

# Fast Food Commercials & Nutrition

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 [familyconsumersciences.com/2012/10/fast-food-commercials-nutrition/](http://familyconsumersciences.com/2012/10/fast-food-commercials-nutrition/)

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This lesson compels students to analyze fast food marketing practices specifically the marketing efforts aimed at children and teenagers. Using Nielsen commercial data, students answer a variety of questions and draw their own conclusions.

**Time Frame:** 1 Block + homework

## Objective

- Analyze current trends in food product development and marketing targeted to children & teenagers.
- 14.1 Analyze factors that influence nutrition and wellness practices across the life span.

## Set

- Have students work in pairs to answer the fast food nutrition quiz questions. Go over the answers as a class asking for any correct answer(s) that surprised students.

## Materials

- Nielsen Fast Food Facts Marketing Rankings
- Fast Food Baby

## Activities

- Watch [Fast Food Baby](#) Documentary (you can watch this for free on YouTube in multiple parts)

- Students should read through the Nielsen fast food facts marketing rankings and answer the questions on the "Fast Food Worksheet."

## Evaluation

- Homework: Fast Food Commercials Assignment. Have students watch 2 hours of television and track & analyze the food commercials. Chart provided in the assignment document.

## Extensions

- Have students create an infographic chart ranking fast food restaurant's use and proficiency in social media. To give you an idea of what this looks like check out one version on the [Huffington Post](#).

## Attachments

- [Fast Food Nutrition Quiz](#) (Word)
- [Fast Food Nutrition Quiz -KEY](#) (Word)
- [Fast Food Worksheet](#) (Word)
- [Fast Food Commercials Assignment](#) (Word)
- [Nielsen Fast Food FACTS Marketing Rankings](#) (Pdf)

**Links:** Nutrition Guides By Restaurant

- [Subway](#)
- [McDonald's](#)
- [Dairy Queen](#)
- [Taco Bell](#)
- [Burger King](#)
- [Starbucks](#)
- [Popeye's](#)
- [Papa John's](#)
- [Wendy's](#)
- [Sonic](#)
- [KFC](#)
- [Fast Food Marketing](#)

**Similar Lesson Plans**

- [A Nutritional Analysis of America's Obsession with Fast Foods](#)
- [Fast Food Nation](#)

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# Fast Food Quiz

Name: \_\_\_\_\_ Block: \_\_\_\_\_

1. Which item has the least amount of calories?
  - A. McDonald's Parfait
  - B. Taco Bell's Taco
  - C. KFC Coleslaw
2. Which breakfast item has the most calories?
  - A. Starbucks Banana Nut Bread
  - B. McDonald's Large Hot chocolate
  - C. Chick-fil-a's cinnamon cluster
  - D. Subway's Breakfast BMT melt
3. Which dessert contains the most calories?
  - a. McDonald's M&M McFlurry (16oz)
  - b. Burger King Dutch Apple Pie
  - c. Popeye's Pecan Pie
  - d. Sonic Cheese cake bites with strawberry dipping sauce (3 piece)
4. Which Salad has the fewest calories?
  - a. Taco Bell Beef Taco Salad
  - b. Burger King's Garden Fresh Salad Chicken Apple & Cranberry with Tendercrisp and dressing
  - c. Wendy's Baja Salad
  - d. Chick-fil-a's Chicken-n-Strips Salad with Ranch dressing
5. Which comfort food has the fewest calories?
  - a. KFC pot pie
  - b. Popeye's Large Macaroni & Cheese
  - c. Wendy's Sour cream, chive, butter baked potato
  - d. Papa John's Slice of Peperoni Pizza
  - e. Sonic Grilled Cheese Sandwich
6. Which food has the most sodium?
  - a. Wendy's Baja Salad
  - b. Popeye's Large green beans
  - c. McDonald's double cheeseburger
  - d. Subway's 6" Spicy Italian sandwich
7. Which fast food has the least sodium?
  - a. Sonic's Large Fritos Chili Cheese Pie
  - b. McDonald's Angus bacon & cheese
  - c. Burger King's 5 piece homestyle chicken strips
  - d. KFC Famous Bowls Mashed Potato with gravy

8. Rank these sandwiches from least to most calories:
  - a. Subway 6" Big Philly cheesesteak
  - b. Burger King's veggie burger with cheese
  - c. McDonald's Big Mac
  - d. Wendy's Junior Bacon Cheeseburger
  - e. Dairy Queen 1/4 lb Grillburger with cheese
  - f. Sonic's Cheeseburger with Mayo
  
9. Rank these beverages from least to greatest grams of sugar?
  - a. Sonic Large Hotfudge Shake
  - b. Wendy's Large Chocolate Frosty Shake
  - c. Popeye's 22oz Mountain Dew
  - d. Burger King's Large Raspberry Smoothie
  - e. McDonald's Minute Maid Orange Juice (16oz)
  - f. Starbuck's Venti Iced Carmel Macchiatto
  - g. Dairy Queen Large Coca-cola
  - h. Chick-fil-a's Small lemonade
  
10. Which company's small softserve ice cream cone contains the smallest portion by weight?
  - a. McDonald's
  - b. Dairy Queen
  - c. Burger King
  - d. Sonic
  
11. What is your favorite fastfood meal? How many calories do you think each item has and how many in total?

## Fast Food Quiz-KEY

Name: \_\_\_\_\_ Block: \_\_\_\_\_

- Which item has the least amount of calories?
  - McDonald's Parfait (150)**
  - Taco Bell's Taco (170)
  - KFC Coleslaw (180)
- Which breakfast item has the most calories?
  - Starbucks Banana Nut Bread (490)**
  - McDonald's Large Hot chocolate (460)
  - Chick-fil-a's cinnamon cluster (430)
  - Subway's Breakfast BMT melt (240)
- Which dessert contains the most calories?
  - McDonald's M&M McFlurry (16oz) (930)**
  - Burger King Dutch Apple Pie (340)
  - Popeye's Pecan Pie (410)
  - Sonic Cheese cake bites with strawberry dipping sauce (3 piece) (500)
- Which Salad has the fewest calories?
  - Taco Bell Beef Taco Salad (780)
  - Burger King's Garden Fresh Salad Chicken Apple & Cranberry with Tendercrisp and dressing (700)
  - Wendy's Baja Salad (720)
  - Chick-fil-a's Chicken-n-Strips Salad with Ranch dressing (560)**
- Which comfort food has the fewest calories?
  - KFC pot pie (790)
  - Popeye's Large Macaroni & Cheese (600)
  - Wendy's Sour cream, chive, butter baked potato (370)
  - Papa John's Slice of Peperoni Pizza (330)**
  - Sonic Grilled Cheese Sandwich (410)
- Which food has the most sodium?
  - Wendy's Baja Salad (1600)**
  - Popeye's Large green beans (1260)
  - McDonald's double cheeseburger (1120)
  - Subway's 6" Spicy Italian sandwich (1520)
- Which fast food has the least sodium?
  - Sonic's Large Fritos Chili Cheese Pie (1780)**
  - McDonald's Angus bacon & cheese (2070)
  - Burger King's 5 piece homestyle chicken strips (2340)
  - KFC Famous Bowls Mashed Potato with gravy (2130)

8. Rank these sandwiches from least to most calories:
- Subway 6" Big Philly cheesesteak (600) 5
  - Burger King's veggie burger with cheese (450) 2
  - McDonald's Big Mac (550) 4
  - Wendy's Junior Bacon Cheeseburger (400) 1
  - Dairy Queen 1/4 lb Grillburger with cheese (540) 3
  - Sonic's Cheeseburger with Mayo (800) 6
9. Rank these beverages from least to greatest grams of sugar?
- Sonic Large Hotfudge Shake (168) 8
  - Wendy's Large Chocolate Frosty Shake (148) 7
  - Popeye's 22oz Mountain Dew (77) 4
  - Burger King's Large Raspberry Smoothie (87) 6
  - McDonald's Minute Maid Orange Juice (16oz) (39) 1
  - Starbuck's Venti Iced Carmel Macchiatto (46) 3
  - Dairy Queen Large Coca-cola (85) 5
  - Chick-fil-a's Small lemonade (43) 2
10. Which company's small softserve ice cream cone contains the smallest portion by weight?
- McDonald's (105 g)
  - Dairy Queen (142 g)
  - Burger King (100 g)**
  - Sonic (133 g)
11. What is your favorite fastfood meal? How many calories do you think each item has and how many in total?

# Fast Food Worksheet

**Directions: Using the Nielsen study answer the questions below**

1. Which restaurant's website had the most visits by kids 2-11 years old?
2. Which restaurant advertises the most on Spanish television channels?
3. Which restaurant is advertises the product category "healthy options" the most to teens ages 12-17?
4. What product is most advertised to kids ages 2-5 years old?
5. What are the consequences of advertising to children? Do companies have any moral responsibility in what they advertise to children?
6. What are your recommendations to fast food restaurants as it relates to providing healthy choices?
7. If you were a food scientist/product developer at each of the following fast food chains what healthy options would you offer customers?



Taco Bell:

Wendy's:

KFC:

8. In your opinion what is the healthiest fast food option out there? What chain and what do you order? What is healthy about your recommended option? (e.g. fat, sodium, calories, fiber, etc)

**Fast Food Commercials Assignment: Can this really be homework?**

Watch two hours of television (preferably one station). Using the chart below tally the number of food commercials paying close attention to the target audience (gender, age, ethnicity, income, etc. ) and the message each commercial is sending.

Name: \_\_\_\_\_ Block: \_\_\_\_\_ The Chanel I watched was: \_\_\_\_\_

Start Time: \_\_\_\_\_ End Time: \_\_\_\_\_

<b>Company/Product</b>	<b>Target Age</b>	<b>Target Gender</b>	<b>Target Ethnicity and/or Income Level</b>	<b>Underlying message</b>	<b>Tally Number of times shown in 2 hours</b>



# FAST FOOD MARKETING RANKINGS

Fast food restaurants use many different forms of marketing to advertise their products. Find out how the restaurants rank on these specific types of marketing.

Click on the links below  
to find out which restaurants are the best and worst offenders when it comes to various types of marketing.

[TV Advertising Exposure:  
Children & Teens](#)

[TV Advertising Exposure:  
African American and Hispanic Youth](#)

[Restaurant Website Exposure](#)

[Internet Banner Advertising Exposure](#)

[Social Media Exposure](#)

[Radio Advertising Exposure](#)

# Television advertising exposure to children by product category

Ranking by ads viewed for children (ages 6-11 years)

Includes average number of advertisements viewed by children in 2009 on national (network, cable and syndicated) television

Most

Rank	Restaurant	Product type	Advertising exposure: Preschoolers 2-5 years	Advertising exposure: Children 6-11 years	Targeted ratio: Preschoolers to adults	Targeted ratio: Children to adults
1	McDonald's	Kids' meals	169	192	4.73	5.40
2	Burger King	Kids' meals	102	125	4.09	5.00
3	McDonald's	Branding only	61	70	2.58	2.99
4	Pizza Hut	Lunch/dinner items	39	49	0.35	0.43
5	Taco Bell	Lunch/dinner items	36	49	0.35	0.49
6	KFC	Value/combo meals	38	48	0.34	0.44
7	Domino's	Lunch/dinner items	36	47	0.38	0.51
8	Burger King	Lunch/dinner items	34	43	0.35	0.45
9	Wendy's	Lunch/dinner items	33	42	0.36	0.46
10	Subway	Kids' meals	25	32	5.60	7.23
11	McDonald's	Lunch/dinner items	23	31	0.48	0.64
12	Subway	Value/combo meals	23	30	0.35	0.48
13	Subway	Healthy options	19	26	0.47	0.64
14	Sonic	Value/combo meals	15	20	0.36	0.50
15	Dairy Queen	Snacks	11	15	0.44	0.63
16	McDonald's	Coffee drinks	11	15	0.34	0.46
17	McDonald's	Value/combo meals	12	15	0.36	0.44
18	Subway	Lunch/dinner items	11	15	0.38	0.50
19	KFC	Lunch/dinner items	11	14	0.33	0.45
20	Pizza Hut	Value/combo meals	8	11	0.39	0.53
21	Burger King	Value/combo meals	7	8	0.33	0.43
22	Wendy's	Value/combo meals	7	8	0.41	0.50
23	Dunkin' Donuts	Snacks	6	8	0.27	0.35
24	Subway	Promotion only	6	8	0.38	0.53
25	Sonic	Snacks	5	8	0.37	0.52
26	Burger King	Promotion only	5	7	0.37	0.58
27	Dairy Queen	Value/combo meals	5	7	0.37	0.48
28	McDonald's	Promotion only	6	7	0.40	0.50
29	Domino's	Snacks	5	6	0.51	0.68
30	Sonic	Lunch/dinner Items	4	5	0.36	0.52

continued

Ranking Table 5

Rank	Restaurant	Product type	Advertising exposure: Preschoolers 2-5 years	Advertising exposure: Children 6-11 years	Targeted ratio: Preschoolers to adults	Targeted ratio: Children to adults
31	Taco Bell	Value/combo meals	4	5	0.36	0.50
32	Wendy's	Snacks	4	5	0.34	0.41
33	KFC	Healthy options	4	5	0.43	0.49
34	Taco Bell	Snacks	3	4	0.42	0.63
35	McDonald's	Breakfast	4	4	0.39	0.45
36	Burger King	Snacks	2	3	0.35	0.48
37	Dunkin' Donuts	Coffee drinks	3	3	0.27	0.35
38	McDonald's	Snacks	2	3	0.38	0.48
39	Dunkin' Donuts	Breakfast	2	3	0.29	0.38
40	Burger King	Breakfast	2	3	0.34	0.45
41	McDonald's	Healthy options	1	2	1.82	2.17
42	Dunkin' Donuts	Healthy options	1	1	0.25	0.32
43	Dairy Queen	Lunch/dinner items	1	1	0.47	0.71
44	Subway	Snacks	1	1	0.50	0.69
45	Starbucks	Coffee drinks	1	1	0.25	0.27
46	Taco Bell	Healthy options	0	1	0.40	0.62

Least

continued

Ranking Table 5

RESTAURANT RANKINGS

Most  
↓  
Least

Rank	Restaurant	Advertising exposure: Preschoolers 2-5 years	Advertising exposure: Children 6-11 years	Targeted ratio: Preschoolers to adults	Targeted ratio: Children to adults
1	McDonald's	309	368	1.05	1.25
2	Burger King	152	185	0.89	1.09
3	Subway	97	127	0.46	0.61
4	KFC	62	78	0.33	0.41
5	Pizza Hut	54	69	0.33	0.42
6	Taco Bell	50	69	0.37	0.51
7	Wendy's	46	58	0.34	0.43
8	Domino's	35	46	0.37	0.48
9	Sonic	27	37	0.33	0.44
10	Dairy Queen	20	27	0.35	0.48
11	Quiznos	18	25	0.33	0.46
12	Papa John's	19	22	0.31	0.36
13	Arby's	16	22	0.24	0.32
14	Popeye's	14	19	0.39	0.53
15	Dunkin' Donuts	11	15	0.21	0.28
16	Jack in the Box	11	14	0.37	0.44
17	Hardee's	2	3	0.18	0.26
18	Chick-fil-A	2	2	0.27	0.29
19	Starbucks	1	1	0.24	0.25
20	Panera Bread	0	0	0.19	0.20
	Twelve restaurants	865	1,079	0.54	0.68
	Top 20 restaurants	948	1,187	0.51	0.64
	All fast food restaurants	"1,021"	1,272	0.49	0.61

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# Television advertising exposure to teens by product category

Ranking by ads viewed for teens (ages 12-17 years)

Includes average number of advertisements viewed by all teens in 2009 on national (network, cable and syndicated) television

Most



Rank	Restaurant	Product type	Advertising exposure	Targeted ratio: Teens to adults*
1	Taco Bell	Lunch/dinner items	111	1.10
2	Pizza Hut	Lunch/dinner items	95	0.83
3	KFC	Value/combo meals	95	0.86
4	Burger King	Lunch/dinner items	91	0.94
5	Domino's	Lunch/dinner items	88	0.94
6	McDonald's	Kids' meals	87	2.44
7	Wendy's	Lunch/dinner items	84	0.92
8	Burger King	Kids' meals	59	2.34
9	Subway	Value/combo meals	57	0.90
10	McDonald's	Lunch/dinner items	43	0.88
11	McDonald's	Branding only	39	1.66
12	Sonic	Value/combo meals	39	0.95
13	Subway	Healthy options	38	0.95
14	Subway	Lunch/dinner items	31	1.03
15	KFC	Lunch/dinner items	30	0.93
16	McDonald's	Value/combo meals	29	0.86
17	Dairy Queen	Snacks	27	1.11
18	McDonald's	Coffee drinks	26	0.79
19	Pizza Hut	Value/combo meals	19	0.92
20	Burger King	Value/combo meals	18	0.94
21	Dunkin' Donuts	Snacks	17	0.77
22	Wendy's	Value/combo meals	16	0.98
23	Sonic	Snacks	15	1.05
24	Burger King	Promotion only	15	1.22
25	Subway	Promotion only	14	0.97
26	Dairy Queen	Value/combo meals	14	0.96
27	Subway	Kids' meals	14	3.16
28	Taco Bell	Value/combo meals	11	1.15
29	Sonic	Lunch/dinner Items	10	1.02
30	Taco Bell	Snacks	10	1.44
31	Domino's	Snacks	10	1.05
32	McDonald's	No food - promotion	10	0.69

continued

Ranking Table 6

Least

Rank	Restaurant	Product type	Advertising exposure	Targeted ratio: Teens to adults*
33	Wendy's	Snacks	9	0.77
34	Dunkin' Donuts	Coffee drinks	8	0.84
35	KFC	Healthy options	8	0.80
36	McDonald's	Breakfast	7	0.76
37	Burger King	Snacks	7	0.96
38	Burger King	Breakfast	6	0.91
39	Dunkin' Donuts	Breakfast	6	0.71
40	McDonald's	Snacks	5	0.70
41	Dunkin' Donuts	Healthy options	3	0.72
42	Dairy Queen	Lunch/dinner items	2	<b>1.05</b>
43	Subway	Snacks	1	<b>1.09</b>
44	Starbucks	Coffee drinks	1	0.52
45	Taco Bell	Healthy options	1	<b>1.21</b>
46	McDonald's	Healthy options	1	<b>1.46</b>

Most

Least

RESTAURANT RANKINGS

Rank	Restaurant	Product type	Advertising exposure	Targeted ratio: Teens to adults*
1	McDonald's		284	0.96
2	Burger King		189	1.11
3	Subway		177	0.84
4	KFC		146	0.77
5	Pizza Hut		125	0.76
6	Taco Bell		140	1.04
7	Wendy's		113	0.82
8	Domino's		85	0.88
9	Sonic		68	0.81
10	Dairy Queen		48	0.85
11	Quiznos		46	0.85
12	Papa John's		40	0.65
13	Arby's		41	0.60
14	Popeyes		35	0.95
15	Dunkin' Donuts		28	0.52
16	Jack in the Box		25	0.80
17	Hardee's		5	0.39
18	Chick-Fil-A		3	0.42
19	Starbucks		1	0.47
20	Panera Bread		1	0.31

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 \*Bold indicates higher than expected targeted ratios

# Television advertising exposure: African American youth and Spanish-language television

Ranking by ads viewed for African American children (ages 2-11 years)

Includes average number of advertisements viewed by children and teens in 2009 on national (network, cable and syndicated) for African American youth and by Hispanic preschoolers, children and teens on Spanish-language television

Rank	Brand	Product	Advertising exposure: African American youth		Targeted ratios*		Advertising exposure: Spanish-language TV (Hispanic youth)			Targeted ratios: Spanish-language TV (Hispanics) to all other TV (all persons)*		
			Children 2-11 years	Teens 12-17 years	African American to white children	African American to white teens	Preschoolers 2-5 years	Children 6-11 years	Teens 12-17 years	Preschoolers 2-5 years	Children 6-11 years	Teens 12-17 years
1	McDonald's	Kids' meals	204	133	1.14	1.70	15	11	11	0.09	0.06	0.12
2	Burger King	Kids' meals	125	82	1.12	1.57						
3	McDonald's	Branding only	81	39	1.28	1.66	12	9	9	0.19	0.13	0.24
4	Pizza Hut	Lunch/dinner items	70	128	1.71	1.45	17	12	11	0.44	0.24	0.11
5	Taco Bell	Lunch/dinner items	77	150	2.04	1.46						
6	KFC	Value/combo meals	84	157	2.29	1.89	6	5	4	0.17	0.10	0.04
7	Domino's	Lunch/dinner items	70	133	2.02	1.79	37	29	26	1.03	0.62	0.2
8	Burger King	Lunch/dinner items	69	125	2.01	1.45	35	28	27	1.03	0.66	0.29
9	Wendy's	Lunch/dinner items	64	118	1.95	1.56	19	15	13	0.58	0.36	0.15
10	Subway	Kids' meals	33	14	1.24	3.16	3	2	2	0.12	0.07	0.17
11	McDonald's	Lunch/dinner items	47	43	1.94	0.88	18	14	14	0.76	0.46	0.32
12	Subway	Value/combo meals	44	78	1.75	1.43	7	6	6	0.33	0.18	0.1
13	Subway	Healthy options	34	53	1.62	1.46	12	9	8	0.65	0.35	0.26
14	Sonic	Value/combo meals	31	57	1.96	1.59	11	8	7	0.73	0.40	0.19
15	Dairy Queen	Snacks	22	37	1.84	1.41						
16	McDonald's	Coffee drinks	25	44	2.10	1.92	11	10	11	1.02	0.64	0.43
17	McDonald's	Value/combo meals	29	29	2.51	0.86	13	11	11	1.10	0.75	0.39
18	Subway	Lunch/dinner items	22	31	1.89	1.03	8	7	8	0.72	0.46	0.26
19	KFC	Lunch/dinner items	26	30	2.50	0.93	7	5	5	0.66	0.37	0.18
20	Pizza Hut	Value/combo meals	14	25	1.68	1.43	2	2	1	0.27	0.15	0.08
21	Burger King	Value/combo meals	13	25	2.10	1.45						
22	Wendy's	Value/combo meals	13	26	1.93	1.76	7	6	5	1.03	0.72	0.28
23	Dunkin' Donuts	Snacks	10	18	1.59	1.14						
24	Subway	Promotion only	12	22	1.91	1.57						
25	Sonic	Snacks	12	23	2.18	1.67	9	7	6	1.62	0.87	0.39
26	Burger King	Promotion only	11	21	2.30	1.42						

Most



continued

Ranking Table 7

Rank	Brand	Product	Advertising exposure: African American youth		Targeted ratios*		Advertising exposure: Spanish-language TV (Hispanic youth)			Targeted ratios: Spanish-language TV (Hispanics) to all other TV (all persons)*		
			Children 2-11 years	Teens 12-17 years	African American to white children	African American to white teens	Preschoolers 2-5 years	Children 6-11 years	Teens 12-17 years	Preschoolers 2-5 years	Children 6-11 years	Teens 12-17 years
27	Dairy Queen	Value/combo meals	11	20	1.87	1.48						
28	McDonald's	Promotion only	11	16	1.87	1.88	4	3	3	0.64	0.46	0.31
29	Domino's	Snacks	9	15	1.95	1.77	3	2	2	0.66	0.39	0.24
30	Sonic	Lunch/dinner Items	8	14	2.13	1.72	7	6	5	2.00	1.07	0.5
31	Taco Bell	Value/combo meals	7	14	2.03	1.42						
32	Wendy's	Snacks	7	12	1.75	1.37						
33	KFC	Healthy options	8	14	2.09	2.30	2	1	1	0.37	0.22	0.14
34	Taco Bell	Snacks	7	13	2.38	1.45						
35	McDonald's	Breakfast	7	13	1.96	2.05	3	2	2	0.78	0.52	0.31
36	Burger King	Snacks	5	9	2.00	1.31						
37	Dunkin' Donuts	Coffee drinks	4	9	1.76	1.16						
38	McDonald's	Snacks	5	7	1.69	1.81	2	2	2	0.80	0.53	0.38
39	Dunkin' Donuts	Breakfast	4	6	1.48	1.14						
40	Burger King	Breakfast	4	7	1.74	1.40						
41	McDonald's	Healthy options	2	2	1.46	1.99						
42	Dunkin' Donuts	Healthy options	2	3	1.46	1.10						
43	Dairy Queen	Lunch/dinner items	1	2	1.80	1.57						
44	Subway	Snacks	1	2	1.60	1.33						
45	Starbucks	Coffee drinks	1	2	1.50	1.68						
46	Taco Bell	Healthy options	1	2	1.93	1.48						

Least

RESTAURANT RANKINGS

1	McDonald's	414	420	1.33	1.75	68	46	47	0.20	0.15	0.18
2	Burger King	219	254	1.40	1.46	41	29	29	0.19	0.13	0.12
3	Subway	147	216	1.53	1.40	38	24	25	0.24	0.16	0.13
4	KFC	119	223	2.16	1.76	17	11	11	0.20	0.13	0.07
5	Taco Bell	95	181	2.03	1.37						
6	Pizza Hut	85	154	1.76	1.43	26	16	14	0.27	0.17	0.09
7	Wendy's	84	156	1.87	1.59	25	18	16	0.36	0.26	0.13
8	Domino's	70	133	1.76	1.46	25	17	15	0.51	0.39	0.24
9	Sonic	49	90	1.94	1.44	20	13	12	0.42	0.29	0.17
10	Dairy Queen	34	58	1.65	1.16						
11	Dunkin' Donuts	12	23	2.12	1.46						
12	Starbucks	1	2	1.84	1.22						

Most

Least

\*Bold targeted ratios indicate higher than expected exposure for this group  
© The Nielsen Company



# Restaurant website exposure

Ranking by average total visits per month by 2- to 17-year-olds\*

Most  
↓

Rank	Restaurant	Website	Average unique visitors per month		Average visits per month	Average time spent (min)	Average pages per month
			2-11 years (000)	12-17 years (000)			
1	Domino's	Dominos.com	175.6	256.8	1.3	5.1	11.6
2	Pizza Hut	PizzaHut.com	195.3	242.4	1.2	7.6	14.0
3	McDonald's	HappyMeal.com	189.3	58.2	1.8	6.1	8.5
4	McDonald's	McDonalds.com	98.1	160.4	1.3	2.1	5.7
5	McDonald's	McWorld.com	100.9	27.0	1.8	3.2	4.7
6	Burger King	BurgerKing.com	41.8	55.8	1.3	2.0	4.0
7	KFC	KFC.com	34.9	50.5	1.3	2.2	5.6
8	Starbucks	Starbucks.com	33.9	54.5	1.2	3.6	6.5
9	Wendy's	Wendys.com	34.4	52.0	1.2	2.2	4.8
10	Subway	Subway.com	27.2	53.7	1.2	3.1	5.2
11	Sonic	SonicDriveIn.com	43.4	37.4	1.1	2.6	6.4
12	Taco Bell	TacoBell.com	16.0	51.1	1.3	2.2	5.2
13	Subway	SubwayFreshBuzz.com	17.7	34.2	1.6	5.4	16.9
14	McDonald's	McState.com	9.5	53.4	1.3	2.4	8.0
15	Burger King	ClubBK.com	35.2	14.7	1.6	7.5	13.1
16	Dunkin' Donuts	DunkinDonuts.com	25.6	32.1	1.2	3.4	7.3
17	Dairy Queen	DairyQueen.com	27.9	20.4	1.1	3.4	6.1
18	Sonic	LimeadesForLearning.com	1.4	22.2	1.1	5.4	4.8
19	Wendy's	WendysRealTime.com	3.2	19.0	1.1	1.8	2.1
20	Starbucks	StarbucksStore.com	12.4	7.0	1.2	3.0	5.7
21	McDonald's	McdonaldsMcCafeYourDay.com	8.9	1.9	1.7	1.8	2.2
22	McDonald's	AboutMcDonalds.com	2.1	13.5	1.1	1.3	2.8
23	Dairy Queen	DQSlowJam.com	8.3	5.9	1.1	0.1	1.4
24	Wendy's	WendysKids.com	9.9	1.8	1.2	3.1	2.8
25	Dairy Queen	DeeQs.com	3.4	6.0	1.2	3.2	3.4
26	KFC	KFCScholars.org	3.7	4.5	1.3	0.7	2.1
27	Burger King	SimpsonizeMe.com	1.5	6.2	1.3	1.6	2.1
28	Dairy Queen	BlizzardFanClub.com	4.4	4.3	1.1	2.0	2.6
29	McDonald's	RMHC.org	4.7	4.1	1.1	2.1	3.9
30	Wendy's	WendysHighSchoolHeisman.com	0.9	3.5	1.9	1.0	2.9
31	Subway	MySubwayCard.com	1.8	3.6	1.3	3.6	4.2
32	McDonald's	365Black.com	0.3	5.0	1.1	1.1	2.4
33	McDonald's	MeEncanta.com	1.3	3.5	1.2	1.5	2.6

continued

Ranking Table 9

Rank	Restaurant	Website	Average unique visitors per month		Average visits per month	Average time spent (min)	Average pages per month
			2-11 years (000)	12-17 years (000)			
34	Starbucks	MyStarbucksVisit.com	2.5	1.0	1.2	7.0	23.4
35	Subway	SubwayKids.com	1.4	2.3	1.2	0.9	2.1
36	Taco Bell	TacoBellFoundationForTeens.org	2.5	1.0	1.2	1.6	1.4
37	Taco Bell	FeedTheBeat.com	0.7	2.6	1.1	1.3	2.1
38	Dunkin' Donuts	DunkinAtHome.com	1.1	1.5	1.1	1.0	1.9
39	Pizza Hut	BookItProgram.com	0.5	1.4	1.3	3.2	5.5
40	Sonic	SonicDriveInStore.com	n/a	1.2	1.1	1.9	2.5



Least

\*Data retrieved from comScore Media Metrix Key Measures Report (January-December 2009)

# Banner advertising exposure by product

Rankings based on total average ads viewed on youth websites per month\*

Most

Rank	Restaurant	Product(s) advertised in ad	Contains child-targeted content (Yes/No)	Ads viewed on youth websites	Average unique viewers per month (000)	Average number of ads viewed per month	Total average ads viewed on youth websites per month (000)
1	Wendy's	Hamburgers/sandwiches	N	20%	30,309.1	4.4	27,285.3
2	Burger King	ClubBK.com	Y	83%	3,019.3	4.3	13,463.7
3	McDonald's	Happy Meal	Y	57%	5,741.3	3.6	11,696.8
4	KFC	Unthink (grilled chicken)	N	67%	6,291.6	2.2	11,360.0
5	Dairy Queen	DeeQs.com	Y	97%	3,541.3	2.9	11,199.5
6	McDonald's	McCafe beverages	N	27%	10,333.4	3.7	10,759.2
7	McDonald's	LineRider.com	Y	62%	1,650.9	4.9	5,166.1
8	McDonald's	Dollar Menu	N	16%	9,286.0	3.2	4,975.2
9	Pizza Hut	WingStreet wings	N	12%	12,621.2	2	2,917.5
10	Subway	Subway Fresh Buzz	N	4%	10,711.9	5.4	2,263.7
11	Burger King	Menu (\$1 Whopper Jr.)	N	11%	5,271.0	2.1	1,277.5
12	Wendy's	Frosty	N	19%	1,560.1	2.2	1,231.8
13	McDonald's	Snack Wrap	N	12%	2,401.5	4.7	735.8
14	Taco Bell	Volcano Menu	N	36%	454.4	5.4	692.6
15	McDonald's	MeEncanta.com	N	3%	2,022.0	5.8	384.4
16	McDonald's	Chicken McNuggets	N	5%	1,053.3	14.7	196.8
17	Taco Bell	Fruitista Freeze	N	39%	108.3	4.3	111.6
18	Taco Bell	Value Menu	N	21%	84.3	6.9	97.3
19	Dunkin' Donuts	Contest	N	8%	614.7	1.4	74.2
20	McDonald's	365Black.com	N	12%	191.6	2.1	65.3
21	Taco Bell	Fourth Meal	N	11%	229.6	2.5	59.0
22	Subway	SubwayKids.com	N	12%	131.4	1.7	32.2
23	Dunkin' Donuts	Dunkin' Donuts Card†	N	1%	314.1	4.5	12.7
24	McDonald's	MyInspirAsian.com	N	1%	204.5	4	6.5
25	KFC	Pride 360	N	0%	554.2	4.6	0.0
26	McDonald's	Chicken biscuit	N	0%	178.9	4.5	0.0
27	Subway	Subway Card	N	0%	1,642.9	3.8	0.0

Least

*continued*

Ranking Table 10

RESTAURANT RANKINGS

Most  
↓  
Least

Rank	Restaurant	Product(s) advertised in ad	Contains child-targeted content (Yes/No)	Ads viewed on youth websites	Average unique viewers per month (000)	Average number of ads viewed per month	Total average ads viewed on youth websites per month (000)
1	Domino's	All ads	N	33%	70,937.1	7.0	181,115.6
2	Pizza Hut	All ads	N	26%	69,617.5	7.6	141,634.3
3	McDonald's	All ads	Y	25%	49,027.2	5.5	67,802.6
4	Wendy's	All ads	N	20%	30,744.2	4.4	27,657.2
5	Burger King	All ads	Y	28%	14,570.5	3.4	13,832.1
6	Dairy Queen	All ads	Y	50%	3,541.3+	n/a	12,423.6
7	Sonic	All ads	N	26%	10,204.4	3.2	8,067.0
8	KFC	All ads	N	16%	7,939.4	4.9	7,589.0
9	Dunkin' Donuts	All ads	N	3%	28,916.7	4.2	3,381.9
10	Subway	All ads	N	2%	15,490.6	10.1	3,101.6
11	Starbucks	All ads	N	4%	14,689.0	2.9	2,212.7
12	Taco Bell	All ads	N	10%	2,138.7	4.9	1,168.6

\*Data retrieved from comScore Ad Metrix Advertiser Report (June 2009-March 2010)

# Social media exposure

Ranking by sum of Facebook fans, Twitter followers and YouTube upload views

Most  
↓  
Least

Rank	Restaurant	Facebook fans (000)	Twitter followers (000)	YouTube upload views (000)
1	Starbucks	11,353.4	989.2	5,293.6
2	Dunkin' Donuts	1,820.2	55.1	1,144.6
3	Taco Bell	1,770.8	35.2	2,073.8
4	McDonald's	2,636.8	39.5	115.6
5	KFC	1,653.2	15.1	980.4
6	Domino's	538.5	14.4	3,805.9
7	Dairy Queen	1,619.7	7.8	243.8
8	Subway	3,088.1	22.8	0.0
9	Pizza Hut	1,414.8	31.3	16.8
10	Wendy's	978.4	10.2	110.6
11	Burger King	n/a	n/a	195.6
12	Sonic	297.0	7.2	62.5

Data as of July 30, 2010

# Radio advertising exposure

## Ranking by advertising exposure for teens

Most  
↓  
Least

Restaurant	Number of markets with advertising*	Advertising exposure			Targeted ratio
		Teens 12-17 years	Young adults 18-24 years	Adults 25-49 years	Teens to adults
McDonald's	39	108	159	147	0.73
Taco Bell	34	30	40	27	1.12
Burger King	38	29	42	38	0.76
Wendy's	39	28	40	38	0.74
Subway	39	25	38	37	0.68
Dunkin' Donuts	23	24	33	37	0.66
Dairy Queen	5	10	15	18	0.56
Sonic	20	8	14	13	0.58
KFC	23	8	11	10	0.73
Domino's	29	3	5	5	0.70
Pizza Hut	14	2	3	4	0.62
Starbucks	13	2	3	3	0.68

\*Markets with a minimum of 100 GRPs for at least one age group (maximum 39 markets)