

EXAMPLE OF A MODEL QUESTIONNAIRE FOR MCDONALDS TO MEASURE THE IMPACT OF SUPERSIZE ME

1. Have you seen the documentary "Supersize Me"? (please circle your answer)

Yes No

2. Before seeing the documentary, how many times did you visit McDonalds?

Never Once a month Once a Week Twice a Week Three or more times a Week

3. After seeing the documentary, how many times do you now visit McDonalds?

Never Once a month Once a Week Twice a Week Three or more times a Week

4. If there has been a change since the film, could you give an indication of what claims the film made has influenced this decision? (more than one can be ticked)

Health Concerns		Weight Gain		Marketing towards Children	
Calories in the Food		Addiction		Food Preparation	

5. Which of these products are you most likely to buy from McDonalds?

	Before Supersize Me	After Supersize Me
Burgers (Beef)		
Burgers (chicken)		
Fries		
Salads		
Happy Meals		
Wraps		

6. If you purchase drinks, which are you most likely to buy from McDonalds?

	Before Supersize Me	After Supersize Me
No Drink		
Fizzy Drinks		
Water		
Milkshakes		
Coffee/Tea		

7. How would you rate how healthy the following foods are from the McDonalds Menu?

	Very Unhealthy	Unhealthy	No Opinion	Healthy	Very Healthy
Burgers (Beef)					
Burgers (chicken)					
Fries					
Salads					
Happy Meals					
Wraps					