

ZAGAT SURVEY SUMMARY

2012 Vancouver Restaurants

Number of Restaurants Surveyed:	299	Avg. Meals Out per Week per Surveyor:	2.8
Number of Surveyors:	2,255	Avg. Meals per Surveyor per Restaurant:	8.1
Total Restaurant Meals per Year:	334,000	Average Percent Tip:	16.5%
Gender: Male: 62% / Female: 38%		Est. # of Meals per Restaurant:	470

Top Newcomers:

Vancouver

Rated

- 27 - Nicli Antica Pizzeria
- 26 - Ensemble Restaurant
- 25 - Meat & Bread
Hawthorn
- 24 - Tableau

Best Bang for the Buck:

Vancouver

- 1. Meat & Bread
- 2. Nat's NY Pizzeria
- 3. Go Fish
- 4. Vera's Burger Shack
- 5. Pajo's

Top Restaurants By Cuisine:

Vancouver

- Chinese – Sun Sui Wah
- Eclectic – Cafeteria
- French – Le Crocodile
- Italian – Nicli Antica Pizzeria
- Japanese – Kingyo
- Pacific Northwest – Bishop's
- Seafood – Go Fish
- Steakhouses – Hy's Steakhouse

Most Popular Restaurants:

Vancouver

- | | |
|-------------------------|---------------------|
| 1. Keg Steakhouse & Bar | 6. Kirin Restaurant |
| 2. Vij's | 7. Bishop's |
| 3. Blue Water Cafe | 8. Fish House |
| 4. Joe Fortes | 9. Chambar |
| 5. Le Crocodile | 10. Memphis Blues |

Victoria/Vancouver Isl.

- 1. Sooke Harbour House
- 2. Il Terrazzo
- 3. Zambri's
- 4. Brasserie L'Ecole
- 5. Empress Room

Whistler

- 1. Araxi
- 2. Rimrock Cafe
- 3. Bearfoot Bistro
- 4. Keg Steakhouse & Bar
- 5. Hy's Steakhouse

Top Food:

Vancouver

- | | |
|-----------------|--------------------------|
| 1. Pear Tree | 6. La Régalade |
| 2. Le Crocodile | 7. Go Fish |
| 3. Vij's | 8. Nicli Antica Pizzeria |
| 4. Kingyo | 9. La Quercia |
| 5. Bishop's | 10. Cioppino's |

Victoria/Vancouver Isl.

- 1. Brasserie L'Ecole
- 2. Pizzeria Prima Strada
- 3. Sooke Harbour House
- 4. Camille's
- 5. Cafe Brio

Whistler

- 1. Rimrock Cafe
- 2. Trattoria di Umberto
- 3. Bearfoot Bistro
- 4. Araxi
- 5. Quattro at Whistler

Top Décor:

Vancouver

- 1. Five Sails
- 2. Seasons In The Park
- 3. Pear Tree
- 4. Hawthorn
- 5. YEW Restaurant + Bar

Victoria/Vancouver Isl.

- 1. Empress Room
- 2. Pointe Restaurant
- 3. Sooke Harbour House
- 4. Hastings House
- 5. Bard & Banker

Whistler

- 1. Araxi
- 2. Trattoria di Umberto
- 3. Rimrock Cafe
- 4. Bearfoot Bistro
- 5. Quattro at Whistler

Top Service:

Vancouver

- 1. Pear Tree
- 2. Bishop's
- 3. Le Crocodile
- 4. West
- 5. Cioppino's

Victoria/Vancouver Isl.

- 1. Camille's
- 2. Brasserie L'Ecole
- 3. Sooke Harbour House
- 4. Hastings House
- 5. Empress Room

Whistler

- 1. La Rúa Restaurante
- 2. Rimrock Cafe
- 3. Trattoria di Umberto
- 4. Bearfoot Bistro
- 5. Araxi

Average Meals Out Per Surveyor Per Week:

Zagat U.S. Average: 3.1

Lon- don	Bos- ton	Phila.	DC/ Balt.	Van- couver	Mont- réal	Chi- cago	SF	NYC	To- ronto	Atl.	Las Vegas	LA	Miami/ So. Fl.	San Ant.	Dal/ FW	Austin/ Hill Ctry	Hous- ton	Tokyo
2.4	2.5	2.5	2.6	2.8	2.8	2.8	2.8	3.0	3.1	3.3	3.3	3.4	3.4	3.5	3.6	3.8	4.0	4.0

Average Percent Tip:

Zagat U.S. Average: 19.2%

Van- couver	Montréal	Toronto	SF	Seattle	LA	Texas	NYC	Chicago	Miami/ So. Fl.	DC/ Balt.	Atlanta	Boston	Las Vegas	Phila.	New Orl.
16.5%	16.7%	17.1%	18.6%	18.6%	18.7%	19.0%	19.1%	19.2%	19.2%	19.3%	19.4%	19.4%	19.4%	19.6%	19.7%

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2012 Vancouver Restaurants

Additional Questions

1. Compared to a year ago, are you eating out...?

More	22%
Same	60%
Less	18%

2. Compared to a year ago, are you spending...?

More per meal	37%
Same	56%
Less per meal	7%

3. Of 14 possible lunches & dinners in a week, how many do you:

	2011	2009
Skip?	0.7	0.9
Cook at home?	7.8	7.6
Eat out/take out?	5.5	5.5
Total meals eaten per week:	13.3	13.1

% of meals eat out/take out:	41%	42%
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4. How do you typically make restaurant reservations?

	2011	2009
Phone restaurant	47%	65%
Internet	39%	21%
Don't reserve	14%	14%

5. Name your favorite cuisine:

	2011	2009
Italian	22%	20%
Japanese	20%	17%
French	16%	16%
Chinese	10%	10%
Canadian	9%	6%
Thai	8%	9%
Indian	7%	8%
Mexican	5%	4%
American	3%	3%
Other	-%	7%

6. How important is it that your food is "green" (i.e. locally sourced, organic, or sustainably or raised)?

Extremely important	9%
Very important	29%
Somewhat important	41%
Not very important	16%
Not at all important	5%

7. Are you willing to pay more for "green" (i.e. locally sourced, organic, or sustainably or raised) food?

Yes	62%
No	38%

8. Does having a famous chef influence your decision to dine at a restaurant? Would you be...?

More likely to dine there	40%
No effect	57%
Less likely to dine there	3%

9. How long are you willing to wait for a table at places that don't take reservations...?

No more than 30 minutes	64%
No more than an hour	9%
As long as it takes	1%
It doesn't matter as long as there is a bar	9%
I avoid places that don't take reservations	17%

10. How often do you engage in group buying discounts offered by a restaurant...?

Regularly	8%
Occasionally, if deal/offer is attractive	31%
Rarely	29%
Never	32%

11. When dining in a restaurant, how do you generally feel about diners who text, email, tweet or talk on their mobile phone...?

Its rude & inappropriate	48%
Acceptable in moderation	47%
Perfectly acceptable	3%
No opinion	2%

12. When dining in a restaurant, how do you feel about diners who take pictures of their companions, food, etc....?

Its rude & inappropriate	10%
Acceptable in moderation	60%
Perfectly acceptable	28%
No opinion	2%

13. Have you downloaded restaurant-related apps (applications) to your smartphone..?

Yes	37%
No	46%
I don't have a smartphone	17%

14. Should restaurants be required to post a letter grade in the window reflecting the results of their dept. of health inspection?

Yes	79%
No	21%