

Example 5

Directions:

Please fill out this survey if you are 18 years of age or older and have purchased a fast food hamburger in the past three months.

If you do not meet BOTH of these requirements, please do not take this survey.

Thank you for your time.

SECTION I

For each of the three national fast food restaurants listed, rate the following attributes on a 1-5 scale (1 being poor, 5 being excellent).

Kind of a detailed, hard question to start off with.

Burger King:

The following questions should be answered with regards to **service**.

1. Are the employees polite?
2. Are the employees helpful?
3. Was your order taken promptly?
4. Did you receive what you had ordered?
5. Did the employees inform you of any specials?

Poor	Fair	Average	Good	Excellent
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5

Don't know

The following questions should be answered with regards to **food quality**.

1. Was the food hot when you received it?
2. Was the appearance of the food pleasing?
3. Did the food taste good?
4. Was the food cooked thoroughly?
5. Was the price acceptable for the quality of the product you received?

1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5

The following questions should be answered with regards to **cleanliness**.

1. When you entered the restaurant, was the appearance acceptable?
2. Was the ordering counter clean?
3. Were the tables in the dining area wiped clean?
4. Was the floor clean of hazards, such as spilt food or soda?
5. Was the condiment counter clean?

1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5

The following questions should be answered with regards to **atmosphere**.

1. When you were in the restaurant, was the noise level acceptable?
2. Was the lighting appropriate?
3. Were you comfortable in the restaurant while you were eating your food?

1	2	3	4	5
1	2	3	4	5
1	2	3	4	5

The following questions should be answered with regards to **location**.

1. Is the restaurant convenient in relationship to public areas like shopping malls?
2. Is it easily accessible from the highway?
3. Are the entry and exit signs at the restaurant easy to see and follow?
4. Is the parking lot large enough?

1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5

McDonald's

The following questions should be answered with regards to **service**.

	Poor	Fair	Average	Good	Excellent
1. Are the employees polite?	1	2	3	4	5
2. Are the employees helpful?	1	2	3	4	5
3. Was your order taken promptly?	1	2	3	4	5
4. Did you receive what you had ordered?	1	2	3	4	5
5. Did the employees inform you of any specials?	1	2	3	4	5

The following questions should be answered with regards to **food quality**.

1. Was the food hot when you received it?	1	2	3	4	5
2. Was the appearance of the food pleasing?	1	2	3	4	5
3. Did the food taste good?	1	2	3	4	5
4. Was the food cooked thoroughly?	1	2	3	4	5
5. Was the price acceptable for the quality of the product you received?	1	2	3	4	5

The following questions should be answered with regards to **cleanliness**.

1. When you entered the restaurant, was the appearance acceptable?	1	2	3	4	5
2. Was the ordering counter clean?	1	2	3	4	5
3. Were the tables in the dining area wiped clean?	1	2	3	4	5
4. Was the floor clean of hazards, such as spilt food or soda?	1	2	3	4	5
5. Was the condiment counter clean?	1	2	3	4	5

The following questions should be answered with regards to **atmosphere**.

1. When you were in the restaurant, was the noise level acceptable?	1	2	3	4	5
2. Was the lighting appropriate?	1	2	3	4	5
3. Were you comfortable in the restaurant while you were eating your food?	1	2	3	4	5

The following questions should be answered with regards to **location**.

1. Is the restaurant convenient in relationship to public areas like shopping malls?	1	2	3	4	5
2. Is it easily accessible from the highway?	1	2	3	4	5
3. Are the entry and exit signs at the restaurant easy to see and follow?	1	2	3	4	5
4. Is the parking lot large enough?	1	2	3	4	5

Wendy's

The following questions should be answered with regards to **service**.

	Poor	Fair	Average	Good	Excellent
1. Are the employees polite?	1	2	3	4	5
2. Are the employees helpful?	1	2	3	4	5
3. Was your order taken promptly?	1	2	3	4	5
4. Did you receive what you had ordered?	1	2	3	4	5
5. Did the employees inform you of any specials?	1	2	3	4	5

The following questions should be answered with regards to **food quality**.

1. Was the food hot when you received it?	1	2	3	4	5
2. Was the appearance of the food pleasing?	1	2	3	4	5
3. Did the food taste good?	1	2	3	4	5
4. Was the food cooked thoroughly?	1	2	3	4	5
5. Was the price acceptable for the quality of the product you received?	1	2	3	4	5

The following questions should be answered with regards to **cleanliness**.

1. When you entered the restaurant, was the appearance acceptable?	1	2	3	4	5
2. Was the ordering counter clean?	1	2	3	4	5
3. Were the tables in the dining area wiped clean?	1	2	3	4	5
4. Was the floor clean of hazards, such as spilt food or soda?	1	2	3	4	5
5. Was the condiment counter clean?	1	2	3	4	5

The following questions should be answered with regards to **atmosphere**.

1. When you were in the restaurant, was the noise level acceptable?	1	2	3	4	5
2. Was the lighting appropriate?	1	2	3	4	5
3. Were you comfortable in the restaurant while you were eating your food?	1	2	3	4	5

The following questions should be answered with regards to **location**.

1. Is the restaurant convenient in relationship to public areas like shopping malls?	1	2	3	4	5
2. Is it easily accessible from the highway?	1	2	3	4	5
3. Are the entry and exit signs at the restaurant easy to see and follow?	1	2	3	4	5
4. Is the parking lot large enough?	1	2	3	4	5

Keeping the earlier ^{choosing} questions in mind, rate how you feel about the importance of the following attributes in fast food restaurants that primarily sell hamburgers?

	Poor	Fair	Average	Good	Excellent
1. How important is the service you receive at the restaurant?	1	2	3	4	5
2. How important is the quality of the food you receive?	1	2	3	4	5
3. How important is the cleanliness of the restaurant?	1	2	3	4	5
4. How important is the atmosphere of the restaurant?	1	2	3	4	5
5. How important is the location of the restaurant?	1	2	3	4	5

SECTION II

The following section will be used to gather information on your current purchasing trends as well as how you find out about specials.

Please answer the questions as best you can.

1. Where do you currently get information about fast food restaurants that sell primarily hamburgers?
Please check all that apply.
 - Television
 - Radio
 - Billboards
 - Newspaper
 - In-store
 - Word of mouth
 - Fundraisers
 - Other _____
 - I don't know

2. On average, how much money do you spend at fast food restaurants that sell primarily hamburgers monthly?
 - \$0-9.99
 - \$10-19.99
 - \$20-29.99
 - \$30-39.99
 - \$40-49.99
 - \$50-59.99
 - \$60+
 - I don't know

3. Out of all of the national fast food restaurants that primarily sell hamburgers, which restaurant do you most prefer? Please select one.
 - Burger King
 - McDonald's
 - Wendy's
 - Hardee's
 - A&W
 - White Castle
 - Jack-In-the-Box
 - Other (Please Specify) _____
 - I don't know

4. Based on your answer from question 3, why do you prefer this restaurant?

Provide list

5. Based on the same restaurant in questions 3 and 4: What, if anything, do you dislike about this restaurant?

Provide a list

6. Please check the box next to any of the following restaurants that you used to go to, but no longer do.

- Burger King Why? _____
- McDonald's Why? _____
- Wendy's Why? _____
- Hardee's Why? _____
- A&W Why? _____
- White Castle Why? _____
- Jack-In-the-Box Why? _____
- Other _____
Why? _____

7. Which restaurant's products will you continue to purchase? Please select all that apply.

- Burger King
- McDonald's
- Wendy's
- Hardee's
- A&W
- White Castle
- Jack-In-the-Box
- Other _____
- I don't know

Combine ↗

8. Based on your answer in question 7, please specify the average dollar amount you plan to spend at the following fast food restaurants monthly.

- Burger King \$ _____
- McDonald's \$ _____
- Wendy's \$ _____
- Hardee's \$ _____
- A&W \$ _____
- White Castle \$ _____
- Jack-In-the-Box \$ _____
- Other _____ \$ _____
- I don't know

SECTION III

The following section will be used to gather demographic information. This information will be kept confidential and will only be used when grouping customers into categories.

9. Please specify your gender:

- Male
- Female

10. What is your age?

- 18-20
- 21-24
- 25-29
- 30-34
- 35-39
- 40-44
- 45-49
- 50-54
- 55-59
- 60-64
- 65+

11. Please specify the Ethnic Group you belong to:

- White non-Hispanic:** Persons having origins in any of the original peoples of Europe, North Africa or the Middle East (except those of Hispanic origin).
- Black non-Hispanic:** Persons having origins in any of the black racial groups of Africa (except those of Hispanic origin).
- Asian or Pacific Islander:** Persons having origins in any of the original peoples of the Far East, Southeast Asia, the Indian Subcontinent, or the Pacific Islands. This includes people from China, Japan, Korea, the Philippine Islands, American Samoa, India, and Vietnam.
- American Indian or Alaskan Native:** Persons having origins in any of the original peoples of North America or who maintain cultural identification through tribal affiliation or community recognition.
- Hispanic:** Persons of Mexican, Puerto Rican, Cuban, Central or South American, or other Spanish culture or origin, regardless of race.
- Other:** (Please Specify) _____

12. What is your current Marital Status? Please select one.

- Single
- Married
- Divorced
- Widowed

*Thank you for taking part in this survey. Please click on the **Submit** button below to conclude this survey.*

SUBMIT