Question:
In the past month, what is the total number of times you have visited a fast food restaurant?

- 1 to 5 times: 50%
- 6 to 10 times: 30%
- 11 to 20 times: 12%
- Over 21 times: 5%

Question:
On average, how long do you expect to wait from the time you enter the line until you receive your food?

- Less than 5 minutes: 22%
- 5 minutes: 46%
- 6-10 minutes: 23%
- 11 to 30 minutes: 7%

Question:
What is your favorite kind of fast food?

- Hamburgers/Cheeseburgers: 45%
- Chicken: 21%
- Mexican: 11%
- Sandwiches: 6%
- Pizza: 4%

Question:
Which of the following best describes the reason for your last visit to a fast food restaurant?

- It was convenient: 44%
- Hunger: 22%
- It was close to home: 11%
- It was close to some other activity I had going on: 10%

Question:
Which of the following best describes the reason for your last visit to a fast food restaurant?

- It was convenient: 44%
- Hunger: 22%
- It was close to home: 11%
- It was close to some other activity I had going on: 10%

Question:
Based on the experience of your last visit to a fast food restaurant, how likely are you to return to that restaurant?

- Extremely likely: 62%
- Somewhat likely: 21%
- Neither likely nor unlikely: 9%
- Somewhat/Extremely unlikely: 7%
- Don't know/Refused: 1%

Question:
Based on the experience of your last visit to a fast food restaurant, how likely are you to recommend that restaurant to a friend?

- Extremely likely: 43%
- Somewhat likely: 28%
- Neither likely nor unlikely: 16%
- Somewhat/Extremely unlikely: 11%
- Don't know/Refused: 2%

Source: All data on this page are from a survey by the Maritz Poll, August 6-8 and 13-14, 2001.