

This is a simple but informative chart. As is explicitly illustrated in it, consumers in a city choose the restaurant to go to according to various factors: the feature makes up 36.3%; the environment accounts for 27.8%; service composes 26.8%; price constitutes 8.4%; other factors occupy 4.7%.

Evidently, this chart is meant to reveal the fact that there is a tendency for people to lay more emphasis on factors other than price when choosing the restaurant today. A number of factors may account for this phenomenon, but the following are the most critical ones. The first and most noticeable reason is the fact that the country's economy has been developing at a high speed in the past decades, raising people's income considerably. Therefore, they do not have to care much about the price now. In the second place, the boom of the foodservice industry has provided the public with a larger variety of choice in terms of the environment, the feature as well as the service of restaurants. Last but not least, people have changed their concept of consumption and laid more emphasis on such aspects as the environment, the feature as well as the service of restaurants.

Taking into consideration what has been mentioned above, we may safely come into the conclusion that the chart is a perfect index of the nation's economy, society as well as people's rising standard of living. Though a series of problems may exist, we have reasons to believe that they can be solved in the near future with effective measures taken by the government and the public.