

Table 4.24 Site Selection Factors in Rank Order of Importance (Round III)

RANK	CATEGORY OF FACTOR	FACTORS	MEAN
1	Position of Site	Visibility	4.75
2	Demographics	Residential population	4.63
2	Cost Consideration	Return on Investment (ROI)	4.63
3	General Location	Concentration of target households	4.50
3	Cost Consideration	Cost of land	4.50
3	General Location	Traffic generators (i.e., industrial, residential, recreational, sports, education, and business centers)	4.50
4	Cost Consideration	Cost of construction	4.38
4	Position of Site	Parking	4.38
4	General Location	Sales generators (i.e., retail, employment, market efficiency, average sales, and so on)	4.38
4	Traffic Information	Traffic counts	4.38
4	Competition	Sales volumes of competitors	4.38
4	Traffic Information	Anticipated changes in the flow of traffic	4.38
4	Cost Consideration	Internal Rate of Return (IRR)	4.38
4	Position of Site	Signage	4.38
5	Position of Site	Convenience	4.25
5	Cost Consideration	Cost of improvement (i.e., renovations and modifications)	4.25
5	Demographics	Daytime population	4.25
5	Competition	Location of competitors	4.25
5	Position of Site	Zoning	4.25
6	Demographics	Evening population	4.13
6	Traffic Information	Traffic lights	4.13
6	Demographics	Work population	4.13
6	Position of Site	Size of site	4.13
7	Competition	Quantity of competition	4.06
8	Position of Site	Accessibility	4.00
8	Cost Consideration	Cost of development (i.e., purchasing vs. leasing)	4.00
8	Demographics	Income	4.00
9	Position of Site	Proximity to industrial, residential, recreational, sports, educational, and business centers	3.88
9	Traffic Information	Future traffic patterns	3.88
9	General Location	Types of location (e.g., highways, campus, mall and so on)	3.88
9	Competition	Actual and potential competition	3.88
9	Competition	Direct and indirect competition	3.88
9	Competition	Quality of competition	3.88

Table 4.24 Site Selection Factors in Rank Order of Importance (Round III) (Continued)

10	Traffic Information	Direction of traffic flow (i.e., going home side versus going to work side)	3.75
10	General Location	Focal point of area	3.75
11	Traffic Information	Traffic patterns	3.69
12	Position of Site	Accessibility of utility and public services	3.63
12	Competition	Proximity to other restaurants	3.63
12	Demographics	Future growth and development	3.63
13	Demographics	Age	3.38
13	Traffic Information	Number of lanes	3.38
13	General Location	Retail sales	3.38
14	Traffic Information	Speed limits	3.25
14	Position of Site	Type and condition of street (e.g., curbs, gutters, pavements, and so on)	3.25
14	Traffic Information	Frequency pattern of traffic flow	3.25
15	Cost Consideration	Equipment cost	3.13
16	Demographics	Ethnicity	2.88
16	Cost Consideration	Labor cost	2.88
17	Demographics	Food preferences	2.75
17	Cost Consideration	Property Taxes	2.75
18	General Location	Eating and drinking sales	2.63
18	Demographics	Life style and value	2.63
19	Traffic Information	Types of transportation	2.50
19	Cost Consideration	Utility cost	2.50
20	Demographics	Occupation	2.25
21	Demographics	Sex	1.75

The factors that had the highest means (4.75) from all of the section, were “visibility” which belong to factors under position of site. The two factors that ranked second with mean of 4.63 were: “residential population” from demographics and “Return on Investment” from cost consideration.

Ten factors received a mean of below 3.00: five factors under demographics, three factors under cost consideration, and one factor under general location and traffic information. Again, none of factors under competition and position of site received a mean score of below 3.00. The factors received the lowest mean (1.75) was “sex” (1.75) under demographic, followed by