Business/Product/Service  
Name Survey Form

Thank you for taking this survey to help us determine the best name for our business/product/service. We sincerely appreciate your honest answers. We will not quote you publicly without your permission. If you are willing to provide your name and contact information below (it’s optional), we would like to have the option to contact you later if we have follow-up questions.

What is your gender: [ ] Female [ ] Male

What is your age range: [ ] <18 [ ] 18-24 [ ] 25-35 [ ] 36-45 [ ] 55-65 [ ] 66-75 [ ] 76+

The name shown *below* is a [ ] business [ ] product [ ] service This section to be filled in by staff

The name shown *below* is in the general category of:

**Potential Business/Product/Service Name:**

What is the first thing that comes to mind when you hear the name listed above?

If you didn’t already know, what type of category would you *assume* it belongs to? (e.g., a florist, an Italian restaurant, a type of lawnmower, an automotive repair business, a workout routine)

What positive attributes does the name bring to mind?

What negative attributes or concerns might this name bring to mind?

On a scale of 1 to 10, with 10 being the ideal name, how would you score this name? Why?

Other comments:

OPTIONAL: How can we contact you if we have follow-up questions or need clarification?  
Name:  
Phone:  
Email (you will *not* be added to a junk mail list):