

*Dear McDonald's Customer:*

*We at McDonald's are very interested in your opinions about our products and services.*

*Please have the **person who had McDonald's Steak at Breakfast product**, fill out this questionnaire for this visit and mail it to us within the next 48 hours in the postage-paid envelope provided.*

*Be sure to include your name and address on the last page so we can send you \$5.00 worth of McDonald's gift certificates to say, "Thank you for helping us." This questionnaire **must be mailed within the next 48 hours** for you to receive the \$5.00 in McDonald's gift certificates.*

*Only one completed questionnaire will be accepted per household.*

# *Steak at Breakfast Products Customer Survey*



*McDonald's Corporation  
Oak Brook, IL*

1. First, which of the following McDonald's **STEAK at BREAKFAST** products did you, yourself, purchase and eat on your visit today? (✓ **ALL THAT APPLY**) (5:10)
- 1 Steak & Egg McMuffin                      3 Steak & Egg Bagel  
 2 Steak & Egg Biscuit                      4 Big Breakfast with Steak                      5 Big Breakfast w/Hotcakes & Steak  
 0 None of the above, I did not purchase a STEAK at BREAKFAST product today  
 (THANK YOU FOR YOUR TIME, PLEASE DISCARD SURVEY)

- 1a. **If you selected more than one item in Question 1**, please select ONE item from those that you, yourself, purchased and ate to evaluate for the remainder of this survey. (✓ **ONE ANSWER ONLY**) (11)
- 1 Steak & Egg McMuffin                      3 Steak & Egg Bagel  
 2 Steak & Egg Biscuit                      4 Big Breakfast with Steak                      5 Big Breakfast w/Hotcakes & Steak

**NOTE TO CUSTOMER BEFORE ANSWERING QUESTIONS 2 & 3:**

*When answering Questions 2 and 3 for the Steak & Egg Bagel, please base your answers exclusively on the **NEW Steak & Egg Bagel (with slices of steak)** and **NOT** on the prior version of the sandwich which included a single steak patty.*

2. Thinking about the **Steak at Breakfast Product** you selected in Question 1 or Question 1a, is this the **first time**, you, yourself, have purchased and eaten this item? (✓ **ONE ANSWER ONLY**) (13)
- 1 Yes    2 No

3. **Including today**, how many times have, you, yourself, ever purchased and eaten each of the **Steak at Breakfast Products** at McDonald's? (✓ **ONE ANSWER ONLY FOR EACH PRODUCT**) (14:18)

	None	1 times	2 times	3 times	4 times	5+ times
Steak & Egg McMuffin	0 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Steak & Egg Biscuit	0 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Steak & Egg Bagel	0 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Big Breakfast w/ Steak	0 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Big Breakfast w/Hotcakes & Steak	0 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

4. Did you purchase this **Steak at Breakfast Product** by itself or as part of an Extra Value Meal? (✓ **ONE ANSWER ONLY**) (19)
- 1 By itself    2 As part of an Extra Value Meal

5. Which of the coupon offers listed, if any, below did you redeem for your order at McDonald's on this visit? (✓ **ONE ANSWER ONLY**) (20)
- 1 Free sandwich coupon  
 2 Buy one get one free sandwich coupon  
 3 "Be Our Guest" coupon  
 4 Other (specify): \_\_\_\_\_  
 5 None, did not redeem any coupons on my visit to McDonald's today

- 6a. Now, how likely are you to purchase this particular **McDonald's Steak at Breakfast Product** in the future? (✓ **ONE ANSWER ONLY**) (21)
- 5 Definitely will (SKIP TO QUESTION 6c)  
 4 Probably will (SKIP TO QUESTION 6c)  
 3 Might or might not (CONTINUE TO QUESTION 6b, THEN SKIP TO QUESTION 7a)  
 2 Probably will not (CONTINUE TO QUESTION 6b, THEN SKIP TO QUESTION 7a)  
 1 Definitely will not (CONTINUE TO QUESTION 6b, THEN SKIP TO QUESTION 7a)

6b. Please explain the reason(s) behind the response you gave in Question 6a. (PLEASE BE AS SPECIFIC AS POSSIBLE.)

(22:23)

(24:25)

(26:27)

6c. *Thinking about the next 4 weeks, how often do you expect to come to McDonald's to order **McDonald's Steak at Breakfast Product**? (✓ ONE ANSWER ONLY)*

(28)

- 1  Daily
- 2  3-4 times per week
- 3  1-2 times per week
- 4  3-4 times per month
- 5  1-2 times per month
- 6  Less than once per month

7a. For what reason(s) did you choose to order **McDonald's Steak at Breakfast Product** today? (✓ ALL THAT APPLY)

(29:44)

- 1  Wanted to try something new at McDonald's
- 2  Wanted to try something different at McDonald's
- 3  Great taste
- 4  Provides meal variety
- 5  Balanced meal option
- 6  Healthy breakfast choice
- 7  Thought it would fill me up
- 8  Good value
- 9  Like steak
- 10  Premium quality
- 11  Looks appealing
- 12  Not found at other fast food restaurants
- 13  Something I can't make at home
- 14  McDonald's crew recommended it to me
- 15  Friend/family recommended it to me
- 16  Other: \_\_\_\_\_

7b. Of the reason(s) you selected in Question 7a, which ONE reason would you say was the **most important** in your decision to purchase **McDonald's Steak at Breakfast Product** today? (✓ ONE ANSWER ONLY)

(45:46)

- 1  Wanted to try something new at McDonald's
- 2  Wanted to try something different at McDonald's
- 3  Great taste
- 4  Provides meal variety
- 5  Balanced meal option
- 6  Healthy breakfast choice
- 7  Thought it would fill me up
- 8  Good value
- 9  Like steak
- 10  Premium quality
- 11  Looks appealing
- 12  Not found at other fast food restaurants
- 13  Something I can't make at home
- 14  McDonald's crew recommended it to me
- 15  Friend/family recommended it to me
- 16  Other: \_\_\_\_\_

8. How did you first become aware of the new *McDonald's Steak at Breakfast Product*? (✓ ONE ANSWER ONLY)

(47-48)

- 1  I saw a window poster at the restaurant during *today's* visit.
- 2  I saw it on the menu board at the restaurant during *today's* visit
- 3  I saw an advertisement at the register during *today's* visit
- 4  The crew suggested the product to me during *today's* visit
- 5  I saw a window poster at the restaurant during a *prior* visit
- 6  I saw it on the menu board at the restaurant during a *prior* visit
- 7  I saw an advertisement at the register during a *prior* visit
- 8  The crew suggested the product to me during a *prior* visit
- 9  I received an advertisement in the mail
- 10  I saw an outdoor billboard
- 11  I heard a radio commercial
- 12  Friend/Family told me about the product
- 13  Other: \_\_\_\_\_

9. Now, when did you decide to purchase today's *McDonald's Steak at Breakfast Product*? (✓ ONE ANSWER ONLY)

(49)

- 1  Before arriving at the restaurant
- 2  At the restaurant

10. And how satisfied were you with this *McDonald's Steak at Breakfast Product* you purchased at McDonald's today? (✓ ONE ANSWER ONLY)

(50)

- 5  Very satisfied
- 4  Somewhat satisfied
- 3  Neither satisfied nor dissatisfied
- 2  Somewhat dissatisfied
- 1  Very dissatisfied

11. Now, how would you rate the value of this *Steak at Breakfast Product* you purchased at McDonald's today? (✓ ONE ANSWER ONLY)

(51)

- 5  Excellent value for the money
- 4  Very good value for the money
- 3  Good value for the money
- 2  Fair value for the money
- 1  Poor value for the money

# YOUR ORDER TODAY

12. Using the List of Menu Item codes on the facing page, please answer questions 12a-c for each person, including yourself, who ate the food that was ordered on this visit to McDonald's. Answer for the person who ordered and had a Steak at Breakfast product from McDonald's under Person 1. If there were more than 5 people in your group, record for the 5 oldest who are eating today.
- 12a. Write in the age and circle the gender of each person.
- 12b. Write in the numeric code for each item ordered by each person included on your order. Next to the numeric code, indicate the quantity ordered for each item.
- 12c. If applicable, indicate the beverage that was included with any Extra Value Meal that was ordered by each individual on your order.

*Example: 33 year old male who ordered a Steak & Egg McMuffin and a Medium Coffee*

<b>Question 12a</b>	Age: _____	Gender: <input type="radio"/> M <input type="radio"/> F	<b>Person 1 - Yourself</b>
<b>Question 12b</b>	1 <sup>st</sup> item: _____	Code: 630	Quantity: # 1
	2 <sup>nd</sup> item: _____	Code: 413	# 1
	3 <sup>rd</sup> item: _____	Code: ---	# ---
	4 <sup>th</sup> item: _____	Code: ---	# ---
<b>Question 12c</b>	Beverage included with EVM: _____		

**Do Not Use Codes 561 or 615 when answering Question 12.**

<b>Question 12a</b>	Age: _____	Gender: _____	<b>Person 1: Ordered &amp; had a Steak at Breakfast product</b>	<b>Person 2</b>	<b>Person 3</b>	<b>Person 4</b>	<b>Person 5</b>		
<b>Question 12b</b>	1 <sup>st</sup> item	Code	Quantity	Code	Quantity	Code	Quantity	Code	Quantity
	2 <sup>nd</sup> item	---	#	---	#	---	#	---	#
	3 <sup>rd</sup> item	---	#	---	#	---	#	---	#
	4 <sup>th</sup> item	---	#	---	#	---	#	---	#
<b>Question 12c</b>	Beverage included with EVM: _____		Code: (206:232)	Code: (306:332)	Code: (406:432)	Code: (506:532)	Code: (606:632)	Code: (30:32)	

13a. If the **Steak at Breakfast product** had not been available today, but the previous Steak, Egg & Cheese Bagel were available (by itself or as part of an Extra Value Meal) would you have come to McDonald's anyway, gone elsewhere to eat, or not eaten out? (CIRCLE ONE ANSWER ONLY)

- 1 Come to McDonald's anyway → (CONTINUE WITH QUESTION 13b-c) (706)
- 2 Gone to another restaurant → Which one? (SKIP TO QUESTION 14) (707-708)
- 3 Not eaten out → (SKIP TO QUESTION 14)

**13b-c.** As you did in Questions 12b-c, indicate what you would ordered for yourself if the Steak and Breakfast products had not been available today, but the previous Steak, Egg, & Cheese Bagel were available. Be sure to include both, food and beverage items, you would have ordered for yourself. YOU MAY NOT WRITE IN THE CODES FOR THE NEW STEAK AT BREAKFAST PRODUCTS (CODE 573-575, 630-632 or 657-658), but YOU MAY USE CODES 561 & 615.

Items you would have ordered for yourself if the Steak at Breakfast products had not been available today but the previous Steak, Egg & Cheese Bagel were available:

*Person who ordered & had a Steak at Breakfast product*

<b>Question 13b</b>	<b>Code</b>	<b>Quantity</b>
<b>DO NOT USE CODES 573-575, 630-632 OR 657-658 FOR QUESTION</b>	1 <sup>st</sup> item	--- (709:711) # (714)
	2 <sup>nd</sup> item	--- (713:715) # (716)
	3 <sup>rd</sup> item	--- (717:719) # (720)
	4 <sup>th</sup> item	--- (721:723) # (724)
<b>Question 13c: Beverage Included with EVM:</b>	<b>Code</b>	(730:732)

**List of Menu Items – Use this list when answering Questions 12 and 13**

<b>Steak at Breakfast Products</b>	<b>Code:</b>
Steak & Egg McMuffin Extra Value Meal	573
Steak & Egg Bagel Extra Value Meal	574
Steak & Egg Biscuit Extra Value Meal	575
Big Breakfast with Steak	657
Big Breakfast with Hotcakes & Steaks	658
Steak & Egg McMuffin	630
Steak & Egg Bagel	631
Steak & Egg Biscuit	632

<b>Breakfast Extra-Value Meals (EVM)</b> <i>includes Hashbrowns &amp; beverage</i>	<b>Code:</b>
Egg McMuffin EVM	551
Sausage Egg McMuffin EVM	553
Bacon Egg & Cheese Biscuit EVM	555
Sausage & Egg Biscuit EVM	556
Sausage Biscuit EVM	557
2 Burritos EVM	562
McSkillet Burrito EVM	563
Sausage McGriddle EVM	564
Bacon Egg Cheese McGriddle EVM	565
Sausage Egg & Cheese McGriddle EVM	566
Bacon Egg & Cheese Bagel EVM	560
Steak Egg & Cheese Bagel EVM (previous)	561
Other EVM (specify):	599

<b>Breakfast Platters</b>	<b>Code:</b>
Hot Cakes Only	651
Hot Cakes & Sausage	652
Big Breakfast	653
Big Breakfast w/Hotcakes	655

<b>Hashbrowns</b> <i>ordered separately from Extra Value Meal</i>	<b>Code:</b>
Hashbrowns	661

<b>Other Breakfast Side Items</b>	<b>Code:</b>
Cinnamon Melts	671
English Muffin/Biscuit/Bagel (plain)	672
Other (specify):	699

<b>Breakfast Sandwiches/Entrees</b> <i>ordered separately from Extra Value Meal</i>	<b>Code:</b>
Egg McMuffin	601
Sausage McMuffin	602
Sausage Egg McMuffin	603
Bacon Egg & Cheese Biscuit	605
Sausage & Egg Biscuit	606
Sausage Biscuit	607
Sausage Gravy Biscuit	611
Sausage Egg & Cheese Biscuit	609
Sausage Burrito	616
McSkillet Burrito	620
Sausage McGriddle	617
Bacon Egg & Cheese McGriddle	618
Sausage Egg & Cheese McGriddle	619
Bacon Egg & Cheese Bagel	614
Steak Egg & Cheese Bagel (previous)	615
Other (specify):	650

<b>Desserts and Sides</b>	<b>Code:</b>
Apple Dippers	271
Fruit n' Yogurt Parfait	273
Pie	280
Pie (2 Pack)	281
Soft serve cone	283
Sundae	282
McFlurry – snack size	286
McFlurry – regular size	275
Other (specify):	299

<b>Beverages</b>	<b>Code:</b>
Soft drink/Unsweetened Iced Tea - child	401
Soft drink/Unsweetened Iced Tea - small	402
Soft drink/Unsweetened Iced Tea – med.	403
Soft drink/Unsweetened Iced Tea - large	404
Sweet Tea	517
Bottled Water	410
Vitamin Water	539
Coffee/hot tea - senior's	411
Coffee/hot tea – small	412
Coffee/hot tea – medium	413
Coffee/hot tea – large	414
Iced coffee - small	538
Iced coffee – medium	423
Iced coffee – large	424
Mocha – hot – small	443
Mocha – hot – medium	444
Mocha – hot – large	445
Mochas – Iced	506
Latte – Hot (any size)	535
Latte – Iced	507
Frappe – small	508
Frappe – medium	509
Frappe – large	510
Cappuccino (any size)	536
Premium Hot Chocolate- small	494
Premium Hot Chocolate - medium	495
Real Fruit Smoothie – small	491
Real Fruit Smoothie – medium	492
Real Fruit Smoothie – large	493
Milk/Chocolate Milk	497
Shake – child	498
Shake – small	499
Shake - medium	500
Shake - large	501
Orange Juice – small	502
Orange Juice – medium	503
Orange Juice – large	504
Apple Juice	505
Other drink (specify):	550

14. Thinking about the particular *McDonald's Steak at Breakfast Product* you indicated in Question 1 or Question 1a, how would you rate it on each of the following items? If you ordered the *Steak at Breakfast Product* without *cheese* or *other ingredients*, please circle the "X" in the far right column for those particular items. (CIRCLE ANY ANSWER FROM "1" TO "10" FOR EACH ITEM)

	Excellent										Very Poor	Not App.	
<b>Overall Opinion:</b>													
Overall appearance.....	10	9	8	7	6	5	4	3	2	1	--	--	(52)
Overall size.....	10	9	8	7	6	5	4	3	2	1	--	--	(53)
Serving temperature.....	10	9	8	7	6	5	4	3	2	1	--	--	(54)
Overall taste.....	10	9	8	7	6	5	4	3	2	1	--	--	(55)
Overall freshness.....	10	9	8	7	6	5	4	3	2	1	--	--	(56)
Overall seasoning.....	10	9	8	7	6	5	4	3	2	1	--	--	(57)
Overall quality.....	10	9	8	7	6	5	4	3	2	1	--	--	(58)
Item prepared to your liking.....	10	9	8	7	6	5	4	3	2	1	--	--	(59)
Ease of eating/handling.....	10	9	8	7	6	5	4	3	2	1	--	--	(60)
Neatness while eating.....	10	9	8	7	6	5	4	3	2	1	--	--	(61)
Overall nutritional value.....	10	9	8	7	6	5	4	3	2	1	--	--	(62)
Price paid.....	10	9	8	7	6	5	4	3	2	1	--	--	(63)
<b>English Muffin/Biscuit/Bagel:</b>													
Freshness of english muffin/biscuit/bagel.....	10	9	8	7	6	5	4	3	2	1	--	--	(64)
Overall appearance of english muffin/biscuit/bagel.....	10	9	8	7	6	5	4	3	2	1	--	--	(65)
Overall taste of english muffin/biscuit/bagel.....	10	9	8	7	6	5	4	3	2	1	--	--	(66)
Quality of english muffin/biscuit/bagel.....	10	9	8	7	6	5	4	3	2	1	--	--	(67)
Temperature of english muffin/biscuit/bagel.....	10	9	8	7	6	5	4	3	2	1	--	--	(68)
Size of english muffin/biscuit/bagel.....	10	9	8	7	6	5	4	3	2	1	--	--	(69)
<b>Steak:</b>													
Overall appearance of steak.....	10	9	8	7	6	5	4	3	2	1	--	--	(70)
Overall taste of steak.....	10	9	8	7	6	5	4	3	2	1	--	--	(71)
Quality of steak.....	10	9	8	7	6	5	4	3	2	1	--	--	(72)
Texture of steak.....	10	9	8	7	6	5	4	3	2	1	--	--	(73)
Amount of steak.....	10	9	8	7	6	5	4	3	2	1	--	--	(74)
Color of steak.....	10	9	8	7	6	5	4	3	2	1	--	--	(75)
<b>Egg:</b>													
Overall appearance of egg.....	10	9	8	7	6	5	4	3	2	1	--	--	(76)
Overall taste of egg.....	10	9	8	7	6	5	4	3	2	1	--	--	(77)
Quality of egg.....	10	9	8	7	6	5	4	3	2	1	--	--	(78)
Texture of egg.....	10	9	8	7	6	5	4	3	2	1	--	--	(79)
Amount of egg.....	10	9	8	7	6	5	4	3	2	1	--	--	(80)
<b>Grilled Onions:</b>													
Balance of grilled onions with Steak.....	10	9	8	7	6	5	4	3	2	1	--	--	(81)
Overall appearance of grilled onions.....	10	9	8	7	6	5	4	3	2	1	--	--	(82)
Overall taste of grilled onions.....	10	9	8	7	6	5	4	3	2	1	--	--	(83)
Grilled onions compliment the Steak at Breakfast sandwich/platter.....	10	9	8	7	6	5	4	3	2	1	--	--	(84)
<b>Cheese:</b>													
Overall appearance of cheese.....	10	9	8	7	6	5	4	3	2	1	X	--	(85)
Overall taste of cheese.....	10	9	8	7	6	5	4	3	2	1	X	--	(86)
Quality of cheese.....	10	9	8	7	6	5	4	3	2	1	X	--	(87)
Texture of cheese.....	10	9	8	7	6	5	4	3	2	1	X	--	(88)
Amount of cheese.....	10	9	8	7	6	5	4	3	2	1	--	--	(89)

15a. Would you say that this *McDonald's Steak at Breakfast Product* was better, about the same, or not as good as you expected? (✓ ONE ANSWER ONLY)

- Better than expected                     
  The same as expected                     
  Not as good as expected

15b. Please explain the reason(s) behind your response in Question 15a. (PLEASE BE AS SPECIFIC AS POSSIBLE.)

\_\_\_\_\_ (91-92)

\_\_\_\_\_ (93-94)

\_\_\_\_\_ (95-96)

16. Please give your opinions about this *McDonald's Steak at Breakfast Product* by putting an "X" in one of the five boxes which best describes your opinion for each product feature listed. (PLEASE "X" ONE BOX FOR EACH ITEM)

	"Just Right"					
<b>OVERALL OPINION</b>	1	2	3	4	5	
Steak at Breakfast Product too filling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Steak at Breakfast Product not filling enough (97)
Steak at Breakfast Product too moist	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Steak at Breakfast Product too dry (98)
Temperature of Steak at Breakfast Product too hot	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Temperature of Steak at Breakfast Product too cool (99)
<b>MUFFIN/BISCUIT/BAGEL</b>	1	2	3	4	5	
Muffin/biscuit/bagel too small for amount of ingredients in Steak at Breakfast sandwich	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Muffin/biscuit/bagel too large for amount of ingredients in Steak at Breakfast sandwich (100)
Muffin/biscuit/bagel too chewy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Muffin/biscuit/bagel too brittle (101)
Muffin/biscuit/bagel too moist	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Muffin/biscuit/bagel too dry (102)
Temperature of muffin/biscuit/bagel too warm	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Temperature of muffin/biscuit/bagel too cool (103)
<b>STEAK</b>	1	2	3	4	5	
Too much steak	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Not enough steak (104)
Slices of steak too large	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Slices of steak too small (105)
Steak too juicy/moist	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Steak too dry (106)
Steak too seasoned	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Steak not seasoned enough (107)
Temperature of steak too hot	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Temperature of steak too cool (108)
Steak is too tender	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Steak is too tough (109)
Slices of steak too thick	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Slices of steak too thin (110)
<b>EGGS</b>	1	2	3	4	5	
Too much egg	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Not enough egg (111)
Eggs undercooked	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Eggs overcooked (112)
Eggs too oily/greasy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Eggs too dry (113)
Eggs too hot	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Eggs too cool (114)
<b>GRILLED ONIONS</b>	1	2	3	4	5	
Too many grilled onions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Not enough grilled onions (115)
Grilled onions too big	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Grilled onions too small (116)
Color of grilled onions too light	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Color of grilled onions too dark (117)
Flavor of grilled onions too weak	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Flavor of grilled onions too strong (118)
<b>CHEESE</b>	1	2	3	4	5	
Too much cheese	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Not enough cheese (119)
Flavor of cheese too strong	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Flavor of cheese too weak (120)
Cheese too hot	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Cheese too cool (121)

17. Now, during the past 4 weeks, how many times, if any, have you, yourself, purchased and eaten the original Steak, Egg & Cheese Bagel (featuring a single steak patty)? (✓ ONE ANSWER ONLY) (122)

- 1  Daily (CONTINUE WITH QUESTION 18A)
- 2  3-4 times per week (CONTINUE WITH QUESTION 18A)
- 3  1-2 times per week (CONTINUE WITH QUESTION 18A)
- 4  3-4 times per month (CONTINUE WITH QUESTION 18A)
- 5  1-2 times per month (CONTINUE WITH QUESTION 18A)
- 6  Less than once per month (CONTINUE WITH QUESTION 18A)
- 7  Did not purchase the original Steak, Egg & Cheese Bagel (SKIP TO QUESTION A UNDER GROUP CLASSIFICATION)

18a. Now, would you say you ...? (✓ ONE ANSWER ONLY) (123)

- 1  Prefer the NEW sliced steak
- 2  Prefer the PREVIOUS cut steak
- 3  Have no preference between the NEW and PREVIOUS cuts of steak

18b. Please explain the reason(s) behind your response in Question 18a. (PLEASE BE AS SPECIFIC AS POSSIBLE.) (124:125)

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(126:127)

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(128:129)

**GROUP CLASSIFICATION**

A. Now, how often do you go to or have food from any fast food restaurant for breakfast, lunch, dinner, or a snack? (✓ ONE ANSWER ONLY) (130)

3 3 or more times a week                      2 1 to 2 times a week                      1 Less than 1 time a week

B. Which fast food restaurant do you visit most often for breakfast, lunch, dinner or a snack? (✓ ONE ANSWER ONLY) (131-132)

1 <input type="checkbox"/> Arby's	6 <input type="checkbox"/> Jimmy Johns	11 <input type="checkbox"/> Sonic	16 <input type="checkbox"/> Wendy's
2 <input type="checkbox"/> Burger King	7 <input type="checkbox"/> KFC	12 <input type="checkbox"/> Starbucks	17 <input type="checkbox"/> White Castle
3 <input type="checkbox"/> Culver's	8 <input type="checkbox"/> McDonald's	13 <input type="checkbox"/> Subway	18 <input type="checkbox"/> Other (SPECIFY): _____
4 <input type="checkbox"/> Dairy Queen	9 <input type="checkbox"/> Popeye's	14 <input type="checkbox"/> Taco Bell	
5 <input type="checkbox"/> Dunkin' Donuts	10 <input type="checkbox"/> Quizno's	15 <input type="checkbox"/> Tim Hortons	

C. What is your age? (✓ ONE ANSWER ONLY) (133)

1 <input type="checkbox"/> Under 18	3 <input type="checkbox"/> 25 - 34	5 <input type="checkbox"/> 45 - 64	7 <input type="checkbox"/> 65 and over
2 <input type="checkbox"/> 18 - 24	4 <input type="checkbox"/> 35 - 44	6 <input type="checkbox"/> 55 - 64	

D. Are you ....? (✓ ONE ANSWER ONLY) (134)

1 Male    2 Female

E. So we can better understand all of our customers, which of the following best describes your ethnic background? (✓ ONE ANSWER ONLY) (135)

1 Caucasian      2 African American      3 Asian      4 American Indian      5 Other

F. Are you of Hispanic or Latino descent? (✓ ONE ANSWER ONLY) (136)

1 Yes (CONTINUE WITH QUESTION G)      2 No (SKIP TO QUESTION H)

G. And do you predominately speak Spanish in your household? (✓ ONE ANSWER ONLY) (137)

1 Yes    2 No

H. Including yourself, how many people were included on the order you placed at McDonald's on the day you received this survey? (PLEASE RECORD NUMBER OF PEOPLE INCLUDED ON YOUR TOTAL ORDER)

\_\_\_\_\_ (138-139)

I. And, where did you place your order on this visit to McDonald's? (✓ ONE ANSWER ONLY) (140)

1 Drive-thru                                      2 At the front counter to dine-in      3 At the front counter to carry-out

- J. And how much time passed between when you received your order and when you actually ate McDonald's *Steak at Breakfast Product*? (✓ ONE ANSWER ONLY) (141)
- 1 No time, I ate it immediately  
 2 5 minutes or less  
 3 More than 5 minutes but less than 10 minutes  
 4 More than 10 minutes but less than 15 minutes  
 5 More than 15 minutes
- K. Now, how much time passed between when you ate McDonald's *Steak at Breakfast Product* and when you completed this survey? (✓ ONE ANSWER ONLY) (142:143)
- 1 No time, I ate it as I completed the survey  
 2 Less than 1 hour  
 3 1-3 hours  
 4 More than 3 hours, but less than 6 hours  
 5 More than 6 hours, but less than 9 hours  
 6 More than 9 hours, but less than 12 hours  
 7 More than 12 hours, but less than 24 hours (1 day)  
 8 1 day  
 9 2 days  
 10 3 days  
 11 More than 3 days
- L. And what time did you receive this survey on your visit to McDonald's? (✓ ONE ANSWER ONLY) (144)
- 1 Before 6:00 am  
 2 6:00 am – 8:00 am  
 3 8:01 am – 10:00 am  
 4 After 10:00 am
- M. Lastly, may we contact you to participate in future research studies about McDonald's *Steak at Breakfast Products*? (✓ ONE ANSWER ONLY) (145)
- 1 Yes  
 2 No

Please **print** your name, address and telephone number below. Remember, to receive \$5.00 in McDonald's gift certificates you must return this questionnaire **within the next 48 hours**. You will receive your gift certificates in 4-5 weeks.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

E-mail address: \_\_\_\_\_

**Thank you for participating in our survey.**  
**Please take a few moments to see that you've answered all the questions.**  
**Then return it in the postage-paid, self-addressed envelope.**

(146:147) Store #