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Tapas 51
Integrated Marketing Campaign
Research Report

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INTRODUCTION

This report provides an analysis of the perceptions of chef-owned restaurants and competitors in the greater Charlotte area. In order to create an integrated campaign for Tapas 51, a relatively new chef-owned restaurant in Fort Mill, South Carolina, an examination of the restaurant industry had to be conducted. Both the primary and secondary research emphasize the importance of how chef-owned restaurants are branding themselves, what are these restaurants are offering, and how popularity rates and community reviews may affect their sales.

Secondary research consisted of searching Nielsen Segmentation Solutions, a free and online data mining website. This source provided demographics on household income, age, gender and family size. Psychographics were obtained through PRIZM, Nielsen's industry leading lifestyle segmentation system that breaks segments up into behaviorally distinct types to help marketers distinguish their likes, dislikes, lifestyles and purchase behaviors.

In order to further understand the current positioning of the client, a SWOT analysis accentuated the strengths, weaknesses, opportunities, and threats of the business. This helped to define the gaps in the secondary research that we needed to investigate further, including how the target audience feels specifically about chef-owned restaurants, and their pre-existing and precise eating habits.

Primary research was conducted using an online survey of men and women ranging from ages 20 to 67 to measure the dining habits and perceptions of restaurants in the greater Charlotte region. The survey created a clearer and more detailed picture about the target audience for the campaign. Additionally, an ethnography was conducted within Tapas 51 on a popular night, during which the guest's dining and eating habits were observed in a natural environment.

SITUATIONAL ANALYSIS

Chef Aaron Rivera knew at an early age his calling in the culinary arts. The son of an immigrant, Rivera grew up cooking for his three younger siblings while his mother was working. Rivera began his career at the age of 16, when Executive Chef Anton Brunbauer took him under his wing. This is when Rivera's career in the culinary world truly began. Chef Aaron has a wide range of culinary experiences under his belt from studying the art of sushi making in Tokyo to working as the chef at one of Las Vegas premier restaurant groups (The Light Group, Fix Restaurant at the Bellagio Hotel and Casino).

Located in Fort Mill, South Carolina, Tapas 51 is the purveyor of modern Hispanic tapas foods, craft beers, and high-end wine. The cuisines from Mexico, South America, and Central America are transformed into tapas form as Chef Aaron uses fresh ingredients from local South and North Carolina farms. Traditionally, tapas are a wide variety of appetizers meant to be shared with others. The concept of tapas is new to this region. Competitors in the Fort Mill Area include: Fish Market, Flipside Cafe, and Six Pence Pub. Although the competitors prices are higher the concept of tapas means patrons must order more than one dish to have a fulfilling experience. The average price for an entrée at Fish Market is \$22.50 (Fish Market at Baxter Village). Typically, the prices for a tapas dish ranges between \$8-\$12.

Currently, Tapas 51 is active on Facebook, Twitter, and Instagram, but is not consistent with posting. Their posts include photos of prepared dishes, graphics regarding specials they are running, and photos of the interior and exterior of the restaurant. In addition, Tapas 51 has started a new text campaign: to remain up-to-date regarding specials and upcoming events, customers can text "Tapas 51" to 4965.

Through thorough secondary research found on Nielsen.com, BBGS Agency found that 44% of households surrounding Tapas 51 are middle aged, family-oriented young couples, many with children. A housing boom expanded suburbs in the surrounding area in the last decade. These families enjoy baseball, hunting and bowling. For entertainment, they enjoy christian and country tv channels. The median income is \$63,000 in the surrounding area. The median income for the county is \$53,000. The median age is 37.1.

SWOT ANALYSIS

Strengths	Weaknesses	Opportunities	Threats
<ol style="list-style-type: none"> 1. Delicious tapas 2. Fresh and local ingredients 3. Chef-owned 4. Internal and external dining 5. Brand extension opportunities (eg. bus, catering, etc.) 	<ol style="list-style-type: none"> 1. Location 2. External presentation 3. Lack of cohesive branding 4. Time window for lunch dining 	<ol style="list-style-type: none"> 1. Chef-owned 2. Social media marketing 3. Healthy and responsibly-sourced food trends 4. Tapas food trend 	<ol style="list-style-type: none"> 1. Consumer knowledge of tapas food 2. Nearby chain and non-chain restaurants 3. “Upscale” pricing

- **Strengths**

The tapas restaurant has a variety of strengths working in favor of the brand. The fact that there are no similar restaurants in the nearby Fort Mill area makes Tapas 51 a unique attraction for both visitors and locals. In fact, a majority of the restaurants in that area are chain establishments including Bojangles, McDonald’s, and Subway. Tapas 51 uses fresh, local ingredients sourced from local Carolina farms making their high-quality, locally-sourced cuisine a great strength. The professionally trained and well-educated staff add significant quality to the menu, atmosphere, and overall brand. Although the inside of the restaurant is more intimate, seating about 50 (plus an additional room for private parties), there is an outdoor patio with room for 40+ customers that will be a great additional space for dining during the warmer months. The brand also owns a food bus, The Chrome Toaster, which currently only serves catering events, but the future of the food bus could be a significant addition to the brand’s product line.

- **Weaknesses**

Unfortunately, there are nearly as many weaknesses within the restaurant as there are strengths. The inconvenient location is a primary weakness; the restaurant is almost tucked away and hidden from the main road (U.S. 21). Additionally, the exterior of the building is an eyesore and does not aesthetically match the minimally themed interior. In reference to the interior, the decorations and overall theme of the restaurant are inconsistent with the restaurant’s various online sites. The logo and building exterior are rugged and edgy, while the interior decoration is candle-lit, modern, and clean. Tapas 51’s official website lacks inspiration, and the overall theme is quite different from the brand’s Instagram, Facebook, and Twitter sites. Their brand message

is inconsistent and unclear. Furthermore, business during the week is slow; Tapas 51 opens for lunch from 11:30 a.m. to 2:00 p.m. allowing only a small window for customers commuting from their workplace. There is no reduced pricing for lunch entrees providing little incentive to choose the restaurant as a lunch destination.

- **Opportunities**

Being a chef-owned restaurant provides a significant opportunity for the restaurant. Brands with stories or founder narratives are doing very well in today's world of social media marketing; consumers are attracted to the intimate and seemingly authentic brand personality. Chef Aaron's personal brand has the opportunity to become intertwined and influential to the brand perception of the restaurant. Social media is another opportunity for the restaurant given its low-cost nature and relevance in restaurant marketing scene; the brand currently runs a Facebook page, Twitter page, and Instagram account. Unified, consistent brand messages could potentially promote consumer engagement and increase brand awareness - ultimately leading to increased sales.

There is also a growing healthy and responsible food trend that makes Tapas 51 seem even more appealing than just serving high-quality food. Many consumers are seeking out establishments that serve farm-to-table dishes, such as Tapas 51. Tapas food in general has become a trendy way to dine, and the restaurant can find ways to capitalize on its rising popularity.

- **Threats**

While chain restaurants do very well in the surrounding area, there are a few NON-chain restaurants within close proximity including Flipside Cafe, The Fish Market, and Six Pence Pub. Flipside Cafe, for example, is a privately-owned southern comfort style restaurant that is a top competitor to Tapas 51. Although its vibe is quite different, the high quality food and authentic atmosphere make it a highly trafficked destination for locals and visitors to the area. The upscale prices of Tapas 51's cuisine and drink selection may deter some customers from even stepping foot into the establishment or prevent repeat customers, especially when served the small portions. Finally, tapas food is still an unknown concept in some areas, especially in small towns such as Fort Mill; locals may not know what tapas food is and be hesitant to try something new.

PRIMARY RESEARCH

Method 1:

Online Survey

An online survey was constructed with 40 questions and launched on KwikSurveys.com. Our agency posted it on various social media sites and sent it directly to potential respondents. BBGS felt that this quantitative method of study would be appropriate due to its anonymous nature of finding out further information from our target audience of individuals in the Rock Hill / Fort Mill area.

Objective:

- To gain further insight into the dining habits and preferences of individuals in the Rock Hill / Fort Mill area.
- To gain further insight into the social media habits and preferences of individuals in the Rock Hill / Fort Mill area.

Description:

A Sixty-eight individuals were surveyed. According to the survey, 75% of the survey respondents range from 18-25 in age. 40% of the respondents were students, 35% were employed full-time and 37% were employed part-time. Only 6% of respondents were not currently employed. 87% of respondents were from the Fort Mill and Rock Hill area.

The survey also provided insights regarding the most active social media platform, which was Facebook at 62%. It was followed by Instagram at 29%, Twitter at 4%, and Other at 2%. When the respondents were asking if they followed restaurants on social media the majority (42%) said they do not follow restaurants on social media. However, those that did interact with restaurants via social media did it through Facebook (30%) and Instagram (21%). Only 5% of respondents said they followed Tapas 51 Provecho Restaurant Group (5% on Instagram and 7% on Facebook). However, the survey found that the most preferred way to find out about new brands and trends is Facebook at 56%. Facebook was followed by Instagram at 18%, Twitter at 4%, Google+ at 2%, and Other at 2%.

The survey was also conducted to gain insights about Tapas 51 brand awareness. When asked, "Have you ever heard of Tapas 51?", 82% of respondents answered "no." When asked the

same question about Provecho Restaurant Group, 96% of respondents answered “no” and when asked about the Chrome Toaster, 95% of respondents answered “no.” 16% of respondents who answered “yes” were not aware that the brand offered catering. 51% of respondents were not familiar with tapas food at all, 29% were somewhat familiar, and 20% were very familiar. Although over half of the respondents have never tried tapas foods, 33% said they would be somewhat likely to try the food, 22% said they would most likely try it, and 15% said they were very likely to try it.

In addition, the survey found that 51% of respondents have never dined at a tapas restaurant. 35% of respondents have dined at a tapas restaurant, and 15% do not know if they have ever dined at a tapas restaurant. In comparison, 96% of respondents have dined at a traditional mexican restaurant.

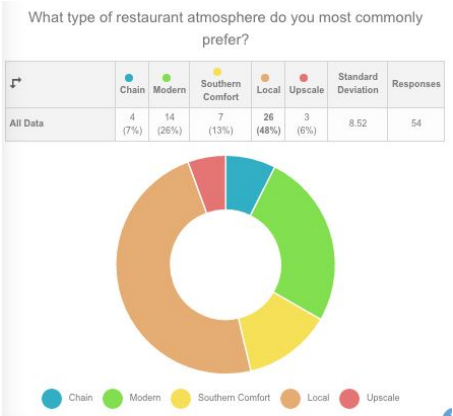
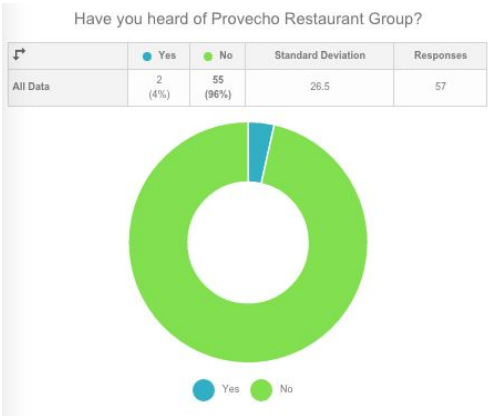
The majority of respondents (49%) said the average they would spend on lunch is less than \$10 and 44% said they would spend between \$11-\$15. However, 89% of respondents said they would be willing to spend more money on higher quality food. The type of restaurant atmosphere that most respondents prefer is a local, followed by modern. The types of restaurant atmospheres that respondents prefer the least are upscale and chain restaurants.

Respondents were also asked about their travel preferences. 74% of respondents said they are not willing to drive more than ten miles for lunch; the remainder of respondents said they would be willing to drive between ten and twenty miles. For dinner, 83% of respondents said they would travel between ten and twenty miles, and the remainder said they would be willing to travel more than 20 miles. In addition, 81% of respondents said they would be willing to drive further away for higher quality food options.

Analysis / Key Findings:

After thorough analysis of the online survey, one key finding was that the majority of survey participants had never heard of Tapas 51, Provecho Restaurant Group, the Chrome Toaster, or tapas food as a whole. Although respondents have not heard of these brands, many of them said they would be willing to try tapas foods. Because these individuals are not familiar with the distinctive qualities of the brand and tapas food, but are willing to try something new, our campaign now has a key point to address: building brand awareness. Another key finding

was that the top two restaurant atmospheres chosen by respondents were modern and local. Chef Aaron desires to create this atmosphere for his patrons.



Method 2:

Ethnography

Members of BBGS visited our client, Tapas 51, and took ethnographic observation notes of what took place that evening in the restaurant. We felt as though this qualitative method of gathering information would provide an accurate idea of what business is currently like and the overall tone and clientele of Tapas 51.

Objectives:

- To observe the current dining behaviors of Tapas 51 customers.
- To observe the atmosphere of Tapas 51 on a popular night.

Description:

February 19, 2016

6:10 p.m.

The restaurant is completely empty except for BBGS agency members. An older couple walks in. The couple is a male and a female between the ages of 45 and 60. The couple check in at the front desk, state their reservation name and are seated promptly. The two are dressed in nice, contemporary outfits. They look at the menu first, and flip through it a couple times, discussing what they *anticipate* will be on menu.

Their waiter, "Dan", introduces the restaurant specials - they look interested. The couple looks at the alcoholic drink menu while Dan speaks, but they decide to wait on getting alcoholic drinks and order water for now. The female is quite knowledgeable about various wines, their countries of origin, and other details; she and Dan discuss their selection for about 2-4 minutes. The male asks for Diet Coke, but Dan explains that they don't have Diet Coke; so the male orders a different dark soda instead. While the waiter is out getting their drinks, they smile and laugh lightly while continuing to look through the menu. The menu keeps them engaged throughout the night, as the waiter never picks it up.

Dan comes back and the female asks him about the butternut squash and gnocchi. The male and female agree that the dish sounds very interesting - not necessarily stating whether they would want to try it. Dan is soft spoken and kind, yet extremely relaxed; his dark blue uniform coat sleeves are rolled up revealing his tattoo sleeves. As he goes away again once more to let

them look at the menu, the couple studies the menu. The female puts on her reading glasses for the first time, and they quietly discuss menu options.

The female looks back at the alcoholic menu, looking for a particular red wine from Spain. She says to the male that she doesn't think they'll have it. Dan comes back and asks again if they are ready. She asks if they happen to have the particular red wine she wants (but really doesn't think that they will). Dan goes to check as he doesn't know off of the top of his head. He comes back with the glass of wine. The female is elated. The male doesn't order any alcoholic drink. The two order a dish to share (the Bok Bok Chicken). While waiting on the food, the couple flirtatiously interacts with each other, but nothing too intense. They seem to enjoy each other's company.

The food arrives and the female eats first, with the male following quickly behind her. The two eat the food quickly, though it is a little messy. The female grabs her napkin, and asks for extra napkins when Dan comes back. They both are licking their fingers, and wiping it on her napkin. After they finish that dish, they couple continues to look at menu.

The couple then orders a second item - the Colombian Chorizo Sliders. The two enjoy the sliders, and continue to use the napkins. After finishing the second dish, the two pass on dessert and thank Dan for an amazing dinner. They explain that the food was delicious, and the female loved her wine. Dan says he will bring the check and leaves to get it. The two laugh and converse, looking around at the decor. The female even points at the lit candle on the table and smiles. Dan brings back the check and the males grabs it immediately. He takes out his wallet and his card and sticks it in the card holder without really evaluating the bill. Dan comes back and swiftly grabs it. Dan checks them out quickly returning the bill, and the bill has a survey that the two fill out together. The couple grab their jackets, and her purse, and leave - thanking everyone as they walk out together.

Analysis / Key Findings:

A main finding of this ethnography was that Tapas 51 is an ideal date night experience. The couple was dressed in elegant clothing and spent a lot of personal time together. The couple had also probably never been to the restaurant before, and seemed to view it as an exotic new

experience. The woman was delighted to find out that they carried a wine she was looking for; the restaurant being able to provide her with the wine seemed to truly impress her. Another key finding is that the food menu is a ton of finger foods. Though presented nicely, it did not match the customer's attire, and made the customer more conscious of their outfits.

Method 3:

Ethnography / Participant Observation

A final qualitative method of research was used to provide our agency with even further insight to our client's brand, positioning, atmosphere, clientele, and innerworkings. By viewing the service from a customer's perspective, we felt we could truly gather what type of experience Tapas 51 provides to its customers.

Objective:

- To observe the atmosphere, food, and overall experience of Tapas 51 from a customer point of view.

Description:

Walking in, the outside does not match the inside at all. The door was slightly hard to find, as there was no sign that lead you to it. Reservations were made, so we were seated promptly. We arrived around 6:00 p.m., and we were the only ones in the restaurant. Our waiter was a female and was dressed in casual yet nice all black clothing. The chef was out and about, taking pictures of his meals over at the bar with his cell phone.

Our waitress came back, and we ordered water. The employees dimmed the lights a little after 6 p.m. - and that's when people starting rolling in back to back. All of the customers that came in had reservations and were seated. Everyone that came in was a couple. Two couples were seated in the room with us, and a group of four (two males, two females), were seated in a room in the back. The ages of the couples that came in ranged from 25 to 45 - a predominantly young crowd. They were all dressed nice.

The females seemed to especially enjoy the experience, the males sort of went along with the female's' emotions. Most everyone in the restaurant ordered alcoholic beverages and dishes to share. Though the restaurant was modern and upscale, it did not seem to hold many characteristics of "Mexican" besides the hispanic music playing and a couple of Mexican candles on the wall leading towards the kitchen. Our waitress was extremely pleasant, but not incredibly, overly friendly. We ordered our food, and it came back to us in a timely fashion. They were small portion sizes, but were actually more filling than expected.

The bar was the opposite of appealing. Though there were two high quality TVs on both sides of the bar, it looked cold and uncomfortable/unwelcoming. No one sat at the bar, and everyone who went was a couple - there were no singles or groups of friends. After eating, our waitress brought us the check and told us to have a wonderful night. Her service was great - but it wasn't necessarily comfortable, warm or personable.

Analysis / Key Findings:

The key finding of this observation was that the experience is not designed for "walk in" customers. Because it is mainly reservations, the experience is not a casual one; it is a planned experience that takes some thought. From making reservations to dressing "nice" (in order to match the atmosphere), the restaurant would not seem to attract men, who want a casual dining experience after work or on their work break.

The dim lights and hispanic music brought a romantic vibe to the restaurant that guys may not find appealing. The chairs and decor (though aesthetically pleasing) did not suggest a "comfortable" place per se, but more like a modern upscale dining experience. The environment seemed like a relaxing and high quality experience for couples looking to "get away" in their hometown and experience new things.

Tapas 51 as it is now is the perfect date atmosphere. It definitely did not feel like a place where men would want to hang out alone or with other men. The bar lacked comfort, and the bar is the main part of a "man's lunch hang out spot". The waiters and waitresses were not very personable and talkative like you would see at a more casual location - which works if they choose to go for a more upscale theme.

CAMPAIGN RECOMMENDATIONS

Because of the contradicting results regarding the generational gaps found in the primary and secondary research, Tapas 51 target market should include mid-professionals and couples between the ages of 30-40, as well as young professionals and recent college graduates ranging from 18-25 in age. The housing boom over the last decade has caused the Fort Mill and Charlotte areas to grow significantly. In addition, as previously mentioned, the survey found that most respondents are willing to drive less than ten miles for lunch and the majority are likely to drive between ten and twenty miles. For dinner, most respondents said they are willing to travel between ten and twenty miles and the remainder of respondents said they would drive more than twenty miles. In addition, 81% of respondents said they would drive further away for higher quality food options. Because of this, Tapas 51 target audience should come from Fort Mill and surrounding areas including Rock Hill, Charlotte, Tega Cay, Ballantyne, and Lake Wylie.

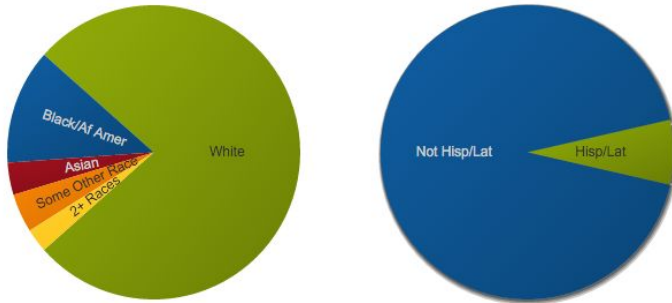
The inside of Tapas 51 does not represent the image Chef Aaron wants to give to his patrons. Rivera stressed he wants his restaurant to be a representation of Los Angeles meets Bellagio. Once inside the restaurant instead of a hip, fresh vibe, there is a plain one. The walls are painted white and olive green with portraits of flowers and pottery. BBGS recommends that Tapas 51 redecorate the interior. The food and image does not match with what type of atmosphere Chef Aaron wants to give patrons. Color needs to be introduced into the restaurant. Adding graffiti to the pallets and, instead of pictures of pottery, feature pottery from Latin American countries or local artists.

Tapas 51 has a social media presence on Facebook, Twitter and Instagram but could use some guidance on posts. BBGS recommends Tapas 51 put Chef Aaron as the source of interest. Recently, Chef Aaron has been featured on a few news channels and newspapers in the surrounding Fort Mill/Charlotte area. This is great content to share with their social media followers and to use as a way to build a story behind the brand. Chef-owned restaurants with narratives on the brand's backstory are rich and relevant content that is also very trendy. Making Chef Aaron and his story the "face" of the company could strengthen brand recall and help distinguish/differentiate the brand's perception from competing restaurants.

Most preferred restaurant atmospheres are local and modern, which was both themes that Chef Aaron desired to bring to his patrons. We recommend from the atmosphere Tapas 51 should advertise as a date night place. While observing patrons we noticed most who entered were couples. Based on our findings males would not want to dine at Tapas 51 without a female companion. The bar area is inviting but in a male perspective it wouldn't be their first choice. Tapas 51 already does 4 to 5 course meal specials on certain nights but not consistent. In order to bring more awareness to these specials Tapas 51 should run these specials 1-2 times a month.

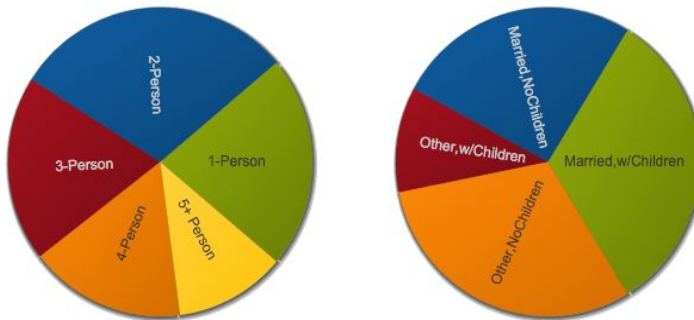
APPENDIX

Population by Race & Ethnicity



Population by race and ethnicity in Fort Mill, South Carolina.

Household Composition



Household composition in Fort Mill, South Carolina.

Survey Questionnaire

Target Audience: Fort Mill / Rock Hill area

Section I: Social Media

Which social media platform are you most active on?

- A. Instagram
- B. Facebook
- C. Twitter
- D. Google+
- E. Other (please specify): _____

Do you typically follow restaurants or brands on social media? If so, on which platform?

- A. Instagram
- B. Facebook
- C. Twitter
- D. Google+
- E. Other (please specify): _____
- F. I do not follow restaurants on social media

Do you follow Tapas 51 on any social media? If so, on which platform?

____ Yes, I follow them on _____ No

Which social media platform is your preferred way of finding out about new brands?

- G. Instagram
- H. Facebook
- I. Twitter
- J. Google+

K. Other (please specify: _____)

Second II: Brand Awareness

Have you heard of Tapas 51?

___ Yes ___ No

Have you heard of Provecho Restaurant Group?

___ Yes ___ No

Have you heard of The Chrome Toaster?

___ Yes ___ No

If you have heard of any of the above, were you aware that catering is offered?

___ Yes ___ No

Section III: Attitudes and Perceptions of Tapas Foods

How familiar are you with tapas foods?

- A. Familiar
- B. Somewhat familiar
- C. Not familiar at all

Have you ever dined at a tapas restaurant?

___ Yes ___ No ___ I don't know

Have you ever dined at a traditional Mexican restaurant?

___ Yes ___ No

If you have never had tapas food, how likely would you be to trying it?

___ Not at all ___ Somewhat likely ___ Most likely ___ Very likely

Section IV: Intent to Buy Upscale Dining

What features do you consider to be "upscale?"

Answer: _____

For one entree, what price range do you consider to be "upscale?"

- A. \$10 or less
- B. \$11-\$15
- C. \$16-\$20
- D. \$21-\$25
- E. \$25+

On average, how often do you choose upscale dining?

- A. Never
- B. Once a year
- C. Once a month
- D. Once a week
- E. More than once a week

How much are you willing to spend on lunch?

___ Less than \$10 ___ \$11-15 ___ \$16-20 ___ More than \$20

Would you be willing to spend more money on higher quality food?

___ Yes ___ No

Section V: Atmosphere and Location Preferences

On a scale of 1-5 (*1 being does not appeal at all and 5 being highly appealing*), do chef-owned restaurants appeal to you?

1 2 3 4 5

On a scale of 1-5 (*1 being does not appeal at all and 5 being highly appealing*), how appealing are chef-owned restaurants to you?

1 2 3 4 5

What type of restaurant atmosphere do you most commonly prefer?

- A. Chain
- B. Modern
- C. Southern comfort

- D. Local
- E. Upscale

How far are you willing to drive to dine for lunch?

- Less than 10 miles
- Between 10-20 miles
- More than 20 miles

How far are you willing to drive to dine for dinner?

- Less than 10 miles
- Between 10-20 miles
- More than 20 miles

How far are you willing to drive to dine on the weekends?

- Less than 10 miles
- Between 10-20 miles
- More than 20 miles

Would you be willing to drive further away for higher quality food options?

- Yes No

What type of entertainment do you most look for in a restaurant?

- A. Live band (rock-n-roll)
- B. Classical music
- C. A place to watch the game
- D. Other (please specify): _____

Section VI: Dining Preferences in General

Do you prefer to bring your children on a night out?

- Yes No Neutral

Do your preferences regarding where you dine change depending on the weekday?

Please explain.

How often do you dine out?

- A. Less than once a month
- B. 2-3 times a month
- C. Once a week
- D. More than once a week
- E. Never

How important is it to you to know where and how your food is being grown?

- Not important Somewhat important Very important

How willing are you to try something you have never had or heard of before?

(1 not willing, 5 very willing).

- 1 2 3 4 5

When going to a restaurant, what aspects are most important to you? (1 not important, 5 very important)

- Restaurant concept: 1 2 3 4 5
- Dining environment: 1 2 3 4 5
- Food quality: 1 2 3 4 5
- Service: 1 2 3 4 5
- Price: 1 2 3 4 5

- Convenience: 1 2 3 4 5

Section VII: Demographic Characteristics

What is your sex?

Male Female Other

What is your current employment status? (Select all that apply)

Employed full-time Employed part-time Not currently employed Student

Do you have any children under the age of 12?

Yes No

How old are you? ____

What is your ethnicity?

Caucasian African American Asian Hispanic Other

Do you live in the Fort Mill area?

Yes No

Do you work in the Fort Mill area?

Yes No

Link to online survey form

<http://kwiksurveys.com/s/xPjsxnUH>

REFERENCES

Nielsen MyBestSegments. N.p., n.d. Web. 22 Feb. 2016.