Fast Food	Brand	Designs	

3Q2: Regardless of which brand you may pr	efer, which of the follo	wing packaging des	gns makes the food loo	k more appetizing?																		
	Total (A)	Male (B)	Gender Female (C)	18-34 (D)	35-44 (E)	Age 45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	Male Age 45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (0)	Female Age 45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Region Midwest (U)	West (V)
al	N=1059	N=503	N=537	N=311	N=174	N=167	N=176	N=230	N=156	N=86	N=80 *	N=84 •	N=105	N=155	N=88 *	N=86 *	N=92 *	N=125	N=184	N=404	N=218	N=253
al (Unweighted)	N=1059	N=456	N=584	N=322	N=177	N=186	N=165	N=209	N=141	N=84 *	N=79 *	N=56	N=106	N=181	N=93 *	N=107	N=109	N=103	N=223	N=454	N=213	N=169
nald's	44%	39%	48% <mark>B</mark>	52% FGH	43%	40%	39%	39%	44% m	41%	42%	34%	31%	60% oPQr	46%	38%	44%	46%	46%	47%	41%	39%
r King	56%	61% C	52%	48%	57%	60% D	61% D	61% D	56%	59%	58%	66%	69%	40%	54% n	62% N	56% N	54% n	54%	53%	59%	61%
e Base:	U.S. RESPONDER	ιτs																				
3: Regardless of which brand you may pr			ens do vou prefer?																			
			Gender			App					Male Age					Female Age					Region	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (0)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
al	N=1059	N=503	N=537	N=311	N=174	N=167	N=176	N=230	N=156	N=86 *	N=80 *	N=84 *	N=105	N=155	N=88 *	N=86 *	N=92 *	N=125	N=184	N=404	N=218	N=253
al (Unweighted) Donald's	N=1059	N=456	N=584	N=322	N=177	N=186	N=165	N=209	N=141	N=84 *	N=79 *	N=56	N=106	N=181	N=93 *	N=107	N=109	N=103	N=223	N=454	N=213	N=169
onald's er King	46% 54%	43% 57%	49% 51%	50% 50%	44% 56%	46% 54%	44% 56%	43% 57%	44% 56%	39% 61%	52% 48%	41% 59%	39% 61%	56% P 44%	50% 50%	40% 60% N	48% 52%	46% 54%	46% 54%	51% u 49%	41% 59% t	43% 57%
			31%	30%	30%	34%	30%	37%	30%	61%	4676	33%	61%	4476	30%	00%	32%	3476	34%	4375	35%	57%
le Base:	U.S. RESPONDER	ats.																				
4: You indicated you prefer the new pac	kaging design by McDor	ald's. Given this ne	w packaging design, ho	w much more likely or	r less likely are you to	buy McDonald's?																
			Gender			Age					Male Age					Female Age					Region	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (0)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
1	N=488	N=217	N=260	N=156	N=78	N=77	N=78	N=99	N=68	N=33	N=42	N=34	N=41	N=88 *	N=44	N=35	N=44	N=58	N=84	N=205	N=91	N=109
I (Unweighted)	N=486	N=201	N=275	N=173	N=77	N=81	N=69 *	N=86 *	N=69	N=35	N=37	N=23 **	N=40 *	N=104	N=42	N=44	N=46 •	N=46	N=96	N=223	N=94 *	N=73
e likely (Net)	41%	45%	38%	51% GH	62% GH	50% GH	20%	19%	57% LM	62% LM	60% LM	15%	24%	46% QR	63% pQR	39% <mark>R</mark>	23%	15%	38%	41%	39%	45%
Much more likely	22%	24%	20%	27% GH	37% GH	26% GH	9%	7%	29% Lm	40% LM	37% LM	2%	9%	26% R	35% PgR	12%	15%	6%	25%	20%	21%	23%
Somewhat more likely	20%	21%	18%	23% gh	25% gh	24% 8	11%	12%	28%	22%	22%	14%	15%	20%	28% q	27% q	9%	10%	14%	22%	18%	22%
her more likely nor less likely	46%	45%	47%	32%	26%	41%	68% DEF	71% DEF	28%	33%	31%	79% UK	67% UK	35%	21%	53% O	59% NO	74% NOp	50%	46%	48%	42%
likely (Net)	9%	6%	10%	16% FGH	12% H	5%	4%	1%	12%	5%	4%	0%	3%	19% pR	16% R	5%	8%	0%	4%	10%	9%	9%
Somewhat less likely	5%	4%	6%	10% fH	5%	2%	2%	1%	8%	2%	2%	0%	3%	11% pr	6%	1%	4%	0%	0%	6% s	6% <mark>s</mark>	6%
Much less likely I do not buy fast-food	4% 4%	2%	5% 5%	6% h 1%	7% h 0%	3%	2% 8% DE	0% 8% DE	4% 3%	3% 0%	2% 5%	0% 6%	0% 5%	7% 0%	10%	4% 3%	3% 10% No	0% 10% No	4% 8%	4% 3%	4% 3%	3% 4%
		474		179	0%	470	on DE	an DE	379	076	376	376	376	079	376	570	1075 ri0	1076 NO	079	570	370	475
e Base:		ALD'S NEW DESIGN																				
5: You indicated you prefer the new paci	kaging design by McDor	ald's. Given this ne	w packaging design, ho	w much more likely or	r less likely are you to	buy Burger King?																
	Total (A)	Male (B)	Gender Female (C)	18-34 (D)	35-44 (E)	Age 45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	Male Age 45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (0)	Female Age	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Region Midwest (U)	West (V)
	N=488	N=217	N=260	18-34 (D) N=156	35-44 (E) N=78	45-54 (F) N=77 *	N=78	N=99 *	18-34 (I) N=68	35-44 (J) N=33	45-54 (K) N=42	N=34 *	N=41 +	18-34 (N) N=88 *	35-44 (O) N=44	45-54 (P) N=35	N=44 •	N=58 *	Northeast (5) N=84	N=205	N=91	N=109
i I (Unweighted)	N=488 N=486	N=217 N=201	N=260 N=275	N=156 N=173	N=78 • N=77 •	N=77 • N=81 •	N=78 • N=69 •	N=99 • N=86 •	N=68 N=69	N=33 • N=35 •	N=42 • N=37 •	N=34 • N=23 ••	N=41 N=40	N=88 • N=104	N=44 • N=42 •	N=35 N=44	N=44 •	N=58 • N=46 •	N=84 • N=96 •	N=205 N=223	N=91 • N=94 •	N=109 N=73
(Unweighted)	N=486 21%	N=201 23%	N=275 19%	N=173 31% GH	N=77 * 36% GH	N=81 • 28% GH	N=69 *	N=86 •	N=69 *	N=35 * 35% IM	N=37 * 37% IM	N=23 **	N=40 • 4%	N=104 29% OR		N=44 •	N=46 *	N=46 *	N=96 *	N=223 20%	N=94 • 22%	N=73 22%
likely (Net) Much more likely	21%	23%	19%	31% GH	36% GH 12% Gb	28% GH 11% Gh	2%	4% 2%	34% LM 9%	35% LM 13%	37% LM 15% m	0%	4%	29% QR 7%	38% pQR 11% g	16% q 6%	3%	4%	23%	20%	22%	22%
Much more likely Somewhat more likely	6% 15%	8%	5% 14%	8% 8 23% GH	12% Gh 25% GH	11% Gh 17% GH	2%	2%	9% 25% LM	13% 22% IM	15% m 22% M	0%	2% 2%	7% 22% QR	11% q 27% pQR	6% 11%	0% 3%	2%	11%	5% 15%	7% 15%	5% 17%
Somewhat more likely er more likely nor less likely	15%	16% 57%	14% 56%	23% GH 45%	25% GH 40%	17% GH 52%	2% 71% DEf	2% 80% DEF	25% LM 43%	22% IM 46%	22% IM 48%	0% 80% Uk	2% 79% UK	22% QR 46%	27% pQR 36%	11%	3% 64% O	2% 81% NOp	12%	15% 58%	15%	17% 55%
	18%		20%							46%	48%	14%	79% UK 12%	46% 25% R	30% R	24% R			14%	58%	19%	
likely (Net)		16%		23% H	23% H 15%	17%	19%	8% 6%	21%	19%				25% R 13%	26% R 14%	24% R 13%		5%				19%
Somewhat less likely	10%	9%	11%	11%		10%			7%		8%	3%	10%				13%	3%	8%	12%	14%	5%
Much less likely	8%	7%	9%	13% H	8%	6%	10% h	1%	14% m	4%	2%	11%	2%	12%	12%	11%	10%	1%	6%	7%	5%	14%
I do not buy fast-food	4%	4%	5%	1%	0%	4%	8% DE	8% DE	3%	0%	5%	6%	5%	0%	0%	3%	10% No	10% No	8%	3%	3%	4%
le Base:	PREFER MCDON	ALD'S NEW DESIGN																				
(6: You indicated you prefer the new paci	kaging design by Burger	King. Given this ne	w packaging design, ho	w much more likely or	less likely are you to	buy Burger King?																
			Gender			Age					Male Age					Female Age					Region	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (0)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
	N=571	N=286	N=276	N=155	N=97 *	N=90 *	N=98	N=132	N=87 *	N=53 *	N=38 *	N=50 *	N=64 *	N=68 *	N=44 *	N=51 *	N=48	N=67 *	N=100	N=199	N=128	N=145
(Unweighted)	N=573	N=255	N=309	N=149	N=100	N=105	N=96	N=123	N=72 *	N=49 *	N=42 *	N=33 *	N=66 *	N=77 *	N=51 *	N=63 *	N=63 *	N=57 *	N=127	N=231	N=119	N=96
likely (Net)	48%	54% C	41%	57% H	66% fGH	51% H	44% H	25%	61% M	73% LM	62% M	47%	30%	52% R	57% R	42% R	41% r	21%	46%	46%	44%	55%
Much more likely	24%	25%	22%	28% <mark>gH</mark>	50% DFGF	20% H	15%	8%	27% LM	59% IKLM	22% lm	5%	8%	29% R	40% pR	19%	26% R	7%	27%	23%	17%	29%
Somewhat more likely	24%	30% C	19%	30% Eh	15%	30% Eh	29% c	17%	34% J	14%	40% Jm	42% Jm	22%	23%	17%	23%	15%	13%	19%	24%	27%	26%
er more likely nor less likely	39%	36%	43%	27%	22%	38% E	50% DE	58% DEF	24%	12%	32%	53% <mark>U</mark>	59% IJK	32%	34%	44%	46%	57% No	43%	41%	43%	31%
kely (Net)	6%	5%	7%	11% GH	8% gH	7% h	1%	1%	11% M	8% m	1%	0%	0%	10%	8%	11%	2%	2%	6%	7%	7%	3%
Somewhat less likely	4%	3%	5%	8% GH	4% h	5% gH	0%	0%	7% m	4%	0%	0%	0%	8% q	5%	10% qr	0%	0%	3%	4%	4%	3%
Much less likely	2%	2%	2%	3%	4%	2%	1%	1%	4%	5%	1%	0%	0%	2%	3%	2%	2%	2%	3%	3%	3%	0%
do not buy fast-food	7%	5%	9%	4%	4%	4%	6%	16% DEFg	3%	6%	5%	0%	11%	6%	0%	3%	12% 0	20% NOP	5%	6%	6%	11%
Base:	PREFER BURGER	KING'S NEW DESIG	N																			
You indicated you prefer the new paci				e much more likely an	lerr likely are your to	huw McDonald'r?																
 rou mulcated you preter the new paci 	kaging design by Burger	King. Given this ne		w much more likely or	iess likely are you to	ouy wicoonaid's?																
	Total (A)	Male (B)	Gender Female (C)	18-34 (D)	35-44 (E)	Age 45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	Male Age 45-54 (K)	55-64(1)	65+ (M)	18-34 (N)	35-44 (0)	Female Age 45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Region Midwest (11)	West (V)
	N=571	N=286	N=276	N=155	N=97 *	43:34 (F) N=90	N=98	N=132	N=87 *	N=53 *	N=38 *	N=50 *	N=64 *	N=68 *	N=44 (0)	N=51 *	N=48 *	N=67 *	N=100	N=199	N=128	N=145
(Unweighted)	N=573	N=255	N=309	N=149	N=100	N=105	N=96	N=123	N=72	N=49 *	N=42 *	N=33	N=66	N=77	N=51 *	N=63 *	N=63	N=57 *	N=100	N=231	N=119	N=145 N=96
Unweighted) likely (Net)	26%	27%	N=309 25%	N=149 26% H	51% DFGF		28% H	N=123 7%	28% M	60% IKLM		N=33 -	N=66 -	N=// -	41% pR	26% r	N=63 -	N=5/	N=127 29%	N=231 24%	N=119 25%	26%
likely (Net) Much more likely	26%	27%	25% 12% b	26% H 9% h	51% DFGF 23% DFGF		28% H 9% h	7% 2%	28% M 7%	60% IKLM 19% KLM	15% m 3%	26% M 0%	4%	22%	41% nR 28% nPR	26% r 9%	31% R 19% R	11%	29% 14%	24%	25%	26%
Somewhat more likely	16%	20% C	13%	17% H	28% dfH	16% H	19% H	6%		40% iKM	13% m	26% M	2%	12%	13%	18%	12%	9%	15%	14%	17%	20%
er more likely nor less likely	54%	53%	53%	56% E	37%	50%	58% E	63% Ef	57% J	29%	41%	68% Jk	67% JK	56%	46%	56%	47%	60%	53%	55%	58%	50%
likely (Net)	14%	15%	13%	14%	8%	25% dEGh	8%	13%	12%	5%	39% ULm	6%	18%	17%	13%	14%	11%	9%	13%	16%	11%	13%
Somewhat less likely	7%	7%	6%	9%	6%	13% Gh	2%	5%	7%	1%	18% "	1%	10%	10% r	11% r	8% r	3%	0%	8%	8%	8%	4%
Much less likely	7%	7%	6%	5%	2%	12% dE	6%	8%	4%	3%	21% U	5%	8%	6%	1%	6%	7%	9%	5%	8%	4%	9%
	7%	5%	9%	4%	4%	4%	6%	16% DEFg	3%	6%	5%	0%	11%	6%	0%	3%	12% o	20% NOP	5%	6%	6%	11%
I do not buy fast-food	7%																					
- I do not buy fast-food																						
do not buy fast-food Base:		KING'S NEW DESIG	N																			

Fast Food Brand Designs

	Total (A)	Male (B)	Gender Female (C)	18-34 (D)	35-44 (E)	Age 45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	Male Age 45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (0)	Female Age 45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Region Midwest (U)	West (V)
al al (Unweighted)	1,059 1,059	503 456	537 584	311 322	174 177	167 186	176 165	230 209	156 141	86 • 84 •	80 * 79 *	84 • 56 •	105 106	155 181	88 • 93 •	86 • 107	92 * 109	125 103	184 223	404 454	218 213	253 169
onald's er King	464 595	194 308	258 279	163 148	75 99	67 100	69 108	90 140	69 86	35 51	34 46	28 56	33 72	93 62	41 48	33 54	40 52	57 68	84 99	191 213	89 129	100 154
Base:	U.S. RESPONDEN	ITS																				
Regardless of which brand you may pref	fer, which of the follow	ving packaging des	igns do you prefer?																			
			Gender			Age					Male Age					Female Age					Region	
4	Total (A) 1,059	Male (B) 503	Female (C) 537	18-34 (D) 311	35-44 (E) 174	45-54 (F) 167	55-64 (G) 176	65+ (H) 230	18-34 (I) 156	35-44 (J) 86 •	45-54 (K) 80	55-64 (L) 84 •	65+ (M) 105	18-34 (N) 155	35-44 (O) 88 •	45-54 (P) 86	55-64 (Q) 92 •	65+ (R) 125	Northeast (S) 184	South (T) 404	Midwest (U) 218	West (V) 253
(Unweighted)	1,059 488	456	584	322	177	186	165	209	141 68	84 • 33	79 *	56 • 34	106	181	93 •	107	109	103 58	223	454	213	169
nald's r King	488 571	217 286	260 276	156 155	78 97	77 90	78 98	99 132	68 87	33 53	42 38	34 50	41 64	88 68	44 44	35 51	44 48	58 67	84 100	205 199	91 128	109 145
Base:	U.S. RESPONDEN	ITS																				
You indicated you prefer the new packa	iging design by McDon	ald's. Given this ne	w packaging design, ho	w much more likely	or less likely are you b	o buy McDonald's?																
			Gender			Age					Male Age					Female Age					Region	
	Total (A)	Male (B) 217	Female (C) 260	18-34 (D)	35-44 (E) 78	45-54 (F) 77 •	55-64 (G) 78	65+ (H) 99 •	18-34 (I) 68	35-44 (J) 33	45-54 (K) 42	55-64 (L) 34	65+ (M) 41	18-34 (N) 88	35-44 (O)	45-54 (P) 35	55-64 (Q)	65+ (R) 58 *	Northeast (S)	South (T) 205	Midwest (U) 91	West (V) 109
(Unweighted)	488	217 201	260 275	156 173	78 77 1	81	78 • 69 •	99 86	68 69	33 .	42 .	34 • 23 ••	41 40	88 - 104	44 •	35 • 44 •	44 •	58 46	96	205	91 .	109 73
likely (Net)	201	98	98	79	48	39	16	19	39	21	25	5	10	40	28	14	10	9	32	84	35	49
Much more likely	105	52	51	43	29	20	7	7	20	13	16	1	4	23	15	4	6	3	21	40	19	26
Somewhat more likely	95	46 97	47 123	37 50	20 20	19	9	12	19	7	9	5	6	17	12	9	4	6	11	44	16 44	24
er more likely nor less likely ikely (Net)	225 42	97 13	123 27	50 25	20	32 4	53	71	19 8	11	13	27	28	31 16	9	18	26	43	42	95 20	44 8	45 10
Somewhat less likely	24	9	15	16	4	1	2	1	6	1	1	ő	1	10	3	ō	2	0	0	11	5	7
tuch less likely	18	5	12	9	5	2	1	0	3	1	1	0	0	6	4	1	1	0	3	9	3	3
do not buy fast-food	20	8	12	2	0	3	7	8	2	0	2	2	2	0	0	1	5	6	7	6	3	4
Base:		ALD'S NEW DESIGN																				
You indicated you prefer the new packa	iging design by McDon	ald's. Given this ne		ow much more likely	or less likely are you t	o buy Burger King?																
	Total (A)	Male (B)	Gender Female (C)	18-34 (D)	35-44 (E)	Age 45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	Male Age 45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (0)	Female Age 45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Region Midwest (U)	West (V)
	488	217	260	156	78 *	77 •	78 *	99 *	68 *	33 *	42 *	34 •	41 •	88 *	44 •	35 *	44 •	58 *	84 •	205	91 *	109
nweighted)	486	201	275	173	77 •	81 *	69 *	86 *	69 *	35 *	37 •	23 **	40 •	104	42 *	44 •	46 •	46 •	96 *	223	94 *	73
ely (Net) uch more likely	103	51	50 13	48	28	21 8	2	4	23	12	16	0	2	25	17	6	2	2	20	40	20	24
mewhat more likely	32	34	37	36	19	8	1	2	17	4	6	0	1	19	12	2	1	1	10	30	13	18
more likely nor less likely	275	124	147	70	31	40	55	79	29	15	20	27	32	41	16	20	28	47	46	119	51	60
ely (Net)	89	34	52	36	18	13	15	7	14	6	4	5	5	22	12	8	10	3	12	39	17	21
omewhat less likely	49	19	29	16	11	8	7	6	5	5	3	1	4	12	6	5	6	2	6	24	13	5
luch less likely	41	15	23	20	7	5	8	1	10	1	1	4	1	10	5	4	4	1	5	15	4	16
to not buy fast-food	20	8	12	2	0	3	7	8	2	0	2	2	2	0	0	1	5	6	7	6	3	4
Base:	PREFER MCDON/	ALD'S NEW DESIGN																				
You indicated you prefer the new packa	iging design by Burger	King. Given this ne	w packaging design, ho	w much more likely	or less likely are you to	o buy Burger King?																
	Total (A)	Male (B)	Gender Female (C)	18-34 (D)	35-44 (E)	Age 45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	Male Age 45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (0)	Female Age 45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Region Midwest (U)	West (V)
	571	286	276	155	97 •	90 *	98 •	132	87 •	53 *	38 *	50 •	64 •	68 *	44 •	51 *	48 •	67 •	100	199	128	145
(Unweighted)	573	255	309	149	100	105	96 •	123	72 •	49 *	42 *	33 *	66 •	77 •	51 •	63 *	63 *	57 •	127	231	119	96
ikely (Net) Much more likely	274 135	156	113 62	89 43	64 49	45 18	43 15	33 10	53 23	39 31	24	23	19	35	25 17	22	20	14	46 27	92 45	57 22	79 42
omewhat more likely	139	85	51	45	15	27	28	23	30	7	15	21	14	16	8	10	7	9	19	47	35	37
r more likely nor less likely	224	102	120	43	22	34	49	77	21	6	12	27	38	22	15	22	22	39	43	81	55	45
ely (Net)	33	14	18	17	8	6	1	1	10	4	0	0	0	7	4	6	1	1	6	14	9	5
mewhat less likely	21	7	13	12	4	5	0	0	6	2	0	0	0	5	2	5	0	0	3	8	5	5
uch less likely lo not buy fast-food	12 40	6 15	6 25	5	4	1 3	1 6	1 21	4 3	2	2	0	0	1 4	1	1 2	1 6	1 14	3 5	6 12	3	0
Base:		KING'S NEW DESIG					-		-	-												-
You indicated you prefer the new packa				w much more likely	or less likely are you to	o buy McDonald's?																
			Gender			Age					Male Age					Female Age					Region	
	Total (A) 571	Male (B) 286	Female (C) 276	18-34 (D) 155	35-44 (E) 97	45-54 (F) 90	55-64 (G) 98	65+ (H) 132	18-34 (I) 87	35-44 (J) 53	45-54 (K) 38	55-64 (L) 50	65+ (M) 64	18-34 (N) 68	35-44 (O) 44	45-54 (P) 51	55-64 (Q) 48	65+ (R) 67	Northeast (S) 100	South (T) 199	Midwest (U) 128	West (V) 145
	573	255	309	149	100	105	96 •	123	72 •	49 •	42 *	33 *	66 •	77 •	51 •	63 •	63 *	57 •	127	231	119	96
nweighted)		77	68	40	49	19	28	10	25	31	6	13	3	15	18	14	15	7	29	47	32	38
ely (Net)	146	19	34	13	22	6	9	2	6	10	1	0	1	7	12	4	9	1	14	19	10	9
kely (Net) luch more likely	53	19		26	27	14	19	8	18	21	5	13	1	8	6	9	6	6	15	27	22	28
uch more likely mewhat more likely	53 93	58	35																			
kely (Net) luch more likely omewhat more likely more likely nor less likely	53 93 308	58 152	148	87	36	44	57	84	49	15	16	34	43	38	20	29	23	41	52	109	74	73
icity (Net) uch more likely imewhat more likely more likely nor less likely iy (Net)	53 93 308 77	58 152 42	148 35	87 21	36 8	22	57 8	18	49 10	15 3	16 15	34	43 12	38 11 7	6	29	5	41 6	52 13	32	14	18
kely (Net) luch more likely mewhat more likely more likely nor less likely ely (Net) mewhat less likely	53 93 308	58 152 42 21	148 35 18	87	36 8 6 2	22 11		18 6								29 7 4 3	23 5 1 4	41 6 0		32 16		18 6
Jmweighted) kelv (Net) unch more likely more likely nore likely more likely nor less likely kelv (Net) morewhat less likely fuch less likely du not buy fast-food	53 93 308 77 39	58 152 42	148 35	87 21 13	36 8 6 2 4	22	8 2	18	10 6					11 7		29 7 4 3 2	23 5 1 4 6	41 6 0 6 14	13 8	32	14 10	18

Fast Food Brand Designs

IQ2: Regardless of which brand you may p	prefer, which of the foll	owing packaging design	is makes the food lo	ok more appetizing?																	
			House	hold Income			Education			Employed		Children in HH	Paren	t of Child Under 18	Home	e Ownership	м	arital Status		Race/Ethnicity	,
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)		\$100K+(E)	HS or Less (F)	Some College (G)	College Grad+ (H) Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispa
al	N=1059	N=289	N=159	N=131	N=404	N=341	N=350	N=205	N=582	N=477	N=405	N=654	N=349	N=710	N=731	N=292	N=494	N=565	N=649	N=126	N=174
al (Unweighted)	N=1059	N=411	N=165	N=136	N=271	N=329	N=334	N=234	N=578	N=481	N=378	N=681	N=347	N=712	N=703	N=318	N=513	N=546	N=735	N=131	N=109
nald's	44%	41%	43%	41%	47%	47% 🙎	38%	46%	47%	40%	48%	41%	48% n	41%	44%	40%	42%	46%	42%	51%	48%
King	56%	59%	57%	59%	53%	53%	62% f	54%	53%	60%	52%	59% k	52%	59% m	56%	60%	58%	54%	58%	49%	52%
Base:	U.S. RESPONDER	ITS																			
: Regardless of which brand you may p	prefer, which of the foll	owing packaging design	is do you prefer?																		
			Hours	hold Income			Education			Employed		Children in HH	Paren	t of Child Under 18	Home	e Ownership		arital Status		Race/Ethnicity	
	Total (A)		\$50K - \$74.9K (C)	\$75K - \$99.9K (D)		HS or Less (F)	Some College (G)	College Grad+ (H		No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispa
	N=1059	N=289	N=159	N=131	N=404	N=341	N=350	N=205	N=582	N=477	N=405	N=654	N=349	N=710	N=731	N=292	N=494	N=565	N=649	N=126	N=174
Unweighted)	N=1059	N=411	N=165	N=136	N=271	N=329	N=334	N=234	N=578	N=481	N=378	N=681	N=347	N=712	N=703	N=318	N=513	N=546	N=735	N=131	N=109
ald's	46%	45%	45%	40%	50%	51% G	39%	48% <mark>g</mark>	47%	45%	48%	45%	49%	44%	46%	45%	47%	46%	44%	50%	53%
ing	54%	55%	55%	60%	50%	49%	61% Fh	52%	53%	55%	52%	55%	51%	56%	54%	55%	53%	54%	56%	50%	47%
	U.S. RESPONDER																				
lase:																					
You indicated you prefer the new pac	ckaging design by McDr	enald's. Given this new p	packaging design, ho	w much more likely	or less likely are you	to buy McDonald's?															
				hold Income			Education			Employed		Children in HH		t of Child Under 18		e Ownership		arital Status		Race/Ethnicity	
	Total (A)	Less than \$50K (B)				HS or Less (F)	Some College (G)			No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispa
	N=488	N=128	N=72	N=53	N=202	N=174	N=135	N=99	N=273	N=215	N=196	N=292	N=172	N=316	N=334	N=132	N=230	N=258	N=283	N=64	N=91
weighted)	N=486	N=189	N=72 *	N=60	N=132	N=161	N=135	N=110	N=275	N=211	N=187	N=299	N=174	N=312	N=322	N=142	N=236	N=250	N=322	N=65	N=5
ly (Net)	41%	49% E	43%	48% e	33%	41%	38%	45%	46%	35%	57%	L 30%	61% N	31%	38%	50% 0	40%	42%	36%	45%	50%
h more likely	22%	24%	26%	21%	17%	19%	18%	26%	25%	17%	29%	L 16%	33% N	15%	20%	25%	21%	22%	20%	20%	295
ewhat more likely	20%	25% e	17%	28%	16%	22%	20%	19%	21%	18%	28%	L 14%	27% N	15%	17%	25%	19%	20%	16%	25%	225
ore likely nor less likely	46%	40%	45%	38%	54% Bd	46%	46%	46%	41%	53%	27%	59% K	23%	59% M	48%	42%	50%	43%	53% TU	31%	349
(Net)	9%	10%	9%	6%	10%	10%	12%	6%	10%	7%	14%	L 5%	16% N	4%	11%	5%	6%	11%	5%	20% <mark>S</mark>	149
ewhat less likely	5%	6%	5%	3%	5%	7%	4%	5%	5%	5%	8%	3%	9% N	3%	6%	3%	4%	6%	2%	15% <mark>S</mark>	9%
less likely	4%	4%	4%	4%	4%	3%	7% H	0%	5%	2%	6%	L 2%	7% N	2%	5%	1%	2%	5%	3%	5%	5%
tot buy fast-food	4%	1%	3%	7% <mark>B</mark>	4%	3%	4%	4%	3%	5%	2%	6% k	0%	6% M	4%	3%	4%	4%	5%	4%	2%
se:	PREFER MCDON	ALD'S NEW DESIGN																			
ou indicated you prefer the new pac	ckaging design by McDr	mald's. Given this new	nackaging design be	w much more likely	or less likely are you	to huy Burger King?															
too monoated you prefer the new pac	congoing design by MCDI	mana 2. Given uns new			or read linely and you	to buy burger king?															
	Total (A)	Less than \$50K (B)		hold Income \$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Education Some College (G)	College Grad+ (H) Yes (I)	Employed No (J)	Yes (K)	Children in HH No (L)	Paren Yes (M)	t of Child Under 18 No (N)	Homeowner (O)	e Ownership Renter (P)	M Married (Q)	arital Status Not married (R)	White (S)	Race/Ethnicity AA (T)	/ Hispa
	N=488	N=128	N=72 *	N=53 *	N=202	N=174	N=135	N=99 *	N=273	N=215	N=196	N=292	N=172	N=316	N=334	N=132	N=230	N=258	N=283	N=64 •	N=91
nweighted)	N=486	N=189	N=72 *	N=60 *	N=132	N=161	N=135	N=110	N=275	N=211	N=187	N=299	N=174	N=312	N=322	N=142	N=236	N=250	N=322	N=65 *	N=59
ely (Net)	21%	26%	18%	21%	19%	14%	24% f	23%	28%	13%	33%	L 13%	38% N	12%	20%	23%	23%	20%	20%	21%	30%
ach more likely	6%	6%	11% d	1%	6%	5%	8%	3%	9%	3%	11%	L 4%	12% N	3%	7%	7%	6%	7%	8%	5%	3%
newhat more likely	15%	21% C	7%	20% c	14%	9%	16%	20% F	18%	J 10%	22%	L 10%	26% N	9%	14%	16%	16%	13%	11%	16%	27%
nore likely nor less likely	56%	53%	64% d	45%	61% d	59%	53%	60%	52%	62%	45%	64% K	41%	65% M	58%	53%	54%	59%	59% U	52%	419
v (Net)	18%	19%	15%	27%	16%	24% h	19%	13%	17%	20%	20%	17%	21%	17%	17%	21%	19%	17%	16%	23%	27%
newhat less likely	10%	11%	10%	10%	9%	11%	10%	10%	10%	10%	12%	8%	11%	9%	10%	11%	12%	8%	9%	11%	11%
ach less likely	8%	8%	5%	17% ce	6%	13% H	9%	3%	7%	11%	8%	9%	10%	7%	7%	10%	8%	9%	6%	12%	16%
not buy fast-food	4%	1%	3%	7% 8	4%	3%	4%	4%	3%	5%	2%	6% k	0%	6% M	4%	3%	4%	4%	5%	4%	2%
156:	PREFER MCDON	ALD'S NEW DESIGN																			
ou indicated you prefer the new pac	ckaging design by Burgi	er King. Given this new p	packaging design, ho	w much more likely	or less likely are you	to buy Burger King?															
	Total (A)	Less than \$50K (B)		hold Income \$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Education Some College (G)	College Grad+ (H) Yes (I)	Employed No (J)	Yes (K)	Children in HH No (L)	Paren Yes (M)	t of Child Under 18 No (N)	Home Homeowner (O)	e Ownership Renter (P)	M Married (Q)	arital Status Not married (R)	White (S)	Race/Ethnicity AA (T)	/ Hisp
	N=571	N=160	N=87 *	N=78 *	N=202	N=166	N=215	N=106	N=308	N=263	N=209	N=362	N=177	N=394	N=397	N=160	N=264	N=307	N=366	N=62 *	N=8
veighted)	N=573	N=222	N=93 *	N=76	N=139	N=168	N=199	N=124	N=303	N=270	N=191	N=382	N=173	N=400	N=381	N=176	N=277	N=296	N=413	N=66	N=5
y (Net)	48%	43%	43%	48%	54% b	51%	46%	54%	59%	35%	61%	L 40%	64% N	41%	44%	59% 0	47%	49%	42%	48%	709
more likely	24%	24%	16%	17%	32% Cd	28%	21%	20%	34%	12%	34%	L 18%	40% N	17%	23%	27%	25%	23%	21%	32%	243
what more likely	24%	20%	27%	32% b	22%	23%	25%	34%	25%	23%	28%	22%	24%	24%	21%	33% 0	22%	26%	21%	16%	47
re likely nor less likely	39%	41%	51% E	44%	33%	32%	45% F	37%	30%	50%	27%	46% K	26%	45% M	41%	34%	45% R	34%	47% tU	31%	16
(Net)	6%	11% dE	5%	3%	4%	12% GH	4%	1%	6%	6%	9%	40%	8%	5%	7%	3%	3%	8% Q	3%	13% S	9%
what less likely	4%	6%	4%	1%	3%	7% H	3%	0%	3%	4%	6%	L 2%	5%	3%	4%	2%	1%	6% Q	2%	8% S	6%
h less likely	2%	5% E	1%	2%	0%	5% G	1%	1%	3%	1%	3%	2%	3%	2%	3%	1%	1%	3%	1%	5%	3%
ot buy fast-food	7%	5%	1%	5%	10% C	6%	5%	8%	5%	10%	3%	9% K	2%	9% M	8%	4%	5%	9%	8%	9%	5%
e-	PREFER BURGER	KING'S NEW DESIGN																			
ou indicated you prefer the new pac	ckaging design by Burgi	er King. Given this new j	packaging design, ho	w much more likely	or less likely are you	to buy McDonald's?															
	Total (A)	Less than \$50K (B)		hold Income \$75K - \$99.9K (D)	\$100K+ (F)	HS or Less (F)	Education Some College (G)	College Grad+ (H) Yes (I)	Employed No (J)	Yes (K)	Children in HH No (L)	Paren Yes (M)	t of Child Under 18 No (N)	Home Homeowner (O)	e Ownership Renter (P)	M Married (O)	arital Status Not married (R)	White (S)	Race/Ethnicity AA (T)	/ Hisi
	N=571	N=160	N=87	N=78	N=202	N=166	N=215	N=106	N=308	N=263	N=209	N=362	N=177	N=394	N=397	N=160	N=264	N=307	N=366	N=62 *	N=
veighted)	N=573	N=100 N=222	N=93	N=76	N=139	N=168	N=199	N=124	N=303	N=203	N=191	N=382	N=177	N=400	N=381	N=176	N=204	N=296	N=413	N=65	N=1
veignted) ly (Net)	N=573 26%	N=222 24%	N=93 - 17%	26%	32% C	N=168 25%	22%	N=124 33% g	N=303 34%	15%	38%	N=382	N=173 43% N	N=400 18%	24%	29%	25%	N=296 26%	N=413 25%	39% SU	195
ly (Net) h more likely	26%	24%	17%	26%	32% C 15% bC	25%	22%	33% g 12%	34% 13%	1 15%	38% 17%	L 18% L 5%	43% N 19% N	18%	24%	29% 12%	25%	26%	25%	39% su 21% S	199
n more likely ewhat more likely	9%	16%	13%	20%	15% DL 17%	10%	14%	21%	21%	11%	21%	13%	24% N	13%	16%	12%	15%	9% 17%	17%	18%	125
ewnat more likely pre likely nor less likely	16%	16% 57% E	13% 70% E	55%	43%	56%	14% 58%	50%	45%	65%	47%	58% K	24% N 40%	13% 60% M	53%	55%	56%	52%	17% 57% T	37%	519
	14%	5/% E 14%	12%	14%	15%	14%	14%	9%	45%	11%	47%	58% K	15%	13% M	15%	12%	13%	14%	10%	15%	259
r (Net)	14%	14%	12%			14%	14%	9% 5%		11%	12%	14%	15%	13%	15%	12%	13%		10%		
ewhat less likely h less likely	7%	8% 5%	6% 6%	7% 7%	7% 8%	7%	7%	5% 4%	9% 7%	1 4%	6%	7%	8% 7%	6% 7%	7%	8% 4%	7%	7% 7%	7% 4%	4% 12% S	10%
h less likely not huv fast-food	7%	5%	6% 1%	7%	8% 10% C	7%	7% 5%	4%	7%	6% 10%	6% 3%	7% 9% K	7% 2%	7% 9% M	8%	4%	7%	7% 9%	4%	12% S 9%	16%
		274					- /*		374	4070	374	374 K	1.00	370 M	374		374	274		370	270
se:	PREFER BURGER	KING'S NEW DESIGN																			
ible Base:	PREFER BURGER	KING'S NEW DESIGN																			

Fast Food Brand Designs

QS3Q2: Regardless of which brand you may prefer, which of the following packaging designs makes the food look more appetizing? Race/Ethnicity AA (T) 126 131 65 Employed No (J) 477 481 190 288 Education Children in HI Parent of Child Under 18 Marital Status Education
Some College (G)
College Grad+ (H)
Yes (I)
350
205
582
334
234
578
134
94
274 Yes (K) 405 378 194 211 Yes (M) 349 347 169 180 wner (O) Renter (P) 292 318 117 Married (Q) 494 513 206 289 Not married (R) 565 546 258 White (S) 649 735 270 Hispanic (U) 174 109 83 Less than \$50K (B) \$50K - \$74.9K (C) \$75K - \$99.9K (D) \$100K+ (E) HS or Less (F) No (L) 654 681 270 384 No (N) 710 712 295 415 Homeov 731 703 324 407 Total (A) 1,059 1,059 1,059 464 595 159 165 68 90 289 411 119 131 136 53 78 404 271 190 214 341 329 158 182 Total Total (Unweighted) McDonald's Burger King 170 216 110 308 175 307 378 62 * Table Base: U.S. RESPONDENTS Education 350 324 135 215 QS3Q3: Regardless of which brand you may prefer, which of the following packaging designs do you prefer?
 Household Income

 Less than \$50K (B)
 \$50K (F, \$74, SK (C)
 \$75K (F, \$59, SK (C))
 \$100K + (E)

 289
 159
 131
 404

 411
 165
 136
 271

 128
 72
 53
 202

 160
 87
 78
 202
 Parent of Child Under 18 No (N) 710 712 316 204 Race/Ethnicity AA (T) 126 131 64 62 Employed No (J) 477 481 215 263 Children in HH No (L) 654 681 292 362 Marital Status Not ma 565 546 258 307 Ownership Renter (P) 292 318 132 160 Home Ow er (O) Total (A) 1,059 1,059 488 571 HS or Less (F) 341 329 174 166 College Grad+ (H) 205 234 99 106 Yes (K) 405 378 196 209 Yes (M) 349 347 172 177 Married (Q) 494 513 230 264 White (S) 649 735 283 Hispar 174 109 91 Yes (I) 582 578 273 inic (U) Total Total (Unweighted) McDonald's Burger King 731 703 334 397 308 215 * Table Base: U.S. RESPONDENTS QS3Q4: You indicated you prefer the new packaging design by McDonald's. Given this new packaging design, how much more likely or less likely are you to buy McDonald's? Employed No (J) 215 211 75 37 38 113 15 10 5 11 Children in HH No (L) 292 299 88 48 41 173 14 9 6 17 Household In Education Parent of Child Under 18 Home Ownership Marital Status ital Status Not married (R) 258 250 109 58 52 110 28 14 13 13 Race/Ethnicite Yes (M) 172 174 104 57 47 40 28 15 13 0
 College Grad+ (H)
 Yes (I)

 99
 *
 273

 110
 275
 44
 126

 26
 68
 18
 57
 Total (A) Less than \$50K (B) \$50K - \$74.9K (C) \$75K - \$99.9K (D) \$100K+ (E) HS or Less (F) Some College (G) Yes (K) 196 187 113 58 55 52 28 15 13 3 No (N) 316 312 Homeowner (O) Renter (P) 132 142 Married (Q) 230 236 White (S) 283 322 AA (T) 64 65 Hispanic (U) 91 • 59 • Total Total (Unweighted) 128 189 63 31 32 51 13 72 72 53 60 202 132 135 135 52 25 27 62 16 334 322 488 486 201 105 95 225 42 24 18 20 174 161 72 33 39 79 18 12 6 5 Total (Unweighted) More likely (Net) Much more likely Somewhat more likely Neither more likely no less likely Less likely (Net) Somewhat less likely Much less likely N/A - I do not buy fast-food 31 19 12 32 26 11 67 96 48 48 185 14 125 67 102 91 48 44 116 14 9 5 12 35 32 108 19 11 9 18 58 160 35 19 16 14 14 20 3 34 46 150 15 16 20 112 27 6 13 10 3 3 13 8 5 2 14 13 8 5 1 10 9 15 * Table Base: PREFER MCDONALD'S NEW DESIGN QS3Q5: You indicated you prefer the new packaging design by McDonald's. Given this new packaging design, how much more likely or less likely are you to buy Burger King? Marital Status Not married (R) 258 250 51 17 Employed No (J) 215 211
 Home Ownership

 Homeowner (O)
 Renter (P)

 334
 132

 322
 142
 Household Income Less than \$50K (B) \$50K - \$74.9K (C) \$75K - \$99.9K (D) \$100K+ (E)
 Education
 Education
 Yes (I)

 135
 99
 273

 135
 110
 275

 32
 23
 75

 10
 3
 25
 Education Children in HH Parent of Child Under 18 Race/Ethnicity AA (T) Married (Q) 230 236 52 15 38 Total Total (Unweighted) Much more likely Somewhat more likely Neither more likely no less likely Less likely (Net) Somewhat less likely Much less likely N/A - I do not buy fast-food Total (A) HS or Less (F) Yes (K) 196 187 65 21 44 88 39 24 15 3 No (L) 292 299 39 11 28 187 50 24 26 17 Yes (M) No (N) 316 312 White (S) 283 322 Hispanic (U) 128 189 34 7 174 161 24 9 172 174 65 21 44 488 486 103 32 72 275 89 49 41 20 72 72 53 60 202 132 64 65 91 59 1 13 11 39 28 38 68 31 12 22 10 22 72 26 14 12 27 10 28 50 21 28 46 22 15 103 42 18 23 5 10 23 14 5 9 4 50 143 46 28 18 9 38 124 44 27 18 31 168 45 27 18 15 59 13 10 3 4 21 133 43 20 23 11 70 37 20 17 0 205 52 29 23 20 151 45 22 23 11 69 24 46 11 7 33 14 123 32 19 13 8 195 57 34 24 14 70 27 14 13 37 24 10 15 2 14 11 1 7 8 3 PREFER MCDONALD'S NEW DESIGN * Table Base: Q\$3Q6: You indicated you prefer the new packaging design by Burger King. Given this new packaging design, how much more likely or less likely are you to buy Burger King? Employed No (J) 263 270 92 Children in HH No (L) 362 382 145 **Total (A)** 571 573 274 135 139 224 33 21 12 40 Education Parent of Child Under 18 Home Ownership Marital Status Race/Ethnicity Household Income HS or Less (F) 166 168 85 46 39 53 20 12 8 9 Married (Q) 264 277 124 66 59 119 7 Less than \$50K (B) \$50K - \$74.9K (C) \$75K - \$99.9K (D) \$100K+ (E) Some College (G) 215 199 99 College Grad+ (H) Yes (I) 106 308 124 303 No (N) 394 400 162 Horr 397 381 176 er (O) Renter (P) 160 176 Not married (R) 307 White (S) 366 413 AA (T) 62 Hispanic (U) 82 50 Yes (K) 209 191 129 70 58 56 19 13 5 6 Yes (M) 177 173 112 70 42 47 14 10 5 3 160 222 69 38 31 66 17 Total 87 93 37 78 76 202 139 109 106 124 57 1 Total (Unweighted) More likely (Net) 296 149 69 80 105 26 18 154 38 182 95 More likely (Net) Much more likely Somewhat more likely Neither more likely nor less likely Less likely (Net) Somewhat less likely Much less likely N/A - I do not buy fast-food 14 24 45 4 44 54 96 9 143 65 81 168 15 8 7 65 96 177 19 13 64 43 103 78 94 19 10 8 15 32 61 130 15 11 4 26 91 85 163 27 17 10 31 10 76 170 12 8 4 34 66 39 54 19 8 13 12 4 1 20 1 12 34 * Table Base: PREFER BURGER KING'S NEW DESIGN QS3Q7: You indicated you prefer the new packaging design by Burger King. Given this new packaging design, how much more likely or less likely are you to buy McDonald's? Employed No (J) 263 270 40 Household Income Education Children in HH Parent of Child Under 18 Home Ownership er (O) Renter (P) Marital Status Race/Ethnicity AA (T) Married (Q) 264 277 66 26 40 149 35 18 18 18 18
 Education
 College Grad+ (H)
 Yet (I)

 215
 106
 308

 199
 124
 303

 47
 35
 106

 17
 13
 41

 30
 22
 66
 Ownership Renter (P) 160 176 47 Less than \$50K (B) \$50K - \$74.9K (C) \$75K - \$99.9K (D) \$100K+ (E) HS or Less (F) 166 168 41 16 25 93 No (L) 362 382 66 18 49 No (N) 394 400 70 White (S) 366 413 90 Total (A) Yes (K) 209 191 80 35 45 98 26 12 14 6 Yes (M) 177 173 76 33 43 71 26 14 12 3 Home 397 Not married (R) 307 Hispanic (U) 82 160 222 39 13 26 202 139 65 31 Total Total (Unweighted) More likely (Net) Much more likely Somewhat more likely Nether more likely nor less likely Less likely (Net) Somewhat less likely Much less likely N/A - I do not buy fast-food Total 87 93 15 78 76 20 62 571 573 146 53 93 308 77 39 38 40 381 96 66 50 296 80 26 53 158 42 21 21 27 31 19 27 13 11 15 22 29 51 10 63 210 37 24 13 29 30 126 31 16 15 12 49 210 52 27 25 34 51 236 51 25 26 37 92 53 58 26 32 31 61 10 6 43 88 138 50 27 22 15 170 28 12 16 26 87 23 42 43 11 5 6 4 30 13 17 20 23 12 11 19 12 7 6 21 8 13 4 PREFER BURGER KING'S NEW DESIGN

* Table Base: