Logo

Description automatically generated

**McDonald’s Food Trends (Wave 2)**

**Questionnaire**

**February 2022**

## FOR INTERNAL USE ONLY

|  |  |  |  |
| --- | --- | --- | --- |
| Client: | McDonalds | Job Number: | 211817 |
| Project Name: | Food Trends (Wave 2) | **Date:** | February 2022 |

|  |
| --- |
| **SAMPLE DESCRIPTION:** |

|  |  |  |  |
| --- | --- | --- | --- |
| Sample Size: | n=600 panel sample per dip | Methodology: | Online |
| Location: | Australia | **Incidence Rate:** | - |
| Length: | 10 minutes | **Sample Exclusion:** | - |
| Sampling  Method: | Quota based sampling  2-Stage sampling:  1 Stage. Nat-rep on entry first  2 Stage. Quota base sampling  Nat Rep on screener entry  Nat Rep on completes (IR: 100%) | **Device Compatibility:** | **Laptop/Desktop**  **Tablet**  **Smart phone** |

|  |
| --- |
| **PRIVACY:** |

|  |  |  |  |
| --- | --- | --- | --- |
| PII Collection | Not Applicable  Customer List involved  Collecting PII from respondents (e.g. email, address, video files) | Direct Incentive | Not Applicable  Game of Skill (requires T&C)  Game of Chance  (requires T&C and Permit) |

## QUESTIONNAIRE

| SECTION: | PURPOSE: | TIMING: |
| --- | --- | --- |
| SECTION S  SCREENER | * Age, gender, life stage (including age of kids) location,  income, education | **1 mins** |
| SECTION A  MACRO & PRODUCT TRENDS | * Consumption P1M, Momentum, Fit with McDonald’s, Action at MacDonald's asked in a general context | **4 mins** |
| SECTION B  BURGER INGREDIENT TRENDS | * Consumption P1M, Momentum, Fit with McDonald’s, Action at MacDonald's asked in a burger context | **3 mins** |
| SECTION Z:  FURTHER PROFILING | * Health/sustainability/food engagement , Including interest in carbon footprint, recycling and zero waste, Attitudes and behaviour to classify against food adoption curve, QSR and McDonald's customers | **2 mins** |
| TOTAL |  | **10 mins** |

Survey introduction **FOR PANEL ONLY**

Welcome to our survey!

The survey will take a **maximum of 10 minutes** for you to complete. Please answer each question on your screen before proceeding to the next screen. If you require a break at any stage, you can close your browser and return to the survey at a later time. All you need to do to resume is return to the My Survey portal and the survey will be waiting for you.

**PLEASE USE INTRODUCTION APPOPRIATE FOR PANEL PARTNER**

**INSERT BOT DETECTION (QCBOT)**

**INSERT HONESTY PLEDGE (QCHONEST)**

We believe in research

We want to remind you the company sponsoring this relies on the results to **make key business decisions**. Therefore, it’s very important that you provide **considered and accurate** responses.

You’ll notice simple questions unrelated to the survey topic, they’re part of our **quality controls**, to ensure you’re paying attention. If a respondent fails these questions, the survey may be treated as invalid.

Are you happy to co-operate with these **quality controls** and answer this **survey accurately**?

1. Yes

2. No **TERMINATE HERE**

|  |  |
| --- | --- |
| **SECTION S: SCREENER** | **1 MINS** |

**INTRO** Firstly, a few quick questions to make sure we’re surveying a good cross-section of the population.

1. **INDUSTRY** Do you or any of your immediate family work in the following industries?   
   *Please select all that apply.*

PROGRAMMER: ROTATE CODES 1-8, ALLOW MULTIPLE RESPONSE.

1. Marketing, advertising or media **TERMINATE**
2. Market research **TERMINATE**
3. Food manufacturing or marketing **TERMINATE**
4. Food retail **TERMINATE**
5. Banking and finance
6. Hospitality
7. Airlines or travel
8. Manufacturing or sale of cars
9. None of these

SCRIPTER: PLEASE SHOW S2 & S3 ON SAME PAGE

1. **AGE** Please type in your age in years: \_\_\_\_\_ **TERMINATE IF UNDER 18 OR OVER 64 YEARS**

RECORD EXACT AGE AND CODE INTO AGE CATEGORIES BELOW:

*S2b: (1) 18-24 (2) 25-34 (3) 35-49 (4) 50-64*

1. **GENDER** Are you…? **(SR)**
2. Male
3. Female
4. **REGION** Please type in your postcode: \_\_\_\_\_

RECORD EXACT POSTCODE AND CODE INTO CATEGORIES BELOW:

*S4b: State*

*S4c: (1) NSW & ACT (2) QLD & NT (3) VIC & TAS (4) SA (5) WA*

*S4d: Metro vs Regional*

1. **LIFESTAGE** Which of the following best describes the household you live in? **(SR)**  
   *Please select the one answer that most applies.*
2. Live with parents or boarding
3. Live alone
4. Live in a shared adult household
5. Live with partner
6. Live with my partner and children
7. Live with my children

**RECODE NET HH WITH CHILDREN S5 CODE 5 OR 6 - MONITOR**

SHOW S6 + S7 +S8 ON SAME SCREEN

AUTOPUNCH YES FOR S5=5/6

S6 CHILDREN Do you have children? SR

1. Yes
2. No

ASK IF CHILDREN (S5=5/6)

**S7** **NUMBER CHILDREN** How many children currently live in your household?

[INSERT NUMBER BOX] ONLY ALLOW ENTRY OF 1-20, AUTOPUNCH 0 FOR S5=1-4

ASK IF CHILDREN (S5=5/6)

**S8** **AGE CHILDREN** Which of the following age groups do your children living at home fall into? **MR**

*Please select all that apply.*

1. Under 5 years
2. 5-12 years
3. 13-17 years
4. 18+ years

**S8Bx1 HIDDEN LIFESTAGE**

1. **Gen Z/ Young Millennials (S2=16-22 & S5= 1 to 4)**
2. **Young SINKS/DINKS (S2=23-35 & S5= 1 to 4)**
3. **Older SINKS/DINKS (S2>36 & S5= 1 to 4)**
4. **Young family (S5= 5 to 6 & S8=1/2)**
5. **Older family (S5= 5 to 6 & S8=3/4)**

**S9** **education** Which of the following best describes your highest level of education?

*Please select one answer* **SR**

1. Year 10 or below
2. Year 11 or 12
3. Diploma or certificate from a college or TAFE including an apprenticeship
4. Degree of diploma from a university
5. Postgraduate degree

**S10 HH INCOME** Into which of the following groups does your total (pre-tax) personal annual income fall? **SR**

1. Under $20,000
2. $20,000 - $39,999
3. $40,000 - $59,999
4. $60,000 - $79,999
5. $80,000 - $99,999
6. $100,000 - $119,999
7. $120,000 - $149,999
8. $150,000 or more
9. Prefer not to say

MULTI-RESPONSE QC CHECK

ASK ALL – ASK BEFORE ANY CATEGORY QUALIFICATION QUESTIONS

**S11** Which of the following have you done in the **past 12 months**?

*Please select all that apply* **ROTATE, MR, TERMINATE IF SELECT ALL SEVEN RESPONSES**

1. Undergone an IVF cycle (Inc. egg retrieval &/or insemination)
2. Retired from work
3. Purchased an investment property
4. Graduated from University
5. Bought testosterone supplements
6. Taken an international holiday
7. Bought a yacht
8. None of these **ANCHOR, EXCLUSIVE**

**INSERT MAIN SURVEY QUALIFICATION QUESTIONS**

**QCCHECK1 INSERT 1st CHECKPOINT + SHOW MESSAGES (ASK ALL)**

|  |  |
| --- | --- |
| **SECTION A: MACRO AND PRODUCT TRENDS** | **4 mins** |

**INTRO**: We’d now like to ask you about the **food and drink** you may (or may not) have been eating or drinking recently. Some of the things we’ll ask you about will be specific types of food or drink, whilst others will be types of diet, cuisine or ingredient.

**BEGIN LOOP. RESPONDENT WILL REPEAT LOOP 17 TIMES ASSIGN MACRO & PRODUCT UNIT (SEE TABLE BELOW A4). ASSIGN UNIT BASED ON LEAST FILL. IF POSSIBLE, USE LOGIC TO BALANCE SAMPLE ASSIGNED TO UNITS ON AGE AND GENDER**

1. **CONSUMPTION:** Thinking of the [CATEGORY SPECIFIC PIPE IN] below, have you consumed it in the last month?

*Please select one*. **SR. SHOW MACRO & PRODUCT UNIT BELOW QUESTION, SHOW SCALE UNDER M&R UNIT**

1. Yes
2. No

**A2 MOMENTUM:** Thinking of the [CATEGORY SPECIFIC PIPE IN] below, do you hope to consume more or less of it in the next month? *Please select one*. **SR. SHOW MACRO & PRODUCT UNIT BELOW QUESTION, SHOW SCALE UNDER M&R UNIT**

1. Much more
2. A little more
3. The same
4. A little less
5. Much less

**A3 FIT:** Thinking of the [CATEGORY SPECIFIC PIPE IN] below, to what extent does it fit with your idea of the McDonald’s menu? *Please select one*. **SR. SHOW MACRO & PRODUCT UNIT BELOW QUESTION, SHOW SCALE UNDER M&R UNIT**

1. It fits really well on the McDonald’s menu
2. It fits fairly well on the McDonald’s menu
3. I don’t know/don’t have an opinion
4. It doesn’t fit that well on the McDonald’s menu
5. It doesn’t fit at all well on the McDonald’s menu

**A4 ACTION:** Thinking of the [CATEGORY SPECIFIC PIPE IN] below, if it was added to, or featured more on the McDonald’s menu, to what extent would this impact your likelihood to go to McDonald’s? *Please select one*. **SR. SHOW MACRO & PRODUCT UNIT BELOW QUESTION, SHOW SCALE UNDER M&R UNIT**

1. I’d be much more likely to go to McDonalds
2. I’d be somewhat more likely to go to McDonald’s
3. It would have no effect
4. I’d be somewhat less likely to go to McDonald’s
5. I’d be much less likely to go to McDonald’s

**END LOOP. REPEAT LOOP 17 TIMES WITH A DIFFERENT UNIT EACH TIME. RANDOMISE ORDER CODES SHOWN IN. INSERT HIDDEN COUNTING VARIABLE THAT SHOWS BASE OF EACH UNIT**

|  |  |  |  |
| --- | --- | --- | --- |
| Waves | CODE # | UNIT | PIPE IN |
|  |  | **DIETARY TRENDS** |  |
| **1,2** | **1** | Plant Based | food type |
| **1,2** | **2** | Flexitarian | food type |
| **1,2** | **3** | Vegetarian | food type |
| **1,2** | **4** | Vegan | food type |
| **1,2** | **5** | Gluten free | food type |
| **1,2** | **6** | Low Carb | food type |
| **1,2** | **7** | High Protein | food type |
| **1,2** | **8** | Low Sugar/Sugar Free | food type |
| **1,2** | **9** | Indulgent Treats | food type |
|  |  | **ETHICAL TRENDS** |  |
| **1,2** | **10** | Food with 100% Australian Ingredients | ethical approach to food/drink |
| **1,2** | **11** | Food with Regional Australian callouts e.g. grown in Tasmania/Adelaide/South Australia | ethical approach to food/drink |
| **1,2** | **12** | Recyclable Packaging | ethical approach to food/drink |
| **1,2** | **13** | RSPCA Approved | ethical approach to food/drink |
| **1,2** | **14** | Free Range Chicken/Eggs | ethical approach to food/drink |
| **1,2** | **15** | Sustainably Sourced Coffee Beans | ethical approach to food/drink |
| **2** | **83** | Free Range Chicken | ethical approach to food/drink |
| **2** | **84** | Free Range Eggs | ethical approach to food/drink |
|  |  | **CUISINES** |  |
| **1,2** | **16** | American BBQ | cuisine |
| **1,2** | **17** | Mexican/Tex Mex | cuisine |
| **1,2** | **18** | Thai | cuisine |
| **1,2** | **19** | Italian | cuisine |
| **1,2** | **20** | Japanese | cuisine |
| **1,2** | **21** | Middle Eastern | cuisine |
| **1,2** | **22** | Australian BBQ | cuisine |
| **1,2** | **23** | Asian Fusion | cuisine |
| **1,2** | **24** | Korean | cuisine |
|  |  | **CULINARY TRENDS** |  |
| **1,2** | **25** | Street Food | food type |
| **1,2** | **26** | Traditional Family Favourites | food type |
| **1,2** | **27** | Marinated Meats | food type |
| **1,2** | **28** | Food With Miso | food type |
| **1,2** | **29** | Food With Caramelised Flavours | food type |
| **1,2** | **30** | Food With Charred/Blackened Flavours | food type |
| **1,2** | **31** | Australian Natives Ingredients: e.g. Wattleseed, Lemon Myrtle | food type |
|  |  | **FORMATS** |  |
| **1,2** | **32** | Loaded Shakes | food type |
| **1,2** | **33** | Food in Sharing Boxes | food type |
| **1,2** | **34** | Gourmet Beef Burgers | food type |
| **1,2** | **35** | Large Chicken Burgers | food type |
| **1,2** | **36** | Chicken Waffle | food type |
| **1,2** | **37** | Fried Chicken with Gravy | food type |
| **1,2** | **38** | Fried Food | food type |
| **1** | **~~39~~** | ~~Sweet Potato Fries~~ | ~~food type~~ |
| **1,2** | **40** | Chicken Wraps | food type |
| **1,2** | **41** | Tacos | food type |
|  |  | **BEVERAGES** |  |
| **1,2** | **42** | Oat Milk | beverage type |
| **1,2** | **43** | Nitro Coffee | beverage type |
| **1,2** | **44** | Cold Brew | beverage type |
| **1,2** | **45** | Kombucha | beverage type |
| **1,2** | **46** | Coconut Water | beverage type |
| **1,2** | **47** | Immunity Boosting Drink | beverage type |
| **1,2** | **48** | Probiotic drink | beverage type |
| **1,2** | **49** | Milo | beverage type |
| **1,2** | **50** | Bubble Tea | beverage type |
| **1,2** | **51** | Smoothies | beverage type |
| **1,2** | **52** | Craft Sodas | beverage type |
| **2** | **85** | Flavoured Hot Coffee | beverage type |
| **2** | **86** | Flavoured Cold Coffee | beverage type |
|  |  | **SWEET INGREDIENTS** |  |
| **1,2** | **53** | Milk Chocolate | sweet/dessert ingredient |
| **1,2** | **54** | Chocolate Brownie | sweet/dessert ingredient |
| **1,2** | **55** | Nutella | sweet/dessert ingredient |
| **1,2** | **56** | Lotus Biscoff | sweet/dessert ingredient |
| **1,2** | **57** | Mango | sweet/dessert ingredient |
| **1,2** | **58** | Blueberry | sweet/dessert ingredient |
| **1,2** | **59** | Coconut | sweet/dessert ingredient |
| **1,2** | **60** | Matcha | sweet/dessert ingredient |
| **1,2** | **61** | Pavlova | sweet/dessert ingredient |
| **1,2** | **62** | Tiramisu | sweet/dessert ingredient |
|  |  | **BBQ** |  |
| **1,2** | **63** | Smokey BBQ Sauce | sauce |
| **1,2** | **64** | Texan BBQ Sauce | sauce |
| **1,2** | **65** | Spicy BBQ Sauce | sauce |
| **1,2** | **66** | BBQ Rib Sauce | sauce |
| **1,2** | **67** | Korean BBQ Sauce | sauce |
| **1,2** | **68** | Memphis BBQ Sauce | sauce |
|  |  | **MAYO** |  |
| **1,2** | **69** | Aioli | sauce |
| **1,2** | **70** | Smoky Mayo | sauce |
| **1,2** | **71** | Spicy Mayo | sauce |
| **1,2** | **72** | Truffle Aioli | sauce |
| **1,2** | **73** | Lemon Herb Aioli | sauce |
| **1,2** | **74** | Burger Sauce | sauce |
| **1,2** | **75** | Ranch Sauce | sauce |
| **1,2** | **76** | Pepper Mayo | sauce |
| **1,2** | **77** | Signature Sauce | sauce |
|  |  | **SPICY** |  |
| **1,2** | **78** | Jalapeno Sauce | sauce |
| **1,2** | **79** | Sriracha | sauce |
| **1,2** | **80** | Chipotle | sauce |
| **1,2** | **81** | Buffalo Sauce | sauce |
| **1,2** | **82** | Mighty Hot Sauce | sauce |
|  |  | **SIDES** |  |
| **2** | **87** | Potato Scallops | Sides |
| **2** | **88** | Mozzarella Sticks | Sides |
| **2** | **89** | Mac & Cheese Bites | Sides |
| **2** | **90** | Sweet Potato Fries | Sides |

CAPTURE TIME STAMP

|  |  |
| --- | --- |
| **SECTION B: BURGER INGREDIENT TRENDS** | **2 mins** |

**INTRO**: We’d now like to ask you about **burger ingredients** you may (or may not have) been eating recently. The questions are similar to the previous section but in this case we want you to think about **burgers only.**

**BEGIN LOOP. RESPONDENT WILL REPEAT LOOP 7 TIMES. ASSIGN BURGER UNIT (SEE TABLE BELOW B4). ASSIGN UNIT BASED ON LEAST FILL. IF POSSIBLE, USE LOGIC TO BALANCE SAMPLE ASSIGNED TO UNITS ON AGE AND GENDER**

**B1 CONSUMPTION:** Thinking of the burger ingredient below, have you consumed a burger with this ingredient in the last month?

*Please select one*. **SR. SHOW BURGER UNIT BELOW QUESTION, SHOW SCALE UNDER BURGER UNIT**

1. Yes
2. No

**B2 MOMENTUM:** Thinking of the burger ingredient below, do you hope to consume more or less burgers containing it in the next month? *Please select one*. **SR. SHOW BURGER UNIT BELOW QUESTION, SHOW SCALE UNDER BURGER UNIT**

1. Much more
2. A little more
3. The same
4. A little less
5. Much less

**B3 FIT:** Thinking of the burger ingredient below, to what extent does it fit with your idea of McDonald’s burgers? *Please select one*. **SR. SHOW BURGER UNIT BELOW QUESTION, SHOW SCALE UNDER BURGER UNIT**

1. It fits really well with McDonald’s burgers
2. It fits fairly well with McDonald’s burgers
3. I don’t know/don’t have an opinion
4. It doesn’t fit that well with McDonald’s burgers
5. It doesn’t fit at all well with McDonald’s burgers

**B4 ACTION:** Thinking of the burger ingredient below, if it was added to, or featured more on the McDonald’s burger menu, to what extent would this impact your likelihood to go to McDonald’s? *Please select one*. **SR. SHOW BURGER UNIT BELOW QUESTION, SHOW SCALE UNDER BURGER UNIT**

1. I’d be much more likely to go to McDonalds
2. I’d be somewhat more likely to go to McDonald’s
3. It would have no effect
4. I’d be somewhat less likely to go to McDonald’s
5. I’d be much less likely to go to McDonald’s

**END LOOP. REPEAT LOOP 7 TIMES WITH A DIFFERENT BURGER UNIT EACH TIME**

|  |  |  |
| --- | --- | --- |
| Waves | CODE # | UNIT |
|  |  | **~~PRODUCE~~ BURGER TOPPINGS** |
| **1,2** | 1 | Roma Tomatoes |
| **1,2** | 2 | Cos Lettuce |
| **1,2** | 3 | Pickled Vegetables |
| **1,2** | 4 | Slaw |
| ~~1~~ | ~~5~~ | ~~Roasted Pumpkin~~ |
| **1,2** | 6 | Rocket |
| **1,2** | 7 | Baby Spinach |
|  |  | **BUNS** |
| **1,2** | 8 | Multigrain Bun |
| **1,2** | 9 | Sourdough Bun |
| **1,2** | 10 | Milk Bun |
| **~~1,2~~** | ~~11~~ | ~~Potato Bun~~ |
| **~~1,2~~** | ~~12~~ | ~~Donut Bun~~ |
| **~~1,2~~** | ~~13~~ | ~~Pretzel Bun~~ |
| **1,2** | 14 | Waffle as a bun |
| **1,2** | 15 | Flatbread |
|  |  | **PROTEIN** |
| **1,2** | 16 | Southern Fried Chicken |
| **1,2** | 17 | Slow Cooked/Pulled Meats |
| **1,2** | 18 | Brisket |
| **1,2** | 19 | Angus Premium Blends |
| **1,2** | 20 | Ribs |
| **1,2** | 21 | Aged beef |
| **1,2** | 22 | Smoked Meats |
| **1,2** | 23 | Spicy Bacon |
| **1,2** | 24 | Katsu |
| **1,2** | 25 | Karaage Chicken |
| **1,2** | 26 | Korean Fried Chicken |
|  |  | **BURGER TOPPINGS** |
| **1,2** | 27 | Jalapenos |
| **1,2** | 28 | Hash Brown |
| **1,2** | 29 | Crispy Onions |
| **~~1,2~~** | ~~30~~ | ~~Potato Scallops~~ |
| **~~1,2~~** | ~~31~~ | ~~Mozzarella Sticks~~ |
| **1,2** | 32 | Grilled Portabello Mushrooms |
| **1,2** | 33 | Fried Pickles |
| **1,2** | 34 | Smoked Cheese |
| **1,2** | 35 | Spicy Cheese |
| **1,2** | 36 | Egg |
| **1,2** | 37 | Pineapple |
|  |  | **BURGER TOPPINGS** |
| 2 | 38 | Corn Chips/Tortilla Chips |
|  |  | **Buns** |
| 2 | 39 | Brioche Bun |
| 2 | 40 | Gourmet Bun |
| 2 | 41 | Sweet Potato Bun |
| 2 | 42 | Damper Bun |

CAPTURE TIME STAMP

|  |  |
| --- | --- |
| **SECTION C: FURTHER PROFILING** | **3 min** |

The next section of this survey is all about your attitudes and behaviours towards different foods and drinks.

**(SD1 TO SD9 USED TO ASSIGN ADOPTION CURVE GROUP – CANNOT BE EDITED)**

**SD1 ADOPTION** Do you tend to be the first to try new foods/drinks? **SR**

1. Yes
2. No

**SD2 READERSHIP** Do you **read** restaurant reviews at Broadsheet, Concrete Playground and/ or Urban List at least once a week? **SR**

1. Yes
2. No

**SD3 ENGAGEMENT** How many food-related social media accounts do you follow?   
*Please type in a number*

99. Don’t Know

**SD4 MULTIPLIER** Do you regularly **write** reviews on websites like Broadsheet, Concrete Playground and/ or Urban List?

1. Yes
2. No

**SD5 FOOD ADVISOR** Do people ask you for advice or recommendations on food/drinks or eating out at restaurants? **SR**

1. Yes
2. No

**SD6 FOOD PASSION** Is food an active interest of yours? **SR**

1. Yes
2. No

**SD7 FOOD CREATOR** Do you enjoy creating meals or recipes using new and exciting ingredients? **SR**

1. Yes
2. No

**SD8 MCDONALDS FREQUENCY** How often do you buy and personally eat/drink items from McDonald’s? **SR***Please select one*

9 At least **5 times or more a week**

8 At least **2-3 times a week**

7 At least **once a week**

6 At least **once a fortnight**

5 At least **once a month**

4 At least **once every 2-3 months**

3 At least **once every 6 months**

2 **Once a year**

1 **Less often MONITOR**

**SD9 MCDONALD’S FOOD TYPES** How often do you tend to **buy and personally eat/drink the following types of food/drink from McDonald’s**? **CAROUSEL, SR PER ROW. ROTATE ROWS**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **5 times or more a week** | **2-3 times a week** | At least **once a week** | At least **once a fortnight** | At least **once a month** | At least **once** **every  2-3 months** | At least **once** **every 6 months** | **Once a year** | **Less often** |
| 1 | Burger Classics, like Big Mac, Quarter Pounder, McChicken, Hamburger, Cheeseburger | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| 2 | ‘Select’ Burgers, with high-quality, specially selected ingredients, like Angus Burger, Wagyu burger, Chicken Clubhouse, BBQ Bacon Lovers | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| 3 | Salads | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| 4 | Wraps | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| 5 | Ice cream | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| 6 | Sides like fries, hash browns etc. | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| 8 | Breakfast items, like hotcakes, English muffins, brekkie rolls | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| 8 | Food from McCafé, like muffins, banana bread | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| 9 | Beverages incl. shakes | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| 10 | Coffee | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |

**SD10** **CAT INSIGHTS:** Please indicate how much you personally **agree or disagree** with each of the following statements. *Please select one answer per statement* **SR PER ROW. SHOW STATEMENTS IN CAROSEL. RANDOMISE ORDER OF STATEMENTS**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **THEME** | **STATEMENT** | Do not agree at all |  |  |  | Agree completely |
| HEALTH | I prioritise good health when making choices about food | 1 | 2 | 3 | 4 | 5 |
| SUSTAINABILITY | Sustainability of ingredients and food processes are important to me and an influence on my food choices | 1 | 2 | 3 | 4 | 5 |
| FOOD ENGAGEMENT | I consider myself a food enthusiast, taking an interest in cooking, food trends and restaurants | 1 | 2 | 3 | 4 | 5 |
| CARBON FOOTPRINT | The carbon footprint of ingredients and food processes are important to me and an influence on my food choices | 1 | 2 | 3 | 4 | 5 |
| RECYCLING | Recycling is important to me and an influence on my food choices | 1 | 2 | 3 | 4 | 5 |
| ZERO WASTE | Minimising food waste is a priority for me | 1 | 2 | 3 | 4 | 5 |
| FLEXITARIAN | I am actively reducing my meat intake | 1 | 2 | 3 | 4 | 5 |

**SD11 EATEN AT:** Which of these restaurants have you **eaten at in the past 3 months**? *Please select all that apply.* **MR, RANDOMISE**

1. McDonald’s
2. KFC
3. Hungry Jack’s
4. Grill’d
5. Red Rooster
6. Oporto
7. Nando’s
8. None of these **ANCHOR, EXCLUSIVE**

**EXIT** That’s the end of the survey – thank you for your time.If you have any comments about this survey, please type them into the box below.

[INSERT TEXT BOX] **NON-MANDATORY**