

Market Research Questionnaire

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?