

## Significant and Interesting Findings Lakeside Grill Data

### **Descriptive Analysis**

1. The primary reasons individuals had not eaten at the Lakeside Grill is unawareness (40%) and location (20%).
2. In terms of the one thing individuals liked about Lakeside Grill the top answer was food indicated by 57.1%. The next category was a distant second, service at 18.8%.
3. For the one thing individuals disliked about Lakeside Grill, the top two responses were wait time (24.7%) and food (19.9%).
4. Lakeside Grill was ranked most preferred by 30% of the sample and second most preferred by 26%. Happy Times Bar was ranked first the most, 33.5%, followed by Lakeside Grill, and then Fisherman's Paradise at 25.8%.
5. Approximately 36.8% of the sample believed the food at Fisherman's Paradise was better or much better than Lakeside's food.
6. Approximately 25.9% each at Lakeside less or not at all since Fisherman's Paradise opened.
7. In terms of Question 6, Lakeside Grill scored high for food taste, food quality, food quantity, and overall satisfaction.
8. In terms of Question 6, Lakeside Grill scored low for parking, interior appearance, and speed of service.
9. In terms of Question 11, adding bread had the highest score followed by adding healthier food and a lunch menu.
10. In terms of Question 12, price-off meals at various times was most highly recommended. Advertising on TV was moderately recommended.

### **Independent Sample T-Tests**

1. For Question 6 about rating the Lakeside Grill, significant differences were found for menu selection, level of service, interior appearance, atmosphere, location, parking and overall satisfaction. Females rated the menu selection higher than males. For all of the other significant differences ratings by females were lower.
2. Location was the only item in Question 6 based on the type of diner. Location was rated lower by the evening diners.
3. For Question 11 based on gender, females had significantly higher responses for adding mini-dessert, half-portions of meals, healthier foods, and a kid's menu.
4. For Question 11, only adding a kid's menu was significantly different based on type of diner. Evening diners rated it higher than lunch diners, but both means were low (2.47, 1.77).
5. For Question 12, males had a higher response to advertising on the radio and females a higher response for offering coupons.
6. For Question 12, the only significant difference was advertising in the newspaper, with a higher response by evening diners.

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### **ANOVA Tests for Question 6**

1. Ratings for food quality, food quantity, menu selection, food taste, level of service, atmosphere, location, and overall satisfaction were significant. All were rated higher as the level of usage increased.
2. The only rating significantly different based on type of diner was location. Both the evening and lunch diners rated location higher than someone who ate both meals equally.
3. Significantly different based on age were food quality, food quantity, menu selection, exterior appearance, and parking. It was difficult to see any distinct patterns except for menu selection where rating appeared to increase with a person's age.
4. Significantly based on income were food quantity, menu selection, speed of service, location, and overall satisfaction. No distinct patterns were visible.
5. Significantly different based on distance the person lives from Lakeside Grill were food quality, food quantity, menu selection, food taste, exterior appearance, location, and overall satisfaction. Except for exterior appearance, all of the other variables displayed a U-shaped pattern with individuals who lived close and further away having the highest ratings.
6. The only significant difference based on distance the person works from Lakeside Grill was location, which tended to be rated highest by those working closer.

### **ANOVA Tests for Question 11**

1. Based on the level of usage, adding new desserts, a kid's menu, and lunch menu were significantly different. Mini-desserts were most important to moderate users, kid's menu was most important to light and moderate users, and lunch menu was more important to moderate and heavy users.
2. Based on type of diner, adding a kid's menu and adding entertainment were significantly different. For both, it was preferred by evening diners and individuals who eat both meals at Lakeside more than lunch diners.
3. Based on the respondent's age, adding new mini-desserts, offering half-portions of meals, adding healthier menu items, adding a kid's menu, and adding entertainment were significantly different. It was hard to see any distinct patterns except for adding a kid's menu and adding entertainment. For the kid's menu, the scores were highest for individuals 30-39 and 40-49. For adding entertainment, the scores declined with age.
4. Based on the respondent's income, adding a kid's menu, adding entertainment, and adding a lunch menu were significantly different. No distinct patterns were present.
5. Based on the where the respondent lives, adding a kid's menu, adding entertainment, and adding a lunch menu were significantly different. No distinct patterns were present, except for adding entertainment. The closer the respondent lived to Lakeside, the more desirable entertainment was.
6. Nothing was significant based on where the respondent worked.

### **ANOVA Tests for Question 12**

1. No significant differences were found based on the type of user.
2. Only one significant difference was found based on type of diner. Evening diners had a higher preference for coupons.
3. Significant differences for age were advertising on the radio, advertising in the newspaper, offering coupons and offering price-offs for meals at various times. Advertising in the newspaper tended to increase with age, coupon desirability tended to decline with age, and the other two did not display any distinctive patterns.
4. Significant differences for income were advertising on radio and offering coupons. Advertising on radio did not follow any particular pattern but offering coupons tended to decline with income.
5. Only significant difference based on the distance the individual lives from the Lakeside Grill was advertising on the radio.
6. No significant differences were found based on the distance the individual worked from Lakeside Grill.

### **Paired T-Test**

1. A significant difference was found, The relationship is an inverse relationship. The better the person saw the food at Fisherman's Paradise the less they ate at Lakeside Grill.

### **Chi-Square of Ranking of Lakeside Grill**

1. Since the chi-square by age had 7 cells with expected counts less than 5 the results were ignored.
2. Significant differences were found based on gender. Males tend to rank Lakeside Grill higher than females.
3. Since the chi-square by income had 7 cells with expected counts less than 5 the results were ignored.
4. No significant differences were found based on where the person lives or works.

### **Chi-Square of Changes in Eating at Lakeside Grill Because of New Competitor**

1. Significant differences were found based on usage. Moderate and heavy users indicated they ate less at Lakeside Grill than light users.
2. Significant differences were found based on type of diner. Evening and noon diners indicated they ate less at Lakeside Grill than individuals who ate both meals equally.
3. Significant differences were found based on age. Individuals 18-29 and 50-59 indicated they ate less at Lakeside Grill than individuals in the other age categories.
4. No significant differences were found based on gender.

5. Since the chi-square by income had 2 cells with expected counts less than 5 the results were ignored.
6. No significant differences were found based on where the person lives or works.