

2. When considering a fast food burger restaurant, who would you say has the best tasting burger?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. ** very small base (under 30) ineligible for sig testing

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1228	0	0	0	669	559	0	273	418	537	195	1033
Weighted	1287	..	..	..	786	501	..	305	426	556	237	1050
Harvey's	444 34%	0 -	0 -	0 -	295 38% E	149 30%	0 -	87 29%	141 33%	215 39% G	82 34%	362 34%
A&W	252 20%	0 -	0 -	0 -	159 20%	93 19%	0 -	60 20%	86 20%	106 19%	44 19%	208 20%
Wendy's	195 15%	0 -	0 -	0 -	155 20% E	40 8%	0 -	47 15%	59 14%	89 16%	39 16%	156 15%
McDonalds	181 14%	0 -	0 -	0 -	77 10%	104 21% D	0 -	46 15%	66 16%	69 12%	36 15%	145 14%
Burger King	168 13%	0 -	0 -	0 -	87 11%	81 16% D	0 -	53 18% I	56 13%	59 11%	32 14%	136 13%
La Belle Province	26 2%	0 -	0 -	0 -	0 -	26 5% D	0 -	6 2%	9 2%	11 2%	1 0%	26 2%
Dairy Queen	20 2%	0 -	0 -	0 -	14 2%	7 1%	0 -	5 2%	8 2%	7 1%	3 1%	17 2%