Question Bank

Copy and Paste These Example Questions into the Template Below

*Multiple Choice*

Place Your Question Here

1. Response A
2. Response B
3. Response C
4. Response D

*True or False*

Place Your Question Here

True

False

*Open Response*

Place Your Question Here, Followed by the Number of Blank Lines Needed

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*Likert Scale*

Place Your Statement Here

1 2 3 4 5

Strongly Disagree Disagree Neutral Agree Strongly Agree

*Rating Scale*

Place your Question Here

1 2 3 4 5

Your Market Research Survey [Template]

Company: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Demographic Questions**

**Business Questions**

**Competitor/Industry Questions**

**Brand Questions**

**Product Questions**

**Pricing Questions**

**[Other Category] Questions**

Example Market Research Survey

**Demographic Questions**

1. What is your age? \_\_\_\_\_\_\_\_

2. What is your sex?

1. Female
2. Male
3. Prefer Not to Say

3. What is your annual household income?

1. < $35,000
2. $35,00 – $49,999
3. $50,000 – $74,999
4. $75,000 – $99,999
5. $100,000 – $149,999
6. $150,000 – $249,999
7. > $250,000

**Business Questions**

1. How many people work at your company?

1. 1-5
2. 6-15
3. 16-50
4. 50-99
5. 100-499
6. 500-1000
7. 1000+

2. What industry best describes your company? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. Where is your business located? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Competitor/Industry Questions**

1. When you think of (product or industry, i.e. “oil change services”), which brands or companies come to mind?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. On a scale of 1-5, with 1 being not at all and 5 being extremely, how brand loyal are you when it comes to this product/service?

1 2 3 4 5

**Brand Questions**

1. Have you heard of our brand before?

Yes

No

2. When looking for this product, how likely are you to consider our company on a scale of 1-5, with one being extremely unlikely and 5 being extremely likely?

1 2 3 4 5

**Product Questions**

1. On a scale of 1-5, with 1 being very difficult and 5 being very easy, how easy is our product to use?

1 2 3 4 5

2. What are the most important criteria to you when deciding which product to buy?

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3. What features or attributes of our product do you think are the best?

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4. What features or attributes of our product do you think are the worst?

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**Pricing Questions**

1. When was the last time you used a product like this?

1. In the past 24 hours.
2. In the past week.
3. In the past month.
4. In the past year.
5. More than a year ago.
6. Never

2. How often would you buy a product like this?

1. At least weekly.
2. At least monthly.
3. At least once a year.
4. Once every few years.
5. Never.

3. How much would you consider paying for this product? \_\_\_\_\_\_\_\_\_\_\_\_\_\_