

Market Research Survey Questions for New Product Launch

Effective **market research survey questions** are essential for gathering consumer insights during a new product launch. These questions help identify customer needs, preferences, and potential challenges, ensuring the product meets market demand. Well-crafted surveys provide valuable data to guide strategic decisions and optimize product success.

Sample Survey Questions

1. Awareness

How did you hear about our new product?

2. Needs & Preferences

What current challenges do you face that this product could solve?

3. Purchase Intent

How likely are you to purchase this product when it becomes available? (1-Not Likely to 5-Very Likely)

4. Price Sensitivity

What price range would you consider reasonable for this product?

5. Feature Importance

Which features are most important to you in a product like this? (Please select all that apply)

6. Comparison

What similar products do you currently use?

7. Suggestions

Do you have any suggestions for improving this product before launch?

8. Demographic Information

What is your age group?

What is your location?

Thank you for participating in our market research survey. Your insights will help us better tailor our product to your needs and expectations.