

## 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.

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## 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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