

Please answer the following questions based on your most recent trip to a fast casual restaurant.

BRAND		Choose One		Score
1	When it comes to fast casual restaurant, I would describe myself as "brand loyal."	Agree	Disagree	
2	When it comes to fast casual restaurants, I don't patronize brands, I just buy something to eat.	Agree	Disagree	
3	When it comes to fast casual restaurant, I always choose the lower price over brand name.	Agree	Disagree	
4	When purchasing fast casual, the restaurant name:	Is very important	Not very important	
5	When I shop for fast casual, if a restaurant brand I prefer has a very long wait, I:	Buy another brand	Wait in line for the brand I prefer.	

WALLET		Choose One		Score
1	When it comes to choosing a fast casual restaurant, I usually:	Spend time to save money	Spend money to save time	
2	I often price out items or meals at more than one place, and then I buy it where it's cheapest.	Agree	Disagree	
3	I am not really satisfied with a fast casual restaurant purchase unless I feel I've gotten a good deal.	Agree	Disagree	
4	If I want to eat out at a fast casual restaurant, I usually look for a promotion.	Agree	Disagree	
5	When choosing fast casual, I actively use tools that save me money (eg., coupons, deal websites, or pricing applications).	Agree	Disagree	

TIME		Choose One		Score
1	Choosing a fast casual restaurant is a task that I check off of my 'to-do' list.	Agree	Disagree	
2	I usually put off choosing a restaurant until I absolutely have to eat.	Agree	Disagree	
3	When I choose a restaurant, it is usually:	Like a mission - there is a very specific goal and plan of action	Like a journey - there is a process of discovery and evaluation	
4	When I choose a restaurant, I usually:	Want to spend as little time as possible	Enjoy it and like to browse around to see what's available	
5	When I choose a restaurant, I usually:	Have a plan for what I need and stick to it	Know what I need, but I'm open to other restaurants	

Your Typology

Go to PrimalShopper.com for Shopper DNA scoring and typology explanations.

BRAND

WALLET

TIME