

Section 1 of 6

## Market research into a cooking application

This research is looking into student's habits when cooking and using cookery applications. The data will be used to influence decisions around the marketing of a new app.

You must be a student to complete this questionnaire.

Your answers will be completely anonymous and will remain anonymous throughout the research.

Throughout this questionnaire you will be asked a range of questions regarding lifestyle focusing on eating and cookery habits, if you feel uncomfortable answering any questions please leave them blank.

After section 1

Continue to next section

Section 2 of 6

## Information

If you are willing to take part in this survey please read the statements below carefully. If you would like more information before deciding to participate to this survey please contact rea524@york.ac.uk.

Participation to this questionnaire is completely voluntary. You may stop this questionnaire at any time and click off without giving a reason

Data will be treated with full anonymity and will not be identifiable as your own.

I understand the information I have been given and wish to continue \*

☐ YES

After section 2

Continue to next section

Section 3 of 6

## Section 1

This section focuses on your habits when cooking and using recipies

What level of study are you currently?

☐ Secondary school

☐ college/sixth-form

☐ undergraduate degree

☐ Post graduate degree

How often do you cook?

☐ few times a day

☐ once a day

☐ few times a week

☐ few times a month

☐ Never

Where do you tend to find recipes? (Pick as many as are appropriate)

☐ Online

☐ In a book

☐ A app

☐ In a newspaper/magazine

☐ I don't follow recipes

Would you consider downloading a cooking app?

☐ yes

☐ No

☐ maybe

☐ I have already got cookery apps downloaded

If no, please explain

Long answer text

What cookery apps have you heard of?

Short answer text

What cookery apps if any have you downloaded?

Short answer text

After section 3

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Section 4 of 6

## Section 2

This section focuses on your habits while cooking

What meal of the day are you most likely to use a recipe?

☐ Breakfast

☐ Lunch

☐ Dinner

Do you tend to batch cook?

☐ Yes

☐ No

Is price a big factor in what you cook?

☐ yes

☐ No

☐ unsure

Do you tend to plan your meals in advance?

☐ Yes - every day

☐ yes - Few times a week

☐ occasionally

☐ rarely

☐ No - never

When looking for recipe/meal ideas do you look for ones specifically targeted towards students?

☐ yes

☐ no

☐ sometimes

Do you and your friends/family share recipes and talk about what you cook?

☐ Yes

☐ occasionally

☐ No

After section 4

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Section 5 of 6

## Section 3

This section focuses on marketing styles

What way are you likely to become aware of a new app? (please choose as many as appropriate)

☐ Advertising through social media

☐ Word of mouth

☐ flyers/posters

☐ TV advertising

☐ podcasts

☐ public engagements

☐ searching on app store

☐ Other...

Out of the options above, which one do you think has the biggest impact? and why?

Long answer text

After section 5

Continue to next section

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## Thank you so much for taking the time to complete this survey

Description (optional)