



Lesson: Define & Refine a business idea

Activity: Exploration of the questionnaire for market research

Template: Market research questionnaire

Market research questionnaires are answered by customers or potential consumers, to understand their perception and opinion on a given subject, typically about a product or service feasibility, understanding consumer needs and interests, and pricing concepts.

There are many market research questionnaires that you can use to test the market. For easier observation, they can be divided into three categories:

Concept testing surveys:	Brand research:	Customer profiling:
<ul style="list-style-type: none"> ● Product testing survey ● Ad testing survey ● Name testing survey ● Logo testing survey ● Package testing survey ● Price testing survey 	<ul style="list-style-type: none"> ● Brand awareness survey ● Brand conversion survey ● Brand personality survey ● Brand performance survey 	<ul style="list-style-type: none"> ● Typical customer analysis survey ● Typical customer demographics survey ● Target market analysis survey ● Target market demographics survey

<https://www.surveymonkey.com/mp/market-research-survey-templates/>

Following are samples of some of the market research questionnaires:

General Market Research Questionnaire - General market research aims to help you learn about your market size and potential to connect with customers.

1. How big is our potential market?
2. Will this market grow or shrink in the future?
3. What other products and services are similar to ours?
4. Who are our top competitors?
5. What market share do our competitors own?
6. What share is available for us to own/take?

Concept testing survey sample:

Product testing and development questionnaire

1. What do you like best about the product?
2. What do you like the least about the product?
3. What is your first reaction to the product?
4. How would you rate the quality of the product?
5. How innovative is the product?



6. When you think about the product, do you think of it as something you need or don't need?
7. How would you rate the value for money of the product?
8. If the product was available today, how likely would you be to buy the product?
9. How likely are you to replace your current product with the product?
10. How likely is it that you recommend our new product to a friend or colleague?

Brand research survey sample:

Brand awareness survey

1. How likely are you to recommend our brand to a friend?
2. How long have you been a customer?
3. What problem does [product/service] solve for you?
4. How does the [product/service] fit into your daily workflow?
5. How well does [product/service] meet your needs?
6. What do you wish the [product/service] had that it currently does not?
7. What do you like [most/least] about [product/service]?
8. What made you choose us over a competitor?
9. How would you rate your last experience with us?

Customer profiling survey sample:

Target market demographics sample

1. What is your age?
2. What is your gender?
3. What is your education level?
4. Where do you live?
5. What is your profession?
6. What is your household income?
7. What is your household size?
8. What are your hobbies and interests?
9. Where do you spend your free time?
10. What are your biggest challenges?
11. What are your primary goals?
12. What is most important to you?
13. Where do you go for information?
14. How do you like to make purchases?

Target market analysis sample

1. Are your target customers individuals, companies or organizations, or a mix of both?
2. About how many people are in your target market?
3. How many companies or organizations currently provide a product or service similar to yours?
4. How competitive is the market for your target customer?
5. About what percentage of your target market does your target competitor currently "own"?
6. About what percentage of your target market do you currently "own"?
7. Does your product or service require a one-time payment or repeated payments?
8. What is the minimum number of times your target customer is likely to purchase your product or service?



9. About what percentage of your target market has purchased a product or service similar to yours?
10. How many customers do you need to make a profit?

<https://www.formpl.us/blog/market-research-question>