

# QSR DRIVE-THRU STUDY



# THE BEST IN DRIVE THRU 2008

**Fast Track** *2+2*  
FOUNDING SPONSOR  
QSR DRIVE-THRU STUDY

## HISTORY OF AVERAGE SERVICE TIMES\*



AVERAGE SERVICE TIME IN SECONDS - 5 YEARS HISTORY & ANALYSIS																
2008 Rank	2007 Rank	2006 Rank	2005 Rank	2004 Rank	Chain	2008	2007	2006	2005	2004	2003	2002	2008 vs 2007	2008 vs 2006	2008 vs 2005	2008 vs 2004
1	1	2	1	1	Wendy's	131.08	138.5	135.09	135.65	124.69	116.22	127.21	-7.42	-4.01	-4.57	6.39
2	8	12	-	-	Bojangles	151.35	190.25	198.52	-	-	-	-	-38.9	-47.17	-	-
3	6	5	4	9	Burger King	153.06	179.91	165.95	166.11	173.19	160.52	173.37	-26.85	-12.89	-13.05	-20.13
4	3	3	3	3	Taco Bell	154.88	163.13	156.16	153.36	148.16	159.12	167.15	-8.25	-1.28	1.52	6.72
5	4	4	6	4	McDonald's	158.77	167.07	163.9	167.89	152.52	156.92	162.72	-8.3	-5.13	-9.12	6.25
6	2	1	2	2	Checkers	162.35	152.6	125.46	135.98	131.49	153.39	173.56	9.75	36.89	26.37	30.86
7	7	7	11	10	Arby's	162.86	190.13	180.29	185.08	174.08	173.39	176.54	-27.27	-17.43	-22.22	-11.22
8	10	11	7	5	Chick-fil-A	175.01	194.31	191.87	168.61	163.74	146.38	150.57	-19.3	-16.86	6.4	11.27
9	16	22	17	17	Church's	176.66	214.64	235.18	210.37	210.34	211.16	235.44	-37.98	-58.52	-33.71	-33.68
10	11	6	8	7	KFC	178.52	199.58	173.18	176.3	169.5	172.73	198.72	-21.06	5.34	2.22	9.02
11	5	10	9	11	Long John Silver's	180.06	177.93	188.49	177	183.29	198.34	193.44	2.13	-8.43	3.06	-3.23
12	21	19	20	21	Jack in the Box	188.11	229.5	228.57	228.85	223.05	200.03	223.17	-41.39	-40.46	-40.74	-34.94
13	12	21	16	19	Del Taco	188.7	200.38	232.64	209.26	213.31	208.88	185.32	-11.68	-43.94	-20.56	-24.61
14	19	18	13	18	Carl's Jr.	189.65	222.48	224.73	191.36	211.98	196.93	221.42	-32.83	-35.08	-1.71	-22.33
15	13	13	5	6	Rally's	190.7	206.12	205.5	167.04	169.13	182.84	182.67	-15.42	-14.8	23.66	21.57
16	18	23	15	22	El Pollo Loco	192.66	217.18	237.05	204.24	242.67	194.93	215.63	-24.52	-44.39	-11.58	-50.01
17	14	9	14	8	Krystal	193.77	208.43	195.9	199.19	171.92	149.57	170.78	-14.66	-2.13	-5.42	21.85
18	20	20	21	12	Popeyes	204.66	228.36	232.45	230.44	196.23	213.79	208.04	-23.7	-27.79	-25.78	8.43
19	25	25	23	23	Whataburger	205.47	276.97	304.66	240.98	244.17	243.79	268.15	-71.5	-99.19	-35.51	-38.7
20	15	16	19	13	Hardee's	205.77	213.71	219.4	228.5	196.93	209.16	182.69	-7.94	-13.63	-22.73	8.84
21	22	15	18	14	Dairy Queen	209.37	231.18	216.52	212.03	198.19	207.22	221.75	-21.81	-7.15	-2.66	11.18
22	17	14	10	16	A&W	213.5	214.89	209.35	183.67	208.12	202.71	204.89	-1.39	4.15	29.83	5.38
23	24	24	24	20	White Castle	214.29	243.71	241.37	249.05	219.67	239.91	240.23	-29.42	-27.08	-34.76	-5.38
24	23	17	22	24	Captain D's	243.74	235.32	220.32	239.5	245.93	239.15	243.93	8.42	23.42	4.24	-2.19
25	9	8	12	15	Culver's	267.92							267.92	267.92	267.92	267.92
-	9	8	12	15	Taco John's	-	192.48	185.63	185.87	199.61	193.21	208.53	-	-	-	-
<b>National Average</b>						<b>187.72</b>	<b>203.55</b>	<b>202.73</b>	<b>193.6</b>	<b>190.5</b>	<b>188.76</b>	<b>197.33</b>	<b>-15.83</b>	<b>-15.01</b>	<b>-5.88</b>	<b>-2.78</b>

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\*Source: QSR Drive-Thru Study produced by Insula Research