

Market Research Survey

Consumer habits & brand preferences

OnlineFormTemplates.com: Free fillable template

About you

Age range

Location / region

Buying habits

How often do you buy this type of product?

Which brands do you currently use?

What matters most when choosing? Tick all that apply.

Price

Quality

Brand

Convenience

How much do you typically spend?

Where do you usually shop?

Openness to new products

How likely are you to try a new brand? Tick one: 1 = very unlikely, 5 = very likely.

1

2

3

4

5

What would convince you to switch brands?

Fillable PDF market research survey for intercepts and panels.