## **Market Research Survey Data Collection Sheet**

## **Respondent Information**

| Name                                                                                                                                                                                         |                    |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
|                                                                                                                                                                                              |                    |
| Email                                                                                                                                                                                        |                    |
|                                                                                                                                                                                              |                    |
| Phone                                                                                                                                                                                        |                    |
|                                                                                                                                                                                              |                    |
| Age                                                                                                                                                                                          |                    |
|                                                                                                                                                                                              |                    |
| Gender                                                                                                                                                                                       |                    |
|                                                                                                                                                                                              |                    |
| Location                                                                                                                                                                                     |                    |
|                                                                                                                                                                                              |                    |
|                                                                                                                                                                                              |                    |
| Survey Questions                                                                                                                                                                             |                    |
| Survey Questions                                                                                                                                                                             |                    |
| Survey Questions  1. How often do you purchase this type of product?                                                                                                                         |                    |
| How often do you purchase this type of product?                                                                                                                                              | <u>_</u>           |
|                                                                                                                                                                                              | <b>\rightarrow</b> |
| How often do you purchase this type of product?      What is your main reason for buying this product?                                                                                       | •                  |
| How often do you purchase this type of product?                                                                                                                                              | •                  |
| How often do you purchase this type of product?      What is your main reason for buying this product?                                                                                       | <u> </u>           |
| 1. How often do you purchase this type of product?  2. What is your main reason for buying this product?  3. What features do you value the most?                                            | <u> </u>           |
| 1. How often do you purchase this type of product?  2. What is your main reason for buying this product?  3. What features do you value the most?                                            | •                  |
| 1. How often do you purchase this type of product?  2. What is your main reason for buying this product?  3. What features do you value the most?  4. Where do you usually buy this product? |                    |