

Example 4

Section A. Screening Question

Have you frequented a fast-food restaurant in the last three months?

Yes

No

IF YOUR ANSWER WAS "NO" TO QUESTION 1 OR IF YOU ARE UNDER 18 YEARS OF AGE, YOU MAY DISCONTINUE THIS SURVEY. PLEASE PLACE THE SURVEY IN THE ENVELOPE PROVIDED AND RETURN AS SOON AS POSSIBLE.

Section B. Consumption

(The purpose of these questions is to obtain information about your consumption pattern.)

1. On average, which one answer best describes your visits to a fast-food restaurant? **(Circle month or week.)**

- no need*
- 1-2 times per month/week
 - 3-4 times per month/week
 - 5-6 times per month/week
 - 7-8 times per month/week
 - 9+ times per month/week
 - Don't Know

2. On average, how much per month do you spend at all fast-food restaurants?

- \$0-9.99
- 10 - 19.99
- 20- 29.99
- 30 - 39.99
- 40 - 49.99
- 50+
- Don't Know

must state in rest of survey: Restaurants

3. Where do you currently get information about fast-food restaurants (for example: price, availability, and specials)? **(Check all that apply.)**

- | | |
|---|---|
| <input type="checkbox"/> Television Commercials | <input type="checkbox"/> Billboards |
| <input type="checkbox"/> Newspaper Advertisements | <input type="checkbox"/> Family/Friends |
| <input type="checkbox"/> Magazine Advertisements | <input type="checkbox"/> Don't Know |
| <input type="checkbox"/> Restaurant | |
| <input type="checkbox"/> Other _____ | |

Section C. Attributes (Important Section!)

(The purpose of this section is to acquire information about what is important to you when making your purchasing decisions.)

1. On a scale of 1-5, how important are each of these attributes to your purchasing of fast-food? **(Circle the answer that best applies to you.)**

	Not Important		Somewhat Important		Very Important		Don't Know
	1	2	3	4	5		D
Price	1	2	3	4	5		D
Taste	1	2	3	4	5		D
Speed of Service	1	2	3	4	5		D
Cleanliness of Restaurant	1	2	3	4	5		D
Location of Restaurant	1	2	3	4	5		D

2. Please rate these restaurants according to the attributes listed below.

1 = Very Poor 2 = Poor 3 = Neutral 4 = Good
 5 = Excellent D = Don't Know
 NA = I don't eat at this restaurant.

	Price	Taste	Speed of Service	Cleanliness	Location
Burger King					
McDonald's					
Wendy's					

3. Overall, which fast-food restaurant is your favorite?

- Burger King
 - McDonald's
 - Wendy's
 - Don't Know
 - Other _____
- need longer list*

4. Why is this your favorite fast-food restaurant? **(Check all that apply.)**

- Price
- Taste
- Speed of Service
- Cleanliness
- Don't Know
- Location
- Friendliness
- Variety of Menu
- Other _____

5. What, if anything, do you dislike about your favorite fast-food restaurant?

~~Provide~~
provide a list

6. Which, if any, fast-food restaurant(s) do you plan on attending in the future? (Check all that apply.)

- Burger King
- McDonald's
- Wendy's
- Don't Know
- None (PLEASE SKIP TO QUESTION 12.) *okay*
- Other _____

7. In the next month, how much do you plan on spending at the fast-food restaurant ^{of your choice?} ~~of your choice?~~ (If you do not plan on attending a restaurant, do not check a price box for that restaurant.)

be here

	\$0-9.99	10-19.99	20-29.99	30+	Don't Know
<i>or</i> Burger King	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
McDonald's	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wendy's	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>need complete list of all</i> Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. Are there any restaurants that you no longer purchase from?

- Yes
- No

(IF YOUR ANSWER WAS "NO", PLEASE SKIP TO SECTION D.)

9. Which fast-food restaurant(s) do you no longer purchase from and why?

Burger King: Why? _____

McDonald's: Why? _____

Wendy's: Why? _____

Other: _____ Why? _____

*read
complete
list*

Section D. Demographics (Hurrah, Last Section!)

(This information is being collected to classify the data that we receive. This information will be kept strictly confidential.)

1. Please indicate your gender.

Male Female

2. Please indicate your age segment.

- 18-22
- 23-29
- 30-39
- 40-54
- 55+

3. How do you describe yourself? (Check all that apply.)

- African- American
- Asian
- Caucasian
- Hispanic
- Native-American
- Pacific Islander
- Other

4. Please indicate your current marital status.

- Single
- Married
- Divorced
- Widowed

Thank you for your time. We appreciate your input!! Please place the survey in the envelope that is provided and return as soon as possible.