

Frequencies

[DataSet1] C:\Documents and Settings\Ken Clow\My Documents\Textbooks\Marketing Research\SPSS\Chapter 12 Lakeside Grill Data.sav

Statistics

		Q1 Have you eaten at Lakeside Grill	Q2 Why have not eaten at Lakeside Grill?	Q2 Why have not eaten at Lakeside Grill? (Coded)	Q3 Number of noon (lunch) meals eaten in last 3 months.	Q3 Number of evening (dinner) meals eaten last 3 months
N	Valid	253	253	50	203	202
	Missing	0	0	203	50	51

Statistics

		Q4 One thing you like best about Lakeside Grill	Q4 One thing you like best about Lakeside Grill (Coded)	Q5 One thing you dislike about Lakeside Grill	Q5 One thing you dislike about Lakeside Grill (Coded)	Q7 Rank Fisherman's Paradise
N	Valid	253	191	253	186	186
	Missing	0	62	0	67	67

Statistics

		Q7 Rank Captain D's	Q7 Rank Lakeside Grill	Q7 Rank Jonny's Po' Boys	Q7 Rank Happy Times Bar	Q8 Have you eaten at Fisherman's Paradise?
N	Valid	195	200	199	188	202
	Missing	58	53	54	65	51

Statistics

		Q9 Compared to Lakeside Grill, how would you rate Fisherman's Paradise?	Q9 Compared to Lakeside Grill, how would you rate Fisherman's Paradise? (Recoded 3 Categories)	Q10 How has the opening of Fisherman's Paradise affected patronage of Lakeside Grill
N	Valid	188	177	193
	Missing	65	76	60

Frequency Table

Q1 Have you eaten at Lakeside Grill

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	204	80.6	80.6	80.6
No	49	19.4	19.4	100.0
Total	253	100.0	100.0	

Q2 Why have not eaten at Lakeside Grill?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	203	80.2	80.2	80.2
Bad location for me	4	1.6	1.6	81.8
Because of location	1	.4	.4	82.2
Building looks bad	1	.4	.4	82.6
Building looks horrible	1	.4	.4	83.0
Didn't know about it	1	.4	.4	83.4
Didn't know about it	2	.8	.8	84.2
Don't eat out	1	.4	.4	84.6
Don't eat out that much	1	.4	.4	85.0
Don't know	1	.4	.4	85.4
Don't know where it is	1	.4	.4	85.8
Don't like fish	1	.4	.4	86.2
Don't like the location	1	.4	.4	86.6
exterior looks dumpy	1	.4	.4	87.0
Got food poisoning a year ago	1	.4	.4	87.4
Have not heard about it	1	.4	.4	87.7
Have not heard of it	1	.4	.4	88.1
haven't heard of it	1	.4	.4	88.5
Heard food wasn't good	1	.4	.4	88.9
Heard it was bad	2	.8	.8	89.7
Heard it wasn't good	1	.4	.4	90.1
heard it wasn't very good	1	.4	.4	90.5
I live 20 miles away	1	.4	.4	90.9
Just haven't	1	.4	.4	91.3
just moved here	1	.4	.4	91.7
just visiting university	1	.4	.4	92.1
Know nothing about it	1	.4	.4	92.5
Location	1	.4	.4	92.9
location isn't good	1	.4	.4	93.3
Moved so its too far away	1	.4	.4	93.7

Q2 Why have not eaten at Lakeside Grill?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never heard of it	6	2.4	2.4	96.0
	Not aware of it	5	2.0	2.0	98.0
	Not heard of it	1	.4	.4	98.4
	Not in a good location	2	.8	.8	99.2
	too far away	1	.4	.4	99.6
	Too far away	1	.4	.4	100.0
	Total	253	100.0	100.0	

Q2 Why have not eaten at Lakeside Grill? (Coded)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Location	10	4.0	20.0	20.0
	Building	3	1.2	6.0	26.0
	Not aware	20	7.9	40.0	66.0
	Don't eat out	2	.8	4.0	70.0
	No particular reason	2	.8	4.0	74.0
	Visiting/Distance	6	2.4	12.0	86.0
	Food	2	.8	4.0	90.0
	Negative WofM	5	2.0	10.0	100.0
	Total	50	19.8	100.0	
Missing	System	203	80.2		
Total		253	100.0		

Q3 Number of noon (lunch) meals eaten in last 3 months.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	12	4.7	5.9	5.9
	1	17	6.7	8.4	14.3
	2	37	14.6	18.2	32.5
	3	33	13.0	16.3	48.8
	4	17	6.7	8.4	57.1
	5	27	10.7	13.3	70.4
	6	18	7.1	8.9	79.3
	7	2	.8	1.0	80.3
	8	6	2.4	3.0	83.3
	10	16	6.3	7.9	91.1
	11	1	.4	.5	91.6
	12	6	2.4	3.0	94.6
	13	2	.8	1.0	95.6
	15	2	.8	1.0	96.6
	20	6	2.4	3.0	99.5
	25	1	.4	.5	100.0
		Total	203	80.2	100.0
Missing	System	50	19.8		
Total		253	100.0		

Q3 Number of evening (dinner) meals eaten last 3 months

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	21	8.3	10.4	10.4
	1	19	7.5	9.4	19.8
	2	25	9.9	12.4	32.2
	3	31	12.3	15.3	47.5
	4	19	7.5	9.4	56.9
	5	36	14.2	17.8	74.8
	6	11	4.3	5.4	80.2
	7	5	2.0	2.5	82.7
	8	15	5.9	7.4	90.1
	9	3	1.2	1.5	91.6
	10	8	3.2	4.0	95.5
	12	4	1.6	2.0	97.5
	15	4	1.6	2.0	99.5
	20	1	.4	.5	100.0
	Total	202	79.8	100.0	
Missing	System	51	20.2		
Total		253	100.0		

Q4 One thing you like best about Lakeside Grill

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	61	24.1	24.1	24.1
atmosphere	1	.4	.4	24.5
Atmosphere	6	2.4	2.4	26.9
attractive waitresse	1	.4	.4	27.3
Convenient	1	.4	.4	27.7
Convenient for me	1	.4	.4	28.1
Covnenient	1	.4	.4	28.5
food	16	6.3	6.3	34.8
Food	65	25.7	25.7	60.5
Food and location	1	.4	.4	60.9
food and service	1	.4	.4	61.3
Food and service is good	1	.4	.4	61.7
Food and waitresses	1	.4	.4	62.1
Food is fantastic	1	.4	.4	62.5
food is great	1	.4	.4	62.8
Food Taste	2	.8	.8	63.6
Food tastes good	3	1.2	1.2	64.8
Friendly place	1	.4	.4	65.2
Good chicken fingers	1	.4	.4	65.6
Good food	1	.4	.4	66.0
Good hamburgers	1	.4	.4	66.4
Good value	2	.8	.8	67.2
good variety of food	1	.4	.4	67.6
great desserts	1	.4	.4	68.0
great food	2	.8	.8	68.8
Great food	3	1.2	1.2	70.0
Great servcie	1	.4	.4	70.4
Great service	6	2.4	2.4	72.7
I like the food	1	.4	.4	73.1
Like the service	1	.4	.4	73.5
Like variety of food	1	.4	.4	73.9
location	1	.4	.4	74.3
Location	5	2.0	2.0	76.3
Love atmosphere	1	.4	.4	76.7
Menu options	1	.4	.4	77.1
Nice atmosphere	1	.4	.4	77.5

Q4 One thing you like best about Lakeside Grill

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Nice variety of food	1	.4	.4	77.9
	nothing	1	.4	.4	78.3
	Owner	1	.4	.4	78.7
	Owner is wonderful	1	.4	.4	79.1
	people	1	.4	.4	79.4
	People	1	.4	.4	79.8
	People are nice	2	.8	.8	80.6
	People who work there	1	.4	.4	81.0
	Prices	9	3.6	3.6	84.6
	Prices reasonable	1	.4	.4	85.0
	service	7	2.8	2.8	87.7
	Service	21	8.3	8.3	96.0
	variety	1	.4	.4	96.4
	Variety	2	.8	.8	97.2
	waiters	3	1.2	1.2	98.4
	waitresses	1	.4	.4	98.8
	Waitresses	1	.4	.4	99.2
	Waitresses are great	1	.4	.4	99.6
	waitstaff is great	1	.4	.4	100.0
	Total	253	100.0	100.0	

Q4 One thing you like best about Lakeside Grill (Coded)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Atmosphere	9	3.6	4.7	4.7
	Staff	16	6.3	8.4	13.1
	Convenience	3	1.2	1.6	14.7
	Food	109	43.1	57.1	71.7
	Value	2	.8	1.0	72.8
	Service	36	14.2	18.8	91.6
	Location	6	2.4	3.1	94.8
	Prices	10	4.0	5.2	100.0
	Total	191	75.5	100.0	
Missing	System	62	24.5		
Total		253	100.0		

Q5 One thing you dislike about Lakeside Grill

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	65	25.7	25.7	25.7
appearance	2	.8	.8	26.5
Appearance	3	1.2	1.2	27.7
Appearance of the building	2	.8	.8	28.5
bad location	1	.4	.4	28.9
bad service	1	.4	.4	29.2
Bad wait staff	1	.4	.4	29.6
Bathrooms are awful	1	.4	.4	30.0
building looks bad	1	.4	.4	30.4
Building needs remodeling	1	.4	.4	30.8
Building's appearance	2	.8	.8	31.6
Dirty inside and outside	1	.4	.4	32.0
Distance	2	.8	.8	32.8
everything is great	1	.4	.4	33.2
Everything is great	1	.4	.4	33.6
exterior appear	1	.4	.4	34.0
Exterior is bad	2	.8	.8	34.8
Food is not always same	2	.8	.8	35.6
Food is not the best	1	.4	.4	36.0
Food Quantity	2	.8	.8	36.8
Furniture inside	1	.4	.4	37.2
Horrible building	1	.4	.4	37.5
Horrible service	1	.4	.4	37.9
Inconsistent service	1	.4	.4	38.3
inside looks bad	2	.8	.8	39.1
Inside needs remodeling	1	.4	.4	39.5
Inside of restaurant	1	.4	.4	39.9
interior needs remodel	1	.4	.4	40.3
Interior needs work	1	.4	.4	40.7
Interror looks bad	1	.4	.4	41.1
location	9	3.6	3.6	44.7
Location	11	4.3	4.3	49.0
More menu options	1	.4	.4	49.4
Need a salad bar	1	.4	.4	49.8
Need healthier food	1	.4	.4	50.2

Q5 One thing you dislike about Lakeside Grill

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Need healthier options	2	.8	.8	51.0
	Need Mexican food options	1	.4	.4	51.4
	Need more menu options	1	.4	.4	51.8
	Need more menu selections	1	.4	.4	52.2
	need more options	1	.4	.4	52.6
	Need more variety	2	.8	.8	53.4
	Need some chips and dip	1	.4	.4	53.8
	Need some nice desserts	1	.4	.4	54.2
	Need to design a new menu	1	.4	.4	54.5
	needs painting	1	.4	.4	54.9
	Needs remodeling	1	.4	.4	55.3
	no appetizers	6	2.4	2.4	57.7
	no kid's menu	1	.4	.4	58.1
	no Mexican dishes	1	.4	.4	58.5
	No pies for dessert	1	.4	.4	58.9
	not always clea	1	.4	.4	59.3
	not always clean	1	.4	.4	59.7
	nothing for kid	1	.4	.4	60.1
	Nothing for kids	1	.4	.4	60.5
	Old furniture	1	.4	.4	60.9
	parking	9	3.6	3.6	64.4
	Parking	13	5.1	5.1	69.6
	parking is bad sometimes	1	.4	.4	70.0
	Poor menu options	2	.8	.8	70.8
	poor service	1	.4	.4	71.1
	prices	6	2.4	2.4	73.5
	Prices too high	1	.4	.4	73.9
	Rude waiters	1	.4	.4	74.3
	service	1	.4	.4	74.7
	Service	2	.8	.8	75.5
	Service inconsistent	3	1.2	1.2	76.7
	Service is bad	1	.4	.4	77.1
	Service is slow	2	.8	.8	77.9
	service is too slow	1	.4	.4	78.3

Q5 One thing you dislike about Lakeside Grill

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Service slow	1	.4	.4	78.7
	Service was horrible	1	.4	.4	79.1
	slow	1	.4	.4	79.4
	Slow	6	2.4	2.4	81.8
	Slow at times	1	.4	.4	82.2
	slow service	2	.8	.8	83.0
	slow sometimes	1	.4	.4	83.4
	Slow sometimes	3	1.2	1.2	84.6
	Some of the waiters	2	.8	.8	85.4
	Sometimes its too slow	1	.4	.4	85.8
	Sometimes too slow	1	.4	.4	86.2
	Stuff for kids to eat	1	.4	.4	86.6
	Takes too long to get food	4	1.6	1.6	88.1
	terrible service	1	.4	.4	88.5
	Too few menu choice	1	.4	.4	88.9
	Too much fried foods	1	.4	.4	89.3
	too slow	5	2.0	2.0	91.3
	Too slow	2	.8	.8	92.1
	Variety	2	.8	.8	92.9
	Wait is too long	1	.4	.4	93.3
	Wait staff person rude	1	.4	.4	93.7
	wait staff is rude	1	.4	.4	94.1
	wait time	1	.4	.4	94.5
	Wait time	10	4.0	4.0	98.4
	waiting for foo	1	.4	.4	98.8
	waiting for food	1	.4	.4	99.2
	Waiting time	2	.8	.8	100.0
	Total	253	100.0	100.0	

Q5 One thing you dislike about Lakeside Grill (Coded)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Appearance (exterior)	15	5.9	8.1	8.1
	Service	14	5.5	7.5	15.6
	Staff	6	2.4	3.2	18.8
	Interior	15	5.9	8.1	26.9
	Prices	7	2.8	3.8	30.6
	Distance/Location	23	9.1	12.4	43.0
	Food	37	14.6	19.9	62.9
	Parking	23	9.1	12.4	75.3
	Wait time (slow)	46	18.2	24.7	100.0
	Total	186	73.5	100.0	
Missing	System	67	26.5		
Total		253	100.0		

Q7 Rank Fisherman's Paradise

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most preferred	48	19.0	25.8	25.8
	second most preferred	29	11.5	15.6	41.4
	third most preferred	58	22.9	31.2	72.6
	fourth most preferred	48	19.0	25.8	98.4
	least preferred	3	1.2	1.6	100.0
	Total	186	73.5	100.0	
Missing	System	67	26.5		
Total		253	100.0		

Q7 Rank Captain D's

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most preferred	9	3.6	4.6	4.6
	second most preferred	5	2.0	2.6	7.2
	third most preferred	7	2.8	3.6	10.8
	fourth most preferred	41	16.2	21.0	31.8
	least preferred	133	52.6	68.2	100.0
	Total	195	77.1	100.0	
Missing	System	58	22.9		
Total		253	100.0		

Q7 Rank Lakeside Grill

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most preferred	60	23.7	30.0	30.0
	second most preferred	52	20.6	26.0	56.0
	third most preferred	56	22.1	28.0	84.0
	fourth most preferred	25	9.9	12.5	96.5
	least preferred	7	2.8	3.5	100.0
	Total	200	79.1	100.0	
Missing	System	53	20.9		
Total		253	100.0		

Q7 Rank Jonny's Po' Boys

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most preferred	20	7.9	10.1	10.1
	second most preferred	70	27.7	35.2	45.2
	third most preferred	40	15.8	20.1	65.3
	fourth most preferred	54	21.3	27.1	92.5
	least preferred	15	5.9	7.5	100.0
	Total	199	78.7	100.0	
Missing	System	54	21.3		
Total		253	100.0		

Q7 Rank Happy Times Bar

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most preferred	63	24.9	33.5	33.5
	second most preferred	44	17.4	23.4	56.9
	third most preferred	37	14.6	19.7	76.6
	fourth most preferred	25	9.9	13.3	89.9
	least preferred	19	7.5	10.1	100.0
	Total	188	74.3	100.0	
Missing	System	65	25.7		
Total		253	100.0		

Q8 Have you eaten at Fisherman's Paradise?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	184	72.7	91.1	91.1
	No	18	7.1	8.9	100.0
	Total	202	79.8	100.0	
Missing	System	51	20.2		
Total		253	100.0		

Q9 Compared to Lakeside Grill, how would you rate Fisherman's Paradise?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Much worse	2	.8	1.1	1.1
	Worse	30	11.9	16.0	17.0
	About same	87	34.4	46.3	63.3
	Better	58	22.9	30.9	94.1
	Much better	11	4.3	5.9	100.0
	Total	188	74.3	100.0	
Missing	System	65	25.7		
Total		253	100.0		

Q9 Compared to Lakeside Grill, how would you rate Fisherman's Paradise? (Recoded 3 Categories)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Eat less at Lakeside Grill	32	12.6	18.1	18.1
	Eat about the same at Lakeside Grill	87	34.4	49.2	67.2
	Eat more at Lakeside Grill	58	22.9	32.8	100.0
	Total	177	70.0	100.0	
Missing	System	76	30.0		
Total		253	100.0		

Q10 How has the opening of Fisherman's Paradise affected patronage of Lakeside Grill

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Quit eating at Lakeside Grill	6	2.4	3.1	3.1
	Eat less at Lakeside Grill	44	17.4	22.8	25.9
	Eat about the same at Lakeside Grill	117	46.2	60.6	86.5
	Eat more at Lakeside Grill	26	10.3	13.5	100.0
	Total	193	76.3	100.0	
Missing	System	60	23.7		
Total		253	100.0		

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DESCRIPTIVES VARIABLES=Q3NumbNoon Q3NumbEvening
  /STATISTICS=MEAN STDDEV MIN MAX.
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Descriptives

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[DataSet1] C:\Documents and Settings\Ken Clow\My Documents\Textbooks\Marketing
Research\SPSS\Chapter 12 Lakeside Grill Data.sav
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Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Q3 Number of noon (lunch) meals eaten in last 3 months.	203	0	25	4.96	4.417
Q3 Number of evening (dinner) meals eaten last 3 months	202	0	20	4.33	3.412
Valid N (listwise)	202				

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DESCRIPTIVES VARIABLES=Q6FoodQual Q6FoodQuan Q6Menu Q6FoodTaste Q6Service Q6Sp
eed Q6Exterior Q6Interior Q6Atmosphere Q6Location Q6Parking Q6Satisfaction
  /STATISTICS=MEAN STDDEV MIN MAX.
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Descriptives

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[DataSet1] C:\Documents and Settings\Ken Clow\My Documents\Textbooks\Marketing
Research\SPSS\Chapter 12 Lakeside Grill Data.sav
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Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Q6 Rate Food quality	203	2	5	4.40	.685
Q6 Rate Food quantity	203	1	5	4.18	.789
Q6 Rate Menu selection	203	1	5	3.96	1.009
Q6 Rate Food taste	203	3	5	4.48	.624
Q6 Rate Level of service	203	1	5	3.80	1.105
Q6 Rate Speed of service	203	1	5	3.06	1.286
Q6 Rate Exterior appearance	203	1	5	3.21	.901
Q6 Rate Interior appearance	203	1	5	2.88	.980
Q6 Rate Restaurant atmosphere	201	1	5	3.64	.971
Q6 Rate Location	203	1	5	3.61	1.220
Q6 Rate Parking	202	1	5	2.76	1.062
Q6 Rate Overall satisfaction	203	1	5	4.03	.867
Valid N (listwise)	200				

DESCRIPTIVES VARIABLES=Q11Minidesert Q11Bread Q11Halfportions Q11Healthier Q11 Kidsmenus Q11Entertain Q11Lunch
 /STATISTICS=MEAN STDDEV MIN MAX.

Descriptives

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Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Q11 Add new mini-desrts	200	1	5	3.04	1.473
Q11 Add free bread before meal	200	1	5	4.02	1.258
Q11 Add half-portions of meals	198	1	5	3.09	1.545
Q11 Add healthier foods	201	1	5	3.86	1.286
Q11 Add kid's menus	200	1	5	2.22	1.367
Q11 Add entertainment	197	1	5	2.73	1.527
Q11 Add lunch menu	194	1	5	3.70	1.368
Valid N (listwise)	190				

DESCRIPTIVES VARIABLES=Q12AdvertiseRadio Q12AdvertiseTV Q12AdvertiseNewspaper Q12Coupons Q12Priceoffs

/STATISTICS=MEAN STDDEV MIN MAX.

Descriptives

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Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Q12 Advertising on radio	198	1	5	2.74	1.274
Q12 Advertising on TV	198	1	5	3.43	1.239
Q12 Advertising in the newspaper	197	1	5	2.26	1.270
Q12 Coupons	199	1	5	2.99	1.575
Q12 Price-off meals at various times	201	1	5	4.33	1.046
Valid N (listwise)	196				