

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