

New restaurant concept survey

We are planning a new restaurant nearby. Read the description on the card first, then tick one answer per question unless it says otherwise.

Where asked

Date

For each statement, tick one box from 1 (strongly disagree) to 5 (strongly agree).

1 Do you live or work near the planned location?

☐ I live nearby ☐ I work nearby ☐ Both ☐ Neither

2 How often do you eat out or order takeout?

☐ Several times a week ☐ About once a week ☐ A few times a month ☐ Once a month or less

3 When do you usually eat out? (tick all that apply)

☐ Breakfast ☐ Weekday lunch ☐ Weekday dinner ☐ Weekend brunch ☐ Weekend dinner
☐ Late night

STATEMENT	STRONGLY DISAGREE					STRONGLY AGREE				
4 I would try this restaurant in its first month.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
5 It offers something I cannot get nearby.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
6 The sample menu has dishes I would order.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
7 The prices on the sample menu feel fair.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
8 The location would be easy for me to get to.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
9 I would bring friends or family here.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5

10 If it opened, how often do you think you would eat there?

☐ Every week ☐ 2 or 3 times a month ☐ Once a month ☐ A few times a year ☐ Probably never

11 Would you mostly eat in, pick up or order delivery?

☐ Eat in ☐ Pick up ☐ Delivery ☐ A mix of these

12 What would make this your regular place?

Thank you for helping shape a new place to eat.

poll-maker.com/restaurant-pre-opening

Optional questions (1 of 3)

Add any of these to the core questions. Keep the numbering running on from page one.

Before you pick a concept

13 What kind of food is hard to find near here? (tick all that apply)

- ☐ Brunch ☐ Healthy bowls ☐ Pizza ☐ Asian ☐ Mexican ☐ Burgers ☐ Vegetarian
☐ Nothing

14 What matters most when you choose where to eat?

- ☐ The food ☐ Price ☐ Being close ☐ Speed ☐ The atmosphere

15 What spoils a meal out around here? (tick all that apply)

- ☐ Long waits ☐ High prices ☐ Parking ☐ Noise ☐ Early closing

16 If a new place opened nearby, which would you use most?

- ☐ Table service ☐ Fast casual ☐ Cafe ☐ Bar with food ☐ Takeout

Menu and drinks

17 Which dishes would you order on a first visit? (tick all that apply)

- ☐ Dish A ☐ Dish B ☐ Dish C ☐ Dish D ☐ Dish E ☐ None of these

18 Do you avoid any of these foods? (tick all that apply)

- ☐ Gluten ☐ Dairy ☐ Nuts ☐ Shellfish ☐ Meat ☐ Pork ☐ None

STATEMENT	NOT AT ALL IMPORTANT				EXTREMELY IMPORTANT
19 How important are vegetarian or vegan choices to you?	1	2	3	4	5

20 What would you drink with a meal here? (tick all that apply)

- ☐ Soft drinks ☐ Coffee ☐ Beer ☐ Wine ☐ Cocktails ☐ Mocktails

Room, hours and access

21 How would you usually get here?

- ☐ Walk ☐ Bike ☐ Drive ☐ Public transport ☐ Rideshare

STATEMENT	NOT AT ALL IMPORTANT				EXTREMELY IMPORTANT
22 How important is parking close to the door?	1	2	3	4	5

Optional questions (2 of 3)

Add any of these to the core questions. Keep the numbering running on from page one.

Room, hours and access (continued)

23 Where would you most like to sit?

- ☐ A booth ☐ A table ☐ Bar or counter ☐ Outside ☐ No preference

24 How late should the kitchen stay open on weekends?

- ☐ 8 pm ☐ 9 pm ☐ 10 pm ☐ 11 pm ☐ Midnight or later

Getting the word out

25 How do you usually find out about a new restaurant near you? (tick all that apply)

- ☐ Friends ☐ Social media ☐ Google Maps ☐ Review sites ☐ Walking past

26 What would get you to try a new place in its first month? (tick all that apply)

- ☐ An opening offer ☐ A free tasting ☐ A friend going ☐ Good early reviews ☐ An opening menu
☐ Nothing extra

27 Would you like an invitation to the soft opening?

- ☐ Yes, please ☐ Maybe ☐ No, thanks

28 If yes, what is the best email or phone number for your invitation?

At the soft opening

STATEMENT	VERY POOR					EXCELLENT				
29 How would you rate the food you had today?	1	2	3	4	5					
30 How would you rate the service?	1	2	3	4	5					
31 How long did you wait for your food?	☐ Too long ☐ A bit long ☐ About right ☐ Very quick									
32 How likely are you to recommend this restaurant to a friend?	Not at all likely 0 1 2 3 4 5 6 7 8 9 10 Extremely likely									

Optional questions (3 of 3)

Add any of these to the core questions. Keep the numbering running on from page one.

At the soft opening (continued)

33 What one thing should we fix before we open to everyone?

Pricing a main dish

34 At what price would this dish be so cheap that you would doubt its quality?

35 At what price would it feel like a bargain?

36 At what price would it start to feel expensive, though you might still order it?

37 At what price would it be too expensive to consider?

About you (optional)

38 How old are you?

☐ Under 25 ☐ 25 to 34 ☐ 35 to 54 ☐ 55 or older

39 Who do you usually eat out with?

☐ On my own ☐ A partner ☐ Family with kids ☐ Friends ☐ Coworkers