



Reaching McDonald's Best Customer Prospects

Presented by:
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KWHD TV53
LeSEA Broadcasting of Denver
October 31, 2008



McDonald's is the Fast Food Leader in Denver in Number of Frequent Customers

Report:	CROSSTAB REPORTS	THE MEDIA AUDIT
Market:	DENVER, CO for DEC'07-JAN 2008 / MAY-JUN 2008	
Bases:	ADULTS AGE 18+	
Primary Target:	ADULTS AGE 18+	
Base Population:	2,019,116	% In Target: 100.0%
Target	Base Persons	Vertical Percent
ATE FAST FOOD PAST 4-WEEKS--MCDONALDS	717,147	35.5
ATE FAST FOOD PAST 4-WEEKS--WENDY'S	503,083	24.9
ATE FAST FOOD PAST 4-WEEKS--TACO BELL	406,217	20.1
ATE FAST FOOD PAST 4-WEEKS--BURGER KING	375,980	18.6
ATE FAST FOOD PAST 4-WEEKS--SUBWAY	211,734	10.5
ATE FAST FOOD PAST 4-WEEKS--GOOD TIMES DRIVE THRU BURGERS	137,718	6.8
ATE FAST FOOD PAST 4-WEEKS--CHIPOTLE MEXICAN GRILL	132,745	6.6
ATE FAST FOOD PAST 4-WEEKS--ARBY'S	128,700	6.4
ATE FAST FOOD PAST 4-WEEKS--KFC	122,907	6.1
ATE FAST FOOD PAST 4-WEEKS--SONIC	100,958	5.0
ATE FAST FOOD PAST 4-WEEKS--CHICK-FIL-A	81,504	4.0
ATE FAST FOOD PAST 4-WEEKS--QDOBA MEXICAN GRILL	67,455	3.3
ATE FAST FOOD PAST 4-WEEKS--ANY PIZZA RESTAURANT	54,926	2.7
ATE FAST FOOD PAST 4-WEEKS--QUIZNOS SUB	48,486	2.4



TACO BELL is McDonald's Primary Competitor in terms of Size of Shared Frequent-Customer Base.

Report: CROSSTAB REPORTS THE MEDIA AUDIT
 Market: DENVER, CO for DEC'07-JAN 2008 / MAY-JUN 2008
 Bases: ADULTS AGE 18+
 Primary Target: ATE FAST FOOD PAST 4-WEEKS--MCDONALDS
 Base Population: 2,019,116 % In Target: 35.5%

Target	Base Persons	Primary Persons	Horizontal Percent	Vertical Percent	Target Index
ATE FAST FOOD PAST 4-WEEKS--TACO BELL	406,217	216,689	53.3	30.2	150
ATE FAST FOOD PAST 4-WEEKS--WENDY'S	503,083	207,023	41.2	28.9	116
ATE FAST FOOD PAST 4-WEEKS--BURGER KING	375,980	176,273	46.9	24.6	132
ATE FAST FOOD PAST 4-WEEKS--SUBWAY	211,734	90,358	42.7	12.6	120
ATE FAST FOOD PAST 4-WEEKS--KFC	122,907	66,784	54.3	9.3	153
ATE FAST FOOD PAST 4-WEEKS--ARBY'S	128,700	64,095	49.8	8.9	140
ATE FAST FOOD PAST 4-WEEKS--SONIC	100,958	59,636	59.1	8.3	166
ATE FAST FOOD PAST 4-WEEKS--CHIPOTLE MEXICAN GRILL	132,745	48,125	36.3	6.7	102
ATE FAST FOOD PAST 4-WEEKS--GOOD TIMES DRIVE THRU BURGERS	137,718	44,041	32.0	6.1	90
ATE FAST FOOD PAST 4-WEEKS--CHICK-FIL-A	81,504	38,454	47.2	5.4	133
ATE FAST FOOD PAST 4-WEEKS--ANY PIZZA RESTAURANT	54,926	28,774	52.4	4.0	147
ATE FAST FOOD PAST 4-WEEKS--QDOBA MEXICAN GRILL	67,455	21,631	32.1	3.0	90
ATE FAST FOOD PAST 4-WEEKS--QUIZNOS SUB	48,486	13,945	28.8	1.9	81



McDonald's Denver Customers ...are Heavy Fast Food Consumers.

- 179% more likely than average Denver adult to dine 3+ times per week
- 194% more likely than average Denver adult to dine 5+ times per week

Report:	CROSSTAB REPORTS	THE MEDIA AUDIT
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Bases:	ADULTS AGE 18+	
Primary Target:	ATE FAST FOOD PAST 4-WEEKS--MCDONALDS	
Base Population:	2,019,116	%
Target		Target Index
FAST FOOD RESTAURANT--3 + PURCHASES PAST WEEK		179
FAST FOOD RESTAURANT--5 + PURCHASES PAST WEEK		194



Television is McDonald's Medium

Report: MEDIA DAY ANALYSIS
Market: DENVER, CO for DEC'07-JAN 2008 / MAY-JUN 2008
Bases: ADULTS AGE 18+
Target: ATE FAST FOOD PAST 4-WEEKS--MCDONALDS

THE MEDIA AUDIT

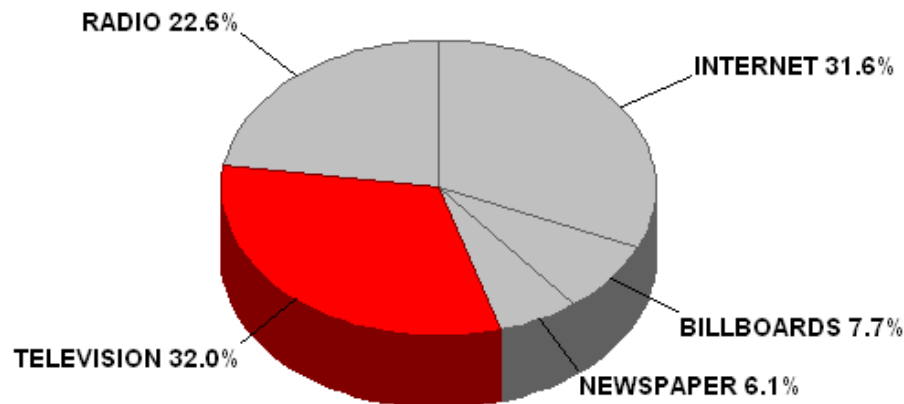
Target Market

Base Population: 2,019,116

% In Target: 35.5%

Target Persons: 717,147

McDonald's Customers Spend 32% of their Media Day with Television

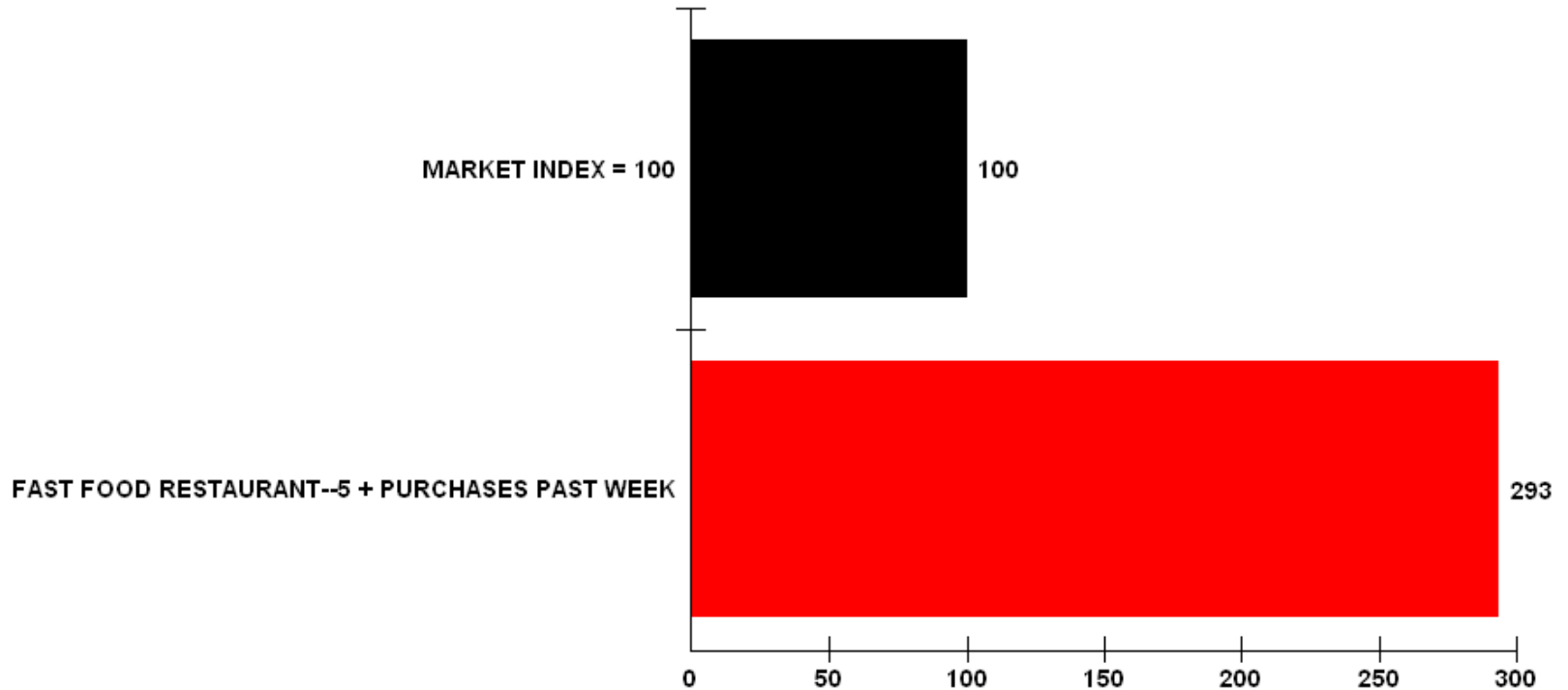


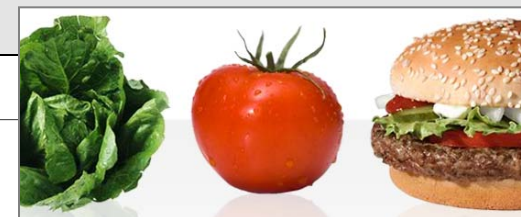


Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT
Market: DENVER, CO for MAY-JUN 2008
Bases: ADULTS AGE 18+
Media: C53 KWHD IND TOTAL

THE MEDIA AUDIT

KWHD TV53 VIEWERS ARE 193% MORE LIKELY TO BE FREQUENT FAST FOOD CUSTOMERS





Report: RANKER REPORT
Market: DENVER, CO for MAY-JUN 2008
Bases: ADULTS AGE 18+
Target: FAST FOOD RESTAURANT--5 + PURCHASES PAST WEEK

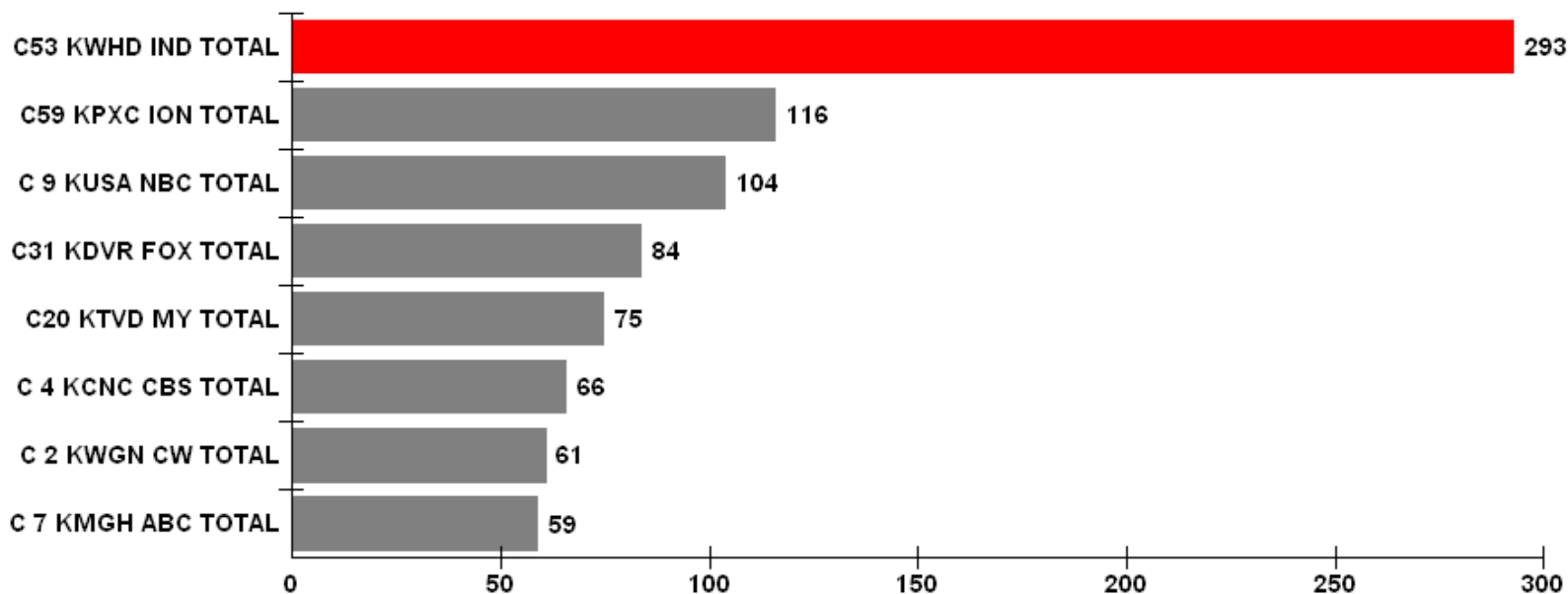
THE MEDIA AUDIT

Base Population: 2,019,106

% In Target: 6.7%

Target Persons: 134,643

KWHD TV 53 IS THE MOST TARGETED & EFFICIENT IN FREQUENT FAST FOOD CUSTOMERS



Frequent Fast Food Customers

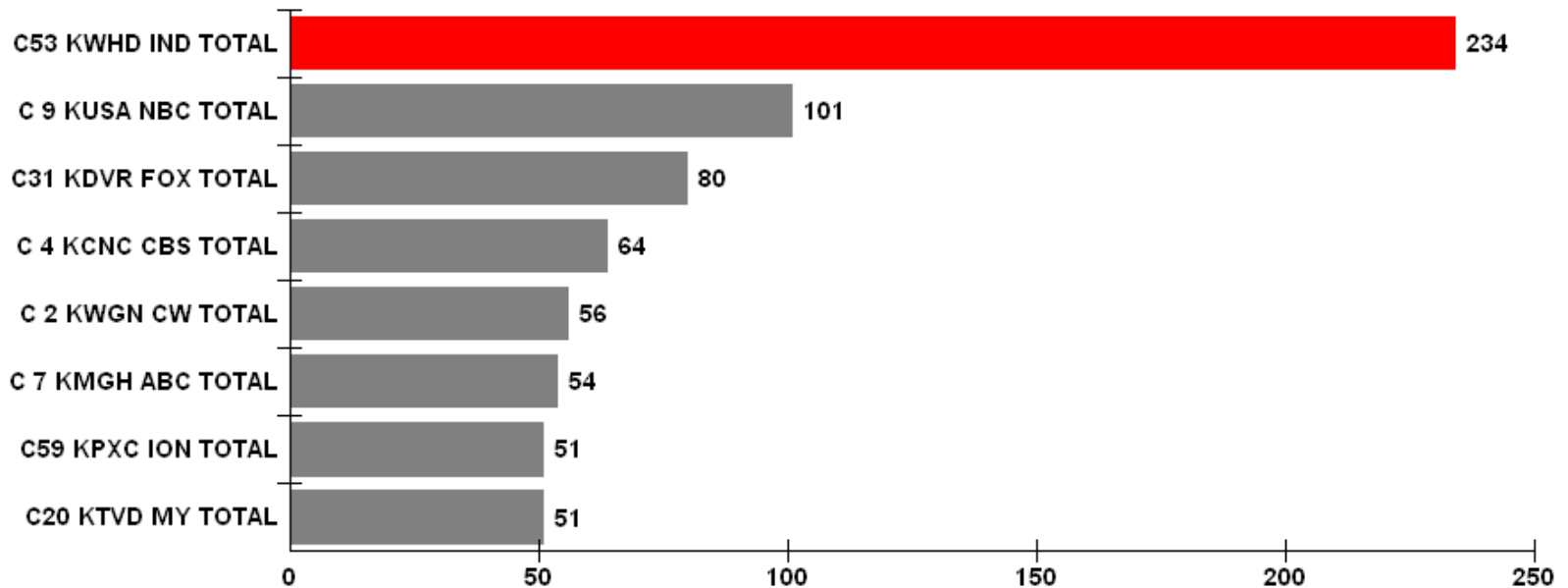
Report: RANKER REPORT
 Market: DENVER, CO for MAY-JUN 2008
 Bases: ADULTS--AGE 18-49
 Target: FAST FOOD RESTAURANT--5 + PURCHASES PAST WEEK
 Base Population: 1,275,844

THE MEDIA AUDIT

% In Target: 8.4%



KWHD-TV IS THE MOST TARGETED & EFFICIENT IN FREQUENT FAST FOOD DINERS AGE 18-49



Adults 18-49

Report: MEDIA PROFILE REPORT
Market: DENVER, CO for MAY-JUN 2008
Bases: ADULTS AGE 18+
Media: C53 KWHD IND TOTAL
Target: ADULTS--AGE 18-49

THE MEDIA AUDIT

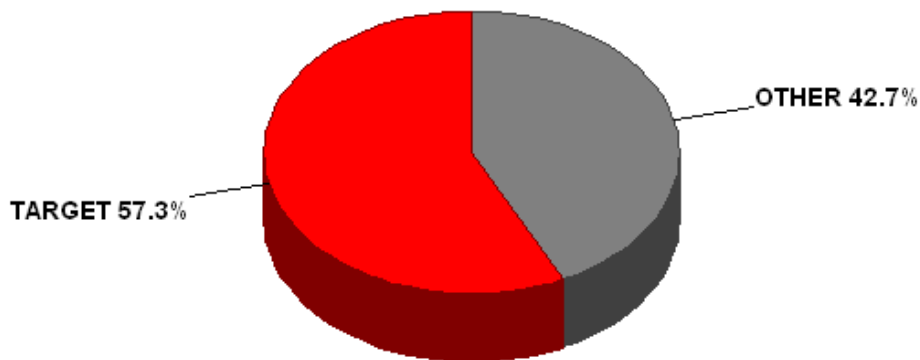
All Groups

Media Persons: 89,183

Target Percent: 57.3%

Target Persons: 51,104

OVER 57% OF KWHD TV53 VIEWERS ARE AGE 18-49



McDonald's Customers

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT
Market: DENVER, CO for DEC'07-JAN 2008 / MAY-JUN 2008
Bases: ADULTS--AGE 18-49
Media: C53 KWHD IND TOTAL

THE MEDIA AUDIT

Cume Index

KWHD TV53 VIEWERS ARE 41% MORE LIKELY TO BE McDONALD'S 18-49 CUSTOMERS

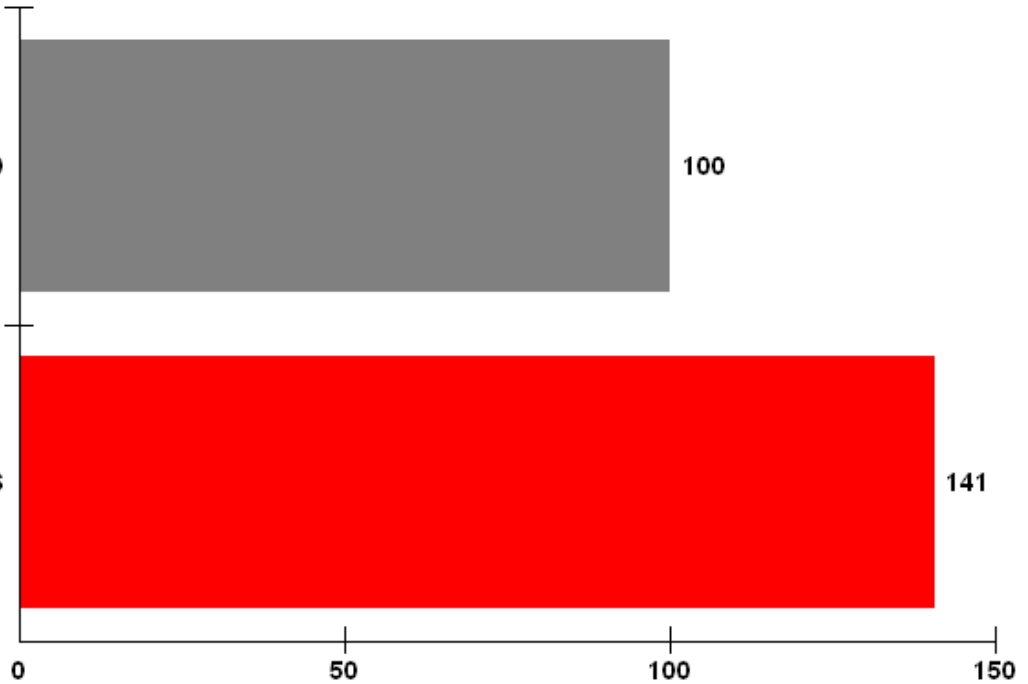


MARKET INDEX = 100

100

ATE FAST FOOD PAST 4-WEEKS--MCDONALDS

141



McDonald's Customers

Report: RANKER REPORT
 Market: DENVER, CO for DEC'07-JAN 2008 / MAY-JUN 2008
 Bases: ADULTS--AGE 18-49
 Target: ATE FAST FOOD PAST 4-WEEKS--MCDONALDS
 Base Population: 1,275,810

THE MEDIA AUDIT

Cume Index



Target Persons: 493,189

KWHD TV53 IS MOST TARGETED & EFFICIENT IN MCDONALD'S 18-49 CUSTOMERS

