

\_\_\_\_\_品牌知名度调查问卷

\_\_\_\_\_Brand Recognition Questionnaire

1. 您的性别:

**Gender**

男 女  
Male \_\_\_\_\_ Female \_\_\_\_\_

2. 您的年龄段:

**Age**

20 岁以下 21~30 31~40  
Twenty or under \_\_\_\_\_ Twenty-one to Thirty \_\_\_\_\_ Thirty-one to Forty \_\_\_\_\_

41~50 51~60 60 以上  
Forty-one to Fifty \_\_\_\_\_ Fifty-one to Sixty \_\_\_\_\_ Sixty or above \_\_\_\_\_

3. 您的职业:

**Occupation**

学生 政府人员 商人  
Student \_\_\_\_\_ Government staff \_\_\_\_\_ Businessman \_\_\_\_\_

其他 (请详述)  
Other (Please specify) \_\_\_\_\_

4. 您是怎么知道这个产品或服务的?

**How do you know about this product or service?**

报纸杂志 网络 朋友介绍  
Newspapers/Magazines \_\_\_\_\_ Internet \_\_\_\_\_ Recommendation by friends \_\_\_\_\_

其他  
Other \_\_\_\_\_

5. 是否购买过该品牌产品或服务?

**Have you ever bought this brand's product or service?**

是 否  
Yes \_\_\_\_\_ No \_\_\_\_\_

6. 如果没买过, 您会考虑够买吗?

**If not, will you consider buying it in the future?**

会 不会  
Yes \_\_\_\_\_ No \_\_\_\_\_

7. 您对该品牌产品或服务的熟悉程度打分:

How well do you know about this brand?

非常熟悉 5 4 3 2 1 完全不熟悉  
Very Familiar Not familiar at all

8. 您购买该品牌产品或服务的频率是:

How often did you buy this brand's product or service?

非常频繁 5 4 3 2 1 没买过  
Very Frequently Never

9. 您周围的朋友有购买过这个产品或服务吗?

Have your friend bought this brand's product or service?

有 没有  
Yes\_\_\_\_\_ No \_\_\_\_\_

10. 周围朋友购买使用该品牌产品或服务的频率是:

How often did your friends buy this brand's product or service?

非常频繁 5 4 3 2 1 没买过  
Very Frequently Never

11. 您觉得这个产品或服务的知名度高吗?

Do you think this brand has a good recognition?

高 不高  
Yes\_\_\_\_\_ No \_\_\_\_\_

12. 对于这类产品或服务您最看重哪个方面?

What's the most important for this product or service?

产品功能 品牌知名度 服务质量 价格  
Function\_\_\_\_\_ Brand Recognition\_\_\_\_\_ Quality\_\_\_\_\_ Price\_\_\_\_\_

其他  
Other\_\_\_\_\_

13. 备注 (您还有别的意见或建议么?):

Any Suggestions?