

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 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 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 Work Sheet

This work sheet 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 owns in column A, how many in column B, and if your company plans to purchase a type of ____ within the next 12 months in column C.

Types	A	B	C
	Owens	How Many?	Plans to Purchase?

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

	A	B		A	B
Makes	Owens	Plans to Purchase?	Brands	Owens	Plans to Purchase?
Other: _____					