



## 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
- ☐ 1-2 times
- ☐ 3-4 times
- ☐ 5-6 times
- ☐ 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?

	Very Likely	Somewhat likely	Neither likely nor unlikely	Somewhat Unlikely	Very Unlikely
	1	2	3	4	5
Convenience	<input checked="" type="radio"/>				<input type="text"/>
Socializing with friends	<input checked="" type="radio"/>				<input type="text"/>
Quality of food	<input checked="" type="radio"/>				<input type="text"/>
Ambiance	<input checked="" type="radio"/>				<input type="text"/>
Trying new dishes	<input checked="" type="radio"/>				<input type="text"/>
Studying or working outside of home	<input checked="" type="radio"/>				<input type="text"/>

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

Neither

Somewhat likely nor      Somewhat      Very

Very likely      likely      unlikely      Unlikely      Unlikely

1      2      3      4      5      6      7

Social Media profile ☒

Website ☒

Review page on a platform like Google, delivery app, etc. ☒

How often do you pay with cash while dining in?

- ☐ Always
- ☐ Often
- ☐ 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
- ☐ 1-2 times
- ☐ 3-4 times
- ☐ 5-6 times
- ☐ 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)

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

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

	1	2	3	4	5
	Very Likely	Somewhat likely	Neither likely nor unlikely	Somewhat Unlikely	Very Unlikely
Social Media profile	<input checked="" type="radio"/>				<input type="text"/>
Website	<input checked="" type="radio"/>				<input type="text"/>
Review page on a platform like Google, delivery app, etc.	<input checked="" type="radio"/>				<input type="text"/>

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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	1	2	3	4	5	6	7
Location	<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/atmosphere	<input type="radio"/>	<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"/>	<input type="radio"/>
Reviews/ratings	<input type="radio"/>	<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"/>	<input type="radio"/>
Price/affordability	<input type="radio"/>	<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 the restaurant?

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

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

- ☐ Very likely

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

Have you dined in or ordered out from the following restaurants around BU Campus?

	Yes	Maybe	No
Taco Bell	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Raising Canes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Starbucks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
GSU Restaurants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
University Grill	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Insomnia Cookies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fenway Area Restaurants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## 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

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

- ☐ Very likely
- ☐ Somewhat likely
- ☐ Neither likely nor unlikely
- ☐ Somewhat Unlikely
- ☐ Very Unlikely

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

	Very Likely	Somewhat Likely	Neither Likely or Unlikely	Very Unlikely	
	1	2	3	4	5
Breakfast (8:00am - 11:59am)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lunch (12:00pm - 4:59pm)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dinner (5:00pm - 8:00pm)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## 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 &amp; Wraps

Salads &amp; Plates

## Sweet Crepes



Nutella or Chocolate Chips  
\$6.50



Ricotta and Jam  
\$7.95



Strawberry Lemon Sugar  
\$9.50



Banana Honey Almond  
\$9.50



Coconut Banana Nutella  
\$9.75



Nutella, Apple, Coconut  
\$9.75



Strawberries, Nutella  
\$9.75



Honey, Strawberries, Almond  
\$9.75

Crepes

Breakfast

Sandwiches &amp; Wraps

Salads &amp; 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 &amp; Wraps

Salads &amp; Plates

## Classic Breakfast



### Basic

3 Eggs, Home Fries, Toast

\$7.25



### Special

2 eggs, Bacon, Home Fries, Toast

\$7.25



### Marrakesh

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

\$9.90



### Blue

Grilled Blueberry Muffin, Cheese, Omelette, Bacon, Homefries

\$10.95



### Beef hash

Corn Beef Hash, 3 Eggs, Home Fries, Toast

\$12.05



### 2-2-2-2

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

\$12.65

## Paninis

Delicious pressed sandwiches



### Tuscan

Chicken, Spinach, Cheese, Roasted Pepper, Pesto Mayo

\$11.85



### Il Roast

Beef, Spinach, Tomato, Caramelized Onion Cheese

\$11.85



### Roma

Roma Tomato, Pesto, Roasted Pepper, Spinach, Cheese

\$10.00



## 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

\$18.90



### 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?

	Very Likely	Somewhat Likely	Neither Likely or Unlikely	Somewhat Unlikely	Very Unlikely
	1	2	3	4	5
Breakfast (8:00am - 11:59am)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lunch (12:00pm - 4:59pm)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Very Likely	Somewhat Likely	Neither Likely or Unlikely	Somewhat Unlikely	Very Unlikely
	1	2	3	4	5
Dinner (5:00pm - 8:00pm)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Omelette	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Egg sandwiches	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pancakes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
French toast	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shawarma plate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Panini	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

- ☐ Yes, more likely to visit
- ☐ No change in perception
- ☐ Yes, less likely to visit

After viewing the menu, were you surprised looking at the variety of options available?

- ☐ Not at all surprised
- ☐ Somewhat surprised
- ☐ Very surprised

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)

## What is your current employment status?

- ☐ Part time job
- ☐ Full-time job
- ☐ Unemployed

## Control Group

## 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)

What is your current employment status?

- ☐ Part time job
- ☐ Full-time job
- ☐ Unemployed

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