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Respondent Type: Normal Response

Collector: Web Link (Web Link)

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IP Address: 98.249.59.41

Response Started: Wednesday, November 6, 2013 4:17:35 PM

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1. 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)::							

2. Please specify the top five restaurants you have visited in the last six months in order of visit frequency.	
Most frequent -	Maggiano's
Second most frequent -	Plaza Azteca
Third most frequent -	Olive Garden
Fourth most frequent -	Sticks Kebob

3. Have you ever visited Sticks Kebob Shop?	
Yes	

4. How did you first find out about Sticks?	
Noticed at outdoor event / food festival	
Co-worker	

5. Have you eaten at Sticks in the past three months?	
Yes	

6. In the last month, how often have you visited Sticks for the following occasions?						
	Once a month	Once every three weeks	Once every two weeks	Once every week	More than once a week	Not at all
Weekday lunch			X			
Weekday dinner	X					
Weekend lunch	X					
Weekend dinner		X				
Sticks event (catering at work, food festival)						X
After school snack or after sports						X

practice / event

Other (please specify):

7. 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):						

8. Please indicate how you rate Sticks in comparison to similar restaurants that you visit regularly

	Much better (1)	Somewhat better (2)	About the same (3)	Somewhat worse (4)	Much worse (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):						

9. What is your gender?

Female

10. What is your age?

26 to 40

11. What is your approximate average annual household income?

Under \$50,000

12. How would you best describe your household type?

Couple / family

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

12-17 years old - 2

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

22901

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

22901

16. 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::					

17. What is your profession?

Business professional

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

No Response

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

Eating out

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

Always

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

- Valpak or other direct mail items
- Coupon from coupon site or blog (e.g., print at home)
- Groupon or other social / daily deal offers
- Store receipt offer (from previous visit)
- Loyalty card reward (e.g., 10th visit free meal)