

Concept test results

Where asked

Date

Number of answers

Tally how many locals ticked each box. Percent agree = (number of 4s + number of 5s) divided by the total, times 100.

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

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

Strengths

The two statements with the highest percent agree.

Rework before opening

The two statements with the lowest percent agree.

What the open answers say

Sort the comments into three or four themes.

You said, we will

What locals told you, and what changes before the doors open.
