

**PLEASE NOTE**

This market research questionnaire is only to be used with trusted members of your family, friends and classmates!



# Fiver Challenge

# Market Research

# Questionnaire Template

- Asking your friends, classmates and family to help with market research is a great way to help you find out important information about your business idea.
- You can use these questions or add your own if you would like – asking the questions and filling in the answers.
- For each question write down how many people gave each answer.



**Q1 How old are you?**

	Number of people who answered
Under 11 years	
11-19 years	
20-44 years	
45-59 years	
60 + years	

**Q2 What do you do?**

	Number of people who answered
Go to primary school	
Go to secondary school	
Go to college or university	
Full time employed	
Part time employed	
Other For example:- retired	

**Q3 How much would you pay for my (add your idea in the box below)?**

	Number of people who answered



**Q4 How likely are you to buy my (add your idea in the box below)?**

	Number of people who answered

If the answer is "Maybe" or "Not likely", how could I make you more likely to buy from my business?

**Q5 How many of my (add your idea in the box below) would you buy?**

	Number of people who answered

**Q6 Add a question to find out more about how your product looks.**

With this question you can change the question to fit your idea or design.

**It could be - which of the following designs would you buy?**

	Number of people who answered

How would it look?

**Q7 Is there anything else you would like to know about my idea?**