Appendix I-Survey questionnaire

Hello! As part of a Cornell University research project, we would like to ask a few questions about your experience at this brewery to find ways to improve tasting room experiences across the state. This survey takes about 5 minutes, and no personal information, like name or address, will be requested. Your participation is voluntary, and you can stop the survey at any time. Thank you.

**Think about your experience today at this brewery, and answer the questions as honestly as you can.**

**Section 1:**

**Please check one box describing your impression of the following tasting room characteristics:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Poor** | **Fair** | **Average** | **Good** | **Excellent** | **N/A** |
| **Overall** brewery experience |  |  |  |  |  |  |
| **Overall** restaurant experience |  |  |  |  |  |  |
| **BREWERY INTERIOR EXPERIENCE:** | **Poor** | **Fair** | **Average** | **Good** | **Excellent** | **N/A** |
| Brewery ambience |  |  |  |  |  |  |
| Brewery lighting |  |  |  |  |  |  |
| Brewery noise/sounds |  |  |  |  |  |  |
| Helpfulness of tasting room staff |  |  |  |  |  |  |
| Cleanliness of restrooms |  |  |  |  |  |  |
| **YOUR SERVER:** | **Poor** | **Fair** | **Average** | **Good** | **Excellent** | **N/A** |
| Server’s friendliness |  |  |  |  |  |  |
| Server’s knowledge |  |  |  |  |  |  |
| Server’s personal neatness |  |  |  |  |  |  |
| **YOUR BEER EXPERIENCE:**  *for flights only:* | **Poor** | **Fair** | **Average** | **Good** | **Excellent** | **N/A** |
| Beer tasting fee/flight cost |  |  |  |  |  |  |
| Choice of beer flights offered |  |  |  |  |  |  |
| Number of beers poured |  |  |  |  |  |  |
| Volume of each beer poured |  |  |  |  |  |  |
| Presentation of beer flight paddle |  |  |  |  |  |  |
| *For flights and pints:* | **Poor** | **Fair** | **Average** | **Good** | **Excellent** | **N/A** |
| Accuracy of beer descriptions |  |  |  |  |  |  |
| Uniqueness of beer offerings |  |  |  |  |  |  |
| Quality of beer |  |  |  |  |  |  |
| **RETAIL SALES:** | **Poor** | **Fair** | **Average** | **Good** | **Excellent** | **N/A** |
| Availability of beer for sale |  |  |  |  |  |  |
| Presentation of beer for sale |  |  |  |  |  |  |
| Beer prices |  |  |  |  |  |  |
| Variety of beers offered for sale |  |  |  |  |  |  |
| Variety of non-beer gift items |  |  |  |  |  |  |
| **BREWERY LOCATION:** | **Poor** | **Fair** | **Average** | **Good** | **Excellent** | **N/A** |
| Helpfulness of signs to brewery |  |  |  |  |  |  |
| Appeal of brewery exterior |  |  |  |  |  |  |

**Section 2**

**Did you, or are you planning to, purchase beer after your experience today?**

Yes No

**How many of each of the following did, or will, you purchase?**

Pints

Growlers

6-Packs

**How much did you, or do you intend to, spend today on your beer purchase(s) here?**

$

**Would you buy beer from this brewery (this brand) in the future?**

Yes No

**If yes, where? (please check all that apply)**

Tasting Room/Brewery

Bar/Pub/Tavern

Grocery Store

Restaurant

Other, Specify:

**Approximately how frequently do you purchase CRAFT beer?**

Never

Less than once a month

3-4 times a month

Weekly

More than once a week

**Approximately how frequently do you purchase ANY beer?**

Never

Less than once a month

3-4 times a month

Weekly

More than once a week

|  |  |
| --- | --- |
| **Why did you stop at this brewery today?** (Please check all that apply): | |
|  | To have fun! |
|  | To try new beers. |
|  | To learn about beer. |
|  | To purchase beer. |
|  | To eat at the restaurant. |
|  | To attend a brewery event. |
|  | I saw the brewery sign & decided to stop. |
|  | I found the brewery on an app. |
|  | I saw a review of the brewery on a website.  Indicate website: |
|  | I saw the brewery’s website. |
|  | I saw the brewery somewhere else online  Indicate website: |

**Section 3**

What is your gender? \_\_\_\_\_\_\_\_\_

What is your age? \_\_\_\_\_\_\_

What is your US Zip Code, or country of residence?

What level of education have you attained?

\_\_\_\_\_\_ High School or less \_\_\_\_\_\_ Some College/Univ.

\_\_\_\_\_\_ Undergraduate College/Univ. Degree \_\_\_\_\_\_ Graduate Training or Degree

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**Section 4**

**What did you like best about your visit to this brewery? What did you like least?**

**Section 5**

**Did you, or are you planning to, purchase beer after your experience today?**

Yes No

**How many of each of the following did, or will, you purchase?**

Pints

Growlers

6-Packs

**How much did you, or do you intend to, spend today on your beer purchase(s) here?**

$

**Would you buy beer from this brewery (this brand) in the future?**

Yes No

**If yes, where? (please check all that apply)**

Tasting Room/Brewery

Bar/Pub/Tavern

Grocery Store

Restaurant

Other, Specify:

**Approximately how frequently do you purchase CRAFT beer?**

Never

Less than once a month

3-4 times a month

Weekly

More than once a week

**Approximately how frequently do you purchase ANY beer?**

Never

Less than once a month

3-4 times a month

Weekly

More than once a week