Analyzing Probable Patrons for The Hobbit's Choice Restaurant

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—

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MKTG 381

Group Project #5

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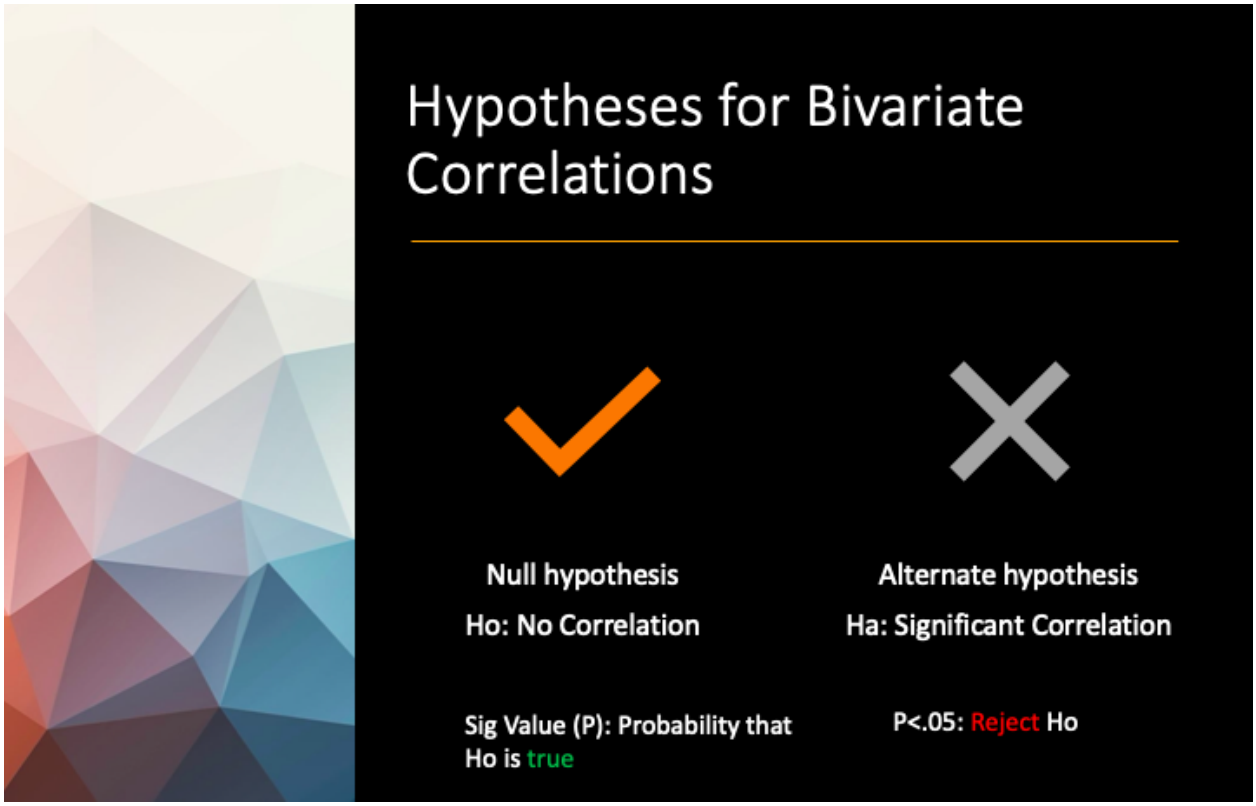
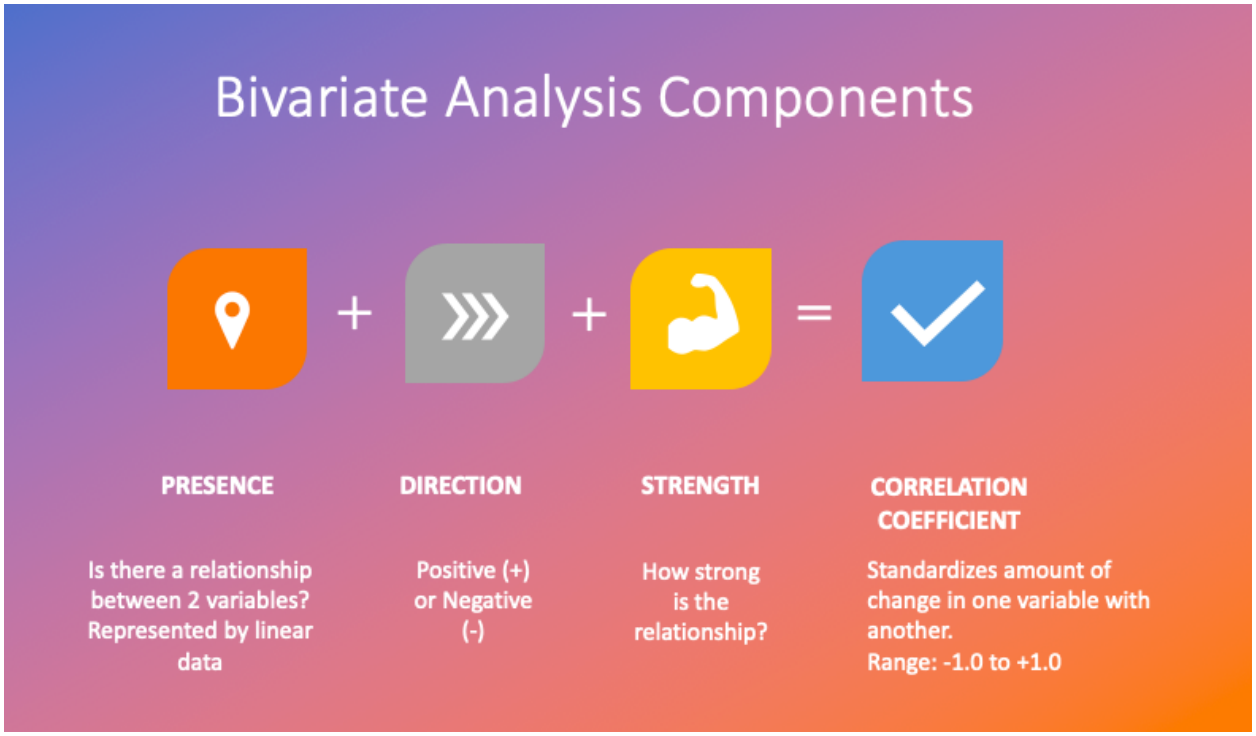
Explanations of Bivariate Correlations


Hypotheses for Bivariate Correlations
Null hypothesis
Ho: No Correlation
Alternate hypothesis
Ha: Significant Correlation
Sig Value (P): Probability that Ho is true
P<.05: Reject Ho


Bivariate Analysis Components
PRESENCE
Is there a relationship between 2 variables? Represented by linear data
DIRECTION
Positive (+) or Negative (-)
STRENGTH
How strong is the relationship?
CORRELATION COEFFICIENT
Standardizes amount of change in one variable with another.
Range: -1.0 to +1.0

Explanations of Chi-Square and Crosstabs Analysis

Chi–Square Analysis (X^2)

Purpose:

To assess if there is a presence of a relationship between 2 variables

Hypotheses for Chi-Square Analysis

Null Hypothesis

Ho: No relationship between 2 variables

Sig Value (P): Probability that Ho is true

Alternate Hypothesis

Ha: Relationship between 2 variables

P<.05: Reject Ho

Chi- Square Table Analysis

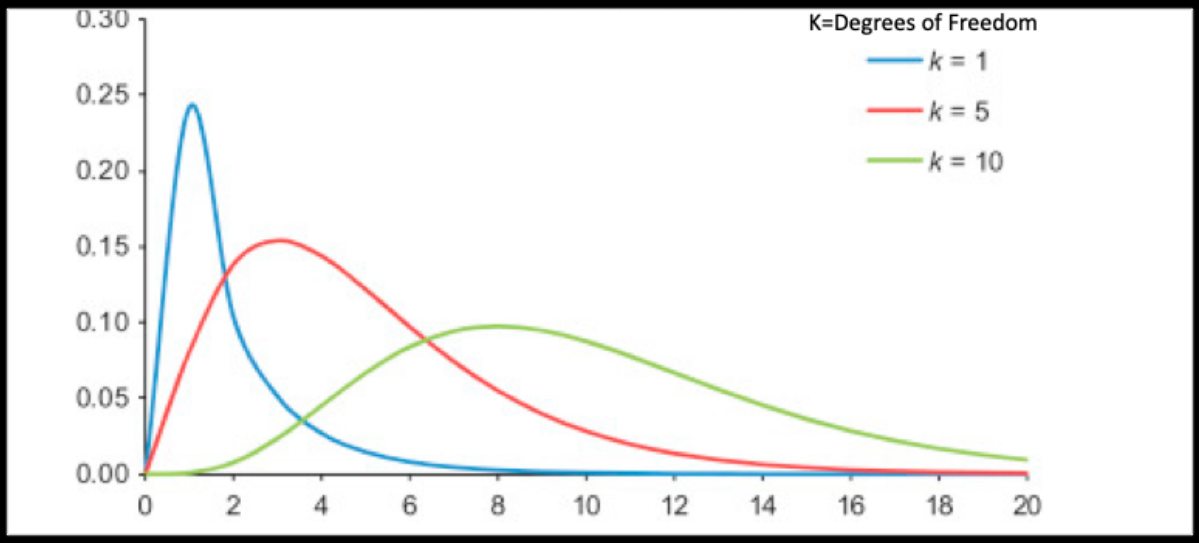
- Examine Pearson Chi Squares
  - X^2 Value =Chi-Square Value
  - df=Degree of Freedom
    - (r-1)(c-1) where r=# of rows & c=# of columns
    - df=*d* in table
  - Sig (2 tailed value)
    - Sig<.05 Reject Ho
  - Critical Value (CV)= bound for rejection zone

Values horizontally across from *d*= confidence level.
Ex: 0.05= 95% Confidence Interval

Critical values of the Chi-square distribution with *d* degrees of freedom

	Probability of exceeding the critical value						
d	0.05	0.01	0.001	*d*	0.05	0.01	0.001
1	3.841	6.635	10.828	11	19.675	24.725	31.264
2	5.991	9.210	13.816	12	21.026	26.217	32.910
3	7.815	11.345	16.266	13	22.362	27.688	34.528
4	9.488	13.277	18.467	14	23.685	29.141	36.123
5	11.070	15.086	20.515	15	24.996	30.578	37.697
6	12.592	16.812	22.458	16	26.296	32.000	39.252
7	14.067	18.475	24.322	17	27.587	33.409	40.790
8	15.507	20.090	26.125	18	28.869	34.805	42.312
9	16.919	21.666	27.877	19	30.144	36.191	43.820
10	18.307	23.209	29.588	20	31.410	37.566	45.315

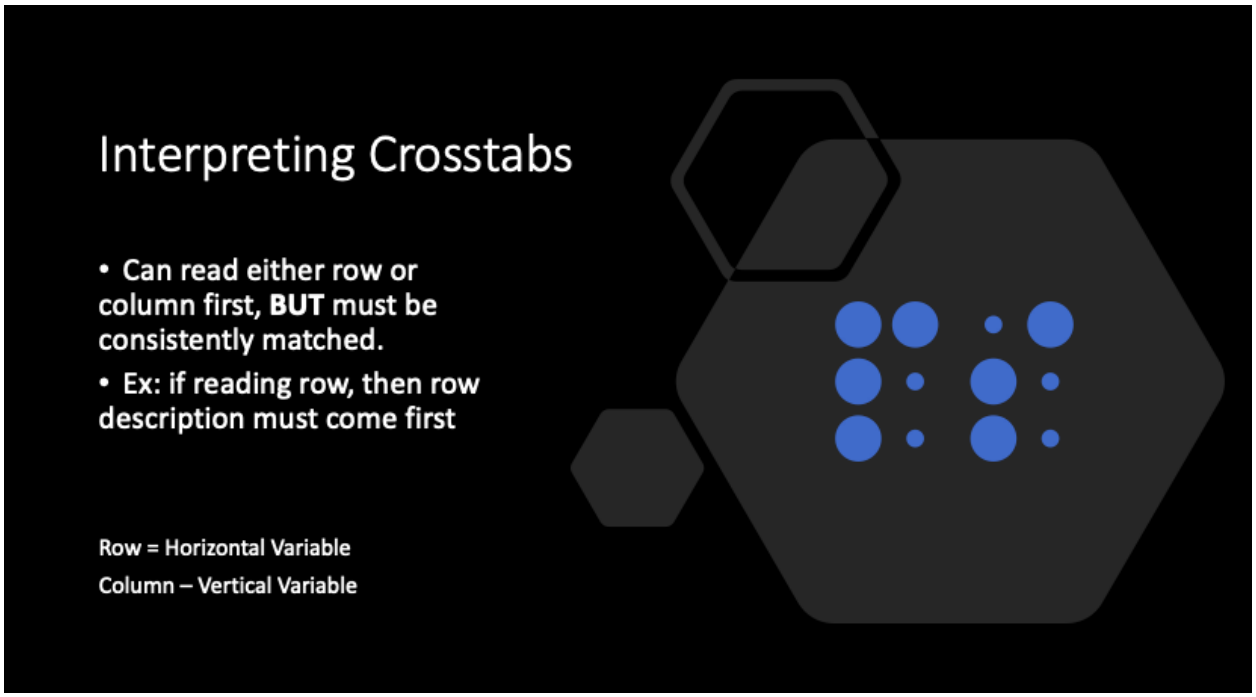
https://www.mun.ca/biology/scarr/4250_Chi-square_critical_values.html



Reading Degrees of Freedom

As degree of freedom increase, critical value increases slightly

https://www.sciencedirect.com/topics/mathematics/chi-square-distribution



Preferred Restaurant Attributes for People who Drive Less Than 30 Minutes to get to Restaurant

Case Question:

Perform the correct analysis and interpret your findings with regard to The Hobbit's Choice Restaurant menu, décor, and atmosphere for those people who prefer to drive less than 30 minutes to get to the restaurant.

For restaurant attributes we ran Bivariate Correlations with the Pearson Test for the following variables: Menu, Décor, and Atmosphere for those who prefer to drive less than 30 minutes to get to the restaurant.

Null Hypothesis (Ho):

There is no correlation between the given restaurant attributes and people who drive less than 30 minutes to the restaurant.

Alternate Hypothesis (Ha):

There is a significant correlation between the given restaurant attributes and people who drive less than 30 minutes to the restaurant.

Sig Value (p):

The probability Ho is true. (If <.05 reject Ho, If >.05 accept Ho)
Our Sig Value: <.001 [1]

Restaurant Attribute Marketing Implications

Product: The restaurant should focus on offering unusual desserts and entrees to intrigue customers considering there is a positively moderate correlation between those two variables and a drive < 30 minutes.

Place: There is a strong negative correlation between a drive < 30 minutes and preferring a waterfront view. This means that the restaurant should not be located near the water because respondents strongly do not prefer to have a waterfront view.

Price: The restaurant has room to make their menu item prices higher. With people preferring a large variety of entrees, this can include more prep work and ordering for the kitchen because the menu would be large so in order for the restaurant to profit they would need to up the prices. Elegant decor also has a strong positive correlation indicating the restaurant will need to spend more money to make the atmosphere high-end.

[1] See Appendix 1 Menu, Atmosphere, Decor, Driving Time

Promotion: The restaurant could have live music promoted throughout the week, specifically string quartets because there is a positively moderate correlation with people who prefer a drive < 30 minutes. This can be promoted on billboard signs near towns less than 30 minutes away from the restaurant.

People: With price being higher because of the preference for a more high end restaurant with classical music and elegant decor, our main target market would be people with a higher income and most likely older individuals.

Category	Variable	Correlation	Significance Value	Strength	Implication
	Variables positively correlated with driving less than 30 minutes*:				
Menu	**Prefer Large Variety of Entrees**	0.806**	<.001	Strong	Strong positive correlation between people who prefer to drive < 30 minutes and prefer a large variety of entrees.
Menu	**Prefer Unusual Desserts**	0.768**	<.001	Moderate	Moderately positive correlation between people who

					prefer to drive < 30 minutes and prefer unusual desserts.
Menu	**Prefer Unusual Entrees**	0.765**	<.001	Moderate	Moderately positive correlation between people who prefer to drive < 30 minutes and prefer unusual entrees.
Decor	**Prefer Elegant Decor**	0.819**	<.001	Strong	Strong positive correlation between people who prefer to drive < 30 minutes and prefer elegant decor.
Atmosphere	**Prefer Formal Waitstaff Wearing Tuxedos**	0.799**	<.001	Moderate	Moderately positive correlation between people who prefer to drive < 30 minutes and prefer formal waitstaff wearing tuxedos.

Atmosphere	**Prefer String Quartet**	0.788**	<.001	Moderate	Moderately positive correlation between people who prefer to drive < 30 minutes and prefer string quartet.
	Variables negatively correlated with driving less than 30 minutes*:				
Atmosphere	**Prefer Waterfront View**	-0.805**	<.001	Strong	Strong negative correlation between people who prefer to drive < 30 minutes and prefer a waterfront view.
Atmosphere	**Prefer Jazz Combo**	-.532**	<.001	Weak	Weak negative correlation between people who prefer to drive < 30 minutes and prefer jazz combo.
Decor	**Prefer Simple**	-.793**	<.001	Moderate	Moderately negative

	Decor				correlation between people who prefer to drive < 30 minutes and prefer simple decor.

** Correlation is significant at the 0.01 level (2-tailed) See Appendix 1[2]

*Based on a 5-point scale where 1=very strongly not prefer and 5=very strongly prefer

Write Up: From our sig value being <.001 we can reject the null hypothesis and determine that there is a significant difference between variables. People who prefer driving less than 30 minutes to get to the restaurant, strongly prefer elegant decor and a large variety of entrees. They also moderately prefer formal waitstaff wearing tuxedos, unusual entrees and desserts, and a string quartet. On the other hand, people who drive less than 30 minutes to get to the restaurant, strongly do not prefer a waterfront view and moderately do not prefer simple decor. **A strong relationship means there is a high probability of a dependable relationship between the variables (A coefficient range <.60 is more dependable).**

Age Preferences for Unusual Entrees and Desserts

Case Question:

Do older or younger people want unusual desserts and/or unusual entrees?

For meal preference we ran Bivariate Correlations with the Pearson Test for the following variables: Years Born, Preference for Unusual Entrees, Preference for Unusual Desserts.

[2] See Appendix 1 Menu, Atmosphere, Decor, Driving Time

Null Hypothesis (Ho):

There is no correlation between age and preference for unusual desserts and/or unusual entrees.

Alternate Hypothesis (Ha):

There is a significant correlation between age and preference for unusual desserts and/or unusual entrees.

Meal Marketing Implications in Respect to Age

Product: The product/menu items sold at the restaurant should reflect the preferences of the customers. Because older people prefer both unusual desserts and entrees, the restaurant should focus on providing unusual menu items.

Place: The restaurant should be located somewhere that an older age demographic has easy access to, such as a neighborhood where older people live, because as age increases so does preference for unusual desserts and unusual entrees.

Price: The restaurant should offer their unusual menu items at competitive prices that are targeted towards the income levels of older people in the area, because their preference for unusual items may indicate a willingness to purchase these items over others at competing restaurants.

Promotion: Because unusual desserts and entrees are preferred by older people, the restaurant should promote these menu items towards the older age demographic. An example could be promotion in the form of magazines or newspapers commonly consumed by the older demographic, such as putting an ad in whenever a new unusual dessert or entree is added to the menu.

People: By offering unusual desserts and entrees, the Hobbit's Choice restaurant can expect to appeal to and serve an increased number of older people.

Variable	Correlation	Strength	Implication
Variables positively correlated with "Prefer Unusual Desserts":			
Prefer unusual entrees*	.868**	Strong	People who prefer unusual desserts also prefer unusual entrees.
Variables negatively correlated with "older or younger people":			
Prefer unusual desserts*	-.483**	Weak	As age increases preference for unusual desserts increases.
Prefer unusual entrees*	-.520**	Weak	As age increases preference for unusual entrees increases.

** Correlation is significant at the 0.01 level (2-tailed) See Appendix 2 [3]

*Based on a 5-point scale where 1=very strongly not prefer and 5=very strongly prefer

Write Up: There is a weak negative correlation between preference for unusual entrees and year born, meaning that **as age increases preference for unusual entrees increases.** There is a weak negative correlation between preference for unusual desserts and year born, meaning that **as age increases preference for unusual desserts increases.** There is a strong positive correlation between preference for unusual desserts and preference for unusual entrees, meaning that **people who prefer unusual entrees also prefer unusual desserts.**

[3] See Appendix 2 Unusual Desserts/Entrees

Demographics in Relation to Probable Patrons

Case Question:

Use the variable that distinguishes the “Probable patrons” (likely to patronize Hobbit’s Choice responses 1 or 2) for the “Not probable patrons” (likely to patronize Hobbit’s Choice responses 3,4, or 5) If the probable patrons constitute The Hobbit’s Choice Restaurant target market, what is the demographic makeup of this target market? Use the demographics of household income, education level, gender, and zip code.

For demographics we ran Crosstabs with a Chi-Square Analysis Test for each individual demographic.

Null Hypothesis (Ho):

> There is no relationship between likelihood to patronize the Hobbit’s Choice restaurant and chosen demographic factors.

Alternate Hypothesis (Ha):

> There is a relationship between likelihood to patronize the Hobbit’s Choice restaurant and chosen demographic factors.

Demographic Marketing Implications

Product: The products sold at the restaurant should reflect the needs of the customer base. Menu items can be on the more expensive side, so the ingredients included in the dishes can be of a high quality that is fitting for their higher price tag.

Place: The restaurant should be located in zip code B, due to **82.7%** of the zipcode responding that they are probable customers. Within zip code B, the restaurant should be somewhere that people of the zip code frequent most, such as a popular shopping area, or near businesses.

Price: The prices at the new restaurant can be higher because the target market is mainly those making **$100,000 to $150,000+**. This allows for more money to spend on pricier menu items. The restaurant should spend money on looking more upscale, to fit the clientele.

Promotion: Promotions for the new restaurant should be placed in areas where more wealthy, higher educated people spend their time. Looking into University Reporter data to find a more detailed description of what online or print platforms are frequently used by the target market would be beneficial.

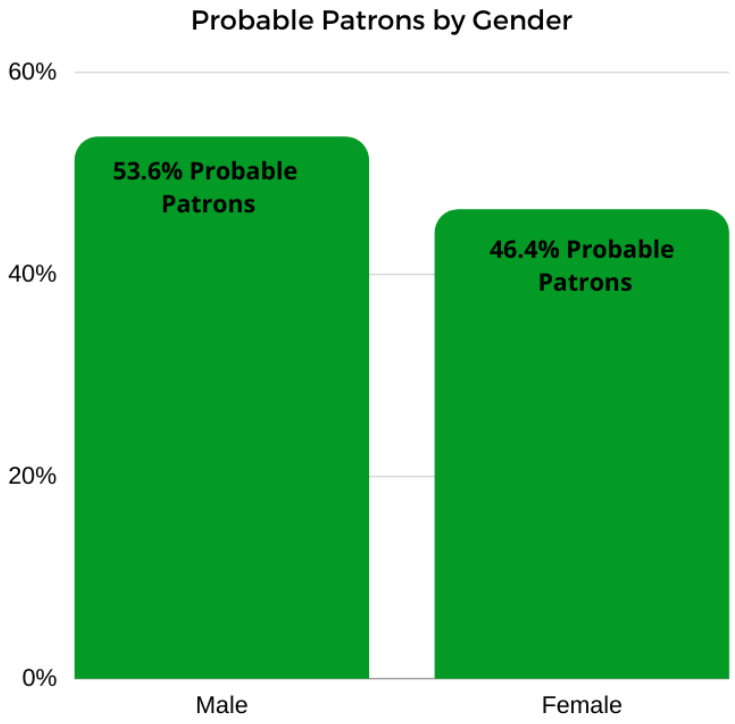
People: The education level of respondents who have a Bachelor's Degree are most likely to be probable patrons (60.0%) of the restaurant. Non-college educated respondents all responded they would not be probable patrons of the restaurant. The restaurant can expect affluent, highly educated patrons, and the staff of the restaurant should reflect their customer base. The people that are patrons of the restaurant are predominantly folks making over **$100K**.

Gender

How likely is each gender to be patrons of the new restaurant?

Genders	% that are probable patrons	Interpretations
Male	53.6%	Of probable patrons 53.6% are male
Female	46.4%	Of probable patrons 46.4% are female

See Appendix 3-3[4]



[5]

Write Up: The sig value is **.516** indicating there is no statistical difference between probable patrons in relation to gender. **Females** are **46.4%** likely to be probable patrons, and **males** are **53.6%** likely to be probable patrons. (Appendix 3-3, Chi Square =.422 p=.516)

[4] See Appendix 3-3 Gender
[5] See Appendix 3-3 Gender

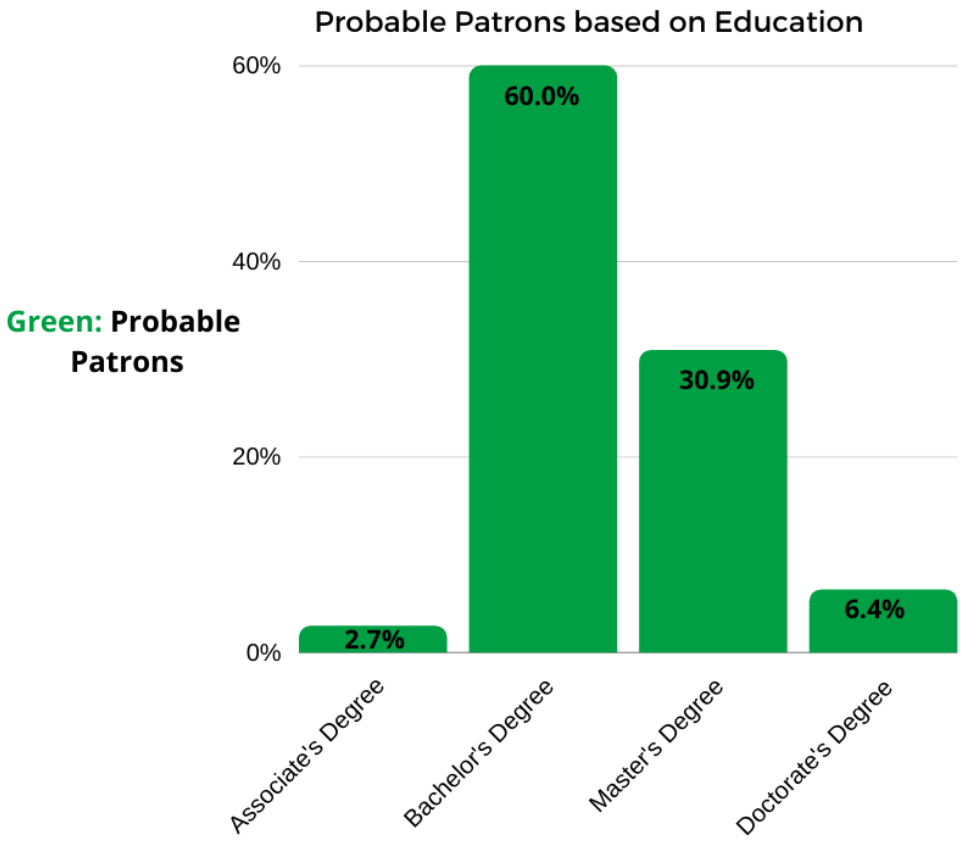
Education Level

How likely is each education level to be patrons of the new restaurant?

Education Levels	% that are probable patrons	Interpretations
Less than High School	0%	Of probable patrons 0% have less than High School education
Some High School	0%	Of probable patrons 0% have some High School education
High School Graduate	0%	Of probable patrons 0% are High School graduates
Some College (No Degree)	0%	Of probable patrons 0% have some college completed with no degree
Associate's Degree	2.7%	Of probable patrons 2.7% have an Associate's Degree
Bachelor's Degree	60.0%	Of probable patrons 60% have a Bachelor's Degree
Master's Degree	30.9%	Of probable patrons 30.9% have a Master's Degree
Doctorate's Degree	6.4%	Of probable patrons 6.4% have a Doctorate's Degree

See Appendix 3-2[6]

[6] See Appendix 3-2 Education



See Appendix 3-2[7]

Write Up: The sig value is < .001 indicating there is a correlation between likelihood to patronize and education level. Probable patrons are more likely to have a Bachelor's Degree (60.0%) than non- probable patrons. (Appendix 3-2, Chi Square 38.027 p<.001)

Household Income

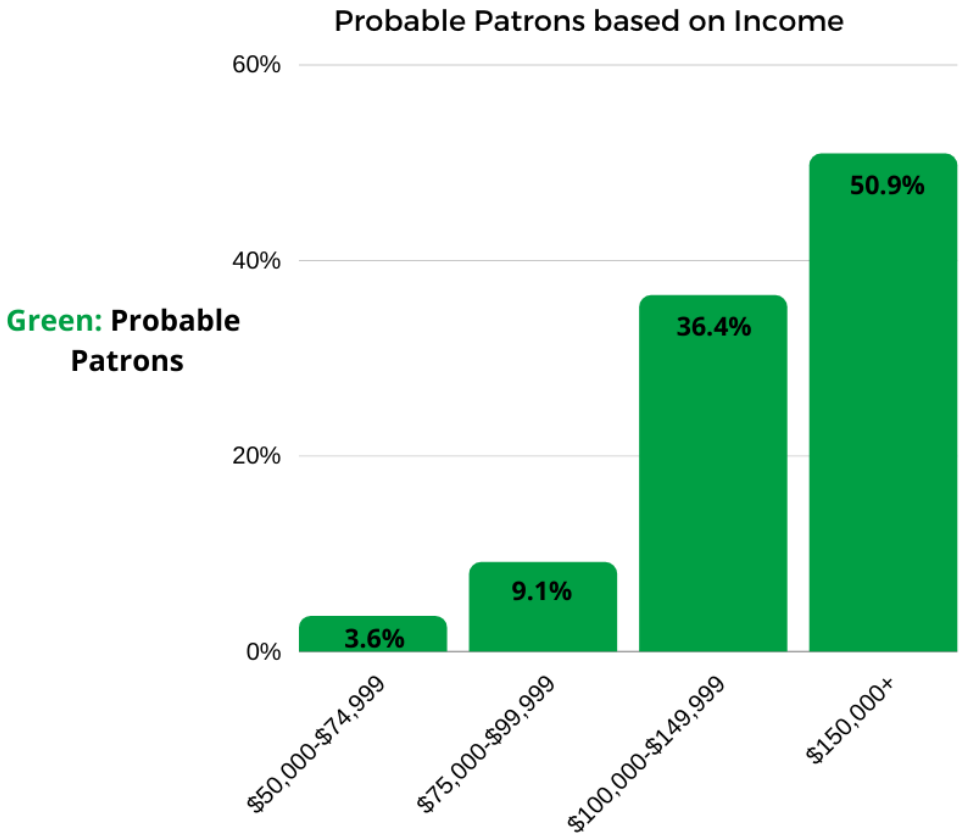
How likely is each income level to be patrons of the new restaurant?

[7] See Appendix 3-2 Education

Income Levels	% that are probable patrons	Interpretations
<$15,000	0%	Of probable patrons 0% are likely to have an income <$15,000
$15,000-$24,999	0%	Of probable patrons 0% are likely to make $15,000-$24,999
$25,000-$49,999	0%	Of probable patrons 0% are likely to make $25,000-$49,000
$50,000-$74,999	3.6%	Of probable patrons 3.6% are likely to make $50,000-$74,999
$75,000-$99,999	9.1%	Of probable patrons 9.1% are likely to make $75,000-$99,999
$100,000-149,999	36.4%	Of probable patrons 36.4% are likely to make $100,000-$149,999
$150,000+	50.9%	Of probable patrons 50.9% are likely to make $150,000+

See Appendix 3-1[8]

[8] See Appendix 3-1 Income



See Appendix 3-1[9]

Write Up: Respondents with an income of **$100,000-$149,000** are **36.4% likely** to be probable patrons, and respondents with an income level of **$150,000+** are **50.9%** likely to be probable patrons. The sig value is <.001 indicating there is a correlation between likelihood to patronize and income level. (Appendix 3-1, Chi Square =305.177 p<.001)

[9] See Appendix 3-1 Income

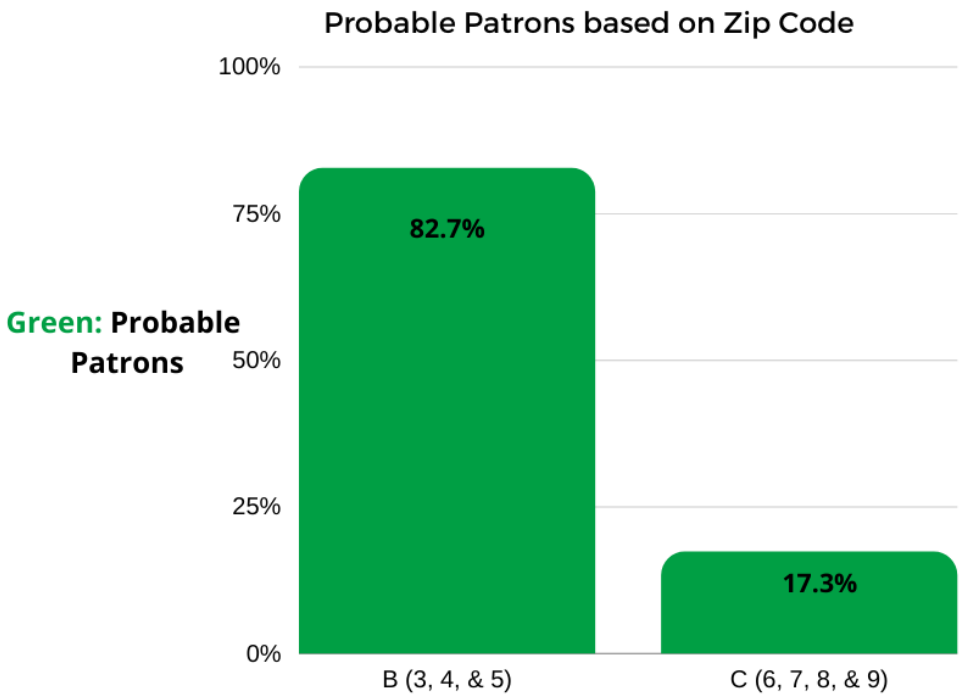
Zip Code

How likely is each zip code to be patrons of the new restaurant?

Zip Code (coded by letter)	% that are probable patrons	Interpretations
A (1 & 2)	0%	Of probable patrons 0% are likely to live in zip code A
B (3, 4, & 5)	82.7%	Of probable patrons 82.7% are likely to live in zip code B
C (6, 7, 8, & 9)	17.3%	Of probable patrons 17.3% are likely to live in zip code C
D (10, 11, & 12)	0%	Of probable patrons 0% are likely to live in zip code D

See Appendix 3-4[10]

[10] See Appendix 3-4 Zip Code



See Appendix 3-4[11]

Write Up: Probable patrons are more likely to live in the B (3, 4, & 5) zip code (**82.7%**). The sig value is < .001 indicates there is a correlation between likelihood to patronize and zip code. (Appendix 3-4, Chi Square =202.629 p<.001)

Demographic Makeup of Target Market

The target market for probable patrons is made up of people who make **$150,000+ a year, have a Bachelor's Degree**, are either gender as there is no statistical difference between them, and **live in the B Zip Code**.

[11] See Appendix 3-4 Zip Code

Media Usage of Probable Patrons

Case Question:

Is City magazine a viable advertising medium for Jeff Dean to use? Apart from this question, are there other viable promotion vehicles that Jeff should know about?

For media usage we ran Crosstabs with a Chi-Square Analysis Test for each different media medium.

Null Hypothesis (Ho):

> There is no relationship between the likelihood to patronize The Hobbit's Choice restaurant and chosen media usage mediums.

Alternate Hypothesis (Ha):

> There is a relationship between the likelihood to patronize The Hobbit's Choice restaurant and chosen media usage mediums.

Media Usage Marketing Implications

Product: For the restaurant to be successful, the interests of the customer should be well accounted for and reflected on the menu and the atmosphere of the restaurant. Some of the media consumption demographics of probable patrons include those who enjoy easy listening radio stations **(53.7%),** subscribers of City Magazine **(88.2%),** and those who watch the 6pm news **(76.4%)**, so Jeff should consider implementing menu items or specials that appeal to customers who will want a relaxing meal in the evening. The genres of music played should be relaxing, relatively quiet, and appeal to a wide audience. Copies of various magazines including

City Magazine could be offered to customers while waiting for their food. The restaurant could also have TVs on display that play the news at 6:00 pm for patrons to watch while they are eating.

Place: The restaurant should be located somewhere that appeals to customers who would be interested in eating in the evening. Of the probable patrons under the newscast times, a large majority (**76.4%)** watch the news at 6pm. Having the restaurant in a location that is popular or busy in the evening would be very beneficial, as it would strongly appeal to those who are getting off work and want to go out to dinner.

Price: The prices could be higher at the restaurant, since one of the strongest target markets are those who frequently read the Business section of the newspaper. Nearly half (**49.0%)** of newspaper readers that are probable patrons of the restaurant read the Business section most frequently. A higher scale interior and menu items would likely do well for the restaurant, as Business readers would be more likely to see the value in providing an experience of higher quality for the customer.

Promotions: The strongest medium to promote the new restaurant would be through advertising in City Magazine. Of subscribers, **88.2%** are probable patrons of the new restaurant. Printing advertisements in City Magazine would allow Hobbit's Choice to reach a very large demographic that shows very strong interest in being patrons of the restaurant. Another strong medium to market in would be during the 6pm news, as more than ¾ **(76.4%)** of newscast viewers that are also probable patrons watch the 6pm news. Airing commercials during this news segment would reach a very strong target market demographic that is interested in the restaurant.

People: The strongest target market of people to reach would be those who are interested in having a higher end, professional restaurant that appeals to those who like a quiet, relaxing experience. Some of the strongest target demographics of probable patrons the restaurant should be looking at include easy listening radio listeners **(53.7%)**, 6:00 pm news viewers **(76.4%)**, Business newspaper section readers **(49.0%)**, and subscribers of City Magazine

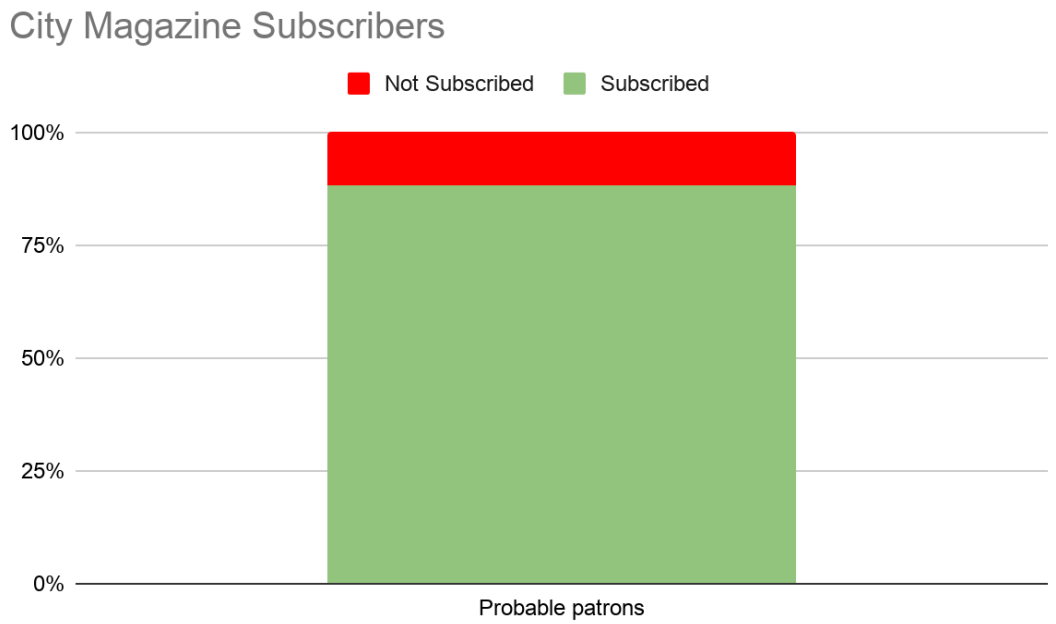
(88.2%). These are likely people who work during the day, and would be interested in having a high-scale, but casual restaurant they can go to after work.

City Magazine

Do you subscribe to City Magazine? Are you a probable patron?

City Magazine Subscribers	% of that are probable patrons	Interpretations
Yes (Currently subscribed)	**88.2%**	**Of probable patrons, 88.2% are subscribed to City Magazine**
No (Not subscribed)	**11.8%**	**Of probable patrons, 11.8% are not subscribed to City Magazine.**

See Appendix 4-1[12]



[12] Appendix 4-1 City Magazine

See Appendix 4-1[13]

Write Up: **88.2%** of City magazine subscribers are probable patrons of Hobbit's restaurant. **29%** of City magazine subscribers are not probable patrons of Hobbit's Choice restaurant. Based on this information, **City magazine should be used as a viable medium to market the Hobbit's Choice restaurant because over ¾ of City magazine subscribers are probable patrons. City magazine is the best media option to use to promote the Hobbit's Choice restaurant.** (Appendix 4, chi square = 112.878 p<.001)

Radio

How likely are radio listeners to be patrons of the new restaurant?

Would you describe yourself as one who listens to the radio?	% of radio listeners that are probable patrons	Interpretations
Yes	98.2%	Of probable patrons, 98.2% listen to the radio.
No	1.8%	Of probable patrons, 1.8% do not listen to the radio.

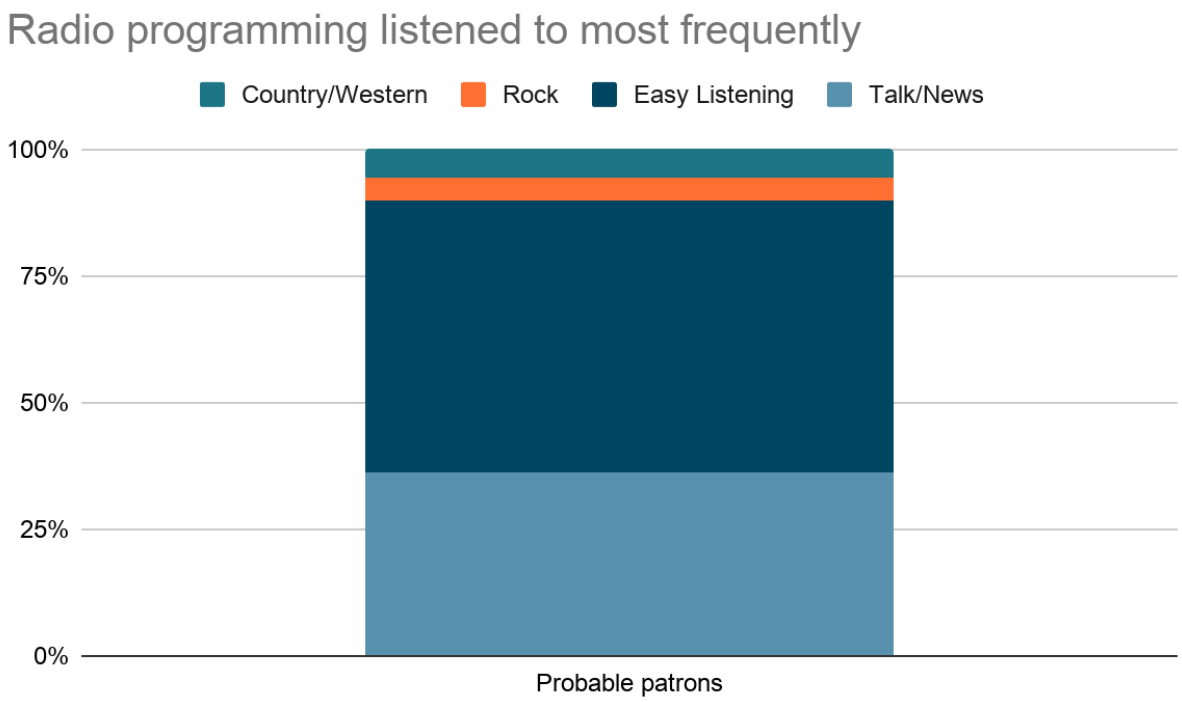
See Appendix 4-2[14]

Type Of Radio Programming listened to most frequently	% of that are probable patrons	Interpretations

[13] Appendix 4-1 City Magazine
[14] Appendix 4-2 Radio

Country/Western	**5.6%**	**Of probable patrons, 5.6% listen to Country/Western most frequently.**
Easy Listening	**53.7%**	**Of probable patrons, 53.7% listen to Easy Listening most frequently.**
Rock	**4.6%**	**Of probable patrons, 4.6% listen to Rock most frequently.**
Talk/News	**36.1%**	**Of probable patrons, 36.1% listen to Talk/News most frequently.**

See Appendix 4-2[15]



[15] Appendix 4-2 Radio

See Appendix 4-2[16]

Write Up: Probable patrons are more likely to listen to the Easy Listening radio station (53.7%) than non-probable patrons (7.2%) (Appendix 4, chi square = 158.965 p<.001)

Would you describe yourself as one who reads the newspaper?	% of newspaper readers that are probable patrons	Interpretations
Yes	94.5%	Of probable patrons, 94.5% are newspaper readers.
No	5.5%	Of probable patrons, 5.5% are not newspaper readers.

See Appendix 4-3[17]

Newspaper

How likely are newspaper readers to be patrons of the new restaurant?

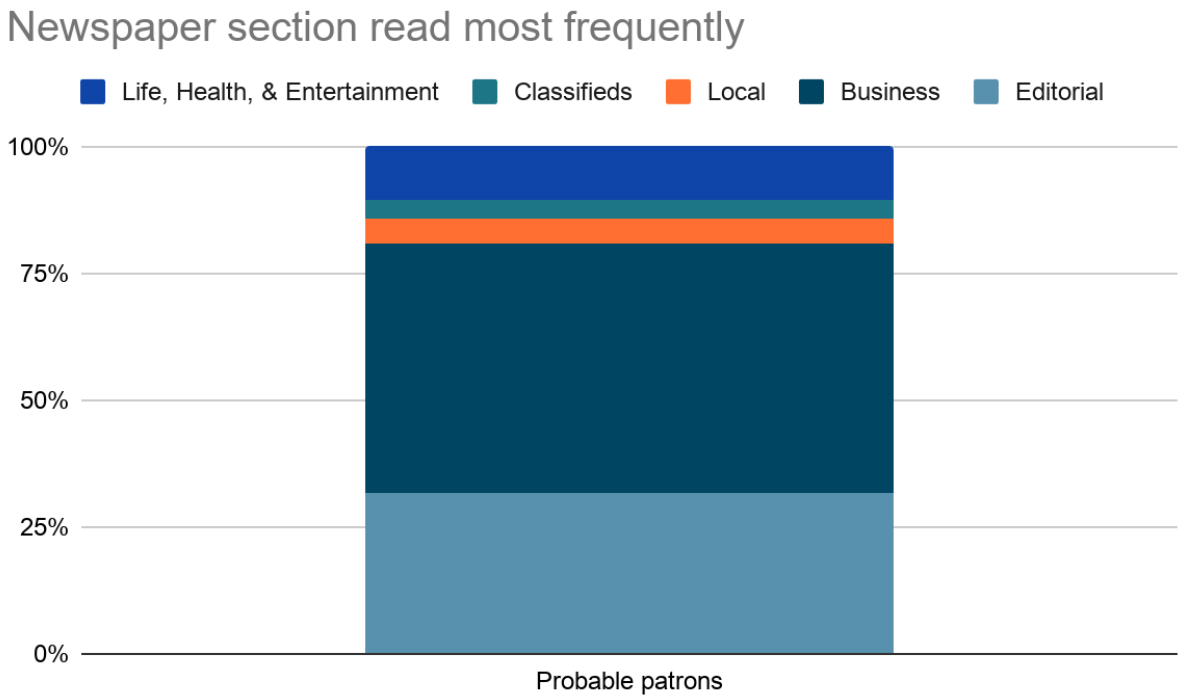
Section of the local newspaper read most frequently.	% of that are probable patrons	Interpretations

[16] Appendix 4-2 Radio
[17] Appendix 4-3 Newspaper

Editorial	**31.7%**	**Of probable patrons, 31.7% read the Editorial section most frequently.**
Business	**49.0%**	**Of probable patrons, 49.0% read the Business section most frequently.**
Local	**4.8%**	**Of probable patrons, 4.8% read the Local section most frequently.**
Classifieds	**3.8%**	**Of probable patrons, 3.8% read the Classifieds section most frequently.**
Life, Health, & Entertainment	**10.6%**	**Of probable patrons, 10.6% read the Life, Health, & Entertainment section most frequently.**

See Appendix 4-3[18]

[18] Appendix 4-3 Newspaper



See Appendix 4-3[19]

Write Up: The section in the newspaper that has the highest number of readers that are probable patrons is the business section. Probable patrons are more likely to read the business section (49.0%) than non probable patrons (5.1%). (Appendix 4, chi square = 172.283 p<.001)

Would you describe yourself as one who watches the news?	% of news viewers that are probable patrons	Interpretations
Yes	100%	Of probable patrons, 100% watch the news.
No	0%	Of probable patrons, 0%

[19] Appendix 4-3 Newspaper

		do not watch the news.

See Appendix 4-4[20]

Newscast

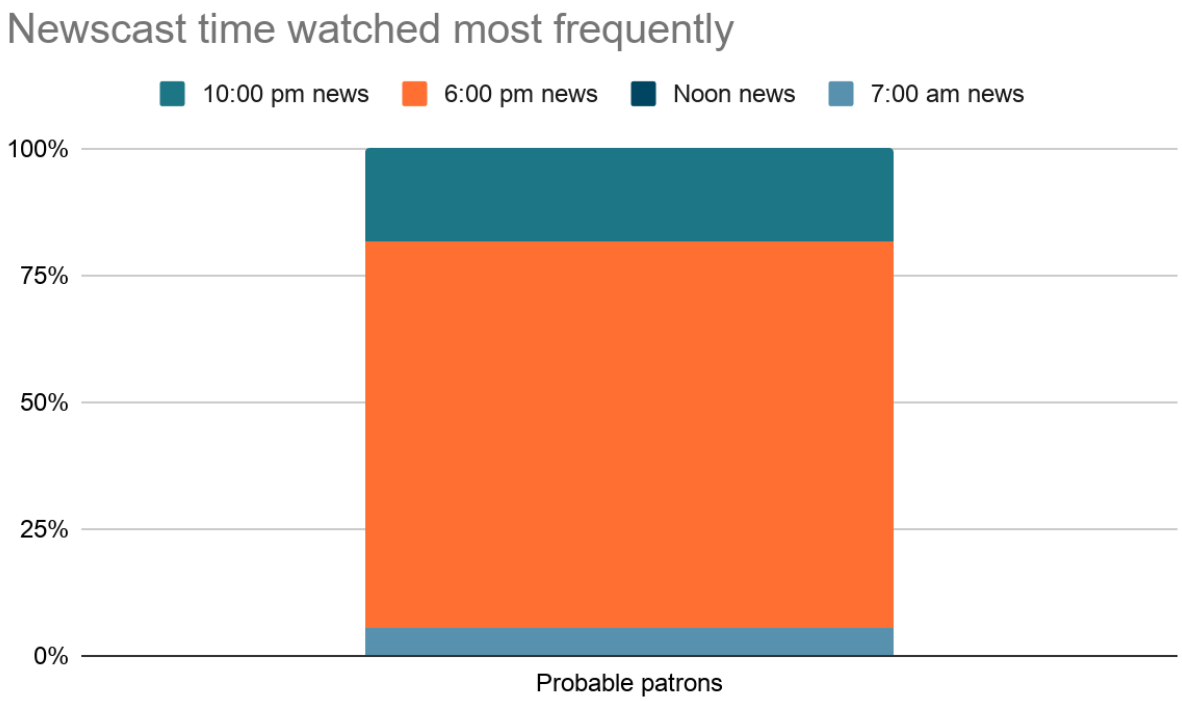
How likely are newcast viewers to be patrons of the new restaurant?

Type of Newscast watched most frequently.	% of that are probable patrons	Interpretations
7:00 am News	**5.5%**	**Of probable patrons, 5.5% watch the 7:00 am news most frequently.**
Noon news	**0.0%**	**Of probable patrons, 0% watch the Noon news most frequently.**
6:00 pm news	**76.4%**	**Of probable patrons, 76.4% watch the 6:00 pm news most frequently.**
10:00 pm news	**18.2%**	**Of probable patrons, 18.2% watch the 10:00 pm news most frequently.**

See Appendix 4-4[21]

[20]

[21] Appendix 4-4 Newscast



See Appendix 4-4[22]

Write Up: The newscast with the most viewers that are probable patrons of Hobbit's restaurant is the 6:00 PM newscast. Probable Hobbit's Patrons are more likely to watch the 6:00 PM news (76.4%) than non-probable patrons (18.3%). (Appendix 4, chi square = 111.916 p<.001)

[22] Appendix 4-4 Newscast

Appendix

Appendix 1-Menu, Atmosphere, Decor, Driving Time

Correlations

		Prefer Drive Less than 30 Minutes	Prefer Waterfront View	Prefer Formal Waitstaff Wearing Tuxedos	Prefer Unusual Desserts	Prefer Large Variety of Entrees	Prefer Unusual Entrees	Prefer Simple Decor	Prefer Elegant Decor	Prefer String Quartet	Prefer Jazz Combo
Prefer Drive Less than 30 Minutes	Pearson Correlation	1	-.805**	.799**	.768**	.806**	.765**	-.793**	.819**	.788**	-.532**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	400	400	400	400	400	400	400	400	400	400
Prefer Waterfront View	Pearson Correlation	-.805**	1	-.788**	-.810**	-.795**	-.782**	.780**	-.792**	-.792**	.645**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	400	400	400	400	400	400	400	400	400	400
Prefer Formal Waitstaff Wearing Tuxedos	Pearson Correlation	.799**	-.788**	1	.891**	.845**	.878**	-.876**	.909**	.816**	-.554**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	400	400	400	400	400	400	400	400	400	400
Prefer Unusual Desserts	Pearson Correlation	.768**	-.810**	.891**	1	.823**	.868**	-.891**	.874**	.841**	-.567**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	400	400	400	400	400	400	400	400	400	400
Prefer Large Variety of Entrees	Pearson Correlation	.806**	-.795**	.845**	.823**	1	.831**	-.815**	.830**	.747**	-.497**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	400	400	400	400	400	400	400	400	400	400
Prefer Unusual Entrees	Pearson Correlation	.765**	-.782**	.878**	.868**	.831**	1	-.889**	.869**	.832**	-.545**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	400	400	400	400	400	400	400	400	400	400
Prefer Simple Decor	Pearson Correlation	-.793**	.780**	-.876**	-.891**	-.815**	-.889**	1	-.884**	-.843**	.573**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	400	400	400	400	400	400	400	400	400	400
Prefer Elegant Decor	Pearson Correlation	.819**	-.792**	.909**	.874**	.830**	.869**	-.884**	1	.843**	-.549**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	400	400	400	400	400	400	400	400	400	400
Prefer String Quartet	Pearson Correlation	.788**	-.792**	.816**	.841**	.747**	.832**	-.843**	.843**	1	-.620**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	400	400	400	400	400	400	400	400	400	400
Prefer Jazz Combo	Pearson Correlation	-.532**	.645**	-.554**	-.567**	-.497**	-.545**	.573**	-.549**	-.620**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	400	400	400	400	400	400	400	400	400	400

Appendix 2-Unusual Desserts/Entrees

Correlations

		Prefer Unusual Desserts	Prefer Unusual Entrees	Year Born
Prefer Unusual Desserts	Pearson Correlation	1	.868**	-.483**
	Sig. (2-tailed)		.000	.000
	N	400	400	400
Prefer Unusual Entrees	Pearson Correlation	.868**	1	-.520**
	Sig. (2-tailed)	.000		.000
	N	400	400	400
Year Born	Pearson Correlation	-.483**	-.520**	1
	Sig. (2-tailed)	.000	.000	
	N	400	400	400

**. Correlation is significant at the 0.01 level (2-tailed).

Appendix 3-Demographics

3-1 Income

Crosstab

			likemod		
			Probable Patron	Not Probable Patron	Total
Which of the following categories best describes your before tax household income?	<$15,000	Count	0	26	26
		% within Which of the following categories best describes your before tax household income?	0.0%	100.0%	100.0%
		% within likemod	0.0%	9.0%	6.5%
	$15,000 to $24,999	Count	0	34	34
		% within Which of the following categories best describes your before tax household income?	0.0%	100.0%	100.0%
		% within likemod	0.0%	11.7%	8.5%
	$25,000 to $49,999	Count	0	82	82
		% within Which of the following categories best describes your before tax household income?	0.0%	100.0%	100.0%
		% within likemod	0.0%	28.3%	20.5%
	$50,000 to $74,999	Count	4	129	133
		% within Which of the following categories best describes your before tax household income?	3.0%	97.0%	100.0%
		% within likemod	3.6%	44.5%	33.3%
	$75,000 to $99,999	Count	10	6	16
		% within Which of the following categories best describes your before tax household income?	62.5%	37.5%	100.0%
		% within likemod	9.1%	2.1%	4.0%
	$100,000 to $149,999	Count	40	3	43
		% within Which of the following categories best describes your before tax household income?	93.0%	7.0%	100.0%
		% within likemod	36.4%	1.0%	10.8%
	$150,000+	Count	56	10	66
		% within Which of the following categories best describes your before tax household income?	84.8%	15.2%	100.0%
		% within likemod	50.9%	3.4%	16.5%
Total		Count	110	290	400
		% within Which of the following categories best describes your before tax household income?	27.5%	72.5%	100.0%
		% within likemod	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	305.177[a]	6	.000
Likelihood Ratio	335.550	6	.000
Linear-by-Linear Association	232.485	1	.000
N of Valid Cases	400		

a. 1 cells (7.1%) have expected count less than 5. The minimum expected count is 4.40.

3-2 Education

Crosstab

			likemod		
			Probable Patron	Not Probable Patron	Total
What is your highest level of education?	Less than High School	Count	0	11	11
		% within What is your highest level of education?	0.0%	100.0%	100.0%
		% within likemod	0.0%	3.8%	2.8%
	Some High School	Count	0	14	14
		% within What is your highest level of education?	0.0%	100.0%	100.0%
		% within likemod	0.0%	4.8%	3.5%
	High School Graduate	Count	0	14	14
		% within What is your highest level of education?	0.0%	100.0%	100.0%
		% within likemod	0.0%	4.8%	3.5%
	Some College (No Degree)	Count	0	14	14
		% within What is your highest level of education?	0.0%	100.0%	100.0%
		% within likemod	0.0%	4.8%	3.5%
	Associate Degree	Count	3	11	14
		% within What is your highest level of education?	21.4%	78.6%	100.0%
		% within likemod	2.7%	3.8%	3.5%
	Bachelor's Degree	Count	66	172	238
		% within What is your highest level of education?	27.7%	72.3%	100.0%
		% within likemod	60.0%	59.3%	59.5%
	Master's Degree	Count	34	52	86
		% within What is your highest level of education?	39.5%	60.5%	100.0%
		% within likemod	30.9%	17.9%	21.5%
	Doctorate Degree	Count	7	2	9
		% within What is your highest level of education?	77.8%	22.2%	100.0%
		% within likemod	6.4%	0.7%	2.3%
Total		Count	110	290	400
		% within What is your highest level of education?	27.5%	72.5%	100.0%
		% within likemod	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	38.027[a]	7	.000
Likelihood Ratio	49.998	7	.000
Linear-by-Linear Association	30.809	1	.000
N of Valid Cases	400		

a. 6 cells (37.5%) have expected count less than 5. The minimum expected count is 2.48.

3-3 Gender

Crosstab

			likemod		
			Probable Patron	Not Probable Patron	Total
What is your gender?	Male	Count	59	145	204
		% within What is your gender?	28.9%	71.1%	100.0%
		% within likemod	53.6%	50.0%	51.0%
	Female	Count	51	145	196
		% within What is your gender?	26.0%	74.0%	100.0%
		% within likemod	46.4%	50.0%	49.0%
Total		Count	110	290	400
		% within What is your gender?	27.5%	72.5%	100.0%
		% within likemod	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.422[a]	1	.516		
Continuity Correction[b]	.289	1	.591		
Likelihood Ratio	.422	1	.516		
Fisher's Exact Test				.576	.296
Linear-by-Linear Association	.421	1	.516		
N of Valid Cases	400				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 53.90.

b. Computed only for a 2x2 table

3-4 Zip Code

Crosstab

			likemod		
			Probable Patron	Not Probable Patron	Total
Please check the letter that includes the Zip Code in which you live (coded by letter).	A (1 & 2)	Count	0	20	20
		% within Please check the letter that includes the Zip Code in which you live (coded by letter).	0.0%	100.0%	100.0%
		% within likemod	0.0%	6.9%	5.0%
	B (3, 4, & 5)	Count	91	29	120
		% within Please check the letter that includes the Zip Code in which you live (coded by letter).	75.8%	24.2%	100.0%
		% within likemod	82.7%	10.0%	30.0%
	C (6, 7, 8, & 9)	Count	19	201	220
		% within Please check the letter that includes the Zip Code in which you live (coded by letter).	8.6%	91.4%	100.0%
		% within likemod	17.3%	69.3%	55.0%
	D (10, 11, & 12)	Count	0	40	40
		% within Please check the letter that includes the Zip Code in which you live (coded by letter).	0.0%	100.0%	100.0%
		% within likemod	0.0%	13.8%	10.0%
Total		Count	110	290	400
		% within Please check the letter that includes the Zip Code in which you live (coded by letter).	27.5%	72.5%	100.0%
		% within likemod	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	202.629[a]	3	.000
Likelihood Ratio	208.438	3	.000
Linear-by-Linear Association	82.503	1	.000
N of Valid Cases	400		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.50.

Appendix 4-Media Usage

4-1 City Magazine

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Do you subscribe to City Magazine? * Are you a probable patron?	400	100.0%	0	0.0%	400	100.0%

Do you subscribe to City Magazine? * Are you a probable patron? Crosstabulation

			Are you a probable patron?		
			Probable Patron	Not Probable Patron	Total
Do you subscribe to City Magazine?	Yes	Count	97	84	181
		% within Do you subscribe to City Magazine?	53.6%	46.4%	100.0%
		% within Are you a probable patron?	88.2%	29.0%	45.3%
	No	Count	13	206	219
		% within Do you subscribe to City Magazine?	5.9%	94.1%	100.0%
		% within Are you a probable patron?	11.8%	71.0%	54.8%
Total		Count	110	290	400
		% within Do you subscribe to City Magazine?	27.5%	72.5%	100.0%
		% within Are you a probable patron?	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	112.878[a]	1	.000		
Continuity Correction[b]	110.501	1	.000		
Likelihood Ratio	121.910	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	112.596	1	.000		
N of Valid Cases	400				

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Would you describe yourself as one who listens to the radio? * Are you a probable patron?	400	100.0%	0	0.0%	400	100.0%

Would you describe yourself as one who listens to the radio? * Are you a probable patron? Crosstabulation

			Are you a probable patron?		
			Probable Patron	Not Probable Patron	Total
Would you describe yourself as one who listens to the radio?	Yes	% within Would you describe yourself as one who listens to the radio?	28.1%	71.9%	100.0%
		% within Are you a probable patron?	98.2%	95.5%	96.3%
	No	% within Would you describe yourself as one who listens to the radio?	13.3%	86.7%	100.0%
		% within Are you a probable patron?	1.8%	4.5%	3.8%
Total		% within Would you describe yourself as one who listens to the radio?	27.5%	72.5%	100.0%
		% within Are you a probable patron?	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.569[a]	1	.210		
Continuity Correction[b]	.917	1	.338		
Likelihood Ratio	1.803	1	.179		
Fisher's Exact Test				.255	.170
Linear-by-Linear Association	1.565	1	.211		
N of Valid Cases	400				

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
To which type of radio programming do you most often listen? * Are you a probable patron?	385	96.3%	15	3.8%	400	100.0%

To which type of radio programming do you most often listen? * Are you a probable patron? Crosstabulation

			Are you a probable patron?		
			Probable Patron	Not Probable Patron	Total
To which type of radio programming do you most often listen?	Country&Western	Count	6	60	66
		% within To which type of radio programming do you most often listen?	9.1%	90.9%	100.0%
		% within Are you a probable patron?	5.6%	21.7%	17.1%
	Easy Listening	Count	58	20	78
		% within To which type of radio programming do you most often listen?	74.4%	25.6%	100.0%
		% within Are you a probable patron?	53.7%	7.2%	20.3%
	Rock	Count	5	154	159
		% within To which type of radio programming do you most often listen?	3.1%	96.9%	100.0%
		% within Are you a probable patron?	4.6%	55.6%	41.3%
	Talk/News	Count	39	43	82
		% within To which type of radio programming do you most often listen?	47.6%	52.4%	100.0%
		% within Are you a probable patron?	36.1%	15.5%	21.3%
Total		Count	108	277	385
		% within To which type of radio programming do you most often listen?	28.1%	71.9%	100.0%
		% within Are you a probable patron?	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	158.965[a]	3	.000
Likelihood Ratio	170.017	3	.000
Linear-by-Linear Association	.312	1	.577
N of Valid Cases	385		

4-3 Newspaper

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Do you read the newspaper? * Are you a probable patron?	400	100.0%	0	0.0%	400	100.0%

Do you read the newspaper? * Are you a probable patron? Crosstabulation

			Are you a probable patron?		
			Probable Patron	Not Probable Patron	Total
Do you read the newspaper?	Yes	% within Do you read the newspaper?	27.5%	72.5%	100.0%
		% within Are you a probable patron?	94.5%	94.5%	94.5%
	No	% within Do you read the newspaper?	27.3%	72.7%	100.0%
		% within Are you a probable patron?	5.5%	5.5%	5.5%
Total		% within Do you read the newspaper?	27.5%	72.5%	100.0%
		% within Are you a probable patron?	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.001[a]	1	.980		
Continuity Correction[b]	.000	1	1.000		
Likelihood Ratio	.001	1	.980		
Fisher's Exact Test				1.000	.599
Linear-by-Linear Association	.001	1	.980		
N of Valid Cases	400				

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Which section of the local newspaper would you say you read most frequently? * Are you a probable patron?	379	94.8%	21	5.3%	400	100.0%

Which section of the local newspaper would you say you read most frequently? * Are you a probable patron? Crosstabulation

			Are you a probable patron?		
			Probable Patron	Not Probable Patron	Total
Which section of the local newspaper would you say you read most frequently?	Editorial	Count	33	19	52
		% within Which section of the local newspaper would you say you read most frequently?	63.5%	36.5%	100.0%
		% within Are you a probable patron?	31.7%	6.9%	13.7%
	Business	Count	51	14	65
		% within Which section of the local newspaper would you say you read most frequently?	78.5%	21.5%	100.0%
		% within Are you a probable patron?	49.0%	5.1%	17.2%
	Local	Count	5	113	118
		% within Which section of the local newspaper would you say you read most frequently?	4.2%	95.8%	100.0%
		% within Are you a probable patron?	4.8%	41.1%	31.1%
	Classifieds	Count	4	53	57
		% within Which section of the local newspaper would you say you read most frequently?	7.0%	93.0%	100.0%
		% within Are you a probable patron?	3.8%	19.3%	15.0%
	Life, Health & Entertainment	Count	11	76	87
		% within Which section of the local newspaper would you say you read most frequently?	12.6%	87.4%	100.0%
		% within Are you a probable patron?	10.6%	27.6%	23.0%
Total		Count	104	275	379

Total	Count	104	275	379
	% within Which section of the local newspaper would you say you read most frequently?	27.4%	72.6%	100.0%
	% within Are you a probable patron?	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	172.283[a]	4	.000
Likelihood Ratio	172.986	4	.000
Linear-by-Linear Association	87.505	1	.000
N of Valid Cases	379		

4-4 Newscast

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Would you describe yourself as a viewer of TV local news? * Are you a probable patron?	400	100.0%	0	0.0%	400	100.0%

Would you describe yourself as a viewer of TV local news? * Are you a probable patron? Crosstabulation

			Are you a probable patron?		
			Probable Patron	Not Probable Patron	Total
Would you describe yourself as a viewer of TV local news?	Yes	% within Would you describe yourself as a viewer of TV local news?	30.9%	69.1%	100.0%
		% within Are you a probable patron?	100.0%	84.8%	89.0%
	No	% within Would you describe yourself as a viewer of TV local news?		100.0%	100.0%
		% within Are you a probable patron?		15.2%	11.0%
Total		% within Would you describe yourself as a viewer of TV local news?	27.5%	72.5%	100.0%
		% within Are you a probable patron?	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	18.752[a]	1	.000		
Continuity Correction[b]	17.235	1	.000		
Likelihood Ratio	30.313	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	18.706	1	.000		
N of Valid Cases	400				

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Which newscast do you watch most frequently? * Are you a probable patron?	356	89.0%	44	11.0%	400	100.0%

Which newscast do you watch most frequently? * Are you a probable patron? Crosstabulation

			Are you a probable patron?		
			Probable Patron	Not Probable Patron	Total
Which newscast do you watch most frequently?	7:00 am News	Count	6	26	32
		% within Which newscast do you watch most frequently?	18.8%	81.3%	100.0%
		% within Are you a probable patron?	5.5%	10.6%	9.0%
	Noon News	Count	0	1	1
		% within Which newscast do you watch most frequently?	0.0%	100.0%	100.0%
		% within Are you a probable patron?	0.0%	0.4%	0.3%
	6:00 pm News	Count	84	45	129
		% within Which newscast do you watch most frequently?	65.1%	34.9%	100.0%
		% within Are you a probable patron?	76.4%	18.3%	36.2%
	10:00 pm News	Count	20	174	194
		% within Which newscast do you watch most frequently?	10.3%	89.7%	100.0%
		% within Are you a probable patron?	18.2%	70.7%	54.5%
Total		Count	110	246	356
		% within Which newscast do you watch most frequently?	30.9%	69.1%	100.0%
		% within Are you a probable patron?	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	111.916[a]	3	.000
Likelihood Ratio	113.734	3	.000
Linear-by-Linear Association	17.160	1	.000
N of Valid Cases	356		