

# Interview Report



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## Objective of Questionnaire

The objective of this questionnaire is to find out the motivations behind Sharkey's patrons and why they enjoy the establishment and return, or not. We focused solely on Sharkey's patrons, not those unaware of Sharkey's and those who do not live in Blacksburg, VA. We used a combination of open-ended, closed-ended, demographic, likert scale, and multiple choice questions. This questionnaire was conducted to gain insight into the target market and what they like or dislike about Sharkey's. This information can be used to further segment the target audience which can be used in ad plans and campaigns.

## Summary of Results

95% of our respondents have visited Sharkey's before and all 21 respondents are over the age of 21 (67% age 21, 33% age 22). From this we conclude that the majority of Sharkey's patrons are over the legal drinking age, so they go to Sharkey's mostly for the drinks. 48% of our respondents were female and 52% were male.

As seen in Figure 1, when asked which aspect (atmosphere, food, drinks, prices and deals, pool tables, events, and the staff) appeals to them most about Sharkey's, the highest number of respondents chose prices and deals as first and pool as last. The most common

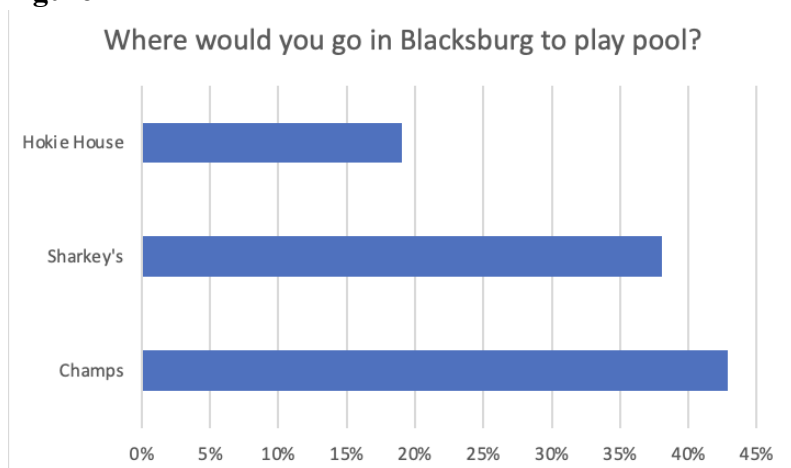
answers for the second and third most important factors were drinks and atmosphere, respectfully. This shows us that most Sharkey's customers visit because of the deals, specifically happy hour, the people there and the atmosphere, and their drinks. As seen in Figure 2, when asked where respondents would go to play pool in Blacksburg, 43% chose Champs, 38% chose Sharkey's, and 19% chose Hokie House. This shows that Sharkey's is not the primary choice for pool; however, it is more popular than some other options. As seen in Figure 3, 38% of respondents said that Sharkey's is the first choice for a "fun, affordable night out in Blacksburg." Top of the Stairs, another Blacksburg bar, also received 38% of votes, followed by Hokie House, Champs, and Rivermill with 10% and below. Our questionnaire shows that only 33% of respondents follow Sharkey's on social media, specifically Instagram, as seen in Figure 4. The reason respondents gave as to why they do not follow Sharkey's on Instagram is because they don't find the content necessary or they have never thought to look at their social media. As seen in Figure 5, our results show that the majority (37%) of respondents decide where to eat or drink based on what they are familiar with. Other common answers included Google and word of mouth. 9% said they use social media and 0% use Yelp to decide where to eat or drink. In terms of social media, our respondents mostly use Instagram, Snapchat, TikTok, and Twitter, as seen in Figure 6.

Our respondents used certain words and phrases to describe the culture at Sharkeys including friendly, rambunctious, talkative, loud, crowded, lively, casual, and familiar. When asked how Sharkey's could better meet their needs, a large number of respondents mentioned the bathrooms and seating. In our questionnaire, respondents were asked to rank Sharkey's customer service on a scale of 1-5. The mean ranking was 2.78 and the mode was 2.9.

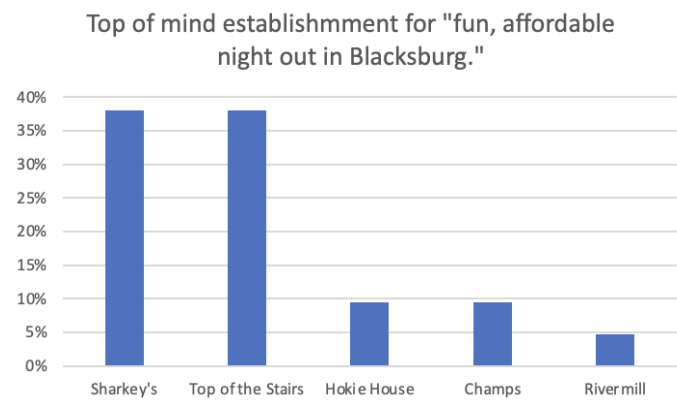
## **Figure 1**

Aspect	Aptmosphere	Food	Drinks	Prices/Deals	Pool	Events	Staff
	1	6	3	2	7	5	4
	1	5	3	2	7	4	6
	1	3	5	2	7	4	6
	2	6	3	1	5	4	7
	1	4	3	2	5	6	7
	3	4	2	1	5	6	7
	3	4	1	2	6	5	7
	1	4	2	3	7	5	6
	3	5	1	2	6	4	7
	2	5	3	1	7	4	6
	1	4	2	3	7	6	5
	5	3	4	1	6	2	7
	5	3	4	1	6	2	7
	1	3	4	5	6	2	7
	3	7	1	2	6	4	5
	3	6	2	1	5	4	7
	3	4	2	1	5	6	7
	3	4	2	1	5	6	7
	3	4	2	1	5	6	7
	3	4	2	1	5	6	7
	1	5	3	2	7	4	6
<b>Mode</b>	3.00	4.00	2.00	1.00	5.00	4.00	7.00

**Figure 2**



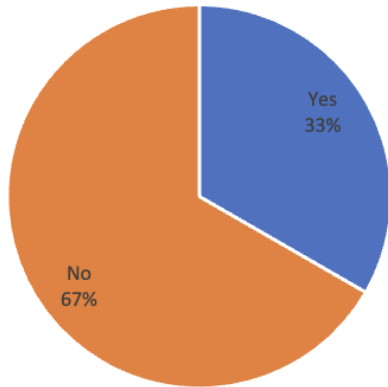
**Figure 3**



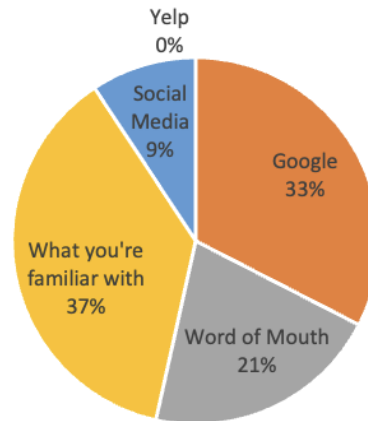
**Figure 4**

**Figure 5**

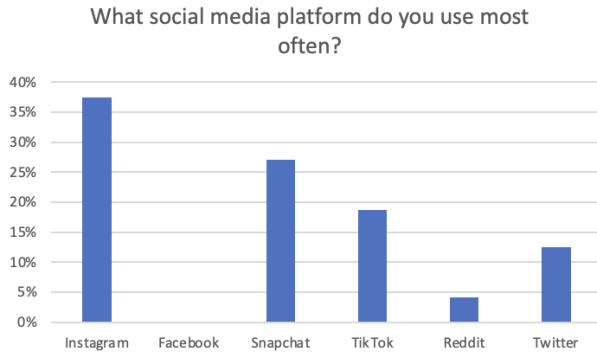
Do you follow Sharkey's on social media?



How do you decide where to eat or drink?



**Figure 6**



### Concluding Observation

Based upon the information collected, we have gathered additional insight into Sharkey's Rib and Wing Joint. The main inference being that most of the patrons that go to Sharkey's do not go there for food, rather they go for drinks and other purposes. In fact, the majority of respondents had said that they had not eaten food there or have rarely eaten there in the past. In accordance to the interview responses, we have observed certain trends that appear prevalent for Sharkey's.

Sharkey's Rib and Wing Joint appears to be a lively environment catering towards social young adults. They are able to attract their audience through price promotions, alcoholic drinks,

and their environment. However, this is not because of their presence on social media; as many respondents indicated that they do not follow Sharkey's. Rather, it is because of the social scene that Sharkey's creates, indicated throughout the interview responses. While Sharkey's Rib and Wing Joint has certain areas that require improvement, all in all they are effective at maintaining an image in the audience's eye. This can be seen as most respondents indicate that they would return to Sharkey's and offer reasoning behind their answer. The most common being that they enjoy the other people that frequent the establishment.

To conclude, it is evident that in order to cater towards a larger audience Sharkey's needs to improve upon a couple of aspects. The first being the wait/line to get into the establishment itself, with the majority of respondents offering this as an area for improvement. A large number of our respondents also indicated that they would like Sharkey's to improve their bathrooms as there are not enough to accommodate all of their customers. In addition, many respondents said they do not follow Sharkey's on social media, indicating that there is room for growth online as well. It is important to note that while Sharkey's needs to address these concerns, they should not change course completely. Aforementioned, many patrons at this establishment enjoy the environment, drinks, and other aspects noted in the figures above. All in all, to answer the objective of this study, our research indicates that Sharkey's Rib and Wing Joint patrons enjoy the establishment because of what it provides. They enjoy the atmosphere, the drinks, and the deals that are offered. This indicates that the priority audience for Sharkey's is younger adults, who are interested in nightlife as opposed to eating a meal. Furthermore, many patrons back their response by stating the main reason for their return is because of the social aspect of Sharkey's. In the future, we suggest that Sharkey's Rib and Wing Joint addresses these concerns while still focusing on the main areas that attract their market segment.

## Interview Report Questions

- How old are you?
- Where do you live?
- Do you identify as a female or a male?
- Provide the first local bar or restaurant that comes to mind when hearing this statement: fun and affordable establishment for a night out in Blacksburg or Radford (whichever applies)
- What local bar/restaurant would you go to if you wanted to play pool?
- Have you visited either Sharkey's either in Radford or Blacksburg?
- What is your opinion about Sharkey's Rib and Wing Joint?
- Why would you consider going to Sharkey's?
- What steers you towards other establishments as opposed to Sharkey's, and why?
- How would you describe the culture at Sharkey's?
- How do you think Sharkey's could better market themselves?
- What is your opinion on eating food at Sharkey's Rib and Wing Joint?
- Complete the sentence: Sharkey's can improve \_\_\_\_\_
- Provide the first word that comes to mind when hearing this statement: Sharkey's location
- Treat Sharkey's as a person, what would you say to them?
- Do you follow Sharkey's on social media (Instagram or Facebook)? Why or why not?
- What appeals to you about Sharkey's? Please rank the following answers in order of importance to you.
  - The atmosphere
  - The food
  - The drinks
  - Prices and deals
  - The pool tables
  - The events (i.e. bingo night, trivia night, etc.)
  - The staff
- How would you rate the customer service of Sharkey's employees?  
Rude----- Neutral----- Very friendly
- What keeps you coming back to Sharkey's?
- How could Sharkey's better meet your needs?
- How do you decide where to eat or drink in Blacksburg or Radford? Choose all that apply.
  - Yelp
  - Google
  - Word of mouth
  - Social Media
  - What you're familiar with
  - Other- specify
- What social media platform do you use most frequently? Choose all that apply.
  - Instagram
  - Facebook
  - Snapchat

TikTok  
Reddit  
Twitter

## Interview Responses

### **Interview #1: Bea**

**How old are you?**

21

**Where do you live?**

Blacksburg

**Do you identify as a female or a male?**

Female

**Provide the first local bar or restaurant that comes to mind when hearing this statement: fun and affordable establishment for a night out in Blacksburg or Radford (whichever applies)**

TOTS

**What local bar/restaurant would you go to if you wanted to play pool?**

Champs

**Have you visited either Sharkey's either in Radford or Blacksburg?**

Yes

**What is your opinion about Sharkey's Rib and Wing Joint?**

Fun, crowded, same people, annoyingly consistent

**Why would you consider going to Sharkey's?**

Everyone I know is there. Seating, especially outside

**What steers you towards other establishments as opposed to Sharkey's, and why?**

Shorter lines, new atmosphere

**How would you describe the culture at Sharkey's?**

Rambunctious, hostile by the pool tables

**How do you think Sharkey's could better market themselves?**

More specials for food, loyalty programs

**What is your opinion on eating food at Sharkey's Rib and Wing Joint?**

I have never eaten there

**Complete the sentence: Sharkey's can improve \_\_\_\_\_**

Make the outdoor patios connect, shorter lines- quicker ID check

**Provide the first word that comes to mind when hearing this statement: Sharkey's location**

Prime

**Treat Sharkey's as a person, what would you say to them?**

I love you but you need to improve some

**What do you find appealing about Sharkey's?**

The people there

**Do you follow Sharkey's on social media (Instagram or Facebook)? Why or why not?**

No- don't have social media

**What appeals to you about Sharkey's? Please rank the following answers in order of importance to you.**

The atmosphere- 1

The food- 6

The drinks- 3  
Prices and deals- 2  
The pool tables- 7  
The events (i.e. bingo night, trivia night, etc.)- 5  
The staff- 4

**How would you rate the customer service of Sharkey's employees?**

Rude-----X----- Neutral----- Very friendly

**What keeps you coming back to Sharkey's?**

The people that go there- only seniors are there

**How could Sharkey's better meet your needs?**

Bathrooms- I sometimes leave to go to the bathroom somewhere else

How do you decide where to eat or drink in Blacksburg or Radford? Choose all that apply.

Yelp  
Google  
Word of mouth  
Social Media X  
What you're familiar with X  
Other- specify

**What social media platform do you use most frequently? Choose all that apply.**

Instagram  
Facebook  
Snapchat X  
TikTok  
Reddit X  
Twitter

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**Interview #2: Abby**

**How old are you?**

22

**Where do you live?**

Blacksburg

**Do you identify as a female or a male?**

Female

**Provide the first local bar or restaurant that comes to mind when hearing this statement: fun and affordable establishment for a night out in Blacksburg or Radford (whichever applies)**

Sharkeys

**What local bar/restaurant would you go to if you wanted to play pool?**

Champs

**Have you visited either Sharkey's either in Radford or Blacksburg?**

Yes

**What is your opinion about Sharkey's Rib and Wing Joint?**

Familiar, crowded

**Why would you consider going to Sharkey's?**



Because the most people I know will be there, and happy hour

**What steers you towards other establishments as opposed to Sharkey's, and why?**

Shorter lines and a new atmosphere with new people

**How would you describe the culture at Sharkey's?**

Talkative, drunk, loud, cutthroat

**How do you think Sharkey's could better market themselves?**

More advertisements for food (dinner and lunch). A Frame chalkboard outfront highlighted deals and specials

**What is your opinion on eating food at Sharkey's Rib and Wing Joint?**

Love their food- wings, wraps, fries, was pleasantly surprised with the food quality

**Complete the sentence: Sharkey's can improve \_\_\_\_\_**

More bathrooms

**Provide the first word that comes to mind when hearing this statement: Sharkey's location**

Good

**Treat Sharkey's as a person, what would you say to them?**

Keep up the good work but try something new

**What do you find appealing about Sharkey's?**

The decor- takes me back to early 2000s

**Do you follow Sharkey's on social media (Instagram or Facebook)? Why or why not?**

Yes- they followed me first, keep following because I like to see what the drink of the day is

**What appeals to you about Sharkey's? Please rank the following answers in order of importance to you.**

The atmosphere- 1

The food- 5

The drinks- 3

Prices and deals- 2

The pool tables- 7

The events (i.e. bingo night, trivia night, etc.)- 4

The staff- 6

**How would you rate the customer service of Sharkey's employees?**

Rude-----X----- Neutral----- Very friendly

Waitresses are nice though

**What keeps you coming back to Sharkey's?**

The people that go there

**How could Sharkey's better meet your needs?**

Better bathrooms

**How do you decide where to eat or drink in Blacksburg or Radford? Choose all that apply.**

Yelp

Google

Word of mouth

Social Media X

What you're familiar with X

Other- specify

**What social media platform do you use most frequently? Choose all that apply.**

Instagram X

Facebook

Snapchat X  
TikTok X  
Reddit  
Twitter

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### **Interview #3: Trey**

**How old are you?**

21

**Where do you live?**

Blacksburg, Virginia

**Do you identify as a female or a male?**

Male

**Provide the first local bar or restaurant that comes to mind when hearing this statement: fun and affordable establishment for a night out in Blacksburg or Radford (whichever applies)**

Top of the Stairs

**What local bar/restaurant would you go to if you wanted to play pool?**

Champs

**Have you visited either Sharkey's either in Radford or Blacksburg?**

No

**What is your opinion about Sharkey's Rib and Wing Joint?**

It's popular, I know that a lot of people go there.

**Why would you consider going to Sharkey's?**

I would consider going there just because I know a lot of people there

**What steers you towards other establishments as opposed to Sharkey's, and why?**

The line is always super long so it is just easier going somewhere else

**How would you describe the culture at Sharkey's?**

I haven't been so I'm not too sure but from what I've heard it tends to be pretty crowded

**How do you think Sharkey's could better market themselves?**

They could probably run advertisements around campus because I don't think I've ever seen one.

**What is your opinion on eating food at Sharkey's Rib and Wing Joint?**

I would go eat food there because I like the type of food that they serve.

**Complete the sentence: Sharkey's can improve \_\_\_\_\_**

It's efficiency

**Provide the first word that comes to mind when hearing this statement: Sharkey's location**

Great

**Treat Sharkey's as a person, what would you say to them?**

Keep doing what you're doing

**Do you follow Sharkey's on social media (Instagram or Facebook)? Why or why not?**

I don't because they wouldn't post anything I really care about.

**What appeals to you about Sharkey's? Please rank the following answers in order of importance to you.**

The atmosphere 1

The food 3

The drinks 5  
Prices and deals 2  
The pool tables 7  
The events (i.e. bingo night, trivia night, etc.) 4  
The staff 6

**How would you rate the customer service of Sharkey's employees?**

Rude----- Neutral--X----- Very friendly

**What keeps you coming back to Sharkey's?**

I haven't been, so nothing really I guess

**How could Sharkey's better meet your needs?**

I would go more if there were shorter lines, so just being quicker when checking IDs

**How do you decide where to eat or drink in Blacksburg or Radford? Choose all that apply.**

Yelp  
Google X  
Word of mouth X  
Social Media  
What you're familiar with X  
Other- specify

**What social media platform do you use most frequently? Choose all that apply.**

Instagram X  
Facebook  
Snapchat  
TikTok X  
Reddit  
Twitter X

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#### **Interview #4: Sai**

**How old are you?**

22

**Where do you live?**

Blacksburg

**Do you identify as a female or a male?**

Male

**Provide the first local bar or restaurant that comes to mind when hearing this statement: fun and affordable establishment for a night out in Blacksburg or Radford (whichever applies)**

Sharkey's

**What local bar/restaurant would you go to if you wanted to play pool?**

Sharkey's

**Have you visited either Sharkey's either in Radford or Blacksburg?**

Yes

**What is your opinion about Sharkey's Rib and Wing Joint?**

I like Sharkey's, they have a good happy our and have a good environment

**Why would you consider going to Sharkey's?**

Yes

**What steers you towards other establishments as opposed to Sharkey's, and why?**

Sometimes the line can be long and the inside can be pretty crowded

**How would you describe the culture at Sharkey's?**

I like it, it seems like everyone is having a good time

**How do you think Sharkey's could better market themselves?**

I think that after their happy hour they could make some of their drinks a little cheaper

**What is your opinion on eating food at Sharkey's Rib and Wing Joint?**

I don't eat there much but their food is pretty good

**Complete the sentence: Sharkey's can improve \_\_\_\_\_**

By having more bathrooms

**Provide the first word that comes to mind when hearing this statement: Sharkey's**

**Location**

Great

**Treat Sharkey's as a person, what would you say to them?**

You help me save money

**Do you follow Sharkey's on social media (Instagram or Facebook)? Why or why not?**

I do not, I don't care much about social media, if I want to go I will go

**What appeals to you about Sharkey's? Please rank the following answers in order of importance to you.**

The atmosphere 2

The food 6

The drinks 3

Prices and deals 1

The pool tables 5

The events (i.e. bingo night, trivia night, etc.) 4

The staff 7

**How would you rate the customer service of Sharkey's employees?**

Rude-----X--- Neutral----- Very friendly

**What keeps you coming back to Sharkey's?**

They have a great happy hour

**How could Sharkey's better meet your needs?**

They could improve their outdoor area to allow more people to be there

**How do you decide where to eat or drink in Blacksburg or Radford? Choose all that apply.**

Yelp

Google X

Word of mouth

Social Media

What you're familiar with X

Other- specify

**What social media platform do you use most frequently? Choose all that apply.**

Instagram X

Facebook

Snapchat

TikTok

## **Interview #5 Mason**

**How old are you?**

I am 21 years old.

**Where do you live?**

Blacksburg

**Do you identify as a female or a male?**

Male.

**Provide the first local bar or restaurant that comes to mind when hearing this statement: fun and affordable establishment for a night out in Blacksburg or Radford (whichever applies)**

Hokie House

**What local bar/restaurant would you go to if you wanted to play pool?**

Sharkeys.

**Have you visited either Sharkey's in Radford or Blacksburg?**

Yes, I've been to Sharkey's in Blacksburg many times.

**What is your opinion about Sharkey's Rib and Wing Joint?**

I think Sharkey's has a great casual atmosphere and offers great drinks. It's a fun place to hang out with friends.

**Why would you consider going to Sharkey's?**

I would consider going to Sharkey's for their happy hour specials, especially during game nights. The environment is appealing.

**What steers you towards other establishments as opposed to Sharkey's, and why?**

Sometimes I prefer other places with a wider variety of food options like Centros or for a different type of entertainment.

**How would you describe the culture at Sharkey's?**

The culture at Sharkey's is lively and friendly, with a focus on having a good time with good drinks.

**How do you think Sharkey's could better market themselves?**

Sharkey's could improve its online presence and promote special events more on social media to attract a bigger audience.

**What is your opinion on eating food at Sharkey's Rib and Wing Joint?**

I enjoy eating at Sharkey's, especially their wings and fries.

**Complete the sentence: Sharkey's can improve its \_\_\_\_\_**

Sharkey's can improve its music at the bar

**Provide the first word that comes to mind when hearing this statement: Sharkey's location**

Convenient.

**Treat Sharkey's as a person, what would you say to them?**

"Hey Sharkey's, keep up the good vibes. More student discounts would be awesome!"

**Do you follow Sharkey's on social media (Instagram or Facebook)? Why or why not?**

No I don't follow sharkeys on social media

**What appeals to you about Sharkey's? Please rank the following answers in order of importance to you.**

The atmosphere 1

The drinks 4

The drinks 3

Prices and deals 2

The pool table 5

The events (i.e. bingo night, trivia night, etc.) 6

The staff 7

**How would you rate the customer service of Sharkey's employees?**

Rude-----X--- Neutral----- Very friendly

**What keeps you coming back to Sharkey's?**

The combination of good food, and lively atmosphere

**How could Sharkey's better meet your needs?**

Offering more vegetarian or vegan options on the menu would be a great addition.

**How do you decide where to eat or drink in Blacksburg or Radford? Choose all that apply.**

Yelp

Google

Word of mouth X

Social Media

**What social media platform do you use most frequently? Choose all that apply.**

Instagram X

Facebook

Snapchat

Twitter X

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## **Interview #6: Cam**

**How old are you?**

22

**Where do you live?**

Blacksburg, Virginia

**Do you identify as a female or a male?**

Male

**Provide the first local bar or restaurant that comes to mind when hearing this statement: fun and affordable establishment for a night out in Blacksburg or Radford (whichever applies)**

Top of the Stairs

**What local bar/restaurant would you go to if you wanted to play pool?**

Sharkey's

**Have you visited either Sharkey's either in Radford or Blacksburg?**

Yes

**What is your opinion about Sharkey's Rib and Wing Joint?**

It's fun, not very expensive

**Why would you consider going to Sharkey's?**

Happy hour and a lot of people go there

**What steers you towards other establishments as opposed to Sharkey's, and why?**

Lines can be long and the inside can get really crowded

**How would you describe the culture at Sharkey's?**

Loud and chaotic

**How do you think Sharkey's could better market themselves?**

They could put more effort into attracting people who go to other bars

**What is your opinion on eating food at Sharkey's Rib and Wing Joint?**

The food there actually is not that bad, I've eaten there before

**Complete the sentence: Sharkey's can improve \_\_\_\_\_**

The wait and how crowded it can get

**Provide the first word that comes to mind when hearing this statement: Sharkey's location**

Downtown

**Treat Sharkey's as a person, what would you say to them?**

You should get more bathrooms

**Do you follow Sharkey's on social media (Instagram or Facebook)? Why or why not?**

I do not, just because they don't post anything that really interests me

**What appeals to you about Sharkey's? Please rank the following answers in order of importance to you.**

The atmosphere 3

The food 4

The drinks 2

Prices and deals 1

The pool tables 5

The events (i.e. bingo night, trivia night, etc.) 6

The staff 7

**How would you rate the customer service of Sharkey's employees?**

Rude----- Neutral---X----- Very friendly

**What keeps you coming back to Sharkey's?**

Their happy hour is a lot better than other places

**How could Sharkey's better meet your needs?**

They could expand their outside area so that way it is less packed

**How do you decide where to eat or drink in Blacksburg or Radford? Choose all that apply.**

Yelp

Google X

Word of mouth  
Social Media  
What you're familiar with X  
Other- specify

**What social media platform do you use most frequently? Choose all that apply.**

Instagram X  
Facebook  
Snapchat X  
TikTok  
Reddit  
Twitter

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## **Interview #7: Zack C**

**How old are you?**

21

**Where do you live?**

Blacksburg

**Do you identify as a female or a male?**

Male

**Provide the first local bar or restaurant that comes to mind when hearing this statement: fun and affordable establishment for a night out in Blacksburg or Radford (whichever applies)**

Hokie House

**What local bar/restaurant would you go to if you wanted to play pool?**

Hokie House

**Have you visited either Sharkey's either in Radford or Blacksburg?**

Yes

**What is your opinion about Sharkey's Rib and Wing Joint?**

Pretty long lines but good environment

**Why would you consider going to Sharkey's?**

Its' cheap and pretty lively. I know people that go there.

**What steers you towards other establishments as opposed to Sharkey's, and why?**

Some other places offer different environments depending on the type of night that I want to have.

**How would you describe the culture at Sharkey's?**

It's fun, its lively and is a good place to hang out with friends.

**How do you think Sharkey's could better market themselves?**

They could promote their discounts more on social media. I know they have a happy hour but only because of word of mouth

**What is your opinion on eating food at Sharkey's Rib and Wing Joint?**

I actually really like their food, I ate there this past weekend and it was good.

**Complete the sentence: Sharkey's can improve \_\_\_\_\_**

Its vibe at times, Sharkey's is a good place to go and have a couple drinks with friends.

Sometimes though I wish they had more going on to offer better entertainment.



**Provide the first word that comes to mind when hearing this statement: Sharkey's location**  
Easy, it's right in the middle of downtown. Even if you drive and park it is really accessible.

**Treat Sharkey's as a person, what would you say to them?**

Keep up the good work but I would offer more to cater to more people.

**Do you follow Sharkey's on social media (Instagram or Facebook)? Why or why not?**

I don't follow them, I don't really see the point of following a restaurant or bar on social media.

**What appeals to you about Sharkey's? Please rank the following answers in order of importance to you.**

The atmosphere 3

The food 4

The drinks 1

Prices and deals 2

The pool tables 6

The events (i.e. bingo night, trivia night, etc.) 5

The staff 7

**How would you rate the customer service of Sharkey's employees?**

Rude-----X--- Neutral----- Very friendly

**What keeps you coming back to Sharkey's?**

I would, I haven't had a bad experience at Sharkey's

**How could Sharkey's better meet your needs?**

I just think that they could improve some of their entertainment inside instead of being just a place to talk with friends. Some other bars play louder music at times which can be fun

**How do you decide where to eat or drink in Blacksburg or Radford? Choose all that apply.**

Yelp

Google X

Word of mouth X

Social Media

What you're familiar with

Other- specify

**What social media platform do you use most frequently? Choose all that apply.**

Instagram X

Facebook

Snapchat X

TikTok

Reddit

Twitter X

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## **Interview #8: Zach A**

**How old are you?**

21

**Where do you live?**

Blacksburg

**Do you identify as a female or a male?**

Male

**Provide the first local bar or restaurant that comes to mind when hearing this statement: fun and affordable establishment for a night out in Blacksburg or Radford (whichever applies)**

Top of the Stairs

**What local bar/restaurant would you go to if you wanted to play pool?**

Hokie House

**Have you visited either Sharkey's either in Radford or Blacksburg?**

I have

**What is your opinion about Sharkey's Rib and Wing Joint?**

It's fun, it is just crowded most of the time.

**Why would you consider going to Sharkey's?**

It has a pretty entertaining environment

**What steers you towards other establishments as opposed to Sharkey's, and why?**

I feel like whenever I go downtown their line goes all the way down the street and it's just not worth waiting.

**How would you describe the culture at Sharkey's?**

Fun but loud

**How do you think Sharkey's could better market themselves?**

They could be more active on social media by promoting different events they have

**What is your opinion on eating food at Sharkey's Rib and Wing Joint?**

It's pretty good, it's just bar food but I enjoy it.

**Complete the sentence: Sharkey's can improve \_\_\_\_\_**

Their lines

**Provide the first word that comes to mind when hearing this statement: Sharkey's location**

Great

**Treat Sharkey's as a person, what would you say to them?**

Make the lines go by faster

**Do you follow Sharkey's on social media (Instagram or Facebook)? Why or why not?**

I don't, there isn't really a need for me to follow them.

**What appeals to you about Sharkey's? Please rank the following answers in order of importance to you.**

The atmosphere 1

The food 4

The drinks 2

Prices and deals 3

The pool tables 7

The events (i.e. bingo night, trivia night, etc.) 5

The staff 6

**How would you rate the customer service of Sharkey's employees?**

Rude----- Neutral----X----- Very friendly

**What keeps you coming back to Sharkey's?**

Friends go there and it is a pretty lively place

**How could Sharkey's better meet your needs?**

I would be more inclined to go if I didn't have to wait 20 minutes every time I wanted to

**How do you decide where to eat or drink in Blacksburg or Radford? Choose all that apply.**

Yelp

Google X  
Word of mouth  
Social Media  
What you're familiar with X  
Other- specify

**What social media platform do you use most frequently? Choose all that apply.**

Instagram  
Facebook  
Snapchat X  
TikTok X  
Reddit  
Twitter

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## **Interview #9: Dan**

**How old are you?**

22

**Where do you live?**

Blacksburg

**Do you identify as a female or a male?**

Male

**Provide the first local bar or restaurant that comes to mind when hearing this statement: fun and affordable establishment for a night out in Blacksburg or Radford (whichever applies)**

Champs

**What local bar/restaurant would you go to if you wanted to play pool?**

Champs

**Have you visited either Sharkey's either in Radford or Blacksburg?**

Yeah I have

**What is your opinion about Sharkey's Rib and Wing Joint?**

It's good but it's just busy. They have a good happy hour though

**Why would you consider going to Sharkey's?**

I would consider going there because a lot of my friends go to there and they have pretty cheap drinks

**What steers you towards other establishments as opposed to Sharkey's, and why?**

It is a lot more crowded than a lot of other places so it can be more enjoyable to go somewhere where you can actually hear yourself think.

**How would you describe the culture at Sharkey's?**

It is loud but it's entertaining

**How do you think Sharkey's could better market themselves?**

They could put more stuff around campus to market towards people who go to other places.

**What is your opinion on eating food at Sharkey's Rib and Wing Joint?**

They have good food but it's just not my top priority to eat there

**Complete the sentence: Sharkey's can improve \_\_\_\_\_**

Their efficiency in terms of letting people in

**Provide the first word that comes to mind when hearing this statement: Sharkey's location**  
Ideal

**Treat Sharkey's as a person, what would you say to them?**

You're fun but just busy a lot of the time

**Do you follow Sharkey's on social media (Instagram or Facebook)? Why or why not?**

I don't, I don't see the point in following a bar on social media

**What appeals to you about Sharkey's? Please rank the following answers in order of importance to you.**

The atmosphere 3

The food 5

The drinks 1

Prices and deals 2

The pool tables 6

The events (i.e. bingo night, trivia night, etc.) 4

The staff 7

**How would you rate the customer service of Sharkey's employees?**

Rude-----X----- Neutral----- Very friendly

**What keeps you coming back to Sharkey's?**

It's cheap and good amount of my friends like to go there

**How could Sharkey's better meet your needs?**

They could just be more accommodating for how many people go there

**How do you decide where to eat or drink in Blacksburg or Radford? Choose all that apply.**

Yelp

Google X

Word of mouth X

Social Media

What you're familiar with X

Other- specify

**What social media platform do you use most frequently? Choose all that apply.**

Instagram X

Facebook

Snapchat X

TikTok

Reddit

Twitter X

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## **Interview #10: Ellie**

**How old are you?**

22

**Where do you live?**

Blacksburg

**Do you identify as a female or a male?**

Female

**Provide the first local bar or restaurant that comes to mind when hearing this statement: fun and affordable establishment for a night out in Blacksburg or Radford (whichever applies)**

Sharkey's or The Coop

**What local bar/restaurant would you go to if you wanted to play pool?**

Champs

**Have you visited either Sharkey's either in Radford or Blacksburg?**

Yes

**What is your opinion about Sharkey's Rib and Wing Joint?**

Fun but always super busy

**Why would you consider going to Sharkey's?**

That is where all my friends go

**What steers you towards other establishments as opposed to Sharkey's, and why?**

If the line s taking way too long or if my friends are at another bar

**How would you describe the culture at Sharkey's?**

Everyone pretty much knows each other there

**How do you think Sharkey's could better market themselves?**

Be more active on social media, advertise their deals more

**What is your opinion on eating food at Sharkey's Rib and Wing Joint?**

I've only had the food once but it was really good

**Complete the sentence: Sharkey's can improve \_\_\_\_\_**

The spacing and seating

**Provide the first word that comes to mind when hearing this statement: Sharkey's location**

Corner

**Treat Sharkey's as a person, what would you say to them?**

See you this weekend

**What do you find appealing about Sharkey's?**

The people there

**Do you follow Sharkey's on social media (Instagram or Facebook)? Why or why not?**

No but I look at their Instagram sometimes

**What appeals to you about Sharkey's? Please rank the following answers in order of importance to you.**

The atmosphere- 2

The food- 5

The drinks- 3

Prices and deals- 1

The pool tables- 7

The events (i.e. bingo night, trivia night, etc.)- 4

The staff- 6

**How would you rate the customer service of Sharkey's employees?**

Rude----- Neutral-----X----- Very friendly

**What keeps you coming back to Sharkey's?**

It is where everyone I know likes to go

**How could Sharkey's better meet your needs?**

Bathrooms, lines, seating

How do you decide where to eat or drink in Blacksburg or Radford? Choose all that apply.

Yelp  
Google X  
Word of mouth X  
Social Media  
What you're familiar with X  
Other- specify

**What social media platform do you use most frequently? Choose all that apply.**

Instagram X  
Facebook  
Snapchat X  
TikTok X  
Reddit  
Twitter

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### **Interview #11: Kayla**

**How old are you?**

21

**Where do you live?**

Blacksburg

**Do you identify as a female or a male?**

Female

**Provide the first local bar or restaurant that comes to mind when hearing this statement: fun and affordable establishment for a night out in Blacksburg or Radford (whichever applies)**

Sharkey's

**What local bar/restaurant would you go to if you wanted to play pool?**

Champs

**Have you visited either Sharkey's either in Radford or Blacksburg?**

Yes

**What is your opinion about Sharkey's Rib and Wing Joint?**

It's fun and they have good food

**Why would you consider going to Sharkey's?**

Because all my friends go there

**What steers you towards other establishments as opposed to Sharkey's, and why?**

They have cheap happy hour drinks

**How would you describe the culture at Sharkey's?**

Talking, sitting/standing type bar

**How do you think Sharkey's could better market themselves?**

More deals or coupons

**What is your opinion on eating food at Sharkey's Rib and Wing Joint?**

The food is really good especially the wings

**Complete the sentence: Sharkey's can improve \_\_\_\_\_**

Their bathrooms

**Provide the first word that comes to mind when hearing this statement: Sharkey's location**

Main street

**Treat Sharkey's as a person, what would you say to them?**

I really enjoy hanging out with you

**What do you find appealing about Sharkey's?**

The people there, drinks, food

**Do you follow Sharkey's on social media (Instagram or Facebook)? Why or why not?**

Instagram to see if they're having any specials or events

**What appeals to you about Sharkey's? Please rank the following answers in order of importance to you.**

The atmosphere- 1

The food- 4

The drinks- 2

Prices and deals- 3

The pool tables- 7

The events (i.e. bingo night, trivia night, etc.)- 6

The staff- 5

**How would you rate the customer service of Sharkey's employees?**

Rude----- NeuXtral----- Very friendly

**What keeps you coming back to Sharkey's?**

All my friends go there

**How could Sharkey's better meet your needs?**

They need better bathrooms or a better system with the bathrooms

**How do you decide where to eat or drink in Blacksburg or Radford? Choose all that apply.**

Yelp

Google X

Word of mouth X

Social Media

What you're familiar with

Other- specify

**What social media platform do you use most frequently? Choose all that apply.**

Instagram X

Facebook

Snapchat X

TikTok X

Reddit

Twitter

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## **Interview #12: Gracie**

**How old are you?**

22

**Where do you live?**

Blacksburg

**Do you identify as a female or a male?**

Female

**Provide the first local bar or restaurant that comes to mind when hearing this statement: fun and affordable establishment for a night out in Blacksburg or Radford (whichever applies)**

Sharkey's

**What local bar/restaurant would you go to if you wanted to play pool?**

Champs

**Have you visited either Sharkey's either in Radford or Blacksburg?**

Yes

**What is your opinion about Sharkey's Rib and Wing Joint?**

It's a great bar! It could use some work in some areas but overall I think if anything they should expand.

**Why would you consider going to Sharkey's?**

Because my friends are going

**What steers you towards other establishments as opposed to Sharkey's, and why?**

Tots if I want to dance rather than just talk with friends

**How would you describe the culture at Sharkey's?**

Very Greek life oriented

**How do you think Sharkey's could better market themselves?**

More social media

**What is your opinion on eating food at Sharkey's Rib and Wing Joint?**

The food is great

**Complete the sentence: Sharkey's can improve \_\_\_\_\_**

Their space and their workers

**Provide the first word that comes to mind when hearing this statement: Sharkey's location**

Prime

**Treat Sharkey's as a person, what would you say to them?**

Make happy hour longer

**What do you find appealing about Sharkey's?**

The people there

**Do you follow Sharkey's on social media (Instagram or Facebook)? Why or why not?**

Yes because I was interested in their Instagram

**What appeals to you about Sharkey's? Please rank the following answers in order of importance to you.**

The atmosphere- 5

The food- 3

The drinks- 4

Prices and deals- 1

The pool tables- 6

The events (i.e. bingo night, trivia night, etc.)- 2

The staff- 7

**How would you rate the customer service of Sharkey's employees?**

Rude-----X----- Neutral----- Very friendly

**What keeps you coming back to Sharkey's?**

The people going

**How could Sharkey's better meet your needs?**

More space



**How do you decide where to eat or drink in Blacksburg or Radford? Choose all that apply.**

Yelp  
Google  
Word of mouth X  
Social Media  
What you're familiar with X  
Other- specify

**What social media platform do you use most frequently? Choose all that apply.**

Instagram X  
Facebook  
Snapchat X  
TikTok X  
Reddit  
Twitter

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### **Interview #13: Charlotte**

**How old are you?**

21

**Where do you live?**

Blacksburg

**Do you identify as a female or a male?**

Female

**Provide the first local bar or restaurant that comes to mind when hearing this statement: fun and affordable establishment for a night out in Blacksburg or Radford (whichever applies)**

Sharkey's

**What local bar/restaurant would you go to if you wanted to play pool?**

Hokie House

**Have you visited either Sharkey's either in Radford or Blacksburg?**

Yes

**What is your opinion about Sharkey's Rib and Wing Joint?**

I like going there! It's very fun!

**Why would you consider going to Sharkey's?**

Because my friends are going

**What steers you towards other establishments as opposed to Sharkey's, and why?**

If I want to go out and be able to dance

**How would you describe the culture at Sharkey's?**

Fun and laid back

**How do you think Sharkey's could better market themselves?**

Market their weekly events like bingo night and trivia more

**What is your opinion on eating food at Sharkey's Rib and Wing Joint?**

I love eating their tater tots and wings

**Complete the sentence: Sharkey's can improve \_\_\_\_\_**

Not having a ten dollar minimum on the tab

**Provide the first word that comes to mind when hearing this statement: Sharkey's location**  
Downtown

**Treat Sharkey's as a person, what would you say to them?**

I love your wings!

**What do you find appealing about Sharkey's?**

It's a great place to sit down and have a few drinks with friends

**Do you follow Sharkey's on social media (Instagram or Facebook)? Why or why not?**

No because I've never thought about it

**What appeals to you about Sharkey's? Please rank the following answers in order of importance to you.**

The atmosphere- 5

The food- 3

The drinks- 4

Prices and deals- 1

The pool tables- 6

The events (i.e. bingo night, trivia night, etc.)- 2

The staff- 7

**How would you rate the customer service of Sharkey's employees?**

Rude----- Neutral-----X----- Very friendly

**What keeps you coming back to Sharkey's?**

Good atmosphere and good drinks

**How could Sharkey's better meet your needs?**

I think it's great as is

**How do you decide where to eat or drink in Blacksburg or Radford? Choose all that apply.**

Yelp

Google

Word of mouth

Social Media

What you're familiar with X

Other- specify

**What social media platform do you use most frequently? Choose all that apply.**

Instagram X

Facebook

Snapchat

TikTok X

Reddit

Twitter

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## **Interview #14: Jake**

**How old are you?**

21

**Where do you live?**

Blacksburg

**Do you identify as a female or a male?**

Male

**Provide the first local bar or restaurant that comes to mind when hearing this statement: fun and affordable establishment for a night out in Blacksburg or Radford (whichever applies)**

Rivermill

**What local bar/restaurant would you go to if you wanted to play pool?**

Hokie House

**Have you visited either Sharkey's either in Radford or Blacksburg?**

Yes

**What is your opinion about Sharkey's Rib and Wing Joint?**

Good, very busy and sometimes overcrowded

**Why would you consider going to Sharkey's?**

Outdoor space and people who go

**What steers you towards other establishments as opposed to Sharkey's, and why?**

Crowd of people and ease of entry if there is no line

**How would you describe the culture at Sharkey's?**

Casual, lots of talking so not really a place for "fun"

**How do you think Sharkey's could better market themselves?**

They could market their food better

**What is your opinion on eating food at Sharkey's Rib and Wing Joint?**

I've never had it

**Complete the sentence: Sharkey's can improve \_\_\_\_\_**

Service

**Provide the first word that comes to mind when hearing this statement: Sharkey's location**

Perfect

**Treat Sharkey's as a person, what would you say to them?**

You need to clean up

**What do you find appealing about Sharkey's?**

The people who go

**Do you follow Sharkey's on social media (Instagram or Facebook)? Why or why not?**

No because I have no incentive to

**What appeals to you about Sharkey's? Please rank the following answers in order of importance to you.**

The atmosphere- 1

The food- 3

The drinks- 4

Prices and deals- 5

The pool tables- 6

The events (i.e. bingo night, trivia night, etc.)- 2

The staff- 7

**How would you rate the customer service of Sharkey's employees?**

Rude-----X----- Neutral----- Very friendly

**What keeps you coming back to Sharkey's?**

Atmosphere and people

**How could Sharkey's better meet your needs?**

Make more space for people

**How do you decide where to eat or drink in Blacksburg or Radford? Choose all that apply.**

Yelp  
Google  
Word of mouth X  
Social Media  
What you're familiar with  
Other- specify

**What social media platform do you use most frequently? Choose all that apply.**

Instagram X  
Facebook  
Snapchat  
TikTok X  
Reddit X  
Twitter

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### **Interview #15: Jacob**

**How old are you?**

21

**Where do you live?**

Blacksburg

**Do you identify as a female or a male?**

Male

**Provide the first local bar or restaurant that comes to mind when hearing this statement: fun and affordable establishment for a night out in Blacksburg or Radford (whichever applies)**

Sharkey's

**What local bar/restaurant would you go to if you wanted to play pool?**

Sharkey's

**Have you visited either Sharkey's either in Radford or Blacksburg?**

Lots of times

**What is your opinion about Sharkey's Rib and Wing Joint?**

It's fun, I like going there. A lot of friends go there also

**Why would you consider going to Sharkey's?**

My friends, I also like that it's not very expensive

**What steers you towards other establishments as opposed to Sharkey's, and why?**

The bathrooms kind of suck and there is always a line

**How would you describe the culture at Sharkey's?**

It's loud but more casual, not much music so definitely more laid back

**How do you think Sharkey's could better market themselves?**

They could display more about their discounts

**What is your opinion on eating food at Sharkey's Rib and Wing Joint?**

I rarely eat there

**Complete the sentence: Sharkey's can improve \_\_\_\_\_**

Their service

**Provide the first word that comes to mind when hearing this statement: Sharkey's location**  
Downtown

**Treat Sharkey's as a person, what would you say to them?**

I love you

**Do you follow Sharkey's on social media (Instagram or Facebook)? Why or why not?**

I don't because there's not really a point

**What appeals to you about Sharkey's? Please rank the following answers in order of importance to you.**

The atmosphere 3

The food 7

The drinks 1

Prices and deals 2

The pool tables 6

The events (i.e. bingo night, trivia night, etc.) 4

The staff 5

**How would you rate the customer service of Sharkey's employees?**

Rude-----X- Neutral----- Very friendly

**What keeps you coming back to Sharkey's?**

My friends and it's always a good time

**How could Sharkey's better meet your needs?**

Just be a little quicker

**How do you decide where to eat or drink in Blacksburg or Radford? Choose all that apply.**

Yelp

Google X

Word of mouth

Social Media

What you're familiar with X

Other- specify

**What social media platform do you use most frequently? Choose all that apply.**

Instagram X

Facebook

Snapchat X

TikTok X

Reddit

Twitter X

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## **Interview #16: Tatum**

**How old are you?**

21

**Where do you live?**

Blacksburg

**Do you identify as a female or a male?**

Female

**Provide the first local bar or restaurant that comes to mind when hearing this statement: fun and affordable establishment for a night out in Blacksburg or Radford (whichever applies)**

Sharkey's

**What local bar/restaurant would you go to if you wanted to play pool?**

Champs

**Have you visited either Sharkey's either in Radford or Blacksburg?**

Yes

**What is your opinion about Sharkey's Rib and Wing Joint?**

Love it!

**Why would you consider going to Sharkey's?**

Happy hour has affordable drinks and it's a fun atmosphere

**What steers you towards other establishments as opposed to Sharkey's, and why?**

Long lines annoy me at Sharkey's, also dancing is fun and they don't have a spot for that

**How would you describe the culture at Sharkey's?**

Fun, lively, chill

**How do you think Sharkey's could better market themselves?**

I know they have some posts on Instagram but their social media presence could be better

**What is your opinion on eating food at Sharkey's Rib and Wing Joint?**

It's pretty decent

**Complete the sentence: Sharkey's can improve \_\_\_\_\_**

Marketing

**Provide the first word that comes to mind when hearing this statement: Sharkey's location**

Downtown

**Treat Sharkey's as a person, what would you say to them?**

You are so fun!

**Do you follow Sharkey's on social media (Instagram or Facebook)? Why or why not?**

Yes to keep up with new drinks and deals

**What appeals to you about Sharkey's? Please rank the following answers in order of importance to you.**

The atmosphere 3

The food 6

The drinks 2

Prices and deals 1

The pool tables 5

The events (i.e. bingo night, trivia night, etc.) 4

The staff 7

**How would you rate the customer service of Sharkey's employees?**

Rude----- NeuXtral----- Very friendly

**What keeps you coming back to Sharkey's?**

Events and discounts

**How could Sharkey's better meet your needs?**

Better food

**How do you decide where to eat or drink in Blacksburg or Radford? Choose all that apply.**

Yelp

Google X

Word of mouth X  
Social Media X  
What you're familiar with  
Other- specify

**What social media platform do you use most frequently? Choose all that apply.**

Instagram X  
Facebook  
Snapchat  
TikTok X  
Reddit  
Twitter

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## **Interview #17 - Sarah**

**How old are you?**

I am 22 years old.

**Where do you live?**

Blacksburg

**Do you identify as a female or a male?**

Female.

**Provide the first local bar or restaurant that comes to mind when hearing this statement: fun and affordable establishment for a night out in Blacksburg or Radford (whichever applies)**

TOTS

**What local bar/restaurant would you go to if you wanted to play pool?**

Sharkey's.

**Have you visited either Sharkey's in Radford or Blacksburg?**

Yes, I've been to Sharkey's in Blacksburg a few times.

**What is your opinion about Sharkey's Rib and Wing Joint?**

Sharkey's offers a great atmosphere and tasty wings. It's a go-to place for a casual night out with friends.

**Why would you consider going to Sharkey's?**

I'd consider going to Sharkey's for their affordable drink specials and happy hour. It's a fun spot to go with friends.

**What steers you towards other establishments as opposed to Sharkey's, and why?**

Sometimes I prefer other places with a different menu or different types of entertainment.

**How would you describe the culture at Sharkey's?**

Sharkey's has a lively and friendly culture, perfect for enjoying drinks with friends.

**How do you think Sharkey's could better market themselves?**

Sharkey's could enhance their social media presence

**What is your opinion on eating food at Sharkey's Rib and Wing Joint?**

I enjoy the food at Sharkey's, particularly their fries.

**Complete the sentence: Sharkey's can improve its \_\_\_\_\_**

Sharkey's can improve its music at the bar.

**Provide the first word that comes to mind when hearing this statement: Sharkey's location**

Close

**Treat Sharkey's as a person, what would you say to them?**

"Hey Sharkey's, when are you dropping new food on the menu?"

**Do you follow Sharkey's on social media (Instagram or Facebook)? Why or why not?**

No, never thought about it

**What appeals to you about Sharkey's? Please rank the following answers in order of importance to you.**

The atmosphere 3

The food 4

The drinks 2

Prices and deals 1

The pool tables 5

The events (i.e. bingo night, trivia night, etc.) 6

The staff 7

**How would you rate the customer service of Sharkey's employees?**

Rude----- Neutral---X----- Very friendly

**What keeps you coming back to Sharkey's?**

Their happy hour is a lot better than other places

**How could Sharkey's better meet your needs?**

They could expand their outside area so that way it is less packed

**How do you decide where to eat or drink in Blacksburg or Radford? Choose all that apply.**

Yelp

Google X

Word of mouth

Social Media

What you're familiar with X

Other- specify

**What social media platform do you use most frequently? Choose all that apply.**

Instagram X

Facebook

Snapchat X

TikTok

Reddit

Twitter

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## **Interview #18: Mario**

**How old are you?**

21

**Where do you live?**

Blacksburg, Virginia

**Do you identify as a female or a male?**

Male

**Provide the first local bar or restaurant that comes to mind when hearing this statement: fun and affordable establishment for a night out in Blacksburg or Radford (whichever applies)**

Top of the Stairs

**What local bar/restaurant would you go to if you wanted to play pool?**

Sharkey's

**Have you visited either Sharkey's in Radford or Blacksburg?**

Yes

**What is your opinion about Sharkey's Rib and Wing Joint?**

It's fun, not very expensive

**Why would you consider going to Sharkey's?**

Happy hour and a lot of people go there

**What steers you towards other establishments as opposed to Sharkey's, and why?**

Lines can be long and the inside can get really crowded

**How would you describe the culture at Sharkey's?**

Loud and chaotic

**How do you think Sharkey's could better market themselves?**

They could put more effort into attracting people who go to other bars

**What is your opinion on eating food at Sharkey's Rib and Wing Joint?**

The food there actually is not that bad, I've eaten there before

**Complete the sentence: Sharkey's can improve \_\_\_\_\_**

The wait and how crowded it can get

**Provide the first word that comes to mind when hearing this statement: Sharkey's location**

Downtown

**Treat Sharkey's as a person, what would you say to them?**

You should get more bathrooms

**Do you follow Sharkey's on social media (Instagram or Facebook)? Why or why not?**

I do not, just because they don't post anything that really interests me

**What appeals to you about Sharkey's? Please rank the following answers in order of importance to you.**

The atmosphere 3

The food 4

The drinks 2

Prices and deals 1  
The pool tables 5  
The events (i.e. bingo night, trivia night, etc.) 6  
The staff 7

**How would you rate the customer service of Sharkey's employees?**

Rude----- Neutral---X----- Very friendly

**What keeps you coming back to Sharkey's?**

Their happy hour is a lot better than other places

**How could Sharkey's better meet your needs?**

They could expand their outside area so that way it is less packed

**How do you decide where to eat or drink in Blacksburg or Radford? Choose all that apply.**

Yelp  
Google X  
Word of mouth  
Social Media  
What you're familiar with X  
Other- specify

**What social media platform do you use most frequently? Choose all that apply.**

Instagram X  
Facebook  
Snapchat X  
TikTok  
Reddit  
Twitter

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**Interview #19 - Emily**

**How old are you?**

I'm 21 years old.

**Where do you live?**

Blacksburg

**Do you identify as a female or a male?**

Female.

**Provide the first local bar or restaurant that comes to mind when hearing this statement: fun and affordable establishment for a night out in Blacksburg or Radford (whichever applies)**

TOTS

**What local bar/restaurant would you go to if you wanted to play pool?**

Sharkey's.

**Have you visited either Sharkey's in Radford or Blacksburg?**

Yes, I've been to Sharkey's in Blacksburg a few times.

**What is your opinion about Sharkey's Rib and Wing Joint?**

I think Sharkey's is fun. It's not too expensive and has good drinks.

**Why would you consider going to Sharkey's?**

I'd consider going to Sharkey's for their happy hour specials and the fact that it's always packed with people.

**What steers you towards other establishments as opposed to Sharkey's, and why?**

A dance floor because I like to dance

**How would you describe the culture at Sharkey's?**

It's energetic and can get a bit chaotic, but that's what makes it fun.

**How do you think Sharkey's could better market themselves?**

Sharkey's could keep things cleaner

**What is your opinion on eating food at Sharkey's Rib and Wing Joint?**

The food is pretty good; I've enjoyed their wings and fries.

**Complete the sentence: Sharkey's can improve its \_\_\_\_\_**

Sharkey's can improve its crowd control during peak hours.

**Provide the first word that comes to mind when hearing this statement: Sharkey's location**

Convenient.

**Treat Sharkey's as a person, what would you say to them?**

"Hey Sharkey's, I love coming to visit you!"

**Do you follow Sharkey's on social media (Instagram or Facebook)? Why or why not?**

No because I didn't know they had one

**What appeals to you about Sharkey's? Please rank the following answers in order of importance to you.**

The atmosphere 3

The food 4

The drinks 2

Prices and deals 1

The pool tables 5

The events (i.e. bingo night, trivia night, etc.) 6

The staff 7

**How would you rate the customer service of Sharkey's employees?**

Rude----- Neutral---X----- Very friendly

**What keeps you coming back to Sharkey's?**

Their happy hour is a lot better than other places

**How could Sharkey's better meet your needs?**

They could expand their outside area so that way it is less packed

**How do you decide where to eat or drink in Blacksburg or Radford? Choose all that apply.**

Yelp  
Google X  
Word of mouth  
Social Media  
What you're familiar with X  
Other- specify

**What social media platform do you use most frequently? Choose all that apply.**

Instagram X  
Facebook  
Snapchat X  
TikTok  
Reddit  
Twitter

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## **Interview #20 - Chris**

**How old are you?**

I'm 21 years old.

**Where do you live?**

Blacksburg

**Do you identify as a female or a male?**

Male.

**Provide the first local bar or restaurant that comes to mind when hearing this statement: fun and affordable establishment for a night out in Blacksburg or Radford (whichever applies)**

TOTS

**What local bar/restaurant would you go to if you wanted to play pool?**

Sharkey's.

**Have you visited either Sharkey's in Radford or Blacksburg?**

Yes, I've been to Sharkey's

**What is your opinion about Sharkey's Rib and Wing Joint?**

Sharkey's offers a lively atmosphere, good drinks, and fun times with friends.

**Why would you consider going to Sharkey's?**

I'd consider going to Sharkey's for their affordable happy hour and the social environment.

**What steers you towards other establishments as opposed to Sharkey's, and why?**

Occasionally, I prefer other places with a different vibe

**How would you describe the culture at Sharkey's?**

It's energetic and sometimes super filled

**How do you think Sharkey's could better market themselves?**

More ads or posters

**What is your opinion on eating food at Sharkey's Rib and Wing Joint?**

The food is quite good, especially their burgers

**Complete the sentence: Sharkey's can improve its \_\_\_\_\_**

Sharkey's can improve its bouncers

**Provide the first word that comes to mind when hearing this statement: Sharkey's location**

Walkable

**Treat Sharkey's as a person, what would you say to them?**

"Hey Sharkey's, see you this weekend!"

**Do you follow Sharkey's on social media (Instagram or Facebook)? Why or why not?**

Yes, I follow Sharkey's on Instagram to stay updated on their specials and events.

**What appeals to you about Sharkey's? Please rank the following answers in order of importance to you.**

The atmosphere 3

The food 4

The drinks 2

Prices and deals 1

The pool tables 5

The events (i.e. bingo night, trivia night, etc.) 6

The staff 7

**How would you rate the customer service of Sharkey's employees?**

Rude----- Neutral---X----- Very friendly

**What keeps you coming back to Sharkey's?**

Their happy hour is a lot better than other places

**How could Sharkey's better meet your needs?**

They could expand their outside area so that way it is less packed

**How do you decide where to eat or drink in Blacksburg or Radford? Choose all that apply.**

Yelp

Google X

Word of mouth

Social Media

What you're familiar with X

Other- specify

**What social media platform do you use most frequently? Choose all that apply.**

Instagram X

Facebook

Snapchat X

TikTok

Reddit

Twitter

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## **Interview #21 - Lindsay**

**How old are you?**

I'm 21 years old.

**Where do you live?**

Blacksburg

**Do you identify as a female or a male?**

Female

**Provide the first local bar or restaurant that comes to mind when hearing this statement: fun and affordable establishment for a night out in Blacksburg or Radford (whichever applies)**

Sharkey's

**What local bar/restaurant would you go to if you wanted to play pool?**

Champs

**Have you visited either Sharkey's in Radford or Blacksburg?**

Yes

**What is your opinion about Sharkey's Rib and Wing Joint?**

Sharkey's is a fun, chill place to talk with friends

**Why would you consider going to Sharkey's?**

If I want to sit with friends and have a drink

**What steers you towards other establishments as opposed to Sharkey's, and why?**

If I want to dance or not wait in a line

**How would you describe the culture at Sharkey's?**

Friendly, talking

**How do you think Sharkey's could better market themselves?**

More ads about deals on social media

**What is your opinion on eating food at Sharkey's Rib and Wing Joint?**

I've only had the fries and they are great

**Complete the sentence: Sharkey's can improve its \_\_\_\_\_**

Bathrooms

**Provide the first word that comes to mind when hearing this statement: Sharkey's location**

Walkable

**Treat Sharkey's as a person, what would you say to them?**

"See you tomorrow!"

**Do you follow Sharkey's on social media (Instagram or Facebook)? Why or why not?**

Yes, I follow Sharkey's on Instagram because they followed me first and I like to see the deals

**What appeals to you about Sharkey's? Please rank the following answers in order of importance to you.**

The atmosphere 1

- The food 5
- The drinks 3
- Prices and deals 2
- The pool tables 7
- The events (i.e. bingo night, trivia night, etc.) 4
- The staff 6

**How would you rate the customer service of Sharkey's employees?**

Rude-----X----- Neutral----- Very friendly

**What keeps you coming back to Sharkey's?**

The people that go there

**How could Sharkey's better meet your needs?**

They could add more seating, especially outside

**How do you decide where to eat or drink in Blacksburg or Radford? Choose all that apply.**

- Yelp
- Google
- Word of mouth X
- Social Media X
- What you're familiar with X
- Other- specify

**What social media platform do you use most frequently? Choose all that apply.**

- Instagram X
- Facebook
- Snapchat X
- TikTok X
- Reddit
- Twitter