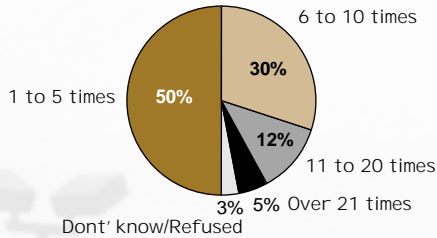


# Snapshots

## Fries With That?

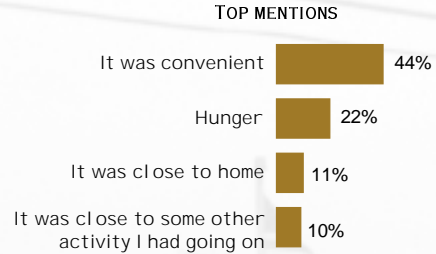
**Question:**

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



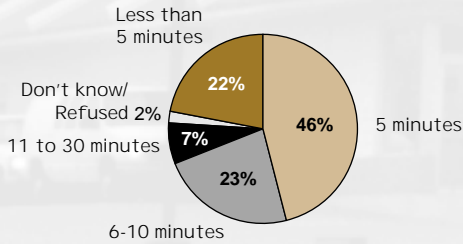
**Question:**

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



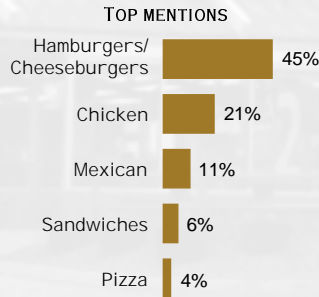
**Question:**

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



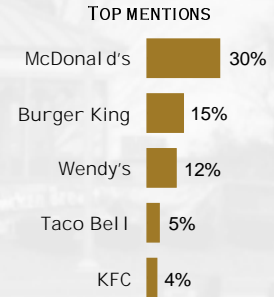
**Question:**

What is your favorite kind of fast food?



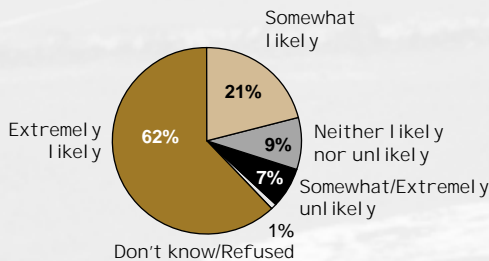
**Question:**

What was the brand name of the fast food restaurant you last visited?



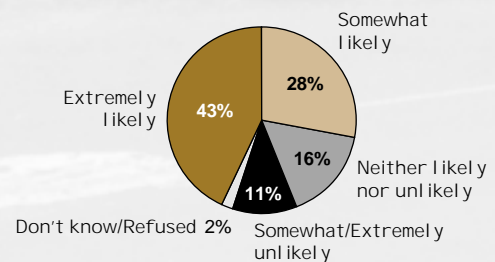
**Question:**

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



**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?



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