



Hospitality – Market Research Template

1. How often do you visit our restaurant?

- Daily
- Weekly
- Monthly
- Every 3 months
- First Time
- Other _____

2. Please rate the overall quality of our restaurant:

	Excel	Good	Fair	Poor
Food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleanliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Courtesy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. What influenced your decision to eat at our restaurant? (Choose all that apply.)

- Recommendations
- Family member/Friend/Relatives
- Curiosity
- Convenience
- Special offers/Discounts
- Previous experience(s)
- Advertisements
- Other: _____

4. What is your favorite item(s) from our current menu? _____

5. Please provide any menu suggestions: _____

6. What do you consider to be a fair price (excluding tip) for a full meal (including drinks, appetizers and dessert) for one person at a restaurant such as ours?

- Below \$10
- \$10 - \$15
- \$15 - \$20
- \$20 - \$25
- Over \$25

7. Did you get good value for your money?

- Yes
- No

8. Please provide your Zip/ Postal code:

9. If you`d like to receive discounts and promotions, please enter your

Email address: _____

First name: _____

10. Please select your birth month:

- | | |
|------------|-------------|
| - January | - July |
| - February | - August |
| - March | - September |
| - April | - October |
| - May | - November |
| - June | - December |

11. What is your

Gender?

- Male
 Female

Age Group?

- 0-18
 19-24
 25-40
 41-50
 50+

12. Please enter your server`s name (found on your bill):

13. How can we do better?

Thank you very much for your participation in our survey.