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Americans pick Ronald McDonald over Burger King for President

Raleigh, N.C. – Americans clearly prefer Ronald McDonald for President over his rival the Burger King, 36% to 22%, in PPP’s first national poll on food. 42% are not sure.

Dinner is the preferred meal of 52% of Americans compared to 29% for breakfast and a mere 11% for lunch. 21% consider themselves to be obese to 79% who do not, which is slightly lower than the actual U.S. obesity rate. Republicans have a negative opinion of vegans, with 31% of GOP voters viewing them favorably to 41% unfavorably. 54% of Americans—especially Democrats—would be willing to pay more for food to allow restaurant employees to have health insurance, while 30% would not pay more

Burger King is America’s favorite fast-food hamburger restaurant with 22% support, followed by 19% for Wendy’s, 15% for McDonald’s, 9% for Hardee’s / Carl’s Jr., 7% for Sonic and 5% for Jack in the Box. McDonald’s topped the list of least favorite hamburger restaurants with 22% support for that distinction. Americans have an overall negative opinion of fast food—40% favorable to 49% unfavorable.

Americans are torn between KFC (33%) and Chick-fil-A (32%) as their favorite fast-food chicken restaurant, while Popeye’s (10%) and Church’s (5%) cannot compete. 48% of Republicans and 42% of Southerners identified Chick-fil-A as their favorite choice. Pizza Hut comes out on top as America’s favorite pizza chain with 30% support. Domino’s and Little Caesar’s are tied at 25% each for least favorite pizza chain.

57% of Americans would rather drink a Coke than a beer, while 30% prefer beer and 12% claim they never drink either. Americans prefer Coke over Pepsi 43% to 35% and regular soda over diet soda 41% to 34%. 22% say they don’t drink soda at all.

“Even food polarizes Americans along party lines these days,” said Dean Debnam, President of Public Policy Polling. “Democrats and Republicans disagree on donuts and bagels, KFC and Chick Fil A, and even the merits of Olive Garden as quality authentic ethnic food.”

PPP surveyed 500 registered American voters from February 21st to 24th. The margin of error for the overall sample is +/-4.4%. This poll was not paid for or authorized by any campaign or political organization. PPP surveys are conducted through automated telephone interviews.



National Survey Results

Q1 What's your favorite meal: breakfast, lunch, or dinner?

<i>Breakfast</i>	29%
<i>Lunch</i>	11%
<i>Dinner</i>	52%
<i>Not sure</i>	8%

Q2 Do you have a favorable or unfavorable opinion of fast food?

<i>Favorable</i>	40%
<i>Unfavorable</i>	49%
<i>Not sure</i>	11%

Q3 Which do you prefer for breakfast: pancakes, French toast, or waffles?

<i>Pancakes</i>	33%
<i>French toast</i>	30%
<i>Waffles</i>	22%
<i>Don't like any of them</i>	15%

Q4 Which do you prefer: donuts, bagels, or croissants?

<i>Donuts</i>	32%
<i>Bagels</i>	33%
<i>Crossaints</i>	25%
<i>Don't like any of them</i>	9%
<i>Not sure</i>	0%

Q5 Which fast-food hamburger restaurant is your favorite: Burger King, Hardee's or Carl's Jr, Jack in the Box, McDonald's, Sonic, Wendy's, or something else?

<i>Burger King</i>	22%
<i>Hardee's/Carl's Jr.</i>	9%
<i>Jack in the Box</i>	5%
<i>McDonald's</i>	15%
<i>Sonic</i>	7%
<i>Wendy's</i>	19%
<i>Something else</i>	17%
<i>Don't like any of them</i>	5%
<i>Not sure</i>	1%

Q6 Using the same list of choices, which fast-food hamburger restaurant is your least favorite?

<i>Burger King</i>	15%
<i>Hardee's/Carl's Jr.</i>	16%
<i>Jack in the Box</i>	15%
<i>McDonald's</i>	22%
<i>Sonic</i>	10%
<i>Wendy's</i>	2%
<i>Something else</i>	9%
<i>No opinion</i>	9%





Q7 Which fast-food chicken restaurant is your favorite: Chick-fil-A, Church's Chicken, Kentucky Fried Chicken, Popeye's, or something else?

<i>Chick-fil-A</i>	32%
<i>Church's</i>	5%
<i>KFC</i>	33%
<i>Popeye's</i>	10%
<i>Something else</i>	11%
<i>Don't like any of them</i>	5%
<i>Not sure</i>	2%

Q8 Using the same list of choices, which fast-food chicken restaurant is your least favorite?

<i>Chick-fil-A</i>	18%
<i>Church's</i>	20%
<i>KFC</i>	15%
<i>Popeye's</i>	14%
<i>Something else</i>	18%
<i>No opinion</i>	15%

Q9 Which pizza chain is your favorite: Domino's, Little Caesar's, Papa John's, Pizza Hut, or something else?

<i>Domino's</i>	15%
<i>Little Caesar's</i>	5%
<i>Papa John's</i>	17%
<i>Pizza Hut</i>	30%
<i>Something else</i>	27%
<i>Don't like any of them</i>	4%
<i>Not sure</i>	3%

Q10 Using the same list of choices, which pizza chain is your least favorite?

<i>Domino's</i>	25%
<i>Little Caesar's</i>	25%
<i>Papa John's</i>	13%
<i>Pizza Hut</i>	11%
<i>Something else</i>	14%
<i>No opinion</i>	12%

Q11 Do you prefer Pepsi or Coke?

<i>Pepsi</i>	35%
<i>Coke</i>	43%
<i>Don't like either of them</i>	16%
<i>Not sure</i>	6%

Q12 What's your favorite soft drink: Coca-Cola, Dr. Pepper, grape soda, Mountain Dew, orange soda, Pepsi, Sprite, or something else?

<i>Coke</i>	23%
<i>Dr. Pepper</i>	20%
<i>Grape soda</i>	2%
<i>Mountain Dew</i>	6%
<i>Orange soda</i>	7%
<i>Pepsi</i>	15%
<i>Sprite</i>	9%
<i>Something else</i>	11%
<i>Don't drink soft drinks</i>	6%
<i>Not sure</i>	1%

Q13 Do you generally drink regular soda or diet soda, or do you not drink soda at all?

<i>Regular soda</i>	41%
<i>Diet soda</i>	34%
<i>Don't drink soda at all</i>	22%
<i>Switch between the two</i>	3%





Q14 Would you rather drink a beer or a coke?

Beer 30%
Coke 57%
Never drink either 12%

Q15 If the candidates for President were Ronald McDonald and the Burger King, who would you vote for?

Ronald McDonald 36%
The Burger King 22%
Not sure 42%

Q16 Do you consider The Olive Garden to be a quality source of authentic ethnic food, or not?

Yes 39%
No 44%
Not sure 17%

Q17 Would you be willing to pay more for your food at a restaurant if you knew it would allow the employees who worked there to have health insurance, or not?

Would 54%
Would not 30%
Not sure 16%

Q18 Do you have a favorable or unfavorable opinion of vegetarians?

Favorable 49%
Unfavorable 22%
Not sure 28%

Q19 Do you have a favorable or unfavorable opinion of vegans?

Favorable 38%
Unfavorable 30%
Not sure 32%

Q20 Are you a vegetarian, a vegan, or neither of these things?

Vegetarian 6%
Vegan 7%
Neither 87%

Q21 Do you consider yourself to be obese, or not?

Yes 21%
No 79%

Q22 If you are a woman, press 1. If a man, press 2.

Woman 56%
Man 44%

Q23 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 40%
Republican 37%
Independent/Other 23%

Q24 If you are Hispanic, press 1. If white, press 2. If African-American, press 3. If other, press 4.

Hispanic 12%
White 69%
African-American 13%
Other 6%

Q25 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 14%
30 to 45 28%
46 to 65 38%
Older than 65 20%



Q26 Do you live in the Northeast, the Midwest, the South, or the West?

<i>Northeast</i>	25%
<i>Midwest</i>	28%
<i>South</i>	32%
<i>West</i>	15%



Crosstabs

	Base	Gender	
		Woman	Man
Fave Meal			
Breakfast	29%	25%	35%
Lunch	11%	15%	6%
Dinner	52%	51%	52%
Not sure	8%	9%	6%

	Base	Gender	
		Woman	Man
Fast Food Favorability			
Favorable	40%	38%	42%
Unfavorable	49%	50%	48%
Not sure	11%	11%	10%

	Base	Gender	
		Woman	Man
Prefer Pancakes/French Toast/Waffles			
Pancakes	33%	32%	34%
French toast	30%	33%	27%
Waffles	22%	21%	23%
Don't like any of them	15%	14%	16%

	Base	Gender	
		Woman	Man
Prefer Donuts/Bagels/Croissants			
Donuts	32%	29%	37%
Bagels	33%	31%	36%
Croissants	25%	30%	19%
Don't like any of them	9%	10%	8%





Crosstabs

	Base	Gender	
		Woman	Man
Fave Fast Food Burger Joint			
Burger King	22%	22%	22%
Hardee's/Carl's Jr.	9%	6%	12%
Jack in the Box	5%	4%	7%
McDonald's	15%	14%	16%
Sonic	7%	8%	7%
Wendy's	19%	22%	16%
Something else	17%	18%	15%
Don't like any of them	5%	5%	5%
Not sure	1%	1%	1%

	Base	Gender	
		Woman	Man
Least Fave Fast Food Burger Joint			
Burger King	15%	18%	13%
Hardee's/Carl's Jr.	16%	16%	16%
Jack in the Box	15%	14%	16%
McDonald's	22%	21%	24%
Sonic	10%	9%	12%
Wendy's	2%	2%	2%
Something else	9%	10%	9%
No opinion	9%	10%	8%

	Base	Gender	
		Woman	Man
Fave Fast Food Chicken Restaurant			
Chick-fil-A	32%	31%	34%
Church's	5%	6%	4%
KFC	33%	35%	32%
Popeye's	10%	10%	11%
Something else	11%	10%	13%
Don't like any of them	5%	6%	4%
Not sure	2%	2%	2%

	Base	Gender	
		Woman	Man
Least Fave Fast Food Chicken Restaurant			
Chick-fil-A	18%	18%	19%
Church's	20%	21%	20%
KFC	15%	14%	17%
Popeye's	14%	12%	16%
Something else	18%	19%	16%
No opinion	15%	16%	13%





Crosstabs

	Base	Gender	
		Woman	Man
Fave Pizza Chain			
Domino's	15%	11%	20%
Little Caesar's	5%	4%	5%
Papa John's	17%	17%	16%
Pizza Hut	30%	34%	25%
Something else	27%	27%	27%
Don't like any of them	4%	4%	4%
Not sure	3%	3%	3%

	Base	Gender	
		Woman	Man
Least Fave Pizza Chain			
Domino's	25%	29%	21%
Little Caesar's	25%	23%	27%
Papa John's	13%	12%	13%
Pizza Hut	11%	10%	13%
Something else	14%	15%	13%
No opinion	12%	11%	12%

	Base	Gender	
		Woman	Man
Pepsi or Coke?			
Pepsi	35%	34%	36%
Coke	43%	44%	43%
Don't like either of them	16%	18%	14%
Not sure	6%	5%	7%

	Base	Gender	
		Woman	Man
Fave Soft Drink			
Coke	23%	23%	23%
Dr. Pepper	20%	20%	19%
Grape soda	2%	1%	4%
Mountain Dew	6%	6%	7%
Orange soda	7%	7%	6%
Pepsi	15%	15%	14%
Sprite	9%	11%	6%
Something else	11%	9%	14%
Don't drink soft drinks	6%	7%	5%
Not sure	1%	1%	2%





Crosstabs

	Base	Gender	
		Woman	Man
Reg. or Diet Soda?			
Regular soda	41%	43%	40%
Diet soda	34%	29%	40%
Don't drink soda at all	22%	26%	17%
Switch between the two	3%	2%	3%

	Base	Gender	
		Woman	Man
Beer or Coke?			
Beer	30%	19%	44%
Coke	57%	65%	48%
Never drink either	12%	16%	8%

	Base	Gender	
		Woman	Man
Ronald McDonald/Burger King for Pres.			
Ronald McDonald	36%	39%	31%
The Burger King	22%	17%	29%
Not sure	42%	44%	40%

	Base	Gender	
		Woman	Man
Is Olive Garden Authentic?			
Yes	39%	41%	37%
No	44%	43%	45%
Not sure	17%	17%	18%





Crosstabs

	Base	Gender	
		Woman	Man
Pay More to Allow Employees to Have Health Care?			
Would	54%	54%	54%
Would not	30%	29%	31%
Not sure	16%	17%	15%

	Base	Gender	
		Woman	Man
Vegetarians Favorability			
Favorable	49%	56%	40%
Unfavorable	22%	15%	31%
Not sure	28%	28%	29%

	Base	Gender	
		Woman	Man
Vegans Favorability			
Favorable	38%	40%	36%
Unfavorable	30%	29%	31%
Not sure	32%	31%	33%

	Base	Gender	
		Woman	Man
Are You Veggie/Vegan/Neither?			
Vegetarian	6%	7%	4%
Vegan	7%	4%	11%
Neither	87%	90%	85%





Crosstabs

	Base	Gender	
		Woman	Man
Consider Yourself Obese?			
Yes	21%	20%	22%
No	79%	80%	78%

	Base	Party		
		Democrat	Republican	Independent/Other
Fave Meal				
Breakfast	29%	27%	30%	33%
Lunch	11%	15%	9%	9%
Dinner	52%	49%	55%	52%
Not sure	8%	10%	6%	6%

	Base	Party		
		Democrat	Republican	Independent/Other
Fast Food Favorability				
Favorable	40%	41%	41%	36%
Unfavorable	49%	50%	50%	48%
Not sure	11%	9%	9%	17%

	Base	Party		
		Democrat	Republican	Independent/Other
Prefer Pancakes/French Toast/Waffles				
Pancakes	33%	33%	35%	30%
French toast	30%	30%	28%	35%
Waffles	22%	24%	23%	15%
Don't like any of them	15%	13%	14%	20%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Prefer Donuts/Bagels/Croissants				
Donuts	32%	28%	35%	35%
Bagels	33%	34%	34%	32%
Croissants	25%	32%	24%	16%
Don't like any of them	9%	6%	7%	17%

	Base	Party		
		Democrat	Republican	Independent/Other
Fave Fast Food Burger Joint				
Burger King	22%	23%	20%	22%
Hardee's/Carl's Jr.	9%	8%	10%	7%
Jack in the Box	5%	6%	7%	3%
McDonald's	15%	15%	16%	11%
Sonic	7%	5%	10%	6%
Wendy's	19%	19%	19%	21%
Something else	17%	16%	15%	19%
Don't like any of them	5%	6%	2%	8%
Not sure	1%	1%	-	2%

	Base	Party		
		Democrat	Republican	Independent/Other
Least Fave Fast Food Burger Joint				
Burger King	15%	17%	13%	17%
Hardee's/Carl's Jr.	16%	15%	19%	13%
Jack in the Box	15%	12%	17%	16%
McDonald's	22%	25%	22%	20%
Sonic	10%	12%	9%	10%
Wendy's	2%	3%	2%	2%
Something else	9%	6%	12%	11%
No opinion	9%	11%	7%	10%

	Base	Party		
		Democrat	Republican	Independent/Other
Fave Fast Food Chicken Restaurant				
Chick-fil-A	32%	18%	48%	32%
Church's	5%	9%	3%	2%
KFC	33%	39%	29%	32%
Popeye's	10%	18%	5%	6%
Something else	11%	10%	10%	17%
Don't like any of them	5%	6%	4%	7%
Not sure	2%	1%	1%	5%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Least Fave Fast Food Chicken Restaurant				
Chick-fil-A	18%	28%	11%	13%
Church's	20%	22%	20%	18%
KFC	15%	12%	19%	15%
Popeye's	14%	12%	16%	13%
Something else	18%	16%	17%	23%
No opinion	15%	10%	17%	18%

	Base	Party		
		Democrat	Republican	Independent/Other
Fave Pizza Chain				
Domino's	15%	11%	16%	18%
Little Caesar's	5%	4%	5%	5%
Papa John's	17%	17%	17%	15%
Pizza Hut	30%	36%	31%	17%
Something else	27%	22%	27%	36%
Don't like any of them	4%	5%	3%	5%
Not sure	3%	5%	0%	4%

	Base	Party		
		Democrat	Republican	Independent/Other
Least Fave Pizza Chain				
Domino's	25%	24%	29%	21%
Little Caesar's	25%	24%	27%	24%
Papa John's	13%	19%	7%	10%
Pizza Hut	11%	10%	8%	19%
Something else	14%	14%	16%	13%
No opinion	12%	10%	13%	12%

	Base	Party		
		Democrat	Republican	Independent/Other
Pepsi or Coke?				
Pepsi	35%	37%	33%	34%
Coke	43%	44%	47%	36%
Don't like either of them	16%	17%	13%	20%
Not sure	6%	2%	7%	10%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Fave Soft Drink				
Coke	23%	25%	24%	18%
Dr. Pepper	20%	18%	21%	21%
Grape soda	2%	1%	3%	2%
Mountain Dew	6%	6%	6%	9%
Orange soda	7%	7%	8%	4%
Pepsi	15%	16%	15%	13%
Sprite	9%	8%	11%	5%
Something else	11%	13%	8%	14%
Don't drink soft drinks	6%	6%	4%	9%
Not sure	1%	-	0%	5%

	Base	Party		
		Democrat	Republican	Independent/Other
Reg. or Diet Soda?				
Regular soda	41%	47%	34%	44%
Diet soda	34%	31%	42%	26%
Don't drink soda at all	22%	20%	21%	26%
Switch between the two	3%	2%	3%	4%

	Base	Party		
		Democrat	Republican	Independent/Other
Beer or Coke?				
Beer	30%	31%	28%	31%
Coke	57%	57%	60%	54%
Never drink either	12%	12%	11%	16%

	Base	Party		
		Democrat	Republican	Independent/Other
Ronald McDonald/Burger King for Pres.				
Ronald McDonald	36%	39%	35%	30%
The Burger King	22%	18%	26%	24%
Not sure	42%	43%	40%	46%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Is Olive Garden Authentic?				
Yes	39%	41%	43%	29%
No	44%	44%	41%	49%
Not sure	17%	16%	16%	22%

	Base	Party		
		Democrat	Republican	Independent/Other
Pay More to Allow Employees to Have Health Care?				
Would	54%	72%	41%	39%
Would not	30%	19%	38%	39%
Not sure	16%	9%	21%	22%

	Base	Party		
		Democrat	Republican	Independent/Other
Vegetarians Favorability				
Favorable	49%	63%	38%	38%
Unfavorable	22%	16%	30%	22%
Not sure	28%	20%	32%	40%

	Base	Party		
		Democrat	Republican	Independent/Other
Vegans Favorability				
Favorable	38%	48%	31%	29%
Unfavorable	30%	22%	41%	28%
Not sure	32%	30%	29%	42%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Are You Veggie/Vegan/Neither?				
Vegetarian	6%	7%	5%	4%
Vegan	7%	7%	10%	3%
Neither	87%	86%	86%	93%

	Base	Party		
		Democrat	Republican	Independent/Other
Consider Yourself Obese?				
Yes	21%	21%	22%	20%
No	79%	79%	78%	80%

	Base	Race			
		Hispanic	White	African-American	Other
Fave Meal					
Breakfast	29%	33%	30%	22%	32%
Lunch	11%	12%	8%	26%	11%
Dinner	52%	42%	56%	39%	46%
Not sure	8%	13%	6%	13%	11%

	Base	Race			
		Hispanic	White	African-American	Other
Fast Food Favorability					
Favorable	40%	38%	40%	48%	26%
Unfavorable	49%	47%	52%	37%	54%
Not sure	11%	15%	8%	14%	21%





Crosstabs

	Base	Race			
		Hispanic	White	African-American	Other
Prefer Pancakes/French Toast/Waffles					
Pancakes	33%	38%	33%	30%	28%
French toast	30%	35%	32%	29%	10%
Waffles	22%	15%	22%	34%	14%
Don't like any of them	15%	13%	14%	6%	48%

	Base	Race			
		Hispanic	White	African-American	Other
Prefer Donuts/Bagels/Croissants					
Donuts	32%	31%	33%	34%	25%
Bagels	33%	38%	35%	21%	35%
Croissants	25%	18%	25%	38%	13%
Don't like any of them	9%	13%	7%	7%	27%

	Base	Race			
		Hispanic	White	African-American	Other
Fave Fast Food Burger Joint					
Burger King	22%	30%	18%	27%	35%
Hardee's/Carl's Jr.	9%	1%	10%	9%	6%
Jack in the Box	5%	17%	5%	1%	-
McDonald's	15%	6%	17%	17%	-
Sonic	7%	13%	6%	9%	8%
Wendy's	19%	6%	21%	29%	11%
Something else	17%	16%	18%	4%	23%
Don't like any of them	5%	11%	4%	3%	6%
Not sure	1%	-	0%	-	11%

	Base	Race			
		Hispanic	White	African-American	Other
Least Fave Fast Food Burger Joint					
Burger King	15%	24%	17%	7%	3%
Hardee's/Carl's Jr.	16%	15%	15%	26%	10%
Jack in the Box	15%	19%	16%	9%	11%
McDonald's	22%	22%	23%	21%	22%
Sonic	10%	11%	9%	14%	16%
Wendy's	2%	2%	3%	3%	-
Something else	9%	3%	10%	12%	10%
No opinion	9%	3%	9%	8%	29%





Crosstabs

	Base	Race			
		Hispanic	White	African-American	Other
Fave Fast Food Chicken Restaurant					
Chick-fil-A	32%	32%	33%	28%	34%
Church's	5%	7%	4%	12%	3%
KFC	33%	31%	36%	26%	19%
Popeye's	10%	8%	9%	21%	11%
Something else	11%	10%	12%	7%	19%
Don't like any of them	5%	11%	5%	3%	6%
Not sure	2%	-	2%	3%	8%

	Base	Race			
		Hispanic	White	African-American	Other
Least Fave Fast Food Chicken Restaurant					
Chick-fil-A	18%	26%	18%	12%	17%
Church's	20%	13%	18%	33%	27%
KFC	15%	18%	15%	14%	12%
Popeye's	14%	19%	13%	11%	15%
Something else	18%	16%	18%	18%	15%
No opinion	15%	7%	17%	12%	13%

	Base	Race			
		Hispanic	White	African-American	Other
Fave Pizza Chain					
Domino's	15%	25%	14%	13%	5%
Little Caesar's	5%	6%	5%	2%	2%
Papa John's	17%	14%	16%	24%	11%
Pizza Hut	30%	29%	31%	29%	17%
Something else	27%	19%	28%	19%	49%
Don't like any of them	4%	3%	4%	5%	8%
Not sure	3%	3%	1%	8%	8%

	Base	Race			
		Hispanic	White	African-American	Other
Least Fave Pizza Chain					
Domino's	25%	39%	24%	24%	22%
Little Caesar's	25%	20%	25%	32%	25%
Papa John's	13%	8%	13%	14%	14%
Pizza Hut	11%	17%	12%	5%	3%
Something else	14%	8%	16%	12%	18%
No opinion	12%	8%	11%	14%	17%





Crosstabs

	Base	Race			
		Hispanic	White	African-American	Other
Pepsi or Coke?					
Pepsi	35%	38%	34%	40%	27%
Coke	43%	39%	45%	48%	21%
Don't like either of them	16%	15%	16%	8%	40%
Not sure	6%	8%	5%	4%	13%

	Base	Race			
		Hispanic	White	African-American	Other
Fave Soft Drink					
Coke	23%	35%	23%	16%	11%
Dr. Pepper	20%	19%	22%	12%	11%
Grape soda	2%	3%	2%	4%	-
Mountain Dew	6%	4%	7%	7%	5%
Orange soda	7%	10%	5%	9%	12%
Pepsi	15%	13%	15%	17%	13%
Sprite	9%	8%	7%	20%	2%
Something else	11%	-	12%	12%	27%
Don't drink soft drinks	6%	8%	6%	3%	11%
Not sure	1%	-	1%	-	8%

	Base	Race			
		Hispanic	White	African-American	Other
Reg. or Diet Soda?					
Regular soda	41%	48%	40%	44%	36%
Diet soda	34%	30%	36%	32%	27%
Don't drink soda at all	22%	21%	23%	16%	31%
Switch between the two	3%	2%	2%	7%	7%

	Base	Race			
		Hispanic	White	African-American	Other
Beer or Coke?					
Beer	30%	34%	30%	20%	44%
Coke	57%	56%	58%	64%	31%
Never drink either	12%	10%	11%	16%	25%





Crosstabs

	Base	Race			
		Hispanic	White	African-American	Other
Ronald McDonald/Burger King for Pres.					
Ronald McDonald	36%	45%	36%	31%	20%
The Burger King	22%	19%	24%	18%	9%
Not sure	42%	36%	40%	51%	71%

	Base	Race			
		Hispanic	White	African-American	Other
Is Olive Garden Authentic?					
Yes	39%	36%	40%	47%	15%
No	44%	48%	45%	33%	50%
Not sure	17%	16%	16%	20%	35%

	Base	Race			
		Hispanic	White	African-American	Other
Pay More to Allow Employees to Have Health Care?					
Would	54%	74%	48%	74%	38%
Would not	30%	13%	35%	19%	37%
Not sure	16%	13%	18%	7%	25%

	Base	Race			
		Hispanic	White	African-American	Other
Vegetarians Favorability					
Favorable	49%	70%	44%	62%	43%
Unfavorable	22%	9%	26%	20%	16%
Not sure	28%	21%	31%	19%	41%





Crosstabs

	Base	Race			
		Hispanic	White	African-American	Other
Vegans Favorability					
Favorable	38%	71%	32%	44%	37%
Unfavorable	30%	16%	34%	25%	14%
Not sure	32%	13%	34%	31%	50%

	Base	Race			
		Hispanic	White	African-American	Other
Are You Veggie/Vegan/Neither?					
Vegetarian	6%	18%	4%	-	14%
Vegan	7%	26%	4%	9%	9%
Neither	87%	56%	93%	91%	77%

	Base	Race			
		Hispanic	White	African-American	Other
Consider Yourself Obese?					
Yes	21%	21%	19%	27%	37%
No	79%	79%	81%	73%	63%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Fave Meal					
Breakfast	29%	22%	27%	27%	43%
Lunch	11%	14%	16%	8%	10%
Dinner	52%	58%	50%	56%	41%
Not sure	8%	6%	7%	10%	6%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Fast Food Favorability					
Favorable	40%	42%	47%	34%	41%
Unfavorable	49%	47%	47%	55%	44%
Not sure	11%	11%	6%	11%	16%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Prefer Pancakes/French Toast/Waffles					
Pancakes	33%	22%	37%	35%	31%
French toast	30%	36%	31%	30%	26%
Waffles	22%	28%	20%	20%	24%
Don't like any of them	15%	14%	11%	16%	18%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Prefer Donuts/Bagels/Croissants					
Donuts	32%	33%	39%	28%	32%
Bagels	33%	28%	31%	37%	34%
Croissants	25%	25%	23%	28%	24%
Don't like any of them	9%	14%	7%	9%	10%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Fave Fast Food Burger Joint					
Burger King	22%	31%	19%	21%	23%
Hardee's/Carl's Jr.	9%	3%	10%	10%	9%
Jack in the Box	5%	8%	9%	4%	2%
McDonald's	15%	11%	13%	14%	20%
Sonic	7%	8%	6%	8%	9%
Wendy's	19%	14%	20%	23%	16%
Something else	17%	14%	17%	18%	16%
Don't like any of them	5%	8%	7%	3%	4%
Not sure	1%	3%	-	1%	2%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Least Fave Fast Food Burger Joint					
Burger King	15%	25%	14%	15%	11%
Hardee's/Carl's Jr.	16%	17%	21%	12%	14%
Jack in the Box	15%	14%	14%	15%	16%
McDonald's	22%	22%	16%	28%	22%
Sonic	10%	8%	11%	11%	9%
Wendy's	2%	-	1%	3%	5%
Something else	9%	6%	9%	10%	13%
No opinion	9%	8%	13%	7%	10%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Fave Fast Food Chicken Restaurant					
Chick-fil-A	32%	34%	37%	33%	23%
Church's	5%	9%	4%	5%	5%
KFC	33%	40%	27%	34%	38%
Popeye's	10%	3%	10%	12%	12%
Something else	11%	9%	10%	12%	14%
Don't like any of them	5%	3%	9%	4%	6%
Not sure	2%	3%	3%	1%	2%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Least Fave Fast Food Chicken Restaurant					
Chick-fil-A	18%	32%	10%	21%	15%
Church's	20%	12%	32%	20%	11%
KFC	15%	21%	16%	14%	13%
Popeye's	14%	9%	14%	15%	15%
Something else	18%	18%	13%	16%	28%
No opinion	15%	9%	14%	15%	18%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Fave Pizza Chain					
Domino's	15%	26%	17%	10%	14%
Little Caesar's	5%	6%	1%	7%	5%
Papa John's	17%	9%	23%	16%	14%
Pizza Hut	30%	34%	29%	28%	30%
Something else	27%	17%	21%	34%	29%
Don't like any of them	4%	3%	4%	4%	5%
Not sure	3%	6%	4%	2%	2%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Least Fave Pizza Chain					
Domino's	25%	31%	30%	23%	19%
Little Caesar's	25%	20%	26%	27%	24%
Papa John's	13%	20%	11%	12%	10%
Pizza Hut	11%	20%	10%	10%	9%
Something else	14%	6%	13%	16%	19%
No opinion	12%	3%	10%	12%	19%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Pepsi or Coke?					
Pepsi	35%	34%	31%	37%	36%
Coke	43%	43%	51%	41%	36%
Don't like either of them	16%	14%	11%	19%	21%
Not sure	6%	9%	6%	4%	7%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Fave Soft Drink					
Coke	23%	36%	19%	20%	26%
Dr. Pepper	20%	17%	27%	18%	15%
Grape soda	2%	3%	1%	3%	3%
Mountain Dew	6%	8%	4%	8%	6%
Orange soda	7%	3%	7%	9%	4%
Pepsi	15%	8%	14%	16%	17%
Sprite	9%	6%	13%	8%	7%
Something else	11%	14%	7%	12%	15%
Don't drink soft drinks	6%	3%	6%	8%	6%
Not sure	1%	3%	1%	-	2%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Reg. or Diet Soda?					
Regular soda	41%	53%	47%	39%	30%
Diet soda	34%	25%	36%	34%	38%
Don't drink soda at all	22%	19%	14%	25%	30%
Switch between the two	3%	3%	3%	3%	3%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Beer or Coke?					
Beer	30%	42%	32%	26%	28%
Coke	57%	48%	60%	60%	56%
Never drink either	12%	9%	8%	15%	16%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Ronald McDonald/Burger King for Pres.					
Ronald McDonald	36%	34%	43%	36%	26%
The Burger King	22%	25%	16%	20%	33%
Not sure	42%	41%	41%	44%	42%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Is Olive Garden Authentic?					
Yes	39%	41%	36%	38%	45%
No	44%	50%	52%	42%	31%
Not sure	17%	9%	13%	20%	24%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Pay More to Allow Employees to Have Health Care?					
Would	54%	69%	57%	45%	53%
Would not	30%	16%	34%	35%	26%
Not sure	16%	16%	9%	19%	21%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Vegetarians Favorability					
Favorable	49%	55%	49%	49%	44%
Unfavorable	22%	16%	22%	23%	28%
Not sure	28%	29%	29%	28%	28%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Vegans Favorability					
Favorable	38%	50%	40%	36%	31%
Unfavorable	30%	20%	38%	31%	25%
Not sure	32%	30%	23%	34%	44%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Are You Veggie/Vegan/Neither?					
Vegetarian	6%	20%	4%	1%	5%
Vegan	7%	10%	7%	6%	6%
Neither	87%	70%	89%	92%	89%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Consider Yourself Obese?					
Yes	21%	24%	24%	20%	17%
No	79%	76%	76%	80%	83%





Crosstabs

	Base	Region			
		Northeast	Midwest	South	West
Fave Meal					
Breakfast	29%	34%	29%	30%	22%
Lunch	11%	14%	9%	13%	8%
Dinner	52%	45%	50%	54%	59%
Not sure	8%	7%	12%	3%	10%

	Base	Region			
		Northeast	Midwest	South	West
Fast Food Favorability					
Favorable	40%	41%	36%	44%	39%
Unfavorable	49%	45%	54%	46%	54%
Not sure	11%	14%	10%	10%	6%

	Base	Region			
		Northeast	Midwest	South	West
Prefer Pancakes/French Toast/Waffles					
Pancakes	33%	38%	35%	29%	29%
French toast	30%	28%	30%	30%	36%
Waffles	22%	15%	20%	29%	22%
Don't like any of them	15%	19%	14%	12%	14%

	Base	Region			
		Northeast	Midwest	South	West
Prefer Donuts/Bagels/Croissants					
Donuts	32%	28%	40%	35%	20%
Bagels	33%	39%	32%	32%	29%
Croissants	25%	23%	19%	25%	42%
Don't like any of them	9%	11%	10%	8%	9%





Crosstabs

	Base	Region			
		Northeast	Midwest	South	West
Fave Fast Food Burger Joint					
Burger King	22%	22%	23%	24%	16%
Hardee's/Carl's Jr.	9%	8%	8%	10%	9%
Jack in the Box	5%	2%	1%	6%	18%
McDonald's	15%	16%	15%	17%	7%
Sonic	7%	5%	7%	12%	1%
Wendy's	19%	25%	15%	16%	24%
Something else	17%	13%	23%	12%	20%
Don't like any of them	5%	8%	5%	3%	4%
Not sure	1%	-	3%	0%	-

	Base	Region			
		Northeast	Midwest	South	West
Least Fave Fast Food Burger Joint					
Burger King	15%	18%	13%	15%	17%
Hardee's/Carl's Jr.	16%	13%	19%	17%	12%
Jack in the Box	15%	13%	18%	17%	6%
McDonald's	22%	22%	18%	21%	33%
Sonic	10%	8%	5%	14%	15%
Wendy's	2%	2%	4%	2%	2%
Something else	9%	14%	9%	9%	5%
No opinion	9%	9%	15%	4%	10%

	Base	Region			
		Northeast	Midwest	South	West
Fave Fast Food Chicken Restaurant					
Chick-fil-A	32%	33%	30%	42%	15%
Church's	5%	4%	4%	9%	2%
KFC	33%	33%	36%	26%	46%
Popeye's	10%	15%	7%	11%	8%
Something else	11%	10%	15%	8%	15%
Don't like any of them	5%	6%	5%	4%	8%
Not sure	2%	-	2%	1%	6%

	Base	Region			
		Northeast	Midwest	South	West
Least Fave Fast Food Chicken Restaurant					
Chick-fil-A	18%	15%	15%	15%	34%
Church's	20%	22%	21%	23%	12%
KFC	15%	15%	17%	17%	9%
Popeye's	14%	15%	12%	17%	8%
Something else	18%	20%	19%	18%	12%
No opinion	15%	14%	16%	9%	26%





Crosstabs

	Base	Region			
		Northeast	Midwest	South	West
Fave Pizza Chain					
Domino's	15%	19%	8%	17%	15%
Little Caesar's	5%	3%	4%	5%	7%
Papa John's	17%	19%	12%	21%	13%
Pizza Hut	30%	27%	29%	35%	25%
Something else	27%	23%	39%	16%	36%
Don't like any of them	4%	7%	5%	3%	1%
Not sure	3%	2%	4%	3%	4%

	Base	Region			
		Northeast	Midwest	South	West
Least Fave Pizza Chain					
Domino's	25%	25%	24%	26%	27%
Little Caesar's	25%	20%	19%	32%	27%
Papa John's	13%	11%	13%	15%	9%
Pizza Hut	11%	13%	14%	9%	7%
Something else	14%	16%	17%	10%	16%
No opinion	12%	16%	12%	7%	13%

	Base	Region			
		Northeast	Midwest	South	West
Pepsi or Coke?					
Pepsi	35%	43%	39%	23%	38%
Coke	43%	38%	35%	63%	27%
Don't like either of them	16%	16%	20%	9%	24%
Not sure	6%	3%	6%	5%	11%

	Base	Region			
		Northeast	Midwest	South	West
Fave Soft Drink					
Coke	23%	22%	24%	27%	14%
Dr. Pepper	20%	21%	19%	23%	15%
Grape soda	2%	4%	0%	3%	3%
Mountain Dew	6%	6%	10%	5%	3%
Orange soda	7%	10%	5%	5%	8%
Pepsi	15%	12%	15%	11%	26%
Sprite	9%	6%	9%	14%	3%
Something else	11%	10%	12%	11%	14%
Don't drink soft drinks	6%	9%	6%	2%	9%
Not sure	1%	0%	1%	-	5%





Crosstabs

	Base	Region			
		Northeast	Midwest	South	West
Reg. or Diet Soda?					
Regular soda	41%	42%	48%	37%	39%
Diet soda	34%	30%	29%	43%	31%
Don't drink soda at all	22%	25%	21%	18%	29%
Switch between the two	3%	3%	3%	3%	1%

	Base	Region			
		Northeast	Midwest	South	West
Beer or Coke?					
Beer	30%	28%	27%	28%	45%
Coke	57%	56%	59%	64%	43%
Never drink either	12%	16%	14%	9%	12%

	Base	Region			
		Northeast	Midwest	South	West
Ronald McDonald/Burger King for Pres.					
Ronald McDonald	36%	42%	30%	37%	31%
The Burger King	22%	25%	23%	22%	15%
Not sure	42%	33%	47%	41%	54%

	Base	Region			
		Northeast	Midwest	South	West
Is Olive Garden Authentic?					
Yes	39%	43%	33%	44%	32%
No	44%	42%	45%	38%	57%
Not sure	17%	15%	21%	18%	12%





Crosstabs

	Base	Region			
		Northeast	Midwest	South	West
Pay More to Allow Employees to Have Health Care?					
Would	54%	62%	38%	60%	58%
Would not	30%	28%	30%	31%	30%
Not sure	16%	10%	32%	9%	12%

	Base	Region			
		Northeast	Midwest	South	West
Vegetarians Favorability					
Favorable	49%	46%	53%	47%	52%
Unfavorable	22%	29%	14%	27%	17%
Not sure	28%	25%	33%	26%	31%

	Base	Region			
		Northeast	Midwest	South	West
Vegans Favorability					
Favorable	38%	39%	36%	36%	45%
Unfavorable	30%	30%	26%	33%	32%
Not sure	32%	31%	38%	31%	24%

	Base	Region			
		Northeast	Midwest	South	West
Are You Veggie/Vegan/Neither?					
Vegetarian	6%	15%	1%	3%	4%
Vegan	7%	9%	7%	7%	4%
Neither	87%	76%	91%	90%	93%





Crosstabs

	Base	Region			
		Northeast	Midwest	South	West
Consider Yourself Obese?					
Yes	21%	25%	18%	24%	13%
No	79%	75%	82%	76%	87%

