Target Market Questionnaire

Businesses can use this questionnaire to develop a profile of their target market. Simply find as many answers to the following questions as possible.

Question		Answer
What sex is your customer?	O	Male
	O	Female
What is the average age of your customer?	O	5-14
	O	15-19
	O	20-24
	O	25-34
	O	35-44
	O	45-54
	O	55-64
	O	65-74
What is their marital status?	O	Married
	O	Separated
	O	Divorced
	O	Widowed
	O	Never Married
Where is their birthplace?	O	Australia
	O	UK & Ireland
	O	Europe
	O	Asia
	O	North America
	O	Middle East
What is the most common language spoken at home?	O	English only
	O	Other language & good English
	O	Other language & poor English
	O	Other language only
What level of education has your customer reached?	O	Pre-school
	O	Primary
	O	Secondary
	O	Technical
	O	University
What type of employment?	O	Full-time
	O	Part-Time
	O	Unemployed
	O	Stay at home parent

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Question		Answer
What is their occupation?	O	Clerical/Administration
	O	Community Worker
	O	Labourer
	O	Machinery Operator
	O	Manager
	O	Professional
	O	Salesperson
	O	Tradesman
	O	Other: _____
What type of housing do they occupy?	O	Free standing house
	O	Semi, Terrace or Town House
	O	Apartment
	O	Caravan/Houseboat
Do they rent or own?	O	Fully owned
	O	Under mortgage
	O	Government housing
	O	Fully rented
Where do your customers live?	O	Metropolitan area
	O	Outer metropolitan
	O	Major regional
	O	Regional
	O	Sub Regional
	O	Fringe Regional
	O	Remote
	O	Very Remote
How many vehicles are in the household?	O	None
	O	1 Motor Vehicle
	O	2 Motor Vehicles
	O	3 Motor Vehicles
	O	4 or more Vehicles
What is the customers income per annum?	O	$1 to $12,999
	O	$13,000 to $25,999
	O	$26,000 to $41,499
	O	$41,500 to $62,499
	O	$62,500 to $89,999
	O	$90,000 to $129,999
	O	$130,000 and over
Do they consider your product/service a necessity or nice to have?	O	Necessity
	O	Nice to have
How often do your customers use your product/service?	O	Daily
	O	Weekly
	O	Monthly
	O	Yearly
How often do customers buy your product/service?	O	Daily
	O	Weekly
	O	Monthly
	O	Yearly

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Question		Answer
Where do customers search for information about your product or service?	O	Internet
	O	Yellow pages
	O	Ask friends/family
	O	Newspapers/classifieds
	O	Magazines
	O	Advertising
	O	In retail store
	O	Other: _____
Where do your customers live in relation to your business?	O	Within 2 km radius
	O	Within 5 km radius
	O	With 10-25 km radius
	O	Within the state
	O	National
	O	Overseas
	O	Apartment
How do they purchase your product?	O	Retail Store
	O	On-line
	O	Through a distributor
What type of media do they use?	O	Free to air television
	O	Pay television
	O	Newspapers
	O	Magazines
	O	Internet
Are your customers active on social media sites such as Twitter and Facebook?	O	Yes
	O	No
What do your customers value most about your product/service?	O	Low prices
	O	Easy availability
	O	Special features
	O	Personal attention
	O	Other: _____

By finding out the answers to these questions, you will have a much clearer profile of your target market.

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