

Market Research Questionnaire for Brand Awareness

A **market research questionnaire** for brand awareness helps businesses measure how well their brand is recognized and perceived by their target audience. It gathers valuable insights on customer familiarity, brand recall, and overall reputation. This data enables companies to tailor marketing strategies and improve brand positioning effectively.

Sample Questionnaire

1. How familiar are you with our brand?

- ☐ Very familiar
- ☐ Somewhat familiar
- ☐ Heard of it
- ☐ Not familiar

2. Can you recall any advertising or marketing for our brand?

- ☐ Yes
- ☐ No

If yes, please specify:

3. What is the first thing that comes to mind when you think about our brand?

4. How likely are you to consider our brand when making a purchase?

- ☐ Very likely
- ☐ Somewhat likely
- ☐ Not likely

5. How would you describe our brand's reputation?

- ☐ Excellent
- ☐ Good
- ☐ Average
- ☐ Poor

6. Which other brands do you associate with our brand?

7. Where did you first hear about our brand?

- ☐ Social Media
- ☐ Online Ads
- ☐ Friends or Family
- ☐ TV/Radio
- ☐ In-store
- ☐ Other (Please specify):

Submit