

Transparency in the Fast-Food Industry:  
Utilizing Mobile to Capture New Audiences

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# Chapter 1

## *Introduction*

### **Statement of the Problem**

This study focuses on the use of mobile technology (branded mobile applications, branded mobile social media experiences etc.) by brands to educate and inform their consumers, particularly in regards to the fast-food industry. Mobile is quickly becoming the primary screen for consumers, and is the ultimate platform to truly engage with brands. However, many brands are utilizing this to continue practicing outdated, asymmetrical communication tactics.

Today's consumer is smart and well-informed, and wants to be treated as such. Consumers want transparency from the brands that they choose to interact with and mobile offers the ideal opportunity to do so. However, certain brands might be unwilling to take the plunge due to a long history of deceptive advertising practices.

### **Background of the Problem**

Very few brands have been successfully engaging their consumers via mobile, and even fewer have been using this engagement to educate their consumers as well. This could be due to brands being unwilling to truly educate their publics, for fear of it damaging their bottom line, and their "cool" factor. An industry that is particularly susceptible to this is fast food and soft drinks. For years, brands like Coca-Cola and McDonald's have been successful for selling unhealthy foods at low prices. These low

prices are maintained by using low-quality ingredients and selling them on a massive scale. Their advertising showcases their products being at the core of a “good life” — musicians drinking Coca-Cola in a recording studio, a diverse group of teenagers eating french fries while skateboarding and listening to popular music, a premiere party with people in black tie eating Big Mac’s and sipping on frosty Diet Cokes. Regardless of what is actually happening in the ad, there is one consistency: they all feature thin, healthy individuals consuming thousands of calories of sugar and fat with smiles on their faces, showing off perfect teeth.

Being transparent about the health problems that are associated with a diet high in processed sugar and saturated fat could clearly be problematic for brands like McDonald’s and Coca-Cola, but it doesn’t have to be.

### **Purpose of the Study**

Some newer brands are establishing themselves as reliable and trustworthy by being absolutely transparent with their publics. For example, Chipotle has committed to serving sustainable, hormone-free, ethically raised meat. Any time there is any lapse in quality, the product is pulled and their publics are informed. In today’s consumer culture, transparency is becoming a top priority when choosing which brands to interact with. This study is focused on discovering how brands can put their consumers’ health first, and how this is actually beneficial for the brand and their stakeholders, and especially their consumers.

## **Research Questions**

This project is focused around the theories of two-way symmetrical communication and the uses and gratifications theory; specifically the widespread lack of implementation of either communication theory by the majority of brands. Despite available technologies, many brands are still utilizing one-way asymmetrical communication with their publics. This is most troubling when it comes to brands being transparent about their products and services, especially in the fast-food and soft drink industries.

1. How have brands historically implemented two-way symmetrical communication?
2. How has widespread social media use affected these methods?
3. What are the benefits of a branded mobile application/branded social media over other methods?
4. Why are branded mobile apps often ineffective?
5. Why shouldn't brands be afraid to be transparent with their publics?
6. How does being transparent affect the fast food industry's ability to reach a larger audience?

## **Chapter 2**

### *Literature Review*

This review of literature focuses on the existing practices of brands to communicate with their publics, and the effectiveness of these practices. This review also looks into the reasons behind brands continuing to utilize certain practices, despite the acknowledging that more effective methods are available to them.

#### **Historical Implementation of Two-Way Symmetrical Communication**

“Two-way symmetrical communication, as conceptualized by James E. Grunig, is said to form the basis of excellent public relations practice. From this perspective, symmetrical communication is characterized by a willingness of an organization to listen and respond to the concerns and interests of its key stakeholders (Roper, 2005, p. 1).”

This is seemingly the most effective way for brands to reach audiences, but unfortunately for those audiences, brands have historically fallen short on their end, instead engaging in asymmetrical forms of communication.

#### **Effect of Social Media Apps on Brand Communication**

Mobile marketing is a recent phenomena that is taking advertising to an entirely different field. Mobile users spend, on average, three hours and eighteen minutes per day on their devices and 90% of that time is spent within mobile applications. Some brands are taking advantage of this increased access, especially by way of social media applications. “Companies engaging in mobile social media will often have some sort of knowledge about the consumers with whom they’re dealing, such as current geographical

position in time or space. Additionally, these users will nearly always agree to receiving information from the company, for example by ‘checking-in’ at certain locations (Kaplan, 2012, p. 131).”

This new method of reaching out to users is key, especially in a world of AdBlocker and Netflix, however it is not foolproof. “Like any type of communication device, mobile social media require two actors: (1) a sender who is willing to share information and (2) a receiver who is willing to listen to it (Kaplan, 2012, p. 132).” Mobile users are becoming more accustomed to divulging their information to multiple parties throughout their mobile experiences, however this can be off-putting to many users. As such, brands should be aware to make any requests for personal information or data relevant to the app’s features and users should be immediately aware of the benefit to themselves for giving this information. “Mobile social media applications offer data about offline consumer movements at a level of detail heretofore limited to online companies. Any firm can now know the exact time at which a customer entered one of its outlets, as well as comments made during the visit. Historically, companies have gone to great lengths to put a face to their anonymous customer base. Today, though, applications like Foursquare make it easy to obtain general statistics, such as number of check-ins per time of day, gender, or age group; as well as individual ones, such as which customers have checked in most often or most recently. Combining this information with sophisticated data-mining techniques gives traditional grocery retailers, music stores, and auction houses the ability to become as efficient as Amazon, iTunes, or eBay (Kaplan, 2012, p. 133).”



Mobile social is the new frontier for brands and consumers to connect directly.

### **Benefits of Branded Mobile Applications vs. Other Methods**

Branded applications are proving to be a much more effective way to market to consumers, because they allow brands to communicate directly with consumers. “Despite the growing interest in apps and their potential marketing impact, there is a dearth of research on the use of branded apps as a persuasive communication channel or loyalty building platform that can influence future spending levels (Kim et. al., 2015, p. 2).” This study goes on to prove their hypothesis that positive branded app experiences lead to increased spending. However, this was something discussed just prior to the surfacing of smart phones and mobile applications, in the form of direct messaging through mobile devices. “Direct relationships are investments of time, money or other resources tied to the acquisition, learning and use of mobile services. As a relationship develops, consumers may invest many resources directly into the relationship in the hope that doing so will improve it. Relationship investment enhances commitment, and in consumer-brand relationships, it facilitates loyal brand behavior, because the act of investing increases the cost of ending the relationship — thus serving as a psychological inducement to persist. Consequently, we propose that direct relationship investments will positively influence main channel usage through processes of dependent and psychological attachment (Nysveen et. al., 2005, p. 264).” Mobile has consistently shown to be a superior method of communication, as it allows brands to be where consumers are. In addition, the easier it is for consumers to utilize something via mobile, the better it

is for the brand. Excellent mobile applications have shown to be much more user friendly than responsive web. However, not all mobile applications are excellent.

### **Reasons for Ineffective Mobile Applications**

While branded applications are excellent for brands when well done, poorly executed mobile apps are equally detrimental to consumers' brand experiences. 68% of mobile users reported that they do not use the branded apps they have downloaded as much as they would if the apps had the features they really desired. One-third of users reported that they will lose loyalty to a brand if they have a bad mobile experience. Many of these experiences are due to technical issues such as bugs, crashing and difficulty of use. Other issues fall into more serious categories such as privacy, feature removal, ethics and hidden costs. "This means that users were bothered most by issues related to privacy invasion and the app developer's unethical actions (for example, unethical business practices or selling the user's personal data). To avoid such complaints, developers should access only the data (for example, the user's contacts or location) specified in the app's description (Khalid et. al., 2015, p. 75)." As mentioned earlier, bad mobile experiences can affect consumers' entire view towards a brand. "If consumers negatively assess the benefits of a branded app, they are more likely to experience negatively-valenced brand engagement such as negative brand attitude and sharing negative word-of-mouth, which then becomes an antecedent of decreasing sales. If that is the case, companies should be cautious about making apps available on the market- place before their functionalities are

fully tested. It may be even more harmful than not providing any app. (Kim et. al., 2015, p. 38).” As such, brands must be take care to properly research what their audience wants in a mobile application, before simply sending one out into the cloud.

### **Brand Transparency in Regards to Public Health**

Historically, industrial food brands have been less than forthcoming about their products, mainly due to the rampant use of over processed foodstuffs to increase profit margins and shelf-lives of their items. However, growing health concerns have forced many brands to open up about their ingredients and more. “With consumers wanting increasing amounts of information about the food they eat, brands are turning to their corporate websites to show that they have nothing to hide Last week food brand McCain launched a corporate website with product information at its core. The site - full of health information, brand values and guideline daily amounts - represents a move from the oven-chip manufacturer to offer consumers a greater degree of transparency. Allowing them access to the 'real story' behind the products is its aim. (ANALYSIS, 2007, p.1).” Now that users are able to access all areas of information on their mobile devices, this desire for information and transparency has moved towards social media and mobile applications. McDonald’s saw success in a social media campaign called “Our Food. Your Questions.” “It’s been very successful for us. In terms of some of our KPIs, we saw incredible traffic to our website. The viewership on our videos, the increase in followers across a number of platforms, the sentiment shift. For the first time, we’ve seen customers really responding in the sense that they’re defending us. I was involved in

much of our day-to-day engagement prior to ‘Our Food. Your Questions.’ and rarely would we see customers respond in the vein of, ‘They just answered that. They just explained. There’s no pink slime in their chicken.’ We’re seeing that now. (Kane, 2015, p. 3).” This is an excellent example of consumers responding positively to brand transparency.

## **Chapter 3**

### *Methodology*

This chapter outlines the methods used to support the question at hand, discusses the participants, design, data collection and presentation, as well as the delimitations of this study.

#### **Data Sources**

The data for this paper will be sourced from a sample of the population who would be affected by the outcome of this research. The participants will be surveyed and the results will determine the effectiveness of the theory presented in this paper. The survey will address brand transparency regarding health issues in the fast-food and soft-drink industry.

#### **Participants**

The population we will be surveying in this study will be those who identify as well-educated -- some college or currently attending college, college graduate, secondary degree or above -- and health conscious, as well as being active smartphone users. While the majority of the participants will turn out to be college-aged and older Millennials, Generation Xers and above who fit the previous criteria will be included as well. This sample will be obtained through volunteers and via survey software.

## Survey Design

This survey is designed to appeal to the aforementioned populations, and answers were composed to ensure participants are able to provide an answer as close to their true situation as possible.

### *Survey*

Demographics: Educated (high school graduates, some college or college degree), Millennial and X Generation, smartphone users, health conscious

1. How often do you patronize fast-casual restaurants? (i.e. Chipotle, Panera Bread, Jamba Juice etc.)
  - a. Several times per month
  - b. Once or twice a month
  - c. Once or twice a year
  - d. Never
  
2. How often do you patronize fast-food restaurants? (i.e. McDonald's, Taco Bell, Burger King, etc.)
  - a. Several times per month
  - b. Once or twice a month
  - c. When it's the only food available (while on a trip, due to time of day etc.)
  - d. Never
  
3. How often do you eat junk food? (i.e. store-bought chips, candy, cookies, donuts etc.)
  - a. Every day
  - b. Once or twice a week
  - c. Once or twice throughout the month
  - d. Never

4. How often do you drink soft drinks/sports drinks? (i.e. Coca-Cola, Sprite, Gatorade, VitaminWater etc.)
  - a. Every day
  - b. When I need an extra boost of caffeine, sugar, electrolytes or sodium
  - c. Occasionally with alcohol or when I have a hangover
  - d. Often with alcohol or when I have a hangover
  - e. Never
  
5. If you have children, do you let them drink soft drinks?
  - a. Yes
  - b. Only on special occasions (birthday parties etc.)
  - c. Never
  - d. I don't have children
  
6. If you have children, do you let them eat junk food?
  - a. Yes
  - b. Only on special occasions (birthday parties etc.)
  - c. Never
  - d. I don't have children
  
7. If you have children, do you let them eat fast food?
  - a. Yes
  - b. Yes, but I make sure they get the healthy options available (milk instead of soda, apples instead of fries etc.)
  - c. Only on special occasions (family trips etc.)
  - d. Never
  - e. I don't have children
  
8. If you generally avoid, or never consume, fast-food, junk food or soft drinks, please select all that apply for why:

- a. I don't know what's in it
  - b. I avoid processed foods whenever possible
  - c. High-fructose corn syrup is the #1 cause of obesity
  - d. Dietary restrictions (vegan, vegetarian, gluten-free etc.)
  - e. I only eat locally sourced foods
  - f. Other
  - g. Please elaborate
9. If you don't allow your children to consume fast-food, junk food or soft drinks, please select all that apply for why:
- a. I don't know what's in it, so I won't feed it to my kids
  - b. High-fructose corn syrup is the #1 cause of obesity
  - c. My kids have dietary restrictions (allergies etc.)
  - d. My kids have the same dietary restrictions that I do (vegan, vegetarian, gluten-free etc.)
  - e. Other
  - f. Please elaborate
  - g. I don't have kids
10. If fast-food and soft drink brands were transparent about what was in their products, would you be more likely to consume them yourself or let your kids eat/drink them?
- a. Yes
  - b. Maybe, depending on what they said was in it
  - c. No, because I already know they are bad for me/my kids
  - d. No, because nothing they serve fits my dietary restrictions
11. What if they informed you that consuming their products on occasion (and in moderation), along with a balanced diet and active lifestyle, is perfectly healthy for adults and children?
- a. If the information was credible, I probably would



- b. I would definitely consider allowing myself and/or my children the occasional treat of fast-food or soda
  - c. I still wouldn't eat fast-food, but maybe drink soda more often
  - d. I would still avoid both, but allow my children to have it on occasion
  - e. I still wouldn't, and won't allow my children, either
12. Do you utilize mobile applications to gain information about brands you interact with?
- a. Always
  - b. Sometimes
  - c. I have on occasion, but not with regularity
  - d. Never
13. If a fast-food or soft drink company had a branded mobile application, or branded social media app that allowed you to become educated on their products, would you use that to make decisions about purchasing their product?
- a. Yes
  - b. No
  - c. Maybe
  - d. Please elaborate
14. What other information would you want from these types of brands to share on their branded app or social media? (Select all that apply)
- Nutrition facts
  - Where the food comes from for each location
  - Ingredients
  - Health comparison on items to help me make healthy choices when I do patronize their store
  - Other — Please elaborate

## **Data Collection and Presentation**

The data will be collected through survey software and presented through visual design (graphs), as well as discussed in the writing.

## **Delimitations**

The limitations that exist within this study are due to the amount of participants we are able to reach with the survey. We are also limited to the population we have chosen, due to the fact that the majority of fast-food and soft-drink consumers are of lower socioeconomic status and have less access to smartphones and branded mobile apps than the population we are approaching. The benefit of this is to discover if we can open up a new demographic of fast-food consumers through mobile -- the health conscious set that begins to consume fast-food and soft-drinks in moderation (as opposed to not at all), thanks to the transparency offered by a branded mobile application.

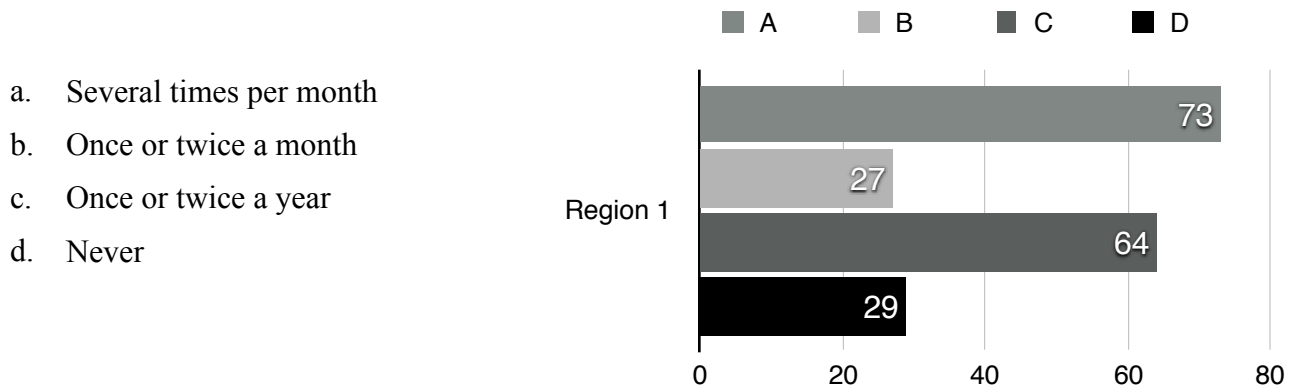
## Chapter 4

### *Data Analysis*

This chapter will discuss the result of the survey which was disseminated via social media (Facebook, Twitter, Reddit, SurveyMonkey). The data collected is from 193 total responses received through two separate survey methods and aggregated into charts that will be shown throughout this chapter. The respondents of the survey are self-identified Millennials and Generation Xers, some of whom are parents. The results will be analyzed and discussed in regards to their relevancy to the question at hand — consumer response to brand transparency.

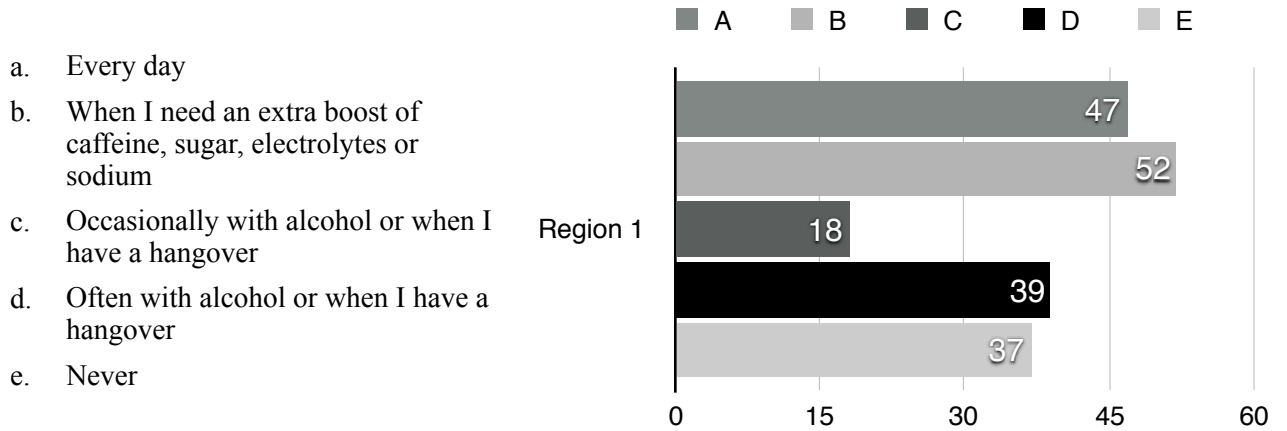
The first few questions of the survey addressed individual consumers and their attitudes towards fast-food and soft drinks. The majority of respondents reported eating fast food regularly *or* eating fast food only when it was available (see Chart 1).

*Chart 1: How often do you patronize fast-food restaurants? (i.e. McDonald's, Taco Bell, Burger King, etc.)*



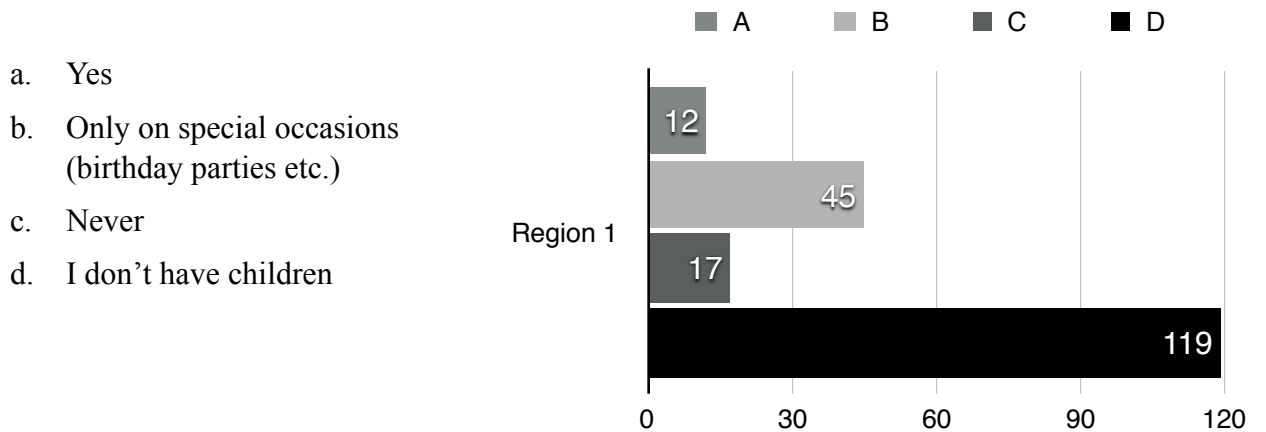
The next response that stood out was the response regarding soft drinks and sports drinks. Respondents reported consuming far more soft drinks than they had fast food or junk food, and with far more regularity (see *Chart 2*).

*Chart 2: How often do you drink soft drinks/sports drinks? (i.e. Coca-Cola, Sprite, Gatorade, VitaminWater etc.)*



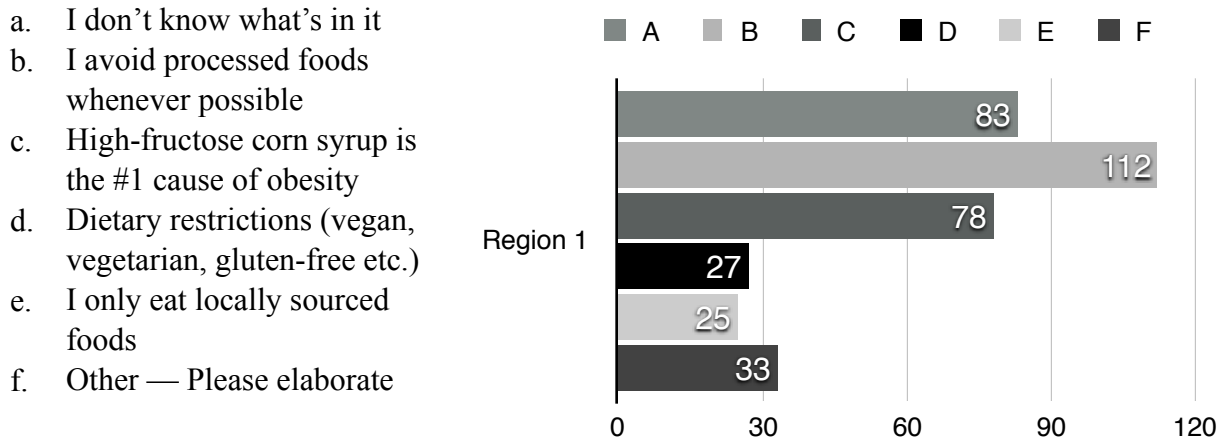
The same phenomenon appeared when respondents with children were asked about what they allow their children to consume. Far more parents allow their children to consume soft drinks regularly or on special occasions (see *Chart 3*).

*Chart 3: If you have children, do you let them drink soft drinks?*

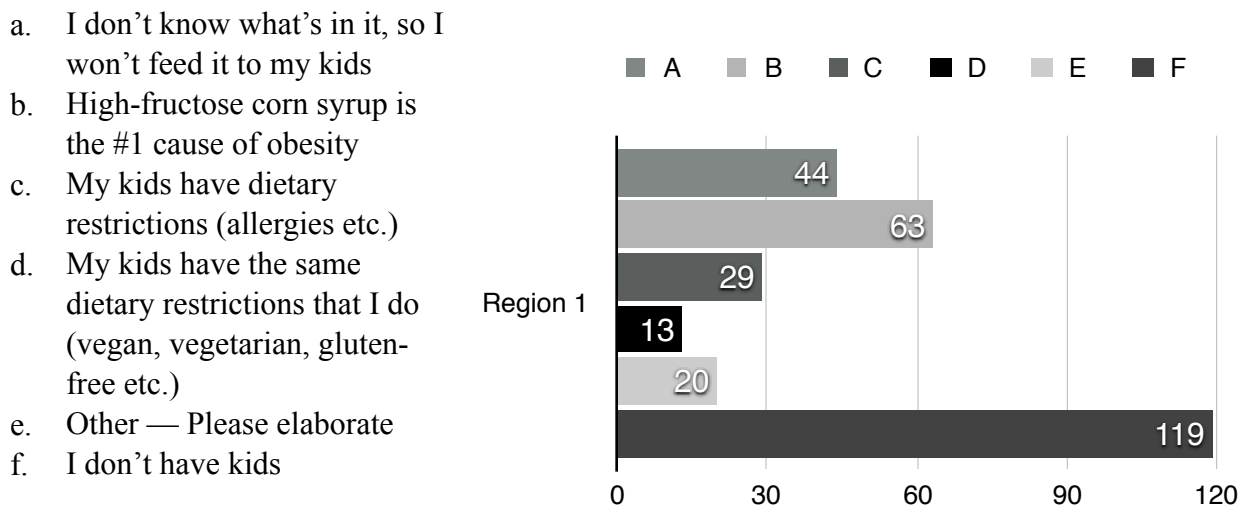


Respondents that avoid or never consume junk food or soft drinks themselves, and those who do not or rarely allow their children to consume junk food or soft drinks were both most concerned with high fructose corn syrup as a factor in obesity (see *Charts 4 & 5*).

*Chart 4: If you generally avoid, or never consume, fast-food, junk food or soft drinks, please select all that apply for why:*



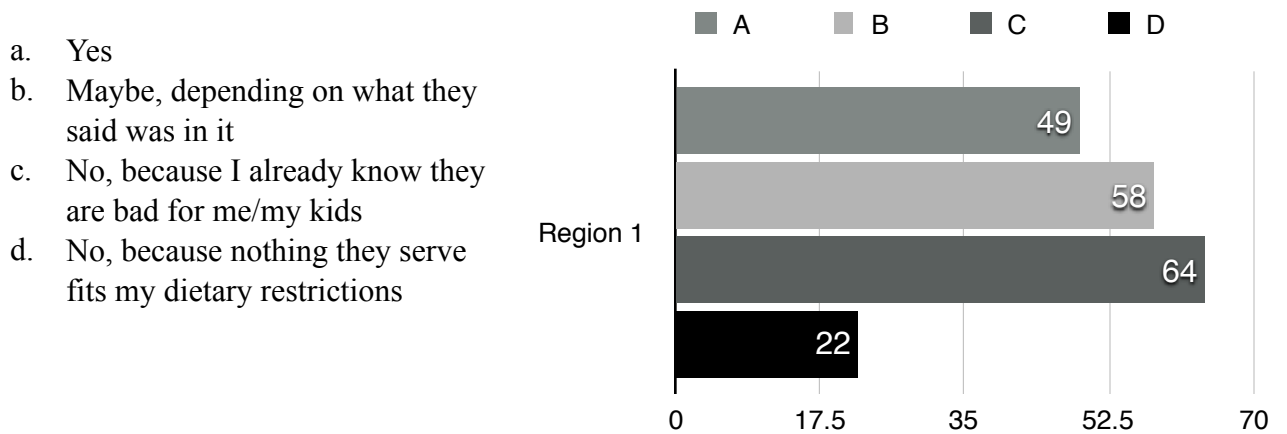
*Chart 5: If you don't allow your children to consume fast-food, junk food or soft drinks, please select all that apply for why:*



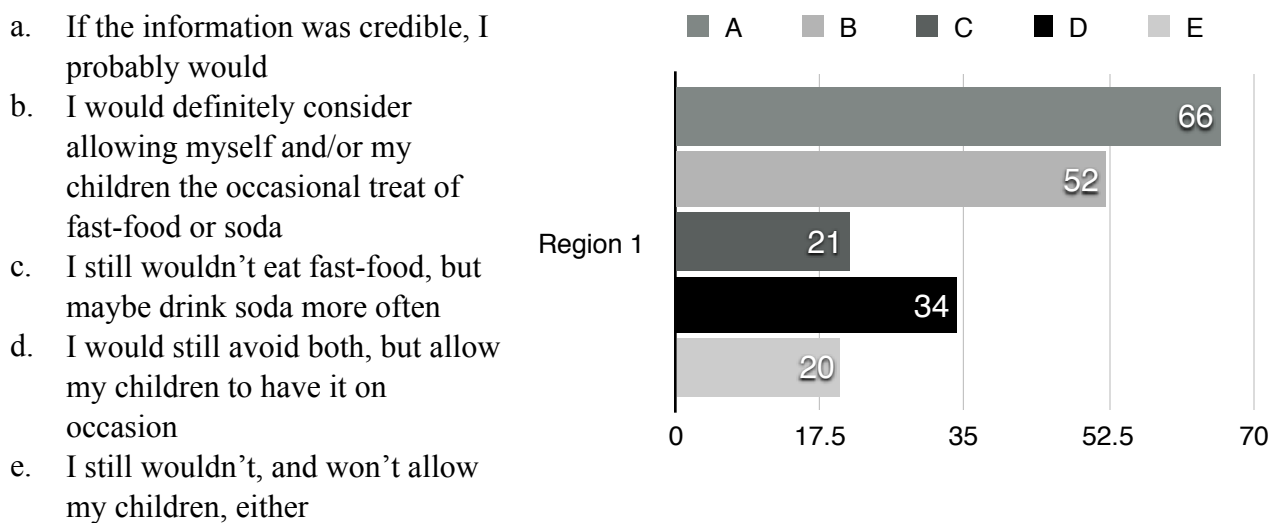
Other concerns that were added by respondents were high caloric values, high sodium levels, preservatives and over-processing.

Respondents were reluctant to get on board with junk food brands simply because they started being transparent, however they did respond positively to the suggestion that moderate consumption of fast food and soft drinks, in conjunction with a balanced diet and lifestyle, was perfectly healthy (see *Charts 6 & 7*).

*Chart 6: If fast-food and soft drink brands were transparent about what was in their products, would you be more likely to consume them yourself or let your kids eat/drink them?*



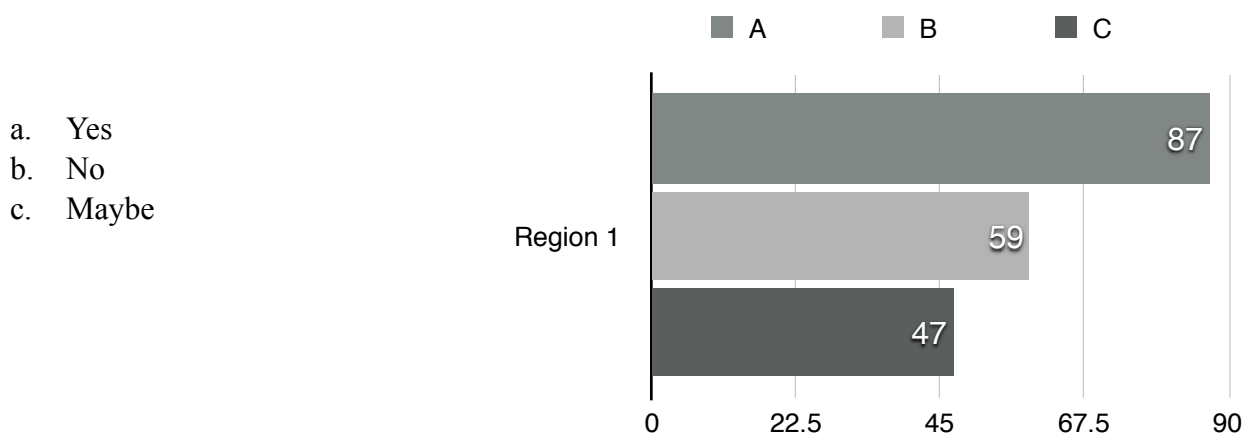
*Chart 7: What if they informed you that consuming their products on occasion (and in moderation), along with a balanced diet and active lifestyle, is perfectly healthy for adults and children?*



The final questions were in regards to how consumers would react to brands utilizing branded mobile applications and/or branded social media application experiences to increase their transparency. Respondents were also asked what types of information they would like to receive through one of these channels.

A significant majority of respondents answered positively to brands educating consumers via branded mobile apps (see *Chart 8*).

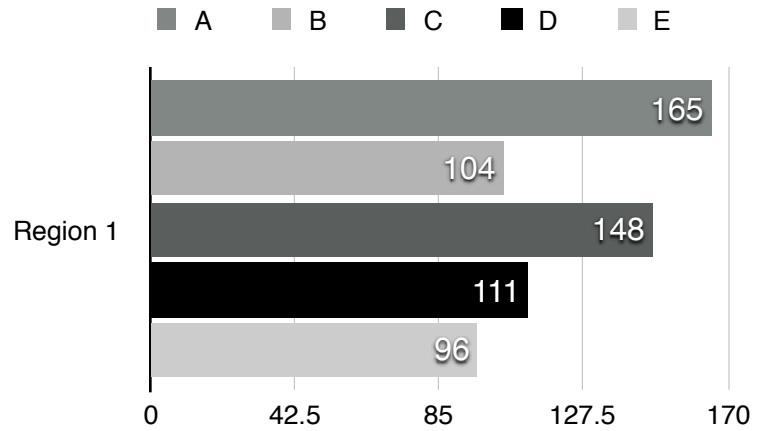
*Chart 8: If a fast-food or soft drink company had a branded mobile application, or branded social media app that allowed you to become educated on their products, would you use that to make decisions about purchasing their product?*



When asked what types of information users would want to receive through such an app, their main concerns were nutrition facts and ingredients, followed by health comparisons and where ingredients were sourced from (see *Chart 9*). Respondents also added requests such as balanced living tips, and information for adhering to dietary specifications.

Chart 9: What other information would you want from these types of brands to share on their branded app or social media? (Select all that apply)

- Nutrition facts
- Where the food comes from for each location
- Ingredients
- Health comparison on items to help me make healthy choices when I do patronize their store
- Other — Please elaborate





## Chapter 5

### *Conclusion*

#### **Summary**

This study was performed in order to address the overwhelming, established trend of the fast-food industry using fallacious advertising to appeal to low-income populations and children. This trend is not only detrimental to those demographics who are duped into over-consuming, but also alienates another demographic of health-conscious, well-educated individuals who could benefit from having cheaper, fast options. This second demographic is tech-savvy and values transparency from brands. By emphasizing their convenience while making their nutrition information readily available for a mobile-focused audience, fast-food and soft drink brands could gather a much larger population as consumers.

#### **Discussion**

The survey results analyzed in Chapter 4 and the literature discussed in Chapter 2 has brought to light enough information to begin to answer the research questions posed at the beginning of this study.

#### **How has widespread social media use affected current two-way communication methods?**

Social media use, especially through mobile applications, has opened the gateway for true two-way communication. It allows brands to ask consumers what they truly want from them, which allows consumers to feel heard (making them feel more connected to

the brand and foster loyalty) and for brands to actually serve their publics the way they want to be served.

**What are the benefits of a branded mobile application/branded social media over other methods?**

As mentioned numerous times throughout this paper, branded mobile applications are the new frontier for digital marketing and communications. Customization allows for users to create their own experience with the brand of their choice. Well-executed apps are easier to use and more cohesive than responsive websites. Users can save their login information, save favorite items for future purchase and pay for items with TouchId or other fingerprint identification. Push notifications allow users to receive tailored marketing that they actually want to receive, which will then direct them towards their mobile application for future use. In the fast food industry, GPS locating services can allow users to receive tailored deals which will direct them to their nearest store.

**Why are branded mobile apps often ineffective?**

Mobile apps are often ineffective because businesses fail to consider what their users actually want from a mobile app before implementing it. This is a huge loss for two-way symmetrical communication, as brands can utilize this type of communication in order to discover what their consumers want from an app before they even start developing it. Then they are able to further that established connection through a new, consumer-approved application.

**Why shouldn't brands be afraid to be transparent with their publics?**

Per the survey in Chapter 4, and the extensive literature discussed in Chapter 2, transparency is the new black. Everyone wants it, and everyone benefits from it. Some brands might have to re-examine their business practices if they are truly afraid of transparency, and in this day and age, any lapse in ethics or judgment is spread across social media faster than a public relations team can track it. Being transparent from the beginning is the best way to reach the largest audience possible.

**How does being transparent affect the fast food industry's ability to reach a larger audience?**

Per our survey, transparency will allow the fast-food industry to appeal to a group that is not currently purchasing their products or patronizing their locations. The groups that they are currently appealing to with their superfluous advertising does not have the health concerns or the technology to be aware of this transparency, so they are not risking losing that demographic. The literature we reviewed in Chapter 2 shows that consumers are already taking to brands that exercise transparency.

**Recommendations for Practice**

**Mobile applications.**

Brands must learn what their consumers want and give it to them in a cohesive, user-friendly application that provides utility, social responsibility, entertainment and education. Depending on the industry, the importance of each area will vary, and that is what brands must determine prior to launching a mobile application. After this, they must ensure that with each update and release, they are keeping the consumer in mind and

putting their wants and needs first, as that will retain their loyalty and increase future spending.

### **Transparency.**

The need for information is growing among today's consumers. Being open and honest about what is inside their products is the best way for brands to keep consumers from patronizing their locations and buying their products. Making this information accessible wherever consumers are increases the likelihood that more consumers will return and become loyal customers.

### **Study Conclusion**

This study was focused on finding the benefits of the fast-food industry utilizing mobile applications and mobile social media to increase their transparency and appeal to a larger audience. The research and surveys conducted concluded that this would be an effective way to go about this. Audiences have responded positively to transparency in the past, and the survey respondents supported this idea, as well. Mobile applications are effective for increasing purchase behaviors and store visits. Combining these two proven methods would be a vastly efficacious venture for the fast-food industry.

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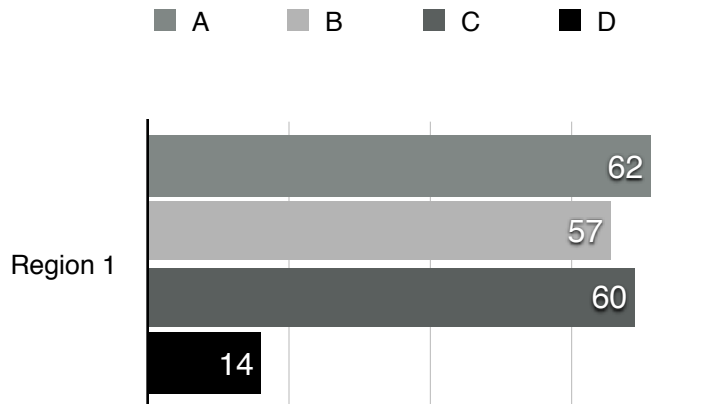
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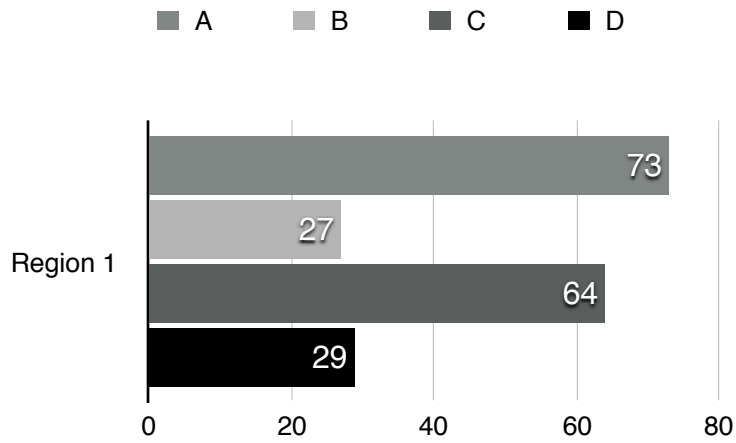
## Appendix A

### Survey Results (all)

1. How often do you patronize fast-casual restaurants? (i.e. Chipotle, Panera Bread, Jamba Juice etc.)
  - a. Several times per month
  - b. Once or twice a month
  - c. Once or twice a year
  - d. Never

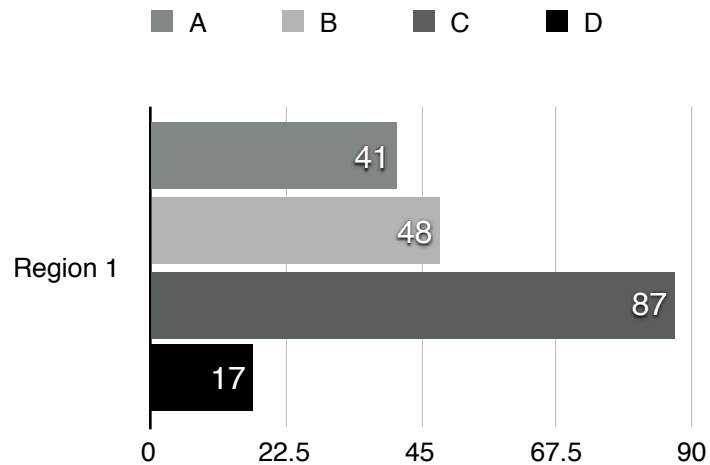


2. How often do you patronize fast-food restaurants? (i.e. McDonald's, Taco Bell, Burger King, etc.)
  - a. Several times per month
  - b. Once or twice a month
  - c. When it's the only food available (while on a trip, due to time of day etc.)
  - d. Never

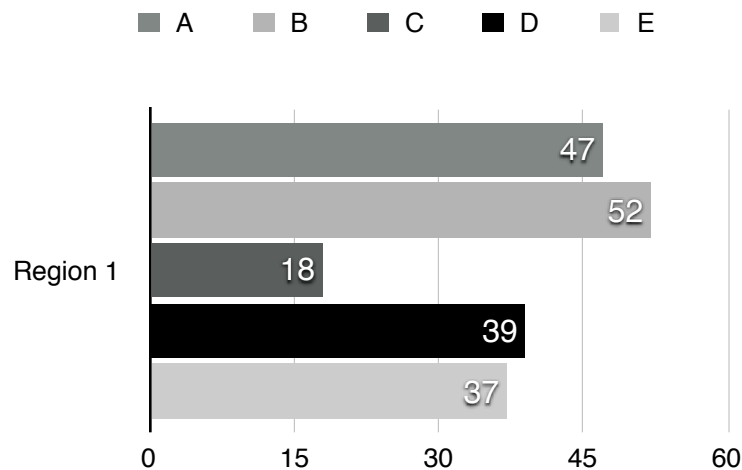




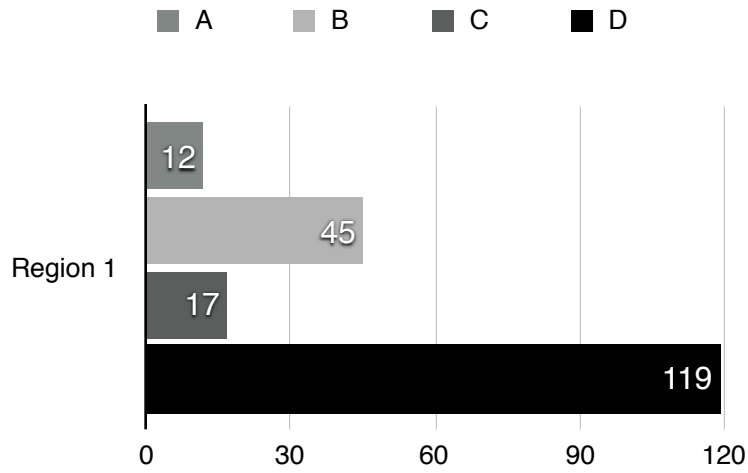
3. How often do you eat junk food? (i.e. store-bought chips, candy, cookies, donuts etc.)
- Every day
  - Once or twice a week
  - Once or twice throughout the month
  - Never



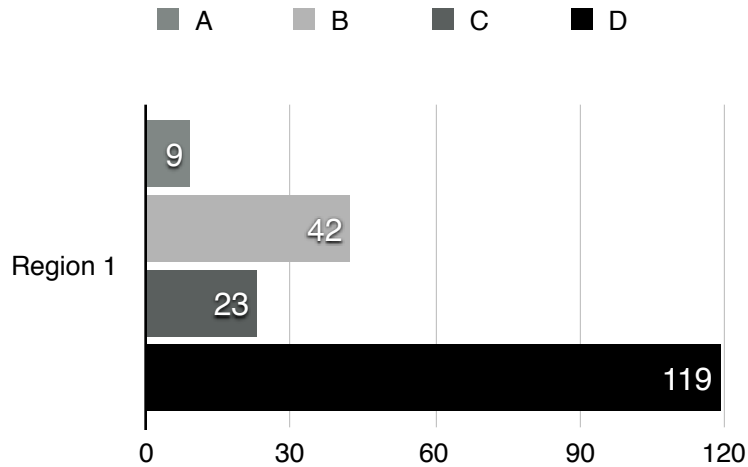
4. How often do you drink soft drinks/sports drinks? (i.e. Coca-Cola, Sprite, Gatorade, VitaminWater etc.)
- Every day
  - When I need an extra boost of caffeine, sugar, electrolytes or sodium
  - Occasionally with alcohol or when I have a hangover
  - Often with alcohol or when I have a hangover
  - Never



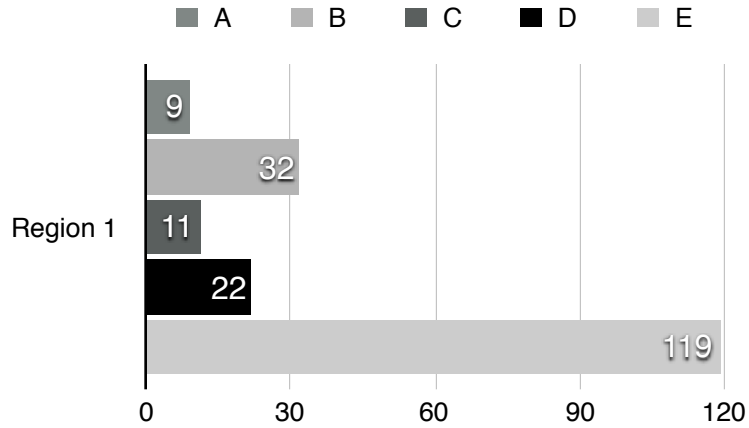
5. If you have children, do you let them drink soft drinks?
- a. Yes
  - b. Only on special occasions (birthday parties etc.)
  - c. Never
  - d. I don't have children



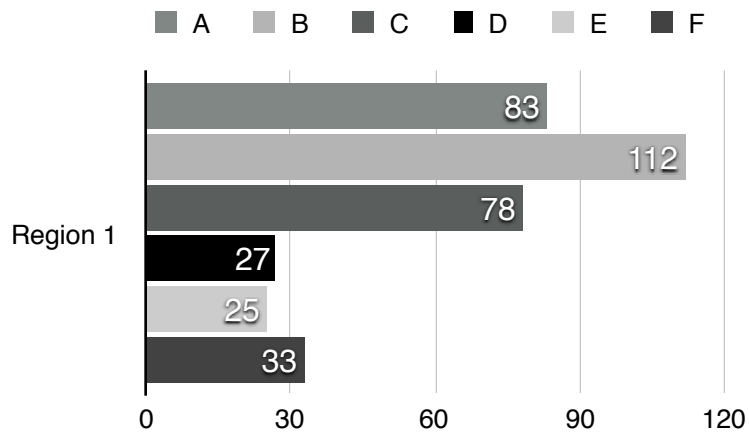
6. If you have children, do you let them eat junk food?
- a. Yes
  - b. Only on special occasions (birthday parties etc.)
  - c. Never
  - d. I don't have children



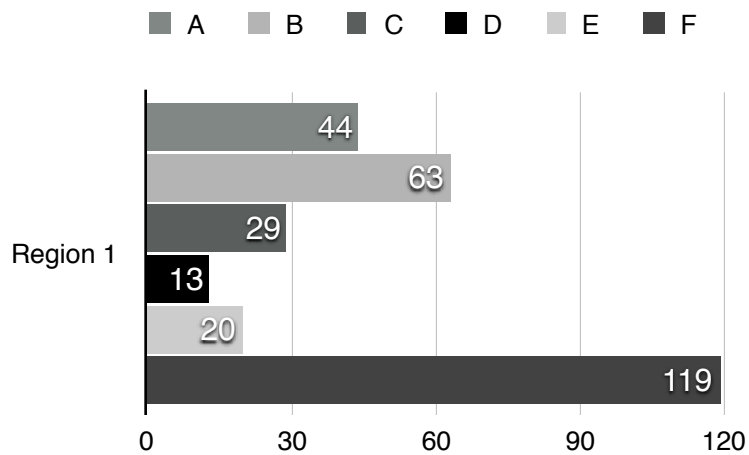
7. If you have children, do you let them eat fast food?
- Yes
  - Yes, but I make sure they get the healthy options available (milk instead of soda, apples instead of fries etc.)
  - Only on special occasions (family trips etc.)
  - Never
  - I don't have children



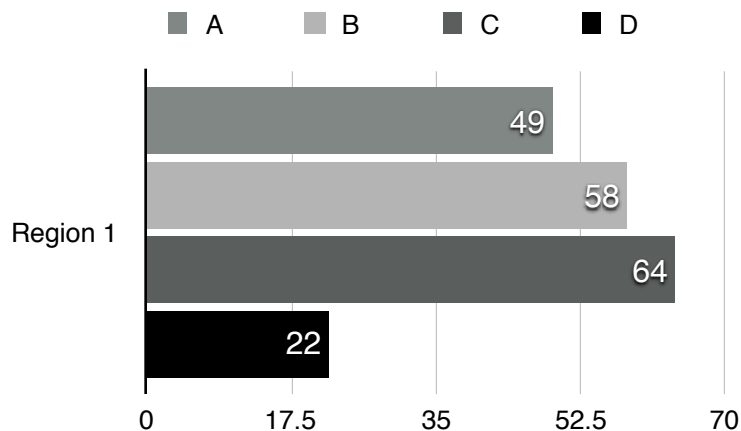
8. If you generally avoid, or never consume, fast-food, junk food or soft drinks, please select all that apply for why:
- I don't know what's in it
  - I avoid processed foods whenever possible
  - High-fructose corn syrup is the #1 cause of obesity
  - Dietary restrictions (vegan, vegetarian, gluten-free etc.)
  - I only eat locally sourced foods
  - Other — Please elaborate



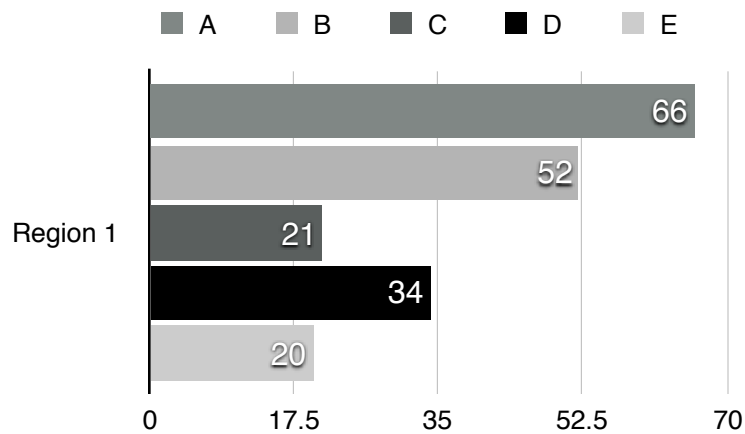
9. If you don't allow your children to consume fast-food, junk food or soft drinks, please select all that apply for why:
- I don't know what's in it, so I won't feed it to my kids
  - High-fructose corn syrup is the #1 cause of obesity
  - My kids have dietary restrictions (allergies etc.)
  - My kids have the same dietary restrictions that I do (vegan, vegetarian, gluten-free etc.)
  - Other
  - Please elaborate
  - I don't have kids



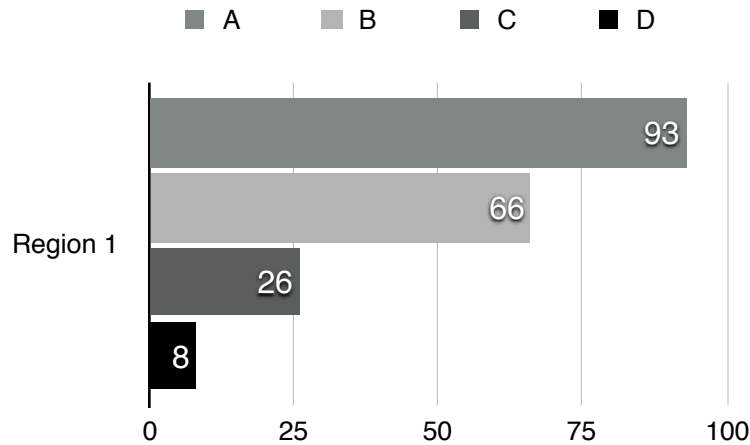
10. If fast-food and soft drink brands were transparent about what was in their products, would you be more likely to consume them yourself or let your kids eat/drink them?
- Yes
  - Maybe, depending on what they said was in it
  - No, because I already know they are bad for me/my kids
  - No, because nothing they serve fits my dietary restrictions



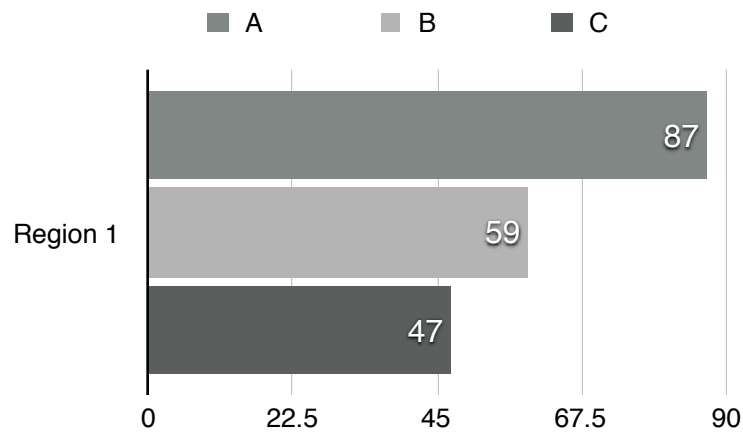
11. What if they informed you that consuming their products on occasion (and in moderation), along with a balanced diet and active lifestyle, is perfectly healthy for adults and children?
- If the information was credible, I probably would
  - I would definitely consider allowing myself and/or my children the occasional treat of fast-food or soda
  - I still wouldn't eat fast-food, but maybe drink soda more often
  - I would still avoid both, but allow my children to have it on occasion
  - I still wouldn't, and won't allow my children, either



12. Do you utilize mobile applications to gain information about brands you interact with?
- Always
  - Sometimes
  - I have on occasion, but not with regularity
  - Never



13. If a fast-food or soft drink company had a branded mobile application, or branded social media app that allowed you to become educated on their products, would you use that to make decisions about purchasing their product?
- Yes
  - No
  - Maybe
  - Please elaborate



14. What other information would you want from these types of brands to share on their branded app or social media? (Select all that apply)
- Nutrition facts
  - Where the food comes from for each location
  - Ingredients
  - Health comparison on items to help me make healthy choices when I do patronize their store
  - Other — Please elaborate

