

Example 3

E-mail with link to survey

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

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

BURGERTime

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

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? _____

Why? Why needed

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? _____

CONTINUE

CANCEL

9. Which of these restaurants have you visited before, but no longer do so? (Check all that apply)

- McDonald's Why? _____
- Burger King Why? _____
- Wendy's Why? _____
- Hardee's Why? _____
- A & W Why? _____
- White Castle Why? _____
- Popeye's Why? _____
- Big Boy Why? _____
- Don't Know

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 _____

CONTINUE

CANCEL

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?

	<i>Very important</i>	<i>Important</i>	<i>Unimportant</i>	<i>Very unimportant</i>	<i>Not sure</i>
Cleanliness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Food Quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Speed of Order	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

included here also?

2. Tell us how you rate the following:

MCDONALD'S

	<i>Great</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Overall Cleanliness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Food Quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Speed of Order	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

BURGER KING

	<i>Great</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Overall Cleanliness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Food Quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Speed of Order	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

WENDY'S

	<i>Great</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Overall Cleanliness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Food Quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Speed of Order	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

Submit Page

The logo for BURGERTIME, featuring the word "BURGERTIME" in a stylized, handwritten font. The letters are black with a white outline, and the background is a grey, textured rectangular box.

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

Ineligible Page

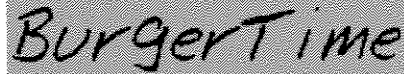
The logo for BurgerTime, featuring the word "BURGER" in a bold, uppercase, sans-serif font, followed by "Time" in a lowercase, cursive script font. The entire logo is set against a dark, textured rectangular background.

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

Cancel Page

The logo for Burgertime, featuring the word "Burgertime" in a handwritten-style font. The letters are black and set against a light gray, textured rectangular background.

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