

# Target Audience Survey Template

## Basic Information

Age

Gender

Location (City, Country)

## Personal and Professional Background

Occupation

Industry/Sector

Education Level

## 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...