

Example: List of Market Research Questions

<i>Market Research Questions</i>	<i>Supporting Information</i>	<i>Where to Find Answers</i>
1. How many people at any given time are attempting to start a business?	Existing Surveys, Research or Polls	Statcan, US Census, pollsters, Internet
2. Are there more men or more women starting businesses?	Existing Surveys, Magazine Articles	Provincial, State or National Studies, Internet
3. How many people are considering starting businesses?	University Studies or Papers	Universities, Internet
4. How many business owners will develop their own business plan?	Surveys, Testimonials	Probably have to survey business owners for this info
5. How many existing business owners would contract me to develop their business plan?	Surveys, Letters of Intent	Probably have to survey business owners for this info
<i>Market Research Questions</i>	<i>Supporting Information</i>	<i>Where to Find Answers</i>
6. How many entrepreneurs start their business without a plan?	Surveys	Probably have to survey business owners for this info
7. What meeting places do my customers have in common? Where can I get the most bang for my advertising bucks?	Magazine articles from credible sources	Search Inc, Entrepreneur and Profit magazine archives
8. How many of my customers own computers and have access to the Internet?	Statistics showing Internet usage growth	Internet, computer hardware and software magazines and businesses
9. Why do customers buy my competitors'	Interviews of competitors	Documentaries, videos, competitor

products?		advertisements
10. Why will customers pay for my book and digital products when there are free solutions?	Test marketing, selling samples to customers	Negotiate with existing customers