

Market Research Survey Form

Conducting a **market research survey** is essential for gathering valuable insights before a new product launch. This survey form sample helps identify customer preferences, market trends, and potential demand. Leveraging these findings ensures a successful product introduction and targeted marketing strategy.

1. Name:

Enter your full name

2. Email Address:

Enter your email

3. Age Group:

Select

4. Occupation:

E.g., Student, Engineer, Teacher

5. How did you hear about similar products?

Select

6. How often do you purchase products in this category?

Select

7. Which features are most important to you? (Select all that apply)

☐

☐

☐

☐

☐

Price
Quality
Design
Brand
Functionality

8. What is your expected price range for this product?

E.g., \$50â€“\$100

9. What improvements would you like to see in existing products?

Your suggestions

10. How likely are you to try this new product upon launch?

Select

11. Additional comments or feedback:

Your feedback

Submit Survey