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**Here is a sample market research questionnaire for the opening of a Thai restaurant.**

**It is of course a model to be adapted to your project and your activity.**

**QUESTIONNAIRE**

1. **Do you often go to restaurants?**
2. **Are there any special occasions when you go to restaurants?**
3. **How many times a month on average do you go to a restaurant?**
	* Lunchtime :
	* In the evening :
4. **Who do you usually go to restaurants with?**
	* Lunchtime :
	* In the evening :
5. **What type of restaurant do you go to?**
	* Lunch on weekdays :
		+ Fast food restaurants
		+ Worker's restaurant
		+ Bar-Brewery
		+ Restoration of the world
		+ Gastronomic restaurant
		+ Other type of restaurant : …………………………………………………
	* Evenings and weekends :
		+ Fast food restaurants
		+ Bar-Brewery
		+ Restoration of the world
		+ Gastronomic restaurant
		+ Other type of restaurant : …………………………………………………
6. **What is your average budget?**
	* For lunch :
	* For the evening :
7. **What are your criteria for choosing a restaurant?** *Rate from 1 to 10*
	* Lunchtime :
		+ speed of service
		+ the price
		+ the quantity
		+ the choice or renewal of the card
		+ taste quality
		+ the quality and origin of the ingredients (freshness for example)
		+ easy access from the place of work or residence
		+ the presence of a car park
		+ the pleasant setting, the calm
		+ Other criteria : ……………………………………………………
	* In the evening :
		+ speed of service
		+ the price
		+ the quantity
		+ the choice or renewal of the card
		+ taste quality
		+ the quality and origin of the ingredients (freshness for example)
		+ easy access from the place of work or residence
		+ the presence of a car park
		+ the pleasant setting, the calm
		+ Other criteria : ……………………………………………………
8. **Do you like Thai food?**
	* Yes
	* No
	* I do not know
	* I would like to discover

***FOR INFO: Thai cuisine, or "Thai", is quite close to Chinese, Indian and Burmese cuisine. It stands out for its original flavours and ingredients such as curry, mint, lemongrass, coriander or basil. It is often accompanied by sauces and fish, but not only. It is a great international success.***

1. **Do you like spicy food?**
	* Yes
	* I do, but not necessarily those around me.
	* No
	* I don't, but my entourage may be
	* I would like to have a choice between spicy and non-spicy dishes
2. **Would you be willing to try Asian beers?**
	* Yes
	* No
	* Perhaps
3. **Would you be interested in a loyalty card entitling you to a half-price menu on your 6th visit to the restaurant?**
	* Yes
	* No
	* Perhaps
4. **Would you be interested in a children's menu?**
	* Yes
	* No
	* Perhaps
5. **What kind of games or entertainment for children would you like to see in the restaurant?**
6. **If a Thai restaurant opened in the neighbourhood, would you be willing to try it?**
	* Noon :
		+ Yes
		+ Rather yes
		+ Rather not
		+ No
		+ Why? .……………………………………………
	* Evening :
		+ Yes
		+ Rather yes
		+ Rather not
		+ No
		+ Why?………………………………………………
7. **Would you like to be invited to a restaurant opening night?**
	* Yes
	* No
	* Perhaps
8. **Would you like to be kept informed of the opening of the restaurant?**
	* Yes
	* No
	* Perhaps
9. **Your personal data :**
	* Surname, first name :
	* Address :
	* Telephone :
	* E-mail :
	* Age :
10. **Other suggestions :**