

## New Product Survey

\* Required

1

You recently purchased our new product **ABC**. What was your first impression of **ABC**? \*

- ☐ Very positive
- ☐ Somewhat positive
- ☐ Neutral
- ☐ Somewhat negative
- ☐ Very negative

2

Overall, how would you rate its quality?

- ☐ Very high quality
- ☐ High quality
- ☐ Average quality
- ☐ Poor quality
- ☐ Very poor quality

3

Overall, how would you rate the value of this product for the money?

- ☐ Excellent
- ☐ Above average
- ☐ Average
- ☐ Below average
- ☐ Poor

4

Compared to other products of its type already in the market, would you say this product is...

- ☐ Much more innovative than others
- ☐ A bit more innovative than others
- ☐ The same innovation as others
- ☐ Less innovative than others
- ☐ Not innovative at all

5

This product is one of a kind.

- ☐ Strongly agree
- ☐ Agree
- ☐ Neither agree nor disagree
- ☐ Disagree
- ☐ Strongly disagree

6

How likely are you to recommend this new product to friends, coworkers, or family members?

- ☐ Very likely
- ☐ Somewhat likely
- ☐ Neither likely nor unlikely
- ☐ Somewhat unlikely
- ☐ Very unlikely

7

What do you like most about this product?

- ☐ Affordability
- ☐ Design
- ☐ Accessibility
- ☐ Other

8

What do you like least about this product?

- ☐ Cost
- ☐ Design
- ☐ Durability
- ☐ Difficulty finding it in a store
- ☐ Other

9

Let us know how happy you are! \*



10

How likely are you to recommend us to a friend or colleague? \*

0	1	2	3	4	5	6	7	8	9	10
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Not at all likelyExtremely likely

11

Out of 10, rate our branding campaign. \*



0	1	2	3	4	5	6	7	8	9	10
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Not at all likelyExtremely likely

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