

BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc.
No information contained within this spreadsheet may be published without the consent of YouGov plc.



EDITOR'S NOTES - all press releases should contain the following information:

All figures, unless otherwise stated, are from YouGov Plc. The data collection was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+)

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48 hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner

Any percentages calculated on bases fewer than 50 respondents should not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable.

Understanding tables:

The output tables will have headings as follows, click on any heading to sort by that heading. The default order is Z score.

Row definitions:

Answer	This is the answer option where applicable, so yes/no, like/dislike etc.
Base size	The number of people who are in the target group and had the opportunity to answer the question/watch the programme/like the object on Facebook.
Category	This is the category of data point based on the definition tree.
Column %	The percentage of the column group to whom the answer in the row applies. i.e. what % of the column group meet the row response?
Entity	The actual data point e.g. Vodafone, Eastenders or Male.
Index	A standard index score. That is calculated as (target %/control %) x 100.
Market size estimate	Estimated number of GB 18+ adults that meet the criteria within the target group. The method for this involves multiplying the GB nat rep incidence of the data point by 48 million to produce an estimated population figure.
Row %	The percentage of the target group to whom the answer applies.
Variable	Second level of definition, e.g. awareness (of brands), genre (of TV programmes) etc.
Z-score	The score used to determine how differentiated the two groups are. The bigger a positive score, the more likely that the data point is true of the target group more frequently than the control group. See the FAQ for more information on Z scores and how they are calculated.

YouGov plc makes every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc (+44)(0)20 7 012 6000 or email profiles-support@yougov.com

BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2328 adults. Fieldwork was undertaken between 29th September - 2nd October 2017. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

Region	us						us						us					
Sector	Dining: Fast Food						Dining: Fast Food						Dining: Fast Food					
graphic Filter																		
Metric Filter																		
Opposite Filter																		
Age Population	Total (Neutrals Included / All Respondents)						Total (Neutrals Included / All Respondents)						Total (Neutrals Included / All Respondents)					
Brand	McDonald's						Wendy's						Burger King					
	Score	Positive	Negative	Neutral	Unaware	Volume	Score	Positive	Negative	Neutral	Unaware	Volume	Score	Positive	Negative	Neutral	Unaware	Volume
10-01-2017	13.5	148.5	55.7	453.4	31.4	689.0	13.0	104.7	14.8	517.6	51.8	689.0	11.4	113.6	35.3	496.8	43.4	689.0
10-02-2017	13.7	151.3	55.3	462.1	33.3	702.0	13.9	110.8	13.2	525.2	52.9	702.0	11.3	116.9	37.8	503.0	44.3	702.0
10-03-2017	16.4	175.4	56.8	450.5	41.3	724.0	15.2	123.7	13.4	523.4	63.4	724.0	12.7	127.3	35.4	496.9	64.4	724.0
10-04-2017	15.7	163.3	54.4	435.3	41.9	695.0	15.4	118.0	11.0	499.4	66.6	695.0	12.5	116.0	29.4	490.3	59.3	695.0
10-05-2017	15.6	161.1	56.5	416.7	36.7	671.0	16.9	122.9	9.2	472.1	66.8	671.0	14.8	125.0	25.6	464.4	56.0	671.0
10-06-2017	15.7	162.1	55.1	432.2	33.6	683.0	15.3	116.0	11.7	491.7	63.6	683.0	13.9	122.1	27.2	479.9	53.7	683.0
10-07-2017	16.7	170.7	56.3	418.5	38.5	684.0	16.4	125.6	13.4	472.8	72.3	684.0	13.5	125.1	32.9	462.6	63.5	684.0
10-08-2017	14.4	156.1	57.5	430.8	41.6	686.0	16.1	123.9	13.4	485.4	63.3	686.0	13.1	118.2	28.4	476.6	62.8	686.0
10-09-2017	13.7	160.6	64.8	428.2	43.3	697.0	15.6	122.6	14.2	496.9	63.3	697.0	13.0	116.4	26.0	488.6	66.0	697.0
10-10-2017	8.3	137.1	78.7	447.7	39.5	703.0	14.7	114.5	10.8	515.6	62.1	703.0	10.3	101.9	29.9	512.8	58.3	703.0
10-11-2017	7.7	143.3	86.4	461.8	42.5	734.0	14.6	119.6	12.1	535.4	66.9	734.0	11.4	109.8	26.3	532.9	64.9	734.0
10-12-2017	7.1	145.2	91.8	466.0	49.0	752.0	13.4	113.5	12.9	551.3	74.3	752.0	11.1	113.0	29.7	539.6	69.7	752.0
10-13-2017	6.6	141.6	93.4	451.8	46.2	733.0	14.2	115.7	11.7	536.6	69.0	733.0	11.9	116.1	28.8	520.6	67.5	733.0
10-14-2017	6.5	140.8	93.2	449.8	45.2	729.0	13.3	108.5	11.5	543.2	65.8	729.0	12.1	114.6	26.4	527.5	60.4	729.0
10-15-2017	8.5	153.8	91.3	435.8	52.2	733.0	13.7	112.3	11.6	530.9	78.3	733.0	12.7	122.5	29.2	512.8	68.4	733.0
10-16-2017	9.3	155.2	87.3	444.0	46.5	733.0	13.8	114.2	13.1	527.1	78.6	733.0	12.4	120.5	29.6	519.2	63.7	733.0

Profiles Table

Variables sets: Gender*, Age (5-way) 18-24 / 25-34 / 35-44 / 45-54 / 55+*, Family income - categories*, Region*, I don't feel like there's a sense of community where I live*, I would consider myself an introvert*, I think ads are a waste of time*, The

Target Group: rick and morty (n. 197)

Control Group: Nat Rep (n. 197315)

Number of Columns: 10

Number of Rows: 33

Age (5-way) 18-24 / 25-34 / 35-44 / 45-54 / 55+*, Target: rick and morty, Control: Nat Rep

Age	Response label	Target percent	Target count	Target weighted base	Target base	Control percent	Control count	Control weighted base	Control base	Z-Score
25-34		44.10%	145	330	197	19.72%	38875	197182	197233	6.9
18-24		29.50%	97	330	197	11.97%	23610	197182	197233	5.42
35-44		15.40%	51	330	197	16.37%	32273	197182	197233	-0.29
45-54		6.44%	21	330	197	18.10%	35684	197182	197233	-6.39
55+		4.55%	15	330	197	33.85%	66740	197182	197233	-18.96

Gender*, Target: rick and morty, Control: Nat Rep

What is your gender?

Response label	Target percent	Target count	Target weighted base	Target base	Control percent	Control count	Control weighted base	Control base	Z-Score
Male	70.28%	232	330	197	48.25%	95210	197315	197315	6.71
Female	29.72%	98	330	197	51.75%	102105	197315	197315	-6.71

I would consider myself an introvert*, Target: rick and morty, Control: Nat Rep

Response label	Target percent	Target count	Target weighted base	Target base	Control percent	Control count	Control weighted base	Control base	Z-Score
Agree	71.05%	126	178	102	48.45%	26402	54491	45501	4.96
Neither agree nor disagree	10.75%	19	178	102	15.66%	8531	54491	45501	-1.43
Disagree	18.20%	32	178	102	35.89%	19558	54491	45501	-4.5

The internet is my primary source of information*, Target: rick and morty, Control: Nat Rep

Response label	Target percent	Target count	Target weighted base	Target base	Control percent	Control count	Control weighted base	Control base	Z-Score
Agree	86.45%	158	183	85	67.40%	34775	51599	42903	4.96
Neither agree nor disagree	2.99%	5	183	85	7.73%	3989	51599	42903	-2.12
Disagree	10.56%	19	183	85	24.87%	12835	51599	42903	-4.09

I think ads are a waste of time*, Target: rick and morty, Control: Nat Rep

Response label	Target percent	Target count	Target weighted base	Target base	Control percent	Control count	Control weighted base	Control base	Z-Score
Agree	68.21%	85	125	66	44.33%	16859	38033	30696	4.1
Neither agree nor disagree	11.35%	14	125	66	11.79%	4484	38033	30696	0.04
Disagree	20.44%	26	125	66	43.88%	16689	38033	30696	-4.58

I don't feel like there's a sense of community where I live*, Target: rick and morty, Control: Nat Rep

Response label	Target percent	Target count	Target weighted base	Target base	Control percent	Control count	Control weighted base	Control base	Z-Score
Agree	61.34%	98	160	96	44.35%	17547	39561	35834	3.38
Neither agree nor disagree	10.91%	17	160	96	10.34%	4092	39561	35834	0.32
Disagree	27.75%	44	160	96	45.30%	17922	39561	35834	-3.76

Rating (5-point scale): McDonald's, Target: rick and morty, Control: Nat Rep

Response label	Target percent	Target count	Target weighted base	Target base	Control percent	Control count	Control weighted base	Control base	Z-Score
OK	45.39%	49	107	65	30.23%	5530	18290	19241	2.46
Don't like	16.74%	18	107	65	14.94%	2733	18290	19241	0.51
Really don't like	15.94%	17	107	65	15.92%	2911	18290	19241	0.14
Really like	7.50%	8	107	65	12.94%	2368	18290	19241	-1.36
Like	14.42%	15	107	65	25.96%	4748	18290	19241	-2.45

Family income - categories*, Target: rick and morty, Control: Nat Rep

waste of time*, The internet is my primary source of information*, Rating (5-point scale): McDonald's

Thinking back over the last year, what was your family's annual income?

Response label	Target percent	Target count	Target weighted base	Target base	Control percent	Control count	Control weighted base	Control base	Z-Score
up to \$29,999	36.00%	102	284	159	27.41%	33839	123471	112523	2.28
more than \$150,000	9.59%	27	284	159	5.46%	6745	123471	112523	1.86
\$30,000 to \$59,999	24.51%	70	284	159	25.68%	31705	123471	112523	-0.29
Prefer not to say	12.97%	37	284	159	14.76%	18221	123471	112523	-0.57
\$60,000 to \$149,999	16.94%	48	284	159	26.69%	32960	123471	112523	-3.18

Region*, Target: rick and morty, Control: Nat Rep

In which census region do you live?

Response label	Target percent	Target count	Target weighted base	Target base	Control percent	Control count	Control weighted base	Control base	Z-Score
Northeast	22.93%	75	329	194	18.20%	34985	192202	192678	1.62
Midwest	22.58%	74	329	194	20.74%	39856	192202	192678	0.67
West	20.94%	69	329	194	22.57%	43385	192202	192678	-0.5
South	33.55%	110	329	194	38.49%	73977	192202	192678	-1.42