

## Branding Together: America's Most Bipartisan Fast Food REPORT





Recent YouGov research indicated that 43% of Americans believe a civil war is more likely than not in the next decade. There are a few reasons for this, none of which are covered in this report. Instead, ahead of US midterm elections, YouGov has sought to determine what Americans agree on.

This report identifies the fast food, fast casual, beer, and wine brands that are equally or nearly equally considered by Americans on both sides of the political aisle.

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When asked "Generally speaking, do you think of yourself as...?" YouGov panelists choose between five options: Democrat, Republican, Independent, Other, and Not Sure.

This report specifically compares respondents who self-identified as Democrat or Republican, then analyzes their consideration for fast food and alcohol brands. This doesn't mean that Independents or Apolitical Americans are less relevant, but that they are far less likely to require convening over burgers and beers.

Ultimately this report seeks to identify where Republicans and Democrats can share a meal, or which drinks make the most sense for the next round of a "healthy" debate.

We identified the brands with the smallest delta between Democrats and Republicans, with the ones to earn a spot on the list being less than or close to a 1 percentage-point difference.

# Methodo ocy

An option for 38% of Americans the next time they are in-market for fast food, McDonald's is the top considered fast food in the United States.

Alas, McDonald's did not make this list, because 41% of Democrats and 37% of Republicans consider McDonald's, making the difference between both parties to be four percentage points.

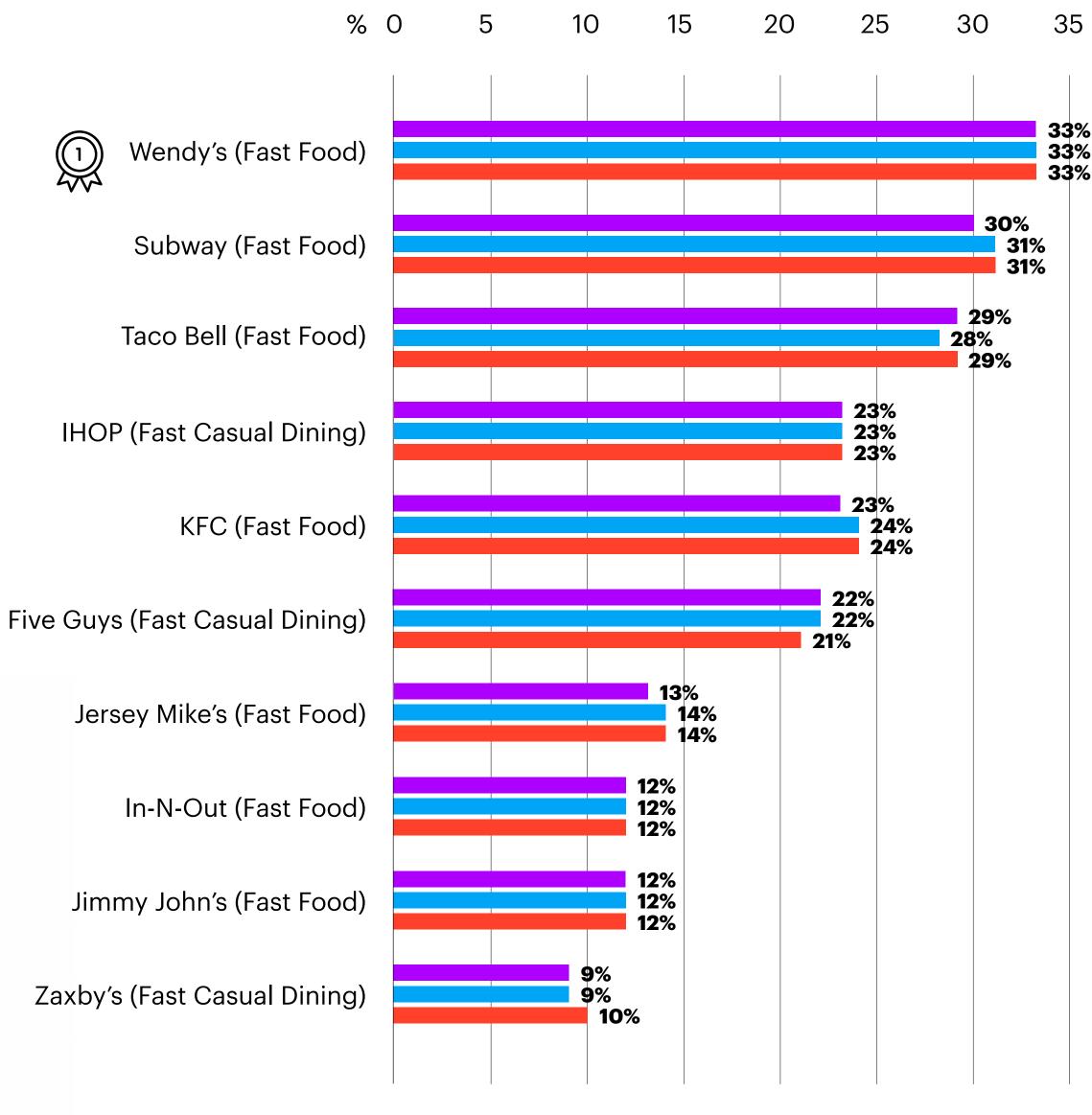
Any brand featured in this report is considered by at least 10% of Republicans or Democrats, and most often both. The consideration percentages reflect an average of the previous 52 weeks of consideration scores as of September 25, 2022, connecting data from YouGov BrandIndex and YouGov Profiles USA. YouGov conducts daily surveys and has 5+ million registered panel members in the United States.

We hope you agree with this methodology, because America doesn't need anything else to argue about. If not, YouGov products allow you to run the research yourself. <u>Get in touch!</u>

### **Top Fast Food & Fast Casual Restaurants** considered equally by Democrats & Republicans

Consideration: "When you are in the market next to purchase food or drink, from which of the following would you consider purchasing?"



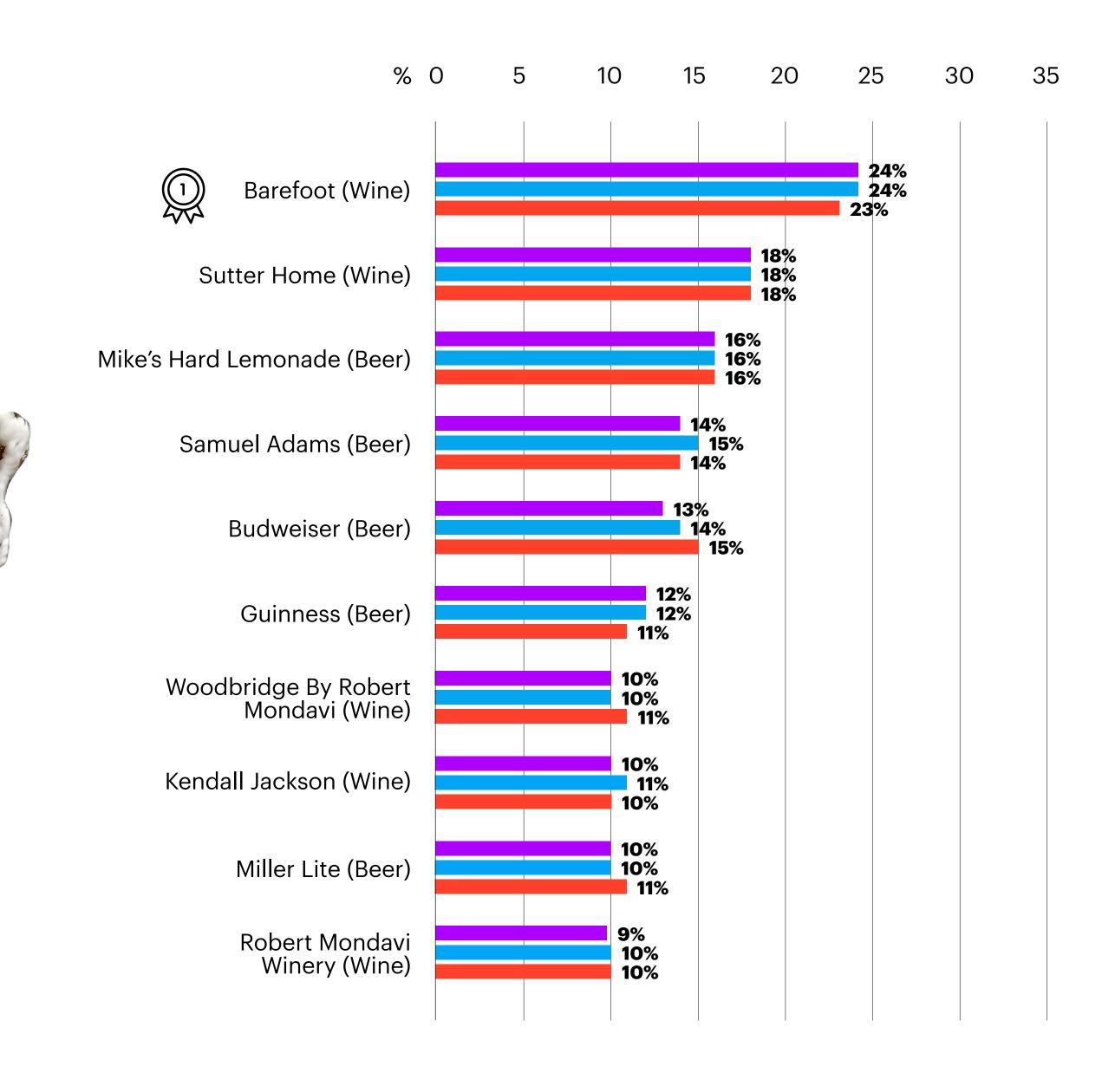


🛑 Republican



### **Top Beer & Wine** brands considered by equally by Democrats & Republicans

Consideration: "When you are in the market next to purchase alcoholic beverages, from which of the following would you consider purchasing?



YouGov

🛑 Republican



## Methodology for audience breakdowns

All of the attitudes featured in the section below come directly from YouGov Profiles Lite, a resource for audience intelligence freely available to anyone with an email address.

The attidudes displayed are statements agreed with by Americans who have a positive impression of the brand listed. *Impression* is one of the 16 brand metrics tracked in **YouGov BrandIndex**, and is separate from *Consideration*, which informed the ranking order of the list.

Attitudes in this section are not segmented by political affiliation but instead by regions of the United States: Northeast, Midwest, South, and West.







### YouGov<sup>®</sup> Profiles Lite

"Receiving e-mails directly from brands or companies can influence my purchasing decisions"

66% vs 41% of nation

"I am open to substituting meat/dairy products with plant-based alternatives"

**58%** vs **39%** of nation

West

Explore this audience free >

"A phone/tablet can improve my traveling experience"

91% vs 74% of nation

"I wish I could visit more heritage sites and gardens"

77% vs 64% of nation

"I love recommending things for people to try"

**78%** vs **53%** of nation

"Having less privacy online is the price we have to pay for more security"

61% vs 37% of nation

### Midwest

### Northeast

### South

"My faith is important to me"

74% vs 62% of nation

"I like seeing real looking people in advertisements"

71% vs 65% of nation



### YouGov<sup>®</sup> Profiles Lite

West

"I skip through the advertisements on programs I've recorded"

78% vs 71% of nation

"I manage my finances well"

77% vs 66% of nation

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"I always listen to the same radio stations"

70% vs 61% of nation

"Sometimes the brands that sponsor sports don't make sense"

60% vs 55% of nation

"I like seeing real looking people in advertisements"

76% vs 65% of nation

"I love recommending things for people to try"

67% vs 55% of nation

### Midwest

### Northeast

### South

"I often notice the advertisements on the internet"

65% vs 59% of nation

"Keeping track of my fitness performance helps me set and stick to goals"

54% vs 44% of nation





### YouGov<sup>®</sup> Profiles Lite

West

"I always make an effort to recycle"

**79%** vs **72%** of nation

"I'm worried about the potential implications of the Metaverse"

64% vs 54% of nation

Explore this audience free >

"I enjoy driving different cars"

67% vs 54% of nation

"If a brand holds a view I disagree with, I will stop buying from them"

64% vs 57% of nation

Midwest

"When I have dinner guests I try to have options for everyone"

**79%** vs **64%** of nation

"I prefer to have more than one bank account"

64% vs 49% of nation

#### South

"Having a home gym is more convenient than going out to one"

73% vs 63% of nation

"Sometimes the brands that sponsor sports don't make sense"

61% vs 55% of nation





Northeast

### YouGov<sup>®</sup> Profiles Lite

West

"I skip through the advertisements on programs I've recorded"

76% vs 71% of nation

"Wearable devices can encourage people to be more healthy"

68% vs 58% of nation



"Owning a car is too expensive"

81% vs 70% of nation

"Sometimes the brands that sponsor sports don't make sense"

61% vs 50% of nation

### **Midwest**

#### "I like seeing real looking people in advertisements"

74% vs 65% of nation

"I expect advertisements to entertain me"

**56%** vs **48%** of nation

#### Northeast

### South

"I pay attention to the ads at events"

**79%** vs **69%** of nation

"I like when companies have a moral message"

39% vs 35% of nation



### YouGov<sup>®</sup> Profiles Lite

"I wish I could visit more heritage sites and gardens"

75% vs 64% of nation

"I expect advertisements to entertain me"

56% vs 48% of nation

West

Explore this audience free >

"If you're too busy to have a pet, don't get one"

96% vs 85% of nation

"I rarely notice who sponsors an event" 70% vs 64% of nation

"Sunshine and warm weather make me want to go out and do things"

86% vs 75% of nation

"I've played a lottery game (i.e. draw or scratch card) at least once in the past 6 months"

60% vs 50% of nation

**Midwest** 

#### Northeast

### South

"My family is more important to me than my career"

85% vs 77% of nation

"You're only as old as you feel"

83% vs 75% of nation



### YouGov<sup>®</sup> Profiles Lite

West

"I always make sure I turn lights off when I leave a room"

63% vs 54% of nation

"I really enjoy betting and gambling"

44% vs 33% of nation



"I prefer to listen to local radio stations"

65% vs 54% of nation

"I don't think brands should express views on political or social issues"

64% vs 56% of nation

"I have a favorite hospital in my area"

61% vs 48% of nation

"Posters/billboards help me to become aware of new products and services"

54% vs 47% of nation

#### **Midwest**

#### Northeast

#### South

"Spending time with my family is important to me"

90% vs 87% of nation

"Young people want everything handed to them on a plate"

73% vs 62% of nation



### YouGov<sup>®</sup> Profiles Lite

"Museums and art galleries can be fun"

89% vs 80% of nation

"The Olympics often gets over politicized"

65% vs 56% of nation

West

**Explore this audience free** >

"I don't contact customer services unless it's absolutely necessary"

92% vs 83% of nation

"Older people are the most overlooked group in society"

76% vs 67% of nation

"They just don't make things anymore like they did in the past"

86% vs 76% of nation

"I get most of the national news from TV"

63% vs 50% of nation

Midwest

### South

"Overall you get a better quality of life in the country"

**70%** vs **62%** of nation

"I often notice the advertisements on the internet"

66% vs 60% of nation



Northeast





### YouGov<sup>®</sup> Profiles Lite

"I think having an event like the Olympics is good for the international community"

**75%** vs **67%** of nation

"I see more acceptance than intolerance and discrimination"

64% vs 54% of nation

West

Explore this audience free >

"I think loyalty programs are a great way for brands and businesses to reward their customers"

**79%** vs **71%** of nation

"I rarely notice who sponsors an event"

67% vs 64% of nation

#### "I think all brands should offer loyalty programs"

63% vs 52% of nation

"I often notice the advertisements on the sides of buses"

50% vs 42% of nation

### Midwest

#### Northeast

South

"You're only as old as you feel"

82% vs 75% of nation

"Older people are the most overlooked group in society"

72% vs 63% of nation



### YouGov<sup>®</sup> Profiles Lite

"I trust my local police force"

73% vs 62% of nation

"I often notice advertisements in bus stops"

49% vs 42% of nation

Explore this audience free >

"I'm generally a practical person"

90% vs 81% of nation

"I have a favorite hospital in my area" 58% vs 48% of nation

"I think we're losing the beauty of language by relying on emojis and abbreviations in our online conversations"

74% vs 64% of nation

"I get most of the national news from TV"

63% vs 49% of nation

Midwest

Sou

#### Northeast

"Spirituality is an important part of life"

72% vs 63% of nation

"Receiving letters in the mail directly from brands or companies can influence my purchasing decisions"

38% vs 35% of nation



### YouGov<sup>®</sup> Profiles Lite

West

"I am proud to be American" 82% vs 74% of nation

"Overall, I enjoy driving" 71% vs 64% of nation



"I like to take vacation in the country I live in rather than abroad"

61% vs 53% of nation

"I tend to trust banks and credit unions"

60% vs 53% of nation

"I've played a lottery game (i.e. draw or scratch card) at least once in the past 6 months"

61% vs 50% of nation

"I get most of the local news from TV"

59% vs 50% of nation

Midwest

Northeast

### South

"These days most events can be held online"

68% vs 52% of nation

"I like seeing real looking people in advertisements"

68% vs 65% of nation





### YouGov<sup>®</sup> Profiles Lite

West

"American infrastructure has fallen behind Europe in recent years"

**76%** vs **59%** of nation

"If a brand holds a view I disagree with, I will stop buying from them"

69% vs 57% of nation

Explore this audience free >

"It's worth paying extra for good quality beer or wine"

69% vs 52% of nation

"Personalized advertisements creep me out"

62% vs 57% of nation

"I prefer to buy American brands"

85% vs 69% of nation

"I often notice advertisements at airports"

45% vs 35% of nation

Midwest

22

#### Northeast

"I spend more money with brands that I am a loyalty member of"

South

71% vs 55% of nation

"I do most of my drinking at home

70% vs 53% of nation



### YouGov<sup>®</sup> Profiles Lite

West

"You just have to be healthy to be happy" 59% vs 43% of nation

"Advertising helps me choose what I buy"

53% vs 40% of nation

Explore this audience free >

"I often say hello to my neighbors and know who they are"

79% vs 67% of nation

"I don't think brands should express views on political or social issues"

67% vs 56% of nation

"I don't care if it is 'green' energy, as long as it is cheap"

63% vs 47% of nation

"I find toilet humor quite funny"

57% vs 41% of nation

**Midwest** 

#### "I am proud to be American"

87% vs 74% of nation

"I do most of my drinking at home"

66% vs 53% of nation



Northeast

### YouGov<sup>®</sup> Profiles Lite

"I am open minded about homeopathy/alternative medicine"

77% vs 58% of nation

"I feel bombarded by advertising"

77% vs 69% of nation

West

Explore this audience free >

"Less is more"

75% vs 59% of nation

"Seeing advertisements that are too personal can put me off clicking on them"

63% vs 52% of nation

#### **Midwest**

"I love recommending things for people to try"

67% vs 55% of nation

"I can't function without a coffee/tea first thing"

65% vs 50% of nation

#### Northeast

### South

#### "It's important for me to look physically attractive"

76% vs 59% of nation

"I often notice advertisements in newspapers and magazines"

55% vs 41% of nation



### YouGov<sup>®</sup> Profiles Lite

West

"I actively watch, read, or listen to the news at least once a day"

89% vs 72% of nation

"The frequent corruption allegations made me doubt that FIFA Women's World Cup is only about sports"

54% vs 38% of nation



"If I have a choice I buy products made in my home country"

86% vs 68% of nation

"I like seeing real looking people in advertisements"

76% vs 65% of nation

"I like owning good quality products"

90% vs 85% of nation

"It's worth paying extra for good quality beer or wine"

67% vs 52% of nation

**Midwest** 

### Northeast

### South

"I'm generally a practical person"

96% vs 81% of nation

"I often say hello to my neighbors and know who they are"

82% vs 67% of nation



10. Robert
Mondavi Winery
9. Miller Lite
8. Kendall Jackson
7. Woodbridge By
Robert Mondavi

### 6. Guinness

5. Budweiser
4. Samuel Adams
3. Mike's Hard
Lemonade
2. Sutter Home
1. Barefoot

### YouGov<sup>®</sup> Profiles Lite

"I feel bombarded by advertising"

83% vs 69% of nation

"My diet is part of my fitness"

69% vs 51% of nation

West

Explore this audience free >

"Museums and art galleries can be fun"

92% vs 80% of nation

"I actively watch, read, or listen to the news at least once a day"

83% vs 72% of nation

### **70%** vs **52%** of nation

good quality beer or wine"

"It's worth paying extra for

"I am prepared to pay more for foods that don't contain artificial additives"

64% vs 51% of nation

### Midwest

#### Northeast



"Reading books makes people better"

**79%** vs **66%** of nation

"I do most of my drinking at home"

68% vs 53% of nation





### YouGov<sup>®</sup> Profiles Lite

West

"Fitness is a cornerstone of my daily life"

57% vs 40% of nation

"My favorite thing about being a sport fan is the community"

48% vs 34% of nation

Explore this audience free >

"If I have a choice I buy products made in my home country"

80% vs 68% of nation

"I don't think brands should express views on political or social issues"

66% vs 56% of nation

"I am proud to be **American**"

88% vs 74% of nation

"It's important that the products I own are designed with care"

84% vs 70% of nation

**Midwest** 

#### lortheast

"I get most of the local news from TV"

South

65% vs 50% of nation

"I am more likely to eat out than at home"

43% vs 30% of nation







### YouGov<sup>®</sup> Profiles Lite

West

"It's worth paying extra for good quality beer or wine"

72% vs 52% of nation

"I consider myself to be a healthy eater"

71% vs 56% of nation

Explore this audience free >

"I make an effort to support American businesses"

88% vs 75% of nation

"I always make an effort to recycle" 83% vs 72% of nation "I spend more money with brands that I am a loyalty member of"

69% vs 55% of nation

"I have a favorite hospital in my area

62% vs 48% of nation

#### **Midwest**

#### Northeast

South

"I like the no-fuss design trend"

77% vs 65% of nation

"Sponsorships can help keep companies socially relevant"

53% vs 47% of nation



### YouGov<sup>®</sup> Profiles Lite

West

"I like to work hard and play hard"

72% vs 58% of nation

"I am an expert at finding bargains online"

61% vs 47% of nation

**Explore this audience free** >

"It is ridiculous to judge people based on what drink they order"

91% vs 80% of nation

"I think some personal debt is normal" 78% vs 64% of nation

"I feel bombarded by advertising"

77% vs 69% of nation

"Video and music streaming services should offer more group subscriptions"

74% vs 62% of nation

#### Midwest

#### Northeast

### South

"Having a phone or tablet makes me feel like I won't miss anything while I'm away"

77% vs 64% of nation

"Billboards showing dynamic content, like breaking news, capture my attention"

53% vs 45% of nation





1. Barefoot

YouGov<sup>®</sup> Profiles Lite

"I think newspapers should encourage debate and challenge perspectives"

82% vs 68% of nation

"I skip through the advertisements on programs I've recorded"

80% vs 71% of nation

West

**Explore this audience free** >

"Sunshine and warm weather make me want to go out and do things"

89% vs 75% of nation

"I often notice the advertisements on the internet 68% vs 59% of nation

"I like seeing real looking people in advertisements"

73% vs 65% of nation

"I never leave an attraction without visiting the gift shop"

57% vs 42% of nation

Midwest



"Clearing cookies from browsers is the easiest way to maintain internet security"

60% vs 48% of nation

"Big companies are trying to improve their impact on the environment'

54% vs 44% of nation







### YouGov<sup>®</sup> Profiles Lite

"Reading books makes people better"

81% vs 66% of nation

"When I talk about my family, I include my pets"

70% vs 55% of nation

West

**Explore this audience free** >

"I think loyalty programs are a great way for brands and businesses to reward their customers"

82% vs 71% of nation

"I am open minded about homeopathy/alternative medicine"

68% vs 58% of nation

#### "I love recommending things for people to try"

68% vs 55% of nation

"I spend more money with brands that I am a loyalty member of"

68% vs 55% of nation

### Midwest

#### Northeast

"I learn a lot from older generations"

South

91% vs 78% of nation

"Whenever I shop I make sure I utilize all sales, coupons, and deals'

81% vs 68% of nation





## In conclusion,

with 43% of Americans believing a civil war is more likely than not in the next decade, new YouGov research concludes that drinking Barefoot wine at Wendy's can bring the US together.



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