

Original Survey

*This survey was given to 200,000 Oregonians

A McDonald's Survey for Oregonians

Demographics

Your age range is

- ☐ 12 and under
- ☐ 13 to 18
- ☐ 19 to 30
- ☐ 31 and over

Your gender is

- ☐ Male
- ☐ Female
- ☐ Prefer not to specify

Eating Habits

What types of meat do you eat?

- ☐ Red meats (beef, pork, etc)
- ☐ White meats (poultry - chicken, etc)
- ☐ Seafood (shellfish, fish, etc)
- ☐ I don't eat meat
- ☐ Other (please specify) _____

Please select the choice that best fits your diet

- ☐ Lacto-ovo vegetarian
- ☐ Semi-vegetarian (avoids some meats most of the time and / or eats only fish and poultry)
- ☐ Vegan
- ☐ Raw foodist or fruitarian
- ☐ None of the above

Please check all dietary issues you currently have

- ☐ I have no dietary issues
- ☐ Lactose intolerant
- ☐ Wheat sensitivity or allergy (celiac disease)
- ☐ Phenylketonuria
- ☐ Yeast allergy
- ☐ Peanut (or other nut) allergy
- ☐ Egg allergy
- ☐ Fish or shellfish allergy
- ☐ Soy allergy
- ☐ Other (please specify) _____

Experience at McDonald's

How often do you eat at McDonald's?

- ☐ Daily
- ☐ 2-3 Times a Week
- ☐ Once a Week
- ☐ 2-3 Times a Month
- ☐ Once a Month
- ☐ Less than Once a Month
- ☐ Never

Are you satisfied with the variety of menu choices at your local McDonald's?

- ☐ Yes
- ☐ No
- ☐ I don't know

If your local McDonald's were to add international food choices to its menu, would you try them?

- ☐ Yes
- ☐ No
- ☐ I don't know

If your local McDonald's were to add international food choices to its menu, which type of item would be most appealing to you?

- ☐ Breakfast
- ☐ Lunch or dinner
- ☐ Snacks or appetizers
- ☐ Desert
- ☐ No preference

If your local McDonald's were to add international food choices to its menu, what kinds of cuisines would you like to see? (Choose 3)

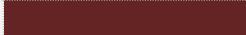

- ☐ American
- ☐ Chinese
- ☐ French
- ☐ Indian
- ☐ Italian
- ☐ Japanese
- ☐ Mexican
- ☐ Thai
- ☐ Other (please specify) _____
- ☐ Other (please specify) _____
- ☐ Other (please specify) _____

If you don't eat at McDonald's, please briefly explain why:




Survey Results

*Results are based on 200,000 Oregonians who had been given this survey






1. Your age range is

#	Answer		%
1	12 and under		0%
2	13 to 18		0%
3	19 to 30		75%
4	31 and over		25%

2. Your gender is

#	Answer		%
1	Male		63%
2	Female		25%
3	Prefer not to specify		13%

3. What types of meat do you eat?

#	Answer		%
1	Red meats (beef, pork, etc)		31%
2	White meats (poultry - chicken, etc)		31%
3	Seafood (shellfish, fish, etc)		25%
4	I don't eat meat		9%
5	Other (please specify)		3%

Other (please specify)

I was vegetarian for about half my life. Now I try to only have organic, free-range, naturally fed non-vegetarian proteins.

4. Please select the choice that best fits your diet

#	Answer		%
1	Lacto-ovo vegetarian		6%
2	Semi-vegetarian (avoids some meats most of the time and / or eats only fish and poultry)		6%
3	Vegan		6%
4	Raw foodist or fruitarian		0%
5	None of the above		81%

5. Please check all dietary issues you currently have

#	Answer		%
1	I have no dietary issues		75%
2	Lactose intolerant		6%
3	Wheat sensitivity or allergy (celiac disease)		0%
4	Phenylketonuria		0%
5	Yeast allergy		0%
6	Peanut (or other nut) allergy		0%
7	Egg allergy		6%
8	Fish or shellfish allergy		6%
9	Soy allergy		0%
10	Other (please specify)		6%

Other (please specify)

Allergy to certain cheeses: Gorgonzola and bleu. If you had a salad with those in it, I could not order that salad (or dressing).

6. How often do you eat at McDonald's?

#	Answer		%
1	Daily		0%
2	2-3 Times a Week		0%
3	Once a Week		13%
4	2-3 Times a Month		0%
5	Once a Month		25%
6	Less than Once a Month		38%
7	Never		25%

7. Are you satisfied with the variety of menu choices at your local McDonald's?

#	Answer		%
1	Yes		38%
2	No		19%
3	I don't know		44%

8. If your local McDonald's were to add international food choices to its menu, would you try them?

#	Answer		%
1	Yes		69%
2	No		19%
3	I don't know		13%

9. If your local McDonald's were to add international food choices to its menu, which type of item would be most appealing to you?

#	Answer		%
1	Breakfast	<div></div>	13%
2	Lunch or dinner	<div></div>	38%
3	Snacks or appetizers	<div></div>	13%
4	Desert	<div></div>	0%
5	No preference	<div></div>	38%

10. If your local McDonald's were to add international food choices to its menu, what kinds of cuisines would you like to see? (Choose 3)

#	Answer		%
1	American	<div></div>	2%
2	Chinese	<div></div>	19%
3	French	<div></div>	5%
4	Indian	<div></div>	9%
5	Italian	<div></div>	16%
6	Japanese	<div></div>	21%
7	Mexican	<div></div>	14%
8	Thai	<div></div>	5%
9	Other (please specify)	<div></div>	9%

Other (please specify)

Korean

Jewish

Korean

Russian

Viet

11. If you don't eat at McDonald's, please briefly explain why

Text Response

few vegetarian options

most of the food is made of fillers, and isn't quality food. i don't eat any fast food

Generally, I endeavor to avoid fast food, because of the way animals mass-produced for slaughter are treated, because I used to be vegetarian, and because of the tremendous quantity of packaging waste manufactured by the industry, as well as its low wages and typical lack of organic ingredients.

I have enough trouble keeping fit without introducing fast food into the picture, I'm not a big fan of fast food, and I prefer to support local businesses.

Do not prefer fast-food