

Market Research
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[Number's 11-15]

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
		219	54.8	54.8	100.0
	Total	400	100.0	100.0	

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

Interpretation: Our customers are City Magazine subscribers. The amount of people who do not subscribe to City Magazine was higher and they are neither likely nor unlikely to patronize this restaurant, meaning they are not very interested in voicing an opinion on this restaurant.

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

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.

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					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	Very Unlikely	1	0	29	19	4	53
	Somewhat Unlikely	2	5	7	39	24	77

this restaurant (new upscale restaurant)?	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

Interpretation: Customers who somewhat do not prefer a waterfront view, are more likely to patronize this restaurant. Therefore, our customers do not prefer a waterfront view in order to patronize this restaurant.

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					Total
		Very Strongly Not Prefer	Somewhat Not Prefer	Neither Prefer Nor Prefer	Somewhat Prefer	Very Strongly Prefer	
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

Interpretation: Customers are more likely to patronize our restaurant if they drive less than 30 minutes to go eat.

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

Interpretation: Customers are going to patronize our restaurant if our wait staff is dressed in formal attire such as tuxedos.

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 upscale restaurant)?	Very Unlikely	43	9	0	0	1	53
	Somewhat Unlikely	34	32	4	2	5	77
	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

Interpretation: Our customers like unusual desserts and are more likely to patronize our restaurant if we have those options available.