



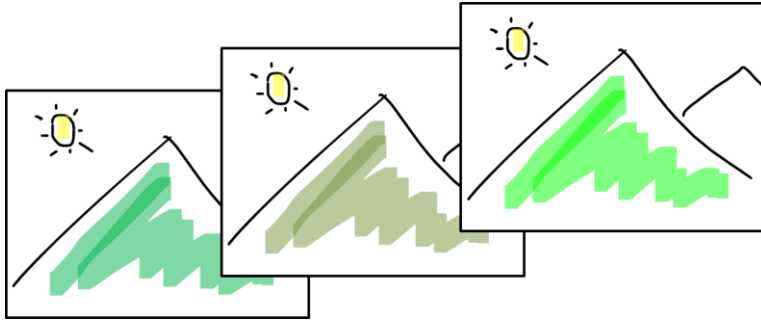
Screening Survey  
Alternatives: New Product Concepts

Prepared for: Your Company  
Date: 20 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: Product Concept Screening Survey**

**Survey date**

3/3/2022

**Country**

South Africa

**Target**

All ages and genders

**Sample size**

100 questionnaires were completed.

# Questionnaire outline

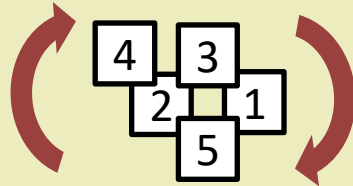
Qualification questions

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

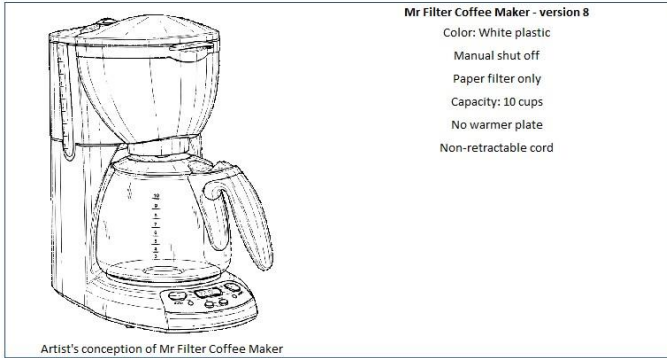


Question set repeated for each alternative. Customized to match your item type (e.g. 'logo', 'concept' etc.) & action type (e.g. 'buy', 'subscribe' etc.).

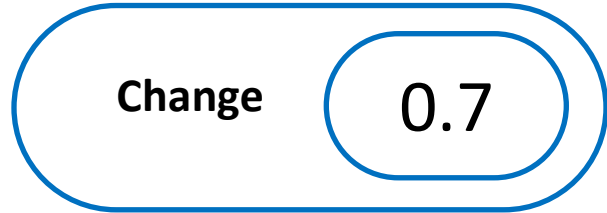
# Survey Results

*Slides sorted in rank order, from best to worst*

# Overall score



Rating from 0 to 10

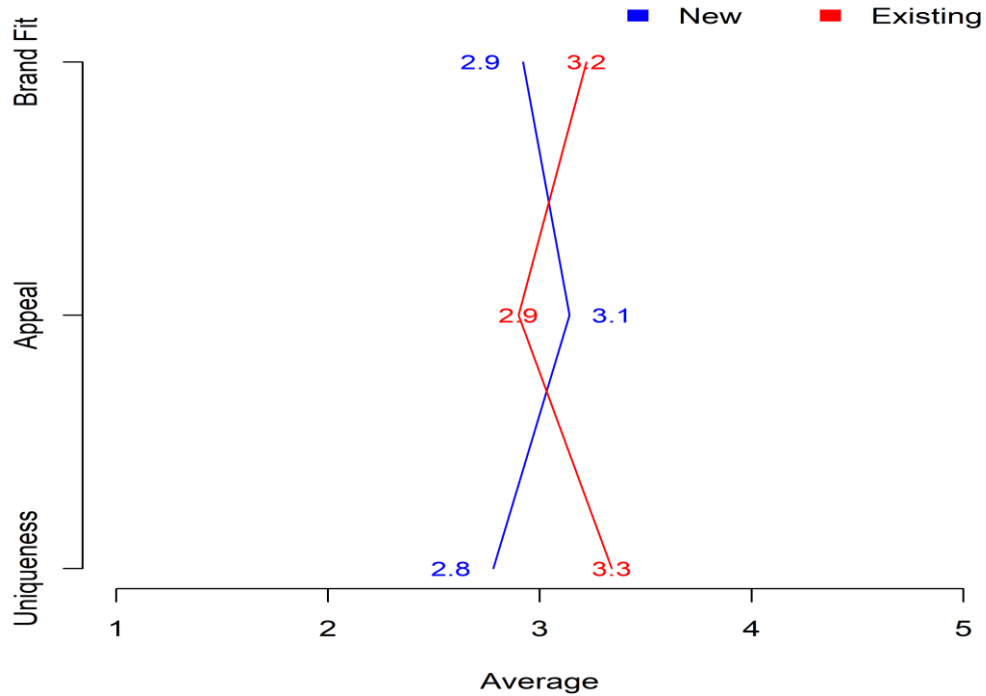


\* Change = new - existing

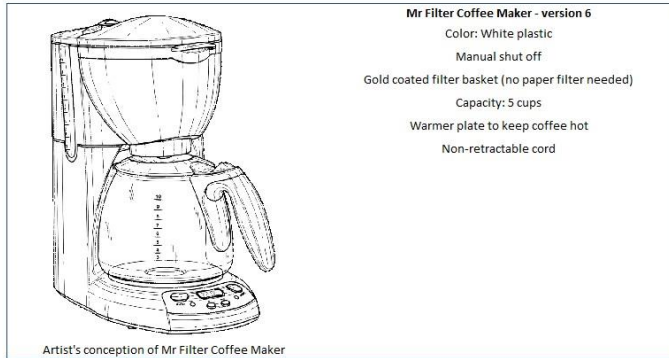
Design 8

Rank = 1

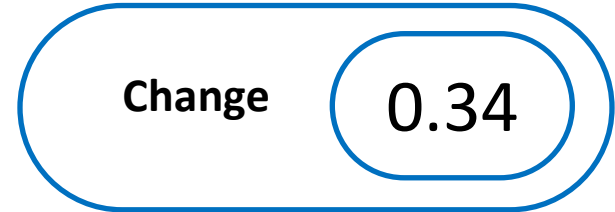
# Diagnostic profile



# Overall score



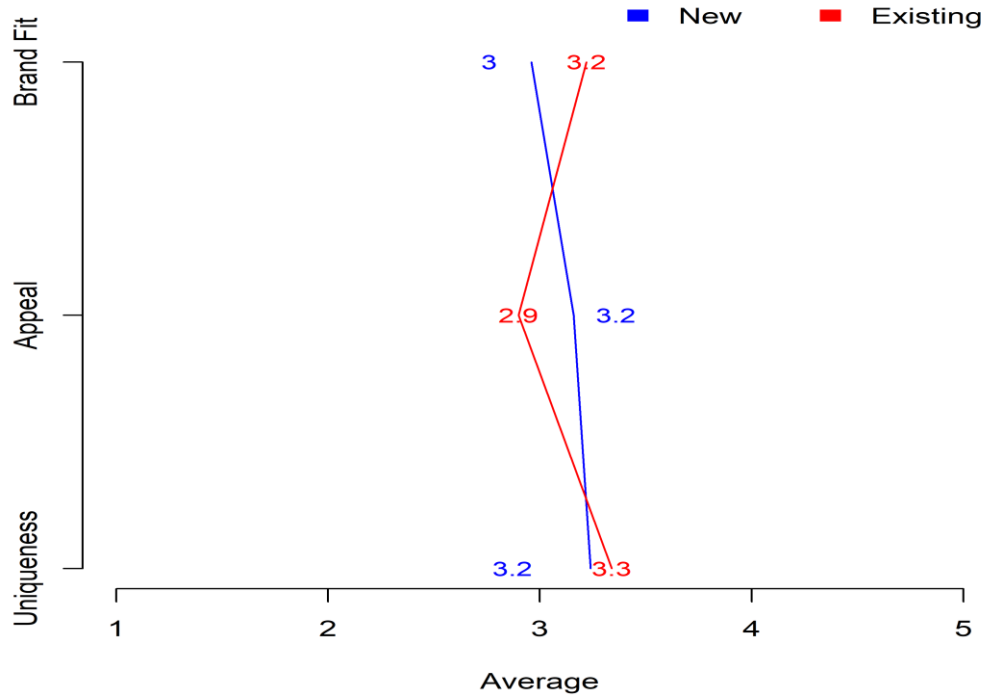
Rating from 0 to 10



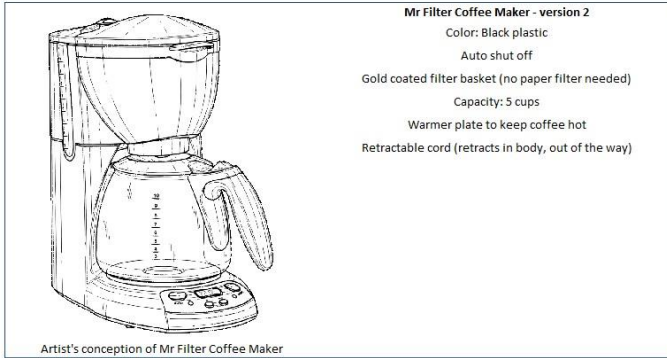
\* Change = new - existing

Design 6  
Rank = 2

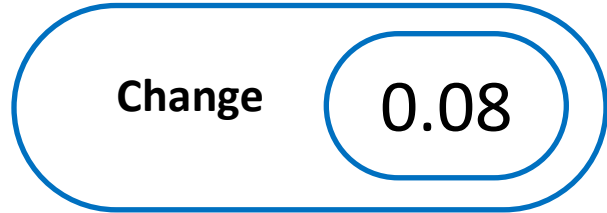
# Diagnostic profile



# Overall score



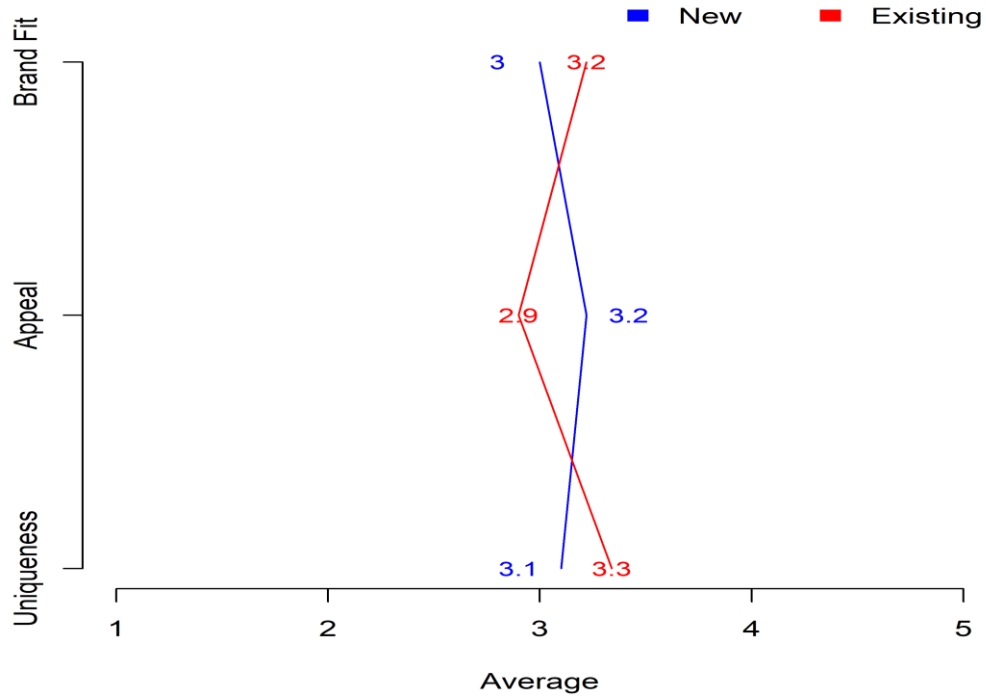
Rating from 0 to 10



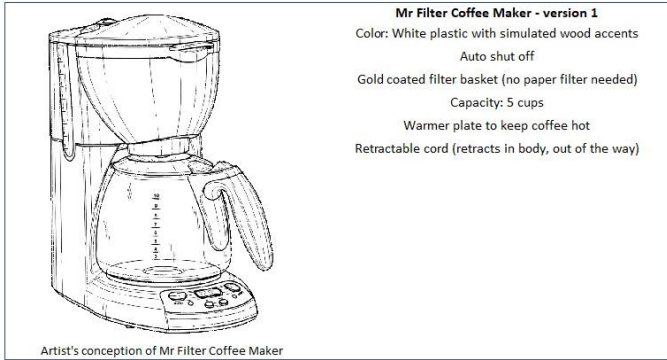
\* Change = new - existing

Design 2  
Rank = 3

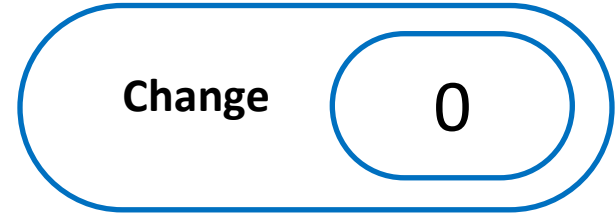
# Diagnostic profile



# Overall score



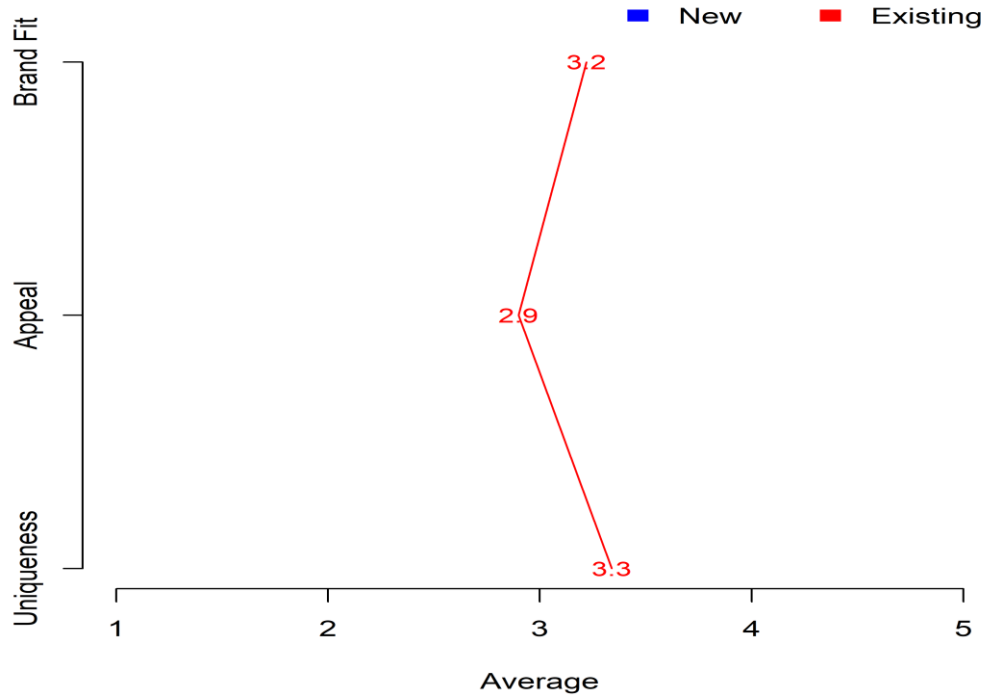
Rating from 0 to 10



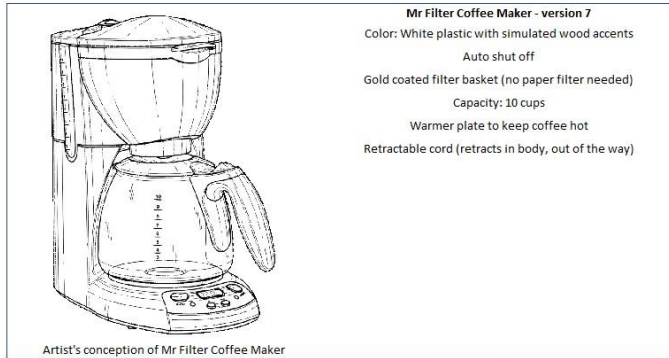
\* Change = new - existing

Design 1  
Rank = 4

# Diagnostic profile



# Overall score



**Purchase Intention** **5.08**

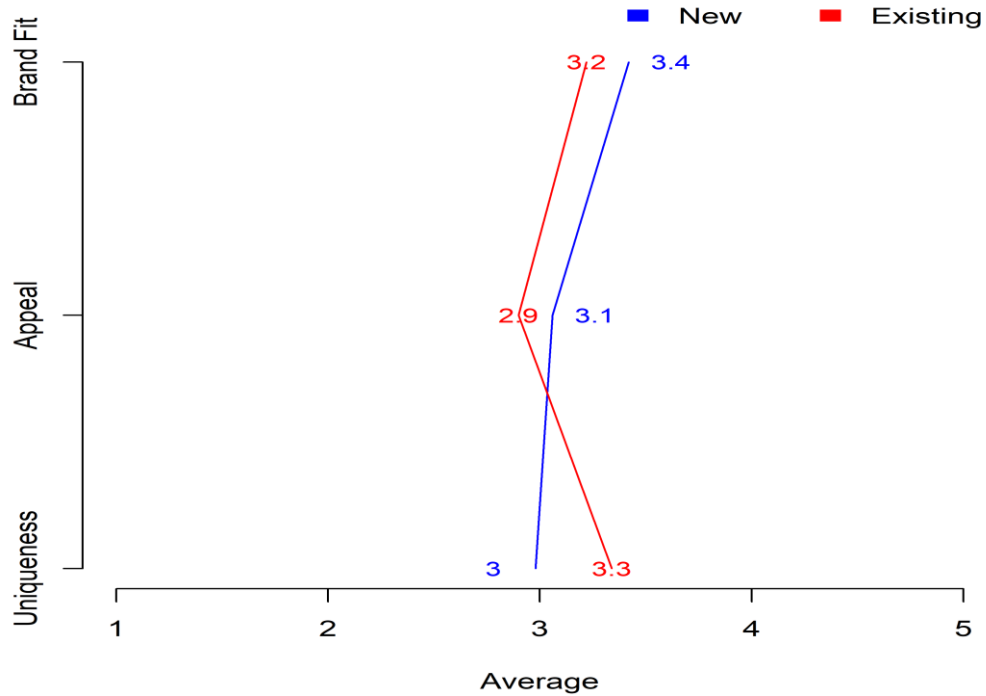
Rating from 0 to 10

**Change** **-0.18**

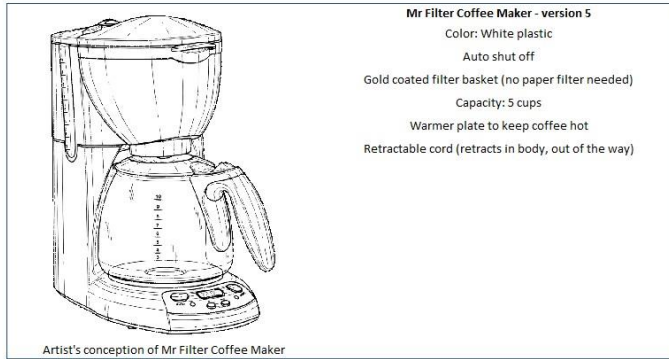
\* Change = new - existing

Design 7  
Rank = 5

# Diagnostic profile



# Overall score



**Purchase  
Intention**

**4.98**

Rating from 0 to 10

**Change**

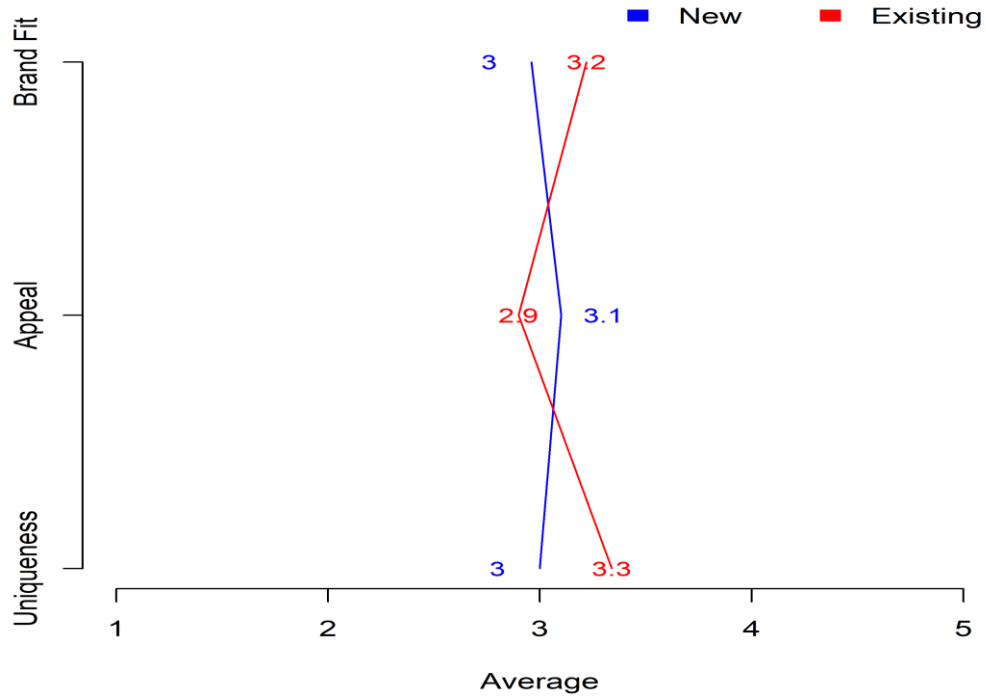
**-0.28**

\* Change = new - existing

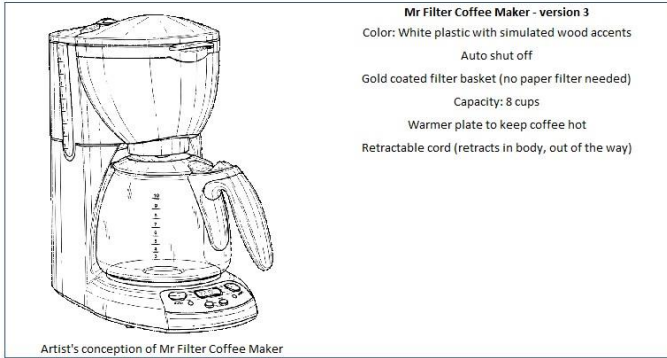
Design 5

Rank = 6

# Diagnostic profile



# Overall score



**Purchase  
Intention**

**4.94**

Rating from 0 to 10

**Change**

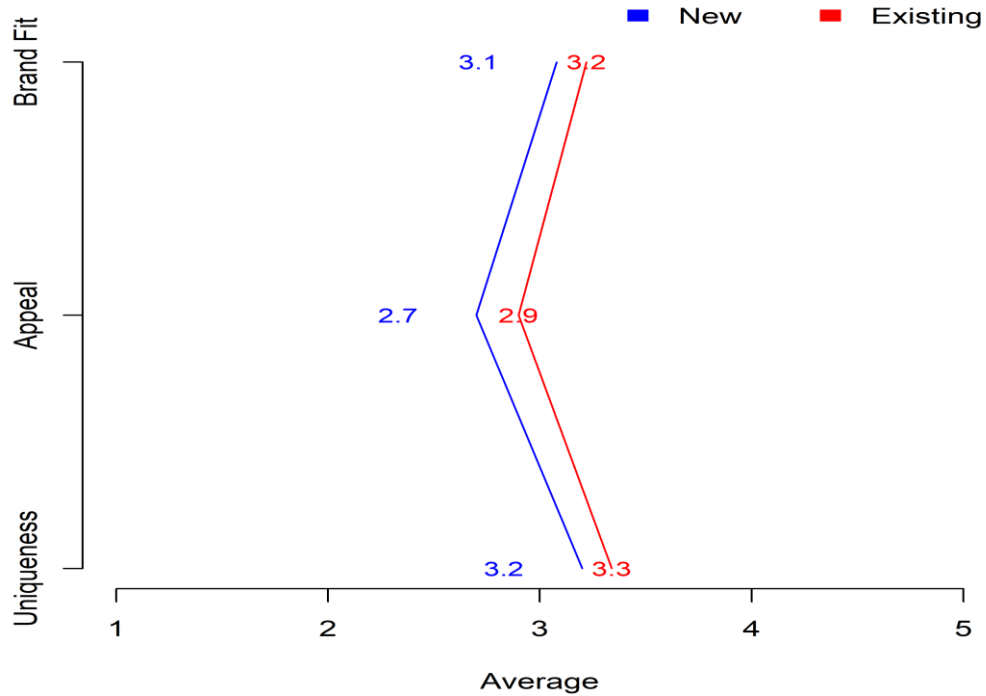
**-0.32**

\* Change = new - existing

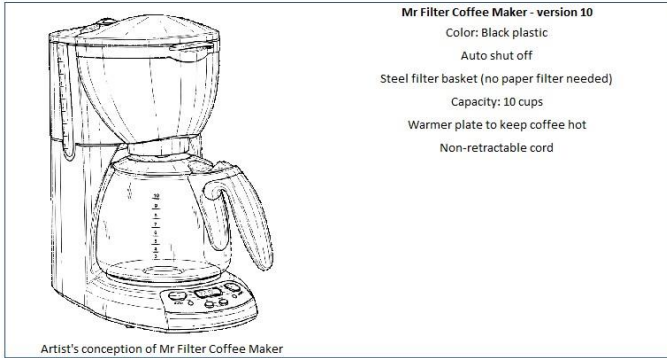
Design 3

Rank = 7

# Diagnostic profile



# Overall score



**Purchase  
Intention**

**4.94**

Rating from 0 to 10

**Change**

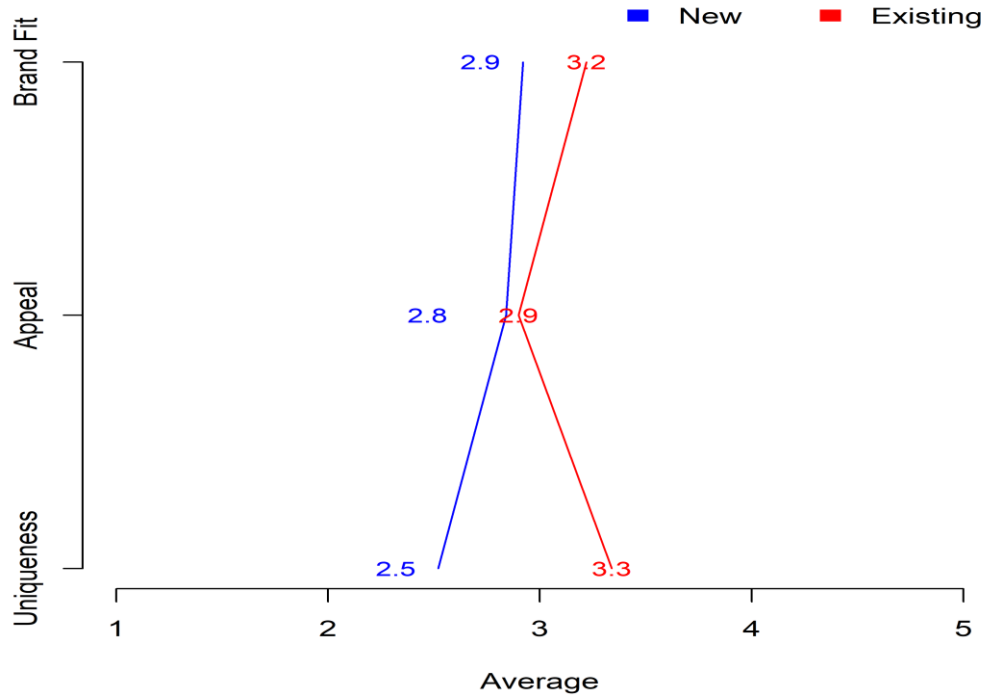
**-0.32**

\* Change = new - existing

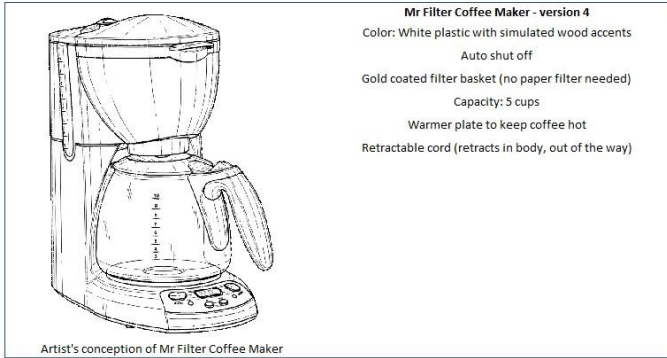
Design 10

Rank = 8

# Diagnostic profile



# Overall score



**Purchase  
Intention**

**4.62**

Rating from 0 to 10

**Change**

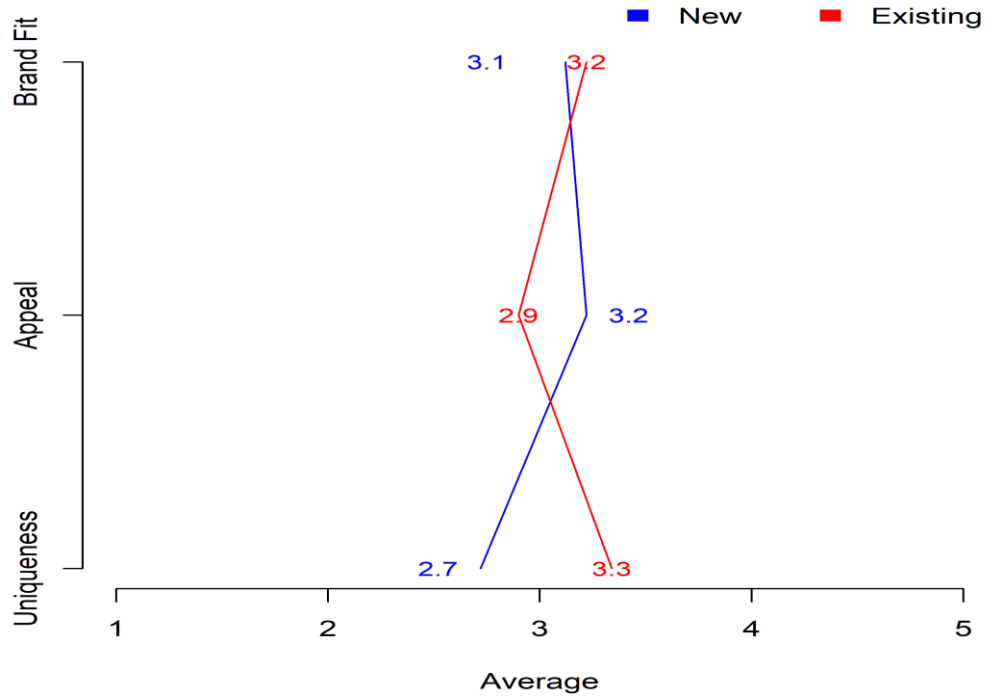
**-0.64**

\* Change = new - existing

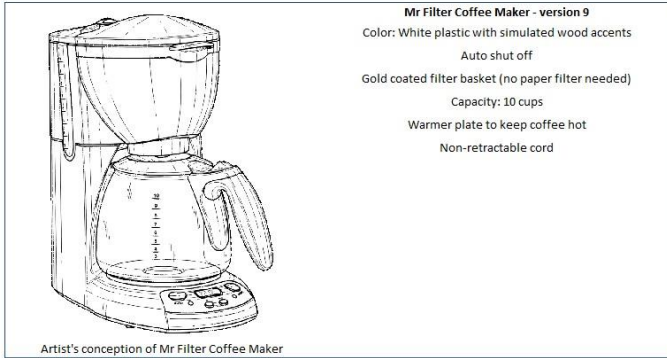
Design 4

Rank = 9

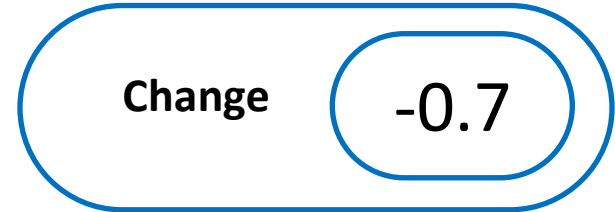
# Diagnostic profile



# Overall score



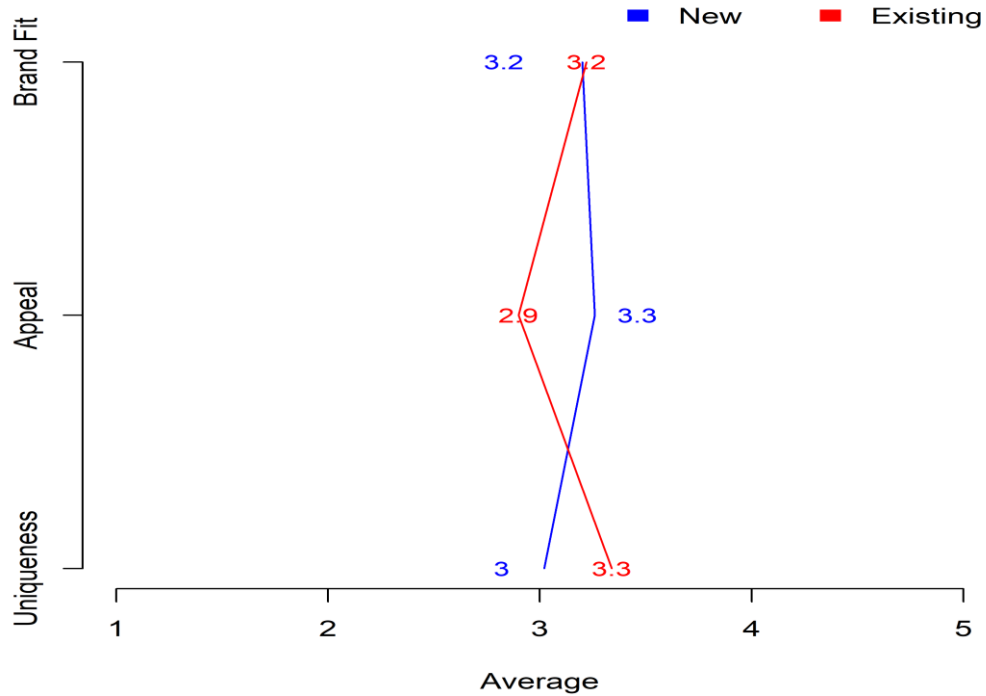
Rating from 0 to 10



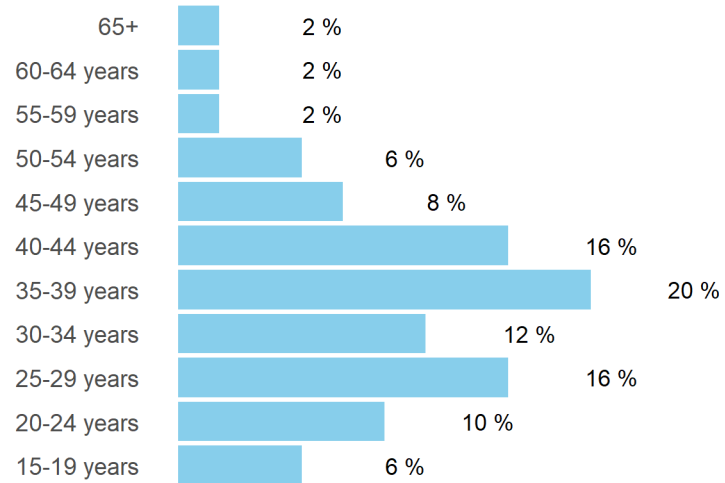
\* Change = new - existing

Design 9  
Rank = 10

# Diagnostic profile



# Age



# Gender



# Household Income

