



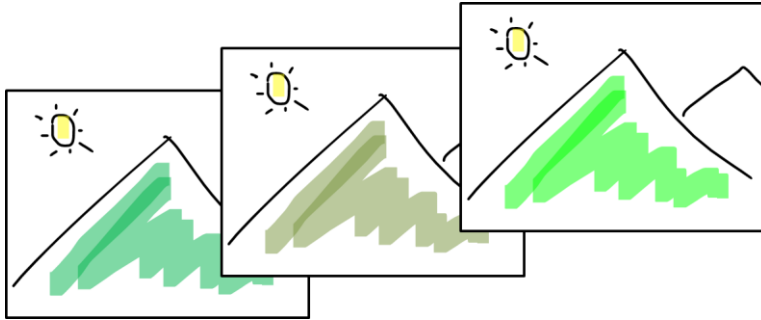
Screening Survey
Alternatives: Logo Designs

Prepared for: Your Company
Date:



Survey Detail

Number of alternatives evaluated in this screening survey = 7



Rated from 1 to 5 on diagnostics and 0 to 10 on purchase interest. These are reported as averages.

Type: Logo Screening Survey

Survey date

3/3/2022

Country

South Africa

Target

All ages and genders

Sample size

100 questionnaires were completed.

Questionnaire outline

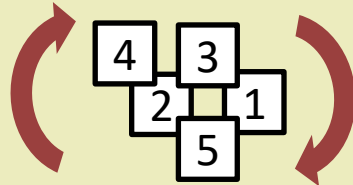
Qualification questions

Demographics (e.g. age, gender & household income)

Please review the alternative below and then rate your level of agreement with each statement in relation to this alternative

How likely would you be to <describe desired action> this / a <describe item type>?

Order effects mitigated through randomized order rotation



Question set repeated for each alternative. Customized to match your item type (e.g. 'logo', 'concept' etc.) & action type (e.g. 'buy', 'subscribe' etc.).

Survey Results

Slides sorted in rank order, from best to worst

Overall score



Rating from 0 to 10

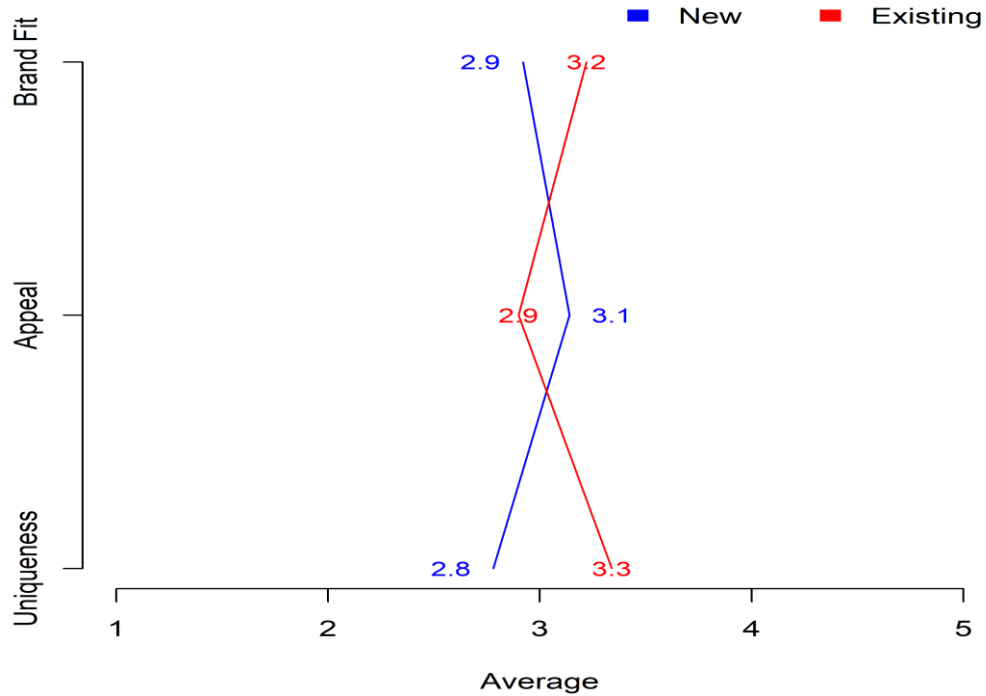


* Change = new - existing

Design 8

Rank = 1

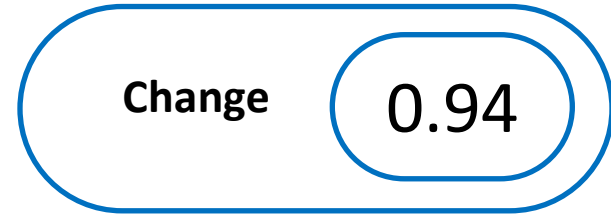
Diagnostic profile



Overall score



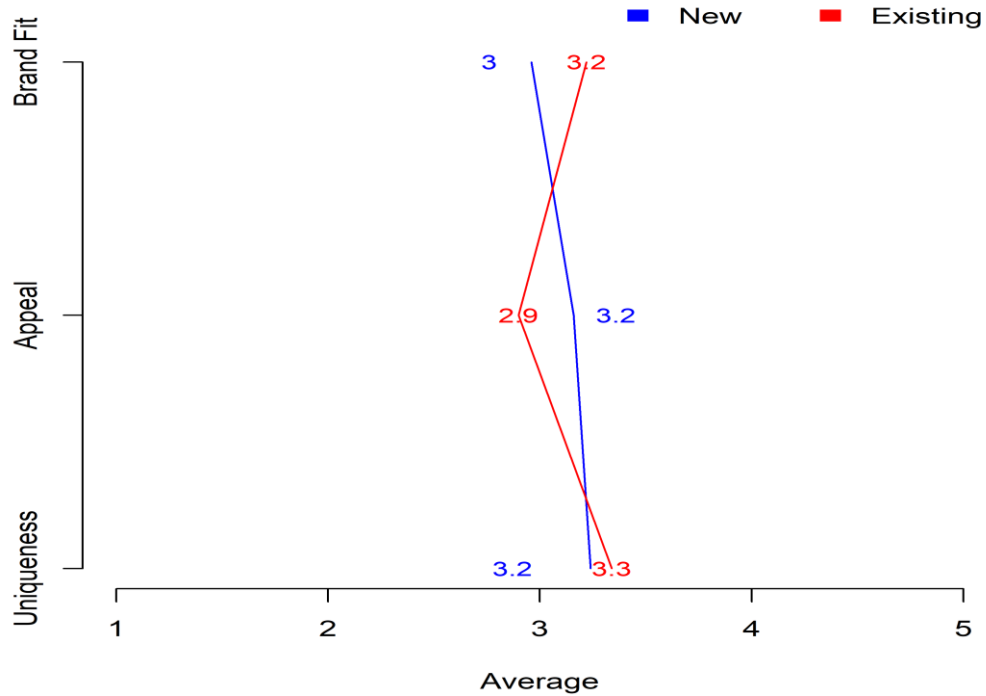
Rating from 0 to 10



* Change = new - existing

Design 6
Rank = 2

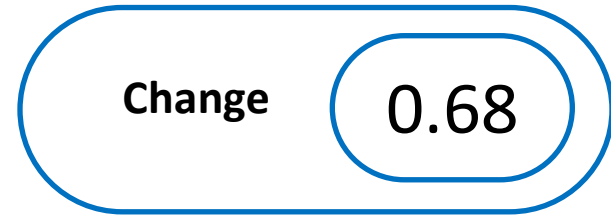
Diagnostic profile



Overall score



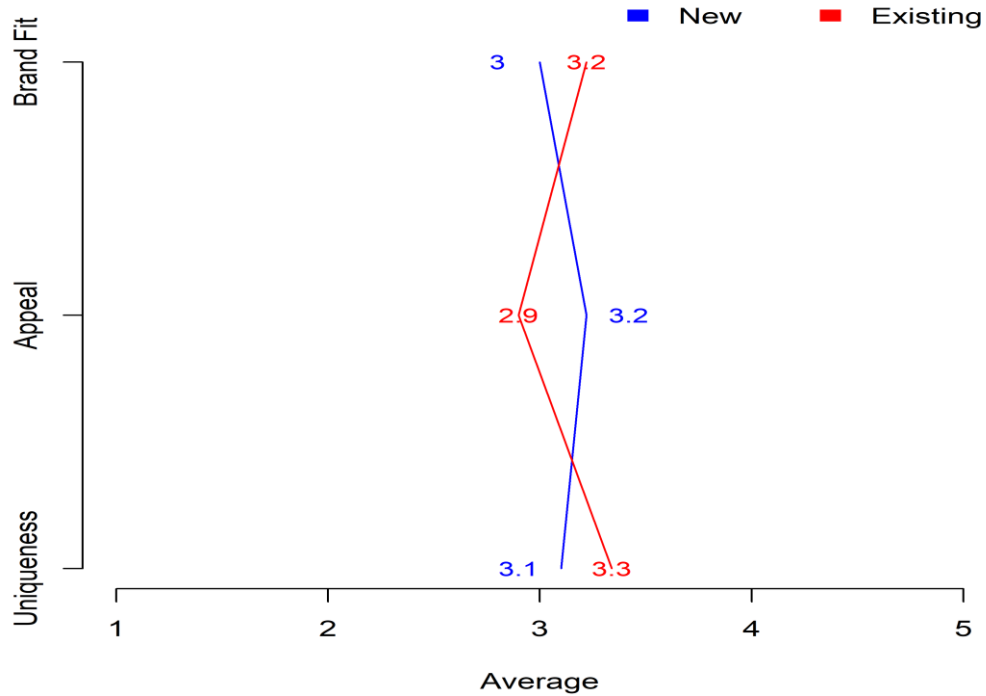
Rating from 0 to 10



* Change = new - existing

Design 2
Rank = 3

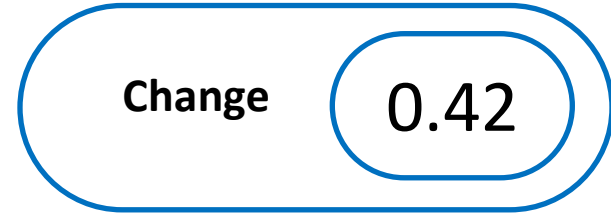
Diagnostic profile



Overall score



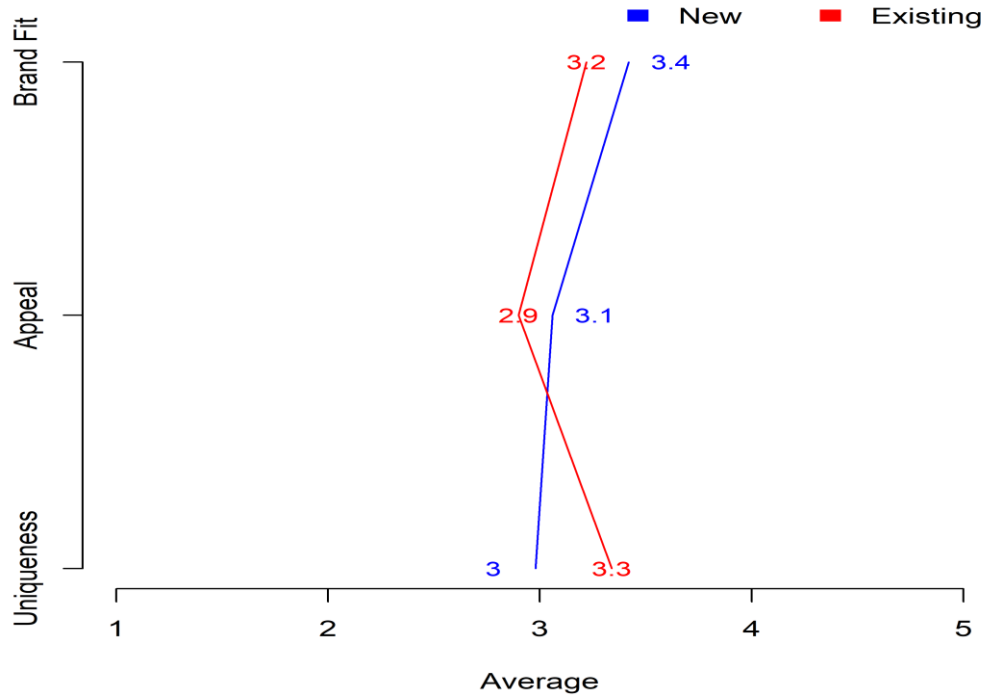
Rating from 0 to 10



* Change = new - existing

Design 7
Rank = 4

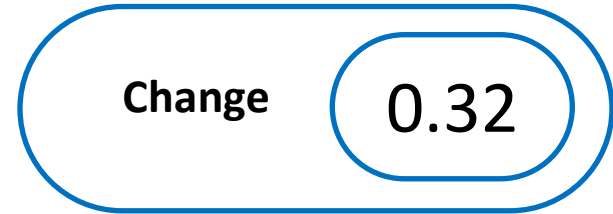
Diagnostic profile



Overall score



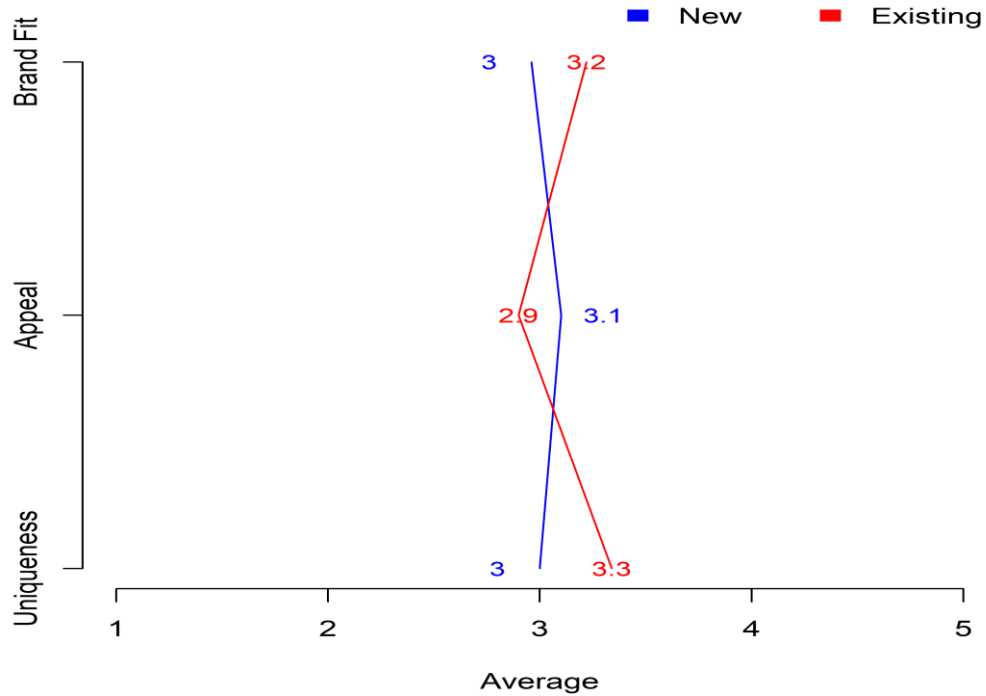
Rating from 0 to 10



* Change = new - existing

Design 5
Rank = 5

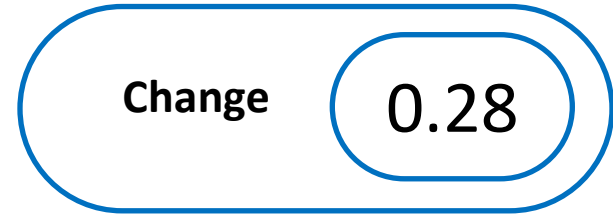
Diagnostic profile



Overall score



Rating from 0 to 10

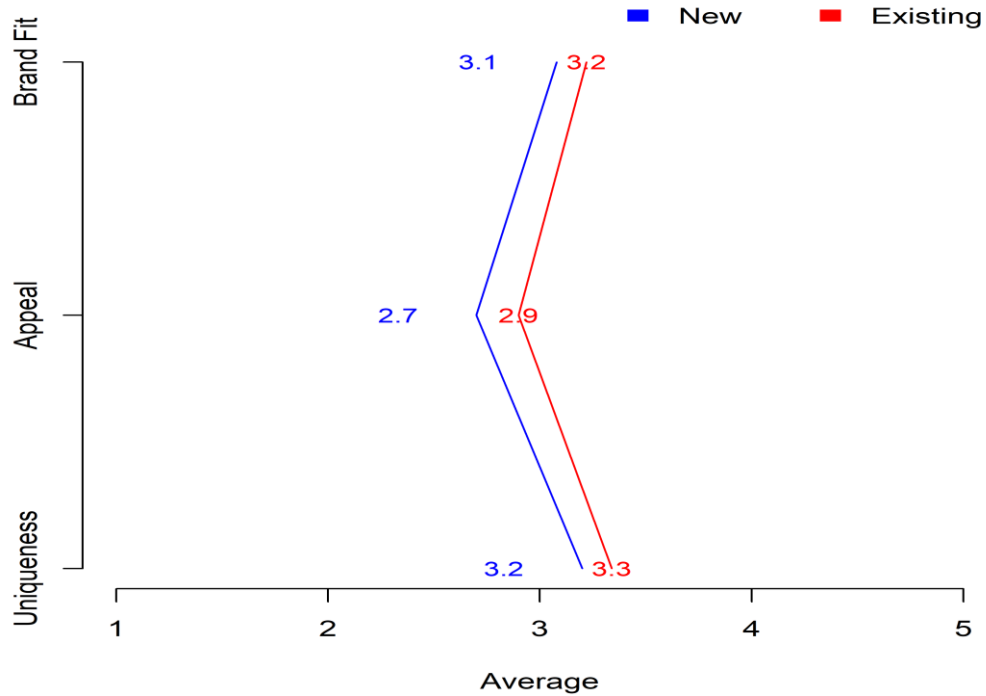


* Change = new - existing

Design 3

Rank = 6

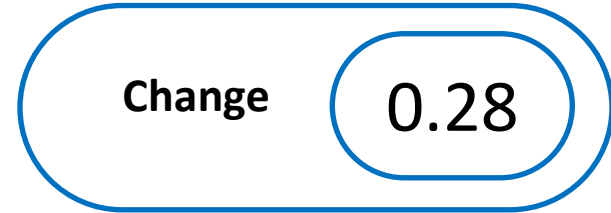
Diagnostic profile



Overall score



Rating from 0 to 10

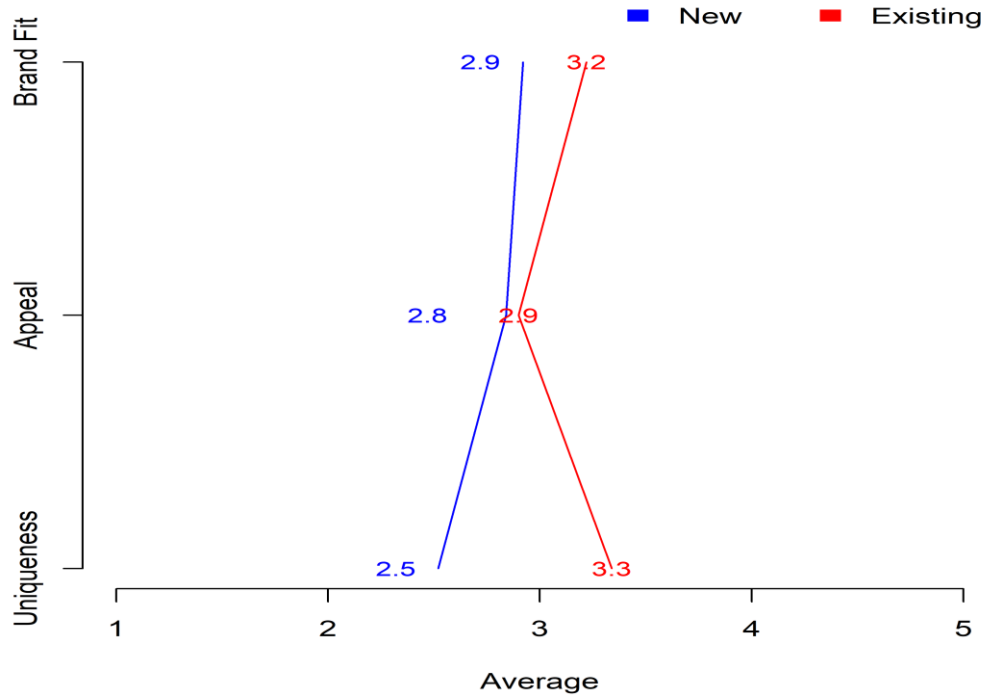


* Change = new - existing

Design 10

Rank = 7

Diagnostic profile



Overall score



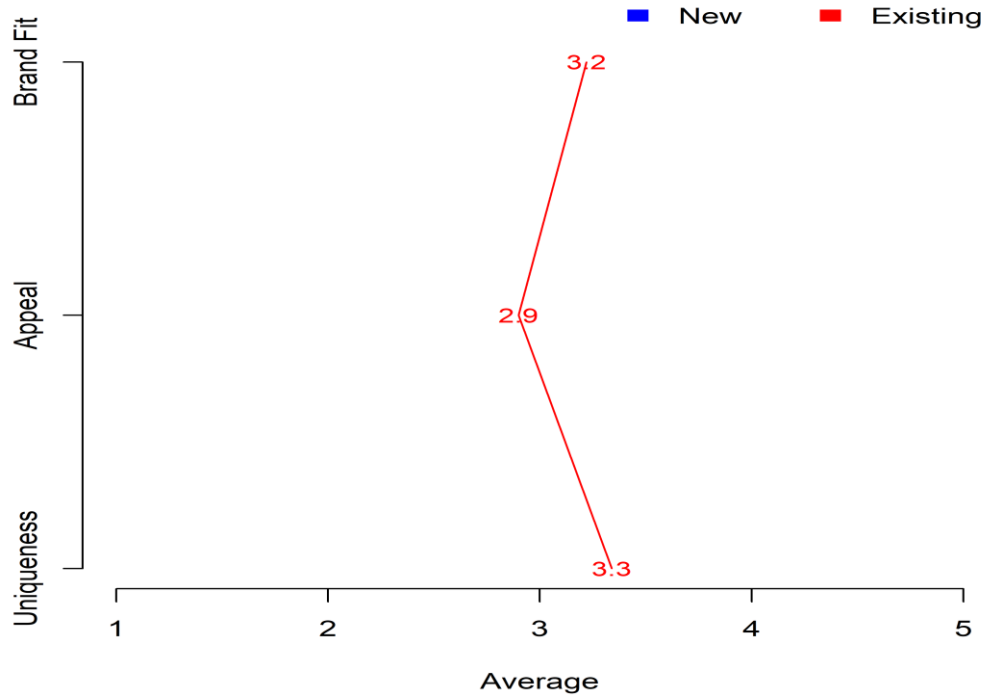
Rating from 0 to 10



* Change = new - existing

Design 1
Rank = 8

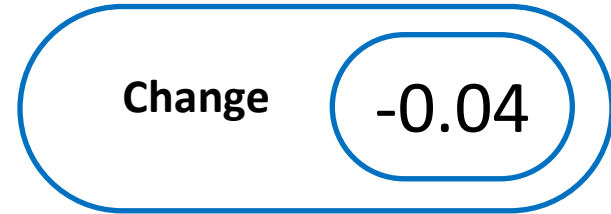
Diagnostic profile



Overall score



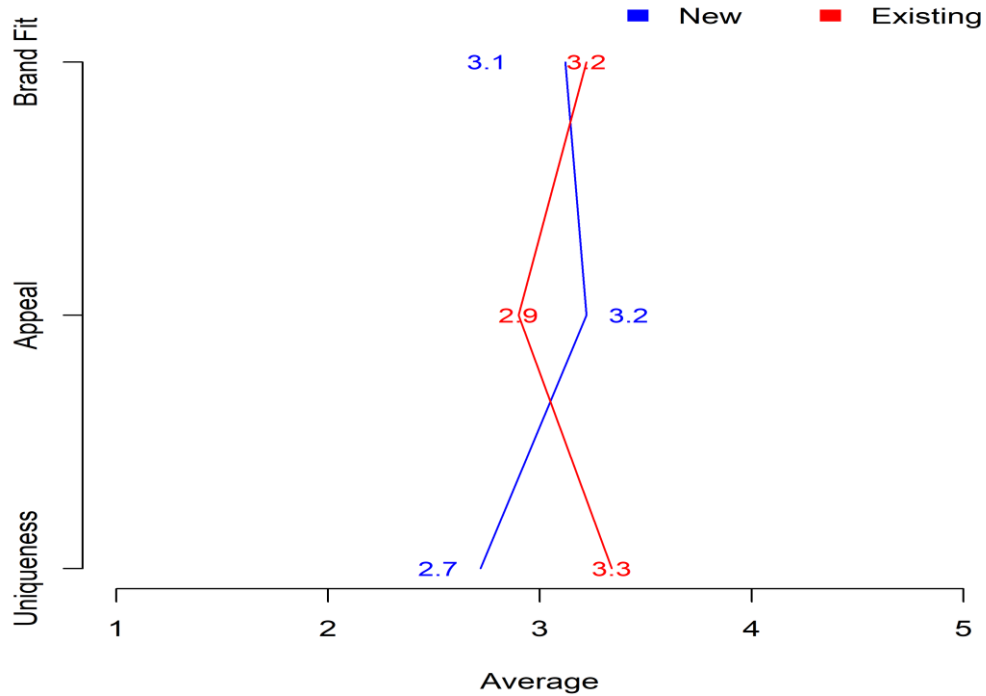
Rating from 0 to 10



* Change = new - existing

Design 4
Rank = 9

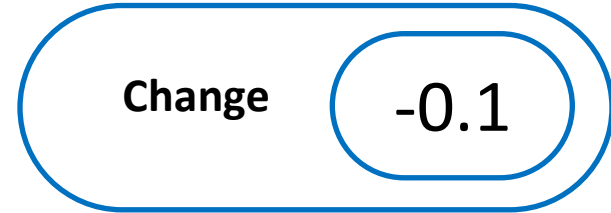
Diagnostic profile



Overall score



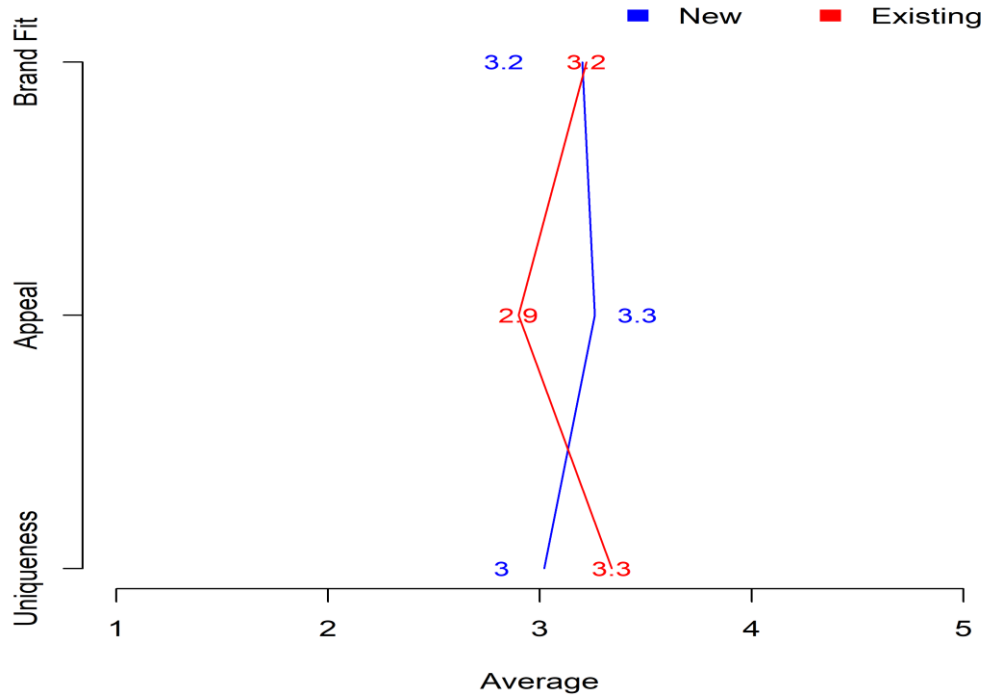
Rating from 0 to 10



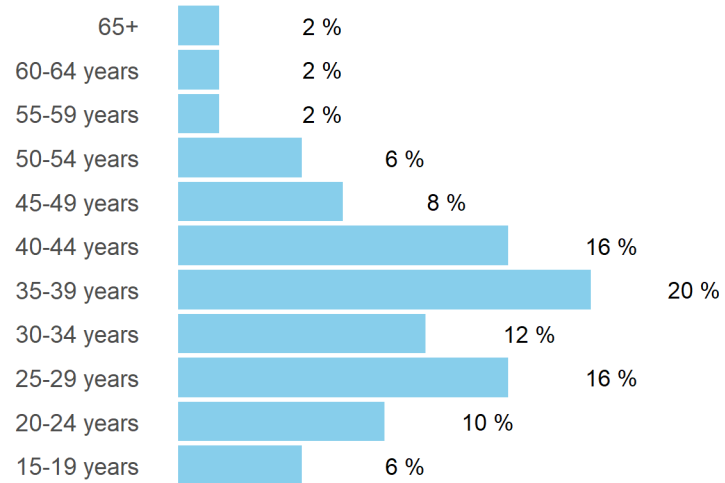
* Change = new - existing

Design 9
Rank = 10

Diagnostic profile



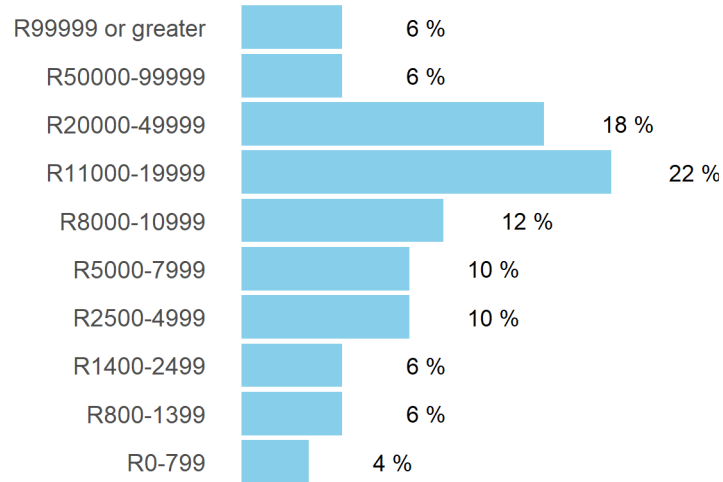
Age



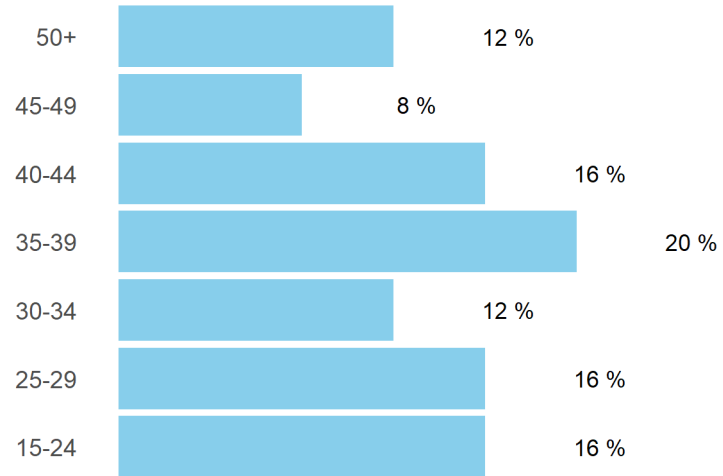
Gender



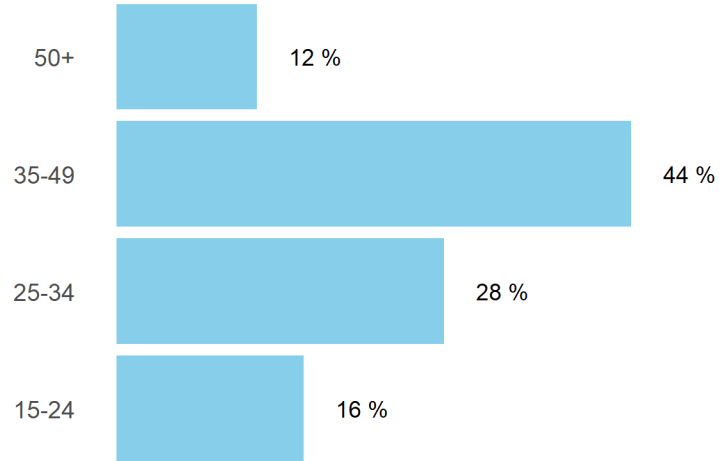
Household Income



NA



NA



NA

