

## Market Survey – Who are my customers?

To determine more about the market you will sell to, use this survey with people who are in the area where you'd like to sell your product or service. Feel free to add questions that relate to your specific business.

### Suggested script:

*Hi, I'm considering starting a business that will (sell or do what?). Do you mind if I ask you a few questions to get an idea of whom my target market is?*

### Questions:

1. First, is what I described something you currently buy or would buy? Why or why not?
2. If you do currently buy what I described, where do you get it now?
3. What do you like most about buying from \_\_\_\_?
4. What's something you'd change about buying from \_\_\_\_?
5. If you don't mind me asking, what is your age range?
  - a. < 20
  - b. 20-30
  - c. 31-40
  - d. 41-50
  - e. 51-60
  - f. 60+
6. Are you married or single?
7. When not at home or work, where do you spend most of your time?
8. What is your favorite hobby?

**Note:** Be sure to thank those who participate in your survey for helping you plan your business strategies.