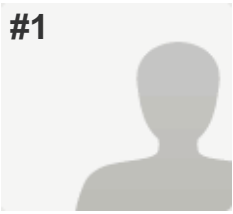


#1

**COMPLETE****Collector:** Logo Feedback (Targeted Audience)**Started:** Tuesday, June 21, 2016 5:36:24 PM**Last Modified:** Tuesday, June 21, 2016 5:40:27 PM**Time Spent:** 00:04:02**Custom Data:** a3b2f9547a0065a13f6939ea36

PAGE 1

Q1: Please select the logo you prefer	B
--	---

Q2: Why do you prefer the selected logo?	
---	--

clear, more trustfull	
-----------------------	--

Q3: Please select the website you prefer	A
---	---

Q4: Why do you prefer the selected design?	
---	--

I prefer the red colour because it an eye catcher	
---	--

PAGE 2: SurveyMonkey Audience

Q5: What is your age?	30 - 44
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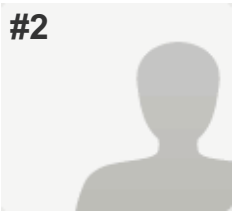
Q6: What is your gender?	Female
---------------------------------	--------

Q7: What is the total annual income of the HOUSEHOLD in which you live?	\$30,000 to \$59,999 AUD
--	--------------------------

Q8: Australian State	New South Wales
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Q9: Device Types	Windows Desktop / Laptop
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#2

**COMPLETE****Collector:** Logo Feedback (Targeted Audience)**Started:** Tuesday, June 21, 2016 5:48:01 PM**Last Modified:** Tuesday, June 21, 2016 5:49:19 PM**Time Spent:** 00:01:17**Custom Data:** a428080cb60cdf9f26fa5d8ce9

PAGE 1

Q1: Please select the logo you prefer A

Q2: Why do you prefer the selected logo?

its a nice subtle message and not in your face -

Q3: Please select the website you prefer A

Q4: Why do you prefer the selected design?

the colours are more warm

PAGE 2: SurveyMonkey Audience

Q5: What is your age? 18 - 29

Q6: What is your gender? Female

Q7: What is the total annual income of the HOUSEHOLD in which you live? \$120,000 to \$149,999 AUD

Q8: Australian State New South Wales

Q9: Device Types Windows Desktop / Laptop

#3

**COMPLETE****Collector:** Logo Feedback (Targeted Audience)**Started:** Tuesday, June 21, 2016 5:51:02 PM**Last Modified:** Tuesday, June 21, 2016 5:52:34 PM**Time Spent:** 00:01:31**Custom Data:** 4b4761130b399b4ae745b19d7c

PAGE 1

Q1: Please select the logo you prefer A

Q2: Why do you prefer the selected logo?

Modern and stylish

Q3: Please select the website you prefer A

Q4: Why do you prefer the selected design?

Not much difference but it has the logo I prefer

PAGE 2: SurveyMonkey Audience

Q5: What is your age? 45 - 59

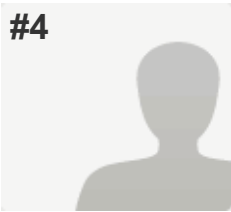
Q6: What is your gender? Female

Q7: What is the total annual income of the HOUSEHOLD in which you live? Prefer not to answer

Q8: Australian State New South Wales

Q9: Device Types iOS Phone / Tablet

#4

**COMPLETE****Collector:** Logo Feedback (Targeted Audience)**Started:** Tuesday, June 21, 2016 5:58:25 PM**Last Modified:** Tuesday, June 21, 2016 5:59:25 PM**Time Spent:** 00:01:00**Custom Data:** 79f05564096fa9245a05335c2e

PAGE 1

Q1: Please select the logo you prefer A

Q2: Why do you prefer the selected logo?

B looks like a banner ad

Q3: Please select the website you prefer A

Q4: Why do you prefer the selected design?

marginal colour preference

PAGE 2: SurveyMonkey Audience

Q5: What is your age? 60+

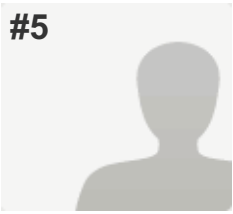
Q6: What is your gender? Male

Q7: What is the total annual income of the HOUSEHOLD in which you live? \$180,000 or more AUD

Q8: Australian State Victoria

Q9: Device Types Windows Desktop / Laptop

#5

**COMPLETE****Collector:** Logo Feedback (Targeted Audience)**Started:** Tuesday, June 21, 2016 6:08:46 PM**Last Modified:** Tuesday, June 21, 2016 6:10:14 PM**Time Spent:** 00:01:27**Custom Data:** d5868c098751bb179a95bdbba8

PAGE 1

Q1: Please select the logo you prefer A

Q2: Why do you prefer the selected logo?

More Impace and eye catching

Q3: Please select the website you prefer A

Q4: Why do you prefer the selected design?

Easier on the eye

PAGE 2: SurveyMonkey Audience

Q5: What is your age? 45 - 59

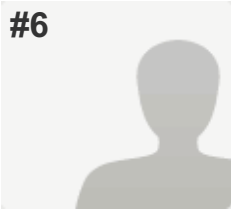
Q6: What is your gender? Male

Q7: What is the total annual income of the HOUSEHOLD in which you live? \$180,000 or more AUD

Q8: Australian State Queensland

Q9: Device Types Windows Desktop / Laptop

#6

**COMPLETE****Collector:** Logo Feedback (Targeted Audience)**Started:** Tuesday, June 21, 2016 6:13:52 PM**Last Modified:** Tuesday, June 21, 2016 6:17:20 PM**Time Spent:** 00:03:27**Custom Data:** ed30a440fab23dfd513888d694

PAGE 1

Q1: Please select the logo you prefer B

Q2: Why do you prefer the selected logo?

The ABM symbol is more obvious.

Q3: Please select the website you prefer A

Q4: Why do you prefer the selected design?

The words 'donate, leave a bequest, view current appeals' show up better in A.

PAGE 2: SurveyMonkey Audience

Q5: What is your age? 60+

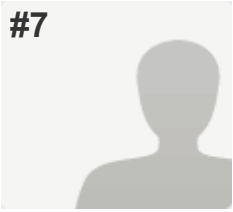
Q6: What is your gender? Male

Q7: What is the total annual income of the HOUSEHOLD in which you live? \$90,000 to \$119,999 AUD

Q8: Australian State New South Wales

Q9: Device Types Windows Desktop / Laptop

#7

**COMPLETE****Collector:** Logo Feedback (Targeted Audience)**Started:** Tuesday, June 21, 2016 6:37:40 PM**Last Modified:** Tuesday, June 21, 2016 6:38:44 PM**Time Spent:** 00:01:03**Custom Data:** 8dbc71d90d9093fbb46643dd45

PAGE 1

Q1: Please select the logo you prefer A

Q2: Why do you prefer the selected logo?

The pictorial logo is more prominent and it cuts the 'all text' feel of image B. It sticks in your head more

Q3: Please select the website you prefer A

Q4: Why do you prefer the selected design?

Can read the text better

PAGE 2: SurveyMonkey Audience

Q5: What is your age? 18 - 29

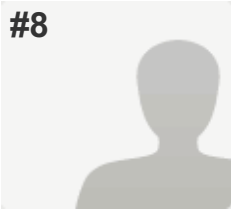
Q6: What is your gender? Female

Q7: What is the total annual income of the HOUSEHOLD in which you live? Prefer not to answer

Q8: Australian State Victoria

Q9: Device Types MacOS Desktop / Laptop

#8

**COMPLETE****Collector:** Logo Feedback (Targeted Audience)**Started:** Tuesday, June 21, 2016 6:42:51 PM**Last Modified:** Tuesday, June 21, 2016 6:44:52 PM**Time Spent:** 00:02:00**Custom Data:** 7081e0d69ca9d050f68a79eb9e

PAGE 1

Q1: Please select the logo you prefer	A
--	---

Q2: Why do you prefer the selected logo?	
---	--

Not as confronting/business like, for a charitable organisation, as the second option.

Q3: Please select the website you prefer	A
---	---

Q4: Why do you prefer the selected design?	
---	--

Respondent skipped this question

PAGE 2: SurveyMonkey Audience

Q5: What is your age?	18 - 29
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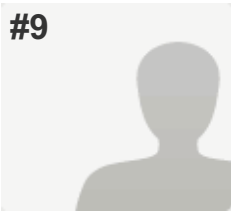
Q6: What is your gender?	Female
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Q7: What is the total annual income of the HOUSEHOLD in which you live?	\$60,000 to \$89,999 AUD
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Q8: Australian State	Queensland
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Q9: Device Types	Windows Desktop / Laptop
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#9

**COMPLETE****Collector:** Logo Feedback (Targeted Audience)**Started:** Tuesday, June 21, 2016 7:18:36 PM**Last Modified:** Tuesday, June 21, 2016 7:19:45 PM**Time Spent:** 00:01:09**Custom Data:** 27bd28cbcf9fa44bfb531c8e59

PAGE 1

Q1: Please select the logo you prefer B

Q2: Why do you prefer the selected logo?

It just stands out more

Q3: Please select the website you prefer A

Q4: Why do you prefer the selected design?

They look a like to me

PAGE 2: SurveyMonkey Audience

Q5: What is your age? 45 - 59

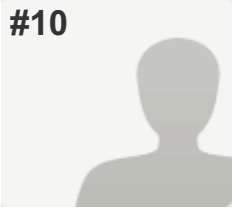
Q6: What is your gender? Female

Q7: What is the total annual income of the HOUSEHOLD in which you live? \$0 to \$29,999 AUD

Q8: Australian State Western Australia

Q9: Device Types iOS Phone / Tablet

#10

**COMPLETE****Collector:** Logo Feedback (Targeted Audience)**Started:** Tuesday, June 21, 2016 7:38:34 PM**Last Modified:** Tuesday, June 21, 2016 7:40:45 PM**Time Spent:** 00:02:10**Custom Data:** 8a877ecd4c48331c0837fc75de

PAGE 1

Q1: Please select the logo you prefer A

Q2: Why do you prefer the selected logo?

It shows the outline/figure of Australia

Q3: Please select the website you prefer A

Q4: Why do you prefer the selected design?

Same reason

PAGE 2: SurveyMonkey Audience

Q5: What is your age? 60+

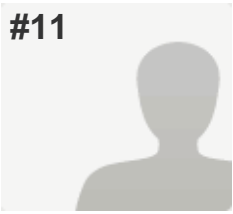
Q6: What is your gender? Male

Q7: What is the total annual income of the HOUSEHOLD in which you live? \$60,000 to \$89,999 AUD

Q8: Australian State South Australia

Q9: Device Types Windows Desktop / Laptop

#11

**COMPLETE****Collector:** Logo Feedback (Targeted Audience)**Started:** Tuesday, June 21, 2016 7:49:10 PM**Last Modified:** Tuesday, June 21, 2016 7:50:06 PM**Time Spent:** 00:00:55**Custom Data:** 2f370a0cd2946ecfd55703ce71

PAGE 1

Q1: Please select the logo you prefer A

Q2: Why do you prefer the selected logo?

Eye catching

Q3: Please select the website you prefer A

Q4: Why do you prefer the selected design?

Logo

PAGE 2: SurveyMonkey Audience

Q5: What is your age? 45 - 59

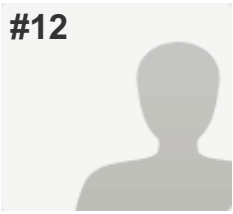
Q6: What is your gender? Male

Q7: What is the total annual income of the HOUSEHOLD in which you live? Prefer not to answer

Q8: Australian State Western Australia

Q9: Device Types Windows Desktop / Laptop

#12

**COMPLETE****Collector:** Logo Feedback (Targeted Audience)**Started:** Tuesday, June 21, 2016 8:03:18 PM**Last Modified:** Tuesday, June 21, 2016 8:04:29 PM**Time Spent:** 00:01:11**Custom Data:** de4792094f8e7c0c1abf771654

PAGE 1

Q1: Please select the logo you prefer A

Q2: Why do you prefer the selected logo?

neater & more modern

Q3: Please select the website you prefer B

Q4: Why do you prefer the selected design?

better colour

PAGE 2: SurveyMonkey Audience

Q5: What is your age? 60+

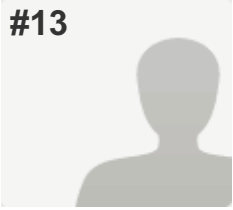
Q6: What is your gender? Female

Q7: What is the total annual income of the HOUSEHOLD in which you live? Prefer not to answer

Q8: Australian State Victoria

Q9: Device Types MacOS Desktop / Laptop

#13

**COMPLETE****Collector:** Logo Feedback (Targeted Audience)**Started:** Tuesday, June 21, 2016 8:09:42 PM**Last Modified:** Tuesday, June 21, 2016 8:11:24 PM**Time Spent:** 00:01:41**Custom Data:** 8529551f7f37b0b37b0b517ee3

PAGE 1

Q1: Please select the logo you prefer A

Q2: Why do you prefer the selected logo?

Stands out, colourful

Q3: Please select the website you prefer B

Q4: Why do you prefer the selected design?

children

PAGE 2: SurveyMonkey Audience

Q5: What is your age? 45 - 59

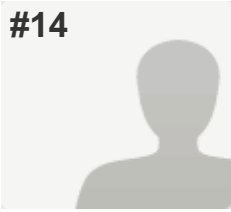
Q6: What is your gender? Male

Q7: What is the total annual income of the HOUSEHOLD in which you live? \$30,000 to \$59,999 AUD

Q8: Australian State Victoria

Q9: Device Types Windows Desktop / Laptop

#14

**COMPLETE****Collector:** Logo Feedback (Targeted Audience)**Started:** Tuesday, June 21, 2016 8:17:42 PM**Last Modified:** Tuesday, June 21, 2016 8:20:22 PM**Time Spent:** 00:02:39**Custom Data:** f5a1b2337512cbdf2bb048a992

PAGE 1

Q1: Please select the logo you prefer A

Q2: Why do you prefer the selected logo?

The first logo looks like it has a bit more character to it than the second and I think the first logo would stand out more

Q3: Please select the website you prefer A

Q4: Why do you prefer the selected design?

The logo looks as though it ties in with the website more than the second

PAGE 2: SurveyMonkey Audience

Q5: What is your age? 18 - 29

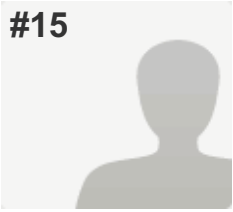
Q6: What is your gender? Female

Q7: What is the total annual income of the HOUSEHOLD in which you live? \$0 to \$29,999 AUD

Q8: Australian State New South Wales

Q9: Device Types iOS Phone / Tablet

#15

**COMPLETE****Collector:** Logo Feedback (Targeted Audience)**Started:** Tuesday, June 21, 2016 8:31:24 PM**Last Modified:** Tuesday, June 21, 2016 8:32:35 PM**Time Spent:** 00:01:11**Custom Data:** 7fbcf88c65cdcd645ce6eba660

PAGE 1

Q1: Please select the logo you prefer A

Q2: Why do you prefer the selected logo?

because image a has a logo

Q3: Please select the website you prefer A

Q4: Why do you prefer the selected design?

because of the logo

PAGE 2: SurveyMonkey Audience

Q5: What is your age? 18 - 29

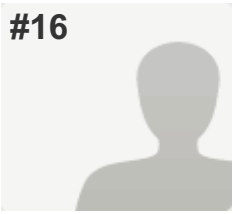
Q6: What is your gender? Female

Q7: What is the total annual income of the HOUSEHOLD in which you live? \$30,000 to \$59,999 AUD

Q8: Australian State New South Wales

Q9: Device Types MacOS Desktop / Laptop

#16

**COMPLETE****Collector:** Logo Feedback (Targeted Audience)**Started:** Tuesday, June 21, 2016 8:59:35 PM**Last Modified:** Tuesday, June 21, 2016 9:00:35 PM**Time Spent:** 00:01:00**Custom Data:** c3521010960a59ba395d3c9188

PAGE 1

Q1: Please select the logo you prefer	A
--	---

Q2: Why do you prefer the selected logo?	
---	--

Looks better, not in your face. clearly recognisable.	
---	--

Q3: Please select the website you prefer	A
---	---

Q4: Why do you prefer the selected design?	
---	--

Recognisable logo, easy to read.	
----------------------------------	--

PAGE 2: SurveyMonkey Audience

Q5: What is your age?	30 - 44
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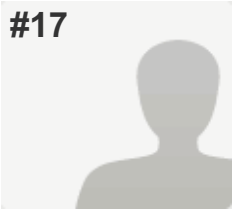
Q6: What is your gender?	Female
---------------------------------	--------

Q7: What is the total annual income of the HOUSEHOLD in which you live?	\$180,000 or more AUD
--	-----------------------

Q8: Australian State	Western Australia
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Q9: Device Types	Windows Desktop / Laptop
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#17

**COMPLETE****Collector:** Logo Feedback (Targeted Audience)**Started:** Tuesday, June 21, 2016 9:02:00 PM**Last Modified:** Tuesday, June 21, 2016 9:03:02 PM**Time Spent:** 00:01:02**Custom Data:** 81287e498102dfcee7c233362f

PAGE 1

Q1: Please select the logo you prefer	A
--	---

Q2: Why do you prefer the selected logo?	
---	--

Warmer appearance

Q3: Please select the website you prefer	B
---	---

Q4: Why do you prefer the selected design?	
---	--

Brighter colours

PAGE 2: SurveyMonkey Audience

Q5: What is your age?	60+
------------------------------	-----

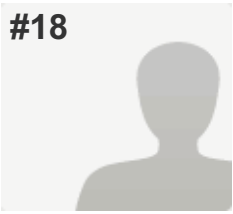
Q6: What is your gender?	Female
---------------------------------	--------

Q7: What is the total annual income of the HOUSEHOLD in which you live?	Prefer not to answer
--	----------------------

Q8: Australian State	Queensland
-----------------------------	------------

Q9: Device Types	Windows Desktop / Laptop
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#18

**COMPLETE****Collector:** Logo Feedback (Targeted Audience)**Started:** Tuesday, June 21, 2016 9:00:55 PM**Last Modified:** Tuesday, June 21, 2016 9:05:37 PM**Time Spent:** 00:04:42**Custom Data:** deb9804242c3ea69ce0d348663

PAGE 1

Q1: Please select the logo you prefer B

Q2: Why do you prefer the selected logo?

It is clearer and in my mind easier to read. I think the Image A logo is just a little "too clever" for the style of product it is promoting.

Q3: Please select the website you prefer B

Q4: Why do you prefer the selected design?

I found the print on the red v's orange easier to read on image B.

PAGE 2: SurveyMonkey Audience

Q5: What is your age? 60+

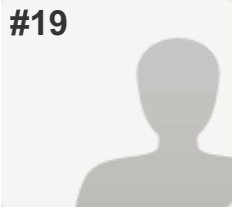
Q6: What is your gender? Male

Q7: What is the total annual income of the HOUSEHOLD in which you live? \$60,000 to \$89,999 AUD

Q8: Australian State New South Wales

Q9: Device Types Windows Desktop / Laptop

#19

**COMPLETE****Collector:** Logo Feedback (Targeted Audience)**Started:** Tuesday, June 21, 2016 9:39:32 PM**Last Modified:** Tuesday, June 21, 2016 9:42:34 PM**Time Spent:** 00:03:02**Custom Data:** 3e8e72102887948c6094a9473b

PAGE 1

Q1: Please select the logo you prefer	B
--	---

Q2: Why do you prefer the selected logo?	
---	--

Bold and standsout	
--------------------	--

Q3: Please select the website you prefer	B
---	---

Q4: Why do you prefer the selected design?	
---	--

Brighter	
----------	--

PAGE 2: SurveyMonkey Audience

Q5: What is your age?	18 - 29
------------------------------	---------

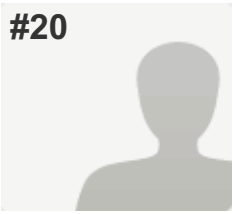
Q6: What is your gender?	Female
---------------------------------	--------

Q7: What is the total annual income of the HOUSEHOLD in which you live?	\$0 to \$29,999 AUD
--	---------------------

Q8: Australian State	South Australia
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Q9: Device Types	Windows Desktop / Laptop
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#20

**COMPLETE****Collector:** Logo Feedback (Targeted Audience)**Started:** Tuesday, June 21, 2016 9:56:25 PM**Last Modified:** Tuesday, June 21, 2016 9:57:48 PM**Time Spent:** 00:01:22**Custom Data:** aaddac19288b0edd1dfcc8802f

PAGE 1

Q1: Please select the logo you prefer B

Q2: Why do you prefer the selected logo?

Idk I like it

Q3: Please select the website you prefer B

Q4: Why do you prefer the selected design?

Idek they both look the same!

PAGE 2: SurveyMonkey Audience

Q5: What is your age? 18 - 29

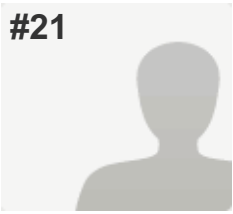
Q6: What is your gender? Female

Q7: What is the total annual income of the HOUSEHOLD in which you live? \$0 to \$29,999 AUD

Q8: Australian State Victoria

Q9: Device Types iOS Phone / Tablet

#21

**COMPLETE****Collector:** Logo Feedback (Targeted Audience)**Started:** Tuesday, June 21, 2016 10:01:44 PM**Last Modified:** Tuesday, June 21, 2016 10:04:13 PM**Time Spent:** 00:02:29**Custom Data:** 836c7bd8c029f1245d6b482b8e

PAGE 1

Q1: Please select the logo you prefer	A
--	---

Q2: Why do you prefer the selected logo?	
---	--

more aesthetically pleasing

Q3: Please select the website you prefer	A
---	---

Q4: Why do you prefer the selected design?	
---	--

it has the logo from Q.1

PAGE 2: SurveyMonkey Audience

Q5: What is your age?	30 - 44
------------------------------	---------

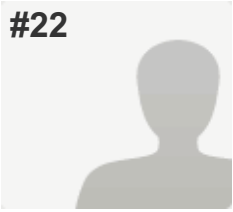
Q6: What is your gender?	Male
---------------------------------	------

Q7: What is the total annual income of the HOUSEHOLD in which you live?	\$60,000 to \$89,999 AUD
--	--------------------------

Q8: Australian State	Victoria
-----------------------------	----------

Q9: Device Types	MacOS Desktop / Laptop
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#22

**COMPLETE****Collector:** Logo Feedback (Targeted Audience)**Started:** Tuesday, June 21, 2016 10:06:27 PM**Last Modified:** Tuesday, June 21, 2016 10:07:18 PM**Time Spent:** 00:00:51**Custom Data:** 486ee26f0633f76e206ee14d53

PAGE 1

Q1: Please select the logo you prefer A

Q2: Why do you prefer the selected logo?

why not

Q3: Please select the website you prefer A

Q4: Why do you prefer the selected design?

yeap

PAGE 2: SurveyMonkey Audience

Q5: What is your age? 60+

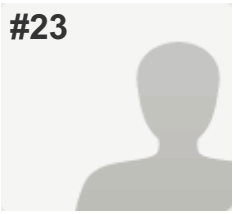
Q6: What is your gender? Male

Q7: What is the total annual income of the HOUSEHOLD in which you live? \$60,000 to \$89,999 AUD

Q8: Australian State Western Australia

Q9: Device Types Windows Desktop / Laptop

#23

**COMPLETE****Collector:** Logo Feedback (Targeted Audience)**Started:** Tuesday, June 21, 2016 10:12:37 PM**Last Modified:** Tuesday, June 21, 2016 10:14:02 PM**Time Spent:** 00:01:25**Custom Data:** 69664b2a8d84a4f44dda3f8185

PAGE 1

Q1: Please select the logo you prefer B

Q2: Why do you prefer the selected logo?

It looks less like a commercial logo.

Q3: Please select the website you prefer A

Q4: Why do you prefer the selected design?

The red is better for vision.

PAGE 2: SurveyMonkey Audience

Q5: What is your age? 30 - 44

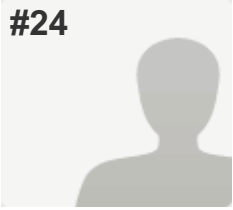
Q6: What is your gender? Male

Q7: What is the total annual income of the HOUSEHOLD in which you live? \$30,000 to \$59,999 AUD

Q8: Australian State South Australia

Q9: Device Types iOS Phone / Tablet

#24

**COMPLETE****Collector:** Logo Feedback (Targeted Audience)**Started:** Tuesday, June 21, 2016 10:23:26 PM**Last Modified:** Tuesday, June 21, 2016 10:26:52 PM**Time Spent:** 00:03:25**Custom Data:** e9d6ee9e9d85bde7a107278324

PAGE 1

Q1: Please select the logo you prefer A

Q2: Why do you prefer the selected logo?

Brighter and more eye catching

Q3: Please select the website you prefer A

Q4: Why do you prefer the selected design?

I like the darker red

PAGE 2: SurveyMonkey Audience

Q5: What is your age? 18 - 29

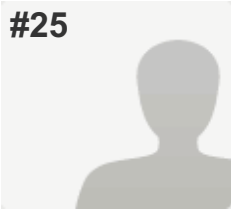
Q6: What is your gender? Male

Q7: What is the total annual income of the HOUSEHOLD in which you live? \$60,000 to \$89,999 AUD

Q8: Australian State South Australia

Q9: Device Types Windows Desktop / Laptop

#25

**COMPLETE****Collector:** Logo Feedback (Targeted Audience)**Started:** Tuesday, June 21, 2016 10:38:30 PM**Last Modified:** Tuesday, June 21, 2016 10:40:06 PM**Time Spent:** 00:01:36**Custom Data:** f46f6344a7b2c3b2fdf2a38afb

PAGE 1

Q1: Please select the logo you prefer	A
--	---

Q2: Why do you prefer the selected logo?	
---	--

more professional	
-------------------	--

Q3: Please select the website you prefer	A
---	---

Q4: Why do you prefer the selected design?	
---	--

Like it more	
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PAGE 2: SurveyMonkey Audience

Q5: What is your age?	30 - 44
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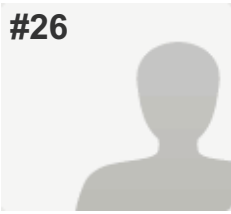
Q6: What is your gender?	Female
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Q7: What is the total annual income of the HOUSEHOLD in which you live?	\$60,000 to \$89,999 AUD
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Q8: Australian State	Queensland
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Q9: Device Types	Windows Desktop / Laptop
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#26

**COMPLETE****Collector:** Logo Feedback (Targeted Audience)**Started:** Tuesday, June 21, 2016 10:31:04 PM**Last Modified:** Tuesday, June 21, 2016 10:48:59 PM**Time Spent:** 00:17:54**Custom Data:** d87bf90ccb62f78590c18fecb4

PAGE 1

Q1: Please select the logo you prefer A

Q2: Why do you prefer the selected logo?

Because it stands for charity works.

Q3: Please select the website you prefer B

Q4: Why do you prefer the selected design?

Because the Anglican Church uses smiling faces of children as a sign for mission work.

PAGE 2: SurveyMonkey Audience

Q5: What is your age? 45 - 59

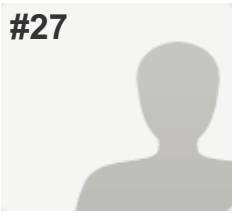
Q6: What is your gender? Male

Q7: What is the total annual income of the HOUSEHOLD in which you live? \$0 to \$29,999 AUD

Q8: Australian State *Respondent skipped this question*

Q9: Device Types Windows Desktop / Laptop

#27

**COMPLETE****Collector:** Logo Feedback (Targeted Audience)**Started:** Tuesday, June 21, 2016 11:06:44 PM**Last Modified:** Tuesday, June 21, 2016 11:07:52 PM**Time Spent:** 00:01:08**Custom Data:** 562643ad06c27db5e740e42472

PAGE 1

Q1: Please select the logo you prefer A

Q2: Why do you prefer the selected logo?

Stands out more

Q3: Please select the website you prefer B

Q4: Why do you prefer the selected design?

Stands out more on quick glance

PAGE 2: SurveyMonkey Audience

Q5: What is your age? 18 - 29

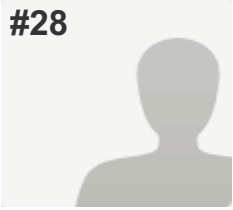
Q6: What is your gender? Male

Q7: What is the total annual income of the HOUSEHOLD in which you live? \$30,000 to \$59,999 AUD

Q8: Australian State Queensland

Q9: Device Types Android Phone / Tablet

#28

**COMPLETE****Collector:** Logo Feedback (Targeted Audience)**Started:** Tuesday, June 21, 2016 8:34:47 PM**Last Modified:** Tuesday, June 21, 2016 11:28:47 PM**Time Spent:** 02:54:00**Custom Data:** e2eb84cecdeda214dcb1bd20f6

PAGE 1

Q1: Please select the logo you prefer B

Q2: Why do you prefer the selected logo?

It doesn't look so commercial.

Q3: Please select the website you prefer B

Q4: Why do you prefer the selected design?

It doesn't look so commercial.

PAGE 2: SurveyMonkey Audience

Q5: What is your age? 18 - 29

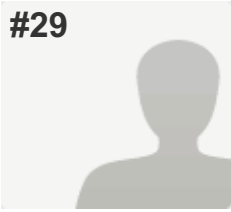
Q6: What is your gender? Female

Q7: What is the total annual income of the HOUSEHOLD in which you live? \$0 to \$29,999 AUD

Q8: Australian State Queensland

Q9: Device Types Windows Desktop / Laptop

#29

**COMPLETE****Collector:** Logo Feedback (Targeted Audience)**Started:** Tuesday, June 21, 2016 11:51:38 PM**Last Modified:** Tuesday, June 21, 2016 11:53:31 PM**Time Spent:** 00:01:52**Custom Data:** d69974193cc388760617911435

PAGE 1

Q1: Please select the logo you prefer A

Q2: Why do you prefer the selected logo?

Looks more appealing

Q3: Please select the website you prefer A

Q4: Why do you prefer the selected design?

Its clearer

PAGE 2: SurveyMonkey Audience

Q5: What is your age? 30 - 44

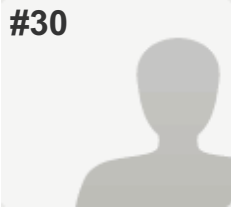
Q6: What is your gender? Female

Q7: What is the total annual income of the HOUSEHOLD in which you live? \$30,000 to \$59,999 AUD

Q8: Australian State Victoria

Q9: Device Types iOS Phone / Tablet

#30

**COMPLETE****Collector:** Logo Feedback (Targeted Audience)**Started:** Wednesday, June 22, 2016 12:26:10 AM**Last Modified:** Wednesday, June 22, 2016 12:27:16 AM**Time Spent:** 00:01:05**Custom Data:** ac0742375ab8bddaf0162d8729

PAGE 1

Q1: Please select the logo you prefer A

Q2: Why do you prefer the selected logo?

It has more than just writing

Q3: Please select the website you prefer B

Q4: Why do you prefer the selected design?

Looks less cluttered

PAGE 2: SurveyMonkey Audience

Q5: What is your age? 18 - 29

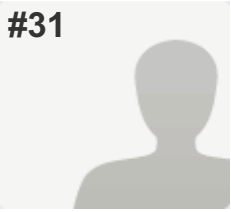
Q6: What is your gender? Female

Q7: What is the total annual income of the HOUSEHOLD in which you live? \$0 to \$29,999 AUD

Q8: Australian State New South Wales

Q9: Device Types iOS Phone / Tablet

#31

**COMPLETE****Collector:** Logo Feedback (Targeted Audience)**Started:** Wednesday, June 22, 2016 1:06:37 AM**Last Modified:** Wednesday, June 22, 2016 1:08:09 AM**Time Spent:** 00:01:32**Custom Data:** 6bb7d50f3d873b1b40bfb811ee

PAGE 1

Q1: Please select the logo you prefer	B
--	---

Q2: Why do you prefer the selected logo?	
---	--

large, clear, straight to the point

Q3: Please select the website you prefer	B
---	---

Q4: Why do you prefer the selected design?	
---	--

same reasons as above

PAGE 2: SurveyMonkey Audience

Q5: What is your age?	45 - 59
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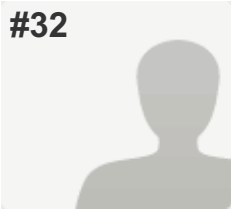
Q6: What is your gender?	Male
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Q7: What is the total annual income of the HOUSEHOLD in which you live?	\$120,000 to \$149,999 AUD
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Q8: Australian State	Victoria
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Q9: Device Types	Windows Desktop / Laptop
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#32

**COMPLETE****Collector:** Logo Feedback (Targeted Audience)**Started:** Wednesday, June 22, 2016 1:34:39 AM**Last Modified:** Wednesday, June 22, 2016 1:35:59 AM**Time Spent:** 00:01:20**Custom Data:** 0ce6be65704eee6c303838a478

PAGE 1

Q1: Please select the logo you prefer A

Q2: Why do you prefer the selected logo?

B reminds me of a car yard.

Q3: Please select the website you prefer A

Q4: Why do you prefer the selected design?

Because it has logo A in it?

PAGE 2: SurveyMonkey Audience

Q5: What is your age? 18 - 29

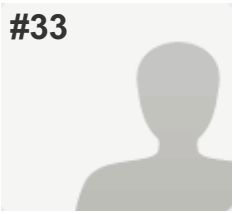
Q6: What is your gender? Female

Q7: What is the total annual income of the HOUSEHOLD in which you live? Prefer not to answer

Q8: Australian State South Australia

Q9: Device Types Windows Desktop / Laptop

#33

**COMPLETE****Collector:** Logo Feedback (Targeted Audience)**Started:** Wednesday, June 22, 2016 6:16:01 AM**Last Modified:** Wednesday, June 22, 2016 6:17:12 AM**Time Spent:** 00:01:10**Custom Data:** 6508586f8dc1215a958539518f

PAGE 1

Q1: Please select the logo you prefer A

Q2: Why do you prefer the selected logo?

It looks more modern/current.

Q3: Please select the website you prefer A

Q4: Why do you prefer the selected design?

I prefer darker colour schemes, and it has the more modern/current logo.

PAGE 2: SurveyMonkey Audience

Q5: What is your age? 30 - 44

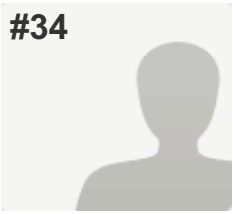
Q6: What is your gender? Female

Q7: What is the total annual income of the HOUSEHOLD in which you live? Prefer not to answer

Q8: Australian State South Australia

Q9: Device Types Windows Desktop / Laptop

#34

**COMPLETE****Collector:** Logo Feedback (Targeted Audience)**Started:** Wednesday, June 22, 2016 7:49:59 AM**Last Modified:** Wednesday, June 22, 2016 7:51:50 AM**Time Spent:** 00:01:51**Custom Data:** e1980a768012ddf7ce9987755d

PAGE 1

Q1: Please select the logo you prefer B

Q2: Why do you prefer the selected logo?

the first one looks like a political ad

Q3: Please select the website you prefer A

Q4: Why do you prefer the selected design?

the font is easier to read

PAGE 2: SurveyMonkey Audience

Q5: What is your age? 45 - 59

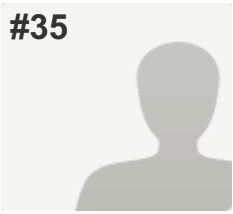
Q6: What is your gender? Female

Q7: What is the total annual income of the HOUSEHOLD in which you live? \$90,000 to \$119,999 AUD

Q8: Australian State Queensland

Q9: Device Types Windows Desktop / Laptop

#35

**COMPLETE****Collector:** Logo Feedback (Targeted Audience)**Started:** Wednesday, June 22, 2016 8:25:52 AM**Last Modified:** Wednesday, June 22, 2016 8:26:54 AM**Time Spent:** 00:01:02**Custom Data:** cb6ce292612d707331c183b765

PAGE 1

Q1: Please select the logo you prefer	A
--	---

Q2: Why do you prefer the selected logo?	
---	--

Eye catching	
--------------	--

Q3: Please select the website you prefer	A
---	---

Q4: Why do you prefer the selected design?	
---	--

Colourings	
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PAGE 2: SurveyMonkey Audience

Q5: What is your age?	30 - 44
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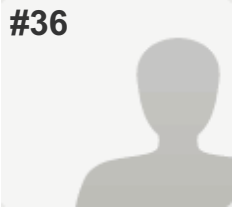
Q6: What is your gender?	Female
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Q7: What is the total annual income of the HOUSEHOLD in which you live?	\$0 to \$29,999 AUD
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Q8: Australian State	New South Wales
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Q9: Device Types	Android Phone / Tablet
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#36

**COMPLETE****Collector:** Logo Feedback (Targeted Audience)**Started:** Wednesday, June 22, 2016 8:31:25 AM**Last Modified:** Wednesday, June 22, 2016 8:34:30 AM**Time Spent:** 00:03:04**Custom Data:** 28f2e7c0e96c2b7fd9f52b7939

PAGE 1

Q1: Please select the logo you prefer A

Q2: Why do you prefer the selected logo?

It appears more visually friendly on the eye & words seem more powerful in that script.

Q3: Please select the website you prefer A

Q4: Why do you prefer the selected design?

Because it's consistent with logo I picked... They're both very similar.

PAGE 2: SurveyMonkey Audience

Q5: What is your age? 60+

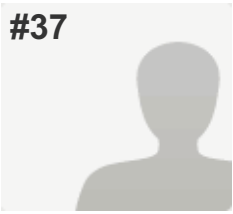
Q6: What is your gender? Female

Q7: What is the total annual income of the HOUSEHOLD in which you live? \$60,000 to \$89,999 AUD

Q8: Australian State New South Wales

Q9: Device Types iOS Phone / Tablet

#37

**COMPLETE****Collector:** Logo Feedback (Targeted Audience)**Started:** Wednesday, June 22, 2016 8:39:36 AM**Last Modified:** Wednesday, June 22, 2016 8:41:31 AM**Time Spent:** 00:01:55**Custom Data:** 665bccdae52dbedeca5c6a2d9fe

PAGE 1

Q1: Please select the logo you prefer A

Q2: Why do you prefer the selected logo?

More organic & softer

Q3: Please select the website you prefer A

Q4: Why do you prefer the selected design?

I prefer the burgundy over the bright red

PAGE 2: SurveyMonkey Audience

Q5: What is your age? 45 - 59

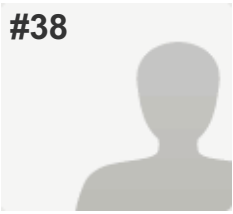
Q6: What is your gender? Female

Q7: What is the total annual income of the HOUSEHOLD in which you live? \$180,000 or more AUD

Q8: Australian State South Australia

Q9: Device Types iOS Phone / Tablet

#38

**COMPLETE****Collector:** Logo Feedback (Targeted Audience)**Started:** Wednesday, June 22, 2016 9:54:25 AM**Last Modified:** Wednesday, June 22, 2016 9:55:41 AM**Time Spent:** 00:01:16**Custom Data:** 31a2804b064ecf434b973f76d6

PAGE 1

Q1: Please select the logo you prefer A

Q2: Why do you prefer the selected logo?

not a mining company

Q3: Please select the website you prefer A

Q4: Why do you prefer the selected design?

couldn't see difference

PAGE 2: SurveyMonkey Audience

Q5: What is your age? 45 - 59

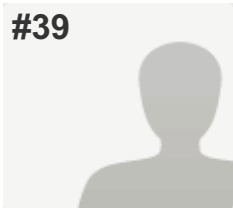
Q6: What is your gender? Male

Q7: What is the total annual income of the HOUSEHOLD in which you live? \$60,000 to \$89,999 AUD

Q8: Australian State Tasmania

Q9: Device Types Windows Desktop / Laptop

#39

**COMPLETE****Collector:** Logo Feedback (Targeted Audience)**Started:** Wednesday, June 22, 2016 10:04:09 AM**Last Modified:** Wednesday, June 22, 2016 10:04:58 AM**Time Spent:** 00:00:48**Custom Data:** eb62e0bb1f6feaf2a6deef1142

PAGE 1

Q1: Please select the logo you prefer	B
--	---

Q2: Why do you prefer the selected logo?	
---	--

Easier to read	
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Q3: Please select the website you prefer	B
---	---

Q4: Why do you prefer the selected design?	
---	--

Clearer	
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PAGE 2: SurveyMonkey Audience

Q5: What is your age?	18 - 29
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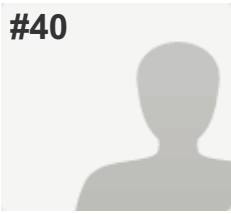
Q6: What is your gender?	Female
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Q7: What is the total annual income of the HOUSEHOLD in which you live?	\$30,000 to \$59,999 AUD
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Q8: Australian State	Victoria
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Q9: Device Types	iOS Phone / Tablet
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#40

**COMPLETE****Collector:** Logo Feedback (Targeted Audience)**Started:** Wednesday, June 22, 2016 9:54:13 AM**Last Modified:** Wednesday, June 22, 2016 10:05:02 AM**Time Spent:** 00:10:49**Custom Data:** 0f2c7d6a69374b44a401f90d53

PAGE 1

Q1: Please select the logo you prefer	B
--	---

Q2: Why do you prefer the selected logo?	na
---	----

Q3: Please select the website you prefer	A
---	---

Q4: Why do you prefer the selected design?	na
---	----

PAGE 2: SurveyMonkey Audience

Q5: What is your age?	18 - 29
------------------------------	---------

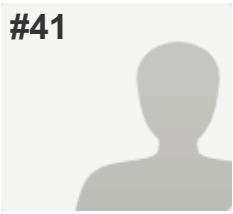
Q6: What is your gender?	Female
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Q7: What is the total annual income of the HOUSEHOLD in which you live?	Prefer not to answer
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Q8: Australian State	Australian Capital Territory
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Q9: Device Types	Windows Desktop / Laptop
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#41

**COMPLETE****Collector:** Logo Feedback (Targeted Audience)**Started:** Wednesday, June 22, 2016 10:05:06 AM**Last Modified:** Wednesday, June 22, 2016 10:06:10 AM**Time Spent:** 00:01:03**Custom Data:** 491bc6a7b490511ca228f93d80

PAGE 1

Q1: Please select the logo you prefer A

Q2: Why do you prefer the selected logo?

more compact

Q3: Please select the website you prefer A

Q4: Why do you prefer the selected design?

more compact

PAGE 2: SurveyMonkey Audience

Q5: What is your age? 60+

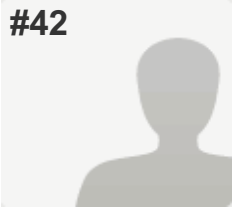
Q6: What is your gender? Male

Q7: What is the total annual income of the HOUSEHOLD in which you live? \$30,000 to \$59,999 AUD

Q8: Australian State South Australia

Q9: Device Types Windows Desktop / Laptop

#42

**COMPLETE****Collector:** Logo Feedback (Targeted Audience)**Started:** Wednesday, June 22, 2016 10:08:59 AM**Last Modified:** Wednesday, June 22, 2016 10:10:18 AM**Time Spent:** 00:01:19**Custom Data:** 0ce3fbcdb0a960692ccae8c6b8

PAGE 1

Q1: Please select the logo you prefer A

Q2: Why do you prefer the selected logo?

the earth logo implies it is worldwide

Q3: Please select the website you prefer A

Q4: Why do you prefer the selected design?

lighter orange action buttons

PAGE 2: SurveyMonkey Audience

Q5: What is your age? 45 - 59

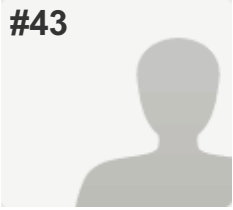
Q6: What is your gender? Female

Q7: What is the total annual income of the HOUSEHOLD in which you live? \$120,000 to \$149,999 AUD

Q8: Australian State Victoria

Q9: Device Types Windows Desktop / Laptop

#43

**COMPLETE****Collector:** Logo Feedback (Targeted Audience)**Started:** Wednesday, June 22, 2016 10:17:10 AM**Last Modified:** Wednesday, June 22, 2016 10:18:32 AM**Time Spent:** 00:01:21**Custom Data:** 2bd0532eca5ada85ebeb35910

PAGE 1

Q1: Please select the logo you prefer A

Q2: Why do you prefer the selected logo?

easy on the eyes

Q3: Please select the website you prefer A

Q4: Why do you prefer the selected design?

prefer the logo

PAGE 2: SurveyMonkey Audience

Q5: What is your age? 30 - 44

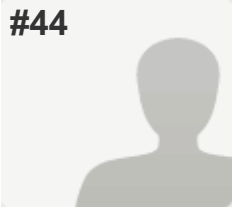
Q6: What is your gender? Female

Q7: What is the total annual income of the HOUSEHOLD in which you live? \$30,000 to \$59,999 AUD

Q8: Australian State New South Wales

Q9: Device Types Windows Desktop / Laptop

#44

**COMPLETE****Collector:** Logo Feedback (Targeted Audience)**Started:** Wednesday, June 22, 2016 10:18:41 AM**Last Modified:** Wednesday, June 22, 2016 10:21:16 AM**Time Spent:** 00:02:35**Custom Data:** 122866c67964713233c773f38f

PAGE 1

Q1: Please select the logo you prefer A

Q2: Why do you prefer the selected logo?

Image 2 is more like a business logo than a charity

Q3: Please select the website you prefer A

Q4: Why do you prefer the selected design?

Image B looks like an advertising spam email

PAGE 2: SurveyMonkey Audience

Q5: What is your age? 60+

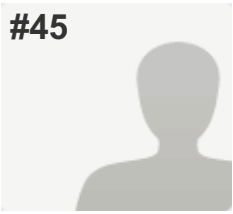
Q6: What is your gender? Male

Q7: What is the total annual income of the HOUSEHOLD in which you live? \$30,000 to \$59,999 AUD

Q8: Australian State South Australia

Q9: Device Types Windows Desktop / Laptop

#45

**COMPLETE****Collector:** Logo Feedback (Targeted Audience)**Started:** Wednesday, June 22, 2016 10:18:21 AM**Last Modified:** Wednesday, June 22, 2016 10:21:22 AM**Time Spent:** 00:03:00**Custom Data:** 80645dce596c967e05bd7ef427

PAGE 1

Q1: Please select the logo you prefer A

Q2: Why do you prefer the selected logo?

Looks more stylish

Q3: Please select the website you prefer A

Q4: Why do you prefer the selected design?

Appears more caring

PAGE 2: SurveyMonkey Audience

Q5: What is your age? 45 - 59

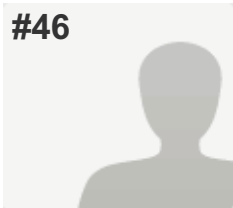
Q6: What is your gender? Male

Q7: What is the total annual income of the HOUSEHOLD in which you live? \$180,000 or more AUD

Q8: Australian State Queensland

Q9: Device Types MacOS Desktop / Laptop

#46

**COMPLETE****Collector:** Logo Feedback (Targeted Audience)**Started:** Wednesday, June 22, 2016 10:26:04 AM**Last Modified:** Wednesday, June 22, 2016 10:32:03 AM**Time Spent:** 00:05:59**Custom Data:** 1a6a825deb0c864478ba01be50

PAGE 1

Q1: Please select the logo you prefer B

Q2: Why do you prefer the selected logo?

stands out

Q3: Please select the website you prefer A

Q4: Why do you prefer the selected design?

stands out

PAGE 2: SurveyMonkey Audience

Q5: What is your age? 60+

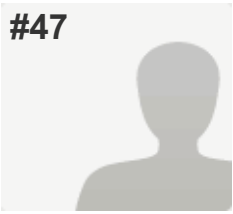
Q6: What is your gender? Male

Q7: What is the total annual income of the HOUSEHOLD in which you live? \$30,000 to \$59,999 AUD

Q8: Australian State Queensland

Q9: Device Types Windows Desktop / Laptop

#47

**COMPLETE****Collector:** Logo Feedback (Targeted Audience)**Started:** Wednesday, June 22, 2016 10:38:25 AM**Last Modified:** Wednesday, June 22, 2016 10:40:13 AM**Time Spent:** 00:01:47**Custom Data:** 906a9bf90bfd2fccae77d2e722

PAGE 1

Q1: Please select the logo you prefer A

Q2: Why do you prefer the selected logo?

seems less formal

Q3: Please select the website you prefer A

Q4: Why do you prefer the selected design?

It contains my preferred logo

PAGE 2: SurveyMonkey Audience

Q5: What is your age? 30 - 44

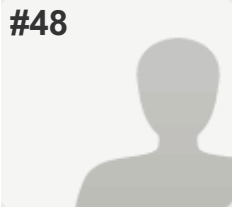
Q6: What is your gender? Male

Q7: What is the total annual income of the HOUSEHOLD in which you live? Prefer not to answer

Q8: Australian State Western Australia

Q9: Device Types Windows Desktop / Laptop

#48

**COMPLETE****Collector:** Logo Feedback (Targeted Audience)**Started:** Wednesday, June 22, 2016 10:39:53 AM**Last Modified:** Wednesday, June 22, 2016 10:40:40 AM**Time Spent:** 00:00:46**Custom Data:** 013ac7735ffd325b3f61dbbf37

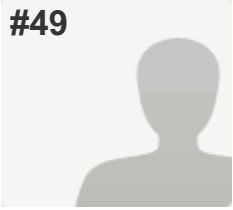
PAGE 1

Q1: Please select the logo you prefer	A
Q2: Why do you prefer the selected logo?	<i>Respondent skipped this question</i>
Q3: Please select the website you prefer	A
Q4: Why do you prefer the selected design?	<i>Respondent skipped this question</i>

PAGE 2: SurveyMonkey Audience

Q5: What is your age?	45 - 59
Q6: What is your gender?	Male
Q7: What is the total annual income of the HOUSEHOLD in which you live?	\$60,000 to \$89,999 AUD
Q8: Australian State	Western Australia
Q9: Device Types	Windows Desktop / Laptop

#49

**COMPLETE****Collector:** Logo Feedback (Targeted Audience)**Started:** Wednesday, June 22, 2016 10:39:40 AM**Last Modified:** Wednesday, June 22, 2016 10:43:51 AM**Time Spent:** 00:04:11**Custom Data:** a7a769a3ed19e7fdc04e83a1a7

PAGE 1

Q1: Please select the logo you prefer A

Q2: Why do you prefer the selected logo?

I like the shape of the log. The whole thing looks crisp and clean.

Q3: Please select the website you prefer A

Q4: Why do you prefer the selected design?

Has the same logo as previously selected.

PAGE 2: SurveyMonkey Audience

Q5: What is your age? 60+

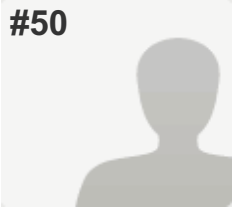
Q6: What is your gender? Male

Q7: What is the total annual income of the HOUSEHOLD in which you live? \$90,000 to \$119,999 AUD

Q8: Australian State South Australia

Q9: Device Types Windows Desktop / Laptop

#50

**COMPLETE****Collector:** Logo Feedback (Targeted Audience)**Started:** Wednesday, June 22, 2016 10:44:43 AM**Last Modified:** Wednesday, June 22, 2016 10:46:39 AM**Time Spent:** 00:01:56**Custom Data:** 35dd2c85a4dc69c5cbb0a6cab6

PAGE 1

Q1: Please select the logo you prefer A

Q2: Why do you prefer the selected logo?

it has some character to it. B is dead boring.

Q3: Please select the website you prefer A

Q4: Why do you prefer the selected design?

because of the improved logo.

PAGE 2: SurveyMonkey Audience

Q5: What is your age? 30 - 44

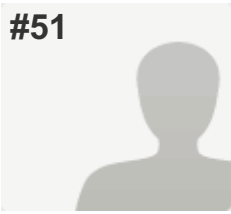
Q6: What is your gender? Male

Q7: What is the total annual income of the HOUSEHOLD in which you live? \$90,000 to \$119,999 AUD

Q8: Australian State Victoria

Q9: Device Types Windows Desktop / Laptop

#51

**COMPLETE****Collector:** Logo Feedback (Targeted Audience)**Started:** Wednesday, June 22, 2016 10:47:57 AM**Last Modified:** Wednesday, June 22, 2016 10:49:46 AM**Time Spent:** 00:01:48**Custom Data:** 3f9316fdcc98849d6677a60bec

PAGE 1

Q1: Please select the logo you prefer B

Q2: Why do you prefer the selected logo?

It has the word Australia in it.

Q3: Please select the website you prefer B

Q4: Why do you prefer the selected design?

Colour combinations

PAGE 2: SurveyMonkey Audience

Q5: What is your age? 30 - 44

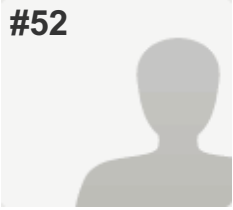
Q6: What is your gender? Male

Q7: What is the total annual income of the HOUSEHOLD in which you live? \$120,000 to \$149,999 AUD

Q8: Australian State New South Wales

Q9: Device Types Windows Desktop / Laptop

#52

**COMPLETE****Collector:** Logo Feedback (Targeted Audience)**Started:** Wednesday, June 22, 2016 10:50:43 AM**Last Modified:** Wednesday, June 22, 2016 10:52:35 AM**Time Spent:** 00:01:52**Custom Data:** 7bf8ea83fe4021f83af018d581

PAGE 1

Q1: Please select the logo you prefer A

Q2: Why do you prefer the selected logo?

It is more lively.

Q3: Please select the website you prefer A

Q4: Why do you prefer the selected design?

The logo is more lively.

PAGE 2: SurveyMonkey Audience

Q5: What is your age? 60+

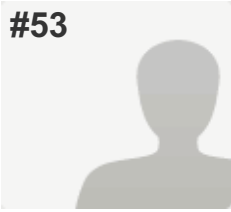
Q6: What is your gender? Male

Q7: What is the total annual income of the HOUSEHOLD in which you live? \$60,000 to \$89,999 AUD

Q8: Australian State New South Wales

Q9: Device Types Android Phone / Tablet

#53

**COMPLETE****Collector:** Logo Feedback (Targeted Audience)**Started:** Wednesday, June 22, 2016 10:52:29 AM**Last Modified:** Wednesday, June 22, 2016 10:53:18 AM**Time Spent:** 00:00:49**Custom Data:** 9b2133ae9ae67b0ce2b0cff695

PAGE 1

Q1: Please select the logo you prefer A

Q2: Why do you prefer the selected logo?

no reason

Q3: Please select the website you prefer A

Q4: Why do you prefer the selected design?

no reason

PAGE 2: SurveyMonkey Audience

Q5: What is your age? 60+

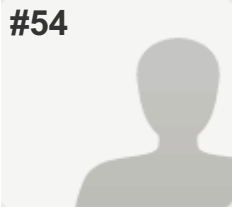
Q6: What is your gender? Male

Q7: What is the total annual income of the HOUSEHOLD in which you live? \$0 to \$29,999 AUD

Q8: Australian State Queensland

Q9: Device Types Windows Desktop / Laptop

#54

**COMPLETE****Collector:** Logo Feedback (Targeted Audience)**Started:** Wednesday, June 22, 2016 10:55:33 AM**Last Modified:** Wednesday, June 22, 2016 10:56:25 AM**Time Spent:** 00:00:51**Custom Data:** ba1ab4f2c0843bc9b47d0e9c1d

PAGE 1

Q1: Please select the logo you prefer A

Q2: Why do you prefer the selected logo?

B is too bold

Q3: Please select the website you prefer A

Q4: Why do you prefer the selected design?

Looks nicer and more friendly and less business like

PAGE 2: SurveyMonkey Audience

Q5: What is your age? 45 - 59

Q6: What is your gender? Female

Q7: What is the total annual income of the HOUSEHOLD in which you live? \$180,000 or more AUD

Q8: Australian State Australian Capital Territory

Q9: Device Types Windows Desktop / Laptop