

Table 23.10. Utilities for fast-food restaurants in Europe when the restaurant names are embedded in a study of chicken as a product

Country	Brand-chicken	Total sample	Women	Men
	Kentucky Fried Chicken			
France	Chez Kentucky Fried Chicken	-21	-21	-22
UK	At Kentucky Fried Chicken	2	2	1
Germany	Bei Kentucky Fried Chicken	-5	-7	-1
	McDonald's			
France	Au Mc Donald's	-20	-21	-19
UK	At McDonald's	-17	-13	-25
Germany	Bei McDonald's	-11	-10	-15
	Burger King			
UK	At Burger King	-16	-12	-25
Germany	Bei Burger King	-16	-14	-20

Data courtesy of It! Ventures, Inc.