

# How Philly Eats Survey / Philadelphia Magazine, January 2007

In October 2006, Global Strategy Group surveyed 400 randomly selected people from the eight-county area in Philadelphia magazine's top subscribing zip codes. There is a margin of error of 4.9 percent. \* = less than 1%.

## EATING HABITS

	ENJOY		<u>Some</u>	DON'T ENJOY		<u>(DK/Ref.)</u>	NET	
	<u>A great deal</u>	<u>A fair amount</u>		<u>Not too much</u>	<u>Not at all</u>		<u>ENJOY</u>	<u>DON'T ENJOY</u>
• How much do you enjoy eating? .....	51%	37%	8%	3%	*	1%	88%	3%
• How much do you enjoy cooking? .....	42%	22%	14%	11%	11%	*	64%	22%
• How much do you enjoy eating out? .....	45%	34%	11%	6%	3%	-	80%	9%
• How much do you enjoy ordering takeout? .....	17%	23%	30%	19%	11%	*	39%	30%

## Which of the following best describes your eating habits?

You are a vegetarian .....	4%
You are a vegan .....	*
You eat fish but do not eat red meat or chicken .....	2%
You eat fish and chicken, but not eat red meat .....	10%
You eat most types of meat .....	77%
Other .....	4%
(Don't know/Refused) .....	2%

	AGREE		DISAGREE		NET	
	<u>Strong</u>	<u>Some</u>	<u>Some</u>	<u>Strong</u>	<u>AGREE</u>	<u>DISAGREE</u>
• I am a health-conscious eater who looks at the fat, carbohydrate, or sugar content of the foods I eat .....	36%	35%	15%	14%	71%	29%
• I am an adventurous eater who will try anything put in front of me at least once .....	38%	28%	12%	22%	66%	34%
• I love spicy foods that require multiple glasses of water to wash down my meal .....	27%	23%	14%	36%	49%	51%
• I am a food purist; I prefer plainer foods and often ask for sauces on the side when eating out .....	26%	17%	25%	32%	43%	57%
• I am a fried food junkie .....	9%	12%	22%	57%	21%	79%

## How often do you eat each of the following items?

	OFTEN			NOT OFTEN			<u>(DK/Ref.)</u>	NET	
	<u>Every day</u>	<u>A few times/week</u>	<u>Once a week</u>	<u>Once in a while</u>	<u>Rarely</u>	<u>Never</u>		<u>OFTEN</u>	<u>NOT OFTEN</u>
• Pretzels .....	16%	15%	12%	31%	14%	12%	*	43%	57%
• Water ice .....	15%	6%	5%	23%	31%	19%	1%	27%	73%
• Tastykakes .....	6%	5%	6%	24%	24%	35%	*	17%	82%
• Cheesesteak .....	4%	6%	7%	39%	24%	20%	*	17%	83%
• Roast pork sandwiches .....	4%	2%	5%	25%	25%	39%	*	11%	88%
• Scrapple .....	5%	2%	3%	17%	16%	56%	1%	10%	89%

**Where do you do your grocery shopping?**

Supermarkets, such as ACME or Genuardi's .....	71%
Farmers markets or markets which sell local, farm-grown produce .....	14%
Discount warehouses such as Costco, BJ's or Sam's Club.....	13%
Gourmet or organic markets, such as Whole Foods.....	10%
Ethnic food markets.....	3%
All of the above .....	5%
Other .....	2%
Don't cook/Don't do grocery shopping.....	5%

**DINING HABITS**

**In the course of a month, which of the following types of restaurants do you eat out at?**

Other casual dining restaurants .....	25%
Mid-priced chain restaurants such as Bertucci's, Applebees, or TGI Friday's.....	23%
Family-style restaurants.....	22%
Fine dining restaurants .....	21%
Fast food restaurants .....	21%
Diners .....	17%
Pizzerias .....	15%
Buffets.....	14%
Cafes or coffee shops .....	11%
Pubs.....	9%
All of the above .....	8%
Other .....	2%
Don't go out to eat .....	4%

	<u>None</u>	<u>Once</u>	<u>Twice</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>(DK/Ref.)</u>	<u>MEAN</u>
• Over the course of a typical week, how many times did you eat out or order takeout food for breakfast? .....	53%	28%	8%	4%	3%	2%	*	2%	1%	0.88
• Over the course of a typical week, how many times did you eat out or order takeout food for lunch?.....	28%	29%	18%	7%	6%	6%	1%	4%	2%	1.77
• Over the course of a typical week, how many times did you eat out or order takeout food for dinner? .....	14%	37%	21%	14%	5%	3%	1%	2%	2%	1.82

**Which one or two criteria are most important to you when deciding where you will go out to eat?**

Type of food or cuisine served .....	33%	Ability to get a reservation.....	5%
Cost .....	31%	Locally grown or organic produce and meats .....	3%
Distance from home or work.....	19%	The restaurant has a liquor license.....	3%
Service .....	18%	Vegetarian or Vegan meals .....	2%
Atmosphere or decor .....	11%	Ability to bring your own liquor, wine, or beer .....	2%
Reputation .....	10%	None of the above .....	1%
Availability of healthy food options on the menu.....	7%	Other .....	1%
All of the above .....	6%	(Don't know/Refused) .....	5%

**When going out to eat, what types of food do you eat most often?**

Italian.....	36%	Caribbean.....	2%
Seafood.....	21%	Pan-Asian.....	2%
Chinese.....	17%	Greek.....	2%
Traditional American.....	12%	Sushi.....	2%
Steak.....	10%	Southern and Soul.....	2%
Pizza.....	9%	Middle Eastern.....	1%
Mexican.....	8%	Mediterranean.....	1%
New American.....	8%	Cuban.....	1%
Barbecue.....	6%	German.....	1%
Hamburgers.....	5%	Cheesesteak.....	1%
Japanese.....	5%	Latin American.....	1%
French.....	4%	Moroccan.....	1%
Thai.....	3%	Kosher food.....	*
Deli/Sandwiches.....	3%	Other.....	6%
Fast Food.....	3%	(Don't know/Refused).....	5%
Vegetarian.....	3%		

**How far are you willing to travel for a good meal?**

Less than 10 miles.....	39%
10 to 20 miles.....	38%
20 to 40 miles.....	11%
40 to 60 miles.....	4%
More than 60 miles.....	4%
(Don't know/Refused).....	4%

**Have you ever ordered a tasting menu at a fine dining restaurant?**

Yes, within the last week.....	9%
Yes, within the last month.....	8%
Yes, within the last year.....	10%
Yes, more than one year ago.....	6%
No.....	64%
(Don't know/Refused).....	4%
<b>YES (NET).....</b>	<b>32%</b>

**Which do you prefer to order with your meal when dining out — beer, a glass of wine, a bottle of wine, or a cocktail?**

Beer.....	18%
Glass of wine.....	26%
Bottle of wine.....	11%
Cocktail.....	13%
None/Do not drink.....	28%
(Don't know/Refused).....	3%

**New and notable restaurants are often featured in the dining section of local newspapers and magazines. How important is it you to try these new restaurants within a month or two of their opening?**

Extremely important.....	10%
Somewhat important.....	15%
Not too important.....	30%
Not at all important.....	39%
(Don't know/Refused).....	6%
<b>IMPORTANT (NET).....</b>	<b>25%</b>
<b>NOT IMPORTANT (NET).....</b>	<b>69%</b>

**Which of the following sources do you rely on most for restaurant recommendations?**

Word of mouth.....	70%	Internet message boards or blogs.....	3%
Restaurant reviews in local newspaper.....	16%	Other Internet sites.....	3%
Restaurant reviews in Philadelphia Magazine.....	10%	City Search.....	1%
Newspaper or magazine advertisements.....	6%	Radio advertisements.....	1%
Zagats.....	5%	Menu Pages.....	1%
Television advertisements.....	3%	Other.....	2%
Restaurant reviews and other local magazines.....	3%	(Don't know/Refused).....	9%

**PHILADELPHIA'S RESTAURANT SCENE**

**In general, when it comes to quality, do you think Philadelphia restaurants are just as good, better, or worse than restaurants in other major American cities?**

Much better.....	15%
Somewhat better.....	11%
Just as good.....	56%
Somewhat worse.....	4%
Much worse.....	1%
(Don't know/Refused).....	13%
<b>BETTER (NET).....</b>	<b>26%</b>
<b>WORSE (NET).....</b>	<b>5%</b>

**On average, do you consider the prices at Philadelphia's restaurants to be expensive, reasonably priced, or inexpensive?**

Very expensive.....	10%
Somewhat expensive.....	13%
Reasonably priced.....	63%
Somewhat inexpensive.....	2%
Very inexpensive.....	1%
(Don't know/Refused).....	11%
<b>EXPENSIVE (NET).....</b>	<b>23%</b>
<b>INEXPENSIVE (NET).....</b>	<b>3%</b>

**Which of the following Philadelphia-area restaurants, if any, have you been to?**

Pat's King of Steaks.....	40%
Old Original Bookbinders.....	35%
Geno's Steaks.....	32%
Le Bec-Fin.....	26%
Buddakan.....	20%
Amada.....	7%
None.....	21%
All.....	3%
(Don't know/Refused).....	4%