

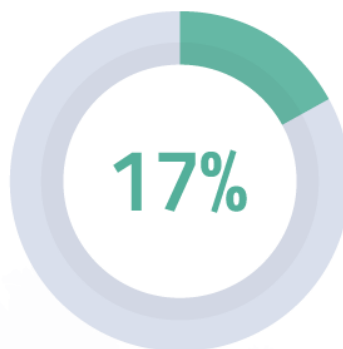
## The Appeal of McDonald's to Eco-Conscious Consumers

### McDonald's and Eco-Conscious Consumers

% of McDonald's customers who are Eco-Consumers



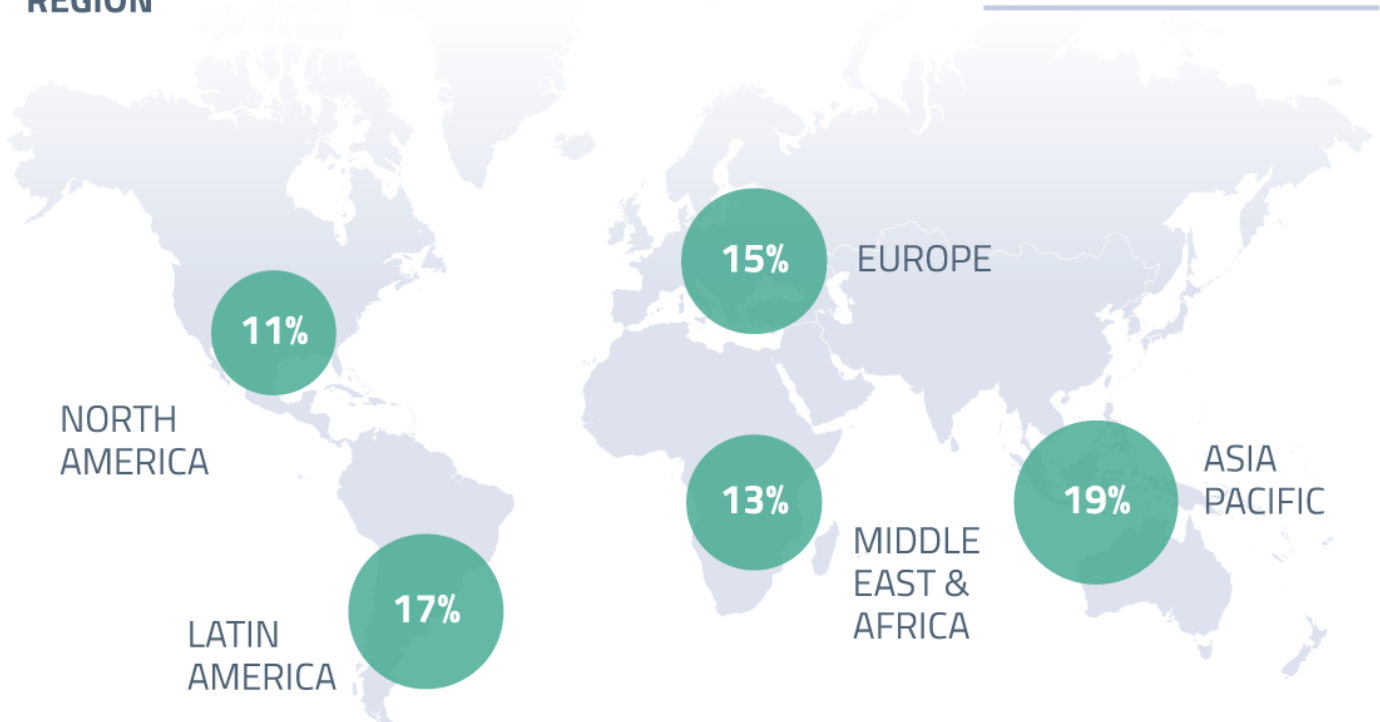
#### TOTAL



#### AGE

16-24	16%
25-34	18%
35-44	18%
45-54	19%
55-64	18%

#### REGION



**Question:** How frequently do you eat or drink products from these convenience brands?

**Source:** GlobalWebIndex Q3 2017 | **Base:** 77,814 Internet Users aged 16-64