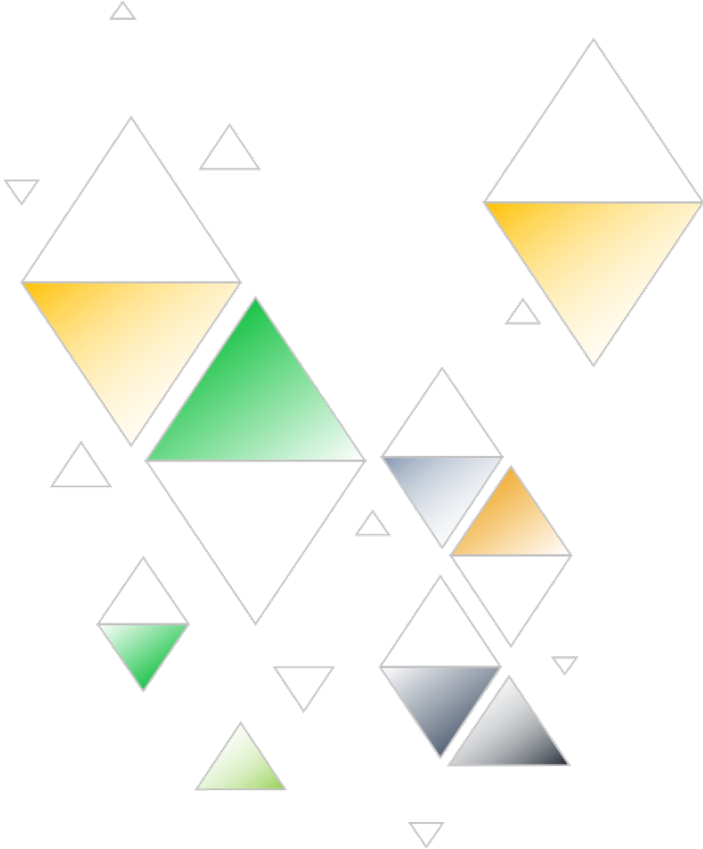


**BRAND PERCEPTION  
SURVEY TEMPLATE**

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# BRAND PERCEPTION SURVEY



# BRAND SURVEY

1. How familiar are you with our brand?	NOT AT ALL	VERY LITTLE	SOMEWHAT	FAMILIAR	VERY FAMILIAR

2. How likely are you to recommend us to friends or family?	Scale of 1 to 10	3. How did you find out about us?	Family or Friend	
			Online Search	
4. What level of trust do you have in our brand?	Scale of 1 to 10		Magazine, Blog, or Other Media	
			Social Media	
		Other Please specify		

5. Which words best describe our brand? Choose up to 3.		Playful		Unconventional	
Innovative		Refined		Friendly	
Unique		Elite		Authoritative	
Casual		Rebellious		Classic	

6. In the time since you first became aware of us, has your perception of our brand changed?	YES		7.
	NO		

Thank you for taking time to fill out this survey.

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