

Survey Questionnaire for Market Segmentation Analysis

This **survey questionnaire** is designed to gather detailed data for effective market segmentation analysis, helping businesses identify distinct customer groups. It includes targeted questions that assess demographics, preferences, and purchasing behaviors. The insights gained enable companies to tailor marketing strategies and enhance product offerings.

Demographic Information

Age:

Under 18

Gender:

Female

Annual Income:

Under \$25,000

Preferences

How do you prefer to shop?

☐

Online

☐

In-store

☐

Both

What factors influence your purchasing decisions? (Select all that apply)

☐

Price

☐

Brand

☐

Quality

☐

Recommendations

☐

Advertising

Purchasing Behaviors

How often do you make purchases within our industry?

☒

Weekly

☐

Monthly

☐

Quarterly

☐

Rarely

Approximate monthly spending (\$):

Additional Comments

Please share any other feedback to help us understand your needs:

Submit