

**Fast Food Restaurants**

When Business Occurs

January...7.3%
February...7.0
March...7.7
April...8.0
May...8.8
June...8.9
July...9.1
August...9.4
September...8.7
October...8.8
November...8.1
December...8.3

U.S Department of Commerce Monthly Retail Trade Statistics

**Denver Population 18+ who frequents Fast Food Restaurants Month**

Restaurant %



22.7

Good Times	12.4
McDonald's	53.3
Burger King	42.7
Taco Bell	39.9
Wendy's	34.4
Subway	26.4
KFC	23.2
Arby's	22.3
Dairy Queen	15.0
Dominos	11.4
Quizno's	8.4

Visit Fast Food in Month Age %

18-24...	12.3
25-34...	22.9
35-44...	26.0
45-54...	18.5
55-64...	9.0
65+...	11.3

18-34...	35.2
18-49...	71.1
25-54...	67.4
35-49...	35.9
50+...	28.9

Source: Scarborough



Pizza Hut Demographics  
Males...50.8%  
Females...49.2%

**Pizza Hut Age Breakdown**

Age	%	Index
18-24...	15.5...	134
25-44...	57.0...	120
45-54...	19.2...	105
55-64...	5.3...	53
65+...	2.9...	23

18-34...	38...	115
18-49...	85...	123
35-49...	47...	129
50+...	15...	49

**Education**

High School...	34...	111
1-3 Yrs College...	33.5...	90
College Grad...	13.2...	91

Source: Scarborough Sept '98-Feb '99

Feeding Frenzy. Our viewers have the desire to eat out often. KWGN-TV WB2 is an appetizing selection to optimize your marketing efficiency.

Is your fast food marketing leaving you hungry?



**serves up food!**

**The Young Adult Market**

As population statistics indicate 2/3 of the DMA falls within the 18-49 age cells. For Pizza Hut the 18-49 age cell is just as important as 70% of the target market also falls in this category.

(Source: Scarborough)

- KWGN-WB2 audience matches the Pizza Hut core customer best.

18-34 year olds represent almost 33% of the metro population and over two-thirds are 18-49.

18-49 year olds represent nearly 85% of Pizza Hut business

Source: Nielsen

**% Of Denver Stations Audience Composition**

May 99 Nielsen Prime Time 7-10p M-Sat 6-10p Sun	18-34	18-49	25-54	50+
DMA	31%	69%	66%	31%
<b>Pizza Hut</b>	38%	85%	76%	15%
<b>KWGN</b>	<b>41%</b>	<b>80%</b>	<b>71%</b>	<b>20%</b>
KCNC-CBS	14%	42%	50%	58%
KMGH-ABC	23%	57%	64%	43%
KUSA-NBC	26%	66%	69%	34%
KDVR-FOX	42%	78%	73%	22%
KTVD-UPN	33%	70%	71%	30%