How often do you visit on average a fast food chain (such as McDonalds, Kentucky Fried Chicken, Burger King, Taco Bell, Wendy’s, Sonic)?

Daily
2 -5 times a week
Once a week
Every other week
Once a month
3-10 times a year
Less than twice a year
Don’t visit fast food chains

What is the most important attribute when choosing a fast food restaurant?

Price of food
Cleanliness
Food quality
Quick service
Availability of drive through
Availability of restrooms

How much do you spend on an average fast food restaurant visit?
(use sliding scale from 1-100) or multiple choice below
Less than $5
$5-10
$10-15
$15-20
More than $20

Which is your favorite Fast Food Chain?

Arby’s
Burger King
Burgerville
Carl’s Jr.
Dairy Queen
Jack in the Box
Kentucky Fried Chicken
Mc Donalds
Pizza Hut
Quiznos
Sonic
Subway
The next questions assess your attitude towards fast food restaurants
1 strongly disagree
2 disagree
3 somewhat disagree
4 neither agree nor disagree
5 somewhat agree
6 agree
7 Strongly agree

Fast Food Restaurants offer high quality food for a great price.

Fast Food Restaurants are the best solution when quick service is needed.

Fast Food is not as unhealthy anymore as it used to be 10 years ago.

The food quality is not as important if the price is right.

I am only visiting a Fast Food Restaurant if there are no other options.

When thinking of eating out, a Fast Food Restaurant is the first choice that comes to mind.

Are you
Male
Female

Have you ever worked for a Fast Food Restaurant?
Yes
No

What is the highest education you have completed?
Did not finish high school
Finished high school
Some college (do not intend to graduate)
2 year college degree (or vocational school)
4 year college degree (Bachelor’s degree)
Masters, PhD or equivalent degree