SurveyNinja

Market research survey

13 questions. About 4 min to answer.

Screening and buying habits

1. Have you bought or used [category] in the past 12 months? Required

Choose one answer.

- ○ Yes, regularly
- ○ Yes, once or a few times
- ○ Not yet, but I'm thinking about it
- ○ No, and I don't plan to

2. How often do you buy or use [category]? Required

Choose one answer.

- ○ Every week or more often
- ○ A few times a month
- ○ About once a month
- ○ A few times a year
- ○ Once a year or less

3. Where do you usually buy [category]? Required

Choose all that apply.

- ☐ Supermarkets or large stores
- ☐ Small local shops
- ☐ Online stores or marketplaces
- ☐ The brand's own website or app
- ☐ Directly from the maker or provider
- ☐ Other: _____

The brand they use now

4. Which brand or provider do you use most often? Required

Choose one answer.

- ○ [Brand 1]
- ○ [Brand 2]
- ○ [Brand 3]
- ○ No particular brand
- ○ Other: _____

5. How satisfied are you with what you use now? Required

Choose one answer.

- ○ Very dissatisfied
- ○ Dissatisfied
- ○ Neutral
- ○ Satisfied
- ○ Very satisfied

What matters and what is missing

6. What matters most to you when you choose [category]? Required

Choose all that apply.

- ☐ Price
- ☐ Quality
- ☐ Convenience and availability
- ☐ Brand reputation
- ☐ Reviews and recommendations
- ☐ Customer service
- ☐ Speed of delivery
- ☐ Sustainability
- ☐ Other: _____

7. What frustrates you about [category] today, or what's missing?

_____

_____

_____

Your new product

8. How likely would you be to buy [Product]? Required

Choose one answer.

- ○ Definitely would buy
- ○ Probably would buy
- ○ Might or might not buy
- ○ Probably would not buy
- ○ Definitely would not buy

9. How much would you expect to pay for [Product]? Required

Choose one answer.

- ○ Less than [price 1]
- ○ [price 1] to [price 2]
- ○ [price 2] to [price 3]
- ○ More than [price 3]
- ○ I'm not sure

10. How would you prefer to buy [Product]? Required

Choose one answer.

- ○ In a store
- ○ Online, with home delivery
- ○ Online, with pickup in store
- ○ By message or phone, straight from the seller
- ○ No preference
- ○ Other: _____

About the respondent

11. How old are you? Required

Choose one answer.

- ○ Under 18
- ○ 18–24
- ○ 25–34
- ○ 35–44
- ○ 45–54
- ○ 55–64
- ○ 65 or older
- ○ Prefer not to say

12. What is your gender? Required

Choose one answer.

- ○ Woman
- ○ Man
- ○ Other
- ○ Prefer not to say

13. Where do you live? Required

Choose one answer.

- ○ In a large city
- ○ In a small city or town
- ○ In a rural area
- ○ Prefer not to say

Run it online for free

Copy this template to SurveyNinja, send the link and the answers go into a ready report with charts.

surveyninja.io/templates/market-research-survey

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