









Survey Title: Reader Survey






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Q.1 How do you typically read Arizona Coffee?		
Answer		Count
Web Site		65 (69%)
RSS Feed		28 (30%)
Pony Express		1 (1%)
People who answered question:		88 (96%)
People who skipped question:		4 (4%)

Q.2 What is your occupation?		
Answer		Count
Other - Not in the coffee biz		62 (70%)
Barista		11 (12%)
Coffee Shop Owner		7 (8%)
Coffee Roaster		5 (6%)
Other - In the coffee biz		4 (4%)
People who answered question:		89 (97%)
People who skipped question:		3 (3%)

Q.3 How did you hear about Arizona Coffee?		



Q.3 How did you hear about Arizona Coffee?		
		People who answered question: 83 (90%)
		People who skipped question: 9 (10%)

Q.4 How long have you been a reader of Arizona Coffee?		
Answer		Count
Less than a year		29 (33%)
2 years		25 (28%)
3 years		19 (21%)
1 year		12 (13%)
4 years or more		4 (4%)
		People who answered question: 89 (97%)
		People who skipped question: 3 (3%)

Q.5 Where do you spend most of your time?		
Answer		Count
Phoenix Metro Area		72 (81%)
Southern Arizona		8 (9%)
Outside of Arizona		6 (7%)
Northern Arizona		3 (3%)
		People who answered question: 89 (97%)







Q.5 Where do you spend most of your time?		
People who skipped question:		3 (3%)





Q.6 What is your favorite coffee shop?		
People who answered question:		84 (91%)
People who skipped question:		8 (9%)

Q.7 Do you make coffee at home or work?		
Answer		Count
Yes		75 (86%)
No		12 (14%)
People who answered question:		87 (95%)
People who skipped question:		5 (5%)

Q.8 Please rank the following by importance to you				
	Not Important	Neutral	Very Important	Count
Dependable Wireless Internet	14 (16%)	27 (30%)	48 (54%)	89
Comfortable Seating	3 (3%)	24 (28%)	59 (69%)	86
Location	3 (3%)	29 (33%)	56 (64%)	88
Cleanliness	5 (6%)	16 (18%)	67 (76%)	88
Quality of Drink	1 (1%)	4 (4%)	84 (94%)	89

Q.8 Please rank the following by importance to you				
Vibe of Coffee House / Atmosphere	2 (2%)	15 (17%)	71 (81%)	88
Late Night Hours	27 (30%)	33 (37%)	29 (33%)	89
Drive-Through	70 (80%)	15 (17%)	2 (2%)	87
Music and Events	34 (39%)	42 (48%)	11 (13%)	87
Cost	13 (15%)	55 (63%)	19 (22%)	87
Size of Establishment	30 (34%)	52 (60%)	5 (6%)	87
Friends Recommendation	19 (22%)	36 (42%)	31 (36%)	86
Vibe of Coffee House / Atmosphere	3 (3%)	17 (19%)	68 (77%)	88
People who answered question:				89 (97%)
People who skipped question:				3 (3%)

Q.9 What would you like to see most on Arizona Coffee?			
Answer			Count
Coffee shop rankings			48 (19%)
Interviews with people in the industry			45 (18%)
Better maps and location info			41 (17%)
More photos			37 (15%)
Polls and discussions			29 (12%)
Mobile web version			14 (6%)

Q.9 What would you like to see most on Arizona Coffee?		
More controversy!		10 (4%)
Revive the podcast		9 (4%)
More videos		7 (3%)
More stickers		7 (3%)
People who answered question:		88 (96%)
People who skipped question:		4 (4%)

Q.10 Your Name (Optional)		
People who answered question:		46 (50%)
People who skipped question:		46 (50%)