



Media News Alert

DISHONEST BRITAIN?

Nimble fingered Brits are pocketing over half a million in lost money a year

Fagan would be proud, as Brits are literally becoming a nation of 'penny pinchers' shamelessly pocketing £538,409 of 'lost money' a year. Instead of handing in missing money or change, Brits are using underhand tactics to save their precious pennies with 90% choosing not to hand back a lost wallet and nearly two-thirds (58%) keeping quiet about being given back too much change. Staying silent is not the only crime we're committing, with over half (55%) of us not even feeling guilty about our greed!

As well as failing to own up to finding others' missing cash, Brits have also admitted that given the chance, they'd proactively pick-pocket our British bankers with a third (35%) of us choosing the Chief Executive of Royal Bank of Scotland, Sir Fred Goodwin. Also topping the pocket-picking list is Jonathan Ross (17%) and Simon Cowell (16%), with only 2% of us choosing to pick-pocket Jeremy Clarkson and just 1% wanting to dip their hand into Cheryl Cole's Prada purse.

Burger King, however, decided to give Brits the benefit of the doubt by 'losing' wallets containing £2,000 in five cities across the UK, in a bid to find Britain's most honest (and dishonest!) city:

- **Liverpool 6% handed back**
- **Manchester 7% handed back**
- **Aberdeen 10% handed back**
- **Edinburgh 13% handed back**
- **London 15% handed back**

The results prove that Liverpool is the most dishonest city, with London proving it's the most honest!

The wallet drop activity and 'Honest Britain' report mark the launch of the 'King Deal®', where customers can get their hands on a Burger King small cheeseburger, meal for a 'steal' at £1.99, or a delicious double cheeseburger meal for £2.99.

Sarah Power, Marketing Director, Burger King, UK and Ireland says: "The onset of the credit crunch and the recession has led Brits to become more creative about how they protect their precious pennies and it's fascinating to learn that our dishonest tactics are making us half a million pounds richer! However, our King Deal is the ultimate steal because it gives people great quality food at an unbelievable price, so our customers won't have to resort to underhand tactics to keep hold of their cash!"

– ENDS –

For more information please contact the BURGER KING® press office at Cow PR on 020 7234 9150 or email burgerking@cowpr.com

Notes to Editors:

- The 'Honest Britain' report is based on an online survey of 1000 UK adults, February 2009.

About BURGER KING®:

The BURGER KING® system operates more than 11,300 restaurants in all 50 states and in 69 countries and U.S. territories worldwide. Approximately 90 percent of BURGER KING® restaurants are owned and operated by independent franchisees, many of them family-owned operations that have been in business for decades. To learn more about Burger King Corp. please visit the company's web site at

www.burgerking.co.uk