

Tim Hortons, Feb. 23, 2018

QH1. Changing topics now, we have some questions about two major restaurant chains that operate here in Canada: Tim Hortons and Starbucks.

Overall, based on whatever you may have seen, heard, or read about each company – and any personal experiences you may have had – would you say you have a favourable or unfavourable opinion of each of these companies?

[ROWS – RANDOMIZE]

Tim Hortons

Starbucks

[COLUMNS]

Very unfavourable

Moderately unfavourable

Neither favourable nor unfavourable

Moderately favourable

Very favourable

QH2. And, again based on whatever you may have seen, heard, or read and your own personal experiences – if applicable – in the last few years, would you say your overall opinion of each company has improved, worsened, or stayed the same?

[ROWS – KEEP SAME RANDOMIZATION]

Tim Hortons

Starbucks

[COLUMNS]

Worsened

Stayed the same

Improved

QH3. Generally speaking, how often do you yourself purchase or consume products from each of these companies?

[ROWS – KEEP SAME RANDOMIZATION]

Tim Hortons

Starbucks

[COLUMNS]

Every day or almost every day

A few times a week

About once a week

A few times a month

About once a month

Less often than once a month

Never

[ASK ALL EXCEPT THOSE WHO SAY THEY NEVER CONSUME TIM'S PRODUCTS]

QH4. In the last five years or so, would you say your overall impression of each of the following aspects of Tim Hortons has improved, worsened, or stayed the same?

[ROWS – RANDOMIZE]

The quality of the food

The quality of the coffee

The quality of the service

Tim Hortons' prices

[COLUMNS]

Worsened

Stayed the same

Improved

[ASK ALL EXCEPT THOSE WHO SAY THEY NEVER CONSUME STARBUCKS PRODUCTS]

QH5. In the last five years or so, would you say your overall impression of each of the following aspects of Starbucks has improved, worsened, or stayed the same?

[ROWS – RANDOMIZE]

The quality of the food

The quality of the coffee

The quality of the service

Starbucks' prices

[COLUMNS]

Worsened

Stayed the same

Improved

[ASK ALL]

QH6. Some people say that Tim Hortons holds a special place in Canadian culture. Which of the following statements is closest to your own view on this – even if neither is exactly right?

Tim Hortons is an important part of Canadian culture

Tim Hortons is part of Canadian culture – but only a small part

Tim Hortons is just a business and has nothing to do with Canadian culture