

## YouGov Survey Results

Sample Size: 1678 GB Adults  
Fieldwork: 31st March - 1st April 2015

|                        | Westminster VI |     |     |         |      | 2010 Vote |     |         | Gender |        | Age   |       |       |     | Social Grade |      | Region |               |                  |       |          |   |
|------------------------|----------------|-----|-----|---------|------|-----------|-----|---------|--------|--------|-------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|---|
|                        | Total          | Con | Lab | Lib Dem | UKIP | Con       | Lab | Lib Dem | Male   | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1         | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |   |
| <b>Weighted Sample</b> | <b>1678</b>    | X   | X   | X       | X    | 479       | 414 | 334     | 814    | 864    | 200   | 425   | 574   | 480 | 956          | 722  | 215    | 545           | 359              | 413   | 146      |   |
| Unweighted Sample      | 1678           | 462 | 443 | 111     | 209  | 469       | 371 | 346     | 806    | 872    | 175   | 355   | 631   | 517 | 1104         | 574  | 196    | 586           | 322              | 425   | 149      |   |
|                        | %              | %   | %   | %       | %    | %         | %   | %       | %      | %      | %     | %     | %     | %   | %            | %    | %      | %             | %                | %     | %        | % |

McDonalds has traditionally only served breakfast until 10.30AM, however it has now begun serving breakfast all day in a select few locations as part of a trial.

Would you support or oppose McDonalds serving breakfast all day in all of its restaurants in Britain?

|            |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Support    | <b>59</b> | 60 | 66 | 59 | 55 | 63 | 63 | 54 | 59 | 60 | 64 | 62 | 60 | 55 | 59 | 60 | 62 | 59 | 58 | 59 | 62 |
| Oppose     | <b>11</b> | 11 | 10 | 8  | 14 | 10 | 8  | 11 | 12 | 10 | 16 | 10 | 9  | 14 | 12 | 11 | 8  | 10 | 14 | 12 | 12 |
| Don't know | <b>29</b> | 29 | 25 | 32 | 31 | 26 | 29 | 34 | 28 | 30 | 20 | 28 | 32 | 31 | 30 | 29 | 30 | 31 | 28 | 29 | 27 |

Do you like McDonalds breakfast more than, less than or about the same as its regular menu?

|                                 |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---------------------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| More                            | <b>12</b> | 12 | 14 | 11 | 10 | 11 | 16 | 11 | 15 | 10 | 18 | 18 | 12 | 5  | 13 | 11 | 16 | 11 | 12 | 13 | 8  |
| Less                            | <b>13</b> | 11 | 13 | 15 | 12 | 10 | 12 | 11 | 12 | 14 | 25 | 20 | 10 | 5  | 12 | 14 | 12 | 12 | 14 | 12 | 17 |
| About the same                  | <b>28</b> | 27 | 33 | 21 | 21 | 28 | 30 | 23 | 30 | 25 | 27 | 31 | 30 | 21 | 27 | 28 | 27 | 24 | 27 | 32 | 31 |
| I don't like any McDonalds food | <b>35</b> | 38 | 32 | 43 | 38 | 38 | 34 | 43 | 32 | 39 | 15 | 22 | 39 | 51 | 36 | 34 | 32 | 39 | 34 | 35 | 33 |
| Don't know                      | <b>12</b> | 12 | 8  | 10 | 18 | 12 | 8  | 13 | 11 | 13 | 16 | 8  | 9  | 17 | 11 | 13 | 14 | 14 | 12 | 9  | 12 |

Fieldwork: 31st March - 1st April 2015

|                        | Westminster VI |     |     |         |      | 2010 Vote |     |         | Gender |        | Age   |       |       |     | Social Grade |      | Region |               |                  |       |          |
|------------------------|----------------|-----|-----|---------|------|-----------|-----|---------|--------|--------|-------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|
|                        | Total          | Con | Lab | Lib Dem | UKIP | Con       | Lab | Lib Dem | Male   | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1         | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
| <b>Weighted Sample</b> | <b>1678</b>    | X   | X   | X       | X    | 479       | 414 | 334     | 814    | 864    | 200   | 425   | 574   | 480 | 956          | 722  | 215    | 545           | 359              | 413   | 146      |
| Unweighted Sample      | 1678           | 462 | 443 | 111     | 209  | 469       | 371 | 346     | 806    | 872    | 175   | 355   | 631   | 517 | 1104         | 574  | 196    | 586           | 322              | 425   | 149      |
|                        | %              | %   | %   | %       | %    | %         | %   | %       | %      | %      | %     | %     | %     | %   | %            | %    | %      | %             | %                | %     | %        |

**Which of the following is your favourite dish on the McDonalds breakfast menu?**

[This question was only asked to respondents who like McDonalds breakfast either more, less or about the same as its regular menu; n=820]

|  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|--|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Sausage & Egg McMuffin                       | 17 | 18 | 18 | 10 | 13 | 17 | 18 | 19 | 16 | 19 | 9  | 18 | 21 | 16 | 17 | 18 | 6  | 21 | 16 | 19 | 21 |
| Double Sausage & Egg McMuffin                | 13 | 13 | 12 | 8  | 14 | 14 | 12 | 9  | 15 | 9  | 12 | 20 | 10 | 3  | 14 | 10 | 17 | 12 | 12 | 13 | 7  |
| Bacon & Egg McMuffin                         | 9  | 10 | 9  | 6  | 14 | 10 | 10 | 8  | 10 | 8  | 4  | 4  | 14 | 11 | 8  | 11 | 5  | 7  | 9  | 9  | 17 |
| Double Bacon & Egg McMuffin                  | 7  | 6  | 7  | 21 | 5  | 5  | 7  | 13 | 8  | 6  | 6  | 6  | 8  | 11 | 6  | 8  | 9  | 7  | 8  | 6  | 7  |
| Bacon Roll                                   | 7  | 7  | 9  | 10 | 6  | 7  | 9  | 6  | 7  | 7  | 9  | 5  | 7  | 9  | 8  | 6  | 6  | 5  | 6  | 9  | 14 |
| Big Breakfast                                | 5  | 4  | 4  | 6  | 11 | 6  | 5  | 4  | 7  | 3  | 0  | 3  | 5  | 12 | 4  | 6  | 7  | 7  | 4  | 3  | 0  |
| Hash Brown                                   | 5  | 3  | 7  | 7  | 1  | 3  | 3  | 7  | 2  | 8  | 12 | 6  | 3  | 1  | 5  | 5  | 8  | 4  | 8  | 3  | 2  |
| Breakfast Wrap                               | 4  | 5  | 5  | 0  | 2  | 6  | 3  | 3  | 4  | 4  | 3  | 6  | 3  | 3  | 5  | 3  | 6  | 3  | 6  | 2  | 2  |
| Sausage, Egg & Cheese Bagel                  | 3  | 2  | 4  | 5  | 0  | 2  | 3  | 1  | 3  | 2  | 8  | 2  | 1  | 3  | 3  | 2  | 6  | 2  | 2  | 4  | 0  |
| Bacon, Egg & Cheese Bagel                    | 2  | 3  | 1  | 0  | 3  | 4  | 2  | 0  | 2  | 1  | 3  | 2  | 1  | 2  | 2  | 2  | 0  | 2  | 2  | 2  | 1  |
| Pancakes & Syrup                             | 2  | 1  | 1  | 2  | 2  | 2  | 1  | 3  | 1  | 3  | 3  | 2  | 1  | 2  | 3  | 1  | 1  | 2  | 2  | 1  | 4  |
| Bacon & Egg Snack Wrap with Tomato Ketchup   | 1  | 1  | 2  | 0  | 1  | 1  | 2  | 1  | 1  | 2  | 1  | 3  | 0  | 1  | 1  | 1  | 2  | 1  | 2  | 0  | 4  |
| Egg & Cheese Snack Wrap with Tomato Ketchup  | 1  | 0  | 0  | 2  | 1  | 0  | 1  | 1  | 0  | 1  | 0  | 0  | 1  | 1  | 1  | 1  | 0  | 0  | 0  | 1  | 1  |
| Pancakes & Sausage with Syrup                | 1  | 0  | 2  | 2  | 1  | 1  | 1  | 2  | 1  | 1  | 3  | 2  | 1  | 0  | 2  | 1  | 1  | 3  | 1  | 0  | 1  |
| Oatso Simple                                 | 1  | 1  | 1  | 2  | 1  | 0  | 0  | 2  | 0  | 1  | 0  | 1  | 0  | 0  | 1  | 1  | 0  | 0  | 0  | 0  | 3  |
| Oatso Simple Apple & Cherry Porridge         | 1  | 1  | 1  | 0  | 1  | 2  | 0  | 0  | 0  | 1  | 0  | 0  | 1  | 2  | 1  | 1  | 2  | 1  | 0  | 1  | 0  |
| A Toasted Bagel                              | 1  | 0  | 1  | 0  | 3  | 0  | 2  | 0  | 0  | 1  | 0  | 2  | 1  | 0  | 1  | 0  | 0  | 1  | 1  | 1  | 1  |
| Blueberry Muffin                             | 1  | 0  | 0  | 0  | 0  | 1  | 0  | 0  | 0  | 1  | 1  | 0  | 0  | 2  | 0  | 1  | 0  | 0  | 2  | 1  | 1  |
| Chocolate Muffin                             | 1  | 1  | 1  | 0  | 0  | 0  | 1  | 0  | 1  | 1  | 5  | 0  | 0  | 0  | 1  | 1  | 3  | 0  | 0  | 1  | 0  |
| Chocolatey Donut                             | 1  | 0  | 0  | 0  | 3  | 0  | 1  | 0  | 1  | 1  | 0  | 0  | 1  | 0  | 1  | 1  | 1  | 0  | 1  | 1  | 2  |
| Sugar Donut                                  | 1  | 1  | 0  | 3  | 0  | 0  | 1  | 2  | 1  | 1  | 4  | 1  | 0  | 1  | 1  | 1  | 2  | 1  | 0  | 1  | 0  |
| Triple Chocolate Cookie                      | 1  | 0  | 0  | 2  | 0  | 0  | 0  | 1  | 0  | 1  | 2  | 0  | 0  | 0  | 0  | 1  | 0  | 1  | 1  | 0  | 0  |
| Fruit Bag                                    | 1  | 3  | 0  | 0  | 0  | 2  | 1  | 1  | 1  | 1  | 0  | 1  | 2  | 0  | 1  | 1  | 2  | 1  | 1  | 1  | 0  |
| Sausage & Egg Snack Wrap with Tomato Ketchup | 0  | 0  | 1  | 0  | 1  | 0  | 1  | 0  | 1  | 0  | 0  | 0  | 1  | 0  | 0  | 1  | 1  | 0  | 0  | 1  | 0  |
| None of these                                | 9  | 7  | 9  | 6  | 15 | 8  | 13 | 6  | 9  | 9  | 6  | 9  | 10 | 11 | 10 | 9  | 7  | 7  | 9  | 13 | 10 |
| Don't know                                   | 7  | 8  | 5  | 6  | 2  | 9  | 4  | 9  | 7  | 8  | 11 | 5  | 8  | 9  | 6  | 9  | 9  | 8  | 8  | 7  | 4  |

**McDonalds also plans to test table service at some locations. Would you support or oppose McDonalds offering table service in all of its restaurants in Britain?**

|            |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Support    | 35 | 39 | 38 | 31 | 37 | 38 | 36 | 33 | 37 | 33 | 36 | 37 | 33 | 35 | 34 | 36 | 37 | 36 | 31 | 36 | 34 |
| Oppose     | 23 | 21 | 25 | 20 | 18 | 21 | 25 | 20 | 22 | 23 | 38 | 27 | 20 | 17 | 24 | 21 | 22 | 19 | 27 | 25 | 24 |
| Don't know | 42 | 40 | 38 | 49 | 45 | 41 | 39 | 47 | 41 | 43 | 26 | 36 | 47 | 49 | 41 | 43 | 41 | 45 | 42 | 39 | 41 |