

# Market Research Questionnaire

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A market research questionnaire is a tool used to gather information from potential customers or target audiences about a specific product, service, or market. The goal is to gain insights into customer preferences, behavior, and attitudes to make informed business decisions. A well-designed market research questionnaire helps companies understand their market, identify opportunities, and develop strategies based on customer needs.

**Name:** \_\_\_\_\_

**Email:** \_\_\_\_\_

## 1. How often do you use our services?

*(Select all that apply)*

- Daily
- Weekly
- Monthly
- Rarely

## 2. What do you use our product for?

*(Select all that apply)*

- Personal use
- Business
- Educational purposes

- Other: \_\_\_\_\_

**3. Where did you first hear about our product or service?**

*(Select one)*

- Social Media
- Online Ad
- Friend/Family
- Other: \_\_\_\_\_

**4. How would you rate the quality of our product or service?**

*(Select one)*

- Excellent
- Good
- Average
- Poor

**5. How likely are you to recommend our product or service to a friend?**

*(Select one)*

- Very Likely
- Likely
- Not Likely

**6. Do you have any other feedback or suggestions for improvement?**