**Cafe evaluation survey**



|  |  |
| --- | --- |
|  | **General** |

|  |  |  |
| --- | --- | --- |
| /domains1/vx566400/public/www_root/my/research/report/images/icon-survey.png | Survey name | Cafe evaluation survey |
| /domains1/vx566400/public/www_root/my/research/report/images/icon-unique.png | Author | Tomáš Pelán |
| /domains1/vx566400/public/www_root/my/research/report/images/icon-language.png | Language | |  |  | | --- | --- | | /domains1/vx566400/public/www_root/my/research/report/images/en.png | English | |
| /domains1/vx566400/public/www_root/my/research/report/images/icon-url.png | Survey URL | <http://www.survio.com/survey/d/H1M7Q9R4Y1R1U6P1J> |
| /domains1/vx566400/public/www_root/my/research/report/images/icon-date.png | |  | | --- | | First response | | Last response | | |  | | --- | | 10/02/2014 | | 11/20/2014 | |
| /domains1/vx566400/public/www_root/my/research/report/images/icon-calendar.png | Duration | 50 days |

|  |  |
| --- | --- |
|  | **Survey visits** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 28 | 21 | 0 | 7 | **75%** |
| Total visits | Total completed | Total unfinished | Displayed only | **Overall completion rate** |

Visit History (10/02/2014 - 11/20/2014)

|  |
| --- |
| /domains1/vx566400/public/www_root/tmp/PNG-CzES8l.png |
| |  |  |  |  | | --- | --- | --- | --- | |  | Total visits (28) |  | Total completed (21) | |

|  |  |  |
| --- | --- | --- |
| Total Hits | Visit Sources | Average Time of Completion |
| /domains1/vx566400/public/www_root/tmp/PNG-XWKm3d.png | /domains1/vx566400/public/www_root/tmp/PNG-OzZBHX.png | /domains1/vx566400/public/www_root/tmp/PNG-6PgUCk.png |
| |  |  | | --- | --- | |  | Displayed only (25.00%) | |  | Unfinished (0.00%) | |  | Completed (75.00%) | | |  |  | | --- | --- | |  | Direct link (100.00%) | | |  |  | | --- | --- | |  | 2-5 min. (2.25%) | |  | 5-10 min. (44.94%) | |  | 10-30 min. (41.57%) | |  | 30-60 min. (7.87%) | |  | >60 min. (3.37%) | |

|  |  |
| --- | --- |
|  | **Results** |

How often do you visit cafes?

*Single choice, answers* ***21x****, unanswered* ***0x***

|  |  |  |
| --- | --- | --- |
| **Answer** | **Answers** | **Ratio** |
| |  |  | | --- | --- | |  | Daily | | 2 | 9.52% |
| |  |  | | --- | --- | |  | Several times a week | | 6 | 28.57% |
| |  |  | | --- | --- | |  | Once a month | | 7 | 33.33% |
| |  |  | | --- | --- | |  | Several times a month | | 1 | 4.76% |
| |  |  | | --- | --- | |  | Once a year | | 3 | 14.29% |
| |  |  | | --- | --- | |  | Several times a year | | 2 | 9.52% |
| |  |  | | --- | --- | |  | Never | | 0 | 0.00% |
| /domains1/vx566400/public/www_root/tmp/PNG-wq3OyS.png | | |

How would you rate as a customer the staff at our cafe?

*Matrix of single choices, answers* ***21x****, unanswered* ***0x***

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | |  |  | | --- | --- | |  | **1** | | |  |  | | --- | --- | |  | **2** | | |  |  | | --- | --- | |  | **3** | | |  |  | | --- | --- | |  | **4** | | |  |  | | --- | --- | |  | **5** | |
| A member of staff noticed me and served me immediately | 15 (71.43%) | 5 (23.81%) | 0 | 0 | 1 (4.76%) |
| The staff were helpful and pleasant | 6 (28.57%) | 9 (42.86%) | 5 (23.81%) | 1 (4.76%) | 0 |
| The staff didn't create any tension | 4 (19.05%) | 6 (28.57%) | 9 (42.86%) | 1 (4.76%) | 1 (4.76%) |
| The service i was provided was quick | 2 (9.52%) | 5 (23.81%) | 9 (42.86%) | 5 (23.81%) | 0 |
| The staff met all my needs quickly and to my satisfaction | 1 (4.76%) | 6 (28.57%) | 7 (33.33%) | 6 (28.57%) | 1 (4.76%) |
| /domains1/vx566400/public/www_root/tmp/PNG-ravcMU.png | | | | | |

How likely is it you would recommend us to a friend?

*Net Promoter Score®, answers* ***7x****, unanswered* ***14x***

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  | | --- | --- | |  | **0** | | |  |  | | --- | --- | |  | **1** | | |  |  | | --- | --- | |  | **2** | | |  |  | | --- | --- | |  | **3** | | |  |  | | --- | --- | |  | **4** | | |  |  | | --- | --- | |  | **5** | | |  |  | | --- | --- | |  | **6** | | |  |  | | --- | --- | |  | **7** | | |  |  | | --- | --- | |  | **8** | | |  |  | | --- | --- | |  | **9** | | |  |  | | --- | --- | |  | **10** | |
| Detractors (0 - 6) | | | | | | | Passive (7 - 8) | | Promoters (9 - 10) | |
| **0.00%** | **0.00%** | **0.00%** | **0.00%** | **0.00%** | **0.00%** | **1 (14.29%)** | **2 (28.57%)** | **1 (14.29%)** | **3 (42.86%)** | **0.00%** |
| |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  | | --- | | /domains1/vx566400/public/www_root/my/research/report/images/icon-detractors.png | | Detractors | | **1** (14%) | | |  | | --- | | /domains1/vx566400/public/www_root/my/research/report/images/icon-passives.png | | Passive | | **3** (43%) | | |  | | --- | | /domains1/vx566400/public/www_root/my/research/report/images/icon-promoters.png | | Promoters | | **3** (43%) | | | **NPS = Promoters** (43%) **– Detractors** (14%) | | | | |  |  |  |  | | --- | --- | --- | --- | | |  | | --- | | **+29%** | | **Net Promoter Score®** | | /domains1/vx566400/public/www_root/tmp/PNG-4V3sgY.png | | | | | | | | | | | | | |

To what extent do you agree with the following statements referring to your experience in our cafe?

*Matrix of single choices, answers* ***21x****, unanswered* ***0x***

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | |  |  | | --- | --- | |  | **I strongly agree** | | |  |  | | --- | --- | |  | **I agree** | | |  |  | | --- | --- | |  | **I disagree** | | |  |  | | --- | --- | |  | **I strongly disagree** | |
| The quality and speed of service was excellent | 2 (9.52%) | 8 (38.10%) | 10 (47.62%) | 1 (4.76%) |
| The food served was of a high quality and tasted good | 2 (9.52%) | 11 (52.38%) | 7 (33.33%) | 1 (4.76%) |
| The price list was affordable | 2 (9.52%) | 5 (23.81%) | 10 (47.62%) | 4 (19.05%) |
| The cafe environment was comfortable and soothing | 3 (14.29%) | 7 (33.33%) | 10 (47.62%) | 1 (4.76%) |
| The cafe menu was adequate for my needs | 2 (9.52%) | 6 (28.57%) | 11 (52.38%) | 2 (9.52%) |
| An Internet connection was available and fast enough for my needs. | 2 (9.52%) | 9 (42.86%) | 9 (42.86%) | 1 (4.76%) |
| /domains1/vx566400/public/www_root/tmp/PNG-e1dis0.png | | | | |

How would you rate our coffee?

*Star Rating, answers* ***21x****, unanswered* ***0x***

**Number of stars 4.05/5**

|  |  |  |
| --- | --- | --- |
| **Answer** | **Answers** | **Ratio** |
| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | |  | 5/5 |  |  |  |  |  | | 6 | 28.57% |
| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | |  | 4/5 |  |  |  |  |  | | 11 | 52.38% |
| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | |  | 3/5 |  |  |  |  |  | | 3 | 14.29% |
| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | |  | 2/5 |  |  |  |  |  | | 1 | 4.76% |
| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | |  | 1/5 |  |  |  |  |  | | 0 | 0.00% |
| /domains1/vx566400/public/www_root/tmp/PNG-SVEHg0.png | | |

Would you recommend our cafe to a friend or colleague?

*Single choice, answers* ***21x****, unanswered* ***0x***

|  |  |  |
| --- | --- | --- |
| **Answer** | **Answers** | **Ratio** |
| |  |  | | --- | --- | |  | Yes | | 18 | 85.71% |
| |  |  | | --- | --- | |  | No | | 3 | 14.29% |
| /domains1/vx566400/public/www_root/tmp/PNG-aAm961.png | | |

Please confirm your gender:

*Single choice, answers* ***21x****, unanswered* ***0x***

|  |  |  |
| --- | --- | --- |
| **Answer** | **Answers** | **Ratio** |
| |  |  | | --- | --- | |  | Male | | 15 | 71.43% |
| |  |  | | --- | --- | |  | Female | | 6 | 28.57% |
| /domains1/vx566400/public/www_root/tmp/PNG-0Cd5m4.png | | |

To which of the following age groups do you belong?

*Single choice, answers* ***21x****, unanswered* ***0x***

|  |  |  |
| --- | --- | --- |
| **Answer** | **Answers** | **Ratio** |
| |  |  | | --- | --- | |  | Under 20 | | 3 | 14.29% |
| |  |  | | --- | --- | |  | 20 - 30 | | 9 | 42.86% |
| |  |  | | --- | --- | |  | 30 - 40 | | 4 | 19.05% |
| |  |  | | --- | --- | |  | 40 - 50 | | 3 | 14.29% |
| |  |  | | --- | --- | |  | 50 - 60 | | 1 | 4.76% |
| |  |  | | --- | --- | |  | Over 60 | | 1 | 4.76% |
| /domains1/vx566400/public/www_root/tmp/PNG-tlSp53.png | | |

|  |  |
| --- | --- |
|  | **Survey settings** |

|  |  |  |
| --- | --- | --- |
| /domains1/vx566400/public/www_root/my/research/report/images/icon-per-page.png | Questions per page | Multiple |
| /domains1/vx566400/public/www_root/my/research/report/images/icon-repeat.png | Allow multiple submissions? | /domains1/vx566400/public/www_root/my/research/report/images/icon-check.png |
| /domains1/vx566400/public/www_root/my/research/report/images/icon-return.png | Allow return to previous questions? | /domains1/vx566400/public/www_root/my/research/report/images/icon-check.png |
| /domains1/vx566400/public/www_root/my/research/report/images/icon-numbering.png | Display question numbers? |  |
| /domains1/vx566400/public/www_root/my/research/report/images/icon-shuffle.png | Randomise question order? |  |
| /domains1/vx566400/public/www_root/my/research/report/images/icon-progress.png | Show progress bar? | /domains1/vx566400/public/www_root/my/research/report/images/icon-check.png |
| /domains1/vx566400/public/www_root/my/research/report/images/icon-alert.png | Receive response notifications by email? |  |
| /domains1/vx566400/public/www_root/my/research/report/images/icon-secure.png | Password protection? |  |
| /domains1/vx566400/public/www_root/my/research/report/images/icon-unique.png | IP restriction? |  |

|  |  |
| --- | --- |
|  | **Appendix: Survey** |

Cafe evaluation survey

|  |
| --- |
| Hello,  Please take a few minutes of your time to fill in the following survey. |

How often do you visit cafes?

|  |  |
| --- | --- |
|  | Daily |
|  | Several times a week |
|  | Once a month |
|  | Several times a month |
|  | Once a year |
|  | Several times a year |
|  | Never |

How would you rate as a customer the staff at our cafe?

**Question instructions:** Please mark: 1 - Excellent, 5 - Worst

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 1 | 2 | 3 | 4 | 5 |
| A member of staff noticed me and served me immediately | |  | | --- | |  | | |  | | --- | |  | | |  | | --- | |  | | |  | | --- | |  | | |  | | --- | |  | |
| The staff were helpful and pleasant | |  | | --- | |  | | |  | | --- | |  | | |  | | --- | |  | | |  | | --- | |  | | |  | | --- | |  | |
| The staff didn't create any tension | |  | | --- | |  | | |  | | --- | |  | | |  | | --- | |  | | |  | | --- | |  | | |  | | --- | |  | |
| The service i was provided was quick | |  | | --- | |  | | |  | | --- | |  | | |  | | --- | |  | | |  | | --- | |  | | |  | | --- | |  | |
| The staff met all my needs quickly and to my satisfaction | |  | | --- | |  | | |  | | --- | |  | | |  | | --- | |  | | |  | | --- | |  | | |  | | --- | |  | |

How likely is it you would recommend us to a friend?

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| |  | | --- | |  | | |  | | --- | |  | | |  | | --- | |  | | |  | | --- | |  | | |  | | --- | |  | | |  | | --- | |  | | |  | | --- | |  | | |  | | --- | |  | | |  | | --- | |  | | |  | | --- | |  | | |  | | --- | |  | |

To what extent do you agree with the following statements referring to your experience in our cafe?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | I strongly agree | I agree | I disagree | I strongly disagree |
| The quality and speed of service was excellent | |  | | --- | |  | | |  | | --- | |  | | |  | | --- | |  | | |  | | --- | |  | |
| The food served was of a high quality and tasted good | |  | | --- | |  | | |  | | --- | |  | | |  | | --- | |  | | |  | | --- | |  | |
| The price list was affordable | |  | | --- | |  | | |  | | --- | |  | | |  | | --- | |  | | |  | | --- | |  | |
| The cafe environment was comfortable and soothing | |  | | --- | |  | | |  | | --- | |  | | |  | | --- | |  | | |  | | --- | |  | |
| The cafe menu was adequate for my needs | |  | | --- | |  | | |  | | --- | |  | | |  | | --- | |  | | |  | | --- | |  | |
| An Internet connection was available and fast enough for my needs. | |  | | --- | |  | | |  | | --- | |  | | |  | | --- | |  | | |  | | --- | |  | |

How would you rate our coffee?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  | / 5 |

Would you recommend our cafe to a friend or colleague?

|  |  |
| --- | --- |
|  | Yes |
|  | No |

Please confirm your gender:

|  |  |
| --- | --- |
|  | Male |
|  | Female |

To which of the following age groups do you belong?

|  |  |
| --- | --- |
|  | Under 20 |
|  | 20 - 30 |
|  | 30 - 40 |
|  | 40 - 50 |
|  | 50 - 60 |
|  | Over 60 |