



## North Carolina Survey Results

**Q1** Do you think that Bigfoot lives in the North Carolina mountains?

Yes..... 7%  
No..... 74%  
Not sure..... 19%

**Q2** Do you consider yourself to be a NASCAR fan, or not?

Yes..... 25%  
No..... 69%  
Not sure..... 6%

**Q3** Do you consider yourself to be a college basketball fan, or not?

Yes..... 52%  
No..... 43%  
Not sure..... 5%

**Q4** Do you like sweet tea, or not?

Yes..... 64%  
No..... 33%  
Not sure..... 3%

**Q5** Do you like Cheerwine, or not?

Yes..... 45%  
No..... 45%  
Not sure..... 11%

**Q6** Do you like moonshine, or not?

Yes..... 20%  
No..... 71%  
Not sure..... 8%

**Q7** Do you like barbecue, or not?

Yes..... 88%  
No..... 9%  
Not sure..... 2%

**Q8** Do you like tobacco, or not?

Yes..... 18%  
No..... 79%  
Not sure..... 3%

**Q9** Do you have a favorable or unfavorable opinion of Dunkin Donuts?

Favorable..... 59%  
Unfavorable..... 23%  
Not sure..... 18%

**Q10** Do you have a favorable or unfavorable opinion of Krispy Kreme donuts?

Favorable..... 79%  
Unfavorable..... 10%  
Not sure..... 10%

**Q11** Do you prefer Dunkin Donuts or Krispy Kreme donuts?

Dunkin Donuts..... 20%  
Krispy Kreme..... 63%  
Not sure..... 17%

**Q12** Do you have a favorable or unfavorable opinion of Chick-fil-A?

Favorable..... 76%  
Unfavorable..... 12%  
Not sure..... 12%

**Q13** Do you have a favorable or unfavorable opinion of Bojangles?

Favorable..... 71%  
Unfavorable..... 16%  
Not sure..... 13%





**Q14** Do you have a favorable or unfavorable opinion of Kentucky Fried Chicken?

*Favorable*..... 63%  
*Unfavorable* ..... 26%  
*Not sure* ..... 11%

**Q15** What is your favorite fast food chicken place: Chick-fil-A, Bojangles, Kentucky Fried Chicken, or something else?

*Chick-fil-A* ..... 44%  
*Bojangles* ..... 22%  
*Kentucky Fried Chicken* ..... 19%  
*Something else* ..... 13%  
*Not sure* ..... 2%

**Q16** Do you have a favorable or unfavorable opinion of McDonald's?

*Favorable*..... 47%  
*Unfavorable* ..... 39%  
*Not sure* ..... 14%

**Q17** Do you have a favorable or unfavorable opinion of Burger King?

*Favorable*..... 50%  
*Unfavorable* ..... 37%  
*Not sure* ..... 13%

**Q18** Do you have a favorable or unfavorable opinion of Wendy's?

*Favorable*..... 72%  
*Unfavorable* ..... 16%  
*Not sure* ..... 12%

**Q19** Do you have a favorable or unfavorable opinion of Hardee's?

*Favorable*..... 50%  
*Unfavorable* ..... 32%  
*Not sure* ..... 18%

**Q20** What is your favorite fast food burger place: McDonald's, Burger King, Wendy's, or Hardee's?

*McDonald's* ..... 18%  
*Burger King* ..... 14%  
*Wendy's* ..... 39%  
*Hardee's* ..... 15%  
*Not sure* ..... 14%

**Q21** Have you ever taken your shirt off and twisted it around your head just like a helicopter?

*Yes*..... 15%  
*No*..... 77%  
*Don't remember* ..... 8%

**Q22** Are you a native of North Carolina, or were you born somewhere else?

*Native of North Carolina*..... 60%  
*Born somewhere else* ..... 40%

**Q23** In the last presidential election, did you vote for Barack Obama or Mitt Romney?

*Barack Obama*..... 45%  
*Mitt Romney*..... 46%  
*Someone else / Don't remember* ..... 9%

**Q24** Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

*Very liberal* ..... 10%  
*Somewhat liberal* ..... 17%  
*Moderate*..... 30%  
*Somewhat conservative*..... 23%  
*Very conservative* ..... 20%

**Q25** If you are a woman, press 1. If a man, press 2.

*Woman* ..... 53%  
*Man*..... 47%



**Q26** If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.

*Democrat* ..... 41%  
*Republican*..... 37%  
*Independent / Other*..... 22%

**Q27** If you are white, press 1. If African American, press 2. If other, press 3.

*White* ..... 73%  
*African American*..... 21%  
*Other*..... 5%

**Q28** If you are 18 to 29 years old, press 1. If 30 to 45, press 2. If 46 to 65, press 3. If you are older than 65, press 4.

*18 to 29*..... 13%  
*30 to 45*..... 26%  
*46 to 65*..... 38%  
*Older than 65*..... 23%

**Q29** Mode

*Phone* ..... 80%  
*Internet* ..... 20%

**Q30** Area Code

*252*..... 10%  
*336*..... 17%  
*704*..... 15%  
*828*..... 12%  
*910*..... 10%  
*919*..... 16%  
*Internet* ..... 20%



	Base	Native of NC Yes/No	
		Native of North Carolina	Born somewhere else
<b>Bigfoot in NC Yes/No</b>			
Yes	7%	8%	5%
No	74%	71%	80%
Not sure	19%	21%	15%

	Base	Native of NC Yes/No	
		Native of North Carolina	Born somewhere else
<b>NASCAR Fan Yes/No</b>			
Yes	25%	27%	23%
No	69%	66%	74%
Not sure	6%	7%	4%

	Base	Native of NC Yes/No	
		Native of North Carolina	Born somewhere else
<b>College Basketball Fan Yes/No</b>			
Yes	52%	58%	42%
No	43%	36%	54%
Not sure	5%	6%	4%

	Base	Native of NC Yes/No	
		Native of North Carolina	Born somewhere else
<b>Like Sweet Tea Yes/No</b>			
Yes	64%	71%	54%
No	33%	26%	43%
Not sure	3%	3%	3%

	Base	Native of NC Yes/No	
		Native of North Carolina	Born somewhere else
<b>Like Cheerwine Yes/No</b>			
Yes	45%	51%	35%
No	45%	39%	53%
Not sure	11%	10%	12%

	Base	Native of NC Yes/No	
		Native of North Carolina	Born somewhere else
<b>Like Moonshine Yes/No</b>			
Yes	20%	20%	20%
No	71%	71%	72%
Not sure	8%	9%	8%

	Base	Native of NC Yes/No	
		Native of North Carolina	Born somewhere else
<b>Like Barbecue Yes/No</b>			
Yes	88%	91%	85%
No	9%	8%	12%
Not sure	2%	2%	3%

	Base	Native of NC Yes/No	
		Native of North Carolina	Born somewhere else
<b>Like Tobacco Yes/No</b>			
Yes	18%	18%	17%
No	79%	78%	81%
Not sure	3%	4%	2%





	Base	Native of NC Yes/No	
		Native of North Carolina	Born somewhere else
<b>Dunkin Donuts Favorability</b>			
Favorable	59%	55%	65%
Unfavorable	23%	26%	19%
Not sure	18%	19%	16%

	Base	Native of NC Yes/No	
		Native of North Carolina	Born somewhere else
<b>Krispy Kreme Favorability</b>			
Favorable	79%	84%	73%
Unfavorable	10%	7%	15%
Not sure	10%	9%	12%

	Base	Native of NC Yes/No	
		Native of North Carolina	Born somewhere else
<b>Dunkin Donuts/Krispy Kreme</b>			
Dunkin Donuts	20%	12%	32%
Krispy Kreme	63%	74%	47%
Not sure	17%	14%	21%

	Base	Native of NC Yes/No	
		Native of North Carolina	Born somewhere else
<b>Chick-fil-A Favorability</b>			
Favorable	76%	79%	71%
Unfavorable	12%	10%	15%
Not sure	12%	11%	13%

	Base	Native of NC Yes/No	
		Native of North Carolina	Born somewhere else
<b>Bojangles Favorability</b>			
Favorable	71%	76%	63%
Unfavorable	16%	14%	20%
Not sure	13%	10%	17%

	Base	Native of NC Yes/No	
		Native of North Carolina	Born somewhere else
<b>KFC Favorability</b>			
Favorable	63%	70%	54%
Unfavorable	26%	20%	34%
Not sure	11%	10%	12%





	Base	Native of NC Yes/No	
		Native of North Carolina	Born somewhere else
<b>Favorite Chicken Restaurant</b>			
Chick-fil-A	44%	44%	45%
Bojangles	22%	22%	21%
Kentucky Fried Chicken	19%	20%	17%
Something else	13%	12%	14%
Not sure	2%	1%	3%

	Base	Native of NC Yes/No	
		Native of North Carolina	Born somewhere else
<b>McDonald's Favorability</b>			
Favorable	47%	47%	48%
Unfavorable	39%	39%	39%
Not sure	14%	14%	13%

	Base	Native of NC Yes/No	
		Native of North Carolina	Born somewhere else
<b>Burger King Favorability</b>			
Favorable	50%	54%	45%
Unfavorable	36%	31%	44%
Not sure	13%	14%	11%

	Base	Native of NC Yes/No	
		Native of North Carolina	Born somewhere else
<b>Wendy's Favorability</b>			
Favorable	72%	73%	71%
Unfavorable	16%	15%	17%
Not sure	12%	12%	12%

	Base	Native of NC Yes/No	
		Native of North Carolina	Born somewhere else
<b>Hardee's Favorability</b>			
Favorable	50%	56%	40%
Unfavorable	32%	26%	41%
Not sure	18%	18%	19%

	Base	Native of NC Yes/No	
		Native of North Carolina	Born somewhere else
<b>Favorite Burger Restaurant</b>			
McDonald's	19%	20%	17%
Burger King	14%	13%	14%
Wendy's	39%	36%	44%
Hardee's	15%	17%	11%
Not sure	14%	13%	15%





	Base	Native of NC Yes/No	
		Native of North Carolina	Born somewhere else
<b>Twist Shirt Like Helicopter Yes/No</b>			
Yes	15%	16%	14%
No	77%	76%	79%
Don't remember	8%	8%	7%

	Base	Native of NC Yes/No	
		Native of North Carolina	Born somewhere else
<b>Native of NC Yes/No</b>			
Native of North Carolina	60%	100%	-
Born somewhere else	40%	-	100%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
<b>Bigfoot in NC Yes/No</b>				
Yes	7%	5%	7%	15%
No	74%	77%	76%	56%
Not sure	19%	18%	17%	29%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
<b>NASCAR Fan Yes/No</b>				
Yes	25%	20%	29%	29%
No	69%	76%	64%	57%
Not sure	6%	3%	7%	14%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
<b>College Basketball Fan Yes/No</b>				
Yes	52%	56%	49%	43%
No	43%	39%	47%	44%
Not sure	5%	5%	4%	12%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
<b>Like Sweet Tea Yes/No</b>				
Yes	64%	60%	65%	78%
No	33%	37%	32%	16%
Not sure	3%	3%	3%	6%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
<b>Like Cheerwine Yes/No</b>				
Yes	45%	42%	45%	59%
No	45%	47%	45%	28%
Not sure	11%	11%	10%	13%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
<b>Like Moonshine Yes/No</b>				
Yes	20%	18%	20%	34%
No	71%	74%	72%	53%
Not sure	8%	8%	8%	13%





	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
<b>Like Barbecue Yes/No</b>				
Yes	88%	89%	91%	76%
No	9%	10%	7%	17%
Not sure	2%	2%	2%	7%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
<b>Like Tobacco Yes/No</b>				
Yes	18%	16%	16%	34%
No	79%	82%	80%	62%
Not sure	3%	2%	4%	4%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
<b>Dunkin Donuts Favorability</b>				
Favorable	59%	63%	56%	51%
Unfavorable	23%	21%	25%	27%
Not sure	18%	16%	19%	22%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
<b>Krispy Kreme Favorability</b>				
Favorable	79%	77%	82%	77%
Unfavorable	10%	13%	9%	2%
Not sure	10%	10%	9%	21%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
<b>Dunkin Donuts/Krispy Kreme</b>				
Dunkin Donuts	20%	23%	17%	18%
Krispy Kreme	63%	58%	68%	59%
Not sure	17%	18%	15%	23%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
<b>Chick-fil-A Favorability</b>				
Favorable	76%	66%	86%	72%
Unfavorable	12%	19%	5%	17%
Not sure	12%	15%	9%	11%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
<b>Bojangles Favorability</b>				
Favorable	71%	66%	75%	73%
Unfavorable	16%	20%	12%	17%
Not sure	13%	14%	12%	10%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
<b>KFC Favorability</b>				
Favorable	63%	63%	63%	65%
Unfavorable	26%	26%	25%	25%
Not sure	11%	11%	12%	10%







	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
<b>Favorite Chicken Restaurant</b>				
Chick-fil-A	44%	35%	54%	42%
Bojangles	22%	25%	18%	28%
Kentucky Fried Chicken	19%	21%	19%	10%
Something else	13%	16%	8%	18%
Not sure	2%	3%	2%	2%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
<b>McDonald's Favorability</b>				
Favorable	47%	50%	45%	49%
Unfavorable	39%	37%	43%	27%
Not sure	14%	13%	12%	24%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
<b>Burger King Favorability</b>				
Favorable	50%	52%	48%	57%
Unfavorable	37%	35%	40%	28%
Not sure	13%	13%	12%	16%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
<b>Wendy's Favorability</b>				
Favorable	72%	74%	71%	66%
Unfavorable	16%	14%	19%	9%
Not sure	12%	12%	10%	25%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
<b>Hardee's Favorability</b>				
Favorable	50%	48%	52%	47%
Unfavorable	32%	32%	32%	32%
Not sure	18%	20%	16%	21%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
<b>Favorite Burger Restaurant</b>				
McDonald's	18%	21%	16%	19%
Burger King	14%	12%	13%	23%
Wendy's	39%	41%	39%	30%
Hardee's	15%	11%	19%	12%
Not sure	14%	15%	12%	15%





	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
<b>Twist Shirt Like Helicopter Yes/No</b>				
Yes	15%	16%	11%	32%
No	77%	75%	83%	62%
Don't remember	8%	9%	6%	6%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
<b>Native of NC Yes/No</b>				
Native of North Carolina	60%	59%	59%	71%
Born somewhere else	40%	41%	41%	29%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Bigfoot in NC Yes/No</b>						
Yes	7%	13%	7%	8%	4%	5%
No	74%	72%	76%	75%	76%	72%
Not sure	19%	16%	18%	17%	20%	22%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>NASCAR Fan Yes/No</b>						
Yes	25%	19%	21%	26%	27%	29%
No	69%	77%	77%	67%	68%	63%
Not sure	6%	4%	3%	7%	4%	8%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>College Basketball Fan Yes/No</b>						
Yes	52%	56%	52%	57%	47%	47%
No	43%	42%	45%	36%	48%	48%
Not sure	5%	2%	3%	7%	5%	6%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Like Sweet Tea Yes/No</b>						
Yes	64%	63%	60%	68%	60%	67%
No	33%	35%	35%	30%	35%	30%
Not sure	3%	2%	5%	2%	4%	2%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Like Cheerwine Yes/No</b>						
Yes	45%	49%	45%	49%	34%	47%
No	45%	44%	39%	40%	54%	46%
Not sure	11%	7%	16%	11%	12%	7%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Like Moonshine Yes/No</b>						
Yes	20%	18%	18%	26%	16%	20%
No	71%	72%	74%	65%	77%	71%
Not sure	8%	9%	8%	9%	7%	9%





	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Like Barbecue Yes/No</b>						
Yes	88%	77%	89%	92%	87%	89%
No	9%	18%	8%	6%	12%	9%
Not sure	2%	5%	3%	2%	1%	2%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Like Tobacco Yes/No</b>						
Yes	18%	20%	19%	20%	14%	16%
No	79%	77%	78%	78%	82%	80%
Not sure	3%	3%	3%	2%	3%	4%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Dunkin Donuts Favorability</b>						
Favorable	59%	51%	60%	64%	56%	57%
Unfavorable	23%	35%	21%	19%	26%	23%
Not sure	18%	13%	19%	17%	18%	20%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Krispy Kreme Favorability</b>						
Favorable	79%	74%	76%	84%	76%	80%
Unfavorable	10%	15%	11%	7%	14%	8%
Not sure	10%	11%	13%	9%	10%	11%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Dunkin Donuts/Krispy Kreme</b>						
Dunkin Donuts	20%	23%	29%	18%	17%	17%
Krispy Kreme	63%	62%	55%	64%	63%	69%
Not sure	17%	15%	16%	18%	20%	14%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Chick-fil-A Favorability...</b>						
Favorable	76%	51%	65%	76%	79%	91%
Unfavorable	12%	37%	18%	11%	7%	5%
Not sure	12%	12%	18%	13%	14%	4%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Bojangles Favorability</b>						
Favorable	71%	63%	68%	70%	71%	78%
Unfavorable	16%	24%	17%	16%	16%	12%
Not sure	13%	13%	15%	14%	13%	10%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>KFC Favorability</b>						
Favorable	63%	53%	64%	66%	61%	67%
Unfavorable	26%	33%	27%	26%	24%	23%
Not sure	11%	15%	9%	9%	16%	9%





	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Favorite Chicken Restaurant</b>						
Chick-fil-A	44%	26%	39%	41%	49%	57%
Bojangles	22%	26%	23%	25%	21%	16%
Kentucky Fried Chicken	19%	20%	19%	18%	21%	17%
Something else	13%	27%	15%	13%	8%	9%
Not sure	2%	1%	4%	3%	1%	1%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>McDonald's Favorability</b>						
Favorable	47%	47%	51%	48%	43%	48%
Unfavorable	39%	42%	35%	36%	42%	42%
Not sure	14%	11%	14%	15%	15%	10%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Burger King Favorability</b>						
Favorable	50%	52%	47%	53%	46%	53%
Unfavorable	37%	34%	39%	34%	41%	34%
Not sure	13%	14%	14%	13%	13%	12%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Wendy's Favorability</b>						
Favorable	72%	61%	84%	72%	67%	72%
Unfavorable	16%	25%	6%	13%	23%	16%
Not sure	12%	14%	10%	14%	11%	12%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Hardee's Favorability</b>						
Favorable	50%	45%	49%	51%	43%	58%
Unfavorable	32%	41%	29%	30%	37%	28%
Not sure	18%	14%	22%	19%	20%	14%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Favorite Burger Restaurant</b>						
McDonald's	18%	19%	19%	22%	15%	16%
Burger King	14%	12%	9%	18%	12%	12%
Wendy's	39%	29%	49%	37%	38%	41%
Hardee's	15%	16%	9%	10%	20%	20%
Not sure	14%	24%	13%	13%	15%	10%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Twist Shirt Like Helicopter Yes/No</b>						
Yes	15%	22%	22%	18%	11%	7%
No	77%	70%	70%	74%	83%	85%
Don't remember	8%	8%	8%	8%	6%	8%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Native of NC Yes/No</b>						
Native of North Carolina	60%	67%	53%	62%	56%	64%
Born somewhere else	40%	33%	47%	38%	44%	36%





	Base	Gender	
		Woman	Man
<b>Bigfoot in NC Yes/No</b>			
Yes	7%	7%	7%
No	74%	75%	74%
Not sure	19%	19%	19%

	Base	Gender	
		Woman	Man
<b>NASCAR Fan Yes/No</b>			
Yes	25%	21%	30%
No	69%	73%	64%
Not sure	6%	5%	6%

	Base	Gender	
		Woman	Man
<b>College Basketball Fan Yes/No</b>			
Yes	52%	47%	57%
No	43%	47%	38%
Not sure	5%	6%	4%

	Base	Gender	
		Woman	Man
<b>Like Sweet Tea Yes/No</b>			
Yes	64%	65%	63%
No	33%	32%	33%
Not sure	3%	3%	4%

	Base	Gender	
		Woman	Man
<b>Like Cheerwine Yes/No</b>			
Yes	45%	41%	48%
No	45%	49%	40%
Not sure	11%	10%	12%

	Base	Gender	
		Woman	Man
<b>Like Moonshine Yes/No</b>			
Yes	20%	16%	26%
No	71%	77%	65%
Not sure	8%	7%	10%

	Base	Gender	
		Woman	Man
<b>Like Barbecue Yes/No</b>			
Yes	88%	85%	92%
No	9%	14%	5%
Not sure	2%	1%	3%

	Base	Gender	
		Woman	Man
<b>Like Tobacco Yes/No</b>			
Yes	18%	17%	18%
No	79%	81%	77%
Not sure	3%	2%	5%





	Base	Gender	
		Woman	Man
<b>Dunkin Donuts Favorability</b>			
Favorable	59%	55%	63%
Unfavorable	23%	26%	20%
Not sure	18%	19%	17%

	Base	Gender	
		Woman	Man
<b>Krispy Kreme Favorability</b>			
Favorable	79%	81%	77%
Unfavorable	10%	10%	11%
Not sure	10%	10%	11%

	Base	Gender	
		Woman	Man
<b>Dunkin Donuts/Krispy Kreme</b>			
Dunkin Donuts	20%	16%	24%
Krispy Kreme	63%	68%	57%
Not sure	17%	16%	19%

	Base	Gender	
		Woman	Man
<b>Chick-fil-A Favorability</b>			
Favorable	76%	74%	78%
Unfavorable	12%	13%	11%
Not sure	12%	13%	11%

	Base	Gender	
		Woman	Man
<b>Bojangles Favorability</b>			
Favorable	71%	68%	74%
Unfavorable	16%	18%	14%
Not sure	13%	14%	11%

	Base	Gender	
		Woman	Man
<b>KFC Favorability</b>			
Favorable	63%	63%	64%
Unfavorable	26%	25%	26%
Not sure	11%	12%	10%





	Base	Gender	
		Woman	Man
<b>Favorite Chicken Restaurant</b>			
Chick-fil-A	44%	45%	43%
Bojangles	22%	19%	25%
Kentucky Fried Chicken	19%	20%	17%
Something else	13%	14%	11%
Not sure	2%	2%	3%

	Base	Gender	
		Woman	Man
<b>McDonald's Favorability</b>			
Favorable	47%	48%	46%
Unfavorable	39%	37%	41%
Not sure	14%	15%	13%

	Base	Gender	
		Woman	Man
<b>Burger King Favorability</b>			
Favorable	50%	51%	49%
Unfavorable	37%	34%	39%
Not sure	13%	15%	11%

	Base	Gender	
		Woman	Man
<b>Wendy's Favorability</b>			
Favorable	72%	73%	71%
Unfavorable	16%	15%	17%
Not sure	12%	13%	12%

	Base	Gender	
		Woman	Man
<b>Hardee's Favorability</b>			
Favorable	50%	47%	52%
Unfavorable	32%	32%	32%
Not sure	18%	21%	16%

	Base	Gender	
		Woman	Man
<b>Favorite Burger Restaurant</b>			
McDonald's	18%	18%	19%
Burger King	14%	15%	12%
Wendy's	39%	41%	37%
Hardee's	15%	13%	17%
Not sure	14%	13%	15%





	Base	Gender	
		Woman	Man
<b>Twist Shirt Like Helicopter Yes/No</b>			
Yes	15%	13%	18%
No	77%	80%	74%
Don't remember	8%	7%	8%

	Base	Gender	
		Woman	Man
<b>Native of NC Yes/No</b>			
Native of North Carolina	60%	60%	60%
Born somewhere else	40%	40%	40%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Bigfoot in NC Yes/No</b>				
Yes	7%	5%	10%	4%
No	74%	72%	74%	79%
Not sure	19%	22%	16%	17%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>NASCAR Fan Yes/No</b>				
Yes	25%	23%	33%	18%
No	69%	72%	61%	76%
Not sure	6%	5%	6%	6%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>College Basketball Fan Yes/No</b>				
Yes	52%	54%	54%	44%
No	43%	40%	42%	50%
Not sure	5%	6%	4%	6%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Like Sweet Tea Yes/No</b>				
Yes	64%	65%	67%	57%
No	33%	32%	30%	38%
Not sure	3%	3%	3%	5%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Like Cheerwine Yes/No</b>				
Yes	45%	43%	48%	41%
No	45%	44%	43%	49%
Not sure	11%	13%	9%	10%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Like Moonshine Yes/No</b>				
Yes	20%	16%	25%	21%
No	71%	77%	68%	67%
Not sure	8%	7%	8%	11%







	Base	Party		
		Democrat	Republican	Independent / Other
<b>Like Barbecue Yes/No</b>				
<b>Yes</b>	<b>88%</b>	88%	90%	87%
<b>No</b>	<b>9%</b>	10%	8%	10%
<b>Not sure</b>	<b>2%</b>	1%	3%	2%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Like Tobacco Yes/No</b>				
<b>Yes</b>	<b>18%</b>	20%	17%	15%
<b>No</b>	<b>79%</b>	78%	80%	81%
<b>Not sure</b>	<b>3%</b>	3%	3%	4%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Dunkin Donuts Favorability</b>				
<b>Favorable</b>	<b>59%</b>	63%	60%	51%
<b>Unfavorable</b>	<b>23%</b>	20%	24%	27%
<b>Not sure</b>	<b>18%</b>	17%	17%	21%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Krispy Kreme Favorability</b>				
<b>Favorable</b>	<b>79%</b>	79%	85%	71%
<b>Unfavorable</b>	<b>10%</b>	12%	7%	13%
<b>Not sure</b>	<b>10%</b>	10%	8%	16%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Dunkin Donuts/Krispy Kreme</b>				
<b>Dunkin Donuts</b>	<b>20%</b>	21%	18%	20%
<b>Krispy Kreme</b>	<b>63%</b>	59%	70%	59%
<b>Not sure</b>	<b>17%</b>	19%	12%	21%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Chick-fil-A Favorability...</b>				
<b>Favorable</b>	<b>76%</b>	69%	84%	74%
<b>Unfavorable</b>	<b>12%</b>	15%	8%	14%
<b>Not sure</b>	<b>12%</b>	16%	7%	12%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Bojangles Favorability</b>				
<b>Favorable</b>	<b>71%</b>	70%	74%	67%
<b>Unfavorable</b>	<b>16%</b>	17%	16%	16%
<b>Not sure</b>	<b>13%</b>	13%	10%	17%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>KFC Favorability</b>				
<b>Favorable</b>	<b>63%</b>	70%	64%	51%
<b>Unfavorable</b>	<b>26%</b>	19%	26%	37%
<b>Not sure</b>	<b>11%</b>	11%	11%	12%





	Base	Party		
		Democrat	Republican	Independent / Other
<b>Favorite Chicken Restaurant</b>				
Chick-fil-A	44%	33%	54%	49%
Bojangles	22%	24%	21%	20%
Kentucky Fried Chicken	19%	23%	17%	15%
Something else	13%	17%	7%	15%
Not sure	2%	3%	1%	3%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>McDonald's Favorability</b>				
Favorable	47%	59%	47%	30%
Unfavorable	39%	29%	38%	58%
Not sure	14%	13%	15%	13%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Burger King Favorability</b>				
Favorable	50%	58%	50%	37%
Unfavorable	37%	28%	37%	50%
Not sure	13%	14%	13%	13%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Wendy's Favorability</b>				
Favorable	72%	77%	71%	65%
Unfavorable	16%	9%	18%	23%
Not sure	12%	14%	11%	12%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Hardee's Favorability</b>				
Favorable	50%	55%	53%	36%
Unfavorable	32%	26%	31%	43%
Not sure	18%	20%	16%	21%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Favorite Burger Restaurant</b>				
McDonald's	18%	23%	18%	11%
Burger King	14%	13%	16%	11%
Wendy's	39%	39%	37%	43%
Hardee's	15%	12%	20%	10%
Not sure	14%	13%	8%	24%





	Base	Party		
		Democrat	Republican	Independent / Other
<b>Twist Shirt Like Helicopter Yes/No</b>				
<b>Yes</b>	15%	17%	17%	9%
<b>No</b>	77%	76%	76%	82%
<b>Don't remember</b>	8%	7%	8%	9%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Native of NC Yes/No</b>				
<b>Native of North Carolina</b>	60%	65%	59%	54%
<b>Born somewhere else</b>	40%	35%	41%	46%

	Base	Race		
		White	African American	Other
<b>Bigfoot in NC Yes/No</b>				
<b>Yes</b>	7%	7%	7%	4%
<b>No</b>	74%	76%	71%	69%
<b>Not sure</b>	19%	17%	22%	27%

	Base	Race		
		White	African American	Other
<b>NASCAR Fan Yes/No</b>				
<b>Yes</b>	25%	28%	17%	12%
<b>No</b>	69%	66%	78%	75%
<b>Not sure</b>	6%	5%	5%	12%

	Base	Race		
		White	African American	Other
<b>College Basketball Fan Yes/No</b>				
<b>Yes</b>	52%	49%	65%	29%
<b>No</b>	43%	46%	29%	59%
<b>Not sure</b>	5%	5%	6%	12%

	Base	Race		
		White	African American	Other
<b>Like Sweet Tea Yes/No</b>				
<b>Yes</b>	64%	63%	74%	43%
<b>No</b>	33%	34%	25%	41%
<b>Not sure</b>	3%	3%	1%	16%





	Base	Race		
		White	African American	Other
<b>Like Cheerwine Yes/No</b>				
<b>Yes</b>	45%	45%	47%	32%
<b>No</b>	45%	45%	41%	48%
<b>Not sure</b>	11%	10%	11%	20%

	Base	Race		
		White	African American	Other
<b>Like Moonshine Yes/No</b>				
<b>Yes</b>	20%	24%	11%	12%
<b>No</b>	71%	67%	84%	75%
<b>Not sure</b>	8%	9%	5%	13%

	Base	Race		
		White	African American	Other
<b>Like Barbecue Yes/No</b>				
<b>Yes</b>	88%	89%	89%	81%
<b>No</b>	9%	9%	9%	11%
<b>Not sure</b>	2%	2%	2%	9%

	Base	Race		
		White	African American	Other
<b>Like Tobacco Yes/No</b>				
<b>Yes</b>	18%	19%	14%	8%
<b>No</b>	79%	78%	84%	82%
<b>Not sure</b>	3%	3%	2%	10%

	Base	Race		
		White	African American	Other
<b>Dunkin Donuts Favorability</b>				
<b>Favorable</b>	59%	61%	58%	41%
<b>Unfavorable</b>	23%	21%	28%	31%
<b>Not sure</b>	18%	18%	14%	28%

	Base	Race		
		White	African American	Other
<b>Krispy Kreme Favorability</b>				
<b>Favorable</b>	79%	81%	79%	55%
<b>Unfavorable</b>	10%	9%	11%	23%
<b>Not sure</b>	10%	10%	9%	22%





	Base	Race		
		White	African American	Other
<b>Dunkin Donuts/Krispy Kreme</b>				
Dunkin Donuts	20%	18%	26%	17%
Krispy Kreme	63%	64%	62%	55%
Not sure	17%	18%	12%	27%

	Base	Race		
		White	African American	Other
<b>Chick-fil-A Favorability</b>				
Favorable	76%	76%	76%	67%
Unfavorable	12%	12%	14%	8%
Not sure	12%	12%	10%	26%

	Base	Race		
		White	African American	Other
<b>Bojangles Favorability</b>				
Favorable	71%	71%	72%	61%
Unfavorable	16%	15%	21%	13%
Not sure	13%	14%	7%	26%

	Base	Race		
		White	African American	Other
<b>KFC Favorability</b>				
Favorable	63%	61%	74%	52%
Unfavorable	26%	27%	21%	23%
Not sure	11%	12%	5%	25%

	Base	Race		
		White	African American	Other
<b>Favorite Chicken Restaurant</b>				
Chick-fil-A	44%	48%	36%	31%
Bojangles	22%	20%	33%	12%
Kentucky Fried Chicken	19%	17%	20%	36%
Something else	13%	13%	10%	18%
Not sure	2%	3%	1%	3%

	Base	Race		
		White	African American	Other
<b>McDonald's Favorability</b>				
Favorable	47%	46%	58%	24%
Unfavorable	39%	41%	32%	48%
Not sure	14%	14%	10%	28%





	Base	Race		
		White	African American	Other
<b>Burger King Favorability</b>				
Favorable	50%	49%	59%	34%
Unfavorable	37%	38%	28%	43%
Not sure	13%	13%	12%	23%

	Base	Race		
		White	African American	Other
<b>Wendy's Favorability</b>				
Favorable	72%	71%	81%	45%
Unfavorable	16%	17%	7%	27%
Not sure	12%	11%	12%	28%

	Base	Race		
		White	African American	Other
<b>Hardee's Favorability</b>				
Favorable	50%	52%	47%	32%
Unfavorable	32%	32%	33%	32%
Not sure	18%	17%	20%	36%

	Base	Race		
		White	African American	Other
<b>Favorite Burger Restaurant</b>				
McDonald's	18%	17%	25%	16%
Burger King	14%	14%	12%	14%
Wendy's	39%	38%	46%	30%
Hardee's	15%	17%	5%	18%
Not sure	14%	14%	13%	22%

	Base	Race		
		White	African American	Other
<b>Twist Shirt Like Helicopter Yes/No</b>				
Yes	15%	14%	21%	5%
No	77%	79%	72%	79%
Don't remember	8%	7%	6%	17%

	Base	Race		
		White	African American	Other
<b>Native of NC Yes/No</b>				
Native of North Carolina	60%	57%	72%	53%
Born somewhere else	40%	43%	28%	47%





	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Bigfoot in NC Yes/No</b>					
<b>Yes</b>	<b>7%</b>	15%	7%	5%	5%
<b>No</b>	<b>74%</b>	72%	84%	77%	62%
<b>Not sure</b>	<b>19%</b>	13%	9%	18%	33%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>NASCAR Fan Yes/No</b>					
<b>Yes</b>	<b>25%</b>	20%	28%	24%	27%
<b>No</b>	<b>69%</b>	80%	68%	70%	63%
<b>Not sure</b>	<b>6%</b>	-	4%	6%	10%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>College Basketball Fan Yes/No</b>					
<b>Yes</b>	<b>52%</b>	56%	47%	53%	53%
<b>No</b>	<b>43%</b>	43%	48%	41%	40%
<b>Not sure</b>	<b>5%</b>	2%	5%	5%	7%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Like Sweet Tea Yes/No</b>					
<b>Yes</b>	<b>64%</b>	59%	71%	64%	58%
<b>No</b>	<b>33%</b>	39%	25%	33%	38%
<b>Not sure</b>	<b>3%</b>	2%	3%	3%	4%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Like Cheerwine Yes/No</b>					
<b>Yes</b>	<b>45%</b>	61%	49%	41%	35%
<b>No</b>	<b>45%</b>	30%	44%	48%	48%
<b>Not sure</b>	<b>11%</b>	8%	7%	11%	16%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Like Moonshine Yes/No</b>					
<b>Yes</b>	<b>20%</b>	29%	27%	17%	13%
<b>No</b>	<b>71%</b>	63%	64%	75%	79%
<b>Not sure</b>	<b>8%</b>	8%	9%	8%	8%





	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Like Barbecue Yes/No</b>					
<b>Yes</b>	<b>88%</b>	86%	92%	88%	86%
<b>No</b>	<b>9%</b>	12%	7%	10%	10%
<b>Not sure</b>	<b>2%</b>	2%	1%	2%	3%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Like Tobacco Yes/No</b>					
<b>Yes</b>	<b>18%</b>	13%	20%	19%	15%
<b>No</b>	<b>79%</b>	87%	78%	76%	82%
<b>Not sure</b>	<b>3%</b>	-	2%	5%	3%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Dunkin Donuts Favorability</b>					
<b>Favorable</b>	<b>59%</b>	70%	63%	55%	54%
<b>Unfavorable</b>	<b>23%</b>	21%	24%	25%	20%
<b>Not sure</b>	<b>18%</b>	9%	13%	20%	26%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Krispy Kreme Favorability</b>					
<b>Favorable</b>	<b>79%</b>	74%	88%	77%	74%
<b>Unfavorable</b>	<b>10%</b>	10%	6%	13%	12%
<b>Not sure</b>	<b>10%</b>	16%	6%	10%	14%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Dunkin Donuts/Krispy Kreme</b>					
<b>Dunkin Donuts</b>	<b>20%</b>	31%	15%	20%	18%
<b>Krispy Kreme</b>	<b>63%</b>	57%	73%	61%	56%
<b>Not sure</b>	<b>17%</b>	12%	11%	18%	25%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Chick-fil-A Favorabili...</b>					
<b>Favorable</b>	<b>76%</b>	82%	76%	76%	71%
<b>Unfavorable</b>	<b>12%</b>	3%	14%	13%	15%
<b>Not sure</b>	<b>12%</b>	15%	10%	11%	14%







	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Bojangles Favorability</b>					
Favorable	71%	69%	75%	72%	65%
Unfavorable	16%	21%	15%	16%	16%
Not sure	13%	10%	10%	12%	19%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>KFC Favorability</b>					
Favorable	63%	72%	57%	62%	68%
Unfavorable	26%	19%	36%	24%	18%
Not sure	11%	9%	7%	14%	14%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Favorite Chicken Restaurant</b>					
Chick-fil-A	44%	62%	50%	38%	37%
Bojangles	22%	23%	27%	22%	16%
Kentucky Fried Chicken	19%	7%	10%	23%	30%
Something else	13%	6%	12%	15%	14%
Not sure	2%	2%	1%	2%	4%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>McDonald's Favorability</b>					
Favorable	47%	47%	46%	44%	54%
Unfavorable	39%	42%	46%	41%	27%
Not sure	14%	12%	9%	15%	18%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Burger King Favorability</b>					
Favorable	50%	53%	51%	50%	49%
Unfavorable	37%	36%	42%	36%	31%
Not sure	13%	11%	7%	14%	20%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Wendy's Favorability</b>					
Favorable	72%	78%	71%	72%	69%
Unfavorable	16%	17%	18%	15%	13%
Not sure	12%	5%	11%	13%	17%





	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Hardee's Favorability</b>					
<b>Favorable</b>	50%	50%	47%	49%	54%
<b>Unfavorable</b>	32%	34%	41%	30%	21%
<b>Not sure</b>	18%	16%	12%	21%	25%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Favorite Burger Restaurant</b>					
<b>McDonald's</b>	18%	21%	18%	16%	22%
<b>Burger King</b>	14%	5%	20%	12%	14%
<b>Wendy's</b>	39%	45%	38%	41%	36%
<b>Hardee's</b>	15%	19%	11%	16%	15%
<b>Not sure</b>	14%	10%	13%	16%	14%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Twist Shirt Like Helicopter Yes/No</b>					
<b>Yes</b>	15%	40%	24%	6%	2%
<b>No</b>	77%	49%	69%	87%	90%
<b>Don't remember</b>	8%	10%	7%	7%	7%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Native of NC Yes/No</b>					
<b>Native of North Carolina</b>	60%	62%	57%	61%	61%
<b>Born somewhere else</b>	40%	38%	43%	39%	39%

	Base	Mode	
		Phone	Internet
<b>Bigfoot in NC Yes/No</b>			
<b>Yes</b>	7%	5%	13%
<b>No</b>	74%	74%	77%
<b>Not sure</b>	19%	21%	10%

	Base	Mode	
		Phone	Internet
<b>NASCAR Fan Yes/No</b>			
<b>Yes</b>	25%	25%	25%
<b>No</b>	69%	68%	74%
<b>Not sure</b>	6%	7%	0%





	Base	Mode	
		Phone	Internet
<b>College Basketball Fan Yes/No</b>			
Yes	52%	54%	43%
No	43%	41%	52%
Not sure	5%	5%	5%

	Base	Mode	
		Phone	Internet
<b>Like Sweet Tea Yes/No</b>			
Yes	64%	64%	65%
No	33%	32%	35%
Not sure	3%	4%	0%

	Base	Mode	
		Phone	Internet
<b>Like Cheerwine Yes/No</b>			
Yes	45%	42%	55%
No	45%	47%	37%
Not sure	11%	11%	9%

	Base	Mode	
		Phone	Internet
<b>Like Moonshine Yes/No</b>			
Yes	20%	18%	28%
No	71%	73%	65%
Not sure	8%	9%	7%

	Base	Mode	
		Phone	Internet
<b>Like Barbecue Yes/No</b>			
Yes	88%	88%	90%
No	9%	10%	8%
Not sure	2%	2%	1%

	Base	Mode	
		Phone	Internet
<b>Like Tobacco Yes/No</b>			
Yes	18%	15%	26%
No	79%	81%	73%
Not sure	3%	4%	1%

	Base	Mode	
		Phone	Internet
<b>Dunkin Donuts Favorability</b>			
Favorable	59%	53%	80%
Unfavorable	23%	25%	16%
Not sure	18%	22%	5%

	Base	Mode	
		Phone	Internet
<b>Krispy Kreme Favorability</b>			
Favorable	79%	77%	87%
Unfavorable	10%	12%	5%
Not sure	10%	11%	9%





	Base	Mode	
		Phone	Internet
<b>Dunkin Donuts/Krispy Kreme</b>			
Dunkin Donuts	20%	16%	32%
Krispy Kreme	63%	64%	61%
Not sure	17%	20%	7%

	Base	Mode	
		Phone	Internet
<b>Chick-fil-A Favorability</b>			
Favorable	76%	76%	74%
Unfavorable	12%	12%	13%
Not sure	12%	12%	12%

	Base	Mode	
		Phone	Internet
<b>Bojangles Favorability</b>			
Favorable	71%	69%	79%
Unfavorable	16%	17%	14%
Not sure	13%	15%	7%

	Base	Mode	
		Phone	Internet
<b>KFC Favorability</b>			
Favorable	63%	62%	67%
Unfavorable	26%	25%	27%
Not sure	11%	13%	6%

	Base	Mode	
		Phone	Internet
<b>Favorite Chicken Restaurant</b>			
Chick-fil-A	44%	43%	50%
Bojangles	22%	19%	33%
Kentucky Fried Chicken	19%	23%	6%
Something else	13%	13%	10%
Not sure	2%	2%	2%

	Base	Mode	
		Phone	Internet
<b>McDonald's Favorability</b>			
Favorable	47%	48%	46%
Unfavorable	39%	38%	44%
Not sure	14%	15%	10%





	Base	Mode	
		Phone	Internet
<b>Burger King Favorability</b>			
Favorable	50%	49%	55%
Unfavorable	37%	36%	38%
Not sure	13%	15%	7%

	Base	Mode	
		Phone	Internet
<b>Wendy's Favorability</b>			
Favorable	72%	70%	77%
Unfavorable	16%	16%	16%
Not sure	12%	14%	7%

	Base	Mode	
		Phone	Internet
<b>Hardee's Favorability</b>			
Favorable	50%	49%	52%
Unfavorable	32%	31%	36%
Not sure	18%	20%	13%

	Base	Mode	
		Phone	Internet
<b>Favorite Burger Restaurant</b>			
McDonald's	18%	18%	20%
Burger King	14%	13%	14%
Wendy's	39%	38%	42%
Hardee's	15%	15%	13%
Not sure	14%	15%	11%

	Base	Mode	
		Phone	Internet
<b>Twist Shirt Like Helicopter Yes/No</b>			
Yes	15%	9%	34%
No	77%	83%	59%
Don't remember	8%	8%	7%

	Base	Mode	
		Phone	Internet
<b>Native of NC Yes/No</b>			
Native of North Carolina	60%	62%	51%
Born somewhere else	40%	38%	49%

	Base	Area Code							Internet
		252	336	704	828	910	919		
<b>Bigfoot in NC Yes/No</b>									
Yes	7%	3%	4%	3%	13%	3%	5%	13%	
No	74%	72%	73%	78%	67%	71%	79%	77%	
Not sure	19%	25%	23%	19%	20%	26%	16%	10%	

	Base	Area Code							Internet
		252	336	704	828	910	919		
<b>NASCAR Fan Yes/No</b>									
Yes	25%	23%	32%	27%	26%	26%	17%	25%	
No	69%	67%	59%	69%	66%	68%	77%	74%	
Not sure	6%	10%	9%	3%	9%	6%	6%	0%	





	Base	Area Code						
		252	336	704	828	910	919	Internet
<b>College Basketball Fan Yes/No</b>								
Yes	52%	47%	54%	63%	39%	66%	54%	43%
No	43%	47%	41%	32%	53%	30%	41%	52%
Not sure	5%	6%	5%	5%	8%	4%	5%	5%

	Base	Area Code						
		252	336	704	828	910	919	Internet
<b>Like Sweet Tea Yes/No</b>								
Yes	64%	67%	66%	61%	58%	69%	64%	65%
No	33%	30%	31%	38%	34%	28%	32%	35%
Not sure	3%	3%	3%	2%	9%	3%	5%	0%

	Base	Area Code						
		252	336	704	828	910	919	Internet
<b>Like Cheerwine Yes/No</b>								
Yes	45%	26%	51%	59%	49%	21%	35%	55%
No	45%	54%	39%	36%	41%	65%	53%	37%
Not sure	11%	20%	10%	5%	10%	14%	12%	9%

	Base	Area Code						
		252	336	704	828	910	919	Internet
<b>Like Moonshine Yes/No</b>								
Yes	20%	10%	24%	20%	22%	14%	16%	28%
No	71%	78%	70%	70%	67%	79%	76%	65%
Not sure	8%	12%	5%	11%	10%	7%	8%	7%

	Base	Area Code						
		252	336	704	828	910	919	Internet
<b>Like Barbecue Yes/No</b>								
Yes	88%	88%	88%	90%	92%	89%	82%	90%
No	9%	6%	11%	9%	6%	10%	13%	8%
Not sure	2%	6%	1%	1%	2%	1%	4%	1%

	Base	Area Code						
		252	336	704	828	910	919	Internet
<b>Like Tobacco Yes/No</b>								
Yes	18%	20%	21%	14%	13%	12%	11%	26%
No	79%	72%	75%	84%	82%	85%	86%	73%
Not sure	3%	8%	3%	2%	5%	2%	2%	1%

	Base	Area Code						
		252	336	704	828	910	919	Internet
<b>Dunkin Donuts Favorability</b>								
Favorable	59%	70%	52%	50%	48%	51%	50%	80%
Unfavorable	23%	14%	21%	32%	27%	27%	29%	16%
Not sure	18%	16%	27%	18%	25%	22%	21%	5%

	Base	Area Code						
		252	336	704	828	910	919	Internet
<b>Krispy Kreme Favorability</b>								
Favorable	79%	80%	86%	81%	60%	75%	75%	87%
Unfavorable	10%	9%	7%	12%	23%	10%	13%	5%
Not sure	10%	11%	7%	7%	17%	15%	12%	9%





	Base	Area Code						
		252	336	704	828	910	919	Internet
<b>Dunkin Donuts/Krispy Kreme</b>								
Dunkin Donuts	20%	22%	12%	15%	23%	15%	14%	32%
Krispy Kreme	63%	56%	72%	72%	50%	57%	66%	61%
Not sure	17%	22%	16%	13%	28%	27%	20%	7%

	Base	Area Code						
		252	336	704	828	910	919	Internet
<b>Chick-fil-A Favorability</b>								
Favorable	76%	77%	79%	80%	72%	67%	77%	74%
Unfavorable	12%	10%	12%	12%	17%	11%	10%	13%
Not sure	12%	12%	8%	8%	11%	23%	13%	12%

	Base	Area Code						
		252	336	704	828	910	919	Internet
<b>Bojangles Favorability</b>								
Favorable	71%	79%	73%	62%	63%	65%	70%	79%
Unfavorable	16%	9%	12%	22%	18%	21%	19%	14%
Not sure	13%	12%	15%	17%	20%	14%	12%	7%

	Base	Area Code						
		252	336	704	828	910	919	Internet
<b>KFC Favorability</b>								
Favorable	63%	73%	72%	64%	58%	59%	49%	67%
Unfavorable	26%	13%	18%	30%	24%	27%	35%	27%
Not sure	11%	13%	10%	6%	18%	14%	16%	6%

	Base	Area Code						
		252	336	704	828	910	919	Internet
<b>Favorite Chicken Restaurant</b>								
Chick-fil-A	44%	33%	46%	49%	42%	33%	45%	50%
Bojangles	22%	26%	15%	18%	16%	14%	23%	33%
Kentucky Fried Chicken	19%	21%	23%	21%	26%	33%	17%	6%
Something else	13%	18%	12%	9%	13%	19%	12%	10%
Not sure	2%	2%	3%	2%	3%	1%	3%	2%

	Base	Area Code						
		252	336	704	828	910	919	Internet
<b>McDonald's Favorability</b>								
Favorable	47%	44%	55%	46%	47%	45%	45%	46%
Unfavorable	39%	35%	34%	43%	33%	40%	40%	44%
Not sure	14%	20%	11%	11%	20%	15%	14%	10%

	Base	Area Code						
		252	336	704	828	910	919	Internet
<b>Burger King Favorability</b>								
Favorable	50%	54%	45%	51%	50%	45%	49%	55%
Unfavorable	37%	28%	41%	39%	31%	37%	36%	38%
Not sure	13%	18%	14%	9%	20%	18%	15%	7%

	Base	Area Code						
		252	336	704	828	910	919	Internet
<b>Wendy's Favorability</b>								
Favorable	72%	65%	80%	73%	63%	51%	76%	77%
Unfavorable	16%	18%	10%	17%	13%	29%	13%	16%
Not sure	12%	16%	10%	10%	24%	20%	11%	7%





	Base	Area Code						
		252	336	704	828	910	919	Internet
<b>Hardee's Favorability</b>								
<b>Favorable</b>	50%	61%	53%	45%	43%	50%	45%	52%
<b>Unfavorable</b>	32%	16%	30%	37%	28%	38%	33%	36%
<b>Not sure</b>	18%	23%	17%	18%	29%	12%	22%	13%

	Base	Area Code						
		252	336	704	828	910	919	Internet
<b>Favorite Burger Restaurant</b>								
<b>McDonald's</b>	18%	10%	17%	12%	23%	25%	20%	20%
<b>Burger King</b>	14%	16%	10%	19%	14%	11%	13%	14%
<b>Wendy's</b>	39%	38%	44%	45%	36%	29%	34%	42%
<b>Hardee's</b>	15%	24%	17%	11%	10%	14%	17%	13%
<b>Not sure</b>	14%	12%	12%	14%	18%	22%	16%	11%

	Base	Area Code						
		252	336	704	828	910	919	Internet
<b>Twist Shirt Like Helicopter Yes/No</b>								
<b>Yes</b>	15%	11%	12%	9%	9%	1%	8%	34%
<b>No</b>	77%	80%	83%	82%	87%	94%	79%	59%
<b>Don't remember</b>	8%	9%	5%	9%	4%	5%	14%	7%

	Base	Area Code						
		252	336	704	828	910	919	Internet
<b>Native of NC Yes/No</b>								
<b>Native of North Carolina</b>	60%	65%	66%	58%	65%	71%	53%	51%
<b>Born somewhere else</b>	40%	35%	34%	42%	35%	29%	47%	49%

