

FAST FOOD QUESTIONNAIRE

My name is ----- . I am a Marketing Research student, and I am conducting a study of the eating habits of college students at fast food restaurants. Would you please help me by responding to a few questions? Your answers will remain confidential and will be used in conjunction with the responses of other college students.

Variable name: (??)

- 1) When you consider all of the times you dine or eat out, or have restaurant food delivered to your home, what percentage of your dining out/delivery is made from or at fast food restaurants?

Code As:

_____ Less than 10%	1
_____ 10% to 19%	2
_____ 20% to 34%	3
_____ 35% to 49%	4
_____ 50% to 69%	5
_____ 70% to 84%	6
_____ 85% or more	7

Variable name: (??)

- 2) On average, how many meals a **WEEK** do you eat from a fast food restaurant? _____

- 3) In a typical **MONTH**, how many times do you eat at each of the following restaurants?

Variable name: (??) _____ Arby's
Variable name: (??) _____ Burger King
Variable name: (??) _____ McDonald's
Variable name: (??) _____ Sonic
Variable name: (??) _____ Wendy's

- 4) Rank the following fast food restaurants in terms of best food to worst food using the following scale of 1=best food, 2=second best food, 3=third best food, 4=fourth best food, and 5=worst food.

Variable name: (??) _____ Arby's
Variable name: (??) _____ Burger King
Variable name: (??) _____ McDonald's
Variable name: (??) _____ Sonic
Variable name: (??) _____ Wendy's

Code all as 1=best food, 2=second best food, 3=third best food, 4=fourth best food, and 5=worst food

Please provide the following demographic information about yourself.

Variable name: (??)

Your gender is: Female Male

Code as 1=female, 2=male

Variable name: (??)

Your age is: 16-19 20-24 25-34 35-44 45-54 55 or older.

Code as 1=16-19, 2=20-24, 3=25-34, 4=35-44, 5=45-54, 6=55+

Variable name: (??)

What is your personal annual income from all sources, including salary, royalties, and investments:

\$0.00 Less than \$10,000 \$10,000-19,999 \$20,000-39,999 \$40,000-49,999

\$50,000-59,999 \$60,000-69,999 \$70,000 or more

Code as 1=\$0, 2=Less than \$10,000, 3=\$10,000-19,999, 4=\$20,000-39,999, 5=\$40,000-49,999, 6 = \$50,000 – 59,999, 7 = \$60,000-69,999, 8 = \$70,000 or more.

Thank you for your time and cooperation.