SurveyNinja

Brand perception survey

7 questions. About 2 min to answer.

The category and what matters

1. Which product or service do you use most often?

Choose one answer.

- ○ Product/service 1
- ○ Product/service 2
- ○ Product/service 3
- ○ Product/service 4
- ○ None of the above

2. How important is each of these factors when you choose a product or service?

1 – not important, 5 – very important

	1	2	3	4	5
Price	○	○	○	○	○
Quality	○	○	○	○	○
Customer service	○	○	○	○	○
Design	○	○	○	○	○

3. How important is the brand for you when choosing a product or service?

Choose one answer.

- ○ Very important
- ○ Important
- ○ Not important

Brands side by side

4. How well does each of these brands meet your needs?

1 – doesn't meet them at all, 5 – fully meets them

	1	2	3	4	5
Brand 1	○	○	○	○	○
Brand 2	○	○	○	○	○
Brand 3	○	○	○	○	○
Brand 4	○	○	○	○	○

5. Which brand do you prefer at the moment?

Choose one answer.

- ○ Brand 1
- ○ Brand 2
- ○ Brand 3
- ○ Brand 4
- ○ Other: _____

Profile

6. What's your age?

Choose one answer.

- ○ Younger than 18
- ○ 18–24
- ○ 25–34
- ○ 35–44
- ○ 45–54
- ○ 55–64
- ○ 65 and older

7. What's your educational background?

Choose one answer.

- ○ No schooling completed
- ○ Nursery school to 8th grade
- ○ Some high school, no diploma
- ○ High school graduate, diploma or equivalent
- ○ Some college credit, no degree
- ○ Trade/technical/vocational training
- ○ Bachelor's degree
- ○ Master's degree
- ○ Professional degree
- ○ Doctorate degree

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-perception-survey

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