

# Market Research Questionnaire for Target Market Segmentation

Conducting a **market research questionnaire** is essential for effective target market segmentation, enabling businesses to gather valuable insights about consumer preferences and behaviors. This approach helps identify distinct market segments, allowing for tailored marketing strategies and improved customer engagement. Accurate segmentation ultimately drives better decision-making and enhances competitive advantage.

## Sample Questionnaire

### Demographic Information

Age:

Gender:

Location (City/Region):

### Behavioral Information

How often do you purchase products/services in this category?

- Weekly
- Monthly
- Rarely
- Never

Which channels do you use to learn about new products/services? (Select all that apply):

- Social Media
- Websites
- Television
- Email
- Other

What factors influence your purchase decisions most? (e.g., price, quality, brand, reviews):

### Psychographic Information

What are your main interests and hobbies?

How do you typically spend your leisure time?

### Product/Service Feedback

What is one thing you would like to improve about the products/services you use in this category?

Would you recommend this product/service to others?