



We aim to provide our customers with great food and efficient service. Please take 5 minutes to complete our survey and help us maintain our reputation as one of the best restaurants in the area.

## Tell us about your visit...

Which Crocodile Rock Cafe did you visit?

Bristol, UK.....	110 (28%)	Boston, MA .....	157 (40%)
London, UK.....	66 (17%)	New York, NY.....	57 (15%)

1. Please enter the date and time of your visit

Date .....	381 (98%)
Time.....	387 (99%)

2. How often on average, do you visit this restaurant?

Daily .....	35 (9%)
Twice a week.....	80 (21%)
Weekly.....	130 (33%)
Monthly .....	140 (36%)

3. How many people were in your party today?

Adults.....	387 (99%)
Children .....	388 (99%)

4. Which of the following items did you order today?

Hamburger.....	133 (34%)	Ice cream .....	115 (29%)
French fries.....	186 (48%)	Coffee/tea .....	164 (42%)
Pizza .....	100 (26%)	Soft drink.....	141 (36%)
Salad.....	99 (25%)	Other.....	141 (36%)

What else did you order?

127 (33%)

5. How much did you spend in the restaurant today?

390 (100%)

6. How do you rate the following?

	Very Poor	Poor	OK	Good	Very Good
Speed of service	119 (31%)	88 (23%)	61 (16%)	62 (16%)	59 (15%)
Cleanliness	43 (11%)	50 (13%)	84 (22%)	110 (28%)	99 (25%)
Parking	86 (22%)	117 (30%)	68 (17%)	46 (12%)	68 (17%)
Quality of food	39 (10%)	68 (17%)	95 (24%)	99 (25%)	80 (21%)
Choice of food	29 (7%)	41 (11%)	95 (24%)	118 (30%)	100 (26%)

6. How important are the following to you?

	Not Very Important	Not Important	Neither	Important	Very Important
Speed of service	35 (9%)	96 (25%)	110 (28%)	90 (23%)	43 (11%)
Cleanliness	43 (11%)	206 (53%)	41 (11%)	49 (13%)	50 (13%)
Parking	68 (17%)	146 (37%)	68 (17%)	55 (14%)	48 (12%)
Quality of food	73 (19%)	191 (49%)	58 (15%)	32 (8%)	29 (7%)
Choice of food	71 (18%)	44 (11%)	100 (26%)	73 (19%)	94 (24%)

7.a Thinking about the main waiter / waitress who served you today...

(Select the position on the following scales that best represent them)

Friendly .....	162 (42%)
.....	71 (18%)
.....	23 (6%)
.....	51 (13%)
.....	76 (19%)
.....	6 (2%)
Rude .....	1 (0%)

7.b Thinking about the main waiter / waitress who served you today...

(Select the position on the following scales that best represent them)

Smart .....	46 (12%)
.....	13 (3%)
.....	67 (17%)
.....	57 (15%)
.....	33 (8%)
.....	21 (5%)
Scruffy .....	153 (39%)

7.c Thinking about the main waiter / waitress who served you today...

(Select the position on the following scales that best represent them)

Attentive .....	141 (36%)
.....	19 (5%)
.....	22 (6%)
.....	61 (16%)
.....	109 (28%)
.....	10 (3%)
Inattentive .....	28 (7%)

8. How do you rate the overall performance of this restaurant? 383 (98%)  
 (Rate on a scale of 1 to 10, where 10 is Excellent and 1 is Poor)
9. Are there any other comments that you would like to make?  
 312 (80%)
10. How likely are you to recommend this cafe to a friend or colleague?  
 (Rate on a scale of 0 to 10, where 0 is Definitely **Would Not** and 10 is Definitely **Would**)
- |               |                 |
|---------------|-----------------|
| 0.....0 (0%)  | 6.....28 (7%)   |
| 1.....0 (0%)  | 7.....21 (5%)   |
| 2.....26 (7%) | 8.....88 (23%)  |
| 3.....0 (0%)  | 9.....151 (39%) |
| 4.....19 (5%) | 10.....22 (6%)  |
| 5.....28 (7%) |                 |

### Tell us about yourself...

11. How old are you?
- |               |          |
|---------------|----------|
| Under 18..... | 70 (18%) |
| 18-24 .....   | 64 (16%) |
| 25-34 .....   | 69 (18%) |
| 35-44 .....   | 72 (18%) |
| 45-54 .....   | 65 (17%) |
| 55+ .....     | 49 (13%) |
12. Are you male or female?
- |              |           |
|--------------|-----------|
| Male.....    | 151 (39%) |
| Female ..... | 232 (59%) |
13. Please enter your zipcode/postcode 390 (100%)
14. Approximately how much do you spend dining out each month? 320 (82%)

Thank you for taking the time to help us with our research - please leave your questionnaire in the box provided at reception.