



McDonald's In the News – January 23, 2014 - Q4 Earnings

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McDonald's fighting to be 'relevant' to customers

Minneapolis Star Tribune + 100 other news sources

McDonald's is losing customers, as the world's biggest hamburger chain struggles to attract diners with its higher-priced sandwiches and new offerings like Mighty Wings. "We've lost some of our customer relevance," CEO Don Thompson conceded Thursday on a call with analysts.

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McDonald's profit up despite fewer customers

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McDonald's Corp reported weaker-than-expected quarterly sales at established restaurants on Thursday as fewer diners frequented the fast-food chain, and warned that sales would again fall short of analysts' expectations in January.

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All Is Not So Well: Stocks Slump on China Outlook, McDonald's Forecast

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Markets sold-off sharply on Thursday as signs of a slowdown in China, the world's second-largest economy, coupled with a mediocre global forecast from McDonald's (MCD_) offset data suggesting the U.S. labor market was generally improving.

Broadcast

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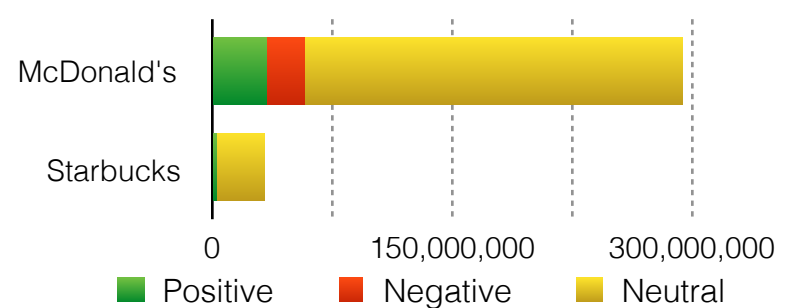
↑ **70%**
increase in volume
over average day

87%
of coverage
today

↓ **2%**
positive coverage
compared to monthly average

↑ **7%**
negative coverage
compared to monthly average

Earnings Day Audience



January 23rd Stock vs. Sentiment

