**What’s in the Market Research – Product Survey Template**

**Q1.What is your first reaction to the product?**

* Very positive
* Somewhat positive
* Neutral
* Somewhat negative
* Very negative

**Q2. How would you rate the quality of the product?**

* Very high quality
* High quality
* Neither high nor low quality
* Low quality
* Very low quality

**Q3. How innovative is the product?**

* Extremely innovative
* Very innovative
* Somewhat innovative
* Not so innovative
* Not all innovative

**Q4. How often, if ever, do you currently use other, similar products?**

* Extremely often
* Very often
* Somewhat often
* Not so often
* Never

**Q5. If the product were available today, how likely would you be to buy the product?**

* Extremely likely
* Very likely
* Somewhat likely
* Not so likely
* Not all likely

**Q6. When you think about the product, do you think of it as something you need or don´t need?**

* Definitely need
* Probably need
* Neutral
* Probably don´t need
* Definitely don´t need

**Q7. When you are considering new products in this area, what are the top two things you generally consider? (Check two possibilities)**

* Price
* Brand
* Innovation
* Quality
* Value
* Other........

**Q8. How likely it that you would is recommended our new product to a friend or colleague?**

Not at all likely extremely likely

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

**Demographic questions**

**Sex**

* Female
* Male

**Education level**

* Primary
* Secondary
* university

**Age**

* 18-25
* 26-32
* 33-40
* 41-55
* 56-62
* Above 62