

Market Research Questionnaire for Small Businesses

A **market research questionnaire** for small businesses is a vital tool to gather insights on customer preferences and market trends. It helps entrepreneurs make informed decisions by analyzing feedback on products, services, and competition. Utilizing this questionnaire enables small businesses to tailor their strategies and improve overall performance.

Sample Questionnaire

General Information

Name (optional):

Age:

Gender:

--Select--

Product/Service Usage

How often do you use our products/services?

☐ Daily

☐ Weekly

☐ Monthly

☐ Rarely

Customer Satisfaction

How satisfied are you with our products/services?

--Select--

What do you like most about our products/services?

What improvements would you suggest?

Competitive Analysis

How do our products/services compare to competitors?

--Select--

Are there features/products you wish we offered?

Final Thoughts

Would you recommend our business to others?

☐ Yes

☐ No

Additional Comments:

Submit