Hi, I am a senior at Stern. I’m conducting a study on cookies. Would you be willing to answer a few questions?

__________ YES (continue with interview)

__________ NO “Thanks anyway, have a nice day!”

Are you currently, or have you ever been, one who is prone to consuming cookies?

__________ YES (continue with interview)

__________ NO “Thanks anyway, but this interview is just for those who eat cookies”

Please describe the best cookie you’ve ever had.

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

(Continue with interview)

Please describe the worst cookie you’ve ever had.

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

(Continue with interview)

How often do you purchase cookies?

__ Daily __ A few times a week __ Once a week

__ A few times a month __ Once a month __ Never

(Continue with interview)

Where do you usually purchase your cookies?

__ Deli __ Bakery __ Specialty Store

__ Grocery Store __ Other

(Continue with interview)

What problems have you had with the cookies from your usual point of purchase?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________
What problems have you had with the cookies you’ve consumed in general?
_____________________________________________________
_____________________________________________________
_____________________________________________________
_____________________________________________________
_____________________________________________________

Any others?
_____________________________________________________
_____________________________________________________
_____________________________________________________
_____________________________________________________

(If answers are satisfactory):

“Thank you for your participation, you can depart knowing that your efforts here are well appreciated, and it may just make me a successful business-person! Thanks again.”

(If answers are unsatisfactory):

I’m sure that you’ve had some complaints about cookies in your days, perhaps with texture, ingredients, quality, taste, and so on… Are you sure that you can’t think of any more problems concerning cookies?
_____________________________________________________
_____________________________________________________

“Thank you for your participation, you can depart knowing that your efforts here are well appreciated, and it may just make me a successful business-person! Thanks again.”