

## Example of a Questionnaire

### General Information

**What is your Gender?**

Male  Female

**How old are you?**

16-18		19-24		25-34	
35-44		45-54		55+	

### Product

**Which of these brand names do you buy?**

Adidas		Nike		Puma	
Umbro		Converse		Reebok	

**What sports do you participate in?**

Football		Cricket		Athletics	
Boxing		Netball		Swimming	
Golf		Fitness Classes/Gym			

**At what level best describes your participation?**

Beginner		Non-Competitive	
Professional		Amateur	

### Price

**How much would you be willing to pay for these products?**

	£10-£24	£25-£34	£35-£44	£45-£54	£55+
Trainers					
Football Boots					
	£5-£9	£10-£14	£15-£19	£20-£29	£30+
T Shirt					
Shorts					
Tracksuit Bottoms					

**How often do you visit a sports shop?**

More than once a week		Monthly	
Weekly		Every 3 Months	

**On an average visit how much would you spend?**

£5-£14  £15-£24  £25-£34  £35-£49   
£50-£64  £65+

**Place**

**How often do you purchase goods on the internet?**

Never	A few times a year	Monthly	Weekly	Daily
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

**What method of transport do you use to go shopping?**

Walk  Bus  Train  Car   
Cycle  Other

**Promotion**

**Which of these radio stations do you listen to?**

Mix96  Capital  Heart

**When you are given a leaflet in the street, what do you do with it?**

Throw it away without reading it   
Read it then throw it away   
Read it and keep it

**If a leaflet has a special offer/discount, are you more likely to keep the leaflet?**

Yes  No

**Thank you very much for your time in filling out this questionnaire**