

Lakeside Grill Restaurant

1. Have you ever eaten a meal at the Lakeside Grill?

_____ Yes (Please skip to Question 3 and answer all of the remaining questions)

_____ No (Please answer only Question 2. Thank you for participating in this survey)

2. If you have not eaten at Lakeside Grill, can you tell us why?

3. In the last three months, approximately how many times have you eaten the following meals at Lakeside Grill?

_____ Noon (Lunch) _____ Evening (Dinner)

4. What is the one thing you like best about the Lakeside Grill?

5. What is the one thing you dislike the most about the Lakeside Grill?

6. Please rate your level of satisfaction with Lakeside Grill for each of the following on a scale from very unsatisfied to very satisfied.

	Very unsatisfied	Unsatisfied	Neutral/No opinion	Satisfied	Very Satisfied
Food Quality	1	2	3	4	5
Food Quantity	1	2	3	4	5
Menu Selection	1	2	3	4	5
Food Taste	1	2	3	4	5
Level of Service	1	2	3	4	5
Speed of Service	1	2	3	4	5
Exterior Appearance	1	2	3	4	5
Interior Appearance	1	2	3	4	5
Restaurant Atmosphere	1	2	3	4	5
Location	1	2	3	4	5
Parking	1	2	3	4	5
Overall satisfaction	1	2	3	4	5

7. Please rank order the following restaurants in terms of preference, with one being your most preferred restaurant, two being the second most preferred, three being third most preferred, four being fourth most preferred and five being your least preferred restaurant.

_____ Fisherman's Paradise

_____ Captain D's

_____ Lakeside Grill

_____ Jonny's Po'Boys

_____ Happy Times Bar

8. Recently, a new restaurant called Fisherman's Paradise opened near the Lakeside Grill. Have you ever eaten at the Fisherman's Paradise? _____ Yes _____ No

9. In comparison to the Lakeside Grill, how would you rate the Fisherman's Paradise on the following scale? (Please circle your response)

Much worse Worse About the same Better Much better

10. Since the Fisherman's Paradise restaurant opened, how has it affected your patronage of Lakeside Grill?

_____ I quit eating at Lakeside Grill

_____ I eat at less at Lakeside Grill

_____ I eat about the same at Lakeside Grill

_____ I eat more at the Lakeside Grill

11. For each of the following, indicate how important you believe each would be in your decision to eat at the Lakeside Grill.

	Not very important	not important	neutral	important	very important
New mini-desert	1	2	3	4	5
Free bread before meal	1	2	3	4	5
Half-portions of meals	1	2	3	4	5
Healthier foods	1	2	3	4	5
Kid's menus	1	2	3	4	5
Entertainment	1	2	3	4	5
Lunch menu	1	2	3	4	5

12. Lakeside Grill wants to increase their customer base. Please indicate how important each of the following would be for you, your friends, and your relatives in choosing Lakeside Grill for a meal.

	Not very important	not important	neutral	important	very important
Advertising on radio	1	2	3	4	5
Advertising on TV	1	2	3	4	5
Advertising in the newspaper	1	2	3	4	5
Coupons	1	2	3	4	5
Price-off meals at various times	1	2	3	4	5

Now just a few more questions about you:

Your Age: 18-29 30-39 40-49 50-59 60+

Your Gender: Female Male

Your Family Income: \$0 to \$24,999 \$25,000 to \$49,999 \$50,000 to \$74,999
 \$75,000 to \$99,999 \$100,000 or more

How far do you live from Lakeside Grill?

0-1 mile 1-2 miles 3-5 miles 6-9 miles 10-19 miles 20+ miles

How far do you work or go to school from Lakeside Grill?

0-1 mile 1-2 miles 3-5 miles 6-9 miles 10-19 miles 20+ miles

Thank you for completing this survey.