

The SAS System

Obs	CUSTOMER_KEY	_DM	_EM	_SMS	SIZE_HH	HH_INCOME	DMA	TENURE	NUM_TXNS	_avg_TB_TRANS	TOT_SALES	TOT_Rewards_EARN	NUM_EARN_REDE
1		14	1	4	1	2	56418	320	111	3	27	26.33	3
2		18	2	4	2	2	67302	320	110	2	40	10.15	2
3		19	3	4	1	2	73780	320	110	14	6	35.91	5
4		48	2	7	4	3	49098	220	109	34	2	178.19	9
5		71	3	5	3	2	48676	970	109	17	5	106.87	7
6		179	2	6	4	1	48638	320	109	16	5	126.14	13
7		182	3	4	1	3	68665	970	109	7	11	68.48	9
8		183	2	3	2	1	61549	970	109	2	40	4.79	0
9		188	2	5	4	4	48984	220	109	13	6	53.22	1
10		199	3	9	5	8	46392	220	109	3	27	28.23	1

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The CONTENTS Procedure

Data Set Name	PROJECT.WEN	Observations	3443
Member Type	DATA	Variables	40
Engine	V9	Indexes	0
Created	06/07/2018 06:58:50	Observation Length	320
Last Modified	06/07/2018 06:58:50	Deleted Observations	0
Protection		Compressed	NO
Data Set Type		Sorted	NO
Label			
Data Representation	WINDOWS_64		
Encoding	wlatin1 Western (Windows)		

Engine/Host Dependent Information	
Data Set Page Size	65536
Number of Data Set Pages	17
First Data Page	1
Max Obs per Page	204
Obs in First Data Page	188
Number of Data Set Repairs	0
ExtendObsCounter	YES
Filename	E:\Users\vxg180007\Downloads\wen.sas7bdat
Release Created	9.0401M3
Host Created	X64_7PRO
Owner Name	CAMPUS\vxg180007
File Size	1MB
File Size (bytes)	1179648

Alphabetic List of Variables and Attributes					
#	Variable	Type	Len	Format	Informat
40	AVG_PRICE	Num	8	BEST12.	BEST32.
21	BAKERY_PCT	Num	8	BEST12.	BEST32.
38	BAKR_QTY	Num	8	BEST12.	BEST32.
30	BEVRG_QTY	Num	8	BEST12.	BEST32.
22	CHICKN_PCT	Num	8	BEST12.	BEST32.
32	CHICK_QTY	Num	8	BEST12.	BEST32.
1	CUSTOMER_KEY	Num	8	BEST12.	BEST32.
7	DMA	Num	8	BEST12.	BEST32.
17	DYPT_PCT_AF	Num	8	BEST12.	BEST32.
15	DYPT_PCT_BR	Num	8	BEST12.	BEST32.
18	DYPT_PCT_DINNER	Num	8	BEST12.	BEST32.
19	DYPT_PCT_EVEN	Num	8	BEST12.	BEST32.
16	DYPT_PCT_LU	Num	8	BEST12.	BEST32.
20	DYPT_PCT_NITE	Num	8	BEST12.	BEST32.
25	FRSTY_PCT	Num	8	BEST12.	BEST32.
35	FRST_QTY	Num	8	BEST12.	BEST32.
33	FRY_QTY	Num	8	BEST12.	BEST32.
23	HAMBRGR_PCT	Num	8	BEST12.	BEST32.
31	HAMBR_QTY	Num	8	BEST12.	BEST32.
6	HH_INCOME	Num	8	BEST12.	BEST32.
27	KID_PCT	Num	8	BEST12.	BEST32.
36	KID_QTY	Num	8	BEST12.	BEST32.
39	MEALDEAL_QTY	Num	8	BEST12.	BEST32.
24	MealDeal_PCT	Num	8	BEST12.	BEST32.
13	NUM_EARN_REDEEM	Num	8	BEST12.	BEST32.
9	NUM_TXNS	Num	8	BEST12.	BEST32.
28	OTHER_PCT	Num	8	BEST12.	BEST32.
14	REDEEM_WELCOME	Num	8	BEST12.	BEST32.

26	SALAD_PCT	Num	8	BEST12.	BEST32.
37	SALD_QTY	Num	8	BEST12.	BEST32.
5	SIZE_HH	Num	8	BEST12.	BEST32.
8	TENURE	Num	8	BEST12.	BEST32.
12	TOT_Rewards_EARN	Num	8	BEST12.	BEST32.
11	TOT_SALES	Num	8	BEST12.	BEST32.
29	TOT_UNITS	Num	8	BEST12.	BEST32.
34	VALU_QTY	Num	8	BEST12.	BEST32.
2	_DM	Num	8	BEST12.	BEST32.
3	_EM	Num	8	BEST12.	BEST32.
4	_SMS	Num	8	BEST12.	BEST32.
10	_avg_TB_TRANS	Num	8	BEST12.	BEST32.

The SAS System

The REG Procedure

Model: MODEL1

Dependent Variable: TOT_SALES

Adjusted R-Square Selection Method

Number of Observations Read	3441
Number of Observations Used	3441

Number in Model	Adjusted R-Square	R-Square	AIC	BIC	Variables in Model
12	0.8563	0.8568	17412.7464	17414.8695	HH_INCOME TENURE_avg_TB_TRANS DYPT_PCT_AF DYPT_PCT_NITE BAKERY_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
11	0.8563	0.8568	17411.8877	17413.9933	HH_INCOME TENURE_avg_TB_TRANS DYPT_PCT_AF DYPT_PCT_NITE MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
12	0.8563	0.8568	17412.9581	17415.0796	HH_INCOME TENURE_avg_TB_TRANS DYPT_PCT_AF DYPT_PCT_NITE CHICKN_PCT HAMBRGR_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
13	0.8563	0.8568	17414.0521	17416.1903	HH_INCOME TENURE_avg_TB_TRANS DYPT_PCT_BR DYPT_PCT_AF DYPT_PCT_NITE BAKERY_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
11	0.8563	0.8567	17412.1620	17414.2658	HH_INCOME TENURE_avg_TB_TRANS DYPT_PCT_AF BAKERY_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
12	0.8563	0.8568	17413.2075	17415.3271	HH_INCOME TENURE_avg_TB_TRANS DYPT_PCT_BR DYPT_PCT_AF DYPT_PCT_NITE MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
13	0.8563	0.8568	17414.2415	17416.3782	HH_INCOME TENURE_avg_TB_TRANS DYPT_PCT_BR DYPT_PCT_AF DYPT_PCT_NITE CHICKN_PCT HAMBRGR_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
10	0.8563	0.8567	17411.3242	17413.4118	HH_INCOME TENURE_avg_TB_TRANS DYPT_PCT_AF MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
12	0.8563	0.8568	17413.3363	17415.4549	HH_INCOME TENURE_avg_TB_TRANS DYPT_PCT_BR DYPT_PCT_AF BAKERY_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
11	0.8563	0.8567	17412.3766	17414.4788	HH_INCOME TENURE_avg_TB_TRANS DYPT_PCT_AF CHICKN_PCT HAMBRGR_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
11	0.8563	0.8567	17412.5129	17414.6141	HH_INCOME TENURE_avg_TB_TRANS DYPT_PCT_BR DYPT_PCT_AF MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
12	0.8563	0.8568	17413.5253	17415.6425	HH_INCOME TENURE_avg_TB_TRANS DYPT_PCT_AF DYPT_PCT_NITE CHICKN_PCT HAMBRGR_PCT MealDeal_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
12	0.8563	0.8568	17413.5281	17415.6453	HH_INCOME TENURE_avg_TB_TRANS DYPT_PCT_BR DYPT_PCT_AF CHICKN_PCT HAMBRGR_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
11	0.8563	0.8567	17412.6420	17414.7424	HH_INCOME_avg_TB_TRANS DYPT_PCT_AF DYPT_PCT_NITE BAKERY_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
13	0.8563	0.8568	17414.6826	17416.8156	HH_INCOME TENURE_avg_TB_TRANS DYPT_PCT_AF DYPT_PCT_NITE BAKERY_PCT CHICKN_PCT HAMBRGR_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT TOT_UNITS
13	0.8563	0.8568	17414.6826	17416.8156	HH_INCOME TENURE_avg_TB_TRANS DYPT_PCT_AF DYPT_PCT_NITE BAKERY_PCT CHICKN_PCT HAMBRGR_PCT MealDeal_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
13	0.8563	0.8568	17414.6826	17416.8156	HH_INCOME TENURE_avg_TB_TRANS DYPT_PCT_AF DYPT_PCT_NITE BAKERY_PCT CHICKN_PCT HAMBRGR_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
13	0.8563	0.8568	17414.6826	17416.8156	HH_INCOME TENURE_avg_TB_TRANS DYPT_PCT_AF DYPT_PCT_NITE CHICKN_PCT HAMBRGR_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
13	0.8563	0.8568	17414.6826	17416.8156	HH_INCOME TENURE_avg_TB_TRANS DYPT_PCT_AF DYPT_PCT_NITE BAKERY_PCT CHICKN_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
13	0.8563	0.8568	17414.6826	17416.8156	HH_INCOME TENURE_avg_TB_TRANS DYPT_PCT_AF DYPT_PCT_NITE BAKERY_PCT CHICKN_PCT HAMBRGR_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
12	0.8563	0.8568	17413.6888	17415.8048	HH_INCOME TENURE_avg_TB_TRANS DYPT_PCT_AF DYPT_PCT_NITE HAMBRGR_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
13	0.8563	0.8568	17414.7163	17416.8491	HH_INCOME TENURE_avg_TB_TRANS DYPT_PCT_AF DYPT_PCT_EVEN DYPT_PCT_NITE BAKERY_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
13	0.8563	0.8568	17414.7393	17416.8719	HH_INCOME TENURE_avg_TB_TRANS DYPT_PCT_AF DYPT_PCT_NITE BAKERY_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
13	0.8563	0.8568	17414.7461	17416.8787	HH_INCOME TENURE_avg_TB_TRANS DYPT_PCT_LU DYPT_PCT_AF DYPT_PCT_NITE BAKERY_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
10	0.8563	0.8567	17411.7843	17413.8689	HH_INCOME_avg_TB_TRANS DYPT_PCT_AF DYPT_PCT_NITE MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
13	0.8563	0.8568	17414.8171	17416.9491	HH_INCOME TENURE_avg_TB_TRANS DYPT_PCT_BR DYPT_PCT_AF DYPT_PCT_NITE CHICKN_PCT HAMBRGR_PCT MealDeal_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
11	0.8563	0.8567	17412.8498	17414.9487	HH_INCOME_avg_TB_TRANS DYPT_PCT_AF DYPT_PCT_NITE CHICKN_PCT HAMBRGR_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
12	0.8563	0.8568	17413.8516	17415.9664	HH_INCOME TENURE_avg_TB_TRANS DYPT_PCT_AF DYPT_PCT_NITE CHICKN_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS

12	0.8563	0.8568	17413.8559	17415.9706	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_AF DYPT_PCT_EVEN DYPT_PCT_NITE MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
11	0.8563	0.8567	17412.8624	17414.9612	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_AF DYPT_PCT_NITE CHICKN_PCT HAMBRGR_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
12	0.8563	0.8568	17413.8821	17415.9966	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_AF DYPT_PCT_DINNER DYPT_PCT_NITE MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
12	0.8563	0.8568	17413.8872	17416.0017	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_LU DYPT_PCT_AF DYPT_PCT_NITE MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
12	0.8563	0.8568	17413.8913	17416.0057	HH_INCOME_avg_TB_TRANS_DYPT_PCT_BR DYPT_PCT_AF DYPT_PCT_NITE BAKERY_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
11	0.8563	0.8567	17412.9076	17415.0061	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_AF CHICKN_PCT HAMBRGR_PCT MealDeal_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
13	0.8563	0.8568	17414.9252	17417.0563	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_AF DYPT_PCT_EVEN DYPT_PCT_NITE CHICKN_PCT HAMBRGR_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
10	0.8563	0.8567	17411.9384	17414.0221	HH_INCOME_avg_TB_TRANS_DYPT_PCT_AF BAKERY_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
13	0.8563	0.8568	17414.9490	17417.0799	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_AF DYPT_PCT_DINNER DYPT_PCT_NITE CHICKN_PCT HAMBRGR_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
13	0.8563	0.8568	17414.9580	17417.0889	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_LU DYPT_PCT_AF DYPT_PCT_NITE CHICKN_PCT HAMBRGR_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
12	0.8563	0.8568	17413.9704	17416.0842	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_LU DYPT_PCT_AF BAKERY_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
14	0.8562	0.8568	17415.9791	17418.1278	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_BR DYPT_PCT_AF DYPT_PCT_NITE BAKERY_PCT CHICKN_PCT HAMBRGR_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT TOT_UNITS
14	0.8562	0.8568	17415.9791	17418.1278	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_BR DYPT_PCT_AF DYPT_PCT_NITE BAKERY_PCT CHICKN_PCT HAMBRGR_PCT MealDeal_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
14	0.8562	0.8568	17415.9791	17418.1278	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_BR DYPT_PCT_AF DYPT_PCT_NITE BAKERY_PCT CHICKN_PCT HAMBRGR_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
14	0.8562	0.8568	17415.9791	17418.1278	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_BR DYPT_PCT_AF DYPT_PCT_NITE BAKERY_PCT CHICKN_PCT HAMBRGR_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
14	0.8562	0.8568	17415.9791	17418.1278	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_BR DYPT_PCT_AF DYPT_PCT_NITE BAKERY_PCT CHICKN_PCT HAMBRGR_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
14	0.8562	0.8568	17415.9791	17418.1278	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_BR DYPT_PCT_AF DYPT_PCT_NITE BAKERY_PCT CHICKN_PCT HAMBRGR_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
14	0.8562	0.8568	17415.9791	17418.1278	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_BR DYPT_PCT_AF DYPT_PCT_NITE BAKERY_PCT CHICKN_PCT HAMBRGR_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
13	0.8562	0.8568	17414.9920	17417.1226	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_BR DYPT_PCT_AF DYPT_PCT_NITE HAMBRGR_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
11	0.8562	0.8567	17413.0482	17415.1457	HH_INCOME_avg_TB_TRANS_DYPT_PCT_BR DYPT_PCT_AF DYPT_PCT_NITE MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
14	0.8562	0.8568	17416.0398	17418.1880	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_BR DYPT_PCT_AF DYPT_PCT_EVEN DYPT_PCT_NITE BAKERY_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
14	0.8562	0.8568	17416.0471	17418.1953	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_BR DYPT_PCT_LU DYPT_PCT_AF DYPT_PCT_NITE BAKERY_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
11	0.8562	0.8567	17413.0594	17415.1568	HH_INCOME_avg_TB_TRANS_DYPT_PCT_BR DYPT_PCT_AF BAKERY_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
14	0.8562	0.8568	17416.0520	17418.2001	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_BR DYPT_PCT_AF DYPT_PCT_DINNER DYPT_PCT_NITE BAKERY_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
12	0.8562	0.8567	17414.0699	17416.1829	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_BR DYPT_PCT_AF CHICKN_PCT HAMBRGR_PCT MealDeal_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
12	0.8562	0.8567	17414.0767	17416.1897	HH_INCOME_avg_TB_TRANS_DYPT_PCT_BR DYPT_PCT_AF DYPT_PCT_NITE CHICKN_PCT HAMBRGR_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
13	0.8562	0.8568	17415.0805	17417.2104	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_BR DYPT_PCT_LU DYPT_PCT_AF BAKERY_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
9	0.8562	0.8566	17411.1006	17413.1699	HH_INCOME_avg_TB_TRANS_DYPT_PCT_AF MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
12	0.8562	0.8567	17414.1035	17416.2163	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_AF DYPT_PCT_DINNER BAKERY_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
12	0.8562	0.8567	17414.1143	17416.2271	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_AF BAKERY_PCT CHICKN_PCT HAMBRGR_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT TOT_UNITS
12	0.8562	0.8567	17414.1143	17416.2271	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_AF BAKERY_PCT CHICKN_PCT HAMBRGR_PCT MealDeal_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
12	0.8562	0.8567	17414.1143	17416.2271	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_AF BAKERY_PCT CHICKN_PCT HAMBRGR_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
12	0.8562	0.8567	17414.1143	17416.2271	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_AF BAKERY_PCT HAMBRGR_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
12	0.8562	0.8567	17414.1143	17416.2271	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_AF BAKERY_PCT CHICKN_PCT HAMBRGR_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
11	0.8562	0.8567	17413.1324	17415.2294	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_LU DYPT_PCT_AF MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS

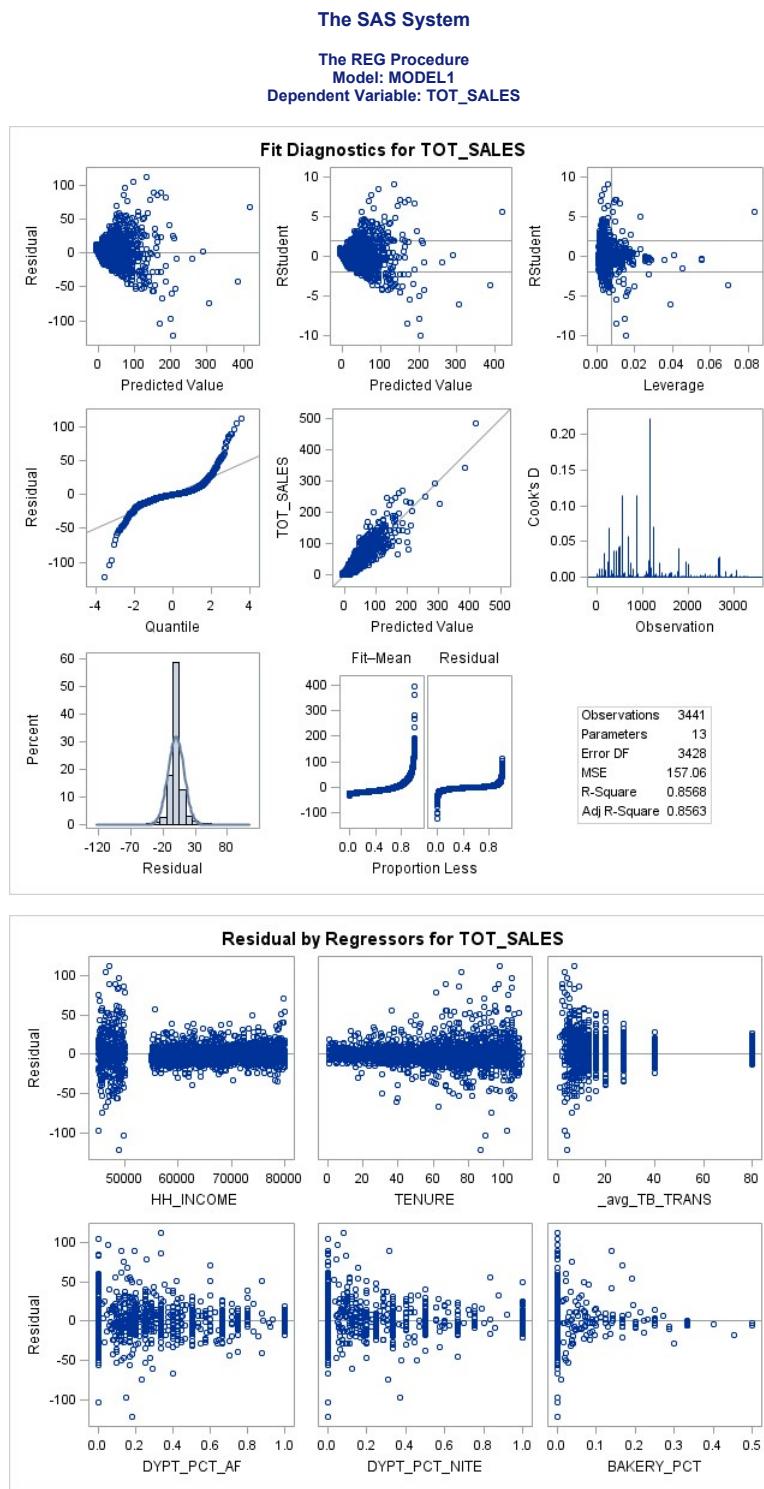
10	0.8562	0.8567	17412.1473	17414.2297	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_AF_CHICKN_PCT_HAMBRGR_PCT_SALAD_PCT_KID_PCT_OTHER_PCT_TOT_UNITS
10	0.8562	0.8567	17412.1485	17414.2308	HH_INCOME_avg_TB_TRANS_DYPT_PCT_AF_CHICKN_PCT_HAMBRGR_PCT_FRSTY_PCT_SALAD_PCT_KID_PCT_OTHER_PCT_TOT_UNITS
14	0.8562	0.8568	17416.1338	17418.2812	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_LU_DYPT_PCT_DINNER_DYPT_PCT_EVEN_DYPT_PCT_NITE_BAKERY_PCT_MealDeal_PCT_FRSTY_PCT_SALAD_PCT_KID_PCT_OTHER_PCT_TOT_UNITS
11	0.8562	0.8567	17413.1530	17415.2498	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_AF_HAMBRGR_PCT_MealDeal_PCT_FRSTY_PCT_SALAD_PCT_KID_PCT_OTHER_PCT_TOT_UNITS
12	0.8562	0.8567	17414.1620	17416.2744	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_AF_DYPT_PCT_EVEN_BAKERY_PCT_MealDeal_PCT_FRSTY_PCT_SALAD_PCT_KID_PCT_OTHER_PCT_TOT_UNITS
13	0.8562	0.8568	17415.1647	17417.2939	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_BR_DYPT_PCT_AF_DYPT_PCT_NITE_CHICKN_PCT_MealDeal_PCT_FRSTY_PCT_SALAD_PCT_KID_PCT_OTHER_PCT_TOT_UNITS
12	0.8562	0.8567	17414.1757	17416.2880	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_LU_DYPT_PCT_AF_CHICKN_PCT_HAMBRGR_PCT_FRSTY_PCT_SALAD_PCT_KID_PCT_OTHER_PCT_TOT_UNITS
13	0.8562	0.8568	17415.1939	17417.3228	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_BR_DYPT_PCT_AF_DYPT_PCT_EVEN_DYPT_PCT_NITE_MealDeal_PCT_FRSTY_PCT_SALAD_PCT_KID_PCT_OTHER_PCT_TOT_UNITS
13	0.8562	0.8568	17415.2031	17417.3319	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_BR_DYPT_PCT_LU_DYPT_PCT_AF_DYPT_PCT_NITE_MealDeal_PCT_FRSTY_PCT_SALAD_PCT_KID_PCT_OTHER_PCT_TOT_UNITS
13	0.8562	0.8568	17415.2071	17417.3359	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_BR_DYPT_PCT_AF_DYPT_PCT_DINNER_DYPT_PCT_NITE_MealDeal_PCT_FRSTY_PCT_SALAD_PCT_KID_PCT_OTHER_PCT_TOT_UNITS
10	0.8562	0.8567	17412.2365	17414.3183	HH_INCOME_avg_TB_TRANS_DYPT_PCT_BR_DYPT_PCT_AF_MealDeal_PCT_FRSTY_PCT_SALAD_PCT_KID_PCT_OTHER_PCT_TOT_UNITS
12	0.8562	0.8567	17414.2308	17416.3426	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_BR_DYPT_PCT_AF_DYPT_PCT_NITE_CHICKN_PCT_HAMBRGR_PCT_SALAD_PCT_KID_PCT_OTHER_PCT_TOT_UNITS
13	0.8562	0.8568	17415.2291	17417.3578	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_BR_DYPT_PCT_AF_DYPT_PCT_DINNER_BAKERY_PCT_MealDeal_PCT_FRSTY_PCT_SALAD_PCT_KID_PCT_OTHER_PCT_TOT_UNITS
14	0.8562	0.8568	17416.2275	17418.3741	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_BR_DYPT_PCT_AF_DYPT_PCT_EVEN_DYPT_PCT_NITE_CHICKN_PCT_HAMBRGR_PCT_FRSTY_PCT_SALAD_PCT_KID_PCT_OTHER_PCT_TOT_UNITS
14	0.8562	0.8568	17416.2344	17418.3809	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_BR_DYPT_PCT_LU_DYPT_PCT_AF_DYPT_PCT_NITE_CHICKN_PCT_HAMBRGR_PCT_FRSTY_PCT_SALAD_PCT_KID_PCT_OTHER_PCT_TOT_UNITS
11	0.8562	0.8567	17413.2469	17415.3430	HH_INCOME_avg_TB_TRANS_DYPT_PCT_BR_DYPT_PCT_AF_CHICKN_PCT_HAMBRGR_PCT_FRSTY_PCT_SALAD_PCT_KID_PCT_OTHER_PCT_TOT_UNITS
14	0.8562	0.8568	17416.2415	17418.3880	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_BR_DYPT_PCT_AF_DYPT_PCT_DINNER_DYPT_PCT_NITE_CHICKN_PCT_HAMBRGR_PCT_FRSTY_PCT_SALAD_PCT_KID_PCT_OTHER_PCT_TOT_UNITS
11	0.8562	0.8567	17413.2597	17415.3557	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_AF_DYPT_PCT_DINNER_MealDeal_PCT_FRSTY_PCT_SALAD_PCT_KID_PCT_OTHER_PCT_TOT_UNITS
12	0.8562	0.8567	17414.2577	17416.3693	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_BR_DYPT_PCT_LU_DYPT_PCT_AF_MealDeal_PCT_FRSTY_PCT_SALAD_PCT_KID_PCT_OTHER_PCT_TOT_UNITS
13	0.8562	0.8568	17415.2596	17417.3880	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_BR_DYPT_PCT_LU_DYPT_PCT_AF_CHICKN_PCT_HAMBRGR_PCT_FRSTY_PCT_SALAD_PCT_KID_PCT_OTHER_PCT_TOT_UNITS
13	0.8562	0.8568	17415.2787	17417.4069	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_LU_DYPT_PCT_DINNER_DYPT_PCT_EVEN_DYPT_PCT_NITE_MealDeal_PCT_FRSTY_PCT_SALAD_PCT_KID_PCT_OTHER_PCT_TOT_UNITS
13	0.8562	0.8568	17415.2791	17417.4073	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_BR_DYPT_PCT_AF_BAKERY_PCT_CHICKN_PCT_HAMBRGR_PCT_MealDeal_PCT_FRSTY_PCT_SALAD_PCT_KID_PCT_OTHER_PCT_TOT_UNITS
13	0.8562	0.8568	17415.2791	17417.4073	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_BR_DYPT_PCT_AF_BAKERY_PCT_CHICKN_PCT_HAMBRGR_PCT_MealDeal_PCT_FRSTY_PCT_SALAD_PCT_KID_PCT_OTHER_PCT_TOT_UNITS
13	0.8562	0.8568	17415.2791	17417.4073	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_BR_DYPT_PCT_AF_BAKERY_PCT_CHICKN_PCT_HAMBRGR_PCT_MealDeal_PCT_FRSTY_PCT_SALAD_PCT_KID_PCT_OTHER_PCT_TOT_UNITS
13	0.8562	0.8568	17415.2791	17417.4073	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_BR_DYPT_PCT_AF_BAKERY_PCT_HAMBRGR_PCT_MealDeal_PCT_FRSTY_PCT_SALAD_PCT_KID_PCT_OTHER_PCT_TOT_UNITS
13	0.8562	0.8568	17415.2791	17417.4073	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_BR_DYPT_PCT_AF_BAKERY_PCT_HAMBRGR_PCT_MealDeal_PCT_FRSTY_PCT_SALAD_PCT_KID_PCT_OTHER_PCT_TOT_UNITS
13	0.8562	0.8568	17415.2791	17417.4073	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_BR_DYPT_PCT_AF_BAKERY_PCT_CHICKN_PCT_MealDeal_PCT_FRSTY_PCT_SALAD_PCT_KID_PCT_OTHER_PCT_TOT_UNITS
13	0.8562	0.8568	17415.2791	17417.4073	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_BR_DYPT_PCT_AF_BAKERY_PCT_CHICKN_PCT_HAMBRGR_PCT_MealDeal_PCT_FRSTY_PCT_SALAD_PCT_KID_PCT_OTHER_PCT_TOT_UNITS
11	0.8562	0.8567	17413.3002	17415.3959	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_AF_CHICKN_PCT_MealDeal_PCT_FRSTY_PCT_SALAD_PCT_KID_PCT_OTHER_PCT_TOT_UNITS
11	0.8562	0.8567	17413.3242	17415.4197	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_AF_DYPT_PCT_EVEN_MealDeal_PCT_FRSTY_PCT_SALAD_PCT_KID_PCT_OTHER_PCT_TOT_UNITS
12	0.8562	0.8567	17414.3225	17416.4336	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_AF_DYPT_PCT_DINNER_CHICKN_PCT_HAMBRGR_PCT_FRSTY_PCT_SALAD_PCT_KID_PCT_OTHER_PCT_TOT_UNITS
12	0.8562	0.8567	17414.3235	17416.4347	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_BR_DYPT_PCT_AF_HAMBRGR_PCT_MealDeal_PCT_FRSTY_PCT_SALAD_PCT_KID_PCT_OTHER_PCT_TOT_UNITS
13	0.8562	0.8568	17415.3324	17417.4602	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_BR_DYPT_PCT_AF_DYPT_PCT_EVEN_BAKERY_PCT_MealDeal_PCT_FRSTY_PCT_SALAD_PCT_KID_PCT_OTHER_PCT_TOT_UNITS
14	0.8562	0.8568	17416.3299	17418.4756	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_LU_DYPT_PCT_DINNER_DYPT_PCT_EVEN_DYPT_PCT_NITE_CHICKN_PCT_HAMBRGR_PCT_FRSTY_PCT_SALAD_PCT_KID_PCT_OTHER_PCT_TOT_UNITS
12	0.8562	0.8567	17414.3766	17416.4873	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_AF_DYPT_PCT_EVEN_CHICKN_PCT_HAMBRGR_PCT_FRSTY_PCT_SALAD_PCT_KID_PCT_OTHER_PCT_TOT_UNITS
11	0.8562	0.8567	17413.3948	17415.4899	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_BR_DYPT_PCT_AF_CHICKN_PCT_HAMBRGR_PCT_SALAD_PCT_KID_PCT_OTHER_PCT_TOT_UNITS
12	0.8562	0.8567	17414.3982	17416.5088	HH_INCOME_TENURE_avg_TB_TRANS_DYPT_PCT_BR_DYPT_PCT_AF_DYPT_PCT_DINNER_MealDeal_PCT_FRSTY_PCT_SALAD_PCT_KID_PCT_OTHER_PCT_TOT_UNITS

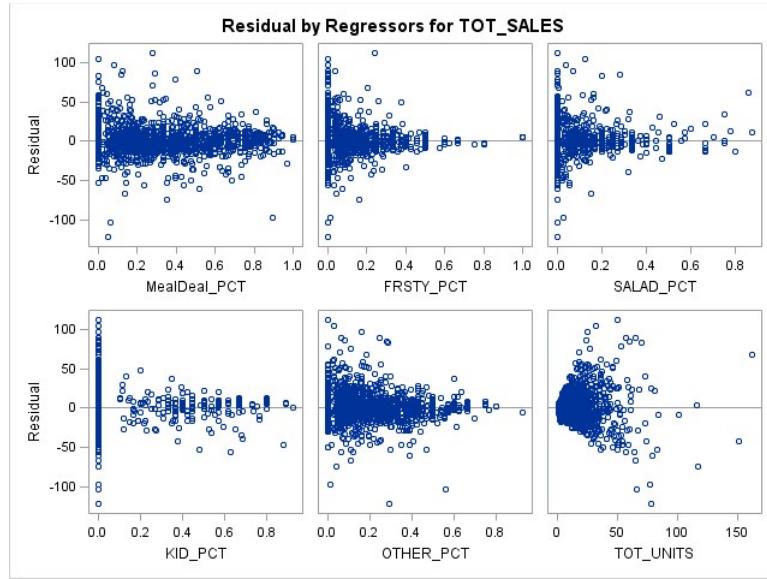
11	0.8562	0.8567	17413.4022	17415.4972	HH_INCOME_avg_TB_TRANS DYPT_PCT_AF DYPT_PCT_NITE CHICKN_PCT HAMBRGR_PCT MealDeal_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
13	0.8562	0.8568	17415.4263	17417.5533	HH_INCOME TENURE_avg_TB_TRANS DYPT_PCT_BR DYPT_PCT_AF DYPT_PCT_DINNER CHICKN_PCT HAMBRGR_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
12	0.8562	0.8567	17414.4823	17416.5922	HH_INCOME TENURE_avg_TB_TRANS DYPT_PCT_BR DYPT_PCT_AF CHICKN_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
13	0.8562	0.8568	17415.4957	17417.6222	HH_INCOME TENURE_avg_TB_TRANS DYPT_PCT_AF DYPT_PCT_EVEN DYPT_PCT_NITE CHICKN_PCT HAMBRGR_PCT MealDeal_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
12	0.8562	0.8567	17414.5095	17416.6192	HH_INCOME TENURE_avg_TB_TRANS DYPT_PCT_BR DYPT_PCT_AF DYPT_PCT_EVEN MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
13	0.8562	0.8568	17415.5176	17417.6438	HH_INCOME TENURE_avg_TB_TRANS DYPT_PCT_AF DYPT_PCT_DINNER DYPT_PCT_NITE CHICKN_PCT HAMBRGR_PCT MealDeal_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
13	0.8562	0.8568	17415.5249	17417.6511	HH_INCOME TENURE_avg_TB_TRANS DYPT_PCT_LU DYPT_PCT_AF DYPT_PCT_NITE CHICKN_PCT HAMBRGR_PCT MealDeal_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
13	0.8562	0.8568	17415.5250	17417.6512	HH_INCOME TENURE_avg_TB_TRANS DYPT_PCT_BR DYPT_PCT_AF DYPT_PCT_EVEN CHICKN_PCT HAMBRGR_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
12	0.8562	0.8567	17414.5305	17416.6401	HH_INCOME TENURE_avg_TB_TRANS DYPT_PCT_AF DYPT_PCT_NITE BAKERY_PCT CHICKN_PCT HAMBRGR_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
12	0.8562	0.8567	17414.5846	17416.6937	HH_INCOME_avg_TB_TRANS DYPT_PCT_AF DYPT_PCT_NITE BAKERY_PCT CHICKN_PCT HAMBRGR_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT TOT_UNITS
12	0.8562	0.8567	17414.5846	17416.6937	HH_INCOME_avg_TB_TRANS DYPT_PCT_AF DYPT_PCT_NITE BAKERY_PCT CHICKN_PCT HAMBRGR_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
12	0.8562	0.8567	17414.5846	17416.6937	HH_INCOME_avg_TB_TRANS DYPT_PCT_AF DYPT_PCT_NITE BAKERY_PCT CHICKN_PCT HAMBRGR_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
12	0.8562	0.8567	17414.5846	17416.6937	HH_INCOME_avg_TB_TRANS DYPT_PCT_AF DYPT_PCT_NITE BAKERY_PCT CHICKN_PCT HAMBRGR_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
12	0.8562	0.8567	17414.5846	17416.6937	HH_INCOME_avg_TB_TRANS DYPT_PCT_AF DYPT_PCT_NITE BAKERY_PCT CHICKN_PCT HAMBRGR_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
11	0.8562	0.8567	17413.5966	17415.6903	HH_INCOME_avg_TB_TRANS DYPT_PCT_AF DYPT_PCT_NITE HAMBRGR_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
14	0.8562	0.8568	17416.5906	17418.7340	HH_INCOME TENURE_avg_TB_TRANS DYPT_PCT_BR DYPT_PCT_LU DYPT_PCT_AF DYPT_PCT_DINNER BAKERY_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
12	0.8562	0.8567	17414.6221	17416.7309	HH_INCOME_avg_TB_TRANS DYPT_PCT_AF DYPT_PCT_EVEN DYPT_PCT_NITE BAKERY_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
12	0.8562	0.8567	17414.6372	17416.7460	HH_INCOME_avg_TB_TRANS DYPT_PCT_LU DYPT_PCT_AF DYPT_PCT_NITE BAKERY_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
12	0.8562	0.8567	17414.6379	17416.7466	HH_INCOME_avg_TB_TRANS DYPT_PCT_AF DYPT_PCT_DINNER DYPT_PCT_NITE BAKERY_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
12	0.8562	0.8567	17414.6379	17416.7467	HH_INCOME_avg_TB_TRANS DYPT_PCT_BR DYPT_PCT_AF DYPT_PCT_NITE CHICKN_PCT HAMBRGR_PCT MealDeal_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
13	0.8562	0.8568	17415.6500	17417.7752	HH_INCOME TENURE_avg_TB_TRANS DYPT_PCT_AF DYPT_PCT_EVEN DYPT_PCT_NITE HAMBRGR_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
14	0.8562	0.8568	17416.6484	17418.7913	HH_INCOME TENURE_avg_TB_TRANS DYPT_PCT_AF DYPT_PCT_EVEN DYPT_PCT_NITE BAKERY_PCT CHICKN_PCT HAMBRGR_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT TOT_UNITS
14	0.8562	0.8568	17416.6484	17418.7913	HH_INCOME TENURE_avg_TB_TRANS DYPT_PCT_AF DYPT_PCT_EVEN DYPT_PCT_NITE BAKERY_PCT CHICKN_PCT HAMBRGR_PCT MealDeal_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
14	0.8562	0.8568	17416.6484	17418.7913	HH_INCOME TENURE_avg_TB_TRANS DYPT_PCT_AF DYPT_PCT_EVEN DYPT_PCT_NITE BAKERY_PCT CHICKN_PCT HAMBRGR_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
14	0.8562	0.8568	17416.6484	17418.7913	HH_INCOME TENURE_avg_TB_TRANS DYPT_PCT_AF DYPT_PCT_EVEN DYPT_PCT_NITE BAKERY_PCT CHICKN_PCT HAMBRGR_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
14	0.8562	0.8568	17416.6484	17418.7913	HH_INCOME TENURE_avg_TB_TRANS DYPT_PCT_AF DYPT_PCT_EVEN DYPT_PCT_NITE BAKERY_PCT CHICKN_PCT HAMBRGR_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
10	0.8562	0.8566	17412.6672	17414.7462	HH_INCOME_avg_TB_TRANS DYPT_PCT_AF CHICKN_PCT HAMBRGR_PCT MealDeal_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
13	0.8562	0.8568	17415.6704	17417.7954	HH_INCOME TENURE_avg_TB_TRANS DYPT_PCT_LU DYPT_PCT_AF DYPT_PCT_DINNER BAKERY_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
14	0.8562	0.8568	17416.6748	17418.8174	HH_INCOME TENURE_avg_TB_TRANS DYPT_PCT_AF DYPT_PCT_DINNER DYPT_PCT_NITE BAKERY_PCT CHICKN_PCT HAMBRGR_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT TOT_UNITS
14	0.8562	0.8568	17416.6748	17418.8174	HH_INCOME TENURE_avg_TB_TRANS DYPT_PCT_AF DYPT_PCT_DINNER DYPT_PCT_NITE BAKERY_PCT CHICKN_PCT HAMBRGR_PCT MealDeal_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
14	0.8562	0.8568	17416.6748	17418.8174	HH_INCOME TENURE_avg_TB_TRANS DYPT_PCT_AF DYPT_PCT_DINNER DYPT_PCT_NITE BAKERY_PCT CHICKN_PCT HAMBRGR_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
14	0.8562	0.8568	17416.6748	17418.8174	HH_INCOME TENURE_avg_TB_TRANS DYPT_PCT_AF DYPT_PCT_DINNER DYPT_PCT_NITE BAKERY_PCT CHICKN_PCT HAMBRGR_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
14	0.8562	0.8568	17416.6748	17418.8174	HH_INCOME TENURE_avg_TB_TRANS DYPT_PCT_AF DYPT_PCT_DINNER DYPT_PCT_NITE BAKERY_PCT CHICKN_PCT HAMBRGR_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS

13	0.8562	0.8568	17415.8247	17417.9484	HH_INCOME_avg_TB_TRANS DYPT_PCT_BR DYPT_PCT_AF DYPT_PCT_NITE BAKERY_PCT CHICKN_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
13	0.8562	0.8568	17415.8247	17417.9484	HH_INCOME_avg_TB_TRANS DYPT_PCT_BR DYPT_PCT_AF DYPT_PCT_NITE BAKERY_PCT CHICKN_PCT HAMBRGR_PCT MealDeal_PCT FRSTY_PCT KID_PCT OTHER_PCT TOT_UNITS
12	0.8562	0.8567	17414.8411	17416.9483	HH_INCOME_TENURE_avg_TB_TRANS DYPT_PCT_AF DYPT_PCT_EVEN DYPT_PCT_NITE CHICKN_PCT HAMBRGR_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
13	0.8562	0.8568	17415.8386	17417.9622	HH_INCOME_TENURE_avg_TB_TRANS DYPT_PCT_AF DYPT_PCT_DINNER DYPT_PCT_EVEN DYPT_PCT_NITE MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
12	0.8562	0.8567	17414.8435	17416.9507	HH_INCOME_avg_TB_TRANS DYPT_PCT_BR DYPT_PCT_AF DYPT_PCT_NITE HAMBRGR_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
12	0.8562	0.8567	17414.8441	17416.9513	HH_INCOME_avg_TB_TRANS DYPT_PCT_AF DYPT_PCT_DINNER DYPT_PCT_NITE CHICKN_PCT HAMBRGR_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
12	0.8562	0.8567	17414.8464	17416.9535	HH_INCOME_avg_TB_TRANS DYPT_PCT_LU DYPT_PCT_AF DYPT_PCT_NITE CHICKN_PCT HAMBRGR_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
13	0.8562	0.8568	17415.8436	17417.9672	HH_INCOME_TENURE_avg_TB_TRANS DYPT_PCT_LU DYPT_PCT_AF DYPT_PCT_EVEN DYPT_PCT_NITE MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
13	0.8562	0.8568	17415.8457	17417.9692	HH_INCOME_TENURE_avg_TB_TRANS DYPT_PCT_AF DYPT_PCT_DINNER DYPT_PCT_NITE CHICKN_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
12	0.8562	0.8567	17414.8521	17416.9592	HH_INCOME_TENURE_avg_TB_TRANS DYPT_PCT_AF DYPT_PCT_DINNER CHICKN_PCT HAMBRGR_PCT MealDeal_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
13	0.8562	0.8568	17415.8514	17417.9750	HH_INCOME_TENURE_avg_TB_TRANS DYPT_PCT_LU DYPT_PCT_AF DYPT_PCT_NITE CHICKN_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
12	0.8562	0.8567	17414.8568	17416.9639	HH_INCOME_TENURE_avg_TB_TRANS DYPT_PCT_LU DYPT_PCT_AF DYPT_PCT_NITE CHICKN_PCT HAMBRGR_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
12	0.8562	0.8567	17414.8611	17416.9682	HH_INCOME_TENURE_avg_TB_TRANS DYPT_PCT_AF DYPT_PCT_DINNER DYPT_PCT_NITE CHICKN_PCT HAMBRGR_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
12	0.8562	0.8567	17414.8630	17416.9700	HH_INCOME_avg_TB_TRANS DYPT_PCT_BR DYPT_PCT_LU DYPT_PCT_AF BAKERY_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
11	0.8562	0.8567	17413.8775	17415.9692	HH_INCOME_avg_TB_TRANS DYPT_PCT_AF DYPT_PCT_DINNER BAKERY_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
13	0.8562	0.8568	17415.8713	17417.9947	HH_INCOME_TENURE_avg_TB_TRANS DYPT_PCT_LU DYPT_PCT_AF DYPT_PCT_DINNER DYPT_PCT_NITE MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
9	0.8562	0.8566	17411.8886	17413.9533	HH_INCOME_avg_TB_TRANS DYPT_PCT_AF CHICKN_PCT HAMBRGR_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
13	0.8562	0.8568	17415.8804	17418.0038	HH_INCOME_TENURE_avg_TB_TRANS DYPT_PCT_LU DYPT_PCT_AF DYPT_PCT_DINNER CHICKN_PCT HAMBRGR_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
13	0.8562	0.8568	17415.8854	17418.0087	HH_INCOME_avg_TB_TRANS DYPT_PCT_BR DYPT_PCT_AF DYPT_PCT_EVEN DYPT_PCT_NITE BAKERY_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
11	0.8562	0.8567	17413.8955	17415.9870	HH_INCOME_avg_TB_TRANS DYPT_PCT_AF BAKERY_PCT CHICKN_PCT HAMBRGR_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT TOT_UNITS
11	0.8562	0.8567	17413.8955	17415.9870	HH_INCOME_avg_TB_TRANS DYPT_PCT_AF BAKERY_PCT CHICKN_PCT HAMBRGR_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
11	0.8562	0.8567	17413.8955	17415.9870	HH_INCOME_avg_TB_TRANS DYPT_PCT_AF CHICKN_PCT HAMBRGR_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
11	0.8562	0.8567	17413.8955	17415.9870	HH_INCOME_avg_TB_TRANS DYPT_PCT_AF BAKERY_PCT HAMBRGR_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
11	0.8562	0.8567	17413.8955	17415.9870	HH_INCOME_avg_TB_TRANS DYPT_PCT_AF BAKERY_PCT CHICKN_PCT HAMBRGR_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
11	0.8562	0.8567	17413.8955	17415.9870	HH_INCOME_avg_TB_TRANS DYPT_PCT_AF BAKERY_PCT CHICKN_PCT HAMBRGR_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
13	0.8562	0.8568	17415.8901	17418.0133	HH_INCOME_avg_TB_TRANS DYPT_PCT_BR DYPT_PCT_AF DYPT_PCT_DINNER DYPT_PCT_NITE BAKERY_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
13	0.8562	0.8568	17415.8907	17418.0139	HH_INCOME_avg_TB_TRANS DYPT_PCT_BR DYPT_PCT_LU DYPT_PCT_AF DYPT_PCT_NITE BAKERY_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
12	0.8562	0.8567	17414.9076	17417.0143	HH_INCOME_TENURE_avg_TB_TRANS DYPT_PCT_AF DYPT_PCT_EVEN CHICKN_PCT HAMBRGR_PCT MealDeal_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
14	0.8562	0.8568	17416.9015	17419.0422	HH_INCOME_TENURE_avg_TB_TRANS DYPT_PCT_AF DYPT_PCT_DINNER DYPT_PCT_EVEN DYPT_PCT_NITE CHICKN_PCT HAMBRGR_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
13	0.8562	0.8568	17415.9111	17418.0341	HH_INCOME_TENURE_avg_TB_TRANS DYPT_PCT_BR DYPT_PCT_AF DYPT_PCT_NITE BAKERY_PCT CHICKN_PCT HAMBRGR_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
14	0.8562	0.8568	17416.9069	17419.0475	HH_INCOME_TENURE_avg_TB_TRANS DYPT_PCT_LU DYPT_PCT_DINNER DYPT_PCT_EVEN DYPT_PCT_NITE CHICKN_PCT HAMBRGR_PCT MealDeal_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
13	0.8562	0.8568	17415.9132	17418.0362	HH_INCOME_TENURE_avg_TB_TRANS DYPT_PCT_LU DYPT_PCT_AF BAKERY_PCT CHICKN_PCT HAMBRGR_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
13	0.8562	0.8568	17415.9132	17418.0362	HH_INCOME_TENURE_avg_TB_TRANS DYPT_PCT_LU DYPT_PCT_AF BAKERY_PCT CHICKN_PCT HAMBRGR_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
13	0.8562	0.8568	17415.9132	17418.0362	HH_INCOME_TENURE_avg_TB_TRANS DYPT_PCT_LU DYPT_PCT_AF BAKERY_PCT CHICKN_PCT HAMBRGR_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
13	0.8562	0.8568	17415.9132	17418.0362	HH_INCOME_TENURE_avg_TB_TRANS DYPT_PCT_LU DYPT_PCT_AF BAKERY_PCT CHICKN_PCT HAMBRGR_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
13	0.8562	0.8568	17415.9132	17418.0362	HH_INCOME_TENURE_avg_TB_TRANS DYPT_PCT_LU DYPT_PCT_AF BAKERY_PCT CHICKN_PCT HAMBRGR_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS

13	0.8562	0.8567	17416.0564	17418.1783	HH_INCOME TENURE_avg_TB_TRANS DYPT_PCT_AF DYPT_PCT_DINNER BAKERY_PCT HAMBRGR_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
13	0.8562	0.8567	17416.0564	17418.1783	HH_INCOME TENURE_avg_TB_TRANS DYPT_PCT_AF DYPT_PCT_DINNER BAKERY_PCT CHICKN_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
13	0.8562	0.8567	17416.0564	17418.1783	HH_INCOME TENURE_avg_TB_TRANS DYPT_PCT_AF DYPT_PCT_DINNER BAKERY_PCT CHICKN_PCT HAMBRGR_PCT MealDeal_PCT FRSTY_PCT KID_PCT OTHER_PCT TOT_UNITS
11	0.8562	0.8567	17414.0641	17416.1545	HH_INCOME TENURE_avg_TB_TRANS DYPT_PCT_NITE BAKERY_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
13	0.8562	0.8567	17416.0651	17418.1869	HH_INCOME TENURE_avg_TB_TRANS DYPT_PCT_LU DYPT_PCT_DINNER DYPT_PCT_NITE BAKERY_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
11	0.8562	0.8567	17414.0730	17416.1633	HH_INCOME TENURE_avg_TB_TRANS DYPT_PCT_AF DYPT_PCT_DINNER CHICKN_PCT HAMBRGR_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
14	0.8562	0.8568	17417.0615	17419.2008	HH_INCOME TENURE_avg_TB_TRANS DYPT_PCT_LU DYPT_PCT_DINNER DYPT_PCT_EVEN DYPT_PCT_NITE HAMBRGR_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
13	0.8562	0.8567	17416.0659	17418.1877	HH_INCOME TENURE_avg_TB_TRANS DYPT_PCT_BR DYPT_PCT_AF DYPT_PCT_EVEN CHICKN_PCT HAMBRGR_PCT MealDeal_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
15	0.8562	0.8568	17418.0595	17420.2174	HH_INCOME TENURE_avg_TB_TRANS DYPT_PCT_LU DYPT_PCT_DINNER DYPT_PCT_EVEN DYPT_PCT_NITE BAKERY_PCT CHICKN_PCT HAMBRGR_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT TOT_UNITS
15	0.8562	0.8568	17418.0595	17420.2174	HH_INCOME TENURE_avg_TB_TRANS DYPT_PCT_LU DYPT_PCT_DINNER DYPT_PCT_EVEN DYPT_PCT_NITE BAKERY_PCT CHICKN_PCT HAMBRGR_PCT MealDeal_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
15	0.8562	0.8568	17418.0595	17420.2174	HH_INCOME TENURE_avg_TB_TRANS DYPT_PCT_LU DYPT_PCT_DINNER DYPT_PCT_EVEN DYPT_PCT_NITE CHICKN_PCT HAMBRGR_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
15	0.8562	0.8568	17418.0595	17420.2174	HH_INCOME TENURE_avg_TB_TRANS DYPT_PCT_LU DYPT_PCT_DINNER DYPT_PCT_EVEN DYPT_PCT_NITE BAKERY_PCT HAMBRGR_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
15	0.8562	0.8568	17418.0595	17420.2174	HH_INCOME TENURE_avg_TB_TRANS DYPT_PCT_LU DYPT_PCT_DINNER DYPT_PCT_EVEN DYPT_PCT_NITE BAKERY_PCT CHICKN_PCT HAMBRGR_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
10	0.8562	0.8566	17413.0799	17415.1563	HH_INCOME_avg_TB_TRANS DYPT_PCT_AF CHICKN_PCT MealDeal_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
13	0.8562	0.8567	17416.0697	17418.1915	HH_INCOME_avg_TB_TRANS DYPT_PCT_BR DYPT_PCT_AF DYPT_PCT_EVEN DYPT_PCT_NITE CHICKN_PCT HAMBRGR_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
10	0.8562	0.8566	17413.0855	17415.1619	HH_INCOME_avg_TB_TRANS DYPT_PCT_BR DYPT_PCT_AF CHICKN_PCT HAMBRGR_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS
13	0.8562	0.8567	17416.0753	17418.1971	HH_INCOME_avg_TB_TRANS DYPT_PCT_BR DYPT_PCT_LU DYPT_PCT_AF DYPT_PCT_NITE CHICKN_PCT HAMBRGR_PCT FRSTY_PCT SALAD_PCT KID_PCT OTHER_PCT TOT_UNITS

Note: Models of not full rank are not included.





The SAS System

The REG Procedure
 Model: MODEL1
 Dependent Variable: TOT_SALES

Number of Observations Read	3441
Number of Observations Used	3441

Forward Selection: Step 1

Variable TOT_UNITS Entered: R-Square = 0.8339 and C(p) = 535.5194

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	1	3135275	3135275	17265.5	<.0001
Error	3439	624495	181.59206		
Corrected Total	3440	3759771			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	0.03220	0.28981	2.24139	0.01	0.9115
TOT_UNITS	2.63672	0.02007	3135275	17265.5	<.0001

Bounds on condition number: 1, 1

Forward Selection: Step 2

Variable KID_PCT Entered: R-Square = 0.8403 and C(p) = 383.5049

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	2	3159487	1579744	9047.66	<.0001
Error	3438	600283	174.60251		
Corrected Total	3440	3759771			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	0.28956	0.28501	180.21512	1.03	0.3097
KID_PCT	-23.10792	1.96234	24212	138.67	<.0001
TOT_UNITS	2.67518	0.01995	3140868	17988.7	<.0001

Bounds on condition number: 1.0276, 4.1102

Forward Selection: Step 3

Variable OTHER_PCT Entered: R-Square = 0.8454 and C(p) = 263.6682

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	3	3178640	1059547	6266.52	<.0001
Error	3437	581130	169.08066		
Corrected Total	3440	3759771			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	2.32943	0.33970	7950.62579	47.02	<.0001

KID_PCT	-25.30307	1.94204	28703	169.76	<.0001
OTHER_PCT	-11.90160	1.11823	19153	113.28	<.0001
TOT_UNITS	2.68022	0.01963	3150881	18635.4	<.0001

Bounds on condition number: 1.0393, 9.2366

Forward Selection: Step 4

Variable **_avg_TB_TRANS** Entered: R-Square = 0.8490 and C(p) = 180.7938

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	4	3191983	797996	4829.12	<.0001
Error	3436	567788	165.24670		
Corrected Total	3440	3759771			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	7.43982	0.66047	20968	126.89	<.0001
_avg_TB_TRANS	-0.08452	0.00941	13343	80.74	<.0001
KID_PCT	-23.31932	1.93255	24060	145.60	<.0001
OTHER_PCT	-10.62727	1.11454	15024	90.92	<.0001
TOT_UNITS	2.54548	0.02453	1779811	10770.6	<.0001

Bounds on condition number: 1.6418, 21.329

Forward Selection: Step 5

Variable **MealDeal_PCT** Entered: R-Square = 0.8528 and C(p) = 92.4693

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	5	3206182	641236	3978.85	<.0001
Error	3435	553588	161.16108		
Corrected Total	3440	3759771			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	10.57359	0.73274	33559	208.23	<.0001
_avg_TB_TRANS	-0.09413	0.00935	16348	101.44	<.0001
MealDeal_PCT	-8.83550	0.94130	14199	88.11	<.0001
KID_PCT	-26.41547	1.93680	29978	186.01	<.0001
OTHER_PCT	-14.97729	1.19426	25347	157.28	<.0001
TOT_UNITS	2.56754	0.02434	1793905	11131.1	<.0001

Bounds on condition number: 1.6572, 34.183

Forward Selection: Step 6

Variable **FRSTY_PCT** Entered: R-Square = 0.8548 and C(p) = 44.7403

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	6	3214000	535667	3370.42	<.0001
Error	3434	545771	158.93148		
Corrected Total	3440	3759771			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	11.60139	0.74226	38826	244.29	<.0001
_avg_TB_TRANS	-0.09246	0.00928	15766	99.20	<.0001
MealDeal_PCT	-10.05057	0.95068	17763	111.77	<.0001
FRSTY_PCT	-12.50120	1.78246	7817.57953	49.19	<.0001
KID_PCT	-27.66649	1.93161	32605	205.15	<.0001
OTHER_PCT	-16.29216	1.20070	29262	184.12	<.0001
TOT_UNITS	2.57931	0.02423	1801702	11336.3	<.0001

Bounds on condition number: 1.6652, 47.852

Forward Selection: Step 7

Variable HH_INCOME Entered: R-Square = 0.8559 and C(p) = 20.2267

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	7	3218168	459738	2914.09	<.0001
Error	3433	541603	157.76367		
Corrected Total	3440	3759771			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	21.43582	2.05126	17228	109.20	<.0001
HH_INCOME	-0.00014285	0.00002779	4168.04343	26.42	<.0001
_avg_TB_TRANS	-0.09380	0.00925	16211	102.76	<.0001
MealDeal_PCT	-9.90006	0.94764	17219	109.14	<.0001
FRSTY_PCT	-12.20031	1.77687	7437.70573	47.14	<.0001
KID_PCT	-31.57628	2.06938	36732	232.83	<.0001
OTHER_PCT	-16.08543	1.19695	28492	180.60	<.0001
TOT_UNITS	2.52870	0.02607	1484576	9410.13	<.0001

Bounds on condition number: 1.9424, 69.502

Forward Selection: Step 8

Variable SALAD_PCT Entered: R-Square = 0.8564 and C(p) = 10.8032

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	8	3219964	402495	2559.00	<.0001
Error	3432	539807	157.28638		
Corrected Total	3440	3759771			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	20.81303	2.05643	16111	102.43	<.0001
HH_INCOME	-0.00014388	0.00002775	4228.14819	26.88	<.0001
_avg_TB_TRANS	-0.09054	0.00929	14941	94.99	<.0001
MealDeal_PCT	-9.16774	0.97071	14029	89.20	<.0001
FRSTY_PCT	-11.60997	1.78276	6670.64436	42.41	<.0001
SALAD_PCT	7.58540	2.24488	1795.81972	11.42	0.0007
KID_PCT	-31.10734	2.07090	35489	225.64	<.0001
OTHER_PCT	-15.55058	1.20558	26169	166.38	<.0001
TOT_UNITS	2.52736	0.02603	1482662	9426.51	<.0001

Bounds on condition number: 1.9429, 88.97

Forward Selection: Step 9

Variable DYPT_PCT_AF Entered: R-Square = 0.8566 and C(p) = 8.1159

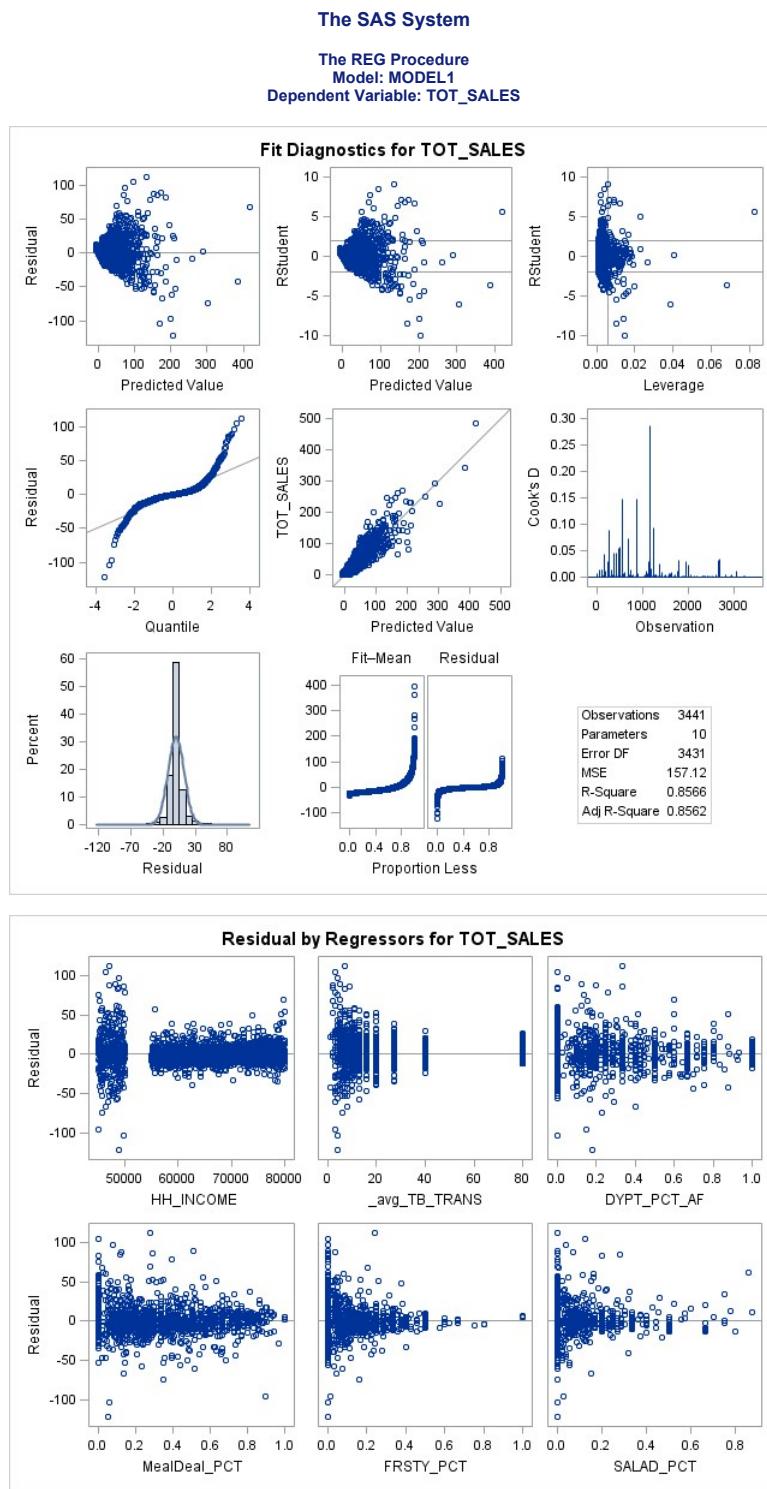
Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	9	3220701	357856	2277.63	<.0001
Error	3431	539070	157.11746		
Corrected Total	3440	3759771			

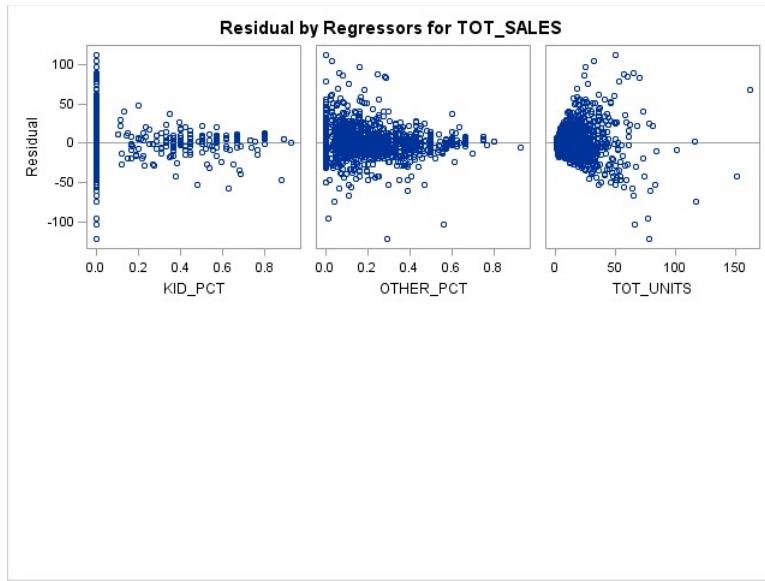
Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	21.23438	2.06452	16621	105.79	<.0001
HH_INCOME	-0.00014427	0.00002774	4250.60155	27.05	<.0001
_avg_TB_TRANS	-0.09163	0.00930	15259	97.12	<.0001
DYPT_PCT_AF	-1.34449	0.62083	736.86439	4.69	0.0304
MealDeal_PCT	-9.20816	0.97036	14148	90.05	<.0001
FRSTY_PCT	-11.65035	1.78190	6716.39615	42.75	<.0001
SALAD_PCT	7.35037	2.24629	1682.32269	10.71	0.0011
KID_PCT	-31.19396	2.07017	35674	227.05	<.0001
OTHER_PCT	-15.54648	1.20493	26156	166.47	<.0001
TOT_UNITS	2.52504	0.02604	1477448	9403.46	<.0001

Bounds on condition number: 1.9461, 109.25

No other variable met the 0.0500 significance level for entry into the model.

Summary of Forward Selection								
Step	Variable Entered	Number Vars In	Partial R-Square	Model R-Square	C(p)	F Value	Pr > F	
1	TOT_UNITS	1	0.8339	0.8339	535.519	17265.5	<.0001	
2	KID_PCT	2	0.0064	0.8403	383.505	138.67	<.0001	
3	OTHER_PCT	3	0.0051	0.8454	263.668	113.28	<.0001	
4	_avg_TB_TRANS	4	0.0035	0.8490	180.794	80.74	<.0001	
5	MealDeal_PCT	5	0.0038	0.8528	92.4693	88.11	<.0001	
6	FRSTY_PCT	6	0.0021	0.8548	44.7403	49.19	<.0001	
7	HH_INCOME	7	0.0011	0.8559	20.2267	26.42	<.0001	
8	SALAD_PCT	8	0.0005	0.8564	10.8032	11.42	0.0007	
9	DYPT_PCT_AF	9	0.0002	0.8566	8.1159	4.69	0.0304	





The SAS System

The REG Procedure
 Model: MODEL1
 Dependent Variable: TOT_SALES

Number of Observations Read	3441
Number of Observations Used	3441

Forward Selection: Step 1

Variable TOT_UNITS Entered: R-Square = 0.8339 and C(p) = 535.5194

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	1	3135275	3135275	17265.5	<.0001
Error	3439	624495	181.59206		
Corrected Total	3440	3759771			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	0.03220	0.28981	2.24139	0.01	0.9115
TOT_UNITS	2.63672	0.02007	3135275	17265.5	<.0001

Bounds on condition number: 1, 1

Forward Selection: Step 2

Variable KID_PCT Entered: R-Square = 0.8403 and C(p) = 383.5049

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	2	3159487	1579744	9047.66	<.0001
Error	3438	600283	174.60251		
Corrected Total	3440	3759771			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	0.28956	0.28501	180.21512	1.03	0.3097
KID_PCT	-23.10792	1.96234	24212	138.67	<.0001
TOT_UNITS	2.67518	0.01995	3140868	17988.7	<.0001

Bounds on condition number: 1.0276, 4.1102

Forward Selection: Step 3

Variable OTHER_PCT Entered: R-Square = 0.8454 and C(p) = 263.6682

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	3	3178640	1059547	6266.52	<.0001
Error	3437	581130	169.08066		
Corrected Total	3440	3759771			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	2.32943	0.33970	7950.62579	47.02	<.0001

KID_PCT	-25.30307	1.94204	28703	169.76	<.0001
OTHER_PCT	-11.90160	1.11823	19153	113.28	<.0001
TOT_UNITS	2.68022	0.01963	3150881	18635.4	<.0001

Bounds on condition number: 1.0393, 9.2366

Forward Selection: Step 4

Variable _avg_TB_TRANS Entered: R-Square = 0.8490 and C(p) = 180.7938

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	4	3191983	797996	4829.12	<.0001
Error	3436	567788	165.24670		
Corrected Total	3440	3759771			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	7.43982	0.66047	20968	126.89	<.0001
_avg_TB_TRANS	-0.08452	0.00941	13343	80.74	<.0001
KID_PCT	-23.31932	1.93255	24060	145.60	<.0001
OTHER_PCT	-10.62727	1.11454	15024	90.92	<.0001
TOT_UNITS	2.54548	0.02453	1779811	10770.6	<.0001

Bounds on condition number: 1.6418, 21.329

Forward Selection: Step 5

Variable MealDeal_PCT Entered: R-Square = 0.8528 and C(p) = 92.4693

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	5	3206182	641236	3978.85	<.0001
Error	3435	553588	161.16108		
Corrected Total	3440	3759771			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	10.57359	0.73274	33559	208.23	<.0001
_avg_TB_TRANS	-0.09413	0.00935	16348	101.44	<.0001
MealDeal_PCT	-8.83550	0.94130	14199	88.11	<.0001
KID_PCT	-26.41547	1.93680	29978	186.01	<.0001
OTHER_PCT	-14.97729	1.19426	25347	157.28	<.0001
TOT_UNITS	2.56754	0.02434	1793905	11131.1	<.0001

Bounds on condition number: 1.6572, 34.183

Forward Selection: Step 6

Variable FRSTY_PCT Entered: R-Square = 0.8548 and C(p) = 44.7403

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	6	3214000	535667	3370.42	<.0001
Error	3434	545771	158.93148		
Corrected Total	3440	3759771			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	11.60139	0.74226	38826	244.29	<.0001
_avg_TB_TRANS	-0.09246	0.00928	15766	99.20	<.0001
MealDeal_PCT	-10.05057	0.95068	17763	111.77	<.0001
FRSTY_PCT	-12.50120	1.78246	7817.57953	49.19	<.0001
KID_PCT	-27.66649	1.93161	32605	205.15	<.0001
OTHER_PCT	-16.29216	1.20070	29262	184.12	<.0001
TOT_UNITS	2.57931	0.02423	1801702	11336.3	<.0001

Bounds on condition number: 1.6652, 47.852

Forward Selection: Step 7

Variable HH_INCOME Entered: R-Square = 0.8559 and C(p) = 20.2267

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	7	3218168	459738	2914.09	<.0001
Error	3433	541603	157.76367		
Corrected Total	3440	3759771			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	21.43582	2.05126	17228	109.20	<.0001
HH_INCOME	-0.00014285	0.00002779	4168.04343	26.42	<.0001
_avg_TB_TRANS	-0.09380	0.00925	16211	102.76	<.0001
MealDeal_PCT	-9.90006	0.94764	17219	109.14	<.0001
FRSTY_PCT	-12.20031	1.77687	7437.70573	47.14	<.0001
KID_PCT	-31.57628	2.06938	36732	232.83	<.0001
OTHER_PCT	-16.08543	1.19695	28492	180.60	<.0001
TOT_UNITS	2.52870	0.02607	1484576	9410.13	<.0001

Bounds on condition number: 1.9424, 69.502

Forward Selection: Step 8

Variable SALAD_PCT Entered: R-Square = 0.8564 and C(p) = 10.8032

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	8	3219964	402495	2559.00	<.0001
Error	3432	539807	157.28638		
Corrected Total	3440	3759771			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	20.81303	2.05643	16111	102.43	<.0001
HH_INCOME	-0.00014388	0.00002775	4228.14819	26.88	<.0001
_avg_TB_TRANS	-0.09054	0.00929	14941	94.99	<.0001
MealDeal_PCT	-9.16774	0.97071	14029	89.20	<.0001
FRSTY_PCT	-11.60997	1.78276	6670.64436	42.41	<.0001
SALAD_PCT	7.58540	2.24488	1795.81972	11.42	0.0007
KID_PCT	-31.10734	2.07090	35489	225.64	<.0001
OTHER_PCT	-15.55058	1.20558	26169	166.38	<.0001
TOT_UNITS	2.52736	0.02603	1482662	9426.51	<.0001

Bounds on condition number: 1.9429, 88.97

Forward Selection: Step 9

Variable DYPT_PCT_AF Entered: R-Square = 0.8566 and C(p) = 8.1159

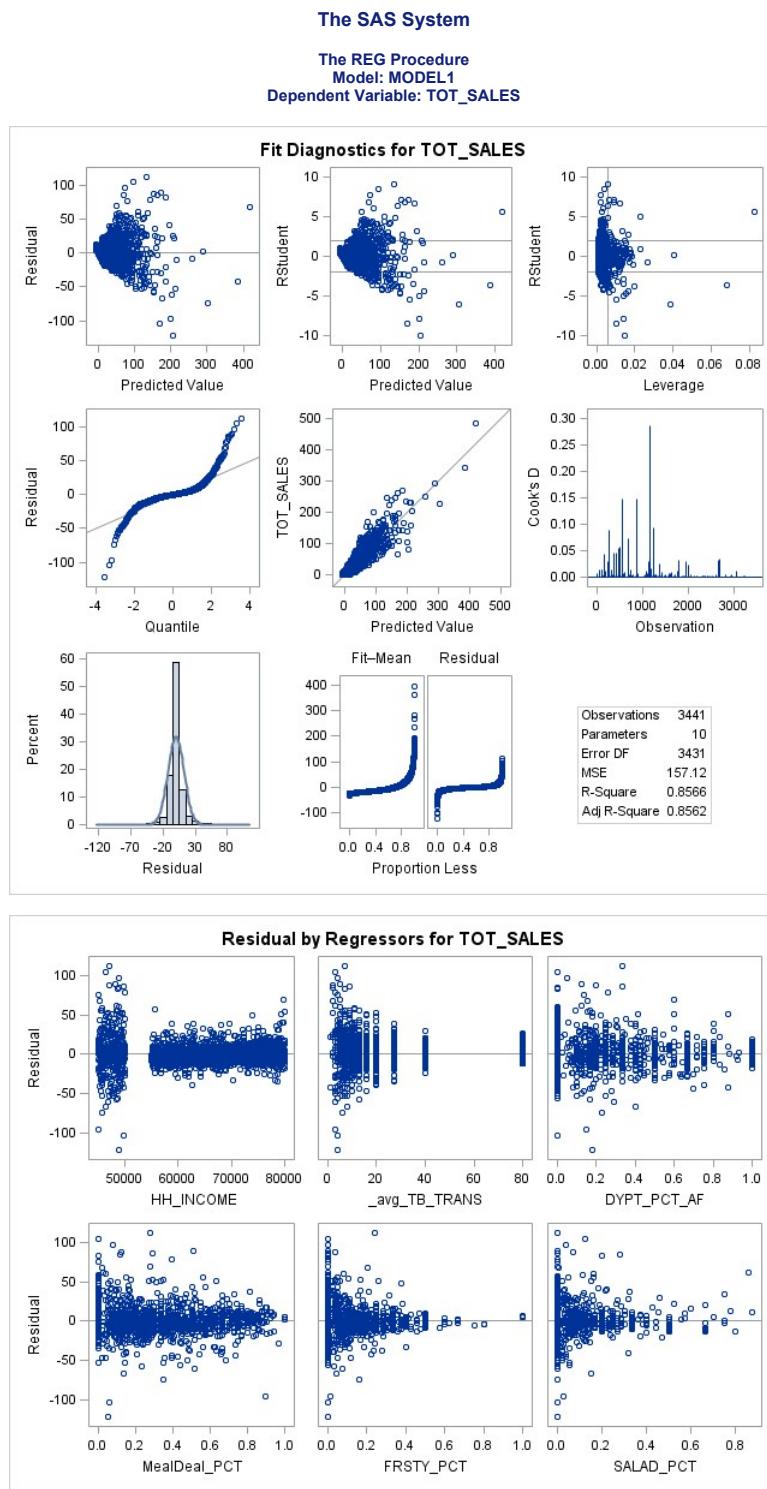
Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	9	3220701	357856	2277.63	<.0001
Error	3431	539070	157.11746		
Corrected Total	3440	3759771			

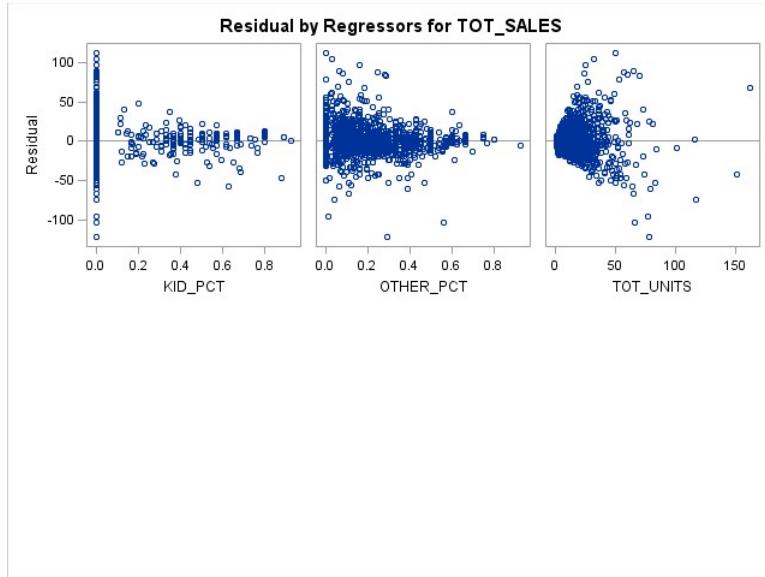
Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	21.23438	2.06452	16621	105.79	<.0001
HH_INCOME	-0.00014427	0.00002774	4250.60155	27.05	<.0001
_avg_TB_TRANS	-0.09163	0.00930	15259	97.12	<.0001
DYPT_PCT_AF	-1.34449	0.62083	736.86439	4.69	0.0304
MealDeal_PCT	-9.20816	0.97036	14148	90.05	<.0001
FRSTY_PCT	-11.65035	1.78190	6716.39615	42.75	<.0001
SALAD_PCT	7.35037	2.24629	1682.32269	10.71	0.0011
KID_PCT	-31.19396	2.07017	35674	227.05	<.0001
OTHER_PCT	-15.54648	1.20493	26156	166.47	<.0001
TOT_UNITS	2.52504	0.02604	1477448	9403.46	<.0001

Bounds on condition number: 1.9461, 109.25

No other variable met the 0.0500 significance level for entry into the model.

Summary of Forward Selection								
Step	Variable Entered	Number Vars In	Partial R-Square	Model R-Square	C(p)	F Value	Pr > F	
1	TOT_UNITS	1	0.8339	0.8339	535.519	17265.5	<.0001	
2	KID_PCT	2	0.0064	0.8403	383.505	138.67	<.0001	
3	OTHER_PCT	3	0.0051	0.8454	263.668	113.28	<.0001	
4	_avg_TB_TRANS	4	0.0035	0.8490	180.794	80.74	<.0001	
5	MealDeal_PCT	5	0.0038	0.8528	92.4693	88.11	<.0001	
6	FRSTY_PCT	6	0.0021	0.8548	44.7403	49.19	<.0001	
7	HH_INCOME	7	0.0011	0.8559	20.2267	26.42	<.0001	
8	SALAD_PCT	8	0.0005	0.8564	10.8032	11.42	0.0007	
9	DYPT_PCT_AF	9	0.0002	0.8566	8.1159	4.69	0.0304	





The SAS System

The REG Procedure
 Model: MODEL1
 Dependent Variable: TOT_SALES

Number of Observations Read	3441
Number of Observations Used	3441

Backward Elimination: Step 0

All Variables Entered: R-Square = 0.8568 and C(p) = 17.0000
 The model is not of full rank. A subset of the model which is of full rank is chosen.

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	16	3221505	201344	1280.78	<.0001
Error	3424	538266	157.20378		
Corrected Total	3440	3759771			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	5.71736	2.47246	840.61381	5.35	0.0208
HH_INCOME	-0.00014551	0.00002778	4312.77903	27.43	<.0001
TENURE	0.01110	0.00817	290.06705	1.85	0.1744
_avg_TB_TRANS	-0.09008	0.00972	13488	85.80	<.0001
DYPT_PCT_BR	-2.80401	2.38939	216.49563	1.38	0.2407
DYPT_PCT_LU	-0.90268	0.82917	186.31321	1.19	0.2764
DYPT_PCT_AF	-2.07645	0.89348	849.05525	5.40	0.0202
DYPT_PCT_DINNER	-0.88153	0.88994	154.24755	0.98	0.3220
DYPT_PCT_EVEN	-0.78972	1.06971	85.68059	0.55	0.4604
BAKERY_PCT	9.35877	5.96249	387.29815	2.46	0.1166
CHICKN_PCT	15.36888	1.61494	14238	90.57	<.0001
HAMBRGR_PCT	15.76926	1.27065	24212	154.02	<.0001
MealDeal_PCT	6.33794	1.19102	4451.65480	28.32	<.0001
FRSTY_PCT	3.75762	1.98696	562.22899	3.58	0.0587
SALAD_PCT	23.13706	2.41098	14477	92.09	<.0001
KID_PCT	-15.61200	2.21822	7786.99452	49.53	<.0001
TOT_UNITS	2.52429	0.02644	1433427	9118.28	<.0001

Bounds on condition number: 2.4035, 430.95

Backward Elimination: Step 1

Variable DYPT_PCT_EVEN Removed: R-Square = 0.8568 and C(p) = 15.5450

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	15	3221419	214761	1366.31	<.0001
Error	3425	538351	157.18290		
Corrected Total	3440	3759771			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	5.40001	2.43464	773.25832	4.92	0.0266
HH_INCOME	-0.00014569	0.00002778	4324.17817	27.51	<.0001
TENURE	0.01103	0.00817	286.71613	1.82	0.1769

<u>_avg_TB_TRANS</u>	-0.09024	0.00972	13544	86.17	<.0001
<u>DYPT_PCT_BR</u>	-2.44341	2.33877	171.56168	1.09	0.2962
<u>DYPT_PCT_LU</u>	-0.54997	0.67765	103.53117	0.66	0.4171
<u>DYPT_PCT_AF</u>	-1.72333	0.75462	819.76386	5.22	0.0224
<u>DYPT_PCT_DINNER</u>	-0.53085	0.75252	78.22043	0.50	0.4806
<u>BAKERY_PCT</u>	9.33499	5.96201	385.34346	2.45	0.1175
<u>CHICKN_PCT</u>	15.34990	1.61463	14206	90.38	<.0001
<u>HAMBRGR_PCT</u>	15.75995	1.27050	24186	153.87	<.0001
<u>MealDeal_PCT</u>	6.32757	1.19086	4437.72121	28.23	<.0001
<u>FRSTY_PCT</u>	3.76507	1.98680	564.47275	3.59	0.0582
<u>SALAD_PCT</u>	23.05305	2.40813	14405	91.64	<.0001
<u>KID_PCT</u>	-15.63598	2.21784	7812.61383	49.70	<.0001
<u>TOT_UNITS</u>	2.52404	0.02643	1433378	9119.17	<.0001

Bounds on condition number: 2.3703, 348.21

Backward Elimination: Step 2

Variable DYPT_PCT_NITE Entered: R-Square = 0.8568 and C(p) = 17.0000

Note:

The variable which previously had small tolerance is now allowed to enter after removal of some variables from the model.

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	16	3221505	201344	1280.78	<.0001
Error	3424	538266	157.20378		
Corrected Total	3440	3759771			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	4.92764	2.51747	602.29767	3.83	0.0504
HH_INCOME	-0.00014551	0.00002778	4312.77903	27.43	<.0001
TENURE	0.01110	0.00817	290.06705	1.85	0.1744
<u>_avg_TB_TRANS</u>	-0.09008	0.00972	13488	85.80	<.0001
<u>DYPT_PCT_BR</u>	-2.01429	2.41007	109.81102	0.70	0.4033
<u>DYPT_PCT_LU</u>	-0.11296	0.89981	2.47747	0.02	0.9001
<u>DYPT_PCT_AF</u>	-1.28673	0.95878	283.13462	1.80	0.1797
<u>DYPT_PCT_DINNER</u>	-0.09181	0.95919	1.44016	0.01	0.9238
<u>DYPT_PCT_NITE</u>	0.78972	1.06971	85.68059	0.55	0.4604
<u>BAKERY_PCT</u>	9.35877	5.96249	387.29815	2.46	0.1166
<u>CHICKN_PCT</u>	15.36888	1.61494	14238	90.57	<.0001
<u>HAMBRGR_PCT</u>	15.76926	1.27065	24212	154.02	<.0001
<u>MealDeal_PCT</u>	6.33794	1.19102	4451.65480	28.32	<.0001
<u>FRSTY_PCT</u>	3.75762	1.98696	562.22899	3.58	0.0587
<u>SALAD_PCT</u>	23.13706	2.41098	14477	92.09	<.0001
<u>KID_PCT</u>	-15.61200	2.21822	7786.99452	49.53	<.0001
<u>TOT_UNITS</u>	2.52429	0.02644	1433427	9118.28	<.0001

Bounds on condition number: 2.8304, 454.36

Backward Elimination: Step 3

Variable DYPT_PCT_DINNER Removed: R-Square = 0.8568 and C(p) = 15.0092

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	15	3221503	214767	1366.56	<.0001

Error	3425	538267	157.15831		
Corrected Total	3440	3759771			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	4.86283	2.42435	632.30060	4.02	0.0450
HH_INCOME	-0.00014547	0.00002777	4311.41396	27.43	<.0001
TENURE	0.01109	0.00817	289.64504	1.84	0.1747
_avg_TB_TRANS	-0.09006	0.00972	13488	85.83	<.0001
DYPT_PCT_BR	-1.95288	2.32278	111.08982	0.71	0.4005
DYPT_PCT_LU	-0.05093	0.62416	1.04649	0.01	0.9350
DYPT_PCT_AF	-1.22470	0.70653	472.21463	3.00	0.0831
DYPT_PCT_NITE	0.85320	0.83916	162.46085	1.03	0.3094
BAKERY_PCT	9.35281	5.96130	386.84743	2.46	0.1168
CHICKN_PCT	15.37007	1.61466	14241	90.61	<.0001
HAMBRGR_PCT	15.76684	1.27021	24214	154.08	<.0001
MealDeal_PCT	6.33829	1.19084	4452.19514	28.33	<.0001
FRSTY_PCT	3.75769	1.98667	562.25000	3.58	0.0586
SALAD_PCT	23.14125	2.41023	14487	92.18	<.0001
KID_PCT	-15.61596	2.21752	7793.65828	49.59	<.0001
TOT_UNITS	2.52434	0.02643	1433912	9124.00	<.0001

Bounds on condition number: 2.3696, 337.43

Backward Elimination: Step 4

Variable DYPT_PCT_LU Removed: R-Square = 0.8568 and C(p) = 13.0158

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	14	3221502	230107	1464.60	<.0001
Error	3426	538268	157.11274		
Corrected Total	3440	3759771			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	4.82614	2.38194	644.98542	4.11	0.0428
HH_INCOME	-0.00014540	0.00002776	4311.10172	27.44	<.0001
TENURE	0.01107	0.00816	288.78130	1.84	0.1753
_avg_TB_TRANS	-0.09000	0.00970	13533	86.14	<.0001
DYPT_PCT_BR	-1.93256	2.30905	110.05500	0.70	0.4027
DYPT_PCT_AF	-1.19979	0.63709	557.20631	3.55	0.0598
DYPT_PCT_NITE	0.87979	0.77324	203.39637	1.29	0.2553
BAKERY_PCT	9.36133	5.95952	387.67110	2.47	0.1163
CHICKN_PCT	15.38035	1.60950	14347	91.32	<.0001
HAMBRGR_PCT	15.77220	1.26833	24296	154.64	<.0001
MealDeal_PCT	6.34423	1.18845	4477.24231	28.50	<.0001
FRSTY_PCT	3.77174	1.97891	570.74717	3.63	0.0567
SALAD_PCT	23.14634	2.40908	14504	92.31	<.0001
KID_PCT	-15.60962	2.21583	7796.89340	49.63	<.0001
TOT_UNITS	2.52443	0.02640	1436575	9143.59	<.0001

Bounds on condition number: 2.3632, 288.95

Backward Elimination: Step 5

Variable DYPT_PCT_BR Removed: R-Square = 0.8568 and C(p) = 11.7159

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	13	3221392	247799	1577.35	<.0001
Error	3427	538378	157.09901		
Corrected Total	3440	3759771			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	4.73763	2.37948	622.77447	3.96	0.0466
HH_INCOME	-0.00014501	0.00002775	4289.19685	27.30	<.0001
TENURE	0.01123	0.00816	297.67149	1.89	0.1688
_avg_TB_TRANS	-0.08974	0.00969	13468	85.73	<.0001
DYPT_PCT_AF	-1.15971	0.63526	523.55619	3.33	0.0680
DYPT_PCT_NITE	0.92148	0.77160	224.06244	1.43	0.2325
BAKERY_PCT	9.40493	5.95904	391.32081	2.49	0.1146
CHICKN_PCT	15.40472	1.60917	14397	91.64	<.0001
HAMBGR_PCT	15.77124	1.26827	24293	154.63	<.0001
MealDeal_PCT	6.31368	1.18783	4438.41324	28.25	<.0001
FRSTY_PCT	3.79931	1.97855	579.28290	3.69	0.0549
SALAD_PCT	23.12775	2.40887	14481	92.18	<.0001
KID_PCT	-15.56504	2.21510	7756.89940	49.38	<.0001
TOT_UNITS	2.52459	0.02640	1436843	9146.10	<.0001

Bounds on condition number: 2.3632, 254.9

Backward Elimination: Step 6

Variable DYPT_PCT_NITE Removed: R-Square = 0.8567 and C(p) = 11.1412

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	12	3221168	268431	1708.46	<.0001
Error	3428	538602	157.11854		
Corrected Total	3440	3759771			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	4.86687	2.37717	658.57760	4.19	0.0407
HH_INCOME	-0.00014459	0.00002775	4264.99941	27.15	<.0001
TENURE	0.01086	0.00815	278.86233	1.77	0.1829
_avg_TB_TRANS	-0.08954	0.00969	13411	85.35	<.0001
DYPT_PCT_AF	-1.31588	0.62170	703.88579	4.48	0.0344
BAKERY_PCT	9.34441	5.95919	386.32852	2.46	0.1170
CHICKN_PCT	15.44073	1.60898	14470	92.09	<.0001
HAMBGR_PCT	15.75743	1.26830	24252	154.36	<.0001
MealDeal_PCT	6.32809	1.18785	4459.15765	28.38	<.0001
FRSTY_PCT	3.90605	1.97665	613.54106	3.90	0.0482
SALAD_PCT	23.01406	2.40714	14362	91.41	<.0001
KID_PCT	-15.61800	2.21479	7812.90708	49.73	<.0001
TOT_UNITS	2.52509	0.02640	1437755	9150.76	<.0001

Bounds on condition number: 2.363, 222.01

Backward Elimination: Step 7

Variable TENURE Removed: R-Square = 0.8567 and C(p) = 10.9151

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	11	3221168	283742.545	1708.46	<.0001
Error	3429	538602	157.11854		
Corrected Total	3440	3759771			

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	11	3220889	292808	1863.19	<.0001
Error	3429	538881	157.15405		
Corrected Total	3440	3759771			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	5.74941	2.28326	996.46419	6.34	0.0118
HH_INCOME	-0.00014489	0.00002775	4283.01409	27.25	<.0001
_avg_TB_TRANS	-0.09226	0.00947	14901	94.82	<.0001
DYPT_PCT_AF	-1.32972	0.62168	718.96518	4.57	0.0325
BAKERY_PCT	9.27385	5.95963	380.54605	2.42	0.1198
CHICKN_PCT	15.38422	1.60861	14374	91.46	<.0001
HAMBRGR_PCT	15.68481	1.26727	24074	153.19	<.0001
MealDeal_PCT	6.31042	1.18791	4434.83749	28.22	<.0001
FRSTY_PCT	3.90863	1.97687	614.35068	3.91	0.0481
SALAD_PCT	22.93344	2.40665	14270	90.81	<.0001
KID_PCT	-15.67895	2.21457	7877.36529	50.13	<.0001
TOT_UNITS	2.52679	0.02637	1443068	9182.50	<.0001

Bounds on condition number: 2.3587, 190.18

Backward Elimination: Step 8

Variable BAKERY_PCT Removed: R-Square = 0.8566 and C(p) = 11.3358

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	10	3220509	322051	2048.42	<.0001
Error	3430	539262	157.21918		
Corrected Total	3440	3759771			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	6.14831	2.26930	1154.07578	7.34	0.0068
HH_INCOME	-0.00014625	0.00002775	4368.19797	27.78	<.0001
_avg_TB_TRANS	-0.09278	0.00947	15091	95.98	<.0001
DYPT_PCT_AF	-1.30153	0.62155	689.39182	4.38	0.0363
CHICKN_PCT	15.09893	1.59845	14028	89.23	<.0001
HAMBRGR_PCT	15.38338	1.25264	23711	150.82	<.0001
MealDeal_PCT	6.03614	1.17500	4149.04752	26.39	<.0001
FRSTY_PCT	3.64761	1.97015	538.91868	3.43	0.0642
SALAD_PCT	22.70755	2.40276	14042	89.31	<.0001
KID_PCT	-15.99077	2.20594	8261.45020	52.55	<.0001
TOT_UNITS	2.52689	0.02637	1443198	9179.53	<.0001

Bounds on condition number: 2.3036, 161.02

Backward Elimination: Step 9

Variable OTHER_PCT Entered: R-Square = 0.8567 and C(p) = 10.9151

Note:

The variable which previously had small tolerance is now allowed to enter after removal of some variables from the model.

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	11	3220889	292808	1863.19	<.0001

Error	3429	538881	157.15405		
Corrected Total	3440	3759771			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	15.02326	6.13800	941.45571	5.99	0.0144
HH_INCOME	-0.00014489	0.00002775	4283.01409	27.25	<.0001
_avg_TB_TRANS	-0.09226	0.00947	14901	94.82	<.0001
DYPT_PCT_AF	-1.32972	0.62168	718.96518	4.57	0.0325
CHICKN_PCT	6.11037	5.99329	163.35416	1.04	0.3080
HAMBRGR_PCT	6.41096	5.90036	185.53026	1.18	0.2773
MealDeal_PCT	-2.96343	5.90148	39.62724	0.25	0.6156
FRSTY_PCT	-5.36522	6.11767	120.87274	0.77	0.3805
SALAD_PCT	13.65959	6.29118	740.86148	4.71	0.0300
KID_PCT	-24.95279	6.16709	2572.78123	16.37	<.0001
OTHER_PCT	-9.27385	5.95963	380.54604	2.42	0.1198
TOT_UNITS	2.52679	0.02637	1443068	9182.50	<.0001

Bounds on condition number: 51.131, 2131.1

Backward Elimination: Step 10

Variable MealDeal_PCT Removed: R-Square = 0.8567 and C(p) = 9.1672

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	10	3220850	322085	2049.93	<.0001
Error	3430	538921	157.11978		
Corrected Total	3440	3759771			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	12.13312	2.13261	5085.74568	32.37	<.0001
HH_INCOME	-0.00014531	0.00002774	4311.83998	27.44	<.0001
_avg_TB_TRANS	-0.09227	0.00947	14904	94.86	<.0001
DYPT_PCT_AF	-1.31936	0.62127	708.58948	4.51	0.0338
CHICKN_PCT	9.03637	1.40213	6525.97464	41.54	<.0001
HAMBRGR_PCT	9.32532	1.06329	12085	76.92	<.0001
FRSTY_PCT	-2.43713	1.85027	272.59672	1.73	0.1879
SALAD_PCT	16.61176	2.23932	8646.29814	55.03	<.0001
KID_PCT	-22.04641	2.12899	16848	107.23	<.0001
OTHER_PCT	-6.34111	1.18620	4489.96631	28.58	<.0001
TOT_UNITS	2.52693	0.02636	1443414	9186.71	<.0001

Bounds on condition number: 1.995, 138.99

Backward Elimination: Step 11

Variable FRSTY_PCT Removed: R-Square = 0.8566 and C(p) = 8.9012

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	9	3220577	357842	2277.02	<.0001
Error	3431	539193	157.15344		
Corrected Total	3440	3759771			

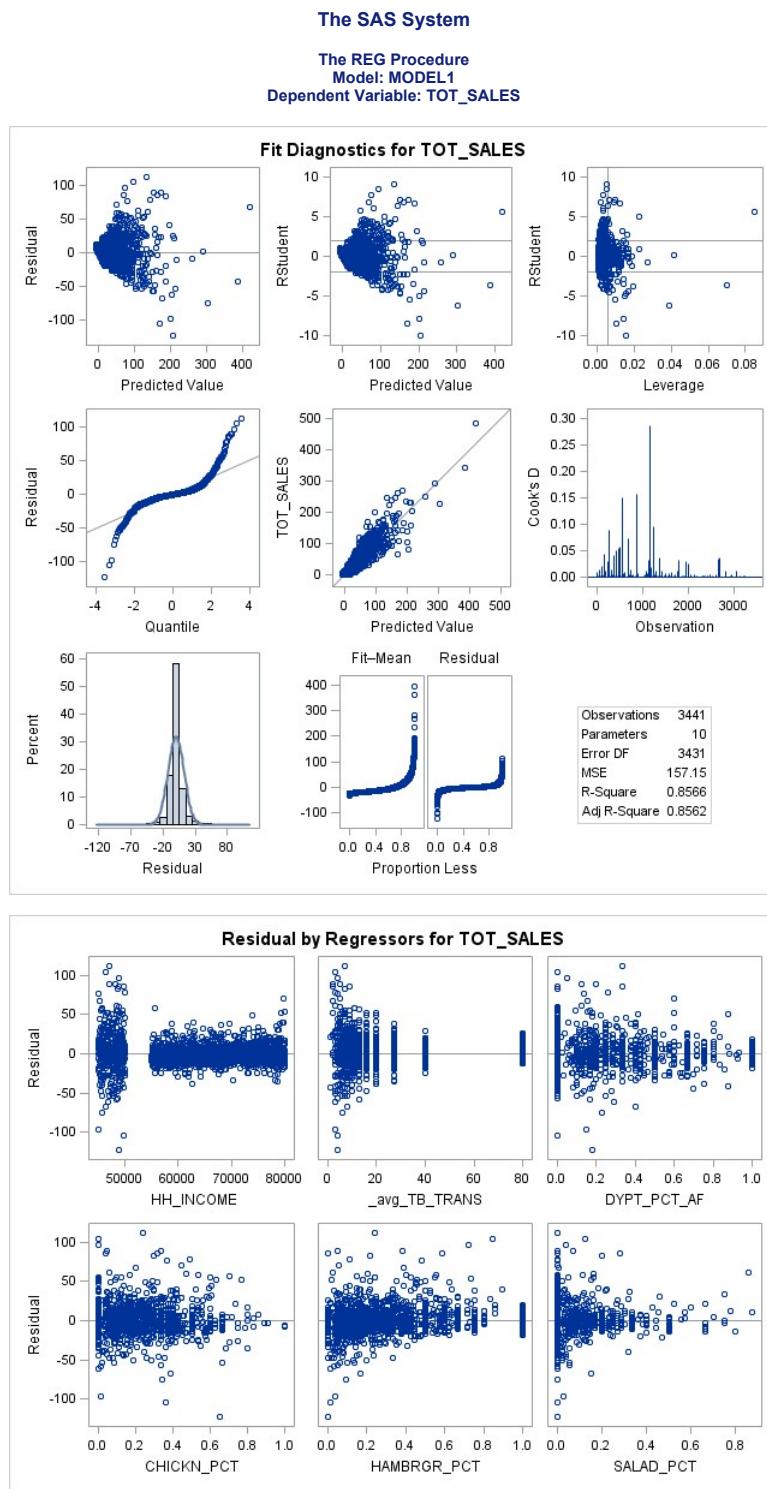
Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F

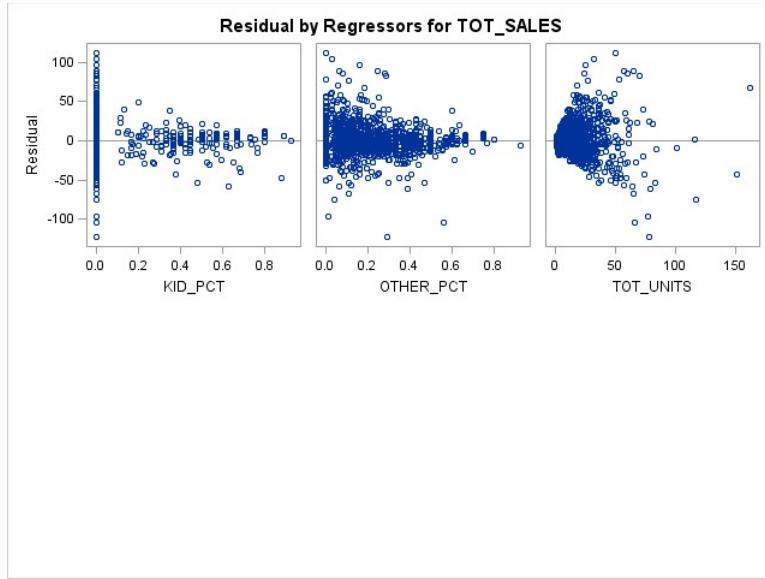
Intercept	11.81304	2.11894	4884.37351	31.08	<.0001
HH_INCOME	-0.00014593	0.00002774	4349.47760	27.68	<.0001
_avg_TB_TRANS	-0.09328	0.00944	15336	97.58	<.0001
DYPT_PCT_AF	-1.31846	0.62134	707.62547	4.50	0.0339
CHICKN_PCT	9.43668	1.36894	7467.81597	47.52	<.0001
HAMBRGR_PCT	9.75622	1.01182	14611	92.97	<.0001
SALAD_PCT	16.96991	2.22299	9158.17290	58.28	<.0001
KID_PCT	-21.66023	2.10893	16578	105.49	<.0001
OTHER_PCT	-6.01240	1.15978	4223.46515	26.87	<.0001
TOT_UNITS	2.52650	0.02636	1443144	9183.03	<.0001

Bounds on condition number: 1.9947, 111.91

All variables left in the model are significant at the 0.0500 level.

Summary of Backward Elimination								
Step	Variable Entered	Variable Removed	Number Vars In	Partial R-Square	Model R-Square	C(p)	F Value	Pr > F
1		DYPT_PCT_EVEN	15	0.0000	0.8568	15.5450	0.55	0.4604
2	DYPT_PCT_NITE		16	0.0000	0.8568	17.0000	0.55	0.4604
3		DYPT_PCT_DINNER	15	0.0000	0.8568	15.0092	0.01	0.9238
4		DYPT_PCT LU	14	0.0000	0.8568	13.0158	0.01	0.9350
5		DYPT_PCT_BR	13	0.0000	0.8568	11.7159	0.70	0.4027
6		DYPT_PCT_NITE	12	0.0001	0.8567	11.1412	1.43	0.2325
7		TENURE	11	0.0001	0.8567	10.9151	1.77	0.1829
8		BAKERY_PCT	10	0.0001	0.8566	11.3358	2.42	0.1198
9	OTHER_PCT		11	0.0001	0.8567	10.9151	2.42	0.1198
10		MealDeal_PCT	10	0.0000	0.8567	9.1672	0.25	0.6156
11		FRSTY_PCT	9	0.0001	0.8566	8.9012	1.73	0.1879





The SAS System

The REG Procedure
 Model: MODEL1
 Dependent Variable: TOT_SALES

Number of Observations Read	3441
Number of Observations Used	3441

Stepwise Selection: Step 1

Variable TOT_UNITS Entered: R-Square = 0.8339 and C(p) = 535.5194

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	1	3135275	3135275	17265.5	<.0001
Error	3439	624495	181.59206		
Corrected Total	3440	3759771			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	0.03220	0.28981	2.24139	0.01	0.9115
TOT_UNITS	2.63672	0.02007	3135275	17265.5	<.0001

Bounds on condition number: 1, 1

Stepwise Selection: Step 2

Variable KID_PCT Entered: R-Square = 0.8403 and C(p) = 383.5049

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	2	3159487	1579744	9047.66	<.0001
Error	3438	600283	174.60251		
Corrected Total	3440	3759771			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	0.28956	0.28501	180.21512	1.03	0.3097
KID_PCT	-23.10792	1.96234	24212	138.67	<.0001
TOT_UNITS	2.67518	0.01995	3140868	17988.7	<.0001

Bounds on condition number: 1.0276, 4.1102

Stepwise Selection: Step 3

Variable OTHER_PCT Entered: R-Square = 0.8454 and C(p) = 263.6682

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	3	3178640	1059547	6266.52	<.0001
Error	3437	581130	169.08066		
Corrected Total	3440	3759771			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	2.32943	0.33970	7950.62579	47.02	<.0001

KID_PCT	-25.30307	1.94204	28703	169.76	<.0001
OTHER_PCT	-11.90160	1.11823	19153	113.28	<.0001
TOT_UNITS	2.68022	0.01963	3150881	18635.4	<.0001

Bounds on condition number: 1.0393, 9.2366

Stepwise Selection: Step 4

Variable **_avg_TB_TRANS** Entered: R-Square = 0.8490 and C(p) = 180.7938

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	4	3191983	797996	4829.12	<.0001
Error	3436	567788	165.24670		
Corrected Total	3440	3759771			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	7.43982	0.66047	20968	126.89	<.0001
_avg_TB_TRANS	-0.08452	0.00941	13343	80.74	<.0001
KID_PCT	-23.31932	1.93255	24060	145.60	<.0001
OTHER_PCT	-10.62727	1.11454	15024	90.92	<.0001
TOT_UNITS	2.54548	0.02453	1779811	10770.6	<.0001

Bounds on condition number: 1.6418, 21.329

Stepwise Selection: Step 5

Variable **MealDeal_PCT** Entered: R-Square = 0.8528 and C(p) = 92.4693

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	5	3206182	641236	3978.85	<.0001
Error	3435	553588	161.16108		
Corrected Total	3440	3759771			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	10.57359	0.73274	33559	208.23	<.0001
_avg_TB_TRANS	-0.09413	0.00935	16348	101.44	<.0001
MealDeal_PCT	-8.83550	0.94130	14199	88.11	<.0001
KID_PCT	-26.41547	1.93680	29978	186.01	<.0001
OTHER_PCT	-14.97729	1.19426	25347	157.28	<.0001
TOT_UNITS	2.56754	0.02434	1793905	11131.1	<.0001

Bounds on condition number: 1.6572, 34.183

Stepwise Selection: Step 6

Variable **FRSTY_PCT** Entered: R-Square = 0.8548 and C(p) = 44.7403

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	6	3214000	535667	3370.42	<.0001
Error	3434	545771	158.93148		
Corrected Total	3440	3759771			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	11.60139	0.74226	38826	244.29	<.0001
_avg_TB_TRANS	-0.09246	0.00928	15766	99.20	<.0001
MealDeal_PCT	-10.05057	0.95068	17763	111.77	<.0001
FRSTY_PCT	-12.50120	1.78246	7817.57953	49.19	<.0001
KID_PCT	-27.66649	1.93161	32605	205.15	<.0001
OTHER_PCT	-16.29216	1.20070	29262	184.12	<.0001
TOT_UNITS	2.57931	0.02423	1801702	11336.3	<.0001

Bounds on condition number: 1.6652, 47.852

Stepwise Selection: Step 7

Variable HH_INCOME Entered: R-Square = 0.8559 and C(p) = 20.2267

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	7	3218168	459738	2914.09	<.0001
Error	3433	541603	157.76367		
Corrected Total	3440	3759771			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	21.43582	2.05126	17228	109.20	<.0001
HH_INCOME	-0.00014285	0.00002779	4168.04343	26.42	<.0001
_avg_TB_TRANS	-0.09380	0.00925	16211	102.76	<.0001
MealDeal_PCT	-9.90006	0.94764	17219	109.14	<.0001
FRSTY_PCT	-12.20031	1.77687	7437.70573	47.14	<.0001
KID_PCT	-31.57628	2.06938	36732	232.83	<.0001
OTHER_PCT	-16.08543	1.19695	28492	180.60	<.0001
TOT_UNITS	2.52870	0.02607	1484576	9410.13	<.0001

Bounds on condition number: 1.9424, 69.502

Stepwise Selection: Step 8

Variable SALAD_PCT Entered: R-Square = 0.8564 and C(p) = 10.8032

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	8	3219964	402495	2559.00	<.0001
Error	3432	539807	157.28638		
Corrected Total	3440	3759771			

Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	20.81303	2.05643	16111	102.43	<.0001
HH_INCOME	-0.00014388	0.00002775	4228.14819	26.88	<.0001
_avg_TB_TRANS	-0.09054	0.00929	14941	94.99	<.0001
MealDeal_PCT	-9.16774	0.97071	14029	89.20	<.0001
FRSTY_PCT	-11.60997	1.78276	6670.64436	42.41	<.0001
SALAD_PCT	7.58540	2.24488	1795.81972	11.42	0.0007
KID_PCT	-31.10734	2.07090	35489	225.64	<.0001
OTHER_PCT	-15.55058	1.20558	26169	166.38	<.0001
TOT_UNITS	2.52736	0.02603	1482662	9426.51	<.0001

Bounds on condition number: 1.9429, 88.97

Stepwise Selection: Step 9

Variable DYPT_PCT_AF Entered: R-Square = 0.8566 and C(p) = 8.1159

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	9	3220701	357856	2277.63	<.0001
Error	3431	539070	157.11746		
Corrected Total	3440	3759771			

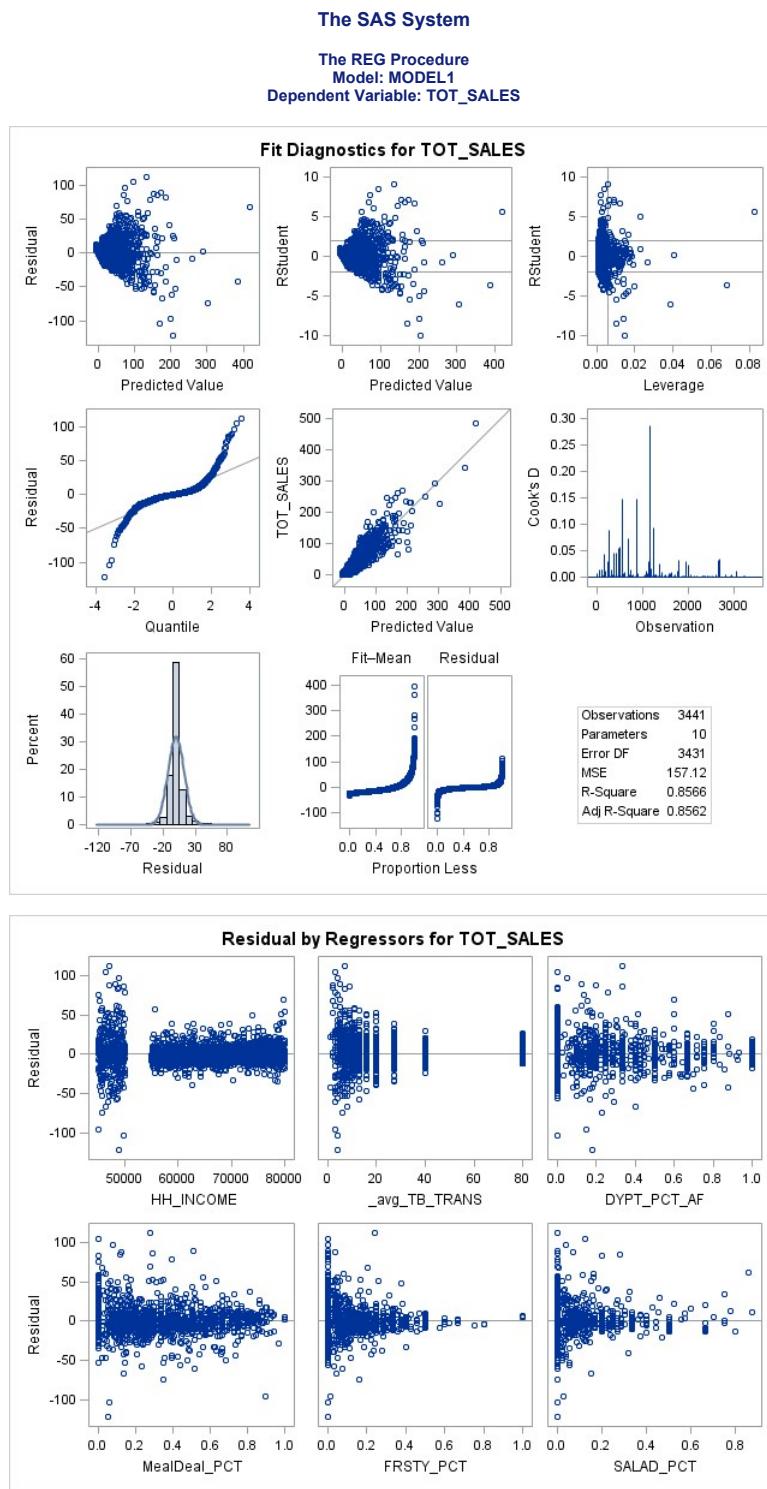
Variable	Parameter Estimate	Standard Error	Type II SS	F Value	Pr > F
Intercept	21.23438	2.06452	16621	105.79	<.0001
HH_INCOME	-0.00014427	0.00002774	4250.60155	27.05	<.0001
_avg_TB_TRANS	-0.09163	0.00930	15259	97.12	<.0001
DYPT_PCT_AF	-1.34449	0.62083	736.86439	4.69	0.0304
MealDeal_PCT	-9.20816	0.97036	14148	90.05	<.0001
FRSTY_PCT	-11.65035	1.78190	6716.39615	42.75	<.0001
SALAD_PCT	7.35037	2.24629	1682.32269	10.71	0.0011
KID_PCT	-31.19396	2.07017	35674	227.05	<.0001
OTHER_PCT	-15.54648	1.20493	26156	166.47	<.0001
TOT_UNITS	2.52504	0.02604	1477448	9403.46	<.0001

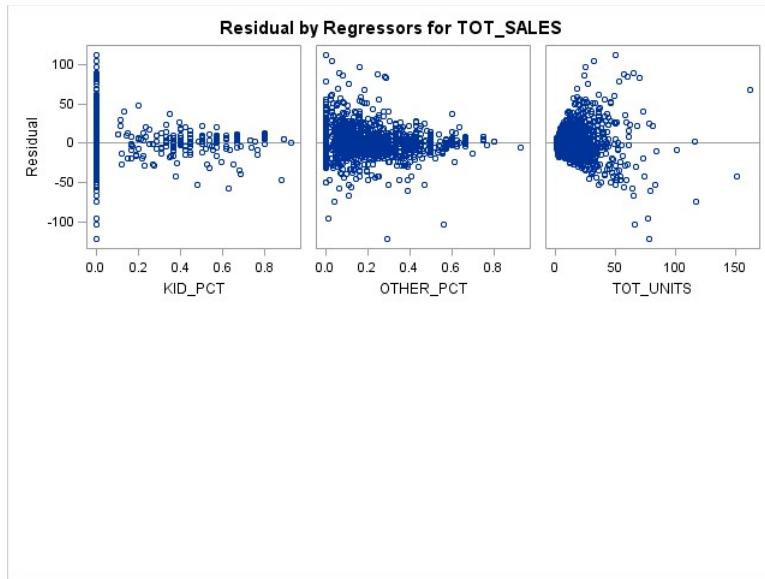
Bounds on condition number: 1.9461, 109.25

All variables left in the model are significant at the 0.0500 level.

No other variable met the 0.0500 significance level for entry into the model.

Summary of Stepwise Selection								
Step	Variable Entered	Variable Removed	Number Vars In	Partial R-Square	Model R-Square	C(p)	F Value	Pr > F
1	TOT_UNITS		1	0.8339	0.8339	535.519	17265.5	<.0001
2	KID_PCT		2	0.0064	0.8403	383.505	138.67	<.0001
3	OTHER_PCT		3	0.0051	0.8454	263.668	113.28	<.0001
4	_avg_TB_TRANS		4	0.0035	0.8490	180.794	80.74	<.0001
5	MealDeal_PCT		5	0.0038	0.8528	92.4693	88.11	<.0001
6	FRSTY_PCT		6	0.0021	0.8548	44.7403	49.19	<.0001
7	HH_INCOME		7	0.0011	0.8559	20.2267	26.42	<.0001
8	SALAD_PCT		8	0.0005	0.8564	10.8032	11.42	0.0007
9	DYPT_PCT_AF		9	0.0002	0.8566	8.1159	4.69	0.0304





The SAS System

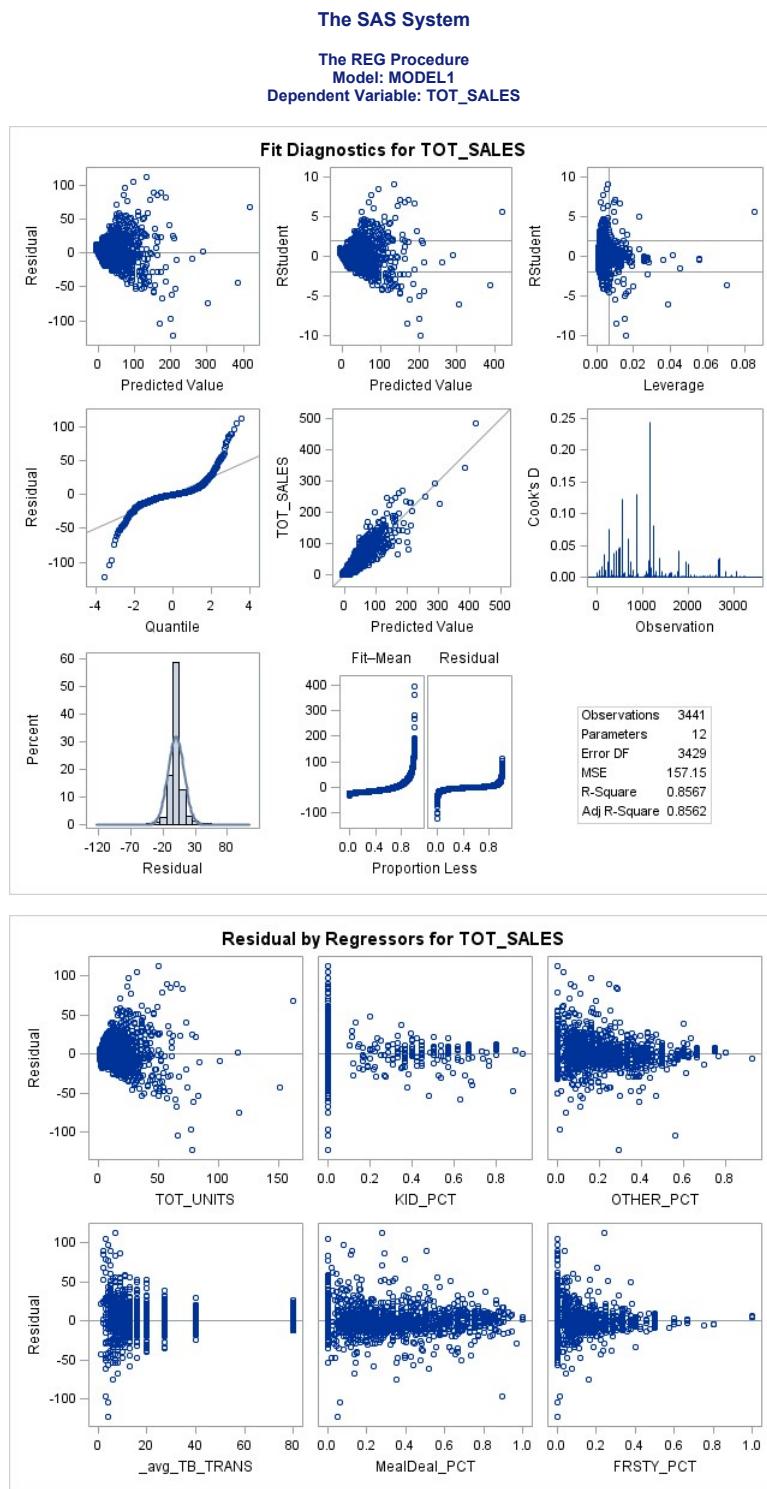
The REG Procedure
Model: MODEL1
Dependent Variable: TOT_SALES

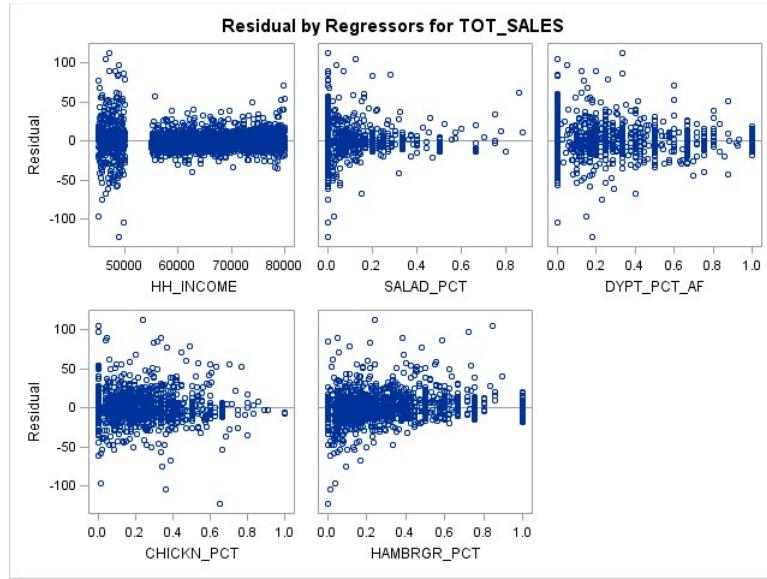
Number of Observations Read	3441
Number of Observations Used	3441

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	11	3220889	292808	1863.19	<.0001
Error	3429	538881	157.15405		
Corrected Total	3440	3759771			

Root MSE	12.53611	R-Square	0.8567
Dependent Mean	23.24695	Adj R-Sq	0.8562
Coeff Var	53.92584		

Variable	DF	Parameter Estimate	Standard Error	t Value	Pr > t
Intercept	1	15.02326	6.13800	2.45	0.0144
TOT_UNITS	1	2.52679	0.02637	95.83	<.0001
KID_PCT	1	-24.95279	6.16709	-4.05	<.0001
OTHER_PCT	1	-9.27385	5.95963	-1.56	0.1198
_avg_TB_TRANS	1	-0.09226	0.00947	-9.74	<.0001
MealDeal_PCT	1	-2.96343	5.90148	-0.50	0.6156
FRSTY_PCT	1	-5.36522	6.11767	-0.88	0.3805
HH_INCOME	1	-0.00014489	0.00002775	-5.22	<.0001
SALAD_PCT	1	13.65959	6.29118	2.17	0.0300
DYPT_PCT_AF	1	-1.32972	0.62168	-2.14	0.0325
CHICKN_PCT	1	6.11037	5.99329	1.02	0.3080
HAMBRGR_PCT	1	6.41096	5.90036	1.09	0.2773





wendys Predictors - Multicollinearity Investigation of VIF and Tol

The REG Procedure
Model: MODEL1
Dependent Variable: TOT_SALES

Number of Observations Read	3441
Number of Observations Used	3441

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	11	3220889	292808	1863.19	<.0001
Error	3429	538881	157.15405		
Corrected Total	3440	3759771			

Root MSE	12.53611	R-Square	0.8567
Dependent Mean	23.24695	Adj R-Sq	0.8562
Coeff Var	53.92584		

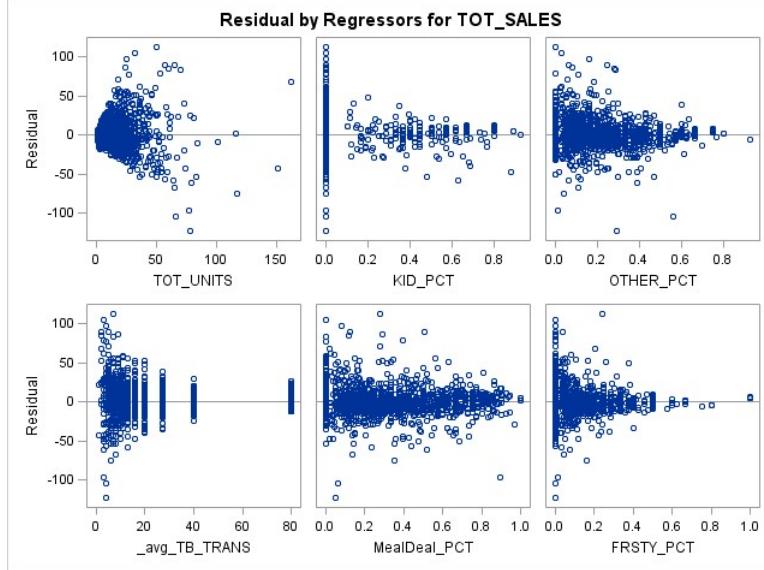
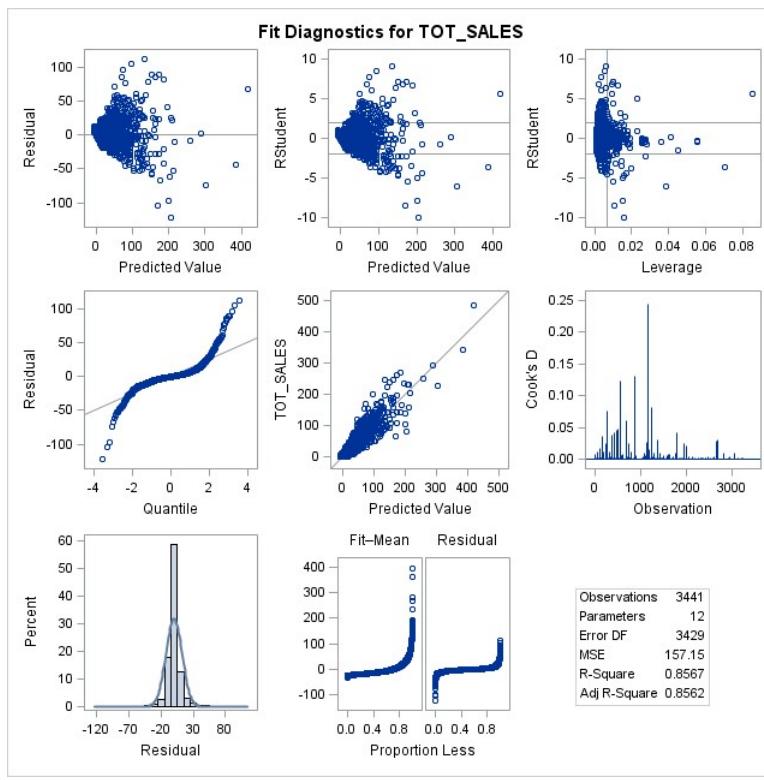
Parameter Estimates							
Variable	DF	Parameter Estimate	Standard Error	t Value	Pr > t	Tolerance	Variance Inflation
Intercept	1	15.02326	6.13800	2.45	0.0144	.	0
TOT_UNITS	1	2.52679	0.02637	95.83	<.0001	0.50119	1.99526
KID_PCT	1	-24.95279	6.16709	-4.05	<.0001	0.08869	11.27568
OTHER_PCT	1	-9.27385	5.95963	-1.56	0.1198	0.03235	30.90930
_avg_TB_TRANS	1	-0.09226	0.00947	-9.74	<.0001	0.58242	1.71697
MealDeal_PCT	1	-2.96343	5.90148	-0.50	0.6156	0.01976	50.60832
FRSTY_PCT	1	-5.36522	6.11767	-0.88	0.3805	0.08018	12.47267
HH_INCOME	1	-0.00014489	0.00002775	-5.22	<.0001	0.66568	1.50223
SALAD_PCT	1	13.65959	6.29118	2.17	0.0300	0.11910	8.39599
DYPT_PCT_AF	1	-1.32972	0.62168	-2.14	0.0325	0.99181	1.00826
CHICKN_PCT	1	6.11037	5.99329	1.02	0.3080	0.04402	22.71794
HAMBRGR_PCT	1	6.41096	5.90036	1.09	0.2773	0.01956	51.13099

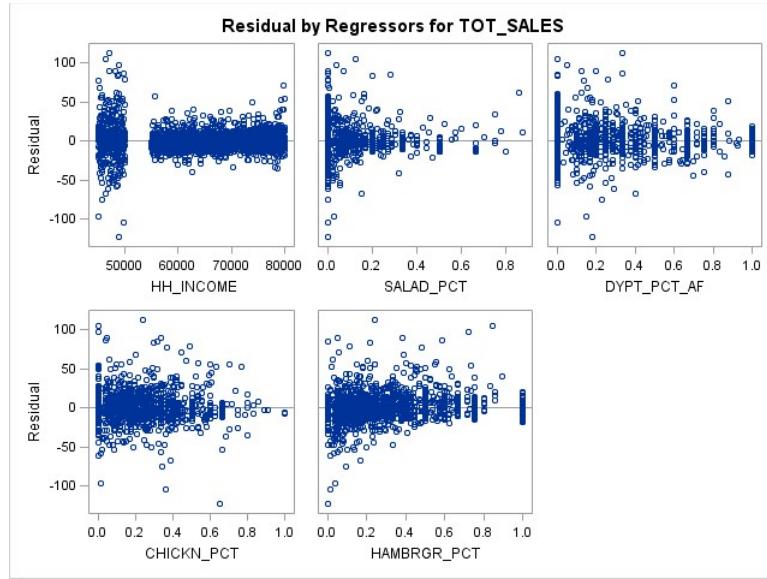
Collinearity Diagnostics

Number	Eigenvalue	Condition Index	Proportion of Variation									
			Intercept	TOT_UNITS	KID_PCT	OTHER_PCT	_avg_TB_TRANS	MealDeal_PCT	FRSTY_PCT	HH_INCOME	SALAD_PCT	DYPT_P
1	5.59285	1.00000	0.00003816	0.00404	0.00011697	0.00026577		0.00364	0.00014599	0.00038531	0.00042227	0.00032903
2	1.09819	2.25673	7.150705E-9	0.08018	0.03341	0.00037269		0.00918	0.00018372	0.00029173	0.00006980	0.00102
3	0.95715	2.41727	3.873834E-8	0.00223	0.01012	0.00011681		0.00177	0.00027851	0.00407	4.580725E-7	0.08092
4	0.91508	2.47222	7.59355E-8	0.02719	0.03333	0.00034259		0.00852	0.00147	0.00024684	1.672767E-7	0.01562
5	0.86782	2.53865	5.818851E-7	0.00561	0.00209	0.00019300		0.00146	0.00001544	0.06561	0.00000617	0.00403
6	0.78608	2.66737	0.00000107	0.00000346	0.00043336	0.00420	0.00006564	0.00621	0.00126	0.00001715	0.00876	C
7	0.65940	2.91235	0.00002159	0.00003395	0.00000168	0.00010025		0.00781	0.00060207	0.00034245	0.00027703	0.00083119
8	0.63758	2.96175	0.00000161	0.05648	0.00228	0.01544	0.00544	0.00012427	0.00101	0.00004726	0.00104	0.00
9	0.37041	3.88575	6.326138E-8	0.26261	0.00374	0.00309		0.01484	0.00401	0.00046255	0.00005462	0.00180
10	0.10420	7.32615	0.00053185	0.35719	0.01065	0.00423	0.93194	0.00103	0.00266	0.01104	0.00004957	C
11	0.01038	23.21640	0.00702	0.17912	0.01247	0.06006	0.01250	0.05913	0.05787	0.94426	0.05113	0.00
12	0.00086037	80.62558	0.99239	0.02533	0.89135	0.91158	0.00284	0.92680	0.86580	0.04380	0.83448	C

wendys Predictors - Multicollinearity Investigation of VIF and Tol

The REG Procedure
Model: MODEL1
Dependent Variable: TOT_SALES





wendys PREDICTIONPredictors - Examination of CorrelationMatrix

The CORR Procedure

11 Variables:	TOT_UNITS KID_PCT OTHER_PCT _avg_TB_TRANS MealDeal_PCT FRSTY_PCT HH_INCOME SALAD_PCT DYPT_PCT_AF CHICKN_PCT HAMBRGR_PCT
---------------	-------------------------------------------------------------------------------------------------------------------------

Simple Statistics						
Variable	N	Mean	Std Dev	Sum	Minimum	Maximum
TOT_UNITS	3441	8.80442	11.44973	30296	1.00000	162.00000
KID_PCT	3441	0.02579	0.11638	88.74929	0	0.92308
OTHER_PCT	3441	0.17037	0.19939	586.23241	0	0.92857
_avg_TB_TRANS	3441	49.60012	29.55999	170674	1.00000	80.00000
MealDeal_PCT	3441	0.22985	0.25765	790.90065	0	1.00000
FRSTY_PCT	3441	0.05425	0.12339	186.68648	0	1.00000
HH_INCOME	3441	65159	9439	224213620	45019	79990
SALAD_PCT	3441	0.03122	0.09844	107.42417	0	0.87500
DYPT_PCT_AF	3441	0.22416	0.34523	771.34862	0	1.00000
CHICKN_PCT	3441	0.10751	0.16998	369.94837	0	1.00000
HAMBRGR_PCT	3441	0.37504	0.25903	1291	0	1.00000

Pearson Correlation Coefficients, N = 3441 Prob > r under H0: Rho=0

	TOT_UNITS	KID_PCT	OTHER_PCT	_avg_TB_TRANS	MealDeal_PCT	FRSTY_PCT	HH_INCOME	SALAD_PCT	DYPT_PCT_AF	CHICKN_PCT	HAMBRGR_PCT
TOT_UNITS	1.00000	0.16375 <.0001	0.00669 0.6947	-0.60165 <.0001	0.15752 <.0001	0.01962 0.2500	-0.46221 <.0001	0.03745 0.0281	-0.02085 0.2215	0.18981 <.0001	
KID_PCT	0.16375 <.0001	1.00000	-0.10367 <.0001	-0.01925 0.2589	-0.09821 <.0001	-0.04315 0.0114	-0.41447 <.0001	-0.02883 0.0908	-0.02258 0.1855	-0.06910 <.0001	
OTHER_PCT	0.00669 0.6947	-0.10367 <.0001	1.00000	0.08799 <.0001	-0.37483 <.0001	-0.08072 <.0001	0.04711 0.0057	-0.04325 0.0112	0.00858 0.6150	-0.11456 <.0001	
_avg_TB_TRANS	-0.60165 <.0001	-0.01925 0.2589	0.08799 <.0001	1.00000	-0.22193 <.0001	0.01120 0.5115	0.23248 <.0001	-0.09448 0.0001	-0.02684 0.1155	-0.22842 <.0001	
MealDeal_PCT	0.15752 <.0001	-0.09821 <.0001	-0.37483 <.0001	-0.22193 <.0001	1.00000	-0.12329 <.0001	-0.01417 0.4061	-0.14827 <.0001	-0.00571 0.7379	-0.19388 <.0001	
FRSTY_PCT	0.01962 0.2500	-0.04315 0.0114	-0.08072 <.0001	0.01120 0.5115	-0.12329 <.0001	1.00000	0.02732 0.1090	-0.05240 0.0021	-0.00668 0.6954	-0.10342 <.0001	
HH_INCOME	-0.46221 <.0001	-0.41447 <.0001	0.04711 0.0057	0.23248 <.0001	-0.01417 0.4061	0.02732 0.1090	1.00000	-0.00191 0.9107	0.01163 0.4952	-0.04919 0.0039	
SALAD_PCT	0.03745 0.0281	-0.02883 0.0908	-0.04325 0.0112	-0.09448 <.0001	-0.14827 <.0001	-0.05240 0.0021	-0.00191 0.9107	1.00000	-0.04096 0.0163	-0.04060 0.0172	
DYPT_PCT_AF	-0.02085 0.2215	-0.02258 0.1855	0.00858 0.6150	-0.02684 0.1155	-0.00571 0.7379	-0.00668 0.6954	0.01163 0.4952	-0.04096 0.0163	1.00000	-0.02196 0.1977	
CHICKN_PCT	0.18981 <.0001	-0.06910 <.0001	-0.11456 <.0001	-0.22842 <.0001	-0.19388 <.0001	-0.10342 <.0001	-0.04919 0.0039	-0.04060 0.0172	-0.02196 0.1977	1.00000	
HAMBRGR_PCT	-0.39151 <.0001	-0.19359 <.0001	-0.21808 <.0001	0.34948 <.0001	-0.41375 <.0001	-0.18359 <.0001	0.18993 <.0001	-0.13670 <.0001	0.03804 0.0256	-0.27858 <.0001	

wendys Predictors - Multicollinearity Investigation of VIF and Tol

The REG Procedure
Model: MODEL1
Dependent Variable: TOT_SALES

Number of Observations Read	3441
Number of Observations Used	3441

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	10	3220148	322015	2046.82	<.0001
Error	3430	539622	157.32422		
Corrected Total	3440	3759771			

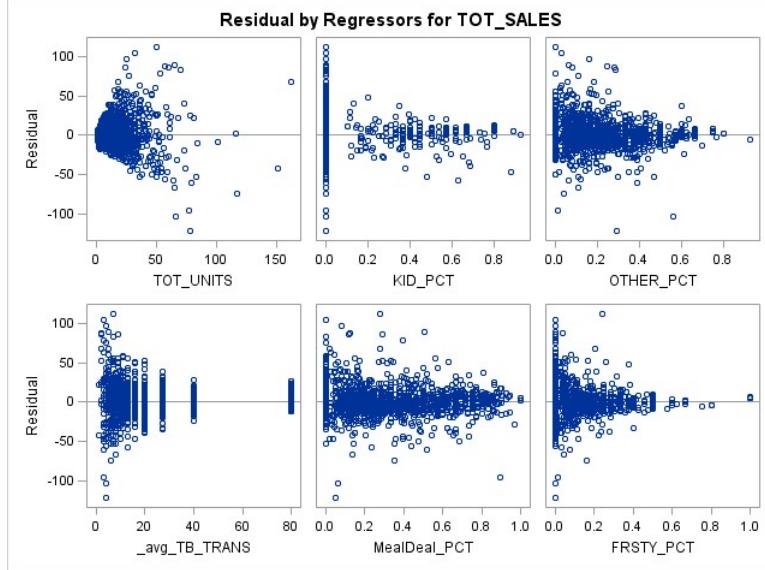
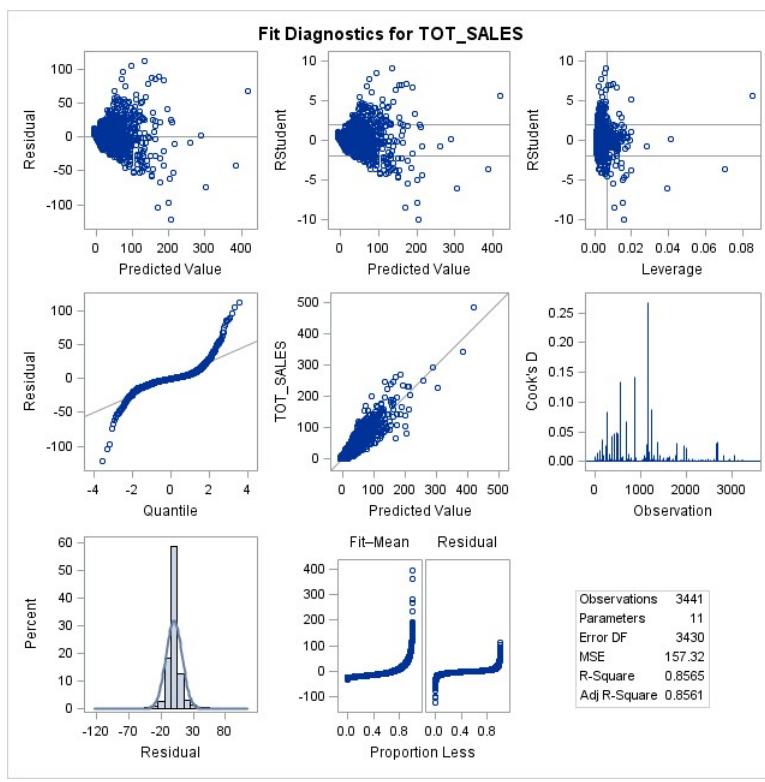
Root MSE	12.54290	R-Square	0.8565
Dependent Mean	23.24695	Adj R-Sq	0.8561
Coeff Var	53.95502		

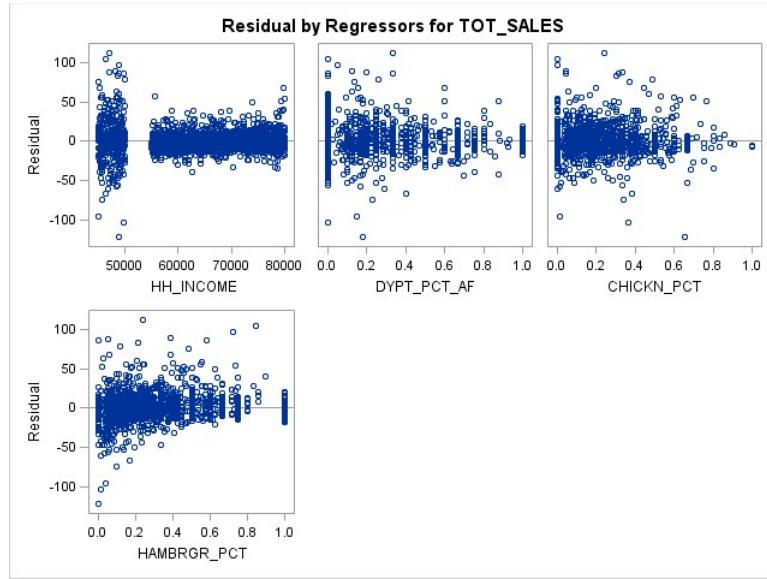
Parameter Estimates							
Variable	DF	Parameter Estimate	Standard Error	t Value	Pr > t	Tolerance	Variance Inflation
Intercept	1	26.89601	2.78964	9.64	<.0001	.	0
TOT_UNITS	1	2.52544	0.02638	95.75	<.0001	0.50146	1.99416
KID_PCT	1	-36.84309	2.83759	-12.98	<.0001	0.41936	2.38458
OTHER_PCT	1	-21.23307	2.27690	-9.33	<.0001	0.22189	4.50679
_avg_TB_TRANS	1	-0.09259	0.00948	-9.77	<.0001	0.58257	1.71653
MealDeal_PCT	1	-14.93750	2.10197	-7.11	<.0001	0.15592	6.41335
FRSTY_PCT	1	-17.37016	2.61962	-6.63	<.0001	0.43773	2.28451
HH_INCOME	1	-0.00014325	0.00002776	-5.16	<.0001	0.66617	1.50111
DYPT_PCT_AF	1	-1.39114	0.62137	-2.24	0.0252	0.99386	1.00617
CHICKN_PCT	1	-5.86188	2.34964	-2.49	0.0126	0.28670	3.48796
HAMBGR_PCT	1	-5.52541	2.14396	-2.58	0.0100	0.14829	6.74357

Number	Eigenvalue	Condition Index	Proportion of Variation									
			Intercept	TOT_UNITS	KID_PCT	OTHER_PCT	_avg_TB_TRANS	MealDeal_PCT	FRSTY_PCT	HH_INCOME	DYPT_PCT_AF	CHICKN_PCT
1	5.51345	1.00000	0.00018985	0.00413	0.00057527	0.00188		0.00376	0.00120	0.00219	0.00043382	0.00871
2	1.09653	2.24234	7.453068E-9	0.07995	0.16407	0.00266		0.00878	0.00184	0.00111	0.00006830	0.00321
3	0.92194	2.44546	3.454418E-7	0.02891	0.19438	0.00060279		0.00998	0.00523	0.01627	5.656688E-7	0.00023352
4	0.87089	2.51611	0.00000278	0.00696	0.01435	0.00313		0.00182	0.00050990	0.36057	0.00000576	0.00625
5	0.79675	2.63058	0.00000389	0.00011735	0.00143	0.03093		0.00002191	0.05626	0.01207	0.00001355	0.02423
6	0.66092	2.88827	0.00010393	0.00066538	0.00020665	0.00182		0.00651	0.00526	0.00247	0.00026967	0.92977
7	0.63932	2.93666	0.00001120	0.05721	0.01146	0.09946		0.00674	0.00070324	0.00520	0.00006037	0.00813
8	0.37400	3.83952	0.00000164	0.25735	0.01836	0.02420		0.01494	0.03283	0.00273	0.00003662	0.00340
9	0.10425	7.27241	0.00250	0.35560	0.05092	0.02994		0.93204	0.00855	0.01498	0.01075	0.01498
10	0.01757	17.71266	0.00832	0.04596	0.13402	0.49500		0.00283	0.53621	0.36111	0.41836	0.00020574
11	0.00439	35.44806	0.98886	0.16315	0.41023	0.31038		0.01257	0.35140	0.22130	0.57000	0.00088861

wendys Predictors - Multicollinearity Investigation of VIF and Tol

The REG Procedure
Model: MODEL1
Dependent Variable: TOT_SALES





wendys Predictors - Multicollinearity Investigation of VIF and Tol

The REG Procedure
 Model: MODEL1
 Dependent Variable: TOT_SALES

Number of Observations Read	3441
Number of Observations Used	3441

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	10	3220148	322015	2046.82	<.0001
Error	3430	539622	157.32422		
Corrected Total	3440	3759771			

Root MSE	12.54290	R-Square	0.8565
Dependent Mean	23.24695	Adj R-Sq	0.8561
Coeff Var	53.95502		

Parameter Estimates					
Variable	DF	Parameter Estimate	Standard Error	t Value	Pr > t
Intercept	1	26.89601	2.78964	9.64	<.0001
TOT_UNITS	1	2.52544	0.02638	95.75	<.0001
KID_PCT	1	-36.84309	2.83759	-12.98	<.0001
OTHER_PCT	1	-21.23307	2.27690	-9.33	<.0001
_avg_TB_TRANS	1	-0.09259	0.00948	-9.77	<.0001
MealDeal_PCT	1	-14.93750	2.10197	-7.11	<.0001
FRSTY_PCT	1	-17.37016	2.61962	-6.63	<.0001
HH_INCOME	1	-0.00014325	0.00002776	-5.16	<.0001
DYPT_PCT_AF	1	-1.39114	0.62137	-2.24	0.0252
CHICKN_PCT	1	-5.86188	2.34964	-2.49	0.0126
HAMBRGR_PCT	1	-5.52541	2.14396	-2.58	0.0100

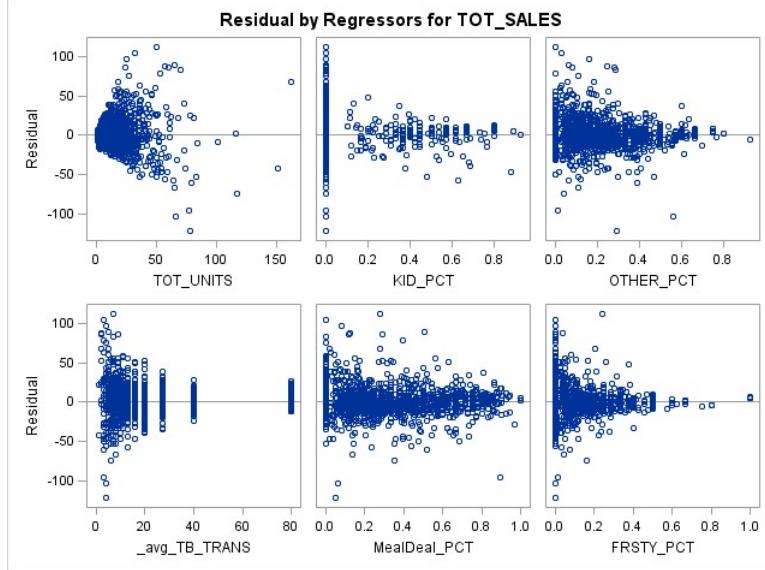
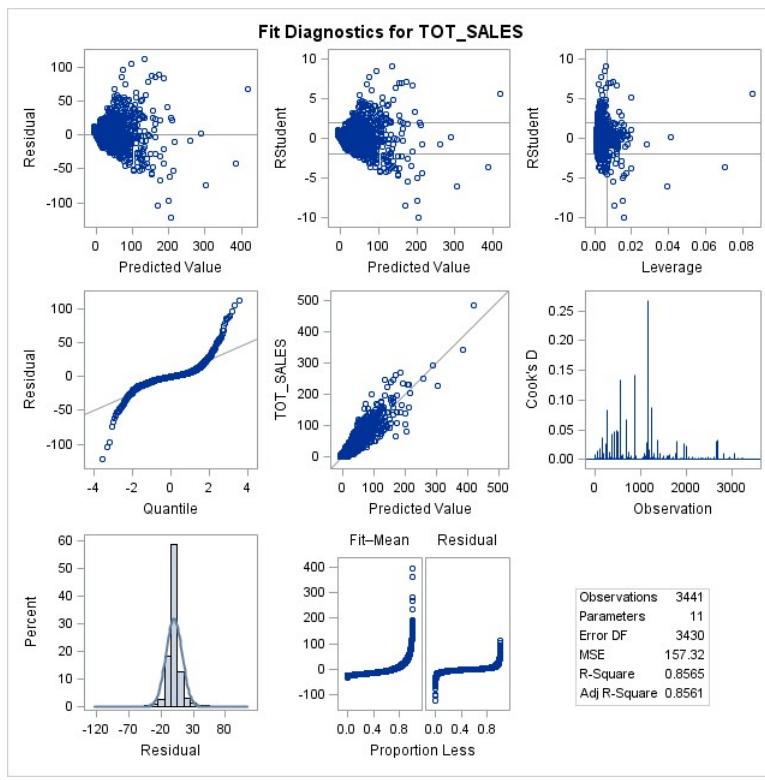
wendys Predictors - Multicollinearity Investigation of VIF and Tol

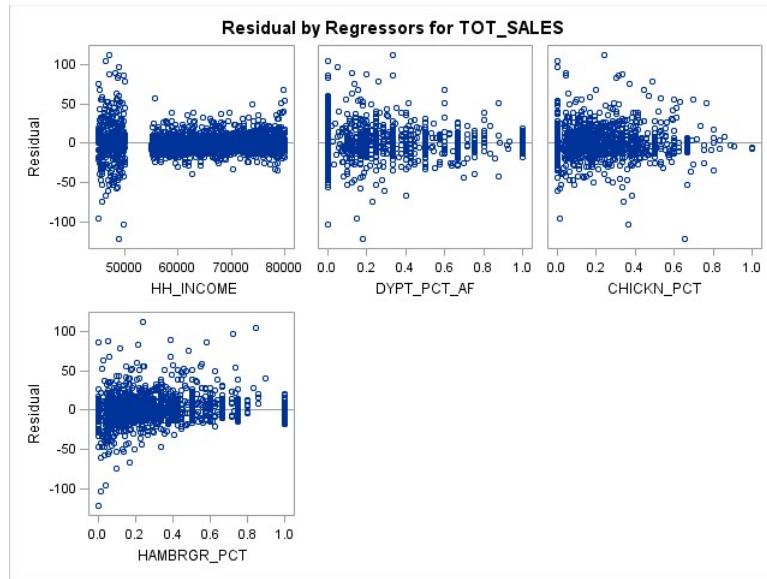
The REG Procedure
Model: MODEL1
Dependent Variable: TOT_SALES

Test of First and Second Moment Specification		
DF	Chi-Square	Pr > ChiSq
65	340.35	<.0001

wendys Predictors - Multicollinearity Investigation of VIF and Tol

The REG Procedure
Model: MODEL1
Dependent Variable: TOT_SALES





wendys Predictors - Multicollinearity Investigation of VIF and Tol

The REG Procedure
 Model: MODEL1
 Dependent Variable: TOT_SALES

Number of Observations Read	3388
Number of Observations Used	3388

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	10	3200213	320021	2037.28	<.0001
Error	3377	530467	157.08229		
Corrected Total	3387	3730680			

Root MSE	12.53325	R-Square	0.8578
Dependent Mean	23.61061	Adj R-Sq	0.8574
Coeff Var	53.08312		

Parameter Estimates					
Variable	DF	Parameter Estimate	Standard Error	t Value	Pr > t
Intercept	1	27.27706	2.79619	9.76	<.0001
TOT_UNITS	1	2.51399	0.02643	95.13	<.0001
KID_PCT	1	-36.26822	2.83799	-12.78	<.0001
OTHER_PCT	1	-21.13710	2.27534	-9.29	<.0001
_avg_TB_TRANS	1	-0.10437	0.00961	-10.86	<.0001
MealDeal_PCT	1	-14.84312	2.10070	-7.07	<.0001
FRSTY_PCT	1	-17.43772	2.67805	-6.51	<.0001
HH_INCOME	1	-0.00014916	0.00002792	-5.34	<.0001
DYPT_PCT_AF	1	-1.48052	0.62735	-2.36	0.0183
CHICKN_PCT	1	-5.82615	2.35098	-2.48	0.0133
HAMBRGR_PCT	1	-3.28058	2.16289	-1.52	0.1294

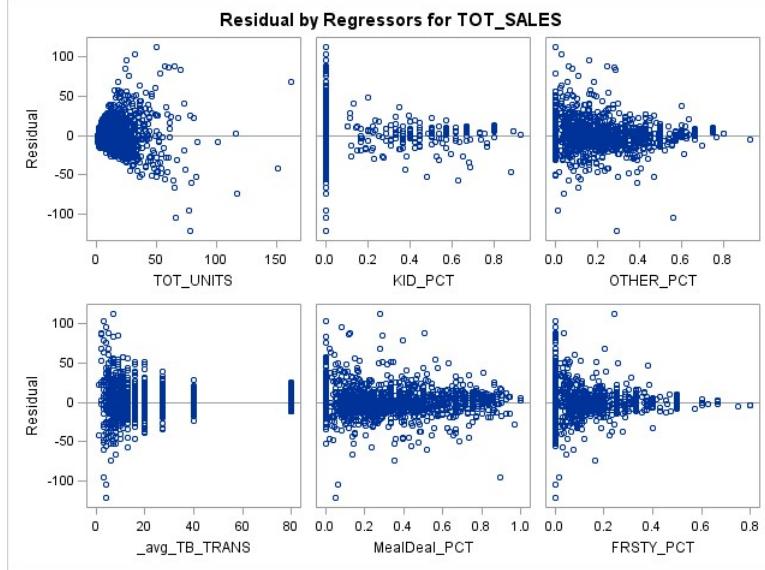
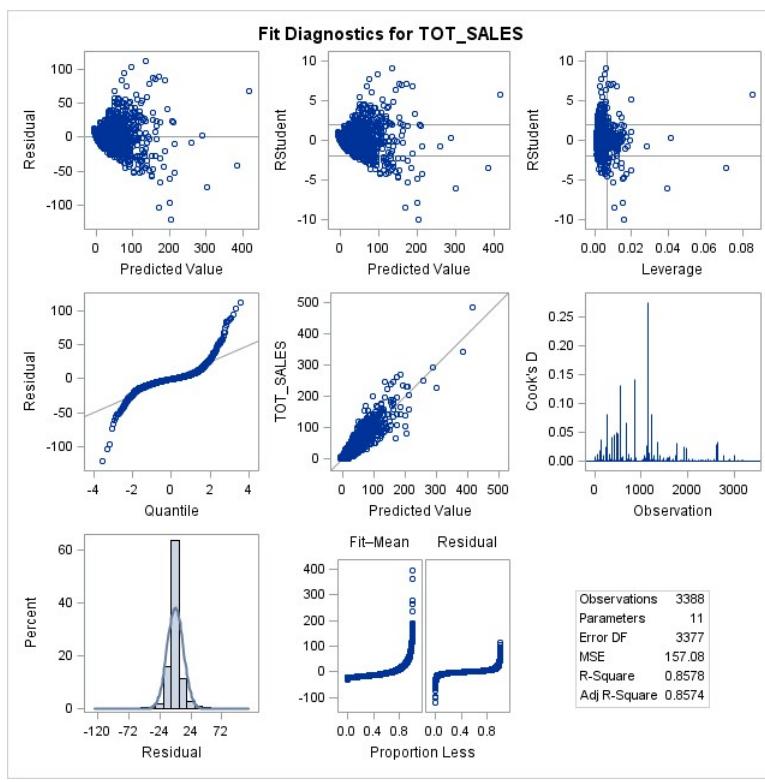
wendys Predictors - Multicollinearity Investigation of VIF and Tol

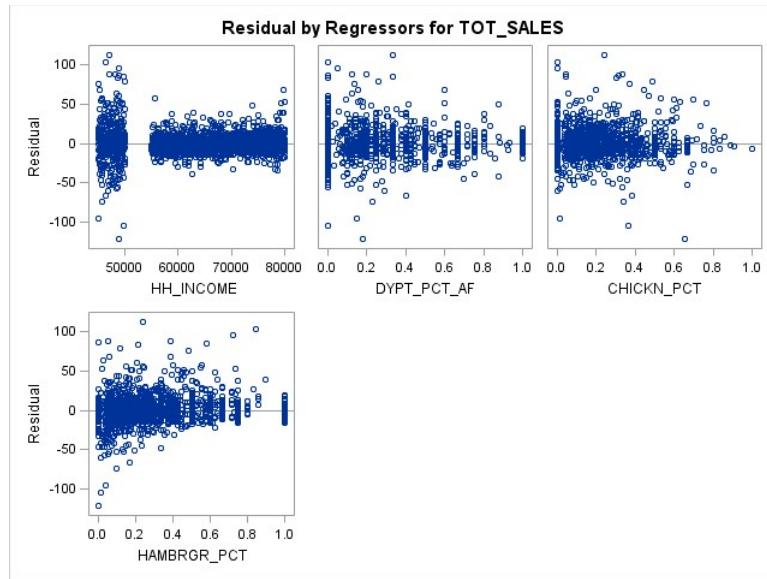
The REG Procedure
Model: MODEL1
Dependent Variable: TOT_SALES

Test of First and Second Moment Specification		
DF	Chi-Square	Pr > ChiSq
65	337.74	<.0001

wendys Predictors - Multicollinearity Investigation of VIF and Tol

The REG Procedure
Model: MODEL1
Dependent Variable: TOT_SALES





wendys Predictors - Multicollinearity Investigation of VIF and Tol**The MODEL Procedure**

Model Summary	
Model Variables	1
Parameters	11
Equations	1
Number of Statements	1

Model Variables	log_sales
Parameters	b0 b1 b2 b3 b4 b5 b6 b7 b9 b10 b11
Equations	log_sales

wendys Predictors - Multicollinearity Investigationof VIF and Tol**The MODEL Procedure**

Model Summary	
Model Variables	1
Parameters	11
Equations	1
Number of Statements	1

Model Variables	log_sales
Parameters	b0 b1 b2 b3 b4 b5 b6 b7 b9 b10 b11
Equations	log_sales

wendys Predictors - Multicollinearity Investigation of VIF and Tol

The MODEL Procedure

Model Summary	
Model Variables	1
Parameters	11
Equations	1
Number of Statements	1

Model Variables	log_sales
Parameters	b0 b1 b2 b3 b4 b5 b6 b7 b9 b10 b11
Equations	log_sales

The Equation to Estimate Is

log_sales = F(b0(1), b1(TOT_UNITS), b2(KID_PCT), b3(OTHER_PCT), b4(_avg_TB_TRANS), b5(MealDeal_PCT), b6(FRSTY_PCT), b7(HH_INCOME), b9(DYPT_PCT_AF), b10(CHICKN_PCT), b11(HAMBRGR_PCT))

NOTE: At OLS Iteration 1 CONVERGE=0.001 Criteria Met.

wendys Predictors - Multicollinearity Investigation of VIF and Tol

The MODEL Procedure
OLS Estimation Summary

Data Set Options	
DATA=	PROJECT.WENDY

Minimization Summary	
Parameters Estimated	11
Method	Gauss
Iterations	1

Final Convergence Criteria	
R	0
PPC	8.78E-12
RPC(b0)	36447.21
Object	0.97986
Trace(S)	0.394139
Objective Value	0.392859

Observations Processed	
Read	3388
Solved	3388

wendys Predictors - Multicollinearity Investigation of VIF and Tol

The MODEL Procedure

Nonlinear OLS Summary of Residual Errors							
Equation	DF Model	DF Error	SSE	MSE	Root MSE	R-Square	Adj R-Sq
log_sales	11	3377	1331.0	0.3941	0.6278	0.7249	0.7241

Nonlinear OLS Parameter Estimates					
Parameter	Estimate	Approx Std Err	t Value	Approx Pr > t	
b0	3.681268	0.1401	26.28	<.0001	
b1	0.04028	0.00132	30.43	<.0001	
b2	-0.20582	0.1422	-1.45	0.1478	
b3	-0.93882	0.1140	-8.24	<.0001	
b4	-0.01872	0.000481	-38.90	<.0001	
b5	-0.35716	0.1052	-3.39	0.0007	
b6	-0.68039	0.1341	-5.07	<.0001	
b7	-8.53E-7	1.399E-6	-0.61	0.5421	
b9	-0.11332	0.0314	-3.61	0.0003	
b10	0.186293	0.1178	1.58	0.1138	
b11	-0.80544	0.1083	-7.43	<.0001	

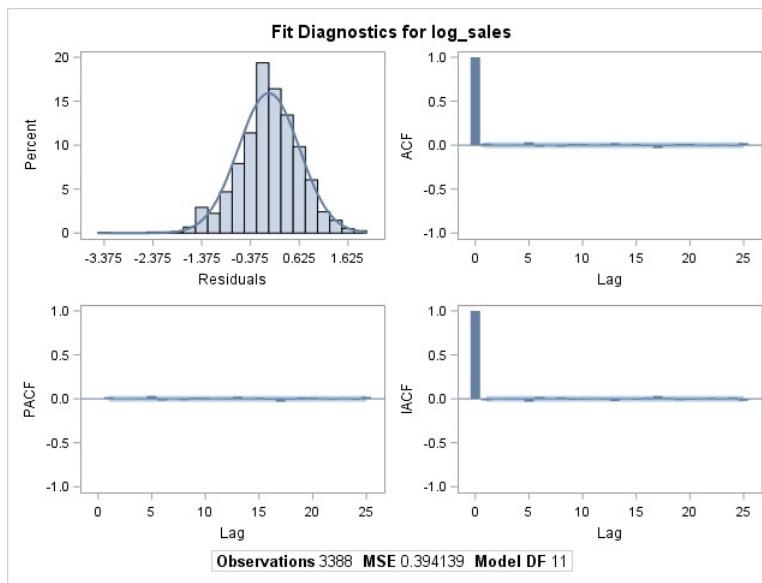
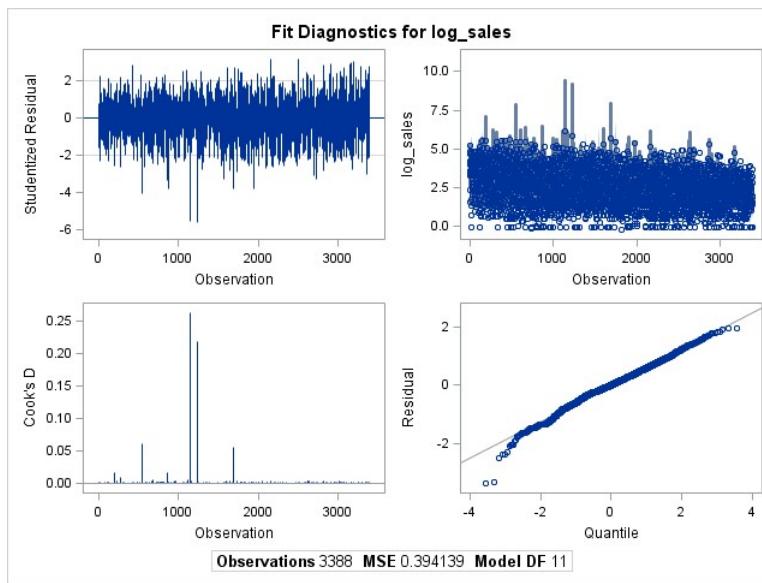
Number of Observations		Statistics for System	
Used	3388	Objective	0.3929
Missing	0	Objective*N	1331

Heteroscedasticity Test

Equation	Test	Statistic	DF	Pr > ChiSq	Variables
log_sales	White's Test	1192	65	<.0001	Cross of all vars
	Breusch-Pagan	461.8	10	<.0001	1, TOT_UNITS, KID_PCT, OTHER_PCT, _avg_TB_TRANS, MealDeal_PCT, FRSTY_PCT, HH_INCOME, DYPT_PCT_AF, CHICKN_PCT, HAMBGR_PCT

wendys Predictors - Multicollinearity Investigation of VIF and Tol

The MODEL Procedure



wendys Predictors - Multicollinearity Investigation of VIF and Tol

The REG Procedure
Model: MODEL1
Dependent Variable: TOT_SALES

Number of Observations Read	3388
Number of Observations Used	3388

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	10	3200213	320021	2037.28	<.0001
Error	3377	530467	157.08229		
Corrected Total	3387	3730680			

Root MSE	12.53325	R-Square	0.8578
Dependent Mean	23.61061	Adj R-Sq	0.8574
Coeff Var	53.08312		

Parameter Estimates					
Variable	DF	Parameter Estimate	Standard Error	t Value	Pr > t
Intercept	1	27.27706	2.79619	9.76	<.0001
TOT_UNITS	1	2.51399	0.02643	95.13	<.0001
KID_PCT	1	-36.26822	2.83799	-12.78	<.0001
OTHER_PCT	1	-21.13710	2.27534	-9.29	<.0001
_avg_TB_TRANS	1	-0.10437	0.00961	-10.86	<.0001
MealDeal_PCT	1	-14.84312	2.10070	-7.07	<.0001
FRSTY_PCT	1	-17.43772	2.67805	-6.51	<.0001
HH_INCOME	1	-0.00014916	0.00002792	-5.34	<.0001
DYPT_PCT_AF	1	-1.48052	0.62735	-2.36	0.0183
CHICKN_PCT	1	-5.82615	2.35098	-2.48	0.0133
HAMBRGR_PCT	1	-3.28058	2.16289	-1.52	0.1294

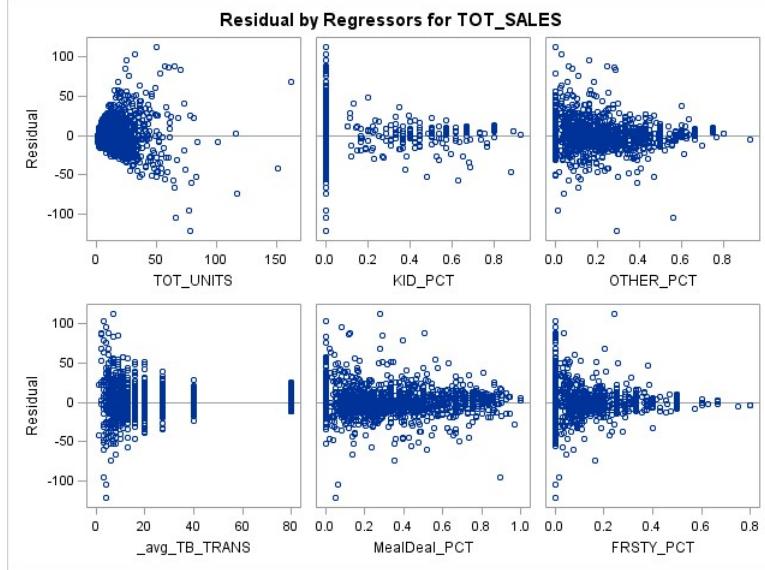
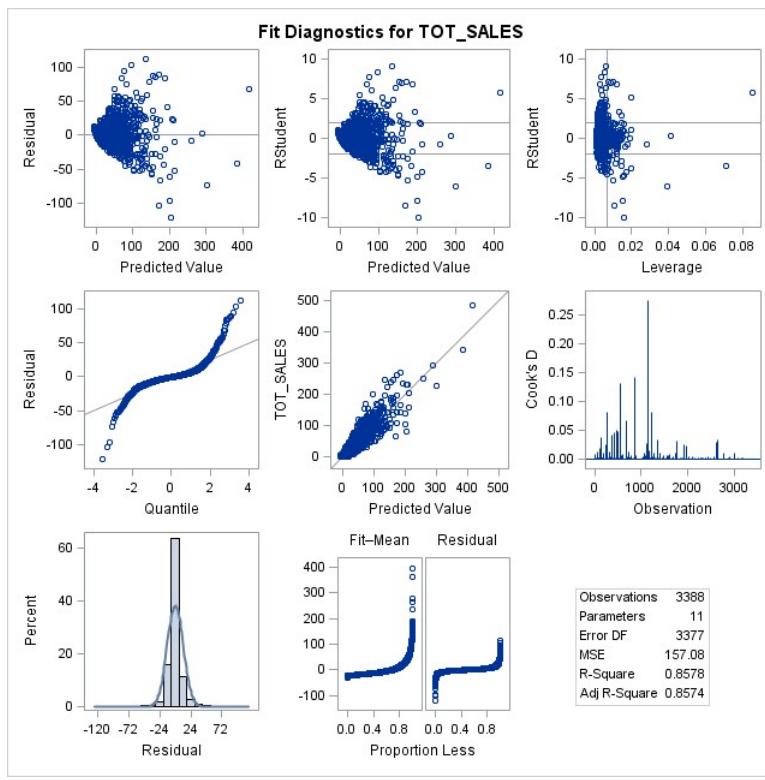
wendys Predictors - Multicollinearity Investigation of VIF and Tol

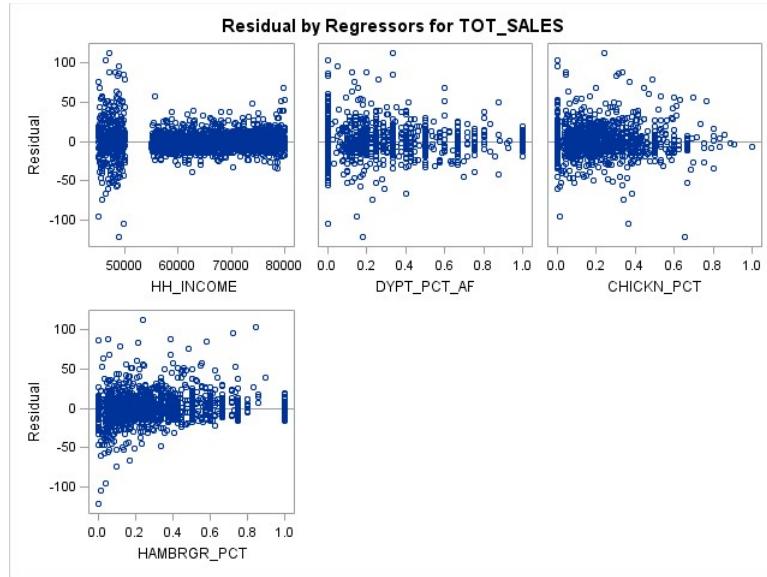
The REG Procedure
Model: MODEL1
Dependent Variable: TOT_SALES

Test of First and Second Moment Specification		
DF	Chi-Square	Pr > ChiSq
65	337.74	<.0001

wendys Predictors - Multicollinearity Investigation of VIF and Tol

The REG Procedure
Model: MODEL1
Dependent Variable: TOT_SALES





wendys Predictors - Multicollinearity Investigation of VIF and Tol

The REG Procedure

Model: MODEL1

Dependent Variable: TOT_SALES

Number of Observations Read	3388
Number of Observations Used	3388

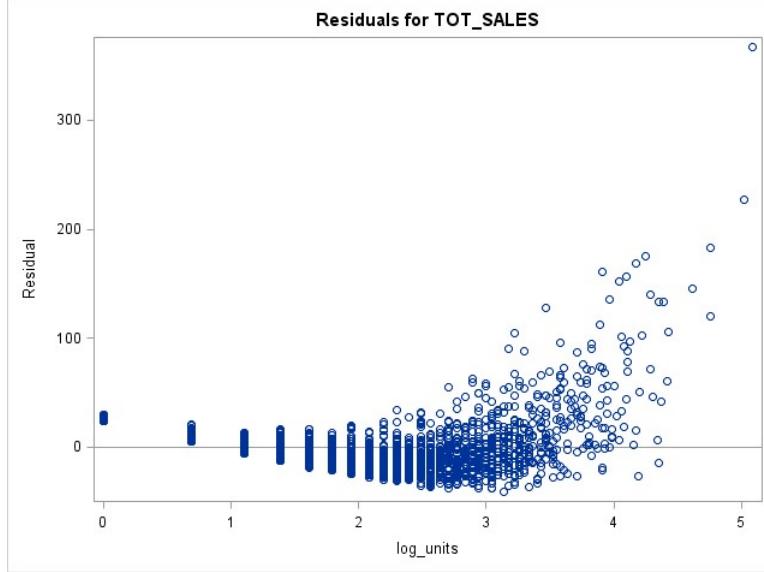
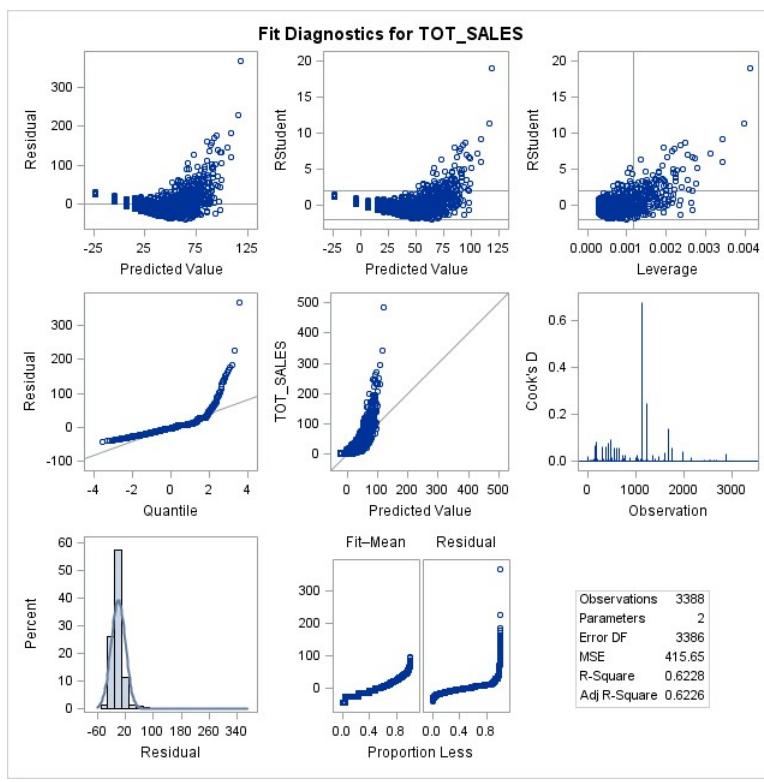
Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	1	2323301	2323301	5589.61	<.0001
Error	3386	1407379	415.64651		
Corrected Total	3387	3730680			

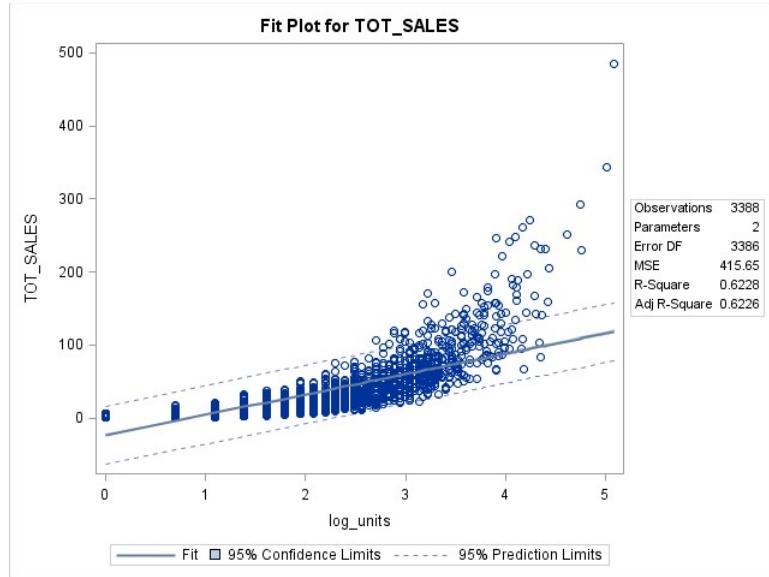
Root MSE	20.38741	R-Square	0.6228
Dependent Mean	23.61061	Adj R-Sq	0.6226
Coeff Var	86.34852		

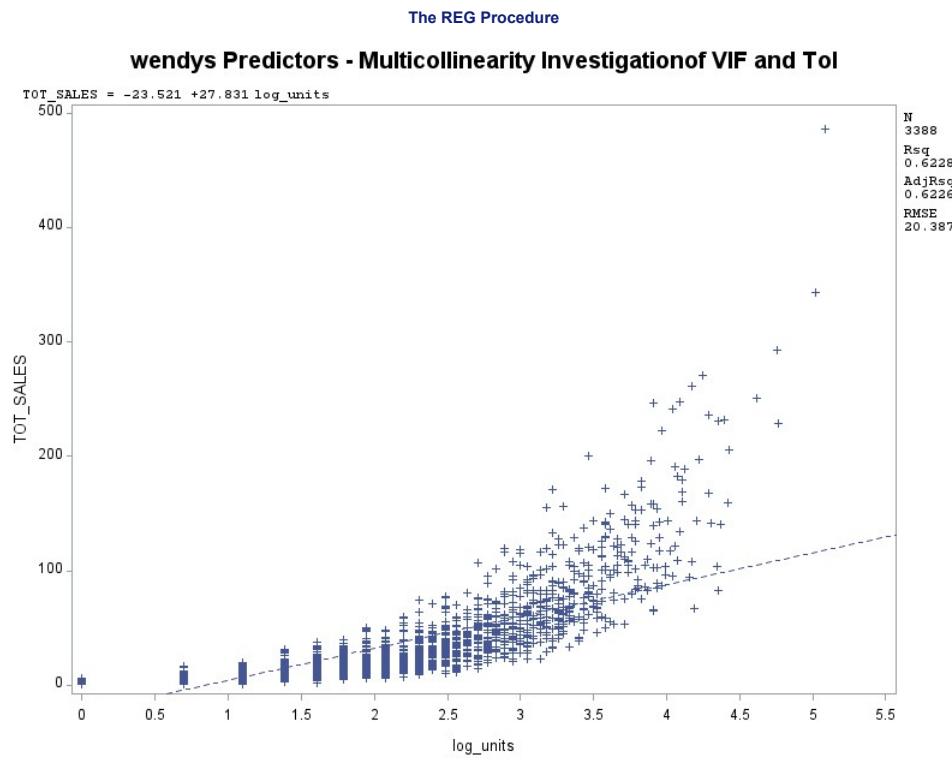
Parameter Estimates					
Variable	DF	Parameter Estimate	Standard Error	t Value	Pr > t
Intercept	1	-23.52091	0.72118	-32.61	<.0001
log_units	1	27.83055	0.37225	74.76	<.0001

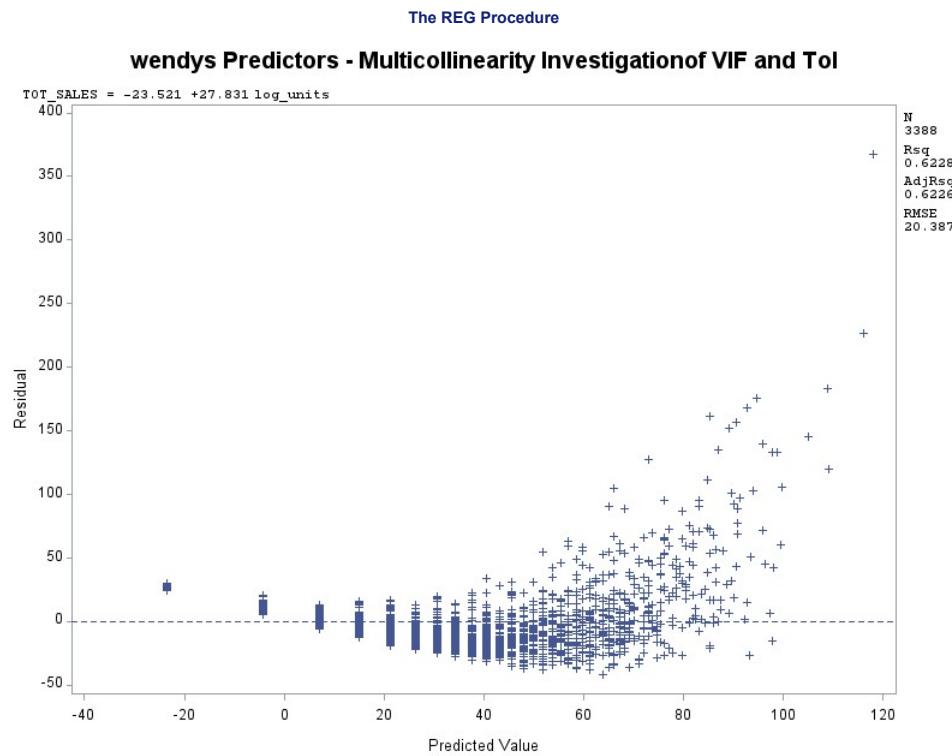
wendys Predictors - Multicollinearity Investigation of VIF and Tol

The REG Procedure
Model: MODEL1
Dependent Variable: TOT_SALES









wendys Predictors - Multicollinearity Investigation of VIF and Tol

The REG Procedure

Model: MODEL1

Dependent Variable: TOT_SALES

Number of Observations Read	3388
Number of Observations Used	3388

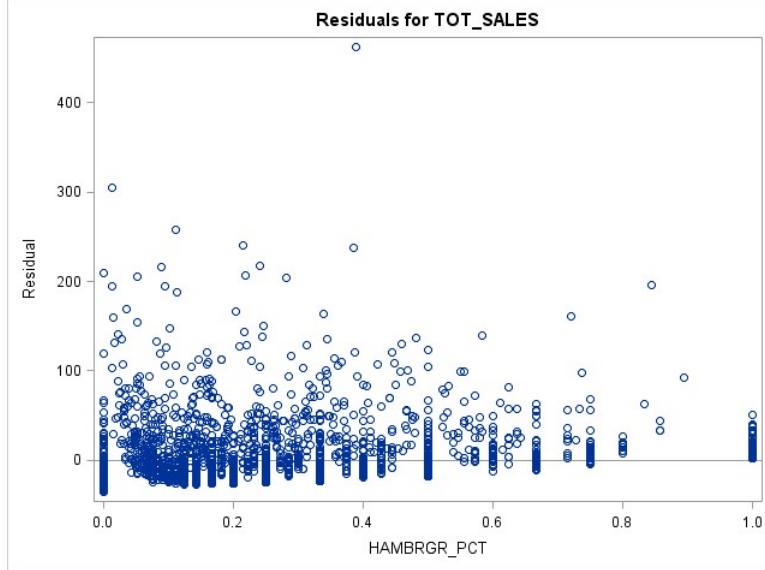
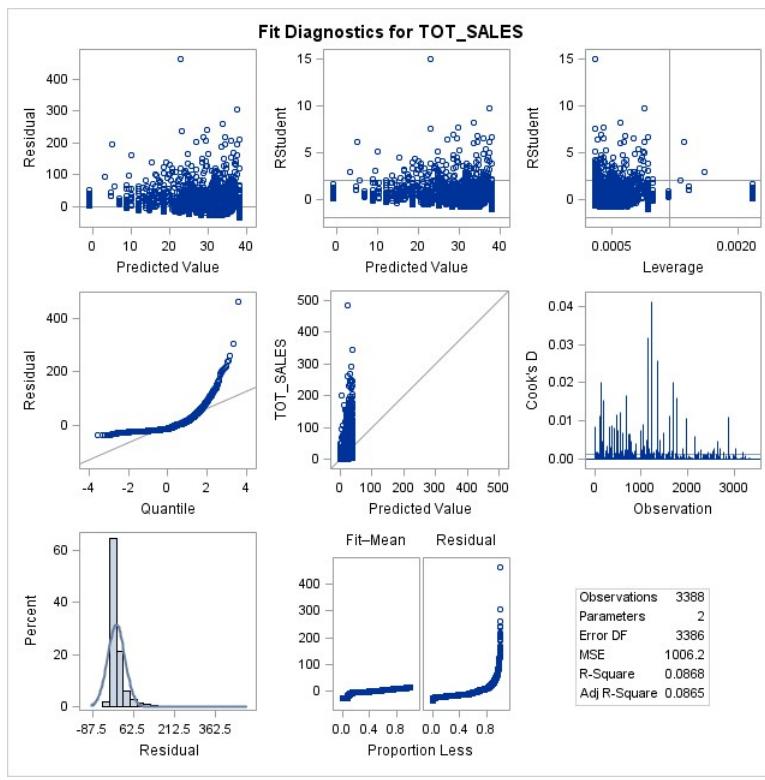
Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	1	323699	323699	321.71	<.0001
Error	3386	3406982	1006.19658		
Corrected Total	3387	3730680			

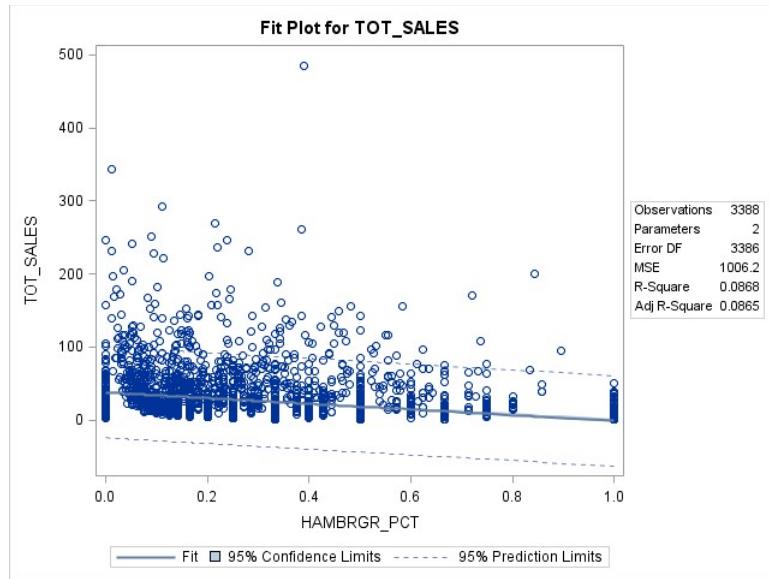
Root MSE	31.72060	R-Square	0.0868
Dependent Mean	23.61061	Adj R-Sq	0.0865
Coeff Var	134.34894		

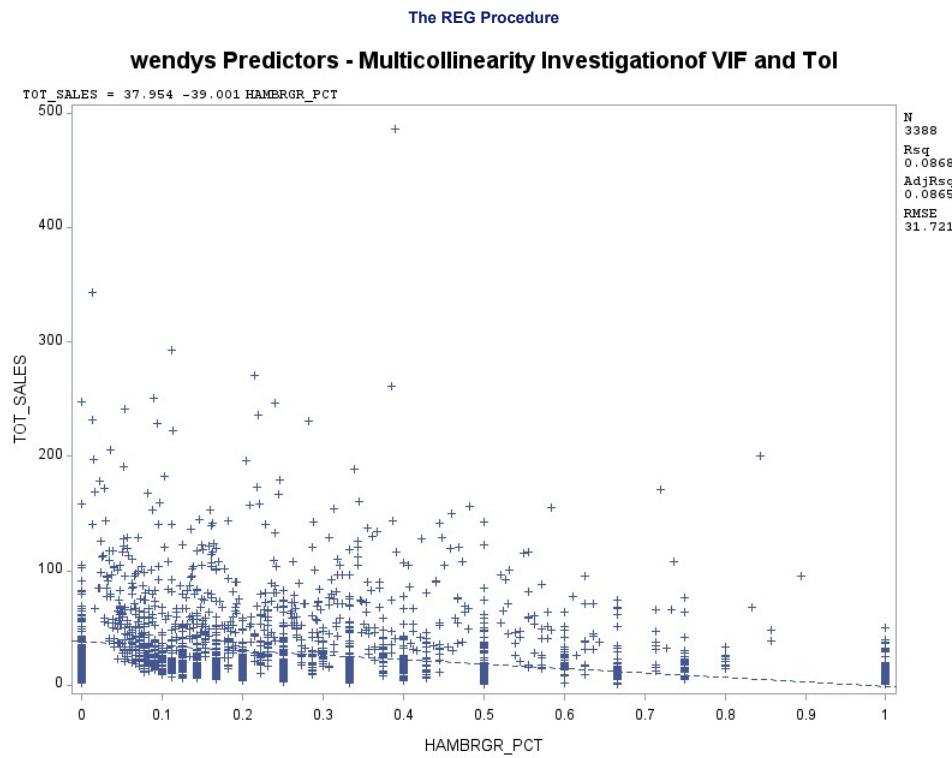
Parameter Estimates					
Variable	DF	Parameter Estimate	Standard Error	t Value	Pr > t
Intercept	1	37.95445	0.96775	39.22	<.0001
HAMBGRGR_PCT	1	-39.00144	2.17446	-17.94	<.0001

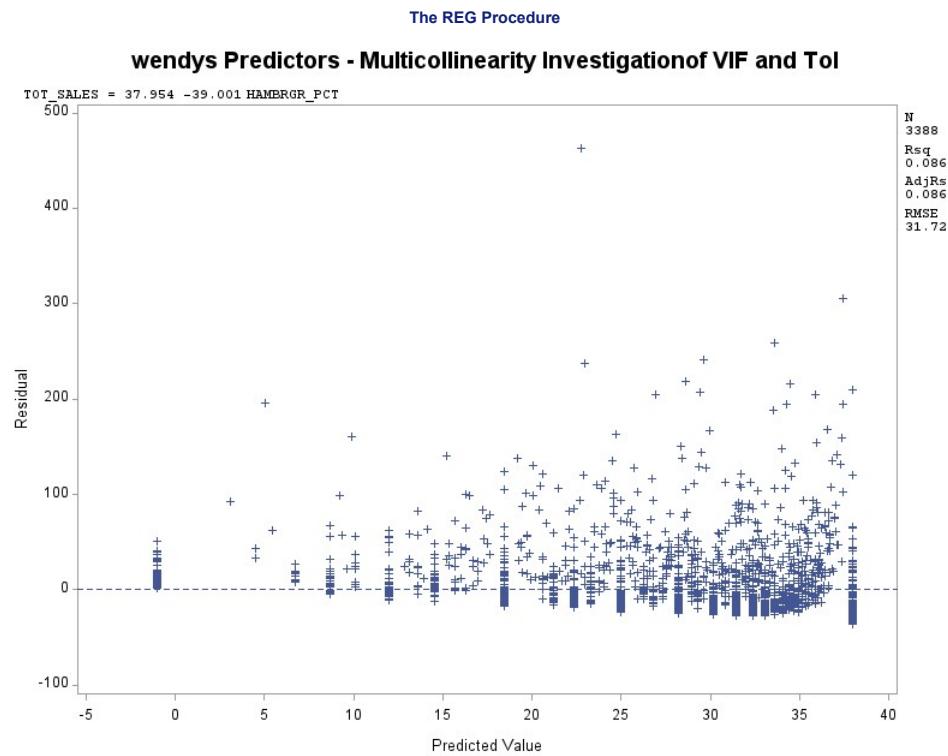
wendys Predictors - Multicollinearity Investigation of VIF and Tol

The REG Procedure
Model: MODEL1
Dependent Variable: TOT_SALES









wendys Predictors - Multicollinearity Investigation of VIF and Tol

The REG Procedure
Model: MODEL1
Dependent Variable: TOT_SALES

Number of Observations Read	3388
Number of Observations Used	3388

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	10	2711673	271167	898.65	<.0001
Error	3377	1019007	301.74910		
Corrected Total	3387	3730680			

Root MSE	17.37093	R-Square	0.7269
Dependent Mean	23.61061	Adj R-Sq	0.7260
Coeff Var	73.57255		

Parameter Estimates					
Variable	DF	Parameter Estimate	Standard Error	t Value	Pr > t
Intercept	1	398.92628	27.20603	14.66	<.0001
log_units	1	36.19375	0.67506	53.62	<.0001
KID_PCT	1	-65.99600	4.00074	-16.50	<.0001
OTHER_PCT	1	-27.48125	3.16545	-8.68	<.0001
_avg_TB_TRANS	1	0.15218	0.01749	8.70	<.0001
MealDeal_PCT	1	-16.51133	2.91361	-5.67	<.0001
FRSTY_PCT	1	-26.62152	3.72545	-7.15	<.0001
log_home	1	-39.62464	2.39415	-16.55	<.0001
DYPT_PCT_AF	1	-0.56938	0.87068	-0.65	0.5132
CHICKN_PCT	1	-12.82717	3.27055	-3.92	<.0001
HAMBGR_PCT	1	21.37759	3.06004	6.99	<.0001

wendys Predictors - Multicollinearity Investigation of VIF and Tol

The REG Procedure
Model: MODEL1
Dependent Variable: TOT_SALES

Test of First and Second Moment Specification		
DF	Chi-Square	Pr > ChiSq
65	276.01	<.0001

wendys Predictors - Multicollinearity Investigation of VIF and Tol

The REG Procedure
Model: MODEL1
Dependent Variable: TOT_SALES

