

Q1. What is your favorite brand of pizza? (Check only one)

- Pizza Hut
- Dominos
- Pizza Inn
- Little Caesars
- Johnny's Pizza
- Papa John's
- Other

Q2. Do you prefer single topping or multiple toppings?

- Single topping
- Multiple toppings

Q3. What are your favorite toppings? (Check all that apply)

- Pepperoni
- Sausage
- Bacon
- Olives
- Onions
- Hamburger
- Ham
- Mushrooms
- Green peppers
- Extra cheese

Q4. What side items do you prefer with your pizza? (Check all that apply)

- Bread sticks
- Potato wedges
- Pasta
- Buffalo wings
- Salad

Q5. What type of dipping sauce do you prefer? (Check all that apply)

- Garlic sauce
- Pizza sauce
- Ranch dressing
- Cheese sauce
- Buffalo sauce
- Catalina dressing

Q6. Which is your most preferred drink with pizza? (Check only one)

- Alcoholic drink
- Tea
- None of the above
- Soft drink
- Water

Q7. How would you rate each of the following pizza brands?

- | | | | | |
|----------------|------------------------------------|-------------------------------|-------------------------------|------------------------------------|
| Pizza Hut | <input type="checkbox"/> Very poor | <input type="checkbox"/> Poor | <input type="checkbox"/> Good | <input type="checkbox"/> Very good |
| Dominos | <input type="checkbox"/> Very poor | <input type="checkbox"/> Poor | <input type="checkbox"/> Good | <input type="checkbox"/> Very good |
| Pizza Inn | <input type="checkbox"/> Very poor | <input type="checkbox"/> Poor | <input type="checkbox"/> Good | <input type="checkbox"/> Very good |
| Little Caesars | <input type="checkbox"/> Very poor | <input type="checkbox"/> Poor | <input type="checkbox"/> Good | <input type="checkbox"/> Very good |
| Johnny's Pizza | <input type="checkbox"/> Very poor | <input type="checkbox"/> Poor | <input type="checkbox"/> Good | <input type="checkbox"/> Very good |
| Papa John's | <input type="checkbox"/> Very poor | <input type="checkbox"/> Poor | <input type="checkbox"/> Good | <input type="checkbox"/> Very good |

Q8. Please indicate how you purchase pizza by allocating percentages for each of the following methods. The total should add to 100%.

_____ Dine-in _____ Carry out _____ Delivery

Q9. Approximately, how often do you eat pizza?

Less than 1 time per year

1 to 6 times per year

1 to 3 times per month

1 or more times per week

Q10. Gender: Male Female

Q11. Age: 18 to 24 25 to 40 41 to 55 55 and above

Q12. Income: Under \$25,000 \$25,000-49,999 \$50,000-74,999
 \$75,000-99,999 \$100,000 or more

Q13. How many children do you have in your household?

None One Two Three and above