

- **Buying Pattern Questions**

- Do you ever purchase _____?
- If so, who in your household makes the buying decision?
- Where do you go when you are looking for _____?
- How often do you purchase _____?
- How long does it take you to make a buying decision?
- What is your typical budget for _____?
- How far would you travel to make the purchase?

- **Benefits Questions**

- What features do you look for when you purchase similar product/service?
 - Quality
 - Low price
 - A brand I can trust
 - A good value
- What specific benefits do you look for in _____?
- What problems motivate you to purchase _____?
- What needs are you trying to meet when you purchase _____?
- How do you hope _____ will make your life better?

- **Overall, how interested are you in buying this product if it were available? Please check one.**

- Not at all Interested
- Not Very Interested
- Neither Interested nor Uninterested
- Somewhat Interested
- Very Interested

- **Which of the following best describes your need for this product?**

- I really need this product because nothing else can solve this problem.
- This is a minor improvement over what I currently use.
- It looks okay but is about the same as what I'm doing now.
- My current product would serve me better.
- You've got to be kidding. Why would I need this product?

- **What would be your main reason for buying the product?**

- **Based on the description, what price would you expect to pay for the product?**
- **How often would you use our new product?**
- **What features would you like to see in the new product.**
- **Overall, what would be your most important factors in choosing a [Product Category]? Please check three.**
 - Value
 - Best performance
 - Good repair/Warranty service
 - Recognized brand name
 - High quality
 - Shopping convenience
 - Easy/fast service
 - Discount
 - Good sales representative/dealer/owner
 - Broad selection of products
 - Do not know
 - Other

- **Assuming the new product is priced comparably to other major brands, would you say it is a ...**
 - Very poor value
 - Somewhat poor value
 - Average value
 - Fairly good value
 - Very good value
- **Demographic Questions**
 - What is your age?
 - What is your gender?
 - What is your household size?
 - What is your household income?
 - What is your profession?
 - What is your education level?
 - Where do you live?
- **Psychographic Questions**
- You may want to ask about their interests, hobbies, opinions or anything else that will help you learn more about your customers.