We at Burgertime have chosen you to participate in an exciting survey that will help to better serve you in the future. Your input will help us in creating new products. Thank you in advance for taking the time to complete this brief internet-based survey.

To begin the survey, click the link below:

http://www.d.umn.edu/~burgertime/survey1.doc

Please complete the survey by November 6th, 2001.

If you have any questions or experience technical difficulties, please contact us at burgertime@burgertime.net
Thank you for participating in this survey! All information will be kept confidential and is crucial to our research. The results will help us determine how to serve you better in the future and will be displayed on our website at www.burgertime.net starting December 1st. The survey should take about fifteen minutes to complete. If you wish to quit at any time, click the “cancel” button and your information will be saved up to that point to complete at a later time.

BEGIN  CANCEL

Pressing Cancel at any time brings the participant to the “Cancel Page”

Pressing Begin brings the participant to the next page
These initial questions will determine if you are eligible to take this survey. Please answer them honestly, as any surveys determined to be falsified will not be included in our research.

1. Have you purchased a fast food product in the last three months?
   □ Yes (continue)
   □ No (go to ineligible page)
   □ Not sure (go to ineligible page)

2. Are you at least 18 years old?
   □ Yes (continue)
   □ No (go to ineligible page)

CONTINUE  CANCEL

Pressing Continue brings participant to the next page if both “Yes” boxes are checked.

If both “Yes” boxes are not checked when Continue button is pressed, participant is taken to the Ineligible page.

Pressing Continue at anytime past this page brings participant to the next page, as long as each question is answered.

If each question is not answered, a screen will pop up that tells the participant that a question was missed and must be answered to continue.
We would like to know more about your favorite fast food restaurant. As you fill out this survey, consider only restaurants that serve primarily burgers.

1. Which of the following restaurants is your favorite? [ ] Burger King [ ] Wendy’s [ ] McDonald’s [ ] Hardee’s [ ] A & W [ ] White Castle [ ] Popeye’s [ ] Big Boy [ ] Other (Please specify) __________

2. Why is that restaurant your favorite? (Check all that apply) [ ] Cleanliness [ ] Service [ ] Food Quality [ ] Price [ ] Speed of Order [ ] Other [ ] Not sure

If other, please specify: __________________________________________________________________________

3. What are your dislikes with that restaurant (if any)? (Check all that apply) [ ] Cleanliness [ ] Service [ ] Food Quality [ ] Price [ ] Speed of Order [ ] Other [ ] Not sure [ ] None

If other, please specify: __________________________________________________________________________

CONTINUE  CANCEL
We would like to know more about how often you visit fast food restaurants and what you like to purchase there.

1. About how many times per month do you visit fast food restaurants? _________

2. How much do you spend per person at fast food restaurants per visit? _________

3. How many times per month do you plan on visiting McDonald’s? _________

4. How much do you plan on spending on your next visit to McDonald’s? _________

5. How many times per month do you plan on visiting Burger King? _________

   Why? _________________________________________________________________

6. How much do you plan on spending on your next visit to Burger King? _________

7. How many times per month do you plan on visiting Wendy’s? _________

   Why? _________________________________________________________________

8. How much do you plan on spending on your next visit to Wendy’s? _________
9. Which of these restaurants have you visited before, but no longer do so? (Check all that apply)

- McDonald’s
- Burger King
- Wendy’s
- Hardee’s
- A & W
- White Castle
- Popeye’s
- Big Boy
- Don’t Know

Why?

10. Where do you currently get information (e.g. price, availability, specials, etc.) about these restaurants? (Check all that apply)

- Billboards
- TV
- Radio
- Newspaper
- Magazines
- Internet
- Friends/Family
- Other
We would like to know how important certain attributes are in your purchasing decision and how you would rate the top three fast food restaurants.

1. How would you rate the importance of each attribute in making a purchase?

<table>
<thead>
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<th></th>
<th>Very important</th>
<th>Important</th>
<th>Unimportant</th>
<th>Very unimportant</th>
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</table>

2. Tell us how you rate the following:

**McDonald's**

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<th>Great</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
<th>Don't know</th>
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</thead>
<tbody>
<tr>
<td>Overall Cleanliness</td>
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**Burger King**

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<th>Poor</th>
<th>Don't know</th>
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**Wendy's**

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<td>Speed of Order</td>
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CONTINUE CANCEL
In the last section, we would like to know more about you for grouping reasons. All information will be kept confidential, and is used only for grouping responses together.

1. Please select your gender:
   - Male
   - Female

2. Please select your age bracket:
   - 18-24
   - 25-34
   - 35-44
   - 45-54
   - 55-64
   - 65+

3. Please select your ethnic origin:
   - Caucasian
   - Asian
   - African American
   - Hispanic
   - Middle Eastern
   - Native American
   - Other (Please specify______________)

4. Please select your current marital status:
   - Single
   - Married
   - Divorced
   - Widowed

Thank you for completing this survey. Your input is very important to us. If you have any questions, please feel free to contact us at burgertime@burgertime.net

[Submit] [Cancel]

Pressing Submit will take participant to "Submit" page
You have successfully completed the survey. Your input is very important to us. The results of this survey can be viewed after December 1st, 2001 on our website at www.burgertime.com

Thank you for your participation!

If you have any questions or comments, please contact us at burgertime@burgertime.net
We're sorry, but you are not eligible to take this survey...

Thank you for your interest. If we conduct future surveys, we may contact you for your participation.

If you have any questions or comments, please contact us at burgertime@burgertime.net
You have selected to cancel the survey. Your progress has been saved and you will be redirected to that point the next time you press the link on the e-mail message. If you pressed the Cancel button on accident, just press the Back button on your browser.

Thank you for your interest. We look forward to when you will complete the rest of the survey.

If you have any questions or comments, please contact us at burgertime@burgertime.net