

Product Pre-Launch Survey Sample

Conducting a **product pre-launch survey** is essential for accurately identifying your target market and understanding customer needs. This survey gathers valuable insights that help tailor marketing strategies and product features to audience preferences. Ultimately, it reduces risks and increases the chances of a successful product launch.

Basic Information

Age:

Gender:

Select...

Location:

City, Country

Product Awareness & Needs

How familiar are you with this type of product?

☐ Very familiar

☐ Somewhat familiar

☐ Not familiar

What challenges do you currently face that this product could address?

Purchase Behavior

How often do you purchase similar products?

Select...

What factors influence your decision to buy this type of product? (Select all that apply)

☐ Price

☐ Quality

☐ Brand

☐ Customer Reviews

☐ Features

Product Feedback & Interest

What features would you like to see in this product?

Would you be interested in testing this product before launch?

☐ Yes☐ No

Contact Information (Optional)

Email:

your@email.com

Submit Survey