



Prepared for NEEA:
Corinne McCarthy, Sr. Manager, Market
Research & Evaluation

Prepared by:
Amy Greene, Qualitative Research
Consultant
ArrowG Consulting
10626 Lakecove Way
Knoxville, TN 37922
(432)580-9733



Marketing Message Testing for Super- Efficient-Dryers

Research Report

Qualitative Research Report
Report # E17-352
May 22, 2017

Table of Contents

| {section title} | {pages} |
|---|----------------|
| Executive Summary | 4 - 11 |
| Background, Objectives, Research Design | 5 - 7 |
| Summary of Key Results | 8 - 11 |
| Detailed Findings | 12 - 38 |
| Appendix | 39 - 40 |

Executive Summary

Background, Objectives + Research Design

Background + Objectives

BACKGROUND

NEEA's Super-Efficient Dryer (SED) team is preparing to implement an in-store market test. Part of the test includes providing marketing collateral that will be used to address the barrier of consumer awareness and interest in SEDs.

Five different marketing message concepts were created based on previous consumer research. The concepts include: an image, a headline that the key benefit, and a brief product description to drive credibility.

OBJECTIVES

Business Objective:

To provide direction for which marketing elements to use in collateral materials for the market test of Super-Efficient Dryers (SED).

Research Objectives:

To determine which of the five marketing message concepts are most compelling to dryer buyers

To understand the which elements (visuals, verbiage, message) within each marketing message resonate most and why. This will provide insights that help to determine if/how the concepts can be merged to create an even stronger communication plan

Methodology {concept studio details}

In order to meet NEEA's objectives, ArrowG Consulting conducted a quantitative and qualitative approach called a Concept Studio.

- Two Concept Studio Sessions were conducted on March 24, 2017 in Seattle, WA
- Each Concept Studio session focused on one target {Concept Studio #1 among recent purchasers of dryers – Concept Studio #2 among those who intend to purchase a dryer in the next 12 months}

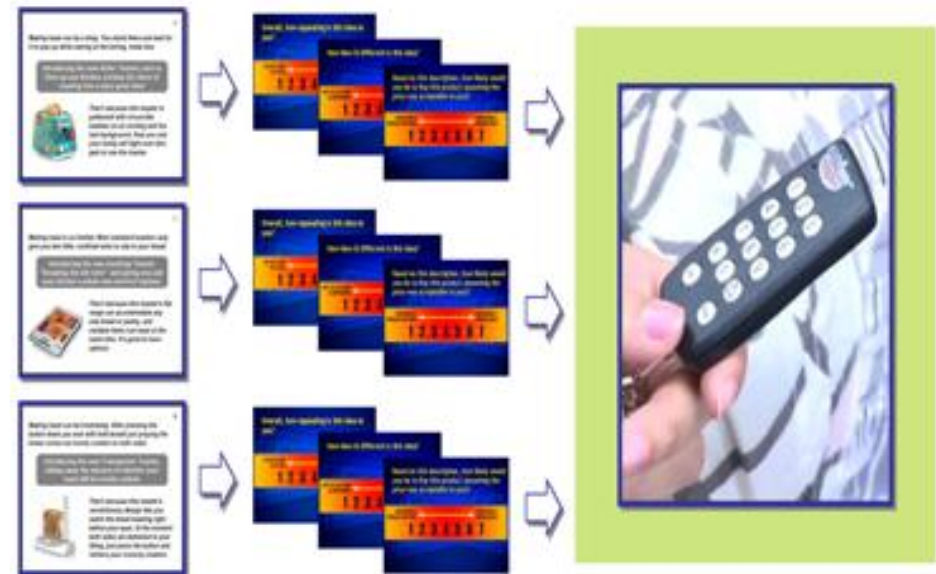
Concept Studios Include Two Activities

Activity 1 – Quantitative Survey

- Twenty-five consumers are seated in a room in a focus group facility where they are exposed to the marketing message concepts and rate them on key attributes via key-pad technology
- Results to each question are displayed in the “back room” on a monitor

Activity 2 – Qualitative Research

- Based on a combination of results and research objectives, six of the twenty-five respondents are selected to participate in a focus group about the marketing message concepts
- The moderator probes for deeper, more granular information about the concepts



Respondent Recruiting

Participants were recruited according to the following specifications:

- Mix of genders, male/female HOH
- Mix of ages 20-54
- Standard employment security
- Aim for mix of employment
- Ethnicity as info (natural fall out per census data)
- HH income of \$45k+ – {natural fall out}
- At least some college
- All must have purchased a clothes dryer in the last 12 mos. **OR** are planning to purchase in the next year (Ideally past/next 6 mos.)
- All must be the primary decision maker or share the responsibility equally on the purchase of appliance
- Must own the dryer (no rental)
- All must be financially responsible for all household utilities
- Must be articulate

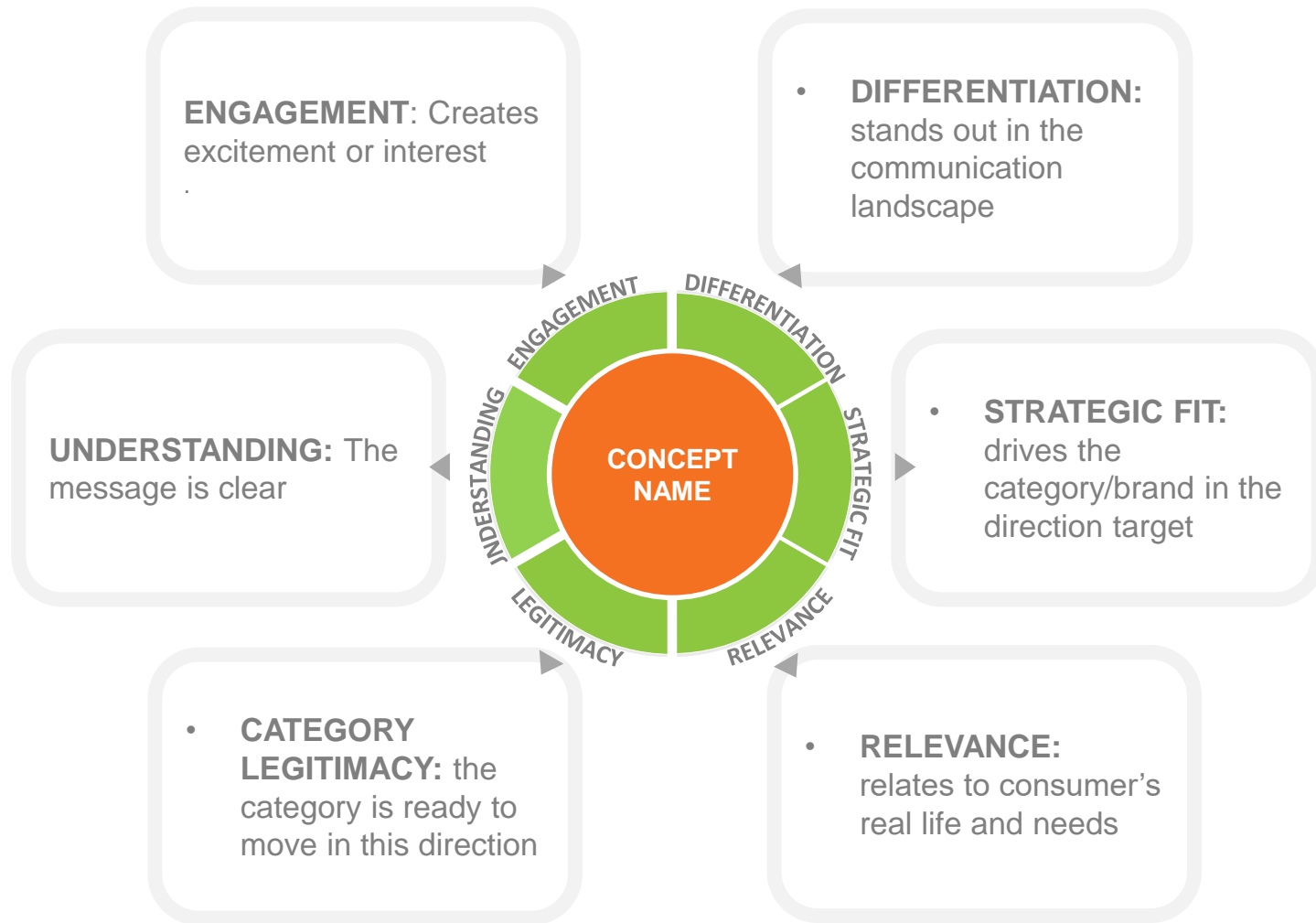


Recruitment specifications included in the screener found in the appendix of the report

Summary of Key Results

Six Successful Concept Attributes































- The six attributes below are commonly used to assess the strength of a concept
- The following slides summarize a series of marketing message concepts created & tested during the research
- ArrowG has analyzed the feedback from each concept based on the six attributes associated with concept success. Each attribute is rated high, moderate or low.



Overall Concepts Snapshot

Better Dryer is the leading concept because it is the relevant to consumers and has the strongest Strategic Fit.

Click on the concept name to see the full concept

| | Concept FG Future Generations | Concept ES Better Dryer | Concept BT Better Technology | Concept BC Better Clothes | Concept WW Whole World |
|---------------------|---|---|---|---|---|
| Differentiation |  |  |  |  |  |
| Strategic Fit |  |  |  |  |  |
| Relevance |  |  |  |  |  |
| Category Legitimacy |  |  |  |  |  |
| Understanding |  |  |  |  |  |
| Engagement |  |  |  |  |  |

 **HIGH**  **MEDIUM**  **LOW**

Additional Key Findings

1

The marketing message concepts called [Better Dryer](#) and [Better Technology](#) were both well received. The product hero visual and 'Super Efficient' message of ENERGY STAR® combined with the bulleted type of text communication in Better Technology is a good combination of elements.

2

Overall, respondents are unconcerned about a dryer being gentle on clothes. They do not see this as a problem they need to overcome. Therefore, the 'Gentler on Clothing' benefit in the [Better Clothing](#) and [Future Generations](#) marketing message concepts isn't as compelling as benefits of other messaging.

3

Respondents did not react positively to more emotional benefits of the [Whole World](#) and [Future Generations](#) marketing message concepts. They find the emotional connection a reach for the clothes dryer category.

4

Visual call-outs like those in the [Better Technology](#) concept are easy for respondents to read and understand.

5

Human elements in imagery are unnecessary. Respondents take a more pragmatic approach to the category preferring instead to understand what is new or different about a new dryer.

***Detailed Findings:
Marketing Message Concept
Review***



IT'S SUPER.
IT'S EFFICIENT.
IT'S SUPER-EFFICIENT.

Save three times more energy than your standard electric dryer. An ENERGY STAR Certified Most Efficient® dryer reuses hot air to reduce energy use, dries with less heat to be gentler on clothes and ventless technology means safer operations. Look for the Energy Star Most Efficient name when shopping.



Product hero shot, “straight talk” communication and ENERGY STAR® Most Efficient logo are very compelling

- Consumers are drawn to this concept because of the 3x energy savings communication in a simple, easy to understand format with a believable designation from Energy Star.



Save three times more energy than your standard electric dryer. An ENERGY STAR Certified Most Efficient® dryer reuses hot air to reduce energy use, dries with less heat to be gentler on clothes and ventless technology means safer operations. Look for the Energy Star Most Efficient name when shopping.



Love the focus on the product, it's an appliance...it's technical

Most dryers now have the ES logo but this 'Most Efficient' name is new. It tells me it's the most efficient one!

3X more efficient is a lot...something to think about!



This concept scored well on “understanding” and “interesting”



- Understanding is **HIGH** because the simple product shot allows the dryer to shine. Also, the It's Super Efficient language gets right to the point and is easy for consumers to understand.



Seeing just the dryer helps me understand what this ad is for and that the dryer is what is super efficient.

The language is just simple. I know it's super efficient because it says so right in the text.

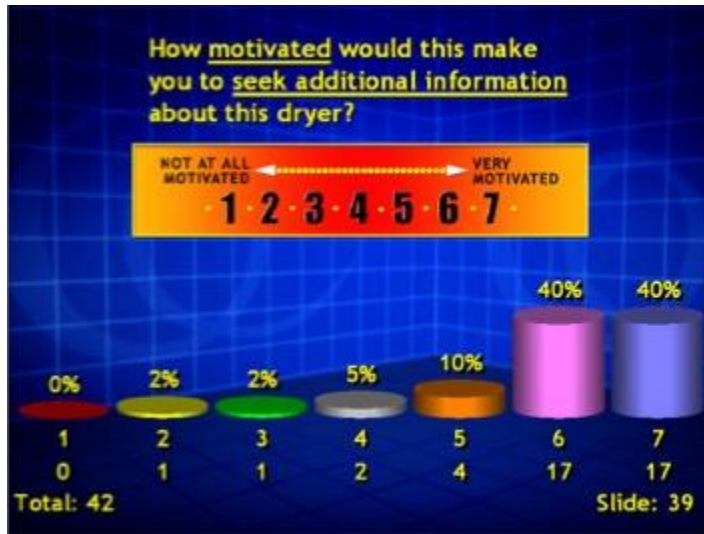
We're all familiar with Energy Star so to hear that they have a Most Efficient model now is interesting.



- Relevance is **HIGH** because consumers know and trust the ENERGY STAR® designation and for ENERGY STAR® to provide a 'most efficient' designation is easy for consumers to believe and trust.



The message also made consumers want to seek additional information about the dryer



Strategic Fit is **HIGH** because consumers quickly understand the concept is about a dryer and what makes that dryer different – that it's super efficient.



I would do some research about what ENERGY STAR® 'Most Efficient' means, how they get that but it's clearly something different.

I love that it tells me how it's more efficient – by 'reusing hot air'. That makes sense and that's what I want!

I might not read the stuff at the bottom b/c it's smaller and there's more to read down there

- Engagement is **MODERATE** because the language at the bottom is longer form content and not as easy to digest. Combining this visual treatment with the bulleted style in BT will help push engagement to be higher.
- Legitimacy is **HIGH** because it makes sense to consumers that dryers could be more efficient by 'reusing hot air'.
- Differentiation is **HIGH** because consumers say they don't see much energy efficiency information from dryers and this feels genuinely new.

Additional Feedback

Better Dryer



IT'S SUPER.
IT'S EFFICIENT.
IT'S SUPER-EFFICIENT.

Save three times more energy than your standard electric dryer. An ENERGY STAR Certified Most Efficient* dryer reuses hot air to reduce energy use, dries with less heat to be gentler on clothes and ventless technology means safer operations. Look for the Energy Star Most Efficient name when shopping.



- **Three times more energy savings** is translated to mean consumers will save money on their utility bill. Without the reference to 3x energy savings, they don't necessarily believe this claim.
 - *"It's more than the norm, more than the standard"*
- **ENERGY STAR® and the 'Most Efficient'** logo are critical to the success of this concept. It gives the claim tremendous credibility. It is totally new to consumers but they believe it because of the prevalence of ES.
 - *"Most dryers now have ES logo but most efficient name is new"*
- **There is some concern with the "stopping power" of this type of communication.** Although this was not brought up by consumers, the marketing team at NEEA noted that if this was a print ad in a publication, it might get missed because it lacks a human element and may look like any other dryer advertisement.

THINK YOUR 10 YEAR-OLD CELL PHONE IS OUTDATED? IMAGINE HOW YOUR DRYER FEELS.

Advanced dryer technology has finally arrived.



Dries with less heat so it's gentler on clothes

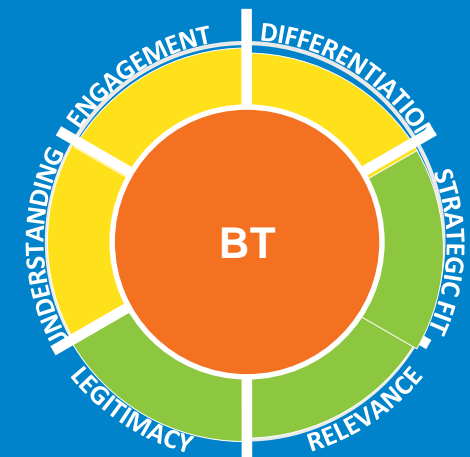
Reuses hot air to reduce energy use

Ventless technology means safer operations

Who doesn't love putting on warm socks

Overall message is there has been a lot of innovation in dryers since you last bought one

- This concept does a good job of communicating the product attributes/benefits of new dryer. Consumers don't like the tone of voice or human imagery in this concept.



Don't compare my dryer to a cell phone...I would hope my dryer would last longer than 10 years – it doesn't change that much”

“Who smiles when they are doing laundry?”

The information in the bullets is good – it's easy to read.



This message scored well on “new & different” and “innovative”

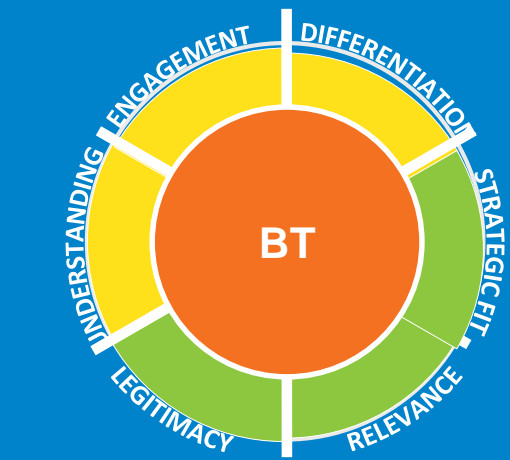


Strategic Fit is **HIGH**

because consumers believe that there has been a lot of dryer innovation in the past 10 years they just don't like the way it's positioned in this concept (relative to a cell phone). It feels disposable for a large appliance.

Relevance is **HIGH**

because consumers feel like they have a good idea of what makes this dryer different from others. This is driven by the bullet style call outs. However, they don't like the 'warm socks' reference calling it 'hokey'.



It's true that we don't buy dryers that often so I believe it is true that new innovations happen frequently.

I don't like the reference to warm socks...

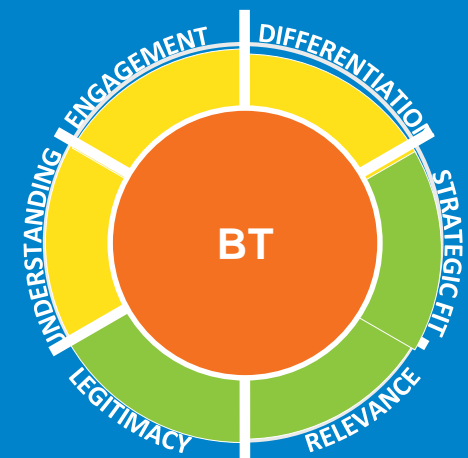


The message also drove interest in the dryer



Differentiation is **MODERATE** because consumer understand from the headline that something is new but they are don't know what until they get further into the concept.

- **Understanding** is **MODERATE** because consumers are confused by the headline being about cell phones.
- **Engagement** is **MODERATE** because they don't like the playful tone of the concept or the colors and image of posed woman.
- **Legitimacy** is **HIGH** because they think innovation is a good thing for the category and the bullet type information is compelling and easy to understand.



I was confused at first because they start out talking about cell phones but then suddenly it's about dryers. That doesn't seem to go to me...

I just really like the way they've done the text with the yellow boxes – it makes it SO easy to read!



Additional Feedback Better Technology

THINK YOUR 10 YEAR-OLD CELL PHONE IS OUTDATED? IMAGINE HOW YOUR DRYER FEELS.

Advanced dryer technology has finally arrived.

Dries with less heat so it's gentler on clothes

Reuses hot air to reduce energy use

Ventless technology means safer operations

Who doesn't love putting on warm socks



- **Cell phone references** are unappealing to consumers no matter how it's phrased. They understand the intent is to indicate outdated technology. However, they feel cell phones are disposed of too frequently and they worry about the environmental impact of disposing of a dryer that frequently. They suggest referencing TVs, computers or cars which are seen as having frequent innovation but less frequent disposal.
 - *"I really don't like the reference to the cell phone. I feel like we get rid of those too often and if we did that with dryers – wow – that would be bad for the environment."*
- **Advanced Dryer Technology** is understood to mean that the dryer has new technology that makes it better. However, it was often overlooked as consumers naturally looked down toward the yellow call outs.
 - *"I think it means that there is something better about this dryer so I'd keep reading to find out why..."*
- The **yellow boxes** are the most valuable part of the design of this concept. They help consumers quickly and easily understand what's different about this dryer. The lines pointing at various parts of the dryer aren't necessary as they clutter the image but the yellow boxes help.
 - *"I really like the boxes, it makes it easy to see what is new. It's easier for me than to read the paragraph that's on other ideas."*

A man with a beard and a light-colored shirt is looking into the circular opening of a washing machine. The machine is filled with blue fabric, likely shirts. The scene is set in a laundry room with a tiled wall visible in the background.

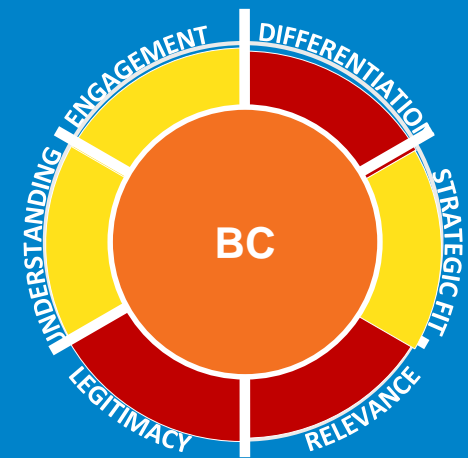
Because your favorite shirt
deserves a better dryer.



Introducing a new class of dryer that uses heat differently so it's gentler on your clothes. Plus, it's safer to operate and saves more energy. And we all deserve that.

Consumers are drawn in by the picture of the man but are confused about the overall message

- Consumers are drawn to the man's face but the clothes inside the dryer and the text over the clothes clutters the image and dilutes the message.



I see the main idea as 'preserving clothes' but I don't really care about that too much.

It's sort of insulting...it says it's new but doesn't tell me how. You have to tell me more than that!

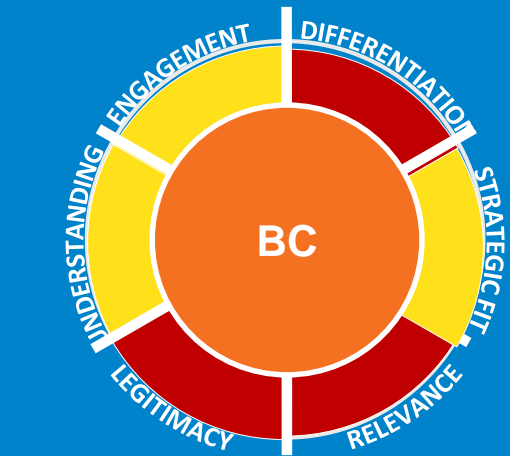


Consumer “understanding” and “relevance are weaknesses of this message



Understanding is **MODERATE** because it takes consumers time to figure out what the concept is trying to say. They eventually understand the overall message of this concept to be about protecting clothes which is less compelling than energy efficient benefits.

Relevance is **LOW** because they have too many 'how' questions to believe it. They also don't feel the text on the image referring to the one shirt makes sense.



It's not as easy to figure out what this one is about. Is it about clothes, a guy doing laundry?

I just don't feel like I understand what is so different about this dryer...

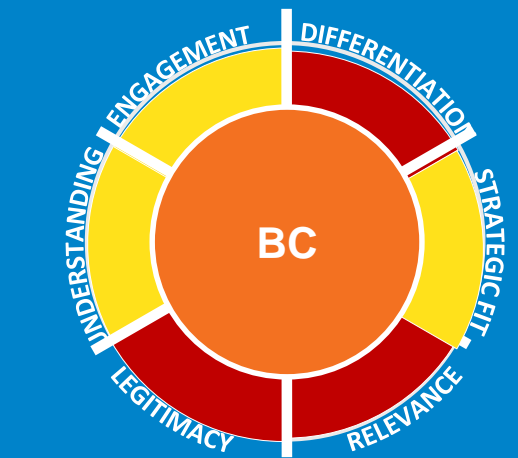


Lack of legitimacy and differentiation drive low “engagement” in this message.



Engagement is **MODERATE** because it makes the dryer the hero with a unique perspective. Women were also glad to see a man doing laundry vs. a woman.

- **Strategic Fit** is **MODERATE** because the 'gentler on clothes' benefit is less compelling than other benefits.
- **Legitimacy** is **LOW** because overall consumers are less concerned about a dryer being gentle on clothes. They want to know more about how the dryer is different.
- **Differentiation** is **LOW** because they simply don't feel they know enough about how this concept is different from other dryers.



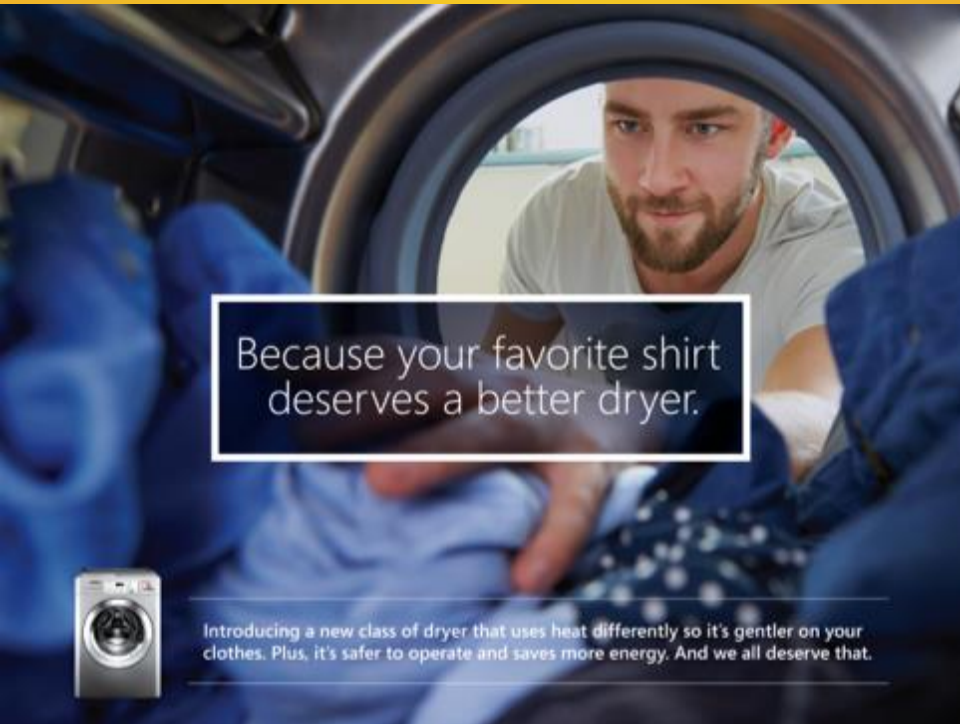
I like seeing the guy interacting with the dryer. This is me! Plus, it's a guy and not a woman – finally!

I'm just not that concerned with being gentle on my clothes. I think my current dryer is gentle enough!



Additional Feedback

Better Clothes



- **Uses heat differently** is intriguing to consumers but they aren't sure how the heat is being used differently in this idea.
- **A new class of dryer** isn't a strong enough way to say that the dryer is different. Consumers want a stronger cue and references to a heat pump provide that.
- Referring to a **Heat Pump** helps consumers understand how the dryer would reuse the hot air and they are satisfied with that. They don't need to know more about how a heat pump works but referencing a heat pump lends credibility and gives them something specific to research.
 - *"Seeing heat pump tells me what to Google..."*
- **Safer to Operate** is very vague the way it's used in this idea. However, it's important to note that consumers don't find current dryers to be unsafe so a safety benefit on it's own isn't compelling.
- **HybridCare** seems like a brand name but consumers don't know what it means. They compare it to hybrid cars which are now a respected part of the automobile category but at first did not have great performance so consumers are hesitant to invest in new 'hybrid' technology which they think might not work well at first.
 - *"I have no idea what HybridCare is – sounds like a made up word that a brand would use to make you think something is different."*

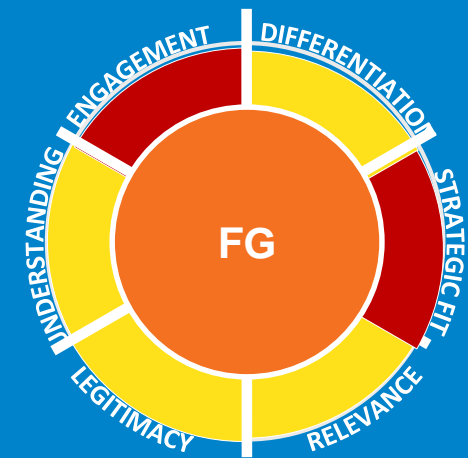
THE DRYER OF THE FUTURE. FOR THE FUTURE.

Now you can pass down your favorite shirt for generations to come. Thanks to advanced technology that uses less heat, this new class of dryer is even gentler on clothes. And since it uses less energy, it's also pretty great for the environment.



Protecting clothes and imagery associated with future generations is unappealing.

- Consumers are confused about what the main focus of the concept is supposed to be – the dryer or the child. They feel that a lot of brands use images of children like this and it feels overdone.

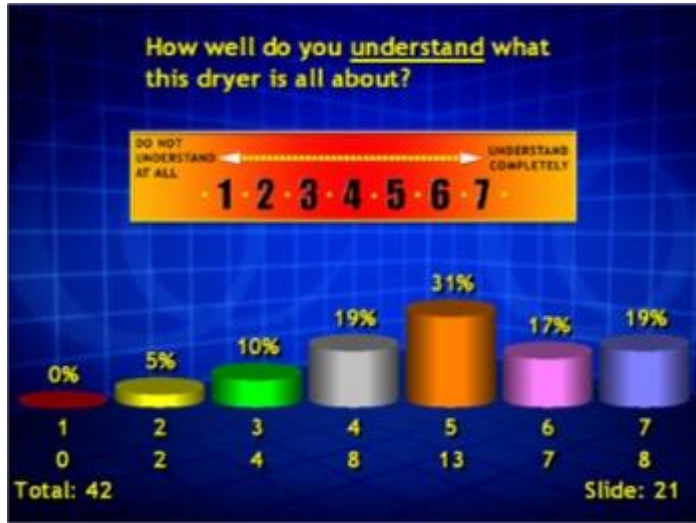


I see what they're going for here – saving energy for future generations but the kid is just too much. It's a turn off.

The picture of the dryer is so small, I didn't even realize this idea was about a dryer until I read the small print.

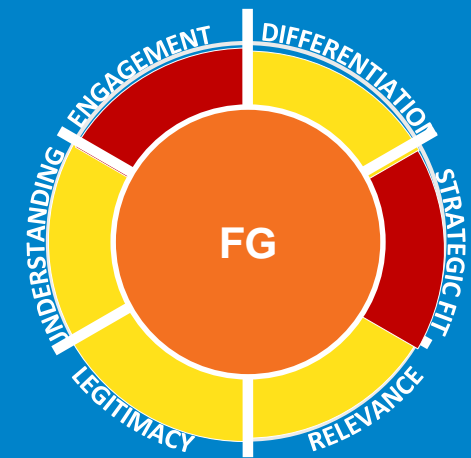


This message was hard to understand, and does not provide evidence of differentiation



Understanding is **MODERATE** -- consumers are unsure what the concept is about because of the prominence of the child. Once they read the copy, they understand the reference to the future but don't understand right away.

Differentiation is **MODERATE** because consumers feel that something is new about the dryer but have questions about how.



Main idea is that clothes last longer so you can pass them down? I'm not sure how many people do that!

Clearly the focus of this one isn't the dryer – it's the kid or sunglasses or the shirt?

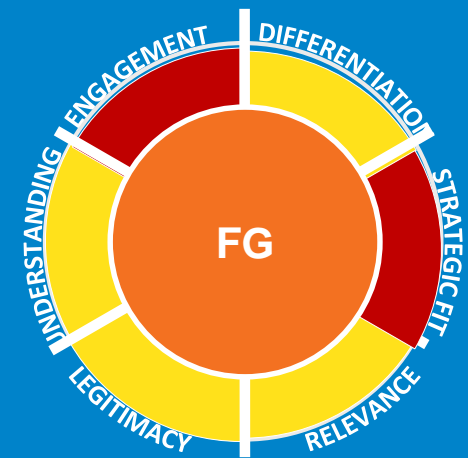


The message also does not drive interest because the message is not very relevant



Engagement is **LOW** because consumers struggle to see the dryer and they don't like the child 'being crude' by sticking his tongue out and making hand gestures.

- **Strategic Fit** is **LOW** because the focus is not on the dryer and it's innovation. It focuses the future but not what the dryer's role is in that future.
- **Legitimacy** is **MODERATE** because consumers are less concerned with a 'gentle on clothes' benefit and the dryer is minimized visually.
- **Relevance** is **MODERATE** because consumers are somewhat interested in 'protecting the future' but are not interested in a 'gentler on clothes' benefit.



The kid with the hand gestures and tongue sticking out...it's like he's imitating a teenager – I don't like it.

I want to protect the environment from the future but this kid looks like a punk...



Additional Feedback *Future Generations*

THE DRYER OF THE FUTURE. FOR THE FUTURE.

Now you can pass down your favorite shirt for generations to come. Thanks to advanced technology that uses less heat, this new class of dryer is even gentler on clothes. And since it uses less energy, it's also pretty great for the environment.



- The **utility logo** got a lukewarm reception from consumers. Some felt it reduces the credibility of this idea while others feel it makes the idea more 'local'. Some think it means the utilities are getting a 'kick back' while others think maybe they can get a rebate through the utility company. Still others wonder why a utility company would want to promote energy savings.
 - *"Why would the utility company want to associate with an energy efficient appliance?! That seems counter to their business of selling energy."*
 - *"I feel like it means my utility company thinks this is a good product which makes me think twice."*
 - *"Maybe I could get some sort of reduction on my bill if I buy this dryer because it's efficient?"*
 - *"I think it means the utility is getting 'kick back' money from the manufacturer of this dryer and I don't really care if the utility makes money so it has no impact on me."*

BECAUSE THERE'S A
WHOLE WORLD
BEYOND YOUR LAUNDRY ROOM.

Introducing a new class of dryer that uses less heat so your clothes get the care they deserve. And reduced energy use means our environment gets the care it deserves.



A strong connection between doing laundry and the environment and a happy life is not believable.

- Consumers find this concept 'hokey' and the dryer is downplayed too much.



I could barely even see the dryer at first. Plus, it's white and white appliance are 'old school'

This is just too vague. How is the dryer going to give us rainbows and kites?

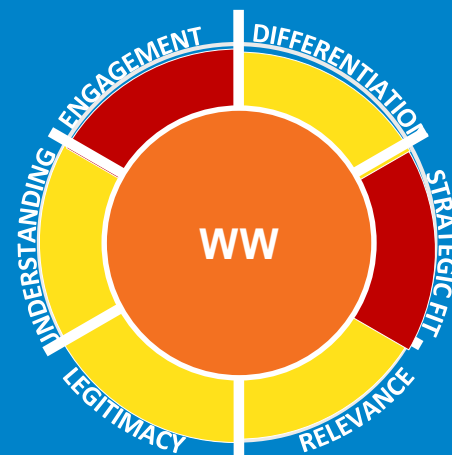
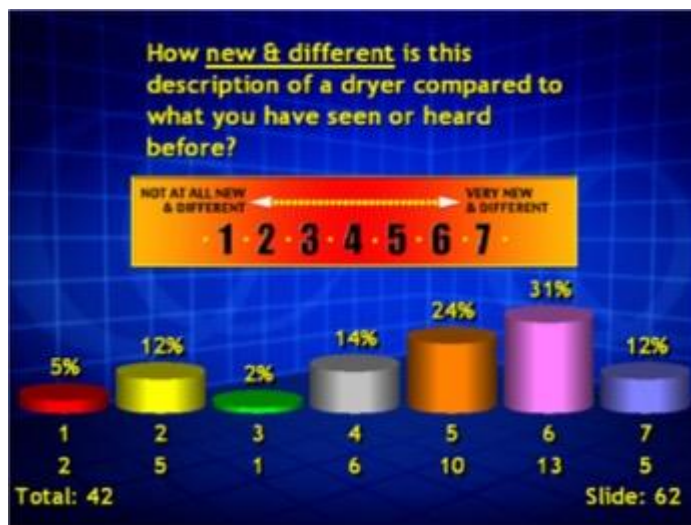


This message is weak because there consumers don't make a strong connection between doing laundry while feeling good about helping the environment is not believable.



Understanding is **MODERATE** because it isn't clear to consumers that this concept is related to a dryer.

Differentiation is **MODERATE** because consumers are interested in a new dryer that uses less energy but struggle to understand how it is different.



I don't quite get the 'whole world' thing. How is the dryer I use going to impact the whole world? That's a big promise!

This ad really isn't about a dryer...it's about the environment. And a dryer can't fix the environment.



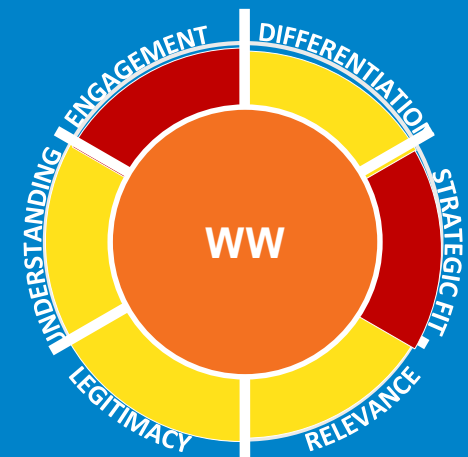
This message does not provide evidence that the dryer is better than other dryers in a way that is relevant to consumers



Strategic Fit is **LOW**

because the dryer is not enough of a focus of the concept and consumer's aren't clear how the dryer is providing care.

- **Engagement** is **LOW** because consumers cannot relate to the idea that the dryer they choose will impact the environment so strongly.
- **Legitimacy** is **MODERATE** because the woman doing the laundry with a smile isn't realistic. Also, consumers are somewhat offended by the gender stereotypes this image brings to mind. They also don't feel there is enough information in this idea.
- **Relevance** is **MODERATE** because it is too aspirational for consumers. They simply don't see the choices they make as having such a strong and dramatic impact on life outside their home.



*How is it providing 'care'?
What does that even mean?*

I just can't think of a time when I stood in the laundry folding and smiling like she is!



Additional Feedback

Whole World



- Clothes **deserving care** doesn't resonate with consumers. They feel that clothes are inanimate objects and don't "deserve" anything. Clothes are also seen as more disposable in the past and people don't plan to keep clothes as long as they used to.
 - *"I don't know about the rest of you but my clothes don't deserve anything!"*
- References to **Whole World** are too grandiose to tie to an appliance. However, consumers confirm that current political and cultural trends have buoyed concern and action around the environment - and this message is generally more motivating than it would have been 10 years ago. That said, when it comes to touting the benefits of a dryer, the environment wasn't motivating at all to learn more (despite claiming the environment was very important when making purchase decisions).
- The concept was a little too over the top / forced, with the **kid flying the kite and rainbow**.
 - *"That picture of the rainbow and the kid are so unrealistic – it's just too hokey for me!"*

THANK YOU!





Amy Greene + Jennifer Lynch
Arrow G Consulting

TOGETHER We Are Transforming the Northwest



Appendix

Appendix

| Topic | Click on the document to open |
|------------------------|---|
| Research Questionnaire |  Microsoft Word Document |
| Recruitment Screener |  Microsoft Word Document |
| Quantitative Results |   Microsoft Excel Worksheet Microsoft Excel Worksheet |

SED Concept Studio Questionnaire
(Final)

A. Initial Introductions

- Moderator explains process, what we'll be discussing, importance of remaining quiet (not blurting out any reactions), how to use the handheld device, etc.
- Get respondents comfortable using the handheld device with a fun sample question. Show these results to the group for fun.
- Will explain that we'll be talking about laundry dryers today.

B. Demographics

1. *What is your favorite type of food? (Fun Question)*
 1. *Italian*
 2. *American*
 3. *Mexican*
 4. *Japanese*
 5. *Chinese*
 6. *Other*

2. *Approximately, what time did this session start?*
 - *9AM - (Recent Purchasers)*
 - *12:30PM - (Intenders)*

3. *Are you...*
 - *Female*
 - *Male*

4. *Which of the following includes your age?*
 - *20-29*
 - *30-39*
 - *40-49*
 - *50+*

5. *INCLUDING YOURSELF, how many people LIVE in your household?*
 - *1 (just me)*
 - *2*
 - *3*
 - *4*
 - *5 or more*

6. *Which of the following best describes your dwelling?*
 - *Single-family home*
 - *Apartment*
 - *Condominium*
 - *Other*

B. Category Questions

7. *If and when researching for the purchase of a new dryer, which ONE of the following would be the MOST useful resource?*
- Friends and Family Recommendations*
 - In-Store Research*
 - Online Research*
 - Manufacturer Sites*
 - Magazines/Newspapers*
 - Social Networking Sites / Blogs*
 - Other*
8. *If and when researching for the purchase of a new dryer, which ONE of the following would be the 2nd MOST useful resource?*
- Friends and Family Recommendations*
 - In-Store Research*
 - Online Research*
 - Manufacturer Sites*
 - Magazines/Newspapers*
 - Social Networking Sites / Blogs*
 - Other*

C. Exposure to Concepts

Now we are going to look at some different ideas for new dryers. These are simply a few different ways tell you about dryers that were put together so we can get your reaction to them. They look a bit like Ads because they have words and pictures, but they are just an idea about how an Ad might look. The feedback we receive today will help us make them better, and will help turn them into final ads.

Nothing you will see today is associated with any particular brand. You will not see any brand names or logos. When evaluating these ideas, please assume all would come from a brand that is acceptable to you. Additionally, you will not see any prices. Please assume all would be priced at a point that is acceptable to you as well.

- First Adcept is projected and the moderator reads the concept aloud as respondents read along as well. **The following questions will repeat for each Adcept (x5):**

9. How interesting is this dryer to you overall?
 - Use 1-7 scale for “Not at all interesting” to “Very interesting”
10. How motivated would this make you to seek additional information about this dryer?
 - Use 1-7 scale for “Not at all motivated” to “Very motivated”
11. How new & different is this description of a dryer compared to what you have seen or heard before?
 - Use 1-7 scale for “Not at all new & different” to “Very new & different”
12. How innovative, is the technology of this dryer vs. others that you are aware of?
 - Use 1-7 scale for “Not at all innovative” to “Very innovative”
13. How believable is the description of this dryer?
 - Use 1-7 scale for “Not at all believable” to “Very believable”
14. How well do you understand what this dryer is all about?
 - Use 1-7 scale for “Do not understand at all” to “Understand completely”
15. How well do you think the text and visuals work together to communicate what this dryer is all about?
 - Use 1-7 scale for “Do not work well at all together” to “Work together very well”
16. How likely is it that this dryer would meet your needs better than other dryers that you are aware of?
 - Use 1-7 scale for “Not at all likely” to “Very likely”
17. How much better or worse is this dryer than other dryers you’ve seen in the marketplace?
 - Use 1-7 scale for “Much worse” to “Much better”
18. How much do you agree with the statement, “This dryer is for me?”
 - Use 1-7 scale for “Do not agree at all” to “Agree Completely”

D. Comparative (Forced Choice)

- Now respondents have seen all 5 Adcepts. We will quickly review all 5 again, and end on a landing page showing all 5 and ask the following questions.

19. Of the 5 dryers you saw today, overall which ONE is the MOST appealing to you?

- BC
- FG1
- ES
- FG2
- BT

20. Of the 5 dryers you saw today, overall which ONE is the 2nd MOST appealing to you?

21. Of the 5 dryers you saw today, overall which ONE is the LEAST appealing to you?

22. Of the 5 dryers you saw today, which ONE is the MOST unique to you?

23. Of the 5 dryers you saw today, which ONE is the 2nd MOST unique to you?

24. Of the 5 dryers you saw today, which ONE is the LEAST unique to you?

25. Of the 5 dryers you saw today, which ONE is the MOST believable to you?

26. Of the 5 dryers you saw today, which ONE is the 2nd MOST believable to you?

27. Of the 5 dryers you saw today, which ONE is the LEAST believable to you?

28. Of the 5 dryers you saw today, which ONE is the MOST likely to make you want to know more?

29. Of the 5 dryers you saw today, which ONE is the 2nd MOST likely to make you want to know more?

30. Of the 5 dryers you saw today, which ONE is the LEAST likely to make you want to know more?

E. Final Questions

31. How much does the **environmental impact** factor into your decision when purchasing a new dryer?

- Use 1-7 scale for “Does not impact it at all” to “Impacts it very much”

32. How important is **Energy Efficiency** to you when purchasing a dryer?

- Use 1-7 scale for “Not at all Important” to “Extremely Important”

33. How much would an **endorsement from a utility company** impact your decision when purchasing a new dryer?

- Use 1-7 scale for “Would not impact it at all” to “Would impact it very much”

34. If you saw information like the one dryer you liked the most today, how likely would you be to find out more about it when shopping for a dryer?

- Use 1-7 scale for “Not at all likely” to “Very likely”

- At this point the respondents stay in the room while we review the data in the back room. We then determine the respondents for the focus group and ask them to stay behind – the remainder of the larger group is let go.

DRYER STUDIO SCREENER VERSION 1 3.7.17

Recruiting specifications:

- Recruit 60 for 50
- Aim for mix of genders, male/female HOH
- Mix of ages 20-54
- Standard employment security
- Aim for mix of employment
- Ethnicity as info (natural fall out per census data)
- HH income – natural fall out, push for higher incomes (ex. \$45k+ per household)
- At least some college
- All must have purchased a clothes dryer in the last 12 mos. **OR** are planning to purchase in the next year (Aim for half to purchase/plan in the past/next 6 mos.)
- All must be the primary decision maker or share the responsibility equally on the purchase of appliance
- Must own the dryer (no rental)
- Capture brands for information only
- All must be financially responsible for all household utilities
- Must be articulate

Study Design:

- Two, one-hour Concept Studio Sessions (recruit 30 for 25) among:
 - Purchasers (Studio Session 1)
 - Intenders (Studio Session 2)
- Immediately following each session, conduct a follow-up 60-min focus group (selecting 6) for a total of 2 groups

Introduction

Hello, my name is _____, and I'm calling from Fieldwork Research regarding a research study on household appliance purchases. Do you have a few minutes to speak with me?

- a. Yes – **CONTINUE**
- b. No – **TERMINATE**

Record gender, do not ask_

- a. Male
- b. Female

AIM FOR A MIX OF MALE AND FEMALE HOH. MAY SKEW FEMALE

Record state

MUST BE FROM OR, ID, WA, or MT

1. Are you or are any members of your immediate household employed in any of the following industries or businesses? (Select all that apply)
 - a. An advertising agency - **TERMINATE**
 - b. A public relations firm or department - **TERMINATE**
 - c. A marketing or market research firm, department, or consulting - **TERMINATE**
 - d. A radio or TV station or in Broadcasting - **TERMINATE**
 - e. Publishing or Journalism - **TERMINATE**
 - f. Utilities, energy or efficiency - **TERMINATE**
 - g. Residential property management - **TERMINATE**
 - h. Management, stock clerk or purchasing department of a major retailer/department store - **TERMINATE**
 - i. Manufacturing or distribution of household appliances - **TERMINATE**
 - j. None of the above

2. What is your age?
 - a. Under 20 – **TERMINATE**
 - b. 20-24
 - c. 25-29
 - d. 30-34
 - e. 35-39
 - f. 40-44
 - g. 45-49
 - h. 50-54
 - i. 55+ - **TERMINATE**

RECRUIT A GOOD MIX

3. Who in your home is primarily financially responsible for the payment of your household cable provider, internet, utilities, cell phone, etc.?
 - a. I am primarily responsible
 - b. I share responsibility equally with someone in my household – **ASK 3B**
 - c. Someone else in my household is primarily responsible – **TERMINATE**
 - d. None of the above – **TERMINATE**

3b. Can you please explain how you share in the responsibility for payment of your

household bills? Are there certain bills you are responsible for? If so, which ones?

RECORD VERBATIM

MUST MENTION SHARING OR BEING RESPONSIBLE FOR PAYMENT OF UTILITIES

4. Who in your home is primarily responsible for the purchase of household appliances?
- I am primarily responsible
 - I share responsibility equally with someone in my household
 - Someone else in my household is primarily responsible – **TERMINATE**
 - None of the above – **TERMINATE**
- TERMINATE IF SOMEONE OUTSIDE THE HOME OR SOMEONE ELSE IN THE HOME IS PRIMARILY RESPONSIBLE.**
5. Which, if any, of the following household appliances do you currently OWN (meaning you do not rent or rent to own) and use inside your home?
- Dish washer
 - Microwave
 - Refrigerator
 - Clothes Washer– **ASK Q6 ONLY IF ALSO HAS A DRYER.**
 - Clothes Dryer – **ASK Q6 ONLY IF ALSO HAS A WASHER. OTHERWISE SKIP TO Q7.**
 - Stove
 - Oven
 - None of the Above– **SKIP TO Q11**

ASK Q6 IF OWNS WASHER AND DRYER

6. When did you purchase your clothes washer and dryer?
- One month ago – **RECRUIT FOR PURCHASERS STUDIO**
 - 3 – 6 months ago – **RECRUIT FOR PURCHASERS STUDIO**
 - 6 – 12 months ago – **RECRUIT FOR PURCHASERS STUDIO**
 - 1 to 2 years ago – **CONTINUE SCREEN AND HOLD**
 - More than two years ago – **CONTINUE SCREEN AND HOLD**

ASK Q7 IF OWNS DRYER ONLY

7. When did you purchase your clothes dryer?
- One month ago – **RECRUIT FOR PURCHASERS STUDIO**
 - 3 – 6 months ago – **RECRUIT FOR PURCHASERS STUDIO**
 - 6 – 12 months ago – **RECRUIT FOR PURCHASERS STUDIO**
 - 1 to 2 years ago – **CONTINUE SCREEN AND HOLD**
 - More than two years ago – **CONTINUE SCREEN AND HOLD**

***BETWEEN Q6/7, AIM FOR HALF PURCHASED DRYER IN THE PAST 6 MOS.
CONTINUE ASKING Q8-10 TO DRYER OWNERS. OTHERWISE SKIP TO Q11.**

8. Is your dryer gas or electric?
 - a. Electric dryer
 - b. Gas dryer – **TERMINATE**

9. What type of clothes dryer do you own? **RECORD INFO. ONLY**
 - a. Stackable Washer/Dryer
 - b. Ventless dryer
 - c. Combo washer & dryer
 - d. Other (specify) _____

10. What brand of dryer do you own?

_____ **RECORD INFO. ONLY**

11. Which, if any, of the following household appliances do you plan on purchasing in the next 6 to 12 months?
 - a. Dish washer – **SKIP TO Q14**
 - b. Microwave– **SKIP TO Q14**
 - c. Refrigerator – **SKIP TO Q14**
 - d. Clothes Washer– **ASK Q12 ONLY IF ALSO INTENDS TO PURCHASE A DRYER.**
 - e. Clothes Dryer – **ASK Q12 ONLY IF ALSO INTENDS TO PURCHASE A WASHER. OTHERWISE SKIP TO Q13**
 - f. Stove– **SKIP TO Q14**
 - g. Oven – **SKIP TO Q14**
 - h. None of the Above– **SEE NOTE BELOW. IF QUALIFIES, SKIP TO Q14**

***ALL MUST EITHER HAVE PURCHASED A CLOTHES WASHER/DRYER, OR DRYER ONLY IN THE PAST 12 MOS. (QUESTIONS 6/7) OR INTEND TO PURCHASE A WASHER/DRYER OR DRYER ONLY IN THE NEXT 12 MOS. (QUESTION 11)**

ASK Q12 IF PLANS TO BUY WASHER AND DRYER

12. Specifically, when do you plan to purchase your clothes washer and dryer?
 - a. In one month – **RECRUIT FOR INTENDERS STUDIO**
 - b. Within the next 3 - 6 months – **RECRUIT FOR INTENDERS STUDIO**
 - c. Within the next 7 - 12 months – **RECRUIT FOR INTENDERS STUDIO**
 - d. In the next 2-5 years
 - e. More than 5 years from now

ASK Q13 IF PLANS TO BUY DRYER ONLY

13. Specifically, when do you plan to purchase your clothes dryer?
 - a. In one month – **RECRUIT FOR INTENDERS STUDIO**
 - b. Within the next 3 - 6 months – **RECRUIT FOR INTENDERS STUDIO**
 - c. Within the next 7 - 12 months – **RECRUIT FOR INTENDERS STUDIO**

- d. In the next 2-5 years
- e. More than 5 years from now

***BETWEEN Q12/13, AIM FOR HALF PLANNING TO PURCHASE IN THE NEXT 6 MOS.**

14. Now I'm going to read you a series of statements about your personal interests. For each one, please tell me how much do you agree or disagree. A "1" means you "strongly agree" and a "5" means you "strongly disagree" and you can use any number in between.

| | 1 – Strongly Agree | 2 | 3 – Neither agree nor disagree | 4 | 5 – Strongly Disagree |
|---|--------------------|-----------|--------------------------------|---|-----------------------|
| I frequently seek out information on the latest technology and trends | | | | | TERMINATE |
| I like to be one of the first people to have a new tech gadget | | | | | |
| I'm not always the first to buy a new gadget, but I tend to buy it before most others | | | | | |
| Using technology (such as phones, tablets, & other gadgets) is a personal hobby of mine | | | | | |
| I'm usually one of the last people I know to buy a new tech gadget | TERMINATE | TERMINATE | | | |

***ALL TO BE TECHNOLOGICALLY INCLINED/OPEN TO NEW TECHNOLOGY = ANSWER IN THE SHADED YELLOW ABOVE. HOLD FOR REVIEW IF ANSWERS OUTSIDE OF SHADED AREA.**

15. If you could have dinner with anyone, alive or dead, who would it be and why?

RECORD VERBATIM

- **ALL MUST PROVIDE VERY DESCRIPTIVE RESPONSES AND REALLY RICH REASON ON WHY THEY CHOSE WHAT THEY CHOSE**
- **ALL RESPONDENTS MUST BE CREATIVE, DETAILED, AND ARTICULATE IN THEIR ANSWERS. THE RESPONDENT SHOULD BE ABLE TO EASILY EXPRESS THEIR THOUGHT VERSUS SAYING “I DON’T KNOW” AND SHOULD HAVE EXPRESSIVE ANSWERS.**
- **RESPONDENTS SHOULD BE ABLE TO ANSWER THE QUESTION FREELY WITHOUT RECRUITER PROBING**

RECRUITER: CHECK-OFF ALL THAT APPLY:

- ANSWERS SPONTANEOUSLY**
- VERY SURE OF SELF**
- ENTHUSIASTIC**
- CARRIES ON A GOOD CONVERSATION**
- DOES NOT HAVE SPEECH PROBLEMS (i.e., STUTTERS, SLURS WORDS, ACCENT IS TOO DIFFICULT TO UNDERSTAND,**

Demographic Questions

16. Which of the following best describes your race/ethnicity?

- a. White/Caucasian
- b. Hispanic/Latino
- c. Black/African-American
- d. Native America
- e. Asian-American
- f. Other

RECRUIT A MIX

17. What is the highest level of education that you have completed?

- a. Some high school - **TERMINATE**
- b. High school graduate- **TERMINATE**
- c. Trade/technical school
- d. Some college/associate’s degree
- e. Graduate of a 4-year college/university
- f. Post graduate study/Professional degree

MUST HAVE AT LEAST SOME COLLEGE; RECRUIT A MIX

18. Which of the following best describes your family’s total annual household income?

- a. Less than \$25,000 – **HOLD IF QUALIFIES EVERYWHERE ELSE**
- b. \$25,000 to \$44,999 – **HOLD IF QUALIFIES EVERYWHERE ELSE**
- c. \$45,000 to \$74,999
- d. \$75,000 to \$99,999

e. \$100,000 or more

PUSH FOR HIGHER HH INCOME; RECRUIT A MIX

19. Which of the following best describes your current employment status?

- Employed full-time
- Employed part-time
- Homemaker
- Retired
- Full-time student
- Not employed

AIM FOR MIX

20. **IF EMPLOYED:** What is your job title and the industry you work in? _____

21. For each of the following, please tell me how much this statement describes you, yourself, if at all using a scale from one to five. 1 means the statement does not describe you at all and 5 means the statement describes you perfectly. **(READ EACH STATEMENT AND MARK ONE ANSWER PER STATEMENT)**

| | Describes me perfectly | | | | Doesn't describe me at all |
|---|------------------------|---|---|---|----------------------------|
| | 5 | 4 | 3 | 2 | |
| I am a person who enjoys expressing my opinions and ideas | 5 | 4 | 3 | 2 | 1 |
| I enjoy doing projects that allow me to be creative | 5 | 4 | 3 | 2 | 1 |
| I am always looking for new, exciting activities to participate in | 5 | 4 | 3 | 2 | 1 |
| I enjoy participating in group discussions and activities | 5 | 4 | 3 | 2 | 1 |
| I am interested in how things work | 5 | 4 | 3 | 2 | 1 |
| I like activities like puzzles, crosswords and games | 5 | 4 | 3 | 2 | 1 |
| I like a good debate and exchange of ideas | 5 | 4 | 3 | 2 | 1 |
| I tend to like trying the newest technology | 5 | 4 | 3 | 2 | 1 |
| I'm comfortable talking with others even if I haven't met them before | 5 | 4 | 3 | 2 | 1 |

- **RECRUIT ANYONE WHOSE ANSWERS ARE ALL IN THE SHADED BOXES**
- **HOLD ALL RESPONDENTS WHOSE ANSWERS ARE NOT ALL IN THE BLUE/SHADED BOXES FOR POSSIBLE LATER ACCEPTANCE**
- **ALL ARE TALKATIVE AND ARTICULATE**

Contact Information

First Name: _____ Last Name: _____

Phone Number: _____ Email: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

(INCLUDE STATES AND ZIPS ON PROFILE SHEET)**CONCEPT STUDIO + FG INVITE:**

We would like to invite you to participate in a one-hour study that will take place on **INSERT DATES**. During the one-hour of time, you will answer questions via a keypad about various ideas you'll view on a screen. Several consumers will then be selected to participate in a follow-up interview that will last approximately one hour. If selected, would you be willing to participate in **both** sessions? This would require about two hours of your time.

For your time and participation, you would be paid \$XXX. Is this something you would be willing and able to participate in?

___ Yes

___ No

___ *Recruiter, please initial here that you have:*

1. *Read the screener invitation to the respondent*
2. *The respondent has confirmed verbally that they understand study requirements and agree to participate*

| Keypad # | S5 | S6 | S7 | S8 | S9 | S10 | S11 | S12 | S16 | S17 | S18 | S19 | S20 |
|----------|-------------|--------------------------------------|------------------------|--|--|--|--|--|---|---|---|---|---|
| | Warm up - Q | Recent - Intenders | Gender | Age | # in household | Type of dwelling | Research - Most | Research - 2nd Most | FG - Interesting | FG - Motivated to seek info | FG - new & different | FG - innovative | FG - believable |
| | | 1 = Recent Purchaser 2 = Intender | 1 = Female 2 = Male | 1 = 20-29 2 = 30-39 3 = 40-49 4 = 50+ | 1 = 1 (just me) 2 = 2 3 = 3 4 = 4 5 = 5+ | 1 = Single-Family 2 = Apartment 3 = Condo 4 = Other | 1 = Friends/Family 2 = In--Store 3 = Online research 4 = Manufacturer Site 5 = Mags/Newspaper 6 = Social Network/Blogs 7 = Other | 1 = Friends/Family 2 = In--Store 3 = Online research 4 = Manufacturer Site 5 = Mags/Newspaper 6 = Social Network/Blogs 7 = Other | Rating 1-7 (1=Low/Neg, 7 = High/Pos) | Rating 1-7 (1=Low/Neg, 7 = High/Pos) | Rating 1-7 (1=Low/Neg, 7 = High/Pos) | Rating 1-7 (1=Low/Neg, 7 = High/Pos) | Rating 1-7 (1=Low/Neg, 7 = High/Pos) |
| A001 | 1 | 1 | 1 | 3 | 4 | 1 | 1 | 3 | 6 | 7 | 6 | 5 | 5 |
| A003 | 5 | 1 | 1 | 2 | 3 | 1 | 3 | 2 | 6 | 7 | 6 | 6 | 6 |
| A004 | 1 | 1 | 1 | 2 | 1 | 2 | 3 | 2 | 5 | 4 | 4 | 5 | 4 |
| A005 | 3 | 1 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 3 |
| A006 | 3 | 1 | 2 | 3 | 3 | 1 | 3 | 1 | 7 | 7 | 7 | 7 | 7 |
| A007 | 4 | 1 | 2 | 1 | 2 | 2 | 3 | 1 | 7 | 7 | 7 | 7 | 5 |
| A008 | 2 | 1 | 1 | 2 | 2 | 3 | 3 | 1 | 7 | 7 | 6 | 7 | 7 |
| A009 | 1 | 1 | 1 | 2 | 1 | 1 | 3 | 2 | 1 | 1 | 1 | 1 | 7 |
| A010 | 5 | 1 | 2 | 3 | 2 | 1 | 3 | 4 | 6 | 6 | 7 | 6 | 5 |
| A011 | 5 | 1 | 1 | 2 | 2 | 3 | 2 | 1 | 5 | 5 | 6 | 6 | 5 |
| A012 | 3 | 1 | 1 | 3 | 2 | 1 | 3 | 2 | 6 | 4 | 3 | 4 | 4 |
| A013 | 5 | 1 | 1 | 4 | 4 | 1 | 3 | 2 | 1 | 1 | 7 | 5 | 4 |
| A014 | 4 | 1 | 1 | 4 | 3 | 1 | 3 | 1 | 6 | 6 | 4 | 4 | 4 |
| A015 | 1 | 1 | 1 | 4 | 5 | 1 | 3 | 4 | 4 | 3 | 6 | 6 | 6 |
| A001 | 1 | 2 | 1 | 3 | 4 | 1 | 3 | 5 | 6 | 5 | 5 | 5 | 7 |
| A002 | 3 | 2 | 1 | 4 | 1 | 1 | 3 | 2 | 6 | 6 | 6 | 6 | 6 |
| A003 | 1 | 2 | 1 | 4 | 4 | 1 | 2 | 3 | 6 | 7 | 6 | 7 | 7 |
| A004 | 2 | 2 | 1 | 4 | 3 | 1 | 3 | 2 | 7 | 5 | 4 | 6 | 6 |
| A005 | 4 | 2 | 2 | 3 | 1 | 1 | 2 | 3 | 5 | 4 | 5 | 5 | 6 |
| A006 | 4 | 2 | 2 | 2 | 2 | 1 | 3 | 2 | 5 | 6 | 6 | 6 | 5 |
| A007 | 1 | 2 | 2 | 2 | 3 | 1 | 3 | 2 | 4 | 5 | 5 | 5 | 5 |
| A008 | 3 | 2 | 2 | 3 | 3 | 1 | 5 | 3 | 4 | 3 | 6 | 6 | 5 |
| A009 | 6 | 2 | 2 | 3 | 1 | 1 | 1 | 3 | 7 | 7 | 7 | 7 | 7 |
| A010 | 6 | 2 | 2 | 2 | 2 | 3 | 3 | 1 | 6 | 5 | 5 | 3 | 5 |
| A011 | 4 | 2 | 2 | 4 | 2 | 4 | 3 | 4 | 4 | 5 | 5 | 5 | 5 |
| A012 | 1 | 2 | 2 | 3 | 5 | 1 | 5 | 3 | 4 | 2 | 5 | 4 | 2 |
| A013 | 5 | 2 | 1 | 1 | 4 | 3 | 3 | 4 | 7 | 6 | 7 | 6 | 5 |
| A014 | 4 | 2 | 1 | 3 | 3 | 3 | 3 | 4 | 1 | 1 | 1 | 1 | 1 |
| A015 | 1 | 2 | 1 | 4 | 2 | 1 | 3 | 1 | 7 | 7 | 7 | 7 | 7 |
| A016 | 1 | 2 | 2 | 1 | 3 | 1 | 3 | 6 | 6 | 4 | 2 | 3 | 4 |
| A017 | 1 | 2 | 1 | 2 | 3 | 2 | 3 | 1 | 7 | 7 | 6 | 5 | 6 |
| A018 | 6 | 2 | 2 | 1 | 3 | 2 | 3 | 4 | 1 | 1 | 2 | 4 | 3 |
| A019 | 4 | 2 | 2 | 3 | 5 | 1 | 5 | 3 | 5 | 6 | 6 | 6 | 5 |
| A020 | 3 | 2 | 1 | 2 | 3 | 3 | 3 | 1 | 5 | 3 | 4 | 5 | 5 |
| A021 | 3 | 2 | 2 | 3 | 1 | 3 | 3 | 4 | 2 | 1 | 5 | 4 | 4 |
| A022 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 4 | 2 | 1 | 4 | 4 |
| A023 | 1 | 2 | 1 | 4 | 5 | 1 | 2 | 1 | 6 | 6 | 5 | 4 | 5 |
| A024 | 3 | 2 | 2 | 3 | 5 | 1 | 3 | 1 | 5 | 5 | 4 | 5 | 4 |
| A025 | 2 | 2 | 1 | 1 | 3 | 1 | 3 | 1 | 5 | 4 | 4 | 4 | 4 |
| A026 | 3 | 2 | 1 | 3 | 5 | 1 | 3 | 1 | 6 | 6 | 6 | 6 | 7 |
| A027 | 2 | 2 | 2 | 4 | 3 | 1 | | 6 | 6 | 6 | 5 | 5 | 5 |
| A028 | 1 | 2 | 2 | 2 | 4 | 4 | 3 | 2 | 6 | 6 | 5 | 6 | 5 |

| Keypad # | S21 | S22 | S23 | S24 | S25 | S27 | S28 | S29 | S30 | S31 | S32 |
|----------|---|---|---|---|---|---|---|---|---|---|---|
| | FG - understand | FG - text & visuals | FG - meets needs | FG - Better /Worse | FG - Is for me | BC - Interesting | BC - Motivated to seek info | BC - new & different | BC - innovative | BC - believable | BC - understand |
| | Rating 1-7 (1=Low/Neg, 7 = High/Pos) | Rating 1-7 (1=Low/Neg, 7 = High/Pos) | Rating 1-7 (1=Low/Neg, 7 = High/Pos) | Rating 1-7 (1=Low/Neg, 7 = High/Pos) | Rating 1-7 (1=Low/Neg, 7 = High/Pos) | Rating 1-7 (1=Low/Neg, 7 = High/Pos) | Rating 1-7 (1=Low/Neg, 7 = High/Pos) | Rating 1-7 (1=Low/Neg, 7 = High/Pos) | Rating 1-7 (1=Low/Neg, 7 = High/Pos) | Rating 1-7 (1=Low/Neg, 7 = High/Pos) | Rating 1-7 (1=Low/Neg, 7 = High/Pos) |
| A001 | 7 | 7 | 5 | 6 | 6 | 5 | 6 | 6 | 5 | 4 | 6 |
| A003 | 6 | 6 | 7 | 7 | 6 | 5 | 5 | 6 | 5 | 6 | 7 |
| A004 | 6 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 6 |
| A005 | 3 | 3 | 2 | 4 | 1 | 4 | 4 | 3 | 5 | 4 | 3 |
| A006 | 7 | 6 | 6 | 7 | 6 | 4 | 5 | 6 | 6 | 5 | 5 |
| A007 | 7 | 4 | 7 | | 7 | 7 | 7 | 1 | 7 | 7 | 7 |
| A008 | 7 | 7 | 7 | 7 | 7 | 2 | 1 | 1 | 2 | 1 | 2 |
| A009 | 7 | 3 | 1 | 4 | 1 | 6 | 5 | 6 | 6 | 7 | 7 |
| A010 | 3 | 3 | 4 | 4 | 4 | 7 | 6 | 6 | 4 | 6 | 5 |
| A011 | 7 | 4 | 6 | 5 | 6 | 7 | 7 | 5 | 6 | 7 | 5 |
| A012 | 4 | 3 | 6 | 5 | 5 | 7 | 7 | 7 | 6 | 7 | 7 |
| A013 | 4 | 1 | 4 | 4 | 3 | 6 | 6 | 6 | 6 | 6 | 4 |
| A014 | 5 | 3 | 4 | 5 | 5 | 6 | 6 | 5 | 5 | 5 | 5 |
| A015 | 3 | 7 | 5 | 4 | 2 | 5 | 3 | 6 | 6 | 6 | 3 |
| A001 | 5 | 4 | 5 | 7 | 6 | 2 | 2 | 4 | 2 | 1 | 4 |
| A002 | 5 | 5 | 6 | 6 | 6 | 5 | 5 | 4 | 6 | 6 | 3 |
| A003 | 7 | 7 | 7 | 6 | 7 | 3 | 2 | 2 | 3 | 2 | 2 |
| A004 | 6 | 5 | 5 | 6 | 4 | 5 | 6 | 4 | 7 | 6 | 6 |
| A005 | 5 | 3 | 4 | 5 | 6 | 4 | 4 | 3 | 4 | 5 | 5 |
| A006 | 3 | 5 | 3 | 5 | 2 | 3 | 4 | 3 | 4 | 5 | 3 |
| A007 | 4 | 3 | 5 | 5 | 4 | 3 | 3 | 5 | 5 | 5 | 4 |
| A008 | 4 | 7 | 5 | 6 | 5 | 5 | 2 | 3 | 5 | 5 | 2 |
| A009 | 6 | 6 | 6 | 7 | 6 | 7 | 7 | 7 | 7 | 7 | 7 |
| A010 | 5 | 5 | 2 | 4 | 3 | 7 | 7 | 4 | 4 | 5 | 4 |
| A011 | 5 | 5 | 5 | 5 | 5 | 5 | 6 | 6 | 6 | 5 | 6 |
| A012 | 5 | 6 | 2 | 5 | 2 | 1 | 1 | 4 | 4 | 3 | 4 |
| A013 | 6 | 7 | 6 | 6 | 6 | 5 | 6 | 6 | 5 | 5 | 5 |
| A014 | 4 | 1 | 1 | 4 | 1 | 1 | 1 | 1 | 1 | 4 | 7 |
| A015 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 |
| A016 | 2 | 6 | 4 | 5 | 1 | 1 | 1 | 2 | 2 | 3 | 2 |
| A017 | 6 | 5 | 6 | 6 | 7 | 5 | 5 | 5 | 5 | 6 | 5 |
| A018 | 2 | 5 | 3 | 4 | 2 | 6 | 2 | 2 | 2 | 3 | 2 |
| A019 | 6 | 5 | 6 | 7 | 6 | 4 | 3 | 2 | 3 | 2 | 3 |
| A020 | 5 | 3 | 4 | 5 | 4 | 4 | 3 | 4 | 5 | 5 | 5 |
| A021 | 5 | 2 | 4 | 4 | 2 | 4 | 5 | 5 | 4 | 5 | 4 |
| A022 | 5 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 4 |
| A023 | 4 | 7 | 6 | 5 | 5 | 6 | 6 | 5 | 5 | 4 | 5 |
| A024 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 |
| A025 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 |
| A026 | 5 | 7 | 7 | 6 | 7 | 5 | 5 | 4 | 6 | 5 | 5 |
| A027 | 4 | 3 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 |
| A028 | 5 | 3 | 5 | 5 | 5 | 6 | 6 | 6 | 5 | 5 | 6 |

| Keypad # | S33 | S34 | S35 | S36 | S38 | S39 | S40 | S41 | S42 | S43 | S44 |
|----------|---|---|---|---|---|---|---|---|---|---|---|
| | BC - text & visuals | BC - meets needs | BC - Better /Worse | BC - Is for me | ES - Interesting | ES - Motivated to seek info | ES - new & different | ES - innovative | ES - believable | ES - understand | ES - text & visuals |
| | Rating 1-7 (1=Low/Neg, 7 = High/Pos) | Rating 1-7 (1=Low/Neg, 7 = High/Pos) | Rating 1-7 (1=Low/Neg, 7 = High/Pos) | Rating 1-7 (1=Low/Neg, 7 = High/Pos) | Rating 1-7 (1=Low/Neg, 7 = High/Pos) | Rating 1-7 (1=Low/Neg, 7 = High/Pos) | Rating 1-7 (1=Low/Neg, 7 = High/Pos) | Rating 1-7 (1=Low/Neg, 7 = High/Pos) | Rating 1-7 (1=Low/Neg, 7 = High/Pos) | Rating 1-7 (1=Low/Neg, 7 = High/Pos) | Rating 1-7 (1=Low/Neg, 7 = High/Pos) |
| A001 | 7 | 6 | 5 | 6 | 6 | 6 | 5 | 6 | 7 | 7 | 5 |
| A003 | 6 | 5 | 6 | 5 | 7 | 6 | 7 | 6 | 6 | 7 | 6 |
| A004 | 6 | 6 | 5 | 5 | 6 | 6 | 6 | 5 | 7 | 7 | 7 |
| A005 | 4 | 3 | 4 | 2 | 6 | 5 | 6 | 5 | 4 | 5 | 4 |
| A006 | 4 | 5 | 5 | 5 | 7 | 7 | 5 | 7 | 7 | 7 | 5 |
| A007 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 5 | 4 |
| A008 | 2 | 1 | 4 | 1 | 7 | 6 | 7 | 7 | 7 | 7 | 1 |
| A009 | 7 | 7 | 6 | 6 | 6 | 6 | 5 | 5 | 7 | 7 | 1 |
| A010 | 5 | 5 | 5 | 6 | 6 | 6 | 6 | 7 | 6 | 6 | 6 |
| A011 | 6 | 7 | 7 | 7 | 7 | 7 | 3 | 6 | 7 | 7 | 5 |
| A012 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 |
| A013 | 6 | 5 | 5 | 5 | 6 | 6 | 6 | 7 | 7 | 6 | 5 |
| A014 | 5 | 5 | 5 | 6 | 7 | 6 | 6 | 6 | 6 | 7 | 6 |
| A015 | 6 | 5 | 5 | 4 | 6 | 6 | 7 | 7 | 6 | 6 | 5 |
| A001 | 1 | 2 | 4 | 2 | 7 | 5 | 6 | 4 | 5 | 6 | 2 |
| A002 | 3 | 4 | 4 | 3 | 7 | 7 | 7 | 7 | 6 | 7 | 7 |
| A003 | 1 | 2 | 4 | 2 | 6 | 4 | 3 | 4 | 4 | 3 | 2 |
| A004 | 5 | 4 | 6 | 4 | 6 | 7 | 4 | 5 | 7 | 6 | 5 |
| A005 | 2 | 3 | 4 | 3 | 7 | 7 | 5 | 5 | 7 | 5 | 6 |
| A006 | 2 | 3 | 4 | 2 | 7 | 6 | 6 | 7 | 6 | 6 | 6 |
| A007 | 2 | 4 | 4 | 4 | 6 | 7 | 7 | 7 | 7 | 6 | 5 |
| A008 | 3 | 4 | 5 | 4 | 7 | 6 | 7 | 7 | 7 | 6 | 7 |
| A009 | 7 | 7 | 7 | 6 | 7 | 7 | 6 | 7 | 7 | 7 | 6 |
| A010 | 6 | 4 | 4 | 5 | 6 | 6 | 4 | 2 | 7 | 6 | 6 |
| A011 | 6 | 6 | 6 | 5 | 6 | 6 | 5 | 6 | 6 | 7 | 6 |
| A012 | 6 | 1 | 3 | 1 | 6 | 6 | 3 | 4 | 4 | 6 | 6 |
| A013 | 6 | 6 | 5 | 6 | 4 | 3 | 4 | 4 | 3 | 2 | 3 |
| A014 | 1 | 1 | 4 | 1 | 5 | 5 | 5 | 5 | 5 | 7 | 7 |
| A015 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 |
| A016 | 1 | 2 | 4 | 2 | 7 | 7 | 3 | 2 | 6 | 6 | 3 |
| A017 | 6 | 4 | 5 | 4 | 7 | 7 | 6 | 7 | 5 | 7 | 5 |
| A018 | 1 | 2 | 3 | 2 | 7 | 2 | 5 | 6 | 7 | 5 | 2 |
| A019 | 2 | 3 | 5 | 2 | 7 | 6 | 5 | 6 | 6 | 7 | 7 |
| A020 | 5 | 4 | 5 | 4 | 5 | 4 | 2 | 4 | 6 | 5 | 6 |
| A021 | 6 | 4 | 5 | 5 | 7 | 7 | 6 | 7 | 6 | 6 | 3 |
| A022 | 6 | 4 | 5 | 4 | 6 | 6 | 5 | 5 | 6 | 6 | 6 |
| A023 | 5 | 5 | 5 | 5 | 7 | 7 | 5 | 6 | 7 | 6 | 7 |
| A024 | 3 | 5 | 5 | 4 | 6 | 7 | 6 | 6 | 7 | 6 | 6 |
| A025 | 5 | 4 | 5 | 4 | 7 | 7 | 7 | 7 | 7 | 7 | 6 |
| A026 | 3 | 5 | 5 | 4 | 6 | 5 | 6 | 6 | 6 | 6 | 4 |
| A027 | 2 | 4 | 4 | 4 | 6 | 7 | 6 | 6 | 5 | 5 | 5 |
| A028 | 5 | 6 | 6 | 4 | 6 | 6 | 4 | 4 | 5 | 3 | 5 |

| Keypad # | S45 | S46 | S47 | S49 | S50 | S51 | S52 | S53 | S54 | S55 | S56 |
|----------|---|---|---|---|---|---|---|---|---|---|---|
| | ES - meets needs | ES - Better /Worse | ES - Is for me | BT - Interesting | BT - Motivated to seek info | BT - New & different | BT - Innovative | BT - Believable | BT - Understand | BT - Text & visuals | BT - Meets needs |
| | Rating 1-7 (1=Low/Neg, 7 = High/Pos) | Rating 1-7 (1=Low/Neg, 7 = High/Pos) | Rating 1-7 (1=Low/Neg, 7 = High/Pos) | Rating 1-7 (1=Low/Neg, 7 = High/Pos) | Rating 1-7 (1=Low/Neg, 7 = High/Pos) | Rating 1-7 (1=Low/Neg, 7 = High/Pos) | Rating 1-7 (1=Low/Neg, 7 = High/Pos) | Rating 1-7 (1=Low/Neg, 7 = High/Pos) | Rating 1-7 (1=Low/Neg, 7 = High/Pos) | Rating 1-7 (1=Low/Neg, 7 = High/Pos) | Rating 1-7 (1=Low/Neg, 7 = High/Pos) |
| A001 | 6 | 6 | 6 | 6 | 7 | 6 | 6 | 7 | 6 | 6 | 6 |
| A003 | 6 | 7 | 7 | 6 | 7 | 5 | 6 | 5 | 7 | 5 | 6 |
| A004 | 6 | 5 | 5 | 6 | 6 | 5 | 5 | 5 | 5 | 5 | 5 |
| A005 | 5 | 4 | 4 | 6 | 5 | 6 | 5 | 5 | 5 | 5 | 5 |
| A006 | 7 | 6 | 6 | 4 | 3 | 3 | 4 | 2 | 4 | 1 | 3 |
| A007 | 7 | 7 | 7 | 4 | 4 | 4 | 7 | 7 | 7 | 1 | 7 |
| A008 | 5 | 6 | 5 | 6 | 3 | 6 | 7 | 6 | 7 | 5 | 3 |
| A009 | 6 | 6 | 5 | 1 | 1 | 2 | 1 | 6 | 7 | 1 | 3 |
| A010 | 6 | 6 | 6 | 7 | 6 | 7 | 7 | 6 | 5 | 6 | 6 |
| A011 | 5 | 6 | 6 | 7 | 6 | 6 | 6 | 7 | 7 | 7 | 7 |
| A012 | 7 | 7 | 7 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 |
| A013 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 5 | 5 | 6 |
| A014 | 6 | 6 | 6 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 |
| A015 | 6 | 6 | 6 | 5 | 5 | 6 | 6 | 5 | 5 | 4 | 5 |
| A001 | 5 | 5 | 4 | 7 | 7 | 7 | 4 | 7 | 6 | 5 | 5 |
| A002 | 7 | 7 | 7 | 5 | 5 | 7 | 7 | 6 | 7 | 7 | 6 |
| A003 | 3 | 4 | 4 | 7 | 7 | 7 | 7 | 7 | 6 | 7 | 7 |
| A004 | 5 | 6 | 5 | 6 | 5 | 4 | 5 | 7 | 7 | 6 | 5 |
| A005 | 6 | 5 | 7 | 7 | 7 | 6 | 5 | 6 | 5 | 7 | 5 |
| A006 | 7 | 7 | 7 | 6 | 7 | 5 | 6 | 7 | 5 | 6 | 6 |
| A007 | 6 | 6 | 6 | 6 | 7 | 7 | 6 | 7 | 6 | 6 | 6 |
| A008 | 7 | 7 | 6 | 6 | 5 | 7 | 7 | 5 | 5 | 3 | 5 |
| A009 | 7 | 6 | 7 | 7 | 7 | 6 | 7 | 6 | 7 | 5 | 6 |
| A010 | 4 | 5 | 4 | 6 | 6 | 3 | 4 | 7 | 5 | 5 | 4 |
| A011 | 6 | 6 | 6 | 5 | 6 | 6 | 6 | 6 | 6 | 5 | 5 |
| A012 | 2 | 4 | 2 | 5 | 6 | 6 | 5 | 4 | 6 | 5 | 5 |
| A013 | 4 | 3 | 3 | 5 | 6 | 7 | 6 | 5 | 5 | 6 | 5 |
| A014 | 5 | 6 | 5 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 |
| A015 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 |
| A016 | 6 | 5 | 5 | 5 | 6 | 2 | 4 | 7 | 6 | 5 | 2 |
| A017 | 6 | 7 | 6 | 7 | 5 | 6 | 6 | 6 | 7 | 5 | 6 |
| A018 | 5 | 6 | 2 | | | 7 | | 7 | 7 | 4 | 5 |
| A019 | 7 | 7 | 6 | 6 | 4 | 6 | 5 | 4 | 5 | 4 | 5 |
| A020 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 7 | 5 | 6 | 5 |
| A021 | 6 | 6 | 6 | 7 | 7 | 7 | 7 | 6 | 6 | 6 | 7 |
| A022 | 6 | 5 | 6 | 5 | 5 | 6 | 6 | 6 | 4 | 3 | 6 |
| A023 | 7 | 6 | 7 | 3 | 3 | 5 | 5 | 5 | 4 | 3 | 5 |
| A024 | 6 | 6 | 6 | 5 | 7 | 6 | 7 | 7 | 6 | 5 | 6 |
| A025 | 7 | 7 | 7 | 6 | 6 | 7 | 7 | 7 | 6 | 6 | 6 |
| A026 | 7 | 7 | 7 | 7 | 6 | 5 | 6 | 6 | 5 | 6 | 6 |
| A027 | 6 | 5 | 5 | 5 | 7 | 6 | 6 | 3 | 4 | 2 | 4 |
| A028 | 6 | 5 | 4 | 5 | 6 | 4 | 4 | 3 | 2 | 2 | 4 |

| Keypad # | S57 | S58 | S60 | S61 | S62 | S63 | S64 | S65 | S66 | S67 | S68 |
|----------|---|---|---|---|---|---|---|---|---|---|---|
| | BT - Better /Worse | BT - Is for me | WW - Interesting | WW - Motivated to seek info | WW - New & different | WW - Innovative | WW - Believable | WW - Understand | WW - Text & visuals | WW - Meets needs | WW - Better /Worse |
| | Rating 1-7 (1=Low/Neg, 7 = High/Pos) | Rating 1-7 (1=Low/Neg, 7 = High/Pos) | Rating 1-7 (1=Low/Neg, 7 = High/Pos) | Rating 1-7 (1=Low/Neg, 7 = High/Pos) | Rating 1-7 (1=Low/Neg, 7 = High/Pos) | Rating 1-7 (1=Low/Neg, 7 = High/Pos) | Rating 1-7 (1=Low/Neg, 7 = High/Pos) | Rating 1-7 (1=Low/Neg, 7 = High/Pos) | Rating 1-7 (1=Low/Neg, 7 = High/Pos) | Rating 1-7 (1=Low/Neg, 7 = High/Pos) | Rating 1-7 (1=Low/Neg, 7 = High/Pos) |
| A001 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 5 | 6 | 6 |
| A003 | 6 | 6 | 6 | 5 | 5 | 6 | 5 | 4 | 5 | 6 | 5 |
| A004 | 5 | 5 | 6 | 6 | 6 | 5 | 5 | 5 | 5 | 5 | 5 |
| A005 | 5 | 5 | 6 | 5 | 7 | 6 | 5 | 5 | 5 | 4 | 4 |
| A006 | 3 | 2 | 5 | 5 | 4 | 6 | 3 | 4 | 5 | 4 | 3 |
| A007 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 |
| A008 | 7 | 6 | 7 | 1 | 1 | 2 | 2 | 3 | 7 | 2 | 4 |
| A009 | 4 | 1 | 1 | 1 | 1 | 1 | 6 | 7 | 1 | 1 | 4 |
| A010 | 6 | 6 | 5 | 5 | 5 | 5 | 5 | 3 | 4 | 4 | 4 |
| A011 | 7 | 7 | 7 | 7 | 5 | 6 | 7 | 6 | 7 | 6 | 6 |
| A012 | 5 | 4 | 5 | 6 | 5 | 4 | 4 | 5 | 6 | 7 | 5 |
| A013 | 6 | 5 | 3 | 4 | 3 | 3 | 4 | 3 | 5 | 4 | 4 |
| A014 | 4 | 3 | 5 | 5 | 5 | 5 | 6 | 6 | 6 | 5 | 5 |
| A015 | 5 | 5 | 5 | 3 | 4 | 5 | 5 | 3 | 3 | 5 | 6 |
| A001 | 5 | 5 | 3 | 6 | 5 | 2 | 1 | 4 | 2 | 7 | 4 |
| A002 | 6 | 6 | 7 | 7 | 6 | 6 | 6 | 7 | 6 | 7 | 6 |
| A003 | 7 | 7 | 5 | 4 | 6 | 7 | 4 | 5 | 2 | 5 | 4 |
| A004 | 5 | 5 | 7 | 7 | 6 | 6 | 7 | 6 | 6 | 7 | 6 |
| A005 | 5 | 7 | 7 | 7 | 6 | 6 | 6 | 5 | 5 | 6 | 5 |
| A006 | 6 | 6 | 6 | 6 | 4 | 5 | 7 | 3 | 4 | 5 | 4 |
| A007 | 6 | 6 | 3 | 4 | 2 | 4 | 5 | 6 | 4 | 4 | 5 |
| A008 | 6 | 5 | 5 | 3 | 7 | 7 | 2 | 2 | 3 | 4 | 4 |
| A009 | 6 | 5 | 6 | 7 | 6 | 6 | 5 | 7 | 5 | 6 | 6 |
| A010 | 5 | 4 | 5 | 5 | 2 | 1 | 6 | 6 | 6 | 2 | 4 |
| A011 | 6 | 5 | 4 | 5 | 6 | 3 | 4 | 2 | 3 | 2 | 4 |
| A012 | 4 | 4 | 3 | 3 | 2 | 3 | 3 | 5 | 4 | 1 | 4 |
| A013 | 6 | 5 | 6 | 7 | 6 | 5 | 5 | 6 | 5 | 6 | 6 |
| A014 | 7 | 7 | 1 | 4 | 7 | 7 | 4 | 4 | 4 | 5 | 5 |
| A015 | 7 | 7 | 7 | 7 | 6 | 6 | 7 | 7 | 7 | 7 | 7 |
| A016 | 5 | 3 | 2 | 2 | 2 | 3 | 3 | 5 | 2 | 2 | 6 |
| A017 | 7 | 5 | 7 | 7 | 5 | 7 | 6 | 7 | 6 | 7 | 6 |
| A018 | 5 | 4 | 5 | 6 | 6 | 6 | 6 | 5 | 5 | 4 | 5 |
| A019 | 5 | 3 | 7 | 6 | 7 | 6 | 5 | 5 | 6 | 7 | 6 |
| A020 | 5 | 5 | 5 | 6 | 6 | 4 | 6 | 4 | 3 | 4 | 4 |
| A021 | 6 | 6 | 7 | 7 | 6 | 4 | 6 | 6 | 6 | 5 | 6 |
| A022 | 6 | 6 | 4 | 1 | 4 | 4 | 5 | 5 | 6 | 2 | 4 |
| A023 | 4 | 4 | 7 | 7 | 5 | 5 | 6 | 3 | 6 | 6 | 5 |
| A024 | 5 | 5 | 4 | 6 | 5 | 4 | 5 | 6 | 7 | 2 | 5 |
| A025 | 7 | 6 | 6 | 6 | 4 | 6 | 5 | 5 | 2 | 6 | 5 |
| A026 | 5 | 6 | 4 | 3 | 2 | 3 | 3 | 1 | 4 | 5 | 4 |
| A027 | 4 | 4 | 6 | 6 | 5 | 5 | 7 | 4 | 6 | 6 | 4 |
| A028 | 4 | 4 | 5 | 6 | 4 | 4 | 4 | 3 | 3 | 5 | 4 |

| Keypad # | S69 | S71 | S72 | S73 | S74 | S75 | S76 | S77 | S78 | S79 | S80 | S81 | S82 | S83 |
|----------|---|--|--|--|--|--|--|--|--|--|---|---|---|---|
| | WW - Is for me | Most Appealing | 2nd most Appealing | LEAST Appealing | Most unique | 2nd most unique | LEAST unique | Most believable | 2nd most believable | LEAST believable | Most know more | 2nd most know more | LEAST know more | Enviromental impact |
| | Rating 1-7 (1=Low/Neg, 7 = High/Pos) | 1 = FG 2 = BC 3 = ES 4 = BT 5 = WW | 2 = FG 2 = BC 3 = ES 4 = BT 5 = WW | 3 = FG 2 = BC 3 = ES 4 = BT 5 = WW | 4 = FG 2 = BC 3 = ES 4 = BT 5 = WW | 5 = FG 2 = BC 3 = ES 4 = BT 5 = WW | 6 = FG 2 = BC 3 = ES 4 = BT 5 = WW | 7 = FG 2 = BC 3 = ES 4 = BT 5 = WW | 8 = FG 2 = BC 3 = ES 4 = BT 5 = WW | 9 = FG 2 = BC 3 = ES 4 = BT 5 = WW | 10 = FG 2 = BC 3 = ES 4 = BT 5 = WW | 11 = FG 2 = BC 3 = ES 4 = BT 5 = WW | 12 = FG 2 = BC 3 = ES 4 = BT 5 = WW | Rating 1-7 (1=Low/Neg, 7 = High/Pos) |
| A001 | 6 | 1 | 3 | 5 | 1 | 3 | 2 | 3 | 1 | 5 | 1 | 3 | 5 | 7 |
| A003 | 5 | 3 | 1 | 2 | 3 | 4 | 2 | 3 | 1 | 2 | 3 | 1 | 2 | 6 |
| A004 | 5 | 3 | 4 | 2 | 4 | 3 | 5 | 3 | 4 | 2 | 3 | 4 | 1 | 5 |
| A005 | 5 | 4 | 5 | 1 | 5 | 4 | 1 | 4 | 5 | 1 | 4 | 5 | 1 | 6 |
| A006 | 4 | 1 | 3 | 4 | 1 | 3 | 4 | 3 | 1 | 5 | 1 | 3 | 4 | 7 |
| A007 | 7 | 2 | 5 | 4 | 5 | 2 | 4 | 5 | 2 | 4 | 2 | 5 | 4 | 7 |
| A008 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 6 |
| A009 | 1 | 2 | 1 | 3 | 2 | 1 | 4 | 2 | 1 | 5 | 2 | 1 | 3 | 1 |
| A010 | 4 | 4 | 2 | 5 | 4 | 2 | 5 | 4 | 2 | 5 | 4 | 2 | 5 | 4 |
| A011 | 7 | 4 | 2 | 1 | 5 | 4 | 3 | 4 | 2 | 1 | 4 | 2 | 3 | 6 |
| A012 | 5 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 5 | 1 | 3 | 2 | 1 | 7 |
| A013 | 4 | 2 | 3 | 1 | 2 | 4 | 3 | 3 | 4 | 1 | 3 | 4 | 1 | 7 |
| A014 | 5 | 3 | 2 | 4 | 1 | 5 | 4 | 3 | 1 | 5 | 3 | 1 | 4 | 6 |
| A015 | 4 | 3 | 4 | 5 | 3 | 1 | 5 | 3 | 2 | 5 | 3 | 4 | 5 | 6 |
| A001 | 3 | 1 | 4 | 5 | 1 | 3 | 2 | 4 | 1 | 3 | 3 | 4 | 5 | 3 |
| A002 | 6 | 5 | 3 | 1 | 5 | 3 | 1 | 5 | 3 | 1 | 5 | 3 | 1 | 6 |
| A003 | 4 | 1 | 4 | 2 | 4 | 1 | 5 | 1 | 4 | 3 | 1 | 4 | 3 | 6 |
| A004 | 7 | 5 | 3 | 4 | 1 | 3 | 4 | 3 | 5 | 1 | 3 | 5 | 1 | 6 |
| A005 | 7 | 3 | 4 | 2 | 3 | 4 | 2 | 3 | 4 | 2 | 3 | 4 | 2 | 7 |
| A006 | 4 | 3 | 4 | 2 | 1 | 4 | 5 | 3 | 4 | 2 | 3 | 4 | 2 | 5 |
| A007 | 5 | 4 | 3 | 2 | 4 | 3 | 5 | 3 | 4 | 2 | 4 | 3 | 2 | 5 |
| A008 | 4 | 3 | 5 | 2 | 5 | 3 | 2 | 3 | 1 | 4 | 3 | 5 | 2 | 3 |
| A009 | 5 | 2 | 1 | 5 | 1 | 2 | 4 | 2 | 1 | 5 | 2 | 1 | 5 | 6 |
| A010 | 3 | 2 | 3 | 4 | 1 | 2 | 3 | 3 | 5 | 1 | 2 | 1 | 5 | 6 |
| A011 | 4 | 3 | 4 | 1 | 4 | 2 | 5 | 3 | 4 | 5 | 2 | 3 | 5 | 3 |
| A012 | 2 | 3 | 4 | 2 | 1 | 4 | 3 | 3 | 4 | 2 | 3 | 4 | 2 | 2 |
| A013 | 6 | 1 | 2 | 3 | 1 | 4 | 3 | 1 | 2 | 3 | 5 | 2 | 3 | 6 |
| A014 | 4 | 4 | 3 | 1 | 5 | 3 | 1 | 4 | 5 | 1 | 4 | 3 | 1 | 4 |
| A015 | 7 | 3 | 2 | 4 | 2 | 5 | 4 | 2 | 3 | 4 | 3 | 2 | 4 | 7 |
| A016 | 2 | 3 | 4 | 2 | 4 | 2 | 5 | 3 | 4 | 5 | 1 | 4 | 2 | 2 |
| A017 | 7 | 1 | 3 | 5 | 3 | 1 | 4 | 3 | 1 | 4 | 3 | 1 | 4 | 5 |
| A018 | 5 | 3 | 5 | 2 | 3 | 4 | 2 | 3 | 4 | 2 | 3 | 4 | 2 | 6 |
| A019 | 6 | 5 | 3 | 4 | 3 | 5 | 4 | 3 | 1 | 4 | 5 | 1 | 2 | 7 |
| A020 | 4 | 4 | 3 | 1 | 3 | 4 | 2 | 3 | 4 | 2 | 3 | 4 | 2 | 6 |
| A021 | 6 | 4 | 5 | 1 | 4 | 2 | 3 | 5 | 4 | 1 | 4 | 5 | 1 | 6 |
| A022 | 2 | 4 | 3 | 5 | 4 | 1 | 5 | 3 | 4 | 5 | 4 | 3 | 5 | 1 |
| A023 | 5 | 3 | 2 | 4 | 5 | 5 | 4 | 3 | 1 | 4 | 3 | 5 | 4 | 5 |
| A024 | 3 | 4 | 3 | 2 | 5 | 4 | 2 | 4 | 3 | 5 | 4 | 3 | 5 | 2 |
| A025 | 5 | 3 | 4 | 5 | 3 | 4 | 2 | 3 | 4 | 5 | 3 | 4 | 5 | 7 |
| A026 | 4 | 1 | 4 | 5 | 3 | 1 | 5 | 1 | 4 | 2 | 1 | 4 | 5 | 4 |
| A027 | 5 | 5 | 3 | 4 | 4 | 3 | 2 | 5 | 3 | 2 | 3 | 4 | 2 | 5 |
| A028 | 3 | 2 | 1 | 5 | 3 | 4 | 5 | 3 | 4 | 5 | 3 | 1 | 5 | 6 |

| Keypad # | S84 | S85 | S86 |
|----------|---|---|---|
| | Energy Efficiency | Utility endorsement | Likeliness to find info |
| | Rating 1-7 (1=Low/Neg, 7 = High/Pos) | Rating 1-7 (1=Low/Neg, 7 = High/Pos) | Rating 1-7 (1=Low/Neg, 7 = High/Pos) |

| | | | |
|------|---|---|---|
| A001 | 7 | 2 | 7 |
| A003 | 7 | 5 | 6 |
| A004 | 6 | 6 | 6 |
| A005 | 6 | 4 | 6 |
| A006 | 7 | 6 | 7 |
| A007 | 7 | 7 | 7 |
| A008 | 7 | 7 | 7 |
| A009 | 7 | 7 | 7 |
| A010 | 7 | 6 | 6 |
| A011 | 7 | 4 | 7 |
| A012 | 7 | 6 | 7 |
| A013 | 7 | 6 | 6 |
| A014 | 6 | 4 | 6 |
| A015 | 6 | 5 | 7 |
| A001 | 6 | 1 | 7 |
| A002 | 6 | 6 | 7 |
| A003 | 7 | 5 | 7 |
| A004 | 7 | 6 | 6 |
| A005 | 7 | 7 | 7 |
| A006 | 7 | 4 | 7 |
| A007 | 5 | 3 | 7 |
| A008 | 7 | 3 | 5 |
| A009 | 7 | 4 | 7 |
| A010 | 5 | 5 | 7 |
| A011 | 6 | 5 | 7 |
| A012 | 2 | 2 | 6 |
| A013 | 7 | 7 | 6 |
| A014 | 7 | 4 | 7 |
| A015 | 7 | 4 | 7 |
| A016 | 7 | 6 | 7 |
| A017 | 7 | 5 | 7 |
| A018 | 6 | 5 | 6 |
| A019 | 6 | 5 | 7 |
| A020 | 6 | 7 | 7 |
| A021 | 7 | 3 | 7 |
| A022 | 4 | 3 | 6 |
| A023 | 7 | 3 | 5 |
| A024 | 6 | 3 | 7 |
| A025 | 7 | 5 | 7 |
| A026 | 6 | 4 | 7 |
| A027 | 6 | 2 | 7 |
| A028 | 7 | 6 | 7 |

SED Studio Sessions

Market:

Group:

Segment:

n=

| Accept Evaluations | FG (Future Generations) | | BC (Better on Clothing) | | ES (Energy Star) | | BT (Better Technology) | | WW (Whole World) | |
|--|----------------------------|----------|----------------------------|----------|---------------------|----------|---------------------------|----------|---------------------|----------|
| | Negative | Positive | Negative | Positive | Negative | Positive | Negative | Positive | Negative | Positive |
| Positive = 6&7 rating Negative = 1&2 rating | | | | | | | | | | |
| Interesting Overall | 12% | 52% | 12% | 31% | 0% | 93% | 2% | 59% | 7% | 48% |
| Motivated to Seek Info | 17% | 45% | 19% | 36% | 2% | 81% | 2% | 61% | 10% | 55% |
| New & Different | 12% | 45% | 17% | 31% | 2% | 55% | 5% | 64% | 17% | 43% |
| Innovative | 7% | 43% | 12% | 31% | 5% | 64% | 2% | 61% | 10% | 43% |
| Believable | 5% | 33% | 10% | 31% | 0% | 79% | 2% | 67% | 7% | 40% |
| Understand It | 5% | 36% | 12% | 29% | 2% | 79% | 2% | 52% | 7% | 36% |
| Text/Visuals Communicate Well | 7% | 33% | 26% | 43% | 12% | 50% | 12% | 38% | 12% | 38% |
| Meet Needs Better Than Other | 12% | 36% | 17% | 26% | 2% | 71% | 2% | 45% | 19% | 40% |
| Better (or Worse) Than Other | 0% | 37% | 0% | 24% | 0% | 69% | 0% | 50% | 0% | 31% |
| "This Dryer Is For Me" | 21% | 38% | 24% | 24% | 5% | 62% | 5% | 40% | 12% | 26% |

| Comparative | FG (Future Generations) | BC (Better on Clothing) | ES (Energy Star) | BT (Better Technology) | WW (Whole World) |
|-------------|----------------------------|----------------------------|---------------------|---------------------------|---------------------|
|-------------|----------------------------|----------------------------|---------------------|---------------------------|---------------------|

| | | | | | |
|--------------------|-----|-----|-----|-----|-----|
| Most Appealing | 19% | 14% | 36% | 21% | 10% |
| 2nd Most Appealing | 10% | 17% | 36% | 26% | 12% |
| Least Appealing | 21% | 29% | 5% | 21% | 24% |

| | | | | | |
|-----------------|-----|-----|-----|-----|-----|
| Most Unique | 26% | 7% | 26% | 21% | 19% |
| 2nd Most Unique | 14% | 19% | 26% | 31% | 10% |
| Least Unique | 10% | 26% | 14% | 24% | 26% |

| | | | | | |
|---------------------|-----|-----|-----|-----|-----|
| Most Believable | 10% | 7% | 60% | 14% | 10% |
| 2nd Most Believable | 26% | 12% | 12% | 38% | 12% |
| Least Believable | 21% | 26% | 7% | 14% | 31% |

| | | | | | |
|-------------------------------|-----|-----|-----|-----|-----|
| Most Want to Learn More | 14% | 12% | 48% | 19% | 7% |
| 2nd Most Want to Learn More | 19% | 12% | 21% | 33% | 14% |
| Least Most Want to Learn More | 19% | 29% | 10% | 14% | 29% |