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ABSTRACT OF GRADUATE STUDENT RESEARCH

Thesis

Andrews University

Department of Education

Title: A STUDY TO DETERMINE THE FEASIBILITY OF DEVELOPING A
NATURAL FOODS RESTAURANT IN TRI-CITIES, WASHINGTON

Name of researcher: Millie Marrie Kurtz

Name and title of faculty adviser: Fonda L. Chaffee, Ph.D.,
Chairperson, Department of Home Economics

Date completed: December 1978

Problem

American consumers are eating more and more of their meals outside the home. Americans are also becoming more diet conscious, and the Select Committee on Nutrition and Human Needs (HEW) has encouraged restaurant managers to consider their impact on the nation's health. The purpose of this study was to survey the eating-out habits and preferences of residents in three adjacent cities in southeastern Washington (Pasco, Richland, and Kennewick), and determine the potential acceptance of a natural foods restaurant in this Tri-City area.

Method

A random sample of Tri-City residents was selected and interviewed by telephone. The telephone survey gave a high response level with minimal probing through a structured questionnaire that provided data concerning eating-out habits and interest in natural foods.

Twenty-three interviewers made 439 telephone contacts during a ten-day period from November 10-20, 1978. Four hundred and six responses were sufficiently clear for the purposes of this study. These were computer tabulated and compared with national statistics and trends.

Results

The results of this study showed that the majority of Tri-City residents enjoyed eating out and did so about 58 percent of the time. They spent an average of \$4.27 per meal and usually traveled less than five miles to a restaurant. Quality and atmosphere was considered the most important features of restaurant service. A majority of the interviewees indicated they would patronize a natural foods restaurant. Preferred foods were fresh salads (fruit or vegetable), homemade soups, and fresh baked breads. New or unusual food items would not be readily accepted.

Conclusions

There is a potential market in the Tri-City area for a natural foods restaurant with emphasis on quality of food and service. It should be located within a three to five mile radius of the upper income residential area housing relatively young (25-34 years old)

heads of household.

An increasing national trend for eating meals outside the home does not always coincide with an interest in natural foods. Consequently, every potential location for a natural foods restaurant should be surveyed independently.

Andrews University
School of Graduate Studies

A FEASIBILITY STUDY FOR THE DEVELOPMENT
OF A NATURAL FOODS RESTAURANT
IN TRI-CITIES, WASHINGTON

A Thesis
Presented in Partial Fulfillment
of the Requirements for the Degree
Master of Arts

by
Millie Marrie Kurtz

December 1978

A FEASIBILITY STUDY FOR THE DEVELOPMENT
OF A NATURAL FOODS RESTAURANT
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by

Millie Marrie Kurtz

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CHAPTER I

RATIONALE FOR THE STUDY

The future looks bright for the restaurant industry, if current trends continue. "For every two meals consumed at home, Americans eat one meal outside the home And some industry seers predict that by 1980 consumers may be eating half of their meals away from home" (Eagen & Cingolani, 1977).

The basic reasons for this trend are smaller family size, more women working outside the home, and more disposable income. It is also interesting to note that time is of much more importance than money to the current generation. According to Blackwell (1977), demands on leisure time are increasing rapidly as is the availability of funds to spend on leisure time activities---making it possible to predict that the most popular products of the future will have either time saving or time enriching characteristics.

Overview of the Problem

What this means for the restaurateur is that fast food service is in---for increasing leisure hours, but relaxed dining is also in---for enriching leisure time. This requires much more specialization for the industry than was previously required for the traditional restaurant service. It is difficult

to incorporate speed into a relaxed dining atmosphere without disturbing the evening-out experience for the diner. Eating out is becoming more and more a social experience--a way to be with other people--to satisfy the emotional need for togetherness as much as it is a way to satisfy the physical need for food. Besides that, consumers are bored--they are searching for novelty, change, and escape (Blackwell, 1977).

Some independent restaurateurs have endeavored to meet this challenge by broadening their menu selection to meet the demand for more variety, but spiraling food and labor costs have forced many of them to adapt the big chain's limited menu of hamburger, milkshakes, and french fries.

A second challenge facing the industry today is the increasing evidence of the linkage between the American diet and death-causing diseases. Research has shown that "six of the ten leading causes of death in the United States have been linked to our diet" (Dietary Goals for the United States, 1977). A deep concern for this situation led the government to select a committee in 1977 to develop a set of dietary goals for the nation. This committee called "the Select Committee on Nutrition and Human Needs" encouraged among other things that those involved in growing, preparing, and processing foods give new considerations to the impact of their decisions on the nation's health.

This solemn admonition from the government plus the increase in meals consumed outside the home places a far greater responsibility on the restaurant manager today than when "an

eighteenth century vendor hawked his soup as 'restaurants' (magical restorative) (Eagen & Cingolani, 1977).

Winikoff (1977), in a press release concerning the implications of dietary goals, stated,

That people learn their patterns of diet not only from the family and its sociocultural background, but from what is promoted both formally through advertising and informally through general availability in schools, restaurants, supermarkets and so forth. (p. 5)

So far the emphasis on health and nutrition has done very little for the consumer in terms of practical application. The public has become much more aware of sound nutritional principles, as was demonstrated recently by a Harris Poll conducted for Mount Sinai Hospital in Chicago, but there still remains the age old disparity between what people know they should do and what they do. On the one hand they are told to eat a better diet, while on the other hand they are encouraged through bombarding television commercials, vivid magazine ads, and market availability to purchase and consume more items than are needed for nutrition and in some cases foods which are unhealthful.

Significance of the Problem

Since interest is being shown among consumers nationwide for a more healthful diet, it appears that it would be advisable for the restaurant industry to accommodate to the trend by adapting its normal fare to meet these demands.

A group of business persons in the Tri-Cities, Washington

area is interested in developing a natural foods restaurant to make available to residents a more nutritious meal service. However, it takes more than interest to succeed. The restaurant business is risky. In fact it has one of the highest rates of failure in the business world. It is estimated that for every new facility to open its doors, one half will close before the end of the first year of business (SBA, 1973).

Statement of the Problem

This study has been stimulated by the increasing focus nationwide on healthful living and concurrent relationship to dietary practices. It appears there is a need for vegetarian restaurants but there is a lack of feasibility studies to justify the establishment of such food systems. The problem to be studied is the feasibility of developing a natural foods restaurant in one specific area, namely, the Tri-Cities, Washington.

Purpose

The purpose of this study was seen as the planning and implementing of a survey to ascertain the interest in and the financial soundness of establishing a natural foods restaurant.

Specifically, the purpose of the study was to:

1. Survey the eating-out habits of the area residents
2. Survey the food preferences of the area residents
3. Survey financial spending patterns when residents eat out
4. Survey the potential interest in a natural foods restaurant

5. Tentatively forecast the success potential for establishing a natural foods restaurant in the Tri-Cities area.

Ancillary Questions

Ancillary questions to be examined are:

1. What is the demographic data as to age, income level, and so forth, of immediate population?
2. What distance would they travel?
3. What feature or features are most important to them?
4. Would Tri-City residents prefer a restaurant specializing in natural foods or a restaurant that features natural foods along with the normal fare?
5. What percentage of Tri-City residents are vegetarians?
6. What percentage have eaten in a natural foods restaurant?

Limitations

The population of this study will be limited to a random sampling of Tri-City, Washington residents. The findings will be representative of the population studied, but the application cannot be generalized to the population at large.

A telephone survey is limited to the extent there will be variations of response due to the variation of interviewing techniques and personality differences among interviewers.

Definition of Terms

For the purpose of this research, the following definitions will be used throughout the study:

Natural foods -- non-flesh foods oriented toward health, simply prepared with a minimum amount of refining and processing

Tri-Cities -- Pasco, Kennewick, Richland, Washington

Natural foods restaurant -- serving "natural foods" as described above

It is important for anyone considering the establishment of a restaurant to be aware of the trends in the industry. Chapter II was developed as review of literature to discover these trends.

CHAPTER II

REVIEW OF RELATED LITERATURE

The restaurant as a food system in modern society is a well-established institution among business organizations of the world. There are varied restaurant styles each designed to meet the needs of a particular segment of the population, but for purposes of this study, attention is centered on the natural foods restaurant. The review of literature focused on three related areas: (1) trends in American food expenditure, (2) trends in health and nutrition, and (3) trends in the restaurant industry.

Trends in American Food Expenditure

Significant factors. According to a report by Rogers and Green (1978), the four most significant factors in determining patterns of food expenditure are: (1) income, (2) household size, (3) place of residence, (4) age of family head.

Income. Findings based on a national consumer expenditure survey of 23,000 households indicated that the average American family income has increased considerably in recent years. In 1960 the median family income was \$5,620, while in 1976 the average family had \$14,958 to spend--nearly three times as much (Bureau of Census, 1977).

There may be a commonly held view that a rise in income produces an equal rise in food expenditure, but this is not

necessarily true. Food expenditure is relatively inelastic. In other words, while the total amount spent on food increases, the percentage of income allotted for food expenditure is relatively static and may even decline. This is shown in table 1.

TABLE 1

FOOD EXPENDITURES AS A PROPORTION OF TOTAL
AFTER-TAX INCOME (NATIONAL ESTIMATES)

Year	Prepared at Home	Consumed Away from Home	Total
1960	16.1%	4.1%	20.2%
1961	15.8%	4.2%	20.0%
1972	12.5%	3.8%	16.3%
1973	12.5%	3.8%	16.3%
1974	13.1%	3.9%	17.0%
1975	13.0%	4.1%	17.1%
1976	12.7%	4.1%	16.8%

Source: Economic Research Service, U.S. Dept. of Agriculture

It can be seen that the percentage of income spent on food in 1960 was 20.2 percent while in 1976 it was 16.8 percent--a decrease of 3.4 percent (Census, 1977).

There are socio-economic variables that influence this trend. One of these is the decrease in consumer value of the dollar as was evidenced by the drop from 1.13 in 1960 to .59 in 1976--nearly 50 percent. Another factor is the increase in the cost of food. For the same period of time some food items rose in price nearly 42 percent (Census, 1977).

Of significance to the present research study is the

decrease in percentage of income spent on food prepared at home from 16.1 percent in 1960 to 12.7 percent in 1976; while the amount spent on food consumed away from home remained the same 4.1 percent from 1960 to 1976 after a slight .3 variance in 1972-74.

Per capita weekly food expenditures for 1960-61 and 1972-74 are shown in table 2 (Rogers & Green, 1978).

As might be expected, those families in a higher income bracket showed a proportionate increase in total food expenditure. In this study conducted by Rogers and Green, the significance of increase is evidenced within each year by the higher percentage of money spent on food away from home. It is interesting to note that food expenditure at home decreased by the exact percentage it increased away from home.

Household size. The relationship between household size and per capita food expenditure is shown in table 3, where it will be noted that as family size increased food expenditures decreased for both 1960-61 and 1972-74. Percentage of food expenditure outside the home also decreased as family size increased.

Place of residence. Persons in the northeastern United States, according to Rogers and Green, showed the highest total per capita food expenditure, while those in the southern United States showed the lowest expenditure on food. Westerners show the highest percentage of food expenditure outside the home, with the South again showing the lowest. Food expenditures, both at home and away from home, were shown to be lower in non-metro-

TABLE 2

PER CAPITA WEEKLY FOOD EXPENDITURES PER INCOME LEVEL
1960-61, 1972-74

Income	1960-61			1972-74		
	At Home	Away		At Home	Away	
	Dollars	%	Dollars	%	Dollars	%
Under \$3,000	4.67	85	.81	15	5.48	
\$3,000-4,999	5.34	82	1.15	18	6.49	
\$5,000-9,999	6.32	81	1.49	19	7.81	
\$10,000-14,999	7.30	75	2.39	25	9.69	
\$15,000+	8.89	69	3.98	31	12.87	
Average	6.50	78	1.96	22	8.47	

TABLE 3

PER CAPITA WEEKLY FOOD EXPENDITURES BY HOUSEHOLD SIZE
1960-61, 1972-74

No. of Persons in Family	1960-61					1972-74				
	At Home		Away		Total	At Home		Away		Total
	Dollars	%	Dollars	%	Dollars	Dollars	%	Dollars	%	Dollars
1	7.25	62	4.45	38	11.70	9.37	60	6.18	40	15.55
2	8.01	80	1.98	20	9.99	10.19	73	3.78	27	13.97
3	6.73	80	1.73	20	8.46	8.69	73	3.19	27	11.88
4	6.03	82	1.36	18	7.39	7.94	74	2.75	26	10.69
5+	4.78	84	.91	16	5.69	6.83	78	1.97	22	8.80

politan areas as opposed to metropolitan areas. This is possibly due to increased production of farm products in non-metropolitan areas and difference in life style and income levels.

Age of family head. Total per capita food expenditure was highest for those in the age bracket of 55-64 in both time periods, namely; 1960-61, 1972-74. According to Rogers and Green there was a significant increase in food expenditure outside the home for all age groups in 1972-74 over 1960-61-- with those under 25 showing greatest increase and those over 64 the least. (See table 4.)

Peaks in per capita expenditures for food away from home were evident when the household head is under 25 years of age and when yearly family income exceeds \$15,000.

This could be good news for the restaurant industry since the major portion of the restaurant market today is made up of households headed by 25-34 year olds. The Bureau of Census (1977) estimates this segment of the population will continue to expand at the rate of 656,000 households per year through 1980. The increase in younger household heads may be significant for natural food restaurants as the younger segment of population have shown a keen interest in a more simple diet.

Trends in Health and Nutrition

Historically, prosperity and security have engendered a rich diet of animal foods and wine, but the pendulum swings back and forth and often periods of gross excesses engender an increase

TABLE 4

PER CAPITA WEEKLY FOOD EXPENDITURES BY AGE OF HOUSEHOLD HEAD
1960-61, 1972-74

Age	1960-61			1972-74		
	At Home	Away		At Home	Away	
	Dollars	%	Dollars	%	Dollars	%
Under 25	4.87	74	1.72	26	6.59	10.28
25-34	5.19	79	1.36	21	6.55	10.15
35-44	5.80	80	1.46	20	7.26	10.36
45-54	6.61	80	1.69	20	8.30	12.24
55-64	7.41	79	1.97	21	9.38	12.95
64+	7.03	85	1.26	15	8.29	12.25

in advocacy for simplicity (Seelig, 1976). Today the pendulum seems to be going towards a more naturalistic approach to diet. The movement begun a few years ago by the youth is moving up through the ranks as these youth grow up and establish homes of their own. Young adults tend to be more educated and appear to have stronger values of simplicity and personalization than their predecessors. They read labels and are more interested in the nutritional value of meals purchased away from home, as well as those eaten at home, and are willing to pay a premium for what they consider to be "healthy foods" (primarily fruits and vegetables) (Soller, 1976).

A recent study of 132 couples in two midwestern cities bears out this trend. Of the twelve reasons given for making decisions about food selection, health and nutrition ranked first and fourth as will be seen in table 5 (Shafer, 1978).

Trends in the Restaurant Industry

Natural foods. The restaurant industry has moved quickly to capture a corner of the natural foods market and realize a share of the profits. There has been an increase in the number of restaurants offering strictly "natural foods." The more simple menu is often served in a natural setting of potted plants and wood planked floors. These are known as concept restaurants where decor, menu, table setting, and service support a single theme. Researchers predict that this type of restaurant has a good chance of survival in the changing market place (Eagen & Cingolani, 1977).

Another form that the natural foods trend is taking in

TABLE 5
RANKING OF REASONS FOR MAKING
DECISIONS ABOUT FOOD

<u>HUSBANDS</u>			<u>WIVES</u>		
Reasons	Rank Score	Rank	Reasons	Rank Score	Rank
Taste	294	1	Nutrition	281	1
Nutrition	199	2	Taste	261	2
Cost	147	3	Cost	196	3
Health	127	4	Health	126	4
Appearance	100	5	Convenience	69	5
Convenience	94	6	Habit	67	6
Habit	64	7	Weight control	61	7
Appropriate	39	8	Appearance	53	8
Weight control	35	9	Appropriate	41	9
Odor	27	10	Texture	7	10
Texture	14	11	Novelty	4	11
Novelty	10	12	Odor	2	12

the restaurant industry is the blending of "what people are accustomed to eating and what's good for them." A little restaurant in New York called Fruity's is an example of this. In addition to salmon steaks, filet of sol, and fish kebobs, there are omelets and eggplant parmigiana. Carrot and banana cakes share the menu with goats milk yogurt, and health shakes, herbal teas, and mineral waters vie with coffee and alcoholic beverages to round out the \$20,000 a week sales volume ("Health Food Restaurant", 1976).

Even the "big guns" of the fast food chains are adapting their menus to the "natural" trend. For example, hamburger and pizza houses have added salads, and the Marriott Corporation, in their Great American Theme Parks, have added the popular Bugs Bunny fresh fruit and vegetable bins (Soller, 1976).

There is evidence that exclusive dining places have been affected by America's changing eating patterns, as well. The Leopard, eastside New York's plush restaurant, is offering dishes made from organic ingredients. This means that organic foods which have had a decidedly plebian image have moved up in the ranks in an astonishing way. The real significance of this startling departure from the traditions of haute cuisine, according to Weiss (1971) is that it reflects the new standards of its changing customer . . . the young generation which is firmly committed to health foods.

Sales volume increase. The food service industry can be proud of its annual sales record. Forty-four billion dollars is not "chicken feed." Since 1968 sales volume has increased at

a rate of approximately 12-13 percent a year. And each year greater numbers of eating establishments gross in excess of one million dollars. Of the states, California leads the Pacific coast and the nation in retail sales for eating and drinking establishments. It grosses 4.5 billion dollars annually from its 36,913 eating places (one for every 483 residents). Washington state is second among Pacific coast states with 674 million dollars in sales per year. The ranking of Pacific coast states is shown on table 6 (Rogers & Green, 1978).

TABLE 6

PACIFIC COAST RETAIL TRADE
EATING AND DRINKING ESTABLISHMENTS
1977

State	No.	Sales Vol.
California	36,913	\$4,588 billion
Washington	6,063	\$674 million
Oregon	4,298	\$439 million
Hawaii	1,418	\$261 million
Alaska	662	\$87 million
Total Pacific Coast	49,354	\$6,049 billion

Food service is big business. Last year 3.5 million Americans earned their livelihood in the business and the United States Bureau of Labor predicts by 1985 another 875,000 will have joined the ranks. Trade publications project the industry will

have become the nation's number one employer by 1988 absorbing a quarter of a million new workers annually (Eagen & Cingolani, 1977).

While the restaurant industry is big business, it appears to be a very complex and risky business even in times of stable national economy.

Risk potential. According to Kroc (1977), founder of the successful McDonalds Corporation,

Restauranting is a risk, but you must take that risk if you want to succeed. In some cases you must go for broke. If you believe in something, you've got to be in it to the ends of your toes. You must be willing to take the risk involved in our free-enterprise system. It is the only way in the world to economic freedom. (p. 192)

It appears that survival is exactly what it's about in the food service industry as a whole. In spite of its collective success there are many uncertainties. Fluctuating food costs, energy shortages, and personnel problems are but a few of the challenges facing today's manager. Findings infer it requires a high degree of skill and training to operate a food service facility in a financially sound manner. Veteran operators warn that no other type of business is as demanding of time or requires more attention to a multiplicity of details (Eagen & Cingolani, 1977).

Each year fortunes are lost and enthusiasms shattered by bankrupt food establishments. Dun and Bradstreet reported that 779 eating places closed their doors in 1976 leaving debts or nearly \$100 million dollars. This does not include the restaurants that closed down without owing debts (Eagen & Cingolani, 1977).

Vegetarian or nautral food restaurants shared in this

failure rate. According to a nation-wide survey conducted by this researcher, out of a total of 236 questionnaires sent out 75 were returned with notations of "no longer at this address" or "no forwarding address," which indicates that these restaurants were no longer in business. Of the 68 completed questionnaires received, most owners/managers indicated they had had no previous food service experience or training.

This review of literature has revealed factors and trends related to American food expenditures, interest in health and nutrition by younger adults, and a reflection of these trends as shown in the restaurant industries sales volume, and adaptation of service.

The research design described in chapter III was developed to provide a data base from which to compare the relationship of local and national trends in an attempt to determine the feasibility of developing a natural foods restaurant in the Tri-City, Washington area.

CHAPTER III

METHODS

This research design was developed to determine the feasibility of establishing a natural foods restaurant in Tri-Cities, Washington. Based on findings in the review of literature, this study will incorporate the survey method of discovering the eating-out habits of area residents as it relates to the significant factors of age, income, and family size. Particular effort will be made to discover the interest in and patronization of natural foods restaurants. This chapter will give emphasis to (1) locale, (2) sample selection, (3) data collection, and (4) data treatment.

Locale

Geographical. Pasco, Richland, and Kennewick, three adjacent cities in southeastern Washington, comprise what is known as the Tri-Cities metropolitan area. Located 380 feet above sea level at the confluence of the Snake, Columbia, and Yakima Rivers, the cities offer every opportunity for developing a successful business (SBA, 1973).

Population. The population of the three cities is not a homogenous conglomerate. Pasco, known as the port city, has the earliest origins and the most stable population. Richland,

the last of the three to be incorporated, serves as a bedroom community for the nearby Hanford Nuclear scientists, engineers, and support personnel. Kennewick, located between Pasco and Richland along the south shores of the Columbia, is fast becoming the commercial center for the Tri-Cities. (See figure 1.)

The 1978 population total for the three cities is 75,331; an increase of 18,802 over 1970 (Tri-Cities Chamber of Commerce, 1978).

TABLE 7
POPULATION STATISTICS FOR THE TRI-CITIES

City	1970	1976	1977	1978
Kennewick	15,212	21,301	23,483	26,669
Pasco	13,920	14,618	15,499	15,588
Richland	27,397	13,570	33,067	33,074
	56,529	67,489	72,049	75,331

Resources. Important resources offered by the area are: (1) abundant water supply with low energy rates, (2) diversified agriculture and industry, (3) highly skilled, highly stable labor force with less than 5 percent unemployment rate, (4) mild climate, (5) space for expansion, (6) crossroads location for transportation by air, rail, water, and highway, and (7) a sound financial base showing steady economic growth.

Often referred to as the place to enjoy "desert sun and

Figure 1. Tri-Cities, Washington 1978

water fun," the Tri-Cities, with its average mean annual temperature of 53.6 and approximately 300 days of sunshine per year, has become a key convention center for the state and the nation (Tri-Cities Chamber of Commerce, 1978).

Financial base. Income figures for the Tri-City area indicate that the average yearly family income is \$16,100 making it the fourth highest in the state with the lowest 10 percent earning under \$5,542 and the highest 10 percent over \$36,710. Further, income for Tri-Citians is increasing at the second fastest rate of the nation's 260 major metropolitan areas--exceeded only by Alaska (Tri-City Herald, April 9, 1978). This rate of increase is reflected in the retail spending pattern of the Tri-Cities. Table 8 shows a 77.5 million dollar increase in 1977 expenditures over 1976 (Tri-Cities Chamber of Commerce, 1978).

TABLE 8
TRI-CITY RETAIL SALES

City	1976	1977
Kennewick	201,469,100	249,018,644
Pasco	184,577,196	158,911,438
Richland	131,602,594	187,305,249
Totals	517,648,890	595,235,331

Shopper mobility. A survey conducted by this researcher to discover the mobility of Tri-City shoppers at three major shopping centers in the area, on three consecutive days, revealed that migration was not significant between cities. However, the Columbia Shopping Center located half-way between Kennewick and Richland attracted the highest number of shoppers and highest percentage from out-of-town. (See table 9.)

TABLE 9

TRI-CITY SHOPPER MOBILITY

Shoppers From:	July 11 Highland Ctr. Kennewick		July 12 Court St. Plaza Pasco		July 13 Col. Ctr.	
Richland	17	11%	2	2%	45	20%
Kennewick	52	76%	9	11%	91	40%
Pasco	3	4%	61	75%	30	13%
Out-of-town	6	9%	9	11%	62	27%
No. Inter- viewed	78	100%	81	100%	228	100%

Competition. One phase of this research was directed toward a study of the competition in the area. A review of the yellow-page directory revealed the names and addresses of approximately 140 eating places in the following distributions: Pasco 56, Kennewick 46, Richland 38. (See appendix.)

It was further discovered, through contacts with the planning director for each city, that approximately six new

eating places were planned for the Tri-Cities before the end of the year. This brought the total number of restaurants in the Tri-City area to 146. Arranged according to category of service the distribution looks like this:

<u>Type of Service</u>	<u>Number</u>
Fast Foods	68
Family Dining	33
Fine Dining	9
Truck Stops & Cafes	15
Taverns	20
Night Clubs	<u>1</u>
Total	146

Applying the national population average per eating establishment (575), it appears that the Tri-Cities is pretty well supplied with restaurants. Any decision for developing further restaurant service would need to give prime consideration to the type of service most needed.

Sample Selection

A random sample of Tri-City residents was selected in the following manner: (1) commercial numbers were crossed out of the white pages of the telephone directory; (2) the pages were removed from the directory and each column of numbers was cut away from the names; (3) the strips of telephone numbers were placed in a pile and sufficiently mixed to permit even distribution; (4) 100 strips, approximately 6,000 numbers, were drawn from this pile;

(5) four strips were taped to a page; (6) the pages were then photo copied to prevent observation of the alphabetical listing on the back side of the pages and possible identification of the respondents.

Telephones with prefix 582, 586, and 783 for Kennewick were designated as Code 1; prefix 545 and 547 for Pasco as Code 2; and prefix 942, 943, 945, 946, 947, 948, and 967 for Richland as Code 3. (See appendix.)

Data Collection

Method. The descriptive survey method was used for purposes of this study--where the researcher described what she had uncovered through minimal probing by means of an interviewing process with a structured questionnaire.

Questionnaire. One of the initial steps in this research was to develop tools for use in data collection that would provide the necessary information. In order to do this the major problem was divided into sub problems in the following manner:

Major Problem: To determine the feasibility of developing a natural foods restaurant in Tri-Cities, Washington.

Sub Problems: To study eating-out patterns of a random sample of area residents for (1) actual behavior, (2) predicted behavior, (3) preferences, and (4) interest as it relates to demographic characteristics and natural foods restaurants.

The researcher then determined the questions appropriate for the major and sub problems listed above in order to assess

the interest and attitudes of the community towards a natural foods restaurant. A questionnaire was structured--with a lead-in question to create interest and build confidence and provide psychological sequencing of subsequent questions from simple to complex. The questions were designed primarily to quiz the respondent on his actual eating-out behavior as it was felt this would more likely elicit accurate responses. Questions relating to natural foods and natural foods restaurants were left until later in the questioning process, as were requests for demographic information, in order to allow time to build confidence and to avoid prejudice as much as possible. (See appendix for sample questionnaire.)

Questions were then categorized according to the following arrangement:

- Actual behavior
(Questions 2, 3, 4, 5, 6, 7, 8, 9, 10, 12, 25)
- Predicted behavior
(Questions 11, 16)
- Preferences
(Questions 6, 13, 14, 17, 18)
- Interest
(Questions 1, 15, 23-C, 24)
- Demographic characteristics
(Questions 19, 20, 21, 22, 23, 24)

Question number 15 asked the interviewees "what in their opinion was the type of eating place most needed in the Tri-Cities." This was placed in the questionnaire before any mention of natural foods to avoid bias of the respondents' suggestions.

A pretest of the original questionnaire was administered to select individuals, and their evaluation and appropriate

suggestions for clarity and content were incorporated--such as more specific requests for information relating to a natural foods restaurant.

Survey method. The structured questionnaire was specially designed for use in a telephone survey. This method for securing research data was chosen because preliminary study revealed that individuals are more likely to respond to a telephone survey than to a questionnaire survey. It is also a fast method of collecting data and is economical to administer. Possible problems inherent in the telephone survey are: (1) the difficulty of determining the most convenient time for the interviewee, and (2) many people do not wish to respond to questions from someone they do not know. Thus it is apparent that good rapport with the person being called must be established as early in the questioning process as possible. (Note the method of selecting telephone numbers on page 25.)

Twenty-three interviewers were selected to make the telephone contacts. A list of sixty names was secured from the secretary of a large church in the Tri-City area. Most of these individuals had previously assisted with telephone surveys and they were usually willing to participate in such volunteer activity. The researcher contacted the potential interviewers by telephone and found twenty-three who were willing to serve.

The researcher then went to the home of each interviewer and gave him/her personal instructions as to the procedures of conducting the survey. A printed procedures sheet was provided

along with a typewritten message to be used in the interview. Close adherence to this instruction was urged to standardize the interviewing process as much as possible. (See appendix.)

The interviewer was to read the questions exactly as they appeared on the questionnaire and to enter data as they went through the interviewing process. After each call was completed, they were to immediately go back over the questionnaire to clarify any ambiguities and fill in any additional information.

Each interviewer was asked to conduct 25 interviews with the ultimate goal of 575 completed questionnaires. This number was selected because it represents the national average of population per restaurant (Los Angeles Times, October 24, 1971).

Time allotted for data gathering was limited to approximately ten days--November 10-20, 1978. The calls were not confined to any particular time of day but were made at various times throughout the ten day period--at the convenience of the interviewer.

The actual number of completed interviews was 439, thirty-three of which were discarded because they were for calls outside of the immediate Tri-City area. This left a remaining 406 questionnaires to tabulate and analyze (or 70 percent of the original goal).

Data Treatment

The completed questionnaires were collected by the researcher, reviewed for clarity, and separated according to city. The researcher then worked with a programmer from Andrews

University Computing Center to develop a set of instructions for tallying and cross tabulating the data in the most meaningful manner. At this point, it was found necessary to code each question numerically for ease of entry onto the computer. The terminal method was chosen for processing the information rather than key punching in order to save time, and the data processing staff entered the data.

A statistics analyst reviewed the results of the processed data for accuracy and reliability and gave suggestions for securing more specific information from the computer. One of the suggestions was to limit the number of variables per questions to responses most important to the study. This technique would provide a greater spread between responses and in turn show a greater degree of variance. These recommendations were followed and the additional information was secured. A set of tables was then drawn up, one table for each question, and the data were entered therein.

Chapter IV describes the data analysis and suggests possible application of the findings.

CHAPTER IV

FINDINGS AND DISCUSSION

The discussion of the survey findings of this study are given in chapter IV. A step by step analysis of questionnaire responses is presented.

Findings

Tri-City area where the study was conducted is reflected in the number of responses for each of the cities. Distribution of the total sample, consisting of 406 interviews, is shown in table 10. Kennewick made up the largest segment with 175 responses or 43 percent of the interviews, and Pasco and Richland shared equally the remaining 56 percent of the total sample.

TABLE 10

TRI-CITY TOTAL SAMPLE

City	N	%
Kennewick	175	43.10
Pasco	116	28.57
Richland	115	28.33
Total	407	100.00

In response to question one, "Do you enjoy eating out?" the majority of persons surveyed (374 out of 406) said they did indeed enjoy eating out. Only one respondent said they could not afford to eat out and 17 said they did not enjoy it.

In question two respondents were asked, "How often do you eat out?" One hundred fifty-eight persons (39 percent) said they ate out at least once a week, while 79 (19 percent) said they ate out more than once a week. The interesting factor in table 11 is that over half of the persons responding (58 percent) said they ate out at least once a week.

TABLE 11
FREQUENCY OF EATING OUT

Frequency	N	%
No response	4	.99
Once/Wk.	158	38.92
Once/Mo.	72	17.73
More/1/Wk.	79	19.46
More/1/Mo.	59	14.53
Less/1/Mo.	34	8.37
Totals	406	100.00

In table 12 it will be seen that 301 (74 percent) of the sample said they had eaten out within seven days of the survey date, and 45 (11 percent) said they had eaten out within two weeks of the survey date. This means that at least 74 percent

of all respondents indicated they had eaten out within two weeks of the survey date.

TABLE 12
EATING-OUT HISTORY

Frequency	N	%
No Response	19	4.68
1 - 4 Days	301 {	48.52
5 - 7 Days		25.62
8-14 Days	45	11.08
Over 2 Weeks	41	10.10
Totals	406	100.00

Question four asked the interviewees what occasion prompted them to eat out? Three hundred twenty-five or 82 percent of those responding said there was no particular occasion involved.

When asked in question five how many persons were in their party, 146 (36 percent) of the respondents said two, while 87 (21 percent) said four persons made up their party, and 54 (13 percent) gave three persons as the size of their party. Except for a few large groups of fifteen or more persons, the first three categories made up 77 percent of the total sample. A calculation of the number of responses times number of persons in party revealed 1420 persons had dined out within a month of the survey date.

TABLE 13
TYPES OF EATING PLACES PATRONIZED

Type	N	%
Dining Lounge	170	41.87
Fast Food	97	23.89
Family Served	95	23.40
Cafeteria	24	5.91
Specialty	10	2.46
No Response	6	1.48
Other	4	.99
Totals	406	100.00

Table 13 reveals the response to question six. As can be seen of respondents, 170 (42 percent) chose to eat in a restaurant with lounge, while the fast food and family restaurants showed similar patronage, 97 (24 percent) and 95 (23 percent), respectively. Cafeterias, specialty houses, and four miscellaneous type eating places claimed only 11 percent of the business.

Question seven asked the respondent to approximate the cost of the meal for the entire group. The total dollars reported for all persons responding added up to \$6,062. This sum divided by 1,420 (number of persons reported in question five) showed the approximate cost per meal as \$4.27 per person excluding tips and liquor.

The respondents were quizzed in question eight as to whether they had eaten previously at the restaurant referred to in question six. Three hundred twenty-nine (approximately 81 percent) stated they had, while 68 (17 percent) indicated they had not.

Interviewees indicated in response to question nine that 154 (38 percent) of them had traveled five miles or more to eat out, as shown in table 14. Two hundred forty-nine (62 percent) said they traveled less than five miles.

TABLE 14

DISTANCE TRAVELED TO EAT OUT

Distance	N	%
No Response	3	.74
Less than Mile	54	13.30
1 Mile	61	15.02
2 Miles	60	14.78
3 Miles	43	10.59
4 Miles	31	7.64
5-10 Miles	119	29.31
Over 10 Miles	35	8.62
Totals	406	100.00

Most persons, 318 or 78 percent, responding to question ten indicated that they had traveled to a location with the

specific intent to eat out.

Question eleven asked how far the interviewees would be willing to travel in order to eat out. The responses revealed 56 percent would travel over ten miles, while 40 percent said they would not travel more than nine miles.

Question number twelve was designed to find if the respondents tried any new foods. This was an attempt to discover the respondents' attitude toward new concepts in foods. Sixteen percent of the persons queried indicated they had tried a new food item, while 84 percent said they had not tried new food items.

Table 15 illustrates the importance of quality as viewed by the customer. Of the 385 persons responding to question thirteen, which asked for the most important feature in restaurant food service, 257 (64 percent) voted for quality, 81 (20 percent) for service, and 32 (8 percent) for atmosphere.

TABLE 15

IMPORTANT FEATURES OF RESTAURANT FOOD SERVICE

Feature	N	%
Quality of Food	256.6	63.75
Service	81.6	20.08
Atmosphere	31.6	7.80
No Response	21.0	5.17
Price	10.2	1.97
Quantity of Food	5.0	1.23
Location	---	---
Other	---	---
Totals	406.0	100.00

American held first place (34 percent of votes) when the respondents were given a choice of favorite ethnic foods in question 14. (See table 16.) Chinese ranked second with 28 percent, Mexican third with 20 percent, and Italian came in fourth at 14 percent.

TABLE 16
FAVORITE ETHNIC FOODS

Food	N	%
American	138.75	34.17
Chinese	112.75	27.77
Mexican	79.75	19.64
Italian	56.75	13.97
Other	7.0	1.73
No Response	6.0	1.48
German	4.0	.99
Polynesian	1.0	.25
Totals	406.00	100.00

Interviewees were asked what type of restaurant they felt was most needed in the Tri-Cities. Fifty-one persons (13 percent) of those interviewed felt there were enough restaurants in the area already. One hundred three (25 percent) did not respond. The remaining 62 percent was divided among 21 percent who favored specialty restaurants, 17 percent who wanted more fine dining facilities, and 13 percent who suggested that more family type

restaurants were needed. It was interesting to note that 4.4 percent of the respondents were desirous of having a natural foods restaurant to patronize. Suggestions from which to choose were not offered by the interviewer. See rankings of eating places perceived as most needed in table 17.

TABLE 17
TYPES OF EATING PLACES NEEDED
IN TRI-CITIES

Type	N	%
No Response	103.0	25.37
Specialty	86.0	21.18
Fine Dining	72.0	17.73
Family	53.0	13.05
None Needed	51.0	12.58
Natural Foods	18.0	4.43
Moderate Cost	15.0	3.69
Home Cooking	8.0	1.97
Totals	406.0	100.00

Most of the responses to part "A" of question sixteen, which asked whether the interviewee would patronize a natural foods restaurant, 74 percent gave a definite yes. Sixty-nine people (17 percent) of the sample stated no. There were few in-between answers as can be seen in table 18.

TABLE 18

PREDICTED PATRONAGE OF
A NATURAL FOODS RESTAURANT

Response	N	%
Yes	300	73.89
No	69	17.00
Maybe	15	3.69
No Response	11	2.71
Don't Know	5	1.23
Probably	3	.74
Other	<u>3</u>	<u>.75</u>
Totals	406	100.00

Interviewees were instructed in question seventeen to rank specific foods commonly served in natural foods restaurants (see table 19) as to their first, second, and third choice of preference if they were dining out.

Fresh fruit salads ranked first, taking 308 of the total vote, while homemade soup took second place with 168 persons registering approval. Fresh vegetable salads placed third (151) and fourth highest was fresh baked bread (144). Frozen yogurt desserts, vegetarian entrees, vegetarian sandwiches, and crepes shared the lowest acceptance vote.

Question eighteen was designed to discover whether the interviewees would prefer (1) a restaurant that served exclusively

TABLE 19

FAVORITE NATURAL FOODS

Food Item	Overall Tally	1st Choice		2nd Choice		3rd Choice	
		N	%	N	%	N	%
Fresh Fruit Salads	308	127	31.28	48	11.82	38	9.36
Homemade Soup	168	55	13.55	67	16.50	46	11.33
Fresh Vegetable Salads	151	53	13.05	68	16.75	30	7.39
Fresh Baked Bread	144	29	7.14	52	12.81	63	15.52
No Response		95	23.40	119	29.31	153	37.68
Quick Cooked Vegetables	62	19	4.68	23	5.67	20	4.93
Vegetarian Entrees	34	9	2.22	7	1.72	18	4.43
Crepes	30	7	1.72	11	2.71	12	2.96
Vegetarian Sandwiches	25	4	.99	6	1.48	15	3.69
Frozen Yogurt Desserts	24	8	1.97	5	1.23	11	2.71
Totals		406	100.00	406	100.00	406	100.00

natural foods or (2) a restaurant that included a limited selection of natural foods along with regular fare. Most respondents (56 percent) said they would prefer regular fare (choice two) and 33 percent said exclusively natural foods (choice one). Eleven percent did not respond.

The replies to question nineteen showed the largest portion of household heads fell within the 25-34 year old range (43 percent). The smallest age groupings were found between 55 and 64 years and under 25 years. The remaining categories were relatively evenly distributed as will be seen in table 20.

TABLE 20
AGE OF FAMILY HEAD

Age	N	%
No Response	45	11.08
Under 25	16	3.94
25-34	92	22.66
35-44	83	20.44
45-54	66	16.26
55-64	39	9.61
64+	65	16.01
Totals	406	100.00

There was a high vote of non-response (47 percent) to the request for information on average yearly family income, but

of those willing to report 128 individuals (32 percent) said their family income was \$20,000 or above. The remaining categories revealed rather small percentage as shown in table 21 in response to question twenty.

TABLE 21
AVERAGE YEARLY FAMILY INCOME

Income	N	%
No Response	189	46.55
Under 3000	---	---
3000-4999	9	2.22
5000-9999	16	3.94
10,000-14,999	27	6.65
15,000-19,999	37	9.11
20,000+	128	31.53
Totals	406	100.00

It will be seen in table 22 that the largest segment of households (37 percent) reported in question 21 that the family head had attended college. The second largest number (32 percent) reported high school as the highest level of education for the family head.

The two-member family was most often reported (27 percent) in question twenty-two of this survey, while second in size was the family of four (19 percent). The three-member family was

TABLE 22
EDUCATION LEVEL OF FAMILY HEAD

Education Level	N	%
College	150	36.95
High School	130	32.02
No Response	68	16.75
Graduate +	36	8.86
Elementary	22	5.42
Totals	406	100.00

third with 16 percent reporting this as their family size, as shown in table 23.

Question twenty-three related to the respondents' age, sex, and interest in vegetarianism. The findings showed: (1) the largest age group as 23-34 years old; (2) female respondents comprising 71 percent of the total sample; and (3) vegetarianism as a minimal segment, approximately 13 percent of the total population surveyed.

Lastly, the interviewer inquired as to whether the respondents had ever eaten in a natural foods restaurant. Thirty percent stated they had eaten in this type of food service while 65 percent said no. Five percent did not reply.

TABLE 23
FAMILY SIZE

Size	N	%
No Response	36	8.87
1	35	8.62
2	108	26.60
3	64	15.76
4	78	19.21
5	46	11.33
6	18	4.43
7	9	2.22
8	4	.99
9	8	1.97
Totals	406	100.00

The writer has made observations and assumptions based on the findings of the questionnaire.

Discussion

Findings indicated that the majority of the interviewees enjoyed eating out and that 74 percent of them had eaten out within the week prior to the survey. There did not appear to be any particular occasion to prompt their behavior.

It was also found that two in a party was the most common grouping for diners; a trend which is reflected nationally (Eagen & Cingolani, 1977). In fact, categories of two-, three-, and four-party groups accounted for 77 percent of the total sample in this study.

The dining/lounge type restaurant was most often patronized according to the respondents, while fast food and family style restaurants rated second as a choice of eating establishments. Only a small percentage chose cafeteria style. This may be due in part to the limited number of such services in the Tri-City area.

The average cost per meal for all those dining out was \$4.27 per person. When the researcher calculated the total amount spent by those eating out, 1,420 persons in all, it came to \$6,062 for a one month period of time. The major portion of this sum was spent in one week.

Eighty percent of those dining out indicated that they patronized familiar restaurants as returning customers, whereas seventeen percent apparently went to the reported restaurant for the first time.

The data showed that 58 percent of those interviewed traveled three miles or less to eat out. In addition, 30 percent of those dining out stated they had traveled five to ten miles. Only a small number (9 percent) reported they had eaten more than ten miles from home. Some of these indicated that this was while they were traveling.

In spite of the fact that 56 percent of those interviewed

(question eleven) stated that they would be willing to travel over ten miles to a restaurant of their choice; actual behavior, as shown in table 14, does not bear this out.

The data results seemed to infer that the majority of respondents (84 percent) did not choose to try new foods when dining out but preferred the "old and tried." This could be a significant factor in reference to the establishment of a (new concept) natural foods restaurant.

Quality of food was the feature considered by far most important for an eating place according to this study. Service was mentioned by 20 percent, and atmosphere was next in importance. Price and location seemed to be of least concern to those interviewed.

American food was listed as the favorite with Chinese a close second. Mexican and Italian food were third and fourth choices of the respondents.

Thirteen percent of the people interviewed in the Tri-Cities did not perceive a need for more restaurants in the area. An additional 25 percent did not respond to the question (number fifteen). On the other hand, 17 percent wanted more fine dining facilities and 13 percent suggested the need for more family-type restaurants. A small percent (4.4) mentioned the need for a natural foods restaurant. Responses were spontaneous and not prompted by the interviewer.

When asked specifically if they would patronize a natural foods restaurant if food and service were of excellent quality,

date. There appears to be a fairly even distribution of dining-out activity for categories of the population studied.

TABLE 24

COMPILATION OF DEMOGRAPHIC DATA FOR
A SELECT GROUP OF TRI-CITY RESIDENTS

		(Of interview date)	
	N	1-4 Days %	5-7 Days %
Income Level:			
\$3000-4999			
5000-9999	12	50	50
10-14,999	20	60	40
15-19,999	32	66	34
20,000+	102	69	31
Educational Level:			
Elementary	17	70	30
High School	105	64	36
College	116	67	33
Graduate	21	57	43
Family Size:			
1	30	83	16
2	81	64	36
3	51	57	43
4	54	48	52
5	38	84	16
6	15	73	27
7	3	--	100
8	3	67	33
9	--	100	--
Age:			
22-24	13	76	23
25-34	74	65	35
35-44	65	68	32
45-54	49	63	37
55-64	32	63	38

CHAPTER V

CONCLUSIONS

It was the thesis of this study to determine the feasibility of developing a natural foods restaurant in Tri-Cities, Washington. The survey research method was used to discover the attitude of area residents toward such a restaurant. The conclusions made are based on the findings of this research.

The results showed that the Tri-Cities has a populace that enjoys eating out. The area appeared to have the ability to support another restaurant based on the formula of one for every 575 persons nationally. The area residents expressed an interest in patronizing a fine dining and/or speciality restaurant on a regular basis if the food and service were of high quality.

It was found that the average age, income level, and educational status of the Tri-City family heads compared favorably to national categories for highest food expenditure outside the home. It was noted there was a high dining-out rate for all ages and income levels of Tri-City residents.

The researcher calculated that based on the current Tri-City population (75,331), the frequency of dining out (58 percent eat out at least once a week), with an average per meal expenditure of \$4.27 per customer, each existing restaurant (146 in all) could potentially realize a sales volume of \$66,404 per year.

(58 percent of population X \$4.27 divided by 146 = \$1,277 per week.)

Of positive import for the natural foods concept was the percentage of vegetarians in the sample studied--13 percent. If this percentage was representative of the total population, there could be approximately 9,793 vegetarians in the Tri-Cities. It could be assumed that persons with this type of diet pattern would patronize a natural foods restaurant at least part of the time.

Another significant factor for the natural foods restaurant concept was the finding that 74 percent of all persons interviewed stated they would patronize such a restaurant. In fact, 30 percent of all those interviewed indicated they had actually patronized a natural foods restaurant. (Thirty percent of the total Tri-City population would be 22,599 persons.) The study showed 4.4 percent suggested a need for this type of restaurant in the Tri-Cities.

The data implied that a restaurant serving familiar American or Chinese foods would be highly acceptable to most Tri-Citians, but to be well patronized it should be located within a three mile radius of the more densely populated areas. The inference was drawn from the findings that it would be well to incorporate a predominance of seating arrangements for two persons with flexibility to accommodate four to six.

A significant factor was the high ranking given foods in their natural state such as fresh fruit salads, fresh vegetable

salads, homemade soups, and fresh baked breads. This ranking suggested that such items be offered on a continuous basis. However, most interviewees indicated that they would prefer to have this type of food served along with the normal restaurant fare rather than having a restaurant specialize in strictly natural foods. The very low rank given vegetarian entrees suggested unfamiliarity with the product and indicated that the introduction of such items into the menu should be done with caution.

It appeared to this researcher that there was one important implication in this study that should be taken as a caution in so far as a natural foods restaurant is concerned. The study found the residents showed a high patronage of dining/lounge type restaurants which seemed to infer a preference for alcoholic beverages as an accompaniment to the meal. Since this service is not typically provided by a natural foods restaurant, it could be assumed that this would prove a deterrent to sales.

This researcher concluded from the evidence found in this study that a natural foods restaurant would succeed in the Tri-Cities if the locale, service, and menu were in accordance with the findings of this study. Further, the findings suggested that a bakery in connection with such a restaurant that would provide a variety of fresh baked breads for the restaurant itself and on a take-home basis for the customers could be considered.

APPENDIX

APPENDIX A

INSTRUCTIONS FOR THE INTERVIEWER

I appreciate your willingness to assist with this telephone survey. It is part of a study being conducted in the Tri-Cities to determine the feasibility of establishing a natural foods restaurant. The results of this survey will be very important to the decision.

It is important that you use the introduction as written and that you read the questions exactly as they appear on the questionnaire so as to standardize the interviewing process as much as possible. This is vital to the validity of the instrument.

If you have any questions regarding any part of the questionnaire or the responses you are receiving--please call me, Millie Kurtz at 545-9272 any time. It is important that we clear up any problems before we get too far into the survey.

I have given you a list of telephone numbers that have been randomly selected, so that no one knows the individuals to be interviewed. It is important that you stress that. You will call and interview 25 of these numbers. When you have completed the 25 interviews, you are through. Remember to put the telephone number at the top of each sheet and the date of the interview. If there is no answer or the line is busy, you may either go back to that number later or go on to the next one. Please remember to put the telephone number on each questionnaire. Please write in pencil.

I would like the survey completed by the 20th of November and will plan to pick up the results the 20th or the 21st. If you will be away those days, please call me so that I may pick up the material earlier. Please note question #7--do not mention tips if they ate at a fast food restaurant or cafeteria--do not mention liquor unless they indicated they ate at a restaurant with lounge. You may have to repeat the items in questions 13 and 16 more than once, or you may suggest they jot the items down for ease of selection.

Thank you so much for your help!

APPENDIX B

INTRODUCTORY REMARKS

"Hello." (If child answers telephone, ask for parent.)
(Teenager may be interviewed if no other adult is available.)

"A group of local business persons are interested in establishing a specialty restaurant in the Tri-Cities and is conducting a telephone survey of some of the residents to determine eating-out habits and food preferences.

"Would you be willing to take a few minutes to answer a few questions? Thank you so much!

"First of all, I would like to say that your telephone number was randomly selected so your name and address are unknown to me--your answers will be anonymous. Now, this is how we will do it.

"I will read each question as quickly and as distinctly as possible and then pause for your answers. If you do not understand the question, please feel free to ask for clarification because we want this survey to be as accurate as possible.

"You might want to get a paper and pencil to jot down a few notes as we go along.

"O.K. Are you ready to begin?

"Question number one . . ."

APPENDIX C

NATURAL FOODS RESTAURANT SURVEY

Date: _____

Telephone No. _____

1. Do you enjoy eating out?

(1) Yes, (2) No, (3) Can't afford, (4) Other _____

2. How often do you eat out?

(1) Once a week, (2) Once a month, (3) More than once a week, (4) More than once a month, (5) Less than once a month. _____

3. When did you eat out last?

(1) 1-4 days, (2) 5-7 days, (3) 8-14 days, (4) Over two weeks. _____

4. What was the occasion?

(1) Birthday, (2) Anniversary, (3) None, (4) Other _____

5. How many persons were in your party?

(1) 1, (2) 2, (3) 3, (4) 4, (5) 5 _____

6. What type of eating place did you patronize?

(1) Fast food, (2) Cafeteria, (3) Family-served, (4) Dining/Lounge, (5) Specialty, (6) Other _____

7. What was the approximate cost of meal for the entire group? (Excluding tips and liquor.) _____

8. Have you eaten there before?

(1) Yes, (2) No _____

9. Approximately how far is this eating place from your home?

(1) Less than 1 mile, (2) 1 mile, (3) 2 miles, (4) 3 miles, (5) 4 miles, (6) 5-10 miles, (7) Over 10 miles _____

10. Did you travel to this location specifically to eat out?

(1) Yes, (2) No _____

11. How far would you be willing to travel for a good meal? (Exc. of entertainment)

(1) Under 5 miles, (2) 5-9 miles, (3) 10-14 miles,
(4) 15-19 miles, (5) 20-25 miles, (6) Over 25 miles _____

12. Did you order any foods that were new to you?

(1) Yes, (2) No _____

13. Which of the following features do you think is most important for an eating place?

(1) Atmosphere	(5) Location
(2) Service	(6) Price
(3) Quality of food	(7) Items 1-3
(4) Quantity of food	(8) Items 2 & 3
	(9) Other

14. Which of the following ethnic foods is your favorite?

(1) Italian	(5) German
(2) Mexican	(6) Polynesian
(3) Chinese	(7) 1-4
(4) American	(8) 2-3
	(9) Other

15. In your opinion, what type of eating place is most needed in Tri-Cities?

16. Would you patronize a natural foods restaurant in this area that served the following items: (if food and service were excellent quality)

(1) Yes	(4) Maybe
(2) No	(5) Don't know
(3) Probably	(6) Other

(1) Fresh fruit salads	(6) Frozen yogurt
(2) Fresh vegetable salads	desserts
(3) Quick-cooked vegetables	(7) Vegetarian entrees
(4) Homemade soup	(8) Vegetarian sandwiches
(5) Fresh baked bread	(i.e. lettuce/tomato/sprouts)
	(9) Crepes

17. Now I'll read the list again and I would like you to indicate your:

- (1) 1st choice _____
- (2) 2nd choice _____
- (3) 3rd choice _____

18. Which would you prefer?

- (1) A restaurant that served all of the above foods.
- (2) A restaurant that served a limited selection of the above along with regular fare.

FOLLOWING PERSONAL QUESTIONS ARE IMPORTANT TO STUDY BUT NOT REQUIRED TO ANSWER.

19. Age of family head? _____

20. Average yearly family income? _____

21. Last grade level attended by family head? _____

- (1) Elementary
- (2) High school
- (3) College
- (4) Graduate +

22. Number in family: 1, 2, 3, 4, 5, 6, 7, 8, 9 _____

23. Respondent's age: _____

Respondent's sex: _____

Vegetarian: (1) Yes, (2) No, (3) Partly _____

24. Are there other family members that are vegetarian? _____

- (1) Yes, (2) No, (3) Not applicable _____

25. Have you ever eaten in a natural foods restaurant? _____

- (1) Yes, (2) No _____

APPENDIX D

Prefix Identification:

Kennewick: 582, 586, 783

Pasco: 545-547

Richland: 942, 943, 945, 946, 947, 948, 967

586-6433	547-6312	582-3358	547-2522	586-1215
586-6511	547-6370	943-1544	547-6797	266-4328
946-5577	783-9010	582-3367	943-3339	586-0150
946-1005	582-3235	586-3844	547-0816	586-9249
547-4265	582-2809	582-7539	946-4967	588-3772
783-0372	943-5582	586-9302	547-6636	586-3255
783-8298	783-8020	588-3703	943-4578	783-8721
946-5971	586-9941	946-0945	946-7142	783-3765
547-6007	582-5896	946-8617	586-9244	588-4412
946-5832	943-4380	783-9718	943-4852	582-8112
946-6214	586-4583	783-7574	946-0387	946-0441
545-8675	946-1172	582-8581	946-3270	783-1082
586-3447	946-5504	586-6307	946-8227	783-5739
545-8213		943-0482	582-2598	946-1164
545-9962	943-0319	943-5480	783-4296	946-0219
783-4265	943-3267	946-6692	586-9686	943-3354
946-0954	946-5390	783-5787	545-8794	946-5843
545-8457	957-2498	783-0762	946-5458	586-4401
943-0768	547-0854	946-5537	943-9155	946-5386
946-6921	943-3422	946-8938	582-2682	783-4307
586-9488	783-9316	943-2551	783-3847	586-6586
946-5067	946-8712	946-5893	783-4451	586-9824
586-0705	946-9142	943-1621	582-7335	582-2338
586-4060	946-8139	783-5861	547-8130	943-2544
547-3056	946-9865	946-1763	783-9260	547-6200
547-0465	943-9362	547-5997	946-7126	582-7741
946-5775	783-8897		582-2811	946-8326
943-4009	545-1991		783-6516	547-4590
783-0941	547-8948	586-4827	943-3323	783-9692
547-6709	946-5742	547-4473	582-8179	547-7281
586-3552	547-3118	946-0277	266-4337	943-1161
946-8221	582-3483	582-7945	783-5700	943-2818
545-9035	588-3808	783-0468	943-0228	545-1338
582-5822	943-4378	943-5549	946-8339	547-6443
586-4792	943-3290	943-9496		586-9247
783-7136	943-2074	588-3637		783-9150
547-5003	582-5573	586-4054	783-6290	783-0290
943-3178	547-6145	547-7430	547-9083	946-4730
946-5874	946-9546	783-4654	783-6077	946-9069
547-8701	783-2635	943-1984	783-6471	783-7293
943-4987	943-2274	783-3928	946-7218	586-3688
946-0257	547-6911	582-2858	547-8556	783-5953
943-2036		547-7298	582-3249	586-0024
967-2300		783-8262	946-6515	943-3681
586-2306		783-3448	547-7612	582-7849
943-5141		545-4196	582-3134	783-1156
547-5970				783-0444
783-7116				946-4581
582-7059				946-6185
943-0117				946-1988
783-5979				783-2066
582-2677				967-2459
946-6289				547-3903
588-3638				547-7222
547-6202				946-1465
783-2244				
547-2878				783-1441
783-3914				783-5374
582-2773				783-2751
547-1840				783-2869
582-5267				943-9403
297-4391				582-8902
582-7136				586-4875

APPENDIX E

TRI-CITY RESTAURANT DIRECTORY

Restaurants

- 1 A-K's Sea Gallery
Richland 500 Geo Wash Wy Richland — 943-0396
Kennewick
7401 W Canal Dr Kennewick — 783-9908
- 2 A & W Family Restaurant
530 W Court Pasco — 547-9671
- 3 A & W Of Kennewick
2521 W Kennewick Av Kennewick — 586-6044
- 4 A & W Of Richland
1015 Lee Blvd Richland — 943-0927
- 5 Adrian's 924 Geo Wash Wy Richland — 946-1322
- 6 Alaskan Burger Hut
2009 W Court Pasco — 545-9822
- 7 Arctic Circle Drive In
Kennewick
1505 W Kennewick Av
Kennewick — 586-4030
Richland 255 Williams Blvd Richland — 946-6762
- 8 Arena Cafe Hwy 12 Richland — 946-5035
- 9 BALCON'S 8300 Gage Blvd Kennewick — 783-6144
- 10 Bar-X Lodge Restaurant
2712 W Irving Pasco — 545-9359
- 11 BILL'S CAFE 801 W Columbia Pasco — 547-2291
- 12 Bitter End 108 N Tacoma Pasco — 547-7191
- 13 BLACK ANGUS RESTAURANTS
STUART ANDERSON'S
1800 W Lewis Pasco — 547-1607
- 14 Brass Door The
707 Geo Wash Wy Richland — 943-3319
- 15 Breadbox Bakery & Sandwich Shop The
1010 Jadwin Av Richland — 946-5589
- 16 Burger Basket Drive-In
1315 N 4th Pasco — 547-9000
- 17 Burger King
2820 W Clearwater Av Kennewick — 735-1701
- 18 BUTCHER BAKER CANDLESTICK MAKER
2800 W Clearwater Av Kennewick — 783-7346
- 19 Cedars Pier 1
7 Clover Island Kennewick — 582-2143
(Please See Advertisement Page 179)
- 20 CHAPTER ELEVEN
3311 W Clearwater Av Kennewick — 783-7433
(Please See Advertisement Page 180)
- 21 Chef Gourmet
N 18th & W Lewis Pasco — 545-5853
- 22 CHICO'S PIZZA
3300 W Clearwater Av Kennewick — 783-8193
- 23 CHINESE GARDENS
Restaurant 1520 N 4th Pasco — 547-0092
Dragon Rm 1520 N 4th Pasco — 547-8682
(Please See Advertisement This Page)
- 24 Cin-Dee Sub
710 The Parkway Richland — 946-4529
- 25 City Cafe & Tumbleweed Room
200 Division Benton — 588-3624

- 26 COLUMBIA ROOM
400 Columbia Center Kennewick — 783-2444
- 27 Cosmopolitan Angus Motor Hotel
205 N Conway Kennewick — 783-3141
- 28 Cutting Board The
101 N Union Kennewick — 735-1812
- 29 DAIRY QUEEN 1325 W Court Pasco — 547-8191
- 30 Dairy Queen 1313 Jadwin Av Richland — 946-9011
- 31 Dairy Queen Brazier
3150 W Clearwater Av Kennewick — 783-4808
- 32 Dean's Steak House
131 Vista Wy Kennewick — 783-8213
- 33 Denny's Restaurant Inc
1320 Columbia Center Blvd
Richland — 783-8607
- 34 Dew Drop Inn 1601 E Lewis Pasco — 547-6891
- 35 EDDIES CAFE 522 W Lewis Pasco — 547-6251
- 36 Family-A-Fare
810 S Washington Kennewick — 582-8995
- 37 Farrell's Ice Cream Parlour Restaurant
505 Columbia Center Kennewick — 783-3134
- 38 FIRESIDE INN THE 605 Rd 27 Pasco — 547-7892
- 39 Flying Dutchman
Tri-Cities Airport Pasco — 547-4491
- 40 Foothills Cafe Finley Rd Kennewick — 582-2252
- 41 FRANCISCO'S RESTAURANT
365 E Humorist Rd Pasco — 547-5891
(Please See Advertisement Page 178)
- 42 Frank's Grill 228 W Lewis Pasco — 547-3541
- 43 Fran's Place 1107 Lee Blvd Richland — 943-2913
- 44 Gas Light The 99 Lee Blvd Richland — 946-1900
- 45 GEORGE'S RANCH HOUSE
1410 E Lewis Pasco — 547-0101
- 46 Grizzly Bear Pizza
Columbia Cntr Blvd & Freeway
2100 N Belfair Kennewick — 783-7367
- 47 Guadalajara Cafe
107 E Columbia Dr Kennewick — 586-1277
- 48 Guajardo's Cafe 706 N 10th Pasco — 547-1295
- 49 Hager's Drive-In 939 S 10th Pasco — 547-3263
- 50 Hamburger Co North 4th Ave
1515 N 4th — 547-2607
- 51 HANFORD HOUSE THUNDERBIRD
802 Geo Wash Wy Rhd. — 946-7611
- 52 Hill's On The Mall
640 Columbia Center Kenn. — 783-3707
- 53 HOLIDAY INN
Jason's Restaurant & Lounge
1515 Geo Wash Wy Rhd. — 946-4121
- 54 HUBBY'S PIZZA
346 W Columbia Dr Kenn. — 586-2340
- 55 Hut The 1205 S 10th Pasco — 547-7081
- 56 Ida's Lunch 215 N 4th Pasco — 547-4131
- 57 JADE EAST
6855 Clearwater Av Kenn. — 783-7310
(See Advertisement This Classification)
- 58 JERRY'S TAMMY'S COFFEE SHOP
Complete Meals
101 Vista Wy Kenn. — 783-6916
- 59 Joey's Fine Food
1915 W Court Pasco — 547-8497

- KENTUCKY FRIED CHICKEN**
 60 2631 W Kennewick Av Kenn 582-8811
 61 2045 W Court Pasco 547-8825
 62 234 Symons Blvd Rhld 946-7474
 63 **KEYSTONE PIZZA OF RICHLAND**
 See Our Ad Under Pizza
 1524 Jadwin Av Rhld 943-0677
 64 **KINGS TABLE RIVERSHORE**
 50 Comstock Rhld 946-5188
 (See Advertisement This Classification)

- 65 **LEE'S TAHITIAN**
 1342 Jadwin Av Rhld 946-1068
 (See Advertisement This Classification)
 66 LePetit Restaurant
 3892 W Van Giesen W Rhld 967-2905
 67 Mardene Inc 1776 Fowler Rhld 735-1801
 68 Max's Broiler 24 Vista Wy Kenn 783-6713
 69 McDonald's Restaurant
 2202 W Court Pasco 547-8243
 70 McDonald's Restaurants
 Office
 628 W Kennewick Av Kenn 582-7863
 70 Kennewick
 2541 W Kennewick Av Kenn 582-8686
 71 Richland
 325 Torbett Rhld 946-4061
 72 Mr Lee's 1034 Lee Blvd Rhld 946-4314
 73 **MOON PALACE**
 Chinese & American Food
 228 Symons Rhld 943-0685
 (See Advertisement This Classification)
 74 North 4th Ave Hamburger Co
 1515 N 4th Pasco 547-2607
 75 O'Henry's 21 20 S Auburn Kenn 586-3604
 76 Orange Julius
 511 Columbia Center Kenn 783-6416
 77 **PERKINS CAKE & STEAK**
 1185 Geo Wash Wy Rhld 943-3349
 Pizza Hut Highland Cntr Kenn 783-9350
 78 1921 W Court Pasco 547-0985
 79 1312 Lee Blvd Richland 946-9221

- 80 **PIZZA PETE**
 Richland
 1045 Geo Wash Wy Rhld 946-3336
 (See Advertisement This Classification)
 81 Pizza Pete 2230 W Court Pasco 545-1091
 82 **PIZZA WEST**
 3320 W Kennewick Av Kenn 783-2425
 (See Advertisement This Classification)
 83 Port Cafe
 Big Pasco Industrial Park Pasco 547-6141

- 84 **R G'S DRIVE IN**
 Home Of The Deep Fried Mushrooms
 & R G's Special Hamburger With
 Ham, Cheese, Egg & All The Extras!
 1012 N Edison Kenn 783-2660

- 85 Rafael's 219 N Date Kenn 586-4274
 86 Raintree Restaurant
 114 W Columbia Dr Kenn 586-3534
 87 **RAY'S GOLDEN LION RESTAURANT**
 1353 Geo Wash Wy Rhld 946-0606
 (See Advertisement This Classification)
 88 **RED LION MOTOR INN-PASCO**
 2525 N 20th Pasco 547-0701
 89 Red Robin Burgers & Booze Emporium
 1311 Huntington Kenn 735-2772
 (See Advertisement This Classification)
 90 RIB PIT 335 W Columbia Dr Kenn 586-6494
 (See Advertisement This Classification)
 91 Roy's Chuck Wagon Of Pasco
 1315 N 20th Pasco 547-0044
 92 **ROY'S CHUCK WAGON OF RICHLAND**
 1007 Wright Av Rhld 943-1189
 (See Advertisement This Classification)
 93 **RUBY'S CHINESE PALACE**
 1734 N 5th Pasco 547-4111

- 94 **RUFF'S DRIVE-IN**
 "FEATURING"
 BIG RUFF BURGERS
 ORDERS TO GO DRIVE UP WINDOW
 4115 W Clearwater Av Kenn 783-3068

- 95 **SAENZ RESTAURANT**
 1128 Columbia Dr SE Rhld 783-5080
 (See Advertisement This Classification)
 96 Saenz Restaurant
 117 W Kennewick Av Kenn 582-5707
 97 **SAMBO'S RESTAURANT**
 1312 N 20th Pasco 547-9807
 98 Sambo's Restaurant
 890 Geo Wash Wy Rhld 946-4303

- 99 Santos Cafe
 12 E Columbia Dr Kennewick 586-3985
 100 Satellite Restaurant & Cocktail Lounge
 2 N Washington Kennewick 586-3700
 101 **SCIMITAR RESTAURANT**
 W Lewis & Rd 28 S Pasco 547-0711

- 102 Shakey's Pizza Parlor
 707 W Court Pasco 547-4222
 103 **SHRIMP BOAT THE**
 530 W Columbia Dr Kennewick 586-3994
 (Please See Advertisement This Page)

- 104 Sizzler Family Steak House
 3200 W Clearwater Av Kennewick 783-7445
 105 **SKIPPER'S FISH'N CHIPS CHOWDER**
 HOUSE
 2226 W Court Pasco 547-4266
 106 1028 Lee Blvd Richland 943-0512
 (Please See Advertisement Page 179)

- 107 **SMITTY'S PANCAKE HOUSE**
 712 W Lewis Pasco 547-6522
 108 Spaghetti Establishment The
 2107 W 4th Av Kennewick 586-6622
 (Please See Advertisement Page 178)

- 109 Speedy's Drive-In
 W Lewis & N 14th Pasco 547-4242
 (Please See Advertisement Page 178)
 110 Spudnut Shop 130 N 10th Pasco 547-8662
 111 Starlite Restaurant & Lounge
 927 Columbia Dr SE Richland 783-2811

- 112 Steak-Out The
 213 W Kennewick Av Kennewick 582-5048
 113 T J's Pantry & Lounge
 Kennewick
 3013 W Clearwater Av 783-0233
 114 Richland
 1435 Geo Wash Wy Richland 946-8706

- 115 Taco John's 1819 W Court Pasco 545-9285
 116 Taco John's
 701 Vineyard Dr Kennewick 586-2964
 117 Taco Spot The 1411 N 4th Pasco 545-1081
 (Please See Advertisement Page 177)

- 118 Taco Time
 Kennewick 306 N Morain 735-2205
 119 Richland 894 Stevens Dr Richland 946-3224
 120 Tammy's Coffee Shop
 1314 Jadwin Av Richland 946-1063
 121 Taste-Freez Drive In
 895 Stevens Dr Richland 946-1911

- 122 **TASTE FREEZE**
 1501 W Sylvester Pasco 547-7152
 (Please See Advertisement Page 178)
 123 **TAYLOR MAID** 524 N 3d Pasco 547-6833
 124 **TOPHAT CAFE & LOUNGE**
 404 W Lewis Pasco 547-7341
 (Please See Advertisement This Page)

- 125 Tradewinds Wallula Jct 547-4455
 126 **TRIPLE XXX ROOT BEER DRIVE IN**
 1008 W Columbia Pasco 547-8022
 (Please See Advertisement Page 179)

- 127 Vincents 829 Goethals Dr Richland 943-2611
 128 **VIP'S RESTAURANTS**
 Kennewick 2804 W Kennewick Av 783-7072
 129 Kennewick
 627 Jadwin Av Richland 946-5726
 (Please See Advertisement This Page)

- 130 **W WALLWEBER'S INC**
 1100 Jadwin Richland 946-4565
 131 Wendy's Old Fashioned Hamburgers
 2511 W Court Pasco 545-6320
 132 Wendy's Old Fashioned Hamburgers
 3115 W Clearwater Av Kennewick 783-5585

- 133 Wolfies Hanford Av Benton City 588-4090
 134 **WW SKYPARK RESTAURANT**
 Richland Skypark Richland 943-2908
 135 Zip's Hamburgers & Fish
 Kennewick
 400 E Columbia Dr Kennewick 582-8809

- 136 Richland 1556 Fowler Richland 783-7448
 137 Richland 1123 Lee Blvd Richland 943-0688

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