—--------------------------------------------- NEW BLOCK: CONSENT —---------------------------------------

prompt: This survey is meant to assess student preferences for coffee shops around Columbia University’s campus. The survey should only take about 5-10 minutes to complete.

There is no compensation for this survey. Your participation is voluntary and you can withdraw at any time. All responses will be stored within Qualtrics and completely confidential. There are no foreseeable risks to this study.

consent: I have read the consent form and understand the purpose, procedure, risks, and benefits of participating in this study. I am aware that by consenting to participate below, I am agreeing to take part in this research study and that I can stop being in the study at any time. I am not waiving (giving up) any of my legal rights by indicating my consent below. In agreeing to participate, I also certify that I am at least 18 years of age. I have read and understood the instructions and policies outlined above for this study. In clicking the box below, I agree to participate in the study.

\_\_\_ yes I consent to participate

\_\_ no I do not consent to participate

—-------------------------------------- NEW BLOCK: PREFERENCES —---------------------------------------

frequency: How often do you go to different cafes/coffee shops around Columbia’s campus?

\_\_\_ never

\_\_\_ a couple of times a year

\_\_\_ about once a month

\_\_\_ about once a week

\_\_\_ about every day

preferences: When you attend a cafe/coffee shop around campus, what do you normally purchase? (please choose only one option)

\_\_\_ a coffee beverage

\_\_\_ a tea beverage

\_\_\_ a different beverage (allow text entry)

\_\_\_ a pastry

\_\_\_ a different type of food (allow text entry)

\_\_\_ other (allow text entry)

—------------------------------------------- NEW BLOCK: DECISIONS —---------------------------------------

choice: Please rate the extent to which the following things are important to you in deciding where to get **[piped text from preferences question]**

NOTE: insert matrix table with a likert scale ranging from 1 (not at all important) to 7 (extremely important) with the anchor for 4 reading “neither important nor unimportant”

1. price (e.g., how expensive [piped text from preferences] is
2. distance (e.g., how far cafe/coffee shop is from prior or next location)
3. whether the location has options that fit with my dietary restrictions (e.g., gluten-free, dairy free)
4. whether it has seating
5. whether it is good for studying
6. How delicious/tasty [piped text from preferences question] is

location: From the list below, please rank your favorite cafe from most favorite to least favorite

Joe coffee on campus

Pret a manger

Starbucks

Hungarian Pastry shop

Blue bottle

Max Cafe

Dear Mama

Kuro Kuma

Cafe East

Culture Tea Bar

Gong Cha

The New York Basics

additional: Are there any cafes not listed above that you prefer?

\_\_ yes

\_\_ no

Additional\_where: What is your favorite cafe?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (text entry)

comments: Do you have any additional comments to provide regarding your cafe preferences?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (text entry)

—----------------------------------- NEW BLOCK: DEMOGRAPHICS —---------------------------------------

Age: How old are you in years? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

gender: What gender do you most identify with? (check all that apply):

\_\_\_ Man

\_\_\_ Woman

\_\_\_ Transgender

\_\_\_ Genderqueer

\_\_\_ Genderfluid

\_\_\_ Agender

\_\_\_ Non-binary

\_\_\_ Two-spirit

\_\_\_ Something else \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_ Prefer not to answer

Race: What is your race (check all that apply):

American Indian or Alaska Native

Black or African American

Caribbean

East Asian (for example, identity stemming from cultures in China, Japan, Taiwan, Mongolia, North Korea, South Korea, etc.)

Hispanic/Latinx

Middle Eastern

Native Hawaiian or Other Pacific Islanders

South Asian (for example, identity stemming from cultures in India, Pakistan, Bangladesh, Nepal, Bhutan, Maldives, Sri Lanka, etc.)

White

Something else (fill in) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Prefer not to answer

Ethnicity: What is your ethnicity:

\_\_ Hispanic/Latinx

\_\_ Not Hispanic/Latinx

Income: What is your current household income?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Income\_raised: What is the household income of the place where you grew up?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_