This illustration extends the chapter discussion on questionnaire design. Read through this example and, using the actual Screening Questions (Exhibit 8.7) and Questionnaire (Exhibit 8.8), answer the questions at the end.

In early 2013, two recent college business graduates (one majored in Finance and the other in Management) came together with a new restaurant concept for a southwestern casual dining experience that focused on a Mexican theme with a variety of fresh food items and a friendly family-oriented atmosphere. After several months of planning and creating detailed business and marketing plans, the two entrepreneurs were able to get the necessary capital to build and open their restaurant, calling it the Santa Fe Grill Mexican Restaurant.

After the initial six months of success, they noticed that revenues, traffic flow, and sales were declining and realized that they knew only the basics about their customers. Neither of the owners had taken any marketing courses beyond basic marketing in college, so they turned to a friend who advised them to hire a marketing research firm to collect some primary data about people's dining out habits and patterns. A marketing research firm was located in their mall so they contracted with them to design a self-administered survey to collect the needed data. The following six research objectives were used to guide the design of their survey instrument shown in Exhibit 8.8.

1. To identify the factors people consider important in making casual dining restaurant choice decisions.
2. To determine the characteristics customers use to describe the Santa Fe Grill and its competitor, Jose's Southwestern Café.
3. To develop a psychographic/demographic profile of the restaurant customers.
4. To determine the patronage and positive word-of-mouth advertising patterns of the restaurant customers.
5. To assess the customer's willingness to return to the restaurant in the future.
6. To assess the degree to which customers are satisfied with their Mexican restaurant experiences.

| **Exhibit 8.7** | Screening and Rapport Questions for the Mexican Restaurant Study |

Hello. My name is _____ and I work for DSS Research. We are talking with individuals today (tonight) about dining out habits.

1. "Do you regularly eat out at casual dining restaurants?"   __ Yes   __ No
2. "Have you eaten at more than one Mexican restaurant in the last six months?"   __ Yes   __ No
3. "Is your gross annual household income $20,000 or more?"   __ Yes   __ No
4. At which of the following Mexican restaurants have you eaten most recently?
   a. First response is Santa Fe Grill — Yes, continue.
   b. First response is Jose's Southwestern Café — Yes, continue.
   c. First response is Other Restaurant — thank them and terminate interview.

If respondent answers "yes" to first three questions, and also indicates either the Santa Fe Grill or Jose's Southwestern Café, then say:

   We would like you to answer a few questions about yourself and your experiences eating at the __???__ restaurant. The questions will take only a few minutes and it will be very helpful in better serving our customers.

| **Exhibit 8.8** | The Mexican Restaurant Dining Out Survey |

Please read all questions carefully. If you do not understand a question, ask the interviewer to help you. In the first section, a number of statements are given about interests and opinions. Using a scale from 1 to 7, with 7 being "Strongly Agree" and 1 being "Strongly Disagree," please indicate the extent to which you agree or disagree a particular statement describes you. Circle only one number for each statement.

Section 1: Lifestyle Questions

1. I often try new and different things.

Strongly Disagree						Strongly Agree
1	2	3	4	5	6	7

2. I like parties with music and lots of talk.

Strongly Disagree						Strongly Agree
1	2	3	4	5	6	7

3. People come to me more often than I go to them for information about products.

Strongly Disagree						Strongly Agree
1	2	3	4	5	6	7

4. I try to avoid fried foods.

Strongly Disagree						Strongly Agree
1	2	3	4	5	6	7

5. I like to go out and socialize with people.

Strongly Disagree						Strongly Agree
1	2	3	4	5	6	7

6. Friends and neighbors often come to me for advice about products and brands.

Strongly Disagree						Strongly Agree
1	2	3	4	5	6	7

(continued)

Exhibit 8.8 The Mexican Restaurant Dining Out Survey, *continued*

7. I am self-confident about myself and my future.

Strongly Disagree — Strongly Agree

1   2   3   4   5   6   7

8. I usually eat balanced, nutritious meals.

Strongly Disagree — Strongly Agree

1   2   3   4   5   6   7

9. When I see a new product in stores, I often buy it.

Strongly Disagree — Strongly Agree

1   2   3   4   5   6   7

10. I am careful about what I eat.

Strongly Disagree — Strongly Agree

1   2   3   4   5   6   7

11. I often try new brands before my friends and neighbors do.

Strongly Disagree — Strongly Agree

1   2   3   4   5   6   7

Section 2: Perceptions Measures

Listed below is a set of characteristics that could be used to describe the Mexican restaurant at which you ate most recently. Using a scale from 1 to 7, with 7 being "Strongly Agree" and 1 being "Strongly Disagree," to what extent do you agree or disagree the _____ restaurant:

12. has friendly employees.

Strongly Disagree — Strongly Agree

1   2   3   4   5   6   7

13. is a fun place to eat.

Strongly Disagree — Strongly Agree

1   2   3   4   5   6   7

14. has large size portions.

Strongly Disagree — Strongly Agree

1   2   3   4   5   6   7

15. has fresh food.

Strongly Disagree — Strongly Agree

1   2   3   4   5   6   7

16. has reasonable prices.

Strongly Disagree — Strongly Agree

1   2   3   4   5   6   7

17. has an attractive interior.

Strongly Disagree — Strongly Agree

1   2   3   4   5   6   7

Exhibit 8.8   *continued*

18. has excellent food taste.

Strongly Disagree   Strongly Agree

1   2   3   4   5   6   7

19. has knowledgeable employees.

Strongly Disagree   Strongly Agree

1   2   3   4   5   6   7

20. serves food at the proper temperature.

Strongly Disagree   Strongly Agree

1   2   3   4   5   6   7

21. has quick service.

Strongly Disagree   Strongly Agree

1   2   3   4   5   6   7

Section 3: Relationship Measures

Please indicate your view on each of the following questions:

22. How satisfied are you with
_____?

Not Satisfied At All   Very Satisfied

1   2   3   4   5   6   7

23. How likely are you to return to
_____ in the future?

Definitely Will Not Return   Definitely Will Return

1   2   3   4   5   6   7

24. How likely are you to recommend
_____ to a friend?

Definitely Will Not Recommend   Definitely Will Recommend

1   2   3   4   5   6   7

25. How often do you eat at
_____?

1 = Very Infrequently
2 = Somewhat Infrequently
3 = Occasionally
4 = Somewhat Frequently
5 = Very Frequently

Section 4: Selection Factors

Listed below are some reasons many people use in selecting a restaurant where they want to dine. Think about your visits to casual dining restaurants in the last three months and please rank each attribute from 1 to 4, with 1 being the most important reason for selecting the restaurant and 4 being the least important reason. There can be no ties so make sure you rank each attribute with a different number.

Attribute	Ranking
26. Prices	
27. Food Quality	
28. Atmosphere	
29. Service	

Exhibit 8.8	**The Mexican Restaurant Dining Out Survey,** *continued*

Section 5: Classification Questions

Please circle the number that classifies you best.

30. How far did you drive to get to the restaurant?

1	Less than 1 mile
2	1–5 miles
3	More than 5 miles

31. Do your recall seeing any advertisements in the last 60 days for _____?

0	No
1	Yes

32. What is your gender?

0	Male
1	Female

33. How many children under the age of 18 are living in your home?

1	None
2	1–2
3	More than 2 children at home

34. What is your age in years?

1	18–25
2	26–34
3	35–49
4	50–59
5	60 and older

35. What is your annual total household income?   Please specify _____

Thank you very much for your help. Please give your questionnaire back to the interviewer.

Interviewer: Check answers to questions 22, 23, and 24. If respondent answers 1, 2, or 3, ask the following questions:

You indicated you are not too satisfied with the Santa Fe Grill. Could you please tell me why?

Record answer here: _____

_____

You indicated you are not likely to return to the Santa Fe Grill. Could you please tell me why?

Record answer here: _____

_____

You indicated you are not likely to recommend the Santa Fe Grill. Could you please tell me why?

Record answer here: _____

_____

Could I please have your name and phone number for verification purposes?

_____   _____
Name   Phone #

I hereby attest that this is a true and honest interview and complete to the best of my knowledge. I guarantee that all information relating to this interview shall be kept strictly confidential.

_____   _____
Interviewer's Signature   Date and Time completed