

Pizza Study Design

Questionnaires

(Deonna's Pizza)

February, 2023

To serve our community better as a small pizza restaurant, we would like to know what you think in the following 10 questions:

Q1. How old are you?

- A. <20
- B. <30
- C. <40
- D. <50
- E. <60
- F. >60

Q2. What is your occupation?

- A. Student
- B. Teacher
- C. Government official
- D. Lawyer
- E. Doctor
- F. Technicians
- G. Service Industry (Finance, Food, Public service...)
- H. Others (please specify)

Type here for "Others":

Q3. In the following selection, what is your favorite pizza place? (Choose one)

- A. Pizza King
- B. Domino's
- C. Cosco's
- D. Pizza Hut
- E. Little Cesares

Q4. Why "Answer from Q1" is your favorite pizza place? (Choose one or more, if apply)

- A. Price
- B. Pizza flavor
- C. Pizza quality
- D. Free Delivery
- E. Side choices
- F. Topping choices
- G. Others (please specify below)

Type here for “Other” reasons:

Q5. How often do you eat pizza in the past year?

- A. Once a year
- B. Twice a year
- C. Three times a year
- D. Four times a year
- E. Once a month
- F. Once every other week
- G. Once a week
- H. More than once a week

Q6. How important is it to you to have healthy ingredients in pizza?

- A. Not important at all
- B. Not very important
- C. Neutral
- D. Somewhat important
- E. Very important

Q7. For you, what is considered as a healthy pizza? (Choose one or more, if apply)

- A. Meat
- B. Gluten-free crust
- C. Dairy-free cheese
- D. Organic ingredients
- E. Veggie (toppings)
- F. Veggie (sides)
- G. Fruit (toppings)
- H. Fruit (sides)
- I. Others (please specify)

Type here for Others:

Q8. What is the maximum price you would consider to purchase for a small size pizza (i.e. 8 inches in diameter)?

Type here:

Q9. What is the maximum price you would consider to purchase for a medium size pizza (i.e. 10 inches in diameter)?

Type here:

Q10. What is the maximum price you would consider to purchase for a large size pizza (i.e. 14 inches in diameter)?

Type here:

Thank you very much for participating in this survey. Your feedback is very important for us to serve the community better as a pizza maker!