**Une image contenant texte

Description générée automatiquement**

**Here is a sample market research questionnaire for a food-truck.**

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

**QUESTIONNAIRE**

1. **How many times a week on average do you buy a takeaway meal?**
   * Lunchtime :
   * In the evening :
2. **Where do you usually buy your take-away meals?** 
   * Lunch on weekdays :
     + Fast food restaurant or drive
     + Bakery
     + Grocery store or supermarket
     + Food-truck, pizza truck
     + Other : …………………………………………………
   * Evenings and weekends :
     + Fast food restaurant or drive
     + Bakery
     + Grocery store or supermarket
     + Food-truck, pizza truck
     + Other : …………………………………………………
3. **Where do you usually buy your take-away meals?** 
   * Neighbourhood or town :
4. **What is your average budget?**
   * For lunch :
   * For the evening :
5. **What are your criteria for choosing your takeaway meal?** *Rate from 1 to 10*
   * proximity
   * speed
   * the price
   * the quantity
   * quality and taste
   * specific menus
   * Other criteria : ……………………………………………………
6. **Have you ever bought a meal in a food-truck?** 
   * Yes
   * No
   * I do not know
   * I would like to discover

***We are planning to launch our food-truck, which will be placed once a week in the area of ..... We will offer several burger + side dishes + drinks, based on local ingredients, with organic, vegan, and "slimming" variations. The concept would be that of ... (describe)***

1. **Would you be willing to try this type of menu at lunchtime?** 
   * Yes
   * No
   * Perhaps
   * What is the reason for this? .………………………
2. **Would you also be interested in the evening?** 
   * Yes
   * No
   * Perhaps
   * What is the reason for this? .………………………
3. **How often would you be willing to come back?** 
   * For lunch :
   * For the evening :
4. **What type of burger would you naturally go for?**
   * Beef bacon
   * Turkey cheese
   * Vegan (vegetable cake)
   * Organic and local veal
   * Other : …………………………
5. **What type of support would you prefer?**
   * Chips
   * Chips
   * Vegetables
   * Other ideas : ………………………………
6. **What is the maximum budget you would be willing to set for a full menu?**
7. **Would you like to be kept informed about the opening of the food-truck?** 
   * Yes
   * No
8. **Your personal data :**
   * Surname, first name :
   * Address :
   * Telephone :
   * E-mail :
   * Age :
9. **Other suggestions :**