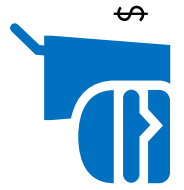
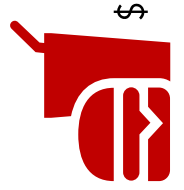


Example



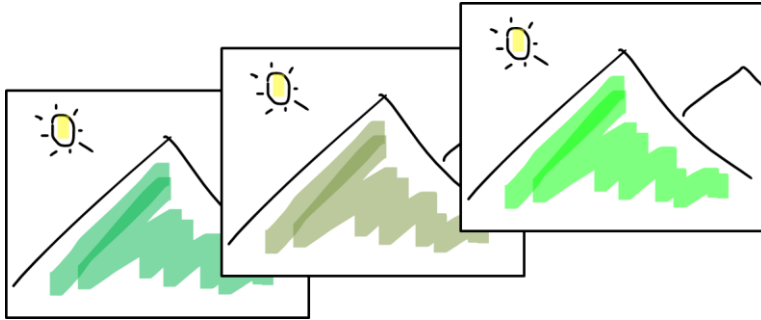
Screening Survey
Alternatives: Restaurant Menu Items

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: Restaurant Screening Survey

Survey date

3/3/2022

Country

South Africa

Target

All ages and genders

Sample size

100 questionnaires were completed.

Questionnaire outline

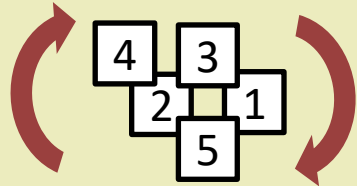
Qualification questions

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

2 eggs, 2 cheese grillers,
1 tomato and 2 hashbrowns

R69

Purchase
Intention

5.96

Rating from 0 to 10

Change

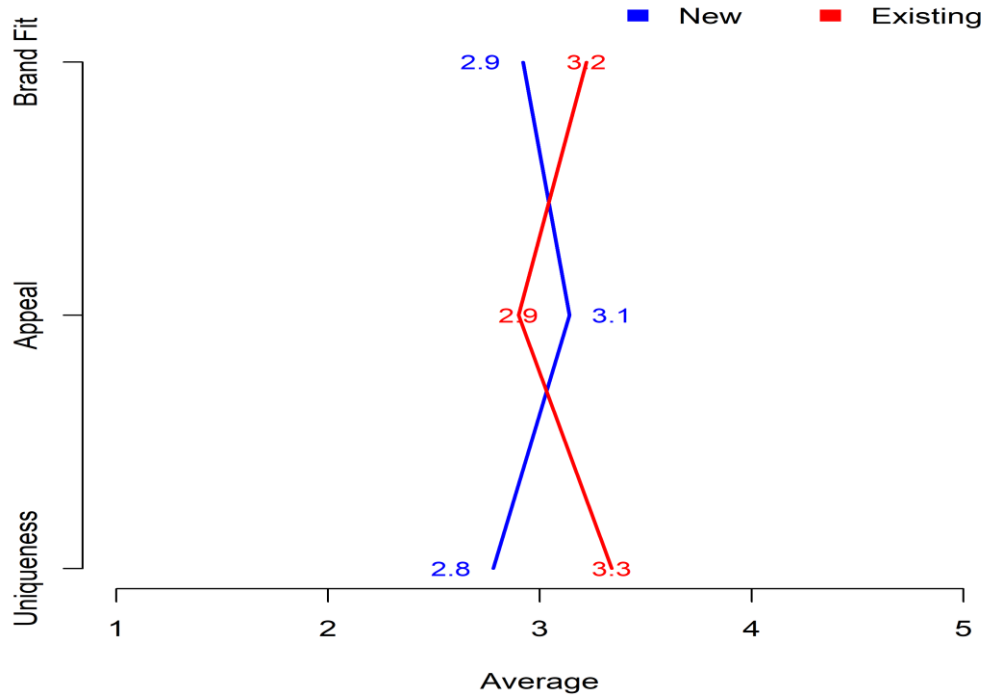
1.3

* Change = new - existing

Design 8

Rank = 1

Diagnostic profile



Overall score

2 eggs, 2 cheese grillers,
1 tomato and 1 slice of toast

R69

Purchase
Intention

5.6

Rating from 0 to 10

Change

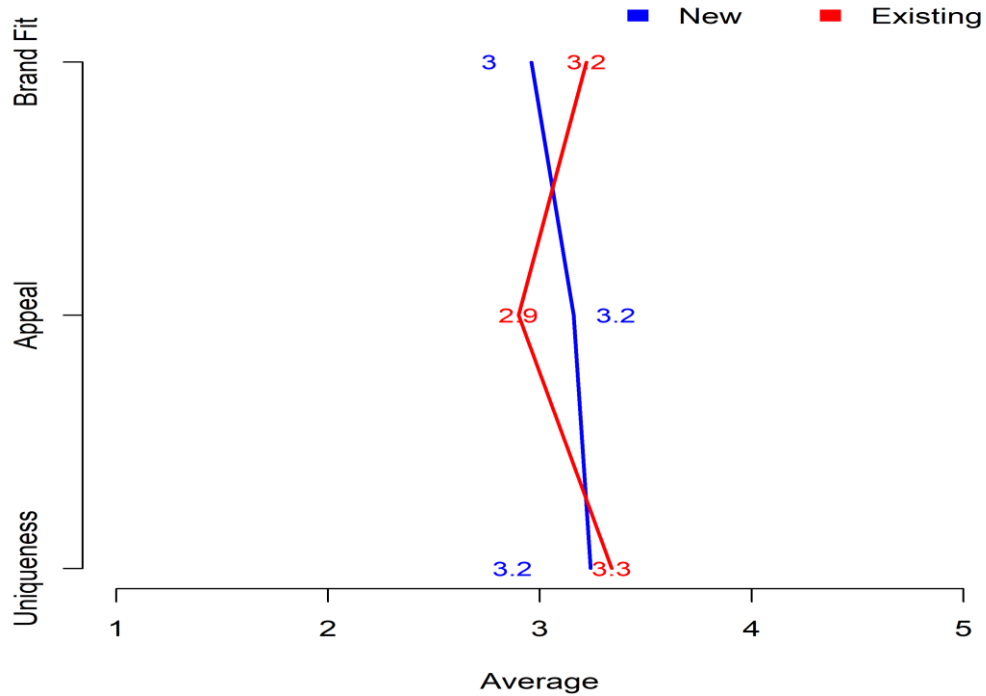
0.94

* Change = new - existing

Design 6

Rank = 2

Diagnostic profile



Overall score

2 eggs, 1 piece of bacon,
1 tomato and 1 slice of toast

R69

Purchase
Intention

5.34

Rating from 0 to 10

Change

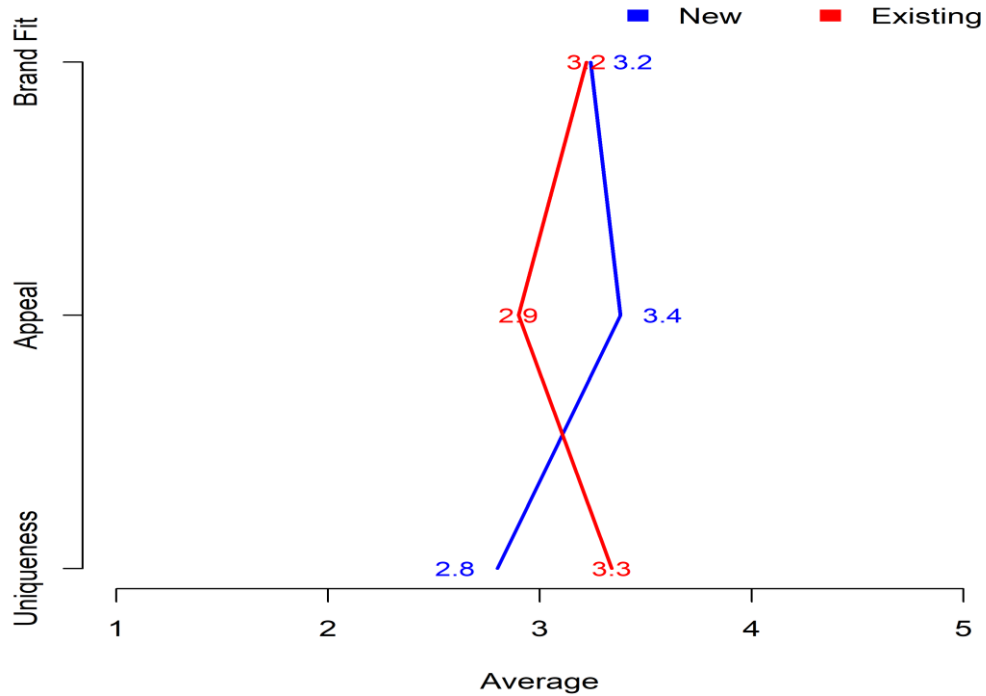
0.68

* Change = new - existing

Design 2

Rank = 3

Diagnostic profile



Overall score

2 eggs, 2 cheese grillers,
1 tomato and 1 hasbrown

R65

Purchase
Intention

5.08

Rating from 0 to 10

Change

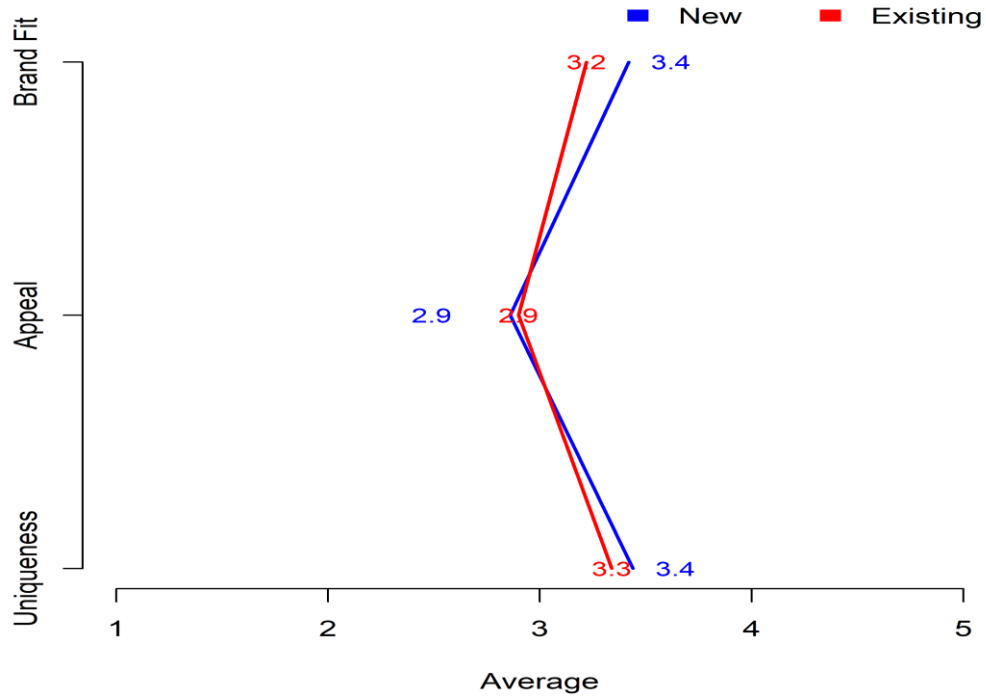
0.42

* Change = new - existing

Design 7

Rank = 4

Diagnostic profile



Overall score

2 eggs, 2 cheese grillers,
1 tomato and 1 slice of toast

R62

Purchase
Intention

4.98

Rating from 0 to 10

Change

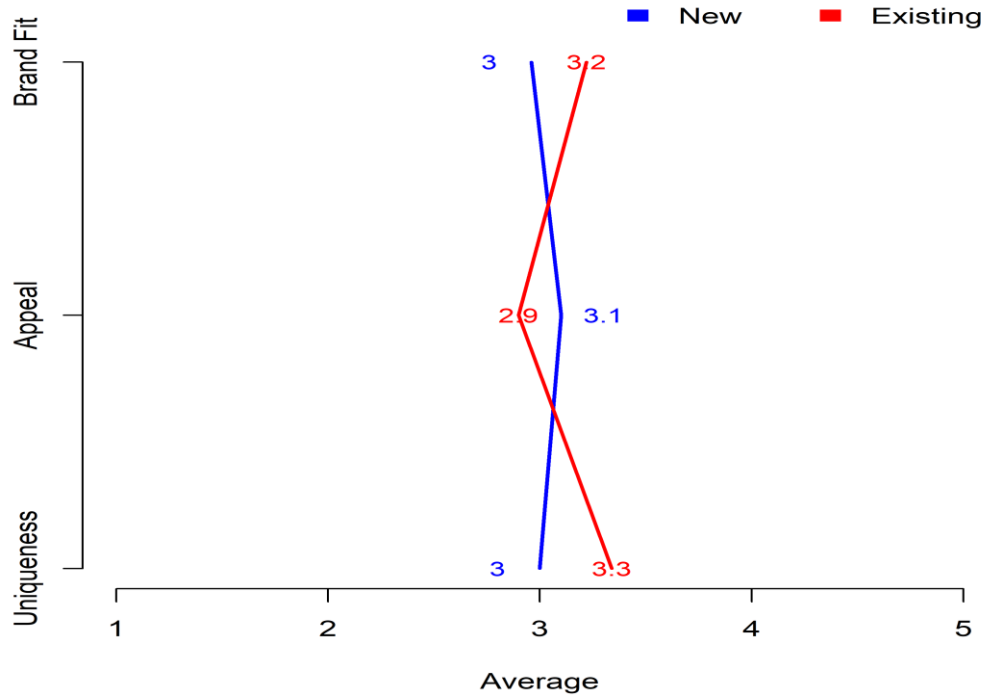
0.32

* Change = new - existing

Design 5

Rank = 5

Diagnostic profile



Overall score

2 eggs, 2 pieces of bacon,
1 tomato and 1 slice of toast

R65

Purchase
Intention

4.94

Rating from 0 to 10

Change

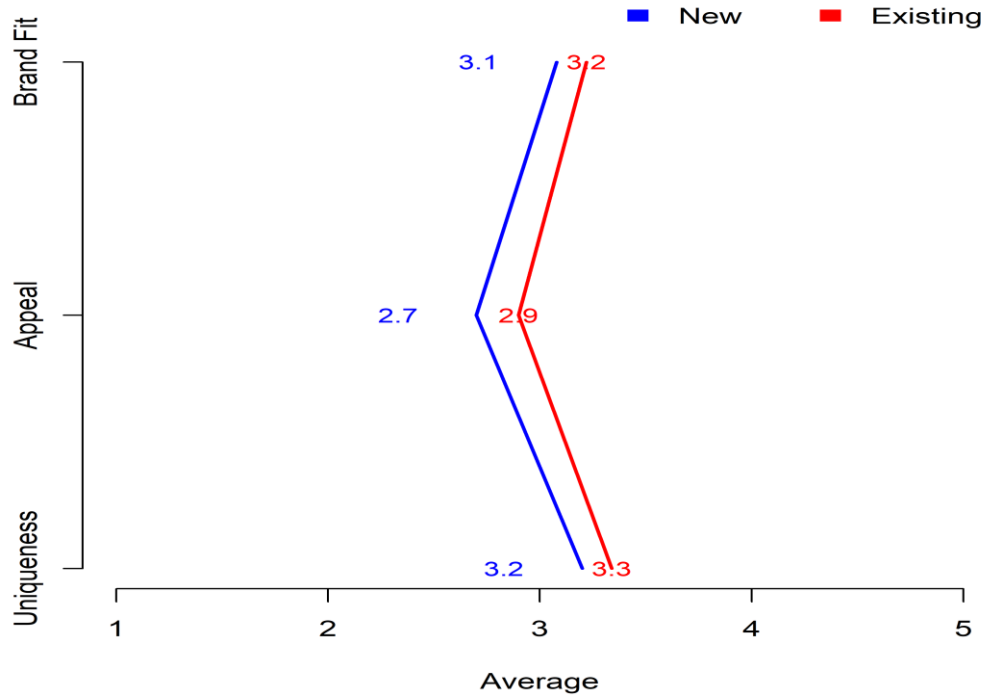
0.28

* Change = new - existing

Design 3

Rank = 6

Diagnostic profile



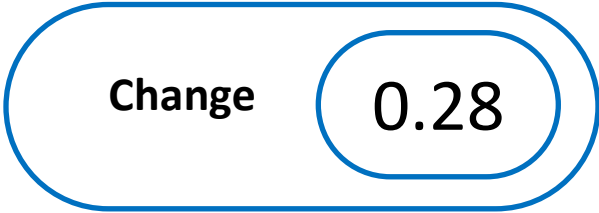
Overall score

**Avocado on 2 slices of toast and
2 cheese griller**

R68



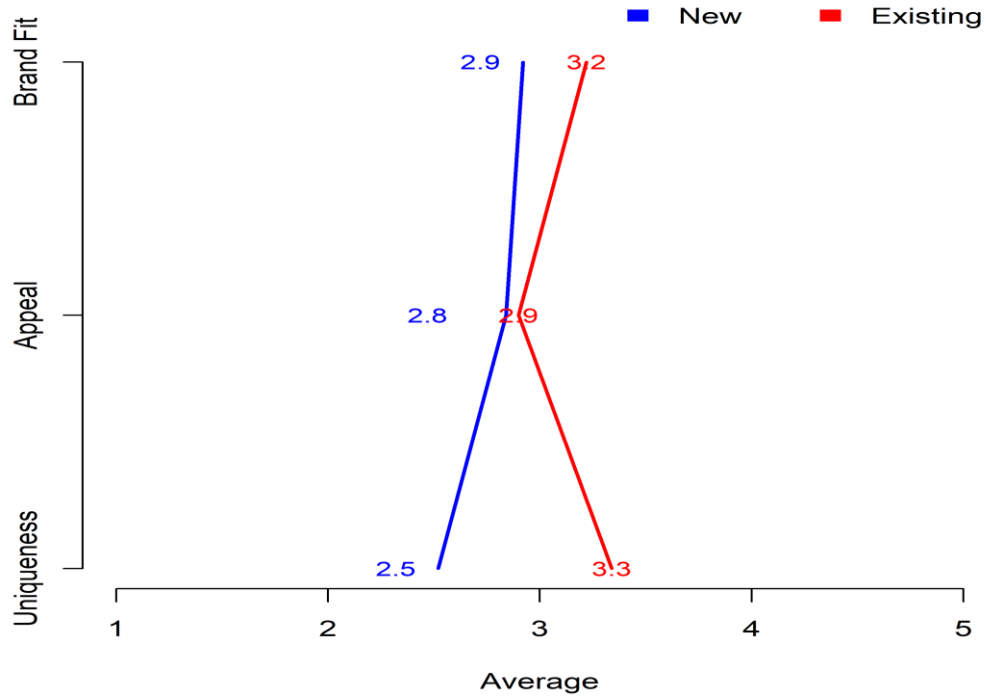
Rating from 0 to 10



* Change = new - existing

Design 10
Rank = 7

Diagnostic profile



Overall score

1 egg, 1 piece of bacon,
1 tomato and slice of toast

R62

Purchase
Intention

4.66

Rating from 0 to 10

Change

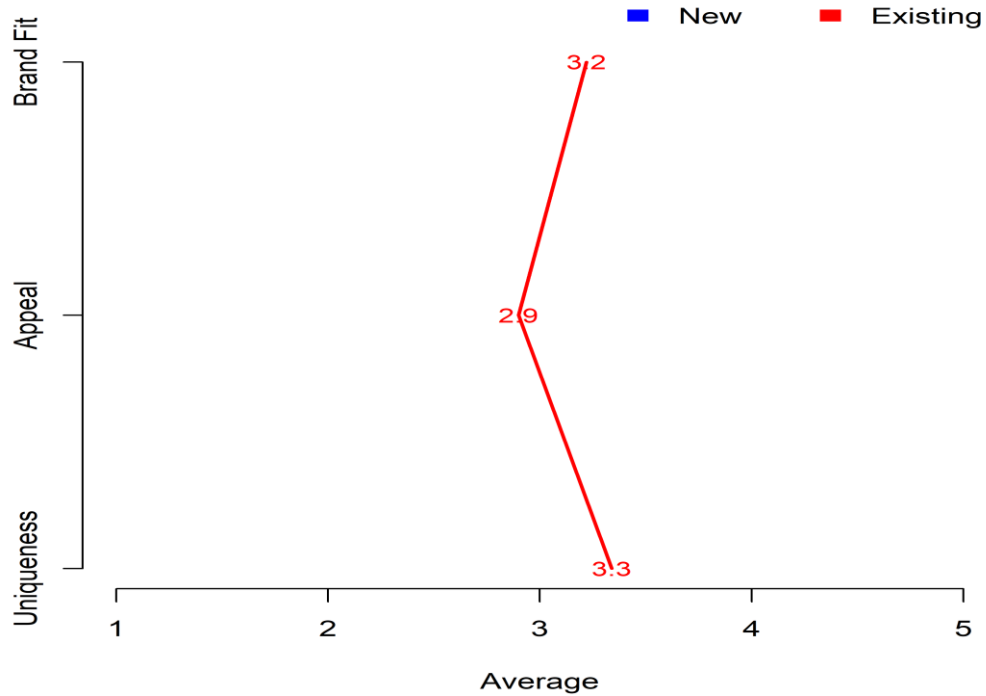
0

* Change = new - existing

Design 1

Rank = 8

Diagnostic profile



Overall score

2 eggs, 2 pieces of bacon,
2 tomato and 2 slices of toast

R68

Purchase
Intention

4.62

Rating from 0 to 10

Change

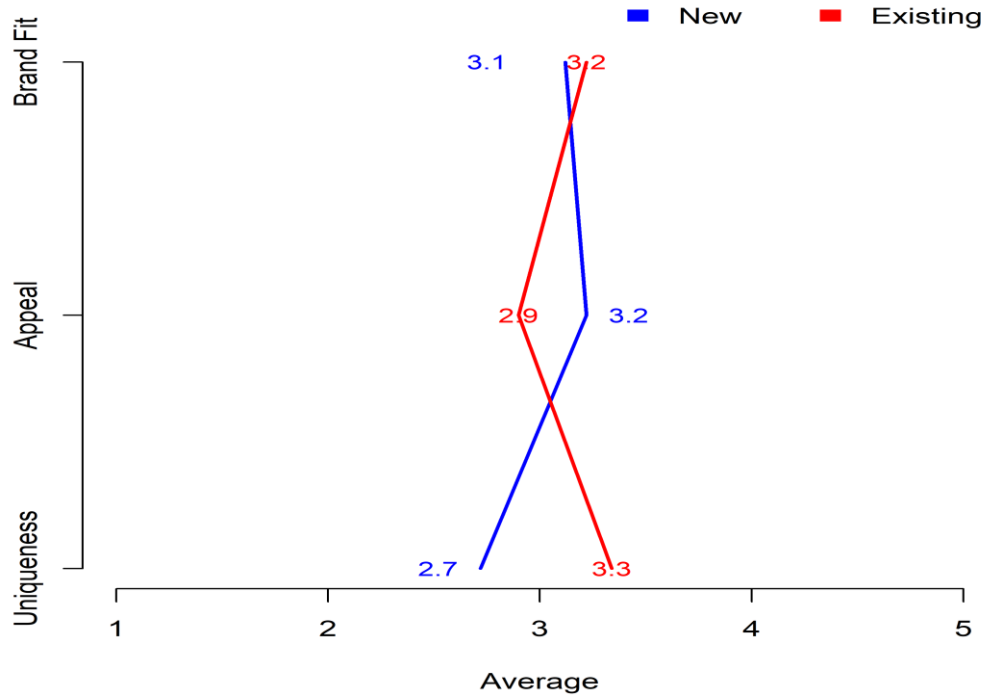
-0.04

* Change = new - existing

Design 4

Rank = 9

Diagnostic profile



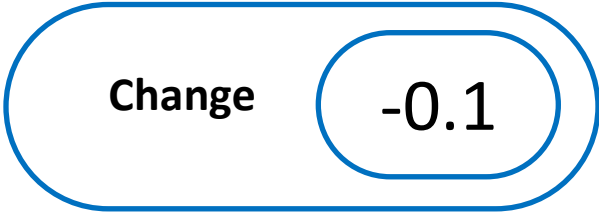
Overall score

**Avocado on 2 slices of toast and
1 cheese griller**

R61



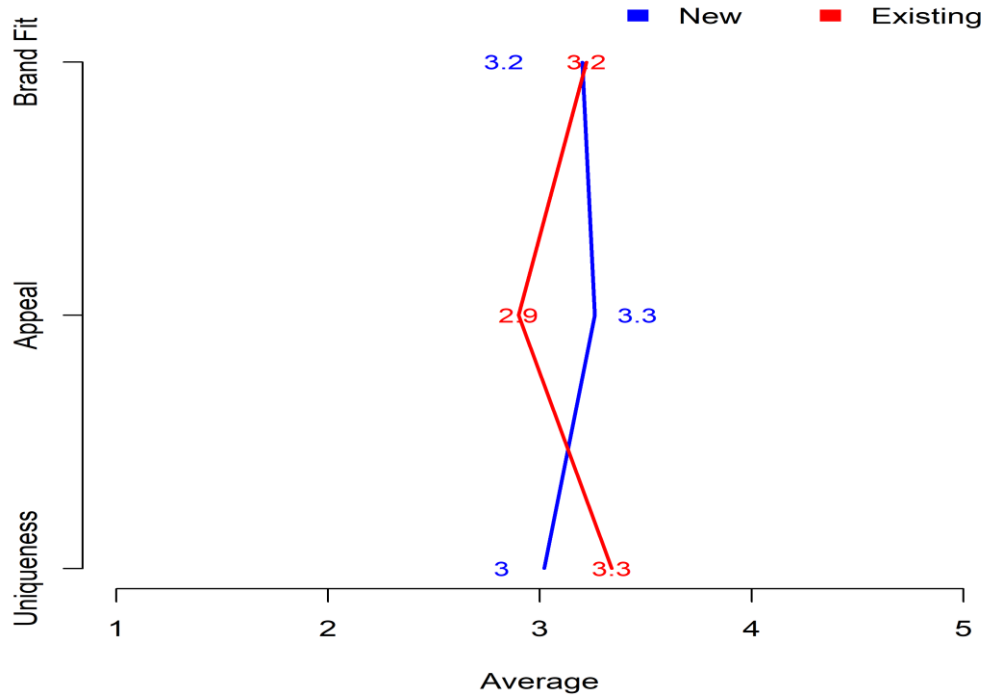
Rating from 0 to 10



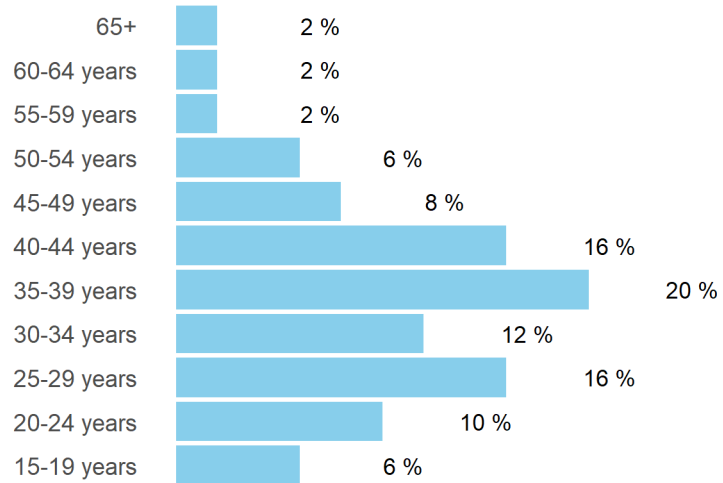
* Change = new - existing

Design 9
Rank = 10

Diagnostic profile



Age



Gender



Household Income

