

Restaurant Market Study

This survey is designed to gain a demographic insight into consumer preferences about restaurants. Please assist us with your valuable response.

1. Who are you?

Mark only one oval.

- ☐ Local Resident
- ☐ Tourist

2. At what time, do you prefer to visit a Restaurant?

Check all that apply.

- ☐ Breakfast
- ☐ Lunch
- ☐ Evening Snacks
- ☐ Dinner

3. How much money do you typically spend per person for a meal at a restaurant in Pondicherry?

Mark only one oval.

- ☐ ₹ 0-75
- ☐ ₹ 75-150
- ☐ ₹ 150-250
- ☐ ₹ 250-350
- ☐ ₹ 350+

4. When you visit a Restaurant, how important are the following? (5 being the most important)?

Mark only one oval per row.

	1	2	3	4	5
Quality of Food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friendly/Fast Service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Special Ordering/Customizing Your Meal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convenience/Location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dining Environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. Would you like to try cuisines that are inspired from different cultures and that are currently unavailable in Pondicherry?

Mark only one oval.

- ☐ Yes
- ☐ May be
- ☐ No

6. What type of dining room do you prefer?

Mark only one oval.

- ☐ Fast Casual
- ☐ Relaxed
- ☐ Formal
- ☐ Doesn't Matter

7. How do you inform yourself about the restaurants of Pondicherry?

Check all that apply.

- ☐ Recommendation from friends
- ☐ Banner Ads & Leaflet
- ☐ Internet
- ☐ Random

8. What is your gender?

Mark only one oval.

- ☐ Male
- ☐ Female

9. What is your age?

Mark only one oval.

- ☐ 16-21
- ☐ 22-30
- ☐ 31-40
- ☐ 41-50
- ☐ 50+

10. To help us preserve the integrity of this survey, please write your name and sign below.

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