Sample Brand Loyalty Survey

This sample brand loyalty survey can be used to gauge how loyal consumers remain to a given brand and the reasons why they do or do not remain so. In this example, the product of interest is cars.

1.) Please check all types of cars your business owns in column A, how many in column B, and if your company plans to purchase a type of car within the next 12 months in column C.

Types	A	В	С
	Owns	How Many?	Plans to
			Purchase?
SUV			
Coupe			
Sedan			
Truck			
Minivan			
Sports car			

2.) Please check all the makes of cars listed below that your business owns in column A and the makes of cars your business plans to purchase in column B.

	A	В		A	В
Makes	Owns	Plans to Purchase?	Brands	Owns	Plans to Purchase?
Acura			Lexus		
Audi			Lincoln		
BMW			Mazda		
Cadillac			Mercedes-Benz		
Chevrolet			Mitsubishi		
Chrysler			Mercury		
Dodge			Nissan		
Ford			Oldsmobile		
Honda			Toyota		
Infiniti			Volkswagen		
Jeep			Volvo		
Other:					

Brand Loyalty Survey Worksheet

This worksheet is a template for developing your own survey based on the type of product or service your company offers. Please refer to the Sample Brand Loyalty Survey as an example.

1.) Please check all types of	your business own	is in column A, ho	w many in colum:	n B, and if your
company plans to purchase a	type of withir	n the next 12 mont	hs in column C.	

Types	A	В	С
	Owns	How Many?	Plans to Purchase?
			- 5.2 5.2 5.2 5.2

2.)	Please check all the makes of	listed below	that your	business	owns	in column	A and	the n	nakes	of
	your business plans to purcha	ase in colum	n B.							

	A	В		A	В			
Makes	Owns	Plans to Purchase?	Brands	Owns	Plans to Purchase?			
Other:	Other:							