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**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 :**