

SUPER CITY WITH SOUL BOWL SURVEY (No purchase required)

To enter, please print and complete this form in its entirety. Enclose an official entry form (available at visitjackson.com) and mail both forms to the address at end of this survey.

Incomplete forms are ineligible. All fields are required.

It is the policy of the Jackson Convention and Visitor's Bureau not to sell, lease, rent, exchange or disclose to third parties your personally identifiable information ("Personal Information") provided to the Jackson Convention and Visitor's Bureau through your completion and submission of the Super City With Soul Bowl Survey, without your written consent except as required by operation of the law or in compliance with legal authorities. For more details, please see the official Privacy Policy on the Jackson Convention and Visitor's Bureau's website: www.visitjackson.com.

(PLEASE PRINT)

1. How did you hear about the *Super City with Soul Bowl*? (check all that apply)

Television. Which stations? _____

Radio. Which stations? _____

Online. Which websites? _____

Billboards. Where? _____

Newspapers. Which ones? _____

Football Programs. Which teams? _____

Word of mouth Other _____

2. Approximately how many times a week do you eat out? _____

3. Approximately how many times a week do you eat in a Jackson restaurant? _____

4. Approximately how many times/week do you eat breakfast in or from a restaurant? ____

lunch? ____ dinner? ____

5. On average, how much do you prefer to spend on one breakfast in or from a restaurant? \$____ , lunch? \$____ , dinner? \$____

6. Approximately how many times a week does your family eat breakfast out? _____
lunch? _____ dinner? _____

7. Please name your Top 3 favorite restaurants anywhere, with number 1 being your most favorite.

1. _____ City _____
2. _____ City _____
3. _____ City _____

8. Please name your Top 3 favorite JACKSON restaurants:

1. _____
2. _____
3. _____

9. What do you like about each of the JACKSON restaurants above, respectively.
(examples: food, service, ambience, price, value, hours, location, other.)

1. _____
2. _____
3. _____

10. Why do you choose a restaurant? Please rank the following criteria from 1 to 7, with 1 being the most important:

Food____ Service____ Ambience____ Location____ Hours____
Price____ Value____ Other____(describe) _____

11. What is your favorite type of restaurant food? Please be specific. (Ex: fast food, Seafood, Soul Food, Italian, Mexican, French, etc.) _____

12. When you entertain guests from out of town, do you usually (check one) _____ take them to a restaurant one or more times or _____ stay home for all meals?

13. How far are you willing to drive for your favorite restaurant meals? Check one:

- 1-4 miles 5-8 miles 9-12 miles 13-16 miles More than 16 miles

14. What type of restaurant would you like to have in Jackson that is not currently available? _____

15. How important is it to you that restaurants stay open late (after 10 pm)?

- very important somewhat important not important

16. How do you feel about smoking in restaurants? Choose one.

- I like to smoke in restaurants I don't mind others smoking in restaurants

- I think smoking sections are OK I object to smoking in any sections of restaurants

17. Where do you get information about restaurants in Jackson? Check all that apply.

- word of mouth phone directory online TV / Radio

- ads in magazines and newspapers the Jackson Restaurant Guide

- other. Please describe: _____

18. I have read the *Super City with Soul Bowl Rules*. (See visitjackson.com)

This survey must be completed in full, and a *Super City with Soul Bowl* entry form (available at visitjackson.com) must be included. **Incomplete survey forms and entry forms are ineligible.** Please print, complete and mail this survey, along with an official entry form, to ***Super City with Soul Bowl, P.O. Box 1450, Jackson, Mississippi, 39215-1450. Must be received by December 31, 2008.**