

MaxDiff Survey

How to fill this in

In each block below, look at the whole set of items first. Then cross the ONE item that matters most to you and the ONE item that matters least. Please use a blue or black pen and answer every block, there are no right or wrong answers.

Your priorities _____

When choosing this type of product, which of these matters MOST to you and which matters LEAST?

(Please cross one in each line)

	1	2	3	4
Most important	☐	☐	☒	☐
Least important	☐	☐	☐	☐

1 = Price 2 = Quality 3 = Fast delivery 4 = Customer support

And in this set?

(Please cross one in each line)

	1	2	3	4
Most important	☐	☐	☐	☐
Least important	☐	☐	☐	☐

1 = Easy returns 2 = Product selection 3 = Brand reputation 4 = Loyalty rewards

And finally, in this set?

(Please cross one in each line)

	1	2	3	4
Matters most	☐	☐	☐	☐
Matters least	☐	☐	☐	☐

1 = Price 2 = Brand reputation 3 = Customer support 4 = Product selection

To respond ☒ or ☐

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About you

How often do you buy this type of product?

(Please cross one)

- ☐ Weekly or more
- ☐ Monthly
- ☐ A few times a year
- ☐ Rarely or never

Your age group

(Please cross one)

- ☐ Under 25
- ☐ 25 to 44
- ☐ 45 to 64
- ☐ 65 or older

Is there anything not listed above that matters to you when choosing this product?

Thank you for taking part. Please return the completed form to a member of staff.

To respond ☐ or ☐

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