

# Target Audience Survey Template

## Basic Information

Age

Gender

Select

Location (City, Country)

## Personal and Professional Background

Occupation

Industry/Sector

Education Level

Select

## Interests and Preferences

What are your main interests? (Select all that apply)

- Technology
- Sports
- Travel
- Fashion
- Music
- Art
- Food
- Other

Preferred Channels for Information

- Email
- Social Media
- Website
- Print Media
- Events



## Buying Behavior

How often do you purchase products/services similar to ours?

- Weekly
- Monthly
- Quarterly
- Yearly
- Never

**What factors most influence your purchasing decisions?**

Please describe...

## **Challenges & Needs**

**What are the biggest challenges you currently face in your personal/business life?**

Please describe...

**What are your needs that our product/service can address?**

Please describe...