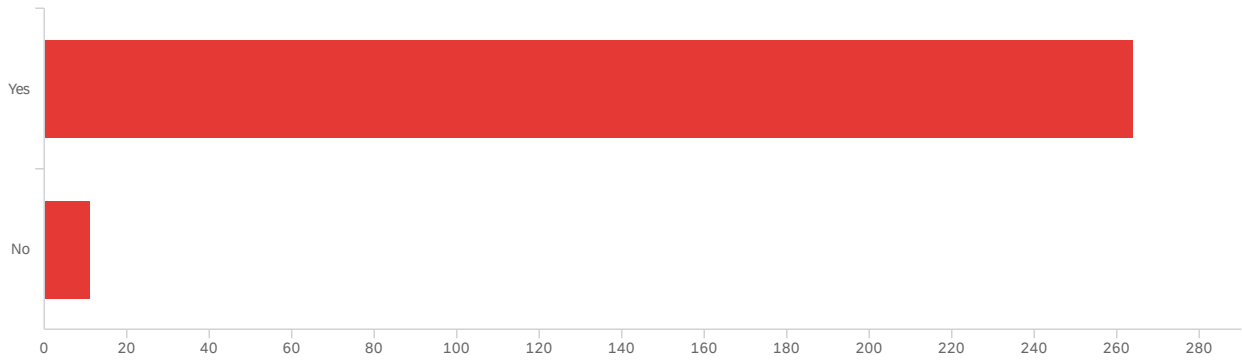


# Default Report

Downtown Como Restaurant Survey Final

April 9, 2021 9:53 AM MDT

## Q3 - Are you a college student?



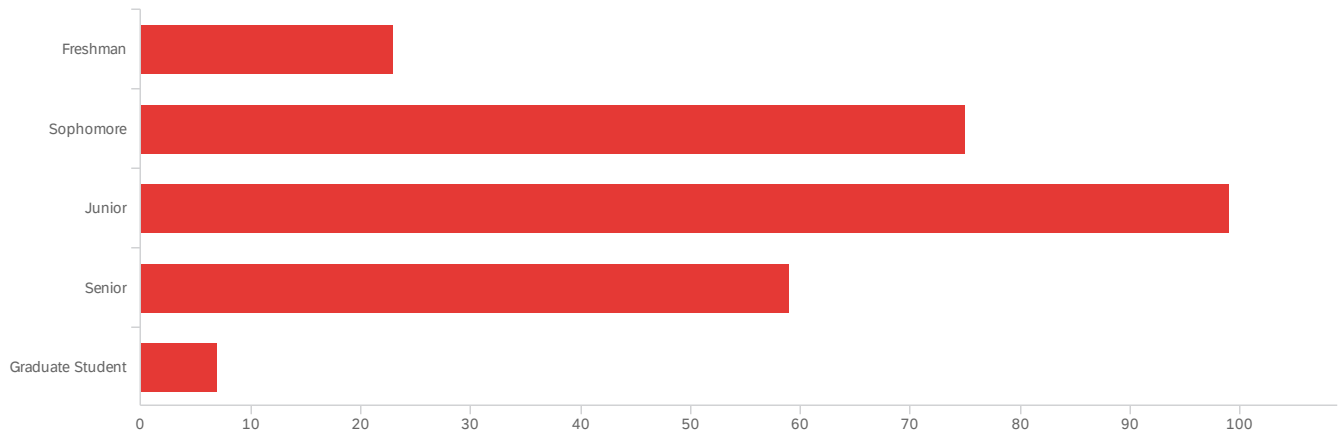
| # | Field                      | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|----------------------------|---------|---------|------|---------------|----------|-------|
| 1 | Are you a college student? | 1.00    | 2.00    | 1.04 | 0.20          | 0.04     | 275   |

| # | Field | Choice Count |
|---|-------|--------------|
| 1 | Yes   | 96.00% 264   |
| 2 | No    | 4.00% 11     |

275

Showing rows 1 - 3 of 3

## Q5 - What year are you in school?

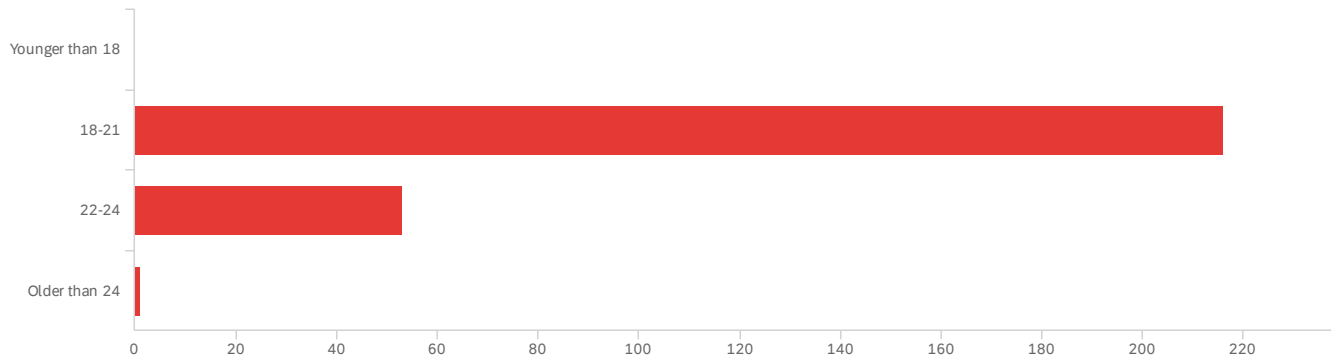


| # | Field                        | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|------------------------------|---------|---------|------|---------------|----------|-------|
| 1 | What year are you in school? | 1.00    | 5.00    | 2.82 | 0.97          | 0.93     | 263   |

| # | Field            | Choice | Count |
|---|------------------|--------|-------|
| 1 | Freshman         | 8.75%  | 23    |
| 2 | Sophomore        | 28.52% | 75    |
| 3 | Junior           | 37.64% | 99    |
| 4 | Senior           | 22.43% | 59    |
| 5 | Graduate Student | 2.66%  | 7     |
|   |                  |        | 263   |

Showing rows 1 - 6 of 6

## Q2 - What age range do you fall into?



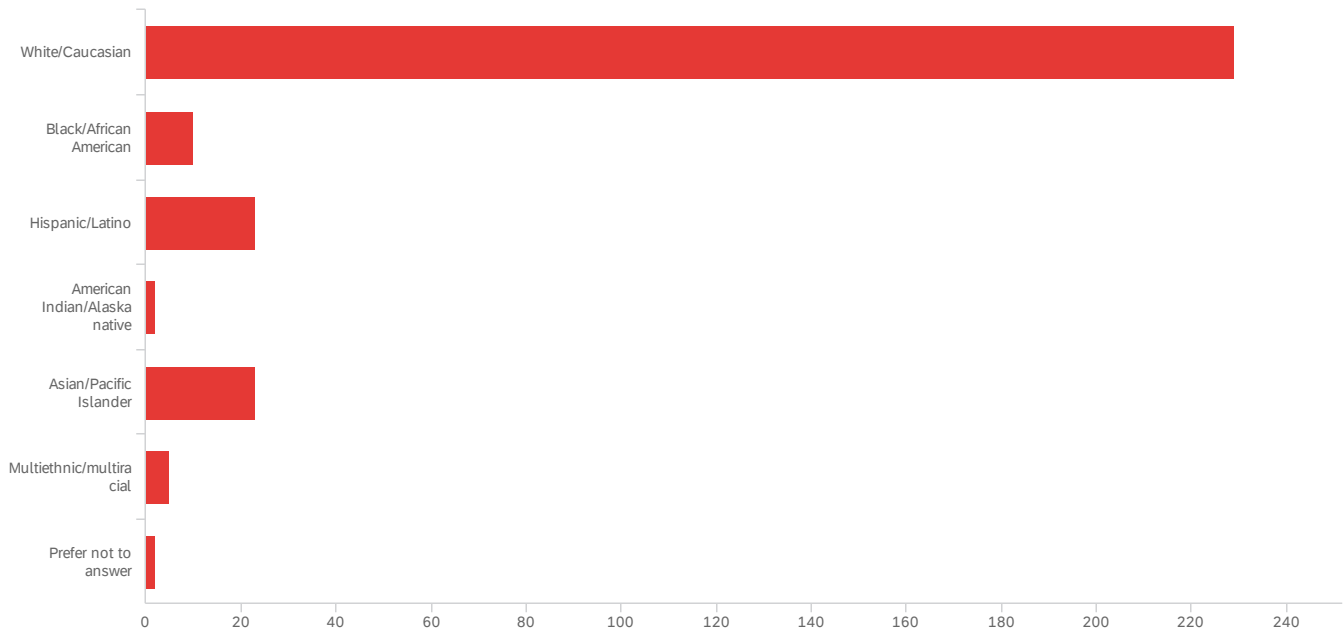
| # | Field                            | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|----------------------------------|---------|---------|------|---------------|----------|-------|
| 1 | What age range do you fall into? | 2.00    | 4.00    | 2.20 | 0.41          | 0.17     | 270   |

| # | Field           | Choice Count |
|---|-----------------|--------------|
| 1 | Younger than 18 | 0.00% 0      |
| 2 | 18-21           | 80.00% 216   |
| 3 | 22-24           | 19.63% 53    |
| 4 | Older than 24   | 0.37% 1      |

270

Showing rows 1 - 5 of 5

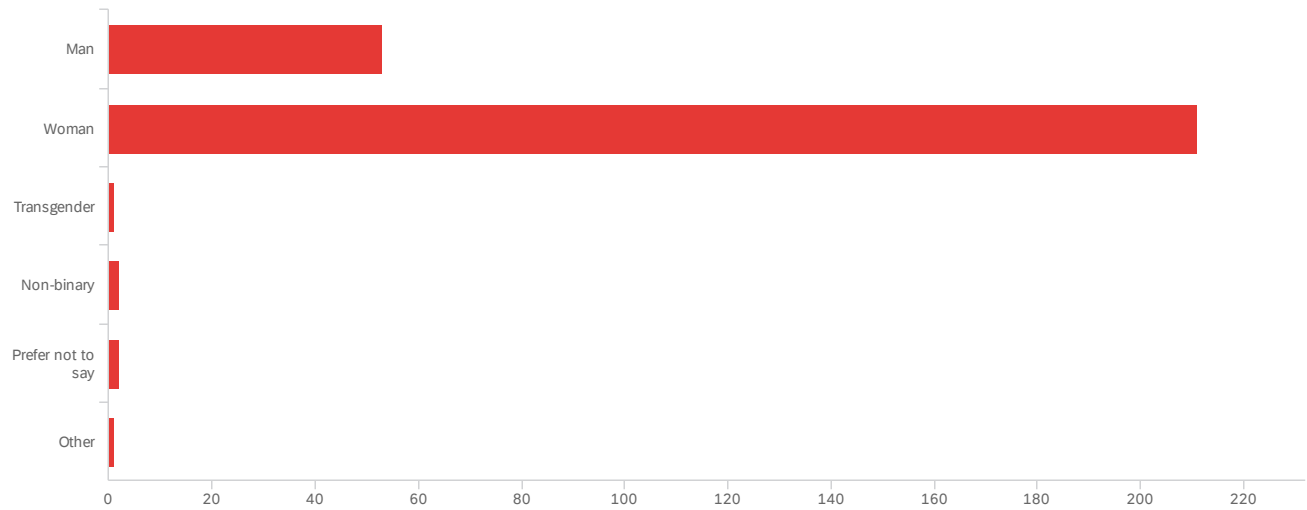
## Q6 - What best describes your race or ethnic background?



| # | Field                         | Choice Count |
|---|-------------------------------|--------------|
| 1 | White/Caucasian               | 77.89% 229   |
| 2 | Black/African American        | 3.40% 10     |
| 3 | Hispanic/Latino               | 7.82% 23     |
| 4 | American Indian/Alaska native | 0.68% 2      |
| 5 | Asian/Pacific Islander        | 7.82% 23     |
| 6 | Multiethnic/multiracial       | 1.70% 5      |
| 7 | Prefer not to answer          | 0.68% 2      |
|   |                               | 294          |

Showing rows 1 - 8 of 8

## Q7 - What gender do you currently identify with?



| # | Field                                                         | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|---------------------------------------------------------------|---------|---------|------|---------------|----------|-------|
| 1 | What gender do you currently identify with? - Selected Choice | 1.00    | 6.00    | 1.86 | 0.58          | 0.34     | 270   |

| # | Field             | Choice Count |
|---|-------------------|--------------|
| 1 | Man               | 19.63% 53    |
| 2 | Woman             | 78.15% 211   |
| 3 | Transgender       | 0.37% 1      |
| 4 | Non-binary        | 0.74% 2      |
| 5 | Prefer not to say | 0.74% 2      |
| 6 | Other             | 0.37% 1      |

270

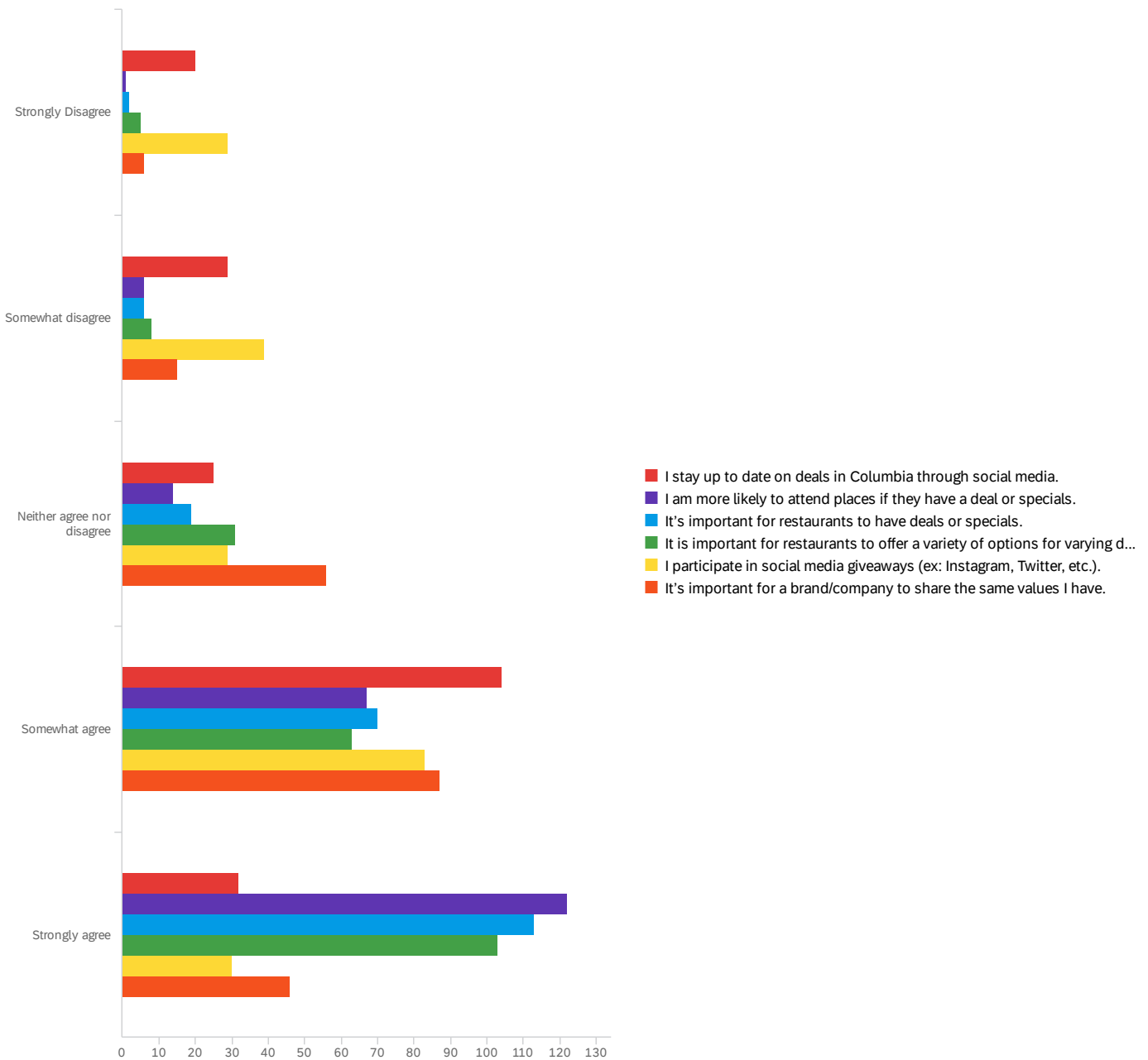
Showing rows 1 - 7 of 7

### Q7\_6\_TEXT - Other

Other

Apache helicopter

## Q9 - Click to write the question text



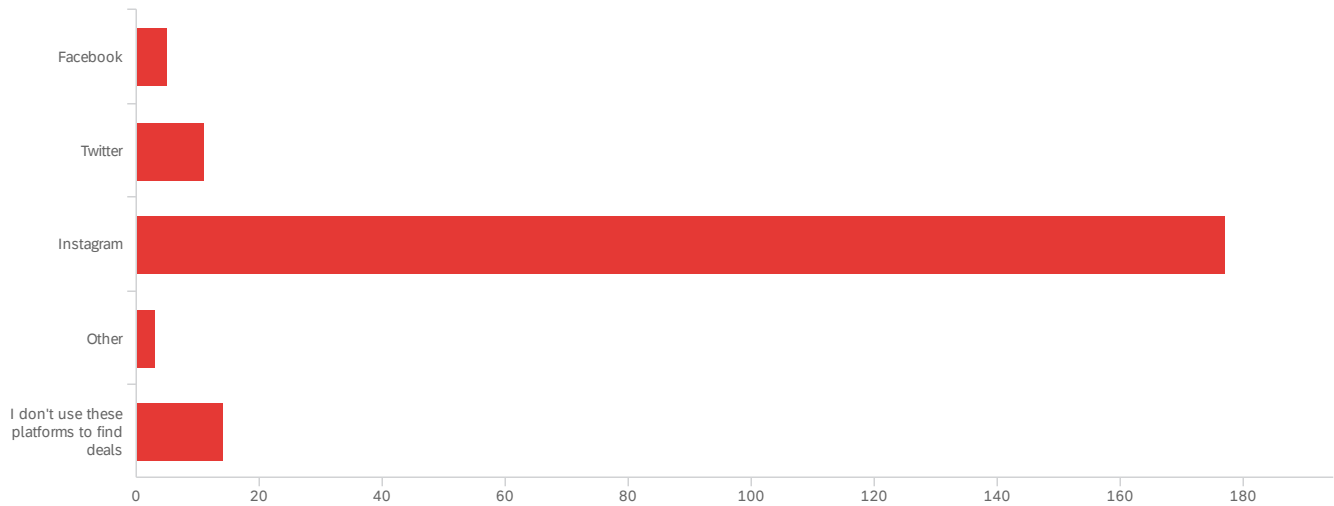
| # | Field                                                                                                                   | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|-------------------------------------------------------------------------------------------------------------------------|---------|---------|------|---------------|----------|-------|
| 1 | I stay up to date on deals in Columbia through social media.                                                            | 1.00    | 5.00    | 3.47 | 1.18          | 1.40     | 210   |
| 2 | I am more likely to attend places if they have a deal or specials.                                                      | 1.00    | 5.00    | 4.44 | 0.78          | 0.61     | 210   |
| 3 | It's important for restaurants to have deals or specials.                                                               | 1.00    | 5.00    | 4.36 | 0.84          | 0.70     | 210   |
| 4 | It is important for restaurants to offer a variety of options for varying dietary needs. (Ex: Vegetarian, Vegan, etc.). | 1.00    | 5.00    | 4.20 | 0.98          | 0.97     | 210   |

| # | Field                                                                   | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|-------------------------------------------------------------------------|---------|---------|------|---------------|----------|-------|
| 5 | I participate in social media giveaways (ex: Instagram, Twitter, etc.). | 1.00    | 5.00    | 3.22 | 1.29          | 1.66     | 210   |
| 6 | It's important for a brand/company to share the same values I have.     | 1.00    | 5.00    | 3.72 | 0.98          | 0.95     | 210   |

| # | Field                                                                                                                   | Strongly Disagree | Somewhat disagree | Neither agree nor disagree | Somewhat agree | Strongly agree | Total |
|---|-------------------------------------------------------------------------------------------------------------------------|-------------------|-------------------|----------------------------|----------------|----------------|-------|
| 1 | I stay up to date on deals in Columbia through social media.                                                            | 9.52% 20          | 13.81% 29         | 11.90% 25                  | 49.52% 104     | 15.24% 32      | 210   |
| 2 | I am more likely to attend places if they have a deal or specials.                                                      | 0.48% 1           | 2.86% 6           | 6.67% 14                   | 31.90% 67      | 58.10% 122     | 210   |
| 3 | It's important for restaurants to have deals or specials.                                                               | 0.95% 2           | 2.86% 6           | 9.05% 19                   | 33.33% 70      | 53.81% 113     | 210   |
| 4 | It is important for restaurants to offer a variety of options for varying dietary needs. (Ex: Vegetarian, Vegan, etc.). | 2.38% 5           | 3.81% 8           | 14.76% 31                  | 30.00% 63      | 49.05% 103     | 210   |
| 5 | I participate in social media giveaways (ex: Instagram, Twitter, etc.).                                                 | 13.81% 29         | 18.57% 39         | 13.81% 29                  | 39.52% 83      | 14.29% 30      | 210   |
| 6 | It's important for a brand/company to share the same values I have.                                                     | 2.86% 6           | 7.14% 15          | 26.67% 56                  | 41.43% 87      | 21.90% 46      | 210   |

Showing rows 1 - 6 of 6

## Q2 - Of the following, which platform are you most likely to check for restaurant deals?



| # | Field                                                                                                 | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|-------------------------------------------------------------------------------------------------------|---------|---------|------|---------------|----------|-------|
| 1 | Of the following, which platform are you most likely to check for restaurant deals? - Selected Choice | 1.00    | 5.00    | 3.05 | 0.65          | 0.43     | 210   |

| # | Field                                     | Choice Count |
|---|-------------------------------------------|--------------|
| 1 | Facebook                                  | 2.38% 5      |
| 2 | Twitter                                   | 5.24% 11     |
| 3 | Instagram                                 | 84.29% 177   |
| 4 | Other                                     | 1.43% 3      |
| 5 | I don't use these platforms to find deals | 6.67% 14     |
|   |                                           | 210          |

Showing rows 1 - 6 of 6

### Q2\_4\_TEXT - Other

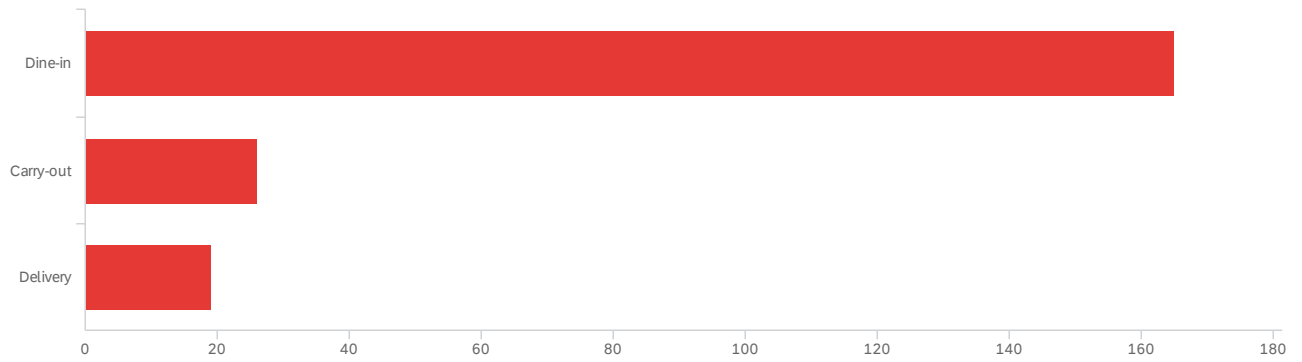
Other

Grindr

wechat



## Q8 - Which of the following do you prefer?

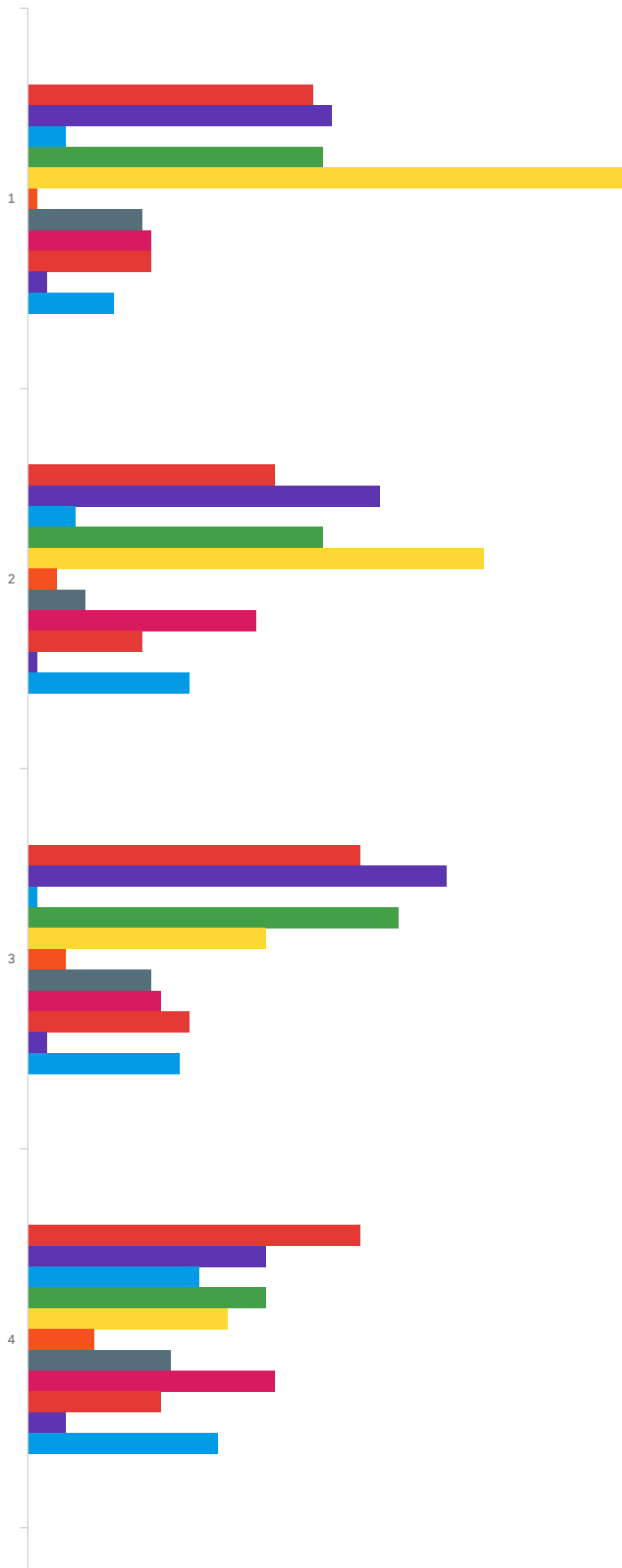


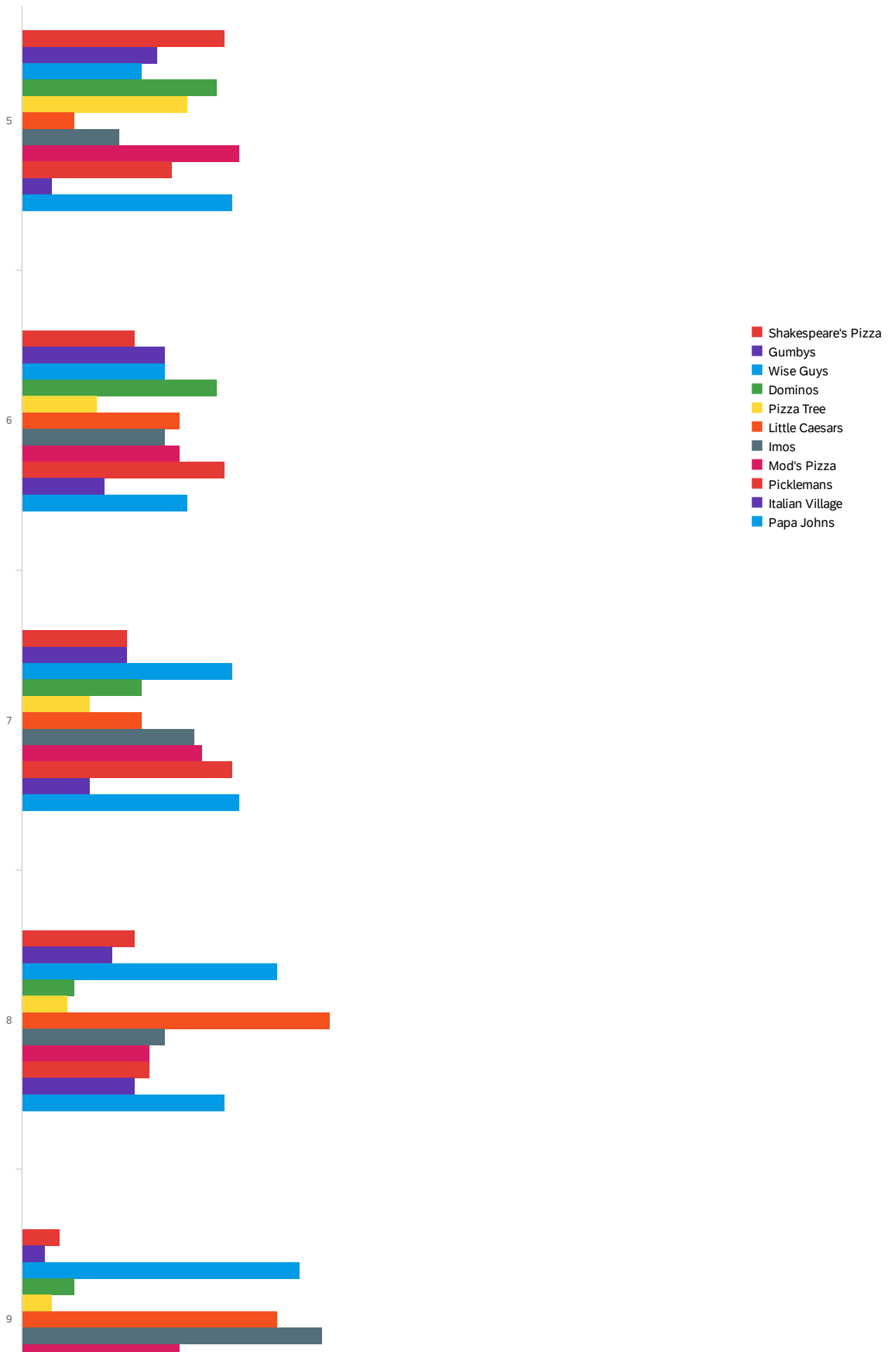
| # | Field                                 | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|---------------------------------------|---------|---------|------|---------------|----------|-------|
| 1 | Which of the following do you prefer? | 1.00    | 3.00    | 1.30 | 0.63          | 0.39     | 210   |

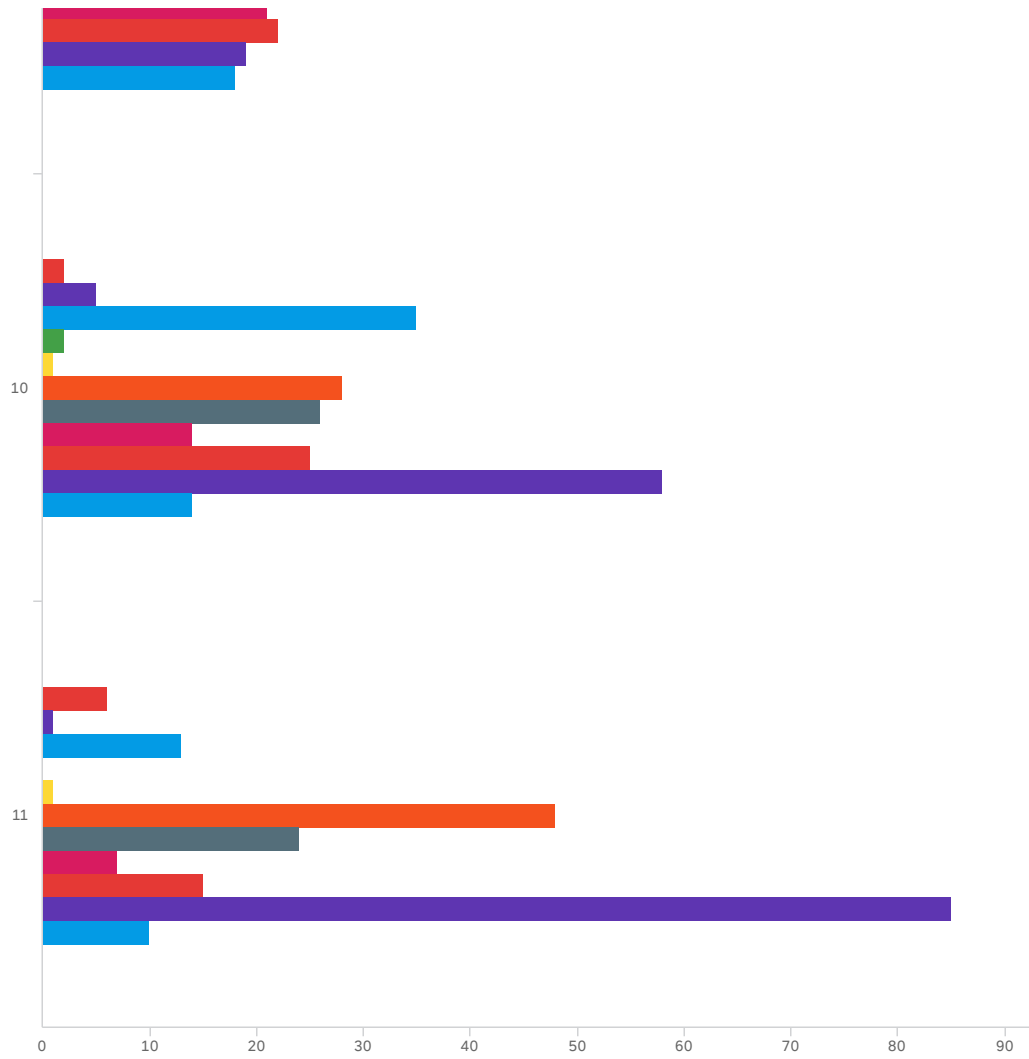
| # | Field     | Choice Count |
|---|-----------|--------------|
| 1 | Dine-in   | 78.57% 165   |
| 2 | Carry-out | 12.38% 26    |
| 3 | Delivery  | 9.05% 19     |
|   |           | 210          |

Showing rows 1 - 4 of 4

Q9 - Rank the following pizza places based on how likely you are to go there:







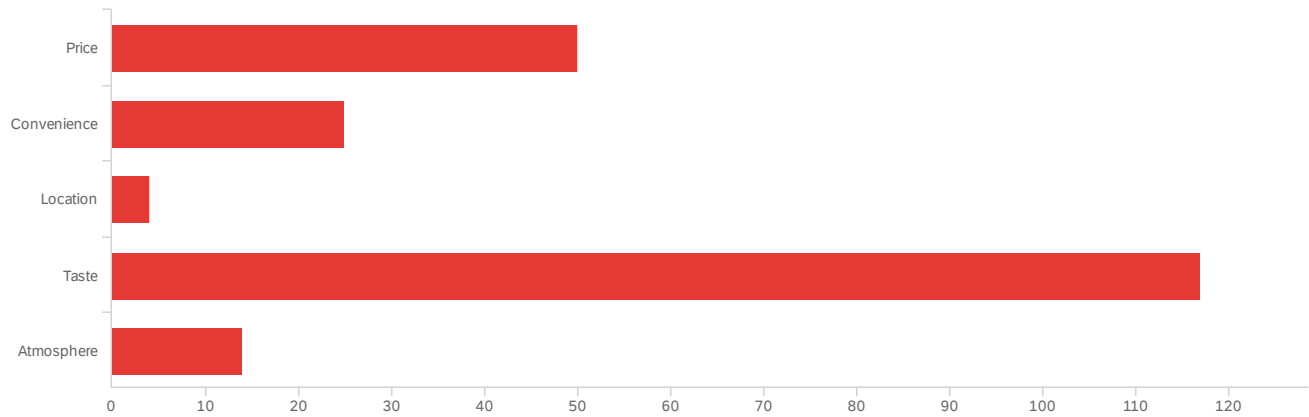
| # | Field               | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|---------------------|---------|---------|------|---------------|----------|-------|
| 1 | Shakespeare's Pizza | 1.00    | 11.00   | 4.29 | 2.52          | 6.36     | 210   |
| 2 | Pizza Tree          | 1.00    | 11.00   | 3.12 | 2.23          | 4.98     | 210   |
| 3 | Gumbys              | 1.00    | 11.00   | 3.92 | 2.39          | 5.69     | 210   |
| 4 | Wise Guys           | 1.00    | 11.00   | 7.51 | 2.37          | 5.62     | 210   |
| 5 | Dominos             | 1.00    | 10.00   | 4.03 | 2.26          | 5.12     | 210   |
| 6 | Papa Johns          | 1.00    | 11.00   | 6.07 | 2.69          | 7.24     | 210   |
| 7 | Little Caesars      | 1.00    | 11.00   | 8.39 | 2.27          | 5.13     | 210   |
| 8 | Imos                | 1.00    | 11.00   | 7.14 | 2.92          | 8.52     | 210   |
| 9 | Mod's Pizza         | 1.00    | 11.00   | 5.66 | 2.78          | 7.73     | 210   |

| #  | Field           | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|----|-----------------|---------|---------|------|---------------|----------|-------|
| 10 | Picklemans      | 1.00    | 11.00   | 6.43 | 2.91          | 8.46     | 210   |
| 11 | Italian Village | 1.00    | 11.00   | 9.43 | 2.09          | 4.39     | 210   |

| #  | Field               | 1         | 2         | 3         | 4         | 5         | 6         | 7         | 8      |
|----|---------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------|
| 1  | Shakespeare's Pizza | 14.29% 30 | 12.38% 26 | 16.67% 35 | 16.67% 35 | 12.86% 27 | 7.14% 15  | 6.67% 14  | 7.14%  |
| 2  | Gumbys              | 15.24% 32 | 17.62% 37 | 20.95% 44 | 11.90% 25 | 8.57% 18  | 9.05% 19  | 6.67% 14  | 5.71%  |
| 3  | Wise Guys           | 1.90% 4   | 2.38% 5   | 0.48% 1   | 8.57% 18  | 7.62% 16  | 9.05% 19  | 13.33% 28 | 16.19% |
| 4  | Dominos             | 14.76% 31 | 14.76% 31 | 18.57% 39 | 11.90% 25 | 12.38% 26 | 12.38% 26 | 7.62% 16  | 3.33%  |
| 5  | Pizza Tree          | 30.00% 63 | 22.86% 48 | 11.90% 25 | 10.00% 21 | 10.48% 22 | 4.76% 10  | 4.29% 9   | 2.86%  |
| 6  | Little Caesars      | 0.48% 1   | 1.43% 3   | 1.90% 4   | 3.33% 7   | 3.33% 7   | 10.00% 21 | 7.62% 16  | 19.52% |
| 7  | Imos                | 5.71% 12  | 2.86% 6   | 6.19% 13  | 7.14% 15  | 6.19% 13  | 9.05% 19  | 10.95% 23 | 9.05%  |
| 8  | Mod's Pizza         | 6.19% 13  | 11.43% 24 | 6.67% 14  | 12.38% 26 | 13.81% 29 | 10.00% 21 | 11.43% 24 | 8.10%  |
| 9  | Picklemans          | 6.19% 13  | 5.71% 12  | 8.10% 17  | 6.67% 14  | 9.52% 20  | 12.86% 27 | 13.33% 28 | 8.10%  |
| 10 | Italian Village     | 0.95% 2   | 0.48% 1   | 0.95% 2   | 1.90% 4   | 1.90% 4   | 5.24% 11  | 4.29% 9   | 7.14%  |
| 11 | Papa Johns          | 4.29% 9   | 8.10% 17  | 7.62% 16  | 9.52% 20  | 13.33% 28 | 10.48% 22 | 13.81% 29 | 12.86% |

Showing rows 1 - 11 of 11

## Q42 - What makes you chose one restaurant over another?



| # | Field                                             | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|---------------------------------------------------|---------|---------|------|---------------|----------|-------|
| 1 | What makes you chose one restaurant over another? | 1.00    | 5.00    | 3.10 | 1.37          | 1.89     | 210   |

| # | Field       | Choice Count |
|---|-------------|--------------|
| 1 | Price       | 23.81% 50    |
| 2 | Convenience | 11.90% 25    |
| 3 | Location    | 1.90% 4      |
| 4 | Taste       | 55.71% 117   |
| 5 | Atmosphere  | 6.67% 14     |
|   |             | 210          |

Showing rows 1 - 6 of 6

## Q33 - What is your favorite place to eat in downtown Columbia and why?

What is your favorite place to eat in downtown Columbia and why?

---

Your mom

Pizza Tree, great location and pizza!!

Thai Express because I love thai food

broadway diner, cheap good vibes and good food

pizza tree, its bussin

Pizza tree yum

Pizza Tree or Addisons

Beet Box, best food in town, great staff, awesome atmosphere

La Siesta because it's a fun environment and has good food and drinks for cheap prices

Addisons bc the nachos are fire

Pizza tree on fonem blood

Hiedelburg! I love their specials and their food. It's a great sit-down place to take family when they visit.

Addison's- late night happy hour 9-12 awesome deals

Pizza tree! Great prices and it's SO GOOD.

Addisons because the food is good and it's not too expensive

Beet Box

Geisha, I go every Tuesday for the \$3 crunch roll special

Shiloh Bar and grill because the food is incredible, it's a fun atmosphere, etc

Addisons

Main Squeeze! Everything that they serve is vegan or vegetarian friendly and they're woke af and have great values

flatbranch, they have a ton of options & everything is so good!

Shiloh. Wings!!!

What is your favorite place to eat in downtown Columbia and why?

---

Geisha - it's amazing!

CJ's - best food

Beet box bc the food and atmosphere are great. Also the heidelberg bc its an icon and has great deals

Pizza Tree

The Roof- awesome food, drinks, and atmosphere for a good price

Glenns cafe, they have excellent service and fine food.

Delia's because they have the best food

Harpos for bar style food

Lakota

Flat branch- good food and drinks

Sake. So yummy!!

Coleys, they have both really good food and drinks. They sangrias slap

Room 38 brunch. Great menu

Addisons

Heidelberg, good food and atmosphere

Chipotle

Geisha sushi bar because they have the best sushi and reasonable prices

Shakespears, \$5 triple wells...

Shilohs because they have good food and good atmosphere

Hudson Hawk

India's House - It serves food that I love and with consistent quality each time I've gone there.

Shakespears

Flat branch because the quality of food is amazing

Tellers and the food



What is your favorite place to eat in downtown Columbia and why?

---

Heidelberg. Good food and service

Room 38 because of the outdoor seating

D Rows - food is damn good

The Roof! i love the food and atmosphere

Geisha bc of the sushi flavors and lunch specials

I love picklemans because you can get such good food for a decent price.

For pizza, it switches between Pizza Tree and Shakespeare's. Both have amazing pizza a fulfill different cravings.

Heidelberg because it's close

Nourish, açai bowls/healthy food

Chipotle it's convenient

Pizza Tree -- the taste, the convenience, the memories

Addison's- the food is so good

Flatbranch - best food

Domino's

Shakespeare's because they have some good sauce

Kampai because I love sushi

Room 38 - options for food & drinks

Shakespeare's, it's so good

The Berg good deals, happy hour, reputation

Geisha. They have the best atmosphere and variety of sushi.

Seoul Taco- easy, convenient, really good food, nice workers, and nice atmosphere

Las Margaritas- good food, service and atmosphere. A little pricey but worth it

Addison's because it's the best restaurant I've been to

heidelberg - happy hour!

What is your favorite place to eat in downtown Columbia and why?

---

Le Bao cause I like the taste

Formosas, best Chinese in COMO

Flatbranch

Heidelberg, good price good food

Room 38. Great Happy Hour

main squeeze because they offer healthy vegetarian options, an atmosphere that matches my personality and a unique voice on social media

Shilohs because there food is good

ernies!! small and local

Any burger joint bc I'm American

CJ's Wings because i love chicken wings and they taste like the kind i eat at home

Main Squeeze, love their salads and options.

Pizza Tree because of their Mac and cheese pizza.

My favorite place is Room 38 because they have really good happy hour deals. I also like the atmosphere and music. I especially like the drink deals!

Room 38

The burg because of half price apps

Pizza tree, it's the best taste

Geisha and kampai sushi is my favorite

Nourish Cafe because I like the quality of the food they have there

Jimmy Johns bc I haven't explored much

campus bar because they have the foods i like since im a picky eater

Shilohs

Chipotle because it's close to me and I love chipotle

Addisons. I love it's atmosphere and good food.

Formosa

What is your favorite place to eat in downtown Columbia and why?

Picklemans - it is convenient, relatively cheap, and has a lot of good options. They are also open later than other restaurants.

Shakespeares because it's grrrrrrrrreeatttt

las margaritas

Las Margaritas. Their food is really good and prices are reasonable.

Cafe berlin

Pizza Tree - convenience and flavor

Chim's Thai Kitchen because it's so yummy

Pizza tree, it tastes good

Pizza Tree, the carry out window is great

India's house because of the buffet

CJ's

Pizza Tree because it is good, affordable, convenient, and has a rewards program. Also, the workers are nice and I feel connected to their brand. One of my friends works there and she loves the environment and owners so it makes me confident to support their business.

Heidelberg

Pizza Tree

A Little More Hibachi Express And Poke Bowl

Las Margs- biiiigg mexican food gal and the location is great!

gumbys bc its so good

Xd

Shakespeare's

Taste place

A Little More - Good Food and easy carryout

Pizza Tree. The vibes and staff are dope

Room 38 because they have good happy hour deals and mimosa deals and really good food. Also I love the atmosphere (they have good music) and just have never had a bad experience there.

What is your favorite place to eat in downtown Columbia and why?

Gumbys

Tellers b/c they have a vast menu and great atmosphere

Addisons because it's cheap and has good food

Flatbranch, offers many different options and tastes amazing

No idea

Mama Chim's because it's delicious!

Room 38

Glenn's cafe. I love sunday brunch and complementary champagne

Pizza Tree cause it's tasty

The Heidelberg because it's so variable — it's there for a fun night out of drinking or a chill dinner, study sesh, or meeting. Decent food but fun collegiate atmosphere.

Pizza Tree. The prices are very good and is New York style which is my favorite type of pizza!

addisons

Coley's because it has great gluten free options opposed to most places in como

Shakespeare's, great casual atmosphere to hangout or watch a game, really nice staff, great pizza and beer!

Addisons because of the food

las margaritas because it has good food and a good atmosphere

Le Bao, because the food is really good and unique in Columbia

India's House bc the food is authentic and flavorful

Pizza Tree

44 canteen

a little more

Pizza tree because it's easy access and delicious

Pizza tree bc they have Mac and cheese pizza

Addisons- There is a variety of things plus good beer during happy hour!

What is your favorite place to eat in downtown Columbia and why?

Las margs, it's a great atmosphere and food is great

Room 38 because it's a fun atmosphere, great place to go with friends, and really good food.

booches; best burgers in town

bonsai sushi, but sadly they closed down:( I love their food and atmosphere.

Imos

Pizza tree// unique pizza

Harpo's - the atmosphere & the food is good

I love Shakespeare's because I grew up eating there and the food is great

Tellers or Flat branch because they have insane food options and stuff in the menu you really can't get anywhere else

Pizza Tree - cheap and easy to take to go!

Kobe a lot of food

Pizza tree because it is delicious and sells slices

Not sure

Gumby's. Easy after bars

Pizza Tree, best pizza in como.

Heidelberg because I like the atmosphere. It is casual and homey

Addison's - the nachos are amazing!

Tellers because they have the best food, great service, walkable location and cute atmosphere

Bangkok Gardens because it always good and I can't make it the same at home.

flat branch. food is amazing and atmosphere is great

Uh I don't live in Columbia☐

Tellers because the quality and taste of the food

Addison's because the food is amazing!

A Little More - the food is always amazing and the customer support is even better.

What is your favorite place to eat in downtown Columbia and why?

Paeteria el tajin best Mexican food in town

India's house, it tastes good

Na

B12; yummy

Geisha bc I like sushi

Addisons, the pasta is really good and the atmosphere is very fancy

Geisha because I love sushi

Flat branch! So good and great atmosphere

B12

Addisons

Sake. I love sushi

X

Pizza tree, their pizza just smacks harder than anywhere else

Addisons

Picklemans, they have lots of options

Booches

Picklemans because it is relatively healthy and it has many choices on the menu.

Harpos. Alcohol and food

Heidelberg

The Heidelberg— atmosphere and food

44 canteen, horrible service but good food

Bangkok Garden, the food is good!

Harpos because there's alcohol and pretty decent bar food

Canteen 44

What is your favorite place to eat in downtown Columbia and why?

Gumby's bc it's good and right by my apartment

Gumbys

Room 38, food and environment

Addisons because the vibe and food is good

Picklemans Bc I love the food

Addison's because I love the vibe in there and their food and drinks are amazing

las margs

Geisha Sushi; super good, not too expensive, and love the atmosphere

Pizza tree bc it's quick, cheap, and delicious

I love eating at mexican places when there are deals because of the margs.

Room 38, good food and drinks

Addisons

44 Canteen, amazing tacos

The Heidelberg

room 38, super good vibes and good food

Heidelberg- good food and happy hour

Pizza Tree or the Berg because of convenience and atmosphere

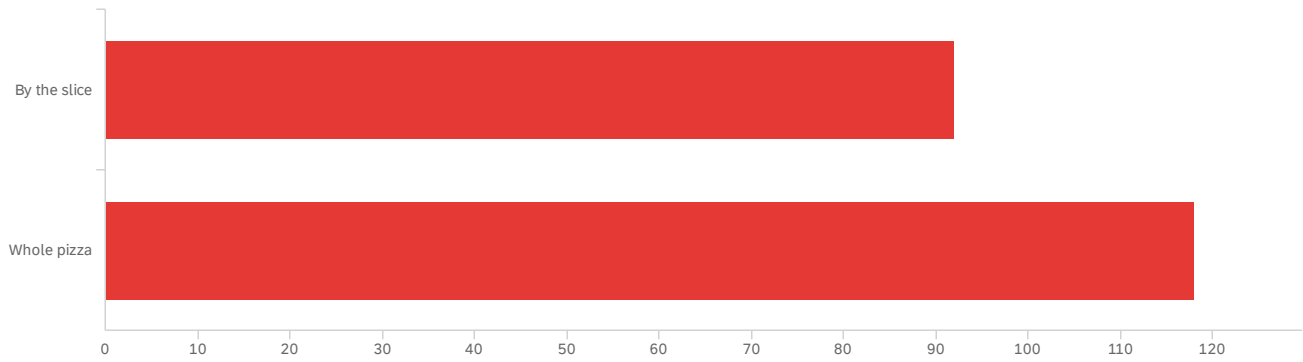
Coleys! The food is incredible and it's not too expensive! I always know I'm going to get high quality food but I don't need to spend a ton of money.

las margs, great food and great drinks

Heidelberg, because it is close to campus, has good food and has happy hour deals

Hiedlberg - good prices, easy to get too, and good food

## Q20 - Would you rather buy a whole pizza or by the slice?



| # | Field                                               | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|-----------------------------------------------------|---------|---------|------|---------------|----------|-------|
| 1 | Would you rather buy a whole pizza or by the slice? | 1.00    | 2.00    | 1.56 | 0.50          | 0.25     | 210   |

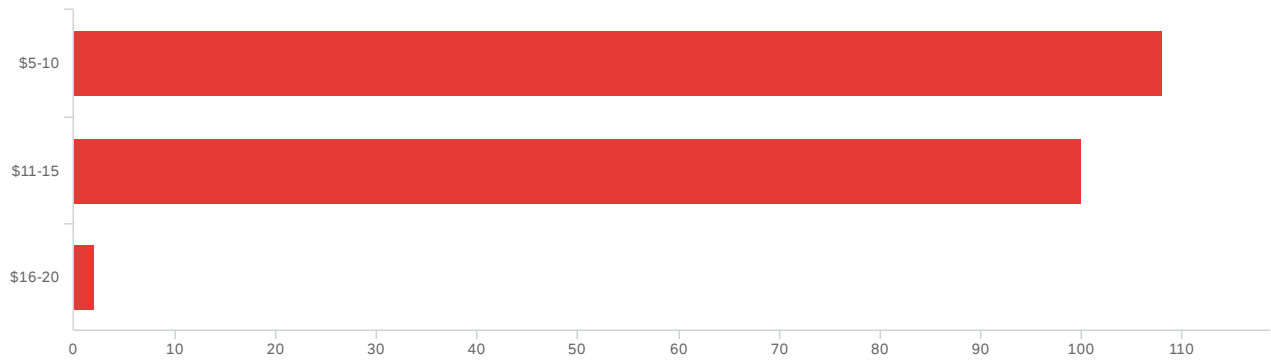
| # | Field        | Choice Count |
|---|--------------|--------------|
| 1 | By the slice | 43.81% 92    |
| 2 | Whole pizza  | 56.19% 118   |

210

Showing rows 1 - 3 of 3



## Q41 - What is your preferred price range for a WHOLE pizza with one topping?

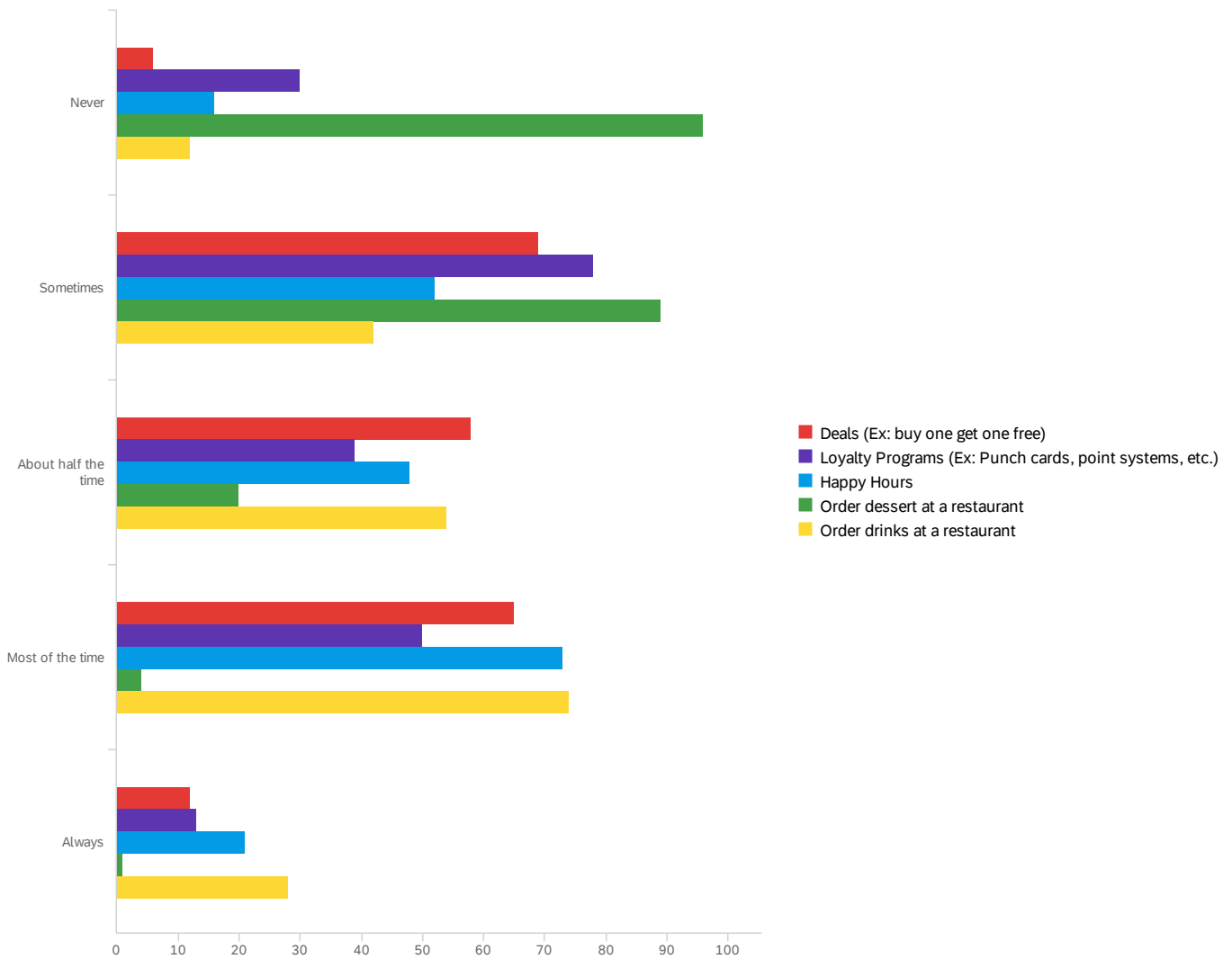


| # | Field                                                                  | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|------------------------------------------------------------------------|---------|---------|------|---------------|----------|-------|
| 1 | What is your preferred price range for a WHOLE pizza with one topping? | 1.00    | 3.00    | 1.50 | 0.52          | 0.27     | 210   |

| # | Field   | Choice Count |
|---|---------|--------------|
| 1 | \$5-10  | 51.43% 108   |
| 2 | \$11-15 | 47.62% 100   |
| 3 | \$16-20 | 0.95% 2      |
|   |         | 210          |

Showing rows 1 - 4 of 4

## Q32 - How often do you engage in the following?



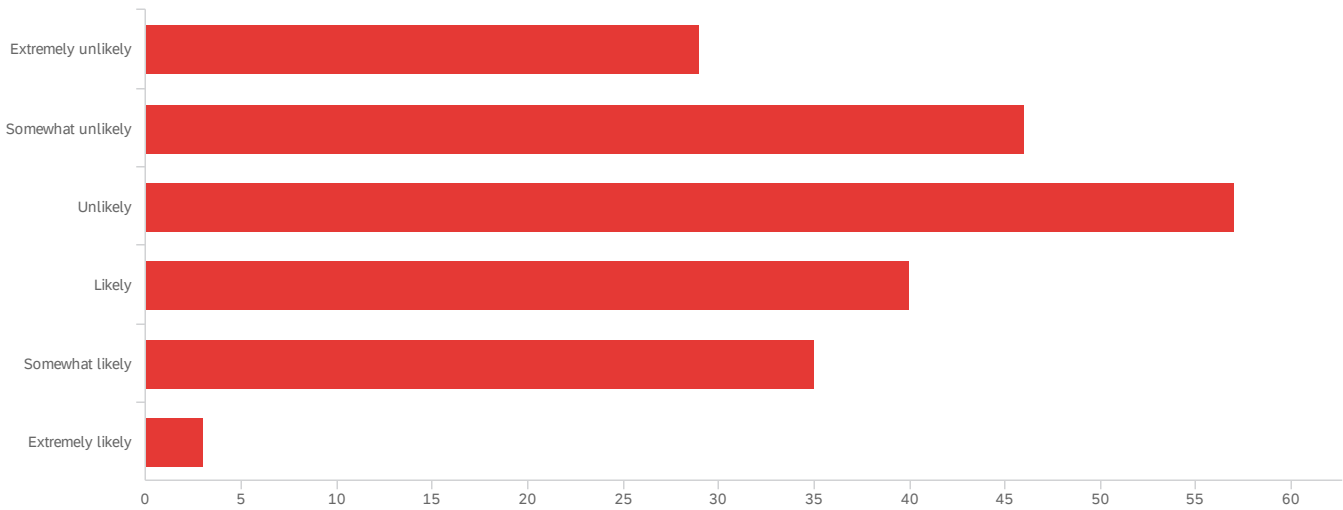
| # | Field                                                   | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|---------------------------------------------------------|---------|---------|------|---------------|----------|-------|
| 1 | Deals (Ex: buy one get one free)                        | 1.00    | 5.00    | 3.04 | 0.99          | 0.98     | 210   |
| 2 | Loyalty Programs (Ex: Punch cards, point systems, etc.) | 1.00    | 5.00    | 2.70 | 1.16          | 1.34     | 210   |
| 3 | Happy Hours                                             | 1.00    | 5.00    | 3.15 | 1.13          | 1.28     | 210   |
| 4 | Order dessert at a restaurant                           | 1.00    | 5.00    | 1.69 | 0.76          | 0.58     | 210   |
| 5 | Order drinks at a restaurant                            | 1.00    | 5.00    | 3.30 | 1.11          | 1.22     | 210   |

| # | Field | Never | Sometimes | About half the time | Most of the time | Always | Total |
|---|-------|-------|-----------|---------------------|------------------|--------|-------|
|---|-------|-------|-----------|---------------------|------------------|--------|-------|

| # | Field                                                   | Never  |    | Sometimes |    | About half the time |    | Most of the time |    | Always |    | Total |
|---|---------------------------------------------------------|--------|----|-----------|----|---------------------|----|------------------|----|--------|----|-------|
| 1 | Deals (Ex: buy one get one free)                        | 2.86%  | 6  | 32.86%    | 69 | 27.62%              | 58 | 30.95%           | 65 | 5.71%  | 12 | 210   |
| 2 | Loyalty Programs (Ex: Punch cards, point systems, etc.) | 14.29% | 30 | 37.14%    | 78 | 18.57%              | 39 | 23.81%           | 50 | 6.19%  | 13 | 210   |
| 3 | Happy Hours                                             | 7.62%  | 16 | 24.76%    | 52 | 22.86%              | 48 | 34.76%           | 73 | 10.00% | 21 | 210   |
| 4 | Order dessert at a restaurant                           | 45.71% | 96 | 42.38%    | 89 | 9.52%               | 20 | 1.90%            | 4  | 0.48%  | 1  | 210   |
| 5 | Order drinks at a restaurant                            | 5.71%  | 12 | 20.00%    | 42 | 25.71%              | 54 | 35.24%           | 74 | 13.33% | 28 | 210   |

Showing rows 1 - 5 of 5

## Q35 - How likely are you to try a meal-kit service or box from a restaurant?



| # | Field                                                                  | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|------------------------------------------------------------------------|---------|---------|------|---------------|----------|-------|
| 1 | How likely are you to try a meal-kit service or box from a restaurant? | 1.00    | 6.00    | 3.07 | 1.32          | 1.75     | 210   |

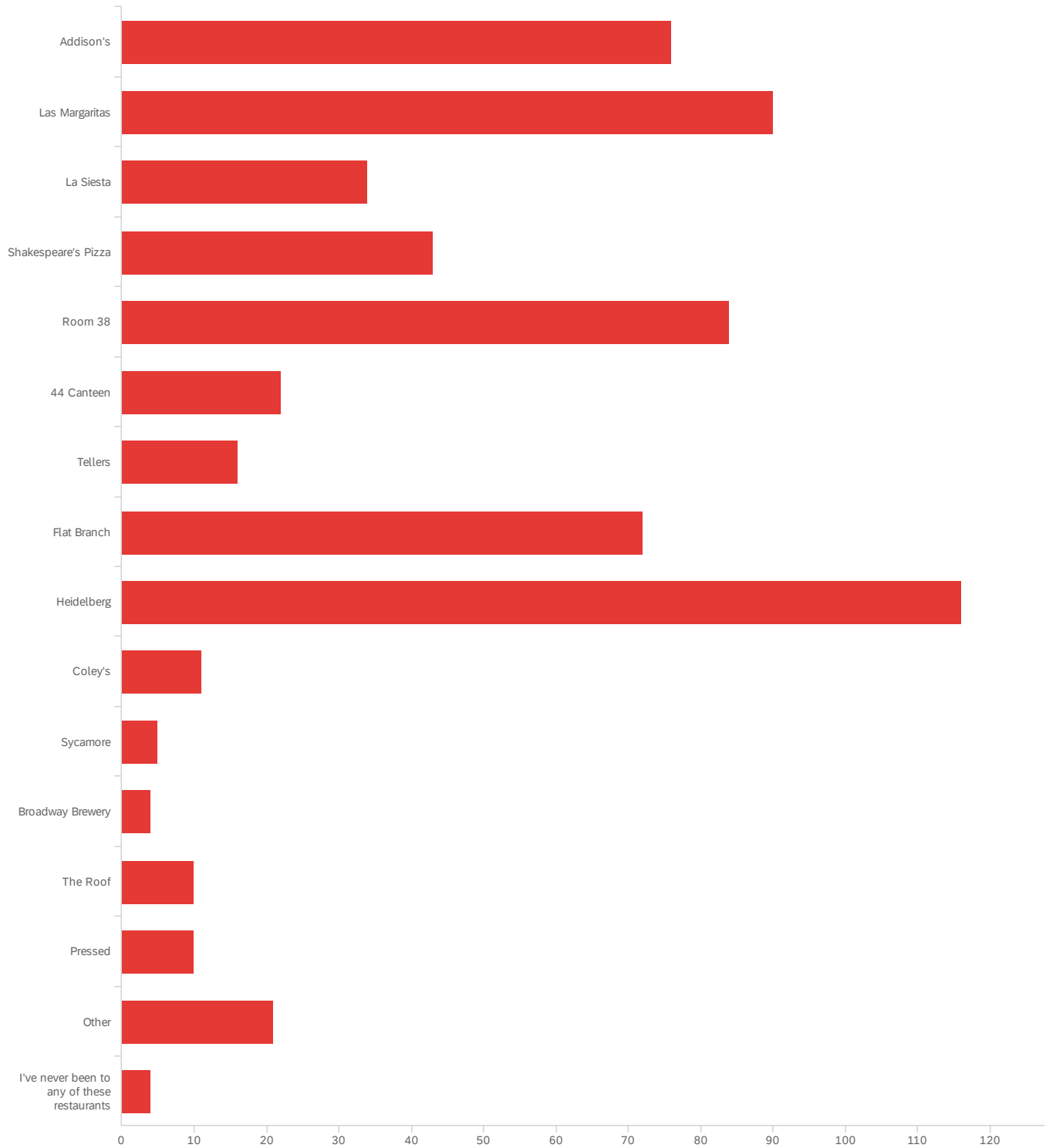
| # | Field              | Choice Count |
|---|--------------------|--------------|
| 1 | Extremely unlikely | 13.81% 29    |
| 2 | Somewhat unlikely  | 21.90% 46    |
| 3 | Unlikely           | 27.14% 57    |
| 4 | Likely             | 19.05% 40    |
| 5 | Somewhat likely    | 16.67% 35    |
| 6 | Extremely likely   | 1.43% 3      |

210

Showing rows 1 - 7 of 7

Q22 - Of the following, what are your top 3 favorite local bar/restaurants to have dinner in

Downtown Columbia?



# Field

Choice Count

| #  | Field                                       | Choice Count |
|----|---------------------------------------------|--------------|
| 1  | Addison's                                   | 12.30% 76    |
| 2  | Las Margaritas                              | 14.56% 90    |
| 3  | La Siesta                                   | 5.50% 34     |
| 4  | Shakespeare's Pizza                         | 6.96% 43     |
| 5  | Room 38                                     | 13.59% 84    |
| 6  | 44 Canteen                                  | 3.56% 22     |
| 7  | Tellers                                     | 2.59% 16     |
| 8  | Flat Branch                                 | 11.65% 72    |
| 9  | Heidelberg                                  | 18.77% 116   |
| 10 | Coley's                                     | 1.78% 11     |
| 11 | Sycamore                                    | 0.81% 5      |
| 12 | Broadway Brewery                            | 0.65% 4      |
| 13 | The Roof                                    | 1.62% 10     |
| 14 | Pressed                                     | 1.62% 10     |
| 15 | Other                                       | 3.40% 21     |
| 16 | I've never been to any of these restaurants | 0.65% 4      |
|    |                                             | 618          |

Showing rows 1 - 17 of 17

#### Q22\_15\_TEXT - Other

Other

el oso

Shilohs

Main Squeeze

Glenns Cafe

La taqueria

Lakota

Kampai

Other

mama chims

Harpos

Willies

Kampai

CJ's

I am underage so I do not drink

Le bao

India's House

thai express

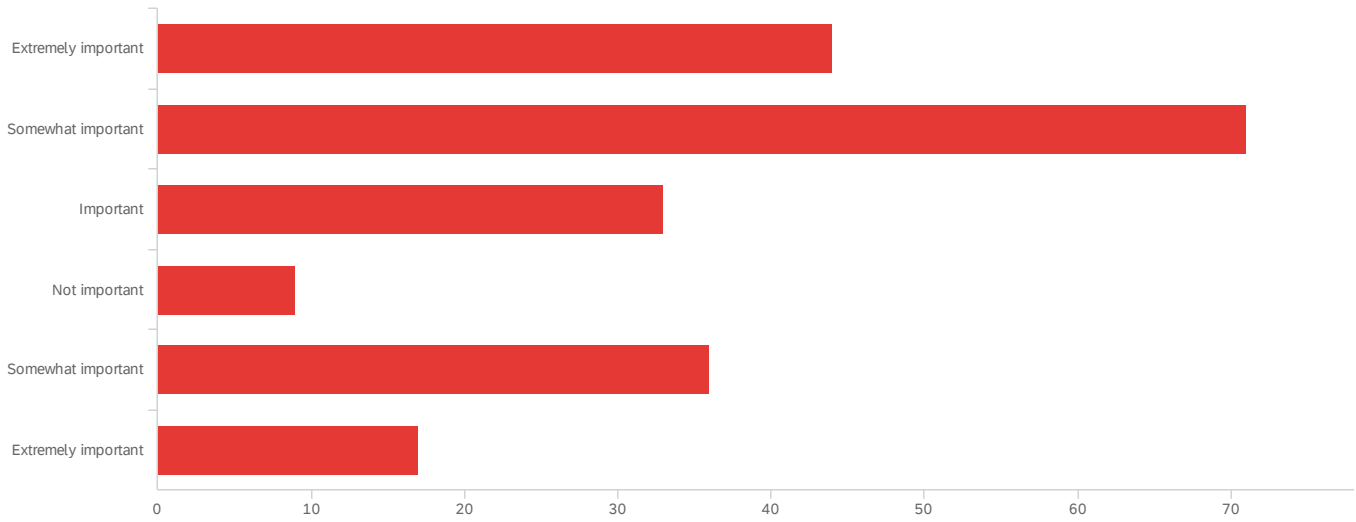
Booches

Pizza Tree

B12

Geisha

Q31 - How important is atmosphere (music, lighting, etc.) in your decision to choose one restaurant over a



| # | Field                                                                                                | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|------------------------------------------------------------------------------------------------------|---------|---------|------|---------------|----------|-------|
| 1 | How important is atmosphere (music, lighting, etc.) in your decision to choose one restaurant over a | 1.00    | 6.00    | 2.87 | 1.62          | 2.62     | 210   |

| # | Field               | Choice Count |
|---|---------------------|--------------|
| 1 | Extremely important | 20.95% 44    |
| 2 | Somewhat important  | 33.81% 71    |
| 3 | Important           | 15.71% 33    |
| 4 | Not important       | 4.29% 9      |
| 5 | Somewhat important  | 17.14% 36    |
| 6 | Extremely important | 8.10% 17     |

210

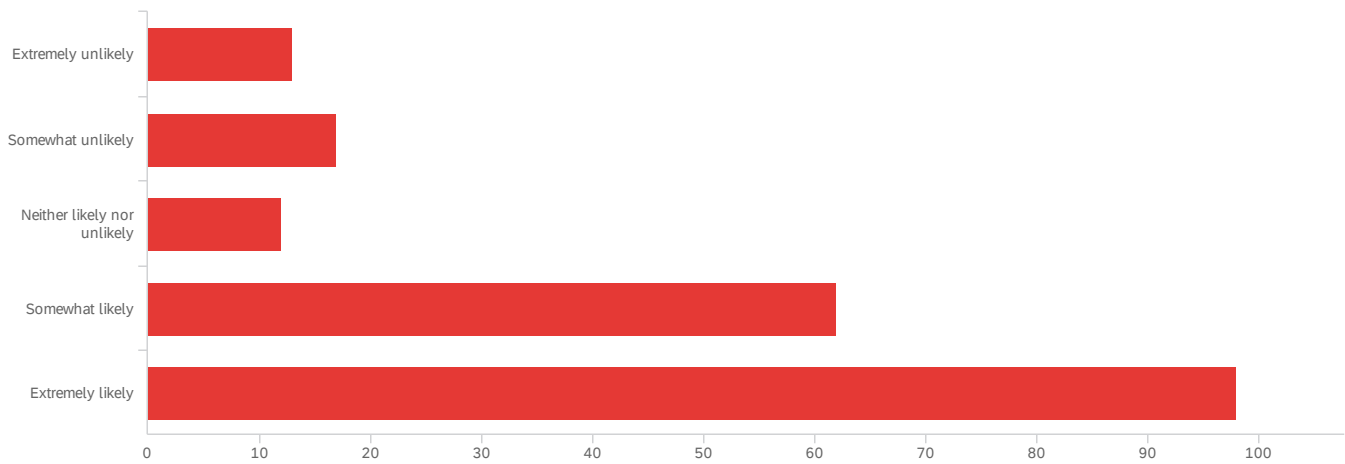




| # | Field     | Not Very Comfortable (1) | (2)     | (3)     | (4)     | (5)      | (6)     | (7)      | (8)    |
|---|-----------|--------------------------|---------|---------|---------|----------|---------|----------|--------|
| 1 | Dining-in | 4.95% 10                 | 1.49% 3 | 3.96% 8 | 4.46% 9 | 7.92% 16 | 4.46% 9 | 8.91% 18 | 11.39% |
| 2 | Carry-out | 0.00% 0                  | 0.00% 0 | 0.00% 0 | 0.00% 0 | 2.48% 5  | 0.50% 1 | 2.48% 5  | 3.96%  |
| 3 | Delivery  | 0.50% 1                  | 0.00% 0 | 0.50% 1 | 0.50% 1 | 1.98% 4  | 1.49% 3 | 1.49% 3  | 4.46%  |

Showing rows 1 - 3 of 3

## Q44 - How likely are you to attend a sit down dinner during COVID-19?

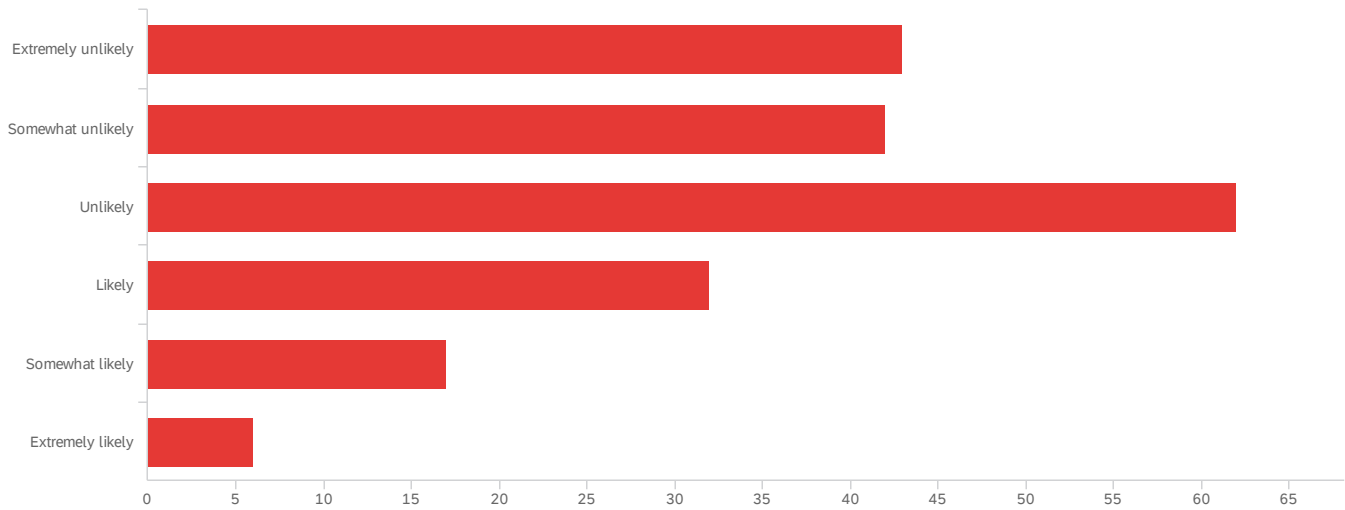


| # | Field                                                           | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|-----------------------------------------------------------------|---------|---------|------|---------------|----------|-------|
| 1 | How likely are you to attend a sit down dinner during COVID-19? | 1.00    | 5.00    | 4.06 | 1.21          | 1.46     | 202   |

| # | Field                       | Choice Count |
|---|-----------------------------|--------------|
| 1 | Extremely unlikely          | 6.44% 13     |
| 2 | Somewhat unlikely           | 8.42% 17     |
| 3 | Neither likely nor unlikely | 5.94% 12     |
| 4 | Somewhat likely             | 30.69% 62    |
| 5 | Extremely likely            | 48.51% 98    |
|   |                             | 202          |

Showing rows 1 - 6 of 6

## Q37 - How likely are you to purchase a meal-kit service?



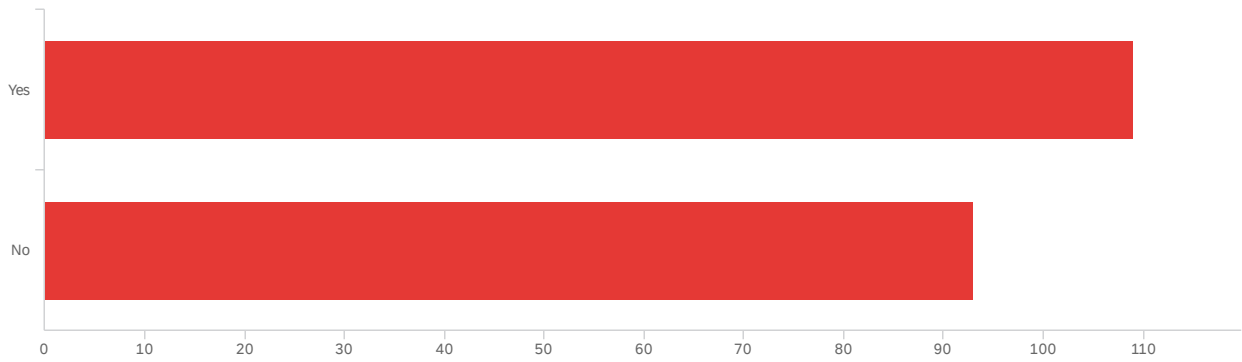
| # | Field                                              | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|----------------------------------------------------|---------|---------|------|---------------|----------|-------|
| 1 | How likely are you to purchase a meal-kit service? | 1.00    | 6.00    | 2.78 | 1.33          | 1.77     | 202   |

| # | Field              | Choice Count |
|---|--------------------|--------------|
| 1 | Extremely unlikely | 21.29% 43    |
| 2 | Somewhat unlikely  | 20.79% 42    |
| 3 | Unlikely           | 30.69% 62    |
| 4 | Likely             | 15.84% 32    |
| 5 | Somewhat likely    | 8.42% 17     |
| 6 | Extremely likely   | 2.97% 6      |

202

Showing rows 1 - 7 of 7

## Q2 - Are you currently 21 or older?



| # | Field                          | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|--------------------------------|---------|---------|------|---------------|----------|-------|
| 1 | Are you currently 21 or older? | 1.00    | 2.00    | 1.46 | 0.50          | 0.25     | 202   |

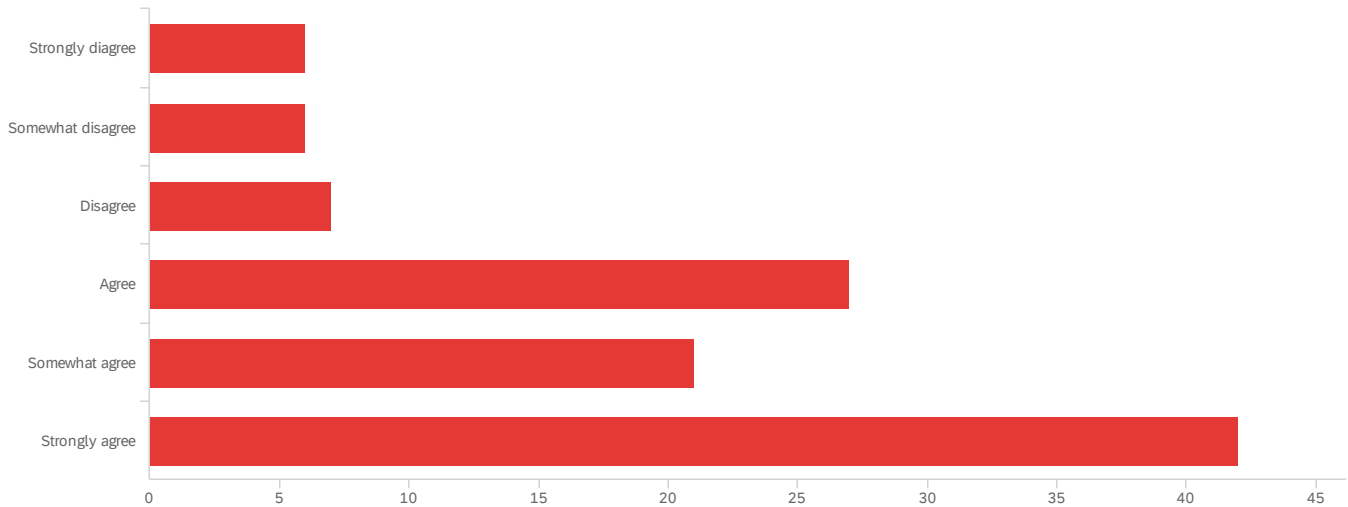
| # | Field | Choice Count |
|---|-------|--------------|
| 1 | Yes   | 53.96% 109   |
| 2 | No    | 46.04% 93    |

202

Showing rows 1 - 3 of 3

Q39 - Please state your level of agreement/disagreement with the following statement:

When I go out to dinner, I like for the places I go to have deals on alcohol.



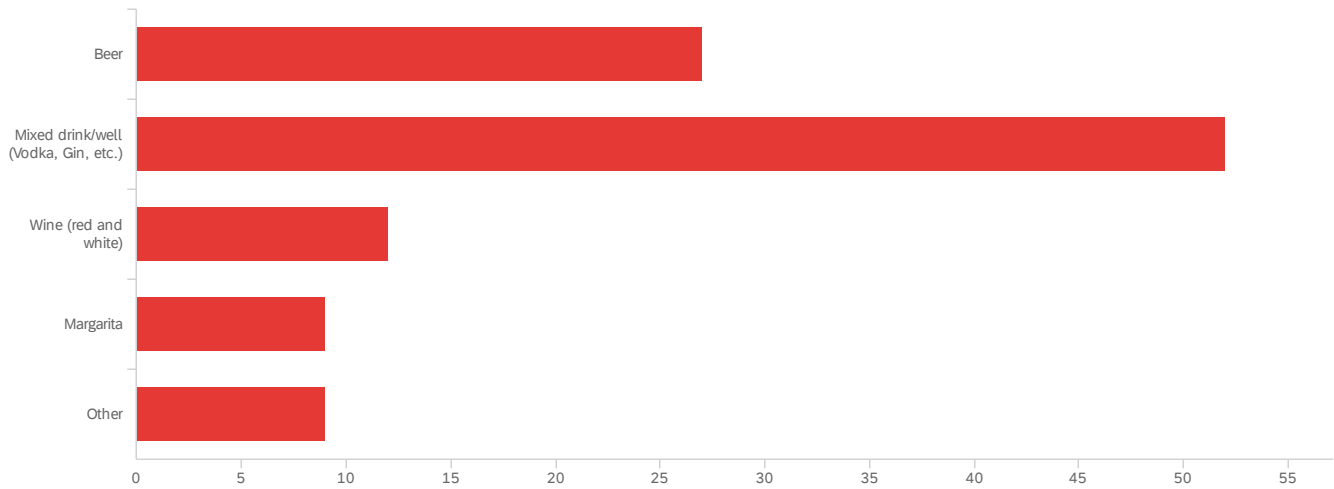
| # | Field                                                                                                                                                         | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|---------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|---------|------|---------------|----------|-------|
| 1 | Please state your level of agreement/disagreement with the following statement: When I go out to dinner, I like for the places I go to have deals on alcohol. | 1.00    | 6.00    | 4.62 | 1.46          | 2.12     | 109   |

| # | Field             | Choice Count |
|---|-------------------|--------------|
| 1 | Strongly disagree | 5.50% 6      |
| 2 | Somewhat disagree | 5.50% 6      |
| 3 | Disagree          | 6.42% 7      |
| 4 | Agree             | 24.77% 27    |
| 5 | Somewhat agree    | 19.27% 21    |
| 6 | Strongly agree    | 38.53% 42    |

109

Showing rows 1 - 7 of 7

## Q40 - When out at dinner, what are you most likely to order?



| # | Field                                                                    | Minimum | Maximum | Mean | Std Deviation | Variance | Count |
|---|--------------------------------------------------------------------------|---------|---------|------|---------------|----------|-------|
| 1 | When out at dinner, what are you most likely to order? - Selected Choice | 1.00    | 5.00    | 2.28 | 1.16          | 1.36     | 109   |

| # | Field                               | Choice Count |
|---|-------------------------------------|--------------|
| 1 | Beer                                | 24.77% 27    |
| 2 | Mixed drink/well (Vodka, Gin, etc.) | 47.71% 52    |
| 3 | Wine (red and white)                | 11.01% 12    |
| 4 | Margarita                           | 8.26% 9      |
| 5 | Other                               | 8.26% 9      |
|   |                                     | 109          |

Showing rows 1 - 6 of 6

### Q40\_5\_TEXT - Other

Other

Water

I do not drink

I am 21 but I don't drink

Other

Water

Rarely order alcohol with my food

it depends on the place but any of these!

Lemonade

**End of Report**