Example 7

Thank you for taking the opportunity to complete our survey. To the best of your ability, please mark the appropriate responses to the following questions on fast food restaurants. For the purposes of this survey, fast food restaurant will mean any fast food establishment that sells primarily burgers.

Qualifying Questions:

1. Are you 18 years of age or over?  Yes  No

2. Have you eaten fast food in the past 3 months?  Yes  No

**** If you answered “No” to either of the above questions you do not need to answer any more questions. At this time you may throw away this survey. Thank you very much for your time.****

First we’d like to ask you a few questions about your favorite fast food restaurant.

3. What is your favorite fast food restaurant? (Check only one)
   - Arby’s
   - Burger King
   - Culver’s
   - Dairy Queen
   - Hardee’s
   - McDonalds
   - Wendy’s
   - White Castle
   - Other ____________________

4. Why is this your favorite fast food restaurant? (check all that apply)
   - Location
   - Price
   - Cleanliness of restaurant
   - Variety of food
   - Speed of service
   - Other ______________
   - Don’t know

5. What, if anything, do you dislike about your favorite restaurant? (Check all that apply)
   - Location
   - Price
   - Cleanliness of restaurant
   - Variety of food
   - Speed of service
   - Other ______________
   - Don’t know
Next, we’d like to learn what is important to you when choosing a fast food restaurant.

Please rank the importance of five attributes on a scale of 1 – 5. The number 1 represents the most important attribute effecting your purchase decision and the number 5 represents the least important attribute. Please use all numbers.

Location of Restaurant
Friendly atmosphere
Amount of food you receive for the price
Variety of food choices on the menu
Speed of Service

Please rate the following establishments on the following attributes.
1 equals VERY POOR and 5 equals VERY GOOD.

<table>
<thead>
<tr>
<th></th>
<th>Burger King</th>
<th>McDonalds</th>
<th>Hardees</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>VP</td>
<td>VG</td>
<td>VP</td>
</tr>
<tr>
<td>Location of Restaurant</td>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>Friendly atmosphere</td>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>Amount of food for price</td>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>Variety of food on menu</td>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>Speed of Service</td>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
</tr>
</tbody>
</table>

8. Which restaurants, if any, have you visited in the past but no longer do so and why? (check all that apply)

- Arby's
- Burger King
- Culver's
- Dairy Queen
- Hardees
- McDonalds
- Wendy's
- White Castle
- Other

Why you no longer visit a restaurant:
Please answer the following questions to the best of your knowledge.

9. In the next month, how much will you spend at the following restaurants? (Check all restaurants that apply and please circle one amount for each restaurant.)

<table>
<thead>
<tr>
<th>Restaurant</th>
<th>$0</th>
<th>$1-10</th>
<th>$11-20</th>
<th>$21 or more</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arby's</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Burger King</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Culver's</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dairy Queen</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hardee's</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>McDonalds</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wendy's</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>White Castle</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don’t know</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

10. Where do you currently get information (prices and specials) about fast food restaurants? (check all that apply)

- Newspaper
- Radio
- Television
- Magazine
- Internet
- In-store promotion
- Outside advertisement (billboards)
- Friends
- Other

Demographics: Please answer the following questions so that we may know a little more about who is completing our survey.

All information is completely confidential.

What is your age?
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 or more

- Male
- Female

Current Marital Status:
- Married
- Single
- Divorced
- Widowed
How do you refer to yourself?

☐ African-American (Black)
☐ Asian
☐ Caucasian (White)
☐ Hispanic
☐ Native American
☐ Other ______________________

Thank you for completing this survey. Please return your survey by November 22, 2001 in the enclosed prepaid envelope.