

YouGov NY
QSR

US nationally representative sample: June 19-20, 2017



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other

In general, how easy or hard do you think it is to make healthy eating choices?

Unweighted base	1145	519	626	316	356	473	230	246	397	272	809	120	126	90
Base: All US adults	1139	565	574	360	337	442	219	232	409	279	739	139	176	85
Very easy	15%	18%	13%	19%	16%	12%	14%	12%	16%	19%	12%	24%	21%	17%
Somewhat easy	36%	36%	36%	33%	32%	42%	37%	37%	37%	35%	39%	31%	32%	34%
Somewhat hard	34%	33%	36%	32%	36%	35%	36%	34%	37%	30%	36%	32%	27%	39%
Very hard	11%	8%	13%	11%	13%	9%	11%	14%	10%	9%	10%	12%	12%	7%
Don't know	3%	4%	2%	5%	3%	3%	2%	4%	1%	7%	3%	1%	8%	3%
Net: Easy	52%	55%	49%	52%	48%	54%	51%	49%	52%	54%	51%	55%	53%	51%
Net: Hard	45%	41%	48%	43%	49%	43%	47%	47%	46%	39%	46%	44%	39%	46%

Do you believe diet or exercise is more important to maintain a healthy lifestyle, or are they equally important? Please select the option that best applies.

Unweighted base	1145	519	626	316	356	473	230	246	397	272	809	120	126	90
Base: All US adults	1139	565	574	360	337	442	219	232	409	279	739	139	176	85
Diet is much more important than exercise	7%	9%	6%	12%	6%	5%	8%	6%	7%	9%	7%	9%	6%	10%
Diet is somewhat more important than exercise	12%	12%	12%	13%	15%	9%	16%	12%	10%	13%	14%	8%	9%	15%
Diet and exercise are equally important	67%	63%	71%	58%	67%	74%	63%	72%	70%	62%	67%	69%	67%	61%
Exercise is somewhat more important than diet	5%	5%	5%	8%	5%	3%	6%	5%	4%	5%	5%	2%	5%	5%
Exercise is much more important than diet	3%	3%	3%	3%	3%	3%	3%	3%	3%	4%	3%	6%	1%	3%
Don't know	5%	7%	3%	6%	4%	6%	4%	2%	6%	7%	3%	6%	12%	6%
Net: Diet	20%	22%	18%	26%	21%	14%	24%	18%	17%	22%	21%	17%	15%	25%
Net: Exercise	8%	9%	7%	10%	8%	6%	9%	8%	7%	9%	9%	8%	6%	8%

In general how much more or less healthy do you think the food at fast food restaurants is now compared to five years ago, or is it the same? Please select the option that best applies.

Unweighted base	1145	519	626	316	356	473	230	246	397	272	809	120	126	90
Base: All US adults	1139	565	574	360	337	442	219	232	409	279	739	139	176	85
Much more healthy now	9%	9%	8%	14%	8%	5%	9%	7%	8%	11%	7%	16%	11%	4%
Somewhat more healthy now	32%	29%	34%	23%	29%	41%	32%	32%	31%	32%	36%	27%	22%	23%
Equally as healthy/unhealthy	36%	38%	35%	36%	43%	32%	39%	40%	35%	33%	40%	27%	27%	43%
Somewhat less healthy now	9%	9%	9%	9%	9%	9%	6%	10%	10%	9%	7%	13%	12%	12%
Much less healthy now	7%	6%	7%	9%	6%	5%	6%	5%	8%	7%	4%	9%	16%	6%
Don't know	7%	8%	7%	9%	5%	8%	7%	6%	7%	8%	6%	8%	12%	12%
Net: More healthy	40%	39%	42%	37%	37%	46%	41%	39%	39%	43%	43%	44%	33%	27%
Net: Less healthy	16%	15%	16%	18%	15%	14%	12%	15%	18%	16%	11%	21%	29%	17%

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Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership

In general, how easy or hard do you think it is to make healthy eating choices?

Unweighted base	1145	442	380	207	116	526	20	122	48	390	39
Base: All US adults	1139	477	359	195	108	500	19	121	50	412	37
Very easy	15%	16%	16%	10%	21%	14%	18%	16%	14%	17%	21%
Somewhat easy	36%	33%	34%	46%	42%	37%	41%	44%	46%	33%	24%
Somewhat hard	34%	33%	39%	33%	29%	34%	26%	32%	40%	34%	39%
Very hard	11%	12%	10%	10%	8%	11%	15%	7%	-	13%	7%
Don't know	3%	6%	1%	3%	0%	4%	-	1%	-	4%	9%
Net: Easy	52%	49%	50%	55%	63%	51%	59%	60%	60%	50%	45%
Net: Hard	45%	44%	49%	42%	37%	45%	41%	39%	40%	47%	46%

Do you believe diet or exercise is more important to maintain a healthy lifestyle, or are they equally important? Please select the option that best applies.

Unweighted base	1145	442	380	207	116	526	20	122	48	390	39
Base: All US adults	1139	477	359	195	108	500	19	121	50	412	37
Diet is much more important than exercise	7%	7%	8%	7%	8%	8%	5%	7%	2%	9%	-
Diet is somewhat more important than exercise	12%	10%	11%	17%	19%	14%	-	4%	15%	13%	12%
Diet and exercise are equally important	67%	65%	69%	69%	64%	68%	85%	77%	74%	62%	60%
Exercise is somewhat more important than diet	5%	5%	6%	3%	5%	4%	-	2%	4%	7%	11%
Exercise is much more important than diet	3%	3%	4%	1%	3%	3%	4%	4%	4%	3%	5%
Don't know	5%	9%	2%	2%	1%	5%	5%	6%	2%	5%	12%
Net: Diet	20%	17%	18%	24%	27%	21%	5%	11%	17%	22%	12%
Net: Exercise	8%	8%	10%	4%	8%	6%	4%	6%	7%	10%	16%

In general how much more or less healthy do you think the food at fast food restaurants is now compared to five years ago, or is it the same? Please select the option that best applies.

Unweighted base	1145	442	380	207	116	526	20	122	48	390	39
Base: All US adults	1139	477	359	195	108	500	19	121	50	412	37
Much more healthy now	9%	8%	11%	5%	9%	7%	10%	9%	9%	11%	7%
Somewhat more healthy now	32%	28%	29%	42%	40%	37%	38%	35%	38%	25%	21%
Equally as healthy/unhealthy	36%	36%	38%	33%	40%	37%	20%	30%	23%	39%	46%
Somewhat less healthy now	9%	9%	10%	9%	4%	7%	21%	13%	24%	8%	7%
Much less healthy now	7%	8%	6%	7%	3%	6%	8%	5%	1%	9%	3%
Don't know	7%	11%	5%	4%	5%	6%	4%	8%	4%	8%	16%
Net: More healthy	40%	36%	40%	47%	49%	44%	47%	44%	47%	35%	28%
Net: Less healthy	16%	17%	16%	16%	6%	13%	29%	18%	26%	17%	10%

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Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

In general, how easy or hard do you think it is to make healthy eating choices?

Unweighted base	1145	279	866	426	322	238	159
Base: All US adults	1139	283	856	451	307	216	165
Very easy	15%	19%	14%	19%	13%	13%	14%
Somewhat easy	36%	33%	38%	33%	38%	44%	32%
Somewhat hard	34%	33%	35%	34%	37%	36%	26%
Very hard	11%	11%	10%	12%	10%	7%	13%
Don't know	3%	5%	3%	2%	1%	0%	14%
Net: Easy	52%	51%	52%	52%	51%	57%	47%
Net: Hard	45%	44%	45%	46%	48%	43%	39%

Do you believe diet or exercise is more important to maintain a healthy lifestyle, or are they equally important? Please select the option that best applies.

Unweighted base	1145	279	866	426	322	238	159
Base: All US adults	1139	283	856	451	307	216	165
Diet is much more important than exercise	7%	9%	7%	8%	7%	9%	5%
Diet is somewhat more important than exercise	12%	14%	12%	9%	12%	21%	12%
Diet and exercise are equally important	67%	62%	68%	69%	69%	62%	65%
Exercise is somewhat more important than diet	5%	5%	5%	4%	7%	4%	4%
Exercise is much more important than diet	3%	4%	3%	4%	3%	3%	2%
Don't know	5%	6%	5%	7%	2%	1%	13%
Net: Diet	20%	23%	19%	17%	18%	30%	17%
Net: Exercise	8%	9%	8%	7%	11%	7%	6%

In general how much more or less healthy do you think the food at fast food restaurants is now compared to five years ago, or is it the same? Please select the option that best applies.

Unweighted base	1145	279	866	426	322	238	159
Base: All US adults	1139	283	856	451	307	216	165
Much more healthy now	9%	13%	7%	9%	9%	9%	7%
Somewhat more healthy now	32%	31%	32%	25%	34%	44%	29%
Equally as healthy/unhealthy	36%	36%	37%	37%	39%	35%	32%
Somewhat less healthy now	9%	8%	9%	12%	9%	5%	6%
Much less healthy now	7%	7%	7%	8%	6%	3%	9%
Don't know	7%	6%	8%	9%	3%	3%	17%
Net: More healthy	40%	43%	40%	34%	43%	53%	36%
Net: Less healthy	16%	15%	16%	20%	15%	8%	15%

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Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None

In general, how easy or hard do you think it is to make healthy eating choices?

Unweighted base	1145	904	407	314	300	84	312	91	309	5	182	29	20	13	138
Base: All US adults	1139	901	406	300	302	91	295	97	315	5	195	28	19	14	139
Very easy	15%	16%	17%	11%	20%	21%	11%	15%	19%	41%	20%	32%	32%	7%	10%
Somewhat easy	36%	36%	38%	40%	33%	39%	39%	39%	31%	19%	35%	36%	24%	12%	45%
Somewhat hard	34%	35%	30%	37%	30%	28%	37%	36%	34%	23%	30%	21%	36%	18%	28%
Very hard	11%	11%	12%	10%	14%	10%	12%	6%	13%	16%	12%	11%	8%	6%	9%
Don't know	3%	2%	2%	2%	4%	2%	1%	5%	3%	-	3%	-	-	56%	8%
Net: Easy	52%	52%	55%	52%	53%	60%	50%	54%	50%	61%	55%	68%	56%	20%	55%
Net: Hard	45%	46%	43%	47%	43%	38%	49%	41%	47%	40%	42%	32%	44%	24%	36%

Do you believe diet or exercise is more important to maintain a healthy lifestyle, or are they equally important? Please select the option that best applies.

Unweighted base	1145	904	407	314	300	84	312	91	309	5	182	29	20	13	138
Base: All US adults	1139	901	406	300	302	91	295	97	315	5	195	28	19	14	139
Diet is much more important than exercise	7%	8%	12%	10%	12%	8%	6%	14%	9%	-	13%	8%	7%	11%	7%
Diet is somewhat more important than exercise	12%	12%	12%	17%	14%	11%	13%	10%	13%	15%	12%	12%	13%	-	11%
Diet and exercise are equally important	67%	68%	65%	64%	60%	54%	71%	62%	66%	35%	61%	62%	75%	25%	64%
Exercise is somewhat more important than diet	5%	5%	6%	5%	6%	9%	6%	9%	6%	23%	8%	13%	-	6%	5%
Exercise is much more important than diet	3%	3%	3%	2%	3%	7%	3%	2%	3%	26%	4%	6%	-	6%	3%
Don't know	5%	4%	3%	2%	5%	10%	2%	2%	3%	-	3%	-	4%	52%	10%
Net: Diet	20%	20%	23%	27%	26%	19%	19%	24%	22%	15%	25%	20%	20%	11%	18%
Net: Exercise	8%	8%	9%	7%	9%	16%	8%	12%	9%	49%	12%	19%	-	12%	7%

In general how much more or less healthy do you think the food at fast food restaurants is now compared to five years ago, or is it the same? Please select the option that best applies.

Unweighted base	1145	904	407	314	300	84	312	91	309	5	182	29	20	13	138
Base: All US adults	1139	901	406	300	302	91	295	97	315	5	195	28	19	14	139
Much more healthy now	9%	10%	12%	8%	14%	15%	9%	11%	13%	41%	14%	18%	14%	-	2%
Somewhat more healthy now	32%	31%	30%	36%	26%	22%	34%	26%	29%	-	25%	27%	42%	-	37%
Equally as healthy/unhealthy	36%	36%	35%	34%	37%	30%	35%	38%	35%	59%	37%	44%	36%	37%	33%
Somewhat less healthy now	9%	9%	9%	12%	10%	15%	9%	10%	11%	-	11%	8%	7%	-	9%
Much less healthy now	7%	7%	6%	5%	7%	9%	8%	9%	7%	-	10%	-	-	-	6%
Don't know	7%	6%	6%	4%	6%	10%	4%	7%	5%	-	4%	3%	-	63%	12%
Net: More healthy	40%	42%	43%	45%	40%	37%	43%	37%	42%	41%	39%	45%	57%	-	39%
Net: Less healthy	16%	16%	15%	17%	17%	24%	18%	19%	18%	-	20%	8%	7%	-	16%

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Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other

Which ONE, if any, of the following options at a fast food restaurant do you think is the healthiest?

Unweighted base	1145	519	626	316	356	473	230	246	397	272	809	120	126	90
Base: All US adults	1139	565	574	360	337	442	219	232	409	279	739	139	176	85
Burgers	4%	5%	2%	6%	4%	1%	5%	1%	4%	5%	3%	8%	5%	3%
Chicken sandwiches	6%	7%	5%	4%	10%	4%	6%	5%	6%	5%	7%	4%	5%	4%
Chicken nuggets/tenders	2%	2%	2%	4%	2%	1%	2%	2%	3%	2%	2%	1%	2%	6%
Smoothies	6%	6%	7%	13%	6%	2%	4%	6%	8%	7%	5%	15%	7%	3%
Salads	52%	50%	54%	41%	53%	61%	51%	59%	54%	44%	52%	58%	55%	35%
Wraps	9%	7%	12%	9%	7%	11%	10%	10%	10%	7%	10%	5%	7%	12%
Rice bowls	5%	6%	5%	6%	4%	6%	4%	4%	4%	9%	6%	2%	4%	5%
Other	2%	3%	2%	2%	2%	2%	2%	3%	1%	3%	2%	2%	1%	5%
Not applicable - there are no healthy options	13%	15%	11%	15%	12%	12%	14%	10%	11%	17%	12%	6%	14%	27%

How much of an impact, if any, does/would seeing calorie/nutritional information on a menu have on your purchase decision?

Unweighted base	1145	519	626	316	356	473	230	246	397	272	809	120	126	90
Base: All US adults	1139	565	574	360	337	442	219	232	409	279	739	139	176	85
A large impact	23%	20%	26%	22%	24%	24%	21%	19%	26%	25%	23%	23%	25%	21%
Somewhat of an impact	34%	34%	35%	38%	31%	33%	36%	35%	32%	34%	34%	37%	31%	34%
Not impact very much	20%	21%	19%	18%	22%	20%	21%	24%	20%	16%	21%	22%	18%	18%
No impact at all	17%	19%	15%	14%	18%	19%	15%	19%	18%	16%	18%	12%	16%	18%
Don't know	5%	5%	5%	8%	5%	3%	6%	3%	4%	9%	4%	6%	10%	9%
Net: Impact	57%	54%	60%	59%	55%	57%	57%	54%	58%	59%	57%	60%	56%	54%
Net: No impact	37%	41%	34%	32%	40%	40%	37%	43%	38%	32%	39%	34%	34%	36%

Which, if any, of the following pieces of nutritional information do you think fast food restaurants should show on their menus? Please select all that apply.

Unweighted base	1145	519	626	316	356	473	230	246	397	272	809	120	126	90
Base: All US adults	1139	565	574	360	337	442	219	232	409	279	739	139	176	85
Calorie counts	59%	56%	62%	59%	59%	59%	61%	59%	63%	52%	63%	58%	46%	56%
Basic nutrition facts (e.g., levels of sodium, fat, sugar, etc.)	65%	62%	68%	59%	66%	69%	64%	65%	69%	61%	67%	69%	54%	63%
Sourcing certifications (e.g., Free range, Non-GMO, etc.)	33%	32%	34%	33%	34%	32%	36%	26%	31%	38%	32%	36%	33%	36%
Dietary restrictions (e.g., allergy information, Gluten free, etc.)	47%	42%	52%	46%	46%	50%	49%	47%	50%	42%	50%	48%	33%	50%
Where the product comes from (e.g., US beef, etc.)	43%	44%	42%	39%	39%	49%	46%	37%	44%	43%	43%	46%	40%	41%
Other information	5%	6%	4%	6%	6%	5%	5%	4%	5%	7%	4%	9%	4%	13%
Not applicable - I do not think there should be any nutritional information on the menu	11%	13%	8%	12%	9%	10%	10%	12%	7%	15%	9%	8%	18%	12%

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Which ONE, if any, of the following options at a fast food restaurant do you think is the healthiest?

Unweighted base	1145	442	380	207	116	526	20	122	48	390	39
Base: All US adults	1139	477	359	195	108	500	19	121	50	412	37
Burgers	4%	4%	4%	4%	3%	3%	23%	2%	5%	5%	4%
Chicken sandwiches	6%	6%	5%	7%	6%	6%	5%	8%	2%	6%	4%
Chicken nuggets/tenders	2%	2%	2%	3%	2%	2%	-	2%	4%	3%	3%
Smoothies	6%	7%	5%	8%	8%	6%	-	1%	2%	9%	8%
Salads	52%	54%	51%	49%	51%	53%	55%	54%	59%	49%	48%
Wraps	9%	8%	11%	10%	9%	10%	9%	11%	3%	9%	11%
Rice bowls	5%	5%	6%	4%	8%	5%	-	7%	5%	6%	3%
Other	2%	2%	3%	1%	3%	2%	-	2%	7%	2%	-
Not applicable - there are no healthy options	13%	12%	13%	14%	10%	13%	8%	13%	13%	12%	18%

How much of an impact, if any, does/would seeing calorie/nutritional information on a menu have on your purchase decision?

Unweighted base	1145	442	380	207	116	526	20	122	48	390	39
Base: All US adults	1139	477	359	195	108	500	19	121	50	412	37
A large impact	23%	19%	24%	23%	37%	26%	8%	25%	16%	20%	19%
Somewhat of an impact	34%	29%	36%	41%	38%	33%	48%	31%	38%	36%	31%
Not impact very much	20%	22%	20%	19%	12%	19%	22%	27%	17%	21%	15%
No impact at all	17%	20%	17%	13%	11%	18%	14%	17%	29%	15%	19%
Don't know	5%	9%	3%	3%	3%	4%	8%	-	-	8%	16%
Net: Impact	57%	48%	59%	65%	75%	59%	57%	56%	54%	56%	50%
Net: No impact	37%	43%	38%	33%	22%	37%	36%	44%	46%	36%	34%

Which, if any, of the following pieces of nutritional information do you think fast food restaurants should show on their menus? Please select all that apply.

Unweighted base	1145	442	380	207	116	526	20	122	48	390	39
Base: All US adults	1139	477	359	195	108	500	19	121	50	412	37
Calorie counts	59%	52%	61%	66%	73%	61%	58%	59%	55%	57%	63%
Basic nutrition facts (e.g., levels of sodium, fat, sugar, etc.)	65%	60%	67%	68%	74%	63%	63%	72%	60%	65%	66%
Sourcing certifications (e.g., Free range, Non-GMO, etc.)	33%	30%	36%	33%	39%	30%	56%	34%	23%	37%	21%
Dietary restrictions (e.g., allergy information, Gluten free, etc.)	47%	45%	48%	46%	56%	47%	63%	48%	51%	47%	49%
Where the product comes from (e.g., US beef, etc.)	43%	44%	43%	39%	46%	42%	52%	49%	51%	42%	34%
Other information	5%	5%	6%	5%	7%	3%	12%	6%	10%	6%	9%
Not applicable - I do not think there should be any nutritional information on the menu	11%	14%	10%	8%	5%	11%	5%	5%	15%	11%	17%

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Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

Which ONE, if any, of the following options at a fast food restaurant do you think is the healthiest?

Unweighted base	1145	279	866	426	322	238	159
Base: All US adults	1139	283	856	451	307	216	165
Burgers	4%	4%	4%	4%	4%	3%	5%
Chicken sandwiches	6%	6%	6%	6%	5%	8%	5%
Chicken nuggets/tenders	2%	2%	2%	3%	2%	2%	2%
Smoothies	6%	9%	6%	9%	5%	4%	2%
Salads	52%	50%	53%	53%	57%	49%	44%
Wraps	9%	11%	9%	7%	11%	14%	8%
Rice bowls	5%	6%	5%	6%	4%	7%	4%
Other	2%	1%	2%	2%	1%	3%	3%
Not applicable - there are no healthy options	13%	12%	13%	10%	11%	11%	27%

How much of an impact, if any, does/would seeing calorie/nutritional information on a menu have on your purchase decision?

Unweighted base	1145	279	866	426	322	238	159
Base: All US adults	1139	283	856	451	307	216	165
A large impact	23%	27%	22%	21%	24%	28%	19%
Somewhat of an impact	34%	33%	34%	31%	36%	40%	33%
Not impact very much	20%	19%	20%	24%	19%	20%	12%
No impact at all	17%	14%	18%	18%	19%	12%	19%
Don't know	5%	7%	5%	6%	1%	0%	17%
Net: Impact	57%	60%	56%	52%	60%	67%	52%
Net: No impact	37%	33%	39%	42%	38%	32%	31%

Which, if any, of the following pieces of nutritional information do you think fast food restaurants should show on their menus? Please select all that apply.

Unweighted base	1145	279	866	426	322	238	159
Base: All US adults	1139	283	856	451	307	216	165
Calorie counts	59%	60%	59%	52%	63%	74%	52%
Basic nutrition facts (e.g., levels of sodium, fat, sugar, etc.)	65%	63%	65%	61%	68%	75%	57%
Sourcing certifications (e.g., Free range, Non-GMO, etc.)	33%	30%	34%	32%	37%	35%	24%
Dietary restrictions (e.g., allergy information, Gluten free, etc.)	47%	43%	49%	45%	53%	51%	40%
Where the product comes from (e.g., US beef, etc.)	43%	39%	44%	42%	48%	45%	34%
Other information	5%	4%	6%	5%	6%	6%	6%
Not applicable - I do not think there should be any nutritional information on the menu	11%	11%	11%	12%	6%	6%	23%

YouGov NY
QSR

US nationally representative sample: June 19-20, 2017



Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None

Which ONE, if any, of the following options at a fast food restaurant do you think is the healthiest?

Unweighted base	1145	904	407	314	300	84	312	91	309	5	182	29	20	13	138
Base: All US adults	1139	901	406	300	302	91	295	97	315	5	195	28	19	14	139
Burgers	4%	4%	4%	3%	5%	6%	2%	5%	6%	35%	5%	7%	5%	-	2%
Chicken sandwiches	6%	6%	9%	5%	8%	8%	5%	6%	8%	-	9%	6%	4%	6%	4%
Chicken nuggets/tenders	2%	2%	3%	1%	4%	4%	2%	1%	2%	-	3%	-	-	-	3%
Smoothies	6%	7%	8%	6%	11%	7%	7%	12%	11%	-	10%	11%	10%	-	4%
Salads	52%	54%	46%	53%	45%	47%	55%	44%	43%	49%	42%	37%	54%	25%	48%
Wraps	9%	9%	9%	11%	8%	13%	11%	12%	13%	-	13%	25%	8%	-	10%
Rice bowls	5%	5%	6%	5%	6%	8%	6%	5%	5%	-	4%	8%	12%	-	6%
Other	2%	2%	2%	2%	1%	-	2%	-	1%	-	2%	-	-	27%	1%
Not applicable - there are no healthy options	13%	11%	13%	13%	13%	7%	10%	16%	11%	16%	13%	6%	7%	42%	22%

How much of an impact, if any, does/would seeing calorie/nutritional information on a menu have on your purchase decision?

Unweighted base	1145	904	407	314	300	84	312	91	309	5	182	29	20	13	138
Base: All US adults	1139	901	406	300	302	91	295	97	315	5	195	28	19	14	139
A large impact	23%	25%	31%	23%	30%	24%	27%	23%	27%	26%	28%	31%	26%	7%	16%
Somewhat of an impact	34%	35%	36%	43%	37%	44%	40%	40%	39%	58%	39%	52%	45%	-	30%
Not impact very much	20%	20%	16%	20%	16%	18%	18%	17%	17%	-	17%	9%	8%	24%	19%
No impact at all	17%	17%	14%	13%	12%	11%	14%	15%	12%	16%	11%	7%	16%	12%	24%
Don't know	5%	4%	3%	1%	5%	4%	2%	5%	6%	-	5%	-	5%	57%	11%
Net: Impact	57%	60%	67%	66%	67%	67%	67%	63%	66%	84%	67%	84%	71%	7%	46%
Net: No impact	37%	36%	30%	32%	29%	29%	31%	32%	29%	16%	28%	16%	24%	36%	43%

Which, if any, of the following pieces of nutritional information do you think fast food restaurants should show on their menus? Please select all that apply.

Unweighted base	1145	904	407	314	300	84	312	91	309	5	182	29	20	13	138
Base: All US adults	1139	901	406	300	302	91	295	97	315	5	195	28	19	14	139
Calorie counts	59%	61%	66%	64%	64%	59%	68%	59%	62%	23%	63%	81%	51%	13%	51%
Basic nutrition facts (e.g., levels of sodium, fat, sugar, etc.)	65%	67%	70%	70%	66%	72%	71%	70%	68%	65%	68%	84%	62%	37%	55%
Sourcing certifications (e.g., Free range, Non-GMO, etc.)	33%	34%	39%	35%	42%	42%	39%	35%	38%	42%	35%	62%	45%	-	26%
Dietary restrictions (e.g., allergy information, Gluten free, etc.)	47%	48%	49%	58%	53%	46%	52%	53%	46%	43%	48%	60%	60%	14%	41%
Where the product comes from (e.g., US beef, etc.)	43%	44%	48%	47%	49%	48%	48%	39%	45%	65%	41%	73%	53%	7%	40%
Other information	5%	5%	6%	6%	8%	9%	6%	11%	5%	-	6%	18%	20%	21%	7%
Not applicable - I do not think there should be any nutritional information on the menu	11%	9%	7%	8%	7%	5%	6%	10%	9%	-	8%	3%	12%	42%	22%