Hobbit Project
Marketing 232

Chad Pearson

2) How many total dollars do you spend/ per month in restaurants (for your meals only)?

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
How many total dollars do you spend per month in restaurants (for your meals only)?	400	5.00	450.00	150.0525	92.70629
Valid N (listwise)	400				

3) Now please read the description of another type of restaurant below and answer the following questions.

A restaurant with a very elegant decor, offering very personal service in a spacious, semi-private atmosphere, featuring menu items, traditional and unusual, prepared by chefs with international reputations. The atmosphere, food, and service at this restaurant meet a standard equal to that of the finest restaurants in the world. Menu items are priced separately, known as "a la carte," and the prices are what one would expect for a restaurant meeting or surpassing the highest restaurant standards in the world.

How likely would it be for you to patronize this restaurant?

5 1. Very Likely

4 2. Somewhat Likely

3 3. Neither Likely Nor Unlikely

2 4. Somewhat Unlikely

1 5. Very Unlikely

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
How many total dollars do you spend per month in restaurants (for your meals only)?	400	5.00	450.00	150.0525	92.70629
Valid N (listwise)	400				

ETC.

4) Thinking again of the restaurant just described and remembering that drinks, appetizers, entrees, and desserts are priced separately (a la carte), what would you expect an average evening meal entree item alone to be priced?

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
What would expect the price to be for an entree	400	6.00	60.00	18.8353	9.05881
Valid N (listwise)	400				

5) Would you describe yourself as one who listens to the radio?

1 1. Yes

2 2. No, Go to question 7

Would you describe yourself as one who listens to the radio?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	385	96.3	96.3	96.3
	No	15	3.8	3.8	100.0
	Total	400	100.0	100.0	

6) To which type of radio programming do you most often listen?

1 1. Country & Western

2 2. Easy Listening

3 3. Rock

4 4. Talk/News

5 5. No Preference

6

To which type of radio programming do you most often listen?

		Frequency	Percent
Valid	Country&Western	66	16.5
	Easy Listening	78	19.5
	Rock	159	39.8
	Talk/News	82	20.5
	Total	385	96.3
Missing	System	15	3.8
Total		400	100.0

7) Would you describe yourself as a viewer of TV local news?

1 1. Yes

2 2. No, Go to question 9

Would you describe yourself as a viewer of TV local news?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	356	89.0	89.0	
	No	44	11.0	11.0	
	Total	400	100.0	100.0	

8) Which newscast do you watch most frequently?

1 1. 7:00 am News

2 2. Noon News

3 3. 6:00 pm News

4 4. 10:00 pm News

Which newscast do you watch most frequently?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	7:00 am News	32	8.0	8.0	8.0
	Noon News	45	11.3	11.3	19.3
	6:00 pm News	129	32.3	32.3	51.5
	10:00 pm News	194	48.5	48.5	100.0
	Total	400	100.0	100.0	

9) Do you read the newspaper?

1 1. Yes

2 2. No

Do you read the newspaper?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	378	94.5	94.5	94.5
	No	22	5.5	5.5	100.0
	Total	400	100.0	100.0	

10) Which section of the local newspaper would you say you read most frequently?

1 1. Editorial

2 2. Business

3 3. Local

4 4. Classifieds

5 5. Life, Health & Entertainment

6 6. No Preference

Which section of the local newspaper would you say you read most frequently?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Editorial	52	13.0	13.7	13.7
	Business	65	16.3	17.2	30.9
	Local	118	29.5	31.1	62.0
	Classifieds	57	14.3	15.0	77.0
	Life, Health & Entertainment	87	21.8	23.0	100.0
	Total	379	94.8	100.0	
Missing	System	21	5.3		
Total		400	100.0		

11) Do you subscribe to *City Magazine*?

1 1. Yes

2 2. No

Do you subscribe to City Magazine?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	181	45.3	45.3	45.3
	No	219	54.8	54.8	100.0
	Total	400	100.0	100.0	

We are going to describe some characteristics of restaurants and we want you to tell us how strongly you would prefer each characteristic in a restaurant of your choice.

How likely would it be for you to patronize this restaurant (new upscale restaurant)? * Do you subscribe to City Magazine? Crosstabulation

Count

		Do you subscribe to City Magazine?		Total
		Yes	No	
How likely would it be for you to patronize this restaurant (new upscale restaurant)?	Very Unlikely	1	52	53
	Somewhat Unlikely	33	44	77
	Neither Likely Nor Unlikely	51	110	161
	Somewhat Likely	33	5	38
	Very Likely	63	8	71
Total		181	219	400

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	133.096[a]	4	.000
Likelihood Ratio	155.165	4	.000
Linear-by-Linear Association	103.558	1	.000
N of Valid Cases	400		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 17.20.

12) Waterfront view

5 1. Very Strongly Prefer

4 2. Somewhat Prefer

3 3. Neither Prefer Nor Not Prefer

2 4. Somewhat Not Prefer

1 5. Very Strongly Not Prefer

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Prefer Waterfront View	400	1	5	3.42	1.333
Valid N (listwise)	400				

How likely would it be for you to patronize this restaurant (new upscale restaurant)? * Prefer Waterfront View Crosstabulation

Count

		Prefer Waterfront View					
		Very Strongly Not Prefer	Somewhat Not Prefer	Neither Prefer Nor Not Prefer	Somewhat Prefer	Very Strongly Prefer	Total
How likely would it be for you to patronize this restaurant (new upscale restaurant)?	Very Unlikely	1	0	29	19	4	53
	Somewhat Unlikely	2	5	7	39	24	77
	Neither Likely Nor Unlikely	5	3	7	79	67	161
	Somewhat Likely	14	19	0	4	1	38
	Very Likely	23	48	0	0	0	71
Total		45	75	43	141	96	400

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	431.447[a]	16	.000
Likelihood Ratio	418.982	16	.000
Linear-by-Linear Association	116.492	1	.000
N of Valid Cases	400		

a. 2 cells (8.0%) have expected count less than 5. The minimum expected count is 4.09.

13) Located less than a 30-minute drive from your home

5 1. Very Strongly Prefer

4 2. Somewhat Prefer

3 3. Neither Prefer Nor Not Prefer

2 4. Somewhat Not Prefer

1 5. Very Strongly Not Prefer

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Prefer Drive Less than 30 Minutes	400	1	5	2.73	1.311
Valid N (listwise)	400				

How likely would it be for you to patronize this restaurant (new upscale restaurant)? * Prefer Drive Less than 30 Minutes Crosstabulation

Count

		Prefer Drive Less than 30 Minutes					
		Very Strongly Not Prefer	Somewhat Not Prefer	Neither Prefer Nor Not Prefer	Somewhat Prefer	Very Strongly Prefer	Total
How likely would it be for you to patronize this restaurant (new upscale restaurant)?	Very Unlikely	8	26	18	0	1	53
	Somewhat Unlikely	20	30	20	3	4	77
	Neither Likely Nor Unlikely	44	84	25	4	4	161
	Somewhat Likely	0	1	4	15	18	38
	Very Likely	0	0	1	41	29	71
Total		72	141	68	63	56	400

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	325.162[a]	16	.000
Likelihood Ratio	352.157	16	.000
Linear-by-Linear Association	142.020	1	.000
N of Valid Cases	400		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.32.

14) A formal wait staff wearing tuxedos

5 1. Very Strongly Prefer

4 2. Somewhat Prefer

3 3. Neither Prefer Nor Prefer

2 4. Somewhat Not Prefer

1 5. Very Strongly Not Prefer

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Prefer Formal Waitstaff Wearing Tuxedos	400	1	5	2.47	1.516
Valid N (listwise)	400				

How likely would it be for you to patronize this restaurant (new upscale restaurant)? * Prefer Formal Waitstaff Wearing Tuxedos Crosstabulation

Count

		Prefer Formal Waitstaff Wearing Tuxedos					Total
		Very Strongly Not Prefer	Somewhat Not Prefer	Neither Prefer Nor Not Prefer	Somewhat Prefer	Very Strongly Prefer	
How likely would it be for you to patronize this restaurant (new upscale restaurant)?	Very Unlikely	44	8	0	1	0	53
	Somewhat Unlikely	35	34	1	2	5	77
	Neither Likely Nor Unlikely	57	88	8	2	6	161
	Somewhat Likely	3	1	1	18	15	38
	Very Likely	0	0	0	22	49	71
Total		139	131	10	45	75	400

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	375.697[a]	16	.000
Likelihood Ratio	389.614	16	.000
Linear-by-Linear Association	224.323	1	.000
N of Valid Cases	400		

a. 6 cells (24.0%) have expected count less than 5. The minimum expected count is .95.

15) Unusual desserts such as “Baked Alaska” and “Flaming Bananas Foster”

5 1. Very Strongly Prefer

4 2. Somewhat Prefer

3 3. Neither Prefer Nor Not Prefer

2 4. Somewhat Not Prefer

1 5. Very Strongly Not Prefer

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Prefer Unusual Desserts	400	1	5	2.41	1.514
Valid N (listwise)	400				

How likely would it be for you to patronize this restaurant (new upscale restaurant)? * Prefer Unusual Desserts Crosstabulation

Count

		Prefer Unusual Desserts					Total
		Very Strongly Not Prefer	Somewhat Not Prefer	Neither Prefer Nor Not Prefer	Somewhat Prefer	Very Strongly Prefer	
How likely would it be for you to patronize this restaurant (new	Very Unlikely	43	9	0	0	1	53
	Somewhat Unlikely	34	32	4	2	5	77

upscale restaurant)?	Neither Likely Nor Unlikely	80	60	13	4	4	161
	Somewhat Likely	2	3	0	16	17	38
	Very Likely	0	0	0	33	38	71
Total		159	104	17	55	65	400

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	335.659[a]	16	.000
Likelihood Ratio	365.182	16	.000
Linear-by-Linear Association	203.022	1	.000
N of Valid Cases	400		

a. 4 cells (16.0%) have expected count less than 5. The minimum expected count is 1.62.

16) A large variety of entrees

5 1. Very Strongly Prefer

4 2. Somewhat Prefer

3 3. Neither Prefer Nor Not Prefer

2 4. Somewhat Not Prefer

1 5. Very Strongly Not Prefer

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Prefer Large Variety of Entrees	400	1	5	2.48	1.466
Valid N (listwise)	400				

How likely would it be for you to patronize this restaurant (new upscale restaurant)? * Prefer Large Variety of Entrees Crosstabulation

Count

		Prefer Large Variety of Entrees					
		Very Strongly Not Prefer	Somewhat Not Prefer	Neither Prefer Nor Not Prefer	Somewhat Prefer	Very Strongly Prefer	Total
How likely would it be for you to patronize this restaurant (new upscale restaurant)?	Very Unlikely	16	13	23	1	0	53
	Somewhat Unlikely	45	22	3	1	6	77
	Neither Likely Nor Unlikely	80	62	11	3	5	161
	Somewhat Likely	4	0	1	24	9	38
	Very Likely	0	0	0	34	37	71
Total		145	97	38	63	57	400

						0

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	403.516[a]	16	.000
Likelihood Ratio	400.118	16	.000
Linear-by-Linear Association	144.349	1	.000
N of Valid Cases	400		

a. 1 cells (4.0%) have expected count less than 5. The minimum expected count is 3.61.

17) Unusual entrees such as moose, bison, venison, and pheasant

5 1. Very Strongly Prefer

4 2. Somewhat Prefer

3 3. Neither Prefer Nor Not Prefer

2 4. Somewhat Not Prefer

1 5. Very Strongly Not Prefer

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Prefer Unusual Entrees	400	1	5	2.41	1.550
Valid N (listwise)	400				

How likely would it be for you to patronize this restaurant (new upscale restaurant)? * Prefer Unusual Entrees Crosstabulation
Count

		Prefer Unusual Entrees			
		Very Strongly Not Prefer	Somewhat Not Prefer	Neither Prefer Nor Not Prefer	Somewhat Prefer
How likely would it be for you to patronize this restaurant (new upscale restaurant)?	Very Unlikely	52	0	0	1
	Somewhat Unlikely	31	28	11	4
	Neither Likely Nor Unlikely	87	54	12	2
	Somewhat Likely	1	4	0	14
	Very Likely	0	0	0	29
Total		171	86	23	50

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	371.248[a]	16	
Likelihood Ratio	409.390	16	
Linear-by-Linear Association	210.810	1	
N of Valid Cases	400		

a. 5 cells (20.0%) have expected count less than 5. The minimum expected count is 2.19.

18) Simple decor: tables, chairs, and a few wall decorations

5 1. Very Strongly Prefer

4 2. Somewhat Prefer

3 3. Neither Prefer Nor Not Prefer

2 4. Somewhat Not Prefer

1 5. Very Strongly Not Prefer

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Prefer Simple Decor	400	1	5	3.58	
Valid N (listwise)	400				

How likely would it be for you to patronize this restaurant (new upscale restaurant)? * Pre Decor Crosstabulation

Count

		Prefer Simple Decor			
		Very Strongly Not Prefer	Somewhat Not Prefer	Neither Prefer Nor Not Prefer	Somewhat Prefer
How likely would it be for you to patronize this restaurant (new upscale restaurant)?	Very Unlikely	1	0	0	0
	Somewhat Unlikely	2	5	1	40
	Neither Likely Nor Unlikely	4	4	12	79
	Somewhat Likely	21	12	0	1
	Very Likely	36	35	0	0
Total		64	56	13	120

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	402.163[a]	16	
Likelihood Ratio	429.007	16	
Linear-by-Linear Association	222.749	1	
N of Valid Cases	400		

a. 4 cells (16.0%) have expected count less than 5. The minimum expected count is 1.24.

19) Elegant decor: curtains, original paintings, fine furniture

5 1. Very Strongly Prefer

4 2. Somewhat Prefer

3 3. Neither Prefer Nor Not Prefer

2 4. Somewhat Not Prefer

1 5. Very Strongly Not Prefer

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Prefer Elegant Decor	400	1	5	2.33	1.510
Valid N (listwise)	400				

How likely would it be for you to patronize this restaurant (new upscale restaurant)? * Prefer Elegant Decor Crosstabulation
Count

		Prefer Elegant Decor			
		Very Strongly Not Prefer	Somewhat Not Prefer	Neither Prefer Nor Not Prefer	Somewhat Prefer
How likely would it be for you to patronize this restaurant (new upscale restaurant)?	Very Unlikely	52	0	0	1
	Somewhat Unlikely	39	30	1	2
	Neither Likely Nor Unlikely	82	61	10	5
	Somewhat Likely	4	1	0	20
	Very Likely	0	0	0	35
Total		177	92	11	63

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	369.539[a]	16	
Likelihood Ratio	402.431	16	
Linear-by-Linear Association	217.839	1	
N of Valid Cases	400		

20) A string quartet for background music

5 1. Very Strongly Prefer

4 2. Somewhat Prefer

3 3. Neither Prefer Nor Not Prefer

2 4. Somewhat Not Prefer

1 5. Very Strongly Not Prefer

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Devia
Prefer String Quartet	400	1	5	2.50	
Valid N (listwise)	400				

How likely would it be for you to patronize this restaurant (new upscale restaurant)? * Prefe

Count

		Prefer String Quartet			
		Very Strongly Not Prefer	Somewhat Not Prefer	Neither Prefer Nor Not Prefer	
How likely would it be for you	Very Unlikely	42	4	6	

to patronize this restaurant (new upscale restaurant)?	Somewhat Unlikely	23	32	15
	Neither Likely Nor Unlikely	64	70	19
	Somewhat Likely	1	4	0
	Very Likely	0	0	0
Total		130	110	40

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sid
Pearson Chi-Square	366.758[a]	16	
Likelihood Ratio	392.116	16	
Linear-by-Linear Association	178.290	1	
N of Valid Cases	400		

a. 2 cells (8.0%) have expected count less than 5. The minimum expected count is 3.80.

21) A jazz combo for background music

5 1. Very Strongly Prefer

4 2. Somewhat Prefer

3 3. Neither Prefer Nor Not Prefer

2 4. Somewhat Not Prefer

1 5. Very Strongly Prefer

Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std. Deviation
Prefer Jazz Combo	400	4	1	5	3.70	1.221
Valid N (listwise)	400					

Demographic questions to classify your answers.

How likely would it be for you to patronize this restaurant (new upscale restaurant)? * Pre

Count

		Prefer Jazz Combo		
		Very Strongly Not Prefer	Somewhat Not Prefer	Neither Prefer Nor Not Prefer
How likely would it be for you to patronize this restaurant (new upscale restaurant)?	Very Unlikely	7	5	11
	Somewhat Unlikely	3	5	5
	Neither Likely Nor Unlikely	2	6	20
	Somewhat Likely	3	12	15
	Very Likely	10	22	26
Total		25	50	77

Chi-Square Tests

	Value	df	Asymptotic Significance (2-s
Pearson Chi-Square	151.926[a]	16	
Likelihood Ratio	173.052	16	
Linear-by-Linear Association	50.713	1	
N of Valid Cases	400		

a. 5 cells (20.0%) have expected count less than 5. The minimum expected count is 2.38.

22) The following questions are asked for classification purposes only.

In which year were you born?

ANOVA

age

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9439.963	4	2359.991	34.927	.000
Within Groups	26689.474	395	67.568		
Total	36129.438	399			

age

Duncan[a,b]

How likely would it be for you to patronize this restaurant (new upscale restaurant)?	N	Subset for alpha = 0.05 1	2
Neither Likely Nor Unlikely	161	42.1925	
Somewhat Unlikely	77	42.3766	
Very Unlikely	53	44.1509	
Somewhat Likely	38		52.4211
Very Likely	71		53.9014
Sig.		.207	.310

Means for groups in homogeneous subsets are displayed.
a. Uses Harmonic Mean Sample Size = 63.722.
b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

	N	Range	Minimum	Maximum	Mean	Std. Deviation
age	400	47.00	28.00	75.00	45.5375	9.51577
Valid N (listwise)	400					

23) What is your highest level of education?

1 1. Less Than High School
2 2. Some High School
3 3. High School Graduate
4 4. Some College (No Degree)
5 5. Associate Degree
6 6. Bachelor's Degree
7 7. Master's Degree
8 8. Doctorate Degree

What is your highest level of education?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than High School	11	2.8	2.8	2.8
	Some High School	14	3.5	3.5	6.3
	High School Graduate	14	3.5	3.5	9.8
	Some College (No Degree)	14	3.5	3.5	13.3
	Associate Degree	14	3.5	3.5	16.8
	Bachelor's Degree	238	59.5	59.5	76.3

How likely would it be for you to patronize this restaurant (new upscale res

Count

		Less than High School	Some High School	High School Graduate
How likely would it be for you to patronize this restaurant (new upscale restaurant)?	Very Unlikely	8	13	12
	Somewhat Unlikely	2	1	0
	Neither Likely Nor Unlikely	1	0	2
	Somewhat Likely	0	0	0
	Very Likely	0	0	0
Total		11	14	14

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	336.142[a]	28	.000
Likelihood Ratio	280.484	28	.000
Linear-by-Linear Association	124.303	1	.000
N of Valid Cases	400		

a. 26 cells (65.0%) have expected count less than 5. The minimum expected count is .86.

24) What is your marital status?

1 1. Single

2 2. Married

3 3. Other

24

What is your marital status?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	93	23.3	23.3	23.3
	Married	272	68.0	68.0	91.3
	Other (Divorced, Widow, etc.)	35	8.8	8.8	100.0
	Total	400	100.0	100.0	

25) Including children under 18 years of age living with you, what is your family size?

Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std. Deviation
Including children under 18 living with you, what is your family size?	400	6	1	7	2.67	1.379
Valid N (listwise)	400					

26) Please check the letter that includes the zip code in which you live.

1 A. (1 & 2)

2 B. (3, 4, & 5)

3 C. (6, 7, 8, & 9)

4 D. (10, 11, & 12)

Please check the letter that includes the Zip Code in which you live (coded by letter).

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A (1 & 2)	20	5.0	5.0	5.0
	B (3, 4, & 5)	120	30.0	30.0	35.0
	C (6, 7, 8, & 9)	220	55.0	55.0	90.0
	D (10, 11, & 12)	40	10.0	10.0	100.0
	Total	400	100.0	100.0	

How likely would it be for you to patronize this restaurant (new upscale restaurant)? * Please che includes the Zip Code in which you live (coded by letter). Crosstabulation

Count

		Please check the letter that includes the Zip Code in which y (coded by letter).			
		A (1 & 2)	B (3, 4, & 5)	C (6, 7, 8, & 9)	D (
How likely would it be for you to patronize this restaurant (new upscale restaurant)?	Very Unlikely	16	1	0	
	Somewhat Unlikely	4	7	65	
	Neither Likely Nor Unlikely	0	8	150	
	Somewhat Likely	0	33	5	
	Very Likely	0	71	0	
Total		20	120	220	

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	636.733[a]	12	.000
Likelihood Ratio	571.229	12	.000
Linear-by-Linear Association	90.244	1	.000
N of Valid Cases	400		

a. 5 cells (25.0%) have expected count less than 5. The minimum expected count is 1.90.

27) Which of the following categories best describes your before tax household income?

1	1. Household Earning< $15,000
2	2. Household Earning $15,000-$24,999
3	3. Household Earning $25,000-$49,999
4	4. Household Earning $50,000-$74,999
5	5. Household Earning $75,000-$99,999
6	6. Household Earning $100,000-$149,999
7	7. Household Earning $150,000+

Recoded income to $1,000s using midpoints of questionnaire ranges

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	7.50	26	6.5	6.5	6.5
	20.00	34	8.5	8.5	15.0
	37.50	82	20.5	20.5	35.5
	62.50	133	33.3	33.3	68.8
	87.50	16	4.0	4.0	72.8
	125.00	43	10.8	10.8	83.5
	175.00	66	16.5	16.5	100.0
	Total	400	100.0	100.0	

How likely would it be for you to patronize this restaurant (new upscale restaurant)? * Which of th income? Crosstabulation

Count

		Which of the following categories be			
		<$15,000	$15,000 to $24,999	$25,000 to $49,999	
How likely would it be for you to patronize this restaurant (new upscale restaurant)?	Very Unlikely	22	30	0	
	Somewhat Unlikely	2	3	26	
	Neither Likely Nor Unlikely	2	1	56	
	Somewhat Likely	0	0	0	
	Very Likely	0	0	0	
Total		26	34	82	

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	630.202[a]	24	.000
Likelihood Ratio	569.218	24	.000
Linear-by-Linear	259.484	1	.000

Association				
N of Valid Cases		400		

a. 10 cells (28.6%) have expected count less than 5. The minimum expected count is 1.52.

28) What is your gender?

1 1. Male

2 2. Female

What is your gender?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	204	51.0	51.0	51.0
	Female	196	49.0	49.0	100.0
	Total	400	100.0	100.0	

Management #1 *Will the restaurant be successful?*

Recommendations for Management #1 *Will the restaurant be successful?*

Management #2 *How to design the restaurant?*

Recommendations for Management #2 ***How to design the restaurant?***

Management Problem #3: ***What should be the average price of entrees?***

Recommendations for Management Problem #3: ***What should be the average price of entrees?***

Management Problem #4: ***What is the optimum location?***

Recommendations for Management Problem #4: ***What is the optimum location?***

Management #5: ***What is the profile of target market?***

Recommendations for Management #5: ***What is the profile of target market?***

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Problem Item: decision that must be made	Description/Research Objectives: what info do we need to make the decision?
Will the restaurant be successful?	Will a sufficient number of people patronize it? **What percent of people want to dine in an upscale restaurant?** **How often will those who want to, do so?**
How to design the restaurant?	What about décor, atmosphere, specialty entrees and deserts, wait staff uniforms, reservations, special seating, etc. **What are the preferences of those who want to dine in an upscale restaurant with respect to… (each of the above)?**
What should be the average price of entrees?	How much are patrons willing to pay for the "standard" entrees as well as for the "house specials"? **What do they expect to pay for: (1) standard entrees and (2) house specials?**
What is the optimum location?	How far from patrons homes are they willing to drive, and are there any special location features (such as waterfront, ample parking, etc.) to take into consideration? **What is the distance (in miles or minutes) that those who would patronize an upscale restaurant will drive to patronize it?** **Are they willing to drive a greater distance with each special location feature, and if so, how far?**
What is the profile of target market?	What are the demographic and/or life style profiles of those who are going to patronize The Hobbit's Choice? **What demographic characteristics and/or life style differences are specific to those who would patronize the restaurant?**

Research Objectives	Construct & Measurement
What percent of people want to dine in an upscale restaurant? How often will those who want to, do so?	Likelihood of using – unlikely to very likely Frequency of patronage - # times per month
What are the preferences of those who want to dine in an upscale restaurant with respect to… (each of the above)?	Desirability scale – undesirable to very desirable for each item
What do they expect to pay for: (1) standard entrees and (2) house specials?	Dollar amount they expect to pay for standard entrees and for specials
What is the distance (in miles or minutes) that those who would patronize an upscale restaurant will drive to patronize it? Are they willing to drive a greater distance with each special location feature, and if so, how far?	Estimated driving distance (from home) Additional driving distance they would travel for each special location feature
What demographic characteristics and/or life style differences are specific to those who would patronize the restaurant?	Use standard demographics from Census – age, education, income, family size, etc. Use life style inventory (this is the standard way to measure life style)
What are the media usage patterns that are specific to those who would patronize the restaurant?	Frequency (never to very often) of viewing, listening, reading (whatever is appropriate) for each local media option, such as TV station programs, radio stations, newspaper, etc. by time of day

Hobbits' Choice Survey Questionnaire

This research is being conducted by CMG research and is a survey about your attitudes, habits, and preferences for restaurants. There are different types of restaurants such as fast food restaurants or cafeterias or snack bars. But this survey is not about these types of restaurants.

When you answer the questions which follow, we want you to think in terms of a particular type of restaurant defined as: A restaurant in which you are normally seated by a hostess; there is a menu with several choices for appetizers, entrees, desserts, and beverages; and food is served by a waiter or waitress assigned to your table.

1) Do you eat at this type of restaurant at least once every two weeks?

1 1. Yes.....Continue

2 2. No.....(Terminate)

2) How many total dollars do you spend/ per month in restaurants (for your meals only)?

3) Now please read the description of another type of restaurant below and answer the following questions.

A restaurant with a very elegant decor, offering very personal service in a spacious, semi-private atmosphere, featuring menu items, traditional and unusual, prepared by chefs with international reputations. The atmosphere, food, and service at this restaurant meet a standard equal to that of the finest restaurants in the world. Menu items are priced separately, known as "a la carte," and the prices are what one would expect for a restaurant meeting or surpassing the highest restaurant standards in the world.

How likely would it be for you to patronize this restaurant?

5 1. Very Likely

4 2. Somewhat Likely

3 3. Neither Likely Nor Unlikely

2 4. Somewhat Unlikely

1 5. Very Unlikely

4) Thinking again of the restaurant just described and remembering that drinks, appetizers, entrees, and desserts are priced separately (a la carte), what would you expect an average evening meal entree item alone to be priced?

5) Would you describe yourself as one who listens to the radio?

1 1. Yes

2 2. No, Go to question 7

6) To which type of radio programming do you most often listen?

1 1. Country & Western

2 2. Easy Listening

3 3. Rock

4 4. Talk/News

5 5. No Preference

7) Would you describe yourself as a viewer of TV local news?

1 1. Yes

2 2. No, Go to question 9

8) Which newscast do you watch most frequently?

1 1. 7:00 am News

2 2. Noon News

3 3. 6:00 pm News

4 4. 10:00 pm News

9) Do you read the newspaper?

1 1. Yes

2 2. No

10) Which section of the local newspaper would you say you read most frequently?

1 1. Editorial

2 2. Business

3 3. Local

4 4. Classifieds

5 5. Life, Health & Entertainment

6 6. No Preference

11) Do you subscribe to *City Magazine*?

1 1. Yes

2 2. No

We are going to describe some characteristics of restaurants and we want you to tell us how strongly you would prefer each characteristic in a restaurant of your choice.

12) Waterfront view

5 1. Very Strongly Prefer

4 2. Somewhat Prefer

3 3. Neither Prefer Nor Not Prefer

2 4. Somewhat Not Prefer

1 5. Very Strongly Not Prefer

13) Located less than a 30-minute drive from your home

5 1. Very Strongly Prefer

4 2. Somewhat Prefer

3 3. Neither Prefer Nor Not Prefer

2 4. Somewhat Not Prefer

1 5. Very Strongly Not Prefer

14) A formal wait staff wearing tuxedos

5 1. Very Strongly Prefer

4 2. Somewhat Prefer

3 3. Neither Prefer Nor Prefer

2 4. Somewhat Not Prefer

1 5. Very Strongly Not Prefer

15) Unusual desserts such as “Baked Alaska” and “Flaming Bananas Foster”

5 1. Very Strongly Prefer

4 2. Somewhat Prefer

3 3. Neither Prefer Nor Not Prefer

2 4. Somewhat Not Prefer

1 5. Very Strongly Not Prefer

16) A large variety of entrees

5 1. Very Strongly Prefer

4 2. Somewhat Prefer

3 3. Neither Prefer Nor Not Prefer

2 4. Somewhat Not Prefer

1 5. Very Strongly Not Prefer

17) Unusual entrees such as moose, bison, venison, and pheasant

5 1. Very Strongly Prefer

4 2. Somewhat Prefer

3 3. Neither Prefer Nor Not Prefer

2 4. Somewhat Not Prefer

1 5. Very Strongly Not Prefer

18) Simple decor: tables, chairs, and a few wall decorations

5 1. Very Strongly Prefer

4 2. Somewhat Prefer

3 3. Neither Prefer Nor Not Prefer

2 4. Somewhat Not Prefer

1 5. Very Strongly Not Prefer

19) Elegant decor: curtains, original paintings, fine furniture

5 1. Very Strongly Prefer

4 2. Somewhat Prefer

3 3. Neither Prefer Nor Not Prefer

2 4. Somewhat Not Prefer

1 5. Very Strongly Not Prefer

20) A string quartet for background music

5 1. Very Strongly Prefer

4 2. Somewhat Prefer

3 3. Neither Prefer Nor Not Prefer

2 4. Somewhat Not Prefer

1 5. Very Strongly Not Prefer

21) A jazz combo for background music

5 1. Very Strongly Prefer

4 2. Somewhat Prefer

3 3. Neither Prefer Nor Not Prefer

2 4. Somewhat Not Prefer

1 5. Very Strongly Prefer

Demographic questions to classify your answers.

22) The following questions are asked for classification purposes only.

In which year were you born?

23) What is your highest level of education?

1 1. Less Than High School

2 2. Some High School

3 3. High School Graduate

4 4. Some College (No Degree)

5 5. Associate Degree

6 6. Bachelor's Degree

7 7. Master's Degree

8 8. Doctorate Degree

24) What is your marital status?

1 1. Single

2 2. Married

3 3. Other

25) Including children under 18 years of age living with you, what is your family size?

26) Please check the letter that includes the zip code in which you live.

1 A. (1 & 2)

2 B. (3, 4, & 5)

3 C. (6, 7, 8, & 9)

4 D. (10, 11, & 12)

27) Which of the following categories best describes your before tax household income?

1 1. Household Earning< $15,000

2 2. Household Earning $15,000-$24,999

3 3. Household Earning $25,000-$49,999

4 4. Household Earning $50,000-$74,999

5 5. Household Earning $75,000-$99,999

6 6. Household Earning $100,000-$149,999

7 7. Household Earning $150,000+

28) What is your gender?

1 1. Male

2 2. Female