**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. This worksheet is a template for developing your own survey based on the type of product or service your company offers.

1. Please check all types of [PRODUCT OR SERVICE] your business owns in column A, how many in column B, and if your company plans to purchase a type of [PRODUCT OR SERVICE] within the next 12 months in column C.

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| --- | --- | --- | --- |
| TYPES | A | B | C |
|  | **Owns** | **How Many?** | **Plans to Purchase?** |
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1. Please check all the makes of [PRODUCT OR SERVICE] listed below that your business owns in column A and the makes of [PRODUCT OR SERVICE] your business plans to purchase in column B.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | A | B |  | A | B |
| MAKES | **OWNS** | **PLANS TO PURCHASE?** | **BRANDS**  | **OWNS** | **PLANS TO PURCHASE?** |
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| OTHER : |