

# Majority (51%) of Canadians Know the Big Mac Jingle

*One Quarter (24%) of Canadians Believe the Big Mac Special  
Sauce Deserves to be in the Food Hall of Fame – If there Was One*

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# **Majority (51%) of Canadians Know the Big Mac Jingle**

## ***One Quarter (24%) Believe the Big Mac Special Sauce Deserves to be in the Food Hall of Fame – If there Was One***

**Toronto, ON** – The Big Mac has become so well known that a majority (51%) of Canadians know the Big Mac jingle, according to a new Ipsos Reid poll conducted on behalf of McDonald's. In fact, 51% of Canadians can identify “two all beef patties special sauce lettuce cheese pickles onions on a sesame seed bun” as the Big Mac jingle from a list of four possibilities by people who have had a Big Mac in the past.

The Big Mac appears to appeal to different people at different times and in different ways. One in three (32%) Canadians ‘agree’ (13% strongly/20% somewhat) that they’ve had a Big Mac after midnight because of the munchies. One in twenty (5%) Canadians would go so far as to ‘agree’ (1% strongly/4% somewhat) that ‘having a Big Mac is better than having sex’.

Most Canadians wouldn't be put off if their date took them to McDonald's for a first date. Most (64%) say they'd go out with that person again, just to a different restaurant. Some (7%) men say they'd be so impressed that they'd go back to McDonald's on their second date.

*These are some of the findings of an Ipsos Reid poll conducted between July 5 to July 8, on behalf of McDonald's. For this survey, a sample of 2,024 adults from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample*

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*of this size and a 100% response rate would have an estimated margin of error of +/-2.2 percentage points, 19 times out of 20, of what the results would have been had the entire population of adults in Canada been polled. The margin of error will also impact the population extrapolation such that the numbers are understood to be approximate. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.*

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**For more information on this news release, please contact:**

*Sean Simpson  
Senior Research Manager  
Ipsos Reid  
Public Affairs  
(416) 572-4474*

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