



Fast Food Marketing Ranking Tables

2012-2013

Fast food restaurants use many different forms of marketing to advertise their products

Click on the links below to find out how restaurants compare to each other and which have the most and least marketing to children and teens

[{Total Advertising Spending}](#)

[{TV Ads Viewed by Children}](#)

[{TV Ads Viewed by Teens}](#)

[{Website Exposure}](#)

[{Display Advertising on Youth Websites}](#)

[{Social Media Marketing}](#)

[{Spanish-Language TV Advertising}](#)

[{TV Ads Viewed by Black Children and Teens}](#)



Advertising spending

Ranking by total advertising spending in 2012

Includes total spending in all measured media for the 25 fast food restaurants with the most advertising spending on national TV in 2012.

Most



Least

Rank	Restaurant	Total advertising spending* (\$ million)			2012 advertising spending by medium (\$ million)				
		2009	2012	Change	TV	TV % of total	Radio	Outdoor	Internet
1	McDonald's	\$901.1	\$971.8	8%	\$767.0	79%	\$86.3	\$88.2	\$6.6
2	Subway	\$427.6	\$595.3	39%	\$508.1	85%	\$33.8	\$12.0	\$35.9
3	Taco Bell	\$247.1	\$274.7	11%	\$249.4	91%	\$17.5	\$6.3	\$0.7
4	Wendy's	\$282.4	\$274.5	-3%	\$239.9	87%	\$14.2	\$7.6	\$1.6
5	KFC	\$271.0	\$258.1	-5%	\$252.1	98%	\$0.1	\$1.0	\$3.0
6	Pizza Hut	\$221.9	\$245.8	11%	\$242.3	99%	\$0.4	\$0.2	\$2.4
7	Burger King	\$284.9	\$236.4	-17%	\$221.0	93%	\$6.3	\$8.1	\$0.7
8	Domino's	\$181.9	\$191.1	5%	\$177.3	93%	\$6.6	\$1.3	\$5.6
9	Sonic	\$186.0	\$173.7	-7%	\$166.2	96%	\$2.8	\$4.5	\$0.1
10	Papa John's	\$142.1	\$153.3	8%	\$147.8	96%	\$2.6	\$0.4	\$0.4
11	Arby's	\$130.0	\$137.8	6%	\$133.6	97%	\$1.2	\$1.6	\$0.6
12	Dunkin' Donuts	\$121.6	\$135.1	11%	\$111.0	82%	\$13.0	\$8.4	\$1.0
13	Jack in the Box	\$113.5	\$103.7	-9%	\$93.5	90%	\$3.1	\$6.7	\$0.4
14	Little Caesars	\$15.7	\$88.5	463%	\$79.9	90%	\$5.9	\$2.3	\$0.2
15	Dairy Queen	\$75.5	\$75.8	0%	\$74.1	98%	\$0.2	\$1.4	\$0.0
16	Popeyes	\$58.5	\$68.8	18%	\$66.7	97%	\$1.4	\$0.6	\$0.0
17	Carl's Jr.	\$62.5	\$62.5	0%	\$58.8	94%	\$0.6	\$3.0	\$0.1
18	Starbucks	\$28.4	\$44.3	56%	\$17.9	40%	\$1.5	\$0.3	\$4.6
19	Quiznos	\$53.5	\$39.8	-26%	\$38.9	98%	\$0.1	\$0.1	\$0.2
20	Hardee's	\$33.2	\$40.7	22%	\$37.0	91%	\$0.8	\$2.8	\$0.0
21	Panera Bread	\$15.9	\$37.3	134%	\$18.6	50%	\$7.0	\$8.7	\$2.3
22	Chick-fil-A	\$26.4	\$29.9	14%	\$21.6	72%	\$0.1	\$7.9	\$0.1
23	Long John Silver's	\$31.5	\$27.6	-13%	\$27.4	100%	\$0.0	\$0.1	\$0.0
24	Boston Market	\$4.5	\$17.5	291%	\$17.1	98%	\$0.1	\$0.0	\$0.0
25	CiCi's Pizza	\$21.5	\$14.5	-32%	\$14.0	96%	\$0.0	\$0.2	\$0.1
All fast food restaurants		\$4,285.9	\$4,630.9	8%	\$4,062.6	88%	\$226.3	\$198.5	\$68,448

*Includes spending in 18 different media including television, magazine, internet, radio, newspaper, freestanding insert coupons, and outdoor advertising
Source: Nielsen (2009, 2012)

Television advertising exposure by children

Ranking by ads viewed by children (6-11 years) in 2012

Includes average number of advertisements viewed by children on national (network, cable and syndicated) and local (spot) TV.

Most



Least

Rank	Restaurant	Average # of ads viewed						2012 targeted ratios	
		Preschoolers (2-5 years)			Children (6-11 years)			Preschooler:adult*	Child:adult*
		2009	2012	Change	2009	2012	Change		
1	McDonald's	310.4	265.6	-14%	365.9	316.9	-13%	0.91	1.08
2	Subway	97.6	106.5	9%	128.7	131.1	2%	0.40	0.49
3	Burger King	151.7	79.8	-47%	189.6	95.3	-50%	0.49	0.59
4	Domino's	37.9	60.4	59%	49.7	71.5	44%	0.54	0.64
5	Pizza Hut	56.5	64.2	14%	70.8	69.7	-2%	0.38	0.42
6	Wendy's	47.8	59.2	24%	60.3	68.2	13%	0.41	0.48
7	Taco Bell	51.6	52.6	2%	69.9	61.2	-12%	0.37	0.43
8	KFC	62.9	45.5	-28%	79.2	48.9	-38%	0.34	0.37
9	Sonic	28.0	31.8	14%	38.0	39.1	3%	0.38	0.47
10	Little Caesars	1.5	33.3	2175%	1.7	33.8	1883%	0.45	0.45
11	Arby's	16.4	25.7	57%	22.3	30.7	38%	0.36	0.42
12	Dairy Queen	20.0	23.9	19%	27.0	28.6	6%	0.36	0.43
13	Papa John's	24.9	28.2	13%	29.1	28.6	-2%	0.35	0.35
14	Popeyes	15.2	21.4	41%	20.4	26.5	30%	0.46	0.57
15	Long John Silver's	20.7	19.8	-4%	26.6	22.1	-17%	0.35	0.39
16	Quiznos	18.8	13.3	-29%	25.5	14.5	-43%	0.33	0.36
17	Dunkin' Donuts	11.7	13.5	15%	15.5	14.2	-8%	0.24	0.26
18	CiCi's Pizza	15.0	18.3	22%	14.5	10.6	-26%	0.97	0.56
19	Carl's Jr.	4.5	7.9	74%	5.8	9.4	61%	0.35	0.42
20	Jack in the Box	11.3	6.9	-39%	13.4	7.3	-46%	0.39	0.41
21	Hardee's	2.4	3.6	49%	3.4	4.5	33%	0.24	0.31
22	Starbucks	0.7	3.9	440%	0.8	4.3	462%	0.51	0.55
23	Chick-fil-A	1.7	3.6	110%	1.9	3.2	68%	0.62	0.55
24	Panera Bread	0.4	2.2	488%	0.4	2.3	493%	0.28	0.29
25	Boston Market	0.2	1.4	586%	0.3	1.3	360%	0.31	0.28
All fast food restaurants		1,043.5	1,023.2	-2%	1,299.0	1,175.4	-10%	0.47	0.54

*Compared to adults (25-49 years)
Source: Nielsen (2009, 2012)

Television advertising exposure by teens

Ranking by ads viewed by teens (12-17 years) in 2012

Includes average number of advertisements viewed by teens in 2009 and 2012 on national (network, cable and syndicated) and local (spot) TV.

Most



Least

Rank	Restaurant	Average # of ads viewed			2012 targeted ratio Teen:adult*
		2009	2012	Change	
1	McDonald's	283.8	272.3	-4%	0.93
2	Subway	179.2	205.0	14%	0.77
3	Burger King	190.6	151.2	-21%	0.94
4	Taco Bell	146.0	141.3	-3%	1.00
5	Pizza Hut	128.9	137.9	7%	0.82
6	Wendy's	117.1	119.9	2%	0.84
7	Domino's	91.1	97.2	7%	0.87
8	KFC	149.2	97.1	-35%	0.73
9	Sonic	70.3	79.6	13%	0.95
10	Arby's	42.2	56.4	34%	0.78
11	Little Caesars	2.4	52.9	2102%	0.71
12	Dairy Queen	48.0	51.8	8%	0.78
13	Papa John's	53.5	46.9	-12%	0.58
14	Popeyes	36.6	45.3	24%	0.97
15	Long John Silver's	39.6	34.2	-14%	0.60
16	Quiznos	48.4	29.6	-39%	0.74
17	Dunkin' Donuts	29.0	23.9	-18%	0.43
18	CiCi's Pizza	21.9	16.3	-26%	0.86
19	Carl's Jr.	8.5	14.6	72%	0.65
20	Starbucks	1.4	9.7	602%	1.26
21	Jack in the Box	24.6	9.0	-64%	0.51
22	Hardee's	5.2	7.5	44%	0.51
23	Panera Bread	0.6	3.4	463%	0.43
24	Chick-fil-A	2.7	3.2	19%	0.55
25	Boston Market	0.4	1.8	366%	0.38
All fast food restaurants		1,775.6	1,749.6	-1%	0.80

*Compared to adults (25-49 years)
Source: Nielsen (2009,2012)

Website exposure

Ranking by average total visits per month by all youth (2-17 years) in 2012

Includes data for websites sponsored by the eighteen restaurants in our digital media analysis, plus Papa John's.*

Most

Rank	Restaurant	Website	Average monthly unique visitors (000)						2012 average (all youth 2-17 years)			
			Children (2-11 years)			Teens (12-17 years)			Visits per month	Minutes per visit	Pages per month	# quarters with data available
			2009	2012	Change	2009	2012	Change				
1	Pizza Hut	PizzaHut.com	195.3	39.9	-80%	242.4	311.9	29%	1.3	3.1	5	4
2	McDonald's	McDonalds.com	98.1	25.4	-74%	160.4	281.5	75%	1.3	1.5	3.3	4
3	Domino's	Dominos.com	175.6	22.6	-87%	256.8	271.0	6%	1.4	4.6	4.8	4
4	McDonald's	HappyMeal.com	189.3	118.7	-37%	58.2	41.9	-28%	1.3	2.2	2.2	4
5	Papa John's	PapaJohns.com	**	13.7		**	133.9		1.3	6.3	11.1	4
6	Subway	Subway.com	27.2	12.9	-53%	53.7	108.5	102%	1.2	2.2	4	4
7	Starbucks	Starbucks.com	33.9	5.7	-83%	54.5	104.4	92%	1.3	2.8	6.6	4
8	McDonald's	McState.com	9.5	2.2	-77%	53.4	86.9	63%	1.3	2.5	6.1	4
9	Taco Bell	TacoBell.com	16	7.7	-52%	51.1	72.0	41%	1.2	2.5	5.2	4
10	Burger King	BurgerKing.com	41.8	8.0	-81%	41.8	69.0	65%	1.1	1.4	2.5	4
11	Wendy's	Wendys.com	34.4	1.2	-97%	52.0	50.3	-3%	1.2	2.4	6.9	4
12	KFC	KFC.com	34.9	4.0	-89%	50.5	45.1	-11%	1.1	1.5	3.1	4
13	Panera Bread	PaneraBread.com	**	2.9		**	42.7		1.5	1.9	5.4	4
14	Chick-fil-A	Chick-fil-A.com	**	1.5		**	39.0		1.2	2.4	5	4
15	Arby's	Arbys.com	**	0.4		**	19.5		1.1	1.4	3	4
16	Dairy Queen	DairyQueen.com	27.9	2.6	-91%	20.4	29.5	45%	1.1	2.1	3.7	4
17	Dunkin' Donuts	DunkinDonuts.com	25.6	2.1	-92%	32.1	28.9	-10%	1.1	2	4.4	4
18	Little Caesars	LittleCaesars.com	**	0.9		**	29.8		1.1	1.1	6.4	4
19	Jack in the Box	JackInTheBox.com	**	1.2		**	28.5		1.1	2	5	4
20	Sonic	SonicDriveIn.com	43.4	2.4	-94%	37.4	21.4	-43%	1.1	2.3	6	4
21	McDonald's	PlayAtMcD.com	**	1.4		**	21.2		***	***	***	2
22	Subway	SubwayKids.com	1.4	13.3	850%	2.3	6.4	178%	1.1	2.3	5.6	4
23	CiCi's Pizza	CicisPizza.com	**	0.8		**	18.5		1.2	3	4.2	4
24	McDonald's	McWorld.com	100.9	10.1	-90%	27.0	5.3	-80%	1.1	1.5	2	4
25	McDonald's	MeEncanta.com	1.3	1.0	-23%	3.5	13.3	280%	1.1	1	1.3	4
26	McDonald's	RMHC.org	4.7	0.2	-96%	4.1	9.7	137%	1.2	1.7	2.9	4
27	McDonald's	365Black.com	0.3	***		5.0	2.5	-50%	***	***	***	2
28	KFC	KFCScholars.org	3.7	0.0	-99%	4.5	1.9	-58%	***	***	***	2
29	Dunkin' Donuts	DunkinAtHome.com	1.1	0.3	-73%	1.1	1.2	9%	***	***	***	2

continued

Ranking Table 8

Rank	Restaurant	Website	Average monthly unique visitors (000)						2012 average (visitors 2-17 years)			
			2-11 years			12-17 years			Visits per month	Minutes per visit	Pages per month	# quarters with data available
			2009	2012	Change	2009	2012	Change				
30	Starbucks	MyStarbucksVisit.com	2.5	0.2	-92%	1.0	1.0	0%	***	***	***	3
31	Dairy Queen	BlizzardFanClub.com	4.4	***		4.3	0.9	-79%	***	***	***	3
32	Sonic	LimeadesForLearning.com	1.4	***		22.2	0.7	-97%	***	***	***	1
33	Papa John's	PapaJohns-Specials.com	**	***		**	0.3		***	***	***	2
34	Pizza Hut	BookItProgram.com	0.5	***		1.4	0.0	-98%	***	***	***	2

↓
Least

*Papa John's was added to due to very high youth exposure to its main website

**Restaurant was not included in 2009 analysis

***Data not available due to low numbers of visits or site was discontinued

Source: comScore Media Metrics Key Measures Report (2009,2012)

Display advertising on youth websites

Ranking by total average monthly ads viewed on youth websites in 2012

Includes average monthly data for display ads viewed for the eighteen restaurants in our digital media analysis.*

Most
↓
Least

Rank	Restaurant	Average # of monthly ads viewed on youth websites (000)			2012 average			
		2009	2012	Change	# of ads viewed per viewer per month	% of ads viewed on kids' websites	% of ads viewed on other youth websites	% of ads viewed on Facebook
1	Domino's	181,115.6	83,980.9	-54%	9.6	2%	10%	16%
2	McDonald's	67,802.6	42,806.6	-37%	6.0	10%	14%	10%
3	Pizza Hut	141,634.3	28,550.1	-80%	7.2	1%	6%	13%
4	KFC	7,589.0	18,066.4	138%	5.5	2%	7%	8%
5	Subway	3,101.6	17,086.8	451%	6.4	4%	6%	13%
6	Panera Bread	**	13,825.9		3.6	1%	5%	14%
7	Starbucks	2,212.7	9,542.0	331%	4.8	1%	6%	18%
8	Arby's	**	7,259.3		3.0	2%	7%	18%
9	CiCi's Pizza	**	6,039.3		3.7	1%	1%	40%
10	Little Caesars	**	5,867.6		3.2	0%	3%	33%
11	Burger King	13,832.1	4,398.4	-68%	4.5	8%	9%	13%
12	Jack in the Box	**	2,015.9		3.4	0%	1%	17%
13	Sonic	8,067.0	1,735.8	-78%	3.7	4%	6%	26%
14	Wendy's	27,657.2	1,619.7	-94%	3.2	1%	3%	54%
15	Dairy Queen	12,423.6	1,297.4	-90%	3.4	5%	9%	0%
16	Dunkin' Donuts	3,381.9	910.8	-73%	5.9	0%	1%	68%
17	Taco Bell	1,168.6	439.1	-62%	3.7	0%	1%	37%
18	Chick-fil-A	**	685.7		4.7	0%	1%	19%

*Comparable to banner ads as reported in 2009

**Restaurant was not included in 2009 analysis

Source: comScore Ad Metrix Advertiser Report (2009, 2012)

Social media marketing

Ranking by Facebook likes in 2013

Includes total Facebook likes, Twitter followers, and YouTube upload views for the 18 restaurants in our digital marketing analysis.

Most



Least

Rank	Restaurant	Facebook likes* (000)			Twitter followers (000)			YouTube upload views (000)		
		2010	2013	Increase	2010	2013	Increase	2010	2013	Change
1	Starbucks	11,353.4	34,969.7	208%	989.2	4,215.4	326%	5,293.6	8,166.8	54%
2	McDonald's	2,636.8	29,202.5	1007%	39.5	1,573.1	3883%	115.6	7,749.4	6602%
3	Subway	3,088.1	23,651.2	666%	22.8	1,483.4	6406%	0.0	1,726.6	
4	Taco Bell	1,770.8	10,200.8	476%	35.2	717.6	1939%	2,073.8	13,756.3	563%
5	Pizza Hut	1,414.8	10,623.6	651%	31.3	439.9	1305%	16.8	3,438.0	20400%
6	Dunkin' Donuts	1,820.2	10,175.9	459%	55.1	320.6	482%	1,144.6	1,220.6	7%
7	Domino's	538.5	8,452.3	1470%	14.4	278.7	1835%	3,805.9	2,101.3	-45%
8	KFC	1,653.2	6,350.9	284%	15.1	223.4	1379%	980.4	2,266.9	131%
9	Dairy Queen	1,619.7	7,144.4	341%	7.8	114.2	1364%	243.8	1,570.3	544%
10	Chick-fil-A	**	6,959.8		**	278.7		**	0.0	
11	Burger King	0.0	6,321.3		0.0	242.3		195.6	48.0	-75%
12	Wendy's	978.4	3,834.4	292%	10.2	348.4	3316%	110.6	185.6	68%
13	Arby's	**	2,321.5		**	147.0		**	1,240.4	
14	Little Caesars	**	1,526.6		**	20.0		**	1,895.8	
15	Panera Bread	**	2,184.6		**	147.9		**	1,105.8	
16	Sonic	297.0	2,699.3	809%	7.2	72.1	901%	62.5	308.4	393%
17	CiCi's Pizza	**	1,096.7		**	1.6***		**	22.1	
18	Jack in the Box	**	787.8		**	41.7		**	128.9	

*Known as fans in 2010

**Restaurant was not included in 2010 analysis

***Account not available for public access

Source: Social media analysis (July 2010, 2013)

Spanish-language TV advertising exposure

Ranking by ads viewed by Hispanic children (6-11 years) in 2012

Includes average number of TV ads viewed by Hispanic preschoolers, children, and teens for all restaurants advertising on Spanish-language TV.

Most
↓
Least

Rank	Restaurant	Average # of ads viewed								
		Hispanic preschoolers (2-5 years)			Hispanic children (6-11 years)			Hispanic teens (12-17 years)		
		2009	2012	Change	2009	2012	% change	2009	2012	Change
1	McDonald's	82.5	87.8	6%	67.0	62.3	-7%	67.5	56.0	-17%
2	Burger King	35.3	61.0	73%	28.4	41.6	46%	26.9	38.7	44%
3	Domino's	37.1	35.7	-4%	29.4	24.8	-16%	26.2	22.5	-14%
4	Subway	31.3	33.6	7%	24.4	25.0	2%	27.1	27.4	1%
5	Wendy's	26.0	27.8	7%	20.9	20.7	-1%	17.4	20.0	15%
6	Sonic	20.3	21.3	5%	15.3	14.5	-5%	13.9	11.6	-17%
7	KFC	15.1	18.5	23%	11.2	12.8	14%	10.6	10.8	2%
8	Popeyes	25.1	19.1	-24%	20.3	12.9	-36%	19.9	11.8	-41%
9	Pizza Hut	19.8	18.8	-5%	13.8	12.0	-13%	12.4	10.2	-18%
10	Little Caesars	0.0	8.1		0.0	5.7		0.0	4.5	
11	Starbucks	0.0	3.9		0.0	2.7		0.0	2.3	
12	Taco Bell	0.0	1.5		0.0	1.3		0.0	1.2	
13	Papa John's	0.5	1.0	100%	0.3	0.8	167%	0.5	0.8	60%
14	CiCi's Pizza	0.0	1.7		0.0	1.1		0.0	0.9	
15	Jack in the Box	1.4	0.0	-100%	1.5	0.0	-100%	3.0	0.0	-100%
All fast food restaurants		294.3	340.0	16%	232.5	238.1	2%	225.3	218.7	-3%

Source: Nielsen (2009,2012)

TV advertising exposure by black children and teens

Ranking by ads viewed by black teens in 2012

Includes average number of advertisements viewed by black children and teens in 2009 and 2012 on national (network, cable and syndicated) television.

Most



Least

Rank	Restaurant	Black children (2-11 years)					Black teens (12-17 years)				
		Average # of ads viewed			Targeted ratio: black to white		Average # of ads viewed			Targeted ratio: black to white	
		2009	2012	Change	2009	2012	2009	2012	Change	2009	2012
1	McDonald's	411.8	385.1	-6%	1.36	1.47	417.2	381.5	-9%	1.93	1.71
2	Subway	146.0	154.8	6%	1.60	1.53	215.5	260.2	21%	1.49	1.49
3	Burger King	218.0	137.0	-37%	1.39	1.71	252.2	231.3	-8%	1.47	1.75
4	Pizza Hut	84.7	97.3	15%	1.72	1.56	153.6	194.6	27%	1.45	1.52
5	Taco Bell	94.9	84.2	-11%	1.99	1.79	179.9	191.9	7%	1.45	1.59
6	Wendy's	83.3	93.5	12%	1.95	1.76	155.0	177.1	14%	1.58	1.75
7	Domino's	69.6	97.7	40%	2.03	1.67	132.6	148.8	12%	1.79	1.78
8	KFC	118.6	68.8	-42%	2.33	1.59	222.9	133.5	-40%	1.91	1.49
9	Sonic	49.1	49.1	0%	2.01	1.81	90.3	103.1	14%	1.61	1.57
10	Little Caesars	0.0	46.2			1.41	0.1	76.0			1.53
11	Popeyes	34.0	36.4	7%	2.82	2.00	63.8	64.9	2%	2.42	1.81
12	Dairy Queen	34.1	34.2	0%	1.85	1.38	58.2	64.8	11%	1.43	1.32
13	Papa John's	28.0	35.4	26%	1.71	1.79	52.1	61.6	18%	1.39	1.80
14	Arby's	16.2	28.8	78%	1.84	1.37	31.0	58.0	87%	1.31	1.30
15	Long John Silver's	30.3	28.5	-6%	1.40	1.42	43.1	43.7	1%	1.13	1.30
16	Quiznos	37.6	20.7	-45%	1.92	1.65	62.1	39.9	-36%	1.39	1.51
17	CiCi's Pizza	20.4	18.4	-10%	1.50	1.36	29.5	24.4	-17%	1.42	1.60
18	Starbucks	0.9	7.9	775%	1.50	2.17	1.8	17.5	871%	1.68	2.03
19	Dunkin' Donuts	12.1	6.6	-45%	1.62	1.37	22.2	13.2	-40%	1.15	1.22
20	Carl's Jr.	0.0	3.9			1.75	0.0	7.0			1.34
21	Hardee's	0.0	1.6			1.39	0.0	3.4			1.35
22	Chick-fil-A	1.2	2.6	121%	1.14	0.95	2.3	3.2	40%	1.43	1.24
23	Panera Bread	0.0	1.4			0.97	0.0	2.2			0.99
24	Boston Market	0.0	0.2			1.42	0.0	0.3			1.29
25	Jack in the Box	8.5	0.0	-100%	2.67		18.6	0.0	-100%	1.57	
	All fast food restaurants	1,499.3	1,440.3	-4%	1.62	1.58	2,204.4	2,302.0	4%	1.61	1.60

Source: Nielsen (2009, 2012)