Perceptual Maps

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 Cornflakes, Kellogg's, Cheerios MultiGrain, 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.

1 _____

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

2 _____

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

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