

# Product Pre-Launch Survey

Conducting a **product pre-launch survey** helps evaluate customer purchase intent, providing valuable insights before the official release. This survey identifies potential demand and refines marketing strategies to maximize success. Understanding buyer interest early reduces risks and aligns the product with market expectations.

## Sample Survey

### Demographics

Age:

Gender:  Select...

### Product Interest

How likely are you to purchase this product upon launch?

- Very likely
- Likely
- Neutral
- Unlikely
- Very unlikely

Please explain your answer:

### Purchase Preferences

Which features are most important to you? (Select all that apply)

- Price
- Quality
- Brand Reputation
- Innovative Technology
- Customer Support

### Open Feedback

Any additional comments or suggestions?