

YOUR LOGO
HERE

Marketing Research Survey

Project Name:

Product/Category:

Department:

Project Manager:

Date:

Prepared by:

Document Owner(s)	Project/Organization Role

Product Description:

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Customer Questions:

ID	Question	Selection	Response/Comments
1	What is your overall perception of the product described above?	1. Poor 2. Average 3. Good 4. Excellent	
2	What do you like most about this product?		
3	What do you like least about this product?		

Confidential

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ID	Question	Selection	Response/Comments
4	Which level of quality best describes this product?	1 – Low Quality 2 – Average Quality 3 – Good Quality 4 – High Quality	
5	Select how you feel about the product described above.	1 – Not a Value 2 – Average Value 3 – Good Value 4 – Excellent Value	
6	How important are these features as being a part of this product? <ul style="list-style-type: none"> • Feature A • Feature B • Feature C • Feature D 	1 – Not Important 2 – Neutral 3 – Important 4 – Very Important	
7	Please rate the importance of each feature from 1 to 4: <ul style="list-style-type: none"> • Feature A • Feature B • Feature C • Feature D 	1 – Least Important 2 – Neutral 3 – Important 4 – Most Important	1. 2. 3. 4.
8	If this product were available, would you be interested in buying it? Please select your level of interest.	1 – Not Interested 2 – Indifferent 3 – Somewhat Interested 4 – Very Interested	
9	What would be your main reason for buying this product?		
10	Do you think this is a fair price for this product?		
11	If offered a discount, would you be interested in buying this product?	1 – Unlikely 2 – Not sure 3 – Would Consider 4 – Likely	
12	How would you rate the value of this product?	1 – Poor Value 2 – Average Value 3 – Good Value 4 – Excellent Value	
13	Would you be likely to select this product over other offerings from other brands? Under Response/Comments , please explain why or why not.	Yes No	

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ID	Question	Selection	Response/Comments
14	Have you purchased a similar product?	Yes No	
15	What would be your most important factors in choosing this product? (Please select three.)	1 – Value 2 – Best Performance 3 – Name Recognition 4 – High Quality 5 – Convenience 6 – Price 7 – Don't Know	
16	What is your age range?	1 – 20-29 2 – 30-39 3 – 40-49 4 – Over 50	
17	What is your income range?	1 – 20K–29K 2 – 30K–39K 3 – 40K–49K 4 – Over 50K	
18	In what area of the country do you live?	1 – East Coast 2 – Midwest 3 – Southeast 4 – Northwest 5 – Southwest	