



Market Research Survey Template

Demographic Questions



Where do you live?

- ☐ KwaZulu-Natal
- ☐ Western Cape
- ☐ Eastern Cape
- ☐ Northern Cape
- ☐ North West
- ☐ Gauteng
- ☐ Limpopo
- ☐ Mpumalanga
- ☐ Free State

How old are you?

What is your sex?

- ☐ Male
- ☐ Female
- ☐ Prefer not to say
- ☐ Other (Please specify)

What's your employment status?

- ☐ Full-time employed
- ☐ Part-time employed
- ☐ Self-employed
- ☐ Unemployed
- ☐ Student
- ☐ Retired

How would you best describe yourself?

- ☐ African
- ☐ Coloured
- ☐ Indian
- ☐ White
- ☐ Asian
- ☐ Other (please specify)

Product Questions



How do you prefer to shop?

- ☐ Online
- ☐ Offline
- ☐ Both

When you think about (add product or service), how would you describe your need for it?

- ☐ Definitely need it
- ☐ Probably don't need but would like to have
- ☐ Need it sometimes
- ☐ Definitely don't need

What problem does the above product or service help you solve?

Below is a list of features that are part of the product or service. How important is each feature to you?

*required field for the business owner to fill in
(1 – Not important, 2 – Slightly important, 3 – Moderately important, 4 – Important 5 – Very important)

Add features below	1	2	3	4	5
<input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What do you like most about *(add product or service)*

What do you like least about *(add product or service)*

What is the deciding factor when choosing which brand to buy?

Competitor Questions



When you think of *(add product, service or industry)*
which brands or companies come to mind?

What brand name do you currently use for
(add product or service)

What do they do well?

What could they improve on?

How would you rate the quality of their product?

On a scale of 1-5, with 1 being very low and 5 being very high

Please select your answer

	1	2	3	4	5
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How loyal are you to this brand?

On a scale of 1-5, with 1 being very low and 5 being very high

Please select your answer

	1	2	3	4	5
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Pricing Questions



How often do you buy **?** *(add product or service)*

- ☐ Once a week
- ☐ At least 2-3 times a week
- ☐ Once a month
- ☐ At least 2-3 times a month
- ☐ Once a year or less
- ☐ At least 2-3 times a year
- ☐ Never

When was the last time you used **?** *(add product or service)*

- ☐ In the past 24 hours
- ☐ In the past week
- ☐ In the past month
- ☐ In the past year
- ☐ More than a year ago
- ☐ Never

How much value does this product bring to your life?

On a scale of 1-5, with 1 being very low and 5 being very high

Please select your answer

	1	2	3	4	5
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How much would you consider paying for this product?

Would you be interested in buying this new
(add product or service) **if it fits into your budget and works as well as what you're currently using?**

- ☐ Yes
- ☐ No

Thank you for participating in this survey.
Your feedback is everything!