

COFFEE SHOPS OF WACO

RESEARCH REPORT

JUST BREW IT

APRIL 30, 2019



PREPARED BY

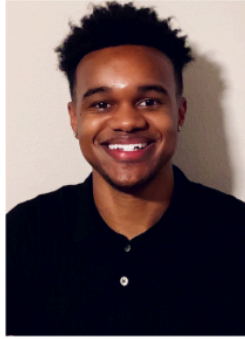
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Executive Summary

The Just Brew It marketing team was tasked in April 2019 to analyze the existing coffee shop market in Waco, Texas. Specifically, the team set out to survey the Baylor University student population and identify their preferences in regards to coffee consumption. The specific goals of the survey were **1)** to analyze and judge Baylor's student population as a market for coffee shops based on consumption, **2)** determine which factors Baylor students found most important when evaluating a prospective coffee shop, and **3)** which existing coffee shops Baylor students determined to be the best based on a number of predetermined factors such as a coffee taste, atmosphere, and attendance. The purpose of this research is **1)** provide insight as to how existing coffee shops should develop marketing campaigns to improve shop traffic and **2)** how new coffee shops might market their business in hopes to enter the Waco market.

About the Research: The Just Brew It team used online surveys to reach a broad number of Baylor students. The team received 192 responses and were able to use 153 of the responses. Each respondent was asked their opinion of Waco coffee shops and the data collected was compared to the initial hypotheses.

Key Results:

- Only 10.6% of students claimed to never visit coffee shops, with 28.8% claiming they visited once or twice a week.
- 98% of students have reported that they have been to Common Grounds, while only 40.5% of students claimed to have been to Pinewood Coffee.
- Students prioritized price and coffee quality the most when choosing which coffee shop to patronize.
- The quality of food was the least regarded factor in students choosing which coffee shop to go to.

Background

The tired college student guzzling coffee is not just a stereotype - college coffee drinkers are a part of a growing percentage of millennials who are pushing coffee consumption toward an all-time high in the United States. In particular, individuals aged 18-24, the age range of most college students, are drinking more coffee than they ever have before. This demographic's daily coffee consumption has jumped from 34% to 48% over the last ten years, and individuals born after 1995 begin regularly drinking coffee at an average age of 14.7 years old, which is a starting age of almost two years younger than those born before 1995.

Over 100 million cups of coffee are consumed each day in the United States alone, and 44% of these cups of coffee are being consumed by millennials. This information, in addition to the fact that college-aged students are drinking more coffee at earlier ages, leads to the assumption that the college town coffee shop market has an increasing potential value (Heath, 2016).

Presented with an opportunity to research a restaurant segment in Waco, Texas, Just Brew It looked toward the coffee shop segment and its growing potential. Nicole Olsen's paper, "Caffeine Consumption Habits and Perceptions among University of New Hampshire Students", gave insight into the preferences of college students regarding coffee and coffee shops.

In her study, Olsen determined that college students patronize coffee shop an average of two to six times a week, and that the top factors determining which shops her population frequented are taste, price, and the convenience of the location (Olsen, 2013).

With the background information collected in Just Brew It's literary search, the team proceeded to collect survey data from a sample of 192 undergraduate students at Baylor University about what drove their decisions to patronize certain coffee shops.



Research Objective

What Keeps Us Ground(ed)



The intent of this study is to discover what factors are the most important to Baylor students when choosing which coffee shop to patronize.

There are multiple factors that consumers consider, including: the quality of coffee; the quality of other beverages; quality of food items; atmosphere of the coffee shop; customer service from employees; the hours the shop is open; and the price of drinks.

The results from this study will help coffee shop owners figure out how to best market to the Baylor student population.

Research Questions

A Latte Questions



Do the hours a shop is open influence a student's decision to patronize a coffee shop?: When marketing to college students, businesses must consider the often busy schedules of said students. This becomes even more important when one considers the extracurriculars, part-time job, and social life a student might have on top of their already heavy school workload. So, given the resulting late nights and unique gaps of free time to visit coffee shops, how do Baylor students factor in a coffee shop's hours of operation when deciding which shop to patronize?

Does the taste of coffee influence a student's decision to patronize a coffee shop?: College students are consistent consumers of coffee, and this question looks to identify how well Baylor students are able to discern taste and quality between different Waco coffee shops. In addition to this, how do Baylor students prioritize quality and taste of coffee among other factors when considering which coffee shop to buy from?

Research Questions

Continued



Does the taste of non-coffee beverages influence a student's decision to patronize a coffee shop?: Not everyone is a coffee drinker, and this question aims to see how important it is for coffee shops to invest in different types of beverages such as a smoothies, teas, etc. How do Baylor students prioritize the variety and quality of alternative beverage options when evaluating the overall quality of a coffee shop?

Does the taste and offerings of food items influence a student's decision to patronize a coffee shop?: Some students may not find the taste of their drinks as the main determinant of their patronization of a certain coffee shop. This question offers insight into whether or not students find the taste of food items as a determining factor when deciding to patronize a certain coffee shop.

Does the atmosphere at a shop influence a student's decision to patronize a coffee shop?: Many college students not only visit coffee shops to study and get work done, but also to catch up with friends over a cup of coffee. This question allows us to see the degree to which students consider the atmosphere of the coffee shop when choosing which shop to patronize.

Do the prices at a shop influence a student's decision to patronize a coffee shop?: Price is an important factor when making any decision, but especially for college students. Lower prices and special deals might be an attraction for a college student. This question allows for us to observe the degree to which students consider price as a determining factor when deciding to visit a coffee shop.



Hypothesis

Based on prior research and priorities of other consumers when choosing coffee shops, Baylor students will prioritize price, atmosphere, and the hours a coffee shop is open when choosing which establishment to patronize. Out of the four Waco, Texas, coffee shops being analyzed (Common Grounds, Dichotomy, Pinewood, and Starbucks), Common Grounds will emerge as the most frequented and favorite shop out of the options. Competitive pricing, late operating hours, and the appealing atmosphere will contribute to Common Grounds being selected over the other shops.



Research Design

The Recipe

In order to quickly collect data from a sample of Baylor students, a convenience survey research method was used.



Methodology

Sample

The study sample consisted of 153 college students aged 18–25 years. This was a non-probability, convenience sample of Baylor University undergraduate students. Baylor University, a private institution, has around 14,188 undergraduate students, and is located in Waco, Texas. The gender distribution at Baylor is skewed in favor of female students -- 57.9% of undergraduates are female, and 42.1% are male.

Recruitment

To obtain the convenience sample of survey respondents, the Just Brew It team distributed the online survey link via group chats, social media pages, and word-of-mouth. 219 individuals clicked on the survey link, but to refine the data, the sample was narrowed down to 153 respondents who both currently attend Baylor and patronize coffee establishments in Waco, Texas.

Measures

Participants were asked to use a point-and-click procedure on Qualtrics to select their responses to a range of questions concerning: coffee shops patronized (Common Grounds, Dichotomy, Pinewood, and Starbucks); quality of coffee; quality of other beverages; quality of food items; atmosphere; customer service; hours open; price point; frequency of patronization; likelihood of returning; and demographic questions including race; sex; age; classification; course hour enrollment; intended major; involvement in Greek life; and employment status.

Methodology

Questionnaire

The link to the survey instrument was shared in many group messages and Facebook groups. The instrument can be found at https://baylor.qualtrics.com/jfe/form/SV_8G0Ve1fBkD0b5ml. The web-based questionnaire could be completed on either a smart-phone with touch screen capabilities or on a computer. The answers to multiple choice questions could be answered with a point and click method. The ranking questions were answered along scales, or respondents would place choices in a ranking of best to worst or their favorite to least favorite. The last block of the survey had questions about age, major, and the number of course hours in which respondents were enrolled. These were free-response text answers that were answered with a text box.

The survey continued as each question block was completed. The survey began with an introduction thanking respondents for their participation in the survey and a promise of confidentiality. There were two conditional questions at the beginning of the survey in the General Block. If a respondent selected “No” to the question “Are you currently a student enrolled at Baylor University?” Then they were taken to the end of the survey. The second conditional question was “How often do you visit coffee shops?”. If the respondent selected “Never”, they were taken to the end of the survey.

The answers of these respondents would not be useful for the analysis of this survey. The last question in this block had respondents rate the importance of different factors: quality of coffee; quality of other beverages; quality of food; atmosphere; customer service; hours a coffee shop was open; and the price of a coffee shop's products, when choosing what establishment to go to. The following blocks all asked questions pertaining to the specific coffee shops (Common Grounds, Dichotomy, Pinewood Coffee, and Starbucks). The block began with a conditional question and asked if the respondent had ever been to the coffee shop. If they answered “No”, they were taken to the end of the block and to the beginning of the next block. After answering questions about all of the coffee shops, respondents were taken to a ranking question block. This had respondents choose which coffee shop they thought were the best in terms of the factors they were asked about throughout the questionnaire. The beginning of the demographic block started with a thank you statement for the input received from the completion of the survey. Respondents were then asked basic demographic questions about their race, sex, age, classification, course hours they were enrolled in, their field of study, involvement in Greek life, and if they had a job or internship.

Methodology

Questionnaire Continued

The questionnaire was created and designed in Qualtrics. The questions were worded for the understanding of people in college who had been to these coffee shops. The questionnaire contained the Skip Logic tool so that if a respondent had never been to a coffee shop, they would not answer questions that referred to that establishment. The questions were able to be hidden with the Display Logic tool within Qualtrics. The use of Display Logic and Skip Logic ensured that the appropriate data was collected to properly analyze the significance of certain factors to the patronization of coffee shops.



Methodological Limitations

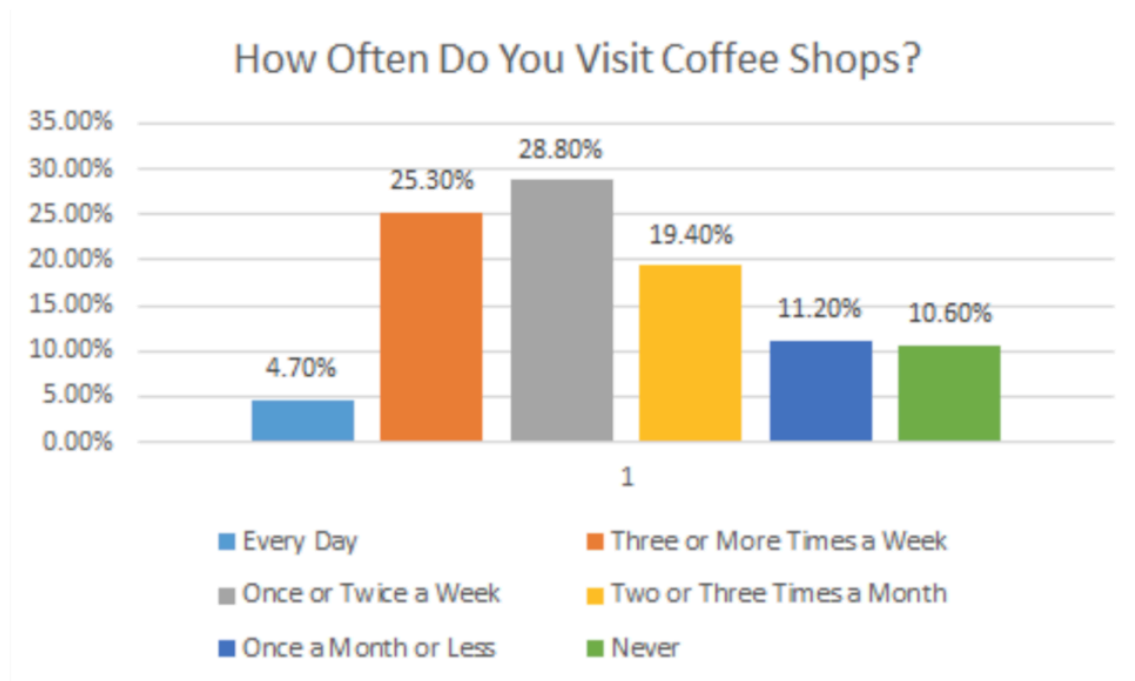
Potential Effects of Biases

No experiment is truly perfect, and this study is no different. Various biases exist and can be found in Just Brew It's data collection methods, and even in the group's methods of survey administration. One instance of explicit bias that may have potentially affected the outcome of the data is that the survey was essentially only available to students who have a means of connection to the Internet. In addition to being limited to those who have Internet access, the survey was sent in specific sorority, organization, and classification group messages, which could have significantly skewed the representativeness of the data collected to the entire population of Baylor students. Pertaining to the questionnaire itself, questions relating to proximity-to-campus were not included in the survey. This exclusion is limiting in that the locations of the various establishments is a relatively important aspect of patronizing any coffee shop, and the failure to include this question may have limited the true accuracy of the survey.

Main Findings

Meant to "Bean"

First and foremost, the survey revealed that Baylor's student population is in fact a perfect target market for existing and prospective coffee shops. Of the responses to the survey, only 10.6% said that they never visit coffee shops. The most common response to the question of frequency was "Once or twice a week", with 28.8% of Baylor students identifying with this option.



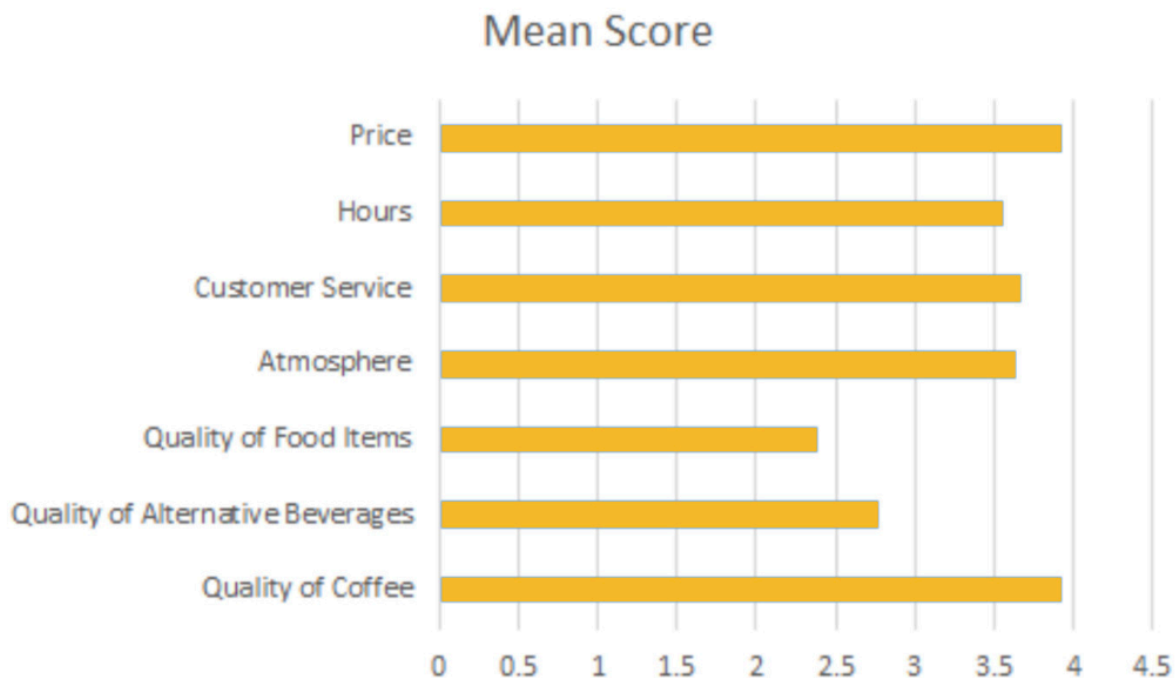
In addition to these numbers that reflect consistent coffee shop activity, there was also little correlation found between classification and the answers to questions regarding frequency of visits. This implies that any business leaving with graduates, transfers, etc., will be made up for with incoming freshmen and transfers. This reliable market is made even more attractive when one considers the increasing number of Baylor applicants and an increased popularity of Waco in general. This might be useful information for a business looking to enter the coffee shop market in Waco.

Main Findings

How do you take it?

Another priority of this survey was to establish what students find important when deciding which coffee shops they visit most frequently. We identified a number of factors and asked respondents to rate how important these factors were to them. The seven factors were Quality of Coffee; Quality of Alternative Beverages; Quality of Food Items; Atmosphere; Customer Service; Hours; and Price.

The results showed that college students prioritized Quality of Coffee; Atmosphere; Customer Service; Hours; and Price significantly more than they consider the Quality of Alternative Beverages and Food Items. The only factor our hypothesis did not predict being so heavily weighed was the actual Quality of the Coffee, due to the assumption that students would choose a cheaper option for the utility of caffeine, and be willing to disregard taste.



Main Findings

Price: With a mean score of 3.9 out of 5, price was the most highly-weighted factor for students when considering which coffee shop to patronize. Due to the fact that many college students are on tight budgets (due to limited work time availability and the high cost of education), this factor's importance is justified.

Hours: With a mean score of 3.6 out of 5, the score that hours received might be explained by the busy and unique schedules students keep, given classes, homework, social activities, and part-time jobs. Students are very busy and have short windows when they are available to make purchases at coffee shops - sometimes relatively early in the morning or relatively late at night.

Customer Service: With a mean score of 3.7, students clearly put an emphasis on the quality of customer service. Especially in industries dependent on made-to-order food or beverages, competent employees with good communication skills are extremely important.

Atmosphere: With a mean score of 3.6, the atmosphere is a factor that Baylor students find important when visiting coffee shops. This implies that students pay attention to investments made in decor, light, and music, and also appreciate a good study and conversation space. It might be worth hosting events for students to enjoy.

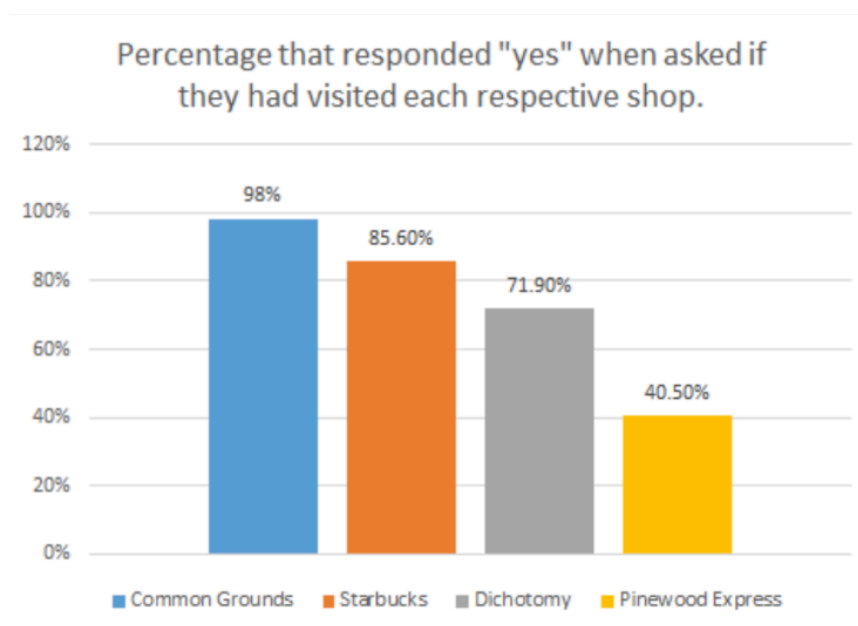
Quality of Food Items: With a mean score of 2.4, the students' responses in regards to the importance of quality food options at coffee shops suggests they do not consider these options as heavily as other factors when deciding which coffee shop to visit.

Quality of Alternative Beverages: With a mean score of 2.8, the main draw for these coffee shops appears to be the caffeine-packed coffee beverages they offer.

Quality of Coffee: With an average of 3.9, it is clear that the main draw for these coffee shops is still the quality and taste of their coffee offerings. This factor is important for coffee shops to invest heavily in, given the scrutiny their beverages will be under by Baylor students. It is clearly important that coffee shops do what is necessary to differentiate the taste of their coffee.

Main Findings

The final and most important thing this survey set out to determine was which coffee shop in Waco do Baylor students prefer and frequent the most. The survey attempted by first identifying which of the shops had been visited by the highest percentage of its respondents.



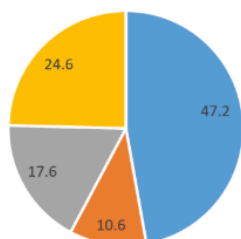
Common Grounds emerged as the most-visited of our coffee shops, with 98 percent of respondents claiming they had visited at least one of their locations. Starbucks also had an overwhelming majority of "yes" responses, with 85.6 percent of students saying they had visited a Starbucks location in Waco. Dichotomy also saw a majority of respondents respond "yes", with 71.9%. Pinewood Express was the only coffee shop to see a minority of students with experience visiting the shop, with just 40.5% of survey-takers claiming they had been.

There could be a number of reasons for Common Grounds seeing more visits among Baylor students. First is the proximity to campus. Located on 8th Street - right next to Baylor's campus - Common Grounds is in a convenient location not only for students leaving and living on campus, but also for the large amount of students living nearby. The atmosphere in the shop is very laid back, and is conducive to a good study location for students. Even for those that do not drink coffee, Common Grounds host a number of events popular among students, such as concerts.

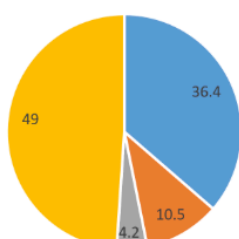
Main Findings

In order to rank the shops, we asked students to tell us which shop they believed was best in each of the seven categories we decided to judge each establishment on.

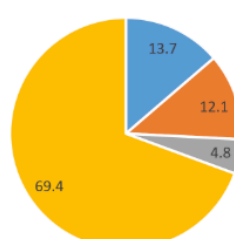
Which coffee shop has the best tasting coffee?



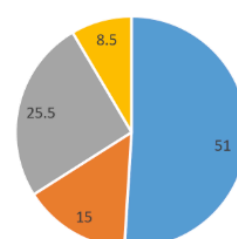
Which coffee shop has the best alternative beverages?



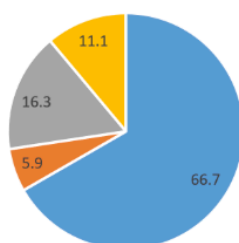
Which coffee shops has the best tasting food items?



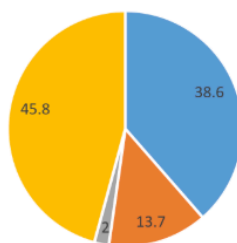
Which coffee shop has the best atmosphere?



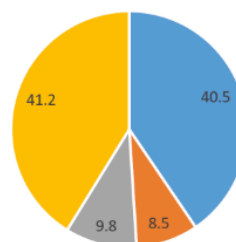
Which coffee shop has the best customer service?



Which coffee shop has the best hours?



Which coffee shop has the best price?



■ Common Grounds ■ Dichotomy
■ Pinewood Coffee ■ Starbucks

Main Findings

The next step is breaking down how each stacked up against one-another based on these rankings.

1) **Common Grounds:** Not only was Common Grounds the most well-visited of the shops, but it also was consistently the among the highest-rated in each of the seven categories. 47.2 percent of respondents believe it has the best tasting coffee, 51 percent believed it has the best atmosphere, and 66.7 percent believe they have the best customer service. It finished second only in alternative beverages (36.4%), food items (13.7%), hours (38.6%), and price (40.5%), with only marginal gaps between Common Grounds and the category leader in the quality of alternative beverages, hours, and price. Ultimately, competitive pricing and superior flavor, along with hours and an atmosphere conducive to the college lifestyle and Baylor students' needs, helped set the shop apart from the other three. The convenient location right next to campus

2) **Starbucks:** Starbucks was the second most popular of the four coffee shops Baylor students were asked to review. It was the leader in the categories of alternative beverages (49%), food items (69.4%), hours (45.8%), and price (41.2%), although gaps between itself and Common Grounds in the categories of hours and price were slim. However, Starbucks struggled in the areas of atmosphere, receiving only 8.5% of votes as the best in that category. It also received just 11.1% of votes for customer service, only beating out Dichotomy in that category.

3) **Pinewood:** There was a large gap between Common Grounds/Starbucks, and Pinewood. Its struggles in certain categories might be explained by the smaller portion of respondents that have actually visited the coffee shop (40.5%). It came in last in the categories of alternative beverages (4.2%), food items (4.8%), and hours (2%). It came in 3rd in the categories of coffee taste (17.6%) and price (9.8%). Pinewood also received only 16.3% of votes for best customer service. A lot of the struggles to receive first place could be explained by the small sample size of people that had been. They were able to receive 25.5% of votes for best atmosphere, second only to Common Grounds.

4) **Dichotomy:** Dichotomy rated last among the four coffee shops in this survey. It came in third or fourth in every category. It came in last in the categories of coffee taste (10.6%), customer service (5.9%), and price (8.5%). It received the third amount of votes in the factors of alternative beverages (10.5%), food (12.1%), atmosphere (15%), and hours (13.7%). Because of the high percentage of respondents that had visited (71.9%), it is reasonable to assume the poor scores are more of a negative reflection than those received by Pinewood.

Recommendations

Per our results, we have the following recommendations to offer coffee shops in Waco, Texas:

- 1)** Identify the target consumer for each coffee shop. Analyzing the results of the demographic questions, marketing executives can obtain a target consumer to advertise toward. This will result in more effective advertisements and promotional strategies.
- 2)** Launch a marketing effort focusing on the quality of coffee while emphasizing a college-friendly price point. The survey results show that price is the factor that Baylor students most take into consideration when selecting a coffee shop to patronize, with quality of coffee falling just behind, so promoting superiority in these two factors is important.
- 3)** Utilize social media to track student conversations about coffee and engage with them. This can be done via word filters or strategic search terms.
- 4)** Create aesthetically pleasing posters to place around Baylor's campus (with university permission), establishing an on-campus presence during students' daily commute.
- 5)** Implement an ambassador program, allowing for students to represent the coffee shop and build credibility among other students.
- 6)** Utilize Google ads to return the coffee shop in any search relating to Baylor admission, food in Waco, Magnolia, or coffee in general. Improving the coffee shops' SEO will result in more foot traffic.
- 7)** Hold events in conjunction with Baylor, or host organizations, to build a relationship with the university and the local coffee shops.
- 8)** Make advertisements that compare shops to Common Grounds in a competitive light in order to increase market share.

Appendix

Appendix A: Works Cited

Heath, T. (2016, October 31). Look how much coffee millennials are drinking. Retrieved March 20, 2019, from <https://www.washingtonpost.com>

Olsen, Nicole L. (2013). Caffeine consumption habits and perceptions among University of New Hampshire students. Honors Theses and Capstones. Retrieved March 20, 2019, from <https://scholars.unh.edu/honors/103>


Appendix B: Data File

The data file (Waco Coffee Shops Survey Data) for this project has been archived at qualtrics.com and is available for download.

Appendix C: Data Tables

	Coffee Taste	Other Beverage(s) Taste	Food Taste	Atmosphere	Customer Service	Hours	Price
<i>Common Grounds</i>	2.04	2.01	2.43	1.94	1.50	1.75	2.91
<i>Dichotomy</i>	2.19	2.32	2.43	2.00	2.19	1.89	2.81
<i>Pinewood</i>	1.80	1.79	1.70	1.61	1.61	2.51	2.67
<i>Starbucks</i>	2.06	1.78	1.96	2.55	2.12	1.71	2.79

KEY:
1=Highly Satisfied
2=Satisfied
3=Neutral
4=Unsatisfied
5=Highly Unsatisfied

 Highest Mean Score of Each Category

 Lowest Mean Score of Each Category

Q56 - Are you currently a student enrolled at Baylor University?

#	Answer	%	Count
1	Yes	89.06%	171
2	No	10.94%	21
	Total	100%	192

Q14 - How often do you visit coffee shops?

#	Answer	%	Count
1	Everyday	4.71%	8
6	Three or more times a week	25.29%	43
2	Once or twice a week	28.82%	49
5	Two or three times a month	19.41%	33
3	Once a month or less	11.18%	19
4	Never	10.59%	18
	Total	100%	170

Q18 - Rate the following factors you might consider when choosing which coffee shop to patronize (0 meaning you do not consider the factor at all and 5 meaning you consider the factor a great deal).

#	Question	0		1		2		3		4		5		Total
7	Price	1.33%	2	6.00%	9	5.33%	8	17.33%	26	26.00%	39	44.00%	66	150
6	Hours	1.32%	2	6.58%	10	13.16%	20	24.34%	37	23.68%	36	30.92%	47	152
5	Customer Service	0.66%	1	5.26%	8	12.50%	19	21.71%	33	27.63%	42	32.24%	49	152
4	Atmosphere (lighting, music, art, volume, etc.)	1.32%	2	7.24%	11	11.84%	18	20.39%	31	23.68%	36	35.53%	54	152
3	Quality of food items (example: pastries)	7.95%	12	25.17%	38	17.88%	27	26.49%	40	13.91%	21	8.61%	13	151
2	Quality of other beverages	8.55%	13	14.47%	22	19.08%	29	23.68%	36	17.76%	27	16.45%	25	152
1	Quality of coffee	3.31%	5	3.31%	5	3.97%	6	15.89%	24	34.44%	52	39.07%	59	151

Q43 - Have you been to Common Grounds (Waco) before?

#	Answer	%	Count
1	Yes	98.04%	150
2	No	1.96%	3
	Total	100%	153

Q13 - How frequently do you go to Common Grounds?

#	Answer	%	Count
1	Once a month or less	48.67%	73
2	Two or three times a month	28.67%	43
3	Once or twice a week	17.33%	26
4	Three or more times a week	5.33%	8
5	Everyday	0.00%	0
	Total	100%	150

Q16#1 - Rate your satisfaction with the following factors at Common Grounds: - Satisfaction Rating

#	Question	Highly Satisfied 5		4		3		2		Not Satisfied 1		Total
1	Coffee Taste	39.57%	55	31.65%	44	18.71%	26	5.76%	8	4.32%	6	139
2	Other Beverage(s) Taste	39.34%	48	32.79%	40	17.21%	21	9.02%	11	1.64%	2	122
3	Food Taste	17.24%	10	37.93%	22	31.03%	18	12.07%	7	1.72%	1	58
4	Atmosphere	44.00%	66	27.33%	41	20.00%	30	8.00%	12	0.67%	1	150
5	Customer Service	62.67%	94	25.33%	38	11.33%	17	0.67%	1	0.00%	0	150
6	Hours	45.21%	66	39.04%	57	12.33%	18	2.74%	4	0.68%	1	146
7	Price	10.07%	15	24.16%	36	36.91%	55	22.82%	34	6.04%	9	149

Q17 - How likely are you to return to Common Grounds?

#	Answer	%	Count
1	Very Unlikely	3.33%	5
2	Unlikely	4.00%	6
3	Neither likely nor unlikely	8.00%	12
4	Likely	35.33%	53
5	Very Likely	49.33%	74
	Total	100%	150

Q44 - Have you been to Dichotomy before?

#	Answer	%	Count
1	Yes	71.90%	110
2	No	28.10%	43
	Total	100%	153

Q20 - How frequently do you go to Dichotomy?

#	Answer	%	Count
1	Once a month or less	79.09%	87
2	Two or three times a month	17.27%	19
3	Once or twice a week	2.73%	3
4	Three or more times a week	0.00%	0
5	Everyday	0.91%	1
	Total	100%	110

Q21#1 - Rate your satisfaction with the following factors at Dichotomy: - Satisfaction Rating

#	Question	Highly Satisfied 5		4		3		2		Not Satisfied 1		Total
1	Coffee Taste	32.29%	31	34.38%	33	20.83%	20	7.29%	7	5.21%	5	96
2	Other Beverage(s) Taste	26.58%	21	34.18%	27	26.58%	21	6.33%	5	6.33%	5	79
3	Food Taste	27.45%	14	27.45%	14	21.57%	11	21.57%	11	1.96%	1	51
4	Atmosphere	41.82%	46	29.09%	32	19.09%	21	7.27%	8	2.73%	3	110
5	Customer Service	25.93%	28	41.67%	45	24.07%	26	3.70%	4	4.63%	5	108
6	Hours	40.00%	40	36.00%	36	20.00%	20	3.00%	3	1.00%	1	100
7	Price	11.32%	12	23.58%	25	42.45%	45	17.92%	19	4.72%	5	106

Q24 - How likely are you to return to Dichotomy?

#	Answer	%	Count
1	Very Unlikely	4.55%	5
2	Unlikely	10.00%	11
3	Neither likely nor unlikely	19.09%	21
4	Likely	48.18%	53
5	Very Likely	18.18%	20
	Total	100%	110

Q45 - Have you been to Pinewood Coffee before?

#	Answer	%	Count
1	Yes	40.52%	62
2	No	59.48%	91
	Total	100%	153

Q25 - How frequently do you go to Pinewood Coffee?

#	Answer	%	Count
1	Once a month or less	56.67%	34
2	Two or three times a month	28.33%	17
3	Once or twice a week	10.00%	6
4	3 or more times a week	5.00%	3
5	Everyday	0.00%	0
	Total	100%	60

Q49#1 - Rate your satisfaction with the following factors at Pinewood Coffee? - Satisfaction Rating

#	Question	Highly Satisfied 5		4		3		2		Not Satisfied 1		Total
1	Coffee Taste	51.79%	29	26.79%	15	12.50%	7	7.14%	4	1.79%	1	56
2	Other Beverage(s) Taste	45.45%	15	33.33%	11	18.18%	6	3.03%	1	0.00%	0	33
3	Food Taste	65.00%	13	5.00%	1	25.00%	5	5.00%	1	0.00%	0	20
4	Atmosphere	59.02%	36	26.23%	16	11.48%	7	1.64%	1	1.64%	1	61
5	Customer Service	52.46%	32	39.34%	24	3.28%	2	4.92%	3	0.00%	0	61
6	Hours	21.05%	12	28.07%	16	31.58%	18	17.54%	10	1.75%	1	57
7	Price	15.00%	9	26.67%	16	38.33%	23	16.67%	10	3.33%	2	60

Q29 - How likely are you to return to Pinewood Coffee?

#	Answer	%	Count
1	Very unlikely	1.61%	1
2	Unlikely	4.84%	3
3	Neither likely nor unlikely	12.90%	8
4	Likely	32.26%	20
5	Very Likely	48.39%	30
	Total	100%	62

Q46 - Have you been to Starbucks before?

#	Answer	%	Count
1	Yes	85.62%	131
2	No	14.38%	22
	Total	100%	153

Q30 - How frequently do you go to Starbucks?

#	Answer	%	Count
1	Once a month or less	41.98%	55
2	Two or three times a month	28.24%	37
3	Once or twice a week	22.90%	30
4	Three or more times a week	5.34%	7
5	Everyday	1.53%	2
	Total	100%	131

Q50#1 - Rate your satisfaction with the following factors at Starbucks: - Satisfaction Rating

#	Question	Highly Satisfied 5		4		3		2		Not Satisfied 1		Total
1	Coffee Taste	37.60%	47	30.40%	38	20.80%	26	10.40%	13	0.80%	1	125
2	Other Beverage(s) Taste	47.20%	59	32.00%	40	16.00%	20	4.80%	6	0.00%	0	125
3	Food Taste	37.70%	46	34.43%	42	22.13%	27	5.74%	7	0.00%	0	122
4	Atmosphere	22.31%	29	25.38%	33	29.23%	38	21.54%	28	1.54%	2	130
5	Customer Service	30.77%	40	35.38%	46	25.38%	33	7.69%	10	0.77%	1	130
6	Hours	48.06%	62	34.88%	45	15.50%	20	1.55%	2	0.00%	0	129
7	Price	15.27%	20	21.37%	28	38.93%	51	17.56%	23	6.87%	9	131

Q34 - How likely are you to return to Starbucks?

#	Answer	%	Count
1	Very unlikely	0.00%	0
2	Unlikely	1.53%	2
3	Neither likely nor unlikely	10.69%	14
4	Likely	37.40%	49
5	Very likely	50.38%	66
	Total	100%	131

Q13 - Which coffee shop has the best tasting coffee?

#	Answer	%	Count
1	Common Grounds	47.18%	67
2	Dichotomy	10.56%	15
3	Pinewood Coffee	17.61%	25
4	Starbucks	24.65%	35
	Total	100%	142

Q52 - Which coffee shop has the best tasting beverages, aside from coffee (example: tea)?

#	Answer	%	Count
1	Common Grounds	36.36%	52
2	Dichotomy	10.49%	15
3	Pinewood Coffee	4.20%	6
4	Starbucks	48.95%	70
	Total	100%	143

Q53 - Which coffee shop has the best tasting food items (example: pastries, bagels)

#	Answer	%	Count
1	Common Grounds	13.71%	17
2	Dichotomy	12.10%	15
3	Pinewood Coffee	4.84%	6
4	Starbucks	69.35%	86
	Total	100%	124

Q40 - Which coffee shop has the best atmosphere?

#	Answer	%	Count
1	Common Grounds	50.98%	78
2	Dichotomy	15.03%	23
3	Pinewood Coffee	25.49%	39
4	Starbucks	8.50%	13
	Total	100%	153

Q41 - Which coffee shop has the best customer service?

#	Answer	%	Count
1	Common Grounds	66.67%	102
2	Dichotomy	5.88%	9
3	Pinewood Coffee	16.34%	25
4	Starbucks	11.11%	17
	Total	100%	153

Q54 - Which coffee shop has the best hours?

#	Answer	%	Count
1	Common Grounds	38.56%	59
2	Dichotomy	13.73%	21
3	Pinewood Coffee	1.96%	3
4	Starbucks	45.75%	70
	Total	100%	153

Q55 - Which coffee shop has the best pricing?

#	Answer	%	Count
1	Common Grounds	40.52%	62
2	Dichotomy	8.50%	13
3	Pinewood Coffee	9.80%	15
4	Starbucks	41.18%	63
	Total	100%	153

Q42 - Rank the coffee shops in order of your favorite (1) to least favorite (4).

#	Question	1		2		3		4		Total
1	Common Grounds	46.67%	70	30.67%	46	17.33%	26	5.33%	8	150
2	Dichotomy	8.00%	12	23.33%	35	46.67%	70	22.00%	33	150
3	Pinewood Coffee	12.00%	18	15.33%	23	22.67%	34	50.00%	75	150
4	Starbucks	33.33%	50	30.67%	46	13.33%	20	22.67%	34	150

RACE - Choose one or more races that you consider yourself to be:

#	Answer	%	Count
1	White	82.21%	134
2	Black or African American	4.91%	8
3	American Indian or Alaska Native	1.23%	2
4	Asian	3.68%	6
5	Native Hawaiian or Pacific Islander	0.61%	1
6	Other	7.36%	12
	Total	100%	163

SEX - What is your sex?

#	Answer	%	Count
1	Male	19.61%	30
2	Female	80.39%	123
	Total	100%	153

AGE - What is your age?

#	Answer	%	Count
20	20	31.79%	48
19	19	24.50%	37
21	21	21.19%	32
22	22	11.26%	17
18	18	5.30%	8
23	23	3.31%	5
24	24	1.32%	2
25	25	1.32%	2
	Total	100%	151

CLASS - What is your classification?

#	Answer	%	Count
1	Freshman	15.69%	24
2	Sophomore	31.37%	48
3	Junior	30.07%	46
4	Senior	22.88%	35
	Total	100%	153

GREEK - Are you involved in Greek life?

#	Answer	%	Count
1	Yes	50.33%	77
2	No	49.67%	76
	Total	100%	153

JOB - Do you hold a job or internship this current semester?

#	Answer	%	Count
1	Yes	52.94%	81
2	No	47.06%	72
	Total	100%	153

Appendix D: Data Collection Form

Waco Coffee Shops Survey

Start of Block: Block 7

Q64 Thank you for participating in our survey. We appreciate your feedback.

The survey will take approximately 5 minutes to complete, and your answers will remain confidential.

Please click next to continue with the survey.

End of Block: Block 7

Start of Block: General

Q56 Are you currently a student enrolled at Baylor University?

☐ Yes (1)

☐ No (2)

Skip To: End of Survey If Are you currently a student enrolled at Baylor University? = No

Q14 How often do you visit coffee shops?

- ☐ Everyday (1)
- ☐ Three or more times a week (6)
- ☐ Once or twice a week (2)
- ☐ Two or three times a month (5)
- ☐ Once a month or less (3)
- ☐ Never (4)

Skip To: End of Survey If How often do you visit coffee shops? = Never

Q18 Rate the following factors you might consider when choosing which coffee shop to patronize (0 meaning you do not consider the factor at all and 5 meaning you consider the factor a great deal).

	0	1	2	3	4	5
Quality of coffee ()						
Quality of other beverages ()						
Quality of food items (example: pastries) ()						
Atmosphere (lighting, music, art, volume, etc.) ()						
Customer Service ()						
Hours ()						
Price ()						

End of Block: General

Start of Block: Common Grounds

Q62 From this point on, Common Grounds refers to the Waco location (1123 S 8th St, Waco, TX 76706).

Q43 Have you been to Common Grounds (Waco) before?

☐ Yes (1)

☐ No (2)

Skip To: End of Block If Have you been to Common Grounds (Waco) before? = No

Q13 How frequently do you go to Common Grounds?

☐ Once a month or less (1)

☐ Two or three times a month (2)

☐ Once or twice a week (3)

☐ Three or more times a week (4)

☐ Everyday (5)

Q16 Rate your satisfaction with the following factors at Common Grounds:

	Satisfaction Rating					
	Highly Satisfied 5 (1)	4 (2)	3 (3)	2 (4)	Not Satisfied 1 (5)	N/A (6)

Coffee Taste (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other Beverage(s) Taste (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food Taste (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Atmosphere (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customer Service (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hours (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q17 How likely are you to return to Common Grounds?

- ☐ Very Unlikely (1)
- ☐ Unlikely (2)
- ☐ Neither likely nor unlikely (3)
- ☐ Likely (4)
- ☐ Very Likely (5)

End of Block: Common Grounds

Start of Block: Dichotomy

Q44 Have you been to Dichotomy before?

- ☐ Yes (1)
- ☐ No (2)

Skip To: End of Block If Have you been to Dichotomy before? = No

Q20 How frequently do you go to Dichotomy?

- ☐ Once a month or less (1)
- ☐ Two or three times a month (2)
- ☐ Once or twice a week (3)
- ☐ Three or more times a week (4)
- ☐ Everyday (5)
-

Q21 Rate your satisfaction with the following factors at Dichotomy:

Satisfaction Rating					
	Highly Satisfied 5 (1)	4 (2)	3 (3)	2 (4)	Not Satisfied 1 (5) N/A (6)

Coffee Taste (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other Beverage(s) Taste (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food Taste (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Atmosphere (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customer Service (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hours (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q24 How are you to return to Dichotomy?

- ☐ Very Unlikely (1)
- ☐ Unlikely (2)
- ☐ Neither likely nor unlikely (3)
- ☐ Likely (4)
- ☐ Very Likely (5)

End of Block: Dichotomy

Start of Block: Pinewood Coffee

Q45 Have you been to Pinewood Coffee before?

- ☐ Yes (1)
- ☐ No (2)

Skip To: End of Block If Have you been to Pinewood Coffee before? = No

Q25 How frequently do you go to Pinewood Coffee?

- ☐ Once a month or less (1)
- ☐ Two or three times a month (2)
- ☐ Once or twice a week (3)
- ☐ 3 or more times a week (4)
- ☐ Everyday (5)
-

Q49 Rate your satisfaction with the following factors at Pinewood Coffee?

Satisfaction Rating						
	Highly Satisfied 5 (1)	4 (2)	3 (3)	2 (4)	Not Satisfied 1 (5)	N/A (6)

Coffee Taste (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other Beverage(s) Taste (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food Taste (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Atmosphere (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customer Service (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hours (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q29 How likely are you to return to Pinewood Coffee?

- ☐ Very unlikely (1)
- ☐ Unlikely (2)
- ☐ Neither likely nor unlikely (3)
- ☐ Likely (4)
- ☐ Very Likely (5)

End of Block: Pinewood Coffee

Start of Block: Starbucks

Q61 From this point on, Starbucks refers to the location on Valley Mills (2609 S. Jack Kultgen Expressway Building A, Suite #1, Waco, TX 76711).

Q46 Have you been to Starbucks before?

☐ Yes (1)

☐ No (2)

Skip To: End of Block If Have you been to Starbucks before? = No

Q30 How frequently do you go to Starbucks?

☐ Once a month or less (1)

☐ Two or three times a month (2)

☐ Once or twice a week (3)

☐ Three or more times a week (4)

☐ Everyday (5)

Q50 Rate your satisfaction with the following factors at Starbucks:

Satisfaction Rating						
	Highly Satisfied 5 (1)	4 (2)	3 (3)	2 (4)	Not Satisfied 1 (5)	N/A (6)

Coffee Taste (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other Beverage(s) Taste (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food Taste (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Atmosphere (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customer Service (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hours (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q34 How likely are you to return to Starbucks?

- ☐ Very unlikely (1)
- ☐ Unlikely (2)
- ☐ Neither likely nor unlikely (3)
- ☐ Likely (4)
- ☐ Very likely (5)

End of Block: Starbucks

Start of Block: Ranking

Q13 Which coffee shop has the best tasting coffee?

- ☐ Common Grounds (1)
 - ☐ Dichotomy (2)
 - ☐ Pinewood Coffee (3)
 - ☐ Starbucks (4)
 - ☐ Not Applicable (5)
-

Q52 Which coffee shop has the best tasting beverages, aside from coffee (example: tea)?

- ☐ Common Grounds (1)
 - ☐ Dichotomy (2)
 - ☐ Pinewood Coffee (3)
 - ☐ Starbucks (4)
 - ☐ Not Applicable (5)
-

Q53 Which coffee shop has the best tasting food items (example: pastries, bagels)

- ☐ Common Grounds (1)
 - ☐ Dichotomy (2)
 - ☐ Pinewood Coffee (3)
 - ☐ Starbucks (4)
 - ☐ Not Applicable (5)
-

Q40 Which coffee shop has the best atmosphere?

- ☐ Common Grounds (1)
 - ☐ Dichotomy (2)
 - ☐ Pinewood Coffee (3)
 - ☐ Starbucks (4)
-

Q41 Which coffee shop has the best customer service?

- ☐ Common Grounds (1)
 - ☐ Dichotomy (2)
 - ☐ Pinewood Coffee (3)
 - ☐ Starbucks (4)
-

Q54 Which coffee shop has the best hours?

- ☐ Common Grounds (1)
 - ☐ Dichotomy (2)
 - ☐ Pinewood Coffee (3)
 - ☐ Starbucks (4)
-

Q55 Which coffee shop has the best pricing?

- ☐ Common Grounds (1)
 - ☐ Dichotomy (2)
 - ☐ Pinewood Coffee (3)
 - ☐ Starbucks (4)
-

Q42 Rank the coffee shops in order of your favorite (1) to least favorite (4).

- _____ Common Grounds (1)
- _____ Dichotomy (2)
- _____ Pinewood Coffee (3)
- _____ Starbucks (4)

End of Block: Ranking

Start of Block: Demographics Block

Intro Thank you for your input. We will now be asking questions regarding your demographics.

RACE Choose one or more races that you consider yourself to be:

☐

White (1)

☐

Black or African American (2)

☐

American Indian or Alaska Native (3)

☐

Asian (4)

☐

Native Hawaiian or Pacific Islander (5)

☐

Other (6) _____

SEX What is your sex?

☐

Male (1)

☐

Female (2)



AGE What is your age?

CLASS What is your classification?

- ☐ Freshman (1)
- ☐ Sophomore (2)
- ☐ Junior (3)
- ☐ Senior (4)



HOURS How many course hours are you enrolled in for the current semester?

MAJOR What is your intended major?

GREEK Are you involved in Greek life?

- ☐ Yes (1)
- ☐ No (2)

JOB Do you hold a job or internship this current semester?

- ☐ Yes (1)
- ☐ No (2)

End of Block: Demographics Block

Appendix E: SPSS Data

Frequencies

Notes		
Output Created		27-APR-2019 16:46:03
Comments		
Input	Data	C:\Users\Grant_Taylor1\AppData\Local\Temp\Temp1_Waco+Coffee+Shops+Survey_April+27,+2019_15.10.zip\Waco Coffee Shops Survey_April 27, 2019_15.10.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	192
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=Q14 /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.02

Statistics

How often do you visit coffee shops?

N	Valid	170
	Missing	22

How often do you visit coffee shops?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Everyday	8	4.2	4.7	4.7
	Once or twice a week	49	25.5	28.8	33.5
	Once a month or less	19	9.9	11.2	44.7
	Never	18	9.4	10.6	55.3
	Two or three times a month	33	17.2	19.4	74.7
	Three or more times a week	43	22.4	25.3	100.0
	Total	170	88.5	100.0	
Missing	System	22	11.5		
Total		192	100.0		

Notes

Output Created		27-APR-2019 16:52:25
Comments		
Input	Data	C:\Users\Grant_Taylor1\AppData\Local\Temp\Temp1_Waco+Coffee+Shops+Survey_April+27,+2019_15.10.zip\Waco Coffee Shops Survey_April 27, 2019_15.10.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	192
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.

Syntax		CROSSTABS /TABLES=Q14 BY HOURS /FORMAT=AVALUE TABLES /CELLS=COUNT /COUNT ROUND CELL.
Resources	Processor Time	00:00:00.03
	Elapsed Time	00:00:00.01
	Dimensions Requested	2
	Cells Available	524245

Notes

Output Created		27-APR-2019 16:56:58
Comments		
Input	Data	C:\Users\Grant_Taylor1\AppData\Local\Temp\Temp1_Waco+Coffee+Shops+Survey_April+27,+2019_15.10.zipWaco Coffee Shops Survey_April 27, 2019_15.10.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	192

Syntax	<pre> GGRAPH /GRAPHDATASET NAME="graphdataset" VARIABLES=Q55 MISSING=LISTWISE REPORTMISSING=NO /GRAPHSPEC SOURCE=INLINE. BEGIN GPL SOURCE: s=userSource(id("graphdatas et")) DATA: Q55=col(source(s), name("Q55")) GUIDE: axis(dim(1), label("Which coffee shop has the best pricing?")) GUIDE: axis(dim(2), label("Frequency")) GUIDE: text.title(label("Simple Bar of Which coffee shop has the best pricing?")) ELEMENT: interval(position(summary.co unt(bin.rect(Q55))), shape.interior(shape.square)) END GPL. </pre>		
Resources	<table> <tr> <td>Processor Time</td> <td>00:00:02.31</td> </tr> </table>	Processor Time	00:00:02.31
Processor Time	00:00:02.31		
Elapsed Time	<table> <tr> <td>Elapsed Time</td> <td>00:00:00.71</td> </tr> </table>	Elapsed Time	00:00:00.71
Elapsed Time	00:00:00.71		

Frequencies

Notes

Output Created	27-APR-2019 16:59:22
----------------	----------------------

Comments		
Input	Data	C:\Users\Grant_Taylor1\AppData\Local\Temp\Temp1_Waco+Coffee+Shops+Survey_April+27,+2019_15.10.zip\Waco Coffee Shops Survey_April 27, 2019_15.10.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	192
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=Q14 /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.00

Statistics

How often do you visit coffee shops?

N	Valid	170
	Missing	22

How often do you visit coffee shops?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Everyday	8	4.2	4.7	4.7
	Once or twice a week	49	25.5	28.8	33.5
	Once a month or less	19	9.9	11.2	44.7
	Never	18	9.4	10.6	55.3

	Two or three times a month	33	17.2	19.4	74.7
	Three or more times a week	43	22.4	25.3	100.0
	Total	170	88.5	100.0	
Missing	System	22	11.5		
Total		192	100.0		

Frequencies

Notes		
Output Created		27-APR-2019 17:00:04
Comments		
Input	Data	C:\Users\Grant_Taylor1\AppData\Local\Temp\Temp1_Waco+Coffee+Shops+Survey_April+27,+2019_15.10.zip\Waco Coffee Shops Survey_April 27, 2019_15.10.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	192
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=Q14 Q43 Q44 Q45 Q46 /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.01

Statistics						
		How often do you visit coffee shops?	Have you been to Common Grounds (Waco) before?	Have you been to Dichotomy before?	Have you been to Pinewood Coffee before?	Have you been to Starbucks before?
N	Valid	170	153	153	153	153
	Missing	22	39	39	39	39

Frequency Table

How often do you visit coffee shops?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Everyday	8	4.2	4.7	4.7
	Once or twice a week	49	25.5	28.8	33.5
	Once a month or less	19	9.9	11.2	44.7
	Never	18	9.4	10.6	55.3
	Two or three times a month	33	17.2	19.4	74.7
	Three or more times a week	43	22.4	25.3	100.0
	Total	170	88.5	100.0	
Missing	System	22	11.5		
Total		192	100.0		

Have you been to Common Grounds (Waco) before?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	150	78.1	98.0	98.0
	No	3	1.6	2.0	100.0
	Total	153	79.7	100.0	
Missing	System	39	20.3		
Total		192	100.0		

Have you been to Dichotomy before?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	110	57.3	71.9	71.9
	No	43	22.4	28.1	100.0
	Total	153	79.7	100.0	
Missing	System	39	20.3		
Total		192	100.0		

Have you been to Pinewood Coffee before?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	62	32.3	40.5	40.5
	No	91	47.4	59.5	100.0
	Total	153	79.7	100.0	
Missing	System	39	20.3		
Total		192	100.0		

Have you been to Starbucks before?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	131	68.2	85.6	85.6
	No	22	11.5	14.4	100.0
	Total	153	79.7	100.0	
Missing	System	39	20.3		
Total		192	100.0		

Frequencies

Notes

Output Created		27-APR-2019 17:05:36
Comments		
Input	Data	C:\Users\Grant_Taylor1\AppData\Local\Temp\Temp1_Waco+Coffee+Shops+Survey_April+27,+2019_15.10.zip\Waco Coffee Shops Survey_April 27, 2019_15.10.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	192
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=Q14 Q43 Q44 Q45 Q46 Q18_1 Q18_2 Q18_3 Q18_4 Q18_5 Q18_6 Q18_7 /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.01

Statistics

		How often do you visit coffee shops?	Have you been to Common Grounds (Waco) before?	Have you been to Dichotomy before?	Have you been to Pinewood Coffee before?	Have you been to Starbucks before?
N	Valid	170	153	153	153	153
	Missing	22	39	39	39	39

Statistics

		Rate the following factors you might consider when choosing which coffee shop to patronize (0 meaning you do not consider the factor at all and 5 meaning you consider the factor a great deal). - Quality of coffee	Rate the following factors you might consider when choosing which coffee shop to patronize (0 meaning you do not consider the factor at all and 5 meaning you consider the factor a great deal). - Quality of other beverages	Rate the following factors you might consider when choosing which coffee shop to patronize (0 meaning you do not consider the factor at all and 5 meaning you consider the factor a great deal). - Quality of food items (example: pastries)	Rate the following factors you might consider when choosing which coffee shop to patronize (0 meaning you do not consider the factor at all and 5 meaning you consider the factor a great deal). - Atmosphere (lighting, music, art, volume, etc.)	Rate the following factors you might consider when choosing which coffee shop to patronize (0 meaning you do not consider the factor at all and 5 meaning you consider the factor a great deal). - Customer Service
N	Valid	151	152	151	152	152
	Missing	41	40	41	40	40

Statistics

		Rate the following factors you might consider when choosing which coffee shop to patronize (0 meaning you do not consider the factor at all and 5 meaning you consider the factor a great deal). - Hours	Rate the following factors you might consider when choosing which coffee shop to patronize (0 meaning you do not consider the factor at all and 5 meaning you consider the factor a great deal). - Price
N	Valid	152	150
	Missing	40	42

Frequency Table

How often do you visit coffee shops?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Everyday	8	4.2	4.7	4.7
	Once or twice a week	49	25.5	28.8	33.5
	Once a month or less	19	9.9	11.2	44.7
	Never	18	9.4	10.6	55.3
	Two or three times a month	33	17.2	19.4	74.7
	Three or more times a week	43	22.4	25.3	100.0
	Total	170	88.5	100.0	
Missing	System	22	11.5		
Total		192	100.0		

Have you been to Common Grounds (Waco) before?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	150	78.1	98.0	98.0
	No	3	1.6	2.0	100.0
	Total	153	79.7	100.0	
Missing	System	39	20.3		
Total		192	100.0		

Have you been to Dichotomy before?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	110	57.3	71.9	71.9
	No	43	22.4	28.1	100.0
	Total	153	79.7	100.0	
Missing	System	39	20.3		
Total		192	100.0		

Have you been to Pinewood Coffee before?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	62	32.3	40.5	40.5

	No	91	47.4	59.5	100.0
	Total	153	79.7	100.0	
Missing	System	39	20.3		
Total		192	100.0		

Have you been to Starbucks before?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	131	68.2	85.6	85.6
	No	22	11.5	14.4	100.0
	Total	153	79.7	100.0	
Missing	System	39	20.3		
Total		192	100.0		

Rate the following factors you might consider when choosing which coffee shop to patronize (0 meaning you do not consider the factor at all and 5 meaning you consider the factor a great deal). - Quality of coffee

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	5	2.6	3.3	3.3
	1.00	5	2.6	3.3	6.6
	2.00	6	3.1	4.0	10.6
	3.00	24	12.5	15.9	26.5
	4.00	52	27.1	34.4	60.9
	5.00	59	30.7	39.1	100.0
	Total	151	78.6	100.0	
Missing	System	41	21.4		
Total		192	100.0		

Rate the following factors you might consider when choosing which coffee shop to patronize (0 meaning you do not consider the factor at all and 5 meaning you consider the factor a great deal). - Quality of other beverages

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	13	6.8	8.6	8.6
	1.00	22	11.5	14.5	23.0
	2.00	29	15.1	19.1	42.1
	3.00	36	18.8	23.7	65.8
	4.00	27	14.1	17.8	83.6
	5.00	25	13.0	16.4	100.0
	Total	152	79.2	100.0	
Missing	System	40	20.8		
Total		192	100.0		

Rate the following factors you might consider when choosing which coffee shop to patronize (0 meaning you do not consider the factor at all and 5 meaning you consider the factor a great deal). - Quality of food items (example: pastries)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	12	6.3	7.9	7.9
	1.00	38	19.8	25.2	33.1
	2.00	27	14.1	17.9	51.0
	3.00	40	20.8	26.5	77.5
	4.00	21	10.9	13.9	91.4
	5.00	13	6.8	8.6	100.0
	Total	151	78.6	100.0	
Missing	System	41	21.4		
Total		192	100.0		

Rate the following factors you might consider when choosing which coffee shop to patronize (0 meaning you do not consider the factor at all and 5 meaning you consider the factor a great deal). - Atmosphere (lighting, music, art, volume, etc.)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	2	1.0	1.3	1.3
	1.00	11	5.7	7.2	8.6

	2.00	18	9.4	11.8	20.4
	3.00	31	16.1	20.4	40.8
	4.00	36	18.8	23.7	64.5
	5.00	54	28.1	35.5	100.0
	Total	152	79.2	100.0	
Missing	System	40	20.8		
Total		192	100.0		

Rate the following factors you might consider when choosing which coffee shop to patronize (0 meaning you do not consider the factor at all and 5 meaning you consider the factor a great deal). - Customer Service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	1	.5	.7	.7
	1.00	8	4.2	5.3	5.9
	2.00	19	9.9	12.5	18.4
	3.00	33	17.2	21.7	40.1
	4.00	42	21.9	27.6	67.8
	5.00	49	25.5	32.2	100.0
	Total	152	79.2	100.0	
Missing	System	40	20.8		
Total		192	100.0		

Rate the following factors you might consider when choosing which coffee shop to patronize (0 meaning you do not consider the factor at all and 5 meaning you consider the factor a great deal). - Hours

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	2	1.0	1.3	1.3
	1.00	10	5.2	6.6	7.9
	2.00	20	10.4	13.2	21.1
	3.00	37	19.3	24.3	45.4
	4.00	36	18.8	23.7	69.1

	5.00	47	24.5	30.9	100.0
	Total	152	79.2	100.0	
Missing	System	40	20.8		
Total		192	100.0		

Rate the following factors you might consider when choosing which coffee shop to patronize (0 meaning you do not consider the factor at all and 5 meaning you consider the factor a great deal). - Price

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	2	1.0	1.3	1.3
	1.00	9	4.7	6.0	7.3
	2.00	8	4.2	5.3	12.7
	3.00	26	13.5	17.3	30.0
	4.00	39	20.3	26.0	56.0
	5.00	66	34.4	44.0	100.0
	Total	150	78.1	100.0	
Missing	System	42	21.9		
Total		192	100.0		

Descriptives

Notes

Output Created	27-APR-2019 17:15:31
Comments	
Input	Data
	C:\Users\Grant_Taylor1\AppData\Local\Temp\Temp1_Waco+Coffee+Shops+Survey_April+27,+2019_15.10.zip\Waco Coffee Shops Survey_April 27, 2019_15.10.sav
	Active Dataset
	DataSet1

	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	192
Missing Value Handling	Definition of Missing	User defined missing values are treated as missing.
	Cases Used	All non-missing data are used.
Syntax		DESCRIPTIVES VARIABLES=AGE CLASS /STATISTICS=MEAN STDDEV RANGE MIN MAX.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.01

Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std. Deviation
What is your age?	151	7.00	18.00	25.00	20.3046	1.37110
What is your classification?	153	3	1	4	2.60	1.009
Valid N (listwise)	151					

Correlations

Notes

Output Created	27-APR-2019 17:21:36
Comments	
Input	Data
	C:\Users\Grant_Taylor1\AppData\Local\Temp\Temp1_Waco+Coffee+Shops+Survey_April+27,+2019_15.10.zip\Waco Coffee Shops Survey_April 27, 2019_15.10.sav

	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	192
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		CORRELATIONS /VARIABLES=Q14 CLASS SEX /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.01

Correlations

		How often do you visit coffee shops?	What is your classification?	What is your sex?
How often do you visit coffee shops?	Pearson Correlation	1	-.065	.006
	Sig. (2-tailed)		.427	.941
	N	170	152	152
What is your classification?	Pearson Correlation	-.065	1	.001
	Sig. (2-tailed)	.427		.994
	N	152	153	153
What is your sex?	Pearson Correlation	.006	.001	1
	Sig. (2-tailed)	.941	.994	
	N	152	153	153

```

FREQUENCIES VARIABLES=Q14 Q43 Q44 Q45 Q46 Q18_1 Q18_2 Q18_3 Q18_4 Q18_5 Q18_6 Q18_7
Q42_1 Q42_2
      Q42_3 Q42_4
/ORDER=ANALYSIS.

```


Frequencies

Notes		
Output Created		27-APR-2019 17:24:00
Comments		
Input	Data	C:\Users\Grant_Taylor1\AppData\Local\Temp\Temp1_Waco+Coffee+Shops+Survey_April+27,+2019_15.10.zip\Waco Coffee Shops Survey_April 27, 2019_15.10.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	192
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=Q14 Q43 Q44 Q45 Q46 Q18_1 Q18_2 Q18_3 Q18_4 Q18_5 Q18_6 Q18_7 Q42_1 Q42_2 Q42_3 Q42_4 /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.01

Statistics

		How often do you visit coffee shops?	Have you been to Common Grounds (Waco) before?	Have you been to Dichotomy before?	Have you been to Pinewood Coffee before?	Have you been to Starbucks before?
N	Valid	170	153	153	153	153
	Missing	22	39	39	39	39

Statistics

		Rate the following factors you might consider when choosing which coffee shop to patronize (0 meaning you do not consider the factor at all and 5 meaning you consider the factor a great deal). - Quality of coffee	Rate the following factors you might consider when choosing which coffee shop to patronize (0 meaning you do not consider the factor at all and 5 meaning you consider the factor a great deal). - Quality of other beverages	Rate the following factors you might consider when choosing which coffee shop to patronize (0 meaning you do not consider the factor at all and 5 meaning you consider the factor a great deal). - Quality of food items (example: pastries)	Rate the following factors you might consider when choosing which coffee shop to patronize (0 meaning you do not consider the factor at all and 5 meaning you consider the factor a great deal). - Atmosphere (lighting, music, art, volume, etc.)	Rate the following factors you might consider when choosing which coffee shop to patronize (0 meaning you do not consider the factor at all and 5 meaning you consider the factor a great deal). - Customer Service
N	Valid	151	152	151	152	152
	Missing	41	40	41	40	40

Statistics

		Rate the following factors you might consider when choosing which coffee shop to patronize (0 meaning you do not consider the factor at all and 5 meaning you consider the factor a great deal). - Hours	Rate the following factors you might consider when choosing which coffee shop to patronize (0 meaning you do not consider the factor at all and 5 meaning you consider the factor a great deal). - Price	Rank the coffee shops in order of your favorite (1) to least favorite (4). - Common Grounds	Rank the coffee shops in order of your favorite (1) to least favorite (4). - Dichotomy	Rank the coffee shops in order of your favorite (1) to least favorite (4). - Pinewood Coffee
N	Valid	152	150	150	150	150
	Missing	40	42	42	42	42

Statistics

Rank the coffee shops in order of your favorite (1) to least favorite (4). - Starbucks

N	Valid	150
	Missing	42

Frequency Table

How often do you visit coffee shops?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Everyday	8	4.2	4.7	4.7
	Once or twice a week	49	25.5	28.8	33.5
	Once a month or less	19	9.9	11.2	44.7
	Never	18	9.4	10.6	55.3
	Two or three times a month	33	17.2	19.4	74.7
	Three or more times a week	43	22.4	25.3	100.0
	Total	170	88.5	100.0	

Missing	System	22	11.5		
Total		192	100.0		

Have you been to Common Grounds (Waco) before?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	150	78.1	98.0	98.0
	No	3	1.6	2.0	100.0
	Total	153	79.7	100.0	
Missing	System	39	20.3		
Total		192	100.0		

Have you been to Dichotomy before?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	110	57.3	71.9	71.9
	No	43	22.4	28.1	100.0
	Total	153	79.7	100.0	
Missing	System	39	20.3		
Total		192	100.0		

Have you been to Pinewood Coffee before?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	62	32.3	40.5	40.5
	No	91	47.4	59.5	100.0
	Total	153	79.7	100.0	
Missing	System	39	20.3		
Total		192	100.0		

Have you been to Starbucks before?

		Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	Yes	131	68.2	85.6	85.6
	No	22	11.5	14.4	100.0
	Total	153	79.7	100.0	
Missing	System	39	20.3		
Total		192	100.0		

Rate the following factors you might consider when choosing which coffee shop to patronize (0 meaning you do not consider the factor at all and 5 meaning you consider the factor a great deal). - Quality of coffee

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	5	2.6	3.3	3.3
	1.00	5	2.6	3.3	6.6
	2.00	6	3.1	4.0	10.6
	3.00	24	12.5	15.9	26.5
	4.00	52	27.1	34.4	60.9
	5.00	59	30.7	39.1	100.0
	Total	151	78.6	100.0	
Missing	System	41	21.4		
Total		192	100.0		

Rate the following factors you might consider when choosing which coffee shop to patronize (0 meaning you do not consider the factor at all and 5 meaning you consider the factor a great deal). - Quality of other beverages

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	13	6.8	8.6	8.6
	1.00	22	11.5	14.5	23.0
	2.00	29	15.1	19.1	42.1
	3.00	36	18.8	23.7	65.8
	4.00	27	14.1	17.8	83.6
	5.00	25	13.0	16.4	100.0
	Total	152	79.2	100.0	

Missing	System	40	20.8		
Total		192	100.0		

Rate the following factors you might consider when choosing which coffee shop to patronize (0 meaning you do not consider the factor at all and 5 meaning you consider the factor a great deal). - Quality of food items (example: pastries)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	12	6.3	7.9	7.9
	1.00	38	19.8	25.2	33.1
	2.00	27	14.1	17.9	51.0
	3.00	40	20.8	26.5	77.5
	4.00	21	10.9	13.9	91.4
	5.00	13	6.8	8.6	100.0
	Total	151	78.6	100.0	
Missing	System	41	21.4		
Total		192	100.0		

Rate the following factors you might consider when choosing which coffee shop to patronize (0 meaning you do not consider the factor at all and 5 meaning you consider the factor a great deal). - Atmosphere (lighting, music, art, volume, etc.)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	2	1.0	1.3	1.3
	1.00	11	5.7	7.2	8.6
	2.00	18	9.4	11.8	20.4
	3.00	31	16.1	20.4	40.8
	4.00	36	18.8	23.7	64.5
	5.00	54	28.1	35.5	100.0
	Total	152	79.2	100.0	
Missing	System	40	20.8		
Total		192	100.0		

Rate the following factors you might consider when choosing which coffee shop to patronize (0 meaning you do not consider the factor at all and 5 meaning you consider the factor a great deal). - Customer Service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	1	.5	.7	.7
	1.00	8	4.2	5.3	5.9
	2.00	19	9.9	12.5	18.4
	3.00	33	17.2	21.7	40.1
	4.00	42	21.9	27.6	67.8
	5.00	49	25.5	32.2	100.0
	Total	152	79.2	100.0	
Missing	System	40	20.8		
Total		192	100.0		

Rate the following factors you might consider when choosing which coffee shop to patronize (0 meaning you do not consider the factor at all and 5 meaning you consider the factor a great deal). - Hours

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	2	1.0	1.3	1.3
	1.00	10	5.2	6.6	7.9
	2.00	20	10.4	13.2	21.1
	3.00	37	19.3	24.3	45.4
	4.00	36	18.8	23.7	69.1
	5.00	47	24.5	30.9	100.0
	Total	152	79.2	100.0	
Missing	System	40	20.8		
Total		192	100.0		

Rate the following factors you might consider when choosing which coffee shop to patronize (0 meaning you do not consider the factor at all and 5 meaning you consider the factor a great deal). - Price

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	2	1.0	1.3	1.3
	1.00	9	4.7	6.0	7.3
	2.00	8	4.2	5.3	12.7
	3.00	26	13.5	17.3	30.0
	4.00	39	20.3	26.0	56.0
	5.00	66	34.4	44.0	100.0
	Total	150	78.1	100.0	
Missing	System	42	21.9		
Total		192	100.0		

Rank the coffee shops in order of your favorite (1) to least favorite (4). - Common Grounds

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	70	36.5	46.7	46.7
	2	46	24.0	30.7	77.3
	3	26	13.5	17.3	94.7
	4	8	4.2	5.3	100.0
	Total	150	78.1	100.0	
Missing	System	42	21.9		
Total		192	100.0		

Rank the coffee shops in order of your favorite (1) to least favorite (4). - Dichotomy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	12	6.3	8.0	8.0
	2	35	18.2	23.3	31.3
	3	70	36.5	46.7	78.0
	4	33	17.2	22.0	100.0

	Total	150	78.1	100.0	
Missing	System	42	21.9		
Total		192	100.0		

Rank the coffee shops in order of your favorite (1) to least favorite (4). - Pinewood Coffee

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	18	9.4	12.0	12.0
	2	23	12.0	15.3	27.3
	3	34	17.7	22.7	50.0
	4	75	39.1	50.0	100.0
	Total	150	78.1	100.0	
Missing	System	42	21.9		
Total		192	100.0		

Rank the coffee shops in order of your favorite (1) to least favorite (4). - Starbucks

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	50	26.0	33.3	33.3
	2	46	24.0	30.7	64.0
	3	20	10.4	13.3	77.3
	4	34	17.7	22.7	100.0
	Total	150	78.1	100.0	
Missing	System	42	21.9		
Total		192	100.0		

Notes

Output Created	27-APR-2019 17:34:13
Comments	

Input	Data	C:\Users\Grant_Taylor1\AppData\Local\Temp\Temp1_Waco+Coffee+Shops+Survey_April+27,+2019_15.10.zip\Waco Coffee Shops Survey_April 27, 2019_15.10.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	192
Missing Value Handling	Definition of Missing	User defined missing values are treated as missing.
	Cases Used	Statistics for each analysis are based on the cases with no missing or out-of-range data for any variable in the analysis.
Syntax		T-TEST GROUPS=Q42_1(5) /MISSING=ANALYSIS /VARIABLES=Q18_1 /CRITERIA=CI(.95).
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.01

```

T-TEST GROUPS=Q46(1 2)
/MISSING=ANALYSIS
/VARIABLES=Q18_1
/CRITERIA=CI(.95) .

```

T-Test

Notes

Output Created

27-APR-2019 17:51:22

Comments		
Input	Data	C:\Users\Grant_Taylor1\AppData\Local\Temp\Temp1_Waco+Coffee+Shops+Survey_April+27,+2019_15.10.zip\Waco Coffee Shops Survey_April 27, 2019_15.10.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	192
Missing Value Handling	Definition of Missing	User defined missing values are treated as missing.
	Cases Used	Statistics for each analysis are based on the cases with no missing or out-of-range data for any variable in the analysis.
Syntax		T-TEST GROUPS=Q46(1 2) /MISSING=ANALYSIS /VARIABLES=Q18_1 /CRITERIA=CI(.95).
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.01

Group Statistics

Have you been to Starbucks before?		N	Mean	Std. Deviation
Rate the following factors you might consider when choosing which coffee shop to patronize (0 meaning you do not consider the factor at all and 5 meaning you consider the factor a great deal). - Quality of coffee	Yes	129	3.9302	1.27589
	No	22	3.8636	1.03719

Group Statistics

	Have you been to Starbucks before?	Std. Error Mean
Rate the following factors you might consider when choosing which coffee shop to patronize (0 meaning you do not consider the factor at all and 5 meaning you consider the factor a great deal). - Quality of coffee	Yes	.11234
	No	.22113

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means
		F	Sig.	t
Rate the following factors you might consider when choosing which coffee shop to patronize (0 meaning you do not consider the factor at all and 5 meaning you consider the factor a great deal). - Quality of coffee	Equal variances assumed	.842	.360	.232
	Equal variances not assumed			.269

Independent Samples Test

		t-test for Equality of Means		
		df	Sig. (2-tailed)	Mean Difference
Rate the following factors you might consider when choosing which coffee shop to patronize (0 meaning you do not consider the factor at all and 5 meaning you consider the factor a great deal). - Quality of coffee	Equal variances assumed	149	.817	.06660
	Equal variances not assumed	32.879	.790	.06660

Independent Samples Test

t-test for Equality of Means

		Std. Error Difference	95% Confidence Interval of the Difference	
			Lower	Upper
Rate the following factors	Equal variances assumed	.28718	-.50088	.63408
you might consider when choosing which coffee shop to patronize (0 meaning you do not consider the factor at all and 5 meaning you consider the factor a great deal). - Quality of coffee	Equal variances not assumed	.24803	-.43809	.57128

```

T-TEST GROUPS=Q45 (1 2)
/MISSING=ANALYSIS
/VARIABLES=Q18_1
/CRITERIA=CI (.95) .

```

T-Test

Notes		
Output Created		27-APR-2019 17:53:09
Comments		
Input	Data	C:\Users\Grant_Taylor1\AppData\Local\Temp\Temp1_Waco+Coffee+Shops+Survey_April+27,+2019_15.10.zip\Waco Coffee Shops Survey_April 27, 2019_15.10.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	192

Missing Value Handling	Definition of Missing	User defined missing values are treated as missing.
	Cases Used	Statistics for each analysis are based on the cases with no missing or out-of-range data for any variable in the analysis.
Syntax		T-TEST GROUPS=Q45(1 2) /MISSING=ANALYSIS /VARIABLES=Q18_1 /CRITERIA=CI(.95).
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.01

Group Statistics

Have you been to Pinewood Coffee before?		N	Mean	Std. Deviation
Rate the following factors you might consider when choosing which coffee shop to patronize (0 meaning you do not consider the factor at all and 5 meaning you consider the factor a great deal). - Quality of coffee	Yes	62	3.9355	1.19933
	No	89	3.9101	1.27601

Group Statistics

Have you been to Pinewood Coffee before?		Std. Error Mean
Rate the following factors you might consider when choosing which coffee shop to patronize (0 meaning you do not consider the factor at all and 5 meaning you consider the factor a great deal). - Quality of coffee	Yes	.15232
	No	.13526

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means
		F	Sig.	t
Rate the following factors you might consider when choosing which coffee shop to patronize (0 meaning you do not consider the factor at all and 5 meaning you consider the factor a great deal). - Quality of coffee	Equal variances assumed	.485	.487	.123
	Equal variances not assumed			.125

Independent Samples Test

		t-test for Equality of Means		
		df	Sig. (2-tailed)	Mean Difference
Rate the following factors you might consider when choosing which coffee shop to patronize (0 meaning you do not consider the factor at all and 5 meaning you consider the factor a great deal). - Quality of coffee	Equal variances assumed	149	.902	.02537
	Equal variances not assumed	136.359	.901	.02537

Independent Samples Test

		t-test for Equality of Means		
		Std. Error Difference	95% Confidence Interval of the Difference	
			Lower	Upper
Rate the following factors you might consider when choosing which coffee shop to patronize (0 meaning you do not consider the factor at all and 5 meaning you consider the factor a great deal). - Quality of coffee	Equal variances assumed	.20598	-.38165	.43240
	Equal variances not assumed	.20370	-.37745	.42819

T-TEST GROUPS=Q44 (1 2)

```

/MISSING=ANALYSIS
/VARIABLES=Q18_1
/CRITERIA=CI (.95) .

```

T-Test

Notes		
Output Created		27-APR-2019 17:59:34
Comments		
Input	Data	C:\Users\Grant_Taylor1\AppData\Local\Temp\Temp1_Waco+Coffee+Shops+Survey_April+27,+2019_15.10.zip\Waco Coffee Shops Survey_April 27, 2019_15.10.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	192
Missing Value Handling	Definition of Missing	User defined missing values are treated as missing.
	Cases Used	Statistics for each analysis are based on the cases with no missing or out-of-range data for any variable in the analysis.
Syntax		T-TEST GROUPS=Q44(1 2) /MISSING=ANALYSIS /VARIABLES=Q18_1 /CRITERIA=CI(.95).
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.01

Group Statistics

Have you been to Dichotomy before?		N	Mean	Std. Deviation
Rate the following factors you might consider when choosing which coffee shop to patronize (0 meaning you do not consider the factor at all and 5 meaning you consider the factor a great deal). - Quality of coffee	Yes	109	4.0183	1.12202
	No	42	3.6667	1.49253

Group Statistics

Have you been to Dichotomy before?		Std. Error Mean
Rate the following factors you might consider when choosing which coffee shop to patronize (0 meaning you do not consider the factor at all and 5 meaning you consider the factor a great deal). - Quality of coffee	Yes	.10747
	No	.23030

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means
		F	Sig.	t
Rate the following factors you might consider when choosing which coffee shop to patronize (0 meaning you do not consider the factor at all and 5 meaning you consider the factor a great deal). - Quality of coffee	Equal variances assumed	7.634	.006	1.568
	Equal variances not assumed			1.384

Independent Samples Test

		t-test for Equality of Means		
		df	Sig. (2-tailed)	Mean Difference
Rate the following factors you might consider when choosing which coffee shop to patronize (0 meaning you do not consider the factor at all and 5 meaning you consider the factor a great deal). - Quality of coffee	Equal variances assumed	149	.119	.35168
	Equal variances not assumed	59.725	.172	.35168

Independent Samples Test

		t-test for Equality of Means		
		Std. Error Difference	95% Confidence Interval of the Difference	
			Lower	Upper
Rate the following factors you might consider when choosing which coffee shop to patronize (0 meaning you do not consider the factor at all and 5 meaning you consider the factor a great deal). - Quality of coffee	Equal variances assumed	.22431	-.09156	.79493
	Equal variances not assumed	.25414	-.15673	.86009

T-TEST GROUPS=Q43 (1 2)
 /MISSING=ANALYSIS
 /VARIABLES=Q18_1
 /CRITERIA=CI (.95) .

T-Test

Notes

Output Created	27-APR-2019 17:59:57
Comments	

Input	Data	C:\Users\Grant_Taylor1\AppData\Local\Temp\Temp1_Waco+Coffee+Shops+Survey_April+27,+2019_15.10.zip\Waco Coffee Shops Survey_April 27, 2019_15.10.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	192
Missing Value Handling	Definition of Missing	User defined missing values are treated as missing.
	Cases Used	Statistics for each analysis are based on the cases with no missing or out-of-range data for any variable in the analysis.
Syntax		T-TEST GROUPS=Q43(1 2) /MISSING=ANALYSIS /VARIABLES=Q18_1 /CRITERIA=CI(.95).
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.01

Group Statistics

Have you been to Common Grounds (Waco) before?		N	Mean	Std. Deviation
Rate the following factors you might consider when choosing which coffee shop to patronize (0 meaning you do not consider the factor at all and 5 meaning you consider the factor a great deal). - Quality of coffee	Yes	149	3.9060	1.24305
	No	2	5.0000	.00000

Group Statistics

Have you been to Common Grounds
(Waco) before?

		Std. Error Mean
Rate the following factors you might consider when choosing which coffee shop to patronize (0 meaning you do not consider the factor at all and 5 meaning you consider the factor a great deal). - Quality of coffee	Yes	.10183
	No	.00000

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means
		F	Sig.	t
Rate the following factors you might consider when choosing which coffee shop to patronize (0 meaning you do not consider the factor at all and 5 meaning you consider the factor a great deal). - Quality of coffee	Equal variances assumed	2.232	.137	-1.240
	Equal variances not assumed			-10.743

Independent Samples Test

		t-test for Equality of Means		
		df	Sig. (2-tailed)	Mean Difference
Rate the following factors you might consider when choosing which coffee shop to patronize (0 meaning you do not consider the factor at all and 5 meaning you consider the factor a great deal). - Quality of coffee	Equal variances assumed	149	.217	-1.09396
	Equal variances not assumed	148.000	.000	-1.09396

Independent Samples Test

t-test for Equality of Means

		Std. Error Difference	95% Confidence Interval of the Difference	
			Lower	Upper
Rate the following factors	Equal variances assumed	.88187	-2.83655	.64863
you might consider when	Equal variances not	.10183	-1.29520	-.89272
choosing which coffee shop	assumed			
to patronize (0 meaning you				
do not consider the factor at				
all and 5 meaning you				
consider the factor a great				
deal). - Quality of coffee				

```
SAVE OUTFILE='C:\Users\Grant_Taylor1\Desktop\Waco Coffee Shops Survey_April 27,
2019_15.10.sav'
/COMPRESSED.
```

```
GET
```

```
FILE='C:\Users\Grant_Taylor1\Desktop\Waco Coffee Shops Survey_April 27,
2019_15.10.sav'.
```

```
Warning # 67. Command name: GET FILE
```

```
The document is already in use by another user or process. If you make
changes to the document they may overwrite changes made by others or your
changes may be overwritten by others.
```

```
File opened C:\Users\Grant_Taylor1\Desktop\Waco Coffee Shops Survey_April 27,
2019_15.10.sav
```

```
DATASET NAME DataSet2 WINDOW=FRONT.
```