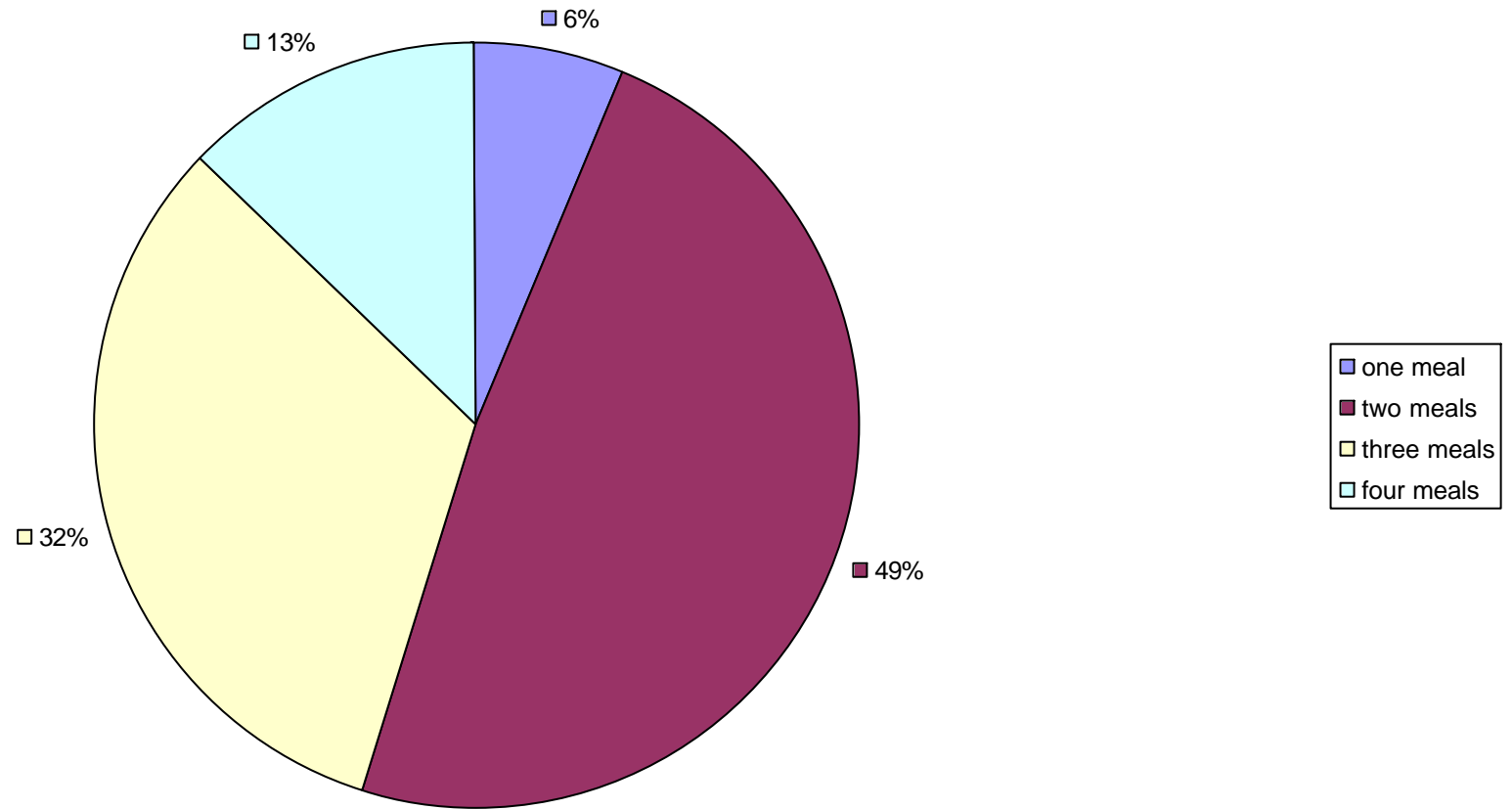


Lfd. Nr.	Frage	Bezeichnung	Prozente	Zahlen
1AWW	How many meals do you have on average per day during the workweek ?	one meal two meals three meals four meals	6,45 35,48 54,84 3,23	2,00 11,00 17,00 1,00
1AWE	during the weekend ?	one meal two meals three meals four meals	6,45 48,39 32,26 12,90	2,00 15,00 10,00 4,00
1B	How often do you have warm meals ?	3x per week daily less than 3x per week more than 3x pe week	3,23 70,97 3,23 22,58	1,00 22,00 1,00 7,00
ICWW	When do you have the warm meal during the workweek ?	lunch supper night other (Occasionally)	9,68 64,52 22,58 3,23	3,00 20,00 7,00 1,00
ICWE	When do you have the warm meal during the weekend ?	lunch supper night other (Occasionally)	19,35 16,13 3,23 61,29	6,00 5,00 1,00 19,00
ID	Do you have...	breakfast lunch supper bedtime snacks	61,29 83,87 93,55 6,45 61,29	19,00 26,00 29,00 2,00 19,00
IE	Which cuisine do you prefer?	American Italian Mexican Asian French Other (Cuban, Indian)	61,29 48,39 58,06 38,71 6,45 6,45	19,00 15,00 18,00 12,00 2,00 2,00
IF	Which kind of restaurant do you visit?	American Fast Food Ethnic	58,06 41,94 48,39	18,00 13,00 15,00

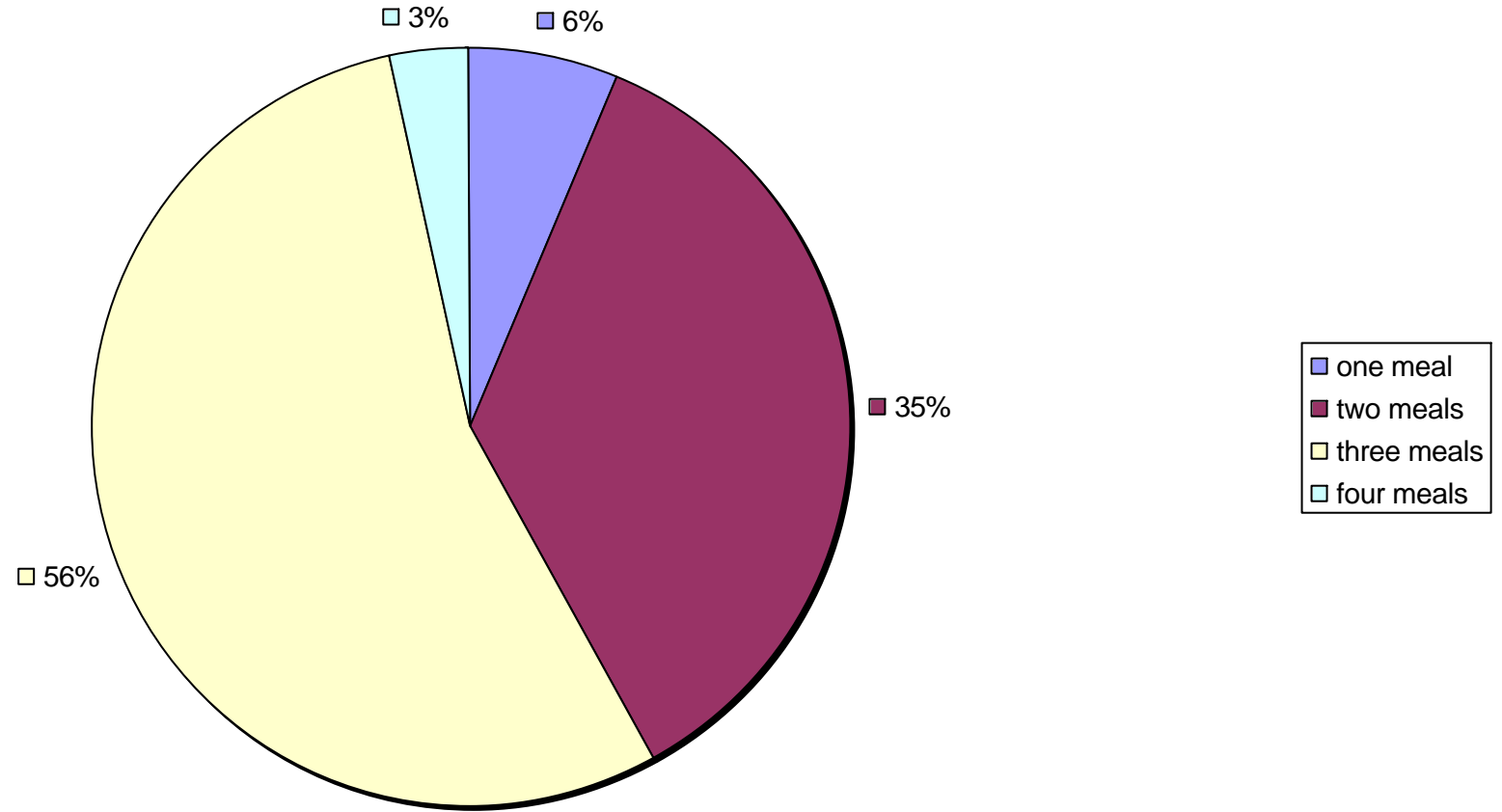
		Alternative	16,13	5,00
IG	How often do you visit restaurants per week?	mean value		2,78
IH	Where do you usually buy your food?	Supermarkets	96,77	30,00
		Markets (Fish, Vegetables, Weekend, etc.)	19,35	6,00
		Farmers	6,45	2,00
		others (healthfoodstores)	3,23	1,00
II	Which kinds of food do you usually buy?	natural	77,42	24,00
		frozen	48,39	15,00
		ready-to-serve	45,16	14,00
		canned	67,74	21,00
IIScale	Do you prefer more ready-to-serve or more unfinished products? Scale 1-5: 1=r-t-s vs. 5=Unfinished	mean value in a scale		3,61
IJ	Which products do you give more importance for regarding your nutrition?	balanced	58,06	18,00
		vegetables	38,71	12,00
		indifferent	3,23	1,00
IKScale	Do you think you eat healthfully? Scale 1-7: 1=very healthy vs. 7=totally unhealthy	mean value in a scale		3,45
IIA	What kind of food do you consider as typically American?	hamburger	93,55	29,00
		steaks	54,84	17,00
		Fast Food	45,16	14,00
		pizza	29,03	9,00
		barbecue	54,84	17,00
IIBScale	Do you consider American food as healthy? Scale 1-5: 1=healthy vs. 5=not healthy	mean value in a scale		3,39
IIC	Why is American food considered as one-sided and unhealthy in Europe?	McDonald's und Co.	74,19	23,00
		obesity	64,52	20,00
		over-generalization	35,48	11,00
		cliché	32,26	10,00
		others (anti-american-feelings, junkfood)	6,45	2,00
			3,23	1,00

		lack of respect	3,23	1,00
		money	3,23	1,00
		truth	3,23	1,00
		tourism	3,23	1,00
III Gender	Are you male or female?	male	29,03	9,00
		female	70,97	22,00
III Age	What age are you in?	14-21	17,86	5,00
		22-30	60,71	17,00
		30-60	21,43	6,00
III Area	Where do you live?	City	67,74	21,00
		Country	32,26	10,00
III Position	In what position are you in?	employed	45,16	14,00
		selfemployed	9,68	3,00
		college	6,45	2,00
		high school students	9,68	3,00
		college students	25,81	8,00
		unemployed	3,23	1,00
III Branch	In which branch are you?	computer	9,68	3,00
		educational	35,48	11,00
		hospitality	3,23	1,00
		medical	6,45	2,00
		non-profit	12,90	4,00
		none	12,90	4,00
		office	3,23	1,00
		other	16,13	5,00
III Outside	Have you ever been outside of the USA?	no	16,13	5,00
		yes	83,87	26,00
III WhereOut	If yes, where have you been?	Asia	15,38	4,00
		Central-/Southamerica	19,23	5,00
		Europe	65,38	17,00

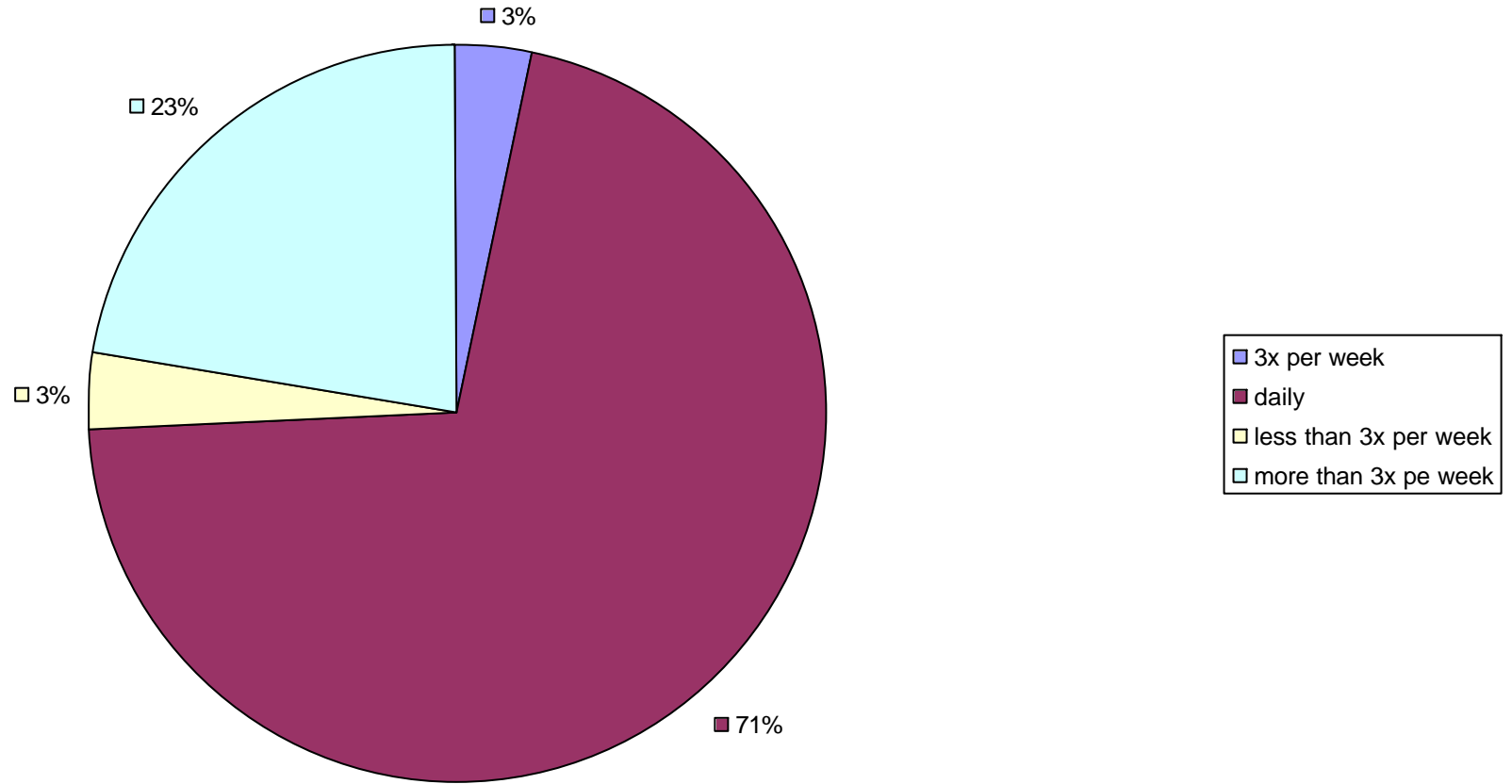
Iawe - How many meals do you have on average during the weekend?



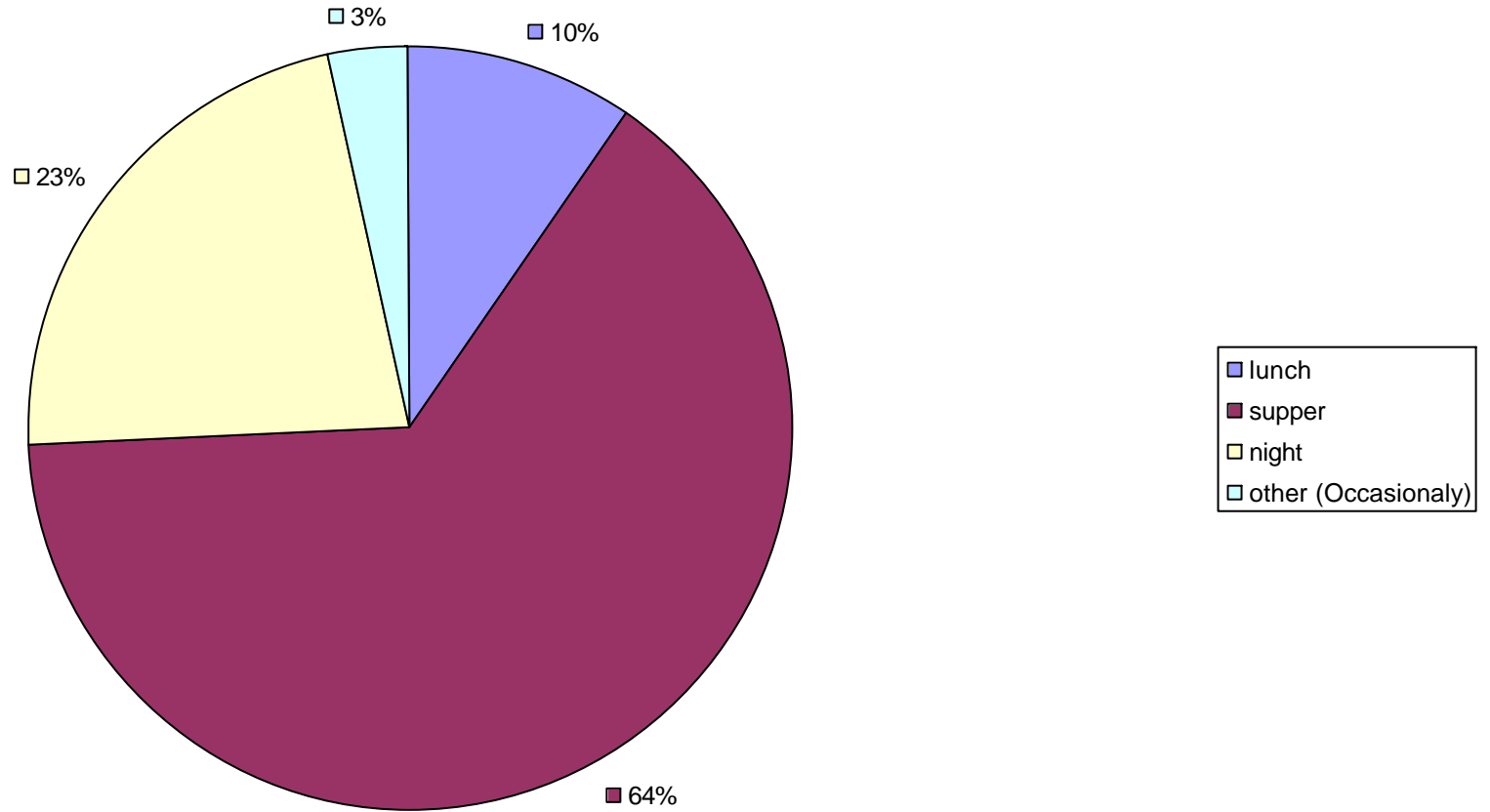
IAWW - How many meals do you have on average per day during the workweek?



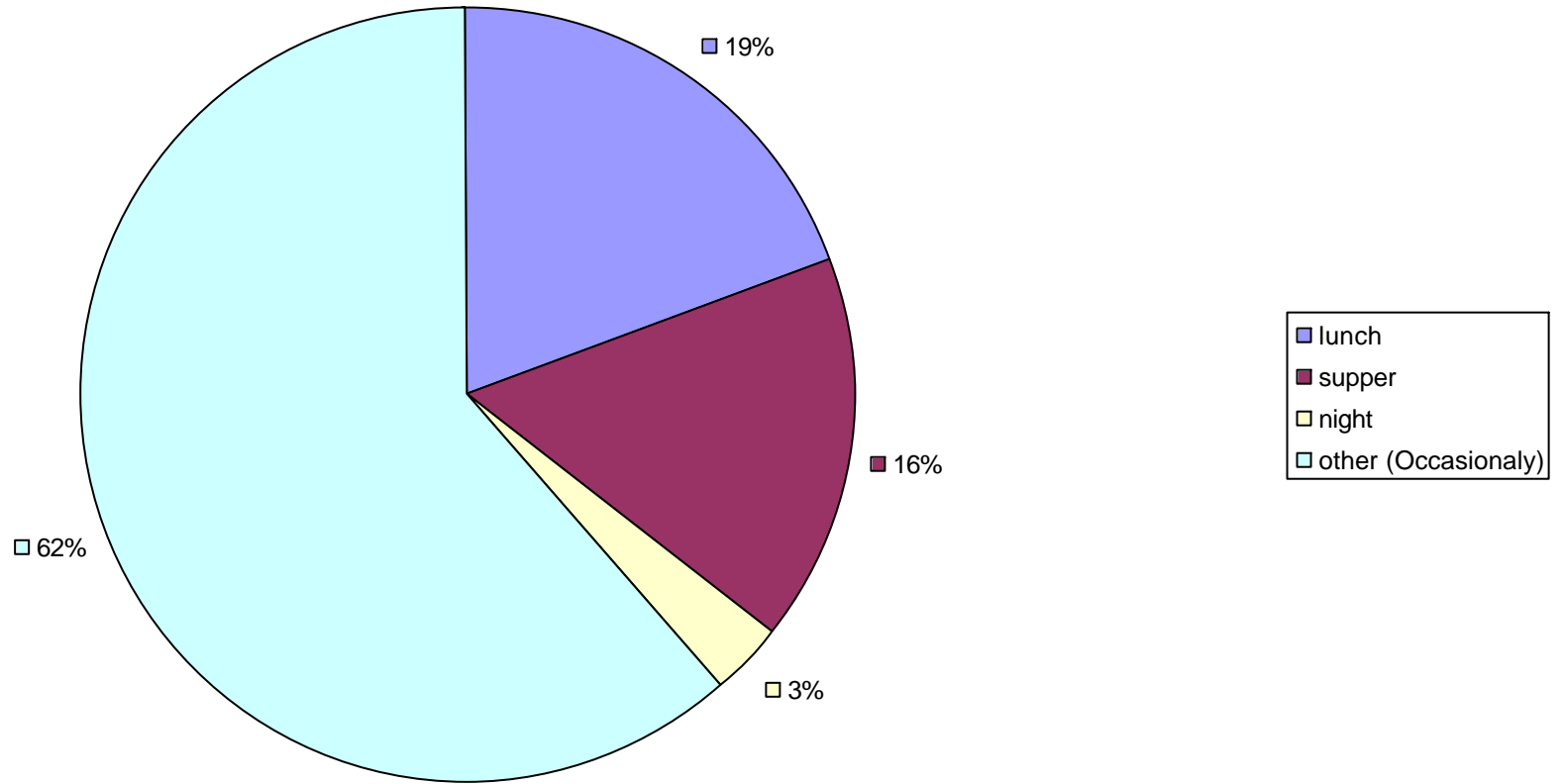
IB - How often do you have warm meals?



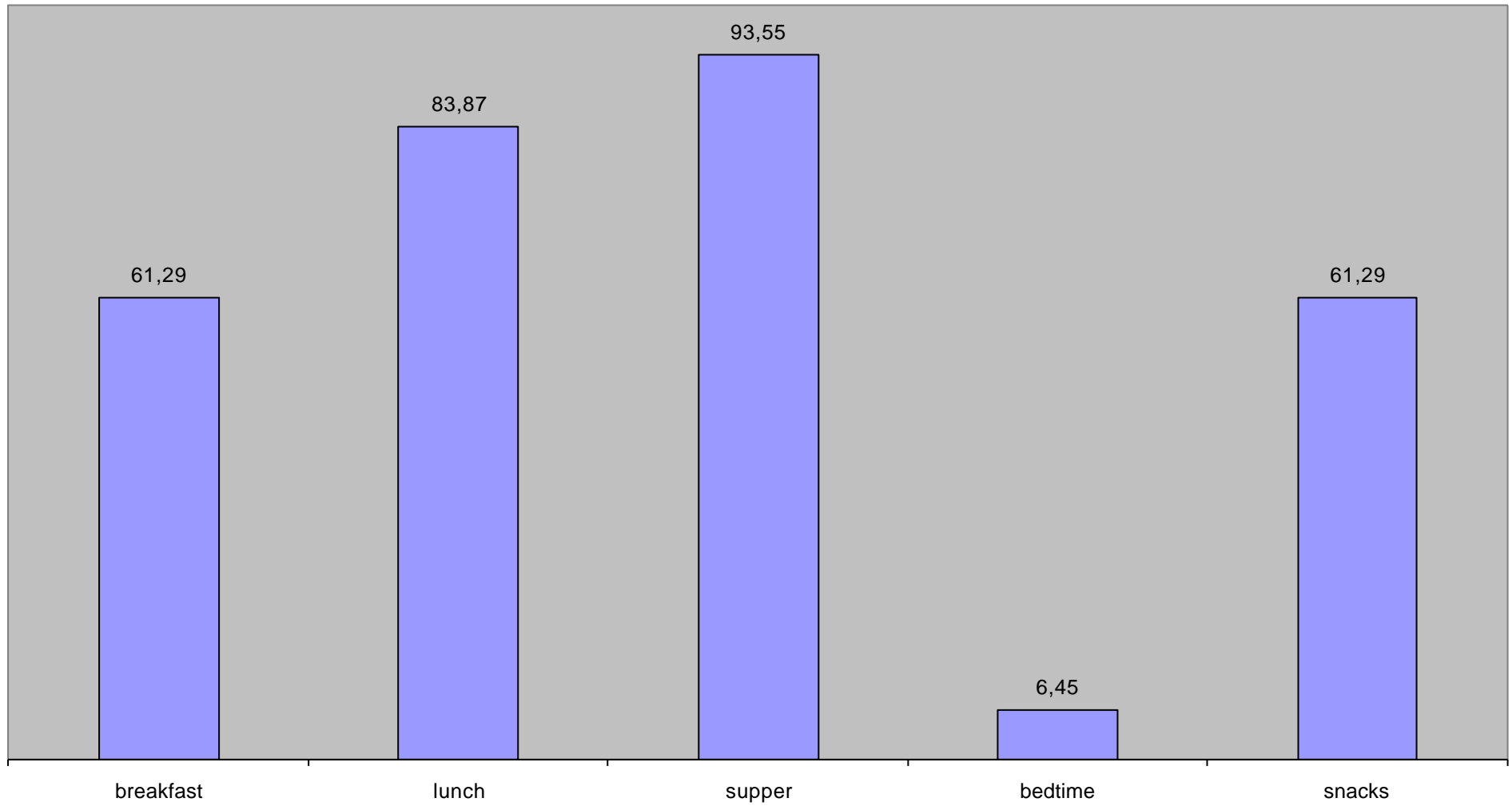
ICWW - When do you have the warm meal during the work week?



ICWE - When do you have the warm meal during the weekend?

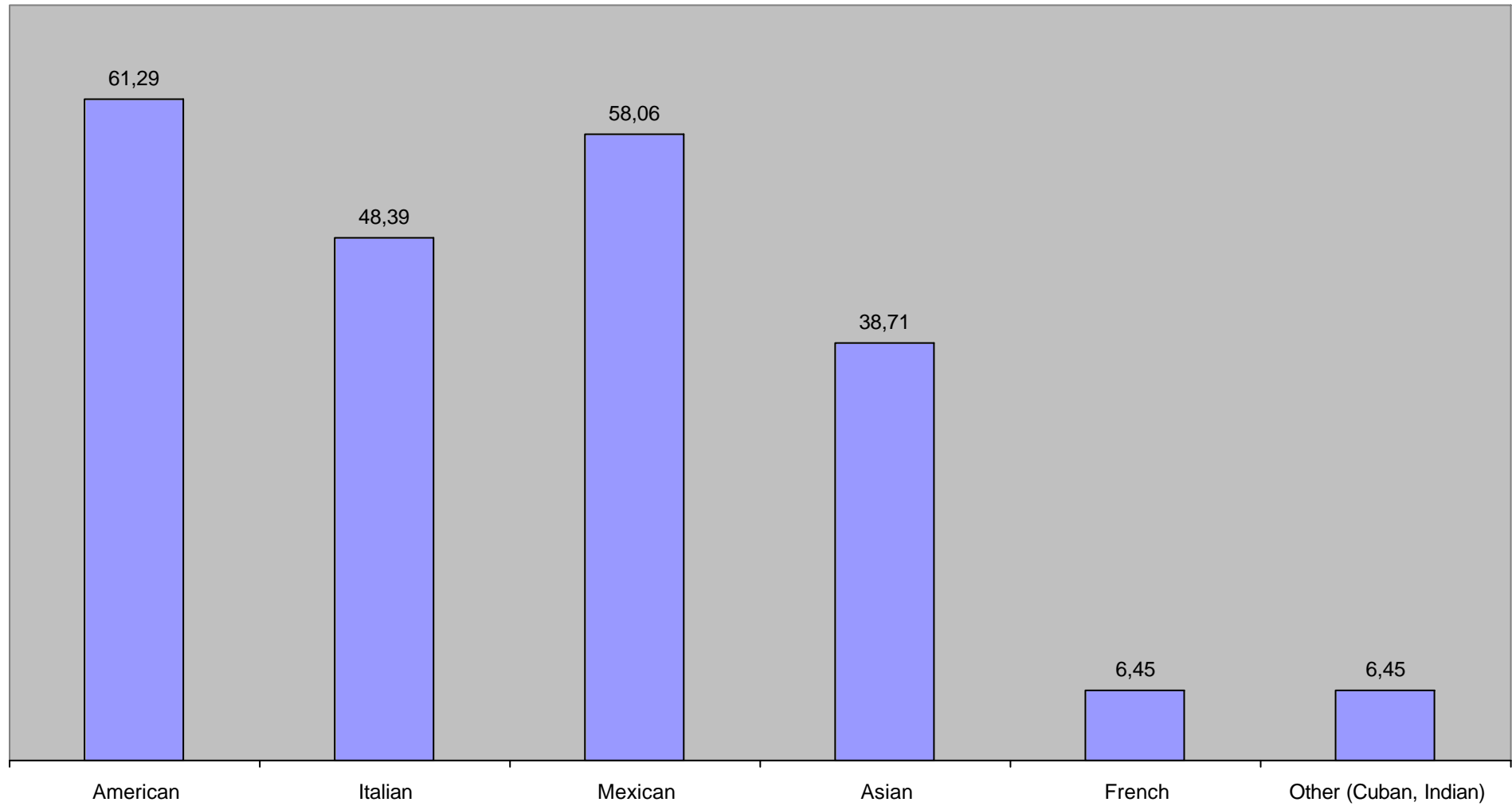


ID - Do you have...
In %



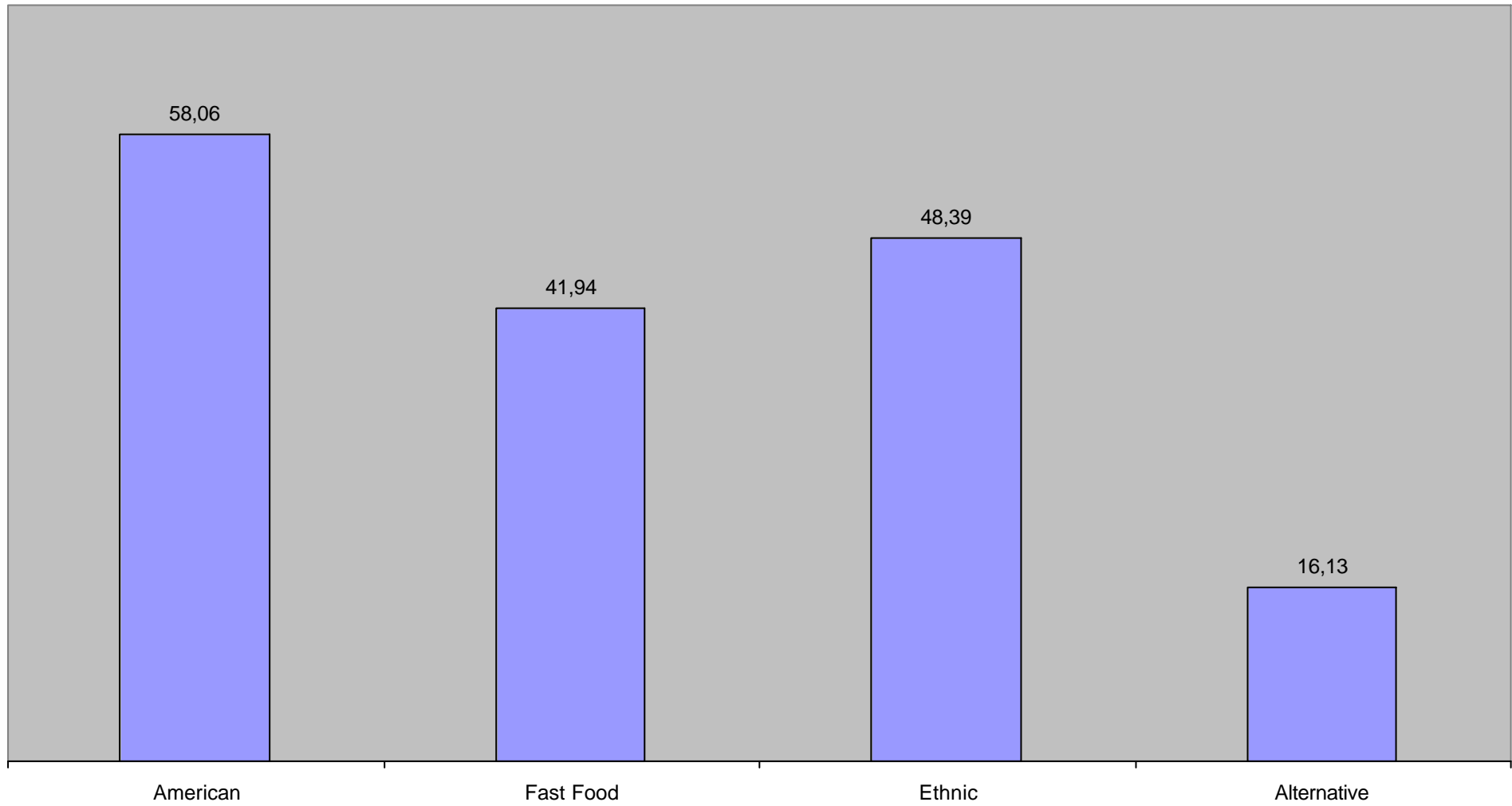
IE - Which cuisine do you prefer?

In %



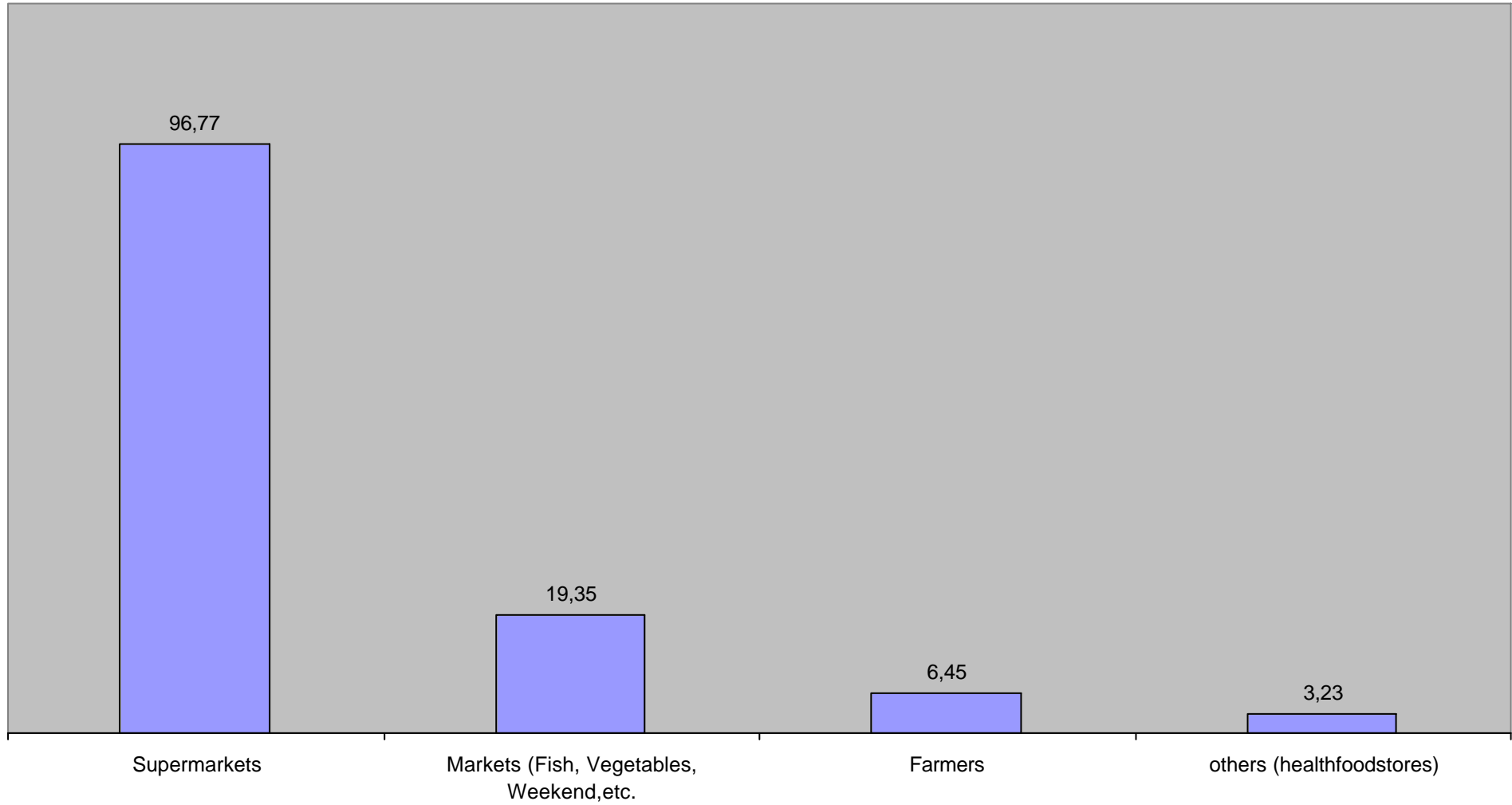
IF - Which kind of restaurant do you prefer?

In %



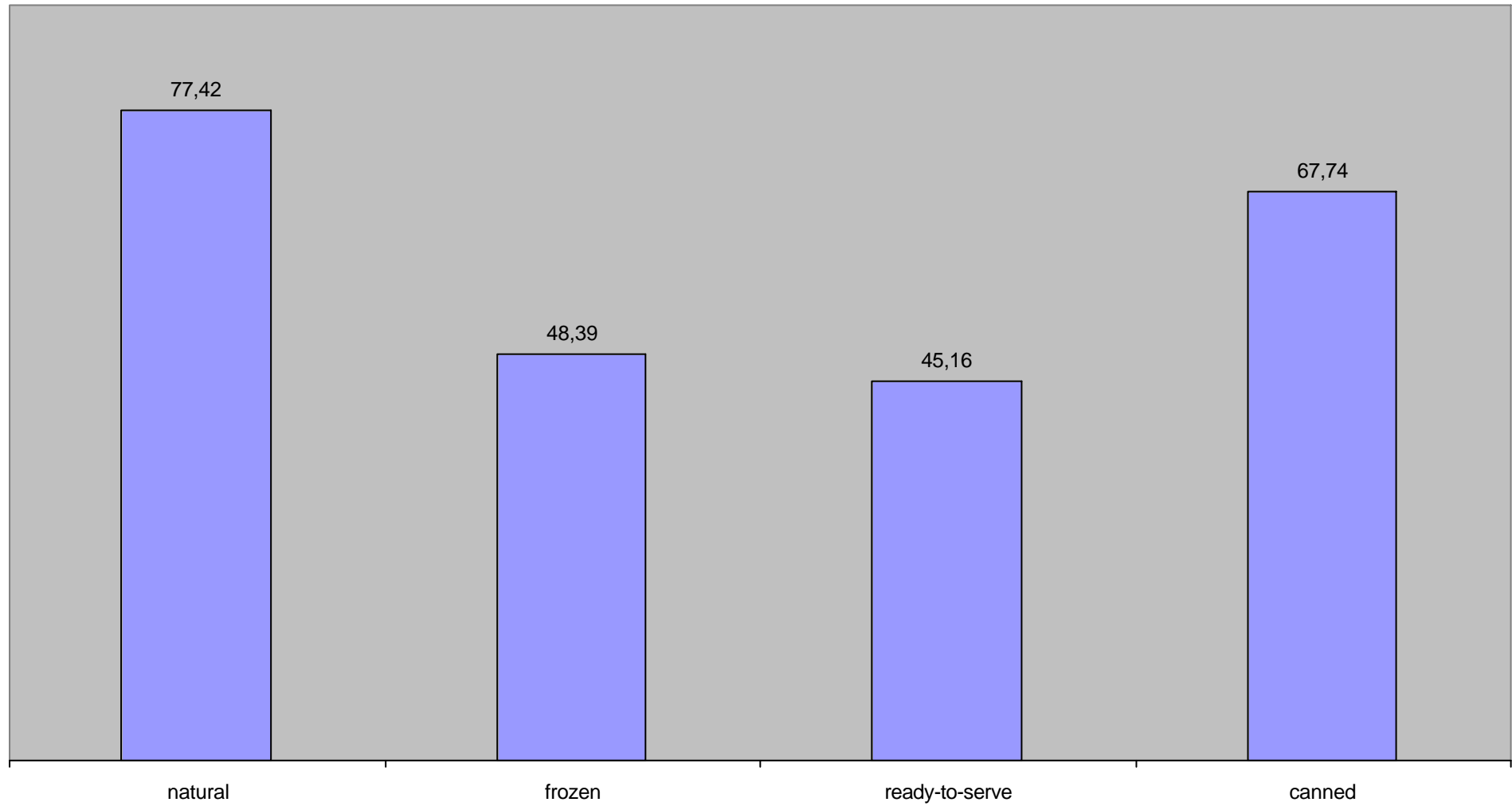
IH - Where do you usually buy food?

In %



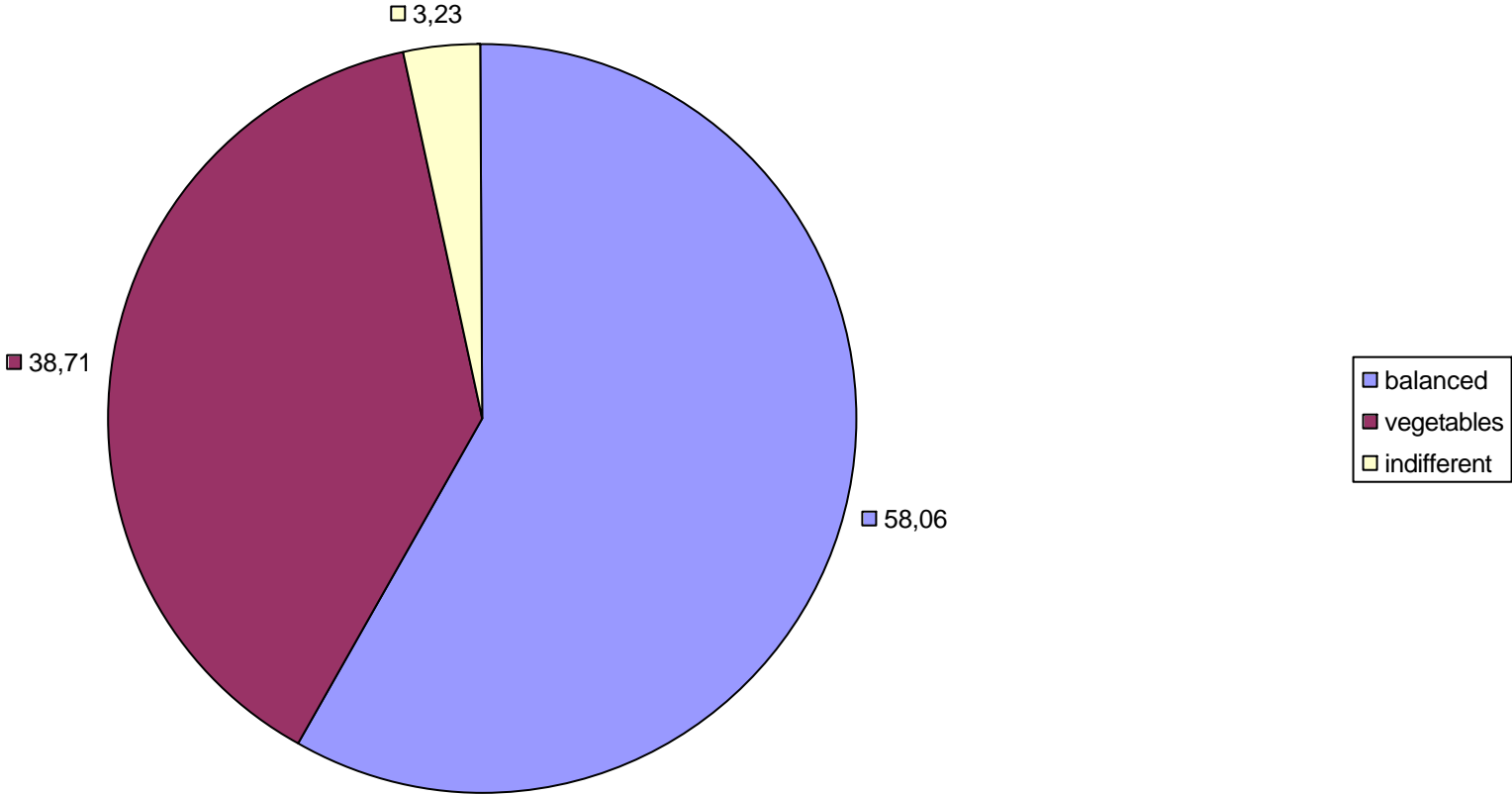
II - Which kinds of food do you usually buy?

In %



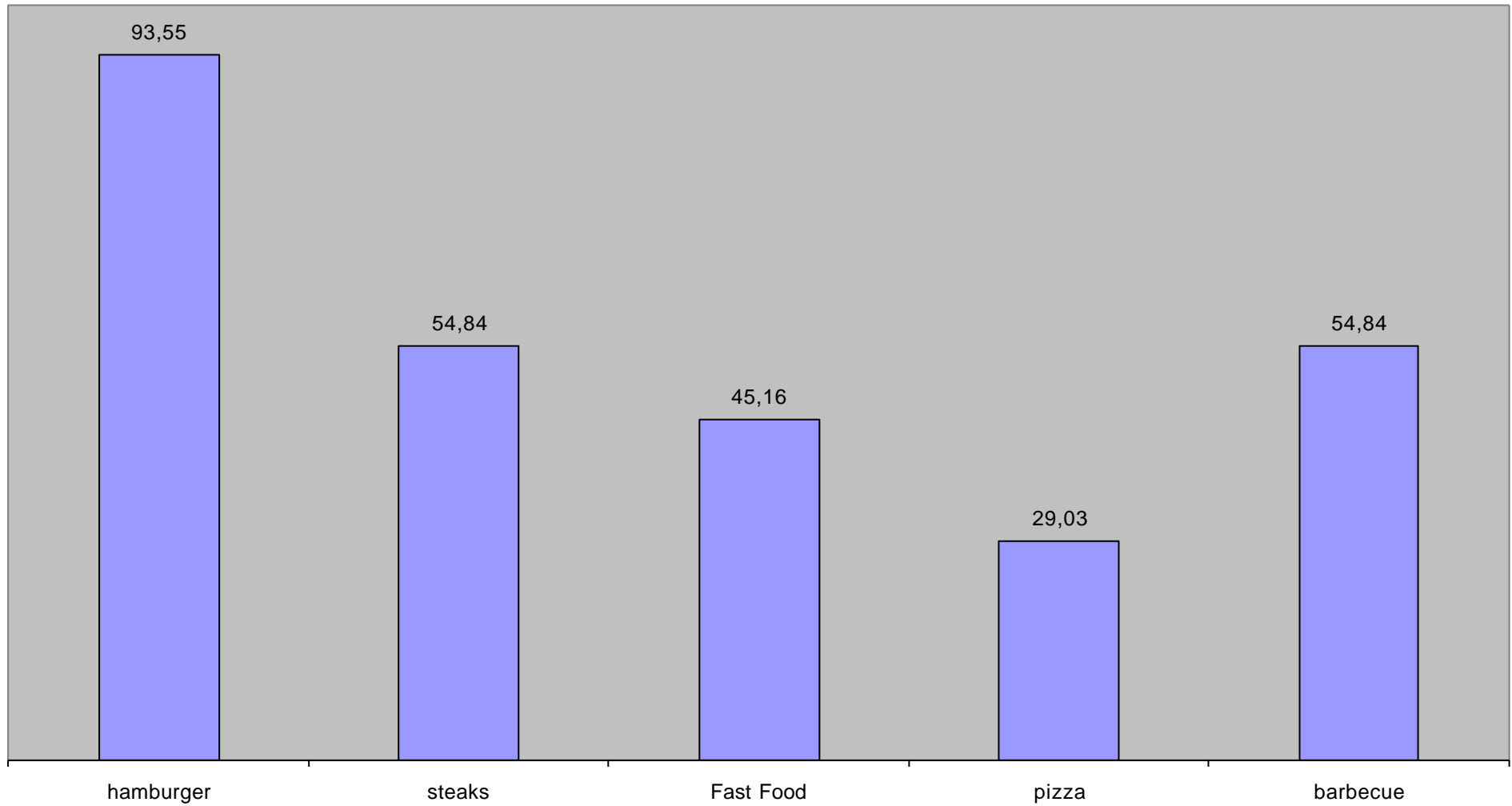
IJ - Which products do you give more importance for regarding your nutrition?

In %



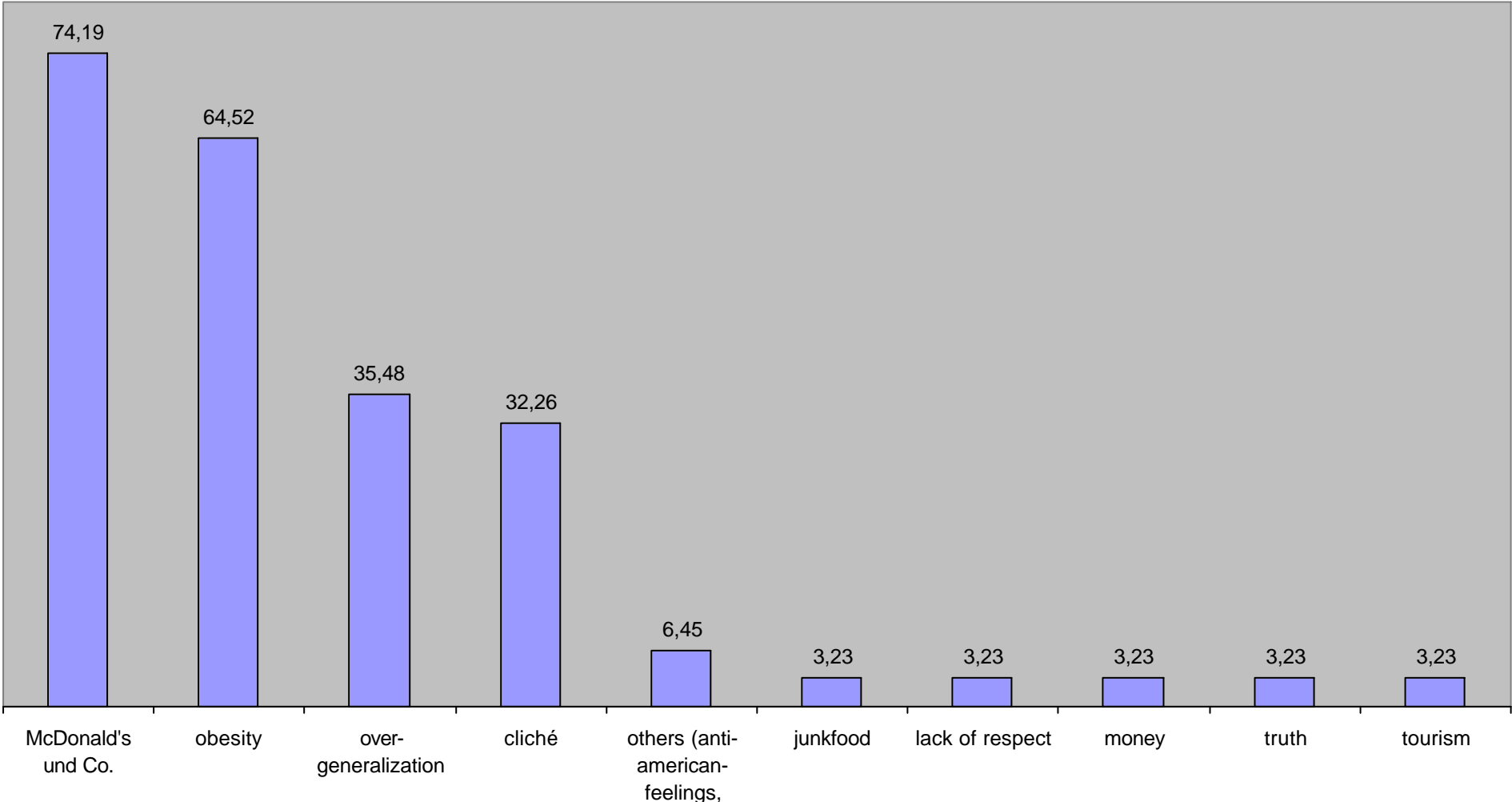
IIA - What kind of food do you consider as typically American?

In %

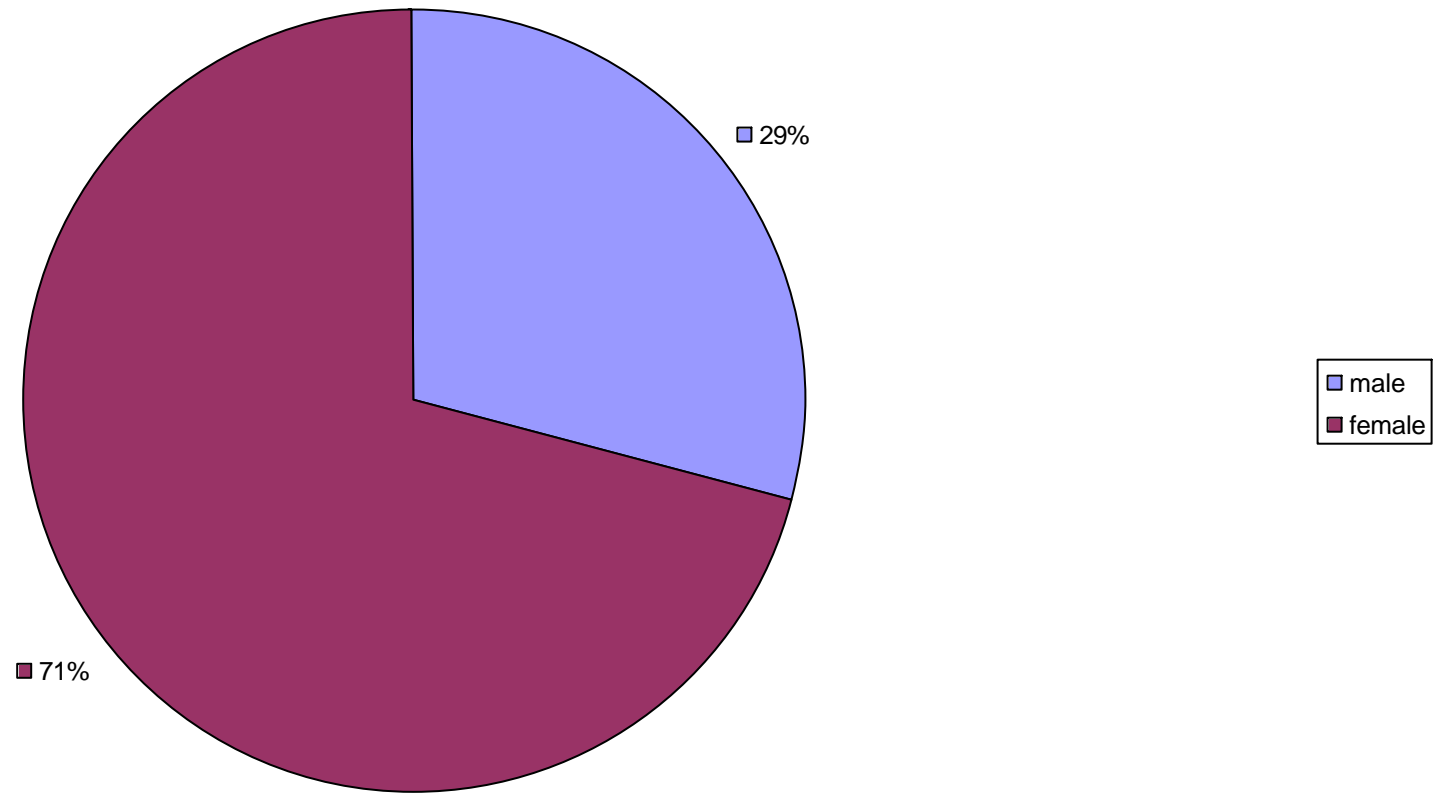


IIC - Why is American food considered as one-sided and unhealthy in Europe?

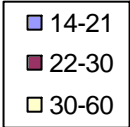
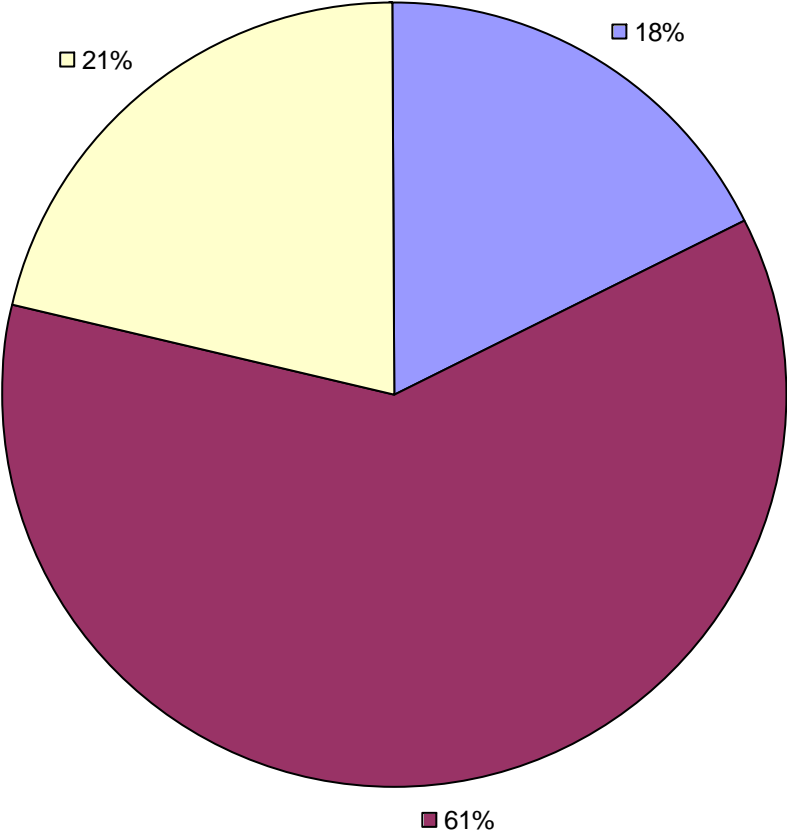
In %



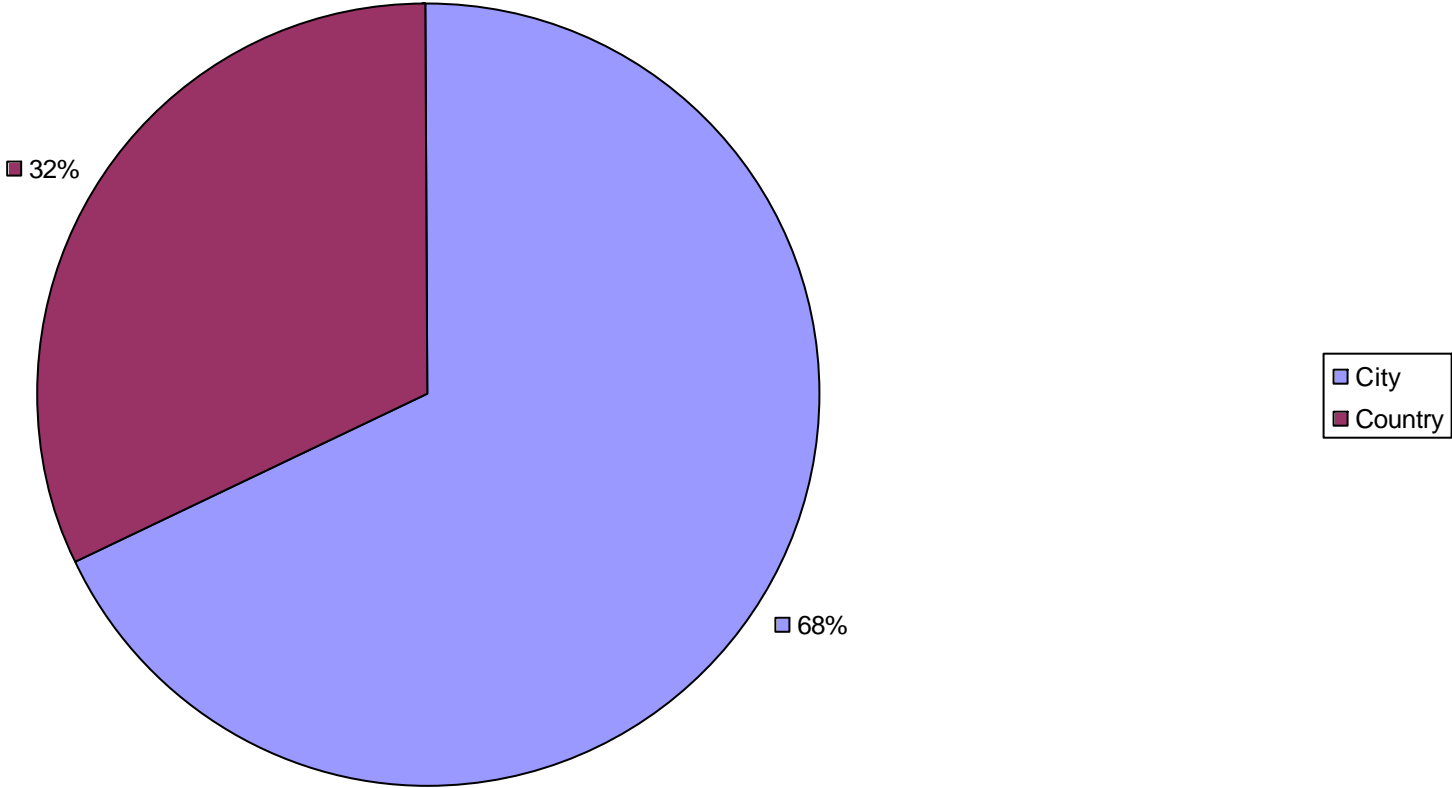
III Gender - Are you male or female?



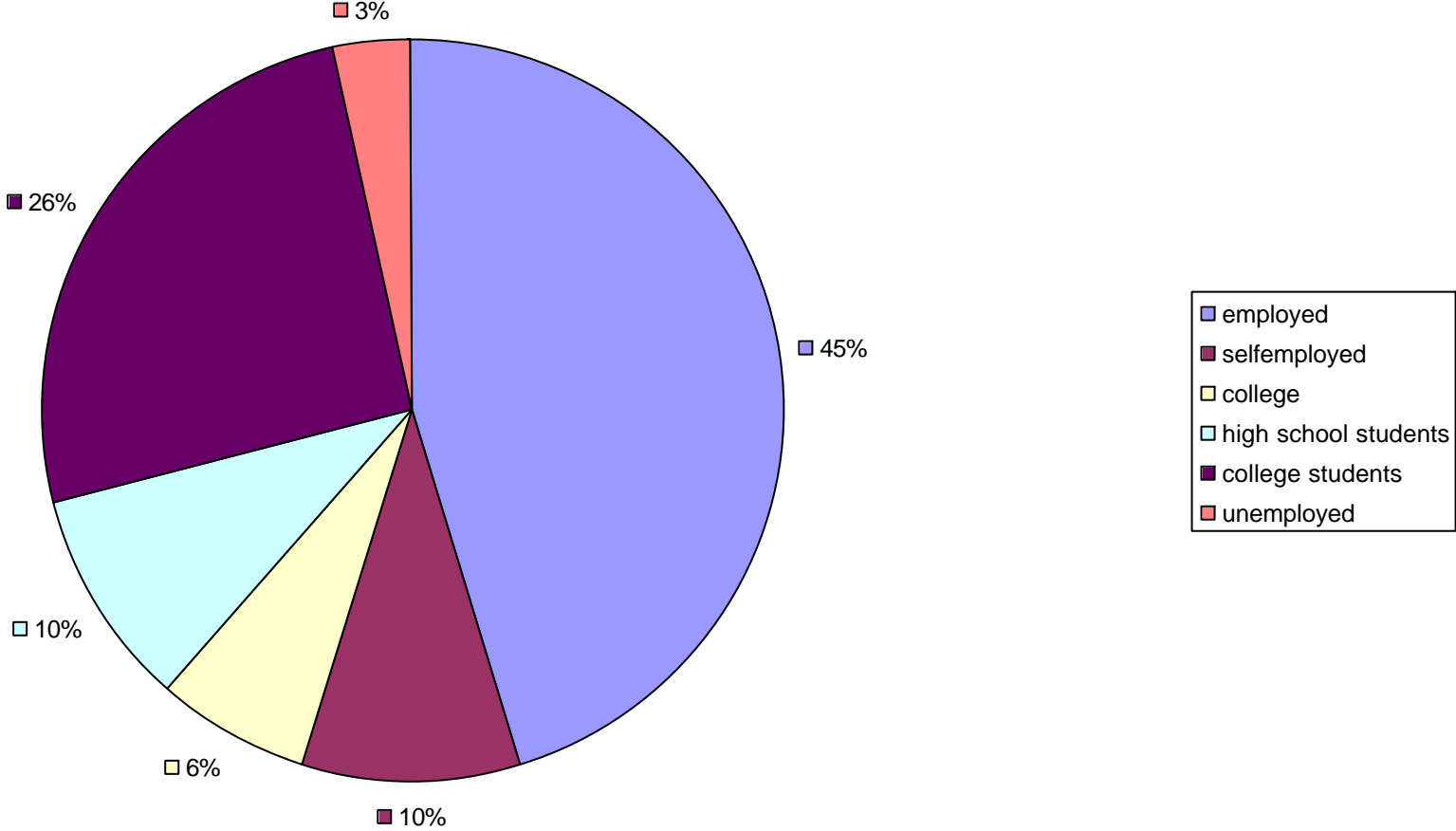
III Age - How old are you?



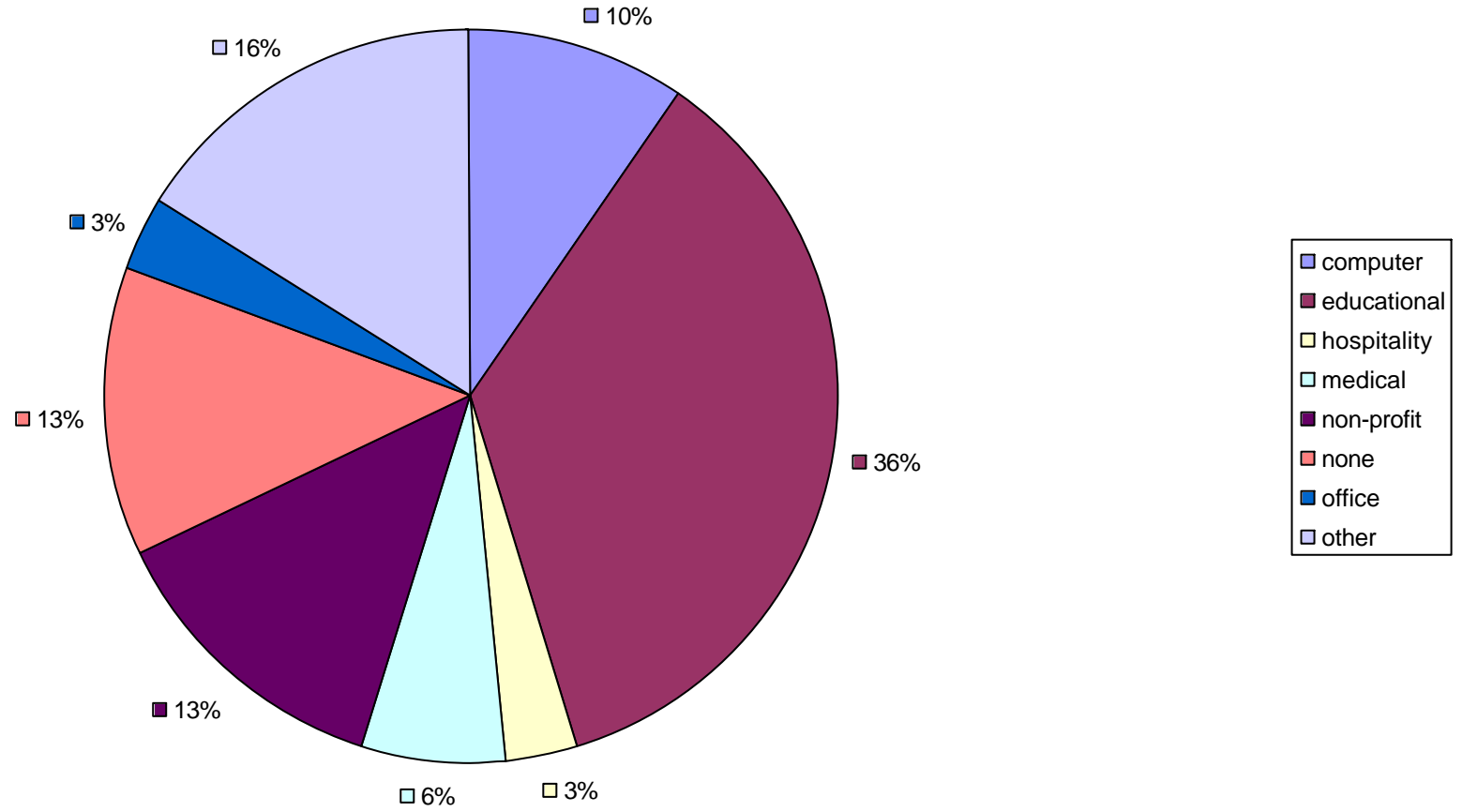
III Area - Where do you live? In the city or in the country



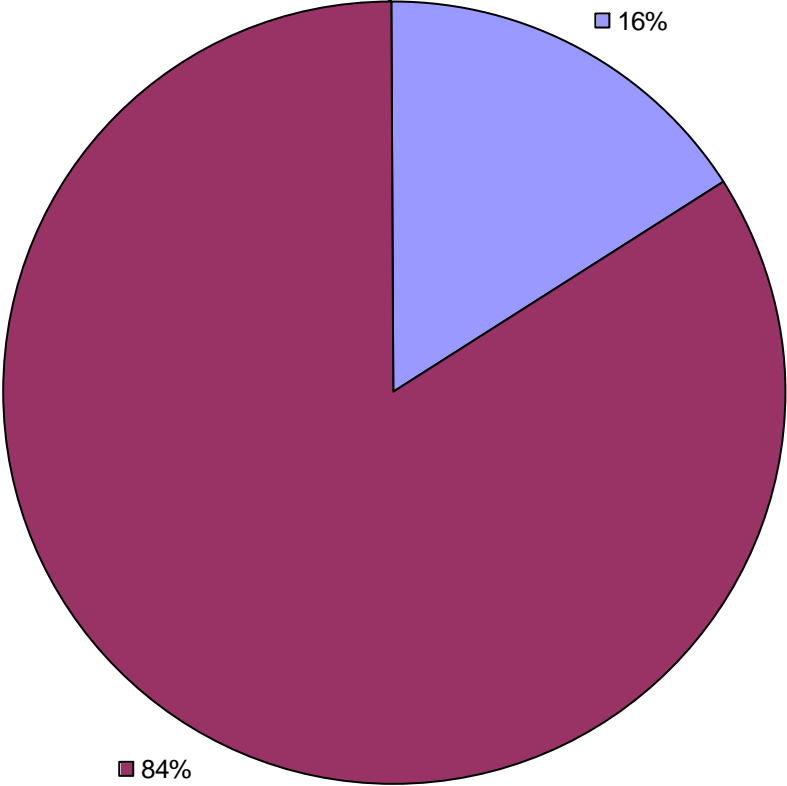
III Position - In which position are you in?



III Branch - In which branch are you in?



III Outside - Have you ever been outside of the USA?



III Whereout - If yes, where have you been?

