

Huntley Restaurant Survey



Thanks to all who participated in the Huntley Restaurant Survey!

The Village received 1094 online survey entries.

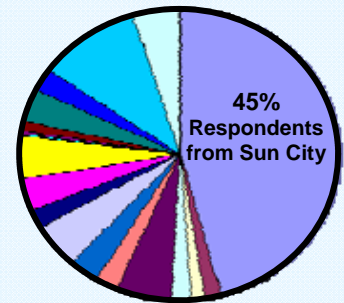


Restaurant Survey

VILLAGE OF HUNTLEY

Who Took the Huntley Restaurant Survey?

Subdivision/Location of Respondents	Response Count
Sun City	496
Non-residents	125
Covington Lakes	61
Southwind	54
Wing Pointe	52
Other location within Huntley	50
Heritage of Huntley	40
Downtown Huntley	38
Georgian Place	32
Unincorporated Huntley	29
Northbridge	24
Talamore	21
Huntley Meadows	20
Lion's Chase	19
Cider Grove	15
Woodcreek	14
Huntley Cove	2
The Highlands	2
Total	1094



Participants were asked to list the top 3 Huntley restaurants they patronized on a regular basis

Huntley's Top 10 Most Patronized Restaurants

- #1 CULVERS
- #2 WALLEYE GRILL
- #3 NIKO'S
- #4 PAPA G'S
- #5 McDONALDS
- #6 DEL TORO'S
- #7 DAIRY MART
- #8 SUBWAY
- #9 TACO BELL
- #10 SAMMY'S

Village of Huntley
 Economic Development Division
 10987 Main Street
 Huntley, IL 60142
 847-515-5200



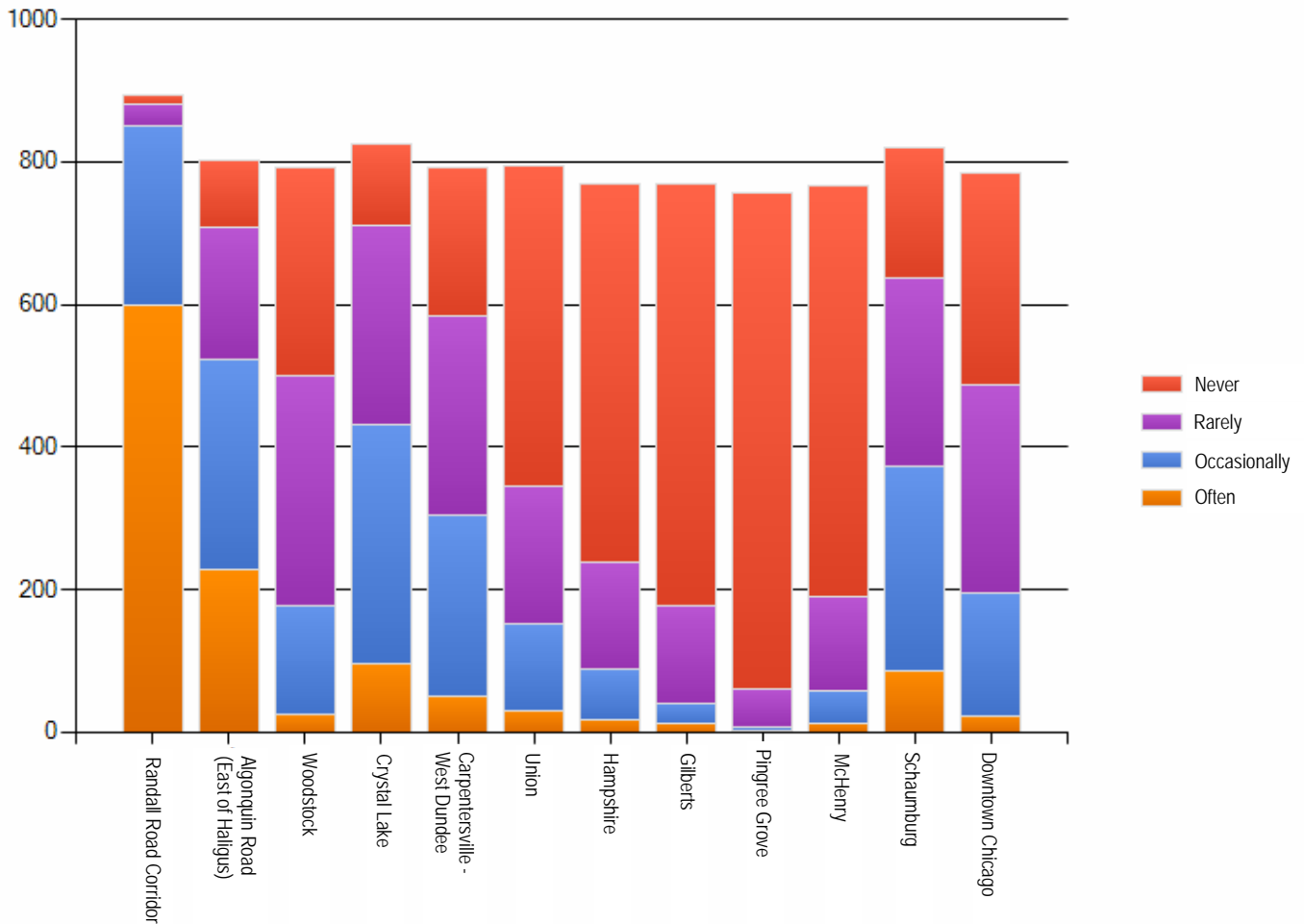
On average, how many times per week do you dine out?

Answer Options	visits per week		
	1-2	3-4	5+
Breakfast at a fast food restaurant	252	19	2
Breakfast at a full service restaurant	471	21	4
Breakfast take-out	107	2	1
Lunch at a fast food restaurant	507	69	12
Lunch at a full service restaurant	499	56	4
Lunch take-out	289	14	5
Dinner at a fast food restaurant	336	21	3
Dinner at a full service restaurant	712	98	10
Dinner take-out	399	20	2
Number of weekly visits to a coffee shop	185	93	62
Local pub/restaurant for drinks only	219	21	13



93 % of Respondents Eat Dinner at a Full Service Restaurant at least 1 or 2 times per Week!

Currently, how often do you travel outside of Huntley for dining?



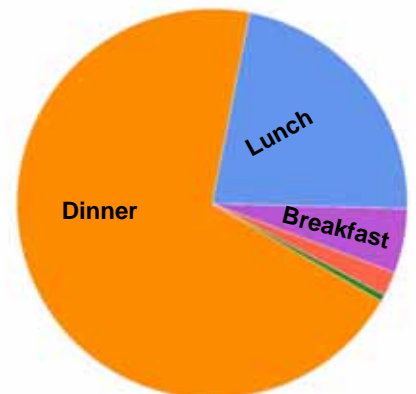
What style of restaurants would survey participants like to see?

STYLE OF RESTAURANT	VOTES
FULL SERVICE/SIT DOWN	824
BAKERY/SNACK/COFFEE	469
DELI/COUNTER SERVICE	432
FAST FOOD	327
DELIVERY	164
BANQUET FACILITIES	58
OTHER	46
CONFERENCE / MEETING	25



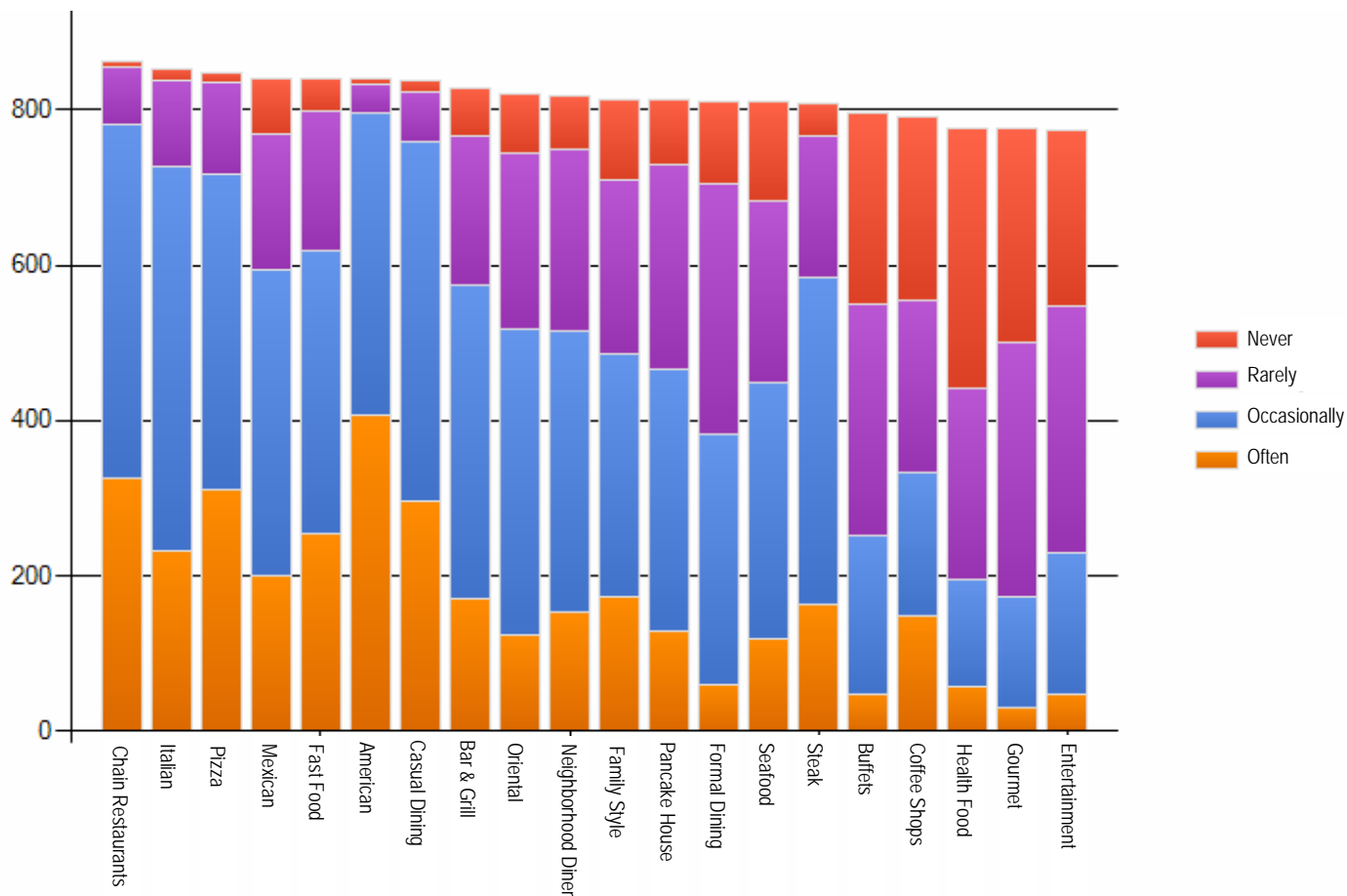
What meal do survey participants eat out the most?

MEAL	PERCENT
DINNER	69.8%
LUNCH	22.3%
BREAKFAST	5.4%
COFFEE SHOP	2.0%
BRUNCH	0.60%



What types of restaurants do you usually visit?

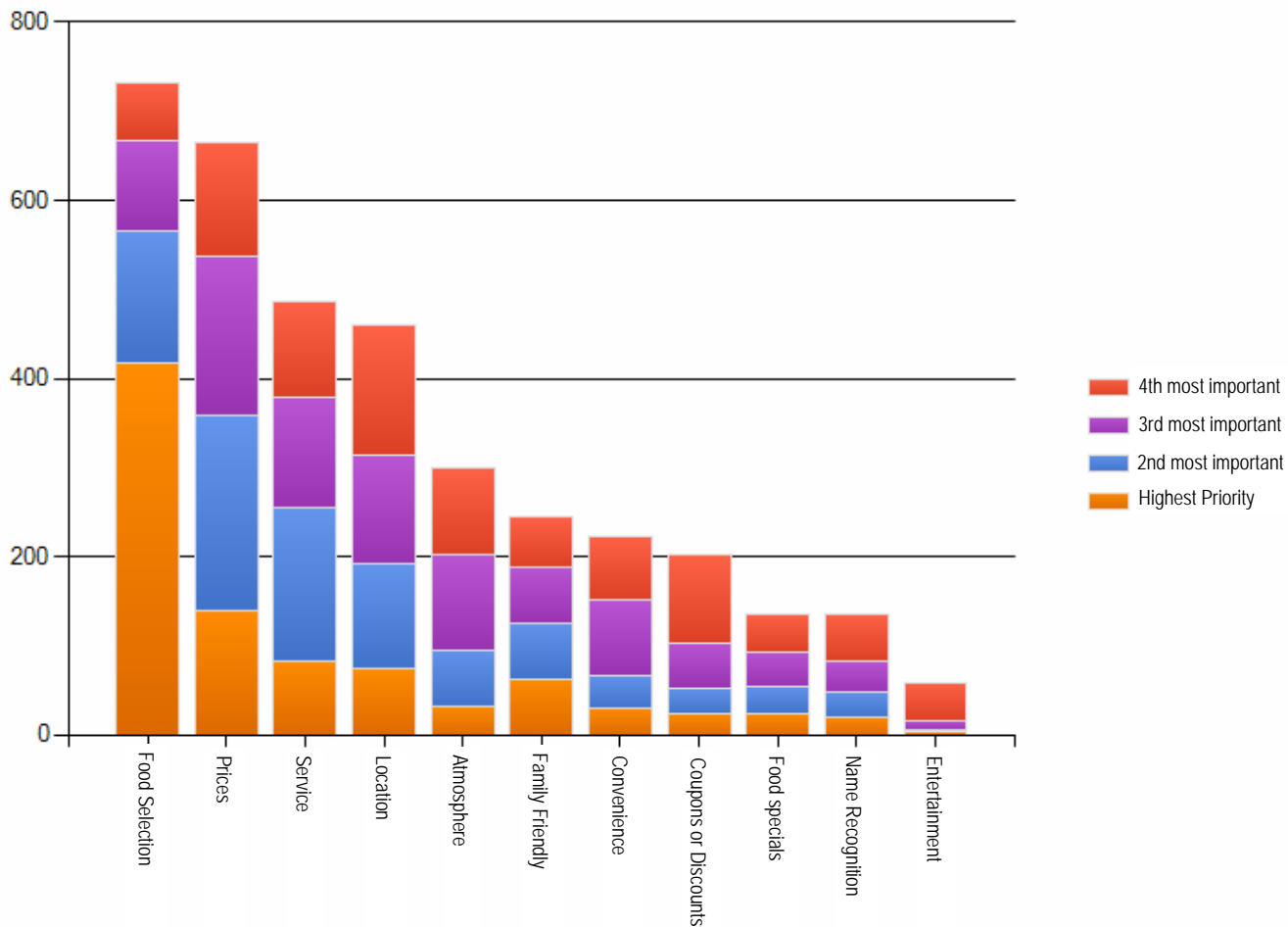
Answer Options	Often	Occasionally	Rarely	Never	Response Count
Fast Food	254	364	180	40	838
Italian	233	494	110	15	852
American	405	390	37	6	838
Mexican	199	395	175	70	839
Health Food	58	136	246	334	774
Formal Dining	61	321	322	106	810
Chain Restaurants	325	456	72	9	862
Bar & Grill	170	403	192	63	828
Entertainment	48	180	319	225	772
Gourmet	30	143	327	274	774
Family Style	172	313	225	102	812
Oriental	125	391	226	78	820
Pizza	311	405	118	13	847
Steak	163	421	182	41	807
Pancake House	128	338	263	83	812
Buffets	48	205	297	244	794
Casual Dining	295	463	65	14	837
Neighborhood Diner	154	361	232	71	818
Seafood	119	330	232	129	810
Coffee Shop	149	183	221	237	790
Other					29
<i>answered question</i>					909
<i>skipped question</i>					185



What most influences your choice of restaurant?

Answer Options	Highest Priority	2nd most important	3rd most important	4th most important	Response Count
Prices	139	219	179	127	664
Convenience	30	37	85	71	223
Food selection	417	148	101	65	731
Coupons or discounts	24	29	49	101	203
Food Specials	23	32	38	42	135
Entertainment	4	2	9	44	59
Service	83	171	123	108	485
Family Friendly	62	63	63	57	245
Location	75	117	120	146	458
Atmosphere	32	62	108	96	298
Name Recognition	20	29	34	52	135
<i>answered question</i>					909
<i>skipped question</i>					185

Food Selection has the Strongest Influence on Why Survey Participants Choose a Particular Restaurant



Participants were asked to list their top 5 choices for specific restaurants or cuisines they would like to see in Huntley in the future



Top 10 Cuisines

Rank	Cuisine
1	Italian
2	Chinese/Oriental
3	Steak
4	Mexican
5	Seafood
6	Deli
7	Family
8	American
9	Pizza
10	Breakfast/Pancakes

Top 25 Restaurants

Rank	Restaurant
1	Olive Garden
2	Portillo's
3	Panera Bread
4	Chili's
5	Applebee's
6	Red Lobster
7	Wendy's
8	TGI Friday's
9	Outback
10	Starbuck's
11	IHOP
12	KFC
13	Chipotle
14	Burger King
15	Texas Roadhouse
16	Red Robin
17	Lone Star Steakhouse
18	Maggiano's
19	Jimmy John's
20	Corner Bakery
21	Cracker Barrel
22	Arby's
23	Buffalo Wild Wings
24	Lou Malnati's
25	Macaroni Grill