

Example of Brand Awareness Survey

* What is the first company that comes to mind when you think of electronics manufacturers?



* How familiar are you with Example Brand?

- ☐ I've never heard of them
- ☐ I've heard of them, but never buy their products
- ☐ I buy their products occasionally
- ☐ I buy their products on a regular basis

* Which of the following attributes do you associate with Example Brand?

- ☐ Affordable
- ☐ Dependable
- ☐ Easy to Use
- ☐ Essential
- ☐ Fun
- ☐ Modern
- ☐ Popular
- ☐ Powerful
- ☐ Safe
- ☐ Stylish

* Where have you seen advertisements for Example Brand?

- ☐ Billboards
- ☐ Magazines
- ☐ Newspapers
- ☐ Online
- ☐ Public transportation
- ☐ Radio
- ☐ TV
- ☐ Other

* Which of these Example Brand products are you aware of?

- ☐ Blank Media
- ☐ CD Players
- ☐ Coaxial Cable
- ☐ Computer Accessories
- ☐ MP3 Players

* Which of these Example Brand products have you ever purchased?

- ☐ Blank Media
- ☐ CD Players
- ☐ Coaxial Cable
- ☐ Computer Accessories
- ☐ MP3 Players

* Of your last five electronics purchases, how many were Example Brand products?



* Of your next five electronics purchases, how many do you think will be Example Brand products?



* Overall, how would you rate the quality of Example Brand products?

- ☐ Very High ☐ High ☐ Average ☐ Low ☐ Very Low

* Overall, how would you rate the value of Example Brand products?

- ☐ Very High ☐ High ☐ Average ☐ Low ☐ Very Low

Demographics Information

The following information is optional and is collected only for statistical purposes.

Age 

Race/Ethnicity 

Gender ☐ Male ☐ Female

* Indicates Response Required