**Example Word Import Survey**

**Restaurants and Desserts**

**Questionnaire Draft 7/1/2018**

**[START SURVEY]**

**[--------------------------------------------------SCREENING SECTION --------------------------------------------------------]**

**[QUESTION: Intro]**

**[TYPE: TEXT]**

Welcome!

Thank you for volunteering to participate in our research study. This survey should take about 10 minutes to complete. Please take your time and read every statement carefully.

Use the arrow at the bottom of your screen to navigate this survey. Using your browser’s ‘Forward’ and ‘Back’ buttons could cause an error.

If you have any questions or concerns about this survey, please email Megan at megan@sawtoothsoftware.com.

Please click the arrow to continue.

**[----------------------------------------------------------------------------------------------------------------------------------------]**

**[PAGE BREAK]**

**[QUESTION: Q1]**

**[TYPE: SELECT | COMBO]**

Please indicate your age.

* 18-24
* 25-34
* 35-44
* 45-54
* 55-64
* 65-74
* 75 or older

**[----------------------------------------------------------------------------------------------------------------------------------------]**

**[PAGE BREAK]**

**[QUESTION: Q2]**

**[TYPE: SELECT]**

Are you…

* Male
* Female

**[----------------------------------------------------------------------------------------------------------------------------------------]**

**[PAGE BREAK]**

**[QUESTION: Q3]**

**[TYPE: SELECT]**

Are you of Spanish/Hispanic/Latino origin?

* Yes
* No

**[QUESTION: Q4]**

**[TYPE: SELECT]**

Which of the following best describes your race?

* White or Caucasian
* Black or African American
* American Indian or Alaska Native
* Asian
* Native Hawaiian or Other Pacific Islander
* Some other race (Please specify): **[OTHER]**

**[----------------------------------------------------------------------------------------------------------------------------------------]**

**[PAGE BREAK]**

**[QUESTION: Q5]**

**[TYPE: SELECT | CHECKBOX]**

**[MINIMUM: 1 | MAXIMUM: 8]**

**[RANDOMIZE]**

Do you or anyone in your household work in any of the following industries? *(Select all that apply.)*

* An advertising agency or public relations firm
* A marketing or marketing research department, company or consulting group
* A company that manufactures, wholesales or distributes food or beverages
* A food/beverage retailer, wholesaler, or supermarket
* A media outlet (e.g., TV, radio, entertainment, newspaper)
* A government agency
* An educational institution (e.g., high school, university)
* A medical/pharmaceutical company
* None of the above **[EXCLUSIVE]**

**[SKIP TO: TERMTEXT IF Q5\_1=1 OR Q5\_2=1 OR Q5\_3=1 OR Q5\_4=1 OR Q5\_5=1]**

**[----------------------------------------------------------------------------------------------------------------------------------------]**

**[PAGE BREAK]**

**[QUESTION: Q6]**

**[TYPE: GRID]**

**[NUMERIC]**

**[MINIMUM: 0]**

**[MAXIMUM: 999]**

Fast food restaurants are those where you order food at a counter (or in a drive through). Casual dining restaurants are those where you order from a server while seated at a table. At formal dining restaurants, you order and dine at a table, but the environment is more formal, and may involve a dress code.

In the **past 30 days**, how many times have you dined at each of the following?

**[ROW LIST]**

* Fast food restaurants
* Casual dining restaurants
* Formal dining restaurants

**[COLUMN LIST]**

**[----------------------------------------------------------------------------------------------------------------------------------------]**

**[PAGE BREAK]**

**[QUESTION: Q7]**

**[TYPE: SELECT | CHECKBOX]**

**[MINIMUM: 1]**

**[MAXIMUM: 19]**

At which of the following casual dining restaurants you have dined in the **past 3 months**. Please check all that apply.

1. Applebee’s
2. Bennigans
3. Bob Evans
4. Chili’s Grill and Bar
5. Cracker Barrel
6. Friendly’s Ice Cream
7. Hooters
8. Longhorn Steakhouse
9. Olive Garden
10. Outback Steakhouse
11. P.F. Chang’s China Bistro
12. Perkins Restaurant and Bakery
13. Red Lobster
14. Red Robin Burgers
15. Romano’s Macaroni Grill
16. Ruby Tuesday’s
17. T.G.I. Friday’s
18. Texas Roadhouse
19. The Cheesecake Factory
20. None of these **[EXCLUSIVE]**

**[SKIP TO: TERMTEXT IF Q7\_19 <> 1]**

**[--------------------------------------------------EVALUATION SECTION -------------------------------------------------------]**

**[PAGE BREAK]**

**[QUESTION: Q8]**

**[TYPE: OPEN-END]**

**[NOT REQUIRED]**

**[MULTIPLE LINE]**

What, if anything, did you **like** about your last experience at ***The Cheesecake Factory***?

**[QUESTION: Q9]**

**[TYPE: OPEN-END]**

**[NOT REQUIRED]**

**[MULTIPLE LINE]**

What, if anything, did you **dislike** about your last experience at ***The Cheesecake Factory***?

**[----------------------------------------------------------------------------------------------------------------------------------------]**

**[PAGE BREAK]**

**[QUESTION: Q10]**

**[TYPE: GRID]**

Thinking about your last trip to ***The Cheesecake Factory***, please rate your visit on the following 10 aspects, using the scale shown below.

**[RANDOMIZE ROWS]**

**[ROW LIST]**

* I receive my check in a timely manner
* Overall the restaurant is clean
* Servers are attentive
* Food tastes great
* The meal is well-paced, not too slow or too fast
* Servers are friendly
* Prices are reasonable
* They greet me promptly
* The environment is comfortable
* Food is the right temperature

**[COLUMN LIST]**

* Strongly disagree
* Disagree
* Neither agree nor disagree
* Agree
* Strongly agree

**[----------------------------------------------------------------------------------------------------------------------------------------]**

**[PAGE BREAK]**

**[QUESTION: Q11]**

**[TYPE: SEMANTIC DIFF]**

Thinking about your last trip to ***The Cheesecake Factory***, how would you describe your visit?

**[RANDOMIZE ROWS]**

**[RANDOMIZE ITEMS]**

**[LEFT LIST]**

* The restaurant was clean
* Good value for the money
* High quality food
* High quality service
* Friendly staff

**[RIGHT LIST]**

* The restaurant was dirty
* Poor value for the money
* Low quality food
* Low quality service
* Unfriendly staff

**[SCALE LIST]**

* Strongly Describes
* No Opinion
* Strongly Describes

**[----------------------------------------------------------------------------------------------------------------------------------------]**

**[PAGE BREAK]**

**[QUESTION: T12]**

**[TYPE: TEXT]**

For the remaining questions, please imagine that you've had an evening meal at your favorite casual dining restaurant and that you've decided to order dessert.

**[----------------------------------------------------------------------------------------------------------------------------------------]  
[PAGE BREAK]**

**[QUESTION: Q12]**

**[TYPE: RANKING]**

**[DRAG-TO-CONTAINER]**

**[PARTIAL: 5]**

Please rank your top 5 desserts by dragging them into the container on the right.

1. Crème brûlée
2. Italian gelato
3. Belgian waffle ice cream cone
4. Churros
5. French silk pie
6. Cinnamon roll
7. Coconut creme pie
8. Apple pie
9. Chocolate molten cake
10. Mango lassi
11. Chocolate mousse
12. Bread pudding
13. Hot fudge sundae
14. Salted caramel sundae
15. Vanilla milk shake
16. Strawberry milk shake
17. Chocolate layer cake
18. Lemon meringue pie
19. Flan
20. Skillet chocolate chip cookie
21. Cherry pie
22. Texas pecan pie
23. Louisiana mud pie
24. Peach cobbler
25. Cinnamon crumble cake
26. New York cheescake
27. Oreo cheescake
28. Peanut butter cheescake
29. Hot brownie sundae
30. Rice pudding
31. Key lime pie
32. Tiramisu
33. Red velvet cake
34. Blueberry tart
35. Cannoli
36. Pumpkin cheesecake

**[----------------------------------------------------------------------------------------------------------------------------------------]**

**[PAGE BREAK]**

**[QUESTION: Q13]**

**[TYPE: CONSTANT SUM]**

**[TOTAL: 10]**

Of the next 10 times you order dessert, how many of each would you order?

1. Crème brûlée
2. Italian gelato
3. Belgian waffle ice cream cone
4. Churros
5. French silk pie
6. Cinnamon roll
7. Coconut creme pie
8. Apple pie
9. Chocolate molten cake
10. Mango lassi
11. Chocolate mousse
12. Bread pudding
13. Hot fudge sundae
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**[--------------------------------------------------REDIRECT SECTION --------------------------------------------------------]**

**[PAGE BREAK]**

**[QUESTION: COMPLTETEXT]**

**[TYPE: TEXT]**

Thank you. Those are all the questions we have. Click the arrow to submit your survey.

**[----------------------------------------------------------------------------------------------------------------------------------------]**

**[PAGE BREAK]**

**[QUESTION: COMPLETELINK]**

**[TYPE: TERMINATE]**

**[QUALIFIED]**

**[LINK: http://www.sawtoothsoftware.com]**

**[----------------------------------------------------------------------------------------------------------------------------------------]**

**[PAGE BREAK]**

**[QUESTION: TERMTEXT]**

**[TYPE: TEXT]**

Thank you. Those are all the questions we have. Click the arrow to submit your survey.

**[----------------------------------------------------------------------------------------------------------------------------------------]**

**[PAGE BREAK]**

**[QUESTION: TERMLINK]**

**[TYPE: TERMINATE]**

**[DISQUALIFIED]**

**[LINK: http://www.sawtoothsoftware.com]**

**[----------------------------------------------------------------------------------------------------------------------------------------]**

**[END SURVEY]**