

Fast Food Tactics Activity Worksheet

Watch the video about '[How the fast food industry gets you to spend more](#)' and complete the questions below. 1. Who on average spends more on fast food?

- UK
- US

2. How much does using self-service kiosks increase customer spending

- 5%
- 10%
- 20%
- 50%

3. The machines are designed to _____ to you in the form of going large on a meal or recommending additional items.

- Upsell
- Downgrade
- Sell
- Advise

4. Which of these best describes the benefit of using large appetising pictures?

- They take up more of the menu
- Provides customers with better choice
- Shows the quality of the item
- Prevents customers from being able to see the details of the meal, in turn rushing them to make a decision as they get closer to the counter.

5. Why do fast food restaurants remove the pound sign or make it small on the menu?

- Doesn't look appealing
- Because it is associated with cost and spending money
- So menus can be used internationally
- It's easier

6. The McDonald's Monopoly promotion costs them more in free food than it makes in extra sales.

- True
- False

7. Which of these is a benefit of the McDonald's Monopoly promotion?

- Encourages an increase in average spend
- Encourages repeat purchases
- Encourages the use of self-service kiosks
- Reduces the number of staff needed

Poll/Debate – Do you visit McDonald’s more frequently or spend more when the McDonald’s Monopoly promotion is running?

- No
- Yes I visit the store more
- Yes I spend more when I visit
- Yes I visit more and spend more
- Not sure

Short Essay Question

Evaluate whether you think that the tactics discussed in the video are ethical and whether fast food companies should be encouraging customers to spend more of their money on fast food (fill the space below).