

Hot Tea Research

Hot Tea Outlet Telephone Questionnaire

Switchboard: Good morning/afternoon,

S1 Can I just check do you sell / serve hot tea and hot coffee at this location?

Items	Yes	No
A. Hot tea		
B. Hot coffee		

S2 And what type of establishment is this?

IF PERSON IS UNSURE WHAT YOU MEAN, THEN PROMPT FROM THE FOLLOWING LIST. AN ANSWER MUST BE OBTAINED EVEN IF YOU USE THE CLASSIFICATION PROVIDED BY THE DATABASE

Sector	Tick one box only
A. Hotel (50+ beds)	
B. Full service restaurant – traditional / European	
C. Independent cafe, tea shop, coffee shop, incl. small, local chain	
D. Office (employing more than 100 people at that location)	
E. Factory (employing more than 100 people at that location)	

IF SELLS HOT TEA, CONTINUE, OTHERWISE THANK AND CLOSE.

Keep records of screen outs – separate.

S3 Can I speak to the person responsible for selecting the types of tea and coffee that are sold / drunk at this establishment? He / she will probably be either the Food & Beverages Manager or the Catering Manager?

Potential respondent: Good morning/afternoon, my name is _____ and I am calling on behalf of a leading supplier of tea. We are undertaking research to gain a better understanding of their business customers and to investigate how they can improve the quality of their service. This is not a sales call.

S4 Can I confirm are you the person who is primarily responsible for selecting the types of tea & coffee that are sold / drunk at this establishment?

- A. Yes **CONTINUE WITH INTRODUCTION**
 B. No **THANK AND END**
 C. Refused **THANK AND END**

Introduction to main interview:

1 Which of the following types of tea and coffee do you sell / serve at this establishment?

Tea/coffee type sold / served	TICK ANY
A. Standard tea (e.g. Assam tea)	
B. Speciality tea (e.g. flavoured tea)	
C. Instant coffee	
D. Fresh coffee (coffee made from ground beans)	

2 When people who work here want to have a drink of tea or coffee, what are the most common ways they go about it?

PROMPT FROM LIST BELOW IF NEEDED.

Sources	TICK ANY
A. They buy it from outside the premises to drink here	
B. Get it from vending machines on the premises	
C. They make it themselves in or close to where they work	
D. It is provided from a trolley at "tea breaks"	
E. They use the office canteen / restaurant	
F. Other options ((WRITE IN)	

3 Where tea or coffee is available on the premises for people who work here, do they have to pay for it themselves, is it subsidised or is it provided free by the company?

Sources	TICK ANY
A. Pay for it themselves	
B. Subsidised by the company	
C. Provided free by the company	

4 How much do you charge for the following, based on a standard sized cup of tea or coffee?

Tea / coffee	Price per standard cup
A. Standard tea (e.g. Assam tea)	
B. Speciality tea (e.g. flavoured tea)	
C. Fresh coffee	
D. Cappuccino	

Q5 IS KEY AND EVERY EFFORT MUST BE MADE TO ANSWER IT. IF THEY CANNOT ANSWER Q5 THEN CONTINUE WITH Q6, ELSE SKIP TO Q8

- 5 How many kilos of each of the following types of tea are bought in a month to sell / serve hot tea at this establishment?

	Weight in Kg
A. Tea bags supplied in bulk (cartons, bags etc)	
B. Individually wrapped tea bags (e.g. paper envelopes)	
C. Loose leaf tea	

IF UNABLE TO GIVE THE ANSWER IN KILOS IN Q5, ASK Q6 AND Q7, ELSE SKIP TO Q10

- 6 Alternatively, how many packets of each type of the following types of tea would you buy in a month and what is the weight in grams of a packet?

	Number of packets	Packet weight in grams
A. Tea bags supplied in bulk (cartons, bags etc)		
B. Individually wrapped tea bags (e.g. paper envelopes)		
C. Loose leaf tea		

- 7 For each of the following types of tea, how much do you spend per month to sell / serve hot tea at this establishment?

	Amount
A. Tea bags supplied in bulk (cartons, bags etc)	
B. Individually wrapped tea bags (e.g. paper envelopes)	
C. Loose leaf tea	

- 8 About how much per kilo does each of these types of tea cost that you buy in?

	Cost per Kg
A. Tea bags supplied in bulk (cartons, bags etc)	
B. Individually wrapped tea bags (e.g. paper envelopes)	
C. Loose leaf tea	

IF CANNOT ANSWER Q8 ASK Q9, ELSE SKIP TO Q10

- 9 If you don't know what the cost per kilo is, what is the cost per packet and what is the weight in grams of packet for each of the following types of tea?

	Cost per packet	Packet weight in grams
A. Tea bags supplied in bulk (cartons, bags etc)		
B. Individually wrapped tea bags (e.g. paper envelopes)		
C. Loose leaf tea		

- 10 What brands of tea and coffee do you mainly buy from your suppliers?

	Main Brands Bought
Tea	
Coffee	

- 11 Which individuals by job function determine which types of tea are sold / served at this establishment?
- 12 Who, by job function finally decides which supplier gets the order for tea?

Job functions	Q11 Specification	Q12 Final decision
Catering Manager		
Facilities Manager		
Food and Beverage Manager		
General Manager		
Kitchen / Canteen Manager		
Managing Director		
Operations Manager		
Owner / Partner		
Purchasing Director / Manager / Team		
Restaurant Manager		
Others (WRITE IN)		

- 13 What types of companies do you buy most of your tea from?

PROMPT FROM LIST IN TABLE BELOW

Types of suppliers	Tick any
A. General food & drink wholesaler	
B. Specialist tea & coffee wholesaler	
C. Cash & Carry	
D. Supermarket	
E. Others (WRITE IN)	

- 14 What are the names of the companies from whom you buy most of your tea?

ASK FOR THE CORRECT SPELLING OF ANY NAMES GIVEN

ASK Q15 ONLY IF "YES" AT S1A AND S1B, ELSE SKIP TO Q16

- 15 When you order tea or coffee from your suppliers, do they mainly deliver the tea and coffee separately from one another or together?

- A. Mainly separately
B. Mainly together

ASK ALL

- 16 Do they deliver the tea and coffee with other items?

- A. Yes
B. No

- 17 Apart from supplying cheaper priced tea, what could your suppliers do to help you sell / serve more tea?

NOTE DOWN VERBATIM ANSWER IN FULL

READ OUT:

I just have a few more questions for classification purposes which can be answered very quickly.

18 How many people are employed full time at this establishment?

_____ NUMBER

TRY TO OBTAIN A NUMBER BUT IF RESPONDENT IS UNABLE TO, THEN PROMPT FROM LIST BELOW. IF A NUMBER IS GIVEN, THEN ALSO ENTER THE RESPONSE IN THE CORRECT CATEGORY IN THE TABLE

Employees	TICK ONE BOX ONLY
A. 0 to 4	
B. 5 to 9	
C. 10 to 19	
D. 20 to 49	
E. 50 to 99	
F. 100 to 249	
G. 250 to 499	
H. 500 to 999	
I. 1,000 +	

ASK Q19 OF ALL HOTELS - CLASSIFIED AS "A" AT S2

19 How many beds does this hotel have?

_____ NUMBER

TRY TO OBTAIN A NUMBER BUT IF RESPONDENT IS UNABLE TO, THEN PROMPT FROM LIST BELOW. IF A NUMBER IS GIVEN, THEN ALSO ENTER THE RESPONSE IN THE CORRECT CATEGORY IN THE TABLE

Beds	TICK ONE BOX ONLY
50 to 99	
100 to 249	
250 to 499	
500 to 999	
1,000 +	

ASK Q20 OF ALL HOTELS - CLASSIFIED AS "A" AT S2

20 What was the occupancy rate overall for last year (2009)? _____ %

ASK ALL

21 If hotels are classified using a five star system and restaurants a five rosette system, where 5 is best, how would you classify this establishment in terms of the quality of food and drink and the service provided?

Worst 1 2 3 4 5 best

- 22 Thinking of the areas where food and drink is served, how many place sittings does this establishment have?

_____ NUMBER

TRY TO OBTAIN A NUMBER BUT IF RESPONDENT IS UNABLE TO, THEN PROMPT FROM LIST BELOW. IF A NUMBER IS GIVEN, THEN ALSO ENTER THE RESPONSE IN THE CORRECT CATEGORY IN THE TABLE

Place sittings	TICK ONE BOX ONLY
0	
1 to 9	
10 to 49	
50 to 99	
100 to 199	
200 to 299	
300 to 399	
400 to 499	
500 to 749	
750 to 1,000	
1,000+	

- 23 If you include self-service, if applicable, how many covers would be served at this establishment in a typical week?

NOTE: ONE PERSON SERVED LUNCH AND DINNER IS TWO COVERS, NOT ONE.

_____ NUMBER

TRY TO OBTAIN A NUMBER BUT IF RESPONDENT IS UNABLE TO, THEN PROMPT FROM LIST BELOW. IF A NUMBER IS GIVEN, THEN ALSO ENTER THE RESPONSE IN THE CORRECT CATEGORY IN THE TABLE

Covers	TICK ONE BOX ONLY
Less than 50	
50 to 99	
100 to 199	
200 to 299	
300 to 399	
400 to 499	
500 to 749	
750 to 999	
1,000 to 1,249	
1,250 to 1,499	
1,500 to 1,749	
1,750 to 1,999	
2,000 to 2,499	
2,500 to 2,999	
3,000 to 3,999	
4,000 to 4,999	
5,000 +	

THANK AND CLOSE