



# Reaching Qdoba's Best Customer Prospects

*Presented by:*  
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**KWHD TV53**  
**LeSEA Broadcasting of Denver**  
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# Television is Qdoba's Medium

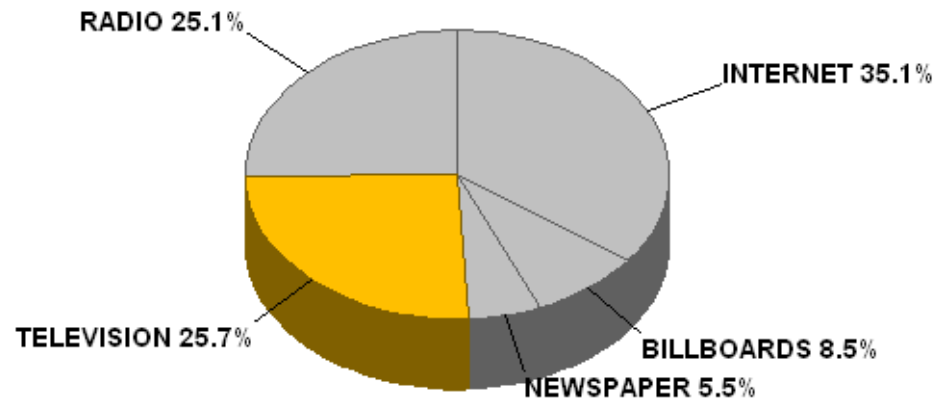
Report: MEDIA DAY ANALYSIS  
Market: DENVER, CO for MAY-JUN 2008  
Bases: ADULTS AGE 18+  
Target: ATE FAST FOOD PAST 4-WEEKS--QDOBA MEXICAN GRILL  
Base Population: 2,019,106



Target Market

Target Persons: 91,754

QDOBA'S DENVER CUSTOMERS SPEND NEARLY 26% OF THEIR MEDIA DAY WITH TV





# Qdoba Denver Customers ...are Heavy Fast Food Consumers.

- 85% more likely than average Denver adult to dine 3+ times per week
- 43% more likely than average Denver adult to dine 5+ times per week

Report:	CROSSTAB REPORTS	THE MEDIA AUDIT
Market:	DENVER, CO for MAY-JUN 2008	
Bases:	ADULTS AGE 18+	
Primary Target:	ATE FAST FOOD PAST 4-WEEKS--QDOBA, MEXICAN GRILL	
Base Population:	2,019,106	-
Target		Target Index
FAST FOOD RESTAURANT--3 + PURCHASES PAST WEEK		185
FAST FOOD RESTAURANT--5 + PURCHASES PAST WEEK		143

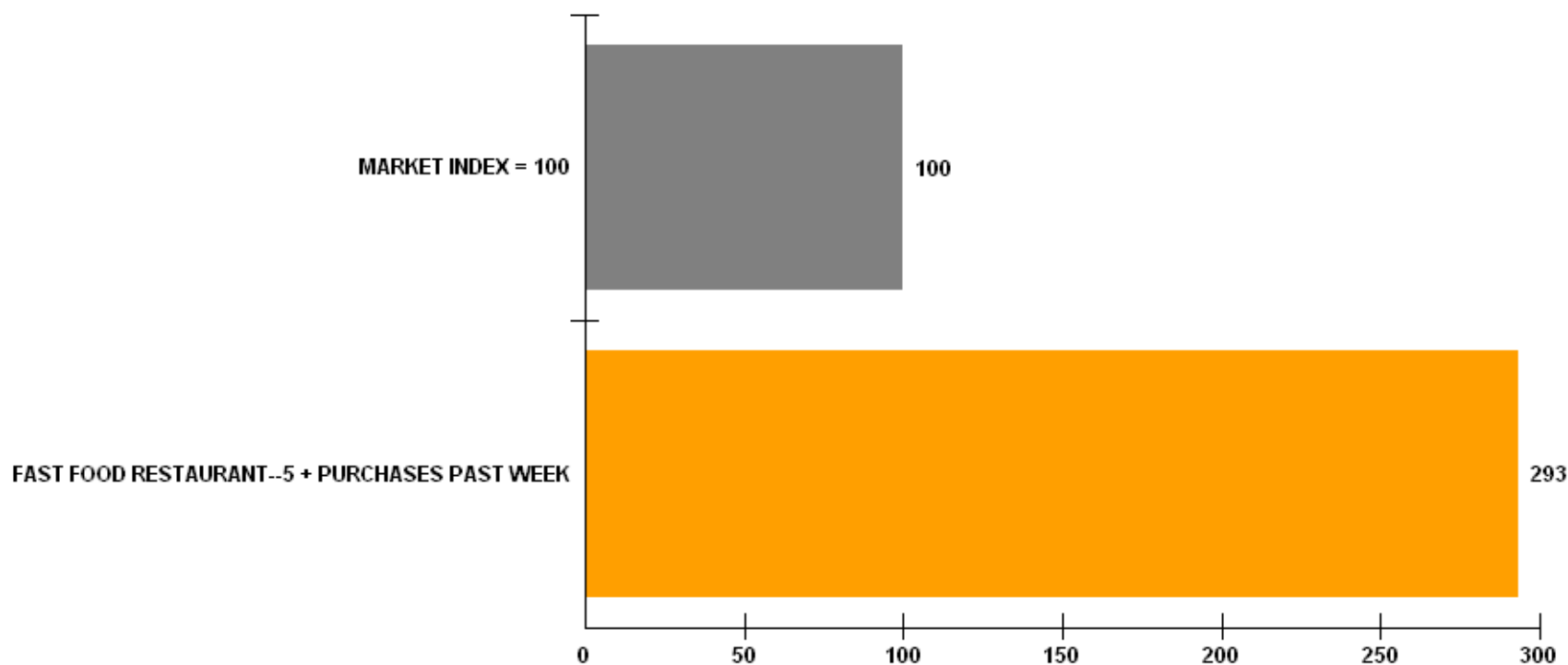


Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT  
Market: DENVER, CO for MAY-JUN 2008  
Bases: ADULTS AGE 18+  
Media: C53 KWHD IND TOTAL

THE MEDIA AUDIT

Most Often Index

## KWHD TV53 VIEWERS: 193% MORE LIKELY TO BE FREQUENT FAST FOOD RESTAURANT DINERS





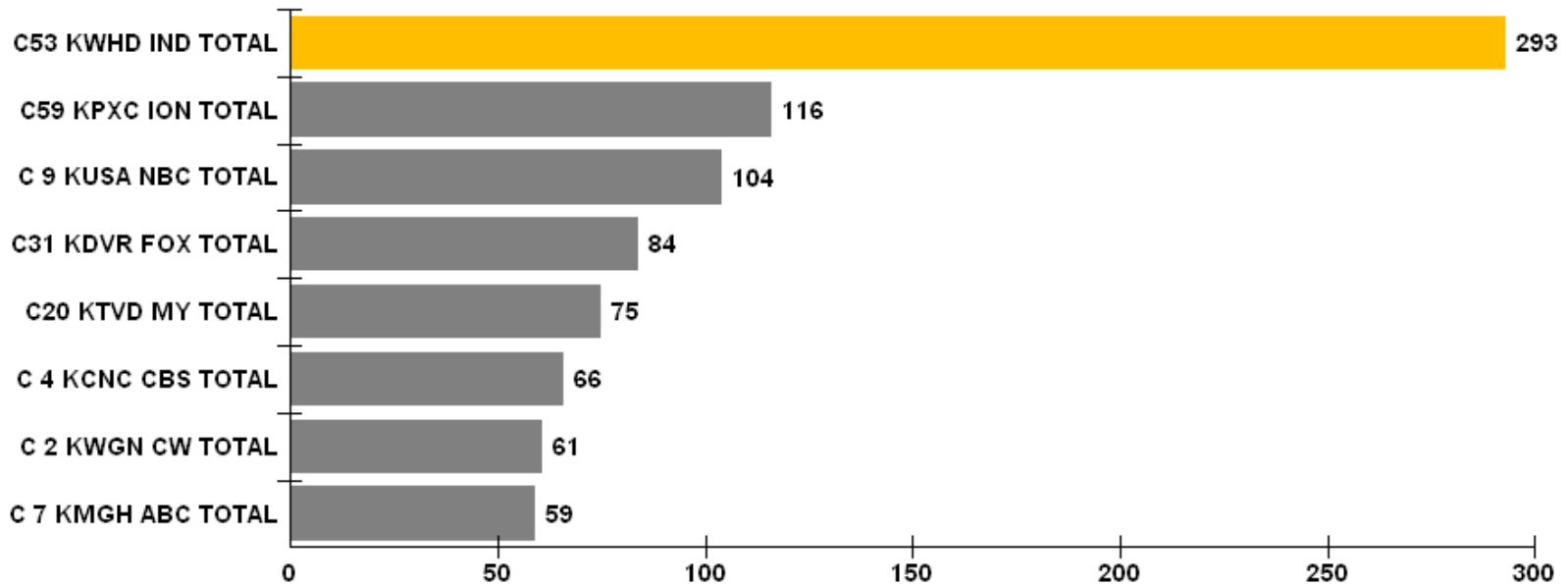
Report: RANKER REPORT  
 Market: DENVER, CO for MAY-JUN 2008  
 Bases: ADULTS AGE 18+  
 Target: FAST FOOD RESTAURANT--5 + PURCHASES PAST WEEK  
 Base Population: 2,019,106

THE MEDIA AUDIT

% In Target: 6.7%

Target Persons: 134,643

**KWHD TV53 IS MOST TARGETED & EFFICIENT IN FREQUENT FAST FOOD DINERS**



# 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

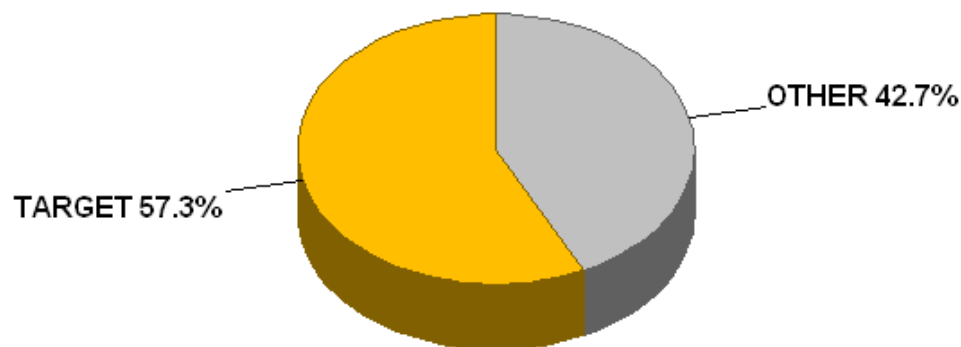
All Groups

Media Persons: 89,183

Target Percent: 57.3%

Target Persons: 51,104

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



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

THE MEDIA AUDIT

Most Often Index

Base Population: 1,275,844

% In Target: 8.4%

Target Persons: 107,372

## FREQUENT FAST FOOD DINERS AGE 18-49

