

## Sample Market Research Questionnaires

### Quick Photo Survey

The first questionnaire is designed to be a customer survey and was conducted over a 7-day period to include all of their customers. Day, evening, midweek and weekend customers.

In order for us to better serve our customers we hope you will tell us what you think of us. Please take a few minutes to answer the following questions while waiting for your photos to be printed. Your honest opinions, suggestions and comments are extremely important and we thank you for helping us to improve our service.

1. Do you live or work in the area (circle all that apply)

2. Why do you use us? (Please tick all that apply)

- |  |  |
|--|--|
| <input type="checkbox"/> Close to home | <input type="checkbox"/> Quality                 |
| <input type="checkbox"/> Close to work | <input type="checkbox"/> Full service photo shop |
| <input type="checkbox"/> Convenience   | <input type="checkbox"/> Other                   |
| <input type="checkbox"/> Service       |  |

3. How did you first hear about us? (Please tick one)

- |   |   |
|---|---|
| <input type="checkbox"/> Newspaper          | <input type="checkbox"/> Recommendation |
| <input type="checkbox"/> Flyer/Offer coupon | <input type="checkbox"/> Other          |
| <input type="checkbox"/> Passing by         |   |

4. How frequently do you have your film processed? (an estimate is fine)

\_\_\_\_\_ times per month  
\_\_\_\_\_ per year

5. What, in your opinion, would improve your experience with us?

6. Our opening hours are currently from 8am-5pm weekdays and Saturdays from 9am-6pm. What changes in our opening times would be of benefit to you?

7. Your age (tick one)

- |                                   |                                  |
|-----------------------------------|----------------------------------|
| <input type="checkbox"/> under 25 | <input type="checkbox"/> 40-59   |
| <input type="checkbox"/> 26-39    | <input type="checkbox"/> over 60 |

8. Other comments:

.....  
.....

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## Public Storage Questionnaire

This survey was done by a businessman interested in opening public storage buildings. Before he committed any time and money to the project, he sent a questionnaire to consumers within a 15 mile radius of the proposed site.

1. Are you presently renting any public storage space?
  - a.  Yes  No
    - i. If no then go to question 2
    - ii. If yes, then continue with 1a.
  - b. Where are you currently renting storage space (name and address)
  - c. How many times a month do you visit your storage space? \_\_\_\_\_
  - d. Is your storage space heated?
    - i.  Yes  No
  - e. Approximately how much space are you renting? \_\_\_\_\_ square feet
  - f. Do you think you'll need additional space in the future?  Yes  No
  - g. Are there any changes or improvements you would like to see in your present storage space arrangement? If yes, what would you like to see?
    - i. \_\_\_\_\_
2. Are you planning on using any public storage space?  Yes  No
  - h. If you are planning to rent public storage space or may rent such space, how far of a distance are you willing to travel to use your space? \_\_\_\_\_ miles
  - i. Approximately what size storage space would you need? \_\_\_\_\_ square feet
  - j. How much monthly rent would you be willing to pay? £\_\_\_\_\_ per square foot/month
  - k. Would you require heat for your space?
    - Name:
    - Title:
    - Address:

Thank you very much for your co-operation.

## South Western Jewellery Questionnaire

This questionnaire was developed by a woman who was interested in selling south western jewellery made by native Indians.

1. Have you ever purchased or received south western jewellery?
  - a.  Yes  No
2. Have you ever purchased or received south western jewellery made by native Indians?
  - b.  Yes  No
  - c. If yes, what type of jewellery?
    - i.  Necklace
    - ii.  Ring
    - iii.  Bracelet
    - iv.  Earrings
    - v. Other \_\_\_\_\_
3. Would you be interested in purchasing the above mentioned jewellery made by native Indians?
  - d.  Yes  No
4. Do you know where to shop for such jewellery?
  - e.  Yes  No
5. When buying jewellery, what do you value the most? On a scale of 1 through 5, list in order according to your preference. One represents your most valued choice.
  - f.  Craftsmanship
  - g.  Cost
  - h.  Uniqueness
  - i. Other \_\_\_\_\_

## Fitness Centre Questionnaire

This last questionnaire was developed by a woman who wanted to open a fitness centre and offer one-on-one training.

1. Do you exercise?  Yes  No

If no, please answer questions to Part A

If yes, please answer questions to Part B

A. Please tick reasons for not exercising:

- |   |  |
|---|--|
| <input type="checkbox"/> Lack of time       | <input type="checkbox"/> No convenient fitness centres |
| <input type="checkbox"/> Lack of motivation | <input type="checkbox"/> Medical reasons               |
| <input type="checkbox"/> Cost               |  |

B. Tick the type of exercise you do:

- |   |                                   |
|---|-----------------------------------|
| <input type="checkbox"/> Aerobic                        | <input type="checkbox"/> Running  |
| <input type="checkbox"/> Nautilus                       | <input type="checkbox"/> Swimming |
| <input type="checkbox"/> Free weights                   |                                   |
| <input type="checkbox"/> Other,<br>please specify _____ |                                   |

C. Tick your age group:

- under 25  
 26-35  
 over 35

D. Where do you normally exercise?

- at home  
 fitness centre

E. How far do you live from (town of proposed centre)?

- in town  
 10-15 miles  
 out of town

F. Do you think your town needs a fitness centre?  Yes  No

G. Would you be interested in one-on-one training?  Yes  No

H. Please note any other suggestions or comments you might have.