



Branding Together:

America's Most Bipartisan Fast Food & Alcohol

REPORT





Introduction

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.

Methodology

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.

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.

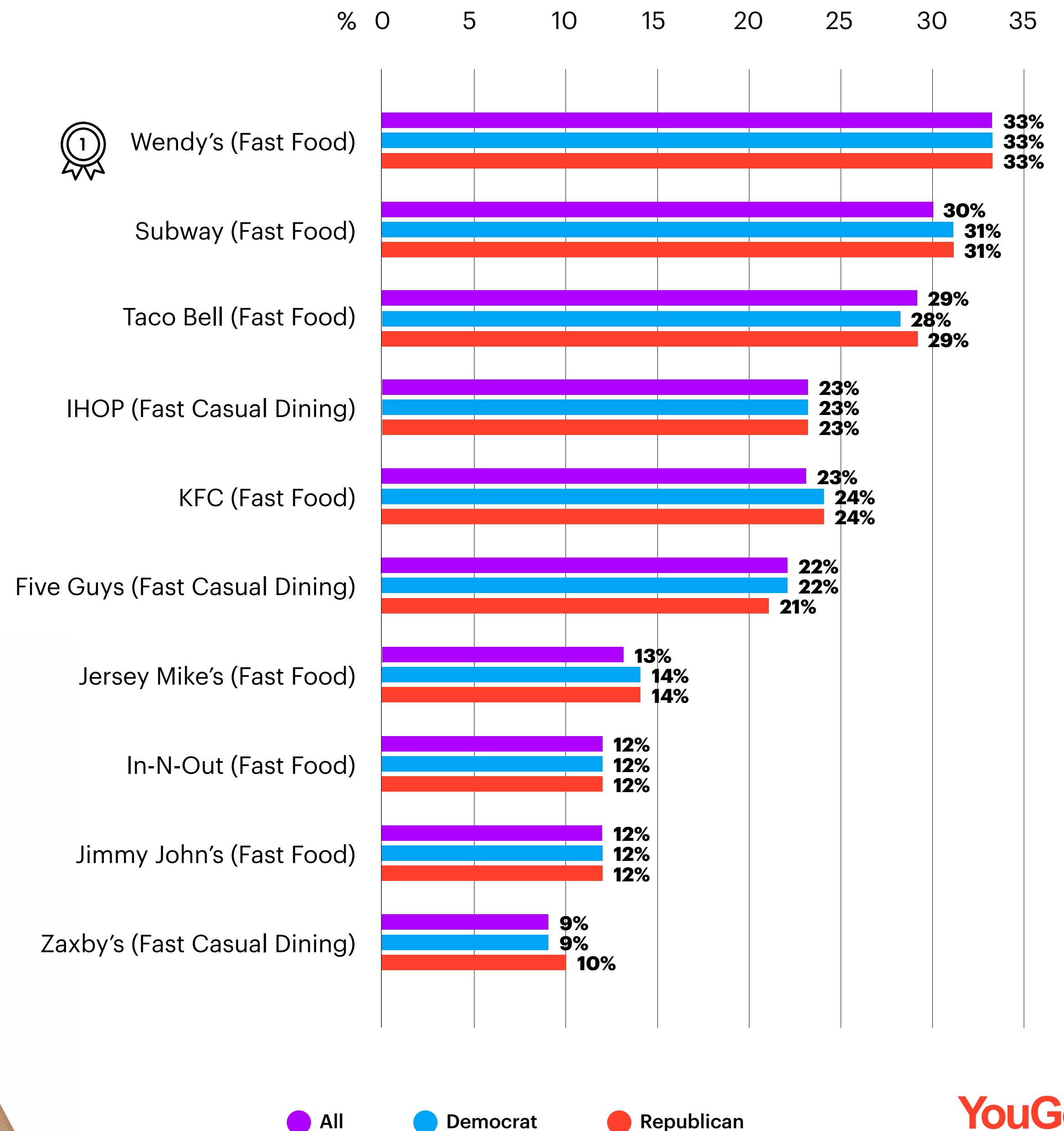
Alas, McDonald’s did not make this list, because 41% of Democrats and 37% of Republicans consider McDonald’s, making the difference between both parties to be four percentage points.

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. [Get in touch!](#)

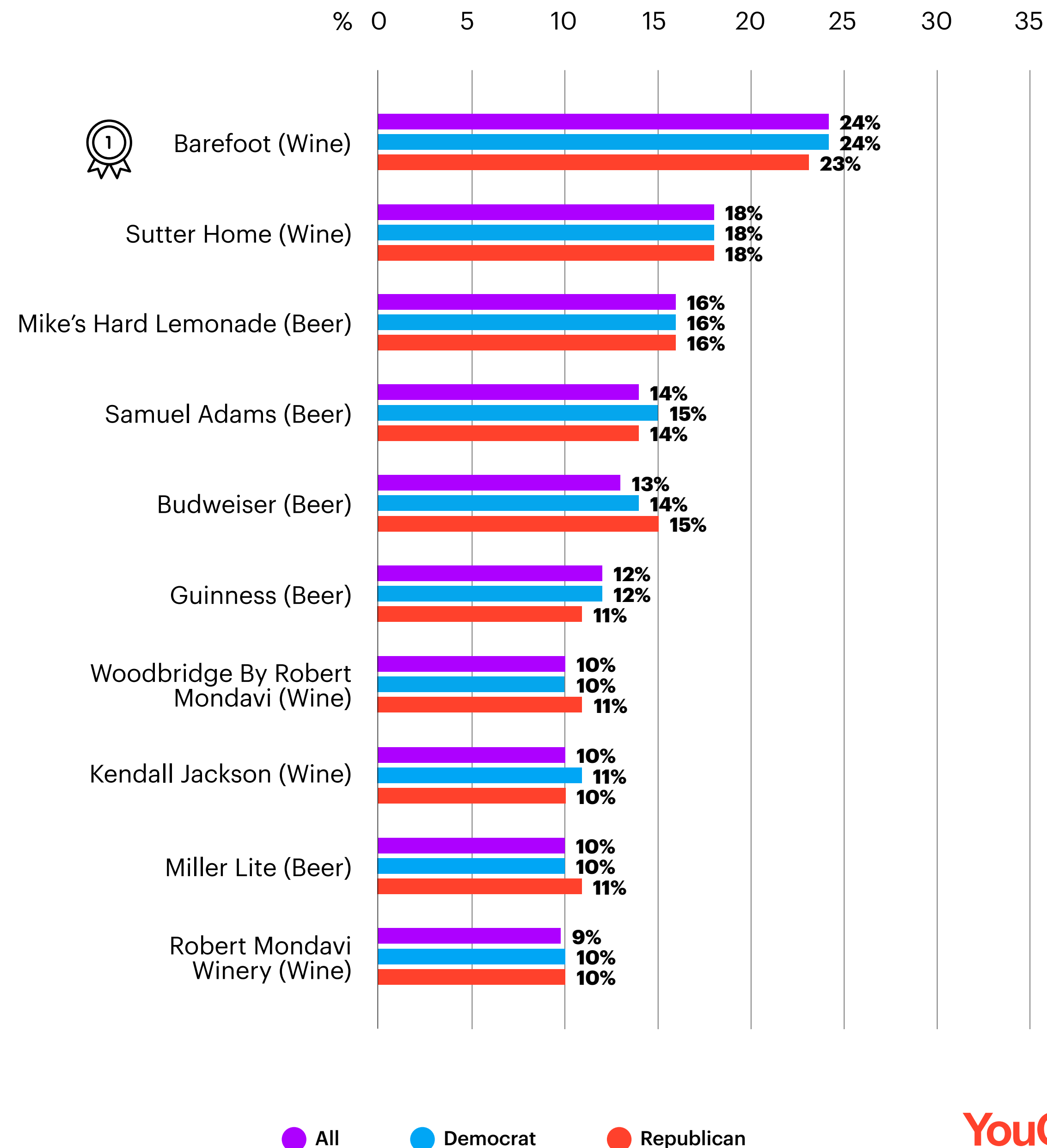
► Top Fast Food & Fast Casual Restaurants considered equally by Democrats & Republicans

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



► 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?"



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 attitudes 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.



- ▶ **10. Zaxby's**
- 9. Jimmy John's
- 8. In-N-Out
- 7. Jersey Mike's
- 6. Five Guys
- 5. KFC
- 4. IHOP
- 3. Taco Bell
- 2. Subway
- 1. Wendy's

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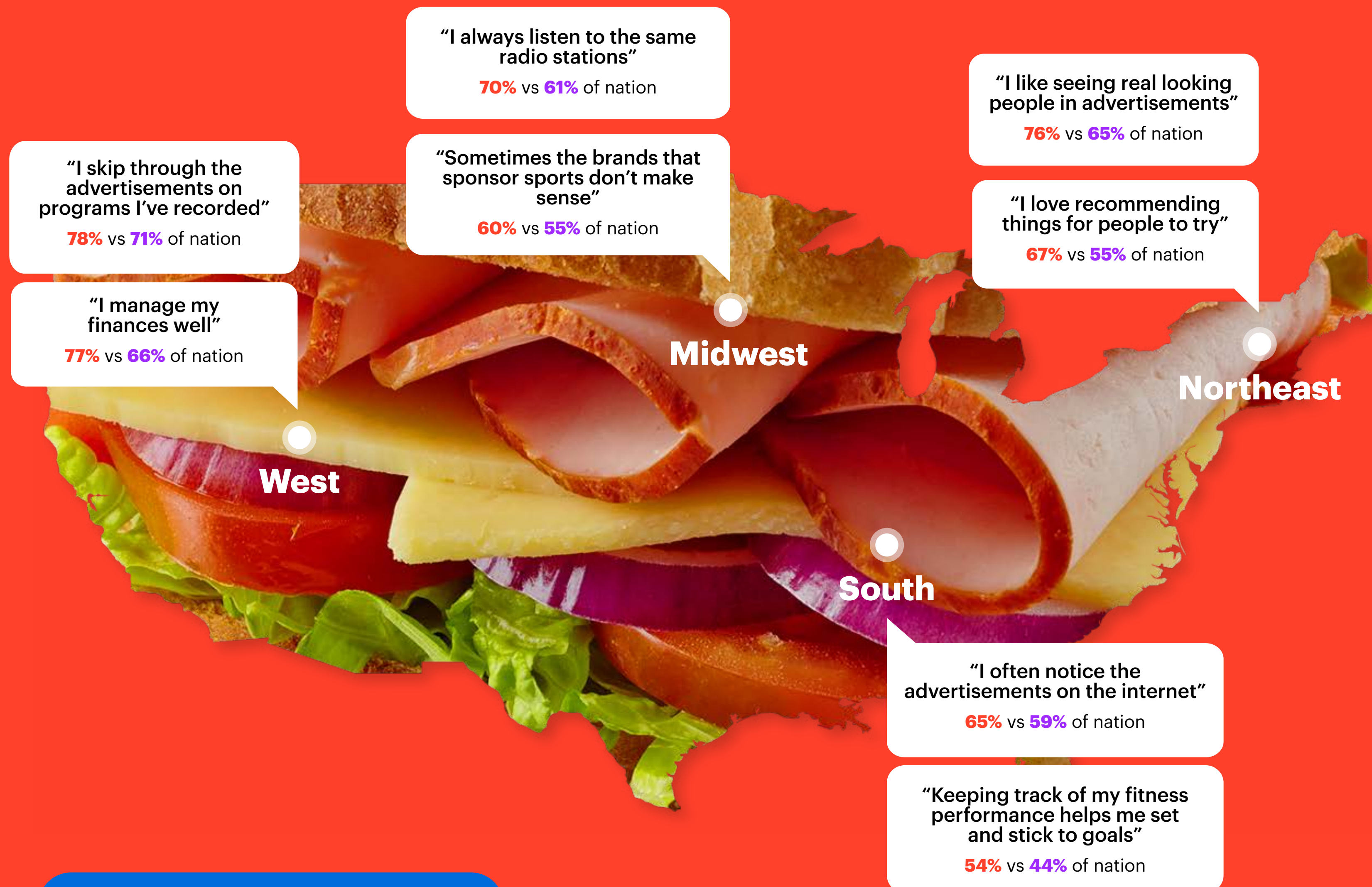
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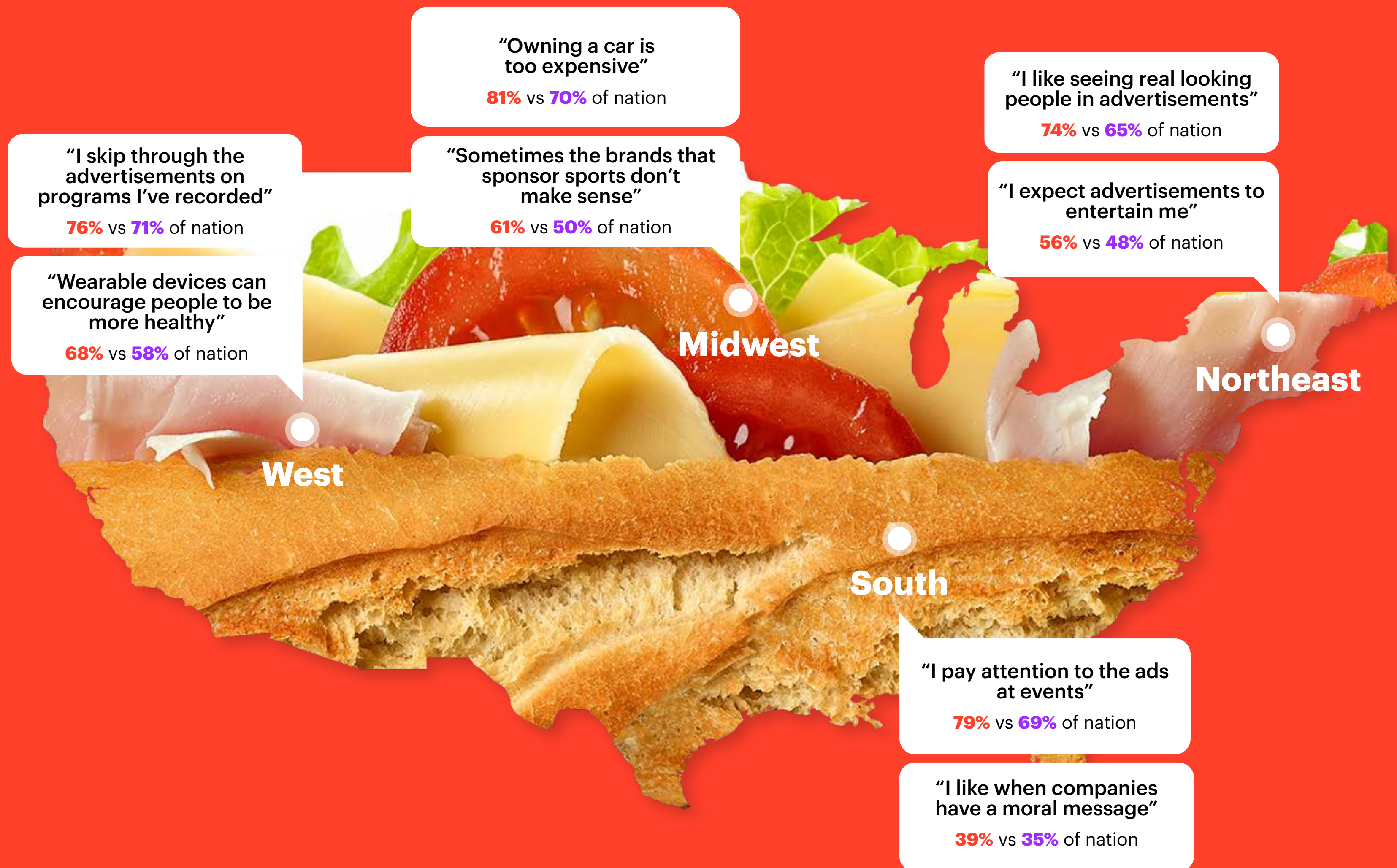
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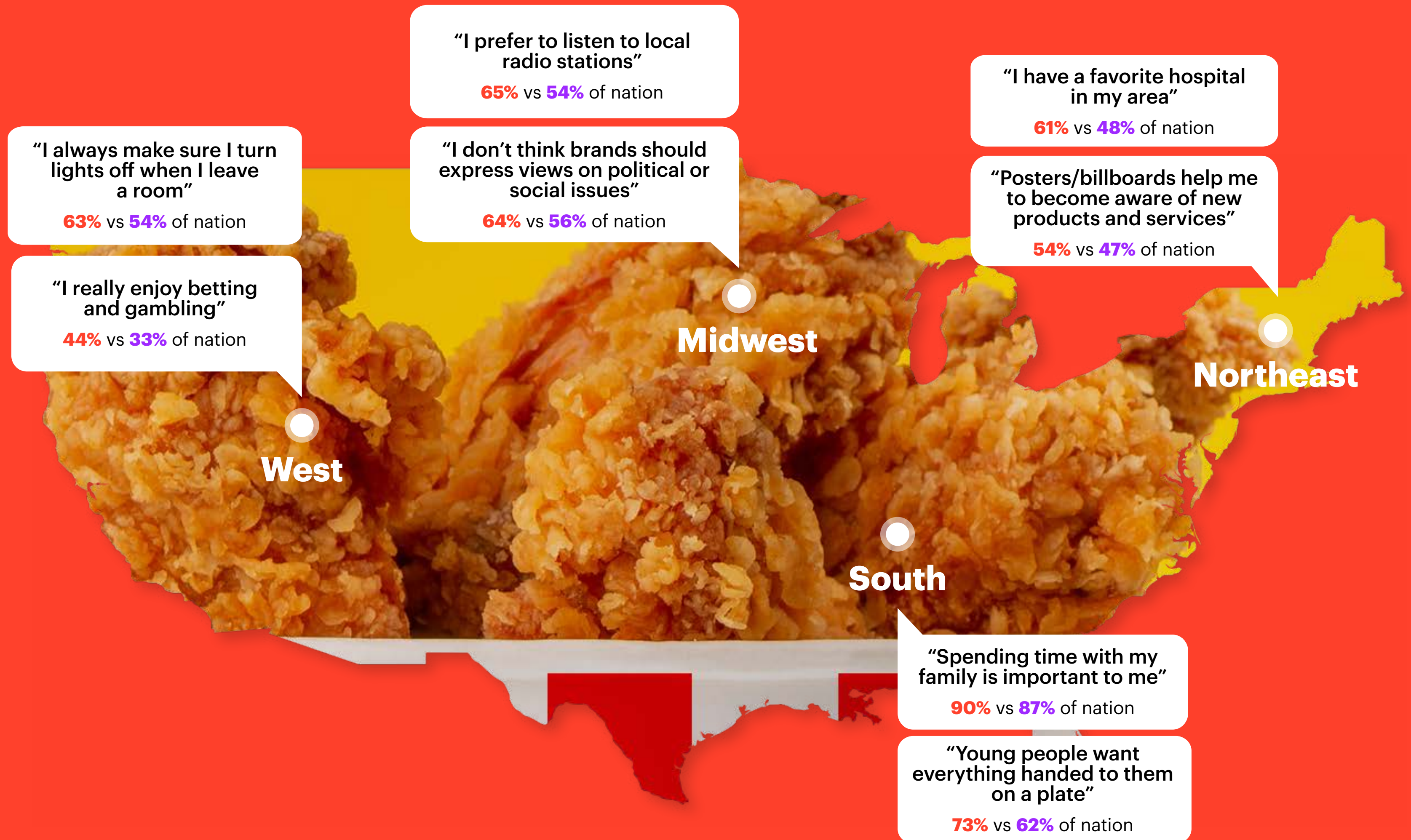
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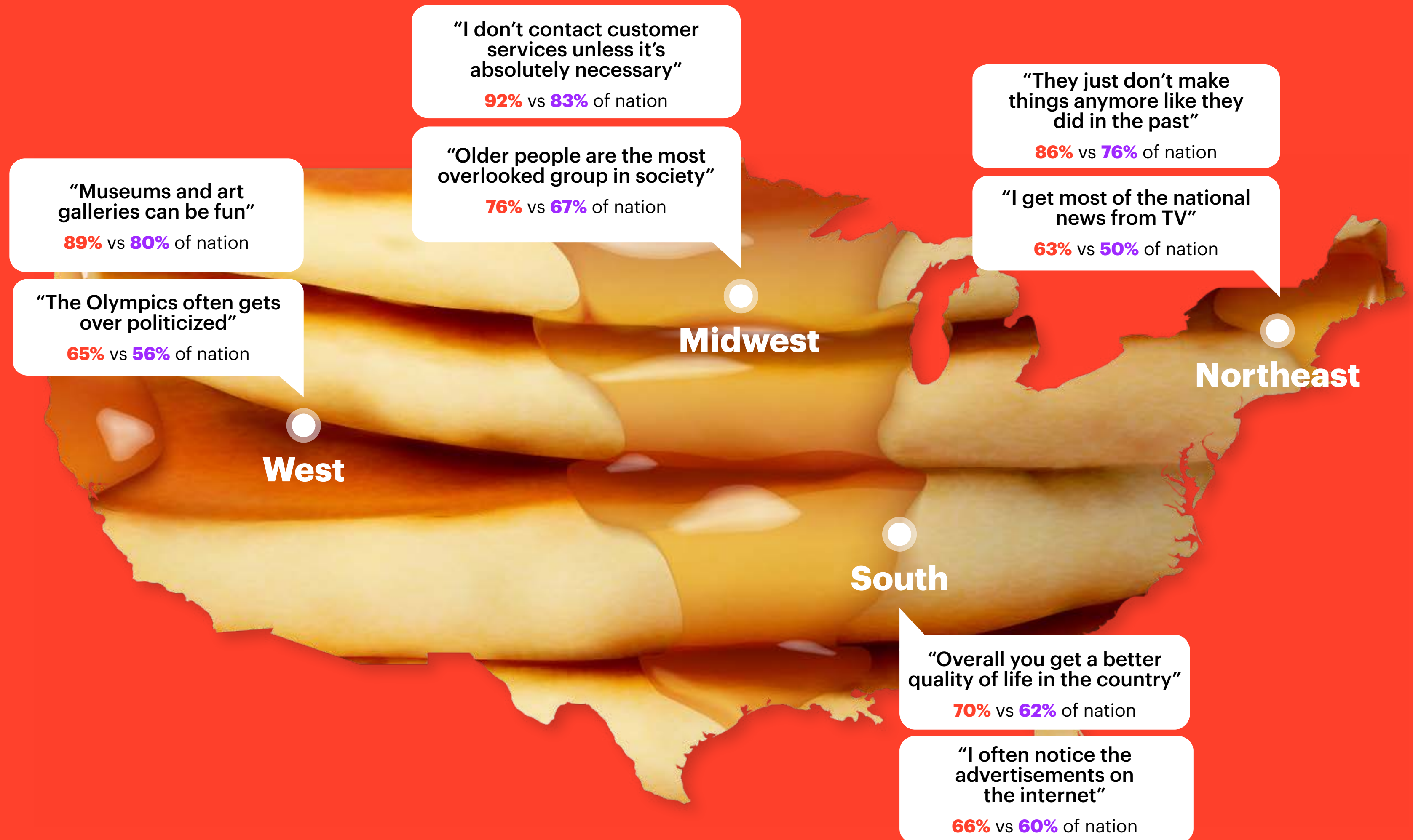
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- 9. Miller Lite
- 8. Kendall Jackson
- 7. Woodbridge By Robert Mondavi
- 6. Guinness
- 5. Budweiser
- 4. Samuel Adams
- 3. Mike's Hard Lemonade
- 2. Sutter Home
- 1. Barefoot

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"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

"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

West

Midwest

Northeast

South

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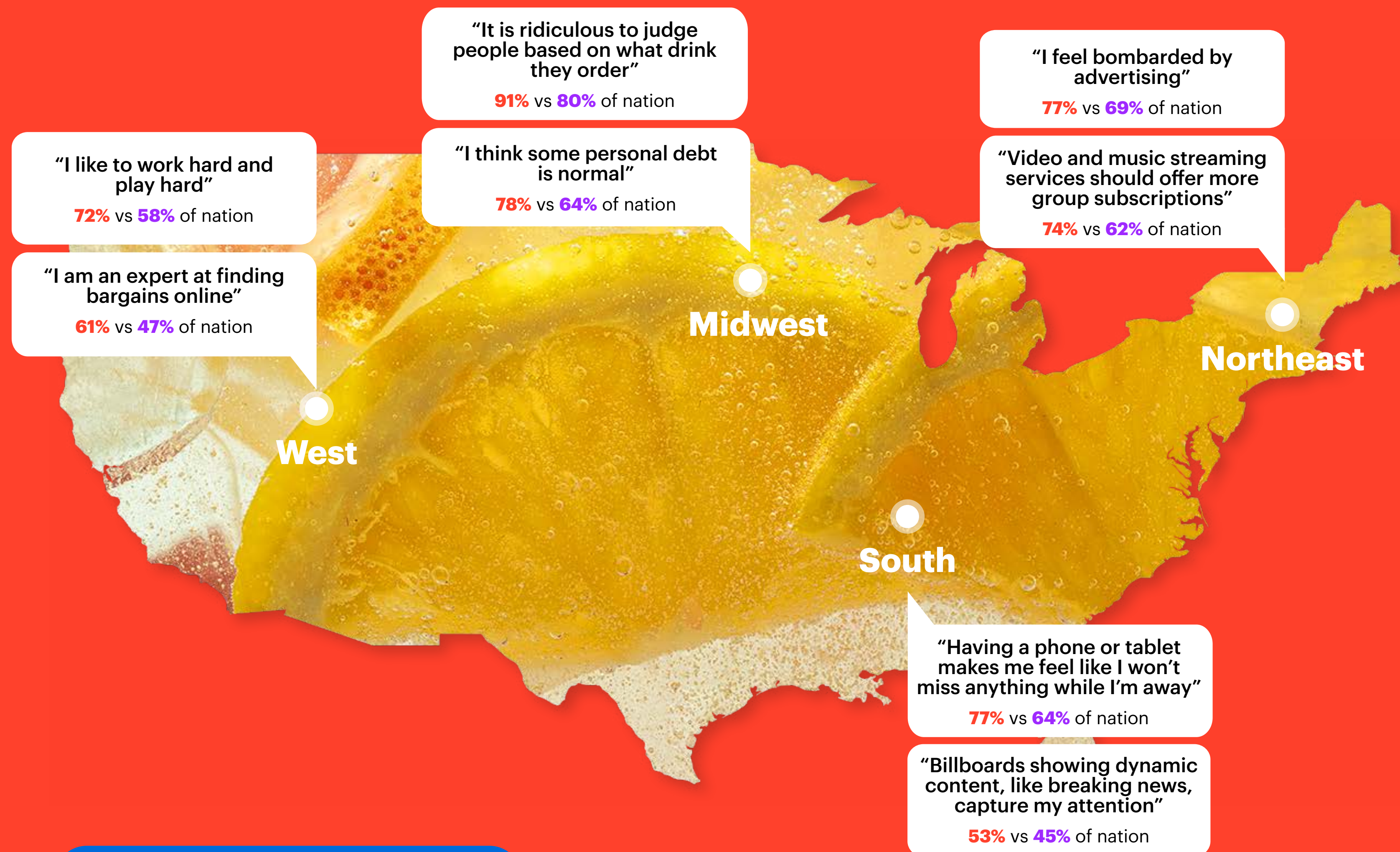
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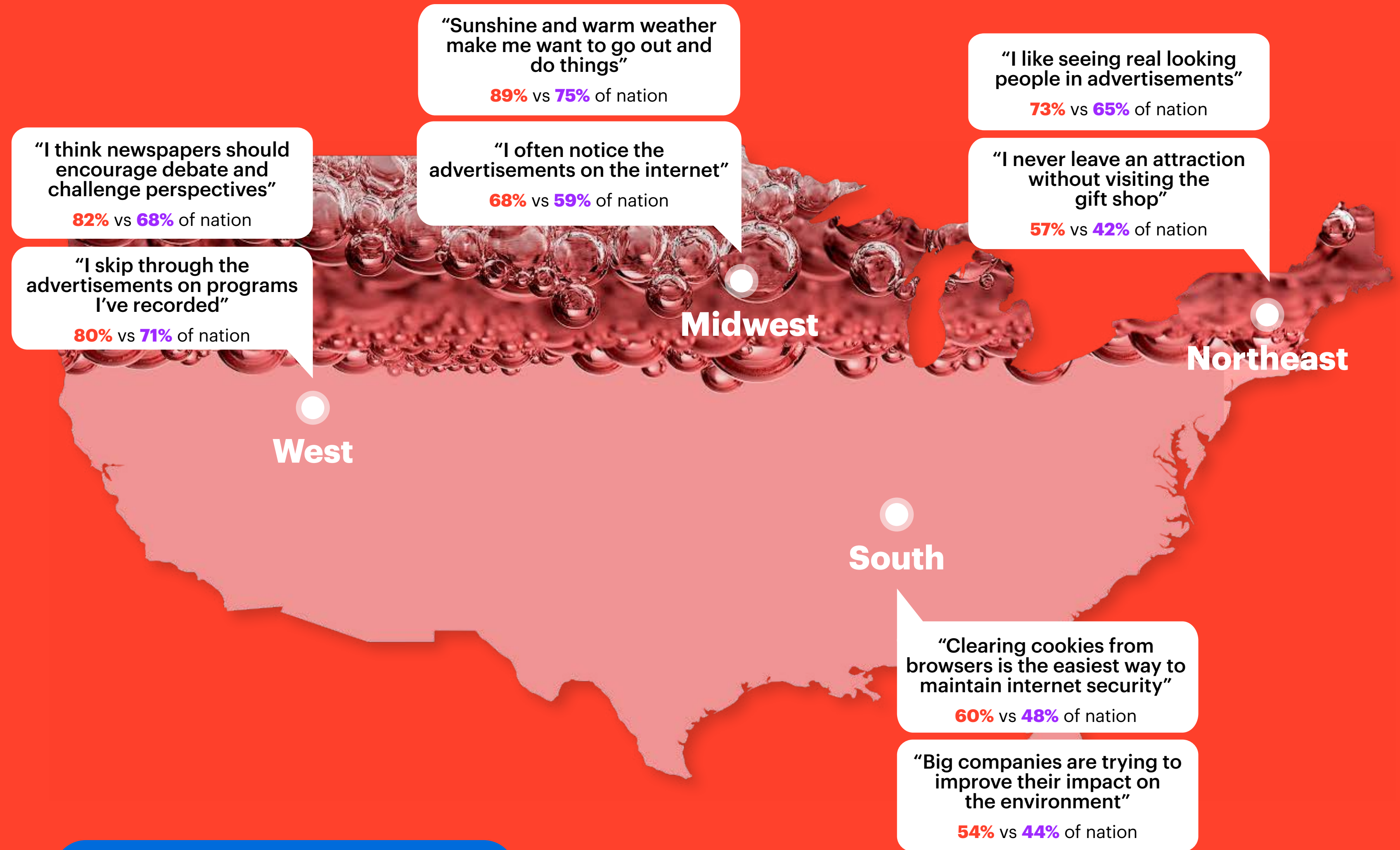
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In conclusion,

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.



Thank you

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business.yougov.com

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