

The Gourmet Café II - The Results

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The Gourmet Café is a franchise outlet of a national chain. This particular outlet is located in the downtown core of a major Canadian city. The café has seating capacity for 36 customers. It has three single-occupant washrooms: one for male customers, one for female customers, and one for staff members. If a single-occupant structure is used, local bylaws require that at least two single-occupant washrooms are required for each gender if there are more than 40 seats. The café does not have the space to install such facilities.

This particular franchise outlet has three interesting operating aspects that require management attention. First, due to customer demand and the limited line of corporate-approved food offerings, this outlet sells what are called “illegal” bagels. These bagels, prepared onsite, are considered to be “illegal” since corporate office does not allow the sale of these items. As a result, the bagels are kept out of sight, under the counter (as if the café were a “speakeasy”). To purchase a bagel, a customer has to specifically make a request for the item.

A second feature of this outlet is that it keeps a file of the customer coffee cards. Each time a customer makes a coffee purchase, the card is punched by a staff member. After six purchases, the customer is eligible for a free coffee. Each card has the customer’s name on it and is filed under an appropriate “occupation” category (e.g., lawyer, sales staff, student). When the customer comes into the store, the customer just needs to indicate that the card is on file. The clerk then retrieves the card and returns it to the file after updating it based on whether the customer made an additional purchase or used up one of the “freebies.” One advantage of the file approach is that, since many of the customers are regular patrons, the staff at the Gourmet Café quickly get to know the names of their customers and their beverage preferences. Some customers have up to ten, completed cards on file, saving the free drinks for when their personal funds are limited. Unfortunately, head office does not want the outlets to keep such a file, since it slows down the efficiency of the operation. However, by maintaining such a file, which allows the staff to get to know the customers better, customers feel more like a member of the family. A similar file is maintained for coffee bean purchases, but the file is much smaller and accessed much less frequently than the single-beverage purchase promotion.

The third issue that the management of the Gourmet Café constantly has to address is how to arrange the smoking and nonsmoking sections. In order to please as many customers as possible, the owner currently alternates the location of the smoking and nonsmoking sections each month. During a given month, the nonsmoking section is located at the front of the store, allowing many of the customers to view the activity on the street through the windows, while the smoking section is located at the back of the store, away from the windows. During the following month, the locations of the smoking and nonsmoking sections are reversed. At one time, the owner tried placing one group at the front and back of the store, with the other group being placed in the middle section. In this way, at least come of the customers from both groups had a view out the windows at all times. Under all arrangements, about half the seats are allocated to each group. Unfortunately, poor ventilation always meant that the smell of smoke would permeate throughout the entire store, regardless of the arrangement. In an attempt to clear the smoke from the premises, the staff would often open the front door to improve air circulation. Unfortunately, during cold winter days and nights, even though the “open door” policy improved air circulation, many customers, both smokers and nonsmokers, did not appreciate sitting in the path of a cold stream of air.

Despite having to deal with the three identified issues, as well as others, the owners of this Gourmet Café, having been in business for about five years, felt that it was time to conduct a survey to determine the nature of its clientele and to determine the target market's perception of the retail operation. Of particular concern to the owners of the café was information pertaining to each of the following areas: (1) customer perception of the newly opened competitor located directly across the street from the Gourmet Café - the physical space of the competitor [The Coffee Barn] was much larger than that available at the Gourmet Café; (2) the excessive time some customers spend in the café, occupying a seat, while "nursing" a single beverage purchase; (3) customer perception about seating arrangement for smokers versus nonsmokers - at the time, there was no local bylaw pertaining to the in-store smoking situation; and (4) customer perception about the availability of seating in general. Information about other aspects of the customers and their perception of the café were also of interest.

A customer survey was developed. Even though the questionnaire was quite long, it was expected that the customers would be willing to complete the survey, since there was a very strong positive relationship between the franchisee and its clientele. The survey was administered during a one-week period during the month of October. During the 7-day period, the questionnaires were randomly distributed by the café staff to customers who visited the store. The number of questionnaires distributed during each time period was proportional to the normal traffic count throughout the day (i.e., morning, afternoon, and evening) and proportional to the normal traffic based on the day of the week.

Two-hundred forty questionnaires were administered. Two-hundred fourteen questionnaires were returned. Two-hundred twelve questionnaires were usable for the purpose of analysis. Most of the questionnaires were completed by customers during their visit to the café. Very few customers refused to participate in the survey. Appendix A provides the results of the study. Appendix B includes the questionnaire used in the study.

Focus: Descriptive analysis [frequencies, means, standard deviations, total sample size (N), response category sample size (n), missing values], raw data, data coding, pre-coding, post-coding, content analysis, tabulation, data entry.

Notes: The original questionnaire was printed on 8.5" x 14" paper. For inclusion in the present case, the sequence of the questions is the same, however, it was necessary to split Questions B8 and C7 across two pages, a step which was not necessary with the original survey.

The coding in brackets to the far right of each question is used for coding purposes and to provide a point of reference in the Gourmet Café cases. In the days when research data was inputted via 80-column computer punch cards, such coding information was used by the keypunch operator when entering the data onto punch cards. In the present study, the numbers from 1 to 80 refer to the column location(s) "on the card" of the entered data. The numbers to the right of the column code, after the colon, indicate the response code used to record each response entry. Variable 1 occupies columns 1-3; Variable 17 occupies columns 18-19; and Variable 74 occupies columns 74-75. The variable identifiers range from 1 to 80 for the 76 variables in the study. There are no Variables 2, 3, 19, and 75.

The 2009 copyright information included on the attached questionnaire was not present on the survey distributed to customers.

Questions:

1. Explain the meaning of each of the following terms: descriptive analysis, frequencies, means, standard deviations, total sample size (N), response category sample size (n), and missing values.
2. Using the table templates created in The Gourmet Café I case, use the results for the closed-ended response questions in the study to fill in and complete all tables.
3. Using the graph templates created in The Gourmet Café I case, use the results for the closed-ended response questions in the study to complete the graphs.
4. Questions C3, C9, D0, E6, and E7 include open-ended response components. Analyze the responses for each of these questions and categorize the results in some meaningful manner. Complete the tables and graphs for these questions based on your categorization.
5. Prepare a report, with completed tables and graphs, **describing** the nature of the results for each question included in the survey.
6. Based on your description of the results, include in your report a discussion and implications (to the Gourmet Café) section. Within this section, also include the identification and explanation of any problems based on the results that indicate a need for attention from the owners of this Gourmet Café outlet? What needs to be done to address the identified problems (i.e., recommendations section of your report)? Entitle this overall section, Discussion, Implications, and Recommendations.
7. Prepare a conclusion section for your report. Overall, and briefly, what was the purpose of the study, how was the study carried out, what were the overall findings, what were the overall problems identified, and what are the overall recommendations?
8. Your final task is to prepare the remaining parts of the report: title page, executive summary, table of contents, list of tables, list of figures (i.e., graphs), introduction and purpose, methodology (with the following subsections - subjects, design, materials, and procedure), and appendices, if necessary.
9. Based on the results of the study, what conclusions would you draw about the service dimension, the product dimension, the price dimension, and the physical facilities dimension of the operation. [This analysis should also be included in your report.]

Structure of overall report:

- Title page
- Executive Summary
- Table of Contents
- List of Tables
- List of Figures
- Introduction and Purpose
- Methodology (includes subjects, design, materials, and procedure subsections)
- Results

- Discussion, Implications, and Recommendations
- Conclusion
- Appendix (if necessary)

Note: Since the study design is limited to using the survey approach and the questionnaire is the only material used, a combined “Design and Materials” section in the Methodology section is appropriate.

APPENDIX A

The Gourmet Café Survey Results

Variable Range: V1 to V80 [Containing 76 variables]

- Question set (47 questions): A1 to A0 (10 questions), B1 to B0 (10 questions), C1 to C0 (10 questions), D1 to D0 (10 questions), E1 to E7 (7 questions)
- No Variables 2, 3, 19, and 75.
- Questions E6 and E7 are purely open-ended.
- Questions A1, B1, B4, C3, C9, D6, D0, and E1 include closed-ended and open-ended components.
- Remaining questions are completely closed-ended.
- Variable identification based on code (column number) to the far right of the question on the questionnaire. All variables occupy one column, except Variable 1 (3 columns: 1-3), Variable 18 (2 columns: 18-19), and Variable 74 (2 columns: 74-75).
- Missing values represent “non-entries” (i.e., blanks) on the questionnaire.

Basic summary descriptives for each variable (limited meaning due to scale level of data - used for verification of valid minimum-maximum range and sample size):

Variable	Mean	Std Dev	Minimum	Maximum	N	Label
V1	206.50	61.34	101	312	212	SUBJECT NUMBER
V4	1.65	.61	1	3	210	HOW FIND OUT ABOUT T
V5	1.94	.23	1	2	212	FIRST VISIT HERE
V6	1.10	.30	1	2	207	EVER CONSUMED PURCHA
V7	3.08	1.54	1	6	209	HOW OFTEN VISIT
V8	2.15	.79	1	3	178	TIME OF VISIT
V9	2.28	.90	1	3	207	DAY OF VISIT
V10	2.90	1.62	1	5	210	HOW FAR TRAVEL
V11	2.52	.74	1	3	195	WHAT DOING WHEN VISI
V12	1.29	.85	1	6	191	BEVERAGE CATEGORY SE
V13	1.91	1.03	1	5	206	NUMBER OF SERVINGS
V14	2.27	1.48	1	6	201	TYPE OF COFFEE DRINK
V15	1.77	.42	1	2	209	PURCHASE ITEM AS GIF
V16	1.86	.35	1	2	209	HAVE PERSONAL MUG HE
V17	1.78	.42	1	2	209	PURCHASE BEAN-GROUND
V18	1.73	1.26	1	7	33	MONTHLY BEAN-GROUND
V20	1.93	.26	1	2	209	PURCHASE BEAN-GROUND
V21	1.18	.44	1	3	209	HAVE & USE 6+FREE CO
V22	1.55	.50	1	2	170	WHERE KEEP COFFEE CA
V23	2.08	.51	1	3	207	HAVE VIP CARD
V24	1.28	.46	1	2	18	WHERE KEEP VIP CARD
V25	4.30	.72	1	5	202	GC QUALITY OF COFFEE
V26	4.17	.82	1	5	201	GC VARIETY OF COFFEE
V27	3.33	.89	1	5	198	GC PASTRY SELECTION
V28	4.16	.77	1	5	205	GC CLEANLINESS OF
V29	3.93	.94	1	5	207	GC VALUE FOR PRICE
V30	4.54	.71	1	5	203	GC QUALITY OF SERVIC
V31	4.65	.65	1	5	204	GC FRIENDLINESS OF
V32	4.38	.74	1	5	204	GC PRODUCT KNOWLEDGE
V33	4.15	.90	1	5	206	GC ATMOSPHERE OF STO
V34	3.84	.88	1	5	206	GC TEMPERATURE OF
V35	3.56	1.12	1	5	203	GC VENTILATION

V36	4.55	.77	1	5	206	GC COURTEOUSNESS OF
V37	3.97	.92	1	5	207	GC DECOR OF STORE
V38	3.29	1.08	1	5	205	GC AVAILABILITY OF
V39	4.40	1.44	1	6	205	ENTERTAINMENT ENJOYM
V40	2.00	.67	1	3	203	NON-SMOKING SEATING
V41	2.15	.67	1	3	204	SMOKING SEATING AVAI
V42	2.55	.73	1	3	204	SMOKING_NON-SMOKING
V43	1.68	.47	1	2	199	REARRANGE SMOKING_NO
V44	4.54	3.43	1	9	168	MAIN REASON WHY COME
V45	4.33	.66	2	5	206	OVERALL RATING OF SE
V46	2.85	.38	1	3	207	GOURMET CAFÉ VERSUS
V47	1.62	.49	1	2	206	MADE PURCHASE AT THE
V48	2.39	.67	1	3	98	QUALITY OF COFFEE GC
V49	2.23	.84	1	3	96	VARIETY OF COFFEE GC
V50	2.21	.78	1	3	91	PASTRY SELECTION GC
V51	2.30	.63	1	3	98	CLEANLINESS OF STORE
V52	2.34	.75	1	3	98	VALUE FOR PRICE PAID
V53	2.53	.68	1	3	97	QUALITY OF SERVICE S
V54	2.47	.73	1	3	99	FRIENDLINESS OF STAF
V55	2.41	.67	1	3	97	PRODUCT KNOWLEDGE OF
V56	2.35	.78	1	3	97	ATMOSPHERE OF STORE
V57	2.24	.61	1	3	98	TEMPERATURE IN STORE
V58	2.28	.57	1	3	97	VENTILATION GC VS TH
V59	2.46	.73	1	3	99	COURTEOUSNESS OF STA
V60	2.35	.72	1	3	98	DECOR OF STORE GC
V61	2.28	.71	1	3	99	AVAILABILITY OF SEAT
V62	1.01	.12	1	2	208	RECOMMEND GC TO A FR
V63	2.23	.87	1	3	208	EXPAND FOOD MENU
V64	1.63	.48	1	2	208	PURCHASE FOOD WITH B
V65	1.47	.50	1	2	208	DO YOU SMOKE
V66	4.36	1.81	1	7	203	HOW LONG COMING TO T
V67	1.43	.50	1	2	204	SEX
V68	2.41	1.22	1	6	205	AGE
V69	1.44	.65	1	3	205	MARITAL STATUS
V70	5.75	2.90	1	9	172	OCCUPATION
V71	3.11	1.57	1	5	195	EDUCATIONAL BACKGROU
V72	1.01	.12	1	2	205	WHERE LIVE
V73	3.11	1.82	1	6	175	TYPE OF MUSIC LISTEN
V74	3.28	3.09	1	9	173	PREFERRED COFFEE FLA
V76	1.66	1.10	1	4	181	WHAT DO WHILE AT GC
V77	2.54	1.61	1	5	202	WHERE CONSUME PURCHA
V78	1.92	.28	1	2	203	ARE SERVING SIZES CO
V79	1.68	.47	1	2	205	RENAME SERVING SIZES
V80	3.17	1.55	1	7	201	LENGTH OF TYPICAL VI

V1 **SUBJECT NUMBER - {columns 1-3}**

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	101	1	.5	.5	.5
	102	1	.5	.5	.9
	103	1	.5	.5	1.4
	104	1	.5	.5	1.9
	105	1	.5	.5	2.4
	106	1	.5	.5	2.8
	107	1	.5	.5	3.3
	108	1	.5	.5	3.8
	109	1	.5	.5	4.2
	110	1	.5	.5	4.7
	111	1	.5	.5	5.2
	112	1	.5	.5	5.7
	113	1	.5	.5	6.1
	114	1	.5	.5	6.6
	115	1	.5	.5	7.1
	116	1	.5	.5	7.5
	117	1	.5	.5	8.0
	118	1	.5	.5	8.5
	119	1	.5	.5	9.0
	120	1	.5	.5	9.4
	121	1	.5	.5	9.9
	122	1	.5	.5	10.4
	123	1	.5	.5	10.8
	124	1	.5	.5	11.3
	125	1	.5	.5	11.8
	126	1	.5	.5	12.3
	127	1	.5	.5	12.7
	128	1	.5	.5	13.2
	129	1	.5	.5	13.7
	130	1	.5	.5	14.2
	131	1	.5	.5	14.6
	132	1	.5	.5	15.1
	133	1	.5	.5	15.6
	134	1	.5	.5	16.0
	135	1	.5	.5	16.5
	136	1	.5	.5	17.0
	137	1	.5	.5	17.5
	138	1	.5	.5	17.9
	139	1	.5	.5	18.4
	140	1	.5	.5	18.9
	141	1	.5	.5	19.3
	142	1	.5	.5	19.8
	143	1	.5	.5	20.3
	144	1	.5	.5	20.8
	145	1	.5	.5	21.2
	146	1	.5	.5	21.7
	147	1	.5	.5	22.2
	148	1	.5	.5	22.6
	149	1	.5	.5	23.1
	150	1	.5	.5	23.6
	151	1	.5	.5	24.1
	152	1	.5	.5	24.5
	153	1	.5	.5	25.0
	154	1	.5	.5	25.5

155	1	.5	.5	25.9
156	1	.5	.5	26.4
157	1	.5	.5	26.9
158	1	.5	.5	27.4
159	1	.5	.5	27.8
160	1	.5	.5	28.3
161	1	.5	.5	28.8
162	1	.5	.5	29.2
163	1	.5	.5	29.7
164	1	.5	.5	30.2
165	1	.5	.5	30.7
166	1	.5	.5	31.1
167	1	.5	.5	31.6
168	1	.5	.5	32.1
169	1	.5	.5	32.5
170	1	.5	.5	33.0
171	1	.5	.5	33.5
172	1	.5	.5	34.0
173	1	.5	.5	34.4
174	1	.5	.5	34.9
175	1	.5	.5	35.4
176	1	.5	.5	35.8
177	1	.5	.5	36.3
178	1	.5	.5	36.8
179	1	.5	.5	37.3
180	1	.5	.5	37.7
181	1	.5	.5	38.2
182	1	.5	.5	38.7
183	1	.5	.5	39.2
184	1	.5	.5	39.6
185	1	.5	.5	40.1
186	1	.5	.5	40.6
187	1	.5	.5	41.0
188	1	.5	.5	41.5
189	1	.5	.5	42.0
190	1	.5	.5	42.5
191	1	.5	.5	42.9
192	1	.5	.5	43.4
193	1	.5	.5	43.9
194	1	.5	.5	44.3
195	1	.5	.5	44.8
196	1	.5	.5	45.3
197	1	.5	.5	45.8
198	1	.5	.5	46.2
199	1	.5	.5	46.7
200	1	.5	.5	47.2
201	1	.5	.5	47.6
202	1	.5	.5	48.1
203	1	.5	.5	48.6
204	1	.5	.5	49.1
205	1	.5	.5	49.5
206	1	.5	.5	50.0
207	1	.5	.5	50.5
208	1	.5	.5	50.9
209	1	.5	.5	51.4
210	1	.5	.5	51.9
211	1	.5	.5	52.4
212	1	.5	.5	52.8
213	1	.5	.5	53.3

214	1	.5	.5	53.8
215	1	.5	.5	54.2
216	1	.5	.5	54.7
217	1	.5	.5	55.2
218	1	.5	.5	55.7
219	1	.5	.5	56.1
220	1	.5	.5	56.6
221	1	.5	.5	57.1
222	1	.5	.5	57.5
223	1	.5	.5	58.0
224	1	.5	.5	58.5
225	1	.5	.5	59.0
226	1	.5	.5	59.4
227	1	.5	.5	59.9
228	1	.5	.5	60.4
229	1	.5	.5	60.8
230	1	.5	.5	61.3
231	1	.5	.5	61.8
232	1	.5	.5	62.3
233	1	.5	.5	62.7
234	1	.5	.5	63.2
235	1	.5	.5	63.7
236	1	.5	.5	64.2
237	1	.5	.5	64.6
238	1	.5	.5	65.1
239	1	.5	.5	65.6
240	1	.5	.5	66.0
241	1	.5	.5	66.5
242	1	.5	.5	67.0
243	1	.5	.5	67.5
244	1	.5	.5	67.9
245	1	.5	.5	68.4
246	1	.5	.5	68.9
247	1	.5	.5	69.3
248	1	.5	.5	69.8
249	1	.5	.5	70.3
250	1	.5	.5	70.8
251	1	.5	.5	71.2
252	1	.5	.5	71.7
253	1	.5	.5	72.2
254	1	.5	.5	72.6
255	1	.5	.5	73.1
256	1	.5	.5	73.6
257	1	.5	.5	74.1
258	1	.5	.5	74.5
259	1	.5	.5	75.0
260	1	.5	.5	75.5
261	1	.5	.5	75.9
262	1	.5	.5	76.4
263	1	.5	.5	76.9
264	1	.5	.5	77.4
265	1	.5	.5	77.8
266	1	.5	.5	78.3
267	1	.5	.5	78.8
268	1	.5	.5	79.2
269	1	.5	.5	79.7
270	1	.5	.5	80.2
271	1	.5	.5	80.7
272	1	.5	.5	81.1

273	1	.5	.5	81.6
274	1	.5	.5	82.1
275	1	.5	.5	82.5
276	1	.5	.5	83.0
277	1	.5	.5	83.5
278	1	.5	.5	84.0
279	1	.5	.5	84.4
280	1	.5	.5	84.9
281	1	.5	.5	85.4
282	1	.5	.5	85.8
283	1	.5	.5	86.3
284	1	.5	.5	86.8
285	1	.5	.5	87.3
286	1	.5	.5	87.7
287	1	.5	.5	88.2
288	1	.5	.5	88.7
289	1	.5	.5	89.2
290	1	.5	.5	89.6
291	1	.5	.5	90.1
292	1	.5	.5	90.6
293	1	.5	.5	91.0
294	1	.5	.5	91.5
295	1	.5	.5	92.0
296	1	.5	.5	92.5
297	1	.5	.5	92.9
298	1	.5	.5	93.4
299	1	.5	.5	93.9
300	1	.5	.5	94.3
301	1	.5	.5	94.8
302	1	.5	.5	95.3
303	1	.5	.5	95.8
304	1	.5	.5	96.2
305	1	.5	.5	96.7
306	1	.5	.5	97.2
307	1	.5	.5	97.6
308	1	.5	.5	98.1
309	1	.5	.5	98.6
310	1	.5	.5	99.1
311	1	.5	.5	99.5
312	1	.5	.5	100.0
	-----	-----	-----	
Total	212	100.0	100.0	

Valid cases 212 Missing cases 0

Note: All usable questionnaires were post-coded with a 3-digit subject number, starting at 101.

V4 HOW FIND OUT ABOUT THIS Gourmet Café [Question A1] {column 4}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
FROM A FRIEND	1	89	42.0	42.4	42.4
PASSED BY LOCATION	2	106	50.0	50.5	92.9
OTHER	3	15	7.1	7.1	100.0
	.	2	.9	Missing	
	Total	212	100.0	100.0	

Valid cases 210 Missing cases 2

Note: The specific responses of those who checked the "Other" category are listed in the following table. Not all respondents provided a specific response.

QUESTION A1 - HOW DID YOU FIRST FIND OUT ABOUT THIS GOURMET CAFÉ LOCATION.

RESPONSE 3 - OTHER	Frequency
Employee	2
Co-workers	1
Work directly across the street	1
Waiting 25 minutes for friends, looked up and saw the GC	1
Discovered the GC in Hamilton	1
Tourist pamphlet	1
Relative	1
Ottawa location	1

V5 FIRST VISIT HERE [Question A2] {column 5}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
YES	1	12	5.7	5.7	5.7
NO	2	200	94.3	94.3	100.0
	Total	212	100.0	100.0	

Valid cases 212 Missing cases 0

V6 EVER CONSUMED PURCHASE WITHIN STORE [Question A3] {column 6}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
YES	1	187	88.2	90.3	90.3
NO	2	20	9.4	9.7	100.0
	.	5	2.4	Missing	
		-----	-----		
	Total	212	100.0	100.0	

Valid cases 207 Missing cases 5

V7 HOW OFTEN VISIT [Question A4] {column 7}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
< WEEKLY	1	45	21.2	21.5	21.5
ONCE A WEEK	2	29	13.7	13.9	35.4
2-3 TIMES A WEEK	3	56	26.4	26.8	62.2
4-5 TIMES A WEEK	4	43	20.3	20.6	82.8
6-7 TIMES A WEEK	5	16	7.5	7.7	90.4
> 7 TIMES A WEEK	6	20	9.4	9.6	100.0
	.	3	1.4	Missing	
		-----	-----		
	Total	212	100.0	100.0	

Valid cases 209 Missing cases 3

V8 TIME OF VISIT [Question A5] {column 8}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
MORNING	1	44	20.8	24.7	24.7
AFTERNOON	2	63	29.7	35.4	60.1
EVENING	3	71	33.5	39.9	100.0
	.	34	16.0	Missing	
		-----	-----		
	Total	212	100.0	100.0	

Valid cases 178 Missing cases 34

V9 DAY OF VISIT [Question A6] {column 9}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
MONDAY-FRIDAY ONLY	1	63	29.7	30.4	30.4
SATURDAY & OR SUNDAY	2	24	11.3	11.6	42.0
WEEKDAYS & WEEKENDS	3	120	56.6	58.0	100.0
.	.	5	2.4	Missing	
	Total	212	100.0	100.0	

Valid cases 207 Missing cases 5

V10 HOW FAR TRAVEL [Question A7] {column 10}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
ONLY A FEW BLOCKS	1	64	30.2	30.5	30.5
> FEW BLOCKS TO 1 MI	2	33	15.6	15.7	46.2
> 1 MILE TO 2 MILES	3	32	15.1	15.2	61.4
> 2 MILES TO 3 MILES	4	21	9.9	10.0	71.4
MORE THAN 3 MILES	5	60	28.3	28.6	100.0
.	.	2	.9	Missing	
	Total	212	100.0	100.0	

Valid cases 210 Missing cases 2

V11 WHAT DOING WHEN VISIT [Question A8] {column 11}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
TO_FROM WORK_SCHOOL	1	29	13.7	14.9	14.9
WORK OR SCHOOL BREAK	2	35	16.5	17.9	32.8
OTHER TIMES	3	131	61.8	67.2	100.0
.	.	17	8.0	Missing	
	Total	212	100.0	100.0	

Valid cases 195 Missing cases 17

V12 BEVERAGE CATEGORY SELECTED [Question A9] {column 12}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
COFFEE	1	165	77.8	86.4	86.4
TEA (HOT OR ICED)	2	10	4.7	5.2	91.6
HOT CHOCOLATE	3	9	4.2	4.7	96.3
JUICE	4	2	.9	1.0	97.4
FLAVOURED COLD DRINK	5	4	1.9	2.1	99.5
BOTTLED WATER	6	1	.5	.5	100.0
.	.	21	9.9	Missing	
	Total	212	100.0	100.0	
Valid cases	191	Missing cases	21		

V13 NUMBER OF SERVINGS [Question A0] {column 13}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
1	1	90	42.5	43.7	43.7
2	2	69	32.5	33.5	77.2
3	3	29	13.7	14.1	91.3
4 OR MORE	4	12	5.7	5.8	97.1
NONE_TAKE-OUT ONLY	5	6	2.8	2.9	100.0
.	.	6	2.8	Missing	
	Total	212	100.0	100.0	
Valid cases	206	Missing cases	6		

V14 TYPE OF COFFEE DRINK [Question B1] {column 14}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
TRADITIONAL BLEND	1	57	26.9	28.4	28.4
FLAVOURED BLEND	2	109	51.4	54.2	82.6
ESPRESSO	3	3	1.4	1.5	84.1
CAPPUCCINO	4	6	2.8	3.0	87.1
OTHER TYPE OF COFFEE	5	7	3.3	3.5	90.5
NONE	6	19	9.0	9.5	100.0
.	.	11	5.2	Missing	
Total		212	100.0	100.0	

Valid cases 201 Missing cases 11

Note: The details of the “Other” category selected are provided in the following table. Some customers provided both closed-ended and open-ended responses by specifically identifying a type of coffee in the open-ended area. If an open-ended response matched one of the closed-ended categories, and both categories included a response, the response was counted only in the closed-ended category. As a result, the “Other” frequency of 7 in the V14 table excludes the Irish cream (counted as flavoured blend) and tea responses in the open-ended table above.

 QUESTION B1 - WHICH TYPE OF GOURMET CAFÉ COFFEE DO YOU NORMALLY DRINK?

RESPONSE - 5 - OTHER TYPE OF COFFEE	Frequency
Irish cream	12
Decaf	3
Colombian	1
Almond	1
Tea	1
Mocaccino	1
Café au lait	1

V15 PURCHASE ITEM AS GIFT [Question B2] {column 15}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
YES	1	48	22.6	23.0	23.0
NO	2	161	75.9	77.0	100.0
	.	3	1.4	Missing	
	Total	212	100.0	100.0	

Valid cases 209 Missing cases 3

V16 HAVE PERSONAL MUG HERE [Question B3] {column 16}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
YES	1	29	13.7	13.9	13.9
NO	2	180	84.9	86.1	100.0
	.	3	1.4	Missing	
	Total	212	100.0	100.0	

Valid cases 209 Missing cases 3

V17 PURCHASE BEAN-GROUND COFFEE FOR HOME [Question B4] {column 17}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
YES	1	46	21.7	22.0	22.0
NO	2	163	76.9	78.0	100.0
	.	3	1.4	Missing	
	Total	212	100.0	100.0	

Valid cases 209 Missing cases 3

**V18 MONTHLY BEAN-GROUND PURCHASE-# OF POUNDS [Question B4 - cont'd]
{columns 18-19}**

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
1-pound	1	19	9.0	57.6	57.6
2-pounds	2	10	4.7	30.3	87.9
3-pounds	3	1	.5	3.0	90.9
4-pounds	4	2	.9	6.1	97.0
5-pounds	5	0	.0	0.0	97.0
6-pounds	6	0	.0	0.0	97.0
7-pounds	7	1	.5	3.0	100.0
.		179	84.4	Missing	
	Total	212	100.0	100.0	

Valid cases 33 Missing cases 179

Note: The actual responses for the open-ended component of Question B8 for the number of pounds were directly entered into the data field.

V20 PURCHASE BEAN-GROUND COFFEE FOR WORK [Question B5] {column 20}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
YES	1	15	7.1	7.2	7.2
NO	2	194	91.5	92.8	100.0
.		3	1.4	Missing	
	Total	212	100.0	100.0	

Valid cases 209 Missing cases 3

V21 HAVE & USE 6+FREE COFFEE CARD (SaversCard) [Question B6] {column 21}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
YES	1	177	83.5	84.7	84.7
NO	2	27	12.7	12.9	97.6
NOT AWARE OF PROMO	3	5	2.4	2.4	100.0
.		3	1.4	Missing	
	Total	212	100.0	100.0	

Valid cases 209 Missing cases 3

V22 WHERE KEEP COFFEE CARD (SaversCard) PREFERENCE
[Question B6 - cont'd] {column 22}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
KEEP ON FILE AT SCUP	1	76	35.8	44.7	44.7
KEEP CARD MYSELF	2	94	44.3	55.3	100.0
	.	42	19.8	Missing	
	Total	212	100.0	100.0	

Valid cases 170 Missing cases 42

V23 HAVE VIP CARD [Question B7] {column 23}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
YES	1	19	9.0	9.2	9.2
NO	2	153	72.2	73.9	83.1
NOT AWARE OF PROMO	3	35	16.5	16.9	100.0
	.	5	2.4	Missing	
	Total	212	100.0	100.0	

Valid cases 207 Missing cases 5

V24 WHERE KEEP VIP CARD PREFERENCE [Question B7 - cont'd] {column 24}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
KEEP ON FILE AT GC	1	13	6.1	72.2	72.2
KEEP CARD MYSELF	2	5	2.4	27.8	100.0
	.	194	91.5	Missing	
	Total	212	100.0	100.0	

Valid cases 18 Missing cases 194

V25 GC QUALITY OF COFFEE [Question B8] {column 25}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
POOR	1	1	.5	.5	.5
FAIR	2	2	.9	1.0	1.5
GOOD	3	19	9.0	9.4	10.9
VERY GOOD	4	94	44.3	46.5	57.4
EXCELLENT	5	86	40.6	42.6	100.0
	.	10	4.7	Missing	
	Total	212	100.0	100.0	

Valid cases 202 Missing cases 10

V26 GC VARIETY OF COFFEE [Question B8 - cont'd] {column 26}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
POOR	1	1	.5	.5	.5
FAIR	2	5	2.4	2.5	3.0
GOOD	3	31	14.6	15.4	18.4
VERY GOOD	4	85	40.1	42.3	60.7
EXCELLENT	5	79	37.3	39.3	100.0
	.	11	5.2	Missing	
	Total	212	100.0	100.0	

Valid cases 201 Missing cases 11

V27 GC PASTRY SELECTION [Question B8 - cont'd] {column 27}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
POOR	1	2	.9	1.0	1.0
FAIR	2	29	13.7	14.6	15.7
GOOD	3	89	42.0	44.9	60.6
VERY GOOD	4	57	26.9	28.8	89.4
EXCELLENT	5	21	9.9	10.6	100.0
	.	14	6.6	Missing	
	Total	212	100.0	100.0	

Valid cases 198 Missing cases 14

V28 GC CLEANLINESS OF STORE [Question B8 - cont'd] {column 28}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
POOR	1	1	.5	.5	.5
FAIR	2	2	.9	1.0	1.5
GOOD	3	35	16.5	17.1	18.5
VERY GOOD	4	93	43.9	45.4	63.9
EXCELLENT	5	74	34.9	36.1	100.0
	.	7	3.3	Missing	
	Total	212	100.0	100.0	

Valid cases 205 Missing cases 7

V29 GC VALUE FOR PRICE PAID [Question B8 - cont'd] {column 29}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
POOR	1	1	.5	.5	.5
FAIR	2	16	7.5	7.7	8.2
GOOD	3	45	21.2	21.7	30.0
VERY GOOD	4	79	37.3	38.2	68.1
EXCELLENT	5	66	31.1	31.9	100.0
	.	5	2.4	Missing	
	Total	212	100.0	100.0	

Valid cases 207 Missing cases 5

V30 GC QUALITY OF SERVICE [Question B8 - cont'd] {column 30}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
POOR	1	1	.5	.5	.5
FAIR	2	1	.5	.5	1.0
GOOD	3	16	7.5	7.9	8.9
VERY GOOD	4	55	25.9	27.1	36.0
EXCELLENT	5	130	61.3	64.0	100.0
	.	9	4.2	Missing	
	Total	212	100.0	100.0	

Valid cases 203 Missing cases 9

V31 GC FRIENDLINESS OF SERVICE [Question B8 - cont'd] {column 31}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
POOR	1	1	.5	.5	.5
FAIR	2	2	.9	1.0	1.5
GOOD	3	8	3.8	3.9	5.4
VERY GOOD	4	45	21.2	22.1	27.5
EXCELLENT	5	148	69.8	72.5	100.0
.	.	8	3.8	Missing	
	Total	212	100.0	100.0	

Valid cases 204 Missing cases 8

V32 GC PRODUCT KNOWLEDGE OF STAFF [Question B8 - cont'd] {column 32}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
POOR	1	1	.5	.5	.5
FAIR	2	1	.5	.5	1.0
GOOD	3	22	10.4	10.8	11.8
VERY GOOD	4	75	35.4	36.8	48.5
EXCELLENT	5	105	49.5	51.5	100.0
.	.	8	3.8	Missing	
	Total	212	100.0	100.0	

Valid cases 204 Missing cases 8

V33 GC ATMOSPHERE OF STORE [Question B8 - cont'd] {column 33}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
POOR	1	4	1.9	1.9	1.9
FAIR	2	4	1.9	1.9	3.9
GOOD	3	35	16.5	17.0	20.9
VERY GOOD	4	78	36.8	37.9	58.7
EXCELLENT	5	85	40.1	41.3	100.0
.	.	6	2.8	Missing	
	Total	212	100.0	100.0	

Valid cases 206 Missing cases 6

V34 GC TEMPERATURE OF STORE [Question B8 - cont'd] {column 34}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
POOR	1	2	.9	1.0	1.0
FAIR	2	8	3.8	3.9	4.9
GOOD	3	62	29.2	30.1	35.0
VERY GOOD	4	83	39.2	40.3	75.2
EXCELLENT	5	51	24.1	24.8	100.0
	.	6	2.8	Missing	
	Total	212	100.0	100.0	

Valid cases 206 Missing cases 6

V35 GC VENTILATION [Question B8 - cont'd] {column 35}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
POOR	1	9	4.2	4.4	4.4
FAIR	2	27	12.7	13.3	17.7
GOOD	3	57	26.9	28.1	45.8
VERY GOOD	4	62	29.2	30.5	76.4
EXCELLENT	5	48	22.6	23.6	100.0
	.	9	4.2	Missing	
	Total	212	100.0	100.0	

Valid cases 203 Missing cases 9

V36 GC COURTEOUSNESS OF STAFF [Question B8 - cont'd] {column 36}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
POOR	1	2	.9	1.0	1.0
FAIR	2	3	1.4	1.5	2.4
GOOD	3	14	6.6	6.8	9.2
VERY GOOD	4	48	22.6	23.3	32.5
EXCELLENT	5	139	65.6	67.5	100.0
	.	6	2.8	Missing	
	Total	212	100.0	100.0	

Valid cases 206 Missing cases 6

V37 GC DECOR OF STORE [Question B8 - cont'd] {column 37}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
POOR	1	4	1.9	1.9	1.9
FAIR	2	4	1.9	1.9	3.9
GOOD	3	55	25.9	26.6	30.4
VERY GOOD	4	75	35.4	36.2	66.7
EXCELLENT	5	69	32.5	33.3	100.0
	.	5	2.4	Missing	
	Total	212	100.0	100.0	

Valid cases 207 Missing cases 5

V38 GC AVAILABILITY OF SEATING [Question B8 - cont'd] {column 38}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
POOR	1	9	4.2	4.4	4.4
FAIR	2	39	18.4	19.0	23.4
GOOD	3	71	33.5	34.6	58.0
VERY GOOD	4	55	25.9	26.8	84.9
EXCELLENT	5	31	14.6	15.1	100.0
	.	7	3.3	Missing	
	Total	212	100.0	100.0	

Valid cases 205 Missing cases 7

V39 ENTERTAINMENT ENJOYMENT [Question B9] {column 39}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
POOR	1	7	3.3	3.4	3.4
FAIR	2	13	6.1	6.3	9.8
GOOD	3	42	19.8	20.5	30.2
VERY GOOD	4	37	17.5	18.0	48.3
EXCELLENT	5	42	19.8	20.5	68.8
NOT AWARE OF	6	64	30.2	31.2	100.0
	.	7	3.3	Missing	
	Total	212	100.0	100.0	

Valid cases 205 Missing cases 7

V40 NON-SMOKING SEATING AVAILABILITY [Question B0] {column 40}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
NOT ENOUGH	1	46	21.7	22.7	22.7
ADEQUATE	2	111	52.4	54.7	77.3
MORE THAN ENOUGH	3	46	21.7	22.7	100.0
.	.	9	4.2	Missing	
	Total	212	100.0	100.0	

Valid cases 203 Missing cases 9

V41 SMOKING SEATING AVAILABILITY [Question C1] {column 41}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
NOT ENOUGH	1	33	15.6	16.2	16.2
ADEQUATE	2	107	50.5	52.5	68.6
MORE THAN ENOUGH	3	64	30.2	31.4	100.0
.	.	8	3.8	Missing	
	Total	212	100.0	100.0	

Valid cases 204 Missing cases 8

V42 SMOKING_NON-SMOKING SEATING POLICY [Question C2] {column 42}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
SMOKING AT ALL SEATS	1	29	13.7	14.2	14.2
NO SMOKING ONLY	2	33	15.6	16.2	30.4
SMOKING_NON-SMOKING	3	142	67.0	69.6	100.0
.	.	8	3.8	Missing	
	Total	212	100.0	100.0	

Valid cases 204 Missing cases 8

V43 REARRANGE SMOKING_NON-SMOKING SEATING [Question C3] {column 43}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
YES	1	63	29.7	31.7	31.7
NO	2	136	64.2	68.3	100.0
	.	13	6.1	Missing	
	Total	212	100.0	100.0	

Valid cases 199 Missing cases 13

Note: The second part of Question C3 is an open-ended question. The list of responses are provided in the following table.

Question C3 - Do you feel that the Gourmet Café should rearrange the locations of the smoking and non-smoking seating areas? If yes, explain how.

Response	Smoking status of respondent			Total
	Smokers	Non-smokers	Unknown	
Place smoking in front	2	4		6
Place smoking in back		9	2	11
Have only nonsmoking areas		4		4
Put smokers outside		2	1	3
Put nonsmokers outside	1			1
Allow smoking everywhere	1			1
Improve ventilation	1	3	1	5
Put nonsmoking in the front	3	6		9
Put nonsmoking in the back	2	2		4
Have only smoking areas	1			1
Don't put nonsmoking in the middle	2	1		3
Don't split smoking areas	1	3	2	6
Place nonsmoking in front and in the middle		1		1
Put in a wall to divide sections			1	1
Expand smoking section near window	2			2
Make it more comfortable for nonsmokers		1	1	2
Don't freeze nonsmokers near the door		1		1
Let breeze from door circulate smoke		2		2
Stinks in the back	1			1
Total	17	39	8	64

Note: Forty-eight respondents provided information. Multiple suggestions allowed. In addition to a regular content analysis, the responses to this question also have been analyzed by “smoking status” of respondent.

V44 MAIN REASON WHY COME TO THE GOURMET CAFÉ [Question C4] {column 44}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
COFFEE	1	67	31.6	39.9	39.9
OTHER BEVERAGES	2	3	1.4	1.8	41.7
SERVICE	3	3	1.4	1.8	43.5
ATMOSHPERE	4	27	12.7	16.1	59.5
ENTERTAINMENT	5	2	.9	1.2	60.7
FOOD_PASTRY	6	3	1.4	1.8	62.5
LOCATION CONVENIENCE	7	7	3.3	4.2	66.7
STAFF FRIENDLINESS	8	9	4.2	5.4	72.0
SOCIAL INTERACTION	9	47	22.2	28.0	100.0
.	.	44	20.8	Missing	
	Total	212	100.0	100.0	

Valid cases 168 Missing cases 44

Note: Other responses provided (written in): Use bathroom, cold outside (1 response); Quality of service - "very very excellent" (1 response).

V45 OVERALL RATING OF THE GOURMET CAFÉ [Question C5] {column 45}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
FAIR	2	1	.5	.5	.5
GOOD	3	19	9.0	9.2	9.7
VERY GOOD	4	96	45.3	46.6	56.3
EXCELLENT	5	90	42.5	43.7	100.0
.	.	6	2.8	Missing	
	Total	212	100.0	100.0	

Valid cases 206 Missing cases 6

V46 THE GOURMET CAFÉ VERSUS OTHER COFFEE SHOPS [Question C6] {column 46}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
BELOW AVERAGE	1	1	.5	.5	.5
AVERAGE	2	30	14.2	14.5	15.0
ABOVE AVERAGE	3	176	83.0	85.0	100.0
.	.	5	2.4	Missing	
	Total	212	100.0	100.0	

Valid cases 207 Missing cases 5

V47 MADE PURCHASE AT THE COFFEE BARN [Question C7] {column 47}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
YES	1	79	37.3	38.3	38.3
NO	2	127	59.9	61.7	100.0
	.	6	2.8	Missing	
		-----	-----	-----	
	Total	212	100.0	100.0	

Valid cases 206 Missing cases 6

Note: Only those who indicated "Yes" to Question C7 had to respond to the second part of Question 47 (V48 to V61).

**V48 QUALITY OF COFFEE THE GOURMET CAFÉ VS THE COFFEE BARN
[Question C7 cont'd] {column 48}**

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
POORER	1	10	4.7	10.2	10.2
THE SAME	2	40	18.9	40.8	51.0
BETTER	3	48	22.6	49.0	100.0
	.	114	53.8	Missing	
		-----	-----	-----	
	Total	212	100.0	100.0	

Valid cases 98 Missing cases 114

**V49 VARIETY OF COFFEE THE GOURMET CAFÉ VS THE COFFEE BARN
[Question C7 cont'd] {column 49}**

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
POORER	1	25	11.8	26.0	26.0
THE SAME	2	24	11.3	25.0	51.0
BETTER	3	47	22.2	49.0	100.0
	.	116	54.7	Missing	
		-----	-----	-----	
	Total	212	100.0	100.0	

Valid cases 96 Missing cases 116

V50 PASTRY SELECTION THE GOURMET CAFÉ VS THE COFFEE BARN
[Question C7 - cont'd] {column 50}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
POORER	1	20	9.4	22.0	22.0
THE SAME	2	32	15.1	35.2	57.1
BETTER	3	39	18.4	42.9	100.0
	.	121	57.1	Missing	
		-----	-----	-----	
	Total	212	100.0	100.0	
Valid cases	91	Missing cases	121		

V51 CLEANLINESS OF STORE GOURMET CAFÉ VS THE COFFEE BARN
[Question C7 cont'd] {column 51}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
POORER	1	9	4.2	9.2	9.2
THE SAME	2	51	24.1	52.0	61.2
BETTER	3	38	17.9	38.8	100.0
	.	114	53.8	Missing	
		-----	-----	-----	
	Total	212	100.0	100.0	
Valid cases	98	Missing cases	114		

V52 VALUE FOR PRICE PAID GOURMET CAFÉ VS THE COFFEE BARN
[Question C7 - cont'd] {column 52}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
POORER	1	16	7.5	16.3	16.3
THE SAME	2	33	15.6	33.7	50.0
BETTER	3	49	23.1	50.0	100.0
	.	114	53.8	Missing	
		-----	-----	-----	
	Total	212	100.0	100.0	
Valid cases	98	Missing cases	114		

V53 QUALITY OF SERVICE THE GOURMET CAFÉ VS THE COFFEE BARN
[Question 7 cont'd] {column 53}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
POORER	1	10	4.7	10.3	10.3
THE SAME	2	26	12.3	26.8	37.1
BETTER	3	61	28.8	62.9	100.0
	.	115	54.2	Missing	
		-----	-----	-----	
	Total	212	100.0	100.0	

Valid cases 97 Missing cases 115

V54 FRIENDLINESS OF STAFF THE GOURMET CAFÉ VS THE COFFEE BARN
[Question C7 - cont'd] {column 54}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
POORER	1	14	6.6	14.1	14.1
THE SAME	2	24	11.3	24.2	38.4
BETTER	3	61	28.8	61.6	100.0
	.	113	53.3	Missing	
		-----	-----	-----	
	Total	212	100.0	100.0	

Valid cases 99 Missing cases 113

V55 PRODUCT KNOWLEDGE OF STAFF GOURMET CAFÉ VS THE COFFEE BARN
[Question C7 - cont'd] {column 55}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
POORER	1	10	4.7	10.3	10.3
THE SAME	2	37	17.5	38.1	48.5
BETTER	3	50	23.6	51.5	100.0
	.	115	54.2	Missing	
		-----	-----	-----	
	Total	212	100.0	100.0	

Valid cases 97 Missing cases 115

V56 ATMOSPHERE OF STORE THE GOURMET CAFÉ VS THE COFFEE BARN
[Question C7 - cont'd] {column 56}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
POORER	1	18	8.5	18.6	18.6
THE SAME	2	27	12.7	27.8	46.4
BETTER	3	52	24.5	53.6	100.0
	.	115	54.2	Missing	
		-----	-----	-----	
	Total	212	100.0	100.0	
Valid cases	97	Missing cases	115		

V57 TEMPERATURE IN STORE THE GOURMET CAFÉ VS THE COFFEE BARN
[Question C7 - cont'd] {column 57}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
POORER	1	9	4.2	9.2	9.2
THE SAME	2	56	26.4	57.1	66.3
BETTER	3	33	15.6	33.7	100.0
	.	114	53.8	Missing	
		-----	-----	-----	
	Total	212	100.0	100.0	
Valid cases	98	Missing cases	114		

V58 VENTILATION THE GOURMET CAFÉ VS THE COFFEE BARN
[Question C7 - cont'd] {column 58}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
POORER	1	6	2.8	6.2	6.2
THE SAME	2	58	27.4	59.8	66.0
BETTER	3	33	15.6	34.0	100.0
	.	115	54.2	Missing	
		-----	-----	-----	
	Total	212	100.0	100.0	
Valid cases	97	Missing cases	115		

V59 COURTEOUSNESS OF STAFF THE GOURMET CAFÉ VS THE COFFEE BARN
[Question C7 - cont'd] {column 59}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
POORER	1	14	6.6	14.1	14.1
THE SAME	2	25	11.8	25.3	39.4
BETTER	3	60	28.3	60.6	100.0
	.	113	53.3	Missing	
		-----	-----	-----	
	Total	212	100.0	100.0	
Valid cases	99	Missing cases	113		

V60 DECOR OF STORE THE GOURMET CAFÉ VS THE COFFEE BARN
[Question C7 - cont'd] {column 60}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
POORER	1	14	6.6	14.3	14.3
THE SAME	2	36	17.0	36.7	51.0
BETTER	3	48	22.6	49.0	100.0
	.	114	53.8	Missing	
		-----	-----	-----	
	Total	212	100.0	100.0	
Valid cases	98	Missing cases	114		

V61 AVAILABILITY OF SEATING THE GOURMET CAFÉ VS THE COFFEE BARN
[Question C7 - cont'd] {column 61}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
POORER	1	15	7.1	15.2	15.2
THE SAME	2	41	19.3	41.4	56.6
BETTER	3	43	20.3	43.4	100.0
	.	113	53.3	Missing	
		-----	-----	-----	
	Total	212	100.0	100.0	
Valid cases	99	Missing cases	113		

V62 RECOMMEND THE GOURMET CAFÉ TO A FRIEND [Question C8] {column 62}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
YES	1	205	96.7	98.6	98.6
NO	2	3	1.4	1.4	100.0
	.	4	1.9	Missing	
		-----	-----		
	Total	212	100.0	100.0	

Valid cases 208 Missing cases 4

V63 EXPAND FOOD MENU [Question C9] {column 63}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
YES	1	59	27.8	28.4	28.4
NO	2	42	19.8	20.2	48.6
DOES NOT MATTER	3	107	50.5	51.4	100.0
	.	4	1.9	Missing	
		-----	-----		
	Total	212	100.0	100.0	

Valid cases 208 Missing cases 4

Note: Those who responded "Yes" to the first part of Question 63 had the opportunity to provide specific open-ended details in the second part of Question 63. The categorized list of open-ended responses to Question 63 is provided in the following table. Multiple responses were allowed.

Question C9 - Would you like to see the food menu expanded? (Open-ended component) - If yes, what changes would you like to see?

Response	Frequency	Response	Frequency
Sandwiches	15	Subs	1
Soup	11	Steak	1
Pastries/more pastries	7	Crumpets	1
Donuts/more donuts	6	Low cal snacks	1
Salads	3	Deli food	1
Cakes	3	Fast Food	1
Cinnamon buns	2	Tastier pastries	1
French fries	2	Pie	1
More cookies	2	Microwave stuff	1
Cheesecake	2	Filtered/distilled water for coffee (better flavour, would pay more)	1
More muffins	1	Hot foods to snack on	1
More food	1	Non-pastry snacks	1
Light lunches	1	Tastier pastries that aren't good for you	1
Light snacks	1		

Note: 44 respondents provided suggestions; multiple suggestions allowed. Suggested pastries: tortes (1), baklava (1), brownies (1), cereal biscuits (1). Soup for winter months (1).

V64 PURCHASE FOOD WITH BEVERAGE [Question C0] {column 64}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
YES	1	76	35.8	36.5	36.5
NO	2	132	62.3	63.5	100.0
	.	4	1.9	Missing	
	Total	212	100.0	100.0	

Valid cases 208 Missing cases 4

V65 DO YOU SMOKE [Question D1] {column 65}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
YES	1	111	52.4	53.4	53.4
NO	2	97	45.8	46.6	100.0
	.	4	1.9	Missing	
	Total	212	100.0	100.0	

Valid cases 208 Missing cases 4

V66 HOW LONG COMING TO THIS GOURMET CAFÉ LOCATION [Question D2] {column 66}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
< MONTH	1	14	6.6	6.9	6.9
1 TO < 6 MONTHS	2	20	9.4	9.9	16.7
6 MONTHS - 1 YEAR	3	28	13.2	13.8	30.5
> 1 YEAR - 2 YEARS	4	55	25.9	27.1	57.6
> 2 YEARS - 3 YEARS	5	25	11.8	12.3	70.0
> 3 YEARS - 4 YEARS	6	24	11.3	11.8	81.8
> 4 YEARS	7	37	17.5	18.2	100.0
	.	9	4.2	Missing	
	Total	212	100.0	100.0	

Valid cases 203 Missing cases 9

V67 SEX [Question D3] {column 67}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
MALE	1	117	55.2	57.4	57.4
FEMALE	2	87	41.0	42.6	100.0
	.	8	3.8	Missing	
		-----	-----		
	Total	212	100.0	100.0	

Valid cases 204 Missing cases 8

V68 AGE [Question D4] {column 68}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
UNDER 20	1	43	20.3	21.0	21.0
20-29	2	87	41.0	42.4	63.4
30-39	3	45	21.2	22.0	85.4
40-49	4	16	7.5	7.8	93.2
50-59	5	5	2.4	2.4	95.6
60+	6	9	4.2	4.4	100.0
	.	7	3.3	Missing	
		-----	-----		
	Total	212	100.0	100.0	

Valid cases 205 Missing cases 7

V69 MARITAL STATUS [Question D5] {column 69}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
SINGLE	1	133	62.7	64.9	64.9
MARRIED_COMMON LAW	2	54	25.5	26.3	91.2
OTHER	3	18	8.5	8.8	100.0
	.	7	3.3	Missing	
		-----	-----		
	Total	212	100.0	100.0	

Valid cases 205 Missing cases 7

Note: The nature of the "Other" response was not of concern; no specific response was required and no detailed analysis was carried out.

V70 OCCUPATION [Question D6] {column 70}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
HOMEMAKER	1	7	3.3	4.1	4.1
PROFESSIONAL	2	34	16.0	19.8	23.8
MANAGEMENT_EXECUTIVE	3	12	5.7	7.0	30.8
SALESPERSON	4	10	4.7	5.8	36.6
CLERICAL_SERVICE	5	15	7.1	8.7	45.3
TRADES_LABOURER	6	20	9.4	11.6	57.0
ARTIST_ENTERTAINER	7	7	3.3	4.1	61.0
RETIRED	8	9	4.2	5.2	66.3
STUDENT	9	58	27.4	33.7	100.0
OTHER	0	0	0.0	0.0	100.0
.	.	40	18.9	Missing	
Total		212	100.0	100.0	
Valid cases	172	Missing cases	40		

Note: While no one checked the "Other" category, 14 respondents checked one of the categories in the 1 to 9 range and wrote in a specific "occupation" in the space provided for an "Other" response. The 14 specific responses are listed in the following table, perhaps to provide more detail or being unsure of where to actually place the response.

 QUESTION D6 - WHAT IS YOUR OCCUPATION?

RESPONSE - 0? - OTHER	Frequency
Cook or chef	3
Dock worker	1
Displayman	1
Unemployed	1
Bartender	1
Management sales	1
DJ	1
Casino dealer	1
Government employee	1
Military	1
Retired	1
Disability	1

V71 EDUCATIONAL BACKGROUND [Question D7] {column 71}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
SOME HS OR LESS	1	43	20.3	22.1	22.1
COMPLETED HS	2	48	22.6	24.6	46.7
VOCATIONAL_TECH	3	3	1.4	1.5	48.2
SOME COLLEGE_UNIV	4	47	22.2	24.1	72.3
COMPLETED COLL_UNIV	5	54	25.5	27.7	100.0
.	.	17	8.0	Missing	
	Total	212	100.0	100.0	

Valid cases 195 Missing cases 17

V72 WHERE LIVE [Question D8] {column 72}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
IN CANADA	1	202	95.3	98.5	98.5
IN USA	2	3	1.4	1.5	100.0
Other Country	3	0	0.0	0.0	0.0
.	.	7	3.3	Missing	
	Total	212	100.0	100.0	

Valid cases 205 Missing cases 7

V73 TYPE OF MUSIC LISTEN TO MOST OFTEN [Question D9] {column 73}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
ROCK	1	65	30.7	37.1	37.1
JAZZ	2	9	4.2	5.1	42.3
COUNTRY	3	14	6.6	8.0	50.3
CLASSICAL	4	20	9.4	11.4	61.7
ALTERNATIVE_NEW AGE	5	63	29.7	36.0	97.7
TALK SHOWS	6	4	1.9	2.3	100.0
.	.	37	17.5	Missing	
	Total	212	100.0	100.0	

Valid cases 175 Missing cases 37

V74 PREFERRED COFFEE FLAVOUR [Question D0] {columns 74-75} (Post-coded)

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
IRISH CREAM	1	75	35.4	43.4	43.4
COLUMBIAN	2	43	20.3	24.9	68.2
HAZELNUT CREAM	3	6	2.8	3.5	71.7
LA MANITA	4	4	1.9	2.3	74.0
COLOMBIAN SUPREMO*	5	2	.9	1.2	75.1
AMARETTO ALMOND	6	3	1.4	1.7	76.9
ESPRESSO	7	3	1.4	1.7	78.6
OTHER2 (2 responses/flavour)	8	10	4.7	5.8	84.4
OTHER1 (1 response/flavour)	9	27	12.7	15.6	100.0
.	.	39	18.4	Missing	
	Total	212	100.0	100.0	

Valid cases 173 Missing cases 39

* Columbian Supremo is kept separate to recognize that it may actually have been included in the Columbian category by others (i.e., respondents did not differentiate between Columbian and Columbian Supremo).

Note: Post-coding of responses for Question D0 was carried out. Values of 1 to 9 were assigned to responses based on frequency of flavour identified. Each flavour identified twice was assigned to the "Other2" category - 5 such flavours were identified by 10 respondents. Each flavour identified only once was assigned to the "Other1" category - 27 such flavours were identified by 27 respondents. A complete list of the preferred flavours is provided in the following table.

Question D0 - Most preferred flavour/type of coffee (Detailed listing - a summary listing is provided in the closed-ended question section).

Flavour	Frequency	Flavour	Frequency
Irish cream	75	Special Blend	1
Columbian/regular/traditional	43	Gatos ofteaver	1
Hazelnut creme	6	Strawberry tea	1
La minita tazza	4	Decaf	1
Amaretto almond	3	Orange brandy	1
Espresso	3	Owner's favourite	1
Columbian supremo	2	Chocolate	1
Jamaican rum	2	Java	1
Nutcracker blend	2	David Letterman	1
Butter pecan	2	Choice of the day	1
Peaches and creme	2	Fruity	1
Nut	2	French vanilla	1
Kaula	1	Chocolate raspberry	1
El Conquistador	1	Toasted almond	1
San Agustin	1	Vanilla hazelnut	1
Emperor's blend	1	Bavarian Dutch chocolate	1
Mint	1	Cappuccino	1
Ethiopian Yirgacheffe	1	Raspberry vanilla	1
Iced cappuccino	1	Hot chocolate (not coffee)	1
Blueberry burst	1	Juice (not coffee)	1
Beefy Been	1		

V76 WHAT DO WHILE AT THE GOURMET CAFÉ [Question E1] {column 76}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
TALK-FRIEND/CO-WORKER	1	124	58.5	68.5	68.5
READ	2	20	9.4	11.0	79.6
THINK/STUDY	3	11	5.2	6.1	85.6
OTHER	4	26	12.3	14.4	100.0
	.	31	14.6	Missing	
		-----	-----	-----	
	Total	212	100.0	100.0	
Valid cases	181	Missing cases	31		

Note: There were 18 specific "Other" responses provided by the 26 respondents who checked "Other" for Question D0. The specific details are provided in the following table.

 QUESTION E1 - WHILE VISITING THE GOURMET CAFÉ, DO YOU NORMALLY...

RESPONSE - 3 - OTHER	Frequency
All of the identified responses	6
Pickup coffee	1
Talk to staff while waiting for coffee	1
Talk to my sister and staff	1
Watch people	1
Watch riffraff	1
Watch freaks	1
Visit/homework	1
Keep my wife company	1
Read book	1
Talk to friends and workers of scup	1
Meditate	1
Arrive with spouse	1

V77 WHERE CONSUME PURCHASES [Question E2] {column 77}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
ONLY IN-STORE	1	70	33.0	34.7	34.7
NORMALLY IN-STORE	2	66	31.1	32.7	67.3
ONLY TAKE-OUT	3	6	2.8	3.0	70.3
NORMALLY TAKE-OUT	4	7	3.3	3.5	73.8
EQUAL IN & OUT	5	53	25.0	26.2	100.0
.	.	10	4.7	Missing	
	Total	212	100.0	100.0	

Valid cases 202 Missing cases 10

V78 ARE SERVING SIZES CONFUSING [Question E3] {column 78}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
YES	1	17	8.0	8.4	8.4
NO	2	186	87.7	91.6	100.0
.	.	9	4.2	Missing	
	Total	212	100.0	100.0	

Valid cases 203 Missing cases 9

V79 RENAME SERVING SIZES [Question E4] {column 79}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
YES	1	65	30.7	31.7	31.7
NO	2	140	66.0	68.3	100.0
.	.	7	3.3	Missing	
	Total	212	100.0	100.0	

Valid cases 205 Missing cases 7

V80 LENGTH OF TYPICAL VISIT [Question E5] {column 80}

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
UP TO 15 MINUTES	1	21	9.9	10.4	10.4
16-30 MINUTES	2	56	26.4	27.9	38.3
31-60 MINUTES	3	57	26.9	28.4	66.7
> 1 HOUR TO 2 HOURS	4	31	14.6	15.4	82.1
> 2 HOURS TO 3 HOURS	5	19	9.0	9.5	91.5
> 3 HOURS TO 4 HOURS	6	5	2.4	2.5	94.0
> 4 HOURS	7	12	5.7	6.0	100.0
	.	11	5.2	Missing	
	Total	212	100.0	100.0	
Valid cases	201	Missing cases	11		

Question E6 - Suggestions for Other Items to Carry.

Note: Fifty-one (51) respondents provided suggestions for Question E6. More than one suggestion allowed per respondent. Item frequency equals 1 unless otherwise noted. Content analysis partially carried out.

Drinks:

- Latte machiatta
- Frozen drinks
- Watermelon drink sold in bulk
- Chocolate milk
- Soft drinks (pepsi, coke, etc.)
- Cherry tea
- Promote espresso's more
- Instant coffee
- Free refills on large only
- Huehuetenango (bring back)
- Broaden the variety of coffee to include toasted almond, macadamia nut, Swiss mocha almond
- Flavored coffee creamers
- Sparkling juices
- Beer - 3 responses
- Ice cubes would be nice
- Flavoured hot chocolates that are gone
- All those herbal teas
- Some seasonal cups
- Ginseng teas
- Vanilla tea

Pastries/Donuts:

- Donuts/more variety - 4 responses
- More cookies/better selection - 3 responses
- Croissants - 2 responses
- Scones - cheese/plain
- More selection in pastries and also more "fresh" pastries
- Cinnamon buns
- Chocolate covered donuts
- Cake
- Smaller snacks (e.g., donut holes)
- Danish
- Better quality muffins - currently too dry and not as fresh as the deli
- More muffins
- Chocolate mousse pie

Other Food Items:

- Sandwiches - 6 responses
- Soups - 4 responses
- Pizza - 2 responses
- More food items - 2 responses
- Soup - to go with the bagels (to dip)
- Cup of soup - two types - crackers
- French fries
- More nutritious snacks and fruits
- Hot food
- Hot dogs
- Stew
- Doesn't matter - SubShop is downstairs
- Fresh fruits and vegetables - snackers: place with fruit, veggies, and crackers

Other Merchandise:

- Cigarettes - 3 responses
- T-shirts (with logo) - 2 responses
- Honey
- More jams, cookies, and fillers for gift baskets at Christmas
- Hats with logo

Other suggestions/comments:

- I think that the second cup is fine - 3 responses
- Enviro-friendly coffee packing
- Music
- Provide recyclable boxes so I can take out more
- Condoms
- Men

Question E7 - Other Comments or Suggestions about the Gourmet Café.

Notes: One-hundred one (101) respondents provided comments for Question E7. Multiple comments allowed. Content analysis partially carried out.

Overall Operation Related**General Evaluation:**

- very good store
- keep up the great work
- you're excellent
- fine just the way it is
- wonderful, don't change a thing; I drive from London to get here - Please! No loud bangy music!!!!
- I love the Gourmet Café!!!
- it's like radical dude!
- everything's just great the way it is; it's a home away from home - a great place to meet with friends and just relax
- love it
- excellent
- everything satisfactory
- I wouldn't change anything; your store is excellent
- it's just fine the way it is
- you're excellent
- like the Gourmet Café just the way it is
- keep up the good work!
- it is in good taste and quality
- I'm 'really' glad that the owners stayed; this place is 'much' better than the Coffee Cave down the street; perhaps have longer weekend hours
- keep up the good work
- very wonderful
- very good place
- I think you do an excellent job ----- !
- if I didn't like it, I wouldn't be here
- I love the Gourmet Café just the way it is
- quality of service at this location is exceptional
- nice service
- don't move from downtown please!
- the Gourmet Café is more costly than other coffee shops in area; but I'm not going to change because I like the service, friendly employees and irish cream coffee
- I enjoy GC because unlike donut shops, there are no old #\$\$@! hitting on the poor counter girls
- need more stores - Gourmet Café rules! [vis-a-vis the Coffee Barn]
- people only go to the Coffee Barn to talk uninterrupted when they can't do so at the GC

Cleanliness/Prices:

- the GC is very clean and prices are excellent; I love coming here
- I am very impressed with the cleanliness of the store but I think some of its patrons hurt GC's business
- very clean store and good prices
- need to clean up some of the trash (cleanliness of store)

Meeting/Relaxing Place/Home-Away-From-Home:

- the Gourmet Café is an exceptional place to relax and converse with friends
- it has a very comfortable atmosphere which makes it feel like a second home; I would never go anywhere else
- the Gourmet Café I attend everyday here in downtown is such a pleasant place to enjoy my morning and afternoon coffee; I wouldn't think of going anywhere else; it's great!
- great place to visit and very friendly
- the Gourmet Café is the best place to have coffee and meet people
- this place is the best; it is also a blackhole from which we cannot escape; thank you!
- it is my home away from home and I love going there
- I love the GC; this is my favorite place in the entire world; this is like my second home; you're doing a great job
- a good place to meet friends who live across the city
- like diversity of crowd, music, attire; a place for younger people to meet and socialize; I like the conversation with the younger crowd
- less freaks!
- no complaints; this place is a very relaxing atmosphere
- the Gourmet Café provides a nice atmosphere, in order to release the stresses that are produced at work; life seems simple and not confusing when you sit in there
- the Gourmet Café is an excellent place to come; it is peaceful and people can study, read a paper or talk to each other freely; comfortable atmosphere

Facilities Related**Ventilation:**

- better ventilation - hair and clothes smell of smoke - same problem at the Coffee Barn
- ventilation - smoke-eaters
- sometimes it gets very smoky - increase or better ventilation might help
- install better ventilation system; "I enjoy coming but can't stand the smoke. It can be 'very bad.' And my son is allergic to smoke, he really likes your ice tea!!"
- smoke eaters
- have better ventilation and air filters - due to large amount of smoke
- have a separate smoking section so you don't have to open the door
- if people want to smoke kick'em out and send'em to a bingo
- personally I do not like all the smoke
- ventilation poor - too much smoke
- nonsmoking area should be well ventilated
- smokeless ashtrays in tables needed
- should be more nonsmoking - ventilation poor - nonsmoker

Seating/Tables/Size:

- I like it here but sometimes there is not enough seats; but that's ok
- need bigger tables; other than that, think this a very suitable coffee shop and enjoy coming here
- a table with chairs for the "bar/stool" area at the back - interesting facts on wall at this location
- I think if anything, the Gourmet Café should be bigger
- the store should be bigger because almost every time I go the place is packed
- bigger seating area
- store should be bigger
- if people are just sitting around, they should be asked to leave if they are not buying anything; for others can sit and enjoy
- more room to sit
- no loitering in store; 20-minute limit, if not buying anything
- tables too small
- would you recommend the Gourmet Café to a friend - yes, [but] in a way I wouldn't, because there would be less room for me"

Music:

- real music
- the opera music which is constantly playing gives me a splitting headache
- I prefer quite relaxing music - classical - no radio
- I enjoy the coffee for in-store use; I buy tea for home use; however, the store is too loud! Also, the weekend live music drives me away
- continuity in the style and volume of music - no talk radio in the morning
- weekend music - music not conducive to relaxing with a coffee - too loud; not suitable, would suggest low, easy listening type - atmosphere - loud music
- easy listening music listened to

Atmosphere:

- create more sophisticated atmosphere - have some areas raised/lowered
- walls should be darker colours
- expanded with a fireplace so that the musicians and people that wanted to listen and get cozy could do that around a fireplace
- I would like incense
- change the raunchy wallpaper

Personnel/Service Related

- very friendly and courteous staff make it a very pleasant place to come; keep up the great work
- great staff and excellent service, what else is there to say
- one staff member, formerly a customer, now acts in condescending manner toward customers
- we also think you should give Charlie a raise, he appears to be very hardworking; also, it appears he is getting picked on too much from the other employees; Go Charlie Go!!!!

- the atmosphere and the ladies are excellent; if they changed waitresses, I would likely no longer visit the Gourmet Café; the workers are really down to earth and fun to talk to
- bring back Henry
- the staff is very polite
- your staff is very friendly and courteous, keep it up; good work
- the girls are very friendly, helpful, and personable
- warm, friendly staff; always make you feel welcome; call you by name; courteous
- chatty employees who remember your face
- keep an eye on tables when customers are finished
- warm friendly people; they enjoy their clients
- very friendly place
- the Gourmet Café has the best staff and service I have seen; the coffee and pastries are fresh and delicious; the staff is so friendly they know you by first name basis; I would recommend this to my customers who enter SubShop below the Gourmet Café

Food Related

- get non-gourmet pastries
- maybe sell a little more pastry
- bring back hot chocolate - peanut butter flavour
- put milk and cream in proper containers
- turn down the burners a bit, if possible; the new ones require approximately 17 minutes cool-down before drinking black
- bring back peanut butter hot chocolate
- extra large coffee
- I feel the same coffee is served all the time, more selection or different combinations would be nice
- only buy food if the birdseed squares are available
- need low cal pastries
- different pastry selection - but priced way too high above and beyond other coffee shops!!!!

General Merchandise Related

- seasonal fillers - basket promotions - add chocolates for Easter and Valentine's day or something on birthday theme like small balloons to sell for impossible people to buy for - Mother's Day frills and things for mom - a little romance in a basket for anniversaries - promote year round - baskets - contact a company to produce personalized cups for second cup customers--mugs to order vs. carrying a large general inventory - small inclosure cards for all locations to attach to basket or gift boxes

Other Comments

- have a draw once a month or every three months for customer to win a free coffee a day for a month
- rotate artwork and have artists' input to suit clientele fetish; sponsor sports events (hockey, baseball); advertise; no-loitering signs; advertisement board for business cards, etc.; suggestion box
- you should provide live acting and poetry reading

- newspaper rack
- consider implementing a treat of the week program
- why not compare the Coffee Barn?
- only went to the Coffee Barn once and wasn't impressed

End of Results Section

APPENDIX B

The Gourmet Café Customer Survey

To help us better serve our customers at this **Gourmet Café** location, please take a few moments to complete this questionnaire. All collected data will be analyzed on a group basis. The responses of individual customers will be combined with those of other customers; individual responses will not be linked to specific individuals. You are not required to personally identify who you are anywhere in the questionnaire.

For each question, place an “X” in the space beside the appropriate response, circle the appropriate number, or fill in the required information, as requested. The following examples illustrate the first two approaches.

Example Q1: Toronto, Ontario is a city in

1. ___ U.S.A.
2. ___ Germany
3. _x_ Canada
4. ___ Mexico

Example Q2: Evaluate the product category of milk on each of the identified characteristics using the following scale:

- | | | |
|------|-----------|-----|
| (P) | Poor | (1) |
| (F) | Fair | (2) |
| (G) | Good | (3) |
| (VG) | Very Good | (4) |
| (E) | Excellent | (5) |

	P	F	G	VG	E
Thirst-quenching capability	1	2	3	④	5
Economic value	1	2	③	4	5
Taste	1	2	3	4	⑤

Note: As you work your way through the survey, to the right of each question in the survey you will notice certain numbers in brackets (e.g. [45:1]). These numbers are for the purposes of data processing. Please ignore such information.

- A1. How did you first find out about this Gourmet Café location?
1. From a friend [4:1]
 2. Passed by location [4:2]
 3. Other - (specify): _____ [4:3]
- A2. Is this your first visit to the Gourmet Café?
1. Yes [5:1]
 2. No [5:2]
- A3. Including this visit, have you ever consumed a product purchased at the Gourmet Café within the store?
1. Yes [6:1]
 2. No [6:2]
- A4. How often do you come to this Gourmet Café location?
1. Less than weekly [7:1]
 2. Once a week [7:2]
 3. 2-3 times a week [7:3]
 4. 4-5 times a week [7:4]
 5. 6-7 times a week [7:5]
 6. More than 7 times a week [7:6]
- A5. What time of day do you normally visit the Gourmet Café?
1. Morning (before noon) [8:1]
 2. Afternoon (12:00pm - 6:00pm) [8:2]
 3. Evening (after 6:00 p.m.) [8:3]
- A6. Do you normally visit the Gourmet Café
1. between Monday & Friday only [9:1]
 2. on Saturday and/or Sunday only [9:2]
 3. during weekdays & weekends [9:3]
- A7. Normally, for your visits to the Gourmet Café, how far do you/did you travel?
1. only a few blocks, at most [10:1]
 2. more than a few blocks but not more than 1 mile [10:2]
 3. more than 1 mile but not more than 2 miles [10:3]
 4. more than 2 miles but not more than 3 miles [10:4]
 5. 3 or more miles [10:5]

- A8. Do you visit the Gourmet Café
1. ___ normally on your way to/from work or school [11:1]
 2. ___ normally during a break while at work or school [11:2]
 3. ___ normally during other times [11:3]
- A9. What beverage category do you normally purchase at the Gourmet Café?
1. ___ Coffee [12:1]
 2. ___ Tea (hot or iced) [12:2]
 3. ___ Hot chocolate [12:3]
 4. ___ Juice [12:4]
 5. ___ Flavoured cold drinks [12:5]
 6. ___ Bottled water [12:6]
- A0. How many cups/servings of beverage do you normally drink during each visit to the Gourmet Café (in-store consumption)?
1. ___ 1 cup/serving [13:1]
 2. ___ 2 cups/servings [13:2]
 3. ___ 3 cups/servings [13:3]
 4. ___ 4 or more cups/servings [13:4]
 5. ___ None - only use take-out service [13:5]
- B1. Which type of Gourmet Café coffee do you normally drink?
1. ___ Traditional blend (unflavoured) [14:1]
 2. ___ Flavoured blend [14:2]
 3. ___ Espresso [14:3]
 4. ___ Cappuccino [14:4]
 5. ___ Other type of coffee - (specify): _____ [14:5]
 6. ___ None [14:6]
- B2. Have you purchased any Gourmet Café item as a gift during the past year?
1. ___ Yes [15:1]
 2. ___ No [15:2]
- B3. Do you have your own personal mug kept at this Gourmet Café location?
1. ___ Yes [16:1]
 2. ___ No [16:2]
- B4. Have you purchased any of the Gourmet Café bean/ground coffees during the past year for personal (home) consumption?
1. ___ Yes (**see below**) [17:1]
 2. ___ No [17:2]

If yes, approximately how many pounds do you normally purchase on a monthly basis?

Number of pounds purchased: _____. [18-19:##]

- B5. Have you purchased any of the Gourmet Café bean/ground coffees during the past year for consumption at work?
1. Yes [20:1]
 2. No [20:2]

- B6. Do you have a Gourmet Café “SaversCard” (i.e., a “buy-6-get-one-free promotional coffee card”) that you use?
1. Yes (see blow) [21:1]
 2. No [21:2]
 3. Not aware of such a promotion [21:3]

If you have such a card, do you prefer

1. to have the card kept on file at the Gourmet Café [22:1]
 2. to hold on to the card yourself. [22:2]

- B7. Do you have a coffee bean "VIP" card (buy 10 pounds and get one pound free promotion) that you use?
1. Yes (see below) [23:1]
 2. No [23:2]
 3. Not aware of such a promotion [23:3]

If you have such a card, do you prefer

1. to have the card kept on file at the Gourmet Café. [24:1]
 2. to hold on to the card yourself. [24:2]

- B8. Use the following scale to evaluate each of the identified characteristics of the Gourmet Café.

Characteristics (circle appropriate number in each case):

	Poor	Fair	Good	Very Good	Excellent	
Quality of coffee	1	2	3	4	5	[25:#]
Variety of coffee	1	2	3	4	5	[26:#]
Pastry selection	1	2	3	4	5	[27:#]
Cleanliness of store	1	2	3	4	5	[28:#]
Value for price paid	1	2	3	4	5	[29:#]
Quality of service	1	2	3	4	5	[30:#]
Friendliness of staff	1	2	3	4	5	[31:#]
Product knowledge of staff	1	2	3	4	5	[32:#]
Atmosphere in store	1	2	3	4	5	[33:#]
Temperature in store	1	2	3	4	5	[34:#]
<i>Continued on next page</i>						

Question B8 continued

Use the following scale to evaluate each of the identified characteristics of the Gourmet Café.

Characteristics (circle appropriate number in each case):

	Poor	Fair	Good	Very Good	Excellent	
Ventilation	1	2	3	4	5	[35:#]
Courteousness of staff	1	2	3	4	5	[36:#]
Decor of store	1	2	3	4	5	[37:#]
Availability of seating	1	2	3	4	5	[38:#]

B9. How would you rate your enjoyment of the weekend entertainment (musicians) provided by the Gourmet Café?

- 1. ___ Poor (1) [39:1]
- 2. ___ Fair (2) [39:2]
- 3. ___ Good (3) [39:3]
- 4. ___ Very Good (4) [39:4]
- 5. ___ Excellent (5) [39:5]
- 6. ___ Not aware of such entertainment [39:6]

B0. Do you feel that the non-smoking seating availability at Gourmet Café is

- 1. ___ not enough [40:1]
- 2. ___ adequate [40:2]
- 3. ___ more than enough [40:3]

C1. Do you feel that the smoking seating availability at the Gourmet Café is

- 1. ___ not enough [41:1]
- 2. ___ adequate [41:2]
- 3. ___ more than enough [41:3]

C2. Do you feel that the Gourmet Café should

- 1. ___ allow smoking at all seats [42:1]
- 2. ___ not allow smoking on the premises [42:2]
- 3. ___ have smoking & non-smoking sections [42:3]

C3. Do you feel that the Gourmet Café should rearrange the locations of the smoking and non-smoking seating areas?

- 1. ___ Yes (**see below**) [43:1]
- 2. ___ No [43:2]

If yes, explain how: _____.

C4. What is the **one** (1) **main reason** you come to the Gourmet Café?

- 1. ___ The coffee [44:1]
- 2. ___ Other beverages [44:2]
- 3. ___ The service [44:3]
- 4. ___ The atmosphere [44:4]
- 5. ___ The entertainment [44:5]
- 6. ___ The food/pastry [44:6]
- 7. ___ The convenience of location [44:7]
- 8. ___ The friendliness of the staff [44:8]
- 9. ___ The social interaction [44:9]

C5. What is your overall rating of the Gourmet Café?

- 1. ___ Poor (1) [45:1]
- 2. ___ Fair (2) [45:2]
- 3. ___ Good (3) [45:3]
- 4. ___ Very Good (4) [45:4]
- 5. ___ Excellent (5) [45:5]

C6. In comparison to other coffee shops, how would you evaluate the Gourmet Café?

- 1. ___ Below average [46:1]
- 2. ___ Average [46:2]
- 3. ___ Above average [46:3]

C7. Have you ever purchased any products at **The Coffee Barn** across the street, opposite to the **Gourmet Café**?

- 1. ___ Yes (**see below**) [47:1]
- 2. ___ No [continue to Question C8] [47:2]

If yes, how would you rate the **Gourmet Café** relative to **The Coffee Barn** on the following characteristics?

For each characteristics (circle appropriate number in each case).

Relative to The Coffee Barn, I would say the (**insert characteristic**) at the **Gourmet Café** is

	Poorer	The Same	Better	
Quality of coffee	1	2	3	[48:#]
Variety of coffee	1	2	3	[49:#]
Pastry selection	1	2	3	[50:#]
Cleanliness of store	1	2	3	[51:#]
Value for price paid	1	2	3	[52:#]
Quality of service	1	2	3	[53:#]
Friendliness of staff	1	2	3	[54:#]
<i>Continued on next page</i>				

Question C7 Continued

For each characteristics (circle appropriate number in each case).

Relative to The Coffee Barn, I would say the **(insert characteristic)** at the **Gourmet Café** is

	Poorer	The Same	Better	
Product knowledge of staff	1	2	3	[55:#]
Atmosphere of store	1	2	3	[56:#]
Temperature in store	1	2	3	[57:#]
Ventilation	1	2	3	[58:#]
Courteousness of staff	1	2	3	[59:#]
Decor of store	1	2	3	[60:#]
Availability of seating	1	2	3	[61:#]

- C8. Would you recommend the Gourmet Café to a friend?
1. Yes [62:1]
2. No [62:2]
- C9. Would you like to see the food menu expanded?
1. Yes **(see below)** [63:1]
2. No [63:2]
3. Doesn't matter [63:3]
- If yes, what changes would you like to see:** _____
- _____.
- C0. Do you normally purchase something to eat with your beverage purchase?
1. Yes [64:1]
2. No [64:2]
- D1. Do you smoke?
1. Yes [65:1]
2. No [65:2]
- D2. How long have you been coming to this Gourmet Café location?
1. For less than a month [66:1]
2. For 1 month to less than 6 months [66:2]
3. For 6 months to 1 year [66:3]
4. For more than 1 year to 2 years [66:4]
5. For more than 2 years to 3 years [66:5]
6. For more than 3 years to 4 years [66:6]
7. For more than 4 years [66:7]

- D3. What is your sex?
1. Male [67:1]
 2. Female [67:2]
- D4. What is your age?
1. Under 20 [68:1]
 2. 20-29 [68:2]
 3. 30-39 [68:3]
 4. 40-49 [68:4]
 5. 50-59 [68:5]
 6. 60 or over [68:6]
- D5. What is your marital status?
1. Single [69:1]
 2. Married/common-law [69:2]
 3. Other [69:3]
- D6. What is your occupation?
1. Homemaker [70:1]
 2. Professional [70:2]
 3. Management/Executive [70:3]
 4. Salesperson [70:4]
 5. Clerical or service worker [70:5]
 6. Tradesperson/Labourer [70:6]
 7. Artist/Entertainer [70:7]
 8. Retired [70:8]
 9. Student [70:9]
 0. Other (specify, if possible): _____ [70:0]
- D7. What is your educational background?
1. Some high school or less [71:1]
 2. Completed high school [71:2]
 3. Vocational/Technical school [71:3]
 4. Some College/University [71:4]
 5. Completed College/University [71:5]
- D8. Where do you currently live?
1. In Canada [72:1]
 2. In the USA [72:2]
 3. In another country [72:3]
- D9. What one type of music/radio program do you like to listen to most often?
1. Rock [73:1]
 2. Jazz [73:2]
 3. Country [73:3]
 4. Classical [73:4]
 5. Alternative/New Age [73:5]
 6. Talk shows [73:6]
- D0. What is your most preferred flavour/type of coffee?
- Most preferred flavour: _____.

- E1. While visiting the Gourmet Café, do you normally
1. ___ talk to friends/co-workers [76:1]
 2. ___ read a newspaper/magazine [76:2]
 3. ___ think/study [76:3]
 4. ___ other - specify: _____ [76:4]
- E2. Are your purchases at the Gourmet Café
1. ___ only for in-store consumption [77:1]
 2. ___ normally for in-store consumption [77:2]
 3. ___ only for take-out [77:3]
 4. ___ normally for take-out [77:4]
 5. ___ equally split between in-store consumption and take-out [77:5]
- E3. Currently the Gourmet Café sells beverages in 3 sizes: Small, Regular, and Large. Do you think any of these size names are confusing to the customers?
1. ___ Yes [78-1]
 2. ___ No [78-2]
- E4. Currently the Gourmet Café sells beverages in 3 sizes: Small, Regular, and Large. Do you think that the Gourmet Café should rename these sizes as Small, Medium, and Large?
1. ___ Yes [79-1]
 2. ___ No [79-2]
- E5. What is the length of your typical visit to the Gourmet Café?
1. ___ Up to 15 minutes [80:1]
 2. ___ 16-30 minutes [80:2]
 3. ___ 31-60 minutes [80:3]
 4. ___ More than 1 hour but not more than 2 hours [80:4]
 5. ___ More than 2 hours but not more than 3 hours [80:5]
 6. ___ More than 3 hours but not more than 4 hours [80:6]
 7. ___ More than 4 hours [80:7]
- E6. Do you have any suggestions for additional items that the Gourmet Café should offer for sale in the store (specify, if any)?:
- _____
- _____
- _____.
- E7. Please provide us with any other comments or suggestions you may have about the Gourmet Café:
- _____
- _____
- _____.

Thank you for completing this questionnaire. Make sure you have completed all of the questions. Please place the completed questionnaire in the box near the cash register.
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