



MARKET SURVEY
Suggested Questions to Ask

Market surveys are used to find out information from your potential customer to determine if there is interest for your product or service. Administering a survey is recommended if you are exploring going into business, if you are adding a new product or service to an existing business, or evaluating a current business. Create questions that will give you useful information.

When asking someone for their opinion, first give them a brief overview about your business concept, then ask the questions in your survey. Keep track of the answers, so you can compare the results.

1. Would you be interested in purchasing this product or service?

	Yes	No
Gender	Male	
	Female	
Age:	0-10	10-18
	19-24	25-34
	35- 49	50-65
	Over 65	
Family Status:		
	Single	Couple, no children
	Couple, children at home	Couple, grown children

2. How often would you buy my product or service?

Only once	Weekly	Monthly
Every 3 months	Every 6 months	Other

3. Where would you buy a product like mine?

Work	From a delivery business
Store	By phone/mail/catalog
Home	Other

4. What would you pay for this product or service?

\$ _____
Price range \$ _____ to \$ _____

5. When would you most likely purchase this product or service?

Day of the week:	Monday	Tuesday	Wednesday			
	Thursday	Friday	Saturday	Sunday		
Month (s) of the year:	Jan	Feb	Mar	Apr	May	Jun
	Jul	Aug	Sep	Oct	Nov	Dec
Time of day:	_____am	_____pm				
Other:	_____					

6. Why would you buy this product or service? If you wouldn't, why not?

Thank you.