

**Tasty ice cream
Questionnaire/Coding Sheet for Tasty Study**

Location: Tasty, Kirby

Date: 10/12/97

Q1) On an average, within the past 3 months, how often have you been to ice cream shops?
(Circle one)

	Code
At least twice a week	1
Once a week	2
Once in two weeks	3
Once a month	4
Less than once a month	5

Q2) Within the past 3 months, how often have you come to Tasty for ice cream or coffee?
(Circle one)

	Code
At least twice a week	1
Once a week	2
Once in two weeks	3
Once a month	4
Less than once a month	5

Q3) Whom do you go out with most often when you visit ice cream shops? (Circle one)

	Code
Friends	1
Spouse	2
Family	3
Colleagues	4
Other. Please specify	5 _____

Q4) On an average, how much do you spend on ice creams every time you visit an ice cream shop? (Circle one)

	Code
Less than \$5	1
Between \$5 and \$9.99	2
Between \$10 and \$14.99	3
Between \$15 and \$19.99	4
More than \$20	5

Q5) What products do you normally consume when you visit an ice cream shop? (You may circle more than one)

	Code
Regular ice creams	1
Frozen yogurt	2
Fat free ice creams	3
Coffee	4
Desserts (cakes, pastries, etc.)	5
Others (please specify)	6 _____

Q6) How important are the following features while deciding on which ice cream shop to go to? (Circle your response)(Code: 1= Not important, 2= Somewhat important,3=Quite important, 4= Very important)

	Very Important	Quite Important	Somewhat Important	Not Important
A. Convenient location	4	3	2	1
B. Attractive prices	4	3	2	1
C. Quality of products	4	3	2	1
D. Range of products	4	3	2	1
E. Clean atmosphere	4	3	2	1
F. Large dine-in area	4	3	2	1
G. Less than 5-minute wait	4	3	2	1
H. Any other (Please specify)	4	3	2	1

7) How do you rate Tasty on the following features (Circle the response)(Code: 1= Not important, 2= Somewhat important,3=Quite important, 4= Very important)

	Very Important	Quite Important	Somewhat Important	Not Important
A. Product Range	4	3	2	1
B. Product Quality	4	3	2	1
C. Price	4	3	2	1
D. Location	4	3	2	1
E. Room for dine-in	4	3	2	1
F. Less than 5 minute wait	4	3	2	1
G. Clean atmosphere	4	3	2	1

Q8) Will you come back to this outlet again? (Circle one)

	Definitely	Probably	Maybe	Probably not	Definitely not
Code:	5	4	3	2	1

Q9) If your answer to question 8 is "probably not" or "definitely not", please tell us briefly why?

Q10) Which are the other ice cream shops you have visited within the last 3 months? (You may circle more than one)

	Code
A. Cool Sundaes	1
B. Milky Way	2
C. Sub Zero	3
D. Freezone	4
E. Sweet Dreams	5
F. Other, Please specify	6
G. Not visited any other shop	7

Q11) Compared to other ice cream shops that you have visited, how would you rate Tasty on the following factors? (Circle your response)(Code: 1= Not important, 2= Somewhat important, 3=Quite important, 4= Very important)

A. Product Range	4	3	2	1
B. Product Quality	4	3	2	1
C. Price	4	3	2	1
D. Location	4	3	2	1
E. Room for dine-in	4	3	2	1
F. Less than 5 minutes wait	4	3	2	1
G. Clean atmosphere	4	3	2	1

Q12) Currently, do you drink coffee? (Circle one)

Yes 1 No 2

(If you have answered "no", proceed to question 18)

Q13) How often have you had coffee at Tasty in the last 3 months? (Circle one)

	Code
At least twice a week	1
Once a week	2
Once in two weeks	3
Once a month	4
Less than once a month	5

Q14) Compared to the coffee you have had at other places, the coffee at Tasty is (Circle the response)

Very Superior	Superior	About the same	Inferior	Very Inferior
5	4	3	2	1

Q15) Have you consumed the following brands of coffee within the last 3 months (Circle the response)

Café Columbia	Yes	1	No	2
Diedrich	Yes	1	No	2
Nescafe	Yes	1	No	2

Q16) If "Aruba" coffee was not available to you, how likely are you to switch to (Circle the response)

	Definitely	Probably	Maybe	Probably Not	Definitely Not
Café Columbia	5	4	3	2	1
Diedrich	5	4	3	2	1
Nescafe	5	4	3	2	1

Q17) Please rank these three statements (Code: 1=most important; 2 = important; 3 = least important)

- I would like Tasty to be more of a coffee shop _____
- I would like Tasty to be more of an ice cream shop _____
- I would like Tasty to be more of a coffee and ice cream shop _____

Please tell us about yourself.

Q18. Age : _____

Q19. Sex :

Male : _____ Female : _____ (Code: Male=1, Female =2)

Q20. Marital status :

Single : _____ Married : _____ (Code: Single =1, Married=2)

Q21. Excluding yourself, what is the age and sex of others living in your household ?

Male : _____ (Code: Male=1) Ages : _____

Female : _____ (Code: Female =2) Ages : _____

Q22. Occupation :

	<u>You</u>	Code
Homemaker	_____	1
Professional/Technical	_____	2
Upper management/Executive	_____	3
Middle management	_____	4
Sales/marketing	_____	5
Clerical or service worker	_____	6
Tradesman / machine operator	_____	7

Q23. What is your annual income ?

	Code
A. less than \$15,000	1
B. \$15,000 - \$25,000	2
C. \$25,000 - \$35,000	3
D. \$35,000 - \$50,000	4
E. Above \$50,000	5

24. What are your other interests ? (Eg. Sports, music, books etc)
