



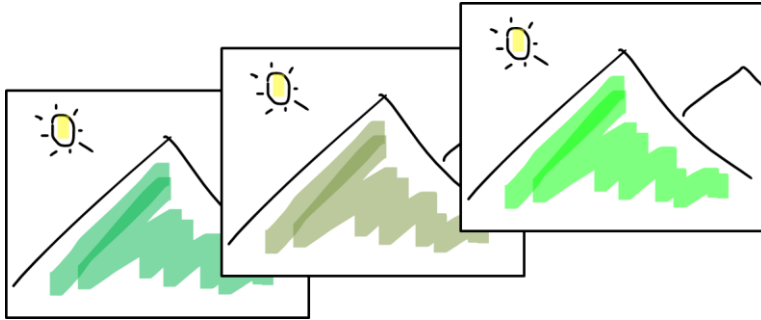
Screening Survey
Alternatives: Package Designs

Prepared for: Your Company
Date: 10 June 2022



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: Package Screening Survey

Survey date

3/3/2022

Country

South Africa

Target

All ages and genders

Sample size

100 questionnaires were completed.

Questionnaire outline

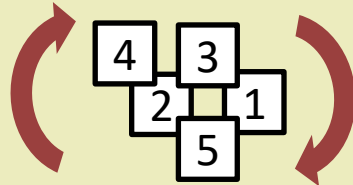
Qualification questions

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

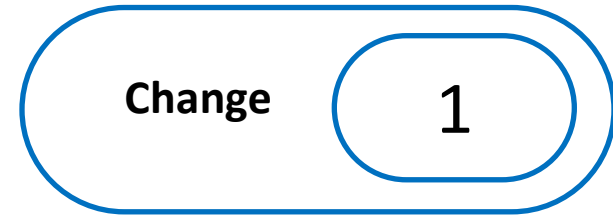
Overall score



Design 8
Rank = 1

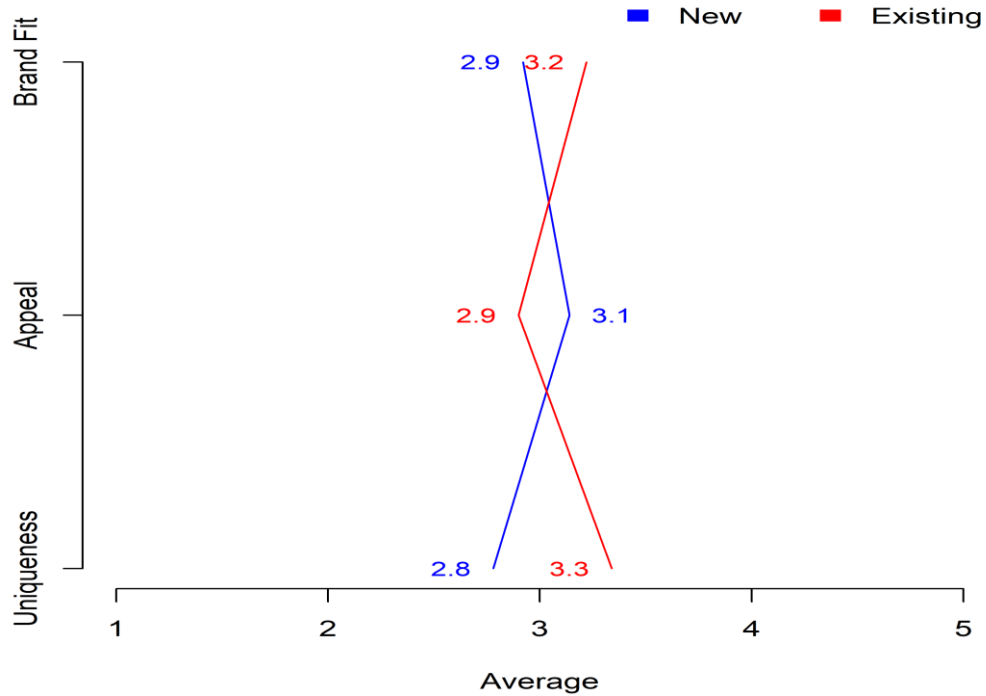


Rating from 0 to 10



* Change = new - existing

Diagnostic profile



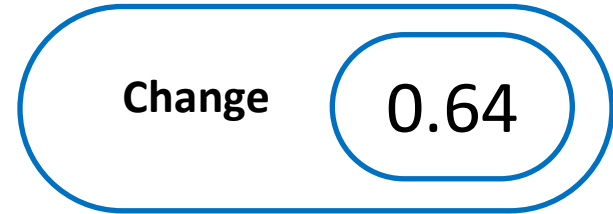
Overall score



Design 6
Rank = 2

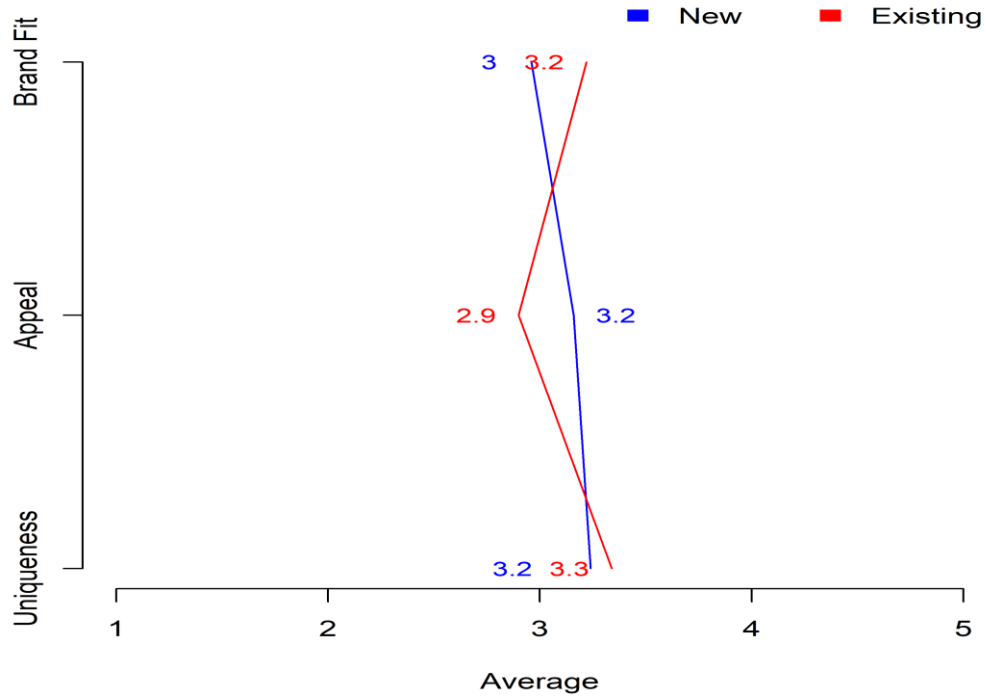


Rating from 0 to 10



* Change = new - existing

Diagnostic profile



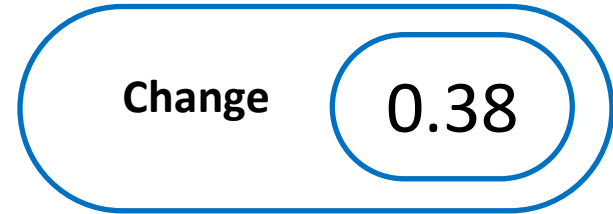
Overall score



Design 2
Rank = 3

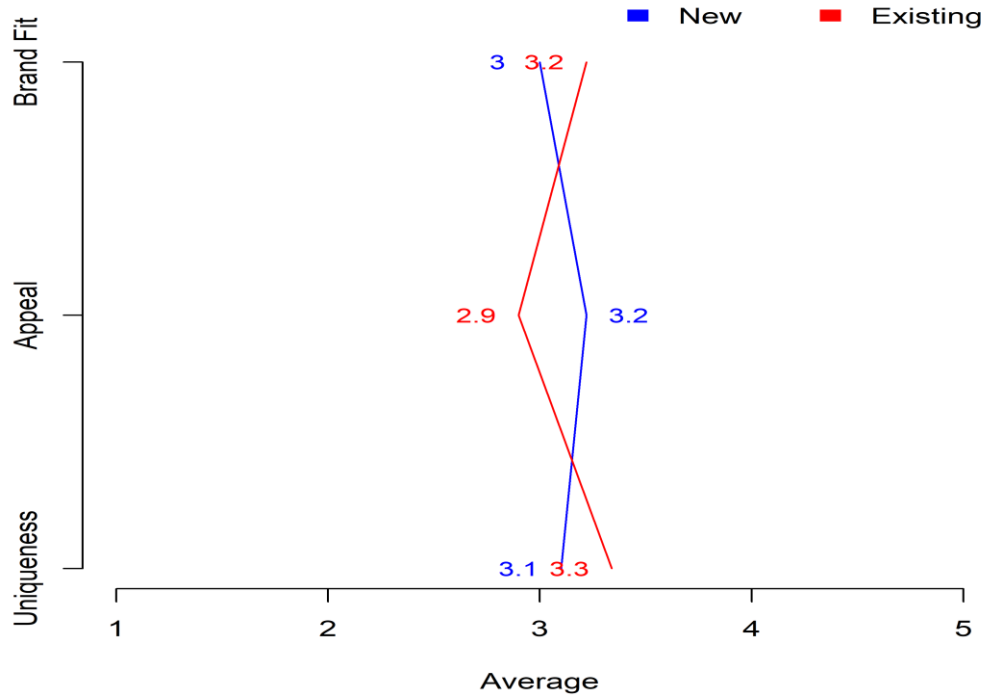


Rating from 0 to 10



* Change = new - existing

Diagnostic profile



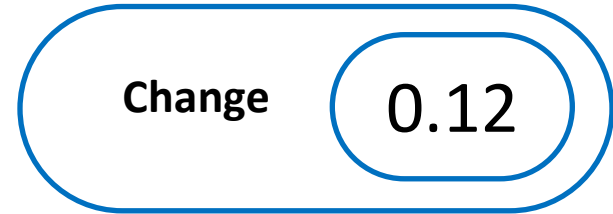
Overall score



Design 7
Rank = 4

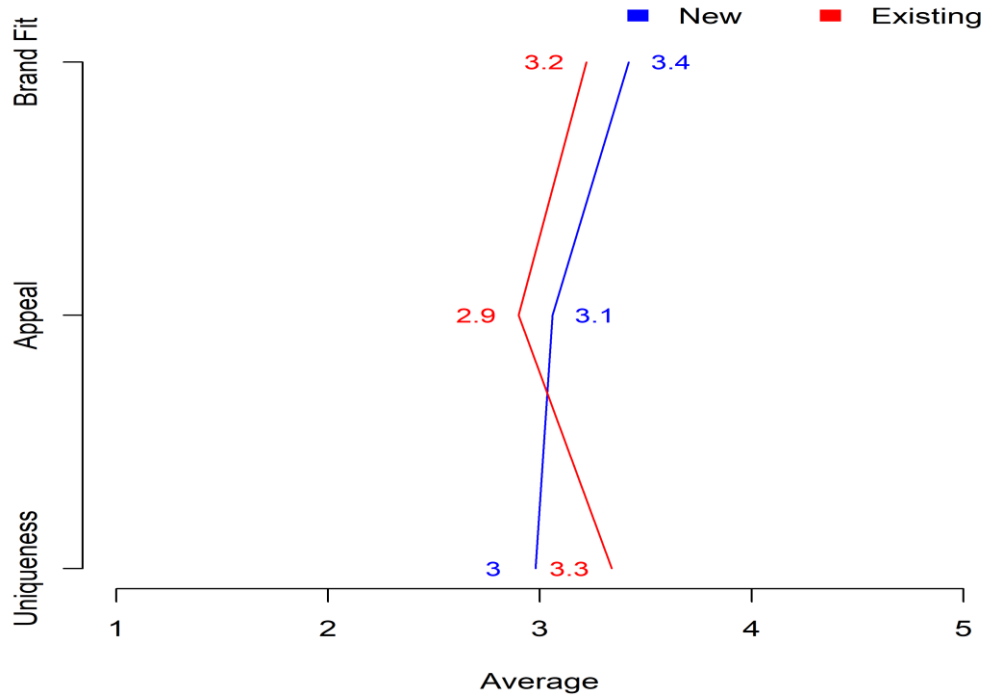


Rating from 0 to 10



* Change = new - existing

Diagnostic profile



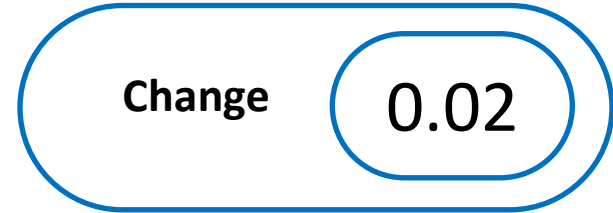
Overall score



Design 5
Rank = 5

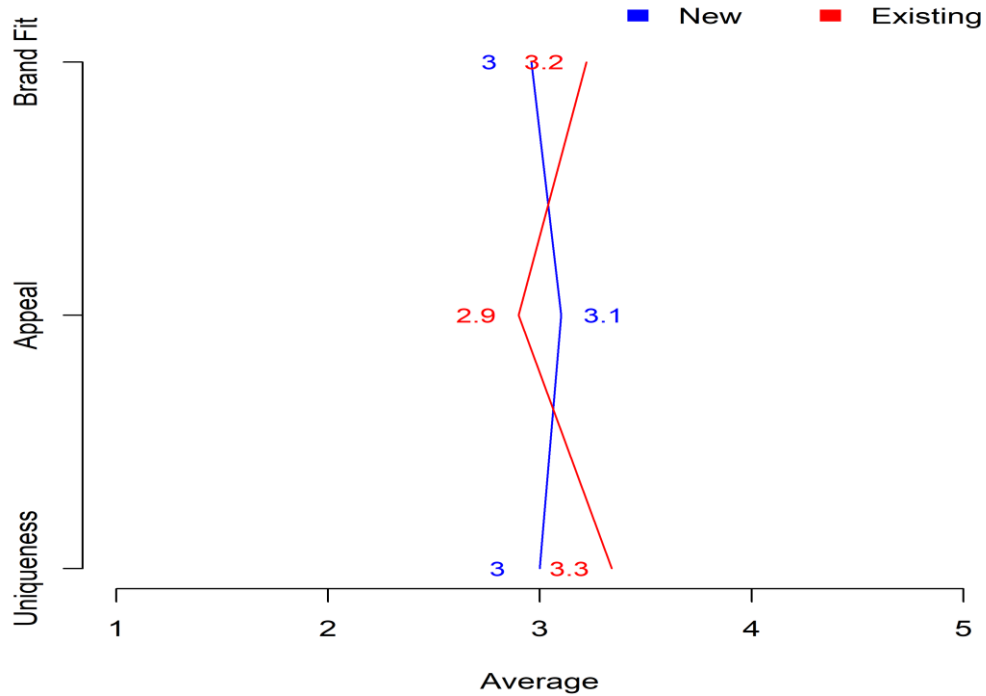


Rating from 0 to 10



* Change = new - existing

Diagnostic profile



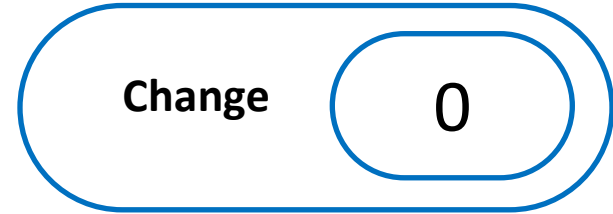
Overall score



Design 1
Rank = 6

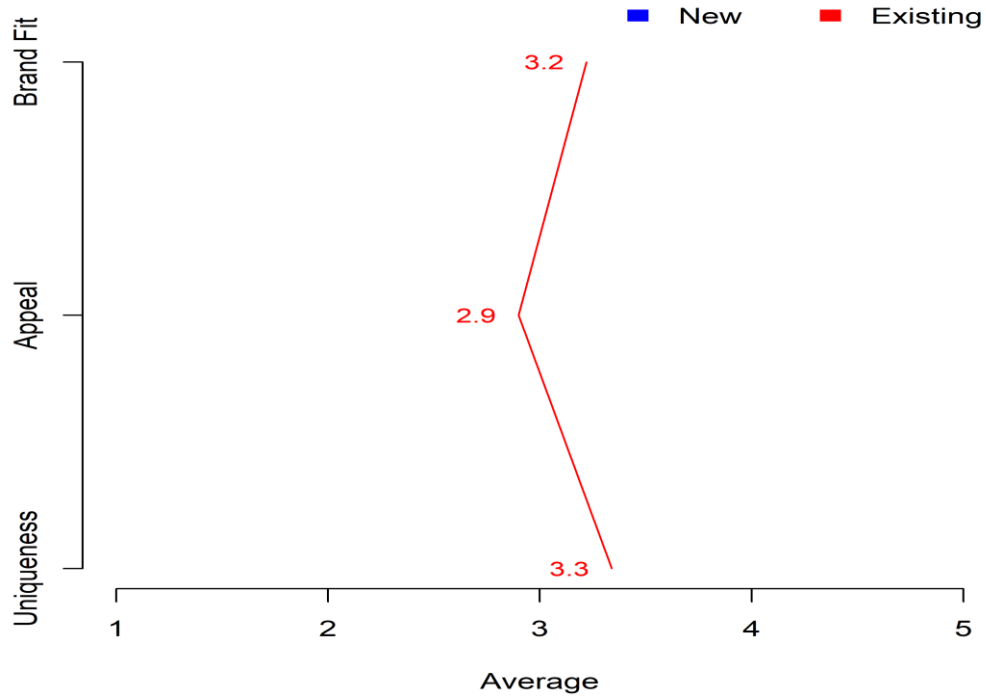


Rating from 0 to 10



* Change = new - existing

Diagnostic profile



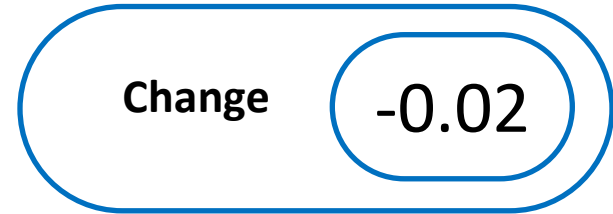
Overall score



Design 3
Rank = 7

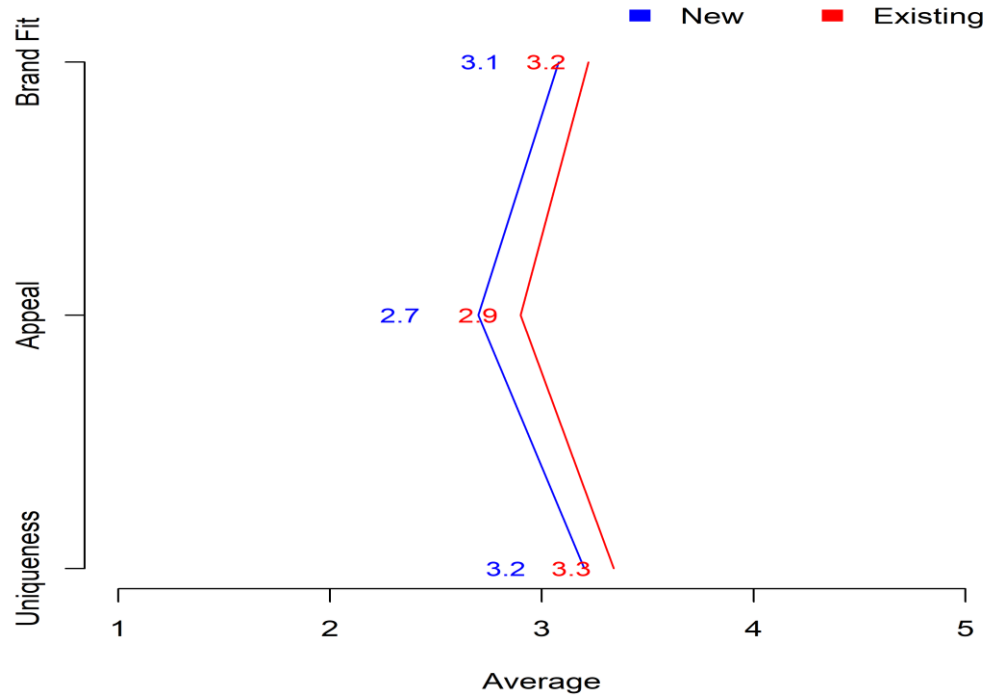


Rating from 0 to 10



* Change = new - existing

Diagnostic profile



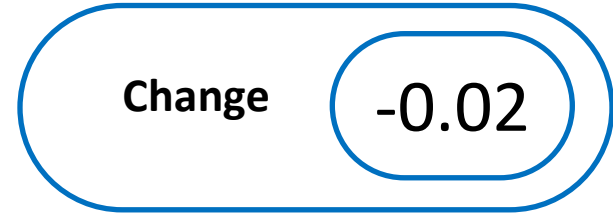
Overall score



Design 10
Rank = 8

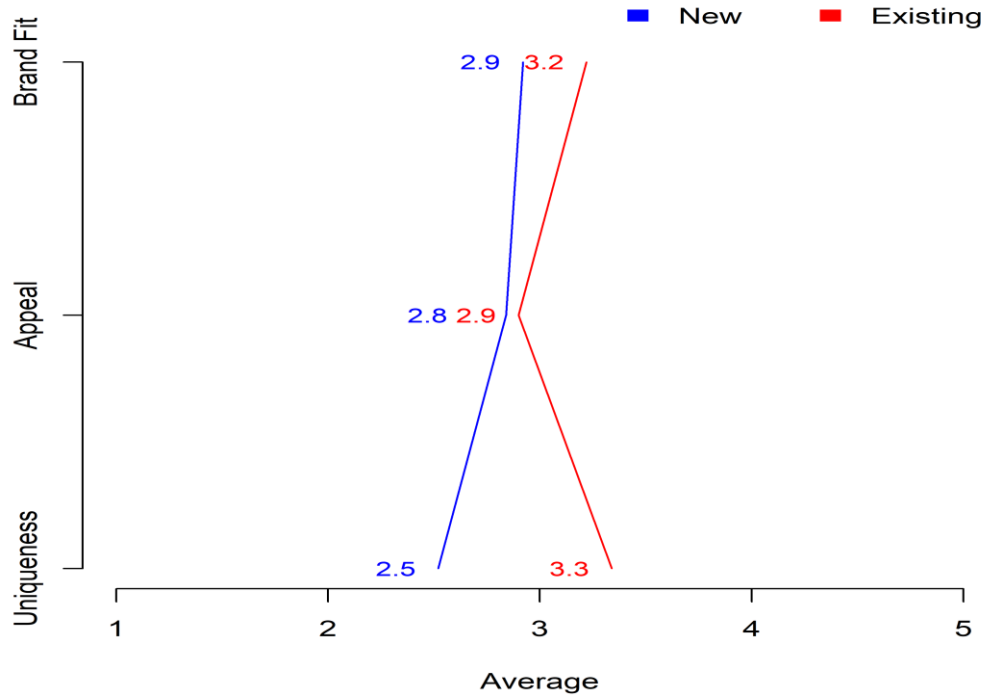


Rating from 0 to 10



* Change = new - existing

Diagnostic profile



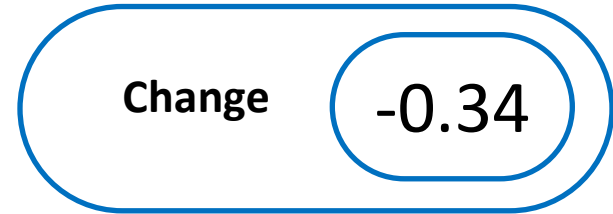
Overall score



Design 4
Rank = 9

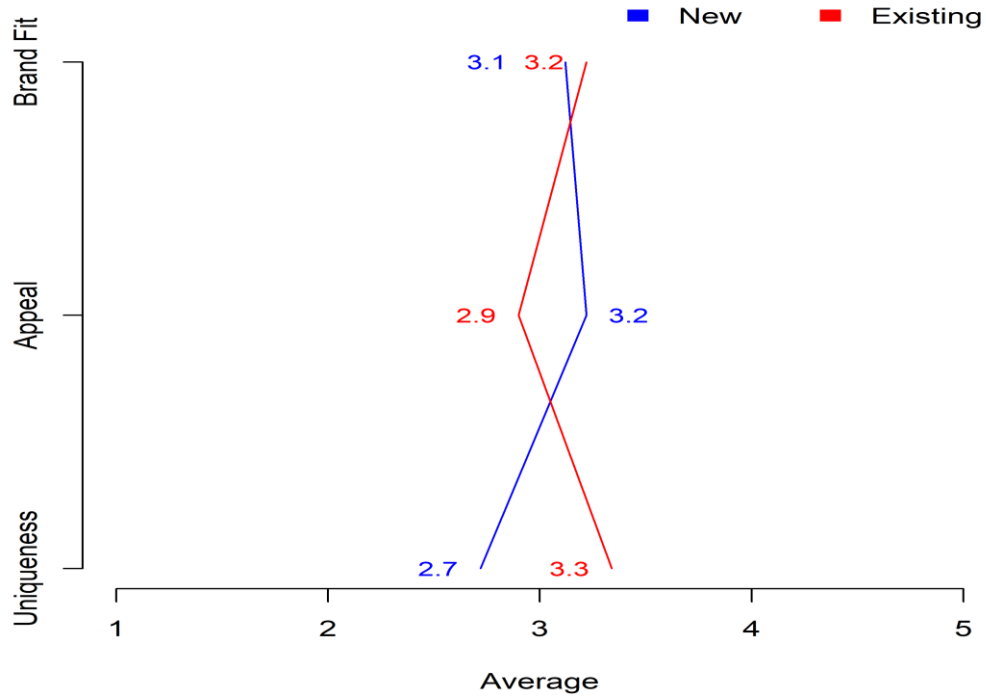


Rating from 0 to 10



* Change = new - existing

Diagnostic profile



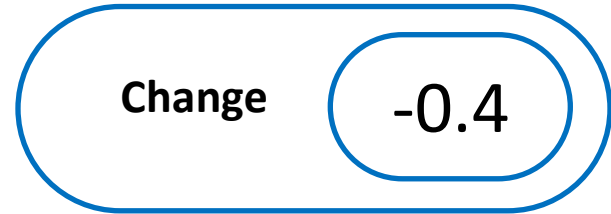
Overall score



Design 9
Rank = 10

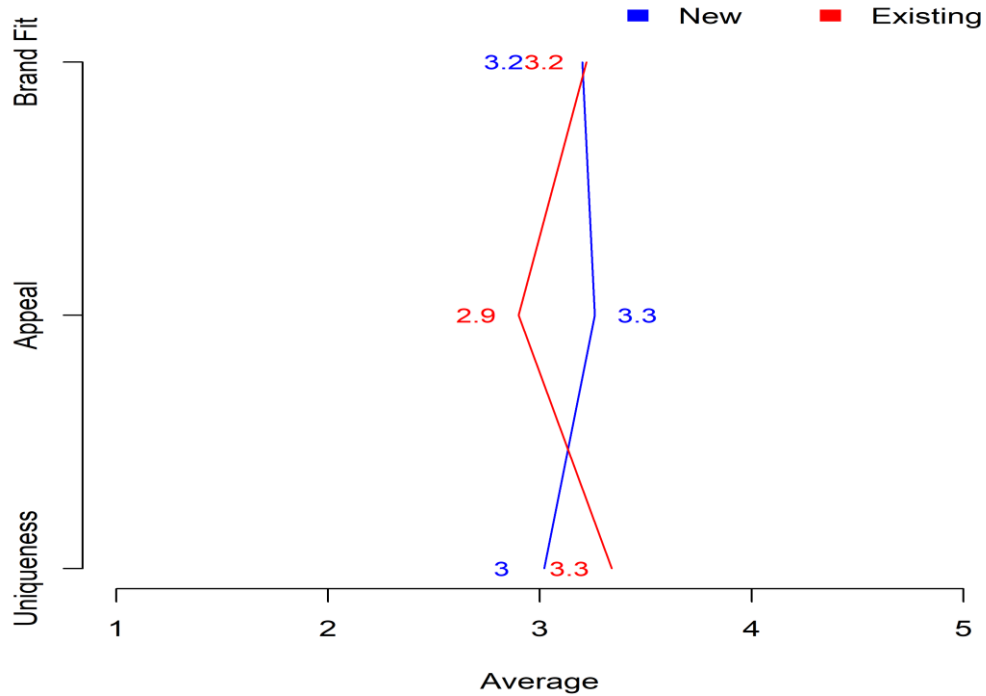


Rating from 0 to 10

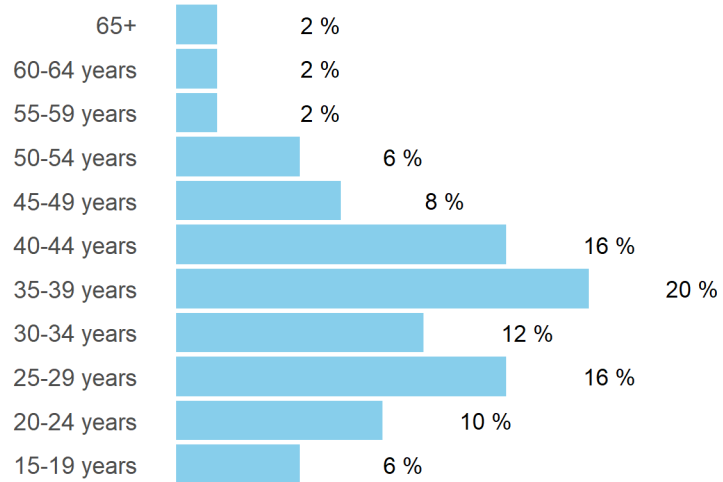


* Change = new - existing

Diagnostic profile



Age



Gender



Household Income

