

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.

*Remember
in each section*

3. What is your favorite fast food restaurant? (Check only one)
- Arby's
 - Burger King
 - Culver's
 - Dairy Queen
 - Hardees
 - 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. *only one time.*

Location of Restaurant	_____	1=most important
Friendly atmosphere	_____	
Amount of food you receive for the price	_____	5=least important
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.

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

Don't know

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

- If you check this*
- Why you no longer visit a restaurant:**
- Arby's Location Price Cleanliness of Restaurant Speed of service
 - Burger King Location Price Cleanliness of Restaurant Speed of service
 - Culver's Location Price Cleanliness of Restaurant Speed of service
 - Dairy Queen Location Price Cleanliness of Restaurant Speed of service
 - Hardees Location Price Cleanliness of Restaurant Speed of service
 - McDonalds Location Price Cleanliness of Restaurant Speed of service
 - Wendy's Location Price Cleanliness of Restaurant Speed of service
 - White Castle Location Price Cleanliness of Restaurant Speed of service
 - Other _____ Location Price Cleanliness of Restaurant Speed of service

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.)

- ? I don't understand why one wouldn't apply, since you have \$0 as an amount.*
- | | | | | |
|---------------------------------------|-----|--------|---------|--------------|
| <input type="checkbox"/> Arby's | \$0 | \$1-10 | \$11-20 | \$21 or more |
| <input type="checkbox"/> Burger King | \$0 | \$1-10 | \$11-20 | \$21 or more |
| <input type="checkbox"/> Culver's | \$0 | \$1-10 | \$11-20 | \$21 or more |
| <input type="checkbox"/> Dairy Queen | \$0 | \$1-10 | \$11-20 | \$21 or more |
| <input type="checkbox"/> Hardees | \$0 | \$1-10 | \$11-20 | \$21 or more |
| <input type="checkbox"/> McDonalds | \$0 | \$1-10 | \$11-20 | \$21 or more |
| <input type="checkbox"/> Wendy's | \$0 | \$1-10 | \$11-20 | \$21 or more |
| <input type="checkbox"/> White Castle | \$0 | \$1-10 | \$11-20 | \$21 or more |
| <input type="checkbox"/> Other _____ | \$0 | \$1-10 | \$11-20 | \$21 or more |
| <input type="checkbox"/> Don't know | | | | |

*not exhaustive
eg \$10.50*

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 _____

Left out an objective (used to purchase but no longer do so, & why

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.

rephrase.

What is your age?

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 or more

Male or 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.**