CODE BOOK: Sub Shop Brand Perception Survey

Hello, my name is ______________, calling from S&K Research, an opinion research firm. Today we are asking people for their opinions on submarine sandwich shops. In order to thank you for completing the survey, you will be entered into a drawing to win a $100 Amazon gift card. Is this a good time? [IF YES, CONTINUE]

A. Before we begin, do you or does anyone in your household work for a fast food restaurant?
   1. Yes (THANK AND TERMINATE)
   2. No (CONTINUE)

B. How often have you purchased submarine sandwiches from a sub shop or deli in the past 6 months?
   1. Never (THANK AND TERMINATE)
   2. Once (THANK AND TERMINATE)
   3. Two to five times (CONTINUE)
   4. More than five times (CONTINUE)
   5. Don’t Know [THANK AND TERMINATE]

1. Which submarine sandwich shops are you aware of in your area? What others? INTERVIEWER NOTE: [RECORD ALL MENTIONS. CAN DEFINE AWARENESS AS “HAVE HEARD OF OR KNOW ABOUT”]

1=mentioned
2=not mentioned

2. Please tell me how familiar you are with each of these submarine sandwich shops on a scale of 1-5 with 1 being not at all familiar and 5 being very familiar… INTERVIEWER NOTE: [CAN DEFINE FAMILIARITY AS “KNOWING ABOUT THEIR LOCATION OR MENU.”]

<table>
<thead>
<tr>
<th></th>
<th>1 not at all familiar</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5 very familiar</th>
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</thead>
<tbody>
<tr>
<td>Timmy Tom’s</td>
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<tr>
<td>Airship Subs</td>
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<td>Railway</td>
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<tr>
<td>Central Station Subs</td>
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<td>Sylvio’s Subs</td>
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<td>Long Island Dave’s Subs</td>
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</table>

PROGRAMMER NOTE: [RANDOMIZE LIST]
3. Thinking about **[INSERT SUB SHOP]**, what words or phrases would you use to describe this sub shop?


**PROGRAMMER NOTE: [REPEAT FOR EACH ITEM IN LIST]**

- Timmy Tom’s
- Airship Subs
- Railway
- Central Station Subs
- Sylvio’s Subs
- Long Island Dave’s Subs

**PROGRAMMER NOTE: [RANDOMIZE LIST]**

4. Just thinking about **[INSERT SUB SHOP]**, please tell me how much you agree or disagree with these statements on a scale of 1 to 5 where 1 means strongly disagree and 5 means strongly agree…

**[PROBE: If unsure, “Think about what you've heard about this sub shop or have experienced” If still unsure, use Don't Know/Refused (DK/REF)]**

**PROGRAMMER NOTE: [REPEAT FOR EACH ITEM IN LIST]**

- Timmy Tom’s
- Airship Subs
- Railway
- Central Station Subs
- Sylvio’s Subs
- Long Island Dave’s Subs

**PROGRAMMER NOTE: [RANDOMIZE STATEMENTS]**

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<thead>
<tr>
<th></th>
<th>1 Strongly Disagree</th>
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<th>4</th>
<th>5 Strongly Agree</th>
<th>6 DK/REF</th>
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<tbody>
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<td>i. Has the best variety of subs.</td>
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<td>j. Has clean shops.</td>
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<td>k. Offers fast delivery.</td>
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<td>l. Has the best tasting subs overall.</td>
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<td>m. Has the best selection of sides, such as chips and cookies.</td>
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The following questions are simply to assure us we have a representative sample of the population.

5. Please stop me when I have reached the category that describes your age… [READ LIST]
   1. 18-20
   2. 21-25
   3. 26-30
   4. 31-35
   5. 36-40
   6. 41-45
   7. 46-50
   8. 51-55
   9. 56-60
   10. 61 or older
   11. DK/REF [DO NOT READ]

6. Please stop me when I have reached the category that best describes your annual household income before taxes… [READ LIST]
   1. Under $20,000
   2. $20,000 to less than $30,000
   3. $30,000 to less than $40,000
   4. $40,000 to less than $50,000
   5. $50,000 to less than $60,000
   6. $60,000 to less than $70,000
   7. $70,000 to less than $80,000
   8. $80,000 to less than $90,000
   9. $90,000 to less than $100,000
   10. $100,000 or more
   11. DK/REF [DO NOT READ]

7. [Record gender by observation]
   1. Male
   2. Female
   3. Unsure