

3. Which of the following most closely describes what you would do if a f('z1').get()== '1'? 'girl': 'guy' took you to McDonald's on a first date?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		RELATIONSHIP STATUS			
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Married	In a relationship	Single	Other
Base: All Respondents	2024	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Weighted	2024	295	205	142	688	510	184	457	644	923	320	1704	988	360	570	106
		267	206	132	775	494	150	467	637	920	372	1652	957	401	574	92*
Go out again, but to a different restaurant	1297	169	123	90	503	308	103	306	388	603	216	1081	643	237	362	55
	64%	63%	60%	69%	65%	62%	69%	66%	61%	66%	58%	65%	67%	59%	63%	60%
Never call again	522	74	54	28	214	124	28	98	171	253	115	407	234	119	146	24
	26%	28%	26%	21%	28%	25%	19%	21%	27%	28%	31%	25%	24%	30%	25%	26%
		F			F				G	G	K					
Go back to McDonald's on your second date	110	15	20	8	32	24	10	32	36	42	23	87	54	24	25	7
	5%	6%	10%	6%	4%	5%	7%	7%	6%	5%	6%	5%	6%	6%	4%	7%
			DE													
Applaud their taste in food	72	7	7	3	19	32	4	25	30	17	15	56	18	17	31	6
	4%	2%	3%	3%	2%	6%	3%	5%	5%	2%	4%	3%	2%	4%	5%	7%
						AD		I	I					L	L	L
Instantly fall madly in love	24	2	2	2	8	6	4	5	12	6	3	21	10	4	10	0
	1%	1%	1%	2%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	2%	-
									I							

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

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		RELATIONSHIP STATUS			
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Married	In a relationship	Single	Other
Base: Have had a Big Mac	1750	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Weighted	1748	259	186	125	593	420	167	389	561	800	278	1472	866	306	486	92
		233	187	114	670	407	137	399	555	794	324	1423	837	339	492	81*
Two all beef patties special sauce lettuce cheese pickles onions on a sesame seed bun	883 51%	134 58%	91 49%	66 58%	384 57%	137 34%	70 51%	187 47%	267 48%	429 54%	162 50%	722 51%	437 52%	162 48%	254 52%	30 38%
		E	E	E	E		E			GH			O		O	
Two all beef patties lettuce special sauce pickles cheese onions on a sesame seed bun	281 16%	33 14%	30 16%	14 12%	99 15%	83 20%	23 17%	59 15%	104 19%	118 15%	52 16%	228 16%	129 15%	58 17%	79 16%	15 18%
						CD										
Two all beef patties pickles onions cheese lettuce special sauce on a sesame seed bun	402 23%	49 21%	47 25%	28 24%	141 21%	106 26%	32 23%	106 27%	120 22%	177 22%	76 23%	327 23%	189 23%	83 24%	107 22%	23 29%
On a sesame seed bun with two all beef patties special sauce lettuce cheese pickles and onions	181 10%	17 7%	18 10%	7 6%	46 7%	81 20%	11 8%	46 12%	64 12%	70 9%	35 11%	146 10%	82 10%	36 11%	51 10%	12 15%
						ABCD										

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O 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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		RELATIONSHIP STATUS			
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Married	In a relationship	Single	Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	2024	295	205	142	688	510	184	457	644	923	320	1704	988	360	570	106
Weighted	2024	267	206	132	775	494	150	467	637	920	372	1652	957	401	574	92*
Strongly agree	23	2	2	3	11	3	2	11	9	4	2	21	9	4	9	2
	1%	1%	1%	2%	1%	1%	1%	2%	1%	0	1%	1%	1%	1%	2%	2%
Somewhat agree	78	18	7	6	32	12	3	30	23	25	19	58	30	16	28	4
	4%	7%	4%	5%	4%	2%	2%	7%	4%	3%	5%	4%	3%	4%	5%	5%
Somewhat disagree	230	EF						HI								
	11%	18	24	16	74	85	13	70	81	78	52	178	97	54	72	7
Strongly disagree	1693	7%	12%	12%	10%	17%	9%	15%	13%	9%	14%	11%	10%	13%	13%	7%
	84%	229	173	106	658	395	132	356	525	813	299	1394	821	327	465	79
		86%	84%	81%	85%	80%	88%	76%	82%	88%	80%	84%	86%	82%	81%	86%
					E		E		G	GH			N			
Summary																
Top2Box (Agree)	101	20	9	9	43	14	5	41	31	29	21	80	39	20	36	6
	5%	8%	5%	7%	6%	3%	3%	9%	5%	3%	6%	5%	4%	5%	6%	7%
Low2Box (Disagree)		E		E	E			HI								
	1923	247	197	122	732	480	145	426	606	891	351	1572	918	381	537	86
	95%	92%	95%	93%	94%	97%	97%	91%	95%	97%	94%	95%	96%	95%	94%	93%
						ACD			G	G						

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O 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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		RELATIONSHIP STATUS			
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Married	In a relationship	Single	Other
Base: All Respondents	2024	295	205	142	688	510	184	457	644	923	320	1704	988	360	570	106
Weighted	2024	267	206	132	775	494	150	467	637	920	372	1652	957	401	574	92*
Strongly agree	259	39	16	20	96	71	18	72	97	91	57	202	90	77	88	5
	13%	15%	8%	15%	12%	14%	12%	15%	15%	10%	15%	12%	9%	19%	15%	6%
Somewhat agree	395	B 50	B 39	B 23	B 151	B 109	B 23	I 83	I 126	I 186	K 91	K 304	K 176	LO 82	LO 121	LO 17
	20%	19%	19%	18%	19%	22%	15%	18%	20%	20%	24%	18%	18%	20%	21%	18%
Somewhat disagree	264	32	30	17	80	69	36	66	79	118	55	209	127	58	71	7
	13%	12%	15%	13%	10%	14%	24% ABCDE	14%	12%	13%	15%	13%	13%	15%	12%	8%
Strongly disagree	1106	146	120	72	449	246	73	246	336	525	169	937	565	184	294	63
	55%	55%	58%	55%	58%	50%	49%	53%	53%	57%	45%	57%	59%	46%	51%	68%
Summary					EF							J	MN			MN
Top2Box (Agree)	655	89	56	43	246	180	41	155	223	277	148	506	265	158	209	22
	32%	33%	27%	33%	32%	36%	27%	33%	35%	30%	40%	31%	28%	39%	36%	24%
Low2Box (Disagree)	1369	178	151	89	529	314	109	312	415	643	224	1146	692	243	365	70
	68%	67%	73%	67%	68%	64%	73%	67%	65%	70%	60%	69%	72%	61%	64%	76%
		E					E				J		MN			MN

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