Subscription Box Industries

Start of Block: Intro Block

\* Hello, we are MBA students at the University of Illinois at Urbana-Champaign. We are conducting market research for a Marketing Insights class project. This survey should take no longer than 5 minutes. All of your individual responses will remain confidential, so please take your time and answer honestly. You may exit the survey at any time.

Q44 Are you a customer of SB Recycling?

* Yes (1)
* No (2)

Skip To: Q1 If Are you a customer of SB Recycling? = Yes

Skip To: Q48 If Are you a customer of SB Recycling? = No

Q1 How often do you recycle scrap metal?

* Daily (1)
* Weekly (8)
* Once a month (10)
* Every 3 months (7)
* Every 6 months (6)
* Once a year (12)
* Never (if you selected “Never”, you may end the survey now. Thank you for your time (11)

Skip To: End of Survey If How often do you recycle scrap metal? = Never (if you selected “Never”, you may end the survey now. Thank you for your time

Q2 How likely are you to use the following when choosing a scrap metal recycler?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Very Unlikely (1) | Unlikely (2) | Somewhat Unlikely (3) | Neither Likely nor Unlikely (4) | Somewhat Likely (5) | Likely (6) | Very Likely (7) |
| Yelp (1) |  |  |  |  |  |  |  |
| Instagram (2) |  |  |  |  |  |  |  |
| Facebook (3) |  |  |  |  |  |  |  |
| Trip Advisor (12) |  |  |  |  |  |  |  |
| ChambanaMoms.com (4) |  |  |  |  |  |  |  |
| Web Search(Google, Bing etc.) (5) |  |  |  |  |  |  |  |
| Billboard Advertising (13) |  |  |  |  |  |  |  |
| Yellow Pages (6) |  |  |  |  |  |  |  |
| Referral from friends (7) |  |  |  |  |  |  |  |
| Newspaper advertising (8) |  |  |  |  |  |  |  |
| Local television advertising (9) |  |  |  |  |  |  |  |
| Local radio advertising (10) |  |  |  |  |  |  |  |
| Other- (11) |  |  |  |  |  |  |  |

Q3  How important were the following attributes when selecting SB Recycling as a recycler?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Very unimportant (7) | Unimportant (8) | Somewhat unimportant (9) | Neither important nor unimportant (10) | Somewhat important (11) | Important (12) | Very Important (13) |
| Price (1) |  |  |  |  |  |  |  |
| Clean Facility (2) |  |  |  |  |  |  |  |
| Proximity to work (3) |  |  |  |  |  |  |  |
| Proximity to your home (4) |  |  |  |  |  |  |  |
| Quality of service (5) |  |  |  |  |  |  |  |
| User friendly (7) |  |  |  |  |  |  |  |
| Reputation (12) |  |  |  |  |  |  |  |
| Other (11) |  |  |  |  |  |  |  |

Q4 How satisfied are you with the following services at SB Recycling?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Very Unsatisfied (1) | Unsatisfied (2) | Somewhat Unsatisfied (8) | Neither Unsatisfied nor Satisfied (9) | Somewhat Satisfied (10) | Satisfied (11) | Very Satisfied (12) |
| ⊗Weighing your scrap metal (24) |  |  |  |  |  |  |  |
| Unloading Instructions (25) |  |  |  |  |  |  |  |
| Cashier Operations (26) |  |  |  |  |  |  |  |
| Employee Assistance (27) |  |  |  |  |  |  |  |

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Q40 How likely are you to recycle at SB Recycling again?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Very Unlikely (1) | Unlikely (4) | Somewhat Unlikely (5) | Neither Unlikely nor Liekly (6) | Somewhat Likely (7) | Likely (8) | Very Likely (9) |
| Likelihood to return (13) |  |  |  |  |  |  |  |

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Q48 How often do you scrap metal?

* Daily (1)
* Weekly (2)
* Once a month (6)
* Every 3 months (7)
* Every 6 months (8)
* Once a year (9)
* Never (10)

Skip To: Q50 If How often do you scrap metal? != Never

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Q49 Did you know you can get paid for scrap metal?

* Yes (1)
* No (2)

Skip To: End of Survey If Did you know you can get paid for scrap metal? = Yes

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Q50 How likely are you to use the following when choosing a scrap metal recycler?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Very Unlikely (1) | Unlikely (2) | Somewhat Unlikely (3) | Neither Unlikely nor Likely (4) | Somewhat Likely (5) | Likely (6) | Very Likely (7) |
| Yelp (1) |  |  |  |  |  |  |  |
| Instagram (2) |  |  |  |  |  |  |  |
| Facebook (3) |  |  |  |  |  |  |  |
| TripAdvisor (4) |  |  |  |  |  |  |  |
| ChambanaMoms.com (5) |  |  |  |  |  |  |  |
| Web Search(Google, Bing etc.) (6) |  |  |  |  |  |  |  |
| Billboard Advertising (7) |  |  |  |  |  |  |  |
| Yellow Pages (8) |  |  |  |  |  |  |  |
| Referral from friends (9) |  |  |  |  |  |  |  |
| Newspaper Advertising (10) |  |  |  |  |  |  |  |
| Local Television Advertising (11) |  |  |  |  |  |  |  |
| Local Radio Advertising (12) |  |  |  |  |  |  |  |
| Other (13) |  |  |  |  |  |  |  |

Q45 How important are the following attributes when selecting a scrap metal recycler?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Very Unimportant (1) | Unimportant (2) | Somewhat Unimportant (3) | Neither Unimportant nor Important (4) | Somewhat Important (5) | Important (6) | Very Important (7) |
| Price (1) |  |  |  |  |  |  |  |
| Clean Facility (2) |  |  |  |  |  |  |  |
| Proximity to your home (3) |  |  |  |  |  |  |  |
| Proximity to work (4) |  |  |  |  |  |  |  |
| Quality of Service (5) |  |  |  |  |  |  |  |
| Community Involvement (6) |  |  |  |  |  |  |  |
| User Friendly (7) |  |  |  |  |  |  |  |
| Other (8) |  |  |  |  |  |  |  |

Q46 How familiar are you with SB Recycling?

* Very Unfamiliar (1)
* Unfamiliar (2)
* Somewhat Unfamiliar (3)
* Neither Unfamiliar nor Familiar (4)
* Somewhat Familiar (5)
* Familiar (6)
* Very Familiar (7)

Q47 What Type of recycling are you familiar with?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Very Unfamiliar (1) | Unfamiliar (2) | Somewhat Unfamiliar (3) | Neither Unfamiliar nor Familiar (4) | Somewhat Familiar (5) | Familiar (6) | Very Familiar (7) |
| Automotive Recycling (1) |  |  |  |  |  |  |  |
| Aluminium (2) |  |  |  |  |  |  |  |
| Cardboard (3) |  |  |  |  |  |  |  |
| Copper (4) |  |  |  |  |  |  |  |
| Farm Equipment (6) |  |  |  |  |  |  |  |
| Appliances and Steel (7) |  |  |  |  |  |  |  |
| Other (8) |  |  |  |  |  |  |  |

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\* We have recorded your responses, please help us understand more about you.

Q43 Which of these statements best descripbe your recycling purpose?

* I am a person recycling on behalf of a business (2)
* I am an individual recycling for personal reasons (4)
* Other (5)

Q8 Which category below includes your age?

* 17 or younger (1)
* 18-20 (2)
* 21-29 (3)
* 30-39 (4)
* 40-49 (5)
* 50-59 (6)
* 60 or older (7)

Q9   
What is your gender?

* Male (1)
* Female (2)
* Other/Prefer not to share (3)

Q10 What is your marital status?

* Married (2)
* Divorced (3)
* Separated (4)
* Widowed (5)
* Never Married (1)

Q11   
What is the highest level of school you have completed or the highest degree you have received?

* Less than high school degree (1)
* High school graduate (high school diploma or equivalent including GED) (4)
* Some college but no degree (5)
* Associate degree in college (2-year) (6)
* Bachelor's degree in college (4-year) (7)
* Master's degree (8)
* Doctoral degree (9)
* Professional degree (JD, MD) (10)

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Q12   
Which statement best describes your current employment status?

* Working (paid employee) (1)
* Working (self-employed) (4)
* Not working (temporary layoff from a job) (5)
* Not working (looking for work) (6)
* Not working (retired) (7)
* Not working (disabled) (8)
* Not working (other) (9) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Prefer not to answer (10)

Q13   
Information about income is very important to understand.  Would you please give your best guess?  
  
  
Please indicate the answer that includes your entire household income in the most recent year before taxes.

* Less than $10,000 (1)
* $10,000 to $19,999 (4)
* $20,000 to $39,999 (5)
* $40,000 to $59,999 (7)
* $60,000 to $79,999 (9)
* $80,000 to $99,999 (11)
* $100,000 or more (14)

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Q14   
What is your ZIP code?

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End of Block: Demographics