

## The Gourmet Café III - Coding & Advanced Analysis

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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 some 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. A copy of the questionnaire is included in Appendix A.

**Focus:** Parametrics, non-parametrics, coding, pre-coding, post-coding, statistical analysis.

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

### Questions:

1. Define each of the following terms: statistical analysis, mean, median, mode, standard deviation, parametric statistics, non-parametric statistics, coding, pre-coding, post-coding.
2. Provide three examples of parametric techniques. Provide three examples of non-parametric techniques.
3. Provide an example of a statistical technique (parametric and/or non-parametric) that can be used for each of the following scale levels: nominal, ordinal, ordinal-interval, interval, ratio.

4. You design a question that requires a Yes or No response. What scale level(s) underlies (underlie) a question structure of this nature (i.e., two response categories)? What is the definition of an interval scale? Can a question that provides for two response categories be considered one that is collecting interval data? Explain.
5. Explain when each of the following statistical techniques is used: independent t-test, paired t-test, chi-square analysis (test of independence), crosstab analysis, one-way analysis of variance (ANOVA) with independent groups, one-way analysis of variance (ANOVA) with repeated measures, two-way analysis of variance (ANOVA) with one between (subjects) factor and one within (subjects) factor (i.e., repeated measure), multivariate analysis of variance (MANOVA), analysis of covariance, multivariate analysis of covariance (MANCOVA), Spearman rank-order correlation, Pearson product-moment correlation, simple regression, multiple regression, factor analysis, cluster analysis, discriminant analysis, canonical correlation, follow-up test (e.g., Tukey's HSD, Scheffé's test).
6. Import the accompanying Gourmet Café data into SPSS. Note that there are 76 variables occupying the 80 columns (see column code on right side of questionnaire) of the data entry field, with all variables occupying a single column; except Variable 1 (Subject Number), which occupies the first three columns, with values ranging from 101 to 312; Variable 18, which occupies two columns (18-19), and Variable D0, which also occupies two columns (74-75). The open-ended components of Questions C3 and C9 are not coded. The responses to Question D0 were post-coded (see Results in The Gourmet Café II case). In the latter case, even though two data-entry columns were allocated for this variable on the questionnaire, there were no actual double-digit consumption values. The responses to Questions E6 and E7, both open-ended questions, are not coded.  
  
After the data is imported, create the variable names and value labels, etc. for the data set. Make sure the variable names and labels are meaningful. Try using variables names other than just V1 to V80.
7. Carry out a complete descriptive analysis of the data using SPSS (i.e., similar to the Results section provided in The Gourmet Café II case). [If you do not have SPSS or a similar program available, you can carry out most of the analysis required in Questions 7 to 9 using Excel or other spreadsheet. The data set is available in the appropriate format.]
8. Examine the questions in the questionnaire. What other type of analysis would be of interest to the owners of The Gourmet Café? Carry out the analysis using SPSS based on the appropriate statistical technique. Prepare all relevant tables and graphs based on this analysis.
9. Based on the results obtained and the work created in Question 8 above, update the Results and Discussion, Implications, and Recommendations sections of the report prepared in The Gourmet Café II case. Update the conclusion section of the report and any other relevant sections, as well.
10. [a] Now that you are an expert in marketing research, you have been hired to create a questionnaire for a new fastfood restaurant that intends to compete against Wendy's, McDonald's, and Burger King. Develop a questionnaire that investigates consumer perceptions of the marketing offerings of these three companies and the importance

of each of the dimensions of the marketing offerings to consumers. Make sure you also collect information about the consumers themselves (e.g., demographics, attitudinal measures, behavioural measures). You also want to include questions that cover the full range of scale level (i.e., nominal, ordinal, ordinal-interval, interval, and ratio). Make sure you include at least two questions that allow for the collection of ratio data and that contain information that you would want to analyze relative to each other or with ordinal-interval or interval data. Do not exceed 40-45 variables, including the respondent number; in this way, you will only need to create a single SPSS data file to analyze all of the data if you are using a student version of SPSS.

Even though you will probably use the default 8-character or 11-character variable-name width for each variable in SPSS, include the pre-coding column of information along the right side of the questionnaire to provide guidance. Assume the data for each variable only requires one column of space, unless otherwise required. Alternatively, you can replace the column location with the word “Code” and just include the pre-coded value for the response (e.g., [Code:1], [Code:2]). The important concern is that the data entry person needs to know what value to enter for each response. The assumption is that you are having respondents use a hard-copy questionnaire rather than having them directly enter their responses via a computer.

- [b] How will the information collected be analyzed (i.e., type of statistical analysis)? Create fully labelled tables and graphs for the results of each of the questions included in the questionnaire (even though you have yet to collect the data). By creating such tables and graphs and by knowing what type of analysis you plan to carry out, you should be able to avoid any problems trying to analyze and interpret the data collected once the survey is administered (e.g., Did you ask a question in a manner that obtains the information you want? Can the data collected be analyzed in the way you plan?).
- [c] The last task is to create the variable file for SPSS and EXCEL. Using the questionnaire you created, set up the SPSS file by entering the variable name, value labels, etc. for each pre- and post-coded question. In EXCEL, create a dummy file in which you just enter the name for each variable in the first row of the file you will use to enter the raw data.

Once you have completed all of the above tasks, you will be ready to enter the data and analyze the collected data from your survey, if administered.

### **Data Sets**

There are five data links available to access the data files for The Gourmet Café 3 case. These files can be accessed via a separate menu link in Volume 2 of the Marketing Case Tutor and there is a link to each file provided in Table 1 below.

The data from the study have been saved in text (.txt) and EXCEL (.xls) formats. Both formats can be imported into SPSS, after which you can save the imported data as SPSS .sav files. The full data set is available in the .txt and .xls formats. Four limited-variable data sets have been created in .xls format. A list of the various data-set files, along with the included set of variables in each case, is

provided in Table 1. The limited-variable data sets are designed to be used in the student versions of SPSS, which have a limit of 50 variables.

<b>Table 1 Data File Formats and Sequential Content</b>		
<b>Format</b>	<b>File Name</b>	<b>Number of Variables Included</b>
ASCII - .txt	<a href="#">coffeedata-8inch-ascii-txt.txt</a>	ALL (76)
All		
EXCEL - .xls	<a href="#">coffeedata-excel-full-xls.xls</a>	ALL (76)
All		
EXCEL - .xls	<a href="#">coffeedata-excel-cut1-xls.xls</a>	20
Questions included: V1-Subj, A1, A3, A7, A8, A9, B1, B2, B5, B9, C4, C9, C0, D8, D9, D0, E1, E2, E3, E4.		
EXCEL - .xls	<a href="#">coffeedata-excel-cut2-xls.xls</a>	43
Questions included: V1-Subj, A2, A4, A5, A6, A0, B3, B4, B6, B7, B0, C1, C2, C3, C5, C6, C7, C8, D1, D2, D3, D4, D5, D6, D7, E5.		
EXCEL - .xls	<a href="#">coffeedata-excel-cut3-xls.xls</a>	42
Questions included: V1-Subj, A2, A4, A5, A6, A0, B3, B4, B6, B7, B8, B0, C1, C2, C3, C5, C6, C8, D1, D2, D3, D4, D5, D6, D7, E5. [Same as cut2, except B8 omitted and C7 added.]		
EXCEL - .xls	<a href="#">coffeedata-excel-cut4-xls.xls</a>	43
Questions included: V1-Subj, A4, A0, B6, B7, B8, C5, C6, C7, D1, D2, D3, D4, E5.		

All relevant data analyses should be possible by using the various limited-variable data sets appropriately. If the full-version or the GradPack version of SPSS is available, it is more efficient to use the full data-set file. The data files should also be accessible by other spreadsheets (e.g., Quattro Pro) and statistical analyses programs (e.g., SAS).

Data in the .txt format can be imported directly into SPSS (now called PASW) or EXCEL by following the step-by-step process that appears when you indicate that you want to import text (.txt or DOS) data into either of these programs. Essentially, you have to remove any default vertical, arrowhead lines that appear and then insert similar lines between each variable.

For the full-data set, the first line will appear between the third and fourth numbers - the subject number occupies columns 1 to 3. Next, insert a similar line (1) between the 17<sup>th</sup> and 18<sup>th</sup> columns of numbers, (2) between the 19<sup>th</sup> and 20<sup>th</sup> columns of numbers, (3) between the 73<sup>rd</sup> and 74<sup>th</sup> columns of numbers, and then (4) between the 75<sup>th</sup> and 76<sup>th</sup> columns of numbers. Finally, insert such a line between every pair of the remaining numbers (excluding between columns 1 and 2, between columns 18 and 19, and between columns 74 and 75).

While the data set occupies 80 columns (numbers), there are only 76 variables, since columns 1, 2, and 3 are assigned to the subject number (V1-Subj), columns 18 and 19 are assigned to the second part of Question B4 (number of pounds purchased), and columns 74-75 are assigned to Question D0 (the most preferred flavour/type of coffee). Every other variable only requires a single-digit entry.

If one of the limited-variable data sets is being used, the preceding process is the same for the subject number, since it is at the beginning of all files; however, the data for Question B4 may or may not be present in a particular file. If it is, then just remembered that two columns have been allocated for this variable.

When you enter data into SPSS or EXCEL in the manner described, you will have to assign a variable name to each variable. In SPSS, you will enter such names via the Variable View template, once the data has been imported. In EXCEL, once the data is entered, insert a blank row above the start of the data (i.e., above cell A1). You can then use this blank row to enter the appropriate variable name for each variable, leaving the alphabetic column headings as provided by EXCEL (i.e., A to Z, BA to BZ, etc.). The list of currently assigned variable names is provided in Table 2. While you will probably prefer to import the data into SPSS and EXCEL using the .xls files, you might want to try importing the .txt data into both products, just to become familiar with the approach.

If you only have a student version of SPSS, you can only analyze up to 50 variables at a time. Thus, in order to analyze all of the data, you will have to split the file in terms of the number of variables within each file created. This has already been done for the EXCEL (.xls) data files provided with the case. You can also use the full versions of the EXCEL and the ASCII (.txt) files to selectively delete variables; just remember to give the a newly created, reduced file a unique name so that you do not destroy the original file.

When you try to access and open the .txt data file directly in a text editor (e.g., Wordpad or Notepad), if the numbers do not line up in straight columns, highlight the set of numbers and change the font type to Courier or New Courier. If the data for each respondent does not remain on a single row, change the font size to 10. If the data for each respondent still does not remain on a single line, change the left and right margins to 0.25 inches. If you carry out the last task, you can actually change the font size to 12 so that the entire row is filled with the data from a single respondent.

Finally, when you click on the link for the ASCII (.txt) file, the file should open in a browser. You can just save the file as is, since it will have a .txt file extension. Alternatively, you can highlight the set of data and copy and paste it into a text editor. If the data does not line up properly, follow the steps described above. However, if the .txt file opens within the main frame of the Marketing Case Tutor, just copy and paste the data into Notepad and save the file. The data should line up correctly in Notepad.

Question	Variable Name	Column	Question	Variable Name	Column	Question	Variable Name	Column
Survey #	V1-Subj	1-3	.	V30B8x	30	.	V56C7x	56
A1	V4A1	4	.	V31B8x	31	.	V57C7x	57
A2	V5A2	5	.	V32B8x	32	.	V58C7x	58
A3	V6A3	6	.	V33B8x	33	.	V59C7x	59
A4	V7A4	7	.	V34B8x	34	.	V60C7x	60
A5	V8A5	8	.	V35B8x	35	.	V61C7x	61
A6	V9A6	9	.	V36B8x	36	C8	V62C8	62
A7	V10A7	10	.	V37B8x	37	C9	V63C9	63
A8	V11A8	11	.	V38B8x	38	C0	V64C0	64
A9	V12A9	12	B9	V39B9	39	D1	V65D1	65
A0	V13A0	13	B0	V40B0	40	D2	V66D2	66
B1	V14B1	14	C1	V41C1	41	D3	V67D3	67
B2	V15B2	15	C2	V42C2	42	D4	V68D4	68
B3	V16B3	16	C3	V43C3	43	D5	V69D5	69
B4	V17B4	17	C4	V44C4	44	D6	V70D6	70
.	V18B4x	18-19	C5	V45C5	45	D7	V71D7	71
B5	V20B5	20	C6	V46C6	46	D8	V72D8	72
B6	V21B6	21	C7	V47C7	47	D9	V73D9	73
.	V22B6x	22	.	V48C7x	48	D0	V74D0	74-75
B7	V23B7	23	.	V49C7x	49	E1	V76E1	76
.	V24B7x	24	.	V50C7x	50	E2	V77E2	77
B8	V25	25	.	V51C7x	51	E3	V78E3	78
.	V26	26	.	V52C7x	52	E4	V79E4	79
.	V27	27	.	V53C7x	53	E5	V80E5	80
.	V28	28	.	V54C7x	54			
.	V29	29	.	V55C7x	55			

Notes. Questions with multiple components are indicated by a 'dot' for the second and additional components to the question and include an "x" in the variable name for such components.

## APPENDIX A

### 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) |

	<b>P</b>	<b>F</b>	<b>G</b>	<b>VG</b>	<b>E</b>
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):

	<b>Poor</b>	<b>Fair</b>	<b>Good</b>	<b>Very Good</b>	<b>Excellent</b>	
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 . . . .

	<b>Poorer</b>	<b>The Same</b>	<b>Better</b>	
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 . . . .

	<b>Poorer</b>	<b>The Same</b>	<b>Better</b>	
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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