

Fast Food Survey

- 1) In a typical week, how many times do you eat at a fast food restaurant? _____
- 2) When you consider all of the money you spend eating at all types of restaurants, including delivery, pickup, and dine-in, what percentage do you spend at fast food restaurants? _____
- 3) For each of the following statements, indicate your level of agreement or disagreement by placing an X in the open box that most closely represents your feelings.

I prefer to eat fast food rather than eating at home.....	Strongly Disagree	_ _ _ _ _	Strongly Agree
I eat fast food because I don't have time to cook.	Strongly Disagree	_ _ _ _ _	Strongly Agree
I eat fast food because it is cheap.....	Strongly Disagree	_ _ _ _ _	Strongly Agree
Advertising influences my decision on my fast food purchases	Strongly Disagree	_ _ _ _ _	Strongly Agree
Price is important to me when purchasing fast food.	Strongly Disagree	_ _ _ _ _	Strongly Agree
The location is important when selecting a fast food restaurant.	Strongly Disagree	_ _ _ _ _	Strongly Agree
Cleanliness is important when selecting a fast food restaurant.	Strongly Disagree	_ _ _ _ _	Strongly Agree
Quality food is important when selecting a fast food restaurant.	Strongly Disagree	_ _ _ _ _	Strongly Agree
Service is important when choosing a fast food restaurant.....	Strongly Disagree	_ _ _ _ _	Strongly Agree
Fast food menu variety is important to me.....	Strongly Disagree	_ _ _ _ _	Strongly Agree

- 4) Please rank the following fast food restaurants in terms of the most desirable to least desirable for you to purchase food using the scale of 5=most desirable, 4=second most desirable, 3=third most desirable, 2=fourth most desirable, and 1=least desirable.

_____ Arby's
 _____ Burger King
 _____ McDonald's
 _____ Sonic
 _____ Wendy's

- 5) When you think of your past fast food purchases, what percentage of your food did you purchase at each of the following restaurants? (The total percentage should add to 100%)

_____ Arby's
 _____ Burger King
 _____ McDonald's
 _____ Sonic
 _____ Wendy's
 _____ Other fast food restaurants
 100% Total

(Please continue by answering the questions on the back.)

6) Please rate the following restaurants in terms customer service with “+3” being the highest positive customer service and “-3” being the lowest negative customer service.

+3	+3	+3	+3	+3
+2	+2	+2	+2	+2
+1	+1	+1	+1	+1
Arby's	Burger King	McDonald's	Sonic	Wendy's
-1	-1	-1	-1	-1
-2	-2	-2	-2	-2
-3	-3	-3	-3	-3

Please provide the following demographic information about yourself.

7) Your gender is: Female Male

8) Your age is: Under 20 20-29 30-39 40-49 50+

9) What is your family annual income:

\$0-24,999 \$25,000-49,999 \$50,000-74,999 \$75,000-99,000 \$100,000+

10) What is your race:

Caucasian African-American Other

Thank you very much for your time and cooperation.