

1. How many times a month do you eat at the HH Grill?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	0	1-3	4-5	6+
Lunch	190 31%	328 53%	70 11%	33 5%
Dinner	296 53%	217 39%	37 7%	9 2%
Sunday Breakfast	378 70%	151 28%	11 2%	0 0%
Banquets/Special Events	224 39%	336 59%	11 2%	2 0%

2. How many times a month do you eat at ANOTHER local restaurant?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	0	1-3	4-5	6+
Breakfast	234 42%	232 42%	56 10%	33 6%
Lunch	47 8%	323 54%	159 27%	66 11%
Dinner	42 7%	326 52%	151 24%	104 17%

3. For our future planning, which days of the week would you most likely use HH for BREAKFAST? (Check all that apply)

	Number of Response(s)	Response Ratio
Monday	58	5%
Tuesday	45	4%
Wednesday	49	5%
Thursday	51	5%
Friday	57	5%
Saturday	288	27%
Sunday	522	49%
Total	1070	100%

4. For our future planning, which days of the week would you most likely use HH for Dinner? (Check all that apply)

	Number of Response(s)	Response Ratio
Monday	79	5%
Tuesday	88	6%
Wednesday	192	13%
Thursday	229	16%
Friday	452	31%
Saturday	286	20%
Sunday	112	8%
Total	1438	100%

5. What emphasis should be placed on the solicitation of outside banquet business as a source of revenue to offset operating losses?

	Number of Response(s)	Response Ratio
Very Important	420	65%
Somewhat Important	137	21%
Little Importance	36	6%
No Importance	29	4%
No Comment	19	3%
No Responses	8	1%
Total	649	100%

6. Please rate the Heritage Highlands Grill.

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	Excellent	Good	Needs Improvement	No Comment
Food Quality	95 15%	322 51%	172 27%	45 7%
Menu Variety	52 8%	312 50%	215 34%	49 8%
Value/Price	69 11%	335 53%	186 30%	39 6%
Cleanliness	113 18%	383 61%	87 14%	47 7%
Prompt Service	72 11%	247 39%	275 43%	44 7%
Overall Service	76 12%	320 50%	194 31%	44 7%

7. What statements below best describe the identity you believe the HH Grill should be? (Check all that apply)

	Number of Response(s)	Response Ratio
Breakfast and lunch grill only	187	10%
Fine dining evening dinner experience	102	5%
Sports Bar grill for lunch and dinner	413	21%
HH staffed banquet kitchen for resident and outside	360	19%
Catering kitchen available for rent by outside qualified	148	8%
Daily operating beverage and snack cart on the golf	160	8%
Special dinner events and/or buffets on monthly basis	371	19%
Lunch grill only	66	3%
Other	131	7%
Total	1938	100%

8. A gated community of this size rarely provides a food and beverage operation without a financial operating subsidy. In 2007 each resident's HOA dues included a monthly F&B subsidy of \$18.63. What level of monthly operating subsidy are you prepared to support?

	Number of Response(s)	Response Ratio
\$20 - 25 Per Month	206	32%
\$15 - 19 Per Month	156	24%
\$10 - 14 Per Month	69	11%
\$5 - 9 Per Month	32	5%
\$1 - 4 Per Month	11	2%
\$ 0	166	26%
No Responses	9	1%
Total	649	100%

9. Many clubs and private communities solve the operating subsidy with a required monthly, quarterly or annual food and beverage minimum for each homeowner, thus encouraging resident support and providing meals in return for that contribution. Would you support a food and beverage minimum at HH?

	Number of Response(s)	Response Ratio
Yes	287	44%
No	266	41%
Uncertain	88	14%
No Responses	8	1%
Total	649	100%