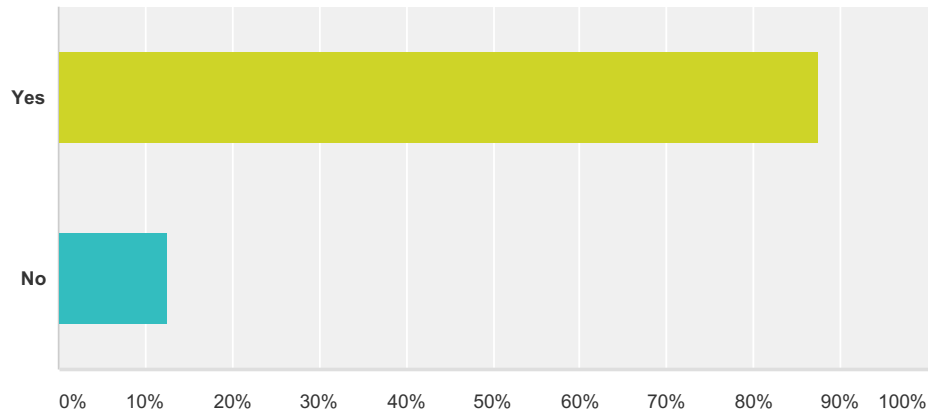


Q1 Are you a pet owner?

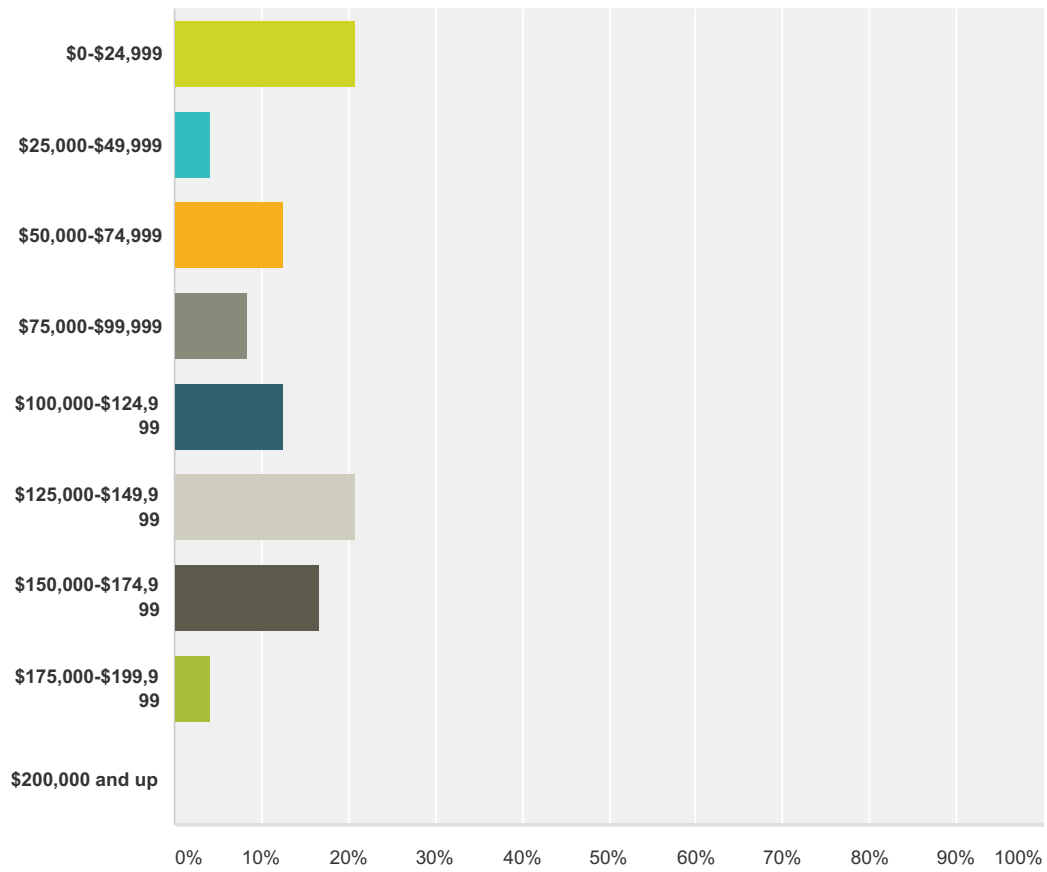
Answered: 24 Skipped: 0



Answer Choices	Responses
Yes	87.50% 21
No	12.50% 3
Total	24

Q2 What is your approximate average household income?

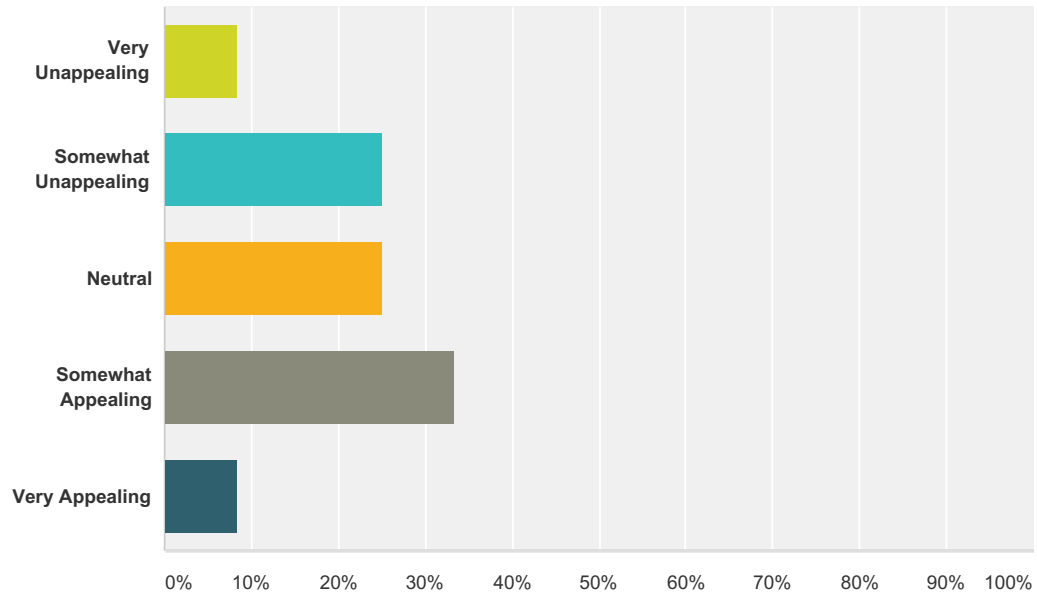
Answered: 24 Skipped: 0



Answer Choices	Responses	
\$0-\$24,999	20.83%	5
\$25,000-\$49,999	4.17%	1
\$50,000-\$74,999	12.50%	3
\$75,000-\$99,999	8.33%	2
\$100,000-\$124,999	12.50%	3
\$125,000-\$149,999	20.83%	5
\$150,000-\$174,999	16.67%	4
\$175,000-\$199,999	4.17%	1
\$200,000 and up	0.00%	0
Total		24

Q3 How appealing is this logo?

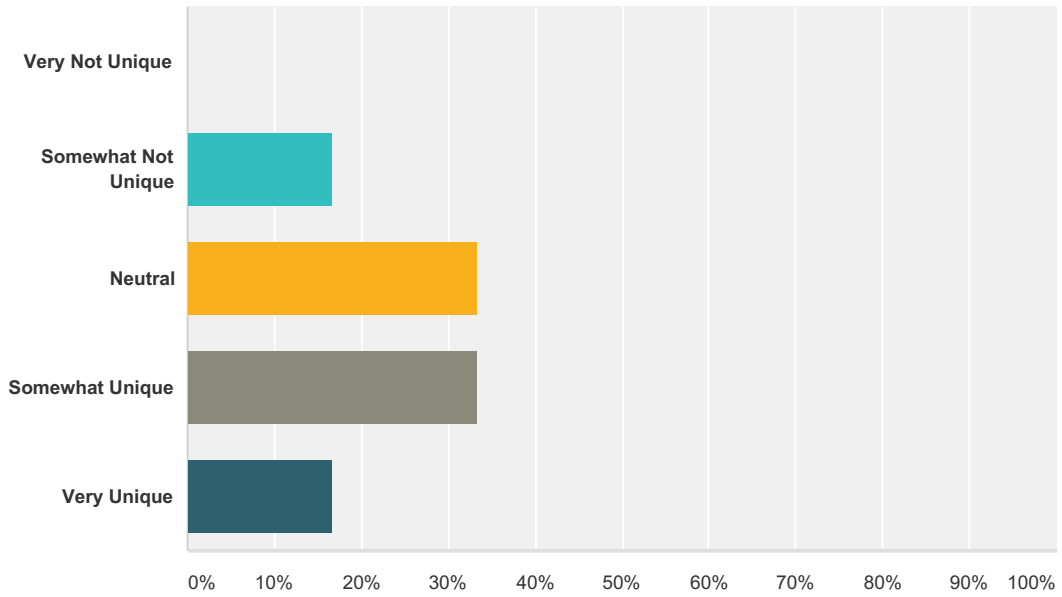
Answered: 12 Skipped: 12



Answer Choices	Responses	
Very Unappealing	8.33%	1
Somewhat Unappealing	25.00%	3
Neutral	25.00%	3
Somewhat Appealing	33.33%	4
Very Appealing	8.33%	1
Total		12

Q4 How unique is this logo?

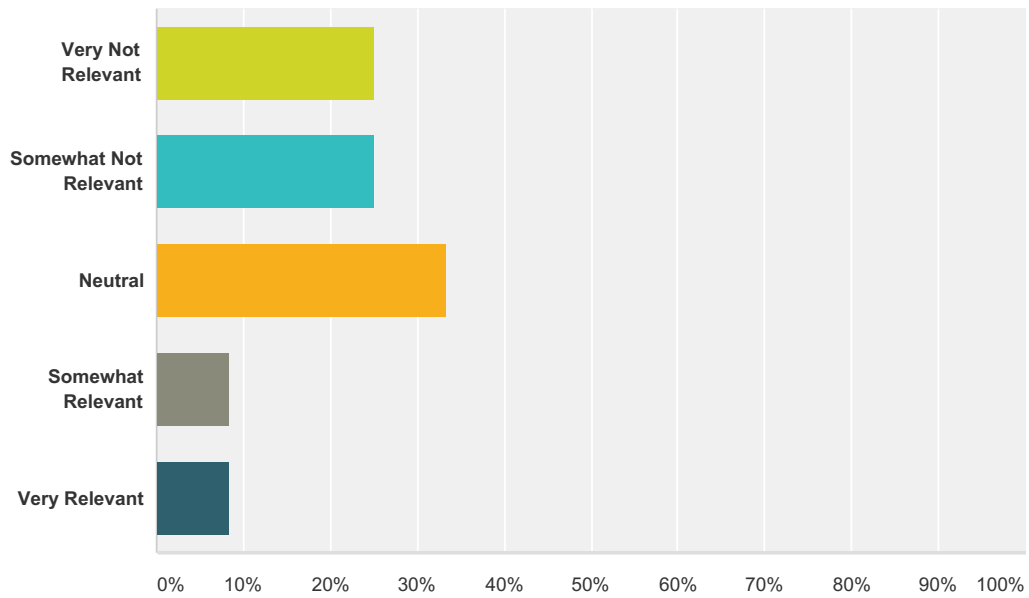
Answered: 12 Skipped: 12



Answer Choices	Responses
Very Not Unique	0.00% 0
Somewhat Not Unique	16.67% 2
Neutral	33.33% 4
Somewhat Unique	33.33% 4
Very Unique	16.67% 2
Total	12

Q5 How relevant is this logo to the business concept listed above?

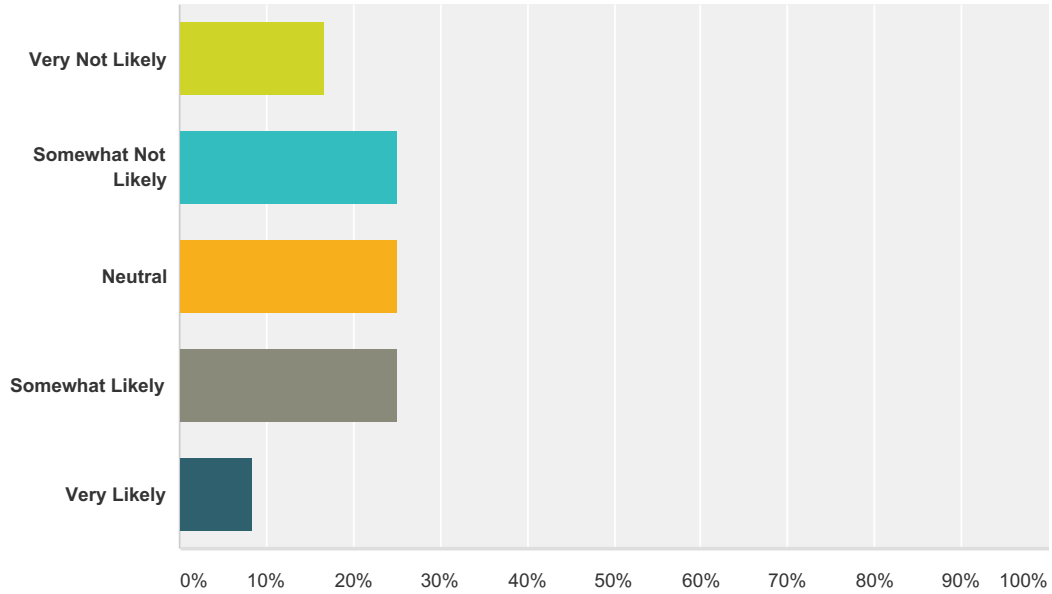
Answered: 12 Skipped: 12



Answer Choices	Responses	Count
Very Not Relevant	25.00%	3
Somewhat Not Relevant	25.00%	3
Neutral	33.33%	4
Somewhat Relevant	8.33%	1
Very Relevant	8.33%	1
Total		12

Q6 How much would this logo make you interested in learning more about or purchasing the service?

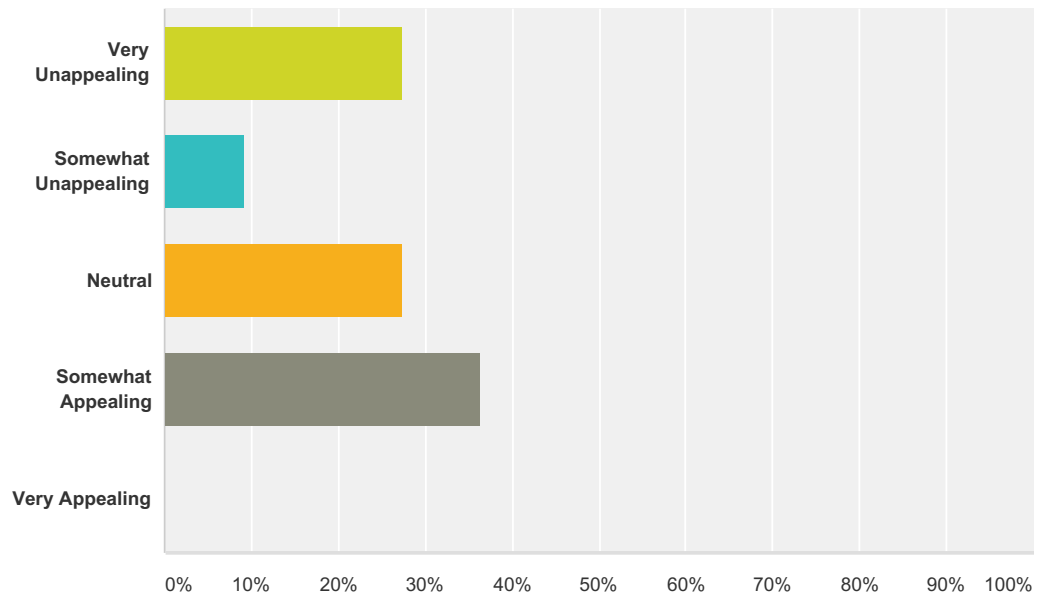
Answered: 12 Skipped: 12



Answer Choices	Responses	
Very Not Likely	16.67%	2
Somewhat Not Likely	25.00%	3
Neutral	25.00%	3
Somewhat Likely	25.00%	3
Very Likely	8.33%	1
Total		12

Q7 How appealing is this logo?

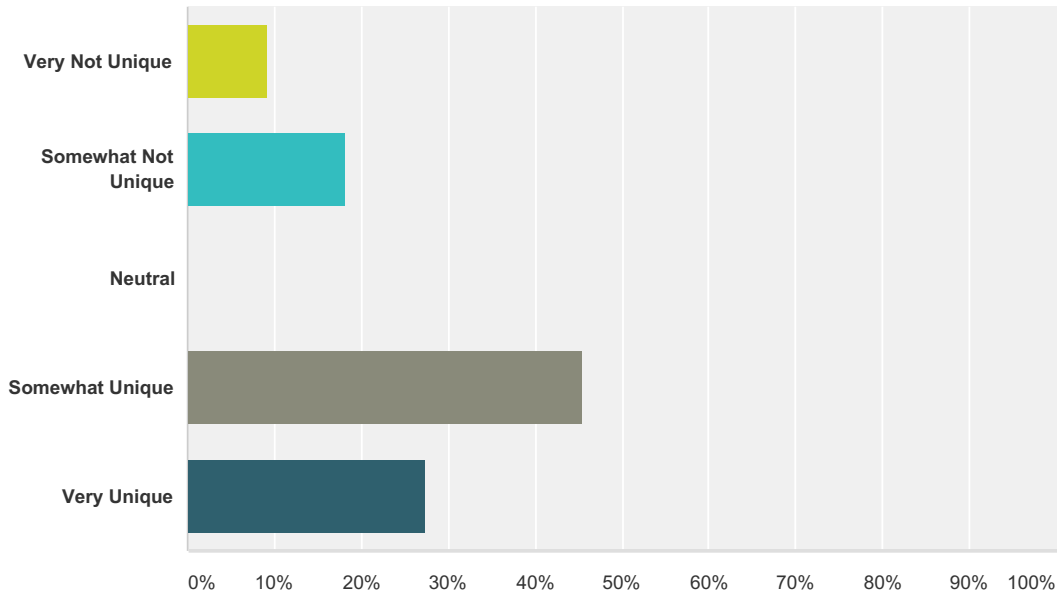
Answered: 11 Skipped: 13



Answer Choices	Responses	
Very Unappealing	27.27%	3
Somewhat Unappealing	9.09%	1
Neutral	27.27%	3
Somewhat Appealing	36.36%	4
Very Appealing	0.00%	0
Total		11

Q8 How unique is this logo?

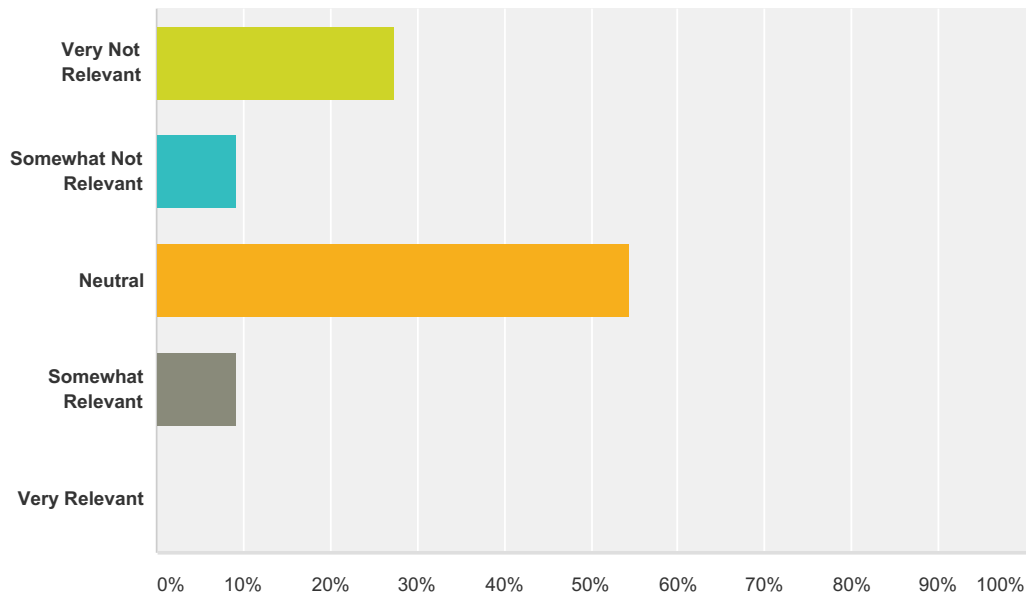
Answered: 11 Skipped: 13



Answer Choices	Responses	
Very Not Unique	9.09%	1
Somewhat Not Unique	18.18%	2
Neutral	0.00%	0
Somewhat Unique	45.45%	5
Very Unique	27.27%	3
Total		11

Q9 How relevant is this logo to the business concept listed above?

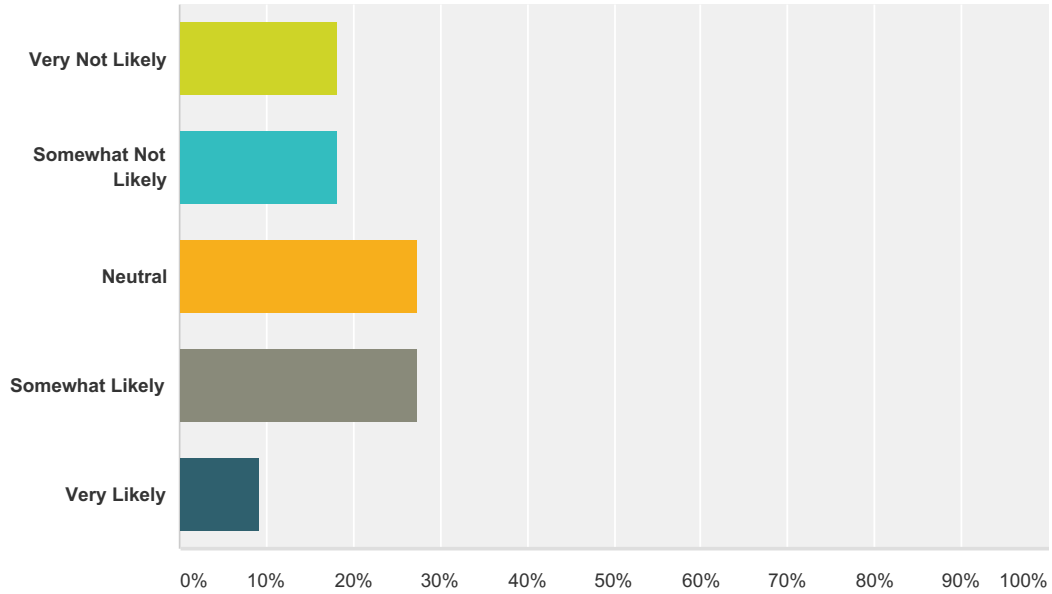
Answered: 11 Skipped: 13



Answer Choices	Responses	Count
Very Not Relevant	27.27%	3
Somewhat Not Relevant	9.09%	1
Neutral	54.55%	6
Somewhat Relevant	9.09%	1
Very Relevant	0.00%	0
Total		11

Q10 How much would this logo make you interested in learning more about or purchasing the service?

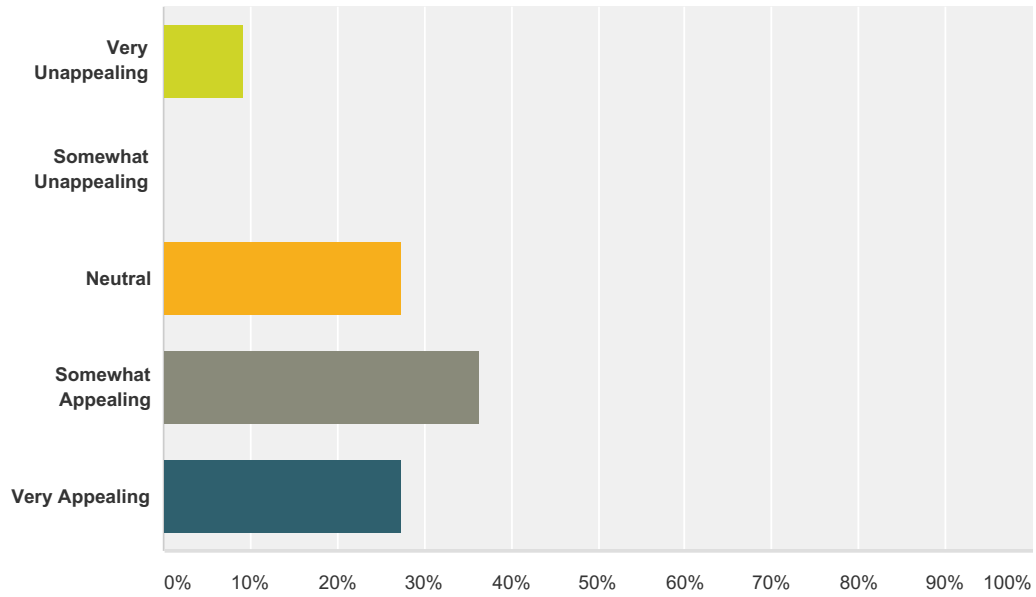
Answered: 11 Skipped: 13



Answer Choices	Responses	
Very Not Likely	18.18%	2
Somewhat Not Likely	18.18%	2
Neutral	27.27%	3
Somewhat Likely	27.27%	3
Very Likely	9.09%	1
Total		11

Q11 How appealing is this logo?

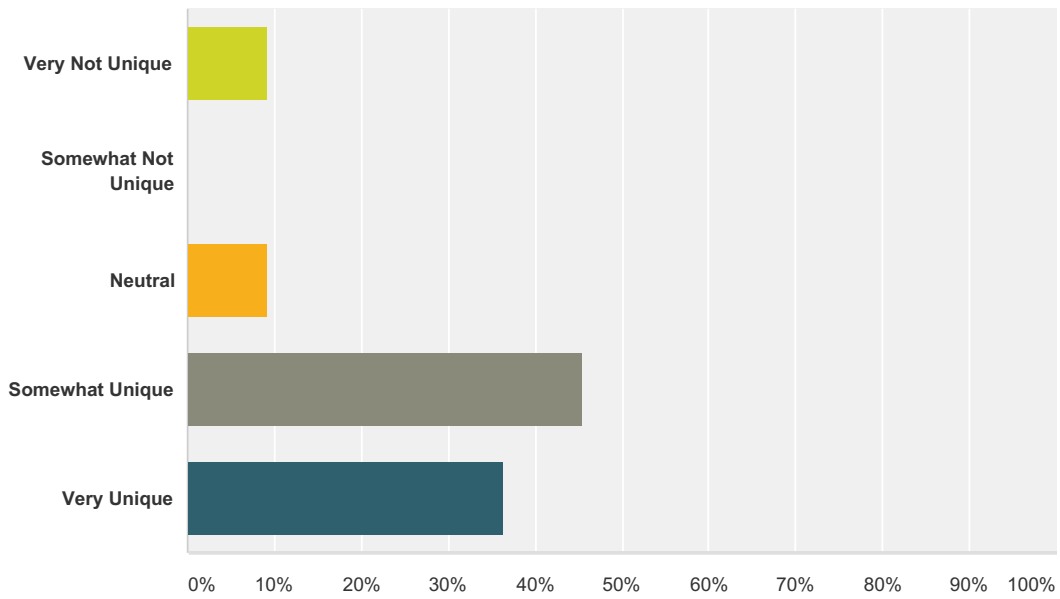
Answered: 11 Skipped: 13



Answer Choices	Responses	
Very Unappealing	9.09%	1
Somewhat Unappealing	0.00%	0
Neutral	27.27%	3
Somewhat Appealing	36.36%	4
Very Appealing	27.27%	3
Total		11

Q12 How unique is this logo?

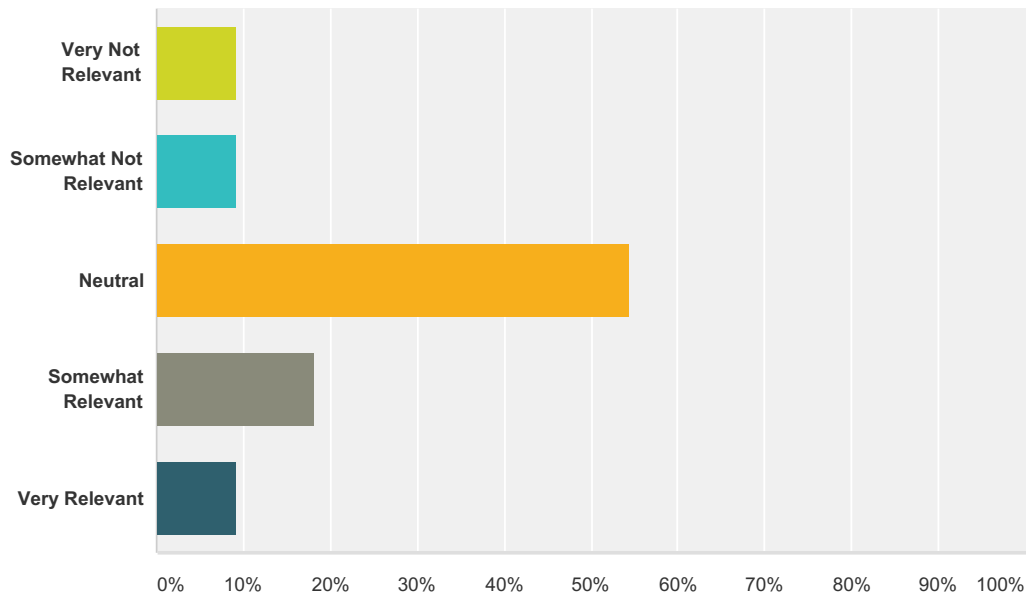
Answered: 11 Skipped: 13



Answer Choices	Responses	
Very Not Unique	9.09%	1
Somewhat Not Unique	0.00%	0
Neutral	9.09%	1
Somewhat Unique	45.45%	5
Very Unique	36.36%	4
Total		11

Q13 How relevant is this logo to the business concept listed above?

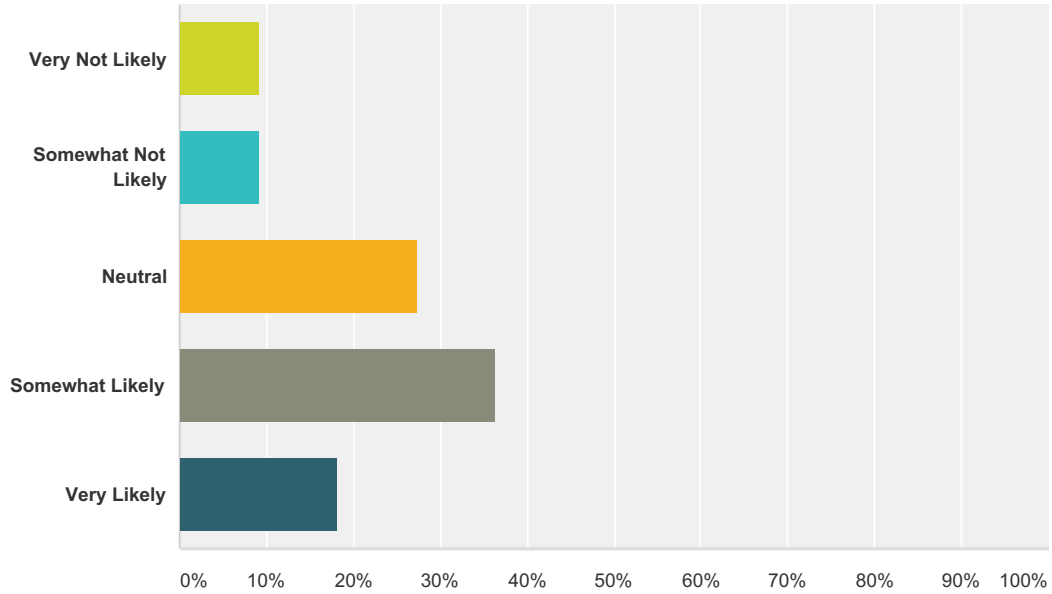
Answered: 11 Skipped: 13



Answer Choices	Responses	Count
Very Not Relevant	9.09%	1
Somewhat Not Relevant	9.09%	1
Neutral	54.55%	6
Somewhat Relevant	18.18%	2
Very Relevant	9.09%	1
Total		11

Q14 How much would this logo make you interested in learning more about or purchasing the service?

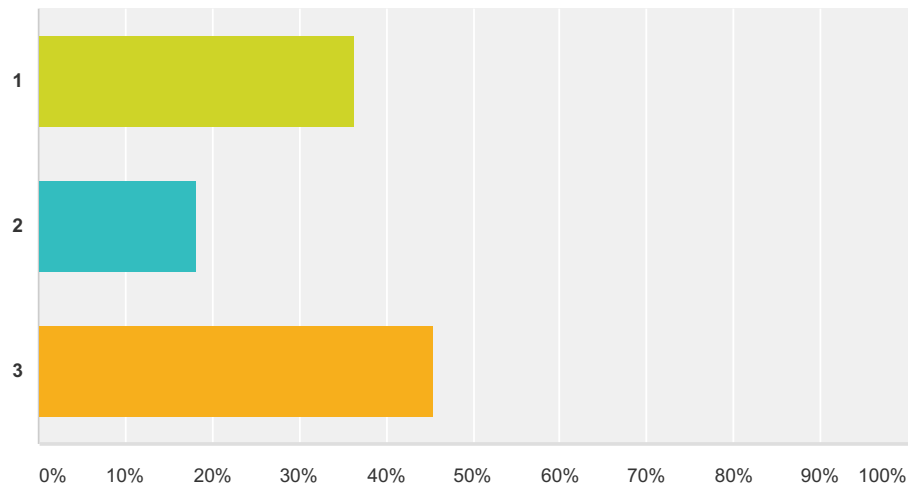
Answered: 11 Skipped: 13



Answer Choices	Responses
Very Not Likely	9.09% 1
Somewhat Not Likely	9.09% 1
Neutral	27.27% 3
Somewhat Likely	36.36% 4
Very Likely	18.18% 2
Total	11

Q15 Now, looking at all the logos together, which one is your favorite of the bunch?

Answered: 11 Skipped: 13



Answer Choices	Responses
1	36.36% 4
2	18.18% 2
3	45.45% 5
Total	11