**APPENDIX**

**vb**

**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, which cuisine would be most appealing to you?

* 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

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| **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) | |  |  | | --- | --- | |  |  | | 63% | | 2 | White meats (poultry - chicken, etc) | |  |  | | --- | --- | |  |  | | 63% | | 3 | Seafood (shellfish, fish, etc) | |  |  | | --- | --- | |  |  | | 50% | | 4 | I don't eat meat | |  |  | | --- | --- | |  |  | | 19% | | 5 | Other (please specify) | |  |  | | --- | --- | |  |  | | 6% |  |  | | --- | | 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 | |  |  | | --- | --- | |  |  | | 13% | | 2 | Lunch or dinner | |  |  | | --- | --- | |  |  | | 38% | | 3 | Snacks or appetizers | |  |  | | --- | --- | |  |  | | 13% | | 4 | Desert |  | 0% | | 5 | No preference | |  |  | | --- | --- | |  |  | | 38% |   **10. If your local McDonald’s were to add international food choices to its menu, which cuisine would be most appealing to you?**   |  |  |  |  | | --- | --- | --- | --- | | # | Answer |  | % | | 1 | American | |  |  | | --- | --- | |  |  | | 2% | | 2 | Chinese | |  |  | | --- | --- | |  |  | | 19% | | 3 | French | |  |  | | --- | --- | |  |  | | 5% | | 4 | Indian | |  |  | | --- | --- | |  |  | | 9% | | 5 | Italian | |  |  | | --- | --- | |  |  | | 16% | | 6 | Japanese | |  |  | | --- | --- | |  |  | | 21% | | 7 | Mexican | |  |  | | --- | --- | |  |  | | 14% | | 8 | Thai | |  |  | | --- | --- | |  |  | | 5% | | 9 | Other (please specify) | |  |  | | --- | --- | |  |  | | 9% |  |  | | --- | | Other (please specify) | | Korean | | Jewish | | Viet | | Russian |   **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 | |