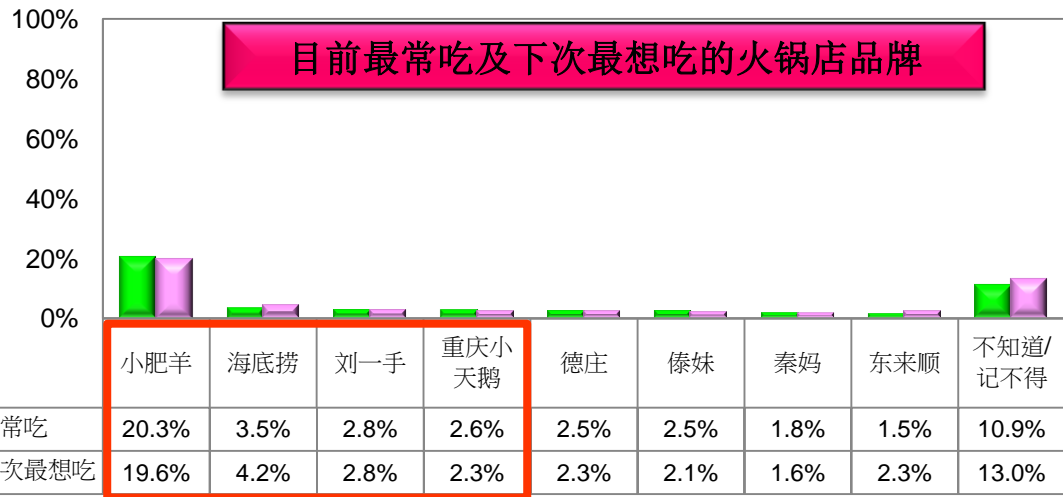


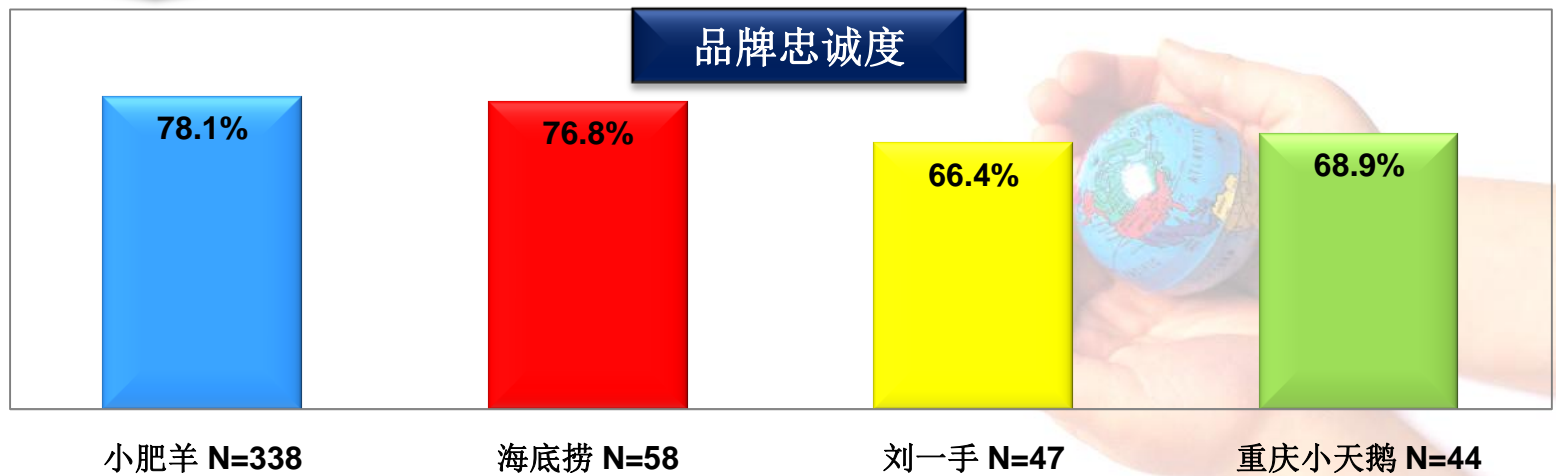
# 【小肥羊】火锅店的食用率/顾客品牌忠诚度最高

## 【海底捞】虽然食用率和【小肥羊】有一段差距，但也有高度的品牌忠诚



对于本次调查，我们通过积沙网 ([www.jisha.cn](http://www.jisha.cn)) 收集到了2,896份15-60岁的有效样本，分析发现：

- 无论是目前最常吃或是下次最想吃的火锅店品牌，【小肥羊】都明显领先。
- 品牌忠诚度相对较高的火锅店品牌是【小肥羊(78.1%)】及【海底捞(76.8%)】



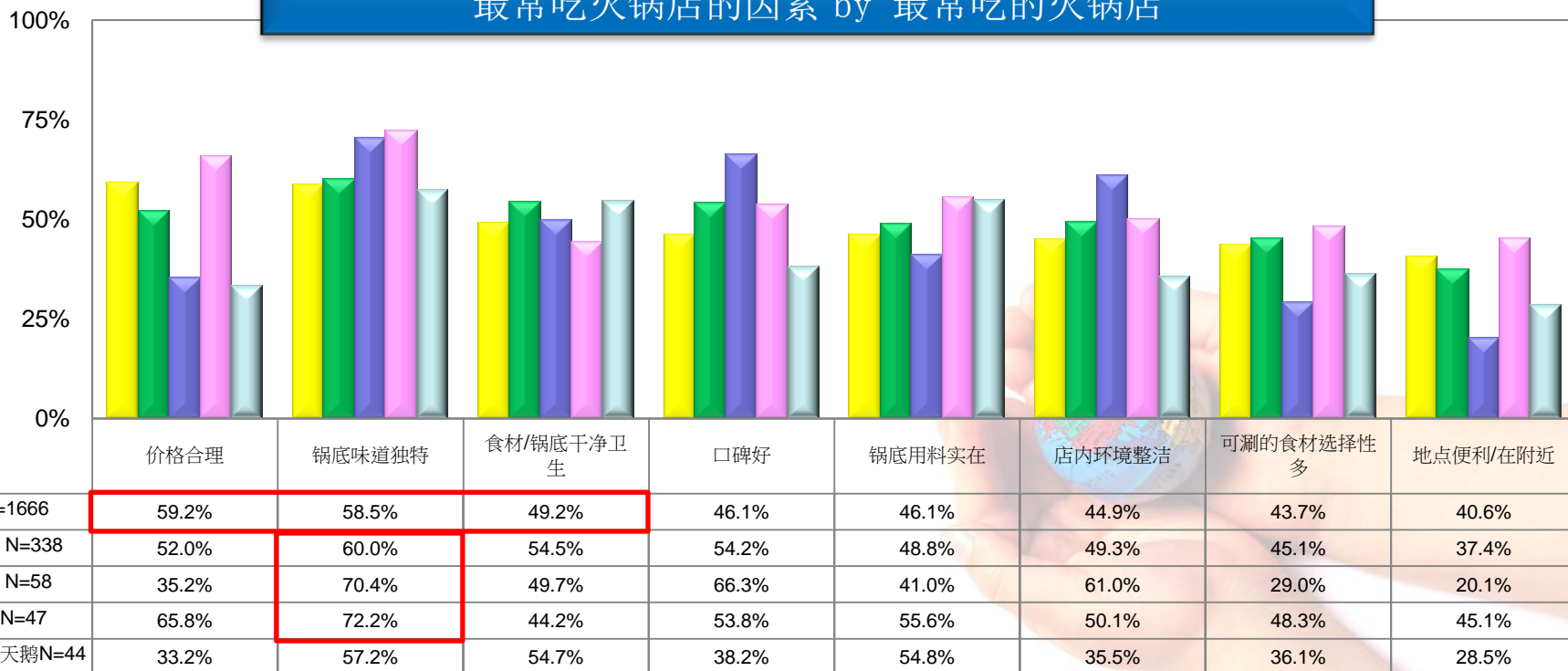
调查时间：2010/05/27-06/09 欢迎登陆<http://www.chinarp.cn> 欲知详细报告敬请联系 [service@chinarp.cn](mailto:service@chinarp.cn)



# 消费者最注重火锅店的【价格合理】及【锅底味道独特】

- 消费者选择火锅店最注重的依序是【价格合理】、【锅底味道独特】、【食材/锅底干净卫生】。
- 不同的火锅店，消费者的选择因素也不同。

最常吃火锅店的因素 by 最常吃的火锅店

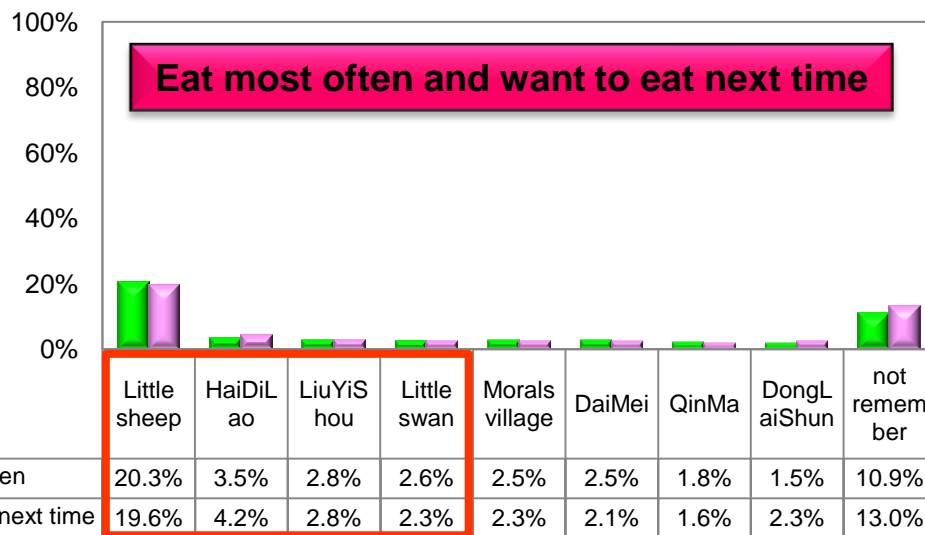


调查时间：2010/05/27-06/09 欢迎登陆<http://www.chinarp.cn> 欲知详细报告敬请联系 [service@chinarp.cn](mailto:service@chinarp.cn)



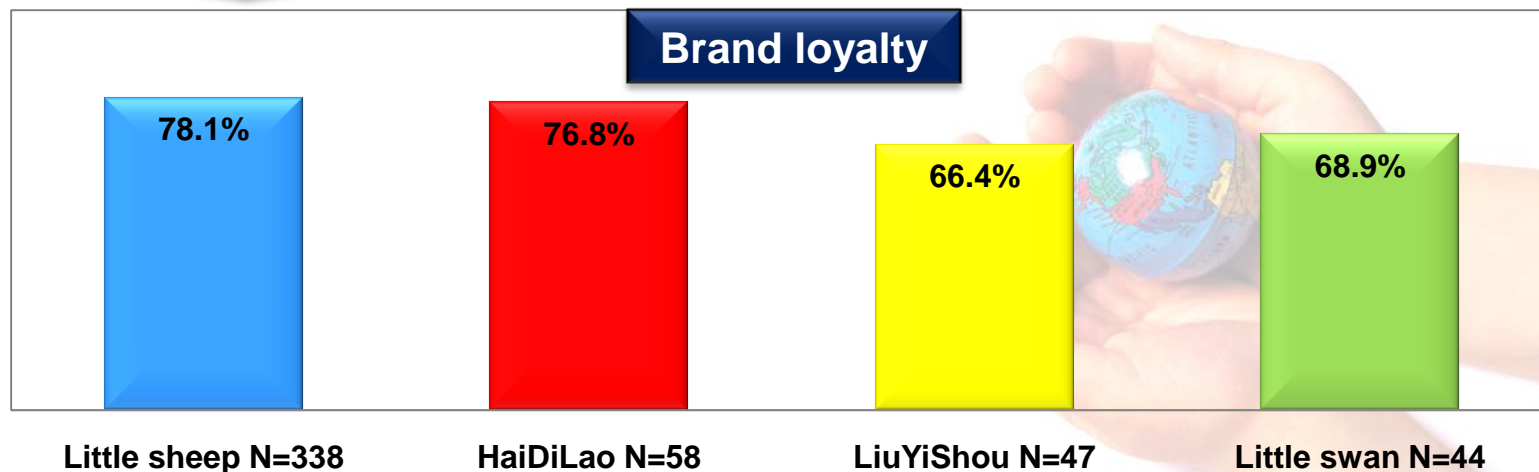
“Little sheep” is the leader brand.

“HanDiLao” ‘s brand loyalty is very high although not many consumers eat it most often.



From Jisha website([www.jisha.cn](http://www.jisha.cn)), this study collected 2,896 samples for those who aged 15-60 yrs olds. The results are:

- No matter for the eat most often brand or the brand want to eat next time, “Little sheep” is Top one.
- “Little sheep” & “HaiDiLao” have higher brand loyalty.

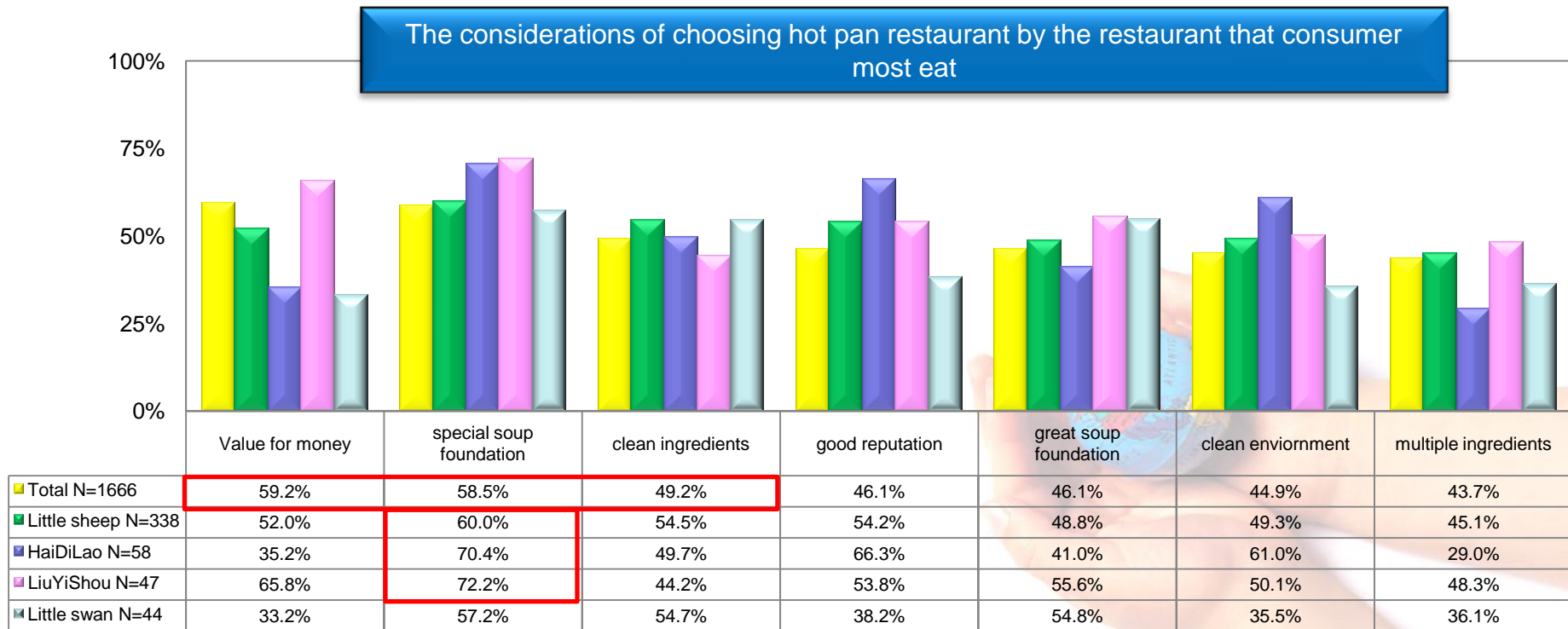


Survey period: 2010/05/27-06/09 <http://www.chinarp.cn> If requesting more detail, please contact with [service@chinarp.cn](mailto:service@chinarp.cn)



# “Value for money” and “special soup foundation” are the main reasons for choosing hot pan restaurant .

- “Value for money” and “special soup foundation” are the main reasons for choosing hot pan restaurant, followed by “clean ingredients”.
- Different restaurant, Different secondary considerations.



Survey period: 2010/05/27-06/09 <http://www.chinarp.cn> If requesting more detail, please contact with [service@chinarp.cn](mailto:service@chinarp.cn)

