

FiNE TEA! Survey

Hi, we are conducting a survey to understand Singaporean's interest in bubble tea and desserts. Please fill in the details with honesty as this will affect the result of Singaporean's preferences in bubble tea and desserts.

This survey would take around 2 to 5 minutes

Thank you for your time!

* Required

1. Q1: What is your age? *

Mark only one oval.

- ☐ Below 13 years old
- ☐ 13 years old to 19 years old
- ☐ 20 years old to 27 years old
- ☐ 28 years old to 40 years old
- ☐ Above 40 years old

2. Q2: Do you drink bubble tea? *

Mark only one oval.

- ☐ Yes
- ☐ No

Part A

3. Q3: How frequently do you purchase bubble tea on a weekly basis? *

Mark only one oval.

- ☐ Less than once a month
- ☐ Once a month
- ☐ Once a week
- ☐ More than once a week
- ☐ Daily

4. Q4: When you are ordering Bubble Tea, what sugar percentage do you choose? *

Mark only one oval.

- ☐ 0%
- ☐ 25%
- ☐ 50%
- ☐ 75%
- ☐ 100%

5. Q5: When you ordering Bubble Tea, do you order anything with dairy or no dairy? *

Mark only one oval.

- ☐ With Dairy
- ☐ No Dairy
- ☐ Both

Part B

6. Q6: How much will you willing to spend on bubble tea? *

7. Q7: What do you think the price of a cup of bubble tea should be? *

8. Q8: Would you be willing to spend more on a healthier drink? *

Mark only one oval.

☐ Yes

☐ No

9. Q9: Would you be willing to pay more for better quality ingredients for your bubble tea? *

Mark only one oval.

☐ Yes

☐ No

10. Q10: Do you think it is important for Bubble Tea Brands to use fresh ingredients? *

Mark only one oval.

☐ Yes

☐ No

☐ Depends on the flavour

11. Q11: Do you think Bubble Tea and Gelato go well together? *

Mark only one oval.

1 2 3 4 5

Does not go well ☐ ☐ ☐ ☐ ☐ Goes well together

Part C

12. Q12: Have you heard about FiNE TEA! *



Mark only one oval.

☐ Yes

☐ No

13. Q12a: If yes, where was your first encounter with the brand? If not, please continue the next questions.

Mark only one oval.

☐ Social Media

☐ Recommended by a friend

☐ Recommended by family or relative

☐ Word of mouth

☐ Other: _____

14. Q13: Do you look for other desserts when buying bubble tea? *

Mark only one oval.

☐ Yes

☐ No

15. Q13a: If yes, what other desserts do you usually look for? (Pastry, Assorted Chilled, Waffle etc.)

16. Q14: Would you try a unique combination with bubble tea such as Birds Nest and Long Jing? *

Mark only one oval.

- ☐ Yes
☐ No

17. Q14a: If yes, what kind of combination do you prefer?

Part D

18. Q15: What other brands of bubble tea do you buy? *

Check all that apply.

- ☐ Liho
☐ Playmade
☐ Gong Cha
☐ Koi
☐ HEYTEA
☐ TheAlley

Other: ☐ _____

19. Q16: What do you like about other brands of bubble tea? *

20. Q17: What kind of bubble tea promotions you are interested in? *

Check all that apply.

- ☐ Student promotions
☐ Buy one get one free
☐ Signature Bubble Tea promotions
☐ 50% off your 2nd cup
☐ Season promotions (Christmas, New Year, Valentines Day etc.)

21. Q18: Would you visit a bubble tea store that is far from you? *

Mark only one oval.

☐ Yes

☐ No

22. Q19: What kinds of areas attract you to buy bubble tea or dessert? *

Mark only one oval.

☐ Price

☐ Location

☐ Promotion

☐ Flavours

☐ Others

23. Q19a: If you choose others, can you state what is it?

This content is neither created nor endorsed by Google.

Google Forms