**PRICING INFORMATION:**

* **SEE “DOUGHNUT INFO” TAB, COLUMN E, FOR PRICES OF INDIVIDUAL DOUGHNUTS**
* **SEE “LABELS” OR “DOUGHNUT INFO” TAB FOR DOUGHNUT NUMBERING**
* **$0.30 UPCHARGE FOR ANY SPECIALTY DOUGHNUTS PICKED IN A DOZEN, 3-PACK, OR 6-PACK (#9 or 16 or 18-20 or 22-23 or 25-27 or 34)**
* **$13.49 FOR ORIGINAL GLAZED DOZEN (#28)**
* **$9.98 FOR ORIGINAL GLAZED 6-PACK (#28)**
* **$4.99 FOR ORIGINAL GLAZED 3-PACK (#28)**

**Scenario**

**4 assorted**

**4 original glazed**

**1 3pck glazed = 4.99**

**1 = 1.69**

**1 3 pack assorted = 5.49**

**1 = 1.69**

**== 13.86**

**10.98 + 1.69 + 1.69 = 14.36**

* **$15.49 FOR ASSORTED DOZEN (CAN INCLUDE ANY DOUGHNUTS #1-35 or 44; CAN INCLUDE 0-11 COUNT OF #28)**
* **$5.49 FOR ASSORTED 3-PACK (CAN INCLUDE ANY DOUGHNUTS #1-35 or 44; CAN INCLUDE 0-2 COUNT OF #28)**
* **$10.98 FOR ASSORTED 6-PACK (CAN INCLUDE ANY DOUGHNUTS #1-35 or 44; CAN INCLUDE 0-5 COUNT OF #28)**
* **$9.39 FOR SPECIALTY+ 4-PACK (#43 OR 45-47)**
* **$2.49 FOR 2 MINIS (#36-42)**
* **$13.99 FOR 16 ORIGINAL GLAZED MINIS (#36)**
* **$15.99 FOR 16 ASSORTED MINIS (CAN INCLUDE ANY MINIS #36-42; CAN INCLUDE 0-15 COUNT OF #36)**

|  |  |  |  |
| --- | --- | --- | --- |
| A1 | Please enter the number of each doughnut you would buy in a TYPICAL TRIP to KRISPY KREME. If there are any you wouldn’t buy, just leave these at 0. You can buy as many doughnuts as you want or none.  *Please scroll to view all the doughnuts before making your selection. Feel free to change your selection at any time before clicking the Next button.* | | Numerical fill-in |
|  | | # WOULD BUY | |
| 1 | **[Insert doughnuts]** | \_\_\_\_\_ | |
| Notes: Please set numeric fill-in at 0 | | | |

PART B: Seasonal Doughnut Purchasing

|  |
| --- |
| You’re doing a great job with our survey. Thank you!  Now we’d like to ask you about purchasing doughnuts at KRISPY KREME that are available ONLY DURING SPECIFIC SEASONS. |

**PROGRAMMER: RANDOMIZE ORDER IN WHICH B1 AND B2 ARE SHOWN. WITH EACH OPTION, SHOW IMAGE FROM THE “IMAGES FOR B1-B2” FILE, COLUMN C. WHEN A DOUGHNUT IS HOVERED OVER, SHOW ITS DESCRIPTION FROM COLUMN D.**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| B1 | How likely are you to purchase these doughnuts during the FALL OR WINTER if available at Krispy Kreme? Hover over to see a description for each doughnut.  Please provide an answer for each item. | | | | | Vertical carousel grid | |
|  | | Definitely will | Probably will | Might or might not | Probably will not | | Definitely will not |
|  | | 1 | 2 | 3 | 4 | | 5 |
| 1 | Maple Iced Bar | ⭘ | ⭘ | ⭘ | ⭘ | | ⭘ |
| 2 | Cinnamon Swirl | ⭘ | ⭘ | ⭘ | ⭘ | | ⭘ |
| 3 | Dutch Apple Pie Filled | ⭘ | ⭘ | ⭘ | ⭘ | | ⭘ |
| 4 | Ghirardelli Salted Caramel Filled | ⭘ | ⭘ | ⭘ | ⭘ | | ⭘ |
| 5 | Caramel Coffee Kreme | ⭘ | ⭘ | ⭘ | ⭘ | | ⭘ |
| 6 | Carrot Cake | ⭘ | ⭘ | ⭘ | ⭘ | | ⭘ |
| 7 | Banana Caramel Cake | ⭘ | ⭘ | ⭘ | ⭘ | | ⭘ |
| 8 | Maple Cake | ⭘ | ⭘ | ⭘ | ⭘ | | ⭘ |
| Notes: Show image for each next to its name; randomize order shown. | | | | | | | |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| B2 | How likely are you to purchase these doughnuts during the SPRING OR SUMMER if available at Krispy Kreme? Hover over to see a description for each doughnut.  Please provide an answer for each item. | | | | | Vertical carousel grid | |
|  | | Definitely will | Probably will | Might or might not | Probably will not | | Definitely will not |
|  | | 1 | 2 | 3 | 4 | | 5 |
| 1 | Peach Fritter | ⭘ | ⭘ | ⭘ | ⭘ | | ⭘ |
| 2 | Banana Pudding Filled | ⭘ | ⭘ | ⭘ | ⭘ | | ⭘ |
| 3 | Strawberries and Kreme Filled | ⭘ | ⭘ | ⭘ | ⭘ | | ⭘ |
| 4 | Coconut Cake | ⭘ | ⭘ | ⭘ | ⭘ | | ⭘ |
| 5 | Key Lime Pie Filled | ⭘ | ⭘ | ⭘ | ⭘ | | ⭘ |
| 6 | S’mores Fudge Cake | ⭘ | ⭘ | ⭘ | ⭘ | | ⭘ |
| 7 | Lemon Cake | ⭘ | ⭘ | ⭘ | ⭘ | | ⭘ |
| 8 | Strawberry Lemonade Glazed Doughnut | ⭘ | ⭘ | ⭘ | ⭘ | | ⭘ |
| 9 | Blueberry Cheesecake Filled | ⭘ | ⭘ | ⭘ | ⭘ | | ⭘ |
| 10 | Honeycomb | ⭘ | ⭘ | ⭘ | ⭘ | | ⭘ |
| Notes: Show image for each next to each’s name; randomize order shown. | | | | | | | |

PART C: Pack Size Purchasing

|  |
| --- |
| Now we would like to ask you about DIFFERENT WAYS in which doughnuts can be bought at KRISPY KREME. This includes doughnuts, twists, fritters, cinnamon rolls, and bars/long johns. We’ll refer to all these items as “doughnuts” for the rest of the survey. |

|  |  |  |
| --- | --- | --- |
| C1 | In which ways have you purchased doughnuts at KRISPY KREME?  Please select all that apply. | Select all |
|  | **Mini Doughnuts (minimum pack size of 2) [header only]** | |
| 1 | 2-count of minis | |
| 2 | 16-count of minis | |
| 3 | Other multiples of 2 (4, 6, 8, etc.) | |
|  | **Regular-Sized Doughnuts [header only]** | |
| 4 | Individual / Single doughnuts | |
| 5 | 3-pack of original glazed | |
| 6 | 3-pack of assorted | |
| 7 | 4-pack of specialty items (e.g., cinnamon rolls, fritters, etc.) | |
| 8 | 6-pack of original glazed | |
| 9 | 6-pack of assorted | |
| 10 | 1 dozen or more original glazed | |
| 11 | 1 dozen or more assorted | |
| Notes: randomize groups, but do not randomize within groups | | |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| C2 | How likely are you to purchase doughnuts in these ways during the coming year at Krispy Kreme? Please provide an answer for each item. | | | | | Grid | |
|  | | Definitely will | Probably will | Might or might not | Probably will not | | Definitely will not |
|  | | 1 | 2 | 3 | 4 | | 5 |
|  | **Mini Doughnuts (minimum pack size of 2) [header only]** |  |  |  |  | |  |
| 1 | 2-count of minis | ⭘ | ⭘ | ⭘ | ⭘ | | ⭘ |
| 2 | 16-count of minis | ⭘ | ⭘ | ⭘ | ⭘ | | ⭘ |
| 3 | Other multiples of 2 (4, 6, 8, etc.) | ⭘ | ⭘ | ⭘ | ⭘ | | ⭘ |
|  | **Regular-Sized Doughnuts [header only]** |  |  |  |  | |  |
| 4 | Individual / Single doughnuts | ⭘ | ⭘ | ⭘ | ⭘ | | ⭘ |
| 5 | 3-pack of original glazed | ⭘ | ⭘ | ⭘ | ⭘ | | ⭘ |
| 6 | 3-pack of assorted | ⭘ | ⭘ | ⭘ | ⭘ | | ⭘ |
| 7 | 4-pack of specialty items (e.g., cinnamon rolls, fritters, etc.) | ⭘ | ⭘ | ⭘ | ⭘ | | ⭘ |
| 8 | 6-pack of original glazed | ⭘ | ⭘ | ⭘ | ⭘ | | ⭘ |
| 9 | 6-pack of assorted | ⭘ | ⭘ | ⭘ | ⭘ | | ⭘ |
| 10 | 1 dozen or more original glazed | ⭘ | ⭘ | ⭘ | ⭘ | | ⭘ |
| 11 | 1 dozen or more assorted | ⭘ | ⭘ | ⭘ | ⭘ | | ⭘ |
| Notes: show in same order as C1 | | | | | | | |

PART D: General Krispy Kreme Purchasing

|  |
| --- |
| Thank you for continuing to fill out our survey!  We have a few more questions about purchasing DOUGHNUTS at KRISPY KREME. Remember, this includes doughnuts, twists, fritters, cinnamon rolls, and bars/long johns. |

|  |  |  |
| --- | --- | --- |
| D1 | When purchasing doughnuts at Krispy Kreme, who do you TYPICALLY purchase for?  Please select all that apply. | Select all |
| 1 | Just myself | |
| 2 | Spouse / significant other / partner | |
| 3 | Family with children under 6 | |
| 4 | Family with children 6-12 | |
| 5 | Family with children 13-17 | |
| 6 | Family with children 18+ | |
| 7 | Work colleagues | |
| 8 | Friends | |
| 9 | Parents or other relatives | |
| 95 | Other: \_\_\_\_\_\_ | |
| Notes: randomize; anchor 1 at top and 95 at bottom; group 3-6 and do not randomize within | | |

*Analysis note: Create nets for Self Only, Self + Others, and Others Only in the Quantum tabs*

|  |
| --- |
| For the remainder of our survey, please keep in mind whoever you typically buy doughnuts for, which may be yourself and/or others. |

|  |  |  |
| --- | --- | --- |
| D2 | Do you decide which doughnuts to buy at Krispy Kreme BASED ON THE SEASON (winter, spring, summer, fall)? | Select one |
| 1 | I buy the same doughnuts regardless of the season | |
| 2 | I sometimes buy different doughnuts based on the season, but I don’t always pay attention to it | |
| 3 | I usually buy different doughnuts in different seasons | |
| Notes: randomize 1 and 3, anchor 2 in the middle | | |

|  |  |  |
| --- | --- | --- |
| D3 | Do you decide which doughnuts to buy at Krispy Kreme BASED ON THE HOLIDAY? | Select one |
| 1 | I buy the same doughnuts regardless of the holiday | |
| 2 | I sometimes buy different doughnuts based on the holiday, but I don’t always pay attention to it | |
| 3 | I usually buy different doughnuts for different holidays | |
| 99 | I don’t buy doughnuts for any holidays | |
| Notes: randomize 1 and 3 in same order as D2, anchor 2 in the middle and 99 at the end | | |

|  |  |  |
| --- | --- | --- |
| D4 | How often do you typically buy doughnuts from Krispy Kreme? | Select one |
| 1 | More than once per week | |
| 2 | Once per week | |
| 3 | 2-3 times per month | |
| 4 | Once per month | |
| 5 | Once every 2-3 months | |
| 6 | 2-3 times per year | |
| 7 | Once per year | |
| 8 | Less often than once per year | |
| Notes: | | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| D5 | Please indicate where or how you…have EVER bought Krispy Kreme doughnutsbuy Krispy Kreme doughnuts MOST FREQUENTLY | | | Grid |
|  | | EVER BOUGHT | MOST FREQUENTLY BOUGHT | |
| 1 | Go to Krispy Kreme and order while there | 🞏 | ⭘ | |
| 2 | Order online for PICKUP at Krispy Kreme | 🞏 | ⭘ | |
| 3 | Order online for DELIVERY from Krispy Kreme | 🞏 | ⭘ | |
| 4 | Purchase from a grocery store or convenience store | 🞏 | ⭘ | |
| Notes: randomize rows; first column is Select All and second column is Select One | | | | |

|  |  |  |
| --- | --- | --- |
| D6 | For which occasions do you typically buy doughnuts from KRISPY KREME?  Select all that apply | Select all |
|  | **Special Occasions [header only]** | |
| 1 | Birthdays | |
| 2 | Anniversaries | |
| 3 | Showers / Gender reveals | |
| 4 | Weddings | |
| 5 | Valentine’s Day | |
| 6 | Fat Tuesday | |
| 7 | St. Patrick’s Day | |
| 8 | Easter / Spring | |
| 9 | Mother’s Day | |
| 10 | Father’s Day | |
| 11 | Sweetest Day | |
| 12 | Halloween | |
| 13 | Thanksgiving | |
| 14 | Chanukah | |
| 15 | Christmas | |
| 16 | New Year’s | |
| 17 | Graduations | |
| 18 | Fourth of July / Independence Day | |
| 95 | Some other special occasion | |
|  | **Other Occasions [header only]** | |
| 19 | Picnics / BBQs | |
| 20 | Reward / Treat | |
| 21 | Super Bowl Sunday | |
| 22 | Other sporting events | |
| 96 | Some other occasion | |
|  | **Non-Specific Occasions [header only]** | |
| 23 | Part of my routine | |
| 24 | Just when I have a craving | |
| 25 | Just when someone asks for them | |
| 26 | When it’s my turn to bring something sweet | |
| 27 | When I drive by / see the company / see products in store | |
| 28 | To get hot doughnuts / when the Hot Light is on | |
| 29 | Just when I have a coupon / discount offer | |
| 30 | To try new and/or limited-time-only products | |
| 97 | Other | |
| Notes: randomize groups and items within groups; anchor Special Occasions group at top; keep 21-22 together and do not randomize within; anchor 95, 96, 97 within each group | | |

Part Z: Demographics

|  |  |  |
| --- | --- | --- |
| Z1 | Please select the fourth answer choice. | Select one |
| 1 | Extremely important | |
| 2 | Very important | |
| 3 | Somewhat important | |
| 4 | Not very important | |
| 5 | Not at all important | |
| Notes: | | |

|  |
| --- |
| You’re almost finished! Please answer these last questions about yourself. |

|  |  |  |
| --- | --- | --- |
| Empl | Which best describes your current employment? | Select one |
| 1 | Employed in a part-time position | |
| 2 | Employed in a full-time position | |
| 3 | Retired | |
| 4 | Unemployed / Not working currently | |
| 5 | Stay-at-home parent / Caregiver for my family | |
| 6 | Student | |
| Notes: | | |

**PROGRAMMER: SHOW RACE AND ETHNICITY ON THE SAME SCREEN**

|  |  |  |
| --- | --- | --- |
| Race | How would you describe yourself? | Select one |
| 1 | White / Caucasian | |
| 2 | Black / African American | |
| 3 | American Indian / Alaska Native | |
| 4 | Asian / Pacific American | |
| 5 | Mixed Race | |
| 95 | Other | |
| Notes: | | |

|  |  |  |
| --- | --- | --- |
| Ethnicity | Are you Spanish/Hispanic/Latino? | Select all |
| 1 | Yes, Mexican, Mexican American, or Chicano | |
| 2 | Yes, Puerto Rican | |
| 3 | Yes, Cuban | |
| 4 | Yes, Other Spanish, Hispanic, Latino | |
| 99 | No, Not Spanish, Hispanic, Latino | |
| Notes: 99 is exclusive | | |

|  |  |  |
| --- | --- | --- |
| Marital | Please indicate your marital status. | Select one |
| 1 | Single | |
| 2 | Have a significant other, but are not married | |
| 3 | Married / Domestic partnership | |
| 4 | Divorced / widowed / separated | |
| Notes: | | |

|  |  |  |
| --- | --- | --- |
| Kids | Are there children under 18 currently living in your household? | Select one |
| 1 | Yes | |
| 2 | No | |
| Notes: | | |

|  |  |  |
| --- | --- | --- |
| KidsAge | In which age group(s) are your child(ren)? | Select all |
| 1 | Under 6 years old | |
| 2 | 6 to 12 years old | |
| 3 | 13 to 17 years old | |
| Notes: ask only if Kids=1 | | |

|  |  |  |
| --- | --- | --- |
| Income | Please indicate your annual household income range. | Select one |
| 1 | Under $25,000 | |
| 2 | $25,000 - $49,999 | |
| 3 | $50,000 - $74,999 | |
| 4 | $75,000 - $99,999 | |
| 5 | $100,000 - $199,999 | |
| 6 | $200,000 or more | |
| 99 | Do not wish to reply | |
| Notes: | | |

**PROGRAMMER: ADD HIDDEN FIELD FOR INCOME:**

* **LOW INCOME = 1-2**
* **MEDIUM INCOME = 3-4**
* **HIGH INCOME = 5-6**

|  |  |  |
| --- | --- | --- |
| Geotype | In which type of area do you live? | Select one |
| 1 | Urban / city center / downtown | |
| 2 | Suburban | |
| 3 | Rural / country | |
| Notes: | | |

**THANK & END SURVEY**