

Market Research Survey for Target Audience Identification

Conducting a **market research survey** is essential for accurately identifying your target audience and understanding their preferences. This method gathers valuable data that helps tailor marketing strategies effectively. By analyzing survey results, businesses can enhance customer engagement and drive growth.

Sample Market Research Survey

1. What is your age range?

Under 18 ▼

2. What is your gender?

Female ▼

3. Where are you located?

City, Country

4. What are your primary interests related to our products/services? (Select all that apply)

- ☐ Quality
- ☐ Price
- ☐ Brand Reputation
- ☐ Innovation
- ☐ Customer Service
- ☐ Other

5. How often do you purchase products/services in this industry?

Weekly ▼

6. Please share any additional feedback to help us serve you better:

Submit Survey