

Introduction

Welcome to our survey!

Thank you for choosing to participate in our survey. We want you to know that your responses will remain confidential and anonymous. This survey helps us understand your dining habits, preferences, and experiences, both generally and with regards to a specific cafe. Please share your thoughts honestly—we value your perspective! This survey will be approximately 6 minutes long.

Let's get started!

Dine-in Habits

The following set of questions are designed to help us learn

more about your dining in habits.

How often do you dine-in in a week?

- 0 times
- 0 1-2 times
- O 3-4 times
- O 5-6 times
- O 6+ times

At what time of the day, do you prefer to dine-in? (Select all that apply)

- Breakfast
- Lunch
- Evening Snack
- ☐ Dinner
- No preference

On average, per person – how much do you spend per visit while dining out?

How likely are you to dine-in rather than take-out/delivery based on the following options?

			Neither			
	Very	Somewhat	likely nor	Somewhat	Very	
	Likely	likely	unlikely	Unlikely	Unlikely	
	0	2	3	4		5
Convenience						
Socializing with friends	0					
menas	0					
Quality of food	0					
Ambiance						
Trying new dishes	0					
Studying or working outside of home	0					

Before dining in, how likely are you to check the following sources for information about the restaurant/cafe?

Neither

				NOILIIOI				
	Vor			•	Somewhat	•		
	very	likely	likely	unlikely	Unlikely	Unlikely		
		2	3	4	5	6	7	
Social Media							1	
profile								
prome	0						,	
Website								
Paviaw naga on								
Review page on	0							
a platform like								
Google, delivery								
,								
app, etc.								

How often do you pay with cash while dining in?

\bigcirc	Always
\bigcirc	Often
\bigcirc	Comotimo

Sometimes

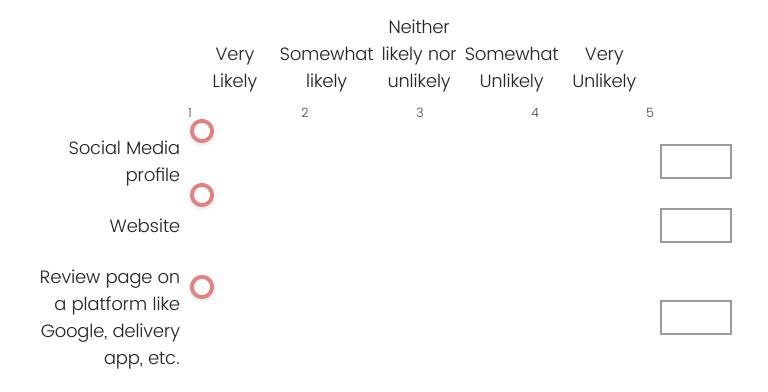
Rarely

Never

The following set of questions are designed to help us learn more about your Take out/ Delivery habits.

How often do you take-out/delivery in a week?
0 times
O 1-2 times
3-4 times
5-6 times
O 6+ times
On average, per person – how much do you spend when
taking out or delivery?
At what time of the day, do you prefer take-out/delivery?
(Select all that apply)
(Select all triat apply)
Breakfast
Lunch
Evening Snack
Dinner
☐ No preference

Before taking out or delivery, how likely are you to visit a restaurants?



The following set of questions are designed to help us learn more about your overall choices and habits irrespective of whether you are dining in, taking out or ordering delivery.

Please rate the importance you give to each of the following options when choosing a cafe or restaurant.

1 2 3 4 5 6 7

Convenience O O O O O

	1	2	3	4	5	6	7
Location	\bigcirc						
Quality of food	\bigcirc						
Ambiance/atmosphere	\bigcirc						
Friend recommendations	\bigcirc	\bigcirc	\circ	0	\bigcirc	0	0
Reviews/ratings	\bigcirc						
Menu variety	\bigcirc						
Price/affordability	\bigcirc		\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc

Do you typically look for student discounts or promotions prior to visiting the restaurant?

Always

Often

Sometimes

Rarely

O Never

O Not applicable (I'm not a student)

If given exclusive cashbacks for paying with cash, how likely would you prefer paying with cash?

O Very likely

Somewhat Unlikely			
Very Unlikely			
, ,			
Have you dined i	n or ordered	out from the foll	owing
restaurants arou	nd BU Camp	us?	
	Yes	Maybo	No
	res	Maybe	NO
Taco Bell	\circ	\bigcirc	\bigcirc
Raising Canes	\bigcirc	\bigcirc	\bigcirc
Starbucks	\bigcirc	\bigcirc	\bigcirc
GSU Restaurants	\bigcirc	\bigcirc	\bigcirc
University Grill	\bigcirc	\bigcirc	\bigcirc
Insomnia Cookies	\bigcirc	\bigcirc	\bigcirc
Fenway Area Restaurants			0

Qualtrics Survey Software

Cafe Related Questions

11/17/24, 11:24 PM

Somewhat Likely

Neither likely nor unlikely

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?
O Never
Rarely (less than 5 times)
O Frequently (5 or more times)
Have you ever heard of Crispy Crepes Cafe?
O Yes
O No
O Maybe
,
How likely or unlikely would you be to recommend Crispy
Crepes to friends or family?
O Very likely
O Somewhat likely
O Neither likely nor unlikely
O Somewhat Unlikely
O Very Unlikely

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

	Very Likely	Somewhat Likely	Neither Li Unlike	,	Very Unlikely
	1	2	3	4	5
Breakfast (8:00am - 11:59am)	\bigcirc	0	\circ	\bigcirc	\circ
Lunch (12:00pm - 4:59pm)	\bigcirc	0	\circ	\bigcirc	\circ
Dinner (5:00pm - 8:00pm)	0	\bigcirc	0	\bigcirc	\circ

Experimental Groups

Below are screenshots of a few items offered by the café, as listed on the café's website. Please take a moment to review them before answering the following questions.

Crepes Breakfast Sandwiches & Wraps Salads & Plates

Sweet Crepes



Nutella or Chocolate Chips



Ricotta and Jam \$7.95



Strawberry Lemon Sugar



Banana Honey Almond \$9.50



Coconut Banana Nutella \$9.75



Nutella, Apple, Coconut \$9.75



Strawberries, Nutella \$9.75



Honey, Strawberries, Almond

Crepes

Breakfast

Sandwiches & Wraps

Salads & Plates

Plates

Served with salad, rice, and herb potato



Lamb Kabab S: \$13.25 / L: \$19.85



Chicken Kabab S: \$13.65 / L: \$18.90



Beef Shawarma S: \$13.80 / L: \$18.95



Chicken Shawarma S: \$13.65 / L: \$18.90

Crepes

Breakfast

Sandwiches & Wraps

\$9.90

Salads & Plates

Classic Breakfast



Basic 3 Eggs, Home Fries, Toast

\$7.25

\$12.05



Special 2 eggs, Bacon, Home Fries, Toast

\$7.25



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



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



Beef hash Corn Beef Hash, 3 Eggs, Home Fries, Toast



2-2-2 2 Eggs, 2 Pancakes, 2 Bacon, 2 Sausages, Home Fries

Paninis

Delicious pressed sandwiches

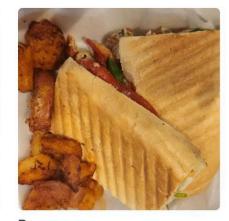


TuscanChicken, Spinach, Cheese, Roasted
Pepper, Pesto Mayo

\$11.85



Il Roast Beef, Spinach, Tomato, Caramelized Onion Cheese



Roma
Roma Tomato, Pesto, Roasted Pepper,
Spinach, Cheese
\$10.00

\$11.85

Pasta Dishes



Mediterranean Pasta Chicken, Sundried Tomato, Roasted Pepper, Spinach, Garlic, Olive Oil \$18.90



Chicken Pesto
Chicken, Pesto Cream Sauce, Linguine
\$18.90



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



Chicken Florentine
Chicken, Spinach, Tomato in Cream
Sauce
\$18.80

Based on the menu presented, how likely are you to visit the Crispy Crepes cafe for the following?

	Neither Somewhat Likely or Somewhat Very Likely Likely Unlikely Unlikely Unlikely					
	1	2	3	4	5	
Breakfast (8:00am - 11:59am)	\circ	0	\circ	\circ	0	
Lunch (12:00pm - 4:59pm)	\bigcirc	\circ	\circ	\bigcirc	\bigcirc	

	Neither				
	Very Likely	Somewhat Likely	Likely or Unlikely	Somewhat Unlikely	Very Unlikely
	1	2	3	4	5
Dinner (5:00pm - 8:00pm)	\circ	\circ	\circ	\bigcirc	\bigcirc

After viewing Crispy Crepes Cafe's menu, please rate on the scale how likely you would be to try each menu item below:

	Extremely unlikely	Somewhat unlikely	Neither likely nor unlikely	Somewhat likely	Extremely likely
Crepes	\circ	\circ	\bigcirc	\bigcirc	\bigcirc
Omelette	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Egg sandwiches	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Pancakes	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
French toast	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Shawarma plate	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc
Panini	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc

After seeing the menu, has your perception changed towards visiting Crispy Crepes cafe?

Yes, more likely to visit	Qualtrics Survey Software
No change in perception	
Yes, less likely to visit	
Too, look likely to viole	
After viewing the menu, were	you surprised looking at the
variety of options available?	
Not at all surprised	
O Somewhat surprised	
O Very surprised	
o very carpriced	
What is your age?	
How would you describe you	r gender?
O Male	
O Female	
O Non-binary / third gender	
O Prefer not to say	

How would you describe your ethnicity?

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

What is your current employment status?

- O Part time job
- O Full-time job
- Unemployed

Control Group

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How would you describe your gender?

Male

O Female

O Non-binary / third gender

O Prefer not to say

How would you describe your ethnicity?

White or Caucasian

O Black or African American

O Hispanic or Latino

Asian

O Native American or Alaska Native

Native Hawaiian or Other Pacific Islander

Middle Eastern or North African

O Prefer not to say

Others (Please Specify)

What is your current employment status?

O Part time job
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O Unemployed

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