

Sample Market Research Questionnaires

In each of these cases, the business owners gain valuable information to help them make major decisions about their businesses. Remember that if the results of the survey aren't very positive, you need to find out WHY. The questionnaire is used as a guide. It doesn't mean you can't go into business.

1. The first questionnaire is for a select group, the customers of Speedy Photos.

The owner conducted the survey during a one week period, reaching both weekday and weekend customers.

Speedy Photo Survey

In order for us to serve our customers better, we would like to find out what you think of us. Please take a few minutes to answer the following questions while your photographs are being printed. Your honest opinions, comments and suggestions are extremely important to us.

Thank you, Speedy Photo

1. Do you live/work in the area (circle one or both)

2. Why did you choose Speedy Photo (circle all that apply)

- Close to home
- Close to work
- Convenient
- Good service
- Quality
- Full-service photography shop
- Other

3. How did you learn about us? (circle one)

- newspaper
- flyer/coupon
- passing by
- recommended by someone
- other

4. How frequently do you have film printed? (please estimate)

- _____ time per month
- _____ other

5. Which aspect of our photography shop do you think needs improvement?

6. Our operating hours are from 8 am to 5:30 pm weekdays and Saturdays from 9:30 am to 6 pm. We are closed on Sundays and legal holidays. What changes in our operating hours would be better for you?

7. Your age (circle one)

under 25

26-39

40-59

over 60

8. Other comments: _____

2. This survey was done by a businessman interested in opening public storage buildings.

Before he committed any time and money to the project, he sent a questionnaire to consumers within a 15 mile radius of the proposed site.

Public Storage Questionnaire

1. Are you presently renting any public storage space? Yes _____ No _____
If no then go to question 2
If yes, then continue with 1a.
- 1a. Where are you currently renting storage space (name and address) _____
1b. How many times a month do you visit your storage space? _____
1c. Is your storage space heated? Yes _____ No _____
1d. Approximately how much space are you renting (in square feet)? _____
1e. Do you think you'll need additional space in the future Yes _____ No _____
1f. Are there any changes or improvements you would like to see in your present storage space arrangement? If yes, what would you like to see?

2. Are you planning on using any public storage space? Yes _____ No _____
- 2a. If you are planning to rent public storage space or may rent such space, how far of a distance are you willing to travel to use your space (in miles)? _____
2b. Approximately what size storage space would you need (in square feet)? _____
2c. How much monthly rent would you be willing to pay (per square foot/month)? \$ _____
2d. Would you require heat for your space?

Name: _____

Title: _____

Address: _____

Thank you very much for your co-operation

3. This questionnaire was developed by a woman who was interested in selling southwestern jewellery made by Native Indians.

Southwestern Jewellery Questionnaire

1. Have you ever purchased or received southwestern jewellery? Yes _____ No _____

2. Have you ever purchased or received southwestern jewellery made by native Indians? Yes _____ No _____

If Yes, what type of jewellery?

Necklace _____ Ring _____ Bracelet _____ Earrings _____ Other _____

3. Would you be interested in purchasing the above mentioned jewellery made by native Indians? Yes _____ No _____

4. Do you know where to shop for such jewellery? Yes _____ No _____

5. When buying jewellery, what do you value the most? On a scale of 1 through 5, list in order according to your preference. One represents your most valued choice.

Craftsmanship _____ Cost _____ Uniqueness _____ Other _____

4. The last questionnaire was developed by a woman who wanted to open a fitness center and offer one-on-one training

Fitness Center Questionnaire

1. Do you exercise Yes _____ No _____

If no, please answer questions to Part A
If yes, please answer questions to Part B

A. Please check reasons for not exercising:

_____ Lack of time _____ Lack of motivation _____ Cost
_____ No convenient fitness centers _____ medical reasons

B. Check the type of exercise you do:

_____ aerobic _____ Nautilus _____ Free weights
_____ running _____ Swimming
_____ Other, please specify _____

2. Check you age group

_____ under 25 _____ 26-35 _____ over 35

3. Where do you normally exercise?

_____ at home _____ fitness center

4. How far do you live from (town of proposed center)?

_____ in town _____ 10-15 miles _____ out of town

5. Do you think your town needs a fitness center?

Yes _____ No _____

6. Would you be interested in one-on-one training?

Yes _____ No _____

H. Please note any other suggestions or comments you might have.

5. Examples of Good Survey Questions

1. How do you rate the convenience of our location? (ranking)
_____ poor _____ good _____ very good _____ excellent
 2. Please rank the following factors in the order of important to you when making a buying decision for this service (1 being most important, 5 being least important) (multiple choice & ranking)
_____ price _____ referral _____ location _____ availability _____ guarantee _____ other
 3. Are there any other services you would like to see offered? (open-ended)
 4. Do you believe that our competitors' prices are too high? (two-choice)
_____ Yes _____ No
 5. What price would you be willing to pay for this product/service? (two-choice) Note: This is an important question to ask because the answer will affect one's sales revenue projections
_____ \$10 - 20 _____ \$20 - 30
 6. Which of the following services would you like to see offered? Choose one. (multiple choice)
_____ loans program _____ mentoring _____ counselling _____ research _____ other
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6. Examples of Poor Survey Questions

Do you like this hotel?

(This does not give any valuable information, but it could be re-worded, "What do you like about this hotel, what don't you like about this hotel?")

How do you rate the service received?

_____ poor _____ fair _____ good _____ very good _____ excellent

(This should have an even number of choices)

Which of these services would you be interested in?

_____ loans _____ mentoring _____ business counselling _____ information referral

(This question should have an "other" category)

What beverages do you drink?

_____ Milk _____ coke _____ non-cola drink _____ coffee _____ tea _____ juice

(This question is too broad. Most of us will have drunk some of these at some time. Is the respondent to check a number of boxes or only one?)

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