

SEO Inventiv

List of Questions to Find Target Audience For A Product/Service

This free survey will help you get into their heads, uncover their needs, and learn how to speak their language. Please adjust the questions according to your preferences and needs.

1. Demographics

What is your age range? (e.g., 18-24, 25-34, 35-44, 45-54, 55+)

What is your gender? (Male, Female, Non-binary, Prefer not to say)

What is your highest level of education? (e.g., High school, College, Graduate degree)

What is your occupation? (e.g., Student, Employed full-time, Employed part-time, Self-employed, Homemaker, Retired)

What is your annual household income? (e.g., Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000+)

2. Interests and Preferences

What are your top three hobbies or interests?

What types of social media platforms do you use most frequently?

What websites or blogs do you visit regularly?

What are your favorite brands or companies?

What types of products or services are you most interested in?

3. Pain Points and Challenges

What are the biggest challenges or frustrations you face in your daily life?

What problems do you encounter when trying to [achieve a specific goal related to your product/service]?

What are your biggest concerns or hesitations when considering a purchase of [your type of product/service]?

4. Purchasing Behavior

How often do you purchase [your type of product/service]?

Where do you typically purchase [your type of product/service]? (e.g., online, in-store, through a catalog)

What factors influence your purchasing decisions the most? (e.g., price, quality, brand reputation, reviews, convenience)

Feedback on Your Product/Service

Have you ever used our product/service before? If so, what was your experience like?

What features or benefits of our product/service appeal to you the most?

What could we do to improve our product/service to better meet your needs?

Bonus Tip

Consider ***offering a small incentive***, such as a discount or freebie, to encourage more people to participate in your survey.