

THE LINK BETWEEN FAST FOOD AND UNIVERSITY LIFE: COMPARING JAPAN AND THE UNITED STATES

Hello. Our names are Jovon Hutchins and Jessica Negin, and we are graduating seniors at California State University, Monterey Bay majoring in Japanese Language and Culture. Please take some time to answer our survey about Fast Food and university life for our capstone project. Thank you! (Please note that this survey is only for college students, and it's also anonymous.)

* Required

Very important, please read!

For this survey, we are focusing on Fast Food that comes from establishments strictly designated as fast food restaurants. Our list for these purposes include: McDonald's, Subway, Domino's Pizza, Burger King, Pizza Hut, Wendy's, KFC, and Krispy Kreme. We will not be including food from convenience stores, family/chain restaurants, or food from stalls/trucks of any kind. Thank you.

1. **1. Do you eat fast food? ***

Mark only one oval.

- Yes
- No

2. **1a. If you answered "no" to the previous question, what is the main factor that keeps you from eating fast food?**

Mark only one oval.

- The food is too expensive *Skip to question 25.*
- Too many unhealthy food options *Skip to question 25.*
- I eat home cooked meals *Skip to question 25.*
- I don't have time to eat out often *Skip to question 25.*
- Other: _____ *Skip to question 25.*

Background Information

3. **2. What gender do you identify with? ***

Mark only one oval.

- Male
- Female
- Other: _____

4. 3. What is your current year in college? (Fifth years and over, choose senior) **Mark only one oval.*

- Freshman
- Sophomore
- Junior
- Senior
- Other: _____

5. 4. What is your current living situation? **Mark only one oval.*

- Dormitory by myself (On-campus or off campus)
- Dormitory with roommates (On-campus or off campus)
- Apartment by myself (On-campus or off campus)
- Apartment with significant other (On-campus or off campus)
- Apartment with roommates (On-campus or off campus)
- Parents' house/Local
- Parents' house/Far commute
- Other: _____

6. 5. What is your current relationship status?*Mark only one oval.*

- Single
- In a relationship
- Married
- Other: _____

7. 6. How many hours do you work in a week? (Consider all current job positions) **Mark only one oval.*

- 1-10 hours a week
- 11-20 hours a week
- 21-30 hours a week
- More than 30 hours a week
- Unemployed

8. 7. How much do you spend monthly on fast food? *

Mark only one oval.

- \$0-50
- \$51-100
- \$101-150
- \$151-200
- \$200+
- Not sure/can't tell
- Other: _____

9. 8. How do you rate the following statement: "Fast food is high in calories and low in nutritional content." *

Mark only one oval.

- Very Accurate
- Somewhat Accurate
- Somewhat Inaccurate
- Very Inaccurate

10. 9. Please choose which 3 factors are most important to you most about fast food. *

Check all that apply.

- Low price
- Taste
- 24/7 access/convenience
- No cooking ability needed
- Food safety
- Cleanliness
- Atmosphere
- Reputation
- Menu variety

11. 10. Please choose which fast food restaurant you believe is the healthiest from this list: *

Mark only one oval.

- McDonald's
- Subway
- Domino's Pizza
- Burger King
- Pizza Hut
- Wendy's
- KFC
- Krispy Kreme

12. **11. Please choose which fast food restaurant you believe is the least healthy from this list: ****Mark only one oval.*

- McDonald's
- Subway
- Domino's Pizza
- Burger King
- Pizza Hut
- Wendy's
- KFC
- Krispy Kreme

13. **12. In your respective country, how easy is it to find caloric information about foods served at these restaurants? ****Mark only one oval.*

- Very easy
- Somewhat easy
- Somewhat difficult
- Very difficult
- Never asked about caloric information

14. **13. Please rate how you feel about the following statements: ****Mark only one oval per row.*

	Strongly agree	Somewhat Agree	Somewhat Disagree	Strongly disagree
"Fast food restaurants provide healthy options"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"All food from fast food restaurants is unhealthy"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"I feel guilty after eating fast food"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"Fast food is my primary food source"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. **14. Please rate the following statement: "I feel that some fast food restaurants specifically target college students with their advertisements." ****Mark only one oval.*

- Strongly agree
- Agree
- Disagree
- Strongly disagree

16. **15. How many times in a week do you eat home-cooked meals? ****Mark only one oval per row.*

	Never (0 days a week)	A few times a week (1-3 days a week)	Almost every day (4-5 days a week)	Every day (7 days a week)
Breakfast	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lunch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dinner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. **16. How often do you eat fast food? ****Mark only one oval.*

- Very frequently
- Frequently
- Occasionally
- Infrequently
- Very infrequently

18. **17. Please rate how you feel about this statement: "I eat fast food and it directly affects my diet and body image." ****Mark only one oval.*

- Strongly agree
- Somewhat Agree
- Somewhat Disagree
- Strongly disagree

19. **17a. If you chose "somewhat disagree" or "strongly disagree" in regards to the statement in the previous question, please indicate why:***Mark only one oval.*

- Low calorie options are available at fast food restaurants
- Healthy options are available at fast food restaurants
- Fresh food options are available at fast food restaurants (i.e. "Wendy's fresh never frozen beef")
- Other: _____

20. 18. What do you consider as being healthy? (Please only choose 3) **Check all that apply.*

- Eating a lot of vegetables
- Not eating late at night
- Eating less snack foods
- Avoiding meat/Being vegetarian/Vegan
- Eating fish over traditional meats
- Only eating meat
- Avoiding fast food establishments
- Dieting frequently
- Counting Calories

21. 19. How do you physically feel after eating fast food? **Mark only one oval.*

- Good
- Normal
- Not good
- Sick
- Not sure

22. 20. When do you want to eat fast food the most? (Please answer as best as you can) When I'm: **Mark only one oval.*

- Stressed
- Happy
- Rewarding myself
- Depressed
- Lonely
- Other: _____

23. 21. When, over the course of a day, are you most likely to eat fast food? (Please choose the best answer) **Mark only one oval.*

- Morning
- Afternoon
- Night
- After midnight

Here is the list of fast food restaurants for your reference when answering the next question:

McDonald's, Subway, Domino's Pizza, Burger King, Pizza Hut, Wendy's, KFC, and Krispy Kreme.

24. **22. If there was a better tasting and healthier option to the typical fast food restaurants listed in this survey, I would frequent those establishments more often even if it cost me 50% more than typical options. ***

Mark only one oval.

- Strongly agree
- Somewhat Agree
- Somewhat Disagree
- Strongly Disagree

Thank you for your participation!

*If you answered "no" to the first question, you have been directed here because our survey is primarily for college students who eat fast food.

25. **Thank you for taking our survey! If you have any feedback, please feel free to write anything in the space provided below.**

