



Introduction

Welcome to our Survey!

Thank you for choosing to participate. Your responses will remain confidential and anonymous. This survey helps us understand your habits, preferences, and experiences with dining out at restaurants or cafes, as well as ordering takeout. We'll also ask about your thoughts regarding a specific cafe. Please share your honest opinions—we truly value your perspective! The survey will take approximately 6 minutes to complete.

Let's get started!

Dine-out/Take-out Habits

The following set of questions is designed to help us better understand your habits when dining out at restaurants or

cafés, as well as ordering takeout. To ensure we're on the same page, we kindly ask you to consider the following definitions:

- **Dining Out:** Refers to eating at a restaurant or cafe.
- **Takeout:** Refers to ordering food from a restaurant or cafe to be picked up in person and enjoyed elsewhere (this does not include delivery or orders placed through apps for home delivery).

How often do you dine out ?

- ☐ Less than once a month
- ☐ Once or twice a month
- ☐ Once or twice a week
- ☐ 3 to 4 times a week
- ☐ 5 or more times a week

How often do you order takeout ?

- ☐ Less than once a month
- ☐ Once or twice a month
- ☐ Once or twice a week

- ☐ 3 to 4 times a week
- ☐ 5 or more times a week

At what times of the day do you prefer to dine out? (Select all that apply)

- ☐ Breakfast
- ☐ Brunch
- ☐ Lunch
- ☐ Evening Snack
- ☐ Dinner
- ☐ Dessert
- ☐ No preference
- ☐ Others (Please Specify)

At what times of the day do you prefer to order takeout? (Select all that apply)

- ☐ Breakfast
- ☐ Brunch
- ☐ Lunch
- ☐ Evening Snack
- ☐ Dinner
- ☐ Dessert

☐ No preference☐ Others (Please Specify)

On average, how much do you spend per person when dining out (in USD) ?

On average, how much do you spend per person when ordering takeout (in USD) ?

How do you feel about dining out versus takeout based on the following factors? Please rate each factor on a scale from 1 to 7, where 1 means "I prefer dining out" and 7 means "I prefer takeout."

	Strongly prefer dine out	Moderately prefer dine out	Slightly prefer dine out	No preference (both are equal)	Slightly prefer take- out	Moderately prefer take-out	Strongly prefer take- out
Convenience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Strongly prefer dine out	Moderately prefer dine out	Slightly prefer dine out	No preference (both are equal)	Slightly prefer take- out	Moderately prefer take-out	Strongly prefer take- out
Socializing with friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ambiance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trying new dishes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Studying or working outside of home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Before dining out or ordering takeout from a place for the first time, how likely are you to check the following sources for information?

	Extremely unlikely	Very Unlikely	Unlikely	Neutral/Neither likely nor unlikely	Likely	Very likely	Extremely likely
Social Media profile	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Google, Yelp, or similar review websites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Extremely unlikely	Very Unlikely	Unlikely	Neutral/Neither likely nor unlikely	Likely	Very likely	Extremely likely
Delivery apps (e.g., UberEats, DoorDash, GrubHub)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What percentage of the time do you pay with cash when dining out or ordering takeout?

- ☐ 0%
- ☐ 1-20%
- ☐ 21-40%
- ☐ 41-60%
- ☐ 61-80%
- ☐ 81-100%

Please rate the importance of each of the following factors when selecting a café or restaurant for dining out.

	Not important at all	Very unimportant	Somewhat unimportant	Neutral	Somewhat important	Very important
	1	2	3	4	5	6
Convenience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Not important at all	Very unimportant	Somewhat unimportant	Neutral	Somewhat important	Ve impo
	1	2	3	4	5	6
Location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ambiance/atmosphere	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friend recommendations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reviews/ratings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Menu variety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price/affordability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you typically look for student discounts or promotions prior to visiting a restaurant/cafe?

- ☐ Always
- ☐ Often
- ☐ Sometimes
- ☐ Rarely
- ☐ Never
- ☐ Not applicable (I'm not a student)

If offered cashbacks for paying with cash, how likely would you be to choose paying with cash when dining out or ordering takeout.

- ☐ Extremely unlikely
- ☐ Very Unlikely
- ☐ Unlikely
- ☐ Neither likely nor unlikely
- ☐ Likely
- ☐ Very likely
- ☐ Extremely likely

Do you use a BU Terrier Card to pay at restaurants or cafes around BU?

- ☐ Yes
- ☐ No, but I am a student at BU
- ☐ No, I am not a student at BU

Cafe Related Questions

Crispy Crepes Café is located at 714 Commonwealth Avenue on the BU Campus. The following questions will help us better understand your perspective about the café. Your

insights are crucial for helping enhance your experience at Crispy Crepes and to improve our services.

Have you ever eaten or ordered at Crispy Crepes Cafe?

- ☐ Never
- ☐ Rarely (less than 5 times)
- ☐ Frequently (5 or more times)

Have you ever heard of Crispy Crepes Cafe?

- ☐ Yes
- ☐ No
- ☐ Maybe

Control Group

Please take a moment to review the image below before answering the following questions.

Image of the entrance to Crispy Crepes Cafe.



How likely are you to visit the Crispy Crepes cafe for the following?

	Extremely Unlikely	Very Unlikely	Unlikely	Neutral/Neither likely nor unlikely	Likely	Very Likely	Extremely Likely
	1	2	3	4	5	6	7
Breakfast	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brunch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lunch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dinner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Extremely Unlikely	Very Unlikely	Unlikely	Neutral/Neither likely nor unlikely	Likely	Very Likely	Extremely Likely
	1	2	3	4	5	6	7
Dessert	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How likely or unlikely would you be to recommend Crispy Crepes to friends or family?

- ☐ Extremely unlikely
- ☐ Very unlikely
- ☐ Unlikely
- ☐ Neither likely nor unlikely
- ☐ Likely
- ☐ Very likely
- ☐ Extremely likely

Experiment Group

Please take a moment to review the images below before answering the following questions.

Image of the entrance to Crispy Crêpes Café.



A few items offered by the café, as shown on their website menu.

Sweet Crepes



Nutella or Chocolate Chips



Ricotta and Jam



Strawberry Lemon Sugar



Banana Honey Almond

Pasta Dishes



Mediterranean Pasta

Chicken, Sundried Tomato, Roasted Pepper, Spinach, Garlic, Olive Oil



Chicken Pesto

Chicken, Pesto Cream Sauce, Linguine



BU Special

Chicken, Garlic Oil, Onion, Mushroom, Zucchini, Tomato



Chicken Florentine

Chicken, Spinach, Tomato in Cream Sauce

Plates

Served with salad, rice, and herb potato



Lamb Kabab



Chicken Kabab



Beef Shawarma



Chicken Shawarma

Classic Breakfast



Basic
3 Eggs, Home Fries, Toast



Special
2 eggs, Bacon, Home Fries, Toast



Marrakesh
2 Eggs, Tomato, Onion, Pepper, Cumin,
Toast, Home Fries



Blue
Grilled Blueberry Muffin, Cheese,
Omelette, Bacon, Homefries

Paninis

Delicious pressed sandwiches



Tuscan

Chicken, Spinach, Cheese, Roasted Pepper, Pesto Mayo



Il Roast

Beef, Spinach, Tomato, Caramelized Onion Cheese



Roma

Roma Tomato, Pesto, Roasted Pepper, Spinach, Cheese



Rustico

Turkey Breast, Tomato, Spinach, Cheese, Mayo

How likely are you to visit the Crispy Crepes cafe for the following?

	Extremely Unlikely	Very Unlikely	Unlikely	Neutral/Neither likely nor unlikely	Likely	Very likely	Extremely Likely
	1	2	3	4	5	6	7
Breakfast	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brunch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lunch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dinner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dessert	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How likely or unlikely would you be to recommend Crispy Crepes to friends or family?

- ☐ Extremely unlikely
- ☐ Veryunlikely
- ☐ Unlikely
- ☐ Neither likely nor unlikely
- ☐ Likely
- ☐ Very likely
- ☐ Extremely likely

Demographics

What is your age?

How would you describe your gender?

- ☐ Male
- ☐ Female
- ☐ Non-binary / third gender
- ☐ Prefer not to say

How would you describe your ethnicity?

- ☐ White or Caucasian
- ☐ Black or African American
- ☐ Hispanic or Latino
- ☐ Asian
- ☐ Native American or Alaska Native
- ☐ Native Hawaiian or Other Pacific Islander
- ☐ Middle Eastern or North African
- ☐ Prefer not to say
- ☐ Others (Please Specify)

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