The French Press Survey

**Screener Questions**

1. What is your household income?
2. How old are you?

**Closed-Ended Questions**

1. How is the quality of the coffee at The French Press?
   1. Excellent
   2. Good
   3. Neutral
   4. Bad
   5. Terrible
2. How is the staff at The French Press?
   1. Excellent
   2. Good
   3. Neutral
   4. Bad
   5. Terrible
3. How is the quality of the food at The French Press?
   1. Excellent
   2. Good
   3. Neutral
   4. Bad
   5. Terrible

**Open-Ended Questions**

1. What influences your choice of what coffee shop to go to?
2. Are there any products you think need to be added to The French Press’ menu?
3. What does the competition do better than The French Press?

**Demographics Questions**

1. What city do you live in?
2. What is your education level?