

BRAND AWARENESS & BRAND EXTENSION QUESTIONNAIRE

Sample / Example questionnaire/ market research / questions

1. What is your gender?
 - Male
 - Female
2. What is your age? _____ year.
3. What are the data of your zip code? _____
4. Do you know brand A?
 - Yes
 - No
5. Do you know brand B?
 - Yes
 - No

If you answered *yes* at question 5, the questionnaire ends here.
Thank you for your cooperation.

The following questions are all about *brand A*. Can you please give your opinion about the following theses?

6. I can mention a couple of features of *brand A*.
 - totally agree
 - agree
 - neutral
 - disagree
 - totally disagree
7. I think I know *brand A* well.
 - totally agree
 - agree
 - neutral
 - disagree
 - totally disagree
8. *Brand A* is obvious different then others.....
 - totally agree
 - agree
 - neutral
 - disagree
 - totally disagree
9. I consider myself as loyal to *brand A*.
 - totally agree
 - agree
 - neutral
 - disagree
 - totally disagree
10. My first choice is *Brand A*.
 - Yes
 - No

If no, what is your first choice for this type of product? Answer:.....
11. I buy *brand A*, if brand A is available.