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Respondent Type: Normal Response **Collector:** Web Link (Web Link)
Custom Value: 1191605243 **IP Address:** 71.63.45.240
Response Started: Wednesday, October 30, 2013 2:24:59 PM **Response Modified:** Wednesday, October 30, 2013 2:32:33 PM

1. Have you ever visited Sticks Kebab Shop?

No

2. How many times in the last week did you do the following?

	0	1	2	3	4	5	6
Make and eat lunch at home							X
Bring own lunch to work		X					
Buy lunch at workplace (e.g., cafeteria)		X					
Buy lunch at a restaurant / food court / food truck		X					
Skipped lunch / ate a small snack item			X				
Other (please specify)::							

3. Please specify the top five restaurants you have visited in the last six months in order of visit frequency.

Most frequent - Mcdonalds
 Second most frequent - Subway
 Third most frequent - Hardees
 Fourth most frequent - Burger King
 Fifth most frequent - Arbys

4. Please indicate how important the following factors are when you visit a restaurant

	Very important (1)	Somewhat important (2)	Indifferent (3)	Somewhat unimportant (4)	Not important at all (5)	Don't know (6)
Convenient place to eat		X				
Variety of menu options		X				
Good value for money	X					
Healthy menu options		X				
Food taste and satisfaction	X					
Friendly staff		X				
Pleasant ambiance		X				
Consistency / reliability		X				
Part of community			X			
Other (please specify):						

5. What is your gender?

Male

6. What is your age?

41-65

7. What is your approximate average annual household income?

Under \$50,000

8. How would you best describe your household type?

Other / shared

9. How many children, by age, currently live in your household?

less than 12 years old - 2

12-17 years old - 0

18 and older - 0

10. In what ZIP code is your home located? (enter 5-digit ZIP code; for example, 00544 or 94305)

23836

11. In what ZIP code is your work located? (enter 5-digit ZIP code; for example, 00544 or 94305)

23836

12. 9. Please indicate your best answers to the following:

	Strongly agree (1)	Somewhat agree (2)	Somewhat disagree (3)	Strongly disagree (4)	Don't know (5)
I tend to plan things very carefully		X			
I sometimes have trouble controlling my spending				X	
I think it is important to purchase products that are made locally				X	
I carefully consider the health benefits of what I eat				X	

Comments::

13. What is your profession?

Business professional

auto mechanic

14. If you have children living at home, in what activities do they participate? Please check all that apply.

Hiking

15. In what activities or hobbies do you participate yourself?

Hiking

Gardening

Camping

16. In the last month, how many times have you used coupons when you visited a restaurant?

About a third of the visits

17. How do you find restaurant coupons? Please check all that apply.

Valpak or other direct mail items

Store receipt offer (from previous visit)

Loyalty card reward (e.g., 10th visit free meal)

Offers mentioned in media: radio, tv, newspaper, etc.
