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Survey Example product test

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Survey Example product test

Sorting

Which of the following statements applies?

Base = all respondents

452

	Total	Gender		Age		
		Male	Female	up to 29 years	30 to 59 years	60 years and older
Base	452	195	255	115	227	146
artificial taste	194 42,9%	61 31,3%	133 52,2%	28 24,3%	76 33,5%	100 68,5%
tastes like plums	109 24,1%	24 12,3%	85 33,3%	11 9,6%	64 28,2%	38 26,0%
tastes like pear	96 21,2%	6 3,1%	90 35,3%	4 3,5%	23 10,1%	70 47,9%
tastes like strawberry	80 17,7%	36 18,5%	44 17,3%	17 14,8%	48 21,1%	19 13,0%
tastes soapy	74 16,4%	34 17,4%	40 15,7%	7 6,1%	50 22,0%	19 13,0%
tastes like banana	57 12,6%	33 16,9%	24 9,4%	15 13,0%	46 20,3%	8 5,5%
tastes like vanilla	50 11,1%	14 7,2%	36 14,1%	3 2,6%	36 15,9%	12 8,2%
tastes like almonds	42 9,3%	30 15,4%	12 4,7%	28 24,3%	19 8,4%	3 2,1%
tastes like apples	36 8,0%	35 17,9%	1 0,4%	29 25,2%	11 4,8%	2 1,4%
tastes like lemon	34 7,5%	31 15,9%	3 1,2%	26 22,6%	8 3,5%	4 2,7%
tastes like peach	33 7,3%	27 13,8%	6 2,4%	13 11,3%	24 10,6%	1 0,7%
tastes like chocolate	31 6,9%	22 11,3%	9 3,5%	18 15,7%	17 7,5%	2 1,4%
tastes like yoghurt	31 6,9%	19 9,7%	12 4,7%	22 19,1%	16 7,0%	1 0,7%
tastes like nut	14 3,1%	10 5,1%	4 1,6%	8 7,0%	5 2,2%	3 2,1%
Sum of answers	881 194,9%	382 195,9%	499 195,7%	229 199,1%	443 195,2%	282 193,2%
No answer	7 1,5%	3 1,5%	2 0,8%	- -	3 1,3%	4 2,7%

Survey Example product test

Percentage on Column 1

Which of the following statements applies?

Base = all respondents

452

	Base	Gender		Age		
		Male	Female	up to 29 years	30 to 59 years	60 years and older
Gesamt	452 100,0%	195 43,1%	255 56,4%	115 25,4%	227 50,2%	146 32,3%
tastes like apples	36 100,0%	35 97,2%	1 2,8%	29 80,6%	11 30,6%	2 5,6%
tastes like lemon	34 100,0%	31 91,2%	3 8,8%	26 76,5%	8 23,5%	4 11,8%
tastes like peach	33 100,0%	27 81,8%	6 18,2%	13 39,4%	24 72,7%	1 3,0%
tastes like banana	57 100,0%	33 57,9%	24 42,1%	15 26,3%	46 80,7%	8 14,0%
tastes like strawberry	80 100,0%	36 45,0%	44 55,0%	17 21,3%	48 60,0%	19 23,8%
tastes like plums	109 100,0%	24 22,0%	85 78,0%	11 10,1%	64 58,7%	38 34,9%
tastes like pear	96 100,0%	6 6,3%	90 93,8%	4 4,2%	23 24,0%	70 72,9%
No answer	7 100,0%	3 42,9%	2 28,6%	- -	3 42,9%	4 57,1%
Total	452 100,0%	195 43,1%	255 56,4%	115 25,4%	227 50,2%	146 32,3%

Survey Example product test

Percentage on respondents with answers

To what extent do you agree or disagree with the following statement?

Base = all respondents

452

tastes like apples	Total	Gender		Age		
		Male	Female	up to 29 years	30 to 59 years	60 years and older
Base	452	195	255	115	227	146
Base (with answers)	445 100,0%	192 100,0%	253 100,0%	115 100,0%	224 100,0%	142 100,0%
1 = applies very much	36 8,1%	35 18,2%	1 0,4%	29 25,2%	11 4,9%	2 1,4%
2	34 7,6%	31 16,1%	3 1,2%	26 22,6%	8 3,6%	4 2,8%
3	33 7,4%	27 14,1%	6 2,4%	13 11,3%	24 10,7%	1 0,7%
4	57 12,8%	33 17,2%	24 9,5%	15 13,0%	46 20,5%	8 5,6%
5	80 18,0%	36 18,8%	44 17,4%	17 14,8%	48 21,4%	19 13,4%
6	109 24,5%	24 12,5%	85 33,6%	11 9,6%	64 28,6%	38 26,8%
7 = does not apply	96 21,6%	6 3,1%	90 35,6%	4 3,5%	23 10,3%	70 49,3%
Top-Box (Scale 1+2)	70 15,7%	66 34,4%	4 1,6%	55 47,8%	19 8,5%	6 4,2%
Middle-Box (Scale 3-5)	170 38,2%	96 50,0%	74 29,2%	45 39,1%	118 52,7%	28 19,7%
Low-Box (Scale 6+7)	205 46,1%	30 15,6%	175 69,2%	15 13,0%	87 38,8%	108 76,1%
Mean value	4,8	3,5	5,9	3,1	4,8	6,0
Total	445 100,0%	192 100,0%	253 100,0%	115 100,0%	224 100,0%	142 100,0%
No answer	7 1,5%	3 1,5%	2 0,8%	- -	3 1,3%	4 2,7%

Survey Example product test

Significance

To what extent do you agree or disagree with the following statement?

Base = all respondents

452

tastes like apples	Total	Gender		Age		
		Male (a)	Female (b)	up to 29 years (c)	30 to 59 years (d)	60 years and older (e)
Base	452	195	255	115	227	146
1 = applies very much	36 8,0%	35 17,9%	1 0,4%	29 25,2%	11 4,8%	2 1,4%
2	34 7,5%	31 15,9%	3 1,2%	26 22,6%	8 3,5%	4 2,7%
3	33 7,3%	27 13,8%	6 2,4%	13 11,3%	24 10,6%	1 0,7%
4	57 12,6%	33 16,9%	24 9,4%	15 13,0%	46 20,3%	8 5,5%
5	80 17,7%	36 18,5%	44 17,3%	17 14,8%	48 21,1%	19 13,0%
6	109 24,1%	24 12,3%	85 33,3%	11 9,6%	64 28,2%	38 26,0%
7 = does not apply	96 21,2%	6 3,1%	90 35,3%	4 3,5%	23 10,1%	70 47,9%
No answer	7 1,5%	3 1,5%	2 0,8%	- -	3 1,3%	4 2,7%
Total	452 100,0%	195 100,0%	255 100,0%	115 100,0%	227 100,0%	146 100,0%
Top-Box (Scale 1+2)	70 15,5%	66 33,8%	4 1,6%	55 47,8%	19 8,4%	6 4,1%
Middle-Box (Scale 3-5)	170 37,6%	96 49,2%	74 29,0%	45 39,1%	118 52,0%	28 19,2%
Low-Box (Scale 6+7)	205 45,4%	30 15,4%	175 68,6%	15 13,0%	87 38,3%	108 74,0%
Mean value	4,8	3,5 B	5,9 A	3,1 ED	4,8 EC	6,0 CD

A...Z = Level of Significance 1%, a...z = Level of Significance 5%

Survey Example product test

Colours

To what extent do you agree or disagree with the following statement?

Base = all respondents

452

tastes like apples	Total	Gender		Age		
		Male	Female	up to 29 years	30 to 59 years	60 years and older
Base	452	195	255	115	227	146
1 = applies very much	36 8,0%	35 17,9%	1 0,4%	29 25,2%	11 4,8%	2 1,4%
2	34 7,5%	31 15,9%	3 1,2%	26 22,6%	8 3,5%	4 2,7%
3	33 7,3%	27 13,8%	6 2,4%	13 11,3%	24 10,6%	1 0,7%
4	57 12,6%	33 16,9%	24 9,4%	15 13,0%	46 20,3%	8 5,5%
5	80 17,7%	36 18,5%	44 17,3%	17 14,8%	48 21,1%	19 13,0%
6	109 24,1%	24 12,3%	85 33,3%	11 9,6%	64 28,2%	38 26,0%
7 = does not apply	96 21,2%	6 3,1%	90 35,3%	4 3,5%	23 10,1%	70 47,9%
No answer	7 1,5%	3 1,5%	2 0,8%	- -	3 1,3%	4 2,7%
Total	452 100,0%	195 100,0%	255 100,0%	115 100,0%	227 100,0%	146 100,0%
Top-Box (Scale 1+2)	70 15,5%	66 33,8%	4 1,6%	55 47,8%	19 8,4%	6 4,1%
Middle-Box (Scale 3-5)	170 37,6%	96 49,2%	74 29,0%	45 39,1%	118 52,0%	28 19,2%
Low-Box (Scale 6+7)	205 45,4%	30 15,4%	175 68,6%	15 13,0%	87 38,3%	108 74,0%
Mean value	4,8	3,5	5,9	3,1	4,8	6,0






Survey Example product test

Logos

To what extent does the statement fit to the following products?

Base = all respondents

452

	 Bottle 1	 Bottle 2	 Bottle 3	 Bottle 4	 Bottle 5
tastes like apples					
Base	452	452	452	452	452
1 = applies very much	36 8,0%	194 42,9%	287 63,5%	93 20,6%	28 6,2%
2	34 7,5%	74 16,4%	55 12,2%	33 7,3%	13 2,9%
3	33 7,3%	50 11,1%	31 6,9%	44 9,7%	17 3,8%
4	57 12,6%	14 3,1%	25 5,5%	57 12,6%	66 14,6%
5	80 17,7%	31 6,9%	18 4,0%	69 15,3%	107 23,7%
6	109 24,1%	42 9,3%	11 2,4%	65 14,4%	113 25,0%
7 = does not apply	96 21,2%	31 6,9%	3 0,7%	79 17,5%	105 23,2%
No answer	7 1,5%	16 3,5%	22 4,9%	12 2,7%	3 0,7%
Total	452 100,0%	452 100,0%	452 100,0%	452 100,0%	452 100,0%
Top-Box (Scale 1+2)	70 15,5%	268 59,3%	342 75,7%	126 27,9%	41 9,1%
Middle-Box (Scale 3-5)	170 37,6%	95 21,0%	74 16,4%	170 37,6%	190 42,0%
Low-Box (Scale 6+7)	205 45,4%	73 16,2%	14 3,1%	144 31,9%	218 48,2%
Mean value	4,8	2,7	1,8	4,1	5,2