

Brand Perception Survey Template

Thank you for taking the time to share your feedback! Your responses will help us understand how you view our brand and improve your experience with us. Please answer the following questions:

1. How familiar are you with our brand?

- Very familiar
- Somewhat familiar
- Not familiar

2. How would you describe your overall opinion of our brand?

- Very positive
- Positive
- Neutral
- Negative
- Very negative

3. What words come to mind when you think of our brand? (Open-ended)

4. How likely are you to recommend our brand to others?

- Very likely
- Likely
- Neutral
- Unlikely
- Very unlikely

5. How would you rate the quality of our products/services?

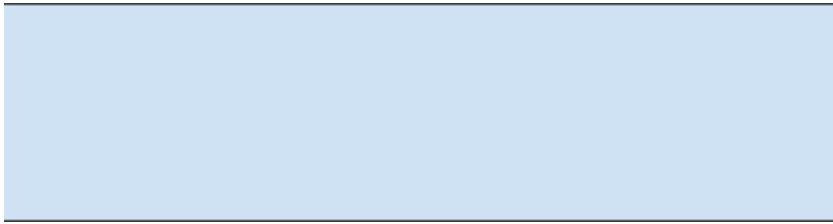
- Excellent
- Good
- Average
- Below average
- Poor

6. How well do you think our brand delivers on its promises?

- Always
- Most of the time
- Sometimes
- Rarely
- Never

7. How does our brand make you feel?

(Open-ended)



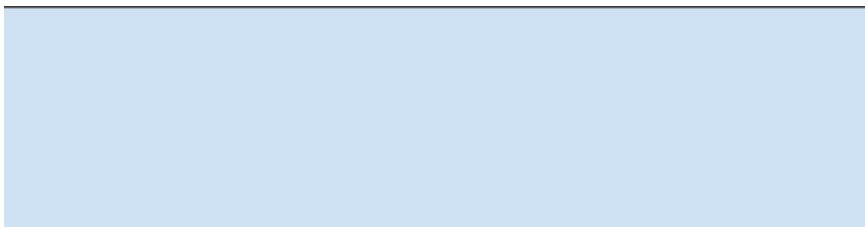
8. How do you compare our brand to competitors?

(Open-ended)



9. What can we improve about our brand to better meet your expectations?

(Open-ended)



Feel free to adjust this survey to better suit your business! The open-ended questions will help gather valuable insights, and the multiple-choice questions make it easy for customers to share their thoughts.

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