

B2C Brand Tracking Survey Template

All questions are optional. Follow each question's directions.
Write your answers to the open questions in the space provided.

1. Before this survey, which brands in the named product or service category came to mind?

2. Before this survey, how familiar were you with the named brand?

- ☐ I had not heard of it
- ☐ I recognized the name only
- ☐ I knew a little about it
- ☐ I knew it fairly well
- ☐ I knew it very well

3. During the past 90 days, which statement best describes your experience with the named category and brand?

- ☐ I did not consider the category
- ☐ I considered the category but not this brand
- ☐ I considered this brand
- ☐ I shortlisted this brand
- ☐ I bought or used this brand
- ☐ Prefer not to say

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4. What most shaped your view of the named brand?

- ☐ Direct use or purchase
- ☐ Advertising
- ☐ Social media or creator content
- ☐ Recommendation from someone I know
- ☐ Reviews or news
- ☐ Store, website or app experience
- ☐ No clear source
- ☐ Another source
- ☐ I do not have a view

5. How would you rate the value of the named brand compared with alternatives?

- ☐ Much worse
- ☐ Worse
- ☐ About the same
- ☐ Better
- ☐ Much better
- ☐ Not enough information
- ☐ I do not know the alternatives

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6. How likely are you to consider the named brand the next time you need this category?

- ☐ Definitely not
- ☐ Probably not
- ☐ Might or might not
- ☐ Probably will
- ☐ Definitely will
- ☐ I do not expect to need this category

7. What is one thing that would make the named brand easier to consider?
