
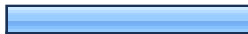














1. What is your age?

		Response Percent	Response Count
Under 18		1.0%	1
19-24		21.0%	22
25-34		21.0%	22
35-44		25.7%	27
45-54		22.9%	24
55-64		8.6%	9
65 and Older		0.0%	0
		answered question	105
		skipped question	0






2. What is your gender?

		Response Percent	Response Count
Male		49.5%	52
Female		50.5%	53
		answered question	105
		skipped question	0





3. What is your highest level of education?

		Response Percent	Response Count
High school		7.6%	8
Post-secondary or Trade School		5.7%	6
Bachelor's Degree		48.6%	51
Master's Degree		28.6%	30
Doctorate		4.8%	5
Other (please specify)		4.8%	5
		answered question	105
		skipped question	0




4. Have you ever lived in a country outside of the United States?

		Response Percent	Response Count
Yes, less than 3 months.		7.6%	8
Yes, 3 to 6 months.		4.8%	5
Yes, 7 to 12 months.		2.9%	3
Yes, over 1 year.		9.5%	10
No, I have not.		75.2%	79
		answered question	105
		skipped question	0

5. Have you ever travelled to a country outside of the United States?

		Response Percent	Response Count
Yes, 1 or 2 times.		23.8%	25
Yes, 3 or 4 times.		30.5%	32
Yes, 5 or more times.		36.2%	38
No, I have not.		9.5%	10
		answered question	105
		skipped question	0

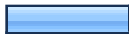




6. Do you speak Spanish?

		Response Percent	Response Count
Yes, it is my native language.		0.0%	0
Yes, fluently.		5.7%	6
Yes, a little.		40.0%	42
No, not at all.		54.3%	57
answered question			105
skipped question			0













7. Please briefly describe your ethnic background (answer is not required).

	Response Count
	59
answered question	59
skipped question	46

8. How often do you eat at a restaurant each month?

		Response Percent	Response Count
1-2 times		10.5%	10
3-5 times		24.2%	23
6-10 times		33.7%	32
10-15 times		22.1%	21
Over 15		9.5%	9
Never		0.0%	0
answered question			95
skipped question			10

9. What are your three most favorite types of restaurant?

		Response Percent	Response Count
African		1.1%	1
American (Traditional)		35.8%	34
Asian Fusion		3.2%	3
Barbeque		7.4%	7
Brazilian		0.0%	0
Cajun/Creole		1.1%	1
Caribbean		0.0%	0
Chinese		29.5%	28
Cuban		2.1%	2
Ethiopian		0.0%	0
Fast Food		9.5%	9
French		3.2%	3
German		2.1%	2
Greek		3.2%	3
Hawaiian		0.0%	0
Hungarian		1.1%	1

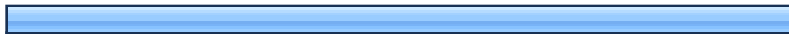



Indian		20.0%	19
Irish		0.0%	0
Italian		45.3%	43
Japanese		5.3%	5
Korean		2.1%	2
Kosher		0.0%	0
Latin American		0.0%	0
Mediterranean		9.5%	9
Mexican		49.5%	47
Middle Eastern		5.3%	5
Polish		0.0%	0
Russian		0.0%	0
Soul Food		2.1%	2
Spanish		0.0%	0
Steakhouses		14.7%	14
Sushi Bars		14.7%	14
Tapas		2.1%	2
Tex-Mex		4.2%	4
Thai		15.8%	15

Turkish		0.0%	0
Vegan		0.0%	0
Vegetarian		7.4%	7
Vietnamese		1.1%	1
Other (please specify)		1.1%	1
answered question			95
skipped question			10

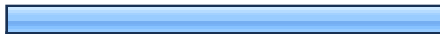





10. Briefly describe your idea of an authentic, ethnic dining (or other food related) experience.

	Response Count
	63
answered question	63
skipped question	42














11. How often do you choose a Mexican restaurant each month?

		Response Percent	Response Count
1-2 times		68.4%	65
3-5 times		18.9%	18
6-10 times		1.1%	1
10-15 times		0.0%	0
Over 15		0.0%	0
Never		11.6%	11
answered question			95
skipped question			10

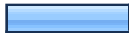






12. Which of the following do you consult, when choosing a restaurant?

		Response Percent	Response Count
Restaurant Website		37.9%	36
Online Review		53.7%	51
Print Review		11.6%	11
Friends		78.9%	75
Coupon		24.2%	23
Restaurant Menu		55.8%	53
answered question			95
skipped question			10









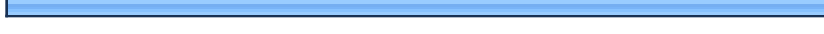

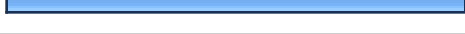

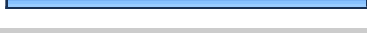
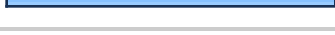
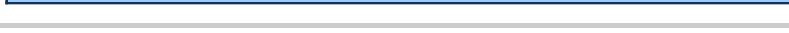

13. Which of the following most influences your choice of restaurant?









		Response Percent	Response Count
Location		53.7%	51
Type of Cuisine		40.0%	38
Lowest Price		11.6%	11
Authenticity of Cuisine		41.1%	39
Recommendations		36.8%	35
Appearance or Style		28.4%	27
Popularity		8.4%	8
Value for Price		42.1%	40
Variety of Cuisine		13.7%	13
Familiarity		27.4%	26
Overall Atmosphere		32.6%	31
Energy or Vibe		24.2%	23
Other (please specify)		10.5%	10
answered question			95
skipped question			10

14. Where is your permanent residence?




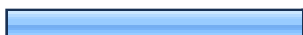











		Response Percent	Response Count
Northeast US		10.5%	10
South US		2.1%	2
Midwest US		43.2%	41
Midwest US (Greater Cincinnati)		36.8%	35
Southwest US		1.1%	1
West US		1.1%	1
Other (please specify)		5.3%	5
		answered question	95
		skipped question	10









15. Have you heard of any of the following Greater Cincinnati Mexican restaurants?

		Response Percent	Response Count
La Mexicana		17.1%	6
Taco Bell		100.0%	35
Nada		65.7%	23
Blue Agave		40.0%	14
El Jinete		34.3%	12
Acapulco		42.9%	15
El Coyote		51.4%	18
Camino Real		17.1%	6
Habanero		71.4%	25
Cancun Restaurante		25.7%	9
Taquería Mercado		40.0%	14
Chipotle		97.1%	34
El Toro Mexican Restaurant		31.4%	11
Cazadores		28.6%	10
Cactus Pear		68.6%	24
Los Cabos Mexican Restaurant		11.4%	4




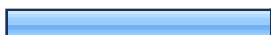









Dinastia Latina		0.0%	0
El Ranchito		25.7%	9
Cancun Mexican Bar & Grill		57.1%	20
El Rancho Grande		74.3%	26
Chi Chi's		91.4%	32
Currito		54.3%	19
Qdoba Mexican Grill		85.7%	30
Viva Tequila		2.9%	1
Burrito Joe's		54.3%	19
answered question			35
skipped question			70




16. Have you eaten at any of the following Greater Cincinnati Mexican restaurants?

		Response Percent	Response Count
Taco Bell		77.1%	27
Nada		37.1%	13
Blue Agave		11.4%	4
El Jinete		25.7%	9
Acapulco		5.7%	2
El Coyote		25.7%	9
Camino Real		2.9%	1
Habanero		31.4%	11
Cancun Restaurante		17.1%	6
Taquería Mercado		25.7%	9
Chipotle		88.6%	31
El Toro Mexican Restaurant		14.3%	5
Cazadores		20.0%	7
Cactus Pear		42.9%	15
Los Cabos Mexican Restaurant		2.9%	1
Dinastia Latina		0.0%	0

El Ranchito		2.9%	1
Cancun Mexican Bar & Grill		22.9%	8
El Rancho Grande		34.3%	12
Chi Chi's		34.3%	12
Currito		34.3%	12
Qdoba Mexican Grill		37.1%	13
Viva Tequila		2.9%	1
Burrito Joe's		17.1%	6
answered question			35
skipped question			70

17. Which of the following Greater Cincinnati Mexican restaurants do you consider authentic?

		Response Percent	Response Count
Taco Bell		2.9%	1
Nada		14.3%	5
Blue Agave		8.6%	3
El Jinete		22.9%	8
Acapulco		8.6%	3
El Coyote		5.7%	2
Camino Real		0.0%	0
Habanero		11.4%	4
Cancun Restaurante		8.6%	3
Taquería Mercado		25.7%	9
Chipotle		2.9%	1
El Toro Mexican Restaurant		5.7%	2
Cazadores		14.3%	5
Cactus Pear		14.3%	5
Los Cabos Mexican Restaurant		0.0%	0
Dinastia Latina		0.0%	0

El Ranchito		0.0%	0
Cancun Mexican Bar & Grill		20.0%	7
El Rancho Grande		28.6%	10
Chi Chi's		0.0%	0
Currito		0.0%	0
Qdoba Mexican Grill		2.9%	1
Viva Tequila		0.0%	0
Burrito Joe's		0.0%	0
answered question			35
skipped question			70

18. How important are each of the following to an authentic mexican restaurant experience?

	Not Important									Very Important	N/A	Rating Average	Response Count
Interior Appearance or Style	0.0% (0)	3.3% (3)	5.6% (5)	6.7% (6)	7.8% (7)	12.2% (11)	16.7% (15)	23.3% (21)	15.6% (14)	8.9% (8)	0.0% (0)	6.94	90
Variety of Menu Items	0.0% (0)	3.3% (3)	2.2% (2)	2.2% (2)	1.1% (1)	3.3% (3)	10.9% (10)	25.0% (23)	30.4% (28)	21.7% (20)	0.0% (0)	8.14	92
Type of Ingredients	0.0% (0)	1.1% (1)	1.1% (1)	0.0% (0)	0.0% (0)	4.4% (4)	8.8% (8)	16.5% (15)	27.5% (25)	39.6% (36)	1.1% (1)	8.78	91
Description of Menu Items	2.2% (2)	2.2% (2)	4.4% (4)	3.3% (3)	3.3% (3)	5.6% (5)	10.0% (9)	18.9% (17)	25.6% (23)	24.4% (22)	0.0% (0)	7.79	90
Photos of Menu Items	4.4% (4)	6.7% (6)	11.1% (10)	5.6% (5)	8.9% (8)	18.9% (17)	14.4% (13)	5.6% (5)	11.1% (10)	12.2% (11)	1.1% (1)	6.06	90
Knowledgeable Staff	1.1% (1)	2.2% (2)	1.1% (1)	2.2% (2)	8.8% (8)	3.3% (3)	11.0% (10)	19.8% (18)	29.7% (27)	20.9% (19)	0.0% (0)	7.92	91
Mexican Staff	12.1% (11)	8.8% (8)	6.6% (6)	6.6% (6)	11.0% (10)	12.1% (11)	9.9% (9)	14.3% (13)	11.0% (10)	7.7% (7)	0.0% (0)	5.63	91
Outdoor Appearance or Style	2.2% (2)	4.3% (4)	6.5% (6)	12.0% (11)	14.1% (13)	15.2% (14)	6.5% (6)	18.5% (17)	18.5% (17)	2.2% (2)	0.0% (0)	6.22	92
Type of Music or Entertainment	6.5% (6)	3.3% (3)	13.0% (12)	9.8% (9)	14.1% (13)	18.5% (17)	12.0% (11)	10.9% (10)	6.5% (6)	2.2% (2)	3.3% (3)	5.42	92
Variety of Beverage Items	5.4% (5)	6.5% (6)	4.3% (4)	8.7% (8)	10.9% (10)	10.9% (10)	20.7% (19)	13.0% (12)	12.0% (11)	6.5% (6)	1.1% (1)	6.14	92
answered question													92

skipped question 13

19. Briefly describe your ideal authentic Mexican Restaurant experience.

Response
Count

60

answered question 60

skipped question 45

20. If you could add any question to this survey, what would you ask?

Response
Count

25

answered question 25

skipped question 80

Page 2, Q3. What is your highest level of education?

1	Some college	Nov 9, 2011 2:25 PM
2	In college	Nov 9, 2011 12:28 PM
3	MA candidate	Nov 9, 2011 8:47 AM
4	3 years of college	Nov 8, 2011 3:39 PM
5	Some College	Nov 8, 2011 1:48 PM

Page 3, Q7. Please briefly describe your ethnic background (answer is not required).

1	Mostly German, part Irish, and a little Welsh and Cherokee.	Nov 16, 2011 4:37 PM
2	german american (white)	Nov 16, 2011 4:06 PM
3	German-American	Nov 16, 2011 9:10 AM
4	Scottish/Irish/French/German	Nov 13, 2011 3:06 PM
5	white anglo saxon	Nov 11, 2011 2:52 AM
6	caucasian	Nov 10, 2011 8:40 PM
7	Jewish	Nov 10, 2011 8:19 PM
8	Irish American	Nov 10, 2011 2:37 AM
9	Anglo Saxan	Nov 9, 2011 6:33 PM
10	My mother is Parsi (a small ethnic group in India), and I have visited India with her a couple times. My dad is American (from the NYC area, of Irish and French descent)	Nov 9, 2011 4:54 PM
11	Caucasian, brought up speaking English	Nov 9, 2011 4:10 PM
12	German-Anglo	Nov 9, 2011 4:06 PM
13	White. Born and raised in America	Nov 9, 2011 3:09 PM
14	Caucasian/asian	Nov 9, 2011 2:26 PM
15	Eastern European	Nov 9, 2011 2:06 PM
16	I am Serbian.	Nov 9, 2011 1:43 PM
17	German and welsh	Nov 9, 2011 12:11 PM
18	Caucasian	Nov 9, 2011 11:43 AM
19	pennsylvania dutch with a little irish	Nov 9, 2011 9:25 AM

Page 3, Q7. Please briefly describe your ethnic background (answer is not required).

20	white	Nov 9, 2011 8:38 AM
21	WASP	Nov 9, 2011 7:29 AM
22	Euro american	Nov 9, 2011 5:39 AM
23	English	Nov 8, 2011 10:25 PM
24	White, jewish	Nov 8, 2011 9:30 PM
25	Mother Cherokee/English Father - Irish/German Protestant Raised on a ranch in Northern California Eldest of four girls Divorced 2 children	Nov 8, 2011 6:14 PM
26	White	Nov 8, 2011 5:24 PM
27	My father's parents were born in Germany. Mom's parents, my parents and I were born in the US.	Nov 8, 2011 4:50 PM
28	Caucasian	Nov 8, 2011 4:36 PM
29	European/caucasian	Nov 8, 2011 4:02 PM
30	first generation Sicilian; born in U.S.	Nov 8, 2011 3:50 PM
31	Caucasian	Nov 8, 2011 3:44 PM
32	1st generation -- parents immigrated to US, I was born here -- of eastern european descent.	Nov 8, 2011 3:01 PM
33	white as butternut bread	Nov 8, 2011 2:38 PM
34	white	Nov 8, 2011 2:26 PM
35	Caucasian	Nov 8, 2011 2:23 PM
36	Sicilian	Nov 8, 2011 2:20 PM
37	I am a Caucasian male of Germanic heritage.	Nov 8, 2011 1:49 PM
38	White	Nov 8, 2011 1:26 PM

Page 3, Q7. Please briefly describe your ethnic background (answer is not required).

39	Hispanic	Nov 8, 2011 1:13 PM
40	American	Nov 8, 2011 12:55 PM
41	Caucasian	Nov 8, 2011 12:48 PM
42	anglo saxon	Nov 8, 2011 12:41 PM
43	White, Midwest background, bland overcooked food, teachers and family ignorant of Latino culture. One of the nuns told us it is a sin to name your child 'Jesus". She didn't even know how to pronounce it.	Nov 8, 2011 12:09 PM
44	white	Nov 8, 2011 12:03 PM
45	German-American	Nov 8, 2011 11:58 AM
46	white	Nov 8, 2011 11:50 AM
47	Caucasian	Nov 8, 2011 11:25 AM
48	Caucasian	Nov 8, 2011 11:21 AM
49	caucasian, germanic and british descent	Nov 8, 2011 11:15 AM
50	half Puertorican/half Irish	Nov 8, 2011 11:10 AM
51	Euorpean (approx. equal parts Italian, Irish, Hungarian, and Scottish)	Nov 8, 2011 11:10 AM
52	White	Nov 8, 2011 11:00 AM
53	Black American	Nov 8, 2011 11:00 AM
54	White	Nov 8, 2011 10:59 AM
55	Primarily Irish (about 85-90%), the remaining percentage of my background is Welsh.	Nov 8, 2011 10:58 AM
56	Caucasian	Nov 8, 2011 10:57 AM
57	caucasian. Both my parents were born in Ireland and emigrated to America where I was born.	Nov 8, 2011 10:57 AM

Page 3, Q7. Please briefly describe your ethnic background (answer is not required).

58 white

Nov 8, 2011 10:56 AM

59 Caucasian

Nov 8, 2011 10:56 AM

Page 4, Q9. What are your three most favorite types of restaurant?

1 Seafood

Nov 8, 2011 11:18 AM

Page 4, Q10. Briefly describe your idea of an authentic, ethnic dining (or other food related) experience.

1	The atmosphere has to be as authentic as the food. I am a picky, vegetarian eater so it is hard to find.	Nov 16, 2011 9:22 PM
2	At a restaurant that has scenery and music from the area and also food as it is cooked from the area	Nov 16, 2011 4:09 PM
3	Great food, music that is relative to the culture of the food, a menu with the names of the food in the language of the culture (With English explanations), knowing the chef is from the culture of the food, ethnically correct decor, but not too cheesy of decor.	Nov 16, 2011 9:14 AM
4	I like food that is prepared the way that it would be prepared by someone living in the ethnic area represented by the food...like going to someone's home. I like it to be real...chain ethnic food is generally not acceptable.	Nov 13, 2011 3:10 PM
5	Simple ingredients and an on-theme atmosphere.	Nov 11, 2011 10:28 AM
6	dimmed lighting, subdued colours, red, gold, lightly spiced scent in the air, attentive but not overly so service, good linen and tableware, simple but elegant menu and choices, excellent food essential	Nov 11, 2011 2:56 AM
7	I mainly eat at the above types; however, occasionally I will also try indian, middle east.	Nov 10, 2011 8:42 PM
8	The Food and experience be as close or true as the country or origin itself	Nov 10, 2011 2:43 AM
9	A small, "hole-in-the-wall" restaurant run by people of the ethnicity being represented, that serves food that has not been "Americanized" (for example, Indian food that has been "watered down" and has no spice)	Nov 9, 2011 4:58 PM
10	food and recipes from the actual country/area. ideally prepared by someone from that area/someone who is well-acquainted with preparing it	Nov 9, 2011 4:13 PM
11	Authentic foods and flavors	Nov 9, 2011 4:08 PM
12	Food that is made from people that have culture in the country they are making the food from. First generation or close to it. Real recipes and as homemade as possible	Nov 9, 2011 3:12 PM
13	Plates designed/prepared by native chefs	Nov 9, 2011 2:28 PM
14	Tradional setting, music and food related to the culture	Nov 9, 2011 2:10 PM
15	One where the people preparing the food are of that ethnicity, and they are using ingredients of that style to cook food that they have been cooking for a while.	Nov 9, 2011 1:45 PM

Page 4, Q10. Briefly describe your idea of an authentic, ethnic dining (or other food related) experience.

16	I would have to say the food has to be original to their country or culture. We tend to Americanize everything. I would think the music and atmosphere would make you feel like you are no longer in the strip mall in Ohio.	Nov 9, 2011 12:55 PM
17	Anything that has deep flavors and spices.	Nov 9, 2011 12:45 PM
18	dishes authentic to their country of origin	Nov 9, 2011 12:29 PM
19	Ethnic food with ethnic servers	Nov 9, 2011 12:18 PM
20	when the food is cooked with the same ingredients and in the same style as the country or tradition it comes from. I also think of the decor being in the same style as might be traditional from that country/ethnicity.	Nov 9, 2011 9:31 AM
21	Non-greasy and non-americanized, which provides me with the feeling that I am partaking in another's most day to day cultural experience with food.	Nov 9, 2011 8:52 AM
22	Where the food is prepared and eaten by people from that culture.	Nov 9, 2011 8:40 AM
23	A place where people from that particular country go to eat.	Nov 9, 2011 7:31 AM
24	My favorite ethnic dining experiences are in owner operated restaurants of 1st generation immigrants.	Nov 9, 2011 5:44 AM
25	Staff and chef/cook from the region, fresh & authentic ingredients, accurate ambience - not necessarily fancy, but authentic.	Nov 9, 2011 2:11 AM
26	Full flavor, unusual ingredients, spicy, fresh ingredients	Nov 8, 2011 10:27 PM
27	Great food not too polished	Nov 8, 2011 9:32 PM
28	Food is reflective of the cuisine that it is suppose to be. Scent, taste, presentation, usage of the ingredients. Does the idea of what I think "authentic" is reflected in the ambience, food and decor.	Nov 8, 2011 6:15 PM
29	Ethnic restaurants owned or staffed by people of that ethnic background, for example Hibachi style Japanese restaurants.	Nov 8, 2011 4:58 PM
30	Yummy food that is similar to what I've experienced abroad.	Nov 8, 2011 4:23 PM
31	Aspects of the culture are brought into the menu and decor, food has little american influences.	Nov 8, 2011 3:46 PM
32	I would say going to any type of restaurant which the food and people are authentic. Whether it would be mexican, Indian,	Nov 8, 2011 3:45 PM

Page 4, Q10. Briefly describe your idea of an authentic, ethnic dining (or other food related) experience.

	etc.	
33	servers, bartenders, cooks are from same ethnic background. That is, if I am in a Mexican restaurant, I expect Mexicans cooking, serving, eating, in the same establishment.	Nov 8, 2011 3:44 PM
34	don't really care about "authenticity," as long as i like the taste and they have forks	Nov 8, 2011 2:41 PM
35	traditional or fusion with native ingredients. not "Americanized".	Nov 8, 2011 2:28 PM
36	Authentic ingredients (fresh), ethnic cooks/owners of that ethnic restaurant, type of dining that are used in that culture (communal eating off Injera in Ethiopian/Eritrean culture, eating with hands and bread in Indian culture, etc).	Nov 8, 2011 2:24 PM
37	great food	Nov 8, 2011 2:16 PM
38	I typically eat at restaurants during the work week at lunchtime, but I cook a lot of meals from scratch at home and that is the essence of authentic. I use as many fresh ingredients as possible, and as little prepackaged and processed ingredients loaded with preservatives when I cook at home.	Nov 8, 2011 1:57 PM
39	No Opinion	Nov 8, 2011 1:33 PM
40	In un-assuming neighborhood locales.	Nov 8, 2011 1:10 PM
41	The chef and staff are of the same ethnicity and the food is prepared from scratch	Nov 8, 2011 12:57 PM
42	Japanese with Tatami rooms	Nov 8, 2011 12:47 PM
43	food not americanized	Nov 8, 2011 12:43 PM
44	Cozy atmosphere that allows intimate dining experience with close friends, excellent food	Nov 8, 2011 12:30 PM
45	Kowloon side, Hong Kong, watching rugby, drinking Guinness in a British pub, ordering fish and chips from the restaurant next door and having them delivered wrapped in newspaper. Totally in the moment.	Nov 8, 2011 12:14 PM
46	A small restaurant obviously run by people who have a background in that nationality.	Nov 8, 2011 11:51 AM
47	Complete, cohesive menu (i.e. appetizers, main courses, desserts, drinks all match cuisine). Staff, music, and decor are representative of culture.	Nov 8, 2011 11:29 AM

Page 4, Q10. Briefly describe your idea of an authentic, ethnic dining (or other food related) experience.

48	Made by someone of that ethnic background, dining area decorated in that tradition.	Nov 8, 2011 11:28 AM
49	Stay away from chains, which have nothing authentic about them.	Nov 8, 2011 11:26 AM
50	transported to that country	Nov 8, 2011 11:23 AM
51	Usually very favorable	Nov 8, 2011 11:18 AM
52	authentic dishes and decor	Nov 8, 2011 11:18 AM
53	It should be authentic.	Nov 8, 2011 11:13 AM
54	Asian or Indian (from India)	Nov 8, 2011 11:12 AM
55	Street cart vendors. Montezuma may visit you, but anywhere you go, if you can eat it on a stick, it's authentic.	Nov 8, 2011 11:12 AM
56	I want to eat dishes that I would normally be found in other countries. I want to experience their culture through their food.	Nov 8, 2011 11:03 AM
57	The authentic, ethnic dining experience provides an opportunity to be exposed to not only food, but culture. An emphasis is placed on foods that are not American variants of their cultures food.	Nov 8, 2011 11:03 AM
58	Where you can't pronounce most items on the menu	Nov 8, 2011 11:01 AM
59	Authentic food cooked by people actually from the country or culture.	Nov 8, 2011 11:01 AM
60	Just want the food prepared properly and according to the area that I am enjoying	Nov 8, 2011 11:01 AM
61	Traditional food that is served in their home country/region.	Nov 8, 2011 11:00 AM
62	Authentic to the country (not an Americanized version). I would rather go to an authentic Mexican restaurant than Chi-Chis.	Nov 8, 2011 10:59 AM
63	An atmosphere reminiscent of the country, true ethnic food -- no American slant	Nov 8, 2011 10:58 AM

Page 4, Q13. Which of the following most influences your choice of restaurant?

1	Quality of food and service	Nov 16, 2011 9:14 AM
2	Taste - Food must taste better than the rest	Nov 9, 2011 2:10 PM
3	quality (taste) of the cuisine	Nov 9, 2011 8:52 AM
4	quality	Nov 8, 2011 10:27 PM
5	How the cuisine tastes!	Nov 8, 2011 3:59 PM
6	Vegetarian options	Nov 8, 2011 3:46 PM
7	Overall quality of the food and lower carbohydrate options	Nov 8, 2011 1:57 PM
8	Quality of food	Nov 8, 2011 11:18 AM
9	taste	Nov 8, 2011 11:13 AM
10	Cleanliness	Nov 8, 2011 11:03 AM

Page 5, Q14. Where is your permanent residence?

1	Toledo, OH	Nov 16, 2011 9:15 AM
2	Canada - Toronto	Nov 11, 2011 10:29 AM
3	London	Nov 11, 2011 2:56 AM
4	India	Nov 8, 2011 1:47 PM
5	Northern Ohio	Nov 8, 2011 11:12 AM

Page 7, Q19. Briefly describe your ideal authentic Mexican Restaurant experience.

1	Sit-down, eat-in restaurant, with authentic Mexican cuisine and traditional (American) food as well.	Nov 17, 2011 1:02 AM
2	I think of food with a lot of rice and spices that might not look appealing but tastes amazing. Also, with music and colorful decorations.	Nov 16, 2011 9:30 PM
3	Mexican music with Mexican scenery and non-americanized mexican food with Mexican servers	Nov 16, 2011 4:12 PM
4	There is a restaurant in Bowling Green called El Zarape that really provides my ideal atmosphere. You feel like you're part of the family as soon as you walk in. The wait staff is quick, your food comes fast, hot and at a high quality. The drinks are served strong and made especially for you. The decor is a little cheesy for me, but in Mexican restaurants, I guess that's to be expected.	Nov 16, 2011 9:19 AM
5	Authentic food prepared in traditional recipes	Nov 13, 2011 3:13 PM
6	Clean establishment, fresh and flavouful food.	Nov 11, 2011 10:30 AM
7	Rosa Mexicana is a Mexican-based fusion experience but Dos Caminos has a much better atmosphere, feel and the food & menu is more interesting	Nov 11, 2011 2:59 AM
8	corn chips, rice, corn bread	Nov 10, 2011 8:44 PM
9	Fresh authentic food and drink, with a feel of being in one's native land	Nov 10, 2011 2:49 AM
10	Tasty food at a reasonable price- that's pretty much it!	Nov 9, 2011 5:00 PM
11	authentic ingredients, recipes, and sauces not seen at every other Mexican restaurant. real decorations and items from Mexico.	Nov 9, 2011 4:17 PM
12	Great food, family atmosphere	Nov 9, 2011 4:11 PM
13	Food is inexpensive, hot and comes out fast....and is what i expect from tex mex...nothing fancy.	Nov 9, 2011 3:26 PM
14	Authentic atmosphere and music. Good food that isn't cheap	Nov 9, 2011 3:16 PM
15	Lots of authentic mexican dishes (some variety) prepared in traditional style	Nov 9, 2011 2:30 PM
16	I like authentic mexican flavor and peppers	Nov 9, 2011 2:12 PM

Page 7, Q19. Briefly describe your ideal authentic Mexican Restaurant experience.

17	The staff would probably be mexican, so as to create food authentic to their own home-cooked style. It's all about the food, really. The food must taste like an authentic Mexican dish as opposed to an americanized version of a burrito.	Nov 9, 2011 1:49 PM
18	A place with the right ambiance and great food and service!	Nov 9, 2011 12:47 PM
19	authentic mexican music in the background, quick quality food at a good price, several mexican beers available either in bottle or draft	Nov 9, 2011 11:47 AM
20	A great margarita!	Nov 9, 2011 9:12 AM
21	nice and welcoming staff, chips and salsa, with a hot salsa option, food in a timely manner, quality food ingredients, corn tortillas most commonly provided over flour, cilantro, avacados available	Nov 9, 2011 8:59 AM
22	Friendly staff, fresh and tasty food, family friendly	Nov 9, 2011 8:42 AM
23	good traditional food, drink and staff	Nov 9, 2011 7:33 AM
24	As a kid we went to the inner city in Indy to a " hole in the wall" mexican owned restaurant. It was family run and the food was great	Nov 9, 2011 5:48 AM
25	Non-chain. Family owned. Fresh chips and salsa. Fresh fish.	Nov 9, 2011 2:14 AM
26	homemade, fresh ingredients items not found typically on standard menus	Nov 8, 2011 10:32 PM
27	Doesn't feel like a chain	Nov 8, 2011 9:34 PM
28	That the ingredients are true to the cuisine and is typical for the region which it is representing.	Nov 8, 2011 6:20 PM
29	restaurant using authentic ingredients, prepared using traditional/authentic methods	Nov 8, 2011 5:02 PM
30	Don Tequillas has an all mexican staff with real mexican food.	Nov 8, 2011 3:48 PM
31	Lots of flavor, soft tortillas, margaritas	Nov 8, 2011 3:47 PM
32	tastes fresh and significantly different than Old El Paso Taco dinner. i also like the little mexican chewing gums, although the flavor doesn't last very long. mexican coke is nice too.	Nov 8, 2011 2:45 PM
33	Fresh ingredients, served the way it is served in a locale Mexican restaurant, language being spoken, native music (either	Nov 8, 2011 2:36 PM

Page 7, Q19. Briefly describe your ideal authentic Mexican Restaurant experience.

	modern or traditional)	
34	I love Rio Grande in Newport!!! Why isn't it on here?!?	Nov 8, 2011 2:32 PM
35	Mexican staff, welcoming inviting, authentic food	Nov 8, 2011 2:17 PM
36	Mexican inspired meals consisting of simple and fresh ingredients without overloading the entrees and side dish options with nothing but high-carbohydrate and starchy foods. Plus a menu featuring rustic traditional entrees and served in a clean restaurant environment that does not have music blaring so loudly that I have to raise my voice for others sitting at the same table just to hear me.	Nov 8, 2011 2:13 PM
37	Good Food in a clean environment with friendly staff.	Nov 8, 2011 1:34 PM
38	neighborhood - authentic locale.	Nov 8, 2011 1:12 PM
39	Mexican staff and menu items in addition to and other than common ites that you can find at Taco Bell	Nov 8, 2011 1:00 PM
40	Fresh..not americanized	Nov 8, 2011 12:48 PM
41	good food, few drinks, not too loud, a band is ok	Nov 8, 2011 12:46 PM
42	N/A - I'm not a huge Mexican fan	Nov 8, 2011 12:31 PM
43	In Cabo San Lucas, restaurant in a villa outside of town, real mole sauce, authentic menu items. I could do without the mariachis, but that was part of the ambiance.	Nov 8, 2011 12:17 PM
44	In a clean, friendly environment there are many dishes with clear descriptions so we can fully understand what we are getting.	Nov 8, 2011 11:53 AM
45	Sights, smells, and sounds are vivid. Warm welcoming seating areas. Representative decor. Delicious chips and salsa make or break it (al pastor, aka. pork, is another thing I look for since most Tex-Mex don't have). Fresh guacamole is nice (made at table even better).	Nov 8, 2011 11:32 AM
46	Friendly staff, great atmosphere (authentic decor and music), quick and efficient service with a good variety for menu and bar.	Nov 8, 2011 11:31 AM
47	Mexican owned, single location, not a chain.	Nov 8, 2011 11:28 AM

Page 7, Q19. Briefly describe your ideal authentic Mexican Restaurant experience.

48	quality	Nov 8, 2011 11:24 AM
49	Clean establishment, great service and excellent food is what I look for	Nov 8, 2011 11:21 AM
50	tasty food, good value, clean, colorful decor, nice waitstaff, smells good, busy place but no wait, convenient location, good selection of Mexican beer, and a coupon!	Nov 8, 2011 11:21 AM
51	big margaritas. fresh ingredients. Non-Americanized.	Nov 8, 2011 11:19 AM
52	It is authentic. e.g. it's really hard to find a good authentic taco in the midwest at a "Mexican" restaurant. But Americans want garbage, so I'm out in the cold.	Nov 8, 2011 11:14 AM
53	Great food, large quantities, Mexican atmosphere	Nov 8, 2011 11:14 AM
54	Menu items printed in Spanish, staff that knows about every menu items and the ingredients in each item, authentic menu items (no American-ized food names like you see at Taco Bell), and authentic preparation and presentation of food (food prepared on centralized flat grill and items like salsa and guacamole prepared at the table for the patrons).	Nov 8, 2011 11:11 AM
55	Mexican food, Mexican music, and Mexican drinks in a restaurant that looks like it's from Mexico. I want it to feel like I'm visiting Mexico without the chance of getting dysentery.	Nov 8, 2011 11:08 AM
56	Mexican employees, music and culture	Nov 8, 2011 11:05 AM
57	Excellent fresh food	Nov 8, 2011 11:04 AM
58	A restaurant that serves traditional mexican foods - not an American version of Mexican food.	Nov 8, 2011 11:02 AM
59	Tasty food and a variety of menu options, entertainment of some type for our kids, decent prices, fast service, authentic flavors	Nov 8, 2011 11:01 AM
60	The best food if I'm going solely to eat. If I'm going to drink and hang out then the best drinks and an authentic atmosphere.	Nov 8, 2011 11:01 AM

Page 7, Q20. If you could add any question to this survey, what would you ask?

1	What factors deter you from a restaurant?	Nov 16, 2011 9:30 PM
2	What kind of service from your wait staff do you like? (fast and less bothersome, medium pace, approaching only after something has been served... etc.) and Do you prefer your waitstaff in uniforms authentic to the culture of the food or in black dress?	Nov 16, 2011 9:19 AM
3	Do you have a Mexican chain restaurant that you would recommend? Where would you recommend a friend go for Mexican food?	Nov 13, 2011 3:13 PM
4	why do you eat Mexican food?	Nov 11, 2011 2:59 AM
5	I did not see Don Pablos on your list. That is a good one!	Nov 10, 2011 8:44 PM
6	Do you prefer authentic Mexican or American/Tex-Mex food?	Nov 10, 2011 2:49 AM
7	nada	Nov 9, 2011 4:17 PM
8	What is the difference between authentic and "filler" or "pretend" Mexican food?	Nov 9, 2011 3:16 PM
9	What is your favorite menu item. Depending on what I am hungry for effects which mexican restaurant I choose	Nov 9, 2011 2:12 PM
10	I don't know?	Nov 9, 2011 1:49 PM
11	None	Nov 9, 2011 12:47 PM
12	-	Nov 9, 2011 8:59 AM
13	How do you feel about Mexican cuisine, healthy, trendy? When you choose to eat mexican , why?	Nov 8, 2011 9:34 PM
14	what's the fascination with "authentic?"	Nov 8, 2011 2:45 PM
15	Nope, I liked this survey.	Nov 8, 2011 2:36 PM
16	What is your favorite Mexican restaurant?.... duh	Nov 8, 2011 2:32 PM
17	Here are some additional questions I would ask: What Mexican restaurant do you visit most frequently? What would be the one change you would make to ensure a better dining experience at the Mexican restaurant you visit most often? I would also add 'Kid's Menu' to the list of restaurant considerations that go into making a decision.	Nov 8, 2011 2:13 PM

Page 7, Q20. If you could add any question to this survey, what would you ask?

18	N/A	Nov 8, 2011 12:31 PM
19	Cannot think of any.	Nov 8, 2011 11:31 AM
20	Do any of the establishments have a number or seafood menu items	Nov 8, 2011 11:21 AM
21	Why was this survey issued? What is it's purpose? What will be done with the results, and how do I receive a copy?	Nov 8, 2011 11:14 AM
22	A question or group of questions comparing the survey participant's experience at a Mexican restaurant with an experience at another type of ethnic restaurant.	Nov 8, 2011 11:11 AM
23	I design survey questions. Perhaps limit the types of restaurants a few questions ago. Much too many (I believe) to be valuable. 6-7 total may be enough if you group several together. Free advice worth everything you are paying for it :-) Good luck!	Nov 8, 2011 11:09 AM
24	El Coyote is not considered a Mexican restaurant. It is Tex-Mex.	Nov 8, 2011 11:04 AM
25	How important is the bar atmosphere?	Nov 8, 2011 11:01 AM