SurveyNinja

Brand awareness survey

11 questions. About 2 min to answer.

Awareness

1. How familiar are you with our brand? Required

Choose one answer.

- ○ I always buy products from your brand
- ○ I've heard a lot about your brand, sometimes I buy something from you
- ○ I've heard of your brand, but prefer others
- ○ This is the first time I've heard of your brand

Buying the brand

2. Have you bought any of our products in the last month? Required

Choose one answer.

- ○ Yes
- ○ No
- ○ Not sure

3. How often do you buy our products? Required

Choose one answer.

- ○ Several times a week
- ○ Several times a month
- ○ Once a month
- ○ Less than once a month

Ad recall and loyalty

4. Where have you seen our brand advertised? Required

Choose all that apply.

- ☐ Radio
- ☐ TV
- ☐ Billboards
- ☐ Brochures
- ☐ Shopping malls
- ☐ Magazines/Newspapers
- ☐ Search engines
- ☐ Social media
- ☐ Email newsletters
- ☐ I haven't seen any advertisements
- ☐ Other: _____

5. When was the last time you bought products from our brand? Required

Choose one answer.

- ○ Today/yesterday
- ○ During the last week
- ○ During the last month
- ○ Don't remember, it's been a while
- ○ Other: _____

6. Would you buy products from our brand again? Required

Choose one answer.

- ○ Yes, I prefer buying only your products
- ○ Yes, I would do it from time to time
- ○ If there's no other option, I would
- ○ No, I wouldn't like to buy these products again

7. Is the brand name important to you when buying a product? Required

Choose one answer.

- ○ Yes, this is the main reason to buy
- ○ No, I don't pay attention to brand names
- ○ Other: _____

Media habits and profile

8. How often do you read the printed press (magazines and newspapers)? Required

Choose one answer.

- ○ Almost every day
- ○ Once or several times a week
- ○ Once or several times a month
- ○ Never

9. What's your sex?

Choose one answer.

- ○ Male
- ○ Female

10. Your age

Choose one answer.

- ○ Under 18
- ○ 18–25
- ○ 26–35
- ○ 36–45
- ○ 46–55
- ○ 56 and older

11. How would you best describe your level of financial security?

Choose one answer.

- ○ I have enough money to buy groceries
- ○ I have enough money to buy groceries and clothes
- ○ I can afford to buy electronics
- ○ I can afford to buy a car/apartment
- ○ I don't worry about money at all

Run it online for free

Copy this template to SurveyNinja, send the link and the answers go into a ready report with charts.

surveyninja.io/templates/brand-awareness-survey

Survey template from SurveyNinja: surveyninja.io