	60007
Match	WENDYS OLD FASHIONED HAMBERGER	2050 SHELL DR	LIBERTYVILLE	IL	60048
Match	WENDY'S	2050 SHELL DR	LIBERTYVILLE	IL	60048
Match	WENDYS	740 NORTHWEST HWY	CARY	IL	60013
Match	WENDY'S	740 NORTHWEST HWY	CARY	IL	60013
Match	WENDYS INTERNATIONAL INC	6010 NORTHWEST HWY	CRYSTAL LAKE	IL	60014
Match	WENDY'S	6010 NORTHWEST HWY	CRYSTAL LAKE	IL	60014
Duplicate	WENDYS INTERNATIONAL INC	1595 LEE ST	DES PLAINES	IL	60018
Match	WENDYS OLD FASHIONED	1595 LEE ST	DES PLAINES	IL	60018
Match	WENDY'S	1595 LEE ST	DES PLAINES	IL	60018
Not a Wendy's	WENDYS BAR	19 N AYER ST	HARVARD	IL	60033
Closed	WENDYS OLD FASHIONED HAMBURGER	4116 W ELM ST	MCHENRY	IL	60050
Duplicate	WENDYS OLD FASHIONEDF HAMBURGER	2713 MANNHEIM RD	FRANKLIN PARK	IL	60131
Match	WENDY'S	2723 MANNHEIM RD	FRANKLIN PARK	IL	60131
Match	WENDY'S	2723 N MANHEIM RD	FRANKLIN PARK	IL	60131
Not a Wendy's	WENDYS RESTAURANT	1730 N NELTNOR BLVD	WEST CHICAGO	IL	60185
Match	WENDYS OF LINCOLN	2815 WOODLAWN RD	LINCOLN	IL	62656
Match	WENDY'S	2815 WOODLAWN RD	LINCOLN	IL	62656
New	WENDY'S	3101 BELVIDERE RD	PARK CITY	IL	60085
Summary Compiled File 11 Duplicates 5 non locations, 1 regional sales office Net Records 120-11-5-1=103 Wendy's in IL		ReCount 182 Non Duplicated Stores	Wendy's Web site 184 Stores		

Sales Data

ReCount's® enhanced sales estimate is based on a proprietary methodology that calculates an annual sales estimate for each location based on the customer base and density, physical location and competitive environment for each store's trade area. This process is more accurate than conventional estimating methods or retailer interviews, which are subjective, with results that are difficult to replicate consistently. Other methods based on store averages or employee counts have great fluctuations from year to year and are all based on broad industry averages.

Selections

Select the fields and geographic areas that pertain to your business and choose the format that works for you.

ReCount® Fall 2009

Class ID	QSR Group Name	QSR Category	Total Location Count	Class ID	FSR Group Name	FSR Category	Total Location Count
1101	SANDWICH/MEXICAN	HAMBURGER	47,831	2422	FAMILY DINING	FAMILY STYLE	32,435
1102		SUBS	35,099	2423		BUFFET/GRILL	4,199
1103		ROAST BEEF	3,872	2424		CAFETERIA	1,076
1104		HOT DOG	3,324	2425		SALAD/SOUP	2,500
1105		OTHER SANDWICH	6,032	2426		BARBECUE	9,598
1106		MEXICAN	20,163	2427		TRUCK STOP	1,330
1107		BAKERY SANDWICH	4,381	2506	CASUAL DINING	MEXICAN-CD	28,056
1108		DELI	15,001	2510		PIZZA	2,867
1209	SPECIALTY	CHICKEN	19,220	2511		SEAFOOD-CD	8,364
1210		PIZZA/ITALIAN	63,688	2512		ASIAN-CD	47,811
1211		SEAFOOD	2,972	2529		BAR & GRILL	44,132
1212		ASIAN	6,363	2530		STEAK/RIB	7,084
1213		POTATO	168	2532		ITALIAN	13,768
1214		OTHER VARIED MENU	1,426	2535		FRENCH	1,142
1315	SNACK	FROZEN SWEETS	22,115	2536		GERMAN	394
1316		JUICE/SMOOTHIE	4,205	2537		GREEK	1,549
1317		DONUT	12,833	2538		INDIAN	2,534
1318		BAGEL	3,489	2539		SPANISH	598
1319		GOURMET COFFEE/TEA	30,581	2540		OTHER ETHNIC	7,627
1320		BAKERY SNACK	2,836	2551		"BISTROS"	2,148
1321		OTHER SNACK	2,554	2552		"INNS"	1,984
				2611	FINE DINING	SEAFOOD-FD	307
				2612		ASIAN-FD	250
				2630		STEAK-FD	639
				2632		ITALIAN-FD	522
				2635		FRENCH-FD	404
				2640		OTHER ETHNIC-FD	223
				2684		VARIED MENU-FD	1,329
				2996	UNCLASSIFIED	"GRILLE/GRILL"	4,005
				2997		"CAFE"	13,991
				2998		"RESTAURANT"	10,095
				2999		ALL OTHER	17,289
						Total	578,353

For more information or to request a sample of the data, contact us at 630 416-9924 or drop us an email at bshelton@datasourcetek.com

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