Example 1

Fast Food Survey

For the purpose of this survey, we would like to look solely at fast food restaurants that primarily serve burgers. Please fill out this survey as completely as you can.

1. Have you eaten at any fast food burger restaurants in the last three months?
   ___ Yes
   ___ No

If you answered "No" to this question, please return the survey to the survey administrator. Thank you for your time.

2. How many times per week do you eat fast food?
   ___ 1
   ___ 2-3
   ___ 4-5
   ___ 6 or more
   ___ Don't know

3. How much, on average, do you spend per visit?
   ___ Under $3 dollars
   ___ $3-5.99 dollars
   ___ $6.00-10.99 dollars
   ___ $11.00 or more
   ___ Don't know

4. Where do you currently receive information (on price, availability, specials, etc.) about the brands? (Check all that apply)
   ___ Billboards
   ___ Newspapers
   ___ Magazines
   ___ Radio
   ___ Television
   ___ Internet
   ___ Word of mouth
   ___ Other
Of the top three brands (by sales volume) please rank their attributes (1=very important to 5=least important)

<table>
<thead>
<tr>
<th></th>
<th>McDonald’s</th>
<th>Least Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Service</td>
<td>1</td>
</tr>
<tr>
<td>2.</td>
<td>Taste/healthiness</td>
<td>1</td>
</tr>
<tr>
<td>3.</td>
<td>Clean Atmosphere</td>
<td>1</td>
</tr>
<tr>
<td>4.</td>
<td>Quality</td>
<td>1</td>
</tr>
<tr>
<td>5.</td>
<td>Price</td>
<td>1</td>
</tr>
</tbody>
</table>

6. Burger King

<table>
<thead>
<tr>
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<th>Least Important</th>
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<tbody>
<tr>
<td>1.</td>
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<td>Quality</td>
</tr>
<tr>
<td>5.</td>
<td>Price</td>
</tr>
</tbody>
</table>

7. Wendy’s

<table>
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<tr>
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<th>Least Important</th>
</tr>
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<tbody>
<tr>
<td>1.</td>
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</tr>
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<td>2.</td>
<td>Taste/healthiness</td>
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<td>Quality</td>
</tr>
<tr>
<td>5.</td>
<td>Price</td>
</tr>
</tbody>
</table>

Of the top three brands below, please rank the attributes on their importance in making a purchase decision. (1=very important to 5=least important)

8. McDonald’s

<table>
<thead>
<tr>
<th></th>
<th>Least Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Service</td>
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<td>5.</td>
<td>Price</td>
</tr>
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</table>

9. Burger King

<table>
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<tr>
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<th>Least Important</th>
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</thead>
<tbody>
<tr>
<td>1.</td>
<td>Service</td>
</tr>
<tr>
<td>2.</td>
<td>Taste/healthiness</td>
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<tr>
<td>5.</td>
<td>Price</td>
</tr>
</tbody>
</table>
10. Wendy’s

<table>
<thead>
<tr>
<th>Item</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
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<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Clean Atmosphere</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Quality</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
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<tr>
<td>Price</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

11. What is your favorite brand?

- McDonald’s
- Burger King
- Wendy’s
- Hardee’s
- A&W
- White Castle
- Other
- Don’t know (skip to number 14) [good]

12. What factors contribute to making it your favorite brand?

(Check all that apply)

- Service
- Healthiness
- Variety
- Cleanliness
- Taste
- Quality
- Atmosphere
- Price
- Other
- None of the above

13. Do you have any dislikes about your favorite brand?

(Check all that apply)

- Service
- Healthiness
- Variety
- Cleanliness
- Taste
- Quality
- Atmosphere
- Price
- Other
- None of the above

14. Are there any brands that you used to purchase but no longer do?

- Yes
- No (skip to number 17)
15. Of the brands listed below, which did you used to purchase but no longer do? (Check all that apply)

___McDonald’s
___Burger King
___Wendy’s
___Hardee’s
___A&W
___White Castle
___Other

16. Of the brands you no longer purchase, what factors affected your decision to no longer purchase them? (Check all that apply)

A) McDonald’s

___Service ___Healthiness ___Variety ___Cleanliness ___Taste
___Quality ___Atmosphere ___Price Other_______ ___None of the above

B) Burger King

___Service ___Healthiness ___Variety ___Cleanliness ___Taste
___Quality ___Atmosphere ___Price Other_______ ___None of the above

C) Wendy’s

___Service ___Healthiness ___Variety ___Cleanliness ___Taste
___Quality ___Atmosphere ___Price Other_______ ___None of the above

D) Hardee’s

___Service ___Healthiness ___Variety ___Cleanliness ___Taste
___Quality ___Atmosphere ___Price Other_______ ___None of the above

E) A&W

___Service ___Healthiness ___Variety ___Cleanliness ___Taste
___Quality ___Atmosphere ___Price Other_______ ___None of the above
F) White Castle

___Service ___Healthiness ___Variety ___Cleanliness ___Taste
___Quality ___Atmosphere ___Price Other _____ None of the above

17. Do you have any future plans of purchasing fast food?

___Yes
___No (skip to number 20)

18. Which brands do you anticipate purchasing in the future? (Check all that apply)

___McDonald’s
___Burger King
___Wendy’s
___Hardee’s
___A&W
___White Castle
___Other

19. As an estimate, how much do you anticipate spending at fast food restaurants in the next week?

A) McDonald’s

___Under 3 dollars
___3-5.99 dollars
___6-10.99 dollars
___11-15.99
___16 or more
___Don’t know

B) Burger King

___Under 3 dollars
___3-5.99 dollars
___6-10.99 dollars
___11-15.99
___16 or more
___Don’t know
C) Wendy’s
   ___ Under 3 dollars
   ___ 3-5.99 dollars
   ___ 6-10.99 dollars
   ___ 11-15.99
   ___ 16 or more
   ___ Don’t know

D) Hardee’s
   ___ Under 3 dollars
   ___ 3-5.99 dollars
   ___ 6-10.99 dollars
   ___ 11-15.99
   ___ 16 or more
   ___ Don’t know

E) A&W
   ___ Under 3 dollars
   ___ 3-5.99 dollars
   ___ 6-10.99 dollars
   ___ 11-15.99
   ___ 16 or more
   ___ Don’t know

F) White Castle
   ___ Under 3 dollars
   ___ 3-5.99 dollars
   ___ 6-10.99 dollars
   ___ 11-15.99
   ___ 16 or more
   ___ Don’t know

The following questions are for grouping purposes.

20. What is your gender?
   ___ Male
   ___ Female
21. What is your age?

____17 and under  
____18-24  
____25-34  
____35-44  
____45-54  
____55-64  
____65 +

22. What is your ethnic background?

____Caucasian  ____African American  ____Pacific Islander  ____Asian  
____Hispanic  ____Native American  Other__________  ____Don’t know

23. What is your current marital status?

____Single  
____Married  
____Divorced  
____Single parent

Thank you for partaking in our survey. Please return the survey to the survey administers to receive a prize for completing it.