

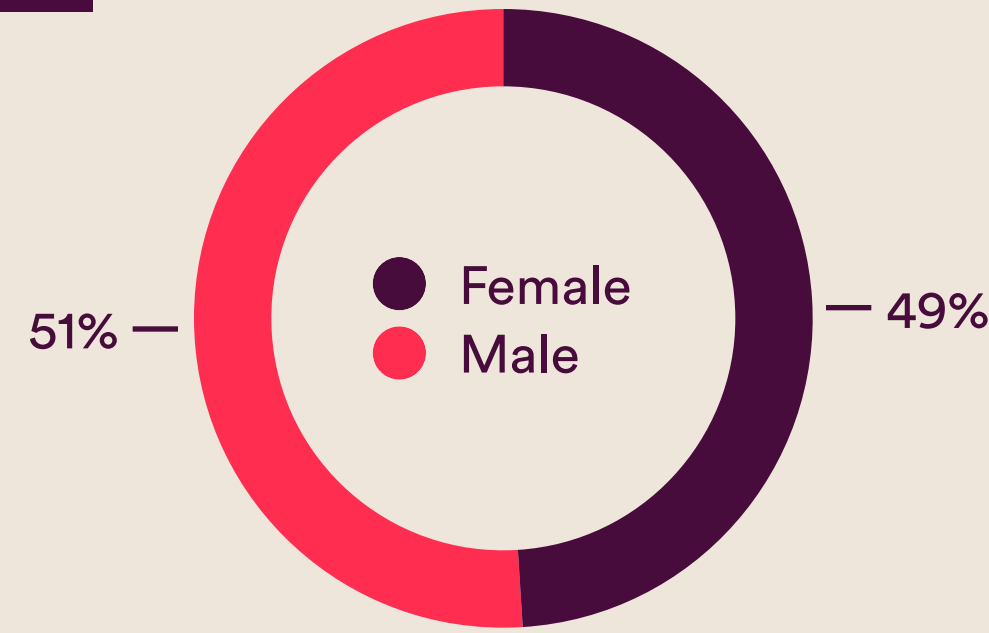
Date: March, 2023  
Brand: Brand A  
Project: Brand Sentiment  
Sample: n=500  
Visualisation: Standard  
Analysis: No  
Presentation: No



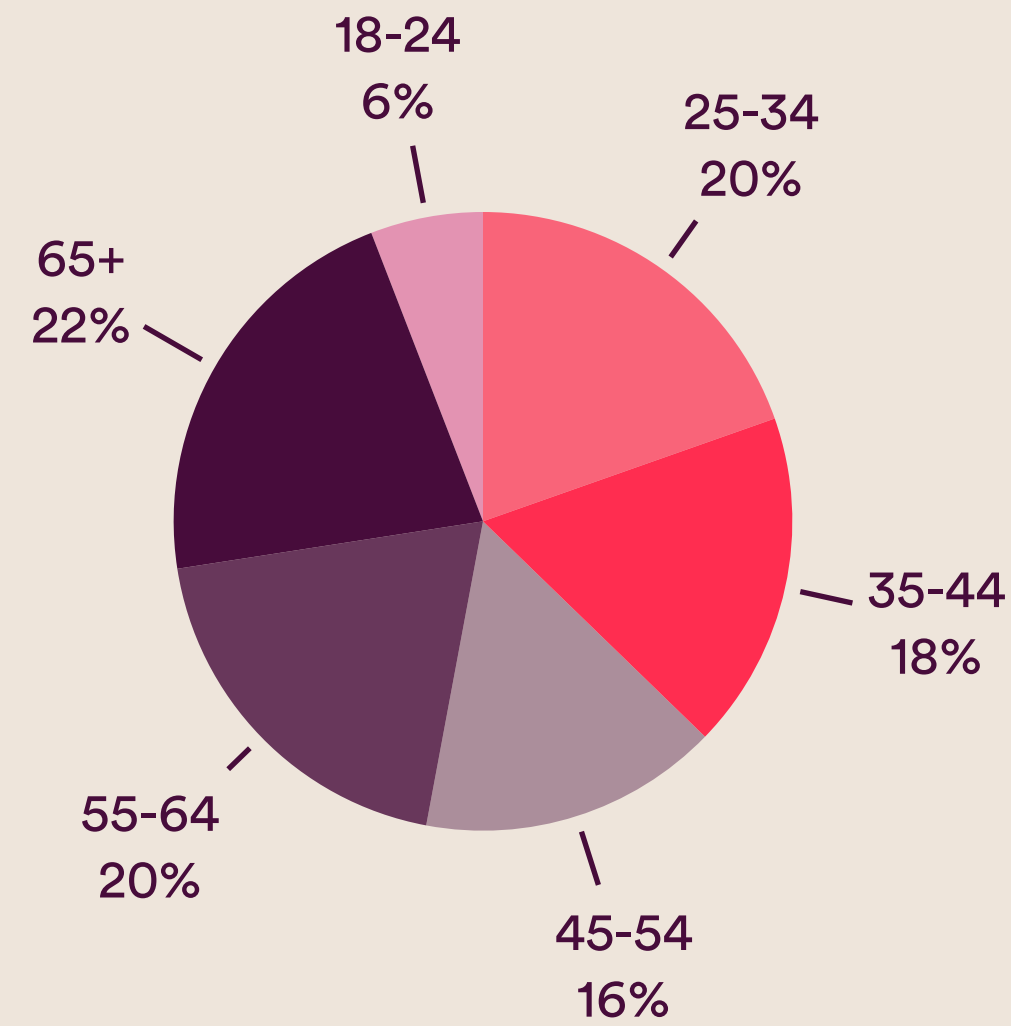
# Brand Sentiment

# Demographic Profile

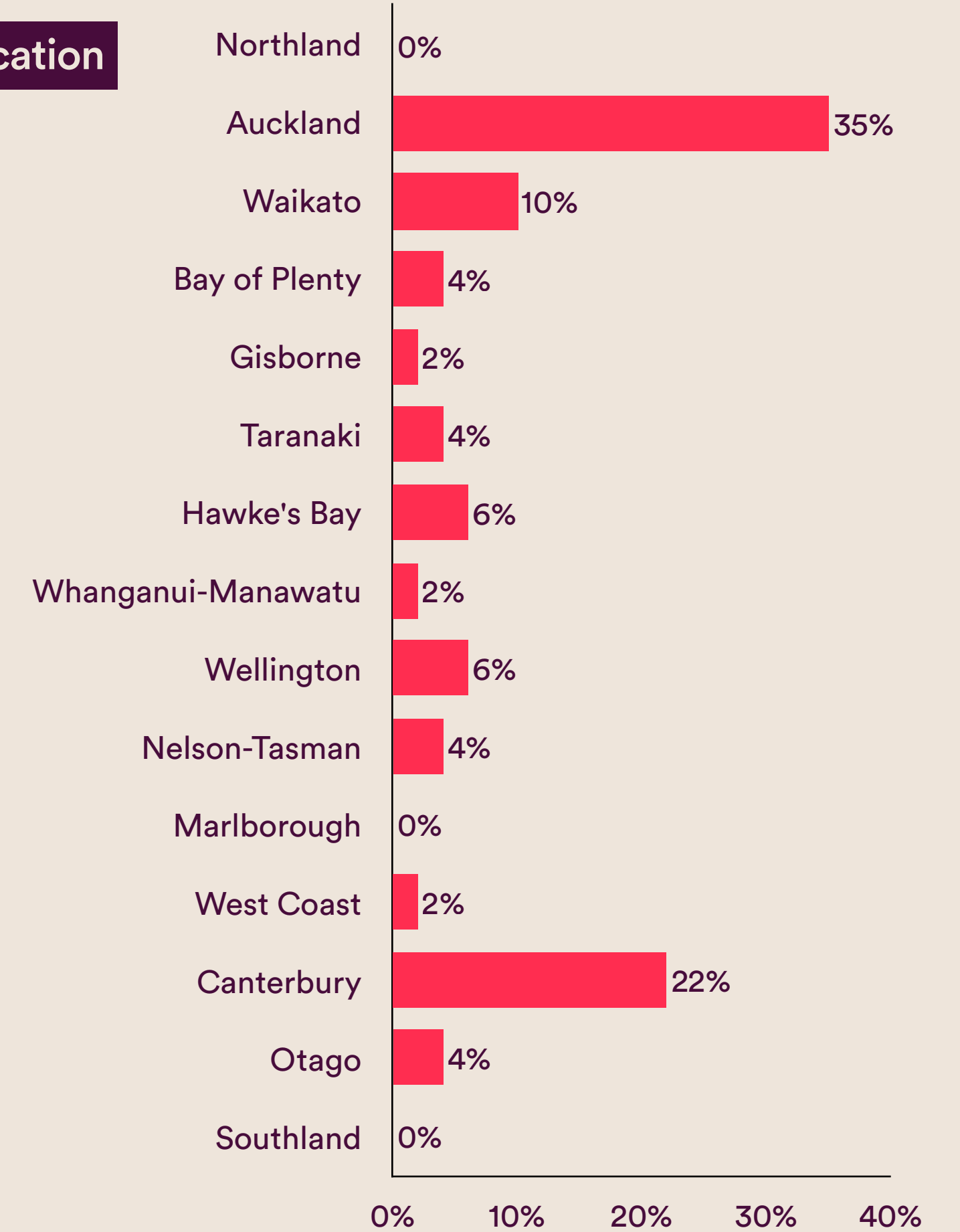
**Gender**



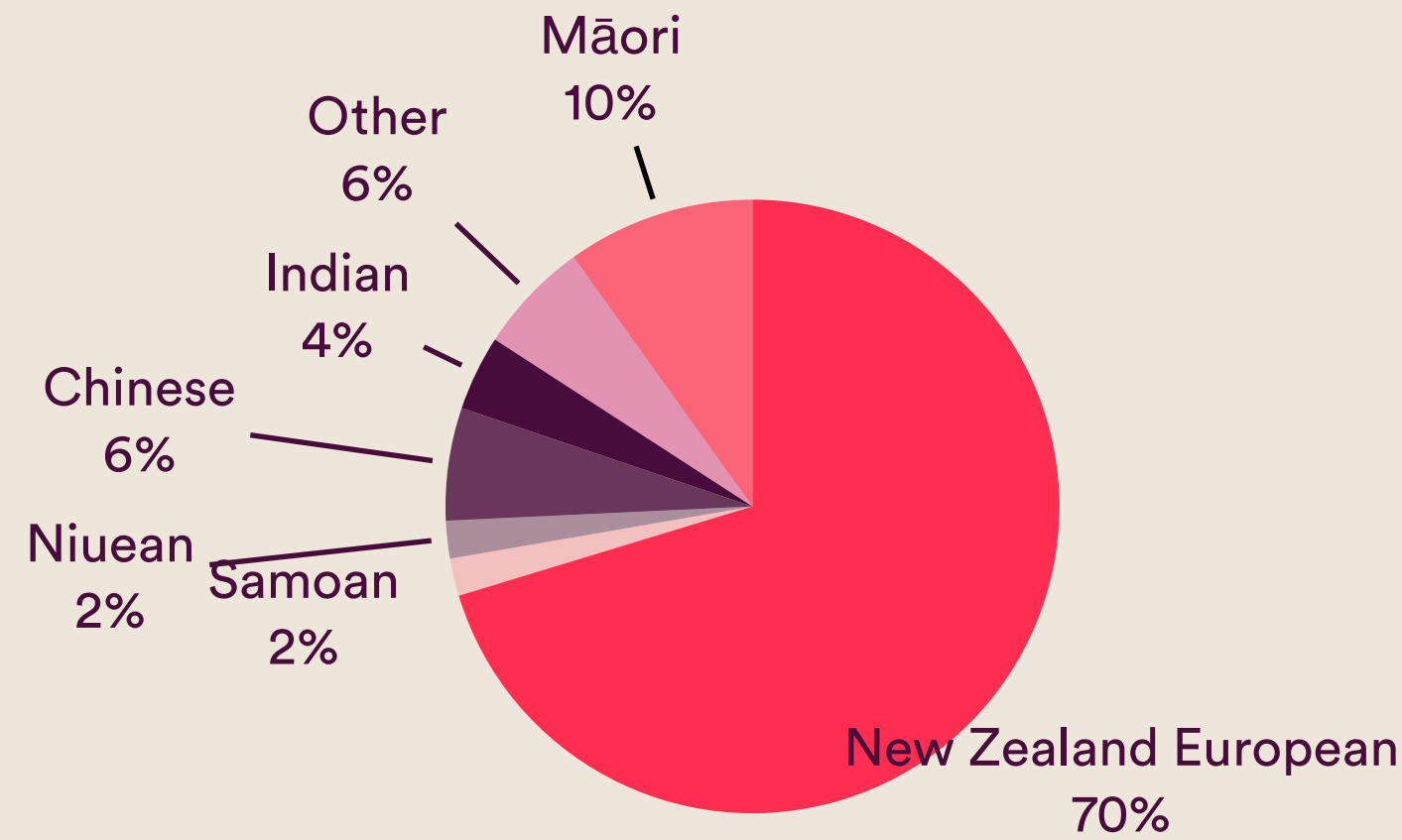
**Age**



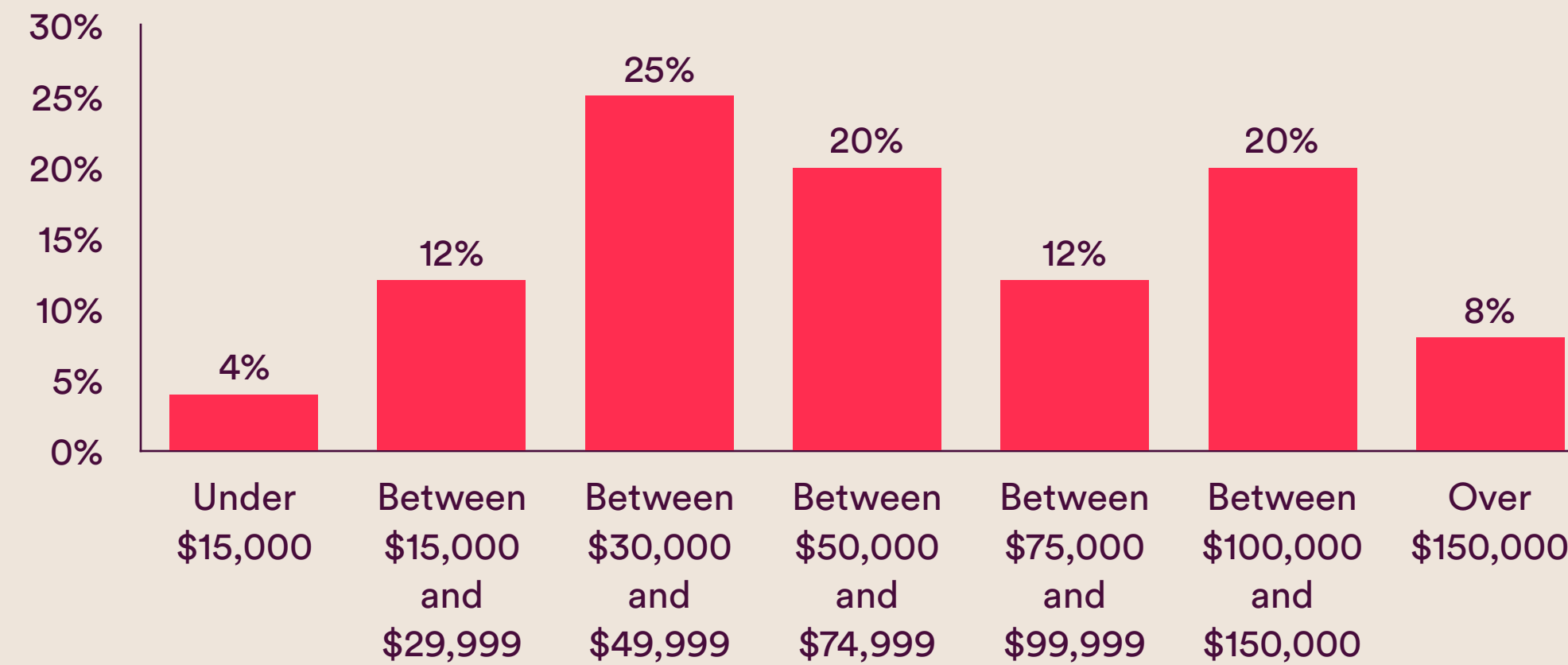
**Location**



**Ethnicity**



**Household Income**

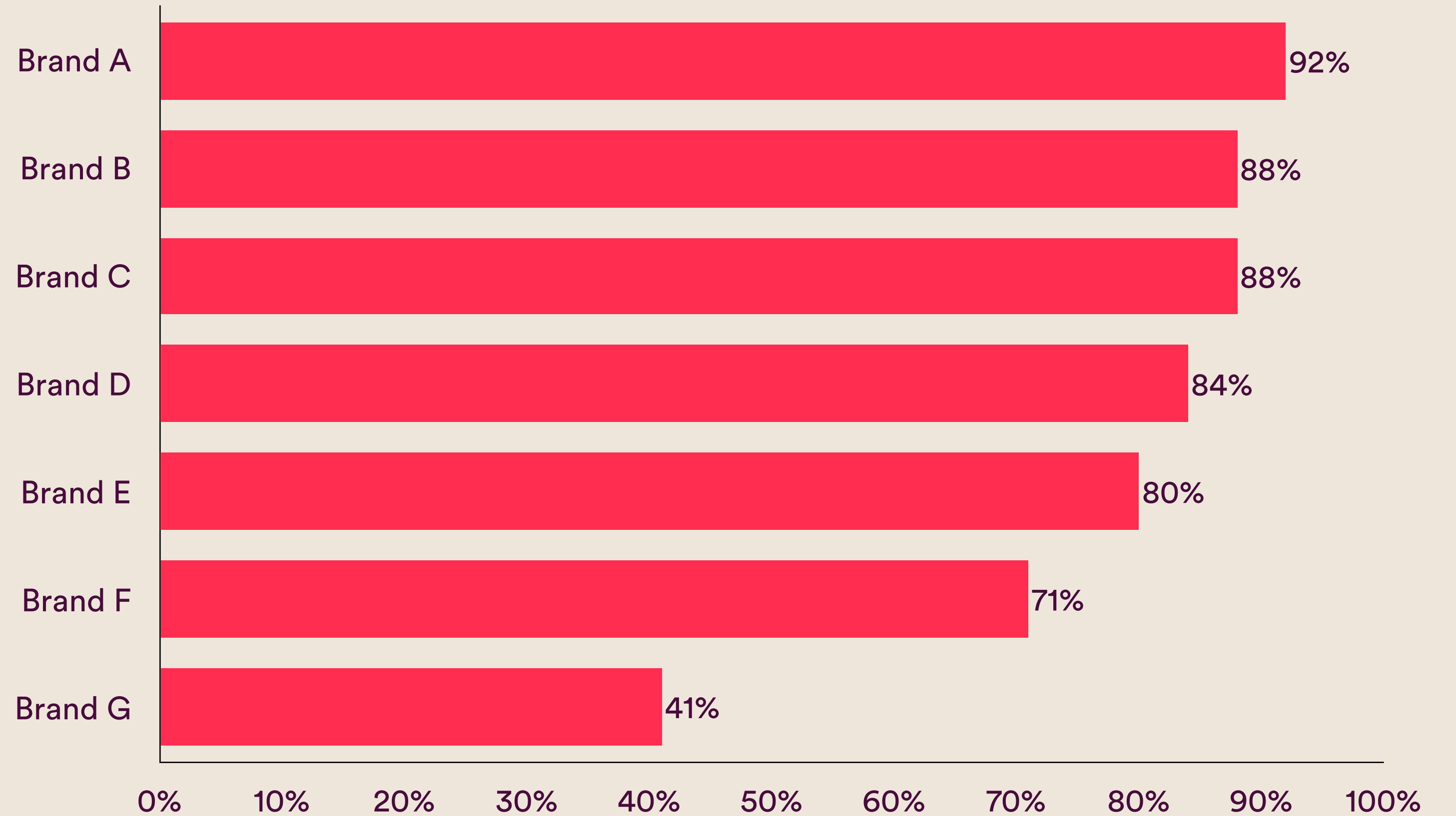


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# Prompted Brand Awareness

Which of the following brands are you aware of?

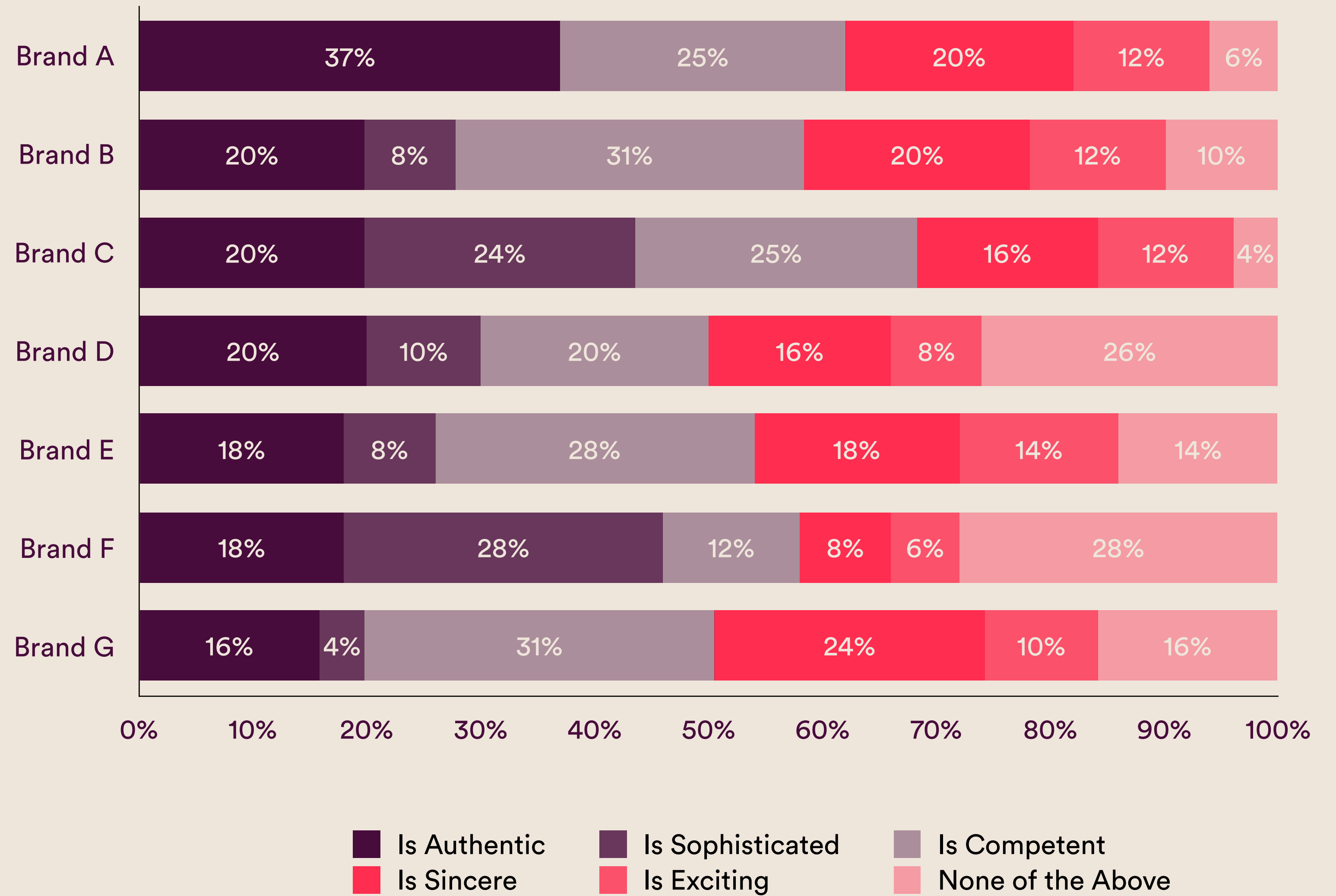
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# Brand Attributes

Looking at each of the brands below, which of the following do you agree reflect the brand?

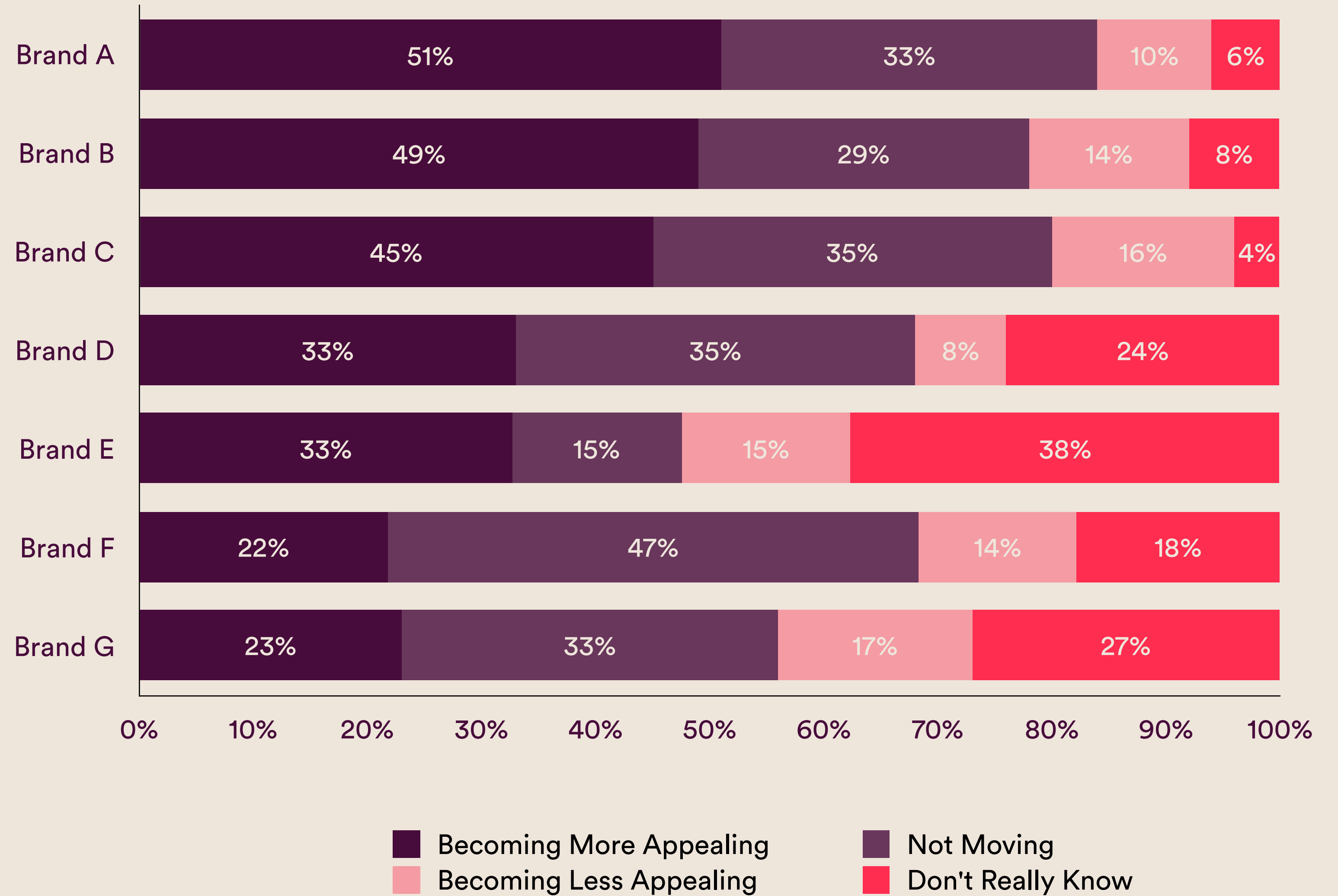
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# Brand Image & Appeal

In terms of your overall impression of the following brands, which do you feel are improving their overall image and appeal? Which of these statements describes how you feel about these different brands?

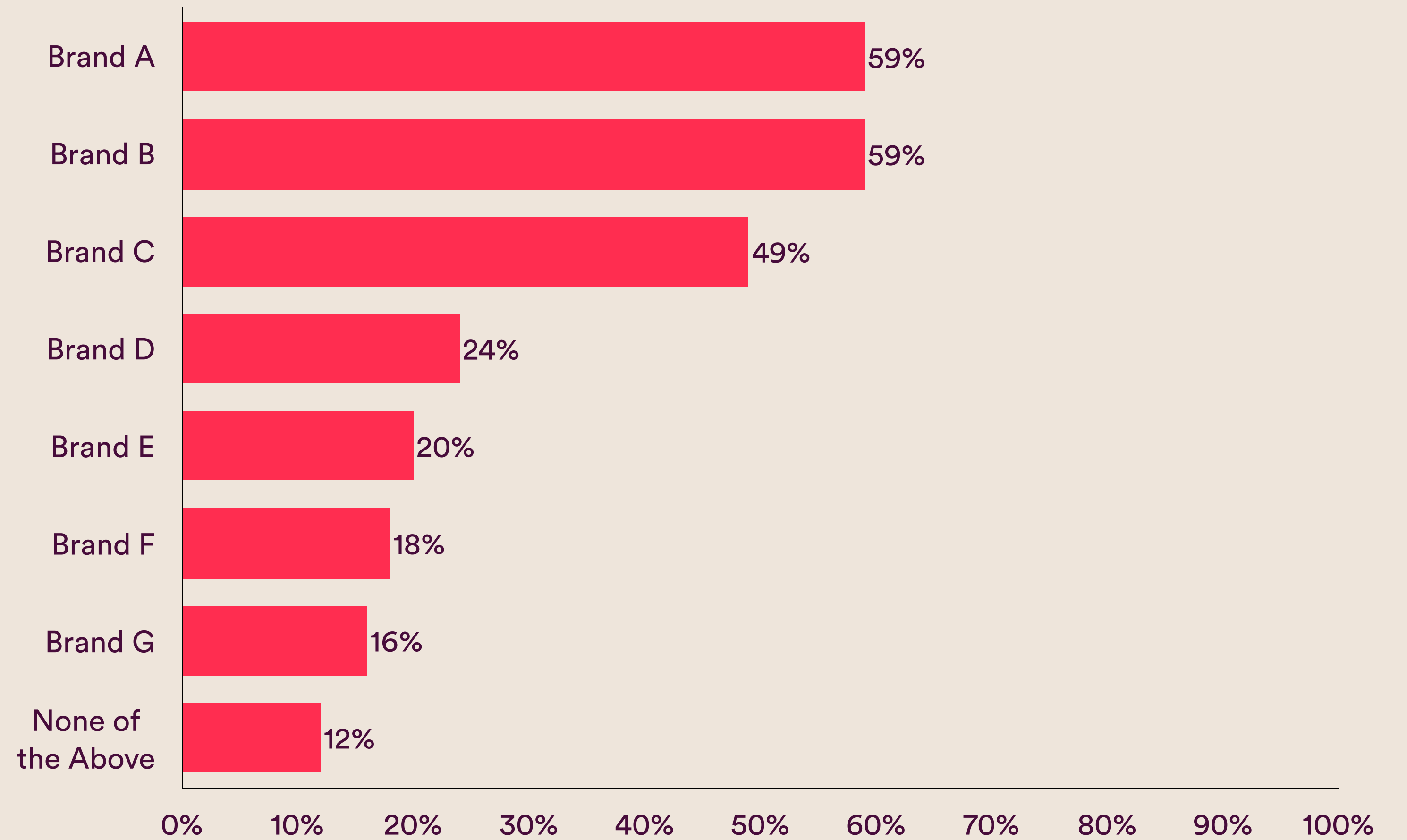
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# Brand Trust

Which of the following brands do you trust?

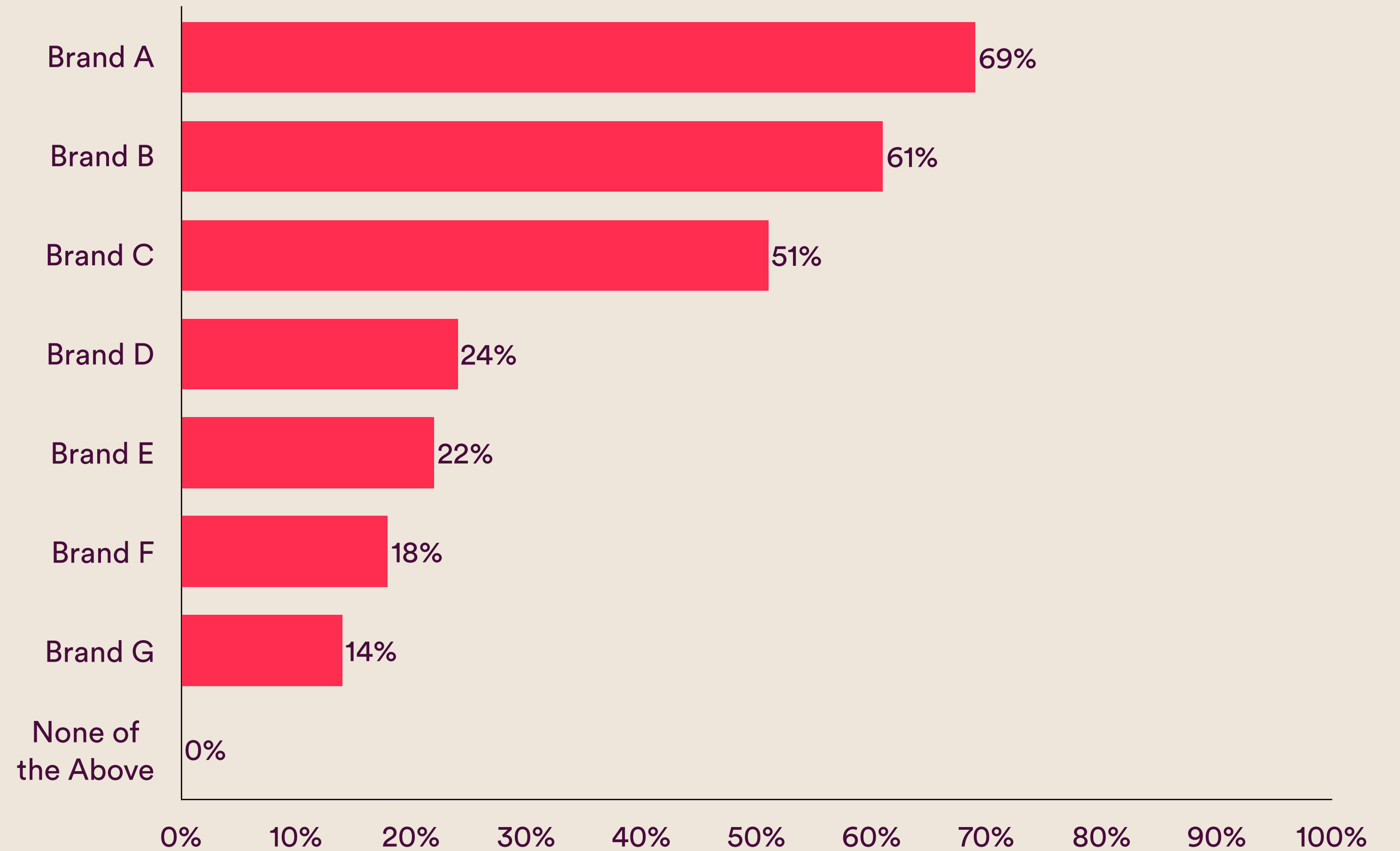
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# Brand Affinity

Which of the following brands do you agree is for 'people like you?'

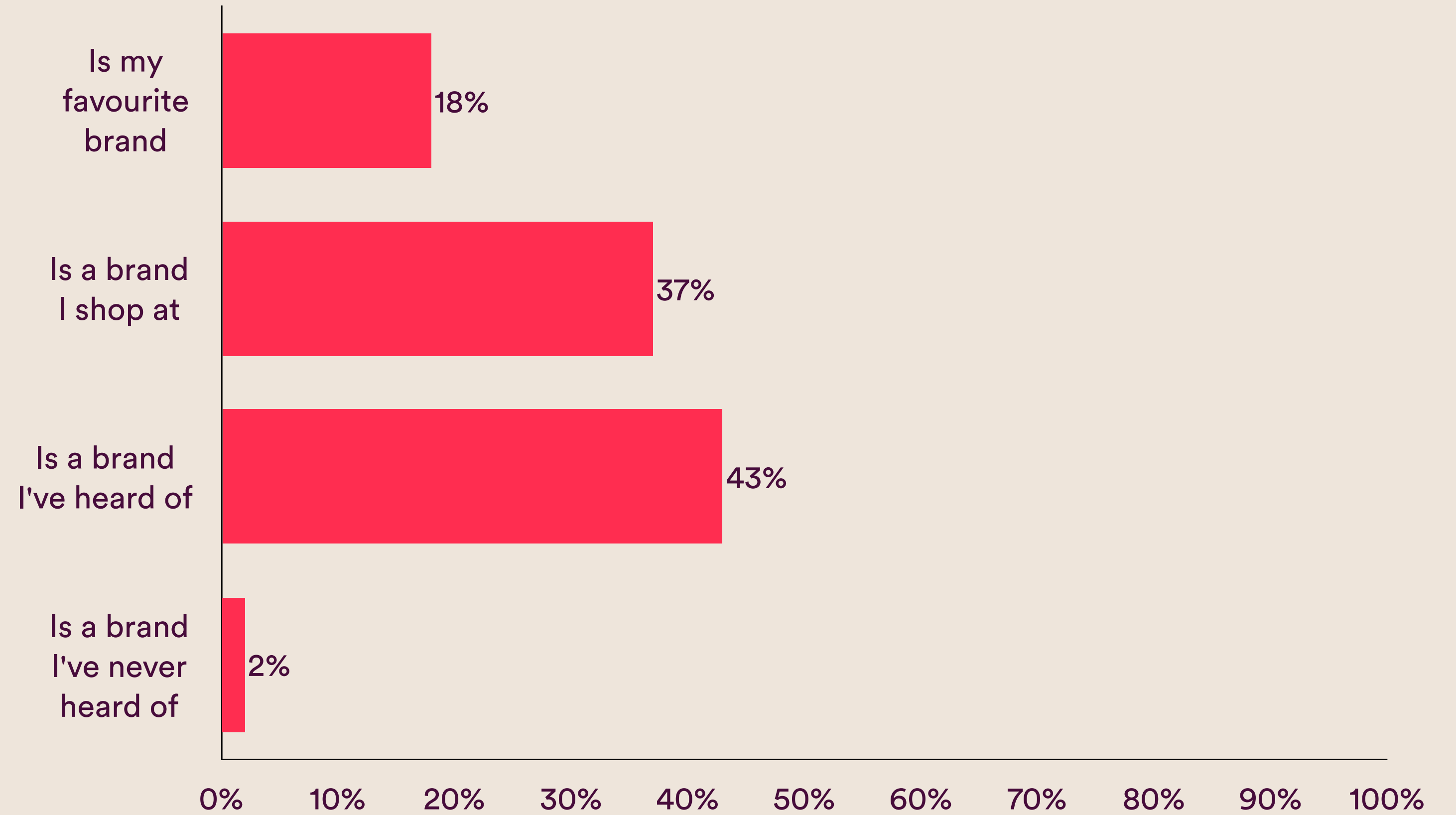
Date: March, 2023  
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Analysis: No  
Presentation: No



# Brand Familiarity

How familiar are you with the BRAND A?

Date: March, 2023  
Brand: Brand A  
Project: Brand Sentiment  
Sample: n=500  
Visualisation: Standard  
Analysis: No  
Presentation: No





# Brand Sentiment

When we say BRAND A, what comes to mind?  
Please list in detail all the things that come to mind.

Date: March, 2023

Brand: Brand A

Project: Brand Sentiment

Sample: n=500

Visualisation: Standard

Analysis: No

Presentation: No

Really great staff.

Love it.

I always choose to shop there, it's my local but also the team are so friendly.

I like it.

I used to never go there but my other store was closed. After visiting, this is definitely my preferred store.

Nice, easy, convenient.

Don't like it

It's ok. Nothing stand out.

Good.

I don't mind it.

I wouldn't go out of my way to go there. But it's fine, pricing is pretty good.

my local is good but the one by my child's daycare is not as good.

Store manager is great and makes a real effort to get to know everyone.

Ok.

Good pricing. Other stores are way too expensive.

I wouldn't go anywhere else.

The store hours are good and suit me best.

I make an effort to stop by here on my way home as opposed to going to the one closest to my house.

It's good.

I like the outdoor displays they have. Means when I go past and I can see what's on special and means I don't have to go into the store.

Not my favourite.

Does the job.

I would go here second if I can't find what I need at my usual store.

Good.

Don't really go there.

I do think they need to look at their suppliers as I know you can get better ones at other stores. Sometimes stock isn't great too.

It's fine.

Does what it needs to do.

I've been going here for 30 years and I wouldn't go anywhere else.

Great.

# Brand Sentiment Cont'

Really great staff.

Love it.

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I like it.

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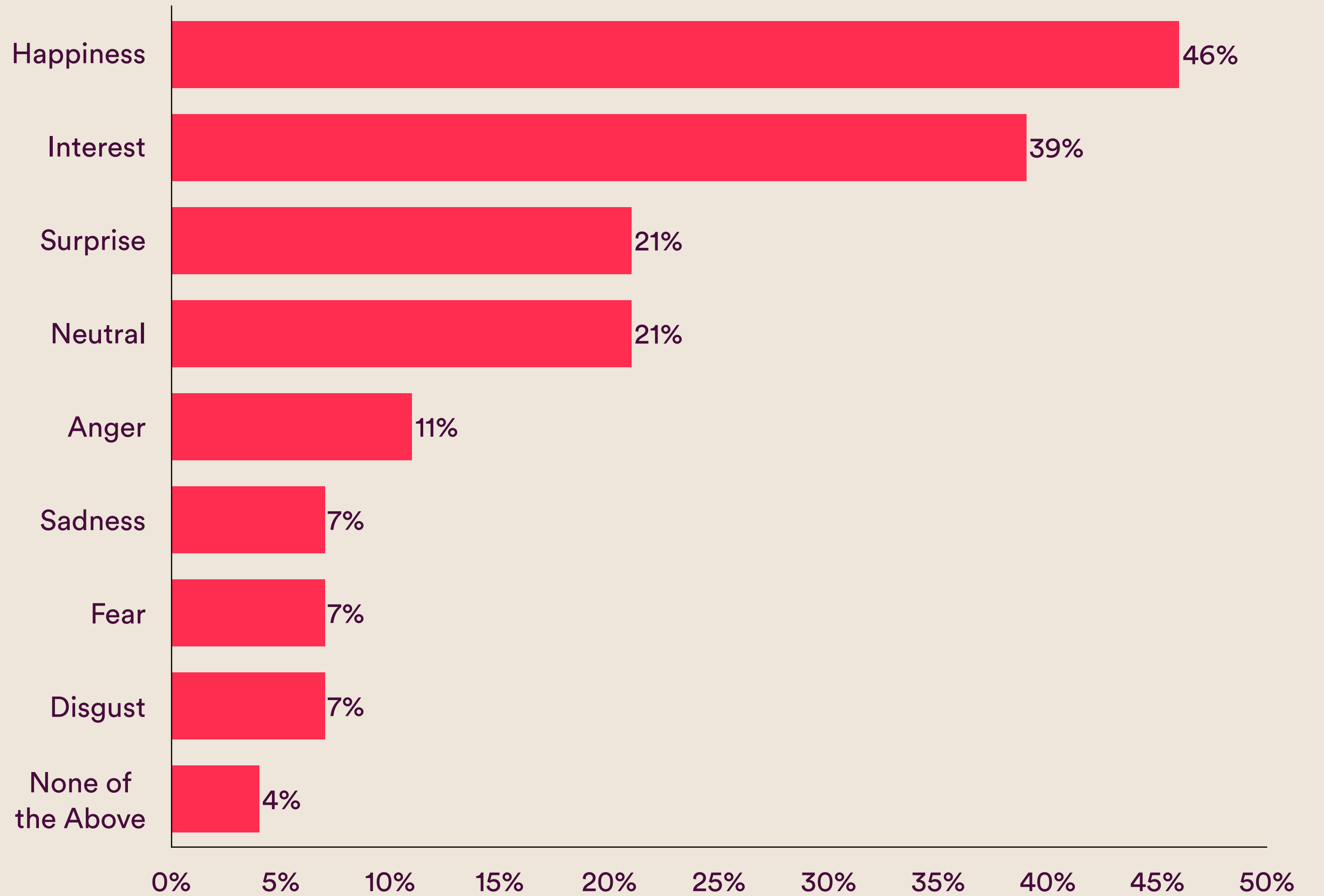
I've been going here for 30 years and I wouldn't go anywhere else.

Great.

# Brand Emotion

Which of the following feelings do you experience when you think of BRAND A?

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Project: Brand Sentiment  
Sample: n=500  
Visualisation: Standard  
Analysis: No  
Presentation: No



**Thank you.**

For further inquiries and information, contact [hello@foxiq.nz](mailto:hello@foxiq.nz)

