

# **Interview Technique**

# Information Survey for the La Crosse Loggers

We are conducting a survey on behalf of the La Crosse Loggers for our Business Research class at UW-L. All responses given will remain confidential and you may refuse to participate.

If you have any questions or concerns regarding this questionnaire, you may contact Dr. Keith Sherony at (608) 785-8101. Would you be willing to participate?

1. How many people are in your party?

2. In what town or city do you reside?

3. Do you plan on making purchases at the concession stand?

YES \_\_\_\_\_ (1)

NO \_\_\_\_\_ (0)

4. Is this your first Loggers game?

YES \_\_\_\_\_ (1)

NO \_\_\_\_\_ (0)

IF NO, CONTINUE TO QUESTIONS 7 – 10. IF YES, END QUESTIONNAIRE.

5. Please rate these aspects of the ballpark (5 4 3 2 1)

Quality Baseball E VG A F P

Between Innings Entertainment E VG A F P

Atmosphere E VG A F P

Concessions E VG A F P

6. Please rate these aspects of the concession stand.

Menu Variety E VG A F P

Quality of Food E VG A F P

Price E VG A F P

Quality of Service E VG A F P

7. What is your favorite concession item?

8. Would you like to see any items added to the concession menu? What?

YES \_\_\_\_\_ (1)

NO \_\_\_\_\_ (0)

\_\_\_\_\_

Thank you for your time. Enjoy the game.

## **Festival Foods Survey**

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Hello my name is \_\_\_\_\_. I am enrolled in a UWL research methods class and I am conducting a survey in order to better serve the customers of the Festival Foods of La Crosse. It is voluntary and confidential. If you have any questions or need further information please contact my professor, Keith Sherony at 608-785-8101 [[sherony.keit@uwlax.edu](mailto:sherony.keit@uwlax.edu)]. Would you be willing to participate?

1) How many times a week do you shop at this Festival Foods? \_\_\_\_\_

2) Do you do your primary shopping at this Festival Foods?  
\_\_\_\_\_ Yes (1) [go to 3]                      \_\_\_\_\_ No (0) [go to 4]

3) If yes, where did you do your primary shopping before this Festival Foods opened?

- |                         |                |
|-------------------------|----------------|
| 1) Other Festival Foods | 4) Woodman's   |
| 2) Wal-Mart             | 5) Sam's Club  |
| 3) Quillin's            | 6) Other _____ |

4) If no, where do you do your primary shopping?

- |                         |                |
|-------------------------|----------------|
| 1) Other Festival Foods | 4) Woodman's   |
| 2) Wal-Mart             | 5) Sam's Club  |
| 3) Quillin's            | 6) Other _____ |

5) How many times a week do you shop here right after work? \_\_\_\_\_

6) Do you work within 2 miles of this Festival Foods?

\_\_\_\_\_ Yes (1)                      \_\_\_\_\_ No (0)

7) What is your zip code? \_\_\_\_\_

8) How many people live in your household? \_\_\_\_\_

9) What is your age? \_\_\_\_\_

\*Gender      \_\_\_\_\_ Male(1)                      \_\_\_\_\_ Female(0)

Is there anything Festival Foods could do to improve your shopping experience?

**Thank you for participating!**