Variable Information

Variable	Position	Label
eatrest	1	Do you eat at this type of restaurant at least once every two weeks?
totspent	2	How many total dollars do you spend per month in restaurants (for your meals only)?
likely	3	How likely would it be for you to patronize this restaurant (new upscale restaurant)?
avprice	4	What would you expect an average evening meal entree item alone to be priced?
lisradio	5	Would you describe yourself as one who listens to the radio?
radprogr	6	To which type of radio programming do you most often listen?
vietvnew	7	Would you describe yourself as a viewer of TV local news?
timenew	8	Which newscast do you watch most frequently?
reapaper	9	Do you read the newspaper?
secpaper	10	Which section of the local newspaper would you say you read most frequently?
citymag	11	Do you subscribe to City Magazine?
water	12	Prefer Waterfront View
drive	13	Prefer Drive Less than 30 Minutes
waitstaf	14	Prefer Formal Waitstaff Wearing Tuxedos
dessert	15	Prefer Unusual Desserts
variety	16	Prefer Large Variety of Entrees
unusal	17	Prefer Unusual Entrees
simple	18	Prefer Simple Decor
elegant	19	Prefer Elegant Decor
string	20	Prefer String Quartet
jazz	21	Prefer Jazz Combo
yrborn	22	Year Born
educa	23	What is your highest level of education?
marital	24	What is your marital status?
famsize	25	Including children under 18 living with you, what is your family size?
zipcode	26	Please check the letter that includes the Zip Code in which you live (coded by letter).
income	27	Which of the following categories best describes your before tax household income?
gender	28	What is your gender?
hcpatron	29	Probable Patron of Hobbit's Choice?
reincome	30	Recoded income to $1,000s using midpoints of questionnaire ranges
VLPatron	31	Very Likely Patron

Variables in the working file

Variable Values

Value		Label
eatrest	1	Yes
	2	No
likely	1	Very Unlikely
	2	Somewhat Unlikely
	3	Neither Likely Nor Unlikely
	4	Somewhat Likely
	5	Very Likely
lisradio	1	Yes
	2	No
radprogr	1	Country&Western
	2	Easy Listening
	3	Rock
	4	Talk/News
	5	No Preference
vietvnew	1	Yes
	2	No
timenew	1	7:00 am News
	2	Noon News
	3	6:00 pm News
	4	10:00 pm News
reapaper	1	Yes
	2	No
secpaper	1	Editorial
	2	Business
	3	Local
	4	Classifieds
	5	Life, Health & Entertainment
citymag	1	Yes
	2	No
water	1	Very Strongly Not Prefer
	2	Somewhat Not Prefer
	3	Neither Prefer Nor Not Prefer
	4	Somewhat Prefer
	5	Very Strongly Prefer

drive	1	Very Strongly Not Prefer
	2	Somewhat Not Prefer
	3	Neither Prefer Nor Not Prefer
	4	Somewhat Prefer
	5	Very Strongly Prefer
waitstaf	1	Very Strongly Not Prefer
	2	Somewhat Not Prefer
	3	Neither Prefer Nor Not Prefer
	4	Somewhat Prefer
	5	Very Strongly Prefer
dessert	1	Very Strongly Not Prefer
	2	Somewhat Not Prefer
	3	Neither Prefer Nor Not Prefer
	4	Somewhat Prefer
	5	Very Strongly Prefer
variety	1	Very Strongly Not Prefer
	2	Somewhat Not Prefer
	3	Neither Prefer Nor Not Prefer
	4	Somewhat Prefer
	5	Very Strongly Prefer
unusal	1	Very Strongly Not Prefer
	2	Somewhat Not Prefer
	3	Neither Prefer Nor Not Prefer
	4	Somewhat Prefer
	5	Very Strongly Prefer
simple	1	Very Strongly Not Prefer
	2	Somewhat Not Prefer
	3	Neither Prefer Nor Not Prefer
	4	Somewhat Prefer
	5	Very Strongly Prefer
elegant	1	Very Strongly Not Prefer
	2	Somewhat Not Prefer
	3	Neither Prefer Nor Not Prefer
	4	Somewhat Prefer
	5	Very Strongly Prefer
string	1	Very Strongly Not Prefer
	2	Somewhat Not Prefer
	3	Neither Prefer Nor Not Prefer

	4	Somewhat Prefer
	5	Very Strongly Prefer
jazz	1	Very Strongly Not Prefer
	2	Somewhat Not Prefer
	3	Neither Prefer Nor Not Prefer
	4	Somewhat Prefer
	5	Very Strongly Prefer
educa	1	Less than High School
	2	Some High School
	3	High School Graduate
	4	Some College (No Degree)
	5	Associate Degree
	6	Bachelor's Degree
	7	Master's Degree
	8	Doctorate Degree
marital	1	Single
	2	Married
	3	Other (Divorced, Widow, etc.)
zipcode	1	A (1 & 2)
	2	B (3, 4, & 5)
	3	C (6, 7, 8, & 9)
	4	D (10, 11, & 12)
income	1	<$15,000
	2	$15,000 to $24,999
	3	$25,000 to $49,999
	4	$50,000 to $74,999
	5	$75,000 to $99,999
	6	$100,000 to $149,999
	7	$150,000+
gender	1	Male
	2	Female
hcpatron	1	Yes
	2	No
VLPatron	0	No
	1	Yes