

Survey Questionnaire Sample for Market Research

A **survey questionnaire sample** for market research helps gather valuable insights into consumer preferences and behaviors. It is designed to efficiently collect data that guides business strategies and product development. Using a well-structured questionnaire ensures accurate and actionable market analysis.

Sample Market Research Survey Questionnaire

Respondent Information

Age:

Gender:

Location:

Consumer Preferences

1. How often do you purchase products in this category?

- Weekly
- Monthly
- Occasionally
- Rarely

2. What factors influence your purchase decision? (Select all that apply)

- Price
- Brand
- Quality
- Recommendations
- Availability

Product Feedback

3. How satisfied are you with current products in the market?

4. What improvements would you like to see?