

CADIO Market Study 210.2

Restaurant Market Count 2010

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(CADIO Advertising to CADIO Narrowcasting);**

MCDONALD'S MARKET STUDY

McDonald's ATC Market Count, 24 Hours

August 19, 2010, 8:50 to 10:11 PM Thursday

#	AREA	COUNT
1	Counter	10 person/s
2	Dinning	80 person/s
3	Entrance/Exit Door	1 + 4 person/s
4	Outside	20 person/s
5	Playplace	22 person/s
6	Playplace Extension	18 person/s
7	Partyplace	0 person/s
TOTAL:		150 person/s

#	GROUP OF PEOPLE	COUNT	TIME ENTERED & EATING STARTS	EATING ENDS & TIME EXITED	TOTAL TIME STAYED
1	College Group	5 person/s	8:50 PM	9:50 PM	60 minutes
2	Group of Girls (Youth)	4 person/s	8:50 PM	9:09 PM	19 minutes
3	Male Person	1 person/s	9:25 PM	9:42 PM	17 minutes
Total Average TIME STAYED (Formula: add TOTAL TIME STAYED divided by 3):					32 minutes

McDonald's ATC Market Count, 24 Hours

August 20, 2010, 7:16 PM Friday

#	AREA	COUNT
1	Counter	14 person/s
2	Dinning	71 person/s
3	Entrance/Exit Door	0 person/s
4	Outside	10 person/s
5	Playplace	24 person/s
6	Playplace Extension	0 person/s
7	Partyplace	45 person/s
TOTAL:		164 person/s

#	GROUP OF PEOPLE	COUNT	TIME ENTERED & EATING STARTS	EATING ENDS & TIME EXITED	TOTAL TIME STAYED
1	Schoolmates	5 person/s	7:34 PM	8:20 PM	46 minutes
2	Officemates	5 person/s	7:40 PM	9:14 PM	94 minutes
3	Family	6 person/s	8:00 PM	8:42 PM	42 minutes
4	Schoolmates (LaSalle)	11 person/s	7:16 PM	8:54 PM	100 minutes
Total Average TIME STAYED (Formula: add TOTAL TIME STAYED divided by 4):					70 minutes & 30 seconds

August 20, 2010, 7:16 PM Friday cont...

#	AREA	ACTIVITY	GROUP OF PEOPLE	COUNT	Time Spent	TOTAL Time Spent
1	Counter	Falling in line	I myself	1 person/s	7:16 to 7:21 PM	5 minutes
2	Counter	Falling in line	Lovers	2 person/s	7:26 to 7:32 PM	6 minutes
Total Average Time Spent (Formula: add TOTAL Time Spent divided by 2):						5 minutes & 30 seconds

Reasons why people stay at McDonald's during and after meal: bonding, meeting about business/others things, chat/conversation, use of wifi, celebrating something, etc.

August 20, 2010, 8:30 PM Friday

#	AREA	COUNT
1	Counter	0 person/s
2	Dinning	56 person/s
3	Entrance/Exit Door	0 person/s
4	Outside	0 person/s
5	Playplace	0 person/s
6	Playplace Extension	0 person/s
7	Partyplace	0 person/s
TOTAL:		56 person/s
Non-rush hour begins		

August 20, 2010, 9:15 PM Friday

#	AREA	COUNT
1	Counter	0 person/s
2	Dinning	100 person/s
3	Entrance/Exit Door	0 person/s
4	Outside	14 person/s
5	Playplace	30 person/s
6	Playplace Extension	0 person/s
7	Partyplace	0 person/s
TOTAL:		144 person/s
Rush hour begins again		

Number of people during rush hour: 3 lines, minimum of 8 people per line and a maximum of 10 people per line

McDonald's ATC Market Count, 24 Hours

August 21, 2010, 6:12 to 6:20 PM Saturday

#	AREA	COUNT
1	Counter	0 person/s
2	Dinning	47 person/s
3	Entrance/Exit Door	0 person/s
4	Outside	9 person/s
5	Playplace	11 person/s
6	Playplace Extension	0 person/s
7	Partyplace	0 person/s
TOTAL:		67 person/s

August 22, 2010, 1:20 PM Sunday

#	AREA	COUNT
1	Counter	0 person/s
2	Dinning	55 person/s
3	Entrance/Exit Door	0 person/s
4	Outside	10 person/s
5	Playplace	20 person/s
6	Playplace Extension	25 person/s
7	Partyplace	0 person/s
TOTAL:		110 person/s

McDonald's ATC Market Count, 24 Hours - SUMMARY

August 19, 2010, 8:50 to 10:11 PM Thursday

Total Average TIME STAYED:	32 minutes
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August 20, 2010, 7:16 PM Friday

Total Average TIME STAYED:	70 minutes & 30 seconds
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Total Average TIME STAYED (Formula: add TOTAL TIME STAYED divided by 2):	51 minutes & 15 seconds
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McDonald's ATC Market Count, 24 Hours – SUMMARY, cont...

August 19, 2010, 8:50 to 10:11 PM Thursday

TOTAL of 7 AREAS:	150 person/s
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August 20, 2010, 7:16 PM Friday

TOTAL of 7 AREAS:	164 person/s
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August 20, 2010, 8:30 PM Friday

TOTAL of 7 AREAS:	56 person/s
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Non-rush hour begins	
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August 20, 2010, 9:15 PM Friday

TOTAL of 7 AREAS:	144 person/s
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Rush hour begins again	
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August 21, 2010, 6:12 to 6:20 PM Saturday

TOTAL of 7 AREAS:	67 person/s
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August 22, 2010, 1:20 PM Sunday

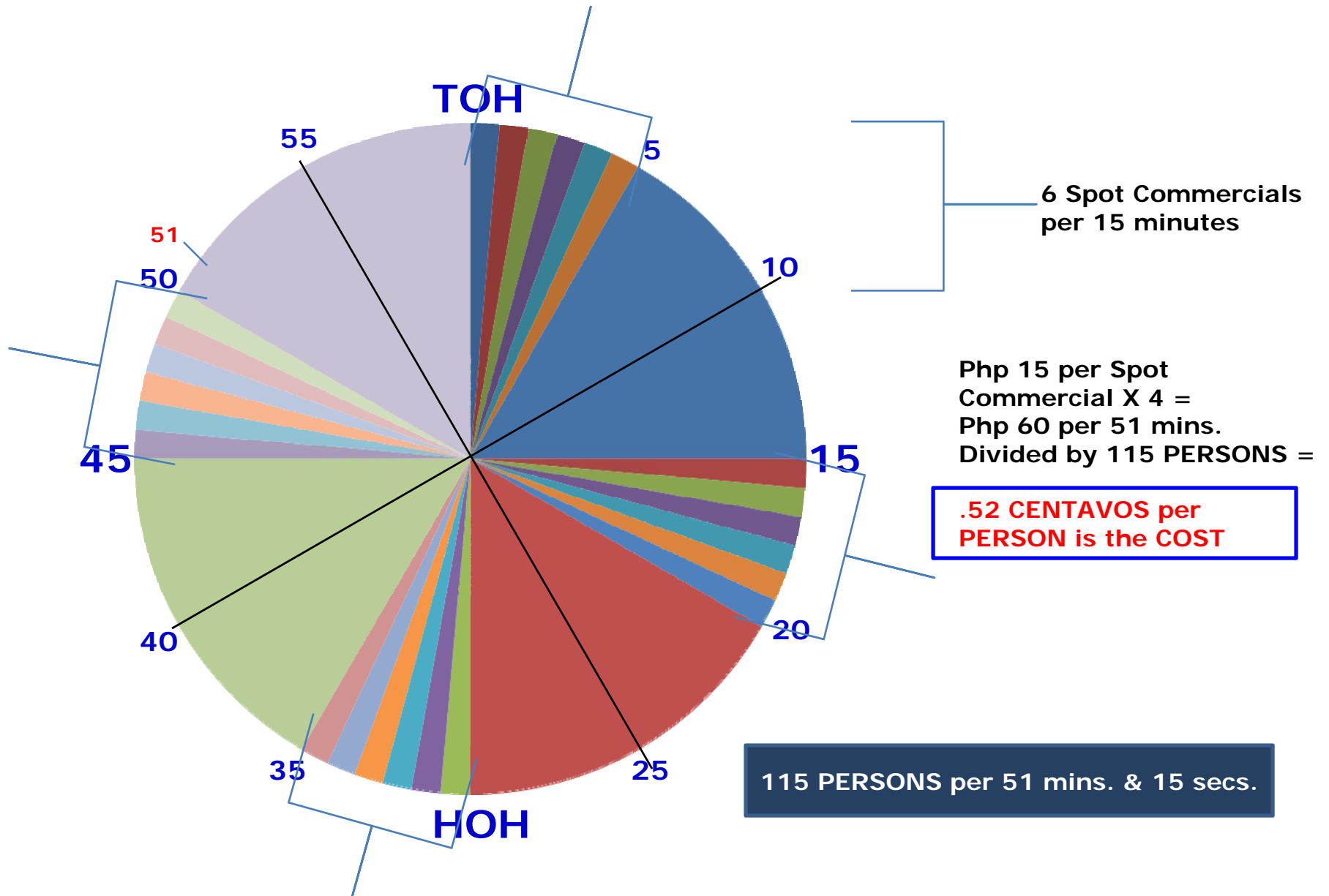
TOTAL of 7 AREAS:	110 person/s
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Total Average of PERSONS per 51 mins. & 15 secs.
(Formula: add TOTAL PERSONS divided by 6):

115 PERSONS per 51 mins. & 15 secs.

McDonald's ATC Market Count, 24 Hours – SUMMARY, cont...

PIE CHART SPOT COMMERCIAL ANALYSIS



Conclusion – 27: We all know that McDonald's has a good market especially during rush hours. Their target is 1 minute per serving. The reasons why people stay at McDonald's during and after meal are the following:

- **bonding**
- **meeting about business/others things**
- **chat/conversation**
- **use of wifi**
- **celebrating something**

This is without an event. If we have an event and we have more give away promos and contests to offer; and the average length of stay is 51 mins. & 15 secs.; then we can have the attention of the group that stays because of **bonding**, **chat/conversation** and **celebrating something** would make them stay long. If our contests deals with Facebook or anything that makes people use their laptop/internet and programs with good entertainment, information, music and has more values on it; then we can also have the group that does **meeting about business/others things** and **use of wifi**.

Let's picture the above statement and the following final analysis. Isn't it good to have 4 spots per 51 minutes that cost **.52 CENTAVOS per PERSON ONLY; plus the fact that it's a public captive market** gives you a GREATER VALUE? Right? Now this is why CADIO Advertising puts real value on advertising.

Conclusion – 27 cont...: On the 1st week of January 2011, McDonald's CADIO will start its tour which is the most silent and quiet part of the year. Isn't it a good idea to go against the tide when everyone is silent, we are creating a noise? Obviously, during Christmas, families want to have a get together while after new year; families want to go out and just want to rest or have dinner. Rest means resting or staying at home but it can also mean, going to a restaurant. Now who wants to eat in a fast food chain given the situation? Isn't it the kids? Kids have strong persuasive power when asking their parents where to eat, right? Especially, if that place has a lot of promos not only for kids but also for the whole family. Let's face it, most events will start after the 15th of January and next would be School events, Chinese New Year and then Valentine's day and so on..... Again, a big rest falls on the 1st week of January so let's not rest, instead let's take advantage of the opportunity and get the attention of the market through contests, promos, give-aways, and other surprises.