

VERSION _____

DATE: _____



TARGET AUDIENCE PROFILING QUESTIONNAIRE

PRESENTED BY: _____

COMPANY: _____

COMPANY ADDRESS: _____

TARGET AUDIENCE PROFILING QUESTIONNAIRE

COMPANY GOALS

	Top five company goals
1	
2	
3	
4	
5	

BUSINESS PURPOSE

[List your business purposes; there may be several. Example: Our business purposes include providing educational toys to children under the age of five and solutions for children with special needs.]

PRODUCT APPROPRIATENESS

	Questions
1	<i>[List questions that help you determine your product's or service's appropriateness for your intended audience. Example questions: What age group buys our product? What is the income level of our target customers?]</i>
2	
3	
4	
5	

PRIMARY CUSTOMERS

	Questions
1	<i>[List questions that help you determine who your primary customers are. Think about who is most likely to purchase your product. Example questions: Where do our customers live? Under what circumstances do our customers purchase our product?]</i>
2	
3	
4	
5	

Date:

Target Audience Profiling Questionnaire

1

PURCHASE FREQUENCY

	Questions
1	<i>[List questions that help you determine how frequently your customers purchase your product or service. You can also include questions that help you determine if customers purchase your product seasonally. Example questions: How often do customers buy our product? Do customers buy our product during a particular time of the year?]</i>
2	
3	
4	
5	

PRODUCT PERCEPTION

	Questions
1	<i>[List questions that help you determine how you want customers to perceive your product or service. Example questions: How is our product unique? Is our product environmentally safe?]</i>
2	
3	
4	
5	

PRIMARY MESSAGE

	Primary Message(s)
1	<i>[List the primary message(s) that you want your customers to hear. Consider what political, religious, moral, or ethical messages you are sending out by marketing your product. Example messages: Our company cares about the environment. Our company provides senior citizens with quality care.]</i>
2	
3	
4	
5	

Date:

MOTIVATION

	Questions
1	<i>[List questions that can help you determine the motivation of customers who purchase your product or service. For example, your customer might need to have a clean kitchen floor. Example questions: Does our customer need this item for work? Does our customer want to increase his or her quality of life?]</i>
2	
3	
4	
5	

DIFFERENTIATION

	Questions
1	<i>[List questions that help you determine how your product or service differs from that of your competition in the market. Example questions: Why is our product a better choice for the customer than our competition's product? What makes our product a better value?]</i>
2	
3	
4	
5	

COMPETITOR ADVANTAGE AND DISADVANTAGE

[In the following table, list the advantages and disadvantages that you feel your competitor and your competitor's product or service have in comparison with your company and your product or service.]

Competitor's advantages	Competitor's disadvantages
<i>[Competitor has been in business for 50 years.]</i>	<i>[Competitor's product comes only in green.]</i>

PRODUCT PRICING

	Questions
1	<i>[List questions that can help you price your product. Example questions: What is the income bracket of our customer? What is the education level of our customer?]</i>
2	
3	
4	
5	

PRODUCT MARKETING

	Questions
1	<i>[List questions that can help you determine how your customers find out about your product or service. Example questions: Do our customers have access to the Internet? Do our customers read the newspaper regularly?]</i>
2	
3	
4	
5	

PRODUCT AVAILABILITY

	Questions
1	<i>[List questions that encourage you to think about how and where your customers obtain your product or service. Example questions: Is our product available at local retail stores? Can our customers order our product over the phone or the Internet?]</i>
2	
3	
4	
5	

Date:

SAMPLE QUESTIONNAIRES

YES/NO

Sample Questionnaires	Yes/No answers
Do you have access to the Internet?	Choose an item.
Do you shop at our retail store?	Choose an item.
Is red your favorite color?	Choose an item.
[Yes/No Question]	Choose an item.
[Yes/No Question]	Choose an item.
[Yes/No Question]	Choose an item.
[Yes/No Question]	Choose an item.

ESSAY

Describe your earliest childhood memory.

What do you like best about this company? Why?

Where do you plan to go on your next family vacation?

[Essay Question]

QUANTITATIVE

	Rate questions 1-5
I would buy this product for my 7-year-old.	Choose an item.
This product is environmentally safe.	Choose an item.
This product is unique.	Choose an item.
I need this product to do my job.	Choose an item.
This company is active in this community.	Choose an item.
I buy this product more than 3 times per year.	Choose an item.
This company cares about kids.	Choose an item.
This product makes my life easier.	Choose an item.
This product is a great value.	Choose an item.
I prefer this product over a competitor's product.	Choose an item.
I order this product over the Internet.	Choose an item.
I read this the local newspaper regularly.	Choose an item.
[Quantitative question]	Choose an item.
[Quantitative question]	Choose an item.

Date:

Target Audience Profiling Questionnaire

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	Rate questions 1-5
[Quantitative question]	Choose an item.
[Quantitative question]	Choose an item.

QUALITATIVE

	Multiple choice
I would buy this product for my:	Choose an item.
I have an annual household income of:	Choose an item.
This product is environmentally:	Choose an item.
This product is:	Choose an item.
I would use this product to:	Choose an item.
This company is (mark all that apply):	<input type="checkbox"/> Active in this community <input type="checkbox"/> Concerned with product safety <input type="checkbox"/> A quality manufacturer
I buy this product:	Choose an item.
This product:	Choose an item.
This product is:	Choose an item.
I would purchase this product:	Choose an item.
I heard about this product:	Choose an item.

Date:
