Default Report
*Marketing Research Survey*
**August 3rd 2018, 4:33 pm MDT**

**1. - What is your gender?**



|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
| 1 | What is your gender? | 1.00 | 2.00 | 1.77 | 0.42 | 0.18 | 30 |

|  |  |  |  |
| --- | --- | --- | --- |
| # | Answer | % | Count |
| 1 | Male | 23.33% | 7 |
| 2 | Female | 76.67% | 23 |
|  | Total | 100% | 30 |

**2. - What is your ethnicity?**



|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
| 1 | What is your ethnicity? | 1.00 | 6.00 | 1.28 | 1.05 | 1.10 | 29 |

|  |  |  |  |
| --- | --- | --- | --- |
| # | Answer | % | Count |
| 1 | White | 93.10% | 27 |
| 2 | Black or African American | 0.00% | 0 |
| 3 | American Indian | 0.00% | 0 |
| 4 | Asian | 3.45% | 1 |
| 5 | Hispanic or Latino | 0.00% | 0 |
| 6 | Other | 3.45% | 1 |
|  | Total | 100% | 29 |

**3. - How old are you?**



|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
| 1 | How old are you? | 1.00 | 2.00 | 1.23 | 0.42 | 0.18 | 30 |

|  |  |  |  |
| --- | --- | --- | --- |
| # | Answer | % | Count |
| 1 | 15-25 | 76.67% | 23 |
| 2 | 26-50 | 23.33% | 7 |
| 3 | 50+ | 0.00% | 0 |
| 4 | 14 and under | 0.00% | 0 |
|  | Total | 100% | 30 |

**4. - What state do you live in?**

|  |
| --- |
| What state do you live in? |
| Utah |
| Utah |
| Utah |
| Utah |
| UT |
| Utah |
| Idaho |
| Utah |
| Utah |
| Utah |
| California |
| Idaho |
| Utah |
| Idaho |
| Idaho |
| Idaho |
| UT |
| Idaho |
| UTAH |
| Utah |
| Utah |
| Utah |
| Utah |
| Utah |
| Utah! |
| Utah |
| Idaho |
| Idaho |
| Utah |
| Utah |

**5. - What is your education level?**



|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
| 1 | What is your education level? | 1.00 | 5.00 | 2.23 | 0.92 | 0.85 | 30 |

|  |  |  |  |
| --- | --- | --- | --- |
| # | Answer | % | Count |
| 1 | High School Degree | 10.00% | 3 |
| 2 | Some College | 73.33% | 22 |
| 3 | College Bachelor's Degree | 6.67% | 2 |
| 4 | Masters or Doctorate Degree | 3.33% | 1 |
| 5 | Other | 6.67% | 2 |
|  | Total | 100% | 30 |

**6. - What is your income level?**



|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
| 1 | What is your income level? | 1.00 | 5.00 | 1.57 | 1.09 | 1.18 | 30 |

|  |  |  |  |
| --- | --- | --- | --- |
| # | Answer | % | Count |
| 1 | Less than $25k annually | 73.33% | 22 |
| 2 | $25k-$50k annually | 10.00% | 3 |
| 3 | $50k-$75K annually | 6.67% | 2 |
| 4 | $75k-$100K annually | 6.67% | 2 |
| 5 | $100k + annually | 3.33% | 1 |
|  | Total | 100% | 30 |

**7. - What is your relationship status?**



|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
| 1 | What is your relationship status? | 1.00 | 3.00 | 2.03 | 0.87 | 0.77 | 30 |

|  |  |  |  |
| --- | --- | --- | --- |
| # | Answer | % | Count |
| 1 | Single | 36.67% | 11 |
| 2 | Dating | 23.33% | 7 |
| 3 | Married | 40.00% | 12 |
|  | Total | 100% | 30 |

**8. - If married, do you have children?**



|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
| 1 | If married, do you have children? | 1.00 | 1.00 | 1.00 | 0.00 | 0.00 | 8 |

|  |  |  |  |
| --- | --- | --- | --- |
| # | Answer | % | Count |
| 1 | Yes | 100.00% | 8 |
| 2 | Maybe | 0.00% | 0 |
|  | Total | 100% | 8 |

**9. - When it comes to meals, is food quantity or food quality more important to you?**



|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
| 1 | When it comes to meals, is food quantity or food quality more important to you? | 1.00 | 2.00 | 1.23 | 0.42 | 0.18 | 30 |

|  |  |  |  |
| --- | --- | --- | --- |
| # | Answer | % | Count |
| 1 | Quality | 76.67% | 23 |
| 2 | Quanity | 23.33% | 7 |
|  | Total | 100% | 30 |

**10. - Are fast food restaurants family friendly?**



|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
| 1 | Are fast food restaurants family friendly? | 1.00 | 3.00 | 1.93 | 0.96 | 0.93 | 30 |

|  |  |  |  |
| --- | --- | --- | --- |
| # | Answer | % | Count |
| 1 | Agree | 50.00% | 15 |
| 2 | Disagree | 6.67% | 2 |
| 3 | Neutral | 43.33% | 13 |
|  | Total | 100% | 30 |

**11. - Do fast food chains contribute to negative health effects such as obesity?**



|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
| 1 | Do fast food chains contribute to negative health effects such as obesity? | 1.00 | 4.00 | 1.63 | 0.75 | 0.57 | 30 |

|  |  |  |  |
| --- | --- | --- | --- |
| # | Answer | % | Count |
| 1 | Definitely yes | 50.00% | 15 |
| 2 | Probably yes | 40.00% | 12 |
| 3 | Unsure | 6.67% | 2 |
| 4 | Probably not | 3.33% | 1 |
| 5 | Definitely not | 0.00% | 0 |
|  | Total | 100% | 30 |

**12. - Would you say most people are concerned about getting healthier food in fast food restaurants?**



|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
| 1 | Would you say most people are concerned about getting healthier food in fast food restaurants? | 1.00 | 5.00 | 2.87 | 1.02 | 1.05 | 30 |

|  |  |  |  |
| --- | --- | --- | --- |
| # | Answer | % | Count |
| 1 | Strongly agree | 6.67% | 2 |
| 2 | Somewhat agree | 36.67% | 11 |
| 3 | Neither agree nor disagree | 23.33% | 7 |
| 4 | Somewhat disagree | 30.00% | 9 |
| 5 | Strongly disagree | 3.33% | 1 |
|  | Total | 100% | 30 |

**13. - In what situation do most people tend to eat fast food? SELECT YOUR TOP 3 ANSWERS**



|  |  |  |  |
| --- | --- | --- | --- |
| # | Answer | % | Count |
| 1 | Working | 23.08% | 21 |
| 2 | Traveling | 28.57% | 26 |
| 3 | In a hurry | 27.47% | 25 |
| 4 | Dates | 2.20% | 2 |
| 5 | To simply go out to eat | 4.40% | 4 |
| 6 | An affordable place to eat out | 14.29% | 13 |
|  | Total | 100% | 91 |

**14. - What incentive brings you to your fast food restaurant of choice? RANK ORDER QUESTION**



|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
| 1 | Food taste | 1.00 | 4.00 | 1.78 | 0.83 | 0.69 | 27 |
| 2 | Price | 1.00 | 4.00 | 2.15 | 0.97 | 0.94 | 27 |
| 3 | Type of food (Mexican, Chinese, American) | 1.00 | 4.00 | 2.26 | 0.84 | 0.71 | 27 |
| 4 | Coupons or Discounts | 2.00 | 4.00 | 3.81 | 0.47 | 0.22 | 27 |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| # | Question | 1 |  | 2 |  | 3 |  | 4 |  | Total |
| 1 | Food taste | 44.44% | 12 | 37.04% | 10 | 14.81% | 4 | 3.70% | 1 | 27 |
| 2 | Price | 33.33% | 9 | 25.93% | 7 | 33.33% | 9 | 7.41% | 2 | 27 |
| 3 | Type of food (Mexican, Chinese, American) | 22.22% | 6 | 33.33% | 9 | 40.74% | 11 | 3.70% | 1 | 27 |
| 4 | Coupons or Discounts | 0.00% | 0 | 3.70% | 1 | 11.11% | 3 | 85.19% | 23 | 27 |

**15. - How often do you eat out at fast food restaurants?**



|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| # | Field | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
| 1 | How often do you eat out at fast food restaurants? | 1.00 | 4.00 | 2.37 | 1.02 | 1.03 | 30 |

|  |  |  |  |
| --- | --- | --- | --- |
| # | Answer | % | Count |
| 1 | Once a month | 23.33% | 7 |
| 2 | Twice a month | 33.33% | 10 |
| 3 | Once a week | 26.67% | 8 |
| 4 | A few times a week | 16.67% | 5 |
|  | Total | 100% | 30 |