CAMPAIGN:
WAVE 1

FAST FOOD PROJECT

PREPARED FOR: "La Plazza"

PREPARED BY: "Your Company Name"

CREATED ON: 26 May 2014

LA PLAZZA

1

PROJECT OVERVIEW

This chapter contains information that allows you to identify behavior patterns that you can incorporate in your policy making. It shows all questions where strong correlations are statistically significant. This indicates where current procedures are effective or where they need reviewing.

Definitions:

Sample Size – Total number of surveys submitted for this project.
Randomness – Measures the degree of variation in responses to the questions selected for "Randomness" checking. To have characteristics of a random sample there must be no recognizable patterns or regularities.
Response Times – The number of responses grouped by length of time needed to complete the survey. Scale is in minutes.
Response by Hour – The actual number of responses received in each one hour time period.
Response by Day – The actual number of responses received for each day of the week.
Top Answer – The most frequently provided answer to each individual question.
Conclusions – The number of all Strong correlations that are statistically significant.
Responses – The number of responses to each individual question.
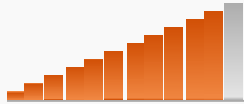
Project Overview

Fast Food Project

13 Slides | 11 Questions | Launched: 2014-05-24

163	Strong Randomness	Response Times	Response by Hour	Response by Day
Sample Size		1 2 3 4 5	12am 6am 12pm 6pm 11pm	Su Mo Tu We Th Fr Sa

Question	Top Answer	Conclusions	Responses
How often do you visit Fast Food restaurants?	Daily; Weekly 35.0%	-	163
At what time do you visit Fast Food restaurants?	Daytime 39.9%	-	163
Do you feel that the Fast Food restaurants have gotten better over the past 3 years?	Agree 40.1%	2	162
What do you usually order when you visit Fast Food restaurants?	Burger 35.8%	-	162
How satisfied are you with the cleanlines of the Fast Food restaurants?	Satisfied 49.1%	2	163
The quality of the Fast Food restaurants met your expectations?	I agree 43.6%	3	163
How would you grade the Service of the Fast Food restaurants?	Very good 31.3%	1	163
Could you please, share your opinion about the Fast Food restaurants?	Analyze Comments	-	163
You are:	Male 74.2%	-	163
Your age is:	18-24 55.2%	-	163
Your annual income is:	$0 - $24,000; $25,000 - $49,000 41.4%	-	162

2 CHAPTER
CONCLUSIONS

This chapter contains an overview of your main project parameters, allowing you to quickly assess vital information including sample size, sample randomness, top answers and conclusions. All questions are listed with response totals. Top answers for each question are shown with percentages for better perception. Conclusions allow you to identify behavior patterns that you can incorporate in your policy making.

Definitions:

Top Answer – The most frequently provided answer to each individual question.
Conclusions – The number of all Strong correlations that are statistically significant.
Responses – The number of responses to each individual question.
Correlation – Shows if, and how strongly pairs of questions are related to each other. Scaled from +1 to -1. The closer it is to +1 or -1, the closer two questions are related.
Significance – Shows how likely a result is to be true. Only values less than 0.05 are considered accurate.

Conclusions

Question	Top Answer	Conclusions	Responses
Do you feel that the Fast Food restaurants have gotten better over the past 3 years?	Agree 40.1%	2	162

Related to Question	Correlation	Significance
How satisfied are you with the cleanlines of the Fast Food restaurants?	Strong Positive 0.8922	Significant 0.0001
The quality of the Fast Food restaurants met your expectations?	Strong Positive 0.7595	Significant 0.0001

Conclusions

Question	Top Answer	Conclusions	Responses
How satisfied are you with the cleanlines of the Fast Food restaurants?	Satisfied 49.1%	2	163

Related to Question	Correlation	Significance
Do you feel that the Fast Food restaurants have gotten better over the past 3 years?	Strong Positive 0.8922	Significant 0.0001
The quality of the Fast Food restaurants met your expectations?	Strong Positive 0.7057	Significant 0.0001

Conclusions

Question	Top Answer	Conclusions	Responses
The quality of the Fast Food restaurants met your expectations?	I agree 43.6%	3	163

Related to Question	Correlation	Significance
Do you feel that the Fast Food restaurants have gotten better over the past 3 years?	Strong Positive 0.7595	Significant 0.0001
How satisfied are you with the cleanlines of the Fast Food restaurants?	Strong Positive 0.7057	Significant 0.0001
How would you grade the Service of the Fast Food restaurants?	Strong Positive 0.7078	Significant 0.0001

Conclusions

Question	Top Answer	Conclusions	Responses
How would you grade the Service of the Fast Food restaurants?	Very good 31.3%	1	163

Related to Question	Correlation	Significance
The quality of the Fast Food restaurants met your expectations?	Strong Positive 0.7078	Significant 0.0001

3 CHAPTER
CROSS TABULATION

This chapter contains information on the relationship between questions with strong correlations that are statistically significant. Results are shown in both table and chart view. The linked answers between questions and the percentage of respondents that provided them are shown. This will reveal areas of interest in the customers behavior patterns.
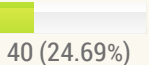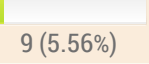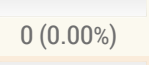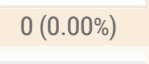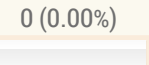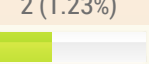
Definitions:

Correlation – Shows if, and how strongly pairs of questions are related to each other. Scaled from +1 to -1. The closer it is to +1 or -1, the closer two questions are related.

Significance – Shows how likely a result is to be true. Only values less than 0.05 are considered accurate.

Cross tabulation

Questions		Correlation	Significance
Do you feel that the Fast Food restaurants have gotten better over the past 3 years?	How satisfied are you with the cleanlines of the Fast Food restaurants?	Strong Positive 0.8922	Significant 0.0001

37.04% Agree / Satisfied

24.69% Strongly agree / Extremely satisfied
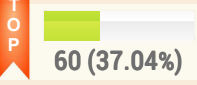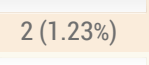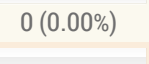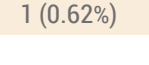
7.41% Neither agree, nor d... / Neutral

6.17%

5.56% Strongly agree / Satisfied

3.70% Strongly disagree / Extremely dissatisfi...

2.47%

1.85%   **1.23%**   **1.23%**

4.32% Disagree / Dissatisfied

1.85%   ...   ...

...   ...

Do you feel that the Fast Food restaurants have gotten better over the past 3 y...	How satisfied are you with the cleanlines of the Fast Food restaurants?	Count
Strongly agree	Extremely satisfied	40 (24.69%)
	Satisfied	9 (5.56%)
	Neutral	0 (0.00%)
	Dissatisfied	0 (0.00%)
	Extremely dissatisfied	0 (0.00%)
Agree	Extremely satisfied	2 (1.23%)
	Satisfied	**60 (37.04%)**
	Neutral	2 (1.23%)
	Dissatisfied	0 (0.00%)
	Extremely dissatisfied	1 (0.62%)

Do you feel that the Fast Food restaurants have gotten better over the past 3 y...	How satisfied are you with the cleanlines of the Fast Food restaurants?	Count
Neither agree, nor disagree	Extremely satisfied	0 (0.00%)
	Satisfied	10 (6.17%)
	Neutral	12 (7.41%)
	Dissatisfied	3 (1.85%)
	Extremely dissatisfied	1 (0.62%)
Disagree	Extremely satisfied	0 (0.00%)
	Satisfied	1 (0.62%)
	Neutral	4 (2.47%)
	Dissatisfied	7 (4.32%)
	Extremely dissatisfied	1 (0.62%)
Strongly disagree	Extremely satisfied	0 (0.00%)
	Satisfied	0 (0.00%)
	Neutral	0 (0.00%)
	Dissatisfied	3 (1.85%)
	Extremely dissatisfied	6 (3.70%)
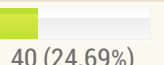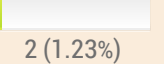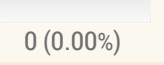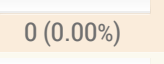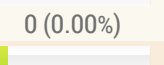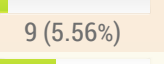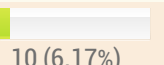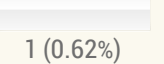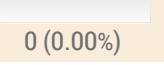
Cross tabulation
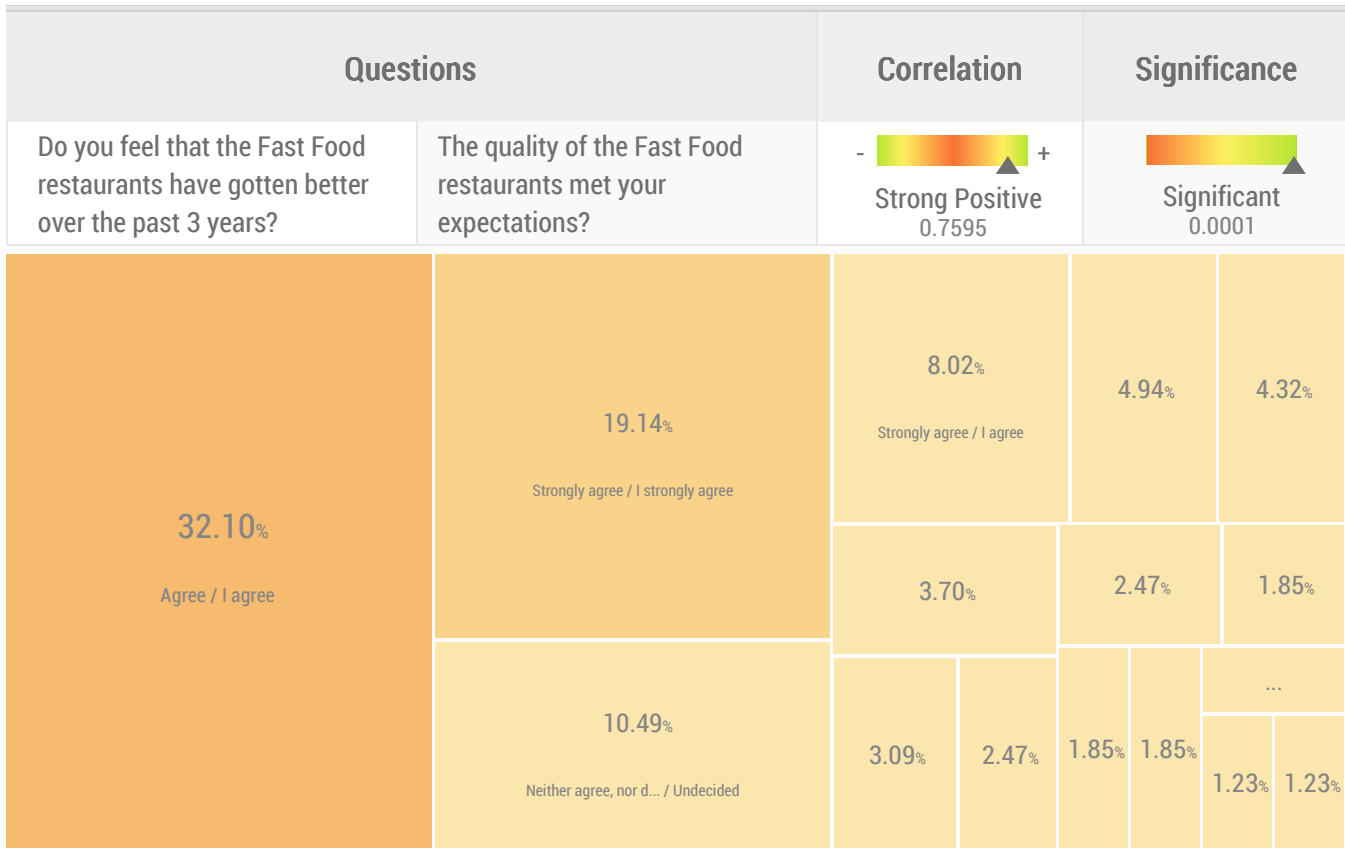
Questions		Correlation	Significance
Do you feel that the Fast Food restaurants have gotten better over the past 3 years?	The quality of the Fast Food restaurants met your expectations?	− ▲ + Strong Positive 0.7595	▲ Significant 0.0001

32.10%
Agree / I agree

19.14%
Strongly agree / I strongly agree

8.02%
Strongly agree / I agree

4.94%

4.32%

3.70%

2.47%

1.85%

10.49%
Neither agree, nor d... / Undecided

3.09%

2.47%

1.85%

1.85%

...

1.23%

1.23%

Do you feel that the Fast Food restaurants have gotten better over the past 3 y...	The quality of the Fast Food restaurants met your expectations?	Count
Strongly agree	I strongly agree	31 (19.14%)
	I agree	13 (8.02%)
	Undecided	5 (3.09%)
	I disagree	0 (0.00%)
	I strongly disagree	0 (0.00%)
Agree	I strongly agree	4 (2.47%)
	I agree	**52 (32.10%)**
	Undecided	7 (4.32%)
	I disagree	2 (1.23%)
	I strongly disagree	0 (0.00%)

Do you feel that the Fast Food restaurants have gotten better over the past 3 y...	The quality of the Fast Food restaurants met your expectations?	Count
Neither agree, nor disagree	I strongly agree	2 (1.23%)
	I agree	3 (1.85%)
	Undecided	17 (10.49%)
	I disagree	4 (2.47%)
	I strongly disagree	0 (0.00%)
Disagree	I strongly agree	0 (0.00%)
	I agree	3 (1.85%)
	Undecided	0 (0.00%)
	I disagree	8 (4.94%)
	I strongly disagree	2 (1.23%)
Strongly disagree	I strongly agree	0 (0.00%)
	I agree	0 (0.00%)
	Undecided	0 (0.00%)
	I disagree	3 (1.85%)
	I strongly disagree	6 (3.70%)

Cross tabulation

Questions		Correlation	Significance
How satisfied are you with the cleanlines of the Fast Food restaurants?	Do you feel that the Fast Food restaurants have gotten better over the past 3 years?	Strong Positive 0.8922	Significant 0.0001

37.04% Satisfied / Agree	24.69% Extremely satisfied / Strongly agree	7.41% Neutral / Neither agree, nor d...	6.17%

5.56% Satisfied / Strongly agree — 3.70% — 2.47%

1.85% — 1.23% — 1.23%

4.32% Dissatisfied / Disagree — 1.85% — ... — ...

... — ...

How satisfied are you with the cleanlines of the Fast Food restaurants?	Do you feel that the Fast Food restaurants have gotten better over the past 3 ...	Count
Extremely satisfied	Strongly agree	40 (24.69%)
	Agree	2 (1.23%)
	Neither agree, nor disagree	0 (0.00%)
	Disagree	0 (0.00%)
	Strongly disagree	0 (0.00%)
Satisfied	Strongly agree	9 (5.56%)
	Agree	TOP **60 (37.04%)**
	Neither agree, nor disagree	10 (6.17%)
	Disagree	1 (0.62%)
	Strongly disagree	0 (0.00%)

How satisfied are you with the cleanlines of the Fast Food restaurants?	Do you feel that the Fast Food restaurants have gotten better over the past 3 ...	Count
Neutral	Strongly agree	0 (0.00%)
	Agree	2 (1.23%)
	Neither agree, nor disagree	12 (7.41%)
	Disagree	4 (2.47%)
	Strongly disagree	0 (0.00%)
Dissatisfied	Strongly agree	0 (0.00%)
	Agree	0 (0.00%)
	Neither agree, nor disagree	3 (1.85%)
	Disagree	7 (4.32%)
	Strongly disagree	3 (1.85%)
Extremely dissatisfied	Strongly agree	0 (0.00%)
	Agree	1 (0.62%)
	Neither agree, nor disagree	1 (0.62%)
	Disagree	1 (0.62%)
	Strongly disagree	6 (3.70%)

Cross tabulation

Questions		Correlation	Significance
How satisfied are you with the cleanlines of the Fast Food restaurants?	The quality of the Fast Food restaurants met your expectations?	Strong Positive 0.7057	Significant 0.0001

31.90% Satisfied / I agree	14.11% Extremely satisfied / I strongly agree	8.59% Satisfied / I strongly agree
		6.75% Dissatisfied / I disagree
		6.13% Neutral / Undecided
		8.59% Extremely satisfied / I agree
		3.68%
		3.07%
		7.98% Satisfied / Undecided
		3.07%
		...

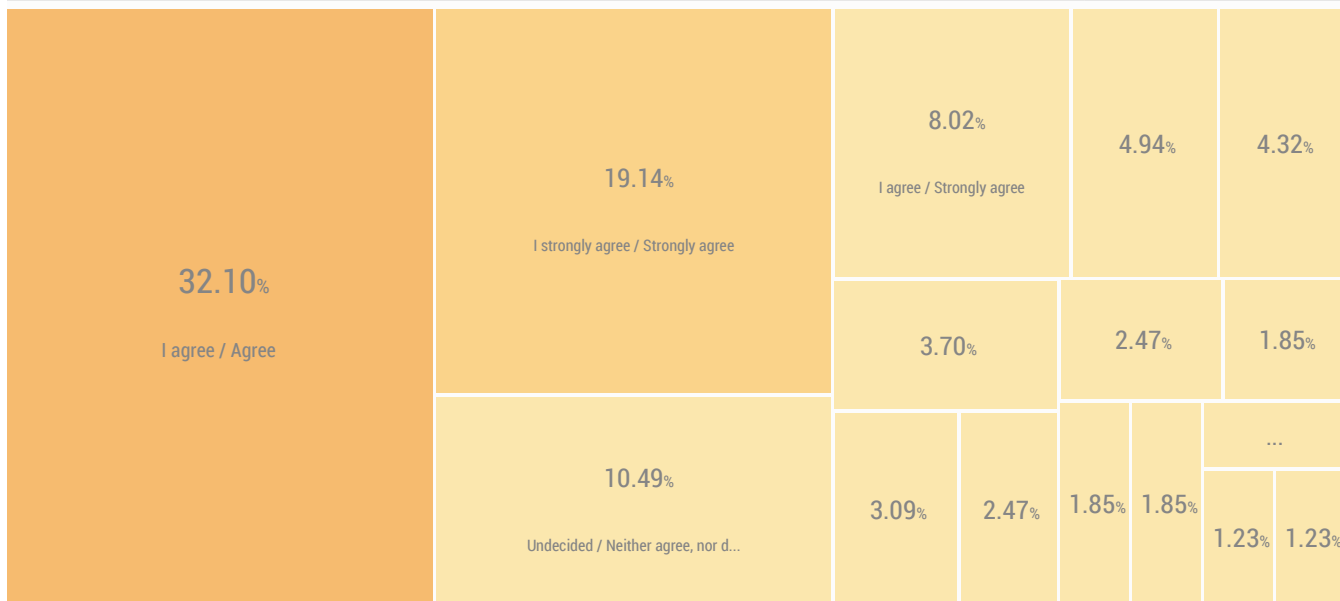| How satisfied are you with the cleanlines of the Fast Food restaurants?	The quality of the Fast Food restaurants met your expectations?	Count
Extremely satisfied	I strongly agree	23 (14.11%)
	I agree	14 (8.59%)
	Undecided	5 (3.07%)
	I disagree	1 (0.61%)
	I strongly disagree	0 (0.00%)
Satisfied	I strongly agree	14 (8.59%)
	I agree	**52 (31.90%)**
	Undecided	13 (7.98%)
	I disagree	1 (0.61%)
	I strongly disagree	0 (0.00%)

How satisfied are you with the cleanlines of the Fast Food restaurants?	The quality of the Fast Food restaurants met your expectations?	Count
Neutral	I strongly agree	0 (0.00%)
	I agree	5 (3.07%)
	Undecided	10 (6.13%)
	I disagree	3 (1.84%)
	I strongly disagree	0 (0.00%)
Dissatisfied	I strongly agree	0 (0.00%)
	I agree	0 (0.00%)
	Undecided	0 (0.00%)
	I disagree	11 (6.75%)
	I strongly disagree	2 (1.23%)
Extremely dissatisfied	I strongly agree	0 (0.00%)
	I agree	0 (0.00%)
	Undecided	1 (0.61%)
	I disagree	2 (1.23%)
	I strongly disagree	6 (3.68%)

Cross tabulation

Questions		Correlation	Significance
The quality of the Fast Food restaurants met your expectations?	**Do you feel that the Fast Food restaurants have gotten better over the past 3 years?**	Strong Positive 0.7595	Significant 0.0001

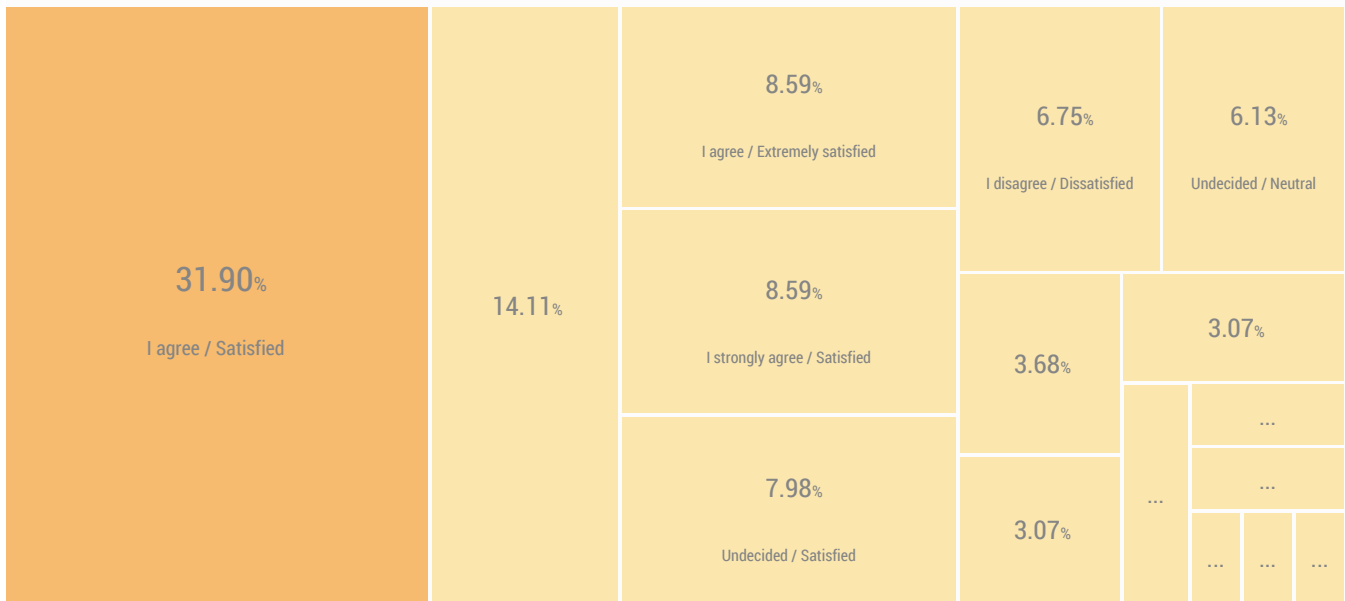|							
32.10% I agree / Agree	**19.14%** I strongly agree / Strongly agree	**8.02%** I agree / Strongly agree	**4.94%**	**4.32%**			
		3.70%	**2.47%**	**1.85%**			
	10.49% Undecided / Neither agree, nor d...	**3.09%**	**2.47%**	**1.85%**	**1.85%**	...	
						1.23%	**1.23%**

The quality of the Fast Food restaurants met your expectations?	Do you feel that the Fast Food restaurants have gotten better over the past 3 ...	Count
I strongly agree	Strongly agree	31 (19.14%)
	Agree	4 (2.47%)
	Neither agree, nor disagree	2 (1.23%)
	Disagree	0 (0.00%)
	Strongly disagree	0 (0.00%)
I agree	Strongly agree	13 (8.02%)
	Agree	**52 (32.10%)**
	Neither agree, nor disagree	3 (1.85%)
	Disagree	3 (1.85%)
	Strongly disagree	0 (0.00%)

The quality of the Fast Food restaurants met your expectations?	Do you feel that the Fast Food restaurants have gotten better over the past 3 ...	Count
Undecided	Strongly agree	5 (3.09%)
	Agree	7 (4.32%)
	Neither agree, nor disagree	17 (10.49%)
	Disagree	0 (0.00%)
	Strongly disagree	0 (0.00%)
I disagree	Strongly agree	0 (0.00%)
	Agree	2 (1.23%)
	Neither agree, nor disagree	4 (2.47%)
	Disagree	8 (4.94%)
	Strongly disagree	3 (1.85%)
I strongly disagree	Strongly agree	0 (0.00%)
	Agree	0 (0.00%)
	Neither agree, nor disagree	0 (0.00%)
	Disagree	2 (1.23%)
	Strongly disagree	6 (3.70%)

Cross tabulation

	Questions		Correlation	Significance
The quality of the Fast Food restaurants met your expectations?	How satisfied are you with the cleanlines of the Fast Food restaurants?		Strong Positive 0.7057	Significant 0.0001

31.90% I agree / Satisfied	14.11%	8.59% I agree / Extremely satisfied	6.75% I disagree / Dissatisfied	6.13% Undecided / Neutral
		8.59% I strongly agree / Satisfied	3.68%	3.07%
		7.98% Undecided / Satisfied	3.07%	... ...

The quality of the Fast Food restaurants met your expectations?	How satisfied are you with the cleanlines of the Fast Food restaurants?	Count
I strongly agree	Extremely satisfied	23 (14.11%)
	Satisfied	14 (8.59%)
	Neutral	0 (0.00%)
	Dissatisfied	0 (0.00%)
	Extremely dissatisfied	0 (0.00%)
I agree	Extremely satisfied	14 (8.59%)
	Satisfied	**52 (31.90%)**
	Neutral	5 (3.07%)
	Dissatisfied	0 (0.00%)
	Extremely dissatisfied	0 (0.00%)

The quality of the Fast Food restaurants met your expectations?	How satisfied are you with the cleanlines of the Fast Food restaurants?	Count
Undecided	Extremely satisfied	5 (3.07%)
	Satisfied	13 (7.98%)
	Neutral	10 (6.13%)
	Dissatisfied	0 (0.00%)
	Extremely dissatisfied	1 (0.61%)
I disagree	Extremely satisfied	1 (0.61%)
	Satisfied	1 (0.61%)
	Neutral	3 (1.84%)
	Dissatisfied	11 (6.75%)
	Extremely dissatisfied	2 (1.23%)
I strongly disagree	Extremely satisfied	0 (0.00%)
	Satisfied	0 (0.00%)
	Neutral	0 (0.00%)
	Dissatisfied	2 (1.23%)
	Extremely dissatisfied	6 (3.68%)

The quality of the Fast Food restaurants met your expectations?	How satisfied are you with the cleanlines of the Fast Food restaurants?	Count

Cross tabulation

Questions		Correlation	Significance
The quality of the Fast Food restaurants met your expectations?	How would you grade the Service of the Fast Food restaurants?	− ▲ + Strong Positive 0.7078	▲ Significant 0.0001

21.47%

I agree / Very good

12.88%

I strongly agree / Excellent

6.13%

5.52%

Undecided / Fair

4.29%

15.95%

I agree / Good

7.98%

Undecided / Good

6.13%

I disagree / Fair

3.68%

I agree / Excellent

3.07%

2.45%

I agree / Fair

3.07%

2.45%

1.84%

1.23%

...

...

...

The quality of the Fast Food restaurants met your expectations?	How would you grade the Service of the Fast Food restaurants?	Count
I strongly agree	Excellent	21 (12.88%)
	Very good	10 (6.13%)
	Good	5 (3.07%)
	Fair	1 (0.61%)
	Bad	0 (0.00%)
I agree	Excellent	6 (3.68%)
	Very good	**35 (21.47%)** TOP
	Good	26 (15.95%)
	Fair	4 (2.45%)
	Bad	0 (0.00%)

The quality of the Fast Food restaurants met your expectations?	How would you grade the Service of the Fast Food restaurants?	Count
Undecided	Excellent	2 (1.23%)
	Very good	5 (3.07%)
	Good	13 (7.98%)
	Fair	9 (5.52%)
	Bad	0 (0.00%)
I disagree	Excellent	0 (0.00%)
	Very good	1 (0.61%)
	Good	4 (2.45%)
	Fair	10 (6.13%)
	Bad	3 (1.84%)
I strongly disagree	Excellent	0 (0.00%)
	Very good	0 (0.00%)
	Good	0 (0.00%)
	Fair	1 (0.61%)
	Bad	7 (4.29%)

Cross tabulation
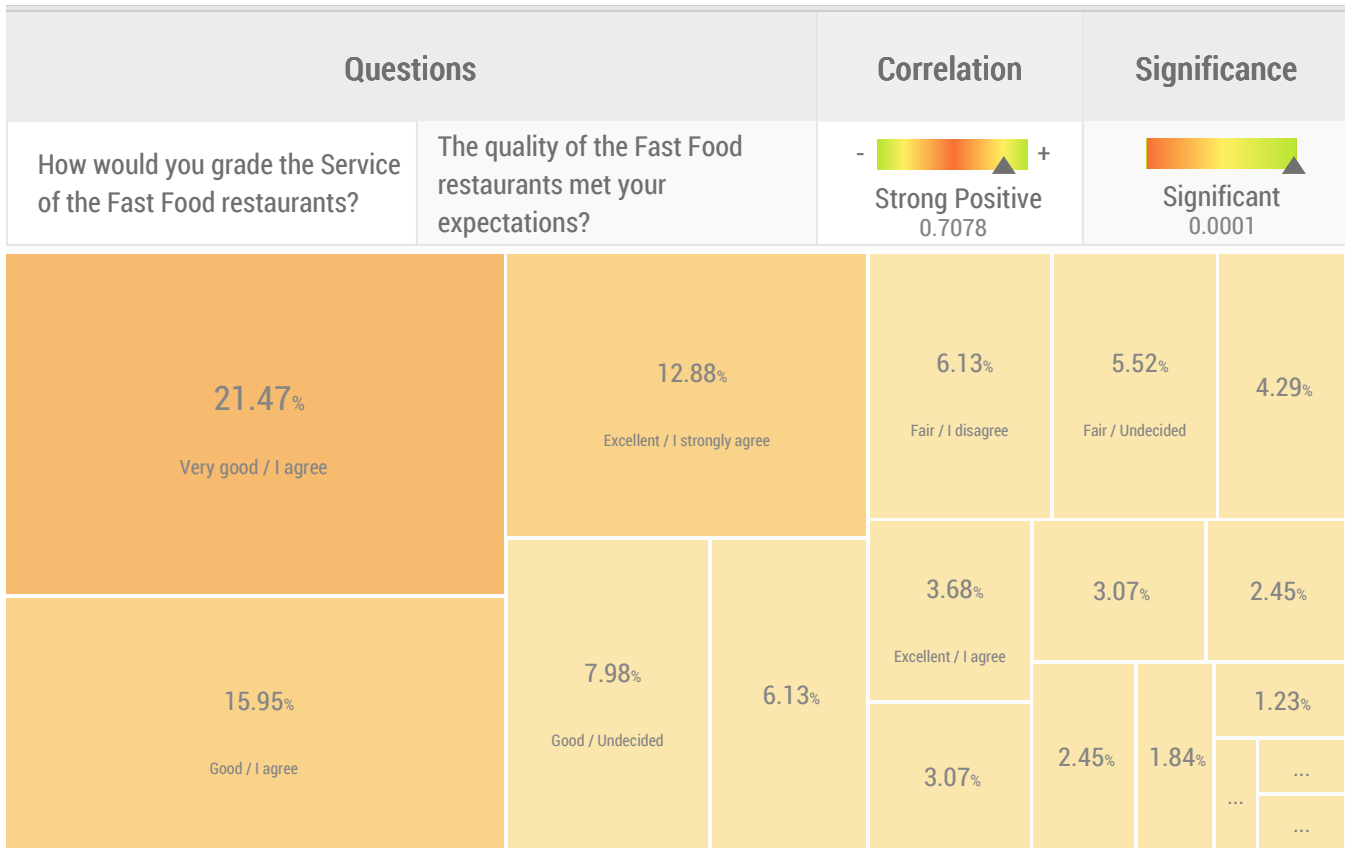
Questions		Correlation	Significance
How would you grade the Service of the Fast Food restaurants?	The quality of the Fast Food restaurants met your expectations?	Strong Positive 0.7078	Significant 0.0001

21.47% Very good / I agree	12.88% Excellent / I strongly agree	6.13% Fair / I disagree	5.52% Fair / Undecided · 4.29%
15.95% Good / I agree	7.98% Good / Undecided · 6.13%	3.68% Excellent / I agree · 3.07%	3.07% · 2.45% · 1.84% · 2.45% · 1.23% · … · … · …

How would you grade the Service of the Fast Food restaurants?	The quality of the Fast Food restaurants met your expectations?	Count
Excellent	I strongly agree	21 (12.88%)
	I agree	6 (3.68%)
	Undecided	2 (1.23%)
	I disagree	0 (0.00%)
	I strongly disagree	0 (0.00%)
Very good	I strongly agree	10 (6.13%)
	I agree	**35 (21.47%)**
	Undecided	5 (3.07%)
	I disagree	1 (0.61%)
	I strongly disagree	0 (0.00%)

How would you grade the Service of the Fast Food restaurants?	The quality of the Fast Food restaurants met your expectations?	Count
Good	I strongly agree	5 (3.07%)
	I agree	26 (15.95%)
	Undecided	13 (7.98%)
	I disagree	4 (2.45%)
	I strongly disagree	0 (0.00%)
Fair	I strongly agree	1 (0.61%)
	I agree	4 (2.45%)
	Undecided	9 (5.52%)
	I disagree	10 (6.13%)
	I strongly disagree	1 (0.61%)
Bad	I strongly agree	0 (0.00%)
	I agree	0 (0.00%)
	Undecided	0 (0.00%)
	I disagree	3 (1.84%)
	I strongly disagree	7 (4.29%)

4 CHAPTER
ANSWERS DISTRIBUTION

This chapter contains information on answer distribution across all the questions in the project. The answer distribution is displayed graphically along with tabular data including the margin of error for each answer. Top answers for each question are shown with percentages for better perception. Conclusions allow you to identify behavior patterns for investigation.

Definitions:

Sample Size – Total number of surveys submitted for this project.
Response Times – The number of responses grouped by length of time needed to complete the survey. Scale is in minutes.
Top Answer – The most frequently provided answer to each individual question.
Response by Hour – The actual number of responses received in each one hour time period.
Conclusions – The number of all Strong correlations that are statistically significant.
Answer – Shows the entire set of answers for the specific question.
Percentage – Shows the percentage of responses for each answer in the set.
Error – The margin of error expresses the amount of random sampling error in a survey's results. The larger the margin of error, the less confidence one should have in them.
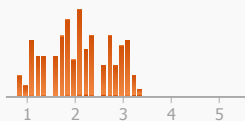
Answers Distribution

How often do you visit Fast Food restaurants?

163
Sample Size

Response Times
1 2 3 4 5

Daily; Weekly
35.0%
Top Answer

Response by Hour
12am 6am 12pm 6pm 11pm

–
Conclusions

Daily (35.0%)

Weekly (35.0%)

Monthly (21.5%)

Less than a month (5.5%)

I am not sure (3.1%)

Daily
Weekly
Monthly
Less than a month
I am not sure

0.0% 20.0% 40.0% 60.0% 80.0% 100.0%
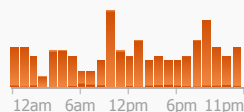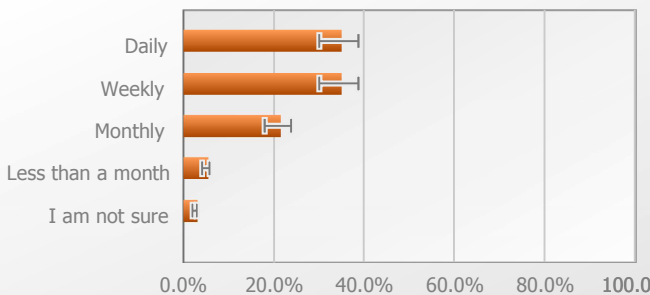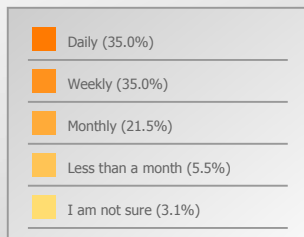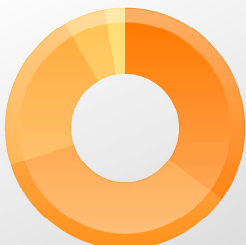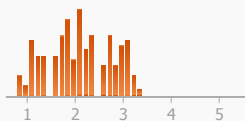
Answer	Percentage	Count	Error
TOP **Daily**	**35.0%**	**57**	**-4.3% / 4.3%**
TOP **Weekly**	**35.0%**	**57**	**-4.3% / 4.3%**
Monthly	21.5%	35	-2.9% / 2.9%
Less than a month	5.5%	9	-0.8% / 0.8%
I am not sure	3.1%	5	-0.5% / 0.5%

Answers Distribution

At what time do you visit Fast Food restaurants?

163 Sample Size	Response Times	**Daytime** **39.9%** Top Answer	Response by Hour	– Conclusions
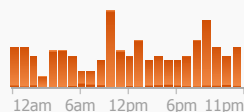
Morning (25.8%)
Daytime (39.9%)
Evening (27.6%)
Late night (6.7%)
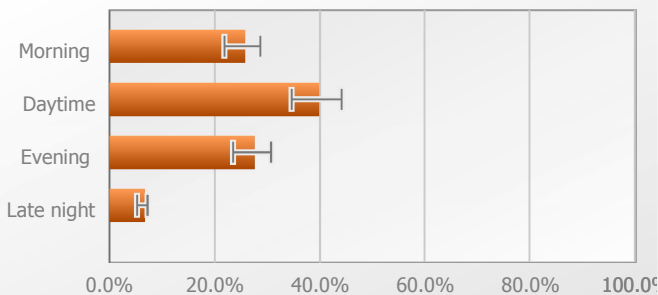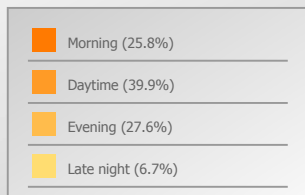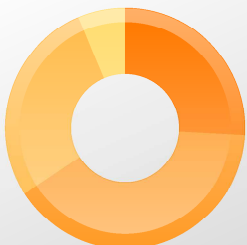
Answer	Percentage	Count	Error
Morning	25.8%	42	-3.4% / 3.4%
Daytime	**39.9%**	**65**	**-4.8% / 4.8%**
Evening	27.6%	45	-3.6% / 3.6%
Late night	6.7%	11	-1.0% / 1.0%

Answers Distribution

Do you feel that the Fast Food restaurants have gotten better over the past 3 years?
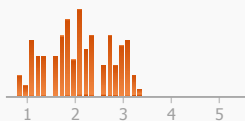
162	Response Times	Agree 40.1%	Response by Hour	2
Sample Size		Top Answer		Conclusions

Legend:
- Strongly agree (30.2%)
- Agree (40.1%)
- Neither agree, ... (16.0%)
- Disagree (8.0%)
- Strongly disagree (5.6%)
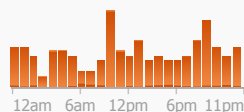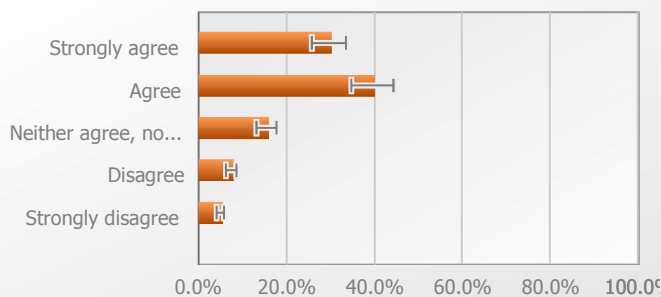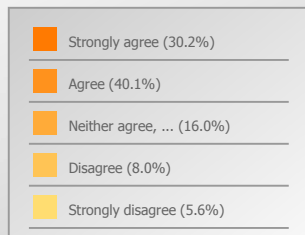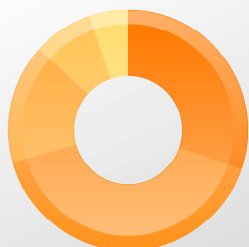
Answer	Percentage	Count	Error
Strongly agree	30.2%	49	-3.9% / 3.9%
Agree	**40.1%**	**65**	**-4.8% / 4.8%**
Neither agree, nor disagree	16.0%	26	-2.3% / 2.3%
Disagree	8.0%	13	-1.2% / 1.2%
Strongly disagree	5.6%	9	-0.8% / 0.8%

Answers Distribution

What do you usually order when you visit Fast Food restaurants?

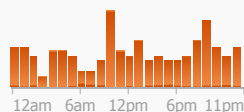| 162		Burger		–
Sample Size	Response Times	35.8% Top Answer	Response by Hour	Conclusions
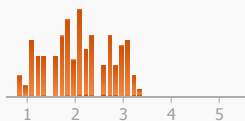
Legend:
- Burger (35.8%)
- Cheeseburger (24.1%)
- Chicken pieces (21.6%)
- Salad (18.5%)
- French fries (0.0%)
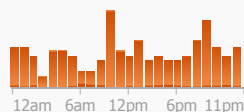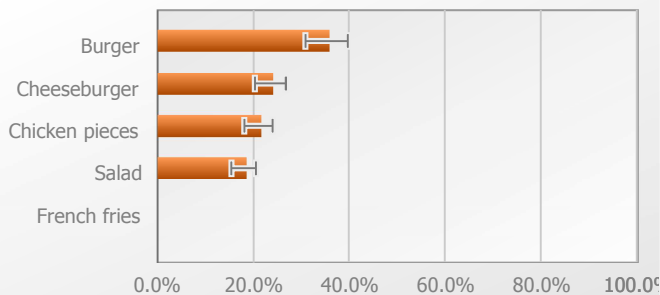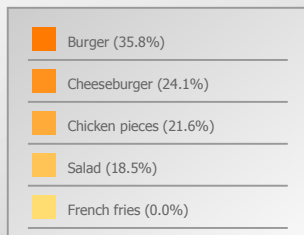
Answer	Percentage	Count	Error
Burger	**35.8%**	**58**	**-4.4% / 4.4%**
Cheeseburger	24.1%	39	-3.2% / 3.2%
Chicken pieces	21.6%	35	-3.0% / 3.0%
Salad	18.5%	30	-2.6% / 2.6%
French fries	0.0%	0	0% / 0%

Answers Distribution

How satisfied are you with the cleanlines of the Fast Food restaurants?
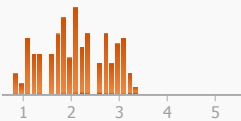
163	Response Times	Satisfied 49.1%	Response by Hour	2
Sample Size	1 2 3 4 5	Top Answer	12am 6am 12pm 6pm 11pm	Conclusions
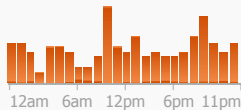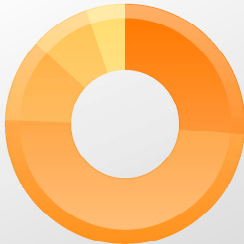
- Extremely satisfied (26.4%)
- Satisfied (49.1%)
- Neutral (11.0%)
- Dissatisfied (8.0%)
- Extremely dissatisfied (5.5%)

Extremely satisfied
Satisfied
Neutral
Dissatisfied
Extremely dissati...

0.0%   20.0%   40.0%   60.0%   80.0%   100.0%
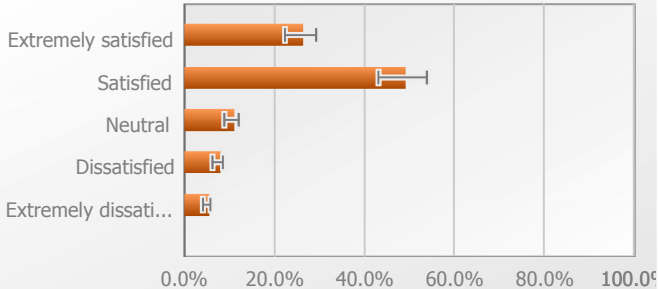
Answer	Percentage	Count	Error
Extremely satisfied	26.4%	43	-3.5% / 3.5%
TOP **Satisfied**	**49.1%**	**80**	**-5.4% / 5.4%**
Neutral	11.0%	18	-1.6% / 1.6%
Dissatisfied	8.0%	13	-1.2% / 1.2%
Extremely dissatisfied	5.5%	9	-0.8% / 0.8%

Answers Distribution

The quality of the Fast Food restaurants met your expectations?
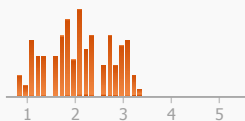
163	Response Times	I agree 43.6%	Response by Hour	3
Sample Size		Top Answer		Conclusions

Legend:
- I strongly agree (22.7%)
- I agree (43.6%)
- Undecided (17.8%)
- I disagree (11.0%)
- I strongly disagree (4.9%)
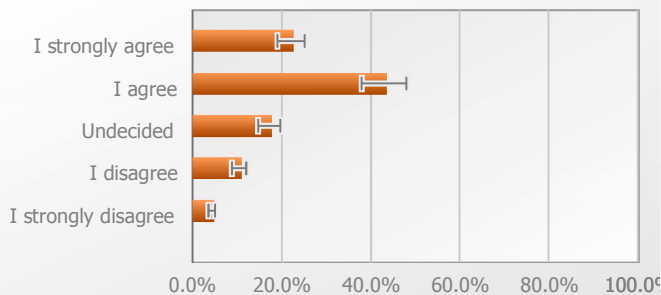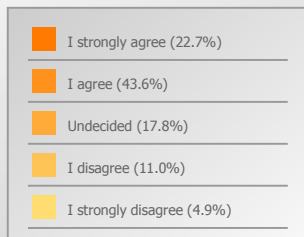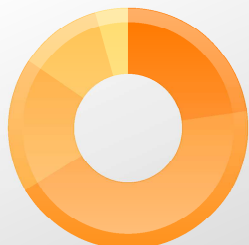
Answer	Percentage	Count	Error
I strongly agree	22.7%	37	-3.1% / 3.1%
I agree	**43.6%**	**71**	**-5.0% / 5.0%**
Undecided	17.8%	29	-2.5% / 2.5%
I disagree	11.0%	18	-1.6% / 1.6%
I strongly disagree	4.9%	8	-0.7% / 0.7%

Answers Distribution

How would you grade the Service of the Fast Food restaurants?
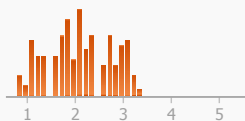
163		Very good		1
Sample Size	Response Times	**31.3%** Top Answer	Response by Hour	Conclusions
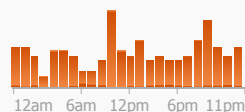
Excellent (17.8%)
Very good (31.3%)
Good (29.4%)
Fair (15.3%)
Bad (6.1%)
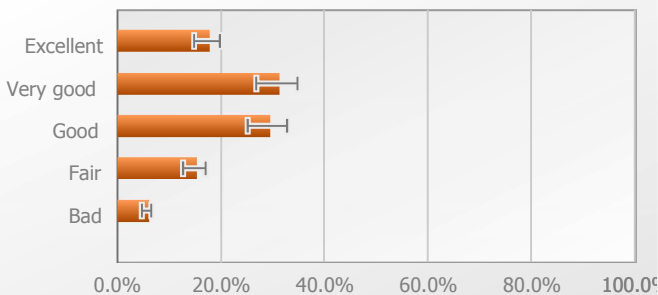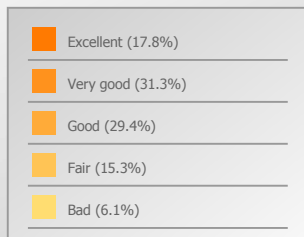
Answer	Percentage	Count	Error
Excellent	17.8%	29	-2.5% / 2.5%
Very good	**31.3%**	**51**	**-4.0% / 4.0%**
Good	29.4%	48	-3.8% / 3.8%
Fair	15.3%	25	-2.2% / 2.2%
Bad	6.1%	10	-0.9% / 0.9%

Answers Distribution

You are:

163		**Male** 74.2%		–
Sample Size	Response Times	Top Answer	Response by Hour	Conclusions
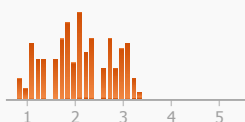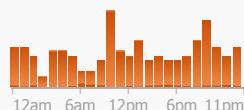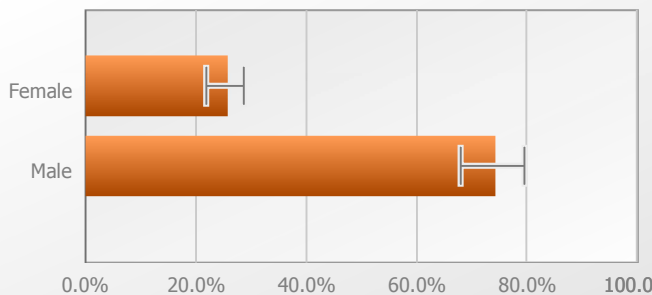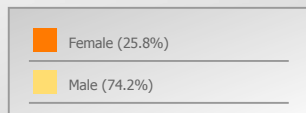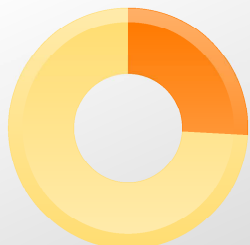
Female (25.8%)
Male (74.2%)

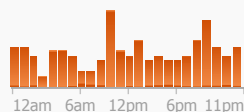| Answer	Percentage	Count	Error
Female	25.8%	42	-3.4% / 3.4%
TOP Male	**74.2%**	**121**	**-5.8% / 5.8%**

Answers Distribution

163	Response Times	18-24	Response by Hour	−
Sample Size		55.2% Top Answer	12am 6am 12pm 6pm 11pm	Conclusions

Legend:
- 18-24 (55.2%)
- 25-34 (33.1%)
- 35-44 (8.6%)
- 45-54 (1.2%)
- 55-64 (0.0%)
- 65+ (1.8%)
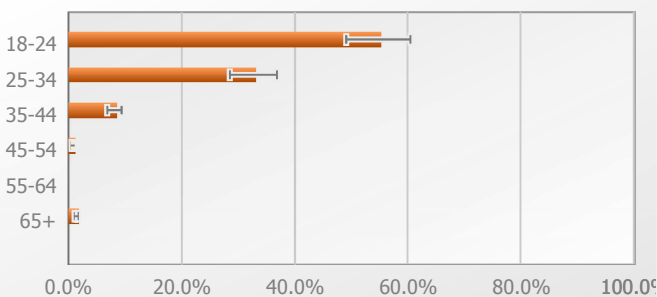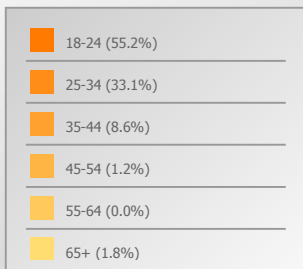
Answer	Percentage	Count	Error
TOP 18-24	**55.2%**	**90**	**-5.7% / 5.7%**
25-34	33.1%	54	-4.2% / 4.2%
35-44	8.6%	14	-1.3% / 1.3%
45-54	1.2%	2	-0.2% / 0.2%
55-64	0.0%	0	0% / 0%
65+	1.8%	3	-0.3% / 0.3%

Answers Distribution

Your annual income is:

162		$0 - $24,000; $25,000 - $49,00... **41.4%**		–
Sample Size	Response Times	Top Answer	Response by Hour	Conclusions

- $0 - $24,000 (41.4%)
- $25,000 - $49,000 (41.4%)
- $50,000 - $74,000 (11.7%)
- $75,000 - $99,000 (4.3%)
- $100,000 - $149,000 (0.6%)
- $150,000+ (0.6%)
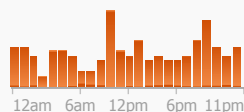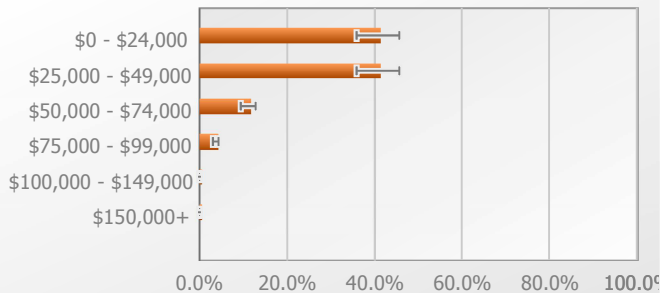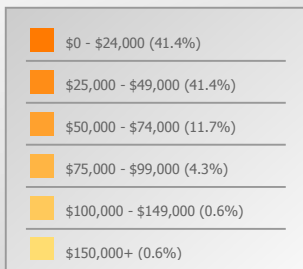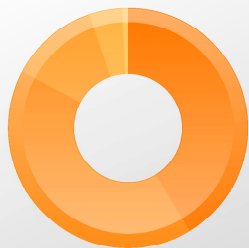
Answer	Percentage	Count	Error
TOP $0 - $24,000	**41.4%**	**67**	**-4.9% / 4.9%**
TOP $25,000 - $49,000	**41.4%**	**67**	**-4.9% / 4.9%**
$50,000 - $74,000	11.7%	19	-1.7% / 1.7%
$75,000 - $99,000	4.3%	7	-0.7% / 0.7%
$100,000 - $149,000	0.6%	1	-0.1% / 0.1%
$150,000+	0.6%	1	-0.1% / 0.1%