## 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 | B | C |
| :---: | :---: | :---: | :---: |
|  | Owns | How Many? | Plans to <br> 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 | B |  | A | B |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Makes | Owns | Plans to <br> Purchase? | Brands | Owns | Plans to <br> 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 $\qquad$ your business owns in column $A$, how many in column $B$, and if your company plans to purchase a type of $\qquad$ within the next 12 months in column C .

| Types | A | B | C |
| :---: | :---: | :---: | :---: |
|  | Owns | How Many? | Plans to <br> Purchase? |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

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


