Bizplanr

Market Research Survey Template

Use this template to measure brand awareness, test a product/concept, or understand your target market better.

Hi there!

Thanks for downloading this template

You Can Edit Version To Fit Your Needs.

How can a Market Survey help you?

A market survey is a good old methodology that helps you identifies your target audience, understand their perception of your and your competitor's product, understand their buying behaviour, and many more.

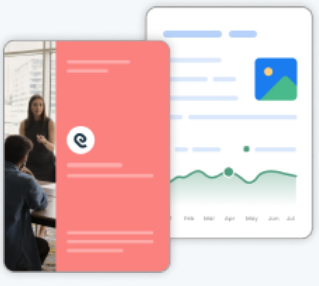
Here's how this template will help you conduct your market survey:

1. It'll help you ask a wider variety of questions.
2. It helps you ensure that you have covered all the necessary segments of your survey.
3. It saves you from the hassle of making a questionnaire from scratch.

This template is a hassle-free way of creating a well-rounded questionnaire for your survey and makes your market survey more effective.

Do you want to **plan your business faster?**

Upmetrics can help you at every step of writing your business plan. So, what are you waiting for!



Start writing your business plan today!

Question Bank

Copy and Paste These Example Questions into the Template Below

Multiple Choices

[Place Your Question Here]

A. Response A
B. Response B
C. Response C
D. Response D

True or False

[Place Your Question Here]

- ○ True
- ○ False

Open Response

[Place Your Question Here, followed by the Number of Blank Lines Needed]

_____
_____
_____

Likert Scale

[Place Your Statement Here]

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

Rating Scale

[Place your Question Here]

1	2	3	4	5

You’re Market Research Survey [Template]

Company: _____

1. **Demographic Questions**
2. **Business Questions**
3. **Competitor/Industry Questions**
4. **Brand Questions**
5. **Product Questions**
6. **Pricing Questions**

[Other Category] Questions

Market Research Survey [Example]

Demographic Questions

1. What is your age? _____

2. What is your sex?

   A. Female
   B. Male
   C. Prefer Not to Say

3. What is your annual household income?

   A. < $35,000
   B. $35,00 – $49,999
   C. $50,000 – $74,999
   D. $75,000 – $99,999
   E. $100,000 – $149,999
   F. $150,000 – $249,999
   G. > $250,000

Business Questions

1. How many people work at your company?

   A. 1-5
   B. 6-15
   C. 16-50
   D. 50-99
   E. 100-499
   F. 500-1000
   G. 1000+

2. What industry best describes your company? _____

3. Where is your business located? _____

Competitor/Industry Questions

1. When you think of (product or industry, i.e., “homecare products”), which brands or companies come to mind?

   _____
   _____
   _____
   _____

2. On a scale of 1-5, with 1 being not at all and 5 being extremely, how brand loyal are you when it comes to this product/service?

   1 2 3 4 5

Brand Questions

1. Have you heard of our brand before?

   Yes

   No

2. When looking for this product, how likely are you to consider our company on a scale of 1-5, with one being extremely unlikely and 5 being extremely likely?

   1 2 3 4 5

Product Questions

1. On a scale of 1-5, with 1 being very difficult and 5 being very easy, how easy is our product to use?

   1 2 3 4 5

2. What are the most important features to you when deciding which product to buy?

   _____
   _____
   _____

3. What are the strengths of our product?

   _____
   _____
   _____

4. What are the weaknesses of our product?

   _____
   _____
   _____

Pricing Questions

1. When was the last time you used a product like this?

   A. In the past 24 hours.
   B. In the past week.
   C. In the past month.
   D. In the past year.
   E. More than a year ago.
   F. Never

2. How often would you buy a product like this?

   A. At least weekly.
   B. At least monthly.
   C. At least once a year.
   D. Once every few years.
   E. Never.

3. How much would you want to pay for this product? _____