3. Which of the following most closely describes what you would do if a... 'girl'/'guy' took you to McDonald's on a first date?

| | Total | GENDER | | AGE | | | EDUCATION | | | | MALES AGES | | AGE 18-24 | |
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	18-34	Total	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents	2024	1046	978	472	668	884	180	642	937	265	210	149	58	91
Weighted	2024	980	1044	565	804	656	215	782	660	366	251	174	66*	107*
Go out again, but to a different restaurant	1297	679	617	338	488	470	151	515	409	222	165	99	34	65
	64%	69%	59%	60%	61%	72%	70%	66%	62%	61%	66%	57%	52%	60%
		B				CD								
Never call again	522	168	354	174	224	124	35	183	190	114	54	48	16	32
	26%	17%	34%	31%	28%	19%	16%	23%	29%	31%	22%	28%	25%	30%
			A	E	E			F	FG	FG				
Go back to McDonald's on your second date	110	69	41	23	46	40	21	37	39	13	10	7	2	5
	5%	7%	4%	4%	6%	6%	10%	5%	6%	4%	4%	4%	4%	4%
		B					GI							
Applaud their taste in food	72	42	30	21	35	15	6	38	17	12	15	12	8	4
	4%	4%	3%	4%	4%	2%	3%	5%	3%	3%	6%	7%	12%	4%
					E			H						
Instantly fall madly in love	24	22	2	8	10	6	4	10	5	6	7	7	6	2
	1%	2%	0	2%	1%	1%	2%	1%	1%	2%	3%	4%	8%	2%
		B												

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - L/M Overlap formulae used. * small base

9. Can you recite the Big Mac jingle? Which one of the following is accurate?

	Total	GENDER		AGE			EDUCATION				MALES AGES	AGE 18-24		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	18-34	Total	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: Have had a Big Mac	1750	941	809	395	587	768	152	564	810	224	190	120	51	69
Weighted	1748	882	866	474	706	568	182	687	568	311	226	142	59*	84*
Two all beef patties special sauce lettuce cheese pickles onions on a sesame seed bun	883	408	476	198	440	246	74	353	300	157	92	42	16	26
	51%	46%	55%	42%	62%	43%	41%	51%	53%	50%	41%	29%	27%	31%
			A		CE			F	F					
Two all beef patties lettuce special sauce pickles cheese onions on a sesame seed bun	281	156	124	83	90	107	29	112	89	51	38	26	8	18
	16%	18%	14%	17%	13%	19%	16%	16%	16%	16%	17%	18%	14%	22%
						D								
Two all beef patties pickles onions cheese lettuce special sauce on a sesame seed bun	402	211	191	144	113	145	57	147	125	73	73	54	24	30
	23%	24%	22%	30%	16%	26%	31%	21%	22%	24%	32%	38%	41%	36%
				D		D	GH							
On a sesame seed bun with two all beef patties special sauce lettuce cheese pickles and onions	181	107	74	49	63	70	22	74	55	30	23	21	11	10
	10%	12%	9%	10%	9%	12%	12%	11%	10%	10%	10%	15%	19%	12%
		B												

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - L/M Overlap formulae used. * small base

10_1. (Having a Big Mac is better than having sex) To what extent do you agree or disagree with the following statements:

	Total	GENDER		AGE			EDUCATION				MALES AGES	AGE 18-24		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	18-34	Total	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents	2024	1046	978	472	668	884	180	642	937	265	210	149	58	91
Weighted	2024	980	1044	565	804	656	215	782	660	366	251	174	66*	107*
Strongly agree	23	8	15	10	6	8	3	9	4	7	5	6	3	3
	1%	1%	1%	2%	1%	1%	2%	1%	1%	2%	2%	3%	5%	2%
Somewhat agree	78	24	53	27	35	15	14	36	23	5	14	13	7	6
	4%	2%	5%	5%	4%	2%	6%	5%	3%	1%	6%	8%	11%	6%
			A	E	E		I	I						
Somewhat disagree	230	104	126	74	89	67	39	90	63	38	27	29	12	17
	11%	11%	12%	13%	11%	10%	18%	11%	10%	10%	11%	17%	18%	16%
							GHI							
Strongly disagree	1693	843	850	454	673	566	159	648	569	316	205	125	43	82
	84%	86%	81%	80%	84%	86%	74%	83%	86%	86%	82%	72%	66%	76%
		B					C		F	F	F			
Summary														
Top2Box (Agree)	101	32	69	37	42	23	17	44	27	12	19	19	11	9
	5%	3%	7%	6%	5%	3%	8%	6%	4%	3%	8%	11%	16%	8%
			A	E			HI							
Low2Box (Disagree)	1923	947	976	528	762	633	198	738	633	354	232	154	56	99
	95%	97%	93%	94%	95%	97%	92%	94%	96%	97%	92%	89%	84%	92%
		B				C			F	F				

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - L/M Overlap formulae used. * small base

10_3. (I've had a Big Mac after midnight because of the 'Munchies') To what extent do you agree or disagree with the following statements:

	Total	GENDER		AGE			EDUCATION				MALES AGES	AGE 18-24		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	18-34	Total	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents	2024	1046	978	472	668	884	180	642	937	265	210	149	58	91
Weighted	2024	980	1044	565	804	656	215	782	660	366	251	174	66*	107*
Strongly agree	259	128	132	132	97	31	29	108	68	54	56	58	18	40
	13%	13%	13%	23%	12%	5%	14%	14%	10%	15%	22%	33%	28%	37%
				DE	E			H		H				
Somewhat agree	395	218	177	133	179	84	44	144	133	74	66	31	16	14
	20%	22%	17%	24%	22%	13%	21%	18%	20%	20%	26%	18%	25%	13%
		B		E	E									
Somewhat disagree	264	142	122	61	114	89	25	114	81	42	28	20	7	13
	13%	14%	12%	11%	14%	14%	12%	15%	12%	12%	11%	12%	11%	12%
Strongly disagree	1106	492	614	240	414	452	116	416	378	196	101	65	24	40
	55%	50%	59%	42%	52%	69%	54%	53%	57%	53%	40%	37%	37%	38%
			A		C	CD								
Summary														
Top2Box (Agree)	655	346	309	264	276	115	74	252	201	128	122	89	35	54
	32%	35%	30%	47%	34%	17%	34%	32%	30%	35%	49%	51%	52%	50%
		B		DE	E									
Low2Box (Disagree)	1369	634	735	300	528	541	142	530	459	238	129	85	31	53
	68%	65%	70%	53%	66%	83%	66%	68%	70%	65%	51%	49%	48%	50%
			A		C	CD								

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - L/M Overlap formulae used. * small base