

## **New Product & Concept Testing Survey**

**1. How many years have you been working in the welding industry?**

- ☐ **Less than a year**
- ☐ **1-2 years**
- ☐ **2-3 years**
- ☐ **3-4 years**
- ☐ **More than 5 years**

**2. Overall, what is your reaction to the product?**

- ☐ **Excellent**
- ☐ **Very good**
- ☐ **Good**
- ☐ **Fair**
- ☐ **Poor**

**3. How interested would you be in using the product?**

- ☐ **Not at all interested**
- ☐ **Not very interested**
- ☐ **Neutral**
- ☐ **Somewhat interested**
- ☐ **Extremely interested**
- ☐ **Not sure**

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

- ☐ **I do need it because nothing else can solve this problem**
- ☐ **This is just a minor improvement over what I currently use**
- ☐ **This is about the same as what I currently use**
- ☐ **My current product would serve me better**
- ☐ **I don't see any reason why I should buy this product**

**5. What do you like most about the product?**

**6. What do you like least about the product?**

**7. How often could you find a use for this product?**

- ☐ **Once a week or more often**
- ☐ **2-3 times a month**
- ☐ **Once a month**
- ☐ **Every 2-3 months**
- ☐ **2-3 times a year**
- ☐ **Once a year**
- ☐ **Would not use**

**8. Overall, how interested are you in buying this product?**

- ☐ **Extremely interested**
- ☐ **Somewhat interested**
- ☐ **Neither interested nor uninterested**
- ☐ **Not very interested**
- ☐ **Not at all interested**

**9. What price range would you expect to pay for the product?**

- ☐ **\$200-\$300**
- ☐ **\$300-\$400**
- ☐ **\$400-\$500**
- ☐ **\$500-\$600**
- ☐ **Over \$600**

