

Matched UK-US Buyer-Answer Comparison Worksheet

Keep country collections, relevant answer differences and content decisions in one reproducible record.

Use this document as a working record. Blank fields are for your own verified evidence and agreed decisions. Public examples illustrate the method.

1. Shared buyer scope

Brand

Buyer segment and decision

Exact question

Language

Device

Included sources

1. Shared buyer scope / continued

Reviewer

2. Collection records

Country	Collection date / time	Source and method	Usable answers	Report / answer link	Coverage note

3. Observed comparison / continued

3. Observed comparison

Buyer detail or measure	UK observation / count	US observation / count	Denominator / scope	Answer links	Meaning to investigate

4. Source and fact verification

Relevant claim or source	Shared / UK / US	Exact plan or workflow	Official URL	Source check date	Verified detail or unresolved question

4. Source and fact verification / continued

Relevant claim or source	Shared / UK / US	Exact plan or workflow	Official URL	Source check date	Verified detail or unresolved question

5. Content decision

Keep shared / investigate / localise

Reason and supporting evidence

Target market and page

Proposed clarification

Reusable existing content

5. Content decision / continued

Fact owner

Completion check

Live work record if implemented

Next matching collection and review date