

# 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:

2. Email Address:

3. Age Group:

4. Occupation:

5. How did you hear about similar products?

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

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?

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

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

11. Additional comments or feedback:

**Submit Survey**