

Marketing Research Report

Cream & Sugar



Researchers

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Presented to

Carl Kim

Advisor

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Date

December 9, 2021



Executive Summary

Purpose:

The purpose of this research project is to provide Carl Kim, owner of Cream & Sugar cafe, with a specific and detailed analysis of preferences, attitudes, and desires, as well as input new product and service ideas.

Primary Problems:

1. Unaware of how to attract Biola students.
2. Unaware of how customers would react to extending hours of operation.
3. Unaware of key decision motivators for most loyal customers.

Primary Research Objectives:

- A. Do customers find C&S' quality of food, drinks, and quality of service to be consistent?
- B. Is there enough demand to justify opening past 3 pm for students?
- C. What change of interior/ambience needed to create a better cafe environment?
- D. How can Cream & Sugar cater to both people trying to enjoy brunch and students trying to study?
- E. What discounts and promotions are needed to leverage customer loyalty?
- F. Would customers like to see food during later hours (night)?

Demographics:

- 81 out of 119 respondents are female.
- 55 out of 119 respondents are 18-24 years old.
- 70 out of 119 respondents are occasional visitors
- 43 out of 119 respondents are students at Biola University.
- 71 out of 119 respondents travel less than 5 minutes to C&S.

Methodology:

The research was conducted in several phases over the course of three months. The research process consisted of an original analysis of the coffee shop and brunch spot industry collectively. We began by reading and analyzing **seven websites and eight articles** and attempted to create a solid foundation from which to conduct interviews and create survey questions. After this initial research was collected and analyzed **fifteen customers** were interviewed and a focus group of **7 customers** was conducted to clarify and discuss some of the research objectives mentioned above. After this second stage of research was completed, a paper and digital survey was conducted from October 28th to November 13th, 2021. From this time **119** surveys were collected. It is important to note that this was **not a random sample**.

Significant Findings:

- 36 out of 119 respondents rated their overall satisfaction of C&S a 10/10.
- The overall mean of customer satisfaction was rated a 8.62 out of 10.
- 20 out of 119 respondents are regulars at C&S.
- 81 out of 119 respondents have recommended C&S to a friend.
- 90 out of 119 respondents AGREE that they would like to see C&S open later.
- 81 out of 119 respondents AGREE that they would come to study/work if C&S were open later.
- 91 out of 119 respondents AGREE that they would like a brunch spot in the morning and a study/work cafe after 3pm.
- 73 out of 119 respondents AGREE that they would enjoy exclusive food items.
- 37 out of 119 total respondents prefer C&S to close at 9 pm if they chose to extend their hours.
- 75 out of 119 respondents want to see sandwiches on the dinner menu
- 48 out of 119 respondents want to see specialty coffee on the dinner menu.

Recommendations:

- It is recommended that C&S extend their hours to 9 pm.
- It is recommended that C&S prioritize the consistency of quality of food and drinks.
- It is recommended that C&S implement marketing strategies such as pop-up events and student discounts to attract especially regulars, students and locals.
- It is recommended that C&S focus on increasing the grab-n-go experience to continue satisfying a large demographic that prefers take out.

Researchers' Note:

Carl, thank you for allowing us to conduct market research in your store. Cream & Sugar is an important part of the La Mirada community and your leadership in the community shows. We loved getting to know your awesome staff and customers along the way, and loved witnessing how your passion for doing business well is contagious to them. We both have enjoyed working with you and genuinely hope the following research is valuable to you and your future intentional endeavors.

Best regards,
Kat and Sarah

Table of Contents

I. Background	5
II. Discussion of Primary Problems	6
III. Research Objectives	7
IV. Methodology	8
V. Explanation of Survey Terms	18
a. Customer Feedback Survey	19
b. Data Entry Survey	21
c. Summary Text	25
VI. Major Findings and Conclusions	38
a. Major Findings A - <i>Who Filled Out the Survey</i>	39
b. Major Findings B - <i>Best Findings From Best Customers</i>	43
c. Major Findings C - <i>Analyzing Working Professionals</i>	51
d. Major Findings D - <i>Analyzing College Students</i>	56
e. Major Findings E - <i>Analyzing Locals</i>	64
f. Major Findings F - <i>Ideas for Extended Hours</i>	69
VII. Summary of Recommendations	89
VIII. Recommendations for Further Research	91
Updated Survey	92

I. Background

Purpose:

The purpose of this market research report is to identify existing or potential problems at Cream & Sugar cafe, as well as opportunities for growth. It serves to guide future marketing decisions. The report includes secondary research from websites and articles as well as primary research collected through customer interviews. The majority of the research presented is based on the customer surveys that were handed out at Cream & Sugar. Based on this research, the report provides findings, conclusions, and recommendations to help Cream & Sugar better serve their customers.

Store Background and History:

Cream & Sugar is a brunch spot and coffee shop located in La Mirada, CA. Since its establishment in 2014, Cream & Sugar has been a staple to the La Mirada community. In 2019, Cream & Sugar's owners changed with the intention of keeping Cream & Sugar a community space and keeping its growing history intact. They offer a wide variety of coffee and non-coffee beverages as well as a selection of breakfast foods and snacks. With customers continuing to love their food options, Cream & Sugar has become a brunch spot especially on the weekends for the community, distinguishing it from other nearby coffee shops. The customer demographic has primarily stayed the same since its opening, however, perception among Biola students may have changed over COVID-19. This research project aims to discover all of Cream & Sugar's various segments' preferences.

Store Location and Contact Information:

12826 La Mirada Blvd, La Mirada, CA 90638

(562) 943-0703

<https://www.cnscafe.com/>

II. Discussion of Primary Problems

Purpose

Problems are the motivating force behind the research conducted. It is important to establish what is already known and what remains to be discovered before conducting interviews or administering a survey. This section describes problems identified before the research was conducted.

Primary Problems:

Unaware of how to attract Biola students.

Cream & Sugar's main objective is to see if there is a demand amongst Biola students (who are closest to the location of business) to extend the hours of the store so that they can come and study. Not only are they unaware if there is a demand, they are also unaware of how to attract these students if they decide to extend the hours. Any information that can be gathered to show Biola students' preferences will help Cream & Sugar understand how to cater to them.

Unaware of how customers would react to extending hours of operation.

Cream & Sugar is open to testing if extended hours would attract more students and increase Cream & Sugar's presence as a place of community for La Mirada. However, there is a lack of understanding on how key demographics will utilize different hours. Discovering this information will help justify key strategic business decisions in extending hours of operation.

Unaware of key decision motivators for most loyal customers.

Cream & Sugar is heavily leveraged by local customers as well as regulars who frequent the business often. They would like to understand the preferences of this group to see how they can retain these long-term, loyal customer base because they are unaware. Gathering more information on this group will provide insights for C&S to improve their experiences.

III. Research Objectives

Purpose:

Research objectives are the specific questions that this project will seek to answer. Through the course of the project, they have changed due to new information discovered by the researcher. The objectives below include both the original objectives from the beginning of the research process and the final objectives used to develop the survey.

Initial Research Objectives:

- A. How can we cater to both students and older customers without changing the brand of the business?
- B. Will increasing hours be cost-effective?
- C. How can we inform our customers about their expansion?
- D. How can we leverage customer satisfaction on all levels?
- E. Will students come to study if we increase the hours?
- F. What menu items will be appropriate for the different hours?

Final Research Objectives:

- A. Do customers find C&S' quality of food, drinks, and quality of service to be consistent?
- B. Is there enough demand to justify opening past 3 pm for students?
- C. How can Cream & Sugar cater to both people trying to enjoy brunch and students trying to study?
- D. What discounts and promotions are needed to leverage customer loyalty?
- E. Would customers like to see food during night hours?

IV. Methodology

Purpose:

This section includes the methods that were used throughout the research process. These methods were used to uncover customer data from current and past customers at Cream & Sugar. It includes data from articles and websites as well as customer feedback that we received from interviews, focus groups, and surveys. Ultimately this information will be helpful in making recommendations to Cream & Sugar.

- **Secondary Research (Websites and Articles)**

Purpose:

It is vital that the researchers have consulted the research that others have done so that they can have a full picture of the industry as a whole and help to create and inform the types of questions that the researchers ask. Additionally, this secondary research allows the researchers to be able to ask specific and valuable questions so that they can optimize their time with customers. **Seven websites and eight articles** were reviewed during the secondary research phase, however, for the sake of space **only the best four articles and two website appear in this report.**

Websites and Articles Consulted:

Website #1: Cream & Sugar Cafe's Yelp Reviews

Retrieved from: <https://www.yelp.com/biz/cream-and-sugar-cafe-la-mirada> on 9/22/2021

Date Published: Current

Description: Yelp reviews offered great insights into what customers at CNS appreciate about the business as well as identify areas for improvement through their negative reviews.

Relevance:

- Customers were mostly satisfied with food items while reviews on the drinks were mixed.
- Customers appreciate the ambiance and interior.
- Customers complained about slow service and high prices.

Website #2: United States Census Bureau. QuickFacts for La Mirada city, California. 2019.

Retrieved from <https://www.census.gov/quickfacts/lamiradacitycalifornia> on 9/23/2021

Description: Demographic information on the residents of La Mirada to better understand the local population.

Relevance:

- 50% white, 1.8% Black, 21% Asian, 42% Hispanic
- Median household income \$95, 685

- Poverty rate: 5.8%
- These statistics show that La Mirada is a diverse city that is generally upper middle class.

Article #1: Robsham, Kayley. *What Coffee Shops Teach Us About College Student Retention*.
March 17, 2017

Retrieved from: <https://www.presence.io/> on 9/22/2021

Description: This article dives into the mind of college students and analyzes what motivates them to go to certain coffee shops. It also highlights ways to shift them from the engagement to loyalty stage.

Relevance:

- College students consider the quality of wifi over the price of drinks.
- College students prioritize the atmosphere, culture, the feeling of security, and connection.
- Businesses can increase engagement by personalizing the experience for students.

Article #2: Spars, Clara. *Library Studying Versus Cafe Studying*. March 1, 2019

Retrieved from: <https://www.stanforddaily.com/> on 9/22/2021

Description: This article compares the environments of libraries and cafes and why college students prefer one over the other.

Relevance:

- Libraries provide quiet spaces, without distractions, that allow students to sit down and work.
- The cafe environment is less lonely and more familiar, but brings more distractions.
- Food and drinks are a huge motivator for students to visit cafes, but overall it is not a place where they can sit down and focus for long periods of time.

Article #3: Szklarski, Cassandra. *How Coffee Shops Are Addressing Laptop Loitering and Wi-Fi Hogs*.

March 14, 2018.

Retrieved from: <https://www.thestar.com/?redirect=true> on 9/22/2021

Description: This article discusses how coffee shops address students and workers loitering and taking advantage of the wi-fi for hours on end.

Relevance:

- Many cafes renovated the space to separate areas for people to be able to work.
- Some cafes implemented rules for wifi: purchasing a minimum amount, purchasing something upon arrival and buying something else per extra hour.
- Found that adding outlets and tables (encouraging a study cafe) turned a vibrant community into a quiet, dead environment.

Article #4: NationalCoffee. *5 Things the Beverage Industry Needs to Know About Gen Z*.
September 17, 2018.

Retrieved from <https://nationalcoffee.blog/> on 9/23/2021

Description: What do Gen Z (students) look for in coffee shops?

Relevance:

- Gen Z is health conscious and wants real food made with real ingredients, and are willing to pay the price.
- Gen Z cares about authenticity, personal brand, and story.
- Gen Z requires convenience due to their preference for instant gratification.
- Gen Z appreciates global flavors. 46% of Gen Z shoppers are non-white including 22% who identify as Hispanic.

- **In-Depth Interviews**

Purpose: The purpose of the interviews was to discover general customer expectations and attitudes. This phase of the research process included face-to-face interviews with current Golden State customers. **Sixteen** in-depth interviews were conducted between September 30, 2020, and October 16, 2020. The **six** best interviews are presented below.

Interviews:

Customer Interview #1: Face-to-face, 9/30/2021

Relevance: Recent Biola Grad, Regular, Frequent Cafe-goer

- Atmosphere feels a little dark
- Better lighting (Feels musty)
- Good portions for the price, although not usually concerned over price
- Close distance would make her want to go to CNS if they opened later
- Definitely thinks extending hours would be beneficial

Customer Interview #2: Face-to-face, 10/2/2021

Relevance: Biola Freshman, Male, Relatively New Customer

- Saw C&S while riding bike
- Thinks \$10 is good for the value for the breakfast sandwich
- Doesn't go to cafes himself typically, stated that freshmen usually don't go to cafes
- Views it as coffee shop but comes only for the food

Customer Interview #3: Face-to-face, 10/2/2021

Relevance: CSULB Student, Female, Lives in Norwalk

- Likes the atmosphere/interior and the art
- Views it as a coffee shop but only gets the food
- Saw while going to Tokyo Town

- Okay with the menu and price
- Thinks extending hours might be useful
- Believes students would need incentive to know about the hour extensions

Customer Interview #4: Face to Face, 10/5/21

Relevance: Extremely regular customer (daily customer)

- Daily customer of C&S
- Believes Cream & Sugar is too expensive, continually looking for alternatives that are close by
- Food and drink quality is not consistent - even varies day by day, barista to barista. Not even the latte is consistent, which he feels should always be the same at every cafe
- Breakfast price is OK, but lunch is way too expensive

Customer Interview #5: Face to Face 10/5/21

Relevance: 2 college-age girls and their mom

- Regulars for 4 years, always bring their friends to C&S to hangout
- Favorite items are matcha latte and acai bowls
- Wish that C&S was open later for acai bowls... Like when sun is about to set
- Definitely view C&S as a locals spot
- Love availability of seating and love the art
- It's consistent
- Unaware of owner change

Customer Interview #6: Face-to-face, 10/7/2021

Relevance: Middle-Aged Woman, Regular

- Usually comes with friends after golfing for brunch
- Likes the atmosphere and homey feeling
- Thinks the prices are a bit high but will still come
- The location is also convenient

- **Focus Group**

Purpose:

The purpose of including a focus group in our research process is to provide a space for customers to share their experiences and current attitudes surrounding Cream & Sugar Cafe and the specialty coffee shop industry. It is similar to the in-depth interviews where customers are asked questions about their experience, although this allows the customers to hear each other and talk to each other in a synergistic fashion.

A focus group was conducted on Thursday, October 14, 2021, on a zoom call. There were seven participants who have all been to C&S before, but are not regulars. The focus group was beneficial because it included a mix of all Biola current students and recent alumni, a primary area of research for this project. Additionally, they spanned different years (pre-COVID and post-COVID customers) and visit C&S to varying degrees of frequency.

Major Findings:

- Most “specialty” coffee shops have a condensed menu of a few items they do really well. C&S has a large menu compared to most coffee shops
- Across the board, shocked that C&S closes at 3 pm and would definitely go if open later - Proof of this is that they were even sharing marketing techniques (ie Biola discount after 6 pm) that would incentivize students to go later
- Across the board, agree that the ambience is not cohesive and is important
- Mix of those who get food items at C&S and not
- Most view C&S as just “okay”, could not see themselves being regulars there
- After being reminded about C&S in the focus group, one participant decided to go the very next morning
- Most are introduced to C&S by their friends (athletic teams, study groups, friend groups)
- No one really follows the Instagram

D. Survey Respondents

Purpose:

The final step of the research process includes the development and distribution of a customer satisfaction survey. This survey was formulated based on previous research methods. Surveys were available to Cream & Sugar customers at the register and employees encouraged customers to fill them out.

A total of 119 surveys were collected between October 29, 2021, and November 12, 2021. The surveys were given to current customers at Cream & Sugar because this project seeks to uncover the attitudes and opinions of those customers. The answers the survey respondents provided may aid in developing strategies for customer satisfaction.

Who Filled Out the Survey:

- 81 out of 119 respondents are female
- 55 out of 119 respondents are 18-24 years old
- 70 out of 119 respondents are occasional visitors
- 43 out of 119 respondents are students at Biola University
- 71 out of 119 respondents travel less than 5 minutes to C&S

E. Data Collection Method

Purpose:

This section describes the way in which the researcher distributed and collected surveys. The purpose of this collection method is to ensure respondents' answers remain unbiased and accurately represent customer opinions.

Number Collected:

A total of 119 surveys were collected during the allotted time period.

When:

The surveys were distributed from October 29, 2020, to November 12, 2021. The time frame was brief so that the report could be compiled in a timely fashion.

Where:

105 of the surveys were filled out at Cream & Sugar during regular business hours.

14 of the surveys were filled out online by customers who have previously visited C&S.

How:

Data was collected by the managers and employees asking customers if they would like to fill out a voluntary customer feedback survey at the register. Employees were instructed to pass out hard copies of the survey. We also handed out surveys in person at the store. Hard copy surveys were collected at the front register when completed.

Incentive Used:

Respondents received a 10% off coupon for their drink next visit as an incentive for completing the survey.

Why:

Data was collected in this manner out of convenience given the time and budget constraints and to ensure consistent results. Surveys were handed out ONLY at Cream & Sugar because the in-shop experience best catered to the surveys being filled out accurately.

F. Sampling Process

Purpose:

The purpose of this section is to describe the sampling technique and methods used to determine the sample used. This section provides calculations regarding the accuracy of the research findings.

Sampling Techniques:

Due to time constraints and other difficulties, the ability to survey all Cream & Sugar's customers was not a feasible option. Nevertheless, a small group, or sample, was surveyed and it was assumed that they represent the entire population of Cream & Sugar's customers. The sample in this report is **NOT a random sample** since the research was exploratory and the extent of the report limited.

Sampling Method:

This report uses a non-probabilistic sampling method because, as previously mentioned, the entire population of Cream & Sugar's customers was not feasible. A convenience sample was used for exploratory purposes in order to retrieve valuable information from existing customers.

Given the desired confidence level (Z) and the allowable level of error (E), the following formula is used to specify the optimal sample size for a random sample. Since a convenience sample was used and the sample size has been specified, the formula will provide approximations for the confidence level and the allowable level of error. The p value is assigned 0.5 because there is no basis for its estimate available (This value does not have a significant effect on the final calculation).

Sample Size Formula:

$$n = \frac{Z^2 * [.5 * (1-.5)]}{E^2}$$

$$119 = \frac{1.645^2 * [.5 * (1-.5)]}{.07703^2}$$

Key

n = Sample Size (119)

Z = Confidence level (1.645)

P = Population (0.5)

E = Allowable level of error (.07703 or 7.70%)

Explanation:

With a sample size of 114, one can say with 90% confidence that the numerical responses (means, standard deviation, etc.) of this report will be within $\pm 7.70\%$ level of error in representing the entire customer population. This formula is created for the purposes of using a random sample. The sample in this report was not a random sample and therefore the confidence level and allowable level of error are approximations.

G. Data Analysis**Purpose:**

It is essential to understand how the data collected from the surveys was analyzed in order to be assured that the results are as accurate as possible. This includes an explanation of the software and terminology used for the purposes of the project.

Software Used:

The software used for this exploratory project was SurveyPro4. This program has many functions including survey creation, data entry, data calculations, and table creation. Because SurveyPro4 has so many features it was used for this project.

Explanation of Statistical Analysis:

An understanding of certain terms and tables used throughout the report is essential to the best understanding of the report as a whole. Definitions are provided below for clarity.

Statistical Tools and Key Terms:***Summary Text***

The summary text provides an abstract of all the statistical data gathered from the surveys. Responses from all of the completed surveys are summarized within the summary text. The number of replies means and standard deviations are also included as appropriate.

Means

The mean within this report represents the average of respondents' answers for a given question. The mean is calculated by taking the sum of all the respondents' answers to a specific question and dividing it by the number of replies. It is important to consider the average because it may reveal respondent inclinations.

Standard Deviations

The standard deviation represents the variance of answers to a specific question. In this report, the standard deviation reveals how close customer responses are to the mean. This is a significant measure because it allows the researcher to gauge the accuracy of the mean. For example, there may be a high mean (8.90) for overall satisfaction. Yet, a high standard deviation (2.50) would signify that there is a significant split between respondents with one cluster of high scores and another of much lower scores.

Cross Tabulations

Cross tabulations allow the researcher to compare one question with another. They are signified within the report with an "X" in the title, above the figure. The comparisons are useful because they indicate how certain demographic groups answered a specific question. Cross tabulations are particularly useful in analyzing how different groups of customers rated overall satisfaction.

Select Filters

A select filter highlights all of the data gathered from a chosen customer group. This analysis is run in order to discover more information about a certain customer group. For example, a select filter may be run to show customers in the age group 18-24 answered every question on the survey.

H. Limitations

The results found from this research report are not fully conclusive since the research was primarily for purposes. The report rather aims to provide initial research to identify further areas to study. This section recognizes the limitations of the research conducted for the purposes of full disclosure.

NOT a Random Sample

Since a convenience sample was used, the sample cannot be viewed as a perfect representation of all Cream & Sugar's customers.

Time Constraints

There was only a two-week frame in which the surveys were distributed and collected. There were also time constraints on secondary research and the creation of the survey.

Experience

The researchers have little experience in the marketing research process.

Customer Bias

Customers may have chosen answers that were not an accurate representation of their views or opinions.

Final Constraints

The budget was insufficient for a research project of this scale.

V. Explanation of Survey Terms

Purpose:

The following section provides copies of the surveys used to collect and input the data as well as the data obtained. The original survey is included in order to display the exact survey the customers filled out. The data entry survey is included so that question numbers may be easily referenced for the Major Findings section. The Summary Text includes all of the answers that respondents gave.

A. Distributed Survey

This is the original survey that was distributed to customers at Cream & Sugar. All the data collected was directly retrieved from the answers that respondents gave on this survey.

B. Data Entry Survey

This is a copy of the survey that was used to input the data. The data was then used to breakdown the answers and provide an analysis for Cream & Sugar. This survey is a slightly modified version of the original survey. It is important to note that the content of the questions and answers were not altered in any way. These small adjustments were made in order to provide an efficient way to input the data.

C. Summary Text

The summary text includes all of the responses that customers gave to every question on the survey. It includes the statistical measurements of counts, percentages, no answers, means, and standard deviations.



Customer Feedback Survey

Thank you for filling out this anonymous survey. Your feedback will directly improve your Cream & Sugar experience, so be sure to answer as **honestly** as possible. (Cream & Sugar = C&S)

<p>What is your gender?</p> <input type="checkbox"/> Female <input type="checkbox"/> Male <input type="checkbox"/> Non-Binary <input type="checkbox"/> Prefer Not to Answer <input type="checkbox"/> Other: _____	<p>What is your age?</p> <input type="checkbox"/> Under 18 <input type="checkbox"/> 18-24 <input type="checkbox"/> 25-50 <input type="checkbox"/> 51+	<p>What best describes you?</p> <input type="checkbox"/> Regular <input type="checkbox"/> First Time <input type="checkbox"/> Occasional Visitor	<p>What best describes you?</p> <input type="checkbox"/> Local <input type="checkbox"/> Student <input type="checkbox"/> Working Professional <input type="checkbox"/> Delivery Service (DoorDash) <input type="checkbox"/> Other: _____	<p>Are you a student at Biola University?</p> <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Student at different university	<p>How far do you typically commute to C&S?</p> <input type="checkbox"/> 5 minutes or less <input type="checkbox"/> 6-15 minutes <input type="checkbox"/> 15-20 minutes <input type="checkbox"/> Over 21 minutes
<p>How much do you usually spend per visit?</p> <input type="checkbox"/> <\$5 <input type="checkbox"/> \$6-15 <input type="checkbox"/> \$16-25 <input type="checkbox"/> \$26-50	<p>What is the most common activity you do at C&S?</p> <input type="checkbox"/> Eat Brunch <input type="checkbox"/> Study / Work Alone <input type="checkbox"/> Study / Work With Friends <input type="checkbox"/> Socialize <input type="checkbox"/> Grab & Go	<p>How did you first hear about C&S?</p> <input type="checkbox"/> Yelp <input type="checkbox"/> Instagram <input type="checkbox"/> Facebook <input type="checkbox"/> Friend Referral <input type="checkbox"/> Walked By <input type="checkbox"/> Other: _____	<p>How often do you typically go to other cafes per week?</p> <input type="checkbox"/> 1x or less <input type="checkbox"/> 2-3x <input type="checkbox"/> 4-6x <input type="checkbox"/> Daily	<p>What hours do you typically visit other cafes?</p> <input type="checkbox"/> 7 - 10 am <input type="checkbox"/> 10 - 2 pm <input type="checkbox"/> 2 - 6 pm <input type="checkbox"/> 6 - 10 pm	<p>If I had to choose one, I view C&S more as a:</p> <input type="checkbox"/> Brunch Spot <input type="checkbox"/> Coffee Shop <input type="checkbox"/> Grab & Go

DIRECTIONS: Please circle the number that best represents how **IMPORTANT** and **SATISFIED** you are with the respective item at Cream & Sugar.

	Importance										Satisfaction									
	Low					High					Low					High				
Consistency of drink quality	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
Consistency of food quality	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
Quality of service	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
Cleanliness	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
Speed of service	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
Location of C&S	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
Price	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
Pleasant cafe ambience	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
Group-friendly environment	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
Good lighting for work/study	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
Study/work environment	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10

DIRECTIONS: Please rank from 1-5 in order of **IMPORTANCE** on why you choose to come to Cream & Sugar. (1 being most important, 2 being second most important, 5 being least important).

___ Location ___ Hours of Operation ___ Quality of Food and Drinks ___ Price ___ Study/Work Environment

Turn over survey to complete the other side :)

DIRECTIONS: Please read each statement and check the box that corresponds to your level of **AGREEMENT** or **DISAGREEMENT**.

	Very Strongly Disagree	Disagree	Mildly Disagree	Mildly Agree	Agree	Very Strongly Agree
"I think the art on the walls are cohesive with the aesthetic of C&S."	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"I would enter social media giveaways hosted by C&S."	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If there was a 10% student discount, I would definitely visit more often.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If C&S hosted pop up events with local artists and organizations in store, I would attend.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"I don't have a problem with C&S being open until 3 pm."	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"I would prefer if C&S was open later."	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If C&S was open later, I would come to study/work.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"It would be great if C&S was a brunch spot in the morning and a study/work cafe after 3 pm."	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"I would like it if C&S had dinner exclusive food items past 3 pm."	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If C&S were to extend their hours, what time would you prefer they closed?

5 pm 7 pm 9 pm 10 pm

If C&S were open at night, which menu items would you want to see on the menu? (Pick 2)

Sandwiches Smoothies Blended Bowls Specialty Coffee

Have you ever recommended C&S to a friend?

Yes No

What is your overall satisfaction level with Cream & Sugar Cafe? Low 1 2 3 4 5 6 7 8 9 10 High

Thank you for completing this survey.

Please return your completed survey to the cashier at the register and cut off the corner coupon to receive 10% off any drink next visit. We sincerely appreciate your feedback!

@cnscafe on Instagram

Cream & Sugar's Data Entry Survey

What is your gender?

- Female
- Male
- Non-Binary
- Prefer Not to Answer
- Other: _____

What is your age?

- Under 18
- 18-24
- 25-50
- 51+

What best describes you?

- Regular
- First Time
- Occasional Visitor

What best describes you?

- Local
- Student
- Working Professional
- Delivery Service (DoorDash)
- Other: _____

Are you a student at Biola University?

- Yes
- No
- Student at different university

How far do you typically commute to C&S?

- 5 minutes or less
- 6-15 minutes
- 15-20 minutes
- Over 21 minutes

How much do you usually spend per visit?

- <\$5
- \$6-15
- \$16-25
- \$26-50

What is the most common activity you do at C&S?

- Eat Brunch
- Study / Work Alone
- Study / Work With Friends
- Socialize
- Grab & Go

How did you **first** hear about C&S?

- Yelp
- Instagram
- Facebook
- Friend Referral
- Walked By
- Other: _____

How often do you typically go to **other** cafes per week?

- 1x or less
- 2-3x
- 4-6x
- Daily

What hours do you typically visit **other** cafes?

- 7 - 10 am
- 10 - 2 pm
- 2 - 6 pm
- 6 - 10 pm

If I had to choose one, I view C&S more as a:

- Brunch Spot
- Coffee Shop
- Grab & Go

	low	high
IMP Consistency of drink quality	1 2 3 4 5 6 7 8 9 10	
SAT Consistency of drink quality	1 2 3 4 5 6 7 8 9 10	
IMP Consistency of food quality	1 2 3 4 5 6 7 8 9 10	
SAT Consistency of food quality	1 2 3 4 5 6 7 8 9 10	
IMP Quality of service	1 2 3 4 5 6 7 8 9 10	
SAT Quality of service	1 2 3 4 5 6 7 8 9 10	
IMP Cleanliness	1 2 3 4 5 6 7 8 9 10	
SAT Cleanliness	1 2 3 4 5 6 7 8 9 10	
IMP Speed of service	1 2 3 4 5 6 7 8 9 10	
SAT Speed of service	1 2 3 4 5 6 7 8 9 10	
IMP Location of C&S	1 2 3 4 5 6 7 8 9 10	
SAT Location of C&S	1 2 3 4 5 6 7 8 9 10	
IMP Price	1 2 3 4 5 6 7 8 9 10	
SAT Price	1 2 3 4 5 6 7 8 9 10	
IMP Pleasant cafe ambience	1 2 3 4 5 6 7 8 9 10	
SAT Pleasant cafe ambience	1 2 3 4 5 6 7 8 9 10	
IMP Group friendly environment	1 2 3 4 5 6 7 8 9 10	
SAT Group friendly environment	1 2 3 4 5 6 7 8 9 10	
IMP Good lighting for work/study	1 2 3 4 5 6 7 8 9 10	
SAT Good lighting for work/study	1 2 3 4 5 6 7 8 9 10	
IMP Study/work environment	1 2 3 4 5 6 7 8 9 10	
SAT Study/work environment	1 2 3 4 5 6 7 8 9 10	

	Yes	No
Did you rank Location #1?	<input type="checkbox"/>	<input type="checkbox"/>
Did you rank Hours of Operation #1?	<input type="checkbox"/>	<input type="checkbox"/>
Did you rank Quality of Food and Drinks #1?	<input type="checkbox"/>	<input type="checkbox"/>
Did you rank Price #1?	<input type="checkbox"/>	<input type="checkbox"/>
Did you rank Study/Work Environment #1?	<input type="checkbox"/>	<input type="checkbox"/>
Did you rank Location #5?	<input type="checkbox"/>	<input type="checkbox"/>
Did you rank Hours of Operation #5?	<input type="checkbox"/>	<input type="checkbox"/>
Did you rank Quality of Food and Drinks #5?	<input type="checkbox"/>	<input type="checkbox"/>
Did you rank Price #5?	<input type="checkbox"/>	<input type="checkbox"/>
Did you rank Study/Work Environment #5?	<input type="checkbox"/>	<input type="checkbox"/>

	Very Strongly Disagree	Disagree	Mildly Disagree	Mildly Agree	Agree	Very Strongly Agree
"I think the art on the walls are cohesive with the aesthetic of C&S."	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"I would enter social media giveaways hosted by C&S."	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If there was a 10% student discount, I would definitely visit more often.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If C&S hosted pop up events with local artists and organizations in store, I would attend.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"I don't have a problem with C&S being open until 3 pm."	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"I would prefer if C&S was open later."	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If C&S was open later, I would come to study/work.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"It would be great if C&S was a brunch spot in the morning and a study/work cafe after 3 pm."	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"I would like it if C&S had dinner exclusive food items past 3 pm."	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If C&S were to extend their hours, what time would you prefer they closed?

5 pm 7 pm 9 pm 10 pm

If C&S were open at night, which menu items would you want to see on the menu? (Pick 2)

- Sandwiches Smoothies Blended Bowls Specialty Coffee

Have you ever recommended C&S to a friend?

- Yes No

What is your overall satisfaction level with Cream & Sugar
Cafe?

- 1 2 3 4 5 6 7 8 9 10

Q1: What is your gender?

What is your gender?

81; 68.1%	Female	2; 1.7%	Non-Binary	0; 0.0%	Other
35; 29.4%	Male	1; 0.8%	Prefer Not to Answer	0; 0.0%	No Answer

Replies 119

Q2: What is your age?

What is your age?

55; 46.2%	18-24	10; 8.4%	51+	0; 0.0%	No Answer
49; 41.2%	25-50	5; 4.2%	Under 18		

Replies 119

Q3: What best describes you? (Regulars)

What best describes you?

70; 58.8%	Occasional Visitor	20; 16.8%	Regular
29; 24.4%	First Time	0; 0.0%	No Answer

Replies 119

Q4: What best describes you?

What best describes you?

55; 46.2%	Student	1; 0.8%	retired
32; 26.9%	Local	0; 0.0%	Delivery Service (DoorDash)
23; 19.3%	Working Professional	3; 2.5%	Other
5; 4.2%	visitor	0; 0.0%	No Answer

Replies 119

Q5: Are you a student at Biola University?

Are you a student at Biola University?

68; 57.1%	No	8; 6.7%	Student at different university
43; 36.1%	Yes	0; 0.0%	No Answer

Replies 119

Q6: How far do you typically commute to C&S?

How far do you typically commute to C&S?

71; 59.7%	5 minutes or less	14; 11.8%	15-20 minutes	1; 0.8%	No Answer
27; 22.7%	6-15 minutes	6; 5.0%	Over 21 minutes		

Replies 118

Q7: How much do you usually spend per visit?

How much do you usually spend per visit?

73; 61.3%	\$6-15	13; 10.9%	\$26-50	1; 0.8%	No Answer
25; 21.0%	\$16-25	7; 5.9%	<\$5		

Replies 118

Q8: What is the most common activity you do at C&S?

What is the most common activity you do at C&S?

39; 32.8%	Grab & Go	10; 8.4%	Study / Work Alone
36; 30.3%	Eat Brunch	8; 6.7%	Socialize
18; 15.1%	Study / Work With Friends	8; 6.7%	No Answer

Replies 111

Q9: How did you first hear about C&S?

How did you first hear about C&S?

57; 47.9%	Walked By	1; 0.8%	Instagram	1; 0.8%	Other
32; 26.9%	Friend Referral	1; 0.8%	Event	1; 0.8%	No Answer
23; 19.3%	Yelp	1; 0.8%	Safari		
2; 1.7%	Uber Eats	0; 0.0%	Facebook		

Replies 118

Q10: How often do you typically go to other cafes per week?

How often do you typically go to other cafes per week?

71; 59.7%	1x or less	4; 3.4%	4-6x	0; 0.0%	No Answer
41; 34.5%	2-3x	3; 2.5%	Daily		

Replies 119

Q11: What hours do you typically visit other cafes?

What hours do you typically visit other cafes?

38; 31.9%	10 - 2 pm	21; 17.6%	2 - 6 pm	20; 16.8%	No Answer
33; 27.7%	7 - 10 am	7; 5.9%	6 - 10 pm		

Replies 99

Q12: If I had to choose one, I view C&S more as a:

If I had to choose one, I view C&S more as a:

55; 46.2%	Coffee Shop	35; 29.4%	Brunch Spot	25; 21.0%	Grab & Go	4; 3.4%	No Answer
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Replies 115

Q13: IMP Consistency of drink quality

IMP Consistency of drink quality

0; 0.0%	Rated 1	0; 0.0%	Rated 4	7; 5.9%	Rated 7	60; 50.4%	Rated 10
0; 0.0%	Rated 2	2; 1.7%	Rated 5	25; 21.0%	Rated 8	2; 1.7%	No Answer
0; 0.0%	Rated 3	2; 1.7%	Rated 6	21; 17.6%	Rated 9		

Replies 117; Mean 9.06; Std Dev 1.18

Q14: SAT Consistency of drink quality

SAT Consistency of drink quality

0; 0.0%	Rated 1	0; 0.0%	Rated 4	20; 16.8%	Rated 7	42; 35.3%	Rated 10
0; 0.0%	Rated 2	3; 2.5%	Rated 5	24; 20.2%	Rated 8	6; 5.0%	No Answer
0; 0.0%	Rated 3	0; 0.0%	Rated 6	24; 20.2%	Rated 9		

Replies 113; Mean 8.70; Std Dev 1.28

Q15: IMP Consistency of food quality

IMP Consistency of food quality

1; 0.8%	Rated 1	0; 0.0%	Rated 4	2; 1.7%	Rated 7	64; 53.8%	Rated 10
0; 0.0%	Rated 2	1; 0.8%	Rated 5	26; 21.8%	Rated 8	3; 2.5%	No Answer
0; 0.0%	Rated 3	1; 0.8%	Rated 6	21; 17.6%	Rated 9		

Replies 116; Mean 9.16; Std Dev 1.26

Q16: SAT Consistency of food quality

SAT Consistency of food quality

0; 0.0%	Rated 1	1; 0.8%	Rated 4	8; 6.7%	Rated 7	49; 41.2%	Rated 10
0; 0.0%	Rated 2	3; 2.5%	Rated 5	24; 20.2%	Rated 8	10; 8.4%	No Answer
0; 0.0%	Rated 3	3; 2.5%	Rated 6	21; 17.6%	Rated 9		

Replies 109; Mean 8.84; Std Dev 1.37

Q17: IMP Quality of service

IMP Quality of service

0; 0.0%	Rated 1	1; 0.8%	Rated 4	2; 1.7%	Rated 7	70; 58.8%	Rated 10
0; 0.0%	Rated 2	0; 0.0%	Rated 5	21; 17.6%	Rated 8	2; 1.7%	No Answer
1; 0.8%	Rated 3	2; 1.7%	Rated 6	20; 16.8%	Rated 9		

Replies 117; Mean 9.24; Std Dev 1.22

Q18: SAT Quality of service

SAT Quality of service

0; 0.0%	Rated 1	0; 0.0%	Rated 4	14; 11.8%	Rated 7	61; 51.3%	Rated 10
0; 0.0%	Rated 2	3; 2.5%	Rated 5	14; 11.8%	Rated 8	5; 4.2%	No Answer
1; 0.8%	Rated 3	1; 0.8%	Rated 6	20; 16.8%	Rated 9		

Replies 114; Mean 8.98; Std Dev 1.41

Q19: IMP Cleanliness

IMP Cleanliness

0; 0.0%	Rated 1	0; 0.0%	Rated 4	8; 6.7%	Rated 7	71; 59.7%	Rated 10
0; 0.0%	Rated 2	1; 0.8%	Rated 5	15; 12.6%	Rated 8	3; 2.5%	No Answer
0; 0.0%	Rated 3	3; 2.5%	Rated 6	18; 15.1%	Rated 9		

Replies 116; Mean 9.23; Std Dev 1.16

Q20: SAT Cleanliness

SAT Cleanliness

0; 0.0%	Rated 1	1; 0.8%	Rated 4	9; 7.6%	Rated 7	54; 45.4%	Rated 10
0; 0.0%	Rated 2	2; 1.7%	Rated 5	21; 17.6%	Rated 8	7; 5.9%	No Answer
0; 0.0%	Rated 3	4; 3.4%	Rated 6	21; 17.6%	Rated 9		

Replies 112; Mean 8.91; Std Dev 1.35

Q21: IMP Speed of service

IMP Speed of service

0; 0.0%	Rated 1	0; 0.0%	Rated 4	16; 13.4%	Rated 7	48; 40.3%	Rated 10
0; 0.0%	Rated 2	8; 6.7%	Rated 5	22; 18.5%	Rated 8	2; 1.7%	No Answer
0; 0.0%	Rated 3	6; 5.0%	Rated 6	17; 14.3%	Rated 9		

Replies 117; Mean 8.52; Std Dev 1.58

Q22: SAT Speed of service

SAT Speed of service

0; 0.0%	Rated 1	0; 0.0%	Rated 4	11; 9.2%	Rated 7	38; 31.9%	Rated 10
0; 0.0%	Rated 2	1; 0.8%	Rated 5	33; 27.7%	Rated 8	4; 3.4%	No Answer
0; 0.0%	Rated 3	9; 7.6%	Rated 6	23; 19.3%	Rated 9		

Replies 115; Mean 8.58; Std Dev 1.30

Q23: IMP Location of C&S

IMP Location of C&S

0; 0.0%	Rated 1	0; 0.0%	Rated 4	11; 9.2%	Rated 7	60; 50.4%	Rated 10
0; 0.0%	Rated 2	4; 3.4%	Rated 5	12; 10.1%	Rated 8	2; 1.7%	No Answer
1; 0.8%	Rated 3	7; 5.9%	Rated 6	22; 18.5%	Rated 9		

Replies 117; Mean 8.85; Std Dev 1.54

Q24: SAT Location of C&S

SAT Location of C&S

0; 0.0%	Rated 1	1; 0.8%	Rated 4	6; 5.0%	Rated 7	71; 59.7%	Rated 10
0; 0.0%	Rated 2	1; 0.8%	Rated 5	14; 11.8%	Rated 8	4; 3.4%	No Answer
0; 0.0%	Rated 3	2; 1.7%	Rated 6	20; 16.8%	Rated 9		

Replies 115; Mean 9.26; Std Dev 1.19

Q25: IMP Price

IMP Price

0; 0.0%	Rated 1	2; 1.7%	Rated 4	10; 8.4%	Rated 7	47; 39.5%	Rated 10
1; 0.8%	Rated 2	1; 0.8%	Rated 5	23; 19.3%	Rated 8	2; 1.7%	No Answer
0; 0.0%	Rated 3	7; 5.9%	Rated 6	26; 21.8%	Rated 9		

Replies 117; Mean 8.68; Std Dev 1.54

Q26: SAT Price

SAT Price

0; 0.0%	Rated 1	2; 1.7%	Rated 4	23; 19.3%	Rated 7	29; 24.4%	Rated 10
0; 0.0%	Rated 2	6; 5.0%	Rated 5	25; 21.0%	Rated 8	5; 4.2%	No Answer
0; 0.0%	Rated 3	8; 6.7%	Rated 6	21; 17.6%	Rated 9		

Replies 114; Mean 8.12; Std Dev 1.56

Q27: IMP Pleasant cafe ambience

IMP Pleasant cafe ambience

0; 0.0%	Rated 1	0; 0.0%	Rated 4	4; 3.4%	Rated 7	56; 47.1%	Rated 10
0; 0.0%	Rated 2	3; 2.5%	Rated 5	22; 18.5%	Rated 8	2; 1.7%	No Answer
0; 0.0%	Rated 3	7; 5.9%	Rated 6	25; 21.0%	Rated 9		

Replies 117; Mean 8.94; Std Dev 1.33

Q28: SAT Pleasant cafe ambience

SAT Pleasant cafe ambience

0; 0.0%	Rated 1	0; 0.0%	Rated 4	18; 15.1%	Rated 7	54; 45.4%	Rated 10
0; 0.0%	Rated 2	4; 3.4%	Rated 5	20; 16.8%	Rated 8	3; 2.5%	No Answer
0; 0.0%	Rated 3	5; 4.2%	Rated 6	15; 12.6%	Rated 9		

Replies 116; Mean 8.72; Std Dev 1.46

Q29: IMP Group friendly environment

IMP Group friendly environment

1; 0.8%	Rated 1	2; 1.7%	Rated 4	9; 7.6%	Rated 7	50; 42.0%	Rated 10
1; 0.8%	Rated 2	5; 4.2%	Rated 5	16; 13.4%	Rated 8	2; 1.7%	No Answer
2; 1.7%	Rated 3	8; 6.7%	Rated 6	23; 19.3%	Rated 9		

Replies 117; Mean 8.44; Std Dev 1.98

Q30: SAT Group friendly environment

SAT Group friendly environment

0; 0.0%	Rated 1	3; 2.5%	Rated 4	11; 9.2%	Rated 7	48; 40.3%	Rated 10
0; 0.0%	Rated 2	3; 2.5%	Rated 5	27; 22.7%	Rated 8	7; 5.9%	No Answer
1; 0.8%	Rated 3	4; 3.4%	Rated 6	15; 12.6%	Rated 9		

Replies 112; Mean 8.59; Std Dev 1.63

Q31: IMP Good lighting for work/study

IMP Good lighting for work/study

4; 3.4%	Rated 1	2; 1.7%	Rated 4	6; 5.0%	Rated 7	50; 42.0%	Rated 10
2; 1.7%	Rated 2	8; 6.7%	Rated 5	13; 10.9%	Rated 8	1; 0.8%	No Answer
0; 0.0%	Rated 3	11; 9.2%	Rated 6	22; 18.5%	Rated 9		

Replies 118; Mean 8.19; Std Dev 2.34

Q32: SAT Good lighting for work/study

SAT Good lighting for work/study

0; 0.0%	Rated 1	2; 1.7%	Rated 4	13; 10.9%	Rated 7	45; 37.8%	Rated 10
0; 0.0%	Rated 2	9; 7.6%	Rated 5	23; 19.3%	Rated 8	6; 5.0%	No Answer
1; 0.8%	Rated 3	7; 5.9%	Rated 6	13; 10.9%	Rated 9		

Replies 113; Mean 8.32; Std Dev 1.79

Q33: IMP Study/work environment

IMP Study/work environment

4; 3.4%	Rated 1	1; 0.8%	Rated 4	12; 10.1%	Rated 7	49; 41.2%	Rated 10
1; 0.8%	Rated 2	5; 4.2%	Rated 5	19; 16.0%	Rated 8	2; 1.7%	No Answer
0; 0.0%	Rated 3	8; 6.7%	Rated 6	18; 15.1%	Rated 9		

Replies 117; Mean 8.30; Std Dev 2.16

Q34: SAT Study/work environment

SAT Study/work environment

0; 0.0%	Rated 1	3; 2.5%	Rated 4	12; 10.1%	Rated 7	45; 37.8%	Rated 10
0; 0.0%	Rated 2	6; 5.0%	Rated 5	23; 19.3%	Rated 8	7; 5.9%	No Answer
3; 2.5%	Rated 3	8; 6.7%	Rated 6	12; 10.1%	Rated 9		

Replies 112; Mean 8.26; Std Dev 1.91

Q35: Did you rank Location #1?

Did you rank Location #1?

63; 52.9%	No	20; 16.8%	Yes	36; 30.3%	No Answer
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Q46: "I would enter social media giveaways hosted by C&S."

"I would enter social media giveaways hosted by C&S."

7; 5.9%	Very Strongly Disagree	36; 30.3%	Agree
11; 9.2%	Disagree	20; 16.8%	Very Strongly Agree
9; 7.6%	Mildly Disagree	10; 8.4%	No Answer
26; 21.8%	Mildly Agree		

Replies 109; Mean 2.78; Std Dev 1.45

Q47: If there was a 10% student discount, I would definitely visit more often.

If there was a 10% student discount, I would definitely visit more often.

6; 5.0%	Very Strongly Disagree	28; 23.5%	Agree
3; 2.5%	Disagree	44; 37.0%	Very Strongly Agree
5; 4.2%	Mildly Disagree	17; 14.3%	No Answer
16; 13.4%	Mildly Agree		

Replies 102; Mean 2.15; Std Dev 1.41

Q48: If C&S hosted pop up events with local artists and organizations in store, I would attend.

If C&S hosted pop up events with local artists and organizations in store, I would attend.

9; 7.6%	Very Strongly Disagree	31; 26.1%	Agree
9; 7.6%	Disagree	24; 20.2%	Very Strongly Agree
6; 5.0%	Mildly Disagree	11; 9.2%	No Answer
29; 24.4%	Mildly Agree		

Replies 108; Mean 2.74; Std Dev 1.51

Q49: "I don't have a problem with C&S being open until 3 pm."

"I don't have a problem with C&S being open until 3 pm."

7; 5.9%	Very Strongly Disagree	23; 19.3%	Agree
16; 13.4%	Disagree	21; 17.6%	Very Strongly Agree
19; 16.0%	Mildly Disagree	13; 10.9%	No Answer
20; 16.8%	Mildly Agree		

Replies 106; Mean 3.07; Std Dev 1.55

Q50: "I would prefer if C&S was open later."

"I would prefer if C&S was open later."

3; 2.5%	Very Strongly Disagree	36; 30.3%	Agree
5; 4.2%	Disagree	28; 23.5%	Very Strongly Agree
8; 6.7%	Mildly Disagree	13; 10.9%	No Answer
26; 21.8%	Mildly Agree		

Replies 106; Mean 2.39; Std Dev 1.25

Q51: If C&S was open later, I would come to study/work.

If C&S was open later, I would come to study/work.

6; 5.0%	Very Strongly Disagree	30; 25.2%	Agree
5; 4.2%	Disagree	28; 23.5%	Very Strongly Agree
8; 6.7%	Mildly Disagree	19; 16.0%	No Answer
23; 19.3%	Mildly Agree		

Replies 100; Mean 2.50; Std Dev 1.42

Q52: "It would be great if C&S was a brunch spot in the morning and a study/work cafe after 3 pm."

"It would be great if C&S was a brunch spot in the morning and a study/work cafe after 3 pm."

4; 3.4%	Very Strongly Disagree	31; 26.1%	Agree
6; 5.0%	Disagree	33; 27.7%	Very Strongly Agree
5; 4.2%	Mildly Disagree	13; 10.9%	No Answer
27; 22.7%	Mildly Agree		

Replies 106; Mean 2.36; Std Dev 1.33

Q53: "I would like it if C&S had dinner exclusive food items past 3 pm."

"I would like it if C&S had dinner exclusive food items past 3 pm."

5; 4.2%	Very Strongly Disagree	25; 21.0%	Agree
12; 10.1%	Disagree	20; 16.8%	Very Strongly Agree
16; 13.4%	Mildly Disagree	13; 10.9%	No Answer
28; 23.5%	Mildly Agree		

Replies 106; Mean 2.91; Std Dev 1.42

Q54: If C&S were to extend their hours, what time would you prefer they closed?

If C&S were to extend their hours, what time would you prefer they closed?

37; 31.1%	9 pm	27; 22.7%	10 pm	13; 10.9%	No Answer
29; 24.4%	7 pm	13; 10.9%	5 pm		

Replies 106

Q55: If C&S were open at night, which menu items would you want to see on the menu? (Pick 2)

If C&S were open at night, which menu items would you want to see on the menu? (Pick 2)

75; 63.0%	Sandwiches	35; 29.4%	Blended Bowls	16; 13.4%	No Answer
48; 40.3%	Specialty Coffee	15; 12.6%	Smoothies		

Replies 103

Q56: Have you ever recommended C&S to a friend?

Have you ever recommended C&S to a friend?

81; 68.1%	Yes	28; 23.5%	No	10; 8.4%	No Answer
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Replies 109

Q57: What is your overall satisfaction level with Cream & Sugar Cafe?

What is your overall satisfaction level with Cream & Sugar Cafe?

0; 0.0%	Rated 1	0; 0.0%	Rated 4	15; 12.6%	Rated 7	36; 30.3%	Rated 10
0; 0.0%	Rated 2	2; 1.7%	Rated 5	25; 21.0%	Rated 8	8; 6.7%	No Answer
0; 0.0%	Rated 3	5; 4.2%	Rated 6	28; 23.5%	Rated 9		

Replies 111; Mean 8.62; Std Dev 1.29

VI. Major Findings and Conclusions

Purpose:

The purpose of this section is to categorically display all of the unique findings from the data analysis. Conclusions are then derived from the major findings and listed under their respective findings.

Breakdown of Survey Respondents:

Major Findings A - Who Filled Out the Survey

Major Findings B - Best Findings from Best Customers

Major Findings C - Analyzing Working Professionals

Major Findings D - Analyzing Students

Major Findings E - Analyzing Locals

Major Findings F - Ideas for Extended Hours

F1. Customer Demand for Extending Hours

F2. Customer Demand for Extending Hours to Study/Work

F3. Customer Demand for Hybrid Cafe Model

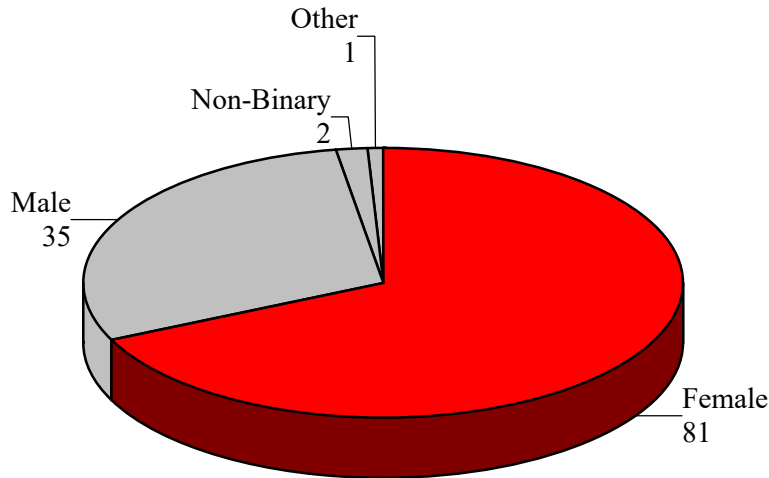
F4. Customer Preferred Closing Time

F5. Customer Preferred Top Dinner Menu Items

Major Findings A

Who Filled Out the Survey

Q1. Gender



What is your gender?

Figure 1: *Finding 1* - **81** out of 119 respondents were **female**.

Q2. Age

What is your age?

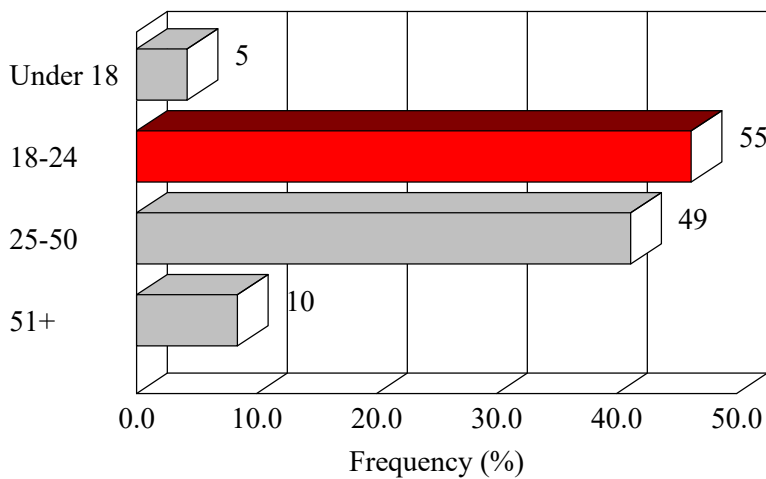
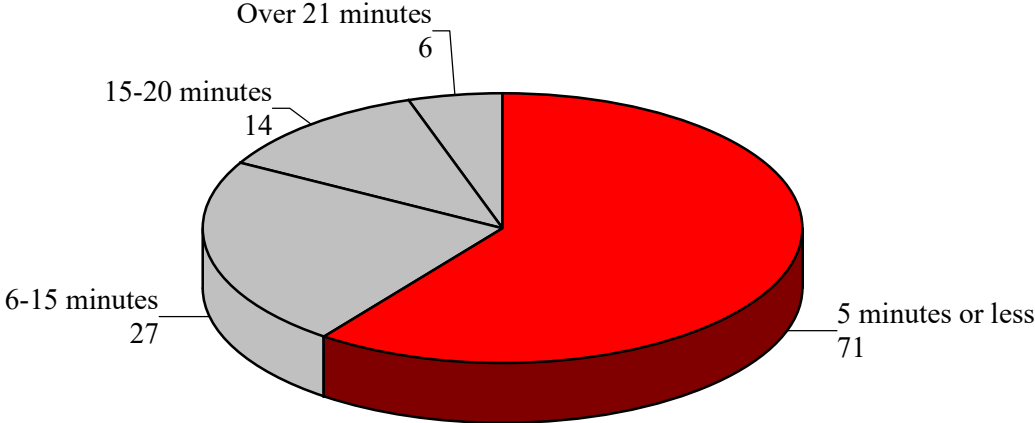


Figure 2: *Finding 1* - **55** out of 119 respondents are **18-24** years old.

Q6. How Far They Travel



How far do you typically commute to C&S?

Figure 3: *Finding 1*- 71 out of 118 respondents **travel less than 5 minutes** to C&S.

Q8. Most Common Activity

What is the most common activity you do at C&S?

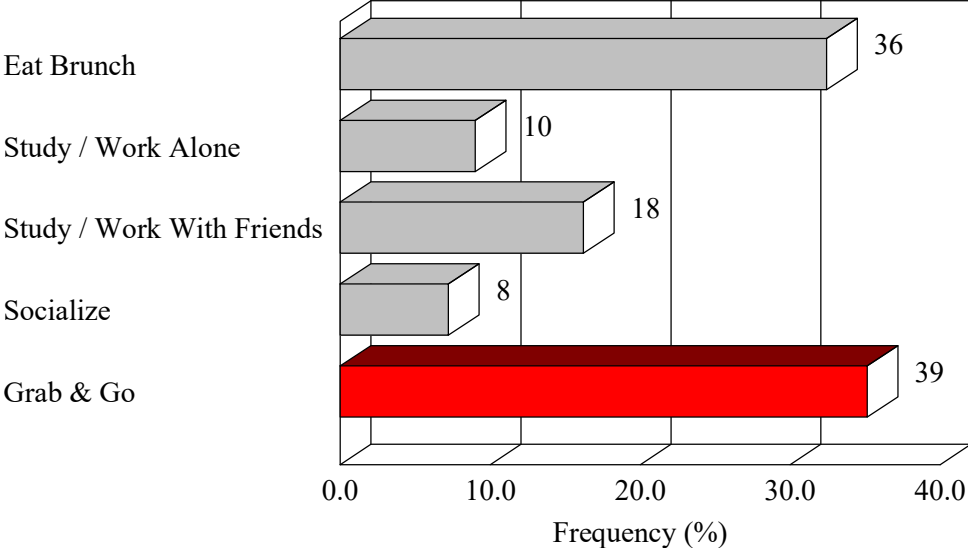


Figure 4: *Finding 1* - 39 out of 111 respondents **Grab & Go** at C&S.

Q9. How did you first hear about C&S?

How did you first hear about C&S?

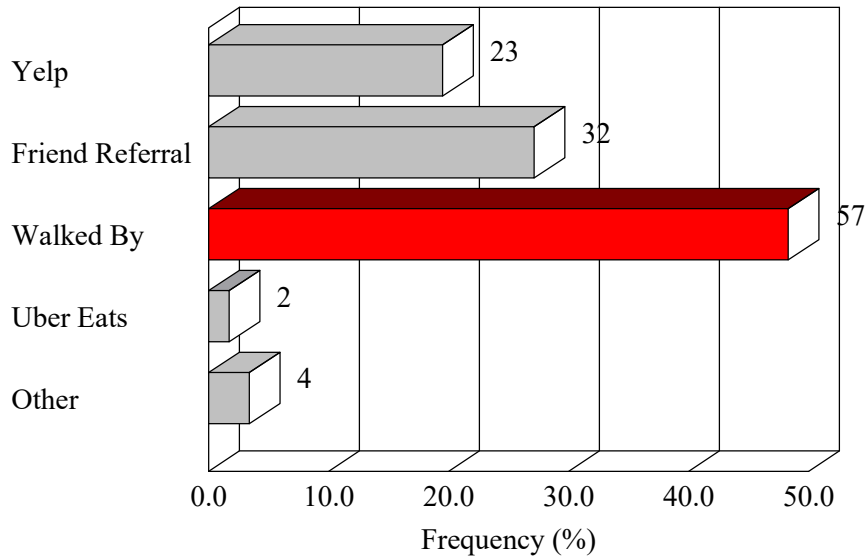


Figure 5: *Finding 1* - 57 out of 118 respondents found out about C&S by **walking by**.

Q10. Amount of times visit other cafes per week

How often do you typically go to other cafes per week?

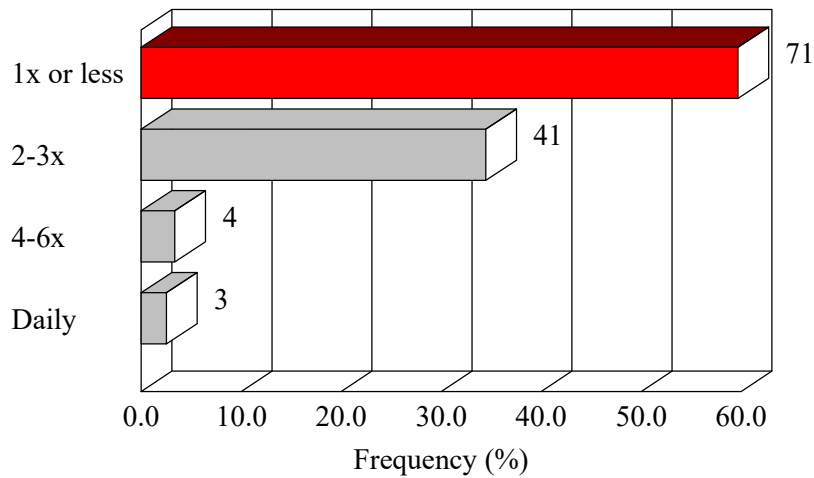


Figure 6: *Finding 1* - 71 out of 119 respondents **go to other cafes 1x per week**.

Q11. Typical hours for visiting other cafes

What hours do you typically visit other cafes?

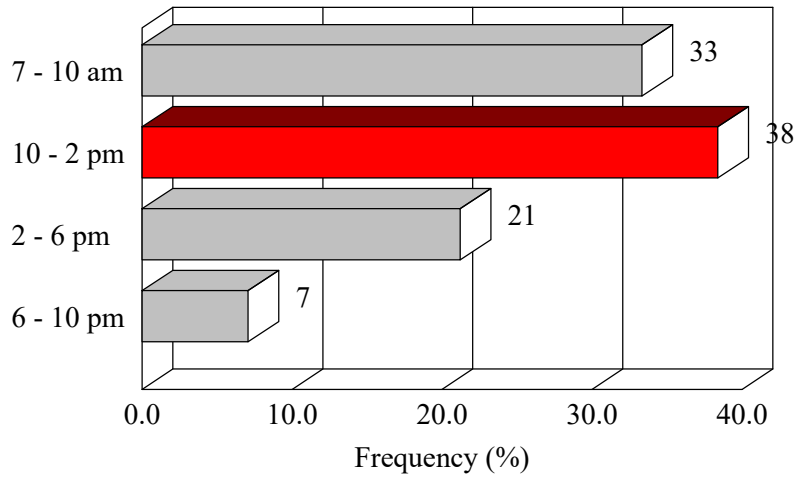
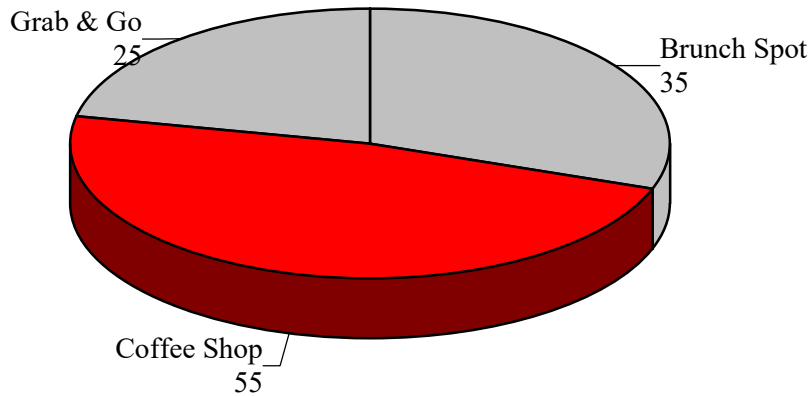


Figure 7: *Finding 1* - **38** out of 99 respondents typically **visit other cafes around 10-2 pm**.

Q12. I View C&S as a:



If I had to choose one, I view C&S more as a:

Figure 8: *Finding 1* - **55** out of 115 respondents view C&S as a **Coffee Shop**.

Major Findings B
Best Findings from the Best Customers

Q57 : What is your overall satisfaction level with Cream & Sugar?

What is your overall satisfaction level with Cream & Sugar Cafe?	
Rated 1	0
Rated 2	0
Rated 3	0
Rated 4	0
Rated 5	2
Rated 6	5
Rated 7	15
Rated 8	25
Rated 9	28
Rated 10	36
No Answer	8
Totals	119
Mean	8.62

Figure 9:

Finding 1 - The overall **mean of customer satisfaction** was rated a **8.62 out of 10**.

Finding 2 - **36** of the 119 respondents rated their overall satisfaction a **10 out of 10**.

Entire Survey of ONLY the 36 respondents who rated their overall satisfaction a 10.

Figure 10:

A select filter was run of ONLY the 36 of 119 respondents who rated their overall satisfaction with Cream & Sugar as a 10. This will help C&S discover strong areas of customer satisfaction.

Demographics

14 out of 36 respondents are locals.

11 out of 36 respondents are students.

18 out of 36 respondents are occasional visitors.

Importance and Satisfaction

22 out of 36 respondents rated Location of C&S importance a 10.

30 out of 36 respondents rated Location of C&S satisfaction a 10.

Respondents rated the importance of quality of service a 9.56 and their satisfaction a mean of 9.74.

Respondents rated the importance of pleasant cafe ambience a 9.06 and their satisfaction a mean of 9.69.

Potential Marketing Strategies

29 out of 36 respondents AGREE that they would prefer if C&S was open later.

28 out of 36 respondents AGREE that it would be great if C&S was a brunch spot in the morning and a study/work cafe after 3 pm.

26 out of 36 respondents AGREE that they would definitely visit more often if there was a 10% student discount.

13 out of 36 respondents would prefer if C&S closed at 9pm.

Conclusion

Figures 9 and 10 may suggest that customers are highly pleased with the location and the ambience of C&S. They also have an interest in later closing hours.

Q3: Frequency of visit

What best describes you? (Regulars)

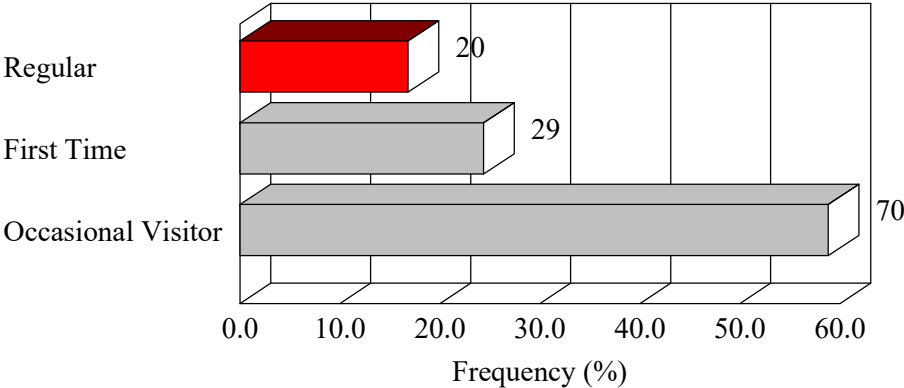


Figure 11:
Finding 1 - **20** out of 119 respondents are **regulars** at C&S.

Entire Survey of ONLY the 20 respondents who describe themselves as regulars at C&S.

Figure 12:

A select filter was run of ONLY the 20 of 119 respondents who describe themselves as a regular at C&S. This will help C&S understand the characteristics of their most loyal, frequently visiting customers.

Demographics

9 out of 20 respondents typically commute 5 minutes or less to C&S.

12 out of 20 respondents usually spend \$6-15 per visit.

13 out of 20 respondents found out about C&S by walking by.

Importance and Satisfaction

Respondents rated the importance of location of C&S a mean of 9.22 and their satisfaction a mean of 9.61.

Respondents rated the importance of consistency of drink quality a mean of 9.28 and their satisfaction a mean of 9.21.

Respondents rated the importance of consistency of food quality a mean of 9.47 and their satisfaction a mean of 9.22.

Potential Marketing Strategies

14 out of 20 respondents AGREE that they would prefer if C&S was open later.

12 out of 20 respondents don't have a problem with C&S only being open until 3pm.

14 out of 20 respondents AGREE that they would definitely visit more often if there was a 10% student discount.

15 out of 20 respondents would want to see sandwiches on the menu if C&S were open at night.

Conclusion

Figures 11 and 12 may suggest that regulars at C&S come often because of the location. They also think the consistency of drink and food quality are both very important. They are also willing to come if C&S were open later.

Q7: Amount they typically spend per visit

How much do you usually spend per visit?

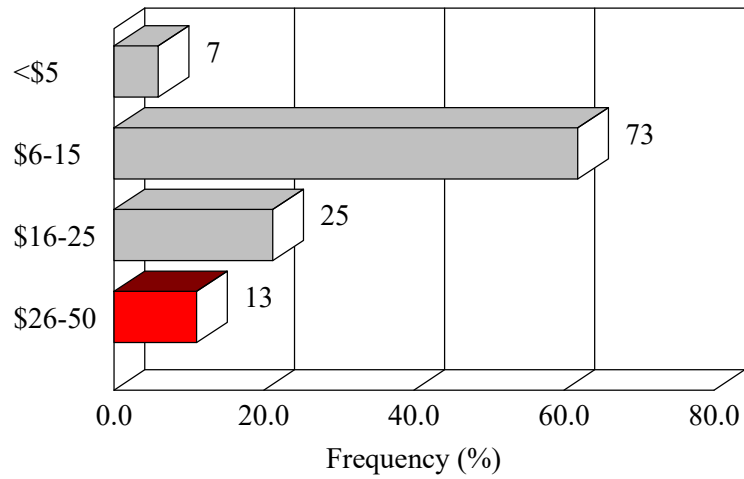


Figure 13: *Finding 1* - 13 out of the 118 respondents typically spend \$26-50 per visit.

Entire Survey of ONLY the 13 respondents that spend \$26-50 per visit.

Figure 14:

A select filter was run of ONLY the 13 of 118 respondents who typically spend \$26-50 at C&S. This information is helpful in understanding which customers spend the most and why.

Demographics

8 out of 13 respondents are in the 25-50 age range.

8 out of 13 respondents are occasional visitors.

8 out of 13 view C&S as a brunch spot.

Importance and Satisfaction

11 out of 13 respondents rated study/work environment as a 10 on importance.

10 out of 13 respondents rated 10 for satisfaction on study/work environment.

12 out of 13 respondents gave a 10 for importance of Cleanliness, while 10 out of 13 gave a 10.

Ranking

The majority of customers that spend the most at C&S ranked quality of food & drinks as first.

Potential Marketing Strategies

10 out of 13 respondents AGREE they would prefer to see C&S open later.

10 out of 13 respondents AGREE they would come to do work if open later.

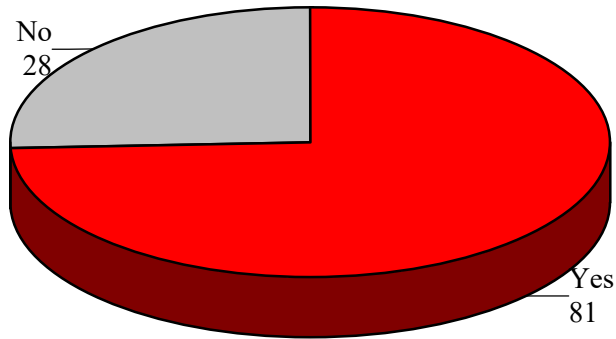
10 out of 13 respondents AGREE they would like exclusive dinner items.

12 out of 13 respondents would like to see sandwiches on the menu for dinner.

Conclusion

Figures 13 and 14 may suggest that customers that spend the most at C&S come for the food and drinks. They also view study/work environment as an important factor and would come to study/work if C&S were open later.

Q56: I have recommended C&S to a friend



Have you ever recommended C&S to a friend?

Figure 15: *Finding 1* - **81** out of 109 respondents have **recommended C&S to a friend**.

Entire survey of ONLY the 81 respondents who said that they have recommended C&S to a friend before.

Figure 16:

A select filter was run of ONLY the 81 of 109 respondents who have recommended C&S to a friend. This will help C&S discover how to get people to refer new customers.

Demographics:

49 out of 81 respondents commute 5 minutes or less to C&S.

48 out of 81 respondents typically spend \$6-15 per visit.

27 out of 81 respondents are students at Biola University.

36 out of 81 respondents view C&S as a coffee shop.

Importance and Satisfaction

Respondents rated the importance of consistency of drink quality as a mean of 9.11 and their satisfaction as a mean of 8.94.

Respondents rated the importance of location of C&S as a mean of 8.95 and their satisfaction as a mean of 9.48

Respondents rated the importance of a group friendly environment at C&S as a mean of 8.47 and their satisfaction as a mean of 9.03.

Ranking

The majority of respondents ranked quality of food and drinks as first.

Potential Marketing Strategies

67 out of 81 respondents AGREE that they would visit C&S more if there was a 10% student discount.

66 out of 81 respondents AGREE that they would enter social media giveaways hosted by C&S.

65 out of 81 respondents AGREE that they would prefer if C&S opened later.

64 out of 81 respondents AGREE that that it would be great if C&S were a brunch spot in the morning and a work/study cafe past 3 pm

29 out of 81 respondents would prefer if C&S closed at 9pm if they were to extend hours.

Conclusion

Figures 15 and 16 may suggest that people recommend C&S to their friends because of the convenience of location as well as the group friendly environment. They want to see a better consistency in drink quality, are interested in social media giveaways, and would prefer if C&S were open later.

Major Finding C

Analyzing Working Professionals

In the following section, you will find a deep dive into customers who describes themselves as "Working Professionals". This is important to understand the specific preferences of this key demographic that is typically occupied with work during most of the operating hours of C&S.

Q4. What best describes you?

What best describes you?

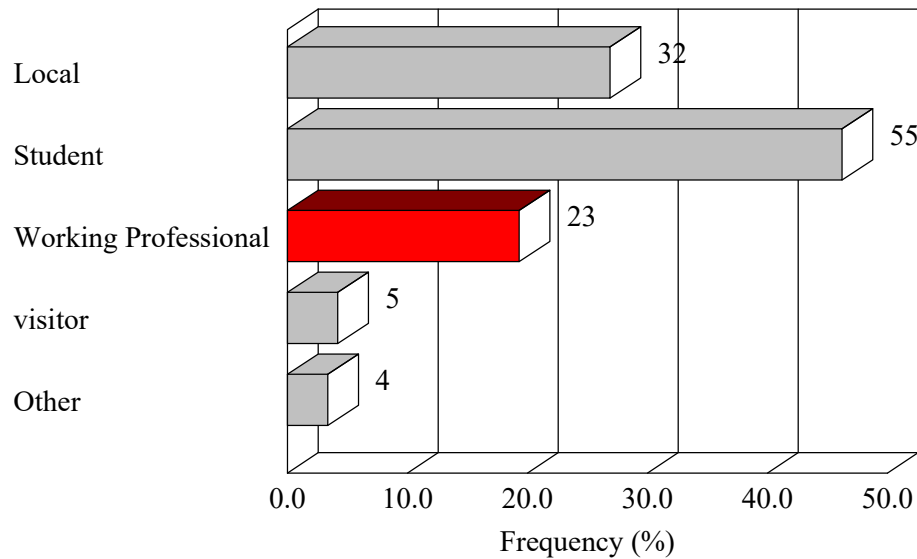


Figure 17: *Finding 1-* **23** out of 119 respondents are **working professionals**.

Entire survey of ONLY the 23 respondents who describe themselves as working professionals.

Figure 18:

A select filter was run of ONLY the 23 of 119 respondents who describe themselves as working professionals. This will help C&S understand the characteristics of their customers who have limited hours that they can visit their store, and how to cater to their preferences.

Demographics

18 out of 23 are between the ages 25-50.

12 out of 23 respondents typically commute 5 minutes or less to C&S.

10 out of 23 respondents are occasional visitors.

9 out of 23 respondents typically grab & go.

Importance and Satisfaction

Respondents rated the importance of consistency of drink quality a mean of 9.48 and their satisfaction a 9.00.

Respondents rated the importance of consistency of food quality a mean of 9.52 and their satisfaction 8.82.

Respondents rated the importance of location a mean of 8.57 and satisfaction a mean of 9.43.

Respondents rated the importance of cleanliness a mean of 9.65 and satisfaction a mean of 8.78.

Ranking

11 out of 23 respondents said that they ranked quality of food and drinks first.

Agreement

16 out of 23 respondents AGREE that they would prefer if C&S was open later.

18 out of 23 respondents AGREE that it would be great if C & S were a brunch spot in the morning and a study/work cafe after 3pm.

Potential Marketing Strategies

9 out of 23 respondents would prefer if C&S closed at 9pm.

16 out of 23 respondents would want to see sandwiches on the menu if C&S were open at night.

Conclusion

Figures 17 and 18 may suggest that working professionals view quality of food and drinks as well as cleanliness as important, but are not fully satisfied. They are interested in extended hours and menu items, but are less likely to stay and work/study.

Ranking Importance and Satisfaction Means from High to Low for ONLY the 23 Working Professionals

	IMP
IMP Cleanliness Mean	9.65
IMP Consistency of food quality Mean	9.52
IMP Consistency of drink quality Mean	9.48
IMP Quality of service Mean	9.48
IMP Group friendly environment Mean	8.87
IMP Pleasant cafe ambience Mean	8.83
IMP Speed of service Mean	8.83
IMP Price Mean	8.70
IMP Location of C&S Mean	8.57
IMP Study/work environment Mean	7.91
IMP Good lighting for work/study Mean	7.78

Figure 19

Finding 1 - The two highest areas of importance for working professionals are **Cleanliness** with a mean of **9.65** and **Consistency** of food quality with a mean of **9.52**.

	SAT
SAT Location of C&S Mean	9.43
SAT Group friendly environment Mean	9.05
SAT Pleasant cafe ambience Mean	9.04
SAT Consistency of drink quality Mean	9.00
SAT Quality of service Mean	8.91
SAT Consistency of food quality Mean	8.82
SAT Cleanliness Mean	8.78
SAT Speed of service Mean	8.61
SAT Study/work environment Mean	8.55
SAT Good lighting for work/study Mean	8.45
SAT Price Mean	8.27

Figure 20

Finding 2- The two highest areas of satisfaction are **Location of C&S** with a mean of **9.43** and **Group friendly environment** with a mean of **9.05**.

Conclusion: Figures 19 and 20 may suggest that working professionals view cleanliness of the store and consistency of food quality as very important while their areas of satisfaction with C&S are two different aspects: location of the store and a group friendly environment.

Q4. ONLY Working Professionals X Q37. Did you rank Quality of Food and Drink as #1?

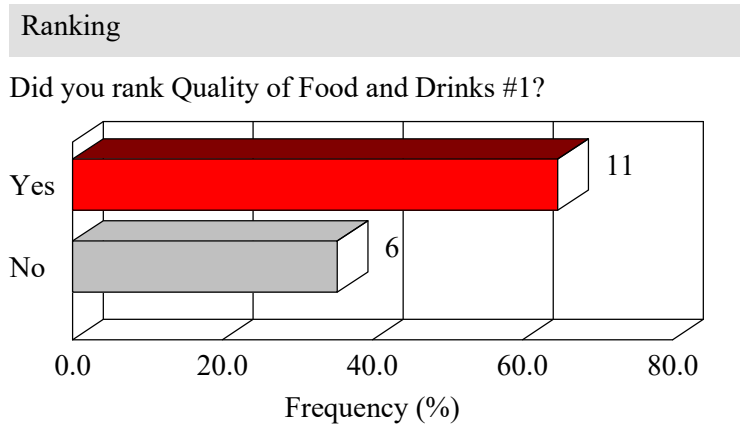


Figure 21: *Finding 1* - **11** out of 17 working professionals ranked **Quality of Food and Drinks** as their #1 reason they come to C&S.

Q4. ONLY Working Professionals
X Q57. What is your overall satisfaction level of C&S?

	Count
What is your overall satisfaction level with Cream & Sugar Cafe?	
Rated 1	0
Rated 2	0
Rated 3	0
Rated 4	0
Rated 5	0
Rated 6	2
Rated 7	0
Rated 8	5
Rated 9	5
Rated 10	7
Totals	19
Mean	8.79

Figure 22: *Finding 1* - 19 working professionals rated their **overall satisfaction** with C&S a mean of **8.79**.

Conclusion: Figures 21 and 22 may suggest that professionals ranked quality of food and drinks as the main reason they come to C&S, and that their overall satisfaction with the store is relatively high.

Major Finding D

Analyzing College Students

In the following section, you will find a deep dive into customers who describes themselves as "Students" and then categorized findings of specifically Biola students and Students at different universities. This is important to understand the specific preferences of this key demographic that is C&S's key target market.

Q4. What best describes you?

What best describes you?

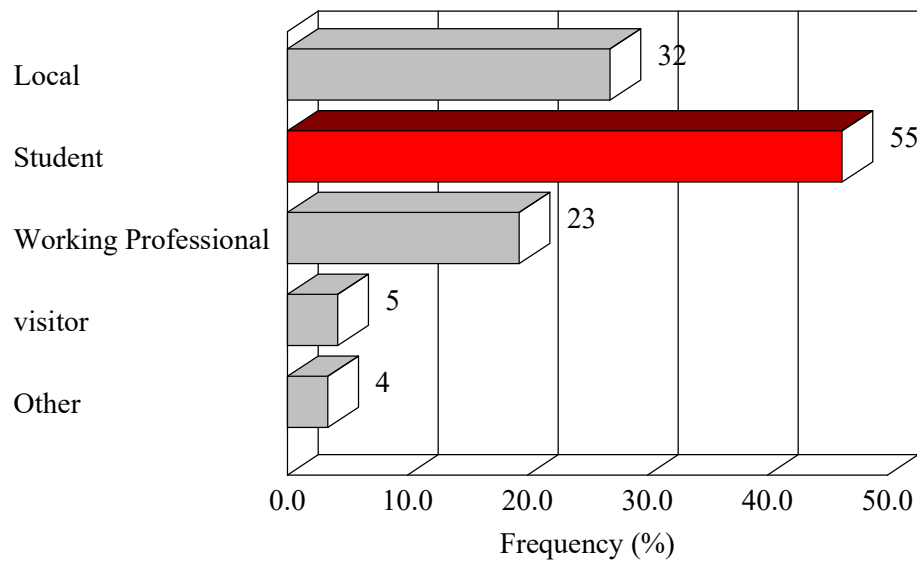


Figure 23: *Finding 1* - **55** out of 119 respondents describe themselves as **Students**.

Q5. Are you a student at Biola University?

Are you a student at Biola University?

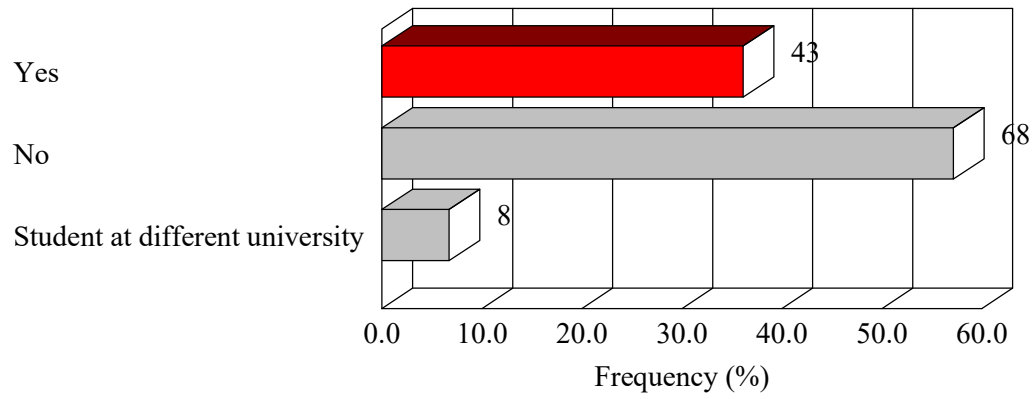


Figure 24: *Finding 1*- **43** out of 119 respondents are students at **Biola University**.

Entire Survey of ONLY the 43 respondents who said they are Biola Students.

Figure 25:

A select filter was run on ONLY 43 of the 119 respondents that are Biola students.

This information is helpful in understanding what one of the primary target market of C&S want, and how to attract them.

Demographics

30 out of 43 respondents said they visit C&S occasionally.

14 out of 43 respondents said they come to C&S to work/study with friends.

10 out of 43 respondents said that they usually visit other cafes at around 2-6pm.

Importance and Satisfaction

Respondents rated the importance of study/work environment as a mean of 8.51 and their satisfaction as a mean of 7.29.

Respondents rated the importance of pleasant cafe ambience as a mean of 8.67 and their satisfaction as a mean of 8.02.

Potential Marketing Strategies

40 out of 43 respondents **AGREE** that they would definitely visit more often if there was a 10% student discount.

35 out of 43 respondents AGREE that they would attend if C&S hosted pop up events with local artists and organizations in store.

22 out of 43 respondents **DISAGREE** that they don't have a problem with C&S being open until 3pm.

Conclusion

Figures 24 and 25 may suggest that Biola students want extended hours at Cream & Sugar. They would also most likely come to study with their friends if it were open till 10pm.

Q5. Are you a Biola Student?

Are you a student at Biola University?

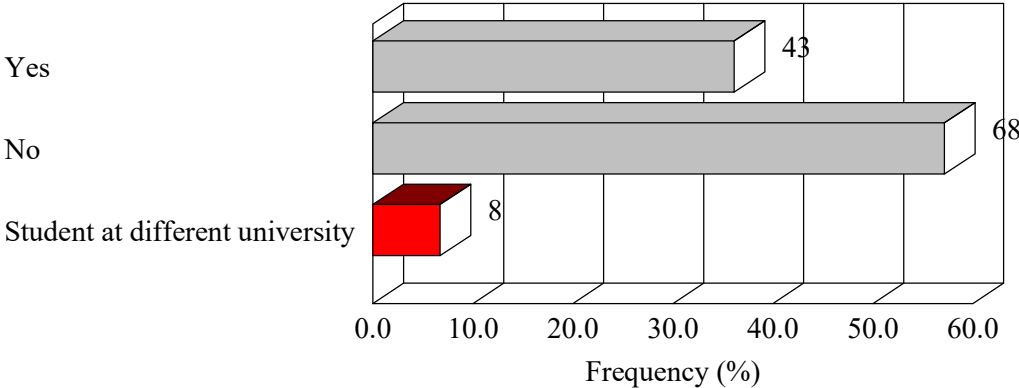


Figure 26: *Finding 1* - 8 out of 119 respondents are students at **different universities**.

Entire Survey of ONLY the 8 respondents who said they are students at a different university.

Figure 27:

A select filter was run of ONLY the 8 of 119 respondents who describe themselves as students at different universities. This will help C&S understand the characteristics of other college students that frequent the business and how to attract students beyond just Biola students.

Demographics

5 out of 8 respondents typically spend \$6-15 per visit.

3 out of 8 respondents first heard about C&S through Yelp.

4 out of 8 respondents are occasional visitors.

4 out of 8 respondents view C&S as more of a brunch spot.

Importance and Satisfaction

7 out of 8 respondents rated importance of food quality a 10 while 6 of them gave them a satisfaction rating of 10.

4 out of 8 respondents rated importance of pleasant cafe ambience a 10 while 6 of them gave a satisfaction rating of 10.

8 out of 8 respondents rated importance of good lighting for work/study a 10 while only 6 of them gave a satisfaction rating of 10.

Potential Marketing Strategies

8 out of 8 respondents AGREE that they would definitely visit more often if there was a 10% student discount.

7 out of 8 respondents AGREE that they would attend if C&S hosted pop up events with local artists and organizations in store.

Conclusion

Figures 26 and 27 may suggest that students at different universities view good lighting for work/study as very important, but are not fully satisfied. One way to attract them is to offer student discounts, and they are also interested in pop-up events.

Ranking Importance and Satisfaction Means from High to Low for ALL 51 Students

	IMP
IMP Quality of service Mean	9.15
IMP Cleanliness Mean	9.09
IMP Consistency of food quality Mean	8.93
IMP Price Mean	8.85
IMP Pleasant cafe ambience Mean	8.78
IMP Consistency of drink quality Mean	8.76
IMP Study/work environment Mean	8.75
IMP Location of C&S Mean	8.69
IMP Speed of service Mean	8.56
IMP Good lighting for work/study Mean	8.51
IMP Group friendly environment Mean	8.24

Figure 28

Finding 1 - The two highest areas of importance for students are **Quality of service** with a mean of **9.15** and **Cleanliness** with a mean of **9.09**.

	SAT
SAT Location of C&S Mean	9.05
SAT Quality of service Mean	8.94
SAT Cleanliness Mean	8.79
SAT Consistency of food quality Mean	8.54
SAT Speed of service Mean	8.46
SAT Consistency of drink quality Mean	8.37
SAT Pleasant cafe ambience Mean	8.35
SAT Group friendly environment Mean	8.22
SAT Good lighting for work/study Mean	7.89
SAT Study/work environment Mean	7.82
SAT Price Mean	7.65

Figure 29

Finding 2 - The two highest areas of satisfaction for students are **Location of C&S** with a mean of **9.05** and **Quality of service** with a mean of **8.94**.

Conclusion: Figures 28 and 29 may suggest that students view quality of service and cleanliness as very important, and C&S provides them great service. They are also highly satisfied with the location of C&S, probably because the majority of the students are very close by at Biola University.

Q4. ONLY Students
X Q37. Did you rank quality of food and drinks as #1?

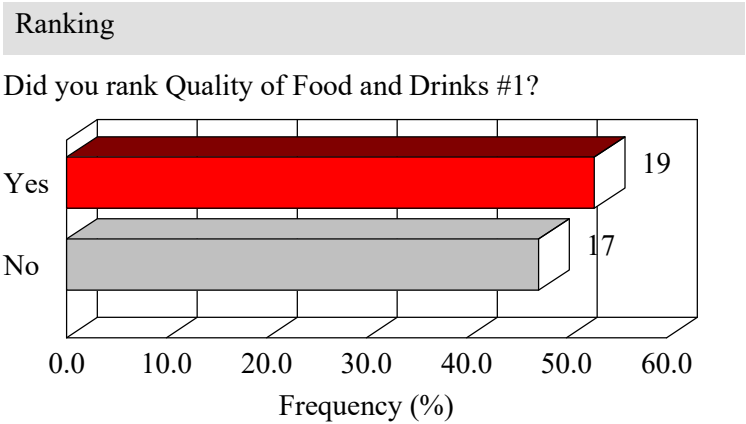


Figure 30: *Finding 1* - **19** out of 36 students ranked **Quality of Food and Drinks** as their #1 reason why they come to C&S.

Q4. ONLY Students
X Q57. What is your overall satisfaction with C&S?

	Count
What is your overall satisfaction level with Cream & Sugar Cafe?	
Rated 1	0
Rated 2	0
Rated 3	0
Rated 4	0
Rated 5	1
Rated 6	3
Rated 7	13
Rated 8	14
Rated 9	13
Rated 10	11
Totals	55
Mean	8.24

Figure 31: **Finding 1** - Students rated their **overall satisfaction** of C&S as a mean of **8.24**.

Conclusion: Figures 30 and 31 may suggest that students come to C&S mainly for the quality of their food and drinks, and are relatively highly satisfied with their experience there.

Major Findings E

Analyzing Locals

In the following section, you will find a deep dive into customers who describes themselves as "Locals", who are the majority customer demographic of Cream & Sugar. This is important to understand the specific preferences of people who live close and are most likely to become regulars.

Q4. What best describes you?

What best describes you?

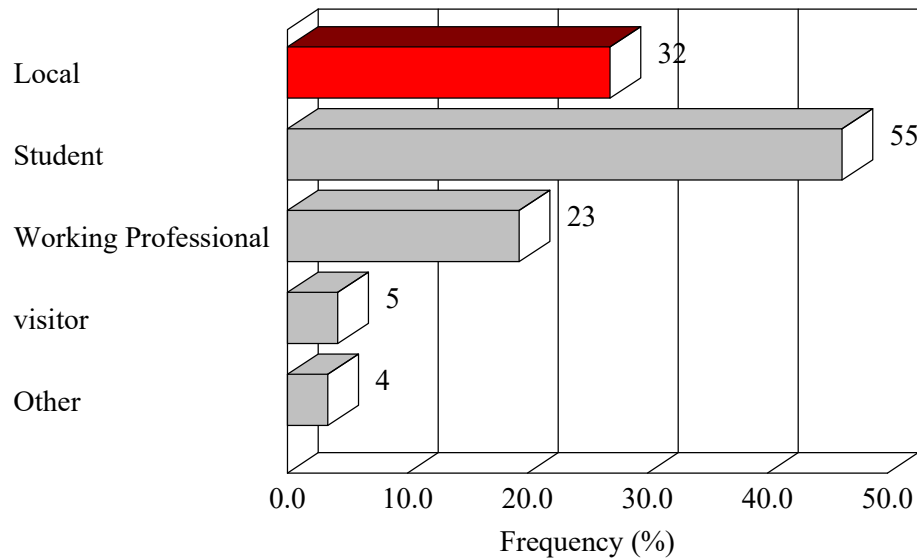


Figure 32: *Finding 1* - **32** out of 119 respondents describe themselves as **Locals** at C&S.

Entire Survey of ONLY the 32 respondents who said they are locals at C&S.

Figure 33:

A select filter was run of ONLY the 32 respondents who describe themselves as locals. This will help C&S understand the characteristics of the customers who live close by and frequent the business, and how to increase their visit.

Demographic

13 out of 32 respondents say the most common activity at C&S is Grab & Go

8 out of 32 respondents say the most common activity at C&S is eating brunch

17 out of 32 respondents say they spend around \$6-15 per visit

14 out of 32 respondents say they view C&S more as a coffee shop.

Only 2 out of 32 local respondents say they spend \$26-50 per visit.

Importance and Satisfaction

Respondents rated the importance of quality of service as a mean of 9.03 and their satisfaction as a mean of 8.83.

Respondents rated the importance of pleasant cafe ambience as a mean of 9.03 and their satisfaction as a mean of 8.79.

Ranking

20 out of 32 did not rank hours of operation as #1 important.

18 out of 32 did not rank location as #1 important.

Potential Marketing Strategies

20 out of 32 respondents AGREE that the art on the walls are cohesive with the aesthetic of C&S.

20 out of 32 respondents AGREE that C&S should hold pop up events with local artists and organizations in-store.

Conclusion

Figures 32 and 33 may suggest that locals view C&S more as a coffee shop that they can quickly grab coffee at. Not many locals are top spenders or are completely satisfied with the cafe ambience. C&S may consider holding more pop up events to increase reach among locals.

Ranking Importance and Satisfaction Means from High to Low for ONLY the 32 Locals

	IMP
IMP Location of C&S Mean	9.20
IMP Consistency of drink quality Mean	9.17
IMP Consistency of food quality Mean	9.17
IMP Quality of service Mean	9.03
IMP Pleasant cafe ambience Mean	9.03
IMP Cleanliness Mean	9.00
IMP Group friendly environment Mean	8.42
IMP Price Mean	8.25
IMP Speed of service Mean	8.19
IMP Good lighting for work/study Mean	7.97
IMP Study/work environment Mean	7.97

Figure 34

Finding 1 - The two highest areas of importance for locals are **Location of C&S** with a mean of **9.20** and **Consistency of Drink Quality** with a mean of **9.17**.

	SAT
SAT Location of C&S Mean	9.39
SAT Consistency of food quality Mean	9.26
SAT Cleanliness Mean	9.00
SAT Consistency of drink quality Mean	8.93
SAT Good lighting for work/study Mean	8.89
SAT Quality of service Mean	8.83
SAT Speed of service Mean	8.83
SAT Pleasant cafe ambience Mean	8.79
SAT Group friendly environment Mean	8.79
SAT Price Mean	8.68
SAT Study/work environment Mean	8.68

Figure 35

Finding 2 - The two highest areas of satisfaction for locals are **Location of C&S** with a mean of **9.39** and **Consistency of food quality** with a mean of **9.26**.

Conclusion: Figures 34 and 35 may suggest that locals view the location of C&S as very important as well as consistency of drink quality, which makes sense because many of these respondents live close to the business. They are highly satisfied with the location, as well as the consistency of food quality.

Q4. ONLY Locals

X Q37. Did you rank Quality of Food and Drinks as #1?

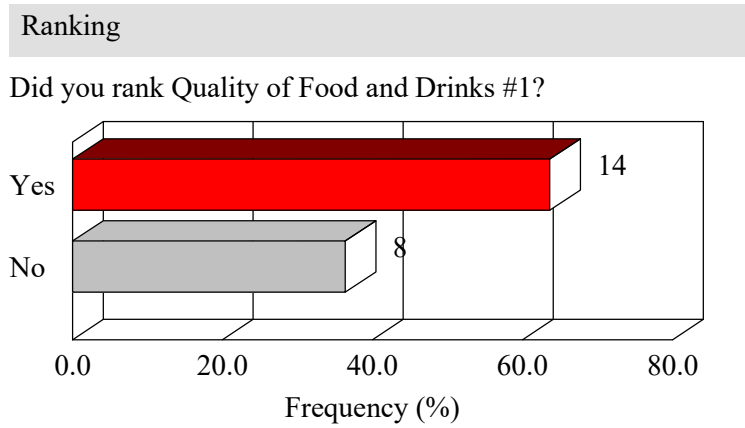


Figure 36: *Finding 1* - 14 out of 22 locals ranked **Quality of food and drinks** as their #1 reason why they come to C&S.

Q4. ONLY Locals
X Q57. What is your overall satisfaction of C&S?

	Count
What is your overall satisfaction level with Cream & Sugar Cafe?	
Rated 1	0
Rated 2	0
Rated 3	0
Rated 4	0
Rated 5	1
Rated 6	0
Rated 7	1
Rated 8	6
Rated 9	6
Rated 10	14
Totals	28
Mean	9.07

Figure 37: *Finding 1* - Locals rated their **overall satisfaction** of C&S a **9.07**.

Conclusion: Figures 36 and 37 may suggest that another reason why locals choose to come to C&S besides close proximity to the business is because of the quality of their food and drinks. Their overall satisfaction with C&S is high compared to the other two groups.

Major Findings F

Ideas for Extended Hours

In the following section, you will find five subsections exploring how all customers, work professionals, students, and locals feel about extending hours. This section allows you to insightfully compare and contrast how each segment would react to a specific change or suggestion.

Major Findings F1

Customer Demand for Extending Hours

Q50: I would prefer if C&S was open later.

"I would prefer if C&S was open later."

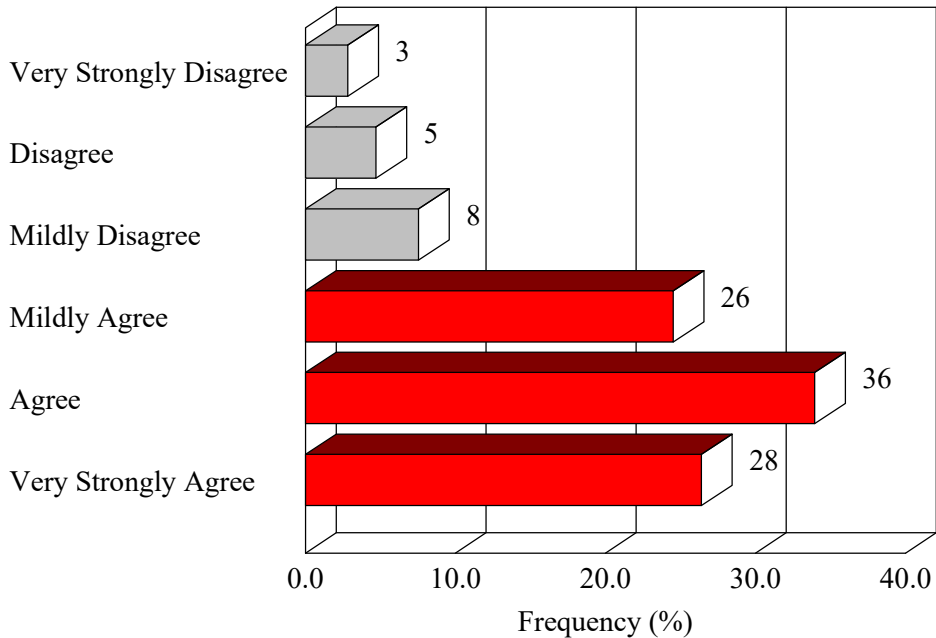


Figure 38: *Finding 1 - 90 (26+36+28)* out of 106 total respondents **AGREE** that they would like to see **C&S open later**.

**Q4. ONLY 23 Working Professionals
X Q50. I would prefer if C&S was open later.**

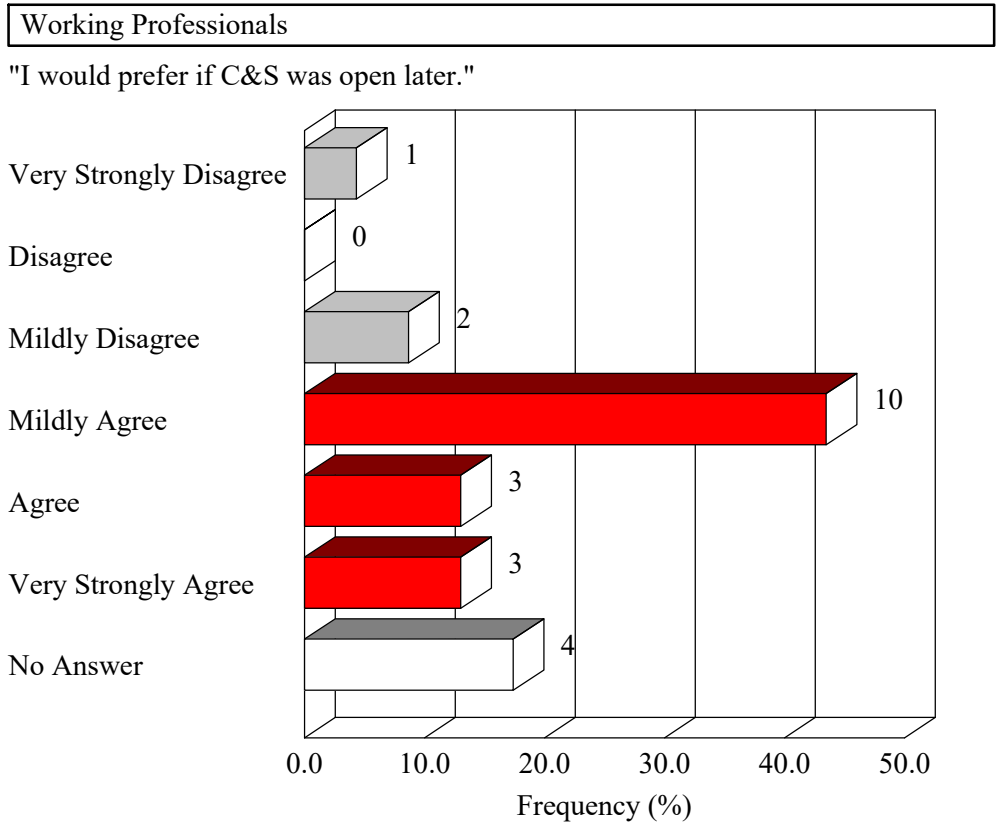


Figure 39: *Finding 1* - 16 (10+3+3) out of 23 working professionals AGREE they would like C&S to be open later.

Q4. ONLY 55 Students
X Q50. I would prefer if C&S was open later.

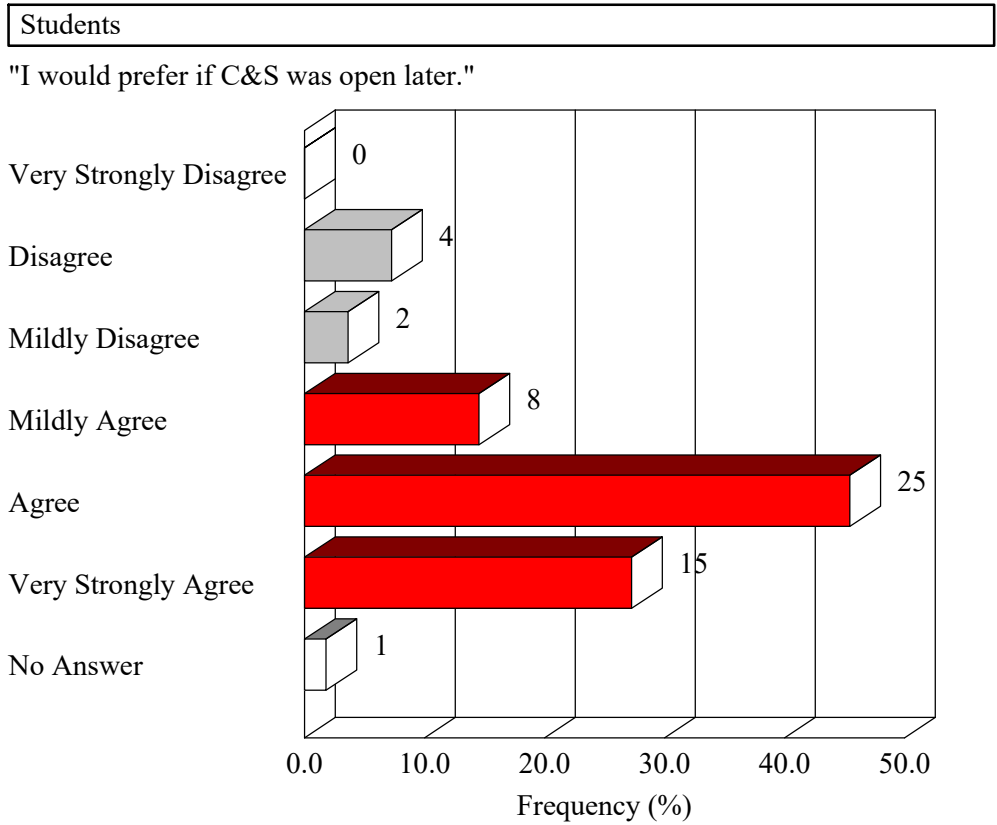


Figure 40: *Finding 1* - **48 (8+25+15)** out of 55 students **AGREE** they would like to see C&S **open later**.

Q4. ONLY 34 Locals
X Q50. I would prefer if C&S was open later.

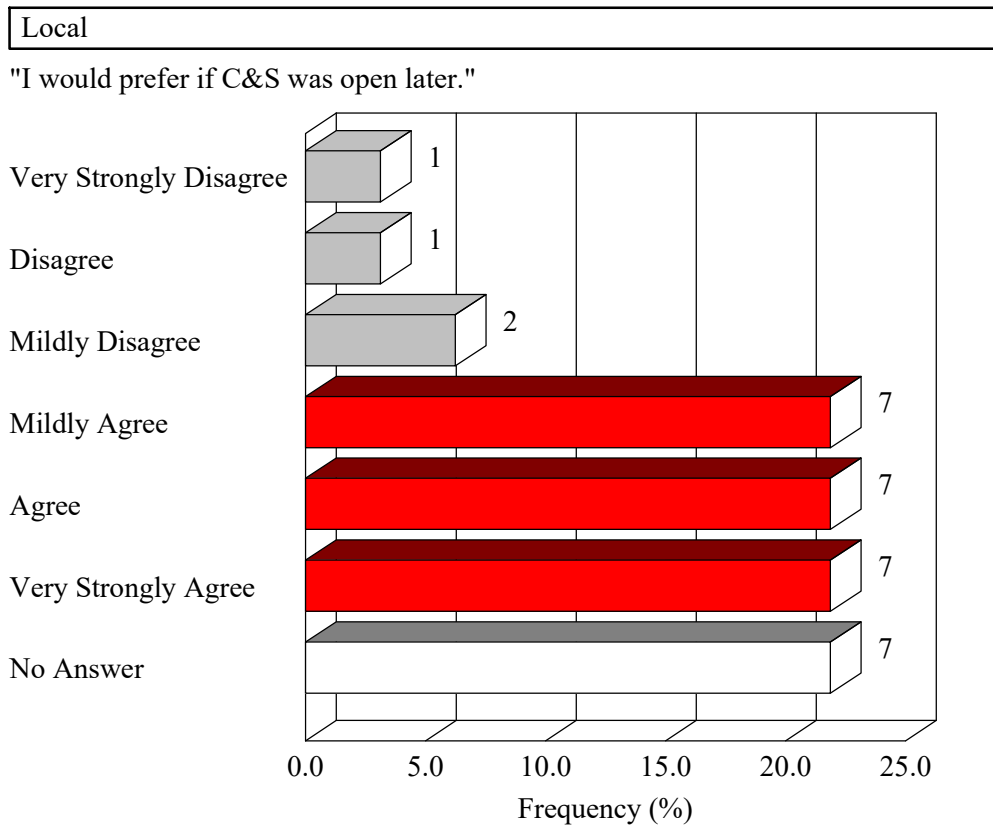


Figure 41: *Finding 1 - 23* (7+7+7) out of 34 locals AGREE that they would prefer if C&S was **open later**.

Conclusion: Figures 38, 39, 40, and 41 may suggest that most students, locals, and working professionals agree that they would prefer extended hours at C&S. Although they may not be completely opposed to keeping the store open till 3pm, there is significant demand for later hours.

Major Finding F2

Customer Demand for Extending Hours to Study/Work

Q51: If C&S was open later, I would come to study/work.

If C&S was open later, I would come to study/work.

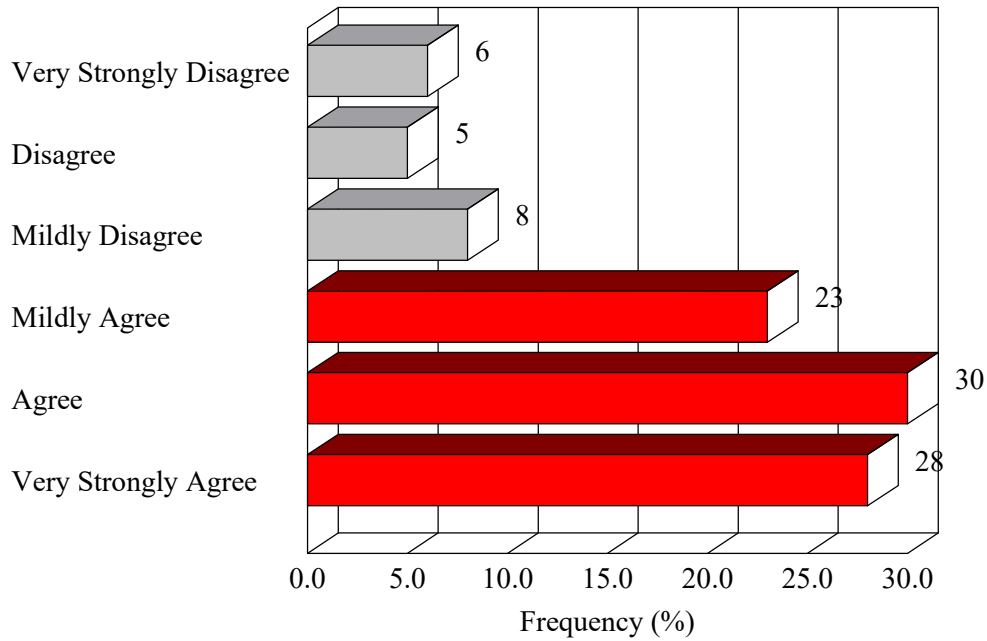


Figure 42: *Finding 1* - **81 (23+30+28)** out of 100 total respondents **AGREE** that they would come to study/work if C&S were open later.

Q4. ONLY 23 Working Professionals
X Q51. If C&S was open later, I would come to study/work.

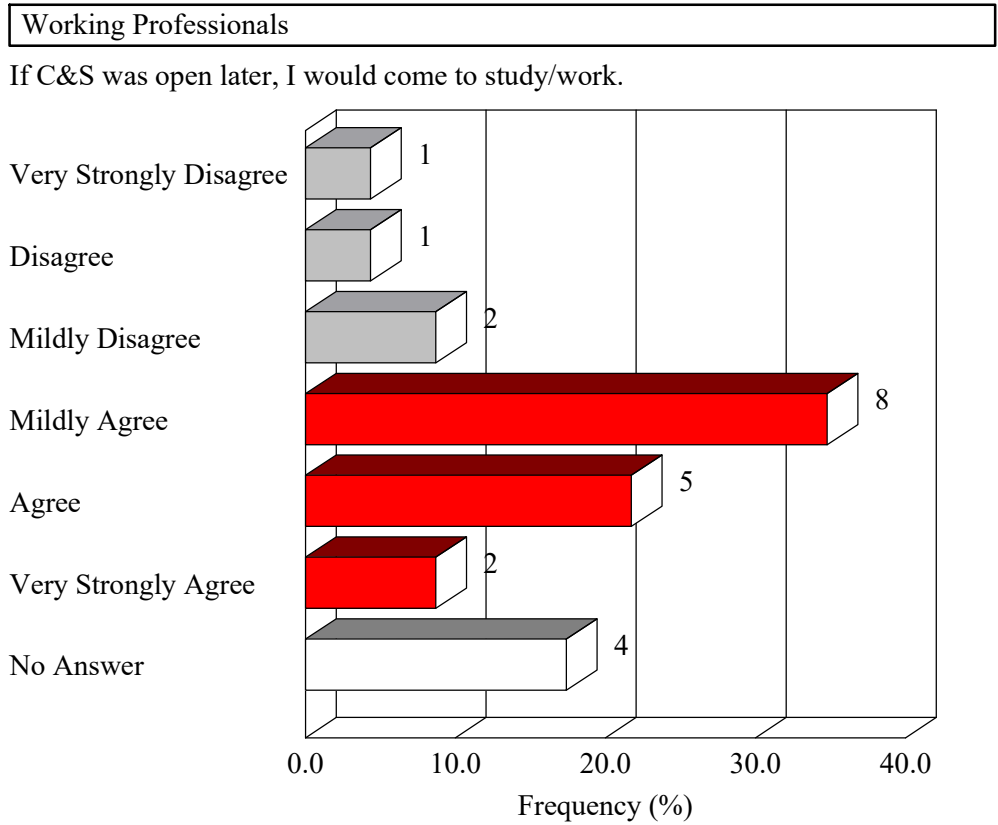


Figure 43: *Finding 1* - 15 (8+5+2) out of 23 working professionals AGREE that if C&S was open later, they would come to study/work.

Q4. ONLY 55 Students
X Q51. If C&S was open later, I would come to study/work.

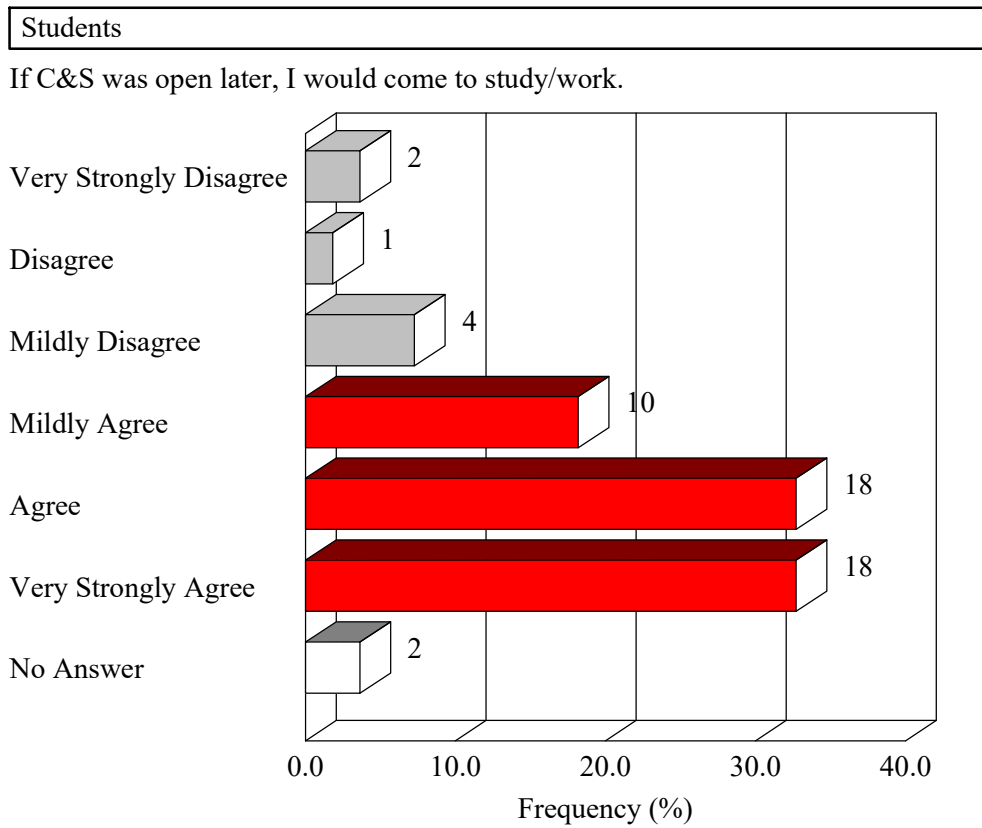


Figure 44: *Finding 1* - **46 (10+18+18)** out of 55 students **AGREE** that if C&S was open later, **they would come to study/work.**

Q4. ONLY 32 Locals
X Q51. If C&S was open later, I would come to study/work.

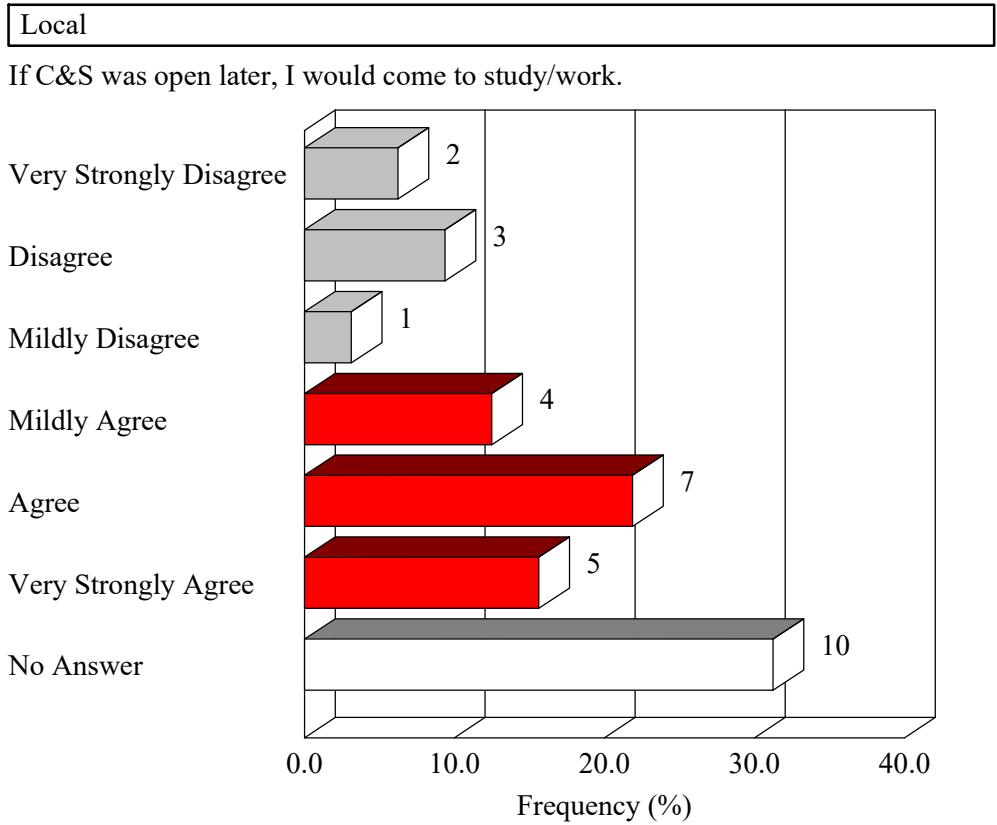


Figure 45: *Finding 1* - **16 (4+7+5)** out of 32 locals **AGREE** that if C&S was open later, **they would come to study/work.**

Conclusion: Figures 42, 43, 44, and 45 may suggest that most students, locals, and working professionals agree that if C&S were to actually extend their hours, they would come to study/work. Most of the demand came from students and then working professionals, while only half of the locals agreed. This makes sense because students and workers may have more things to work on during later hours while locals prefer to stay at home.

Major Finding F3

Customer Demand for Hybrid Cafe Model

Q52: Brunch spot in morning and study/work cafe after 3 pm

"It would be great if C&S was a brunch spot in the morning and a study/work cafe after 3 pm."

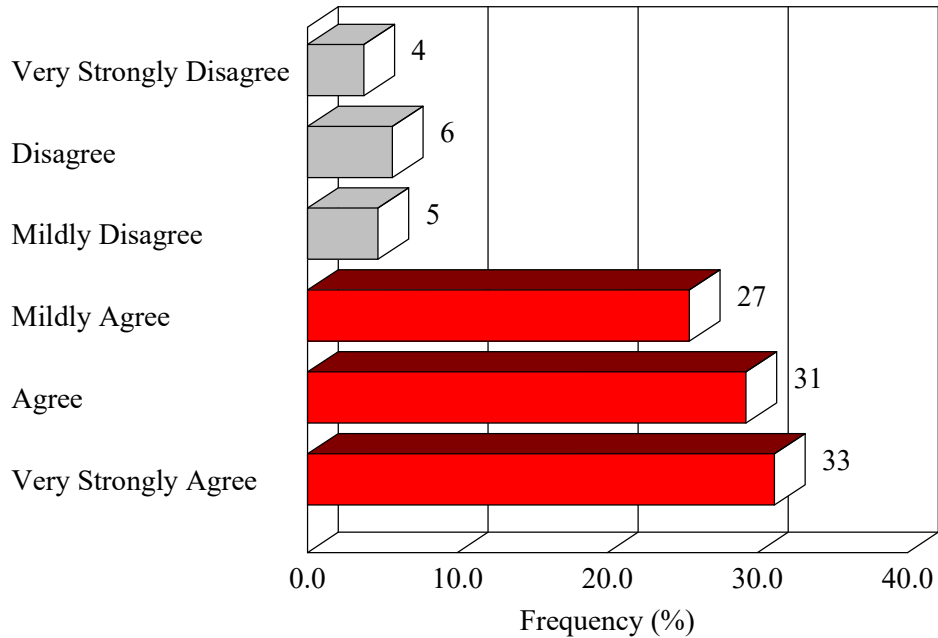


Figure 46: *Finding 1* - **91 (27+31+33)** out of 106 total respondents **AGREE** they would like **brunch spot in morning and study/work cafe after 3 pm**.

Q4. ONLY 23 Working Professionals X Q52. Hybrid Cafe Model

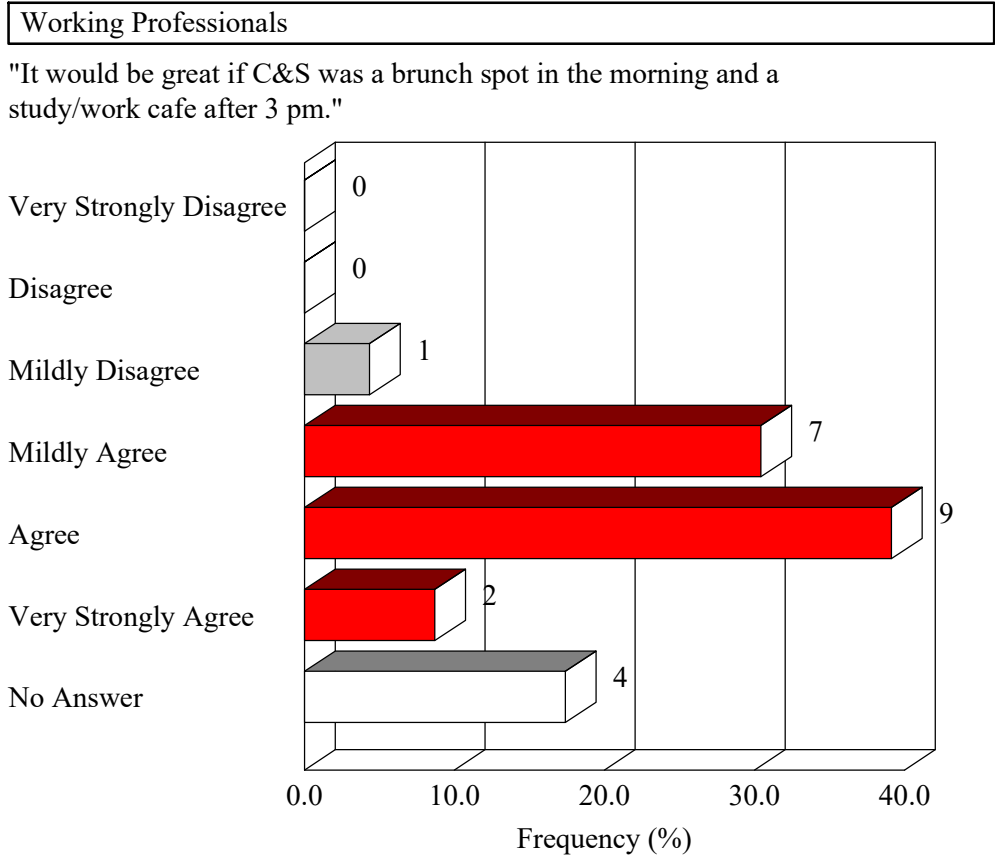


Figure 47: *Finding 1* - **18 (7+9+2)** out of 23 working professionals **AGREE** that it would be great if C&S was a brunch spot in the morning and a study/work cafe after 3pm.

Q4. ONLY 55 Students X Q52. Hybrid Cafe Model

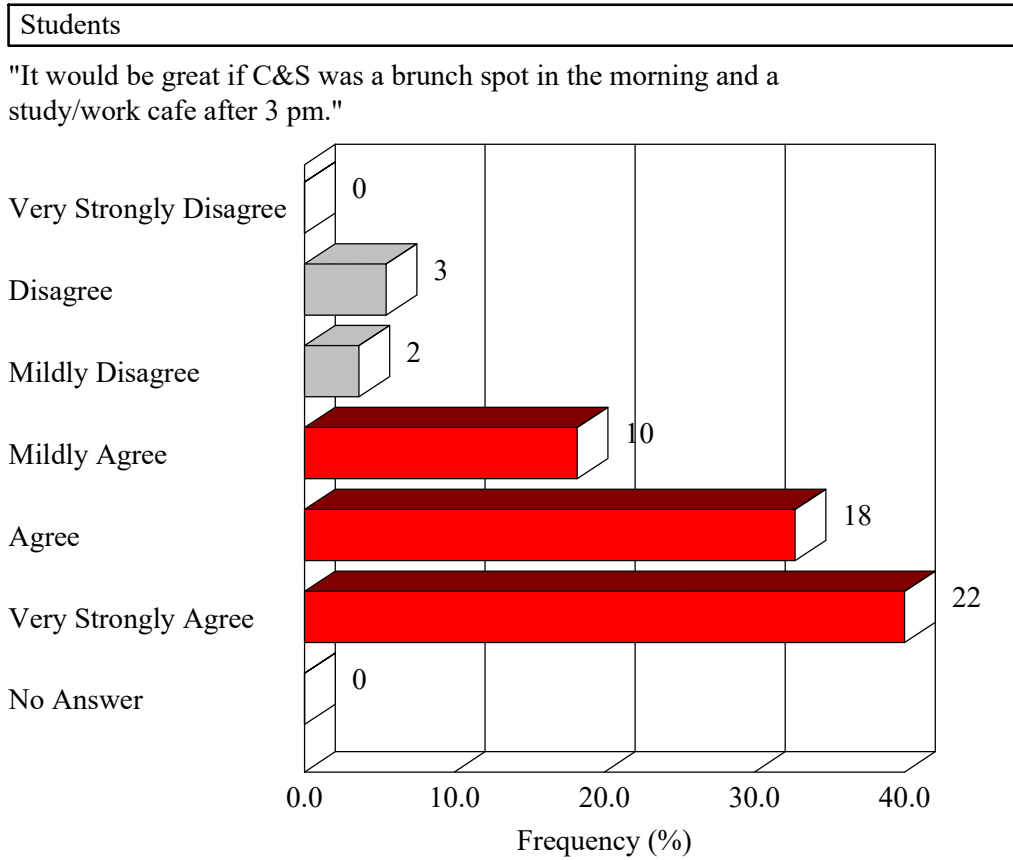


Figure 48: *Finding 1* - **50 (10+18+22)** out of 55 students **AGREE** that it would be great if **C&S** was a **brunch spot in the morning and a study/work cafe after 3pm.**

Q4. ONLY 32 Locals X Q52. Hybrid Cafe Model

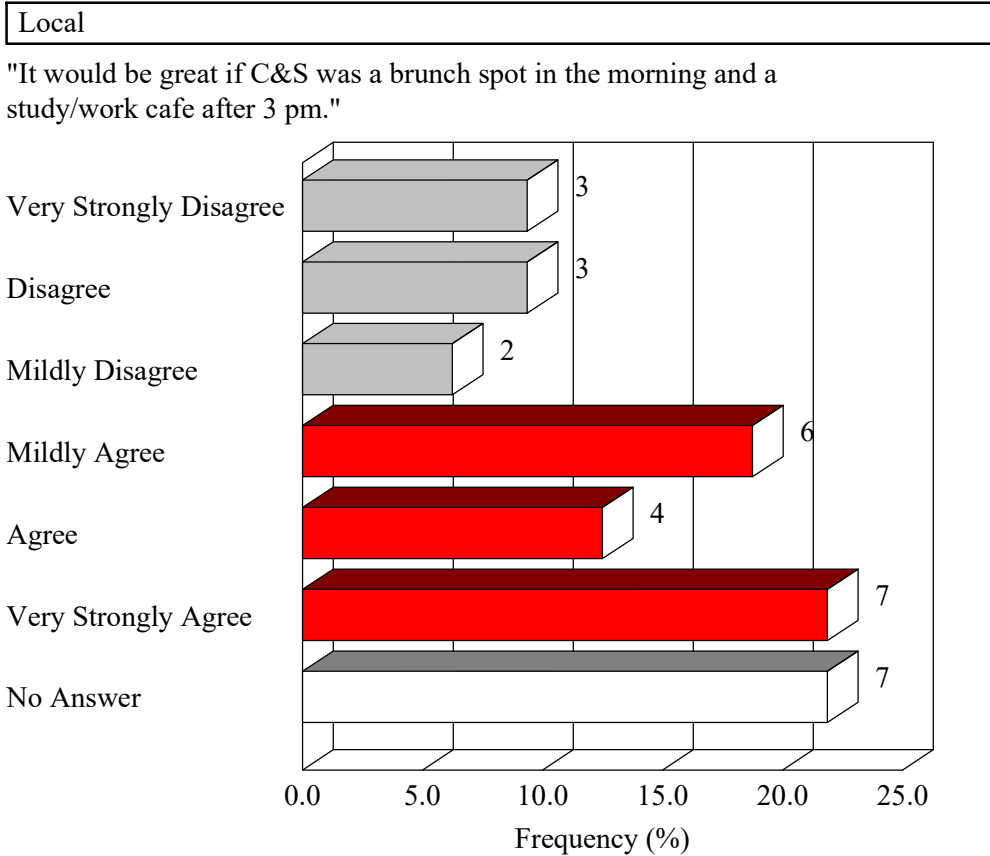


Figure 49: *Finding 1* - 17 (6+4+7) out of 32 locals AGREE that it would be great if C&S was a brunch spot in the morning and a study/work cafe after 3pm.

Conclusion: Figures 46, 47, 48, and 49 may suggest that most students, locals, and working professionals agree that they would like a hybrid cafe model at C&S (brunch in the morning and study/work cafe after 3pm). Similar to before, while almost all students and working professionals agreed to this strategy, only around half of locals agreed – this is most likely due to the same reason that locals may not have things to work on at night and would rather spend time at home.

Major Finding F4

Customer Preferred Closing Time

Q54: Preferred extended hours

If C&S were to extend their hours, what time would you prefer they closed?

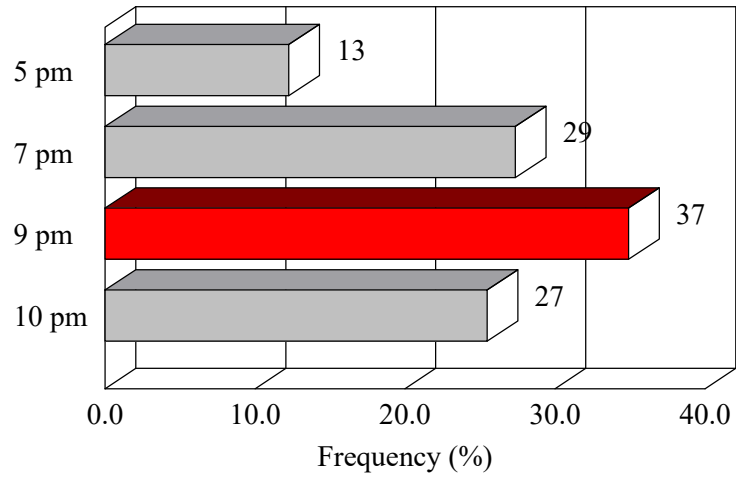


Figure 50: *Finding 1* - 37 out of 106 total respondents prefers C&S to close at **9 pm** if they chose to extend their hours.

Q4. ONLY 23 Working Professionals X Q54. Preferred Closing Hours

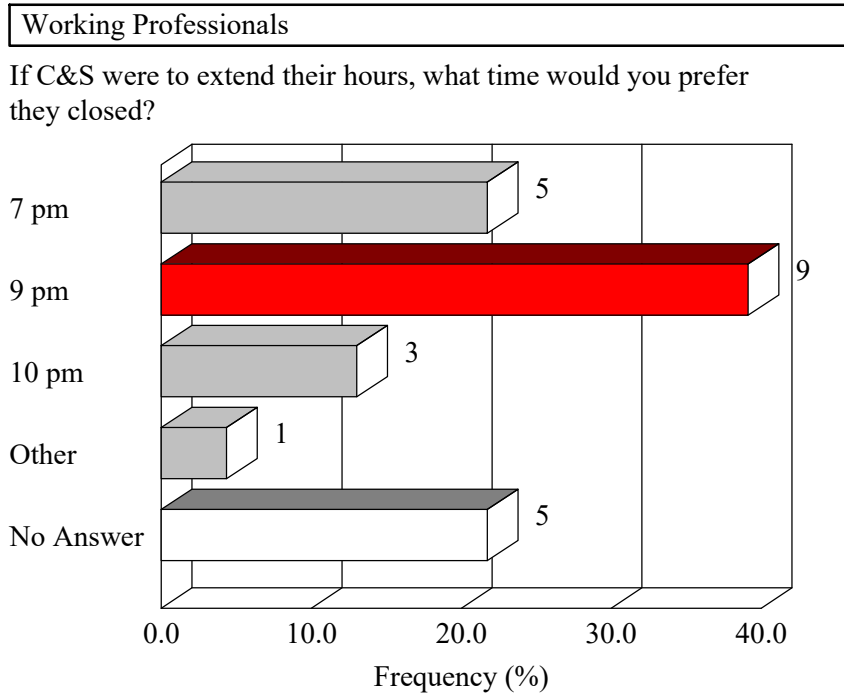


Figure 51: *Finding 1* - 9 out of 23 working professionals would prefer if C&S closed at **9pm**.

Q4. ONLY 55 Students X Q54. Preferred Closing Hours

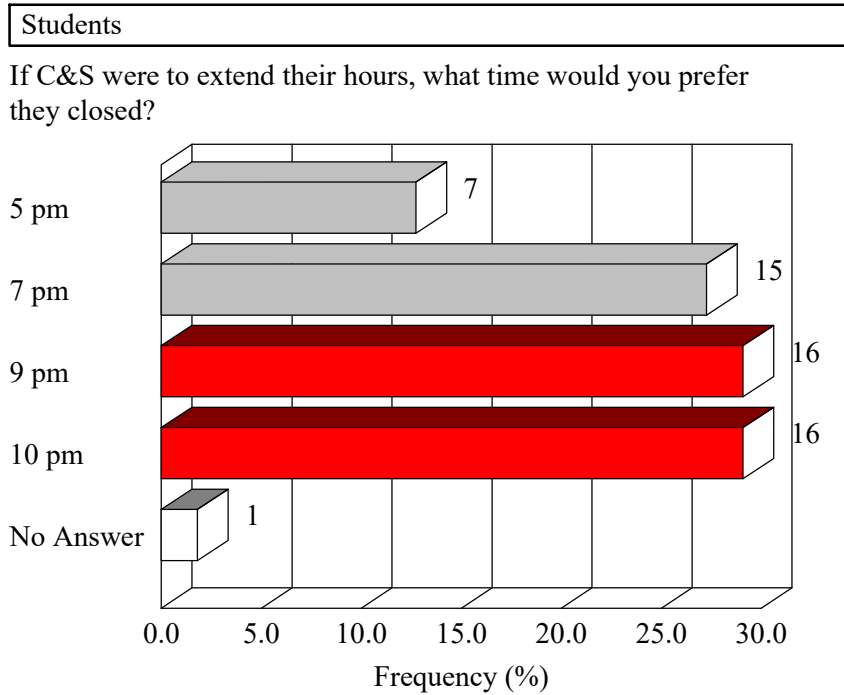


Figure 52:

Finding 1 - **16** out of 55 students would prefer if C&S closed at **9pm**.

Finding 2 - **16** out of 55 students would prefer if C&S closed at **10pm**.

Q4. ONLY 32 Locals X Q54. Preferred Closing Hours

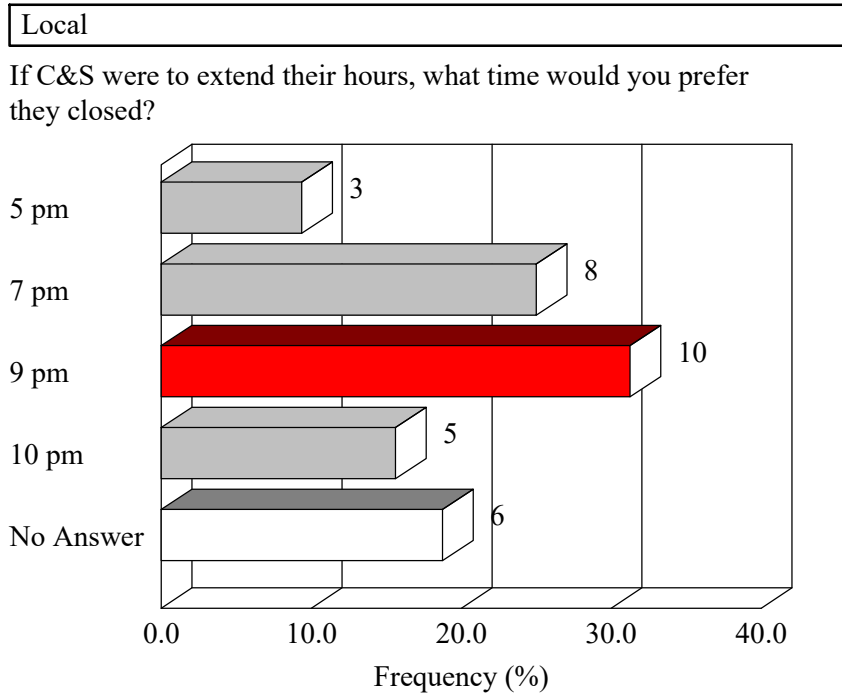


Figure 53: *Finding 1* - **10** out of 32 locals would prefer if C&S closed at **9pm**.

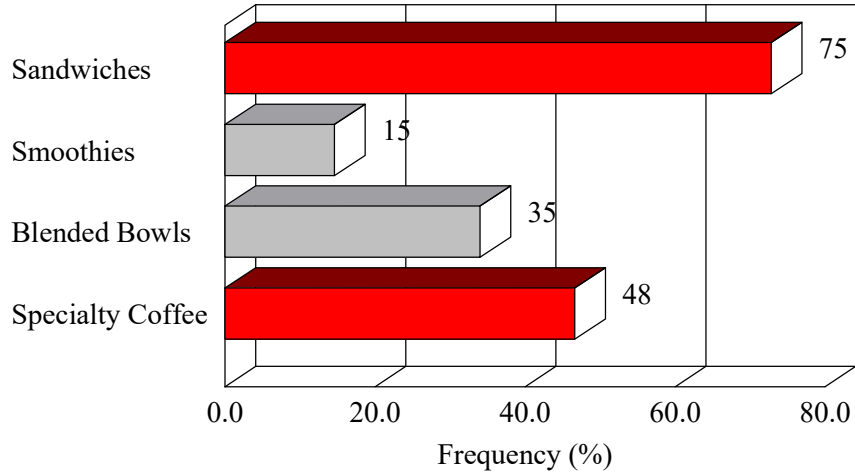
Conclusion: Figures 50, 51, 52, and 53 may suggest that if C&S were to extend their hours, most students, locals, and working professionals would prefer it if it closed at 9pm. While a majority of working professionals and locals voted for 9pm, students had an *equal demand* for 9pm and 10pm. This is probably due to the fact that students have many assignments and exams to study for and usually carry about activities during later hours.

Major Finding F5

Customer Preferred Dinner Menu Items

Q55: Top two dinner menu options

If C&S were open at night, which menu items would you want to see on the menu? (Pick 2)



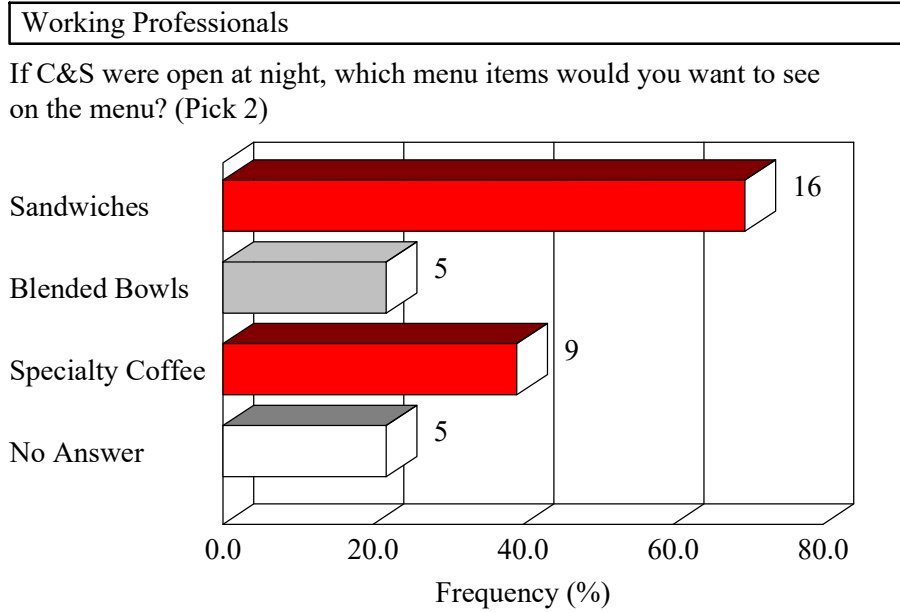
* Note: Multiple answer percentage-count totals not meaningful.

Figure 54:

Finding 1 - **75** out of 103 respondents want to see **sandwiches** on the dinner menu.

Finding 2 - **48** out of 103 respondents want to see **specialty coffee** on the dinner menu.

Q4. ONLY 23 Working Professionals X Q55. Two wanted dinner menu items



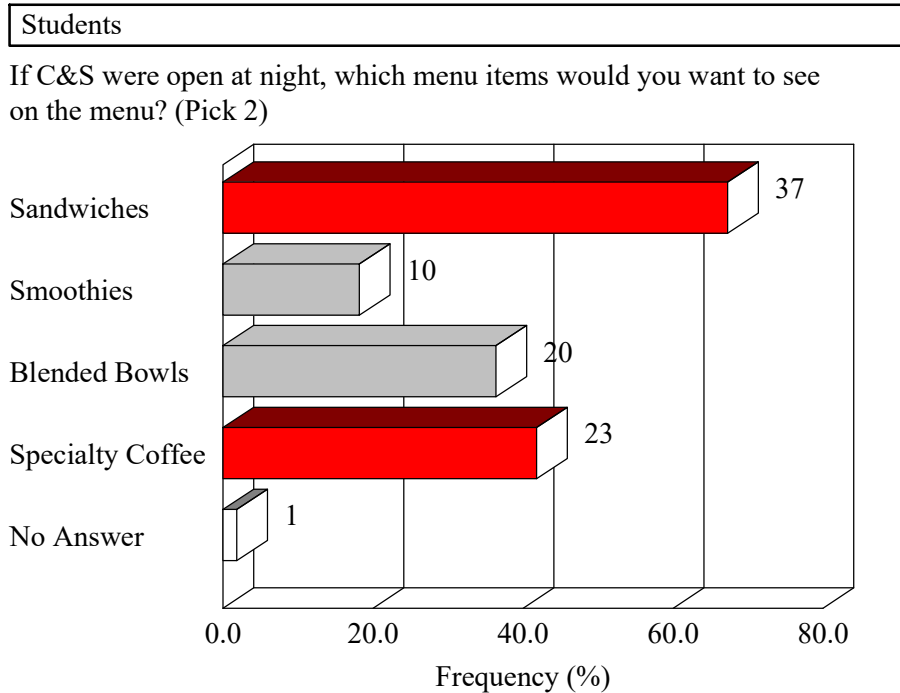
* Note: Multiple answer percentage-count totals not meaningful.

Figure 55:

Finding 1 - **16** out of 23 working professionals would want to see **sandwiches** on the dinner menu.

Finding 2 - **9** out of 23 working professionals would want to see **specialty coffee** on the dinner menu.

Q4. ONLY 55 Students X Q55. Two wanted dinner menu items



* Note: Multiple answer percentage-count totals not meaningful.

Figure 56:

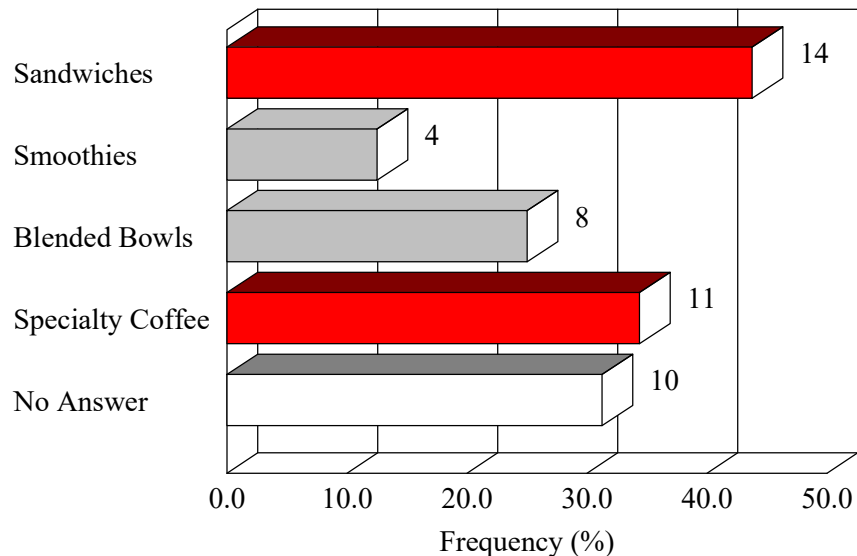
Finding 1 - **37** out of 55 students would want to see **sandwiches** on the dinner menu.

Finding 2 - **23** out of 55 students would want to see **specialty coffee** on the dinner menu.

Q4. ONLY 55 Locals X Q55. Two wanted dinner menu items

Local

If C&S were open at night, which menu items would you want to see on the menu? (Pick 2)



* Note: Multiple answer percentage-count totals not meaningful.

Figure 57:

Finding 1 - 14 out of 32 locals would want to see **sandwiches** on the dinner menu.

Finding 2 - 11 out of 32 locals would want to see **specialty coffee** on the dinner menu.

Conclusion: Figures 54, 55, 56, and 57 may suggest that most students, locals, and working professionals want to see sandwiches and specialty coffee on the dinner menu. There was a greater demand for sandwiches than specialty coffee across all the groups.

VII. Summary of Recommendations

Purpose:

This section provides the researcher's recommendations for Cream & Sugar Cafe based on the compilation of findings and conclusions found in the major findings sections. These are specific recommendations that could enhance the customer experience and potential business opportunities and profitability at Cream & Sugar.

Reminder of Limitations:

The results found from this research report are not fully conclusive since the research was primarily for purposes. The report rather aims to provide initial research to identify further areas to study. This section recognizes the limitations of the research conducted for the purposes of full disclosure. Other limitations include: the researcher's lack of professional experience in the marketing research, time constraints, financial constraints, and potential customer bias when completing the surveys.

Recommendations:

Major Findings B

Best Findings From Best Customers

- It is recommended that C&S maintain their cafe ambience and atmosphere as customers are relatively satisfied in these areas.
- It is recommended that C&S focus on the consistency of quality of food and drinks as those are the highest areas of importance for these groups.
- It is recommended that C&S utilize marketing strategies such as social media giveaways and discounts to increase the number of regulars.

Major Findings C

Analyzing Working Professionals

- It is recommended that C&S focus on improving the cleanliness of the store as working professionals view that area as highly important, but have expressed lower satisfaction levels.
- It is recommended that C&S improve the consistency of food quality.
- It is recommended that C&S prioritize quality of food and drinks since most working professionals view the quality of food and drinks as their #1 reason to come to C&S.
- It is recommended that C&S focus on the consistency of quality of food and drinks as those are the highest areas of importance for these groups.

Major Findings D

Analyzing College Students

- It is recommended that C&S considers leveraging the study/work environment of the store as Biola students' were the least satisfied in that area.
- It is recommended that C&S hosts more pop-up events with local artists and organizations to attract more students.
- It is recommended that C&S implements a student discount to attract more students in the area.
- It is recommended that C&S considers changing the lighting of the store as some students expressed their dissatisfaction of lighting for work/study.
- It is recommended that C&S extends their hours to cater to students' studying/working needs in the evening.

Major Findings E

Analyzing Locals

- It is recommended that C&S improves the grab & go experience, since a majority of locals view it as a grab & go spot.
- It is recommended that C&S focus on hosting more pop up events with local artists and organizations in-store to attract more locals.
- It is recommended that C&S ensure a high level of quality service since locals view it as important, yet are not fully satisfied with the service.

Major Findings F

Ideas for Extended Hours

- It is recommended that C&S considers extending their hours as many customers would want to come study/work after 3pm.
- It is recommended that C&S becomes a hybrid cafe through being a brunch spot in the morning and a study/work cafe after 3 pm.
- It is recommended that C&S extend their hours till 9pm as the majority of customers prefer that time, however, a majority of students prefer a 10 pm closing time.
- It is recommended that C&S has a dinner exclusive menu featuring sandwiches and specialty coffee.

VIII. Recommendations for Future Research

- It is recommended that C&S surveys a larger, random sample in the future to gain the most accurate data.
- It is recommended that for further research, C&S extends the amount of time allotted to collect surveys to secure a larger sample size.
- It is recommended that C&S check that the surveys are completed when turned in to ensure customers are not missing sections or filling out surveys with inaccurate data.
- It is recommended that C&S conducts further research on what specialty drink options customers desire to add to the menu.
- It is recommended that C&S adds a demographic question asking exactly how many times per week customers visit the store.
- It is recommended that C&S adds a demographic question asking what hours customers typically visit the store.
- It is recommended that C&S asks more specific questions about preferences surrounding cafe ambience.
- It is recommended to investigate further why locals specifically do not enjoy the cafe ambience as much as the best customers group.
- It is recommended that C&S changes demographic Q2 to split up the 25-50 age range into Millennial age (25-35) and Gen X (36-50).
- It is recommended that C&S split up Quality of Drinks and Quality of Food in the ranking section.
- It is recommended that C&S conducts further research amongst customers who have dietary restrictions and preferences such as gluten-free, vegan, and dairy-free.
- It is recommended that C&S adds a space for open-ended ideas for customers to express their opinions about the business outside of what is presented in the survey.
- It is recommended that C&S explores a partnership with sister company Intentional Coffee.
- It is recommended that C&S conducts research to see what kind of reward system the customers would prefer; such as (punch card, phone number, email, etc.).



Customer Feedback Survey

Thank you for filling out this anonymous survey. Your feedback will directly improve your Cream & Sugar experience, so be sure to answer as **honestly** as possible. (Cream & Sugar = C&S)

<p>What is your gender?</p> <input type="checkbox"/> Female <input type="checkbox"/> Male <input type="checkbox"/> Non-Binary <input type="checkbox"/> Prefer Not to Answer <input type="checkbox"/> Other: _____	<p>What is your age?</p> <input type="checkbox"/> Under 18 <input type="checkbox"/> 18-24 <input type="checkbox"/> 25-35 <input type="checkbox"/> 36-50 <input type="checkbox"/> 51+	<p>How often do you visit C&S per week?</p> <input type="checkbox"/> <1x <input type="checkbox"/> 1-2x <input type="checkbox"/> 3-4x <input type="checkbox"/> 5-6x <input type="checkbox"/> Daily	<p>What best describes you?</p> <input type="checkbox"/> Local <input type="checkbox"/> Student <input type="checkbox"/> Working Professional <input type="checkbox"/> Delivery Service (DoorDash) <input type="checkbox"/> Other: _____	<p>Are you a student at Biola University?</p> <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Student at different university	<p>How far do you typically commute to C&S?</p> <input type="checkbox"/> 5 minutes or less <input type="checkbox"/> 6-15 minutes <input type="checkbox"/> 15-20 minutes <input type="checkbox"/> Over 21 minutes
<p>How much do you usually spend per visit?</p> <input type="checkbox"/> <\$5 <input type="checkbox"/> \$6-15 <input type="checkbox"/> \$16-25 <input type="checkbox"/> \$26-50	<p>What is the most common activity you do at C&S?</p> <input type="checkbox"/> Eat Brunch <input type="checkbox"/> Study / Work Alone <input type="checkbox"/> Study / Work With Friends <input type="checkbox"/> Socialize <input type="checkbox"/> Grab & Go	<p>How did you first hear about C&S?</p> <input type="checkbox"/> Yelp <input type="checkbox"/> Instagram <input type="checkbox"/> Facebook <input type="checkbox"/> Friend Referral <input type="checkbox"/> Walked By <input type="checkbox"/> Other: _____	<p>How often do you typically go to other cafes per week?</p> <input type="checkbox"/> 1x or less <input type="checkbox"/> 2-3x <input type="checkbox"/> 4-6x <input type="checkbox"/> Daily	<p>What hours do you typically visit C&S?</p> <input type="checkbox"/> 7 - 9 am <input type="checkbox"/> 9 -12 pm <input type="checkbox"/> 1- 3 pm	<p>If I had to choose one, I view C&S more as a:</p> <input type="checkbox"/> Brunch Spot <input type="checkbox"/> Coffee Shop <input type="checkbox"/> Grab & Go

DIRECTIONS: Please circle the number that best represents how **IMPORTANT** and **SATISFIED** you are with the respective item at Cream & Sugar.

	Importance										Satisfaction									
	Low					High					Low					High				
Consistency of drink quality	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
Consistency of food quality	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
Quality of service	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
Cleanliness	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
Speed of service	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
Location of C&S	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
Price	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
Pleasant cafe ambience	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
Group-friendly environment	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
Good lighting for work/study	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
Study/work environment	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10

DIRECTIONS: Please rank from 1-5 in order of **IMPORTANT** on why you choose to come to Cream & Sugar. (1 being most important, 2 being second most important, 5 being least important).

___ Location ___ Hours of Operation ___ Quality of Food ___ Quality of Drinks ___ Study/Work Environment

Turn over survey to complete the other side :)

DIRECTIONS: Please read each statement and check the box that corresponds to your level of **AGREEMENT** or **DISAGREEMENT**.

	Very Strongly Disagree	Disagree	Mildly Disagree	Mildly Agree	Agree	Very Strongly Agree
"I think the art on the walls are cohesive with the aesthetic of C&S."	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"I would enter social media giveaways hosted by C&S."	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If there was a 10% student discount, I would definitely visit more often.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If C&S hosted pop up events with local artists and organizations in store, I would attend.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"I don't have a problem with C&S being open until 3 pm."	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"I would prefer if C&S was open later."	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If C&S was open later, I would come to study/work.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"It would be great if C&S was a brunch spot in the morning and a study/work cafe after 3 pm."	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"I would like it if C&S had dinner exclusive food items past 3 pm."	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"I would prefer if C&S had white walls instead of black."	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"I would prefer if C&S had brighter lighting."	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"I would prefer if C&S had more gluten-free, vegan, and dairy-free options."	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"I would definitely visit more often if C&S had a loyalty program."	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What is one thing that C&S can improve on?

If C&S were to extend their hours, what time would you prefer they closed?

5 pm 7 pm 9 pm 10 pm

If C&S were open at night, which menu items would you want to see on the menu? (Pick 2)

Sandwiches Smoothies Blended Bowls Specialty Coffee

Have you ever recommended C&S to a friend?

Yes No

What is your overall satisfaction level with Cream & Sugar Cafe? Low 1 2 3 4 5 6 7 8 9 10 High

Thank you for completing this survey.

Please return your completed survey to the cashier at the register and cut off the corner coupon to receive 10% off any drink next visit. We sincerely appreciate your feedback!