

# SSI POV: Online

## Does Changing Brand List Items Affect Awareness?

- Brands are often added and removed throughout the life of a tracking study, where consistent data is of the utmost importance.
- SSI has investigated the effects of adding and removing brands to an online awareness question and recommends best practices for brand lists.

### The Number of Brands Does Not Impact Results

Results of SSI research into changing brand list lengths showed that the number of brands included in a multi-punch awareness list did not have a statistically significant impact on the results. Participants were just as likely to be aware of a specific UK bank or building society if it appeared in a list of 6, 12, 18 or 22 different brands.

Which of the following banks and building societies, if any, are you aware of?

	6-Brand List	12-Brand List	18-Brand List	22-Brand List
<b>Base:</b>	<b>489</b>	<b>496</b>	<b>490</b>	<b>493</b>
<b>Among Original 6 brands</b>				
<b>Mean # of Mentions</b>	4.83	4.8	4.7	4.73
<b>Median # of Mentions</b>	5	5	5	5
<b>Among First 12 brands</b>				
<b>Mean # of Mentions</b>		8.74	8.75	8.81
<b>Median # of Mentions</b>		10	10	10
<b>Among First 18 brands</b>				
<b>Mean # of Mentions</b>			13.4	13.27
<b>Median # of Mentions</b>			15	15

The mean and median number chosen also stayed the same regardless of the list size. Based on our testing, a brand tracker should expect consistent results when adding/removing brands from a list.

(continued)

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## SSI Recommendations

- Use an awareness list that is small enough to fit on a single page, without scrolling; a longer list could affect data quality.
- Use caution when adding brands either near the end of a questionnaire or to a list that will be asked throughout the entire questionnaire, because research by SSI and others has demonstrated that fatigue effects impact data after about 15 minutes of survey time.
- Avoid restrictive instructions like “select 3 brands that you would not purchase.” Offering participants freedom to select or as many as few brands as they wish not only improves the participant experience, but improves the quality of the data since participants are not forced to invent data to fit the needs of the question.
- Finally, questions that ask participants to rate or compare different brands will certainly be impacted with the addition of new brands and the removal of others.