

Zagat and Foodspotting Restaurant Survey

Welcome to Zagat and Foodspotting's Restaurant Survey!

This important survey should only take about 10 minutes. Your answers are anonymous and will provide you with competitive insights and best practices for your marketing and social media menu.

Thank you and Bon Appetit.

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1. Which best describes your business?

- Restaurant (non-hotel)
- Personal Chef
- Restaurant/Bar within a hotel or part of a resort
- Catering
- Other (please specify)

2. What is the name of your business?

3. What is the approximate size of your business?

4. What type of cuisine do you serve?

5. What in the past has had a significant influence on your restaurant's popularity?

- Reviews
- Events/Promotions
- Location
- Reputation
- Atmosphere
- Chef
- Social media efforts

6. What do you MOST wish you could communicate with customers?

- Special Events
- Coupons/Promotions
- Daily Specials
- New Menu Items
- Food Trends
- Chef's thoughts/ideas

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7. How do you typically market or promote your company?

- PR
- Print advertising
- Radio/TV advertising
- Word of Mouth
- In-store advertising
- Your website
- Social media (Facebook, Twitter, Zagat, Foursquare, etc.)

8. How much do you typically spend on marketing/promotions/advertising per year?

9. How do you decide if a marketing opportunity is effective or measure its success?

- Customer feedback
- Number of followers/fans we have on social networks
- Visitors to our website
- Sales figures
- Press/Media attention
- Blogger/Yelp/Zagat/Chowhound/Grubstreet/Reviewer comments
- It's difficult to gauge how effective our marketing efforts are.

10. When you hear the phrase "social media", what word(s) comes to mind?

11. How would you rate your understanding of Social Media?

- I'm more comfortable around a stovetop than a laptop.
- I have a novice/very basic understanding of social media.
- I use it for "personal" use, but need to learn "business" use.
- I consider myself the Top Chef in the Social Media Kitchen.

Other (please specify)

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12. Not including email, how much time do you spend online each day for any work-related activities?

- I don't spend time online.
- Up to 1 hour per day
- Up to 2 hours per day
- Up to 3 hours per day
- More than 3 hours per day

13. How important do you think social media is to your overall success?

- Very important. Social media can help us grow.
- Somewhat important. Social media won't make or break us.
- Not important/unnecessary. I don't see its value right now.

14. Which of these social media tools does your restaurant use? (answer all that apply)

- Online video (YouTube, Vimeo)
- Blogging/microblogging (foodie blogs, Twitter)
- Local services (Yelp, Google local search, Citysearch)
- Social community networks (Facebook, Yahoo, Chowhound)
- Location-based services (Foursquare, Gowalla, Foodspotting)
- Other
- None of these

15. If you don't use social media for your business, why not?

- Knowledge: My staff or I don't really know enough about it or "get" it.
- Time: My staff or I don't have enough time to devote to a social media campaign.
- Commitment: I don't have the staff/resources to focus on social media on a regular basis.
- Results: I haven't seen results or really don't see value in it.
- Tried and True: I use more traditional media, like newspaper ads, trade publications, trade shows, word-of-mouth.

16. When you think of a Boston organization, person, or restaurant using social media, who/what do you think of?

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17. Does anyone in your organization blog? If so, check all that apply:

- chef
- owner
- marketing person
- intern
- management
- other

18. Do you read any food-related blogs?

- Yes
- No

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19. If so, which ones?

- amuse bouche
- beyond salmon
- boston food & whine
- boston foodie, the
- Boston.com/food (Boston Globe)
- Bostonfoodbloggers.com
- cambridge hotels
- cave cibum
- Chowhound
- david dadekian food blog
- Enobytes
- Erin Cooks
- Examiner
- Food Monkey
- forays of a finance foodie
- fork it over, boston
- Grub Street
- GrubHub ("The Daily Grub")
- hidden boston
- jacqueline church
- lingbo li: carpe deliciousness
- north shore dish
- palate to pen
- passionate foodie, the
- Public Radio Kitchen (WBUR's foodie blog)
- we are not martha
- Zagat Buzz
- Other (please specify)

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20. If you do use social media: What types of information do you promote and what social media tools do you use to do it? (answer all that apply)

	Facebook	Twitter	Video	Blog	foursquare	Yelp	Chowhound	Zagat	Foodspotting	Other
MENU ITEMS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
EXCLUSIVITY (special offers only available through social media)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
AWARENESS (keeping your business 'on the radar')	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ADDED VALUE (providing industry news, non-menu supplemental info.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SOCIAL CAUSES/FUNDRAISING	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

21. Approximately how much time does your business spend on these sites--reading or contributing--per week?

	0 Minutes	30 Minutes or less	30-60 Minutes	More than 1 hour	More than 2 hours	3+ hours
Blogs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chowhound	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Citysearch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Foursquare	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Foodspotting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
GrubHub	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
GrubStreet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NomX3	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social Bookmarking (Digg, StumbleUpon, Delicious)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Video (YouTube, Vimeo, Viddler)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yelp	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Zagat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

22. What's your favorite film, book, or resource related to anything food?

23. Gender:

Female

Male

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24. Age:

25. Is there any one question you'd love to get answered at the Eat, Drink, and Be Social event on May 24th?

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Thank you for dining with us--the survey is over. Completing this survey helps us give you information about the best marketing and social media practices being used by your competition.

The results will be discussed during the "Eat, Drink, and Be Social" symposium on May 24th. For more information on this event, please visit www.eatdrink.eventbrite.com