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North Carolinians Split Ideologically on Chick-Fil-A

Raleigh, NC -- As controversy has swirled around fast food chicken chain Chick-Fil-A due to ownership's outspoken opposition to same-sex marriage, a new poll from Public Policy Polling finds North Carolina voters split sharply in their approval of the company along ideological lines. Voters have an overall favorable view of Chick-Fil-A, with 68% holding a favorable view of the restaurant and 22% unfavorable. However much of the positive feelings are driven by almost unanimous support among voters who describe themselves as "very conservative" voters, who view CFA favorably by a 92-3 margin and "somewhat conservative" voters who view them favorably by a 96-1 margin. Moderate voters view the chain favorably by a 62-24 margin. Voters who describe themselves as "somewhat liberal" are split, with 44% viewing CFA favorably and 43% unfavorably. Finally, "very liberal" voters have a majority unfavorable view of the chain – 56% unfavorable and just 21% favorable. By contrast, while rival chains Bojangles (63% fav, 13% unfav) and Kentucky Fried Chicken (60% fav, 18% unfav) held similar overall favorability ratings to Chick-Fil-A, there was not nearly as much of a split along ideological lines.

Chick-Fil-A still takes the prize as North Carolina's favorite fast food chicken restaurant, with 40% choosing them, 23% picking KFC and 18% opting for Bojangles. Once again, majorities of "somewhat conservative" and "very conservative" voters chose Chick-Fil-A, while "very liberal" voters chose KFC (43%), Bojangles (18%), and even "something else" (17%) over Chick-Fil-A (11%). Similarly, Republicans prefer CFA over Bojangles by a 58%-17% margin, while Democrats like KFC best (30%) with CFA second (25%). White voters choose Chick-Fil-A over KFC as their favorite chicken joint by a 44%-21% margin, while black voters prefer KFC over CFA by a 36%-21% margin.

PPP also asked voters about their favorite fast food hamburger chains. While majorities of NC voters had favorable opinions about McDonald's (59-23), Burger King (52-27), and Hardees (52-27), Wendy's had by far the highest favorability rating (72-13). Voters also chose Wendy's as their favorite burger chain, with 35% choosing them, 23% taking McDonald's, 15% Burger King and 13% Hardee's.

PPP surveyed 813 likely North Carolina voters from August 2nd to 5th. The margin of error for the survey is +/-3.4%. This poll was not paid for or authorized by any campaign or political organization. PPP surveys are conducted through automated telephone interviews.



North Carolina Survey Results

Q1 Do you have a favorable or unfavorable opinion of Chick-fil-A?

Favorable..... 68%
Unfavorable 22%
Not sure 10%

Q2 Do you have a favorable or unfavorable opinion of Bojangles'?

Favorable..... 63%
Unfavorable 13%
Not sure 24%

Q3 Do you have a favorable or unfavorable opinion of Kentucky Fried Chicken?

Favorable..... 60%
Unfavorable 18%
Not sure 22%

Q4 What is your favorite fast-food chicken place: Chick-fil-A, Bojangles', Kentucky Fried Chicken, or something else?

Chick-fil-A 40%
Bojangles' 18%
KFC 23%
Something else 17%
Not sure 2%

Q5 Do you have a favorable or unfavorable opinion of McDonald's?

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

Q6 Do you have a favorable or unfavorable opinion of Burger King?

Favorable..... 52%
Unfavorable 27%
Not sure 21%

Q7 Do you have a favorable or unfavorable opinion of Wendy's?

Favorable..... 72%
Unfavorable 13%
Not sure 15%

Q8 Do you have a favorable or unfavorable opinion of Hardee's?

Favorable..... 52%
Unfavorable 27%
Not sure 21%

Q9 What is your favorite fast food burger place: McDonald's, Burger King, Wendy's, or Hardee's?

McDonald's 23%
Burger King..... 15%
Wendy's 35%
Hardee's 13%
Not sure 14%

Q10 Who did you vote for President in 2008?

John McCain..... 47%
Barack Obama..... 47%
Someone else/Don't remember 6%

Q11 Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

Very liberal..... 12%
Somewhat liberal 17%
Moderate..... 28%
Somewhat conservative..... 22%
Very conservative 21%

Q12 If you are a woman, press 1. If a man, press 2.

Woman 54%
Man..... 46%





Q13 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 45%
Republican 33%
Independent/Other 21%

Q14 If you are white, press 1. If African-American, press 2. If other, press 3.

White 75%
African-American 20%
Other 5%

Q15 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 15%
30 to 45 24%
46 to 65 41%
Older than 65 20%

Q16 Were you born in North Carolina or in another state?

North Carolina 62% *Another state* 38%

Q17 How long have you lived in North Carolina: 10 years or less, 11 to 20 years, 21 to 30 years, 31 to 40 years, or more than 40 years?

10 years or less 11% *31 to 40 years* 15%
11 to 20 years 17% *More than 40 years* 39%
21 to 30 years 18%

Q18 Area Code

252 14%
336 21%
704 17%
828 11%
910 15%
919 23%





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Chick-fil-A Favorability				
Favorable	68%	91%	45%	61%
Unfavorable	22%	5%	38%	32%
Not sure	10%	4%	17%	7%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Bojangles' Favorability				
Favorable	63%	70%	58%	43%
Unfavorable	13%	9%	15%	37%
Not sure	24%	21%	27%	20%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
KFC Favorability				
Favorable	60%	62%	58%	51%
Unfavorable	18%	16%	19%	22%
Not sure	22%	21%	23%	27%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Fave Chicken Place				
Chick-fil-A	40%	55%	24%	31%
Bojangles'	18%	18%	18%	13%
KFC	23%	15%	32%	20%
Something else	17%	10%	22%	35%
Not sure	2%	2%	3%	-





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
McD's Favorability				
Favorable	59%	62%	55%	64%
Unfavorable	23%	22%	26%	18%
Not sure	18%	16%	19%	18%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
BK Favorability				
Favorable	52%	54%	50%	40%
Unfavorable	27%	25%	29%	33%
Not sure	21%	20%	21%	28%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Wendy's Favorability				
Favorable	72%	77%	67%	76%
Unfavorable	13%	11%	15%	8%
Not sure	15%	12%	18%	16%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Hardee's Favorability				
Favorable	52%	61%	43%	48%
Unfavorable	27%	25%	30%	23%
Not sure	21%	15%	27%	29%





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Fave Burger Place				
McDonald's	23%	22%	23%	37%
Burger King	15%	15%	16%	13%
Wendy's	35%	38%	32%	27%
Hardee's	13%	17%	9%	7%
Not sure	14%	8%	20%	16%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Chick-fil-A Favorability						
Favorable	68%	21%	44%	62%	96%	92%
Unfavorable	22%	56%	43%	24%	1%	3%
Not sure	10%	23%	13%	13%	3%	4%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Bojangles' Favorability						
Favorable	63%	45%	59%	61%	67%	74%
Unfavorable	13%	21%	14%	13%	15%	7%
Not sure	24%	34%	27%	26%	18%	19%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
KFC Favorability						
Favorable	60%	50%	56%	55%	65%	68%
Unfavorable	18%	24%	21%	18%	15%	16%
Not sure	22%	26%	23%	27%	20%	17%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Fave Chicken Place						
Chick-fil-A	40%	11%	25%	35%	51%	61%
Bojangles'	18%	17%	21%	21%	16%	15%
KFC	23%	43%	33%	20%	15%	17%
Something else	17%	27%	20%	20%	17%	5%
Not sure	2%	2%	2%	4%	1%	2%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
McD's Favorability						
Favorable	59%	51%	57%	58%	64%	62%
Unfavorable	23%	31%	25%	22%	19%	24%
Not sure	18%	18%	19%	20%	17%	14%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
BK Favorability						
Favorable	52%	44%	48%	48%	59%	56%
Unfavorable	27%	31%	29%	30%	23%	24%
Not sure	21%	24%	23%	22%	18%	21%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Wendy's Favorability						
Favorable	72%	64%	76%	66%	78%	77%
Unfavorable	13%	22%	5%	18%	9%	10%
Not sure	15%	14%	20%	16%	13%	13%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Hardee's Favorability						
Favorable	52%	36%	47%	45%	65%	61%
Unfavorable	27%	33%	28%	31%	20%	24%
Not sure	21%	30%	25%	23%	15%	15%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Fave Burger Place						
McDonald's	23%	25%	18%	27%	23%	22%
Burger King	15%	16%	18%	13%	15%	17%
Wendy's	35%	25%	42%	30%	35%	40%
Hardee's	13%	14%	11%	10%	20%	11%
Not sure	14%	19%	12%	20%	7%	10%

	Base	Gender	
		Woman	Man
Chick-fil-A Favorability			
Favorable	68%	66%	70%
Unfavorable	22%	23%	20%
Not sure	10%	11%	10%

	Base	Gender	
		Woman	Man
Bojangles' Favorability			
Favorable	63%	58%	68%
Unfavorable	13%	15%	11%
Not sure	24%	26%	21%





Crosstabs

	Base	Gender	
		Woman	Man
KFC Favorability			
Favorable	60%	57%	62%
Unfavorable	18%	19%	17%
Not sure	22%	24%	21%

	Base	Gender	
		Woman	Man
Fave Chicken Place			
Chick-fil-A	40%	44%	35%
Bojangles'	18%	14%	22%
KFC	23%	24%	22%
Something else	17%	16%	18%
Not sure	2%	2%	3%

	Base	Gender	
		Woman	Man
McD's Favorability			
Favorable	59%	58%	60%
Unfavorable	23%	22%	25%
Not sure	18%	20%	15%

	Base	Gender	
		Woman	Man
BK Favorability			
Favorable	52%	53%	50%
Unfavorable	27%	25%	29%
Not sure	21%	22%	20%





Crosstabs

	Base	Gender	
		Woman	Man
Wendy's Favorability			
Favorable	72%	66%	79%
Unfavorable	13%	16%	9%
Not sure	15%	18%	12%

	Base	Gender	
		Woman	Man
Hardee's Favorability			
Favorable	52%	49%	56%
Unfavorable	27%	29%	25%
Not sure	21%	23%	19%

	Base	Gender	
		Woman	Man
Fave Burger Place			
McDonald's	23%	26%	20%
Burger King	15%	15%	16%
Wendy's	35%	34%	35%
Hardee's	13%	9%	17%
Not sure	14%	15%	12%

	Base	Party		
		Democrat	Republican	Independent/Other
Chick-fil-A Favorability				
Favorable	68%	51%	92%	68%
Unfavorable	22%	35%	4%	22%
Not sure	10%	15%	4%	10%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Bojangles' Favorability				
Favorable	63%	59%	70%	60%
Unfavorable	13%	15%	10%	14%
Not sure	24%	26%	19%	26%

	Base	Party		
		Democrat	Republican	Independent/Other
KFC Favorability				
Favorable	60%	57%	64%	59%
Unfavorable	18%	20%	15%	20%
Not sure	22%	23%	22%	22%

	Base	Party		
		Democrat	Republican	Independent/Other
Fave Chicken Place				
Chick-fil-A	40%	25%	58%	41%
Bojangles'	18%	19%	17%	15%
KFC	23%	30%	16%	21%
Something else	17%	23%	7%	20%
Not sure	2%	2%	2%	3%

	Base	Party		
		Democrat	Republican	Independent/Other
McD's Favorability				
Favorable	59%	56%	67%	54%
Unfavorable	23%	25%	21%	24%
Not sure	18%	19%	13%	22%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
BK Favorability				
Favorable	52%	52%	55%	45%
Unfavorable	27%	27%	24%	33%
Not sure	21%	21%	21%	22%

	Base	Party		
		Democrat	Republican	Independent/Other
Wendy's Favorability				
Favorable	72%	70%	81%	65%
Unfavorable	13%	15%	9%	14%
Not sure	15%	15%	10%	21%

	Base	Party		
		Democrat	Republican	Independent/Other
Hardee's Favorability				
Favorable	52%	46%	60%	52%
Unfavorable	27%	28%	24%	29%
Not sure	21%	26%	16%	20%

	Base	Party		
		Democrat	Republican	Independent/Other
Fave Burger Place				
McDonald's	23%	24%	23%	23%
Burger King	15%	17%	14%	15%
Wendy's	35%	29%	42%	34%
Hardee's	13%	12%	16%	11%
Not sure	14%	18%	6%	16%





Crosstabs

	Base	Race		
		White	African-American	Other
Chick-fil-A Favorability				
Favorable	68%	70%	56%	78%
Unfavorable	22%	20%	27%	18%
Not sure	10%	9%	17%	5%

	Base	Race		
		White	African-American	Other
Bojangles' Favorability				
Favorable	63%	64%	58%	69%
Unfavorable	13%	12%	17%	16%
Not sure	24%	24%	25%	15%

	Base	Race		
		White	African-American	Other
KFC Favorability				
Favorable	60%	60%	59%	50%
Unfavorable	18%	17%	21%	27%
Not sure	22%	23%	20%	23%

	Base	Race		
		White	African-American	Other
Fave Chicken Place				
Chick-fil-A	40%	44%	21%	49%
Bojangles'	18%	17%	20%	23%
KFC	23%	21%	36%	-
Something else	17%	16%	20%	28%
Not sure	2%	2%	3%	-





Crosstabs

	Base	Race		
		White	African-American	Other
McD's Favorability				
Favorable	59%	60%	57%	48%
Unfavorable	23%	23%	24%	26%
Not sure	18%	17%	19%	25%

	Base	Race		
		White	African-American	Other
BK Favorability				
Favorable	52%	51%	55%	49%
Unfavorable	27%	28%	27%	13%
Not sure	21%	21%	18%	38%

	Base	Race		
		White	African-American	Other
Wendy's Favorability				
Favorable	72%	75%	64%	66%
Unfavorable	13%	12%	17%	3%
Not sure	15%	13%	19%	31%

	Base	Race		
		White	African-American	Other
Hardee's Favorability				
Favorable	52%	52%	49%	56%
Unfavorable	27%	27%	31%	12%
Not sure	21%	21%	20%	32%





Crosstabs

	Base	Race		
		White	African-American	Other
Fave Burger Place				
McDonald's	23%	23%	27%	17%
Burger King	15%	14%	24%	10%
Wendy's	35%	38%	21%	37%
Hardee's	13%	14%	10%	14%
Not sure	14%	12%	17%	22%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Chick-fil-A Favorability					
Favorable	68%	56%	65%	71%	75%
Unfavorable	22%	33%	27%	18%	14%
Not sure	10%	11%	8%	11%	11%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Bojangles' Favorability					
Favorable	63%	70%	64%	61%	60%
Unfavorable	13%	15%	21%	9%	12%
Not sure	24%	15%	15%	30%	29%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
KFC Favorability					
Favorable	60%	67%	51%	60%	66%
Unfavorable	18%	22%	24%	15%	13%
Not sure	22%	11%	25%	25%	21%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Fave Chicken Place					
Chick-fil-A	40%	30%	48%	38%	38%
Bojangles'	18%	22%	20%	16%	15%
KFC	23%	30%	14%	25%	26%
Something else	17%	19%	16%	17%	18%
Not sure	2%	-	1%	4%	3%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
McD's Favorability					
Favorable	59%	48%	54%	63%	65%
Unfavorable	23%	28%	31%	21%	16%
Not sure	18%	24%	15%	17%	19%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
BK Favorability					
Favorable	52%	52%	45%	57%	50%
Unfavorable	27%	24%	39%	25%	19%
Not sure	21%	24%	17%	18%	30%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Wendy's Favorability					
Favorable	72%	68%	66%	77%	74%
Unfavorable	13%	12%	19%	11%	8%
Not sure	15%	20%	14%	12%	17%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Hardee's Favorability					
Favorable	52%	52%	48%	53%	55%
Unfavorable	27%	24%	34%	27%	19%
Not sure	21%	24%	18%	20%	26%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Fave Burger Place					
McDonald's	23%	24%	21%	23%	26%
Burger King	15%	16%	21%	12%	16%
Wendy's	35%	36%	33%	38%	27%
Hardee's	13%	12%	10%	14%	15%
Not sure	14%	12%	15%	12%	15%

	Base	Born in NC or Other St.?	
		North Carolina	Another state
Chick-fil-A Favorability			
Favorable	68%	74%	58%
Unfavorable	22%	17%	30%
Not sure	10%	9%	12%

	Base	Born in NC or Other St.?	
		North Carolina	Another state
Bojangles' Favorability			
Favorable	63%	70%	51%
Unfavorable	13%	10%	19%
Not sure	24%	20%	29%





Crosstabs

	Base	Born in NC or Other St.?	
		North Carolina	Another state
KFC Favorability			
Favorable	60%	64%	52%
Unfavorable	18%	16%	22%
Not sure	22%	20%	26%

	Base	Born in NC or Other St.?	
		North Carolina	Another state
Fave Chicken Place			
Chick-fil-A	40%	41%	37%
Bojangles'	18%	21%	13%
KFC	23%	21%	26%
Something else	17%	14%	22%
Not sure	2%	3%	2%

	Base	Born in NC or Other St.?	
		North Carolina	Another state
McD's Favorability			
Favorable	59%	60%	58%
Unfavorable	23%	19%	29%
Not sure	18%	21%	13%

	Base	Born in NC or Other St.?	
		North Carolina	Another state
BK Favorability			
Favorable	52%	52%	51%
Unfavorable	27%	24%	32%
Not sure	21%	24%	17%





Crosstabs

	Base	Born in NC or Other St.?	
		North Carolina	Another state
Wendy's Favorability			
Favorable	72%	71%	74%
Unfavorable	13%	12%	14%
Not sure	15%	17%	12%

	Base	Born in NC or Other St.?	
		North Carolina	Another state
Hardee's Favorability			
Favorable	52%	54%	48%
Unfavorable	27%	23%	32%
Not sure	21%	22%	19%

	Base	Born in NC or Other St.?	
		North Carolina	Another state
Fave Burger Place			
McDonald's	23%	24%	23%
Burger King	15%	17%	14%
Wendy's	35%	33%	37%
Hardee's	13%	15%	10%
Not sure	14%	12%	16%

	Base	Length of NC Residence				
		10 years or less	11 to 20 years	21 to 30 years	31 to 40 years	More than 40 years
Chick-fil-A Favorability						
Favorable	68%	43%	68%	58%	74%	77%
Unfavorable	22%	46%	19%	31%	17%	13%
Not sure	10%	11%	13%	11%	9%	10%





Crosstabs

	Base	Length of NC Residence				
		10 years or less	11 to 20 years	21 to 30 years	31 to 40 years	More than 40 years
Bojangles' Favorability						
Favorable	63%	44%	48%	66%	62%	73%
Unfavorable	13%	28%	23%	10%	17%	6%
Not sure	24%	28%	29%	24%	21%	21%

	Base	Length of NC Residence				
		10 years or less	11 to 20 years	21 to 30 years	31 to 40 years	More than 40 years
KFC Favorability						
Favorable	60%	58%	51%	52%	54%	69%
Unfavorable	18%	23%	23%	21%	20%	12%
Not sure	22%	18%	26%	26%	26%	19%

	Base	Length of NC Residence				
		10 years or less	11 to 20 years	21 to 30 years	31 to 40 years	More than 40 years
Fave Chicken Place						
Chick-fil-A	40%	22%	44%	42%	47%	39%
Bojangles'	18%	19%	10%	15%	16%	23%
KFC	23%	37%	19%	23%	17%	24%
Something else	17%	19%	26%	19%	19%	11%
Not sure	2%	3%	1%	1%	1%	4%

	Base	Length of NC Residence				
		10 years or less	11 to 20 years	21 to 30 years	31 to 40 years	More than 40 years
McD's Favorability						
Favorable	59%	52%	51%	58%	63%	63%
Unfavorable	23%	33%	33%	26%	23%	16%
Not sure	18%	15%	16%	16%	15%	21%





Crosstabs

	Base	Length of NC Residence				
		10 years or less	11 to 20 years	21 to 30 years	31 to 40 years	More than 40 years
BK Favorability						
Favorable	52%	45%	52%	54%	46%	55%
Unfavorable	27%	39%	30%	25%	32%	22%
Not sure	21%	16%	18%	21%	23%	23%

	Base	Length of NC Residence				
		10 years or less	11 to 20 years	21 to 30 years	31 to 40 years	More than 40 years
Wendy's Favorability						
Favorable	72%	69%	73%	70%	74%	73%
Unfavorable	13%	11%	13%	15%	16%	11%
Not sure	15%	20%	14%	15%	10%	16%

	Base	Length of NC Residence				
		10 years or less	11 to 20 years	21 to 30 years	31 to 40 years	More than 40 years
Hardee's Favorability						
Favorable	52%	40%	50%	46%	53%	58%
Unfavorable	27%	40%	25%	33%	31%	20%
Not sure	21%	19%	25%	21%	16%	22%

	Base	Length of NC Residence				
		10 years or less	11 to 20 years	21 to 30 years	31 to 40 years	More than 40 years
Fave Burger Place						
McDonald's	23%	27%	21%	24%	27%	22%
Burger King	15%	17%	12%	9%	17%	18%
Wendy's	35%	33%	45%	40%	28%	31%
Hardee's	13%	11%	4%	16%	11%	16%
Not sure	14%	12%	18%	10%	16%	13%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Chick-fil-A Favorability							
Favorable	68%	72%	67%	73%	67%	70%	63%
Unfavorable	22%	15%	25%	18%	22%	21%	26%
Not sure	10%	13%	8%	10%	12%	9%	11%

	Base	Area Code					
		252	336	704	828	910	919
Bojangles' Favorability							
Favorable	63%	75%	61%	63%	56%	65%	60%
Unfavorable	13%	11%	15%	12%	15%	19%	11%
Not sure	24%	14%	24%	25%	30%	16%	30%

	Base	Area Code					
		252	336	704	828	910	919
KFC Favorability							
Favorable	60%	72%	59%	66%	62%	55%	49%
Unfavorable	18%	12%	17%	15%	14%	27%	21%
Not sure	22%	16%	24%	19%	23%	18%	29%

	Base	Area Code					
		252	336	704	828	910	919
Fave Chicken Place							
Chick-fil-A	40%	33%	40%	36%	48%	42%	39%
Bojangles'	18%	17%	22%	14%	11%	10%	25%
KFC	23%	37%	20%	26%	19%	23%	17%
Something else	17%	11%	12%	22%	19%	25%	15%
Not sure	2%	2%	5%	1%	2%	-	3%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
McD's Favorability							
Favorable	59%	64%	57%	62%	50%	62%	59%
Unfavorable	23%	14%	21%	23%	33%	26%	24%
Not sure	18%	22%	22%	15%	18%	12%	17%

	Base	Area Code					
		252	336	704	828	910	919
BK Favorability							
Favorable	52%	58%	42%	58%	51%	53%	51%
Unfavorable	27%	11%	33%	24%	28%	32%	31%
Not sure	21%	31%	25%	18%	22%	15%	18%

	Base	Area Code					
		252	336	704	828	910	919
Wendy's Favorability							
Favorable	72%	69%	72%	74%	73%	78%	70%
Unfavorable	13%	13%	11%	14%	12%	13%	13%
Not sure	15%	18%	17%	12%	16%	9%	16%

	Base	Area Code					
		252	336	704	828	910	919
Hardee's Favorability							
Favorable	52%	56%	52%	59%	45%	60%	43%
Unfavorable	27%	19%	25%	23%	33%	29%	32%
Not sure	21%	25%	23%	18%	23%	11%	25%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Fave Burger Place							
McDonald's	23%	27%	23%	24%	21%	26%	20%
Burger King	15%	19%	16%	18%	12%	17%	12%
Wendy's	35%	26%	32%	36%	38%	35%	39%
Hardee's	13%	20%	15%	11%	10%	11%	11%
Not sure	14%	8%	14%	12%	20%	11%	17%

