



## Market Research Remote Questionnaire Template

Asking your friends, classmates and family 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.

Please note - this survey is only to be completed at home under parent/carer supervision if necessary. You can use the telephone or email to get answers from people not in your house but only if you know the people already.

### Q1 How old are you?

Under 11 years

11-19 years

20–44 years

45 – 59 years

60+ years

### Q2 What do you do?

At Primary School

At Secondary School

At College or University

Full Time Employed

Part Time Employed

Other \_\_\_\_\_ (please state)



**Q3 How much would you pay for our (add your idea)?**

Up to 99p     £1 - £1.99     £2 - £3.99     More than £4

**Q4 How likely are you to buy our (add your idea)**

Very Likely     Likely     Maybe     No

**If the answer is “Maybe” or “No”, how could we make you more likely to buy from our business?**

**Q5 How many of my (add your idea) would you buy?**

One     Two     Three     More than three

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

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

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

Coloured stripes     Coloured dots     Flowers     Stars     Animals

How would you like it to look? \_\_\_\_\_

**Q7. Is there anything else you would like to know?**

Remember to thank every person for their time after they complete the survey!