

National Hamburger Day

1	LT1. Do you eat burgers with your hands or with knife and fork?
2	LT2. When was the last time you ate a hamburger?
3	LT3. How long does it take you to eat a burger?
4	LT4. Do you order the same burger toppings every time, or do you switch it up?
5	LT5. Do you normally eat burgers with no toppings
6	LT6. Would you rather share your burger or fries?
7	LT7. Do you eat your burger or fries first, or both at the same time?
8	LT8a. [RANKED FIRST] Which are your favourite burger toppings in order. Please rank your top 5 favourites.
9	LT8b. [RANKED SECOND] Which are your favourite burger toppings in order. Please rank your top 5 favourites.
10	LT8ab. [RANKED FIRST OR SECOND] Which are your favourite burger toppings in order. Please rank your top 5 favourites.
11	LT8c. [RANKED THIRD] Which are your favourite burger toppings in order. Please rank your top 5 favourites.
12	LT8d. [RANKED FOURTH] Which are your favourite burger toppings in order. Please rank your top 5 favourites.
13	LT8e. [RANKED FIFTH] Which are your favourite burger toppings in order. Please rank your top 5 favourites.
14	LT8_1. Ranking for Cheese in top 5 favourite burger topping.
15	LT8_2. Ranking for Bacon in top 5 favourite burger topping.
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27	LT8_14. Ranking for Other in top 5 favourite burger topping.
28	LT9. Do you normally eat burgers...
29	LT10. When you dine at a burger chain do you normally...
30	LT11. Do you normally eat your burgers with 'the works'?

LT1. Do you eat burgers with your hands or with knife and fork?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: All respondents	1045	448	597	306	423	315	91	262	519	173
Weighted	1000	490	510	294	397	308	85	250	494	171
Hands	975	477	497	290	385	299	83	243	484	164
	97%	97%	97%	99%	97%	97%	98%	97%	98%	96%
Knife & fork	25	12	13	4	12	9	2	8	10	6
	3%	3%	3%	1%	3%	3%	2%	3%	2%	4%

LT2. When was the last time you ate a hamburger?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: All respondents	1045	448	597	306	423	315	91	262	519	173
Weighted	1000	490	510	294	397	308	85	250	494	171
Today	79	46	33	34	34	11	8	16	46	8
	8%	9%	6%	11%	9%	4%	9%	7%	9%	5%
One week ago	401	219	182	140	169	92	33	100	207	62
	40%	45%	36%	48%	43%	30%	38%	40%	42%	36%
This month	235	108	126	69	102	64	24	63	105	43
	23%	22%	25%	23%	26%	21%	29%	25%	21%	25%
Last 3 months	209	86	123	39	71	98	14	49	107	39
	21%	17%	24%	13%	18%	32%	16%	20%	22%	23%
Over a year ago	70	30	40	9	18	43	5	20	27	17
	7%	6%	8%	3%	4%	14%	6%	8%	6%	10%
Never	7	1	6	4	3	0	1	3	2	2
	1%	0%	1%	1%	1%	-	1%	1%	0%	1%

LT3. How long does it take you to eat a burger?

	GENDER			AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: All respondents	1045	448	597	306	423	315	91	262	519	173
Weighted	1000	490	510	294	397	308	85	250	494	171
30 seconds	4 0%	3 1%	1 0%	1 0%	3 1%	0 -	1 1%	1 0%	1 0%	1 1%
1 minute	53 5%	37 8%	16 3%	20 7%	22 5%	12 4%	4 5%	15 6%	26 5%	8 5%
5 minutes	457 46%	270 55%	187 37%	155 53%	184 46%	116 38%	47 55%	111 44%	223 45%	76 45%
10 minutes	390 39%	156 32%	234 46%	100 34%	150 38%	140 46%	25 29%	100 40%	190 39%	74 44%
Half hour	90 9%	24 5%	66 13%	17 6%	35 9%	38 12%	8 9%	21 9%	52 11%	9 5%
Longer	6 1%	0 -	6 1%	1 0%	4 1%	2 1%	1 1%	1 1%	1 0%	3 2%

LT4. Do you order the same burger toppings every time, or do you switch it up?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: All respondents	1045	448	597	306	423	315	91	262	519	173
Weighted	1000	490	510	294	397	308	85	250	494	171
Same burger toppings every time	606	282	324	181	235	189	55	160	291	100
	61%	58%	64%	62%	59%	61%	64%	64%	59%	59%
Switch it up	394	208	186	113	162	119	30	90	203	71
	39%	42%	36%	38%	41%	39%	36%	36%	41%	41%

LT5. Do you normally eat burgers with no toppings

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: All respondents	1045	448	597	306	423	315	91	262	519	173
Weighted	1000	490	510	294	397	308	85	250	494	171
Yes	48	28	20	21	18	9	4	13	22	9
	5%	6%	4%	7%	5%	3%	5%	5%	4%	6%
No	952	461	490	273	378	299	81	237	472	161
	95%	94%	96%	93%	95%	97%	95%	95%	96%	94%

LT6. Would you rather share your burger or fries?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: All respondents	1045	448	597	306	423	315	91	262	519	173
Weighted	1000	490	510	294	397	308	85	250	494	171
Burger	61	19	42	23	22	16	9	17	24	11
	6%	4%	8%	8%	6%	5%	11%	7%	5%	6%
Fries	939	471	468	271	375	292	76	233	469	160
	94%	96%	92%	92%	94%	95%	89%	93%	95%	94%

LT7. Do you eat your burger or fries first, or both at the same time?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: All respondents	1045	448	597	306	423	315	91	262	519	173
Weighted	1000	490	510	294	397	308	85	250	494	171
Burger	120	46	74	48	42	31	6	33	56	25
	12%	9%	15%	16%	11%	10%	7%	13%	11%	15%
Fries	141	75	66	70	50	21	13	33	74	22
	14%	15%	13%	24%	13%	7%	15%	13%	15%	13%
Same Time	738	368	370	176	304	256	66	184	364	124
	74%	75%	72%	60%	77%	83%	77%	74%	74%	73%

LT8a. [RANKED FIRST] Which are your favourite burger toppings in order. Please rank your top 5 favourites.

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: All respondents	1045	448	597	306	423	315	91	262	519	173
Weighted	1000	490	510	294	397	308	85	250	494	171
Cheese	444 44%	230 47%	214 42%	144 49%	188 47%	112 36%	41 48%	114 46%	214 43%	75 44%
Bacon	71 7%	48 10%	22 4%	23 8%	26 7%	22 7%	6 7%	16 6%	37 8%	12 7%
Onions	90 9%	44 9%	46 9%	8 3%	26 7%	57 18%	5 6%	25 10%	43 9%	17 10%
Ketchup	103 10%	48 10%	55 11%	40 14%	44 11%	19 6%	6 7%	21 8%	61 12%	16 9%
Pickles	45 5%	15 3%	30 6%	13 4%	21 5%	11 4%	4 5%	14 6%	18 4%	10 6%
Relish	37 4%	20 4%	18 3%	6 2%	17 4%	15 5%	3 4%	9 4%	19 4%	6 4%
Lettuce	29 3%	15 3%	15 3%	9 3%	7 2%	12 4%	1 1%	9 4%	12 2%	7 4%
Tomato	40 4%	17 3%	23 5%	8 3%	14 4%	18 6%	5 6%	8 3%	17 3%	10 6%
Mustard	51 5%	23 5%	28 5%	13 4%	21 5%	18 6%	6 7%	14 5%	26 5%	6 3%
Mayonnaise	57 6%	18 4%	40 8%	21 7%	23 6%	13 4%	5 6%	14 6%	32 6%	6 4%
Hot peppers	11 1%	3 1%	8 2%	1 0%	6 1%	4 1%	1 1%	2 1%	8 2%	0 -
Barbecue Sauce	8 1%	4 1%	3 1%	3 1%	2 1%	2 1%	0 -	0 -	4 1%	4 2%
Hot Sauce	6 1%	2 0%	5 1%	1 0%	1 0%	4 1%	1 1%	2 1%	2 0%	2 1%
Other	7 1%	4 1%	3 1%	4 1%	1 0%	2 1%	1 1%	2 1%	2 0%	2 1%

LT8b. [RANKED SECOND] Which are your favourite burger toppings in order. Please rank your top 5 favourites.

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: All respondents	1045	448	597	306	423	315	91	262	519	173
Weighted	1000	490	510	294	397	308	85	250	494	171
Cheese	108 11%	62 13%	46 9%	36 12%	46 11%	26 8%	10 12%	26 10%	59 12%	12 7%
Bacon	187 19%	110 22%	77 15%	74 25%	76 19%	37 12%	14 17%	48 19%	96 19%	29 17%
Onions	134 13%	57 12%	76 15%	18 6%	56 14%	60 20%	9 10%	40 16%	66 13%	19 11%
Ketchup	124 12%	53 11%	72 14%	46 16%	50 13%	29 9%	15 18%	27 11%	57 12%	25 15%
Pickles	65 7%	30 6%	35 7%	23 8%	24 6%	19 6%	4 4%	21 9%	27 5%	13 8%
Relish	69 7%	32 7%	37 7%	10 3%	29 7%	29 10%	7 8%	21 8%	31 6%	10 6%
Lettuce	71 7%	30 6%	41 8%	17 6%	30 7%	24 8%	4 5%	8 3%	39 8%	19 11%
Tomato	80 8%	39 8%	42 8%	18 6%	23 6%	40 13%	7 8%	18 7%	40 8%	17 10%
Mustard	93 9%	49 10%	45 9%	23 8%	40 10%	31 10%	11 12%	15 6%	52 10%	17 10%
Mayonnaise	46 5%	17 3%	29 6%	23 8%	16 4%	8 2%	3 3%	17 7%	19 4%	8 5%
Hot peppers	4 0%	1 0%	3 1%	2 1%	1 0%	2 1%	0 -	0 -	2 0%	2 1%
Barbecue Sauce	4 0%	2 0%	2 0%	2 1%	2 0%	0 -	0 -	2 1%	2 0%	0 -
Hot Sauce	10 1%	7 1%	3 1%	4 1%	4 1%	3 1%	1 1%	6 2%	2 0%	1 1%
Other	4 0%	1 0%	3 1%	1 0%	2 1%	1 0%	1 1%	1 0%	3 1%	0 -

LT8ab. [RANKED FIRST OR SECOND] Which are your favourite burger toppings in order. Please rank your top 5 favourites.

	GENDER									
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: All respondents	1045	448	597	306	423	315	91	262	519	173
Weighted	1000	490	510	294	397	308	85	250	494	171
Cheese	552 55%	292 60%	260 51%	180 61%	233 59%	138 45%	51 60%	140 56%	273 55%	87 51%
Bacon	257 26%	158 32%	99 19%	96 33%	103 26%	58 19%	20 24%	63 25%	133 27%	41 24%
Onions	224 22%	101 21%	123 24%	25 9%	82 21%	117 38%	14 16%	66 26%	109 22%	35 21%
Ketchup	227 23%	100 20%	127 25%	86 29%	93 24%	48 16%	21 25%	48 19%	118 24%	41 24%
Pickles	110 11%	45 9%	65 13%	36 12%	45 11%	30 10%	8 9%	35 14%	45 9%	23 13%
Relish	107 11%	52 11%	55 11%	16 5%	46 11%	44 14%	10 12%	31 12%	49 10%	16 9%
Lettuce	100 10%	45 9%	55 11%	26 9%	37 9%	36 12%	5 6%	18 7%	51 10%	26 15%
Tomato	121 12%	55 11%	65 13%	26 9%	37 9%	58 19%	11 14%	26 10%	57 12%	26 16%
Mustard	145 14%	72 15%	73 14%	35 12%	60 15%	49 16%	17 20%	28 11%	77 16%	22 13%
Mayonnaise	104 10%	35 7%	69 13%	44 15%	39 10%	20 7%	8 9%	31 12%	50 10%	14 8%
Hot peppers	15 2%	4 1%	11 2%	3 1%	7 2%	6 2%	1 1%	2 1%	11 2%	2 1%
Barbecue Sauce	11 1%	6 1%	5 1%	5 2%	4 1%	2 1%	0 -	2 1%	5 1%	4 2%
Hot Sauce	17 2%	9 2%	8 2%	5 2%	4 1%	7 2%	2 2%	8 3%	5 1%	2 1%
Other	11 1%	5 1%	6 1%	5 2%	3 1%	3 1%	2 2%	3 1%	4 1%	2 1%

LT8c. [RANKED THIRD] Which are your favourite burger toppings in order. Please rank your top 5 favourites.

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: All respondents	1045	448	597	306	423	315	91	262	519	173
Weighted	1000	490	510	294	397	308	85	250	494	171
Cheese	76 8%	38 8%	37 7%	28 9%	29 7%	19 6%	2 3%	18 7%	44 9%	11 6%
Bacon	80 8%	37 8%	43 8%	23 8%	35 9%	22 7%	7 9%	22 9%	37 7%	14 8%
Onions	151 15%	87 18%	65 13%	37 13%	63 16%	51 16%	17 20%	39 16%	69 14%	26 15%
Ketchup	132 13%	70 14%	62 12%	53 18%	57 14%	23 7%	4 4%	36 14%	71 14%	22 13%
Pickles	102 10%	49 10%	53 10%	37 12%	31 8%	34 11%	12 15%	23 9%	53 11%	14 8%
Relish	66 7%	26 5%	40 8%	10 4%	21 5%	35 11%	6 7%	13 5%	37 7%	11 6%
Lettuce	112 11%	40 8%	72 14%	34 12%	38 10%	40 13%	11 13%	30 12%	52 10%	20 11%
Tomato	107 11%	55 11%	52 10%	18 6%	53 13%	36 12%	5 6%	30 12%	53 11%	19 11%
Mustard	82 8%	40 8%	42 8%	24 8%	34 9%	24 8%	11 14%	18 7%	36 7%	17 10%
Mayonnaise	55 6%	29 6%	27 5%	18 6%	22 6%	15 5%	6 7%	14 6%	27 5%	8 5%
Hot peppers	15 2%	6 1%	9 2%	5 2%	5 1%	6 2%	0 -	4 2%	8 2%	3 2%
Barbecue Sauce	11 1%	8 2%	3 1%	5 2%	4 1%	2 1%	2 2%	4 1%	3 1%	3 2%
Hot Sauce	2 0%	0 -	2 0%	0 -	2 1%	0 -	0 -	0 -	2 0%	0 -
Other	7 1%	4 1%	3 1%	2 1%	2 1%	3 1%	1 1%	1 0%	2 0%	3 2%

LT8d. [RANKED FOURTH] Which are your favourite burger toppings in order. Please rank your top 5 favourites.

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: All respondents	1045	448	597	306	423	315	91	262	519	173
Weighted	1000	490	510	294	397	308	85	250	494	171
Cheese	66 7%	29 6%	37 7%	21 7%	20 5%	25 8%	8 9%	13 5%	30 6%	16 9%
Bacon	77 8%	31 6%	45 9%	28 10%	30 8%	19 6%	5 5%	16 6%	47 9%	10 6%
Onions	98 10%	57 12%	41 8%	37 13%	40 10%	21 7%	8 9%	18 7%	49 10%	23 13%
Ketchup	94 9%	53 11%	41 8%	28 10%	39 10%	27 9%	8 10%	26 10%	48 10%	12 7%
Pickles	74 7%	39 8%	36 7%	21 7%	30 8%	23 8%	7 8%	20 8%	37 7%	11 7%
Relish	76 8%	40 8%	36 7%	17 6%	29 7%	30 10%	6 7%	18 7%	42 8%	11 6%
Lettuce	132 13%	61 13%	70 14%	43 14%	54 14%	35 11%	13 15%	38 15%	60 12%	21 12%
Tomato	148 15%	68 14%	80 16%	35 12%	51 13%	62 20%	9 11%	37 15%	77 16%	26 15%
Mustard	111 11%	51 10%	59 12%	24 8%	55 14%	32 10%	10 12%	32 13%	51 10%	18 10%
Mayonnaise	61 6%	24 5%	37 7%	21 7%	26 7%	14 4%	5 6%	16 6%	28 6%	12 7%
Hot peppers	23 2%	15 3%	7 1%	8 3%	8 2%	7 2%	1 2%	6 3%	11 2%	5 3%
Barbecue Sauce	18 2%	9 2%	9 2%	4 1%	6 1%	8 3%	2 3%	5 2%	6 1%	5 3%
Hot Sauce	15 1%	9 2%	5 1%	6 2%	6 1%	3 1%	2 2%	3 1%	8 2%	2 1%
Other	7 1%	2 0%	5 1%	1 0%	4 1%	2 1%	1 1%	2 1%	3 1%	0 -

LT8e. [RANKED FIFTH] Which are your favourite burger toppings in order. Please rank your top 5 favourites.

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: All respondents	1045	448	597	306	423	315	91	262	519	173
Weighted	1000	490	510	294	397	308	85	250	494	171
Cheese	79 8%	32 6%	47 9%	22 7%	28 7%	29 9%	10 11%	18 7%	43 9%	7 4%
Bacon	88 9%	51 10%	37 7%	18 6%	36 9%	34 11%	7 8%	21 8%	47 9%	14 8%
Onions	91 9%	47 10%	45 9%	26 9%	39 10%	27 9%	9 10%	23 9%	47 9%	13 7%
Ketchup	56 6%	37 7%	20 4%	25 8%	17 4%	15 5%	6 7%	14 6%	31 6%	5 3%
Pickles	69 7%	31 6%	38 8%	18 6%	32 8%	19 6%	4 5%	16 6%	36 7%	13 7%
Relish	65 7%	30 6%	35 7%	14 5%	30 7%	22 7%	8 9%	11 4%	35 7%	11 7%
Lettuce	107 11%	52 11%	54 11%	39 13%	32 8%	36 12%	8 9%	25 10%	57 12%	16 9%
Tomato	108 11%	48 10%	60 12%	32 11%	42 11%	34 11%	8 9%	28 11%	44 9%	29 17%
Mustard	93 9%	43 9%	51 10%	23 8%	36 9%	35 11%	6 7%	29 12%	39 8%	19 11%
Mayonnaise	108 11%	49 10%	59 12%	39 13%	50 12%	19 6%	8 10%	29 12%	57 11%	14 8%
Hot peppers	38 4%	24 5%	14 3%	11 4%	15 4%	11 4%	1 2%	12 5%	22 4%	3 2%
Barbecue Sauce	40 4%	22 4%	18 3%	15 5%	15 4%	10 3%	2 3%	10 4%	16 3%	11 6%
Hot Sauce	22 2%	17 3%	5 1%	3 1%	11 3%	8 2%	3 4%	4 1%	9 2%	5 3%
Other	36 4%	9 2%	27 5%	10 3%	15 4%	11 4%	4 5%	9 4%	11 2%	11 7%

LT8_1. Ranking for Cheese in top 5 favourite burger topping.

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: All respondents	1045	448	597	306	423	315	91	262	519	173
Weighted	1000	490	510	294	397	308	85	250	494	171
Ranked 1	444 44%	230 47%	214 42%	144 49%	188 47%	112 36%	41 48%	114 46%	214 43%	75 44%
Ranked 2	108 11%	62 13%	46 9%	36 12%	46 11%	26 8%	10 12%	26 10%	59 12%	12 7%
Ranked 3	76 8%	38 8%	37 7%	28 9%	29 7%	19 6%	2 3%	18 7%	44 9%	11 6%
Ranked 4	66 7%	29 6%	37 7%	21 7%	20 5%	25 8%	8 9%	13 5%	30 6%	16 9%
Ranked 5	79 8%	32 6%	47 9%	22 7%	28 7%	29 9%	10 11%	18 7%	43 9%	7 4%
Did not rank cheese	228 23%	98 20%	129 25%	43 15%	87 22%	97 31%	14 17%	61 24%	103 21%	50 29%

LT8_2. Ranking for Bacon in top 5 favourite burger topping.

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: All respondents	1045	448	597	306	423	315	91	262	519	173
Weighted	1000	490	510	294	397	308	85	250	494	171
Ranked 1	71 7%	48 10%	22 4%	23 8%	26 7%	22 7%	6 7%	16 6%	37 8%	12 7%
Ranked 2	187 19%	110 22%	77 15%	74 25%	76 19%	37 12%	14 17%	48 19%	96 19%	29 17%
Ranked 3	80 8%	37 8%	43 8%	23 8%	35 9%	22 7%	7 9%	22 9%	37 7%	14 8%
Ranked 4	77 8%	31 6%	45 9%	28 10%	30 8%	19 6%	5 5%	16 6%	47 9%	10 6%
Ranked 5	88 9%	51 10%	37 7%	18 6%	36 9%	34 11%	7 8%	21 8%	47 9%	14 8%
Did not rank cheese	498 50%	212 43%	285 56%	129 44%	193 49%	175 57%	46 55%	128 51%	231 47%	93 54%

LT8_3. Ranking for Onions in top 5 favourite burger topping.

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: All respondents	1045	448	597	306	423	315	91	262	519	173
Weighted	1000	490	510	294	397	308	85	250	494	171
Ranked 1	90 9%	44 9%	46 9%	8 3%	26 7%	57 18%	5 6%	25 10%	43 9%	17 10%
Ranked 2	134 13%	57 12%	76 15%	18 6%	56 14%	60 20%	9 10%	40 16%	66 13%	19 11%
Ranked 3	151 15%	87 18%	65 13%	37 13%	63 16%	51 16%	17 20%	39 16%	69 14%	26 15%
Ranked 4	98 10%	57 12%	41 8%	37 13%	40 10%	21 7%	8 9%	18 7%	49 10%	23 13%
Ranked 5	91 9%	47 10%	45 9%	26 9%	39 10%	27 9%	9 10%	23 9%	47 9%	13 7%
Did not rank cheese	435 44%	198 40%	237 47%	169 57%	173 44%	93 30%	37 44%	104 42%	220 45%	74 43%

LT8_4. Ranking for Ketchup in top 5 favourite burger topping.

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: All respondents	1045	448	597	306	423	315	91	262	519	173
Weighted	1000	490	510	294	397	308	85	250	494	171
Ranked 1	103 10%	48 10%	55 11%	40 14%	44 11%	19 6%	6 7%	21 8%	61 12%	16 9%
Ranked 2	124 12%	53 11%	72 14%	46 16%	50 13%	29 9%	15 18%	27 11%	57 12%	25 15%
Ranked 3	132 13%	70 14%	62 12%	53 18%	57 14%	23 7%	4 4%	36 14%	71 14%	22 13%
Ranked 4	94 9%	53 11%	41 8%	28 10%	39 10%	27 9%	8 10%	26 10%	48 10%	12 7%
Ranked 5	56 6%	37 7%	20 4%	25 8%	17 4%	15 5%	6 7%	14 6%	31 6%	5 3%
Did not rank cheese	490 49%	230 47%	260 51%	102 35%	191 48%	196 63%	46 54%	127 51%	226 46%	90 53%

LT8_5. Ranking for Pickles in top 5 favourite burger topping.

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: All respondents	1045	448	597	306	423	315	91	262	519	173
Weighted	1000	490	510	294	397	308	85	250	494	171
Ranked 1	45 5%	15 3%	30 6%	13 4%	21 5%	11 4%	4 5%	14 6%	18 4%	10 6%
Ranked 2	65 7%	30 6%	35 7%	23 8%	24 6%	19 6%	4 4%	21 9%	27 5%	13 8%
Ranked 3	102 10%	49 10%	53 10%	37 12%	31 8%	34 11%	12 15%	23 9%	53 11%	14 8%
Ranked 4	74 7%	39 8%	36 7%	21 7%	30 8%	23 8%	7 8%	20 8%	37 7%	11 7%
Ranked 5	69 7%	31 6%	38 8%	18 6%	32 8%	19 6%	4 5%	16 6%	36 7%	13 7%
Did not rank cheese	643 64%	326 67%	318 62%	183 62%	259 65%	202 66%	54 64%	156 62%	324 66%	109 64%

LT8_6. Ranking for Relish in top 5 favourite burger topping.

	GENDER			AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: All respondents	1045	448	597	306	423	315	91	262	519	173
Weighted	1000	490	510	294	397	308	85	250	494	171
Ranked 1	37 4%	20 4%	18 3%	6 2%	17 4%	15 5%	3 4%	9 4%	19 4%	6 4%
Ranked 2	69 7%	32 7%	37 7%	10 3%	29 7%	29 10%	7 8%	21 8%	31 6%	10 6%
Ranked 3	66 7%	26 5%	40 8%	10 4%	21 5%	35 11%	6 7%	13 5%	37 7%	11 6%
Ranked 4	76 8%	40 8%	36 7%	17 6%	29 7%	30 10%	6 7%	18 7%	42 8%	11 6%
Ranked 5	65 7%	30 6%	35 7%	14 5%	30 7%	22 7%	8 9%	11 4%	35 7%	11 7%
Did not rank cheese	686 69%	341 70%	345 68%	237 81%	272 69%	177 57%	55 65%	178 71%	330 67%	122 71%

LT8_7. Ranking for Lettuce in top 5 favourite burger topping.

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: All respondents	1045	448	597	306	423	315	91	262	519	173
Weighted	1000	490	510	294	397	308	85	250	494	171
Ranked 1	29 3%	15 3%	15 3%	9 3%	7 2%	12 4%	1 1%	9 4%	12 2%	7 4%
Ranked 2	71 7%	30 6%	41 8%	17 6%	30 7%	24 8%	4 5%	8 3%	39 8%	19 11%
Ranked 3	112 11%	40 8%	72 14%	34 12%	38 10%	40 13%	11 13%	30 12%	52 10%	20 11%
Ranked 4	132 13%	61 13%	70 14%	43 14%	54 14%	35 11%	13 15%	38 15%	60 12%	21 12%
Ranked 5	107 11%	52 11%	54 11%	39 13%	32 8%	36 12%	8 9%	25 10%	57 12%	16 9%
Did not rank cheese	549 55%	291 59%	258 51%	153 52%	235 59%	161 52%	47 55%	140 56%	274 55%	88 52%

LT8_8. Ranking for Tomato in top 5 favourite burger topping.

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: All respondents	1045	448	597	306	423	315	91	262	519	173
Weighted	1000	490	510	294	397	308	85	250	494	171
Ranked 1	40 4%	17 3%	23 5%	8 3%	14 4%	18 6%	5 6%	8 3%	17 3%	10 6%
Ranked 2	80 8%	39 8%	42 8%	18 6%	23 6%	40 13%	7 8%	18 7%	40 8%	17 10%
Ranked 3	107 11%	55 11%	52 10%	18 6%	53 13%	36 12%	5 6%	30 12%	53 11%	19 11%
Ranked 4	148 15%	68 14%	80 16%	35 12%	51 13%	62 20%	9 11%	37 15%	77 16%	26 15%
Ranked 5	108 11%	48 10%	60 12%	32 11%	42 11%	34 11%	8 9%	28 11%	44 9%	29 17%
Did not rank cheese	516 52%	264 54%	252 49%	183 62%	214 54%	118 38%	51 60%	130 52%	263 53%	72 42%

LT8_9. Ranking for Mustard in top 5 favourite burger topping.

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: All respondents	1045	448	597	306	423	315	91	262	519	173
Weighted	1000	490	510	294	397	308	85	250	494	171
Ranked 1	51 5%	23 5%	28 5%	13 4%	21 5%	18 6%	6 7%	14 5%	26 5%	6 3%
Ranked 2	93 9%	49 10%	45 9%	23 8%	40 10%	31 10%	11 12%	15 6%	52 10%	17 10%
Ranked 3	82 8%	40 8%	42 8%	24 8%	34 9%	24 8%	11 14%	18 7%	36 7%	17 10%
Ranked 4	111 11%	51 10%	59 12%	24 8%	55 14%	32 10%	10 12%	32 13%	51 10%	18 10%
Ranked 5	93 9%	43 9%	51 10%	23 8%	36 9%	35 11%	6 7%	29 12%	39 8%	19 11%
Did not rank cheese	569 57%	284 58%	286 56%	189 64%	211 53%	168 55%	41 48%	143 57%	291 59%	95 56%

LT8_10. Ranking for Mayonnaise in top 5 favourite burger topping.

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: All respondents	1045	448	597	306	423	315	91	262	519	173
Weighted	1000	490	510	294	397	308	85	250	494	171
Ranked 1	57 6%	18 4%	40 8%	21 7%	23 6%	13 4%	5 6%	14 6%	32 6%	6 4%
Ranked 2	46 5%	17 3%	29 6%	23 8%	16 4%	8 2%	3 3%	17 7%	19 4%	8 5%
Ranked 3	55 6%	29 6%	27 5%	18 6%	22 6%	15 5%	6 7%	14 6%	27 5%	8 5%
Ranked 4	61 6%	24 5%	37 7%	21 7%	26 7%	14 4%	5 6%	16 6%	28 6%	12 7%
Ranked 5	108 11%	49 10%	59 12%	39 13%	50 12%	19 6%	8 10%	29 12%	57 11%	14 8%
Did not rank cheese	672 67%	354 72%	318 62%	172 58%	259 65%	240 78%	57 67%	160 64%	332 67%	123 72%

LT8_11. Ranking for Hot peppers in top 5 favourite burger topping.

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: All respondents	1045	448	597	306	423	315	91	262	519	173
Weighted	1000	490	510	294	397	308	85	250	494	171
Ranked 1	11 1%	3 1%	8 2%	1 0%	6 1%	4 1%	1 1%	2 1%	8 2%	0 -
Ranked 2	4 0%	1 0%	3 1%	2 1%	1 0%	2 1%	0 -	0 -	2 0%	2 1%
Ranked 3	15 2%	6 1%	9 2%	5 2%	5 1%	6 2%	0 -	4 2%	8 2%	3 2%
Ranked 4	23 2%	15 3%	7 1%	8 3%	8 2%	7 2%	1 2%	6 3%	11 2%	5 3%
Ranked 5	38 4%	24 5%	14 3%	11 4%	15 4%	11 4%	1 2%	12 5%	22 4%	3 2%
Did not rank cheese	908 91%	440 90%	468 92%	267 91%	362 91%	279 91%	81 95%	226 90%	444 90%	158 93%

LT8_12. Ranking for Barbecue Sauce in top 5 favourite burger topping.

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: All respondents	1045	448	597	306	423	315	91	262	519	173
Weighted	1000	490	510	294	397	308	85	250	494	171
Ranked 1	8 1%	4 1%	3 1%	3 1%	2 1%	2 1%	0 -	0 -	4 1%	4 2%
Ranked 2	4 0%	2 0%	2 0%	2 1%	2 0%	0 -	0 -	2 1%	2 0%	0 -
Ranked 3	11 1%	8 2%	3 1%	5 2%	4 1%	2 1%	2 2%	4 1%	3 1%	3 2%
Ranked 4	18 2%	9 2%	9 2%	4 1%	6 1%	8 3%	2 3%	5 2%	6 1%	5 3%
Ranked 5	40 4%	22 4%	18 3%	15 5%	15 4%	10 3%	2 3%	10 4%	16 3%	11 6%
Did not rank cheese	920 92%	445 91%	475 93%	264 90%	368 93%	287 93%	79 92%	229 92%	464 94%	148 86%

LT8_13. Ranking for Hot Sauce in top 5 favourite burger topping.

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: All respondents	1045	448	597	306	423	315	91	262	519	173
Weighted	1000	490	510	294	397	308	85	250	494	171
Ranked 1	6	2	5	1	1	4	1	2	2	2
	1%	0%	1%	0%	0%	1%	1%	1%	0%	1%
Ranked 2	10	7	3	4	4	3	1	6	2	1
	1%	1%	1%	1%	1%	1%	1%	2%	0%	1%
Ranked 3	2	0	2	0	2	0	0	0	2	0
	0%	-	0%	-	1%	-	-	-	0%	-
Ranked 4	15	9	5	6	6	3	2	3	8	2
	1%	2%	1%	2%	1%	1%	2%	1%	2%	1%
Ranked 5	22	17	5	3	11	8	3	4	9	5
	2%	3%	1%	1%	3%	2%	4%	1%	2%	3%
Did not rank cheese	945	455	489	281	373	290	78	236	470	160
	94%	93%	96%	95%	94%	94%	92%	94%	95%	94%

LT8_14. Ranking for Other in top 5 favourite burger topping.

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: All respondents	1045	448	597	306	423	315	91	262	519	173
Weighted	1000	490	510	294	397	308	85	250	494	171
Ranked 1	7 1%	4 1%	3 1%	4 1%	1 0%	2 1%	1 1%	2 1%	2 0%	2 1%
Ranked 2	4 0%	1 0%	3 1%	1 0%	2 1%	1 0%	1 1%	1 0%	3 1%	0 -
Ranked 3	7 1%	4 1%	3 1%	2 1%	2 1%	3 1%	1 1%	1 0%	2 0%	3 2%
Ranked 4	7 1%	2 0%	5 1%	1 0%	4 1%	2 1%	1 1%	2 1%	3 1%	0 -
Ranked 5	36 4%	9 2%	27 5%	10 3%	15 4%	11 4%	4 5%	9 4%	11 2%	11 7%
Did not rank cheese	940 94%	470 96%	470 92%	276 94%	372 94%	290 94%	77 91%	235 94%	473 96%	155 91%

LT9. Do you normally eat burgers...

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: All respondents	1045	448	597	306	423	315	91	262	519	173
Weighted	1000	490	510	294	397	308	85	250	494	171
With friends	242	130	112	125	61	54	22	48	124	47
	24%	26%	22%	43%	15%	18%	26%	19%	25%	28%
With family	628	282	346	142	280	206	48	172	304	103
	63%	57%	68%	48%	71%	67%	57%	69%	62%	61%
Alone	131	79	52	28	55	48	14	31	66	20
	13%	16%	10%	9%	14%	16%	17%	12%	13%	12%

LT10. When you dine at a burger chain do you normally...

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: All respondents	1045	448	597	306	423	315	91	262	519	173
Weighted	1000	490	510	294	397	308	85	250	494	171
Eat just burger	57 6%	23 5%	34 7%	13 4%	19 5%	25 8%	3 3%	12 5%	29 6%	14 8%
Burger and fries	655 66%	328 67%	327 64%	196 67%	269 68%	189 61%	62 73%	174 70%	315 64%	104 61%
Burger and a drink	157 16%	72 15%	84 17%	39 13%	52 13%	65 21%	7 8%	27 11%	87 18%	36 21%
Burger and a milkshake	10 1%	1 0%	9 2%	2 1%	2 0%	6 2%	0 -	3 1%	4 1%	2 1%
Burger, fries and a milkshake	121 12%	65 13%	56 11%	44 15%	55 14%	22 7%	13 15%	34 14%	59 12%	15 9%

LT11. Do you normally eat your burgers with 'the works'?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
Base: All respondents	1045	448	597	306	423	315	91	262	519	173
Weighted	1000	490	510	294	397	308	85	250	494	171
Yes	470	245	225	124	192	152	44	111	236	78
	47%	50%	44%	42%	48%	49%	52%	45%	48%	46%
No	530	245	286	170	205	156	41	139	258	93
	53%	50%	56%	58%	52%	51%	48%	55%	52%	54%