

This questionnaire template is used to assess the consumer's perception on a given set of brands or products. For example, if the aim is to create a new breakfast cereal, the list should include well-known cereal products, such as Kellogg's All-bran, Kellogg's Corn Flakes, Uncle Toby's Cheerios Wholegrain, Nestlé Chocapic, etc. Fill in the brand or product names below – one for each table. Identify pairs of opposing attributes, such as cheap versus expensive, and add them to each table.

## Semantic differential scale

Ask your participants to rate each product according to their perception on the tables below.

Brand/product:

	-5	-4	-3	-2	-1	0	1	2	3	4	5	
Cheap												Expensive
_____												_____
_____												_____
_____												_____
_____												_____
_____												_____
_____												_____

Brand/product:

	-5	-4	-3	-2	-1	0	1	2	3	4	5	
Cheap												Expensive
_____												_____
_____												_____
_____												_____
_____												_____
_____												_____
_____												_____

Brand/product:

	-5	-4	-3	-2	-1	0	1	2	3	4	5	
Cheap												Expensive
_____												_____
_____												_____
_____												_____
_____												_____
_____												_____
_____												_____

					5				
					4				
					3				
					2				
					1				
				0					
-5	-4	-3	-2	-1	1	2	3	4	5
					-2				
					-3				
					-4				
					-5				