

**This survey is carried out by X Research Services. The survey studies attitudes and preferences related to the planned restaurant.**

**There are many kinds of restaurants but this survey focuses on a particular type of restaurant:**

- menu has a wide variety of starters, main courses and desserts
- a waiter brings the food to the table

1. Do you eat at this type of restaurant at least once a fortnight?

1. Yes ... Continue
2. No ... Quit survey

2. How many euros per month would you estimate you spend on restaurant food? \_\_\_\_\_

**Please read the following short description of a high quality restaurant and answer the following questions.**

*It is an elegantly decorated restaurant with customers getting personal service in a quiet environment. The menu has both traditional and more special dishes prepared by top-class chefs. Dishes are priced separately on the à la carte list.*

3. How likely would you think that you belong to the customer base of that restaurant?

1. Very unlikely
2. Somewhat unlikely
3. Uncertain
4. Somewhat likely
5. Very likely

4. What price would you expect the main course of the dinner to be (does not include starters, dessert or drinks)? \_\_\_\_\_

5. Do you often listen to the radio?

1. Yes
2. No. Go to question 7

6. What type of radio program do you listen to most often?

1. jazz or blues
2. classical music
3. pop or rock music
4. news program
5. no particular favorite

7. Do you regularly watch the local TV channel?

1. Yes
2. No. Go to question 9

8. What time do you usually watch the local TV channel?

1. in morning
2. before noon
3. in afternoon

4. in evening

9. Do you read newspapers?

1. Yes
2. No. Go to question 11

10. Which section of the newspaper do you read most often?

1. editorial
2. economy
3. local news
4. sports news
5. health and well-being
6. no particular favorite

**In the following questions, you are supposed to rate which of the opinions of the restaurant's features are meaningful to you. If the feature is very important to you, select "Completely agree". If the feature is of no importance to you, select "Totally disagree".**

11. Lake view

1. Totally disagree
2. Somewhat disagree
3. Neither agree nor disagree
4. Somewhat agree
5. Completely agree

12. Location less than 30 minutes drive from your home.

1. Totally disagree
2. Somewhat disagree
3. Neither agree nor disagree
4. Somewhat agree
5. Completely agree

13. Staff wearing formal uniform (for example tuxedo)

1. Totally disagree
2. Somewhat disagree
3. Neither agree nor disagree
4. Somewhat agree
5. Completely agree

14. Wide selection of main dishes

1. Totally disagree
2. Somewhat disagree
3. Neither agree nor disagree
4. Somewhat agree
5. Completely agree

15. Local speciality dishes in the menu

1. Totally disagree

2. Somewhat disagree
3. Neither agree nor disagree
4. Somewhat agree
5. Completely agree

16. Simple Scandinavian interior design (furniture, wall decorations, curtains and so on.)

1. Totally disagree
2. Somewhat disagree
3. Neither agree nor disagree
4. Somewhat agree
5. Completely agree

17. Stylish and decorative interior (furniture, wall decorations, curtains, etc.)

1. Totally disagree
2. Somewhat disagree
3. Neither agree nor disagree
4. Somewhat agree
5. Completely agree

18. String quartet as background music

1. Totally disagree
2. Somewhat disagree
3. Neither agree nor disagree
4. Somewhat agree
5. Completely agree

19. Jazz combo as background music

1. Totally disagree
2. Somewhat disagree
3. Neither agree nor disagree
4. Somewhat agree
5. Completely agree

**A few demographic questions:**

20. Year of birth? \_\_\_\_\_

21. Type of household?

1. I live alone.
2. In a relationship
3. Other

22. Including children under the age of 18, how many people are in your household? \_\_\_\_\_

23. Estimate the combined annual income of your household before taxes?

1. less than 15 000 €
2. 15 000 € – 24 999 €
3. 25 000 € – 49 999 €
4. 50 000 € – 74 999 €

5. 75 000 € – 99 999 €
6. 100 000 € – 149 999 €
7. 150 000 € or more