Elevated Perception of the Hot Dog: A Qualitative Study

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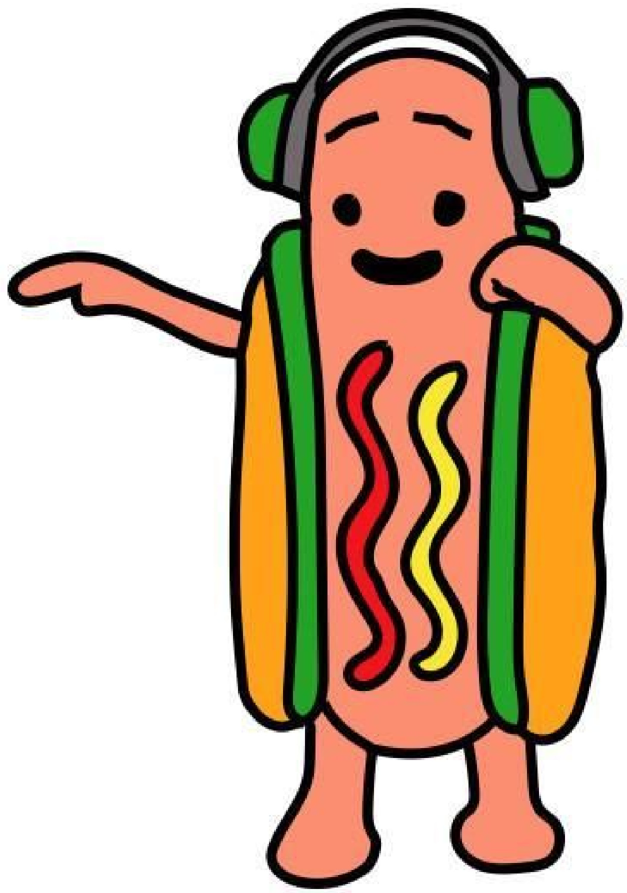
Executive Summary



The overall goal of this research was to determine the current perceptions of hot dogs within a predefined target audience. Based on the case study provided by Wienerschnitzel, we knew that online sentiment toward hot dogs is primarily neutral or negative (78%), so through our research we wanted to determine reasoning behind these perceptions. In order to achieve this, our team decided to run a focus group with members of the target audience and create a survey to be distributed to the target audience.

Our focus group consisted of six people ranging in ages from 24 to 31. We asked a variety of questions, ranging from social media habits to when they eat hot dogs to the why behind their fast food choices. Through the focus group we found that none of the participants were aware of Wienerschnitzel as a fast food chain. We also discovered many preferences surrounding fast food choices within our participants. Many make a choice to eat out or pick up food when they're feeling lazy or because it's convenient for their lifestyle. Promotions of some sort, like coupons or buy one get ones- impact purchase decisions greatly. Price will also influence the purchases of this group as well. All said that they would not spend more than $10 for a fast food meal.

While social media influencers has been a popular trend in the past few years, the participants in our focus group said that influencers have little to no influence on any of their choices, let alone food purchase decisions. If anything, our participants found paid or sponsored posts to be annoying and that it decreased their likelihood to buy the product or good that they were seeing. We found that overall, our participants enjoyed using Facebook, Snapchat, Instagram and LinkedIn on a daily basis because of their ability to stay in touch with friends and family and to be in the know of what is going on in the world.

Overall perception of the whole room of participants surrounding hot dogs was quite negative. Associations that they had with hot dogs were “depressing,” “gross” and “nasty.” It is not a food that this group would go out of their way to purchase. All said that it is not what they would go to a fast food restaurant to order or consume hot dogs. The exception to this is a gourmet style restaurant that specializes in hot dogs. When one of these restaurants was mentioned, the conversation regarding hot dogs became much more positive. The participants very much associated hot dogs with summer events, like barbeques and baseball games. A majority of them never considered eating a hot dog outside of some sort of outdoor event, like for a special meal or a family dinner.

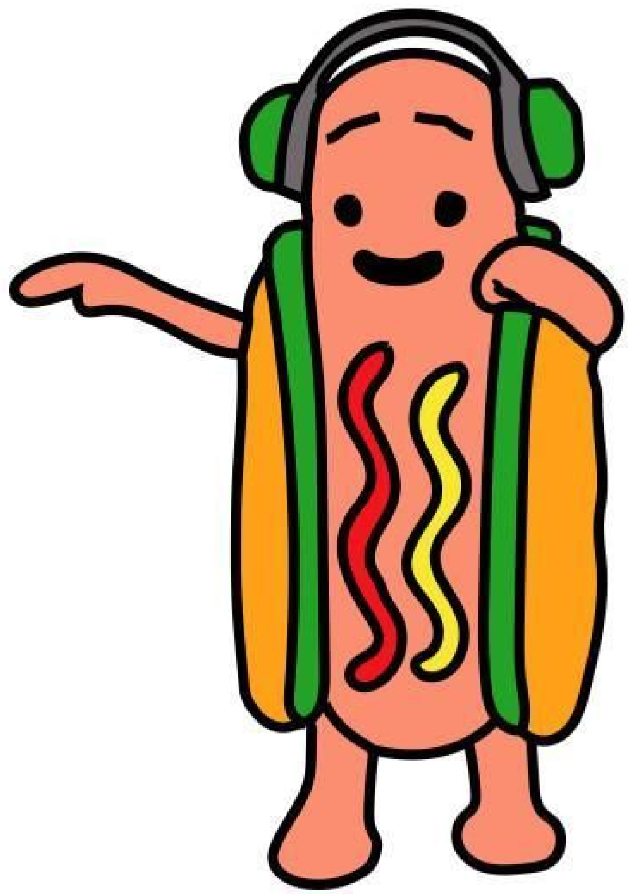
For the survey portion of our research, we used an anonymous link to render 201 responses from the target audience, individuals 25-31. After analyzing survey results, we found an overwhelmingly negative emotional response to hot dogs in general. We also discovered that over half of respondents claimed to “very rarely” consume hot dogs. When they did consume hot dogs, respondents in both the focus group and survey stated that “summer” and “fourth of July” were primary occasions when they consumed hot dogs. These responses lead us to conclude that summertime and warmer months served as the peak for hot dog consumption, and

We also found that of all offered restaurant ambiances, the majority of respondents still preferred to consume hot dogs at a social event or barbecue. Likewise, most of our respondents associated hot dogs with baseball games. When asked which supermarket brand of hot dogs was their favorite, respondents chose Ball Park hot dogs. However, Nathan's Hot Dogs are the current sponsor of the Major Baseball League. These results lead us to conclude that consumption of hot dogs is very high at baseball games and associated events, and our respondents valued social interactions and particular occasions in regards to hot dog consumption.

In regards to healthy eating and hot dog consumption, 96% of our respondents believed the hot dog was not a healthy food. Respondents also stated that "nutritional value" was the most important factor when making food choices, and considered a healthy lifestyle "important" or "fairly important". After analyzing these results, it became clear that a healthy lifestyle was important to our target audience in this sample, and they did not find hot dogs to fit in this lifestyle.

This sample size was limited, and that is important to note when analyzing these results. However, we did find that over half of our respondents were college educated with at least a Bachelor's Degree. The *Trendmakers* group as identified by the Wienerschnitzel case study is identified as being somewhat educated. However, this group is also identified as having children in the house, and the respondents in both our survey and focus group overwhelmingly did not have any children in the home. 74% of survey respondents did not have any children in the house, which is important to note in comparison to the *Trendmaker* group.

Introduction

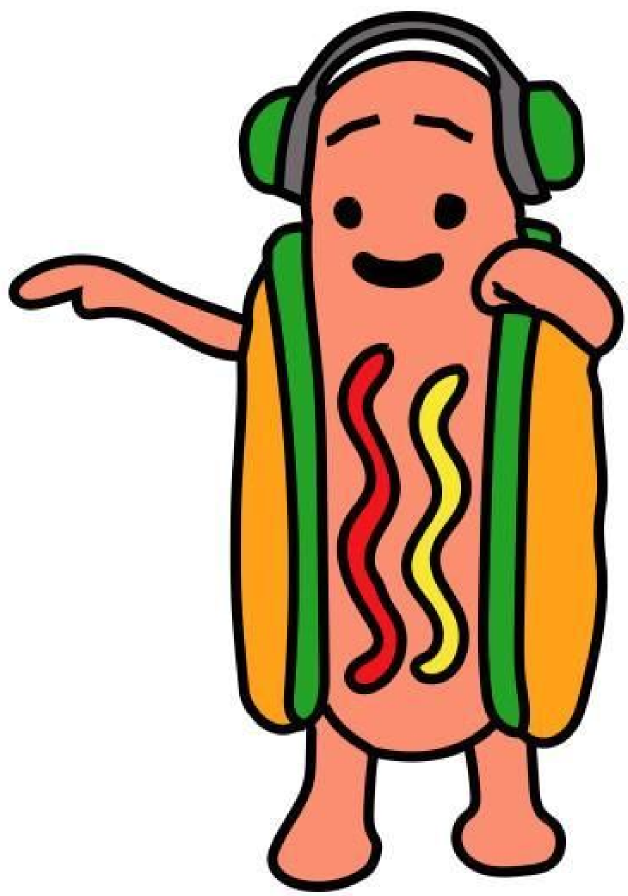


Studying the perception of hot dogs is important in order to understand people's opinions on hot dogs as a product. At this point, the perception of the hot dog, according to online sentiment analysis, is overwhelming negative or neutral (78%). Understanding these perceptions will help us to better evaluate different aspects of how and why people consume food in general, as well as hot dogs specifically. This information will directly benefit Wienerschnitzel in their campaign, with a goal of changing the perception of the hot dog. There are three misconceptions about hot dogs that Wienerschnitzel would like to address: 1) hot dogs are made from lips, snouts, and leftover remnants of animals after they have been slaughtered, 2)hot dogs are one of the most unhealthy things you can eat and 3) hot dogs are the most basic food. Currently, we do not know what influences our target audience. It can be assumed that due to their age range, social media is a large influencer. The target audience most likely sees paid content from social media influencers and users, but we are unaware of how that content affects their buying habits. We also want to know what environmental factors influence purchasing decisions inside of fast-food restaurants, whether that be cleanliness, convenience, quality, etc.

The purpose of the study is to determine consumers' perceptions of hot dogs and discover what makes them feel this way. In order to understand this, we must look at how consumers make food choices and the influences behind them. This will allow us to determine what factors, whether they be social or environmental, may affect the way that people make decisions, not only for hot dogs, but for all food. We will be able to determine if age, gender, salary, race, marital status, etc. has any correlation with a person's food preference or opinion of hot dogs. We want to discover more about the lifestyle of people ages 25 to 31 so we could figure out not only how hot dogs are currently in their lives, but how we can integrate them even more into their lives in an authentic, organic way. Based off of this information, we will be able to determine hot dogs' placement within the market. According to the Hot Dog and Sausage Council, "20 billion hot dogs are consumed a year in the United States," which shows they are being consumed heavily. Although this is a high number, there is still an opportunity for growth of the hot dog industry in America. In addition, we want to determine how our target audience is motivated to change the way that they think about certain topics. Much of the focus of this research is to determine current feelings about hot dogs and how perception can be changed. With hot dogs being such a staple in American culture and the brand perception being so ingrained in the mind of so many Americans, it will be somewhat difficult to change the perception, so it will be vital to come up with new, creative and exciting ways to do so.

With this research, we want to know why is the perception of hot dogs in the United States so neutral and negative? We also want to know how we can change perception in our target audience. To find this out, we asked more in-depth questions about lifestyle, opinions, social media use, opinion leaders and influencers, both in their day-to-day life and on social media. With there not being a Wienerschnitzel in the state of Wisconsin, we wanted to determine how much of an impact that has on brand recognition and brand perception. We will benefit from this information by being able to better fit Wienerschnitzel's theme to hot dogs as a whole and Wienerschnitzel as a brand into the lives of our target audience.

Background/Literature Review



Wienerschnitzel has challenged participants to change the consumer perception of the hot dog. According to the NSAC 2019 Wienerschnitzel case study, this challenge poses an "interesting" challenge because of its predecessors (NSAC, 2019). The case study cites the famous decline of egg and avocado consumption in the 1980's. This decline is famous because it was not permanent--avocados have risen to fame yet again as the coined "superfood", and eggs are viewed as a healthy food and a staple of the American breakfast. This shift did not happen overnight, though, and the case study reminds readers of this challenge. Marketers harnessed the power of integrated marketing campaigns to flaunt the egg and avocados unique health benefits (NSAC, 2019). Researchers and campaign members have a distinct task in front of them, and according to a study composed by PR News Wire, "over a third of Americans avoid eating hot dogs because they believe they are made with low quality meat or are made with artificial ingredients and chemicals" (Applegate, 2018).

Through careful analyzation of the current perception of hot dogs, researchers can hone in on different factors that impact consumers' reactions and feelings towards a product. According to a study published in *Food, Science, and Nutrition*, food "carries symbolic meanings and has psychological significance beyond its nutritive value, which becomes secondary for many consumers." In the case of avocados and eggs, this notion is particularly prevalent; when consumers believed that eggs and avocados had unique health benefits, they began to worry less about their nutritional contents. According to this same article, there are seven physiological "functions" to food and its proponents. The functions are as follows: gastronomic function, communication function, power function, safety and security function, magic function and religious function (Sijtsema, et al). Since food offers a variety of functions according to this study, there is great opportunity within each function to move the perception in the eyes of consumers.

In regards to consumers and hot dogs, the current consumer perception is generally negative. According to the article in PR News Wire, “hot dogs are the poster child for scary ingredients”, meaning they are often positioned as containing “bad” and “unhealthy” ingredients (Applegate, 2018). Another statistic found in this article points out the 24% of Millennials age 18-34 who claimed they “never bought hot dogs” (Applegate, 2018). The target audience for Wienerschnitzel’s campaign is Trendmakers—individuals in their late twenties, and Connectors-- individuals in their late forties. However, using the research found in *Science, Food, and Health*, researchers can use the functions of food and their weight on perception to drive a positive perception of hot dogs.

Although the perception of hot dogs in the U.S. may be challenged, one of the challenges presented by the Wienerschnitzel case study focuses on the conception and misconceptions about hot dogs and their ingredients. Wienerschnitzel recognizes and addresses the rumors about hot dogs’ ingredients, including being made out of “snouts, mouths, and tails” (NSAC, 2019). A study published in *Research Gate* titled “Consumers’ Food Choice and Quality Perception” offers tactics to tackling a difficult perception. According to this study, “food quality from consumers’ perception has four major dimensions,” (Bronso, et al). Therefore, if the limited-service restaurant/company can tackle one of these perceptions, then a portion of the challenge has been completed. The four type of food perceptions according to this study are: product oriented, process oriented, quality control, and user oriented quality (Bronso, et al).

These four types are intertwined and have an inverse relationship, for their origins are similar in nature. Product oriented perception focuses on physical aspects of the product itself, such as fat percentage in milk or alcohol content in beer or wine. Process oriented perception focuses on the overall production of the food itself, such as pesticide use and organic production. Process oriented perception most closely relates to the quality dimension that Wienerschnitzel aims to overcome and “change” in the eyes of its consumers. Quality control directly relates to the adherence of standards that a product has met in its production. Lastly, user oriented quality perception is a subjective quality because it is based on the retailer’s distribution of a product as opposed to the production itself (Bronso, et al).

Interestingly enough, at the time of this study in 2002, there was no system in place to measure “food quality”. Since quality is generally based off numbers and regulations, the four dimensional model serves as an advantage for marketers and producers alike. Increasingly, with time, the subjective qualities of food have become a focus as opposed to the objective facts, a fact harbored by strategic marketing and effective communication. According to Bronso, it is important to tap into all four dimensions in order to build the correct customer satisfaction. This leads researchers to the next point, the Economic Theory on product quality. According to this theory, search, credence and experience attributes fuel the subjective experience (Bronso, et al). Following this model, search focuses on visual features, such as the size of an egg in the grocery store or the coloring of meat (Bronso). Experience focuses on the overall physiological and physical experience a brand offers-- how it made them feel, how it tasted and how it performed. The final item in this theory, the item most relevant to Wienerschnitzel, is credence. Credence involves the overall credibility of a product and the trust a consumer feels for a brand (Bronso).

Over time, credence has proven itself to be the most imperative aspect of this model; it serves the highest purpose in the minds of the consumer.

Using the four dimensions of customer satisfaction along with the Economic Theory of product quality, participants in the Wienerschnitzel competition will be able to successfully elevate the perception of the hot dog through strategic use of credence methods. By building up credence with hot dogs in general, we believe Wienerschnitzel's sales will subsequently rise as a result (NSAC, 2019).

Meat consumption and the perception of meat have changed from generation to generation. These changes in perception of meat-- specifically the hot dog-- pose a challenge for Wienerschnitzel, a franchise trying to reposition the hot dog. A study by the faculty of California Polytechnic State University, "A Comparison of Meat Purchasing Attitudes Throughout Generations," looked at meat purchasing attitudes across generations and asked which specific features influence purchasing behavior of each generation.

This study provides insights that directly correspond to Wienerschnitzel's products and target audience. In this study, researchers surveyed four generations: young Millennials' (18-27 years old), older Millennials' (28-34 years old), Generation Xers (35-49 years old), and Baby Boomers (50-65 years old). However, Wienerschnitzel targets particularly the 'older Millennials' and 'Generation Xers' (specifically consumers in their late 20s and mid to late 40s). The survey questions answered by respondents in this University study were similar to the survey questions formulated for the Wienerschnitzel campaign, providing complementary and thought provoking reponses.

The first survey question in the California Polytechnic State University study asked each generation which meat products they purchased for consumption in the past year. The older Millennials and Generation Xers consumed mostly chicken, beef, pork and "other meat" respectively. This information provides important insights for Wienerschnitzel, considering their menu is comprised of products containing beef, pork, turkey, angus beef and/or chicken. Survey question four asked the participants where they have purchased their meat products. Only 39.4% of older Millennials and 32.9% of Generation Xers had purchased their products from a restaurant, otherwise purchasing their meat from some sort of grocery store or food retailer. Another survey question showed that neither older Millennials or Generation Xers spend the most per month on meat products; Baby Boomers spend the most money per month ($134.78) and young Millenials spend the least ($90.00). This may suggest that as time goes on less and less people will be spending their money on meat.

When considering Wienerschnitzel's target audience it is important to know what product features are important to the target audience and how the target audience is finding information about their product(s). One of the survey questions evaluated what features of meat products the respondents' found most desirable. "The highest desirability for respondents' decisions to purchase the meat is good value for the money and no hormones added. The organic product is rated the least desirability for young Millennial, Generation X and Baby Boomers," (Mickelson, 2014, p. 28). In addition to product features, survey question 18 asked respondents which type of media they use to find information about meat. "Generation Xers respondents' top three media use are recipe websites, food web sites and Google. Older Millennial respondents' top three media usages are Google, cooking shows and recipe websites," (Mickelson, 2014, p. 36). Both generations used similar forms of media to find information about meat, mainly online.

This study "showed that there is no significant difference in generation when it came to chicken consumption however, there is a significant difference for beef, pork and other meat consumption among generations" (Mickelson, 2014, p.42). This is important information for Wienerschnitzel to consider as time goes on and their target audience evolves. "The advice for the new company is to opt out of the organic practice because it is not important to consumers compared to all other factors," (Mickelson, 2014, p. 44). Currently, Wienerschnitzel is not organic, but as research shows, that is not what is important to consumers. "The most desirable trait is having good value for the money," (Mickelson, 2014, p. 44). With Wienerschnitzels overarching goal of changing the perception of meat (specifically the hot dog), this California Polytechnic State University study provides knowledge of the meat perception of Wienerschnitzel's target audience, as well as the generations before and after them.

There are a lot of factors to take into consideration for Wienerschnitzel, a hot dog franchise who aims to change the perception of the hot dog. These factors include topics like meat and fast-food perception and consumption. The study previously mentioned, "A Comparison of Meat Purchasing Attitudes Throughout Generations" provided important insights about the perception and consumption of meat as a product and it's desired features. Furthermore, a study by the American Dietetic Association titled, "Why Eat at Fast-Food Restaurants: Reported Reasons among Frequent Consumers," moves away from the perceptions of it product itself (meat) and towards the perception of the entity that is fast-food restaurants.

In this study, 605 participants were given a questionnaire and then were asked to order a meal from one of four randomly assigned fast-food restaurant menus. “These menus varied with respect to whether calorie information was provided for menu items and whether value pricing was in place for foods with more than one portion size option” (Rydell, Harnack, Oakes, Story, Jeffery, & French, 2008, p. 2,067). After the participants ordered their food they were asked to complete a second, self-administered questionnaire, and once the meals were consumed a final questionnaire followed. Responses to the second questionnaire were the focus of the study. The second questionnaire was comprised of a set of statements regarding the reasons to eat at fast-food restaurants. The participants were to respond to the statements as follows: strongly agree, agree, neither agree nor disagree, disagree or strongly disagree.

There were correlations between the demographic findings in this study and the target audience in the Wienerschnitzel case study, specifically the “trendmakers” and “connectors”. In “A Comparison of Meat Purchasing Attitudes Throughout Generations,” Rydell states, “differences among subgroups were found for other demographic variables.” It was found that those aged 16 to 24 years were less likely to agree that they would eat at fast-food because they have “many nutritious offerings” than those who are 55 years or older. However, respondents ages 16 to 24 were more likely than their elder respondents to agree that they eat fast-food because their friend or family member likes it. It was also found that those with a higher level of education were more likely to agree that, “they eat fast food because they are too busy to cook food,” (Rydell et al., 2008, p.2068), compared to those with less education. Households with five or more people were more likely to agree that they eat at fast-food restaurants because friends and/or family like them, as opposed to single-person households.

When relating these findings back to the "trendmakers" and "connectors," research shows that trendmakers most likely find fast-food less nutritious than the connectors. In addition, trendmakers are more likely than connectors to eat fast-food because their friend/family likes it. Those with a higher level of education, were more likely to eat fast-food because they are too busy to cook. When it comes to household size, trendmakers are most likely to have a larger household than the connectors, making the trendmakers more likely to eat fast-food because their family/friends like it. Wienerschnitzel demographic categories aside, the study showed overall that, "the reasons with which participants agreed most frequently were that fast-food restaurants are quick (92%), easy to get to (80%) and serve good-tasting food (69%). (Rydell et al., 2008, p.2,067). In summary, research shows that the respondents eat regularly at fast-food restaurants because they are quick, convenient, tasty and inexpensive.

The focus of this study's detailed demographics were closely comparable to those demographics of the Wienerschnitzel case study. With information from this study it is possible to draw correlations in regards to fast-food restaurant perception between Wienerschnitzel demographics and the respondent demographics in this study. However, Wienerschnitzel's demographic features may evolve and change over time.

Another challenge that Wienerschnitzel faces is trying to change the perception of the hot dog in an era that is leaning towards health consciousness. With the hot dog comes common misconceptions. One misconception is that hot dogs are made from the least desirable parts of an animal; another is that hot dogs are the unhealthiest thing that a person can eat. Because of these negative perceptions of the hot dog, Wienerschnitzel will have to figure out how to change those misconceptions and potentially market to a demographic that is health conscious.

A study from the Journal of Restaurant & Foodservice Marketing titled “Market Segmentation for Fast-Food Restaurants in an Era of Health Consciousness,” provides key information on marketing strategies when targeting an audience living in an era of health consciousness. The purpose of this research was to see how consumers’ values in regards to health and nutrition affect their perception or patronage of fast-food restaurants. In this study 387 respondents were surveyed. The respondents were distributed into three groups based on the number of their monthly visits to fast-food restaurants; “none,” “light,” and “heavy.” The results of the survey showed that when it came to “ability to maintain nutritious habits in the past, being committed to eating nutritious food, feeling guilty for serving non-nutritious food, being able to plan nutritious meals and having recently talked with someone about nutrition, the “none” group stood the highest and the “heavy” group the lowest,” (Grazin & Olsen, 1997, p.10).

Findings concluded that “consumers' general health-orientation is associated with and apparently affects their patronage of fast-food restaurants” (Grazin & Olsen, 1997, p.15). Researched showed respondents who were considered “non-patrons” [of restaurants] were more interested in health and wellness, and were consequently more confident in their ability to maintain their health than “patrons” [of restaurants] were. Furthermore, “this study indicates that both attitudinal and social involvement with nutrition relates to patronage of fast-food restaurants” (Grazin & Olsen, 1997, p.15). This means that consumers who are most heavily involved with nutrition stay away from fast-food restaurants, whereas respondents who labeled themselves as “heavy” exhibited low concern for health and nutritional issues.

What this data means for marketers looking to target a specific demographic in an era of health consciousness is that “some marketers can profitably continue to capitalize on the relative disregard for nutrition by the 'greatest source of revenue’, the “heavy” half of the market” (Grazin & Olsen, 1997, p.17). However, what these findings mean for marketers looking at the fast-food industry as a whole, is that “a segmentation strategy that targets concerned consumers may serve some businesses, while a strategy that targets unconcerned consumers may be appropriate for other companies” (Grazin & Olsen, 1997, p.17).

As a company looking to change the misconceptions of the general public in an era of health consciousness, but with a consumer target audience that is most likely “heavy” fast-food restaurant visitors and exhibited low concern for health and nutritional issues, Wienerschnitzel faces a challenge. In the case of Wienerschnitzel, it is up to the company whether or not they use a marketing segmentation strategy that targets their “heavy” target audience, the health concerned public, and/or both. Although this study was conducted in 1997, the topic of research is still relevant to the society we live in today. In future research regarding the Wienerschnitzel case study, it may be important to find out to what degree our society is “health conscious” today and what the specific components of a “health conscious” lifestyle entail today as well.

Methodology

Survey

To continue to find out in-depth information about the target audience, we also put together a survey. Based on research our team had done, we identified information we still needed to know about the target audience and used Qualtrics to put together our survey.

Once the survey was written, each of the five members of our team shared the survey on our social media pages, namely Facebook, LinkedIn and Twitter. Getting people to complete the survey proved to be very difficult. All of the members of the group are under 25, so many of the connections we have on our social media sites don't fall in the 25 to 31 age group. After seeing a low number of responses after a few days of the survey being live, we each privately messaged people we knew who fit into our target audience and personally asked them to complete the survey. This was helpful and increased the number of responses.

After our survey being live for 10 days, we still needed a few more respondents so we could draw accurate, unbiased opinions from our target audience. We had colleagues of our classes share the survey on their social media pages in hopes that this would boost the number of respondents we had.

Once our survey closed, we had 201 respondents. Although we feel we collected very good information, there were limitations to our survey. For example, our team only shared the survey on our own social media and didn't utilize any alumni or other student groups that would have members in our target audience. Also, our completion rate was low because on our last page, a "thank you for taking our survey" page, participants had to click and arrow to finish the survey and most saw the page and assumed it was done, so they didn't technically finish the survey. Also, since the team is from the Midwest, many of the people who took the survey were also primarily from the Midwest, which impacted the results of the survey.

Focus Group

In order to find out more in-depth information on what our target audience feels about hot dogs and Wienerschnitzel and why, we decided to conduct a focus group.

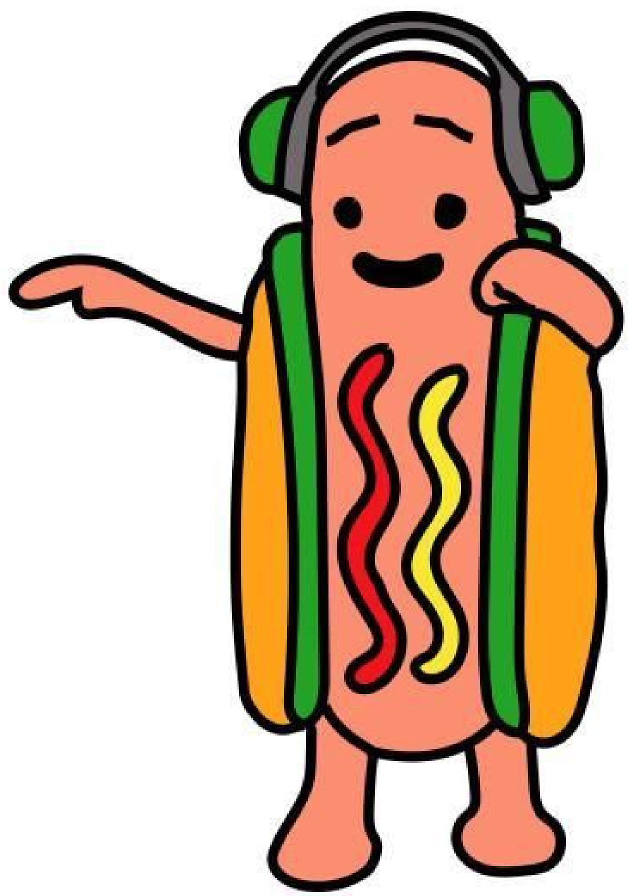
Finding participants was difficult. Since our target audience is not primarily in college, we asked volunteers and used snowball sampling in order to form a large enough sample to conduct our focus group.We provided an incentive of pizza, snacks and beverages to encourage them to come. Once everyone in the study had contacted everyone they knew in the age range that could potentially participate in the study, we had 16 potential participants. Once we had chosen the date for the focus group, that number went to 10. We invited all to come and participate in the focus group, knowing that we needed to account for people backing out or not attending at the last minute.

On the day of our focus group, we had eight hard yes responses. We ended up having six participants for the focus group. All of the participants were currently living in the Fox Valley area and fit in our age range of 25 to 31.

The focus group participants, upon their arrival, were asked to sign in, sign the IRB disclosure form and fill out a brief questionnaire. They were also given name tags to ensure that the moderators and members running the study knew who was who. There were two moderators -- Heather and Whitney -- in the room and three other members of the research team taking notes, recording and observing. The focus group started with Heather asking everyone to introduce themselves and why they were attending. Once that was done, Heather started by asking participants about their fast food consumption habits, then in-depth questions about the participants' perceptions of hot dogs, their consumption of hot dogs and where and when they consume them. The participants were then asked questions about their social media habits, including if they follow people who post sponsored content and if that influences their purchases. Whitney asked more pointed questions about their likelihood to order food on an app, their preference of coupons and hot dog brand preference. The focus group lasted approximately 41 minutes. Once all the participants had left, their questionnaires were collected and the team had a quick debrief of the focus group.

While our focus group yielded a lot of useful information, there were limitations that prevented us from getting more. For example, our group was not racially diverse. Everyone identified as white. There were also only six participants which narrows our results greatly. Also, all came from the same geographic location, which heavily impacted the perceptions of the group.

Results



Survey

Our survey yielded 201 responses through the use of an anonymous link via social media, e-mail, text messaging and more. The results provided additional insight into the perception of the hot dog amongst our target audience, though there are limitations to this sample. In regards to the perception of hot dogs, results provided insight into the neutral and negative attitude towards the food as a whole.

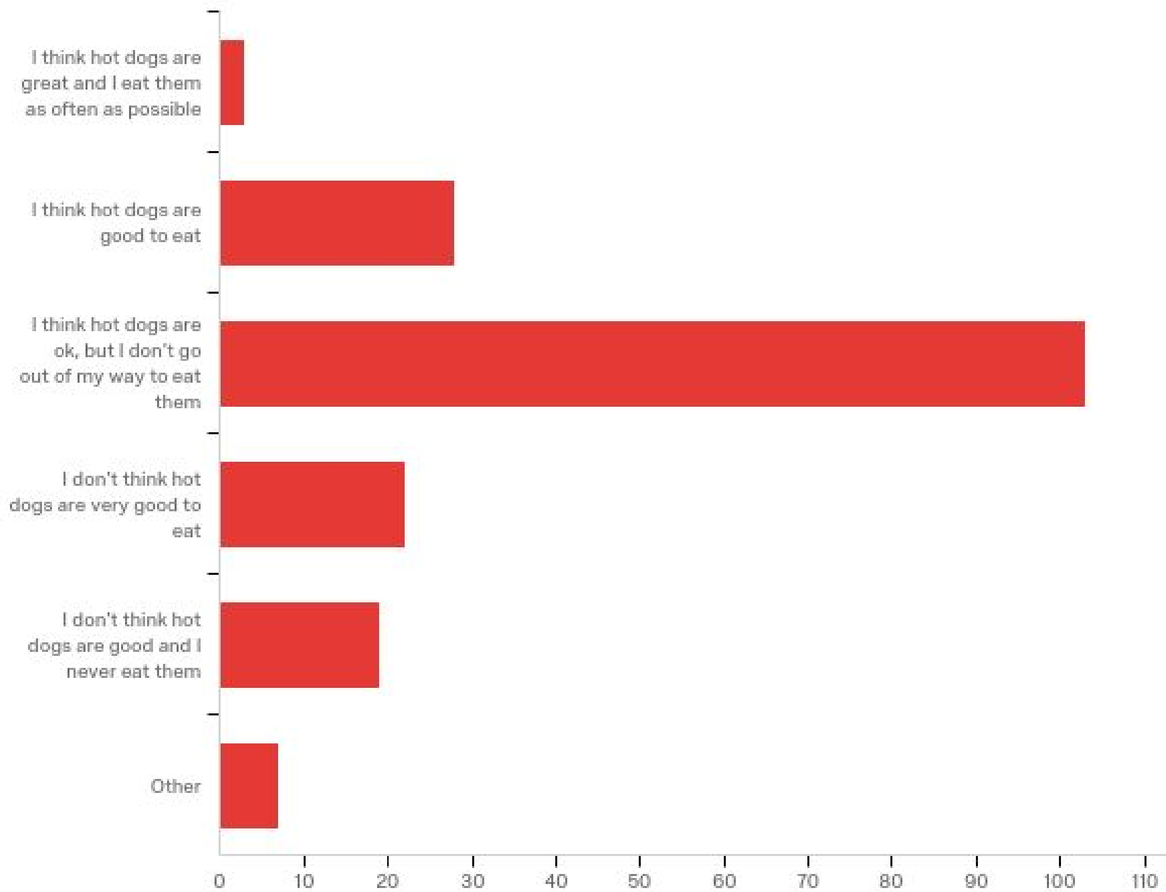
When respondents were asked to share their feelings on hot dogs, many respondents used unfavorable terms such as “gross” “fake” and “processed.” However, the largest answer yield came from terms like “baseball” “ballpark” and other sporting event terms. This may also explain why Ball Park hot dogs were the most highly identified hot dog brand in the survey, at 61%. We can also conclude that most respondents prefer to eat hot dogs in a social setting as opposed to home preparation.

Overall, Wienerschnitzel’s brand awareness was low amongst this sample, with less than 25% aware of the brand as a whole. Likewise, respondents did not lean in the direction of hot dog consumption at Wienerschnitzel. Their preferences weighed in the direction of sausages or brats, not Wienerschnitzel’s world famous hot dog. Within the 24% of survey respondents that heard of Wienerschnitzel, only 27 of these respondents had actually eaten a Wienerschnitzel product before.

Perception

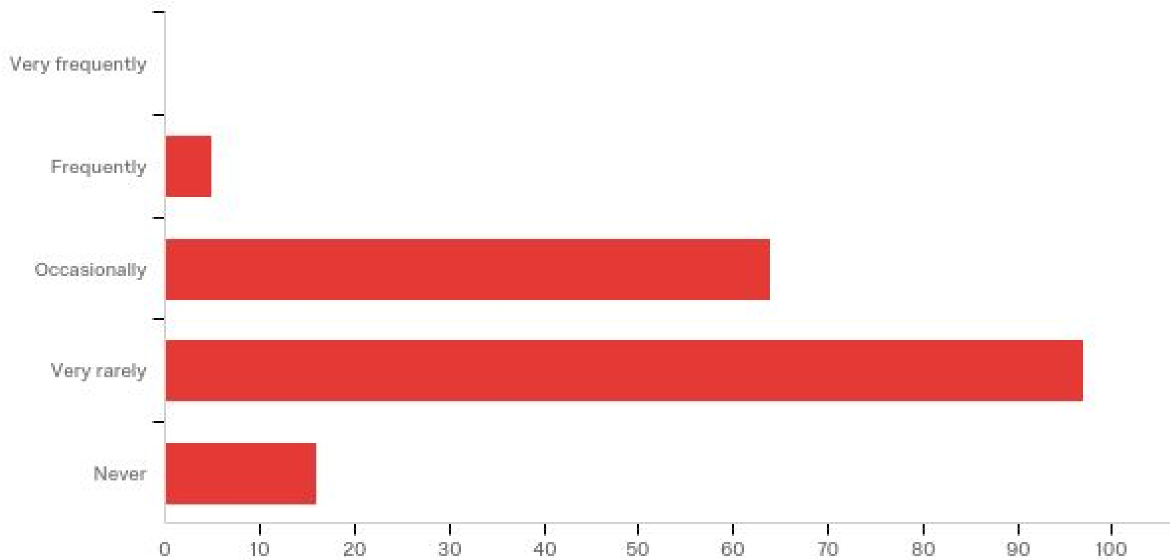
Many of the survey questions regarding health and lifestyle did not fare in the hot dog's favor. 96% of respondents did not think someone who lived a "healthy lifestyle" would eat hot dogs regularly, and most of the target audience identified with characteristics contributing to a healthy lifestyle.

What is your perception of hot dogs? (Select the phrase that best matches your feelings).



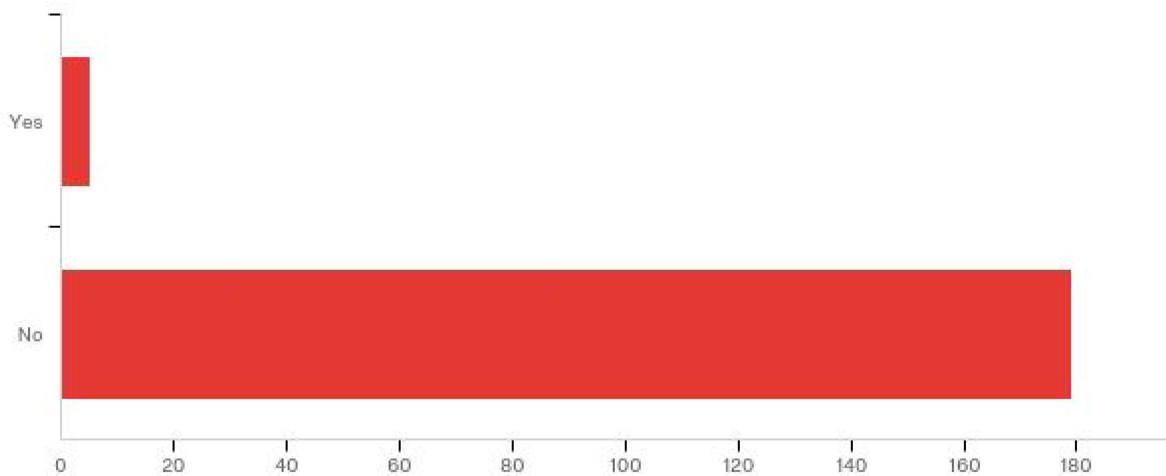
In our survey, we intended to discover the consumption habits of hot dogs as a whole. Since we know other studies such as a recently conducted study by Applegate revealed 27% of Millennials will not purchase hot dogs, this survey response was not shocking compared to the other responses leaning unfavorably towards hot dog perception (Applegate 2018). The highest answer yield belongs to "I think hot dogs are OK, but I don't go out of my way to eat them", at 55.5%.

How often do you eat hot dogs?



When respondents were asked how often they ate hot dogs, results showed that "very rarely" was the most chosen answer, with 53% of respondents choosing this answer. No respondents chose 'very frequently', and only 2.75% chose 'frequently'. This can be attributed to a variety of factors; many of the individuals taking this survey identified with a 'healthy lifestyle' as seen in later responses, and 96% of respondents believed that someone who eats hot dogs regularly would not be considered someone who 'lives a healthy lifestyle'.

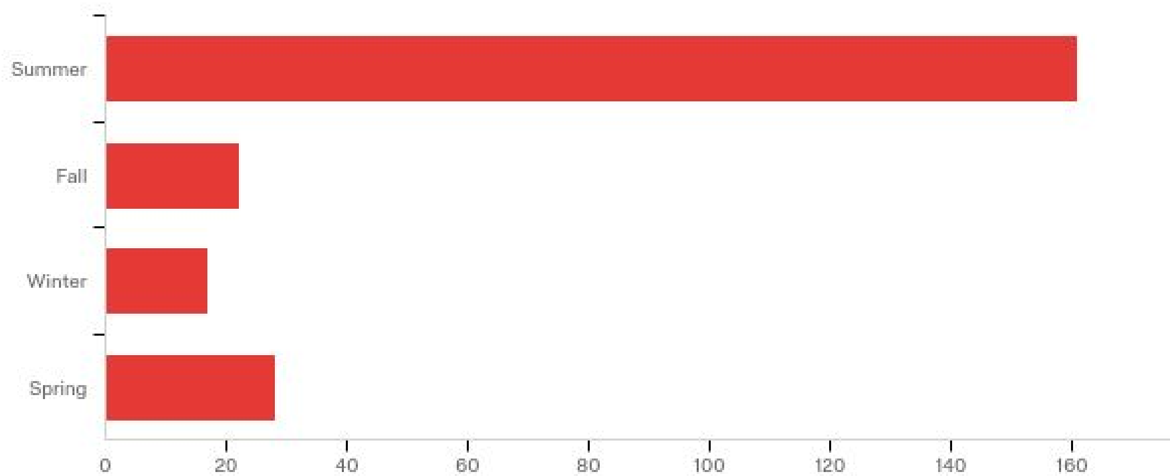
Would you consider hot dogs a gourmet food?



179 out of 184 (97.28%) people overwhelmingly responded that they do not consider hot dogs as a gourmet food item. This shows the need of changing the perception of hot dogs among our consumers.

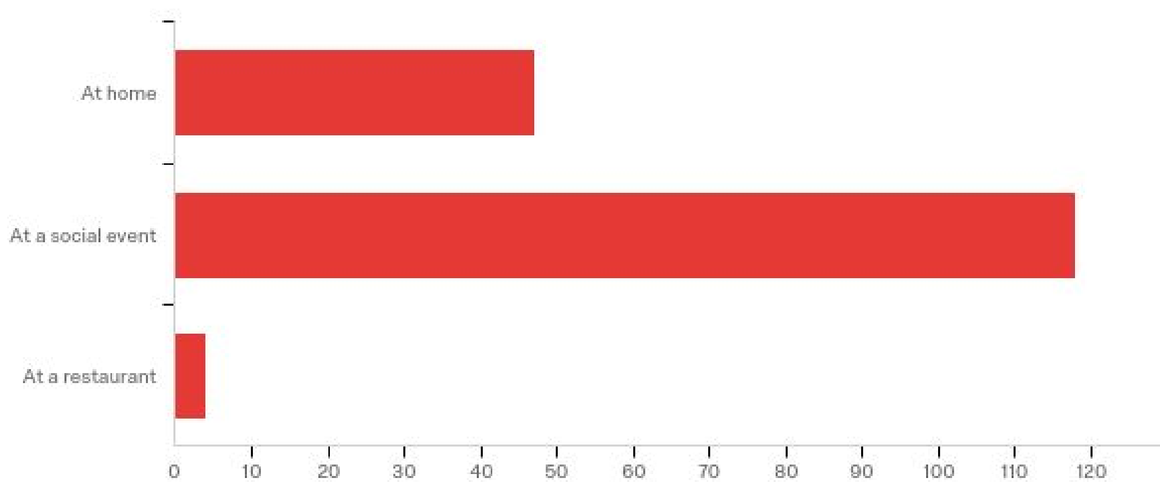
Seasonality/Geography

If you eat hot dogs, what time of year do you eat them?



When asked what time of year participants eat hot dogs, 161 out of 228 answered that they eat hot dogs in the summer, which made up 70.61% of our entire sample audience. 12.28% of our participants said that they eat hot dogs in the spring. Fall and winter had the least amount of participants, 9.65% of them stated they consume hot dogs in the fall, and only 7.46% of them in the winter. Overall, hot dog consumption is at higher rates during the summer months when the weather is warmer.

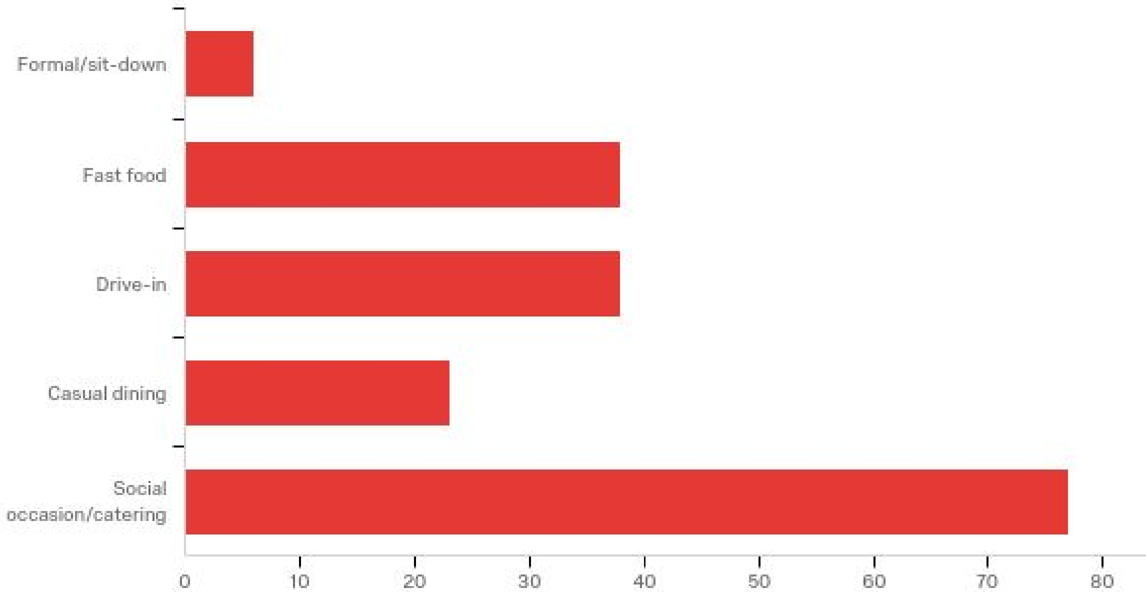
Where do you eat hot dogs?



118 out of 169 participants answered that they consume hot dogs primarily at social events, which makes up 69.82% of the audience. 47 out of 169 (27.81%) of the audience stated

that they consume hot dogs at home. People are least likely to consume hot dogs at a restaurant; only 4 of 169 participants (2.37%) chose this answer. Therefore, we can conclude that people are more likely to eat hot dogs at social events surrounded by other people or in their own home rather than going to a restaurant specifically to eat a hot dog.

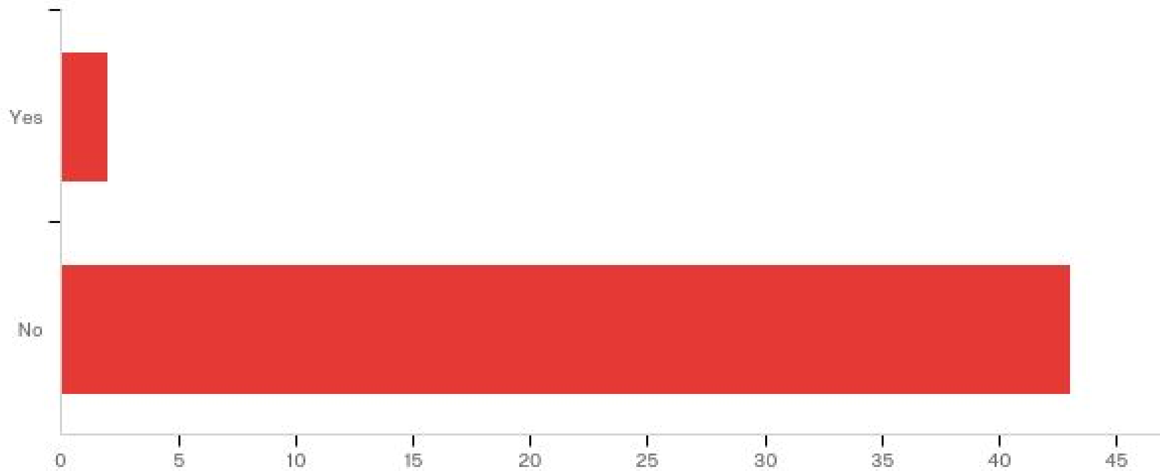
What is your ideal restaurant ambiance for dining out and eating a hot dog?



After reviewing our results, people overwhelmingly answered that they ideally would like to consume a hot dog at a social event. 77 of 128 participants (42.31%) chose this answer. Fast food and drive-in services tied both at 20.88%, each having a total of 38 responses. 12.64% stated that they would like to eat a hot dog in a casual dining environment, while only 3.3% stated that they would prefer a formal or sit-down restaurant ambiance. From this information, we can gather that people prefer to eat hot dogs within more casual or convenient settings rather than formal.

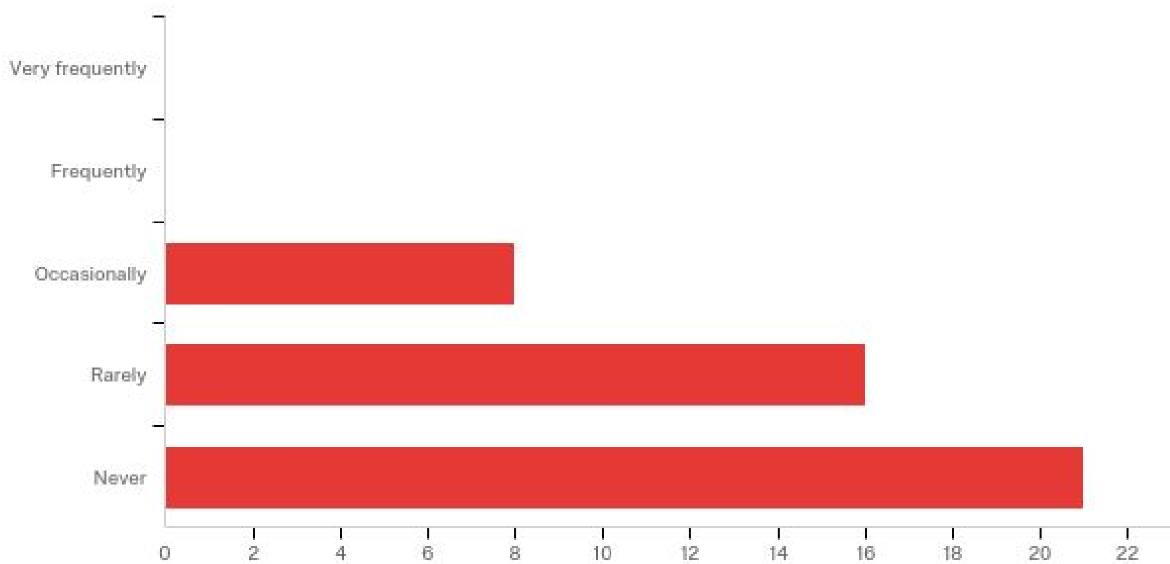
Wienerschnitzel

Are you aware that Wienerschnitzel is the world's largest hot dog chain?



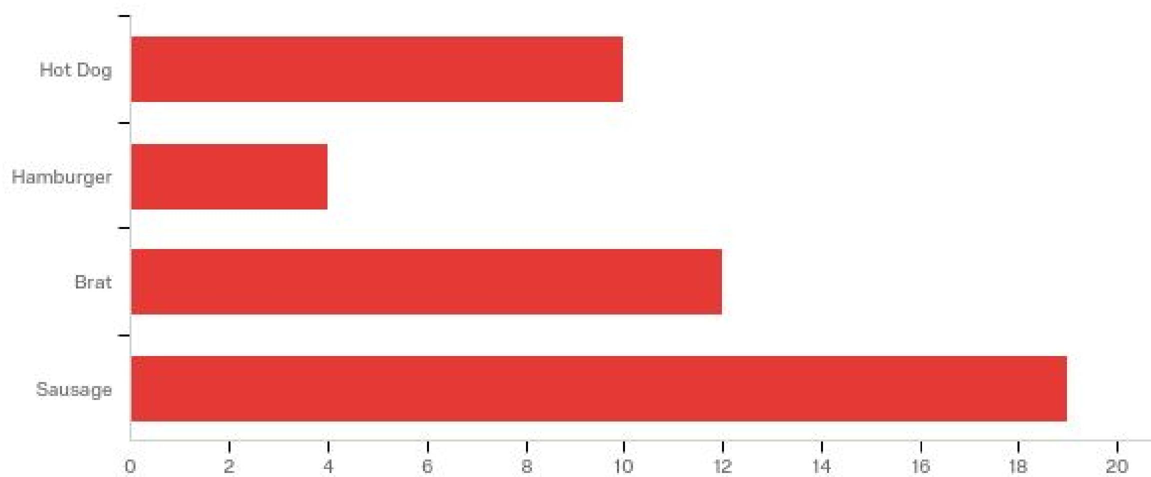
138 of 184 (75%) participants stated that they are not familiar with Wienerschnitzel products. When people were asked if they were aware that Wienerschnitzel is the world's largest hot dog chain, the response was 95.56% no. Only 2 out of 45 respondents were aware of this information.

How often (if ever) do you see Wienerschnitzel advertised?



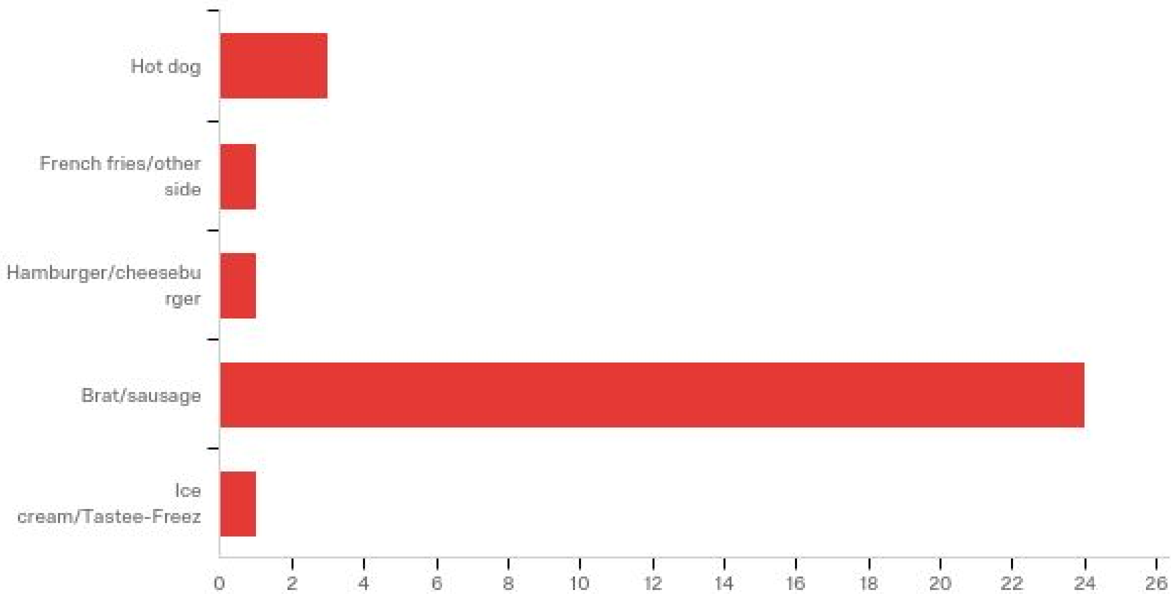
Over half of our 44 participants (45.45%) who were familiar with Wienerschnitzel products stated that they have never seen a Wienerschnitzel advertisement before. No one stated that they see Wienerschnitzel advertisements frequently or very frequently. 42 of 44 (95.45%) of participants were unaware that Wienerschnitzel is the world's largest hot dog restaurant chain. Of the 44 who are familiar with Wienerschnitzel products, 27 of them (61.63%) said that they have consumed Wienerschnitzel's products.

Which one of these Wienerschnitzel options is more desirable to you?



When asked about which Wienerschnitzel products they find as desirable, 40.91% chose sausages as their answer. 27.27% or 12 out of 44 participants chose brats as their answer and 10 out of 44 participants (22.73%) stated that they desire hot dogs from Wienerschnitzel. From this information, we can see that even with Wienerschnitzel being a hot dog restaurant, the hot dog is still less desirable than other sausage products they offer.

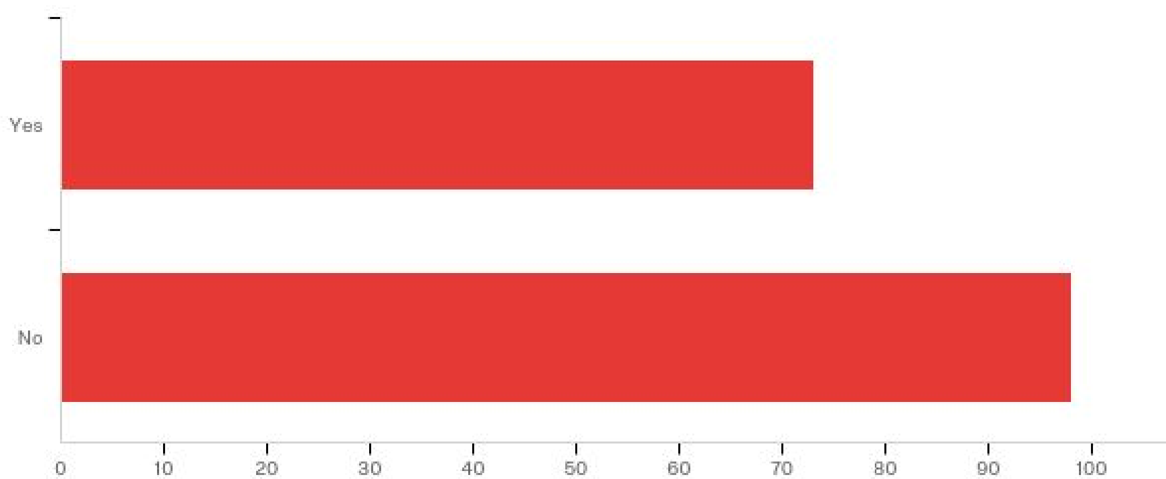
What Wienerschnitzel products have you consumed?



When asked what Wienerschnitzel products participants have tried, 24 out of 30 (80%) have tried brats or sausages from Wienerschnitzel. Only 10% of this audience have tried their hot dogs before. This information shows that most people are unaware of Wienerschnitzel as a brand, and if they are aware of the brand, they do not desire our focus product, hot dogs. Similarly, Brats and sausages are more desirable and have been consumed more often than hot dogs by our survey group.

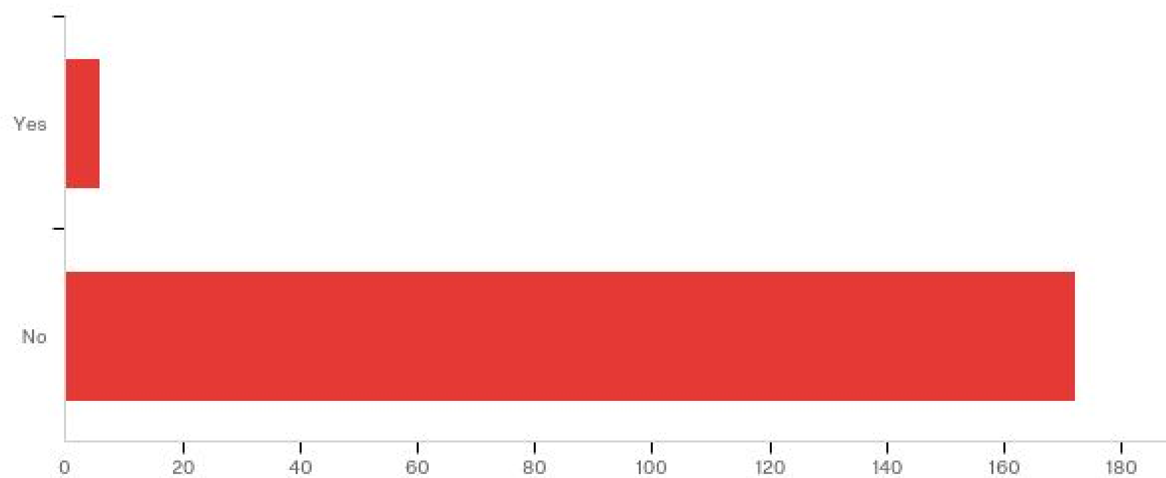
Lifestyle/Health

Do current trends influence the food you buy or eat?



Research showed that 57.31% of our 174 respondent's food choices are not influenced by current trends, although a fair amount of our respondent's food choices *are* influenced by current trends (42.69%).

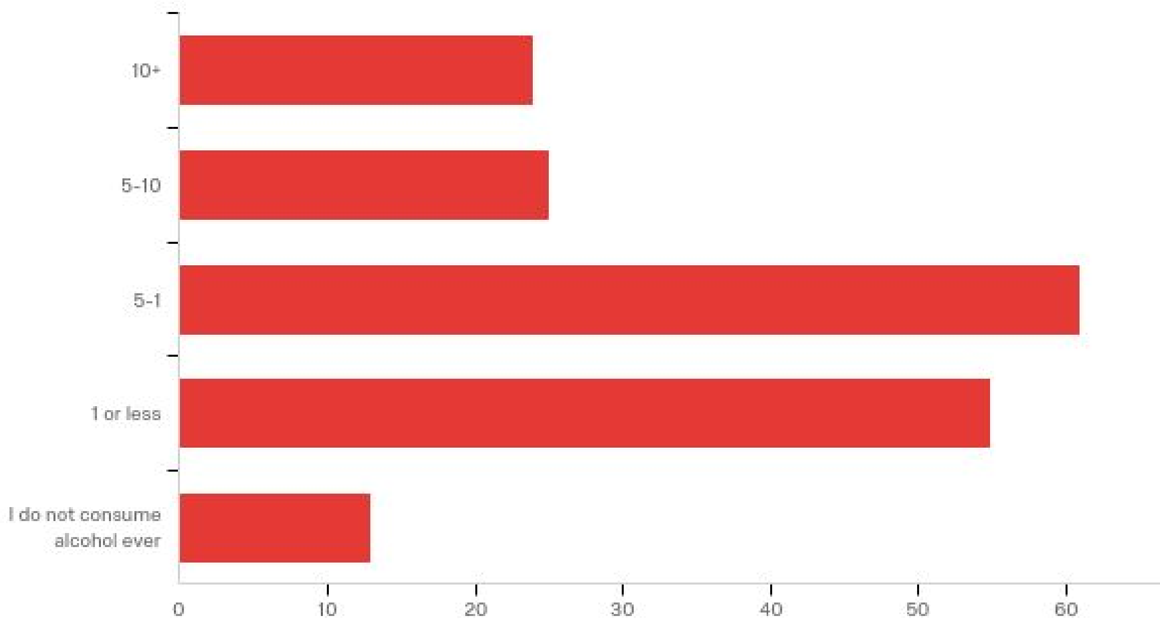
Do you consider the hot dog a healthy food choice?



In regards to healthy eating, our research shows that out of 183 respondents, 96.63% of them do not consider the hot dog a healthy food choice.

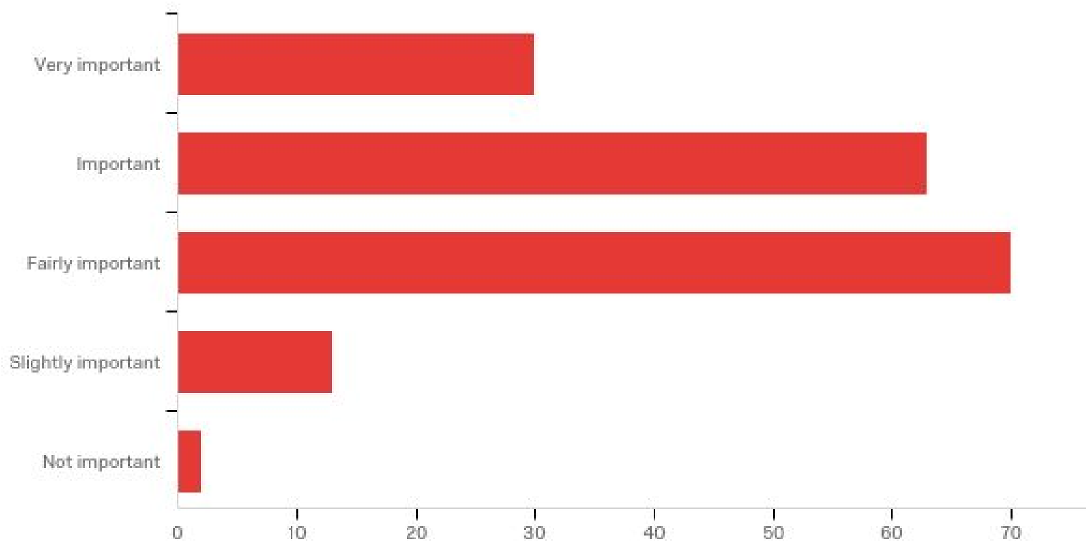
We also asked the question, "Do you think that a person who lives a 'healthy lifestyle' eats hot dogs regularly?", and once again 96.63% of our respondents, also think that a person who lives a healthy lifestyle would not eat hot dogs regularly. These results suggest that there is a correlation between hot dogs and an unhealthy lifestyle.

How many alcoholic drinks do you consume per week?



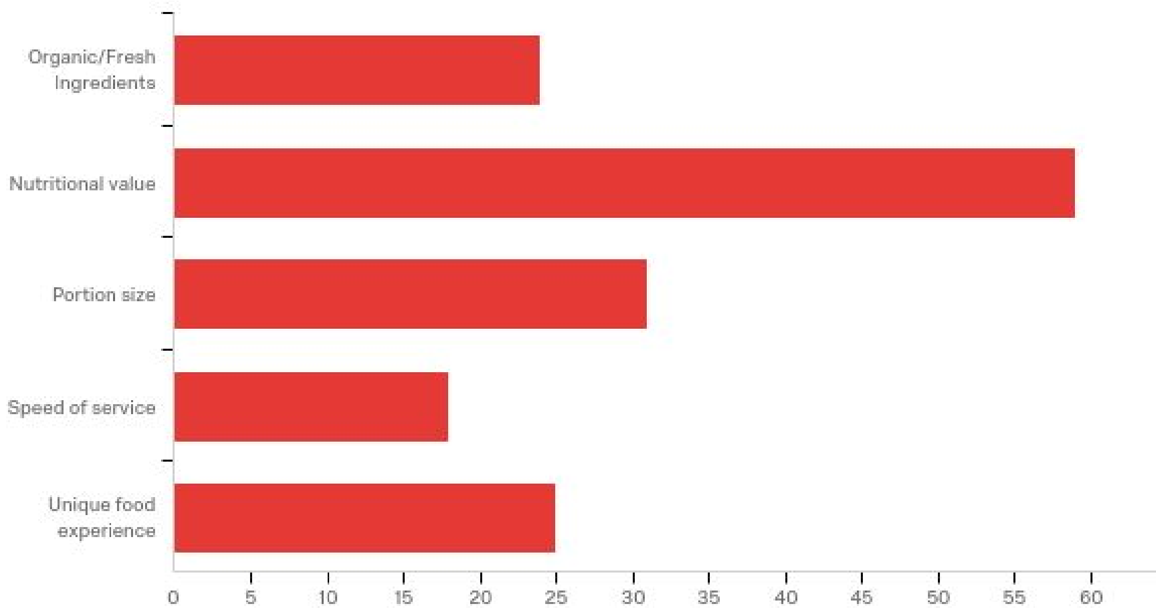
50 of our 183 respondent's have 5-10+ drinks per week, and 62 of our respondents have 1-5 drinks per week. That means that more than half of our population drinks regularly. This suggests a correlation between relatively high alcohol consumption and a perception that hot dogs are unhealthy.

How important is a healthy lifestyle?



Out of 183 respondents, a healthy lifestyle is “fairly important” to 71 respondents, and ‘important’ to 67 respondents. A very small percentage (1.12%) of our respondents think that a healthy lifestyle is “not important”. Although interestingly, our results suggest that many of our respondents value a ‘healthy lifestyle’ but display relatively high alcohol consumption.

When making food choices, which factor is most important?

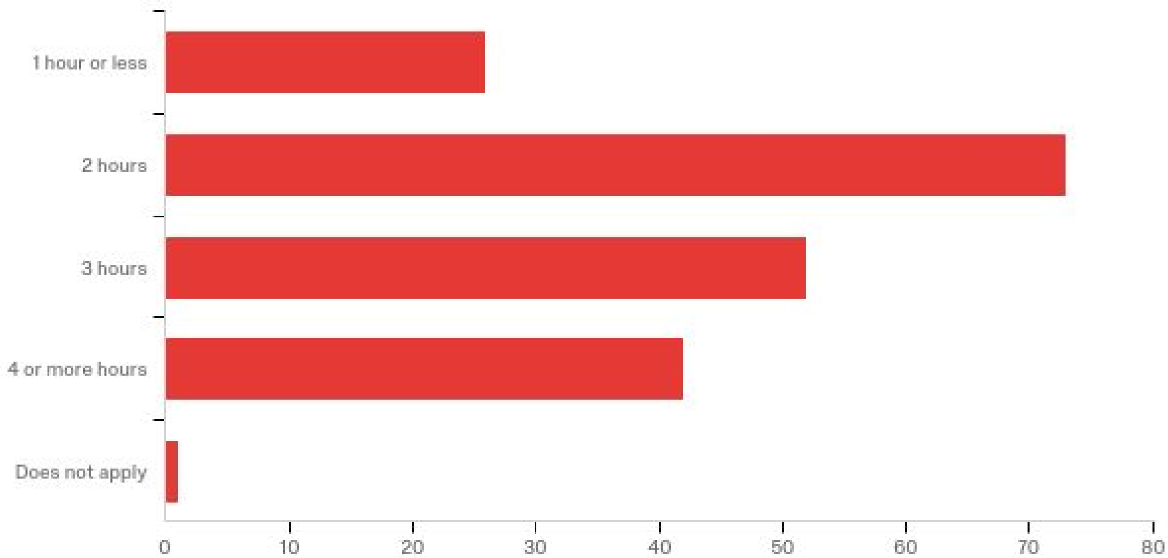


61 out of 161 respondents stated that when making food choices, the most important factor is nutritional value. In addition, our results showed that the least important factor is speed of service. This suggests that Wienerschnitzel's largest opportunity for growth with those who value a healthy lifestyle is to focus their emphasis on the positive nutritional value of their products.

Key findings suggest that a majority of respondents consider the hot dog an unhealthy food choice and there is a disassociation between a 'healthy lifestyle' and the hot dog. Overall, our survey results suggest that most consumers find a healthy lifestyle fairly important and keep nutritional value a top priority when purchasing their food.

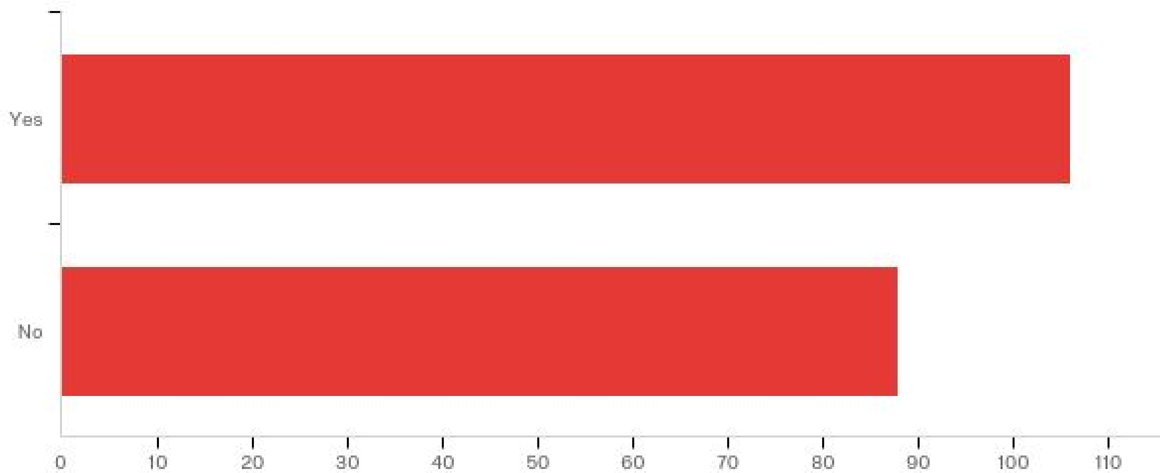
Social Media

How many hours do you spend on social media sites total a day?



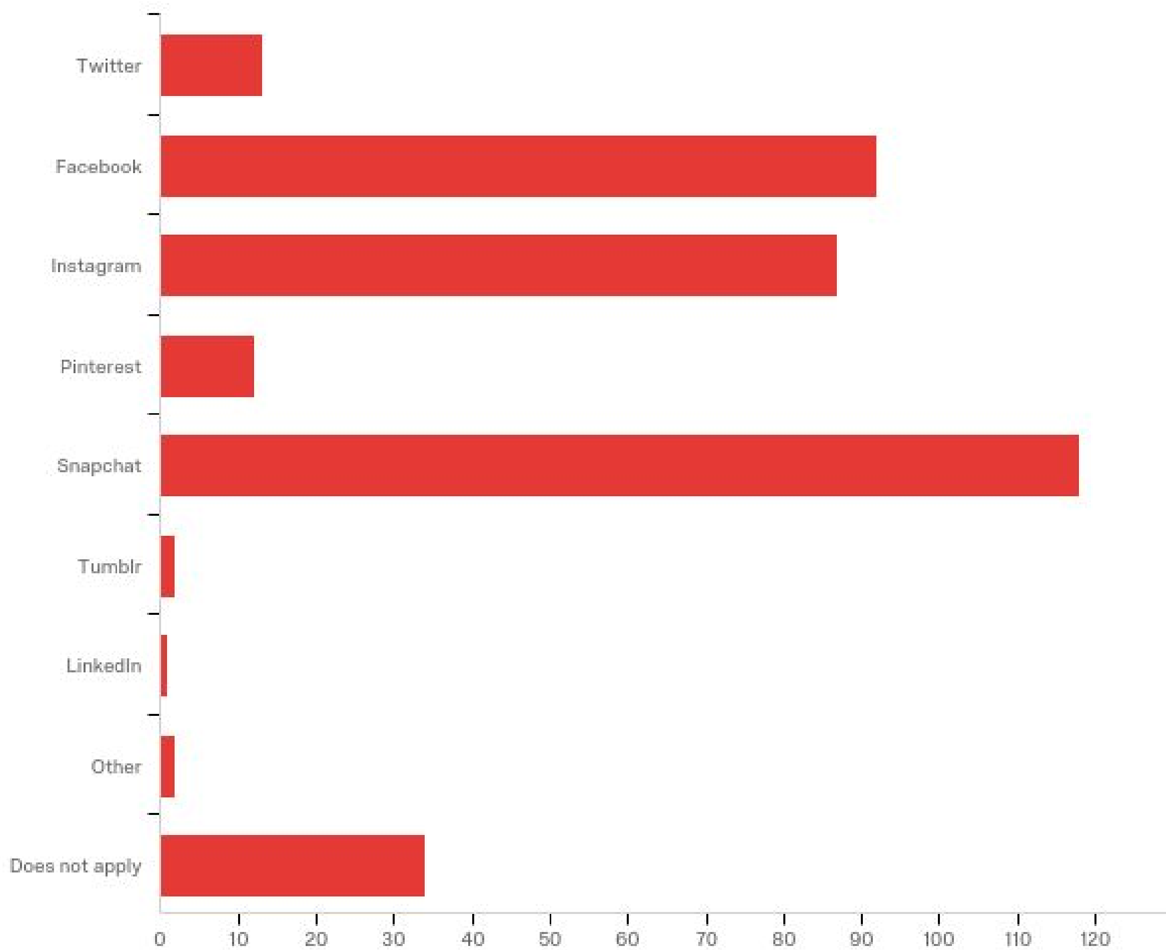
This question is significant because it details the social media usage of respondents for this survey. This result leads us to believe that our target audience uses social media for at least two hours a day. This offers opportunity for elevation of the hot dog by the strategic placement of the campaign message.

Have you bought a food product that you saw or discovered on social media?



Results from this question are very noteworthy for the NSAC campaign because it shows the importance of social media in the target audience's life. Over half of respondent's who took the survey (54%) said they had purchased a food item "they discovered on social media". They can use these results to elevate the perception of the hot dog. Likewise, the Wienerschnitzel campaign team should emphasize on this opportunity to put Wienerschnitzel products in front of new customers.

If you have shared a photo of your food on social media, which site(s) have you posted on? Check all that apply.

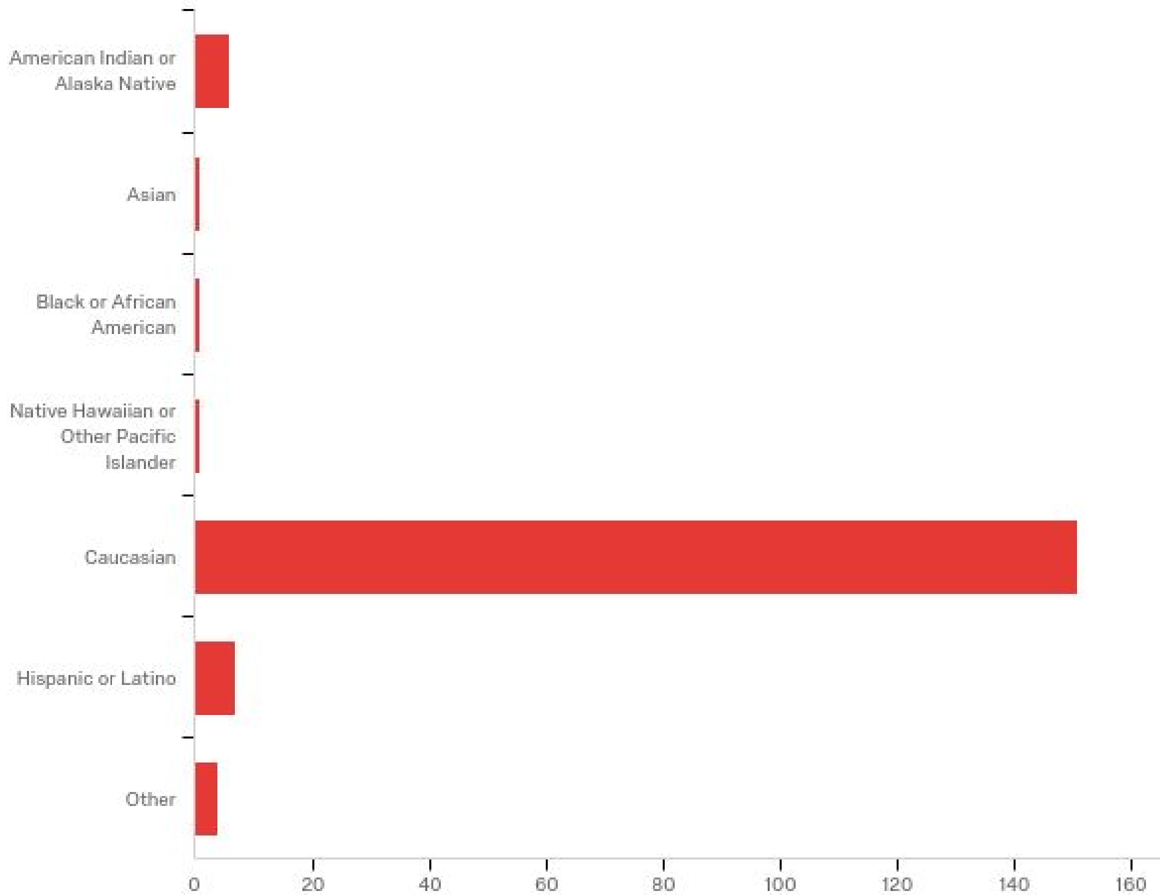


This question showed us which sites and platforms our target audience utilized the most, if at all, to share their food photos. This was important in gauging where the target audience “shared” their food experiences. This helped us understand their social preferences, in regards to social media. Snapchat was the most chosen platform (32%), most likely due to its photo-capture features. However, Facebook and Instagram were not far behind, with Facebook being selected

25% of the time and Instagram 24% of the time. Overall, the results were very close and likely due to the "story" feature offered on each of these platforms. With this feature, users can "share" their images on their "story" which will in turn show up on all of their "friends'" feeds, for a set period of time. However, more research must be conducted to confirm this statement.

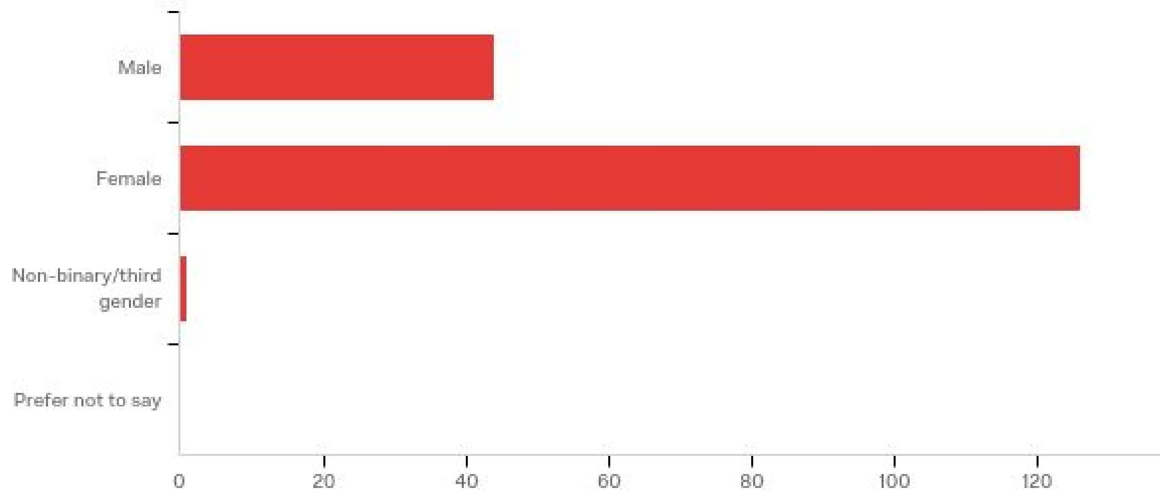
Demographic Profile: Survey

What is your race or ethnicity?



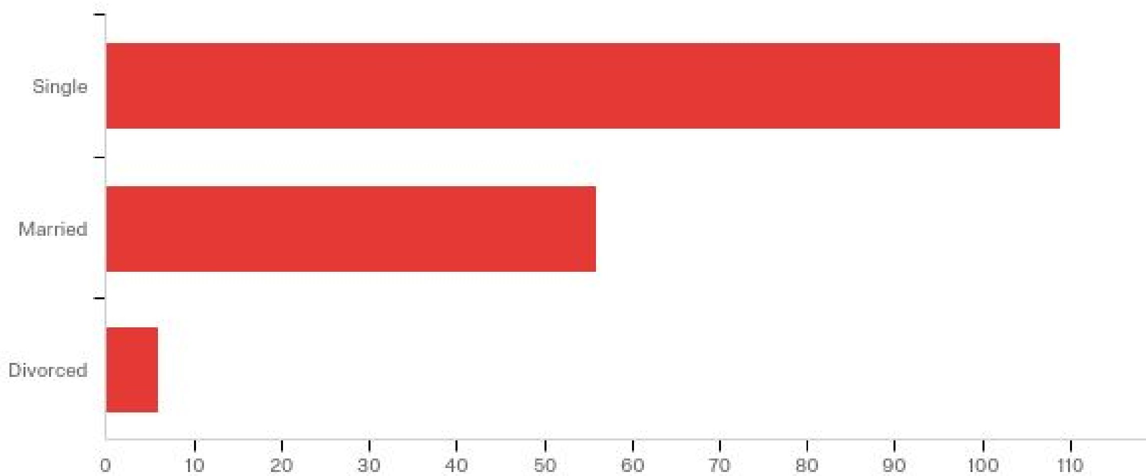
A total of 171 people answered the demographic questions on the survey. According to our survey results there were a lot of variation in demographics. Our biggest take away in our survey was the lack variation of race and ethnicity. Between the 171 people that answered the question 151 answered as Caucasian, that is about 88% of the survey takers.

What is your gender?



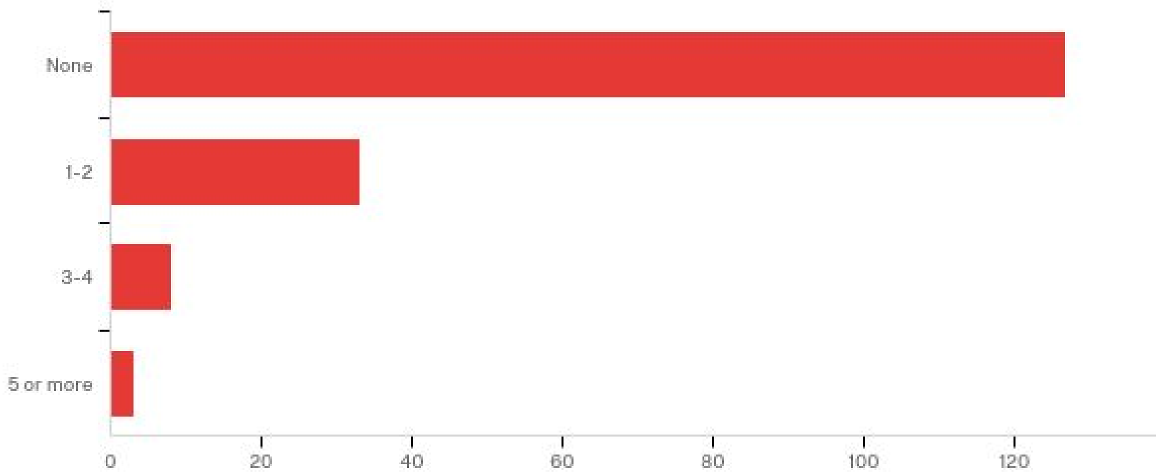
126 out of 171 (73.68%) answers female on our question about gender. Only 44 respondents were male. We also had a very similar percentage for our focus group. We can conclude that higher number of women are more likely to take an online survey than men.

What is your marital status?



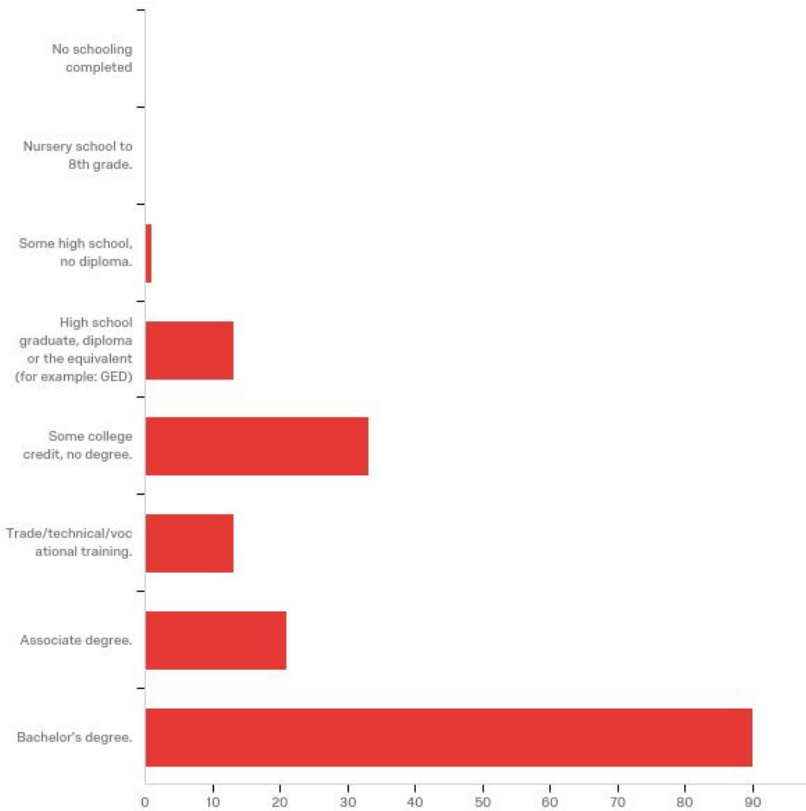
About 40% that took the survey are married. 56 people answered that they were married on the survey. Our survey results reflect positively on Wienerschnitzels case study of the marital status of the trendmaker group. In the case study 60% of trendmakers (25-31) are married or in a domestic partnership. We can conclude that there is split of people between the ages of 25-31 are either married or single.

How many children do you have?



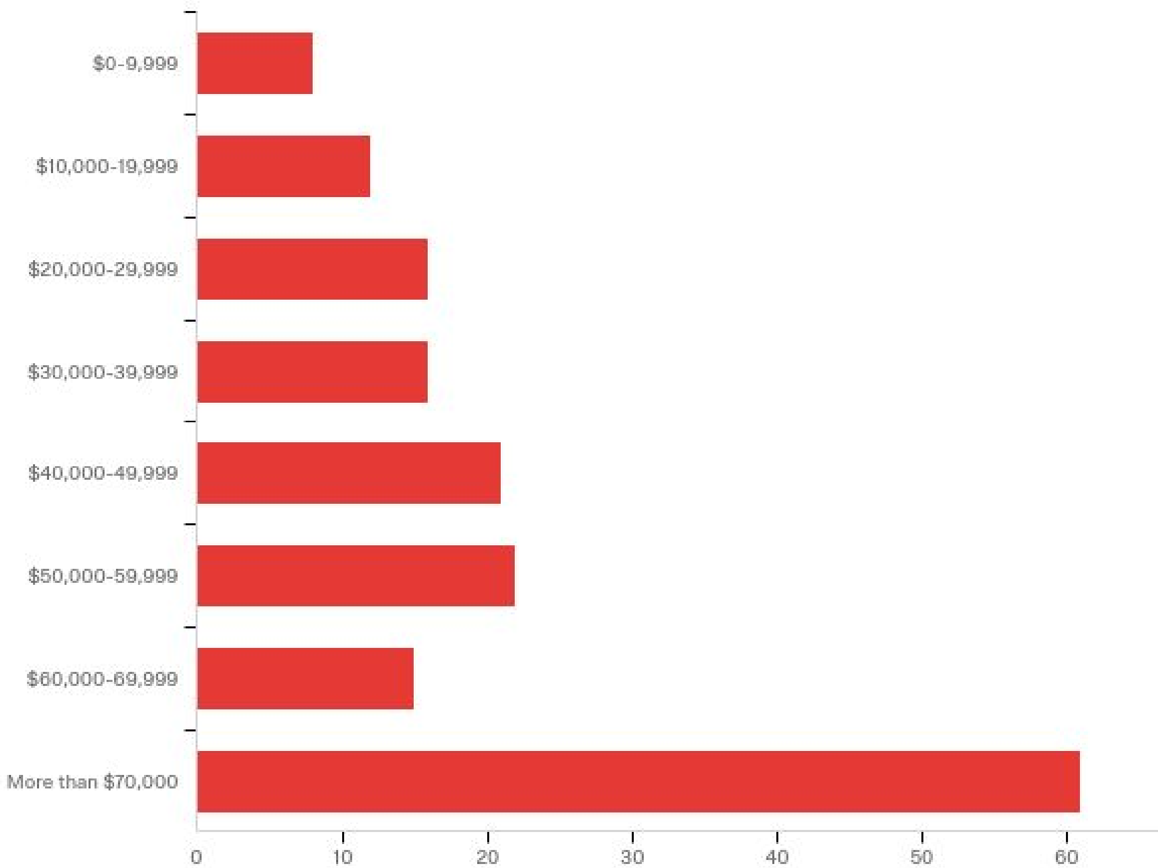
This question asked participants about the number of children they had, which is an imperative question in understanding the target audience for elevating the perception of the hot dog. Trendmakers, the target audience, are identified as having no children (43%), with the remaining 57% of the Trendmaker Wienerschnitzel consumer base having children (Wienerschnitzel case study). If a respondent has children then we are able to draw conclusions about hot dog eating habits and families. However, 74% of respondents identified themselves as having no children in the home.

What is the highest degree you have received?



91 out of 171 people that took the survey said they have a bachelor's degree (53%). More than half of our respondents have a bachelor's degree. The second highest answer for our question was some college credit, no degree. The responses were cut in half, 42 people. With our respondents being 25-31 this is not too surprising our results. We can conclude that people are more likely to have a bachelor's degree than not.

What is your annual household income?



171 people answered the question about their annual household income. 61 out of 171 answered more than $70,000, which is 35.67% of the total. This response had the highest responses out of all of the other answers. The survey yielded the same conclusion as the focus we conducted. The answer that had the second highest responses was the $50,000-$59,000, this has 22 responses (12.87%), which has a drastically lower amount of responses. We can conclude that most people that are between the ages 25-31 make more than $70,000 annually.

Focus Group

Focus Group Demographic

Our focus group consisted of people ages 25-31, with four females and two males. Most with at least a bachelor's degree and income ranging between $30,000 to more than $70,000. All participants were Caucasian with no children and most of the participants were unaware of the company Wienerschnitzel. They were confused by the name, thought it was a type of dog or brand of hot dog or brat. Did not know it was a fast food chain.

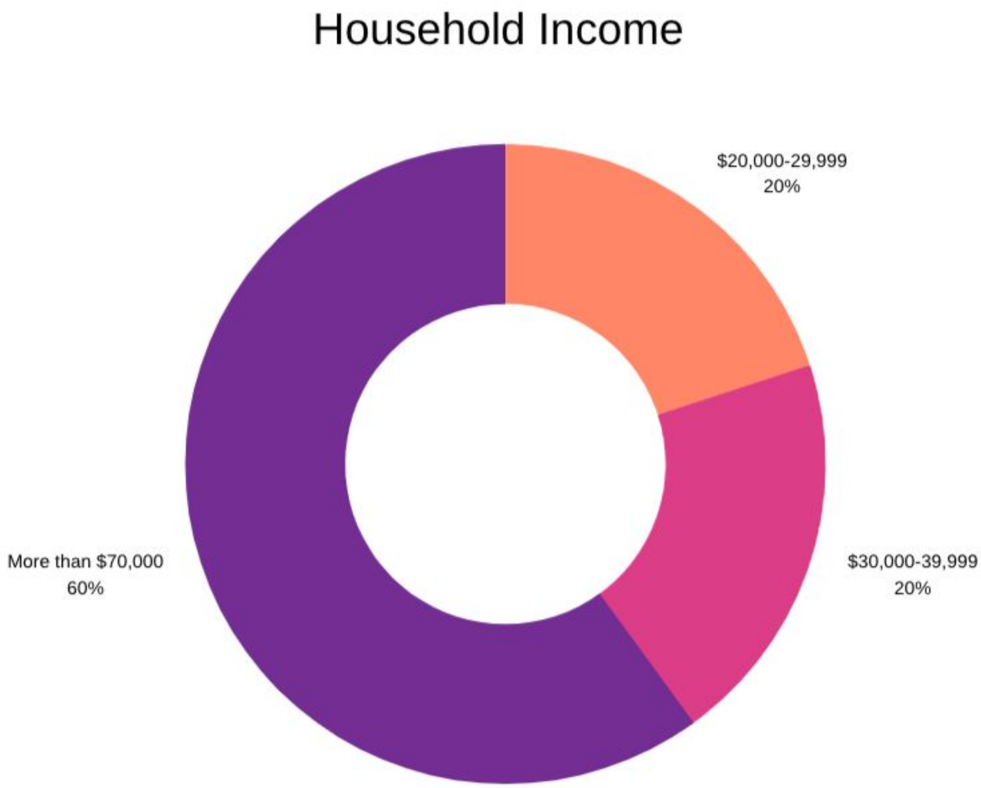
Focus Group Key Findings

We started the focus group with some general questions about fast food. The first few questions consisted of the reasons why we chose to eat fast food and why we chose to eat at certain restaurants. Many explained that fast food is just so convenient it is hard to pass up. Most said they go 1-2 times a week. They also said the amount of times they eat our also depends on their work and social schedules. Many admitted that most of the time they chose to eat out is when they are too busy or lazy to make their own lunch for their work day or not wanting to make dinner after a long work day. Along with convenience as an aspect to choosing fast food the participants also said the price also influences their decision about eating fast food. All participants said that when it comes to drive-thru fast food they would spend no more than $10, but also explained they would pay more for delivery.

The biggest thing that influences their decisions on fast food consumption was coupons. Their preferences on coupons varied by the person. Most said they prefer digital coupons over print. Participants said they would only use a coupon if it was worth it to them, like buy one get ones or a certain amount of money off. They also suggested the use of coupon also depends on what establishment the coupon is for. We gave them a scenario; "if you were given a coupon for culvers of buy one meal get one free would you use it?" All responded with a yes. We then asked " How much more likely would you be to order a hot dog at a new restaurant if there was a coupon involved?" They had a more negative response. One was quoted saying "if it's really good, it shouldn't need a coupon." The different responses were very interesting.

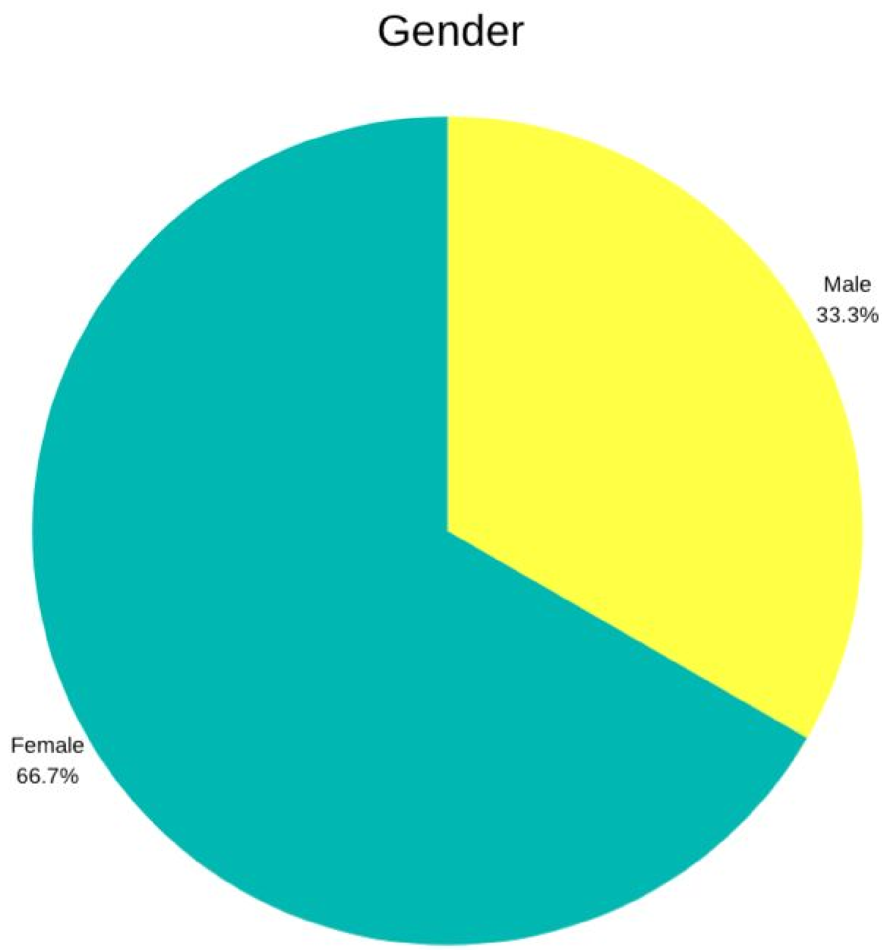
It was clear that almost all of the focus group participants associated a hot dog with a negative connotation. None considered hot dogs a luxury food item. Many said they usually eat hot dogs during the summer months. They affiliated hot dogs with outdoor activities like, camping, baseball games, cook outs. Saying that is really the only time they ever consider eating a hot dog. It was also important to note that where the person lived had an effect on when and where they consumption of hot dogs. Some of the participants lived in an area where hot dog chain restaurants were popular, like Chicago. They said that they do not consume hot dogs all that much, but when eating out they always considered it an option.

What is your annual income?



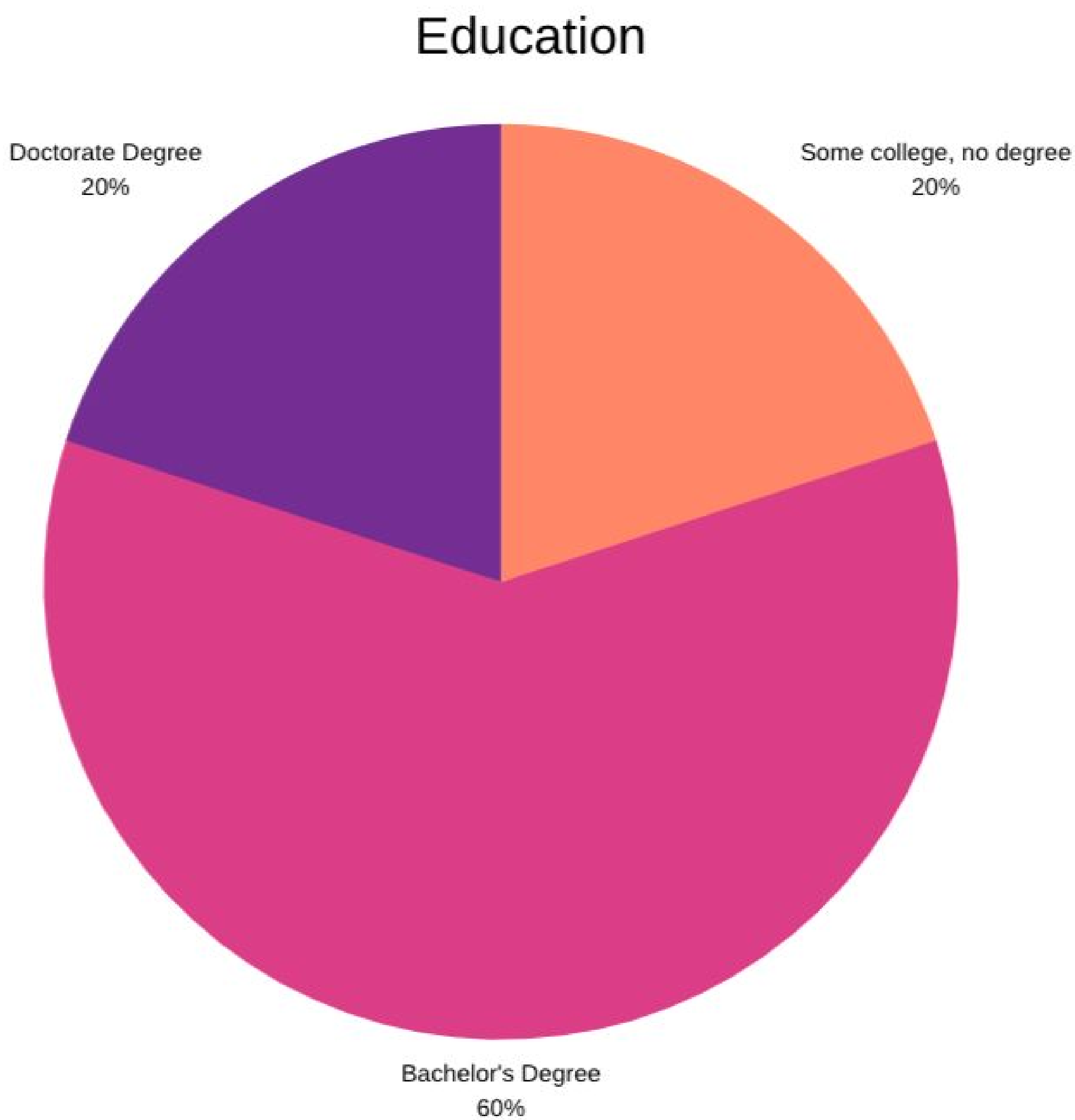
This graph shows that the income from the focus group is extremely diverse. But a majority of the participants make more than $70,000.

What is your gender?



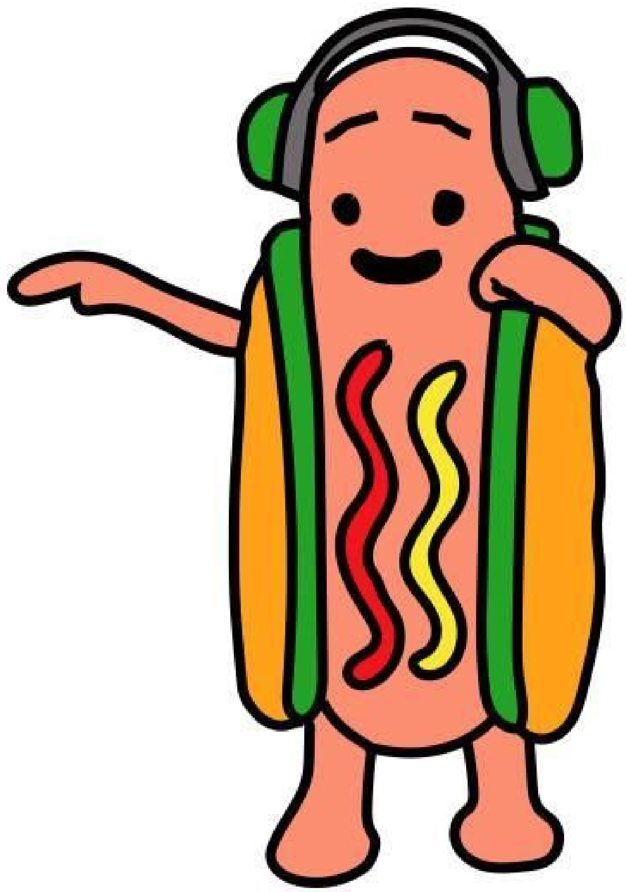
It is important to the note the big gender difference in our focus group. The majority of the focus group was made up of female participants.

What is the highest degree you have received?



For this group most of the individuals that participated in the focus group have earned at least a bachelor's degree.

Discussion & Recommendations



The primary target audience of Wienerschnitzel is diverse couples in their late 20's. We decided to focus our research on the group that Wienerschnitzel calls, "*Trendmakers".* We are focusing on this group because they make up 52% of Wienerschnitzel's current customers. Since our team consisted of college students we found it difficult to find focus group and survey participants in this age range.

According to an online sentiment analysis conducted on behalf of Wienerschnitzel, listening queries on the term "hot dog" and 1 in 5 mentions were negative while more than half were neutral. Our research team goal is to find out what makes the hot dog appealing to people.

From our focus group, we found participants' sole positive correlation people with hot dogs is the activities that come with eating hot dogs. This includes baseball games, summer, cookouts and camping. Hot dogs consists of ground-up meat products, which grew concern with our participants. Not knowing what is in a hot dog was the biggest reason people are were off put by hot dogs.

It was apparent the lack of diversity among our survey takers. We lacked gender and ethnicity diversity in our survey results. Almost all of our respondents were Caucasian females. Our recommendation is to have the survey completed in other geographical locations. We feel with the lack of race and gender similarities our answers can yield a lack of diverse answers throughout our entire survey.

Along with the lack of male and other racial respondents the lack of difference in geographical locations, we feel the results of our survey do not reflect entirely on the audience we wanted to reach. With a more diverse graphically profile we feel we could have better understanding and answers to our research goals. We recommend we send the survey out to farther regions on the U.S.

Although we met our specific goal, we recommend that more research be conducted in more diverse areas and with a more diverse demographic.

Survey

Through our survey results we found that a 'healthy lifestyle' is fairly important to consumers, but we recommend that further research be done on what specific factors contribute to a 'healthy lifestyle'. In addition, because we found a disassociation between hot dogs and a healthy lifestyle, further research can be done on the gap between this disassociation as well.

Results from questions on emotions and attitudes towards hot dogs generally yielded negative results, and most of the target audience (*Trendmakers*) in this sample had not tried or heard of Wienerschnitzel. This is a notable result, because 66% of respondents said brand name of food affects their food purchases, and identified a separate grocery store brand of hot dogs as their "favorite brand". The goal of the NSAC campaign is elevating the perception of the hot dog which will, in turn, boost Wienerschnitzel's sales; however, it is important to note this connection between brand name and hot dog consumption.

Respondents overwhelmingly noted hot dog consumption to be a social occasion, particularly at "ballparks" and "baseball games", but Wienerschnitzel does not currently occupy any of this space. Likewise, hot dogs appeared to be solely consumed at social events. Seasonality lead research in the direction of “summer”, and baseball season typically occurs during warmer months of the year. In order to elevate the perception of the hot dog, it will be helpful to incorporate hot dog consumption into other seasons.

In order to ensure accurate and concise results for future research, the focus group and survey would both need a larger sample. Our sample was not diverse or large, and due to time constraints and sample limitations, we were only able to conduct one focus group. Therefore, we could not compare or test our focus group results against one another. To gain the greatest understanding of *Trendmakers,* these limitations should be overcome.

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Appendix

Focus Group Packet:

1. **What is your marital status?**

a. Single

b. Married

c. Divorced

2. How many children do you have?

a. None

b. 1-2

c. 3-4

d. 5 or more

3. What is your household annual income? (check one)

❏ $0-9,999

❏ $10,000-19,999

❏ $20,000-29,999

❏ $30,000-39,999

❏ $40,000-49,999

❏ $50,000-59,999

- ❏ $60,000-69,999
- ❏ More than $70,000

4. Gender:

a. Male

b. Female

c. Non-binary/third gender

d. Prefer not to say

5. What is your race or ethnicity?

a. American Indian or Alaska Native

b. Asian

c. Black or African American

d. Native Hawaiian or Other Pacific Islander

e. Caucasian

f. Hispanic or Latino

g. Other: ______________

6. What is your highest degree received?

a. No schooling completed.

b. Nursery school to 8th grade.

c. Some high school, no diploma.

d. High school graduate, diploma or the equivalent (for example: GED)

e. Some college credit, no degree.

f. Trade/technical/vocational training.

g. Associate degree.

h. Bachelor's degree.

i. Doctorate degree.

j. Other

Focus Group #1: Questions

- How often do you eat at fast food restaurants?
- Do you try something new or order the same thing(s) at restaurant?
- How much are you willing to spend on fast food?
- Do you eat hot dogs?
- What words come to mind when think of hotdogs?
- When you eat a hotdog are you inebriated?
- Would you consider a hot dog at (any) restaurant?

- In comparison to other fast foods, how does hot dog compare?
- Personal social media usage?
- Favorite social media platform/why?
- Where do you see food advisements most often?
- Influence on food consumption?
- Have you heard of Wienerschnitzel?
- Do you follow people online that post paid content/influencers?
- Which social media sites grab your attention the most w/ ads overall?
- If you were going to go to Wienerschnitzel what item would u choose?
- Ideal ambiance to eat a hot dog?
- Does the time of year affect you eating a hot dog?
- Have you ever bought something with a "sponsored location" or #ad?
- What would influence you to purchase off a sponsored post?
- Would it have to be someone you knew?
- Do you post pictures of food on social media?
- Preference on coupons?
- Do you have Apps for stores/restaurants?
- More influenced to purchase if they have an app?

- How many times do you order through a food app?
- How much more likely would you be to order a hot dog at a new restaurant if there was a coupon involved?
- Favorite side w/ a hotdog?
- Why don't you want to know how its made? What's the stigma (of the process)?
- Preference of meat?
- "All hot dogs are sausages but not all sausages are hot dogs":
- Garnishes?
- Portillo's: why is it such a treat?
- Hot dog brands you trust?
- Features: What makes those brands a preference?
- What if a restaurant offered a veggie hot dog?? Would you try it?
- Hotdogs in College:
- What would be one thing a company could do to change your perception of a hot dog?

Survey

1. What comes to mind when you think about hot dogs? Please write in the box below.

2. What is your perception of hot dogs? Select the phrase that best matches your feelings.

a. I think hot dogs are great and I eat them as often as possible

b. I think hot dogs are good to eat

c. I think hot dogs are ok, but I don't go out of my way to eat them

d. I don't think hot dogs are very good to eat

e. I don't think hot dogs are good and I never eat them

f. Other___________

3. If you eat hot dogs, what time of year do you eat them? (Check all that apply)

❏ Summer

❏ Fall

❏ Winter

- ❑ Spring

4. Where do you eat hot dogs?

a. At home

b. At a social event

c. At a restaurant

5. Do you eat hot dogs at restaurants?

a. Yes

b. No

6. What is your ideal restaurant ambiance for dining out and eating a hot dog?

a. Formal/sit-down

b. Fast food

c. Drive-in

d. Casual dining

e. Social occasion/catering

7. How often do you eat hot dogs?

a. Always

b. Very often

c. Sometimes

d. Rarely

e. Never

8. Do you have a side dish with your hot dog?

a. Yes

b. No

9. What side dish?

a. French fries

b. Cole slaw

c. Pasta

d. Salad

e. Chips

f. Other_____________

10. What factors *most effectively* persuade you to choose a hot dog for your meal? Check all that apply.

- ❏ Price
- ❏ Convenience
- ❏ Atmosphere
- ❏ Taste
- ❏ Social Events (barbecue, tailgate, etc.)
- ❏ Nutritional value
- ❏ Other___________

25. Do you consider the hot dog a healthy food choice?

a. Yes

b. No

26. Would you consider a hot dog a gourmet food?

- ❏ Yes
- ❏ No
- ❏ **11. What is your preferred brand of hot dogs?**

a. Oscar-Meyer

b. Vienna Beef

c. Nathan’s Famous Hot Dogs

d. Ballpark Hot dogs

e. Frankfurt Hot Dogs

27. How important is a healthy lifestyle to you?

a. Very important

b. Important

c. Fairly important

d. Slightly important

e. Not important

28. Would you consider yourself as someone who lives a "healthy" lifestyle (exercise, food choices, etc)?

a. Yes

b. No

28. When making food choices, which factor is most important?

a. Organic/Fresh Ingredients

b. Nutritional value

c. Portion size

d. Speed of service

e. Unique food experience

f. Not applicable

29. How often do you exercise?

a. Everyday

b. 3-5 times a week

c. 1-3 times a week

d. Rarely

e. Never

30. Do you consider a hotdog a "cheat" meal?

a. Yes

b. No

c. Not applicable

31. How often do you let yourself "cheat" on your diet?

a. Everyday

b. Sometimes (i.e. special occasions)

c. Rarely

d. Never

e. Not applicable

32. How influential are your friends and/or family on your dietary choices?

a. Very influential

b. Influential

c. Fairly influential

d. Slightly influential

e. Not influential

33. Do you think a person who lives a "healthy lifestyle" (food choices, exercise) would eat hot dogs regularly?

a. Yes

b. No

34. Do keep track of your caloric intake throughout each day?

a. Yes

b. No

35. Do you track how many steps you take throughout the day? (i.e. fitbit, or fitness application)

a. Yes

b. No

36. How many alcoholic drinks do you consume per week?

a. 10+

b. 5-10

c. 5-1

d. 1 or Less

e. I do not consume alcohol ever

If you have <u>not</u> consumed Wienerschnitzel products, please proceed to question __.

12. Are you familiar with Wienerschnitzel products?

a. Yes

b. No

13. Have you ever consumed Wienerschnitzel before?

a. Yes

b. No

14. Which one of these Wienerschnitzel options is the most desirable to you?

a. Hot dog

b. Hamburger

c. Brat

d. Sausage

15. What Wienerschnitzel products have you consumed (check all that apply)?

- ❏ Hot dog
- ❏ French fries/other side
- ❏ Hamburger/cheeseburger
- ❏ Brat/sausage
- ❏ Ice cream/Tastee-Freez

16. Which Wienerschnitzel product do you purchase the most?

a. Hot dog

b. Hamburger/cheeseburger

c. Brat/sausage

d. Ice cream/Tastee-Freez

e. French fries/other side

17. How often (if ever) do you see Wienerschnitzel advertised?

a. Always

b. Very often

c. Sometimes

d. Rarely

e. Never

18. Are you aware that Wienerschnitzel is the world's largest hot dog chain?

a. Yes

b. No

19. What is your perception of the brand Wienerschnitzel? (scale 1-7):

a. Boring **1 2 3 4 5 6 7** Exciting

b. Outdated **1 2 3 4 5 6 7** Modern

c. Artificial **1 2 3 4 5 6 7** Natural

d. Unhealthy **1 2 3 4 5 6 7** Healthy

e. Unattractive packaging **1 2 3 4 5 6 7** Attractive packaging

20. Do you believe that Wienerschnitzel products are (Scale 1-5):

a. Low quality **1 2 3 4 5** High quality

b. Not appealing **1 2 3 4 5** Appealing

21. Which of the following factors affect your purchase relationship of Wienerschnitzel? (Check all that apply)

- ❏ Price
- ❏ Quality
- ❏ Portion size
- ❏ Location
- ❏ Nutritional value

22. Does brand name affect your choice of fast food?

a. Yes

b. No

23. How effective are each of the following sales promotions in persuading you to purchase a fast food/food product?(1 - extremely unlikely, extremely likely)

_____ Paper Coupon

_____ E-mail coupon

_____ App coupon

_____ Customer loyalty program (points incentive, etc.)

_____ Reward for money spent off future purchase in a set window of time *(Kohl's cash, Michael's bucks)*

24. What coupon entices you to purchase the most? (Please rate, 1-5).

_____ Dollar amount off coupon *(i.e. $3.50 off $15)*

_____ Percentage off coupon *(i.e. 20% off entire purchase)*

_____ Buy one get one free (*i.e. buy one sandwich, get one free)*

_____ Free gift with purchase *(i.e.spend $50, get a free gift)*

_____ Free shipping *(online only)*

29. What media outlets do you watch for food advertisements? Please check all that apply.

- ❏ News
- ❏ Websites
- ❏ Television
- ❏ Social Media
- ❏ Magazines
- ❏ Radio
- ❏ Billboards
- ❏ Other, please specify: ___________________________

30. Which social media sites do you use on a daily basis? (Check all that apply)

- ❏ Twitter
- ❏ Facebook
- ❏ Instagram
- ❏ Pinterest
- ❏ Snapchat
- ❏ Tumblr
- ❏ LinkedIn

❏ Other

❏ Does not apply

31. How many hours do you spend on social media sites total a day?

a. 1 hour or less

b. 2 hours

c. 3 hours

d. 4 or more hours

e. Does not apply

32. How often do you share food (recipes, food fails, something that looks good, etc.) on social media?

❏ Once a day

❏ Once a week

❏ Once a month

❏ Every so often

❏ I have never shared food on social media

33. Do you follow food bloggers/food pages on any form of social media?

a. Yes

a. No

34. How likely are you to purchase a food item because a peer posted about it on social media?

a. Very likely

b. Somewhat likely

c. Neutral

d. Somewhat unlikely

e. Very unlikely

35. How likely are you to purchase a food item because a celebrity/influencer made a positive post about it?

a. Very likely

b. Somewhat likely

c. Neutral

d. Unlikely

e. Very unlikely

36. How often do you share photos of your food/meals on social media (Snapchat stories, Instagram stories, etc)?

- ❏ Once a day
- ❏ Once a week
- ❏ Once a month
- ❏ Every so often
- ❏ I have never shared a photo of my food on social media

37. If you have shared a photo of your food on social media, which site(s) have you posted on? Check all that apply.

- ❏ Twitter
- ❏ Facebook
- ❏ Instagram
- ❏ Pinterest
- ❏ Snapchat

❏ Tumblr

❏ LinkedIn

❏ Other

❏ Does not apply

38. If you have shared a photo of your food on social media, what influenced you to do so?

a. Sharing my food experience with my friends/followers

b. The appearance/aesthetic of the food

c. A "Geotag" or other form of location tag to show my friends/followers where I'm at

d. The desire to impress my friends/followers

e. A contest/promotion from the restaurant brand (encouraged by the use of a hashtag, etc).

f. Does not apply

39. Do you follow people who do paid posting?

❏ Yes

❏ No

40. Have you ever clicked on a link from a paid post?

- ❑ Yes
- ❑ No

41. Have you bought a food product that you saw or discovered on social media?

- ❑ Yes
- ❑ No

42. How willing are you to try recipes you've never tried before?

- ❑ Very willing
- ❑ Somewhat willing
- ❑ Neutral
- ❑ Somewhat apprehensive
- ❑ Very apprehensive