



How other restaurants use Online Survey. And how their experience can help you.

We know that our restaurant customers get revealing and valuable insights from our Online Survey tool. That's why we've pulled together examples of what's working for them, so that you can use this information to help your restaurant too! **In fact, here are the two types of Online Surveys we see our restaurant customers use – and you can see the questions they're asking on the following pages.**

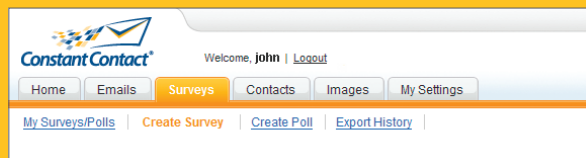
Survey 1: Dining habits and preferences

Survey 2: Recent dining experience

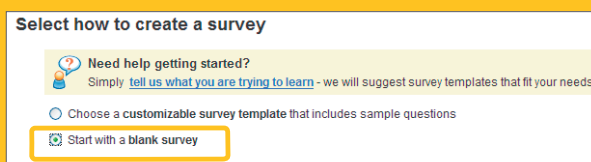
Now it's time for you to create your survey from the following pages. It's easy!

1. Log into your Constant Contact account at **ConstantContact.com** (If you don't have an account, you'll need to sign up for our **FREE 60-day trial**).

2. Under the *Surveys* tab, click on *Create Survey*.



3. **Important!** Under *Select how to create a survey*, check the second button: *Start with a blank survey*.



4. Now, **scroll down this page, or print it out, choose your questions, and use them** in your blank survey!



5. Now that you've created your Online Survey, here's how to get your audience to participate.

1. Send them an email invitation.
2. Put a link on your website.
3. Place a URL that links to your Online Survey on customers' receipts.

Survey 1: Dining habits and preferences

Choose from these questions on your blank survey to learn about your customers' dining habits and preferences.

Question type	Question and answer options
Multi select multiple choice	What prompted you to dine with us? (Select all that apply) Location/Convenience Past experience Word of mouth Advertisement <i>Include an "Other" choice</i>
Single select multiple choice	How frequently do you typically go out to eat? Daily Weekly Monthly Once every 3 months Once every 6 months or less
Single select multiple choice	How frequently do you typically dine with us? Daily Weekly Monthly Once every 3 months Once every 6 months or less
Single select multiple choice	When was the last time you visited our restaurant? Within the last week Within the last month Between 1 and 3 months ago Between 3 and 6 months ago 6 months or more
Single select multiple choice	Please indicate if and when you expect to return. Within 1 month Within 3 months Within 6 months Within a year Never
Open ended	Please enter your zip code. <i>Text Box</i>

Remember!

As your survey responses come in, be sure to put them to good use (our online survey reporting tools make it a snap to read and interpret your results). For example, other restaurant owners – using the results of their survey – have made enhancements like:

- Refined their business and marketing plan
- Addressed areas for improvements
- Improved employee training
- Changed their restaurant appearance
- Improved overall customer service

Survey 1: Dining habits and preferences; *continued*

Question type	Question and answer options
Single select multiple choice	<p>How far are you willing to travel to dine at our restaurant?</p> <p>Up to 10 miles 11 - 20 miles 21 – 30 miles 31 – 40 miles Over 40 miles</p>
Rank items numerically 1 - Most important	<p>Please rank your main reasons for selecting a restaurant in order of importance.</p> <p>Service & employee friendliness Atmosphere Location/view Quality of food Menu variety Food presentation Beverage quality Wine selection Value for the money</p>
Single select multiple choice	<p>How much do you usually spend on a typical dinner for two?</p> <p>\$21 to 40 \$41 to 60 \$61 to 80 \$81 to 100 Over \$100</p>
Single select multiple choice	<p>Which category describes your age?</p> <p>Under 18 18-24 25-34 35-44 45-54 55-65 Over 65 Prefer not to answer</p>
Open ended	<p>What is your favorite restaurant in town and why?</p> <p><i>Include comment box</i></p>

Survey 2: Dining experience

Choose from these questions on your blank survey to learn about your customers' satisfaction with their experiences at your restaurant.

Question type	Question and answer options
Single select multiple choice	For which location are you completing this survey? <i>List restaurant locations</i>
Single select multiple choice	How long have you dined at our restaurant? Less than 1 month 1 month to less than 6 months 6 months to less than 1 year 1 year to less than 3 years 3 years or more
Single select multiple choice	How would you rate your overall level of satisfaction with us? Highly satisfied Somewhat satisfied Neutral Somewhat dissatisfied Highly dissatisfied <i>Include comment box</i>
Rank items numerically 1- Most important	Please rank the following attributes in order of importance when choosing a restaurant. Reputation Friendly staff Knowledgeable staff Attentiveness of staff Cleanliness of restaurant Interior/exterior design The crowd (type of customer) Quality of food Menu selection Menu pricing and value
Rate items on a scale: Number of ratings: 5 Poor – Excellent	Please rate the following service items at our restaurant. Friendliness of staff Staff's knowledge of the menu Attentiveness of staff

See what our customers are saying:

"We just sent out our first survey, got an amazing return, and learned a lot of things about our readers that we can use in future marketing campaigns."

– Jan Ramsey, OffBeat Publications

Survey 2: Dining experience; *continued*

Question type	Question and answer options
Rate items on a scale: Number of ratings: 5 Poor – Excellent	<p>Please rate the following regarding the ambiance of our restaurant.</p> <ul style="list-style-type: none"> Cleanliness Lighting Music Comfort <i>Include comment box</i>
Rate items on a scale: Number of ratings: 5 Poor – Excellent	<p>Please rate the following items regarding our menu.</p> <ul style="list-style-type: none"> Quality of food Menu variety Menu pricing and value <i>Include comment box</i>
Single select multiple choice	<p>How likely is it that you would recommend our restaurant to a friend or colleague?</p> <ul style="list-style-type: none"> Very likely Somewhat likely Neutral Somewhat unlikely Very unlikely
Open ended	<p>Please share any suggestions for improving our restaurant.</p> <p><i>Include comment box</i></p>
Collect personal information	<p>Enter your email address below to receive our discount coupons and enter to win a FREE dinner party for SIX.</p> <p><i>Request email address, first name and last name. Asking for any more information may discourage respondent from filling in any data.</i></p>