

QUESTIONNAIRE

1. On average, how many times do you dine at the Rancher's Club in a month?
 - ☐ 1-2 times/month
 - ☐ 3-4 times/month
 - ☐ 5 or more times/month
 - ☐ This is my first visit
2. What is your reason for dining with the Rancher's Club today?
 - ☐ Business/work-related
 - ☐ Celebratory occasion (i.e., birthday)
 - ☐ Lunch with friends
 - ☐ No specific reason
3. What is your gender?
 - ☐ Male
 - ☐ Female
4. Are you currently an OSU student?
 - ☐ Yes
 - ☐ No
5. Do you have a Bachelor's degree from a University or College?
 - ☐ Yes
 - ☐ No
6. What is your age?
 - ☐ 18-34 years old
 - ☐ 35-54 years old
 - ☐ 55 years or older
7. What is your annual household income?
 - ☐ Less than \$25,000
 - ☐ \$25,000 to \$99,999
 - ☐ More than \$100,000
8. Do you agree or disagree that: I try to monitor the number of calories I consume daily?
 - ☐ Strongly agree
 - ☐ Somewhat agree
 - ☐ Neither agree nor disagree
 - ☐ Somewhat disagree
 - ☐ Strongly disagree
9. Do you agree or disagree that: I try to avoid high levels of fat in my diet?
 - ☐ Strongly agree
 - ☐ Somewhat agree
 - ☐ Neither agree nor disagree
 - ☐ Somewhat disagree
 - ☐ Strongly disagree
10. Do you agree or disagree that: I spend time looking at nutritional labels while shopping for my food?
 - ☐ Strongly agree
 - ☐ Somewhat agree
 - ☐ Neither agree nor disagree
 - ☐ Somewhat disagree
 - ☐ Strongly disagree
11. Do you agree or disagree that: The government should advise consumers on what to eat at restaurants?
 - ☐ Strongly agree
 - ☐ Somewhat agree
 - ☐ Neither agree nor disagree
 - ☐ Somewhat disagree
 - ☐ Strongly disagree
12. Do you agree or disagree that: I thought very hard about which menu item(s) I selected today?
 - ☐ Strongly agree
 - ☐ Somewhat agree
 - ☐ Neither agree nor disagree
 - ☐ Somewhat disagree
 - ☐ Strongly disagree
13. Do you agree or disagree that: I am good with numbers?
 - ☐ Strongly agree
 - ☐ Somewhat agree
 - ☐ Neither agree nor disagree
 - ☐ Somewhat disagree
 - ☐ Strongly disagree
14. Which item characteristic is *most important* when making a menu selection?
 - ☐ Price
 - ☐ Anticipated taste
 - ☐ Healthfulness
 - ☐ Recommendations from a friend or server
15. Next semester, the Rancher's Club will use new menus. Which menu format would you *most* like to see?
 - ☐ Menu with no nutritional information
 - ☐ Menu with calorie contents of menu items listed
 - ☐ Menu with a symbol to represent the calorie content of menu items