



# Target Market Questionnaire

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

**Question****Answer**

What is their occupation?

- Clerical/Administration
- Community Worker
- Labourer
- Machinery Operator
- Manager
- Professional
- Salesperson
- Tradesman
- Other: \_\_\_\_\_

What type of housing do they occupy?

- Free standing house
- Semi, Terrace or Town House
- Apartment
- Caravan/Houseboat

Do they rent or own?

- Fully owned
- Under mortgage
- Government housing
- Fully rented

Where do your customers live?

- Metropolitan area
- Outer metropolitan
- Major regional
- Regional
- Sub Regional
- Fringe Regional
- Remote
- Very Remote

How many vehicles are in the household?

- None
- 1 Motor Vehicle
- 2 Motor Vehicles
- 3 Motor Vehicles
- 4 or more Vehicles

What is the customers income per annum?

- \$1 to \$12,999
- \$13,000 to \$25,999
- \$26,000 to \$41,499
- \$41,500 to \$62,499
- \$62,500 to \$89,999
- \$90,000 to \$129,999
- \$130,000 and over

Do they consider your product/service a necessity or nice to have?

- Necessity
- Nice to have

How often do your customers use your product/service?

- Daily
- Weekly
- Monthly
- Yearly

How often do customers buy your product/service?

- Daily
- Weekly
- Monthly
- Yearly

**Question****Answer**

Where do customers search for information about your product or service?

- Internet
- Yellow pages
- Ask friends/family
- Newspapers/classifieds
- Magazines
- Advertising
- In retail store
- Other: \_\_\_\_\_

Where do your customers live in relation to your business?

- Within 2 km radius
- Within 5 km radius
- With 10-25 km radius
- Within the state
- National
- Overseas
- Apartment

How do they purchase your product?

- Retail Store
- On-line
- Through a distributor

What type of media do they use?

- Free to air television
- Pay television
- Newspapers
- Magazines
- Internet

Are your customers active on social media sites such as Twitter and Facebook?

- Yes
- No

What do your customers value most about your product/service?

- Low prices
- Easy availability
- Special features
- Personal attention
- Other: \_\_\_\_\_

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



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