

Example 2

Have you eaten at a fast food restaurant in the past 6 months?

Yes No

If "yes", please continue. If "no", please skip to Section 2.

*no, don't fill it out
need another screen
(must be 18 also!)*

Section 1

In this section, we would like to determine which elements of each restaurant you find most satisfying. We will ~~use your answers~~ ^{also} to determine which features you find most important when choosing a fast food restaurant.

McDonald's

How satisfied are you with each of the elements of a McDonald's restaurant? Please rate each factor.

1 - very dissatisfied, 2 - dissatisfied, 3 - "just okay", 4 - satisfied, 5 - very satisfied. Circle N/A if the question doesn't apply or you don't know.

	<u>Very Dissatisfied</u>		<u>Just Okay</u>		<u>Very Satisfied</u>	
Taste	1	2	3	4	5	N/A
Service Quality	1	2	3	4	5	N/A
Speed of Service	1	2	3	4	5	N/A
Price	1	2	3	4	5	N/A
Store Location	1	2	3	4	5	N/A

does this include speed?

Burger King

How satisfied are you with each of the elements of a Burger King restaurant? Please rate each factor.

1 - very dissatisfied, 2 - dissatisfied, 3 - "just okay", 4 - satisfied, 5 - very satisfied. Circle N/A if the question doesn't apply or you don't know.

	<u>Very Dissatisfied</u>		<u>Just Okay</u>		<u>Very Satisfied</u>	
Taste	1	2	3	4	5	N/A
Service Quality	1	2	3	4	5	N/A
Speed of Service	1	2	3	4	5	N/A
Price	1	2	3	4	5	N/A
Store Location	1	2	3	4	5	N/A

Wendy's

How satisfied are you with each of the elements of a Wendy's restaurant? Please rate each factor.

1 - very dissatisfied, 2 - dissatisfied, 3 - "just okay", 4 - satisfied, 5 - very satisfied. Circle N/A if the question doesn't apply or you don't know.

	<u>Very Dissatisfied</u>	<u>Just Okay</u>	<u>Very Satisfied</u>			
Taste	1	2	3	4	5	N/A
Service Quality	1	2	3	4	5	N/A
Speed of Service	1	2	3	4	5	N/A
Price	1	2	3	4	5	N/A
Store Location	1	2	3	4	5	N/A

Section 2

In this section we will ask how important each aspect of a fast food restaurant is to your satisfaction.

When choosing a fast food restaurant, *for Burgers (see cover page notes)* how important are each of the following factors in making your purchase decision? Please rate the significance of each factor.

1 - Very Unimportant, 2 - Not Important, 3- Somewhat Important, 4 - Important, 5 - Very Important.

	<u>Very Unimportant</u>	<u>Somewhat Important</u>	<u>Very Important</u>			
Taste	1	2	3	4	5	N/A
Service Quality	1	2	3	4	5	N/A
Speed of Service	1	2	3	4	5	N/A
Price	1	2	3	4	5	N/A
Store Location	1	2	3	4	5	N/A

Circle the average dollar amount you spend at fast food restaurants each month.

(0-\$9.99) (\$10-\$19.99) (\$20-\$29.99) (\$30-\$39.99)

(\$40 or more) (Don't Know)

Where do you currently get information like price, availability, and specials about fast food restaurants that primarily sell burgers? ^{good}

Check all that apply.

- Friends TV Radio Billboards Newspapers
 Other (please specify) _____

Circle your favorite brand of fast food restaurant.

- McDonald's
Burger King
Wendy's
Dairy Queen
Hardee's
Jack in the Box
Arby's
Other (please specify)

Why is it your favorite? Circle all that apply.

- Taste Price Service Selection Speed
Location Cleanliness Other _____

In the year 2002, do you expect to purchase less, the same, or more fast food than in 2001? (circle one answer from each restaurant and write in the dollar amount in the space provided if answer is "LESS" or "MORE")

> "Anything they dislike" question here
a yearly amount would be hard to guess as my guess.

McDonalds	LESS _____	/ THE SAME /	MORE _____
Burger King	LESS _____	/ THE SAME /	MORE _____
Wendy's	LESS _____	/ THE SAME /	MORE _____
Dairy Queen	LESS _____	/ THE SAME /	MORE _____
Hardee's	LESS _____	/ THE SAME /	MORE _____
Jack in the Box	LESS _____	/ THE SAME /	MORE _____
Arby's	LESS _____	/ THE SAME /	MORE _____

But you don't know their current amounts

Are there any brands you used to purchase from but no longer do?
Check all that apply and explain why you no longer purchase from the restaurant.

- McDonald's (why not?) _____
- Burger King (why not?) _____
- Wendy's (why not?) _____
- Dairy Queen (why not?) _____
- Hardee's (why not?) _____
- Jack in the Box (why not?) _____
- Arby's (why not?) _____

Section 3

The following information will be used for classification purposes only.

Please indicate the following:

Age _____

Gender Male Female

Race

- African American
- White
- Asian
- Hispanic
- Native American
- Other _____

What is your MARITAL status?

- Married
- Single, never married
- Divorced or Separated
- Widowed

Okay

No ending!