

Date: March, 2023  
Brand: Brand A  
Project: Purchase Funnel  
Sample: n=500  
Visualisation: Standard  
Analysis: No  
Presentation: No

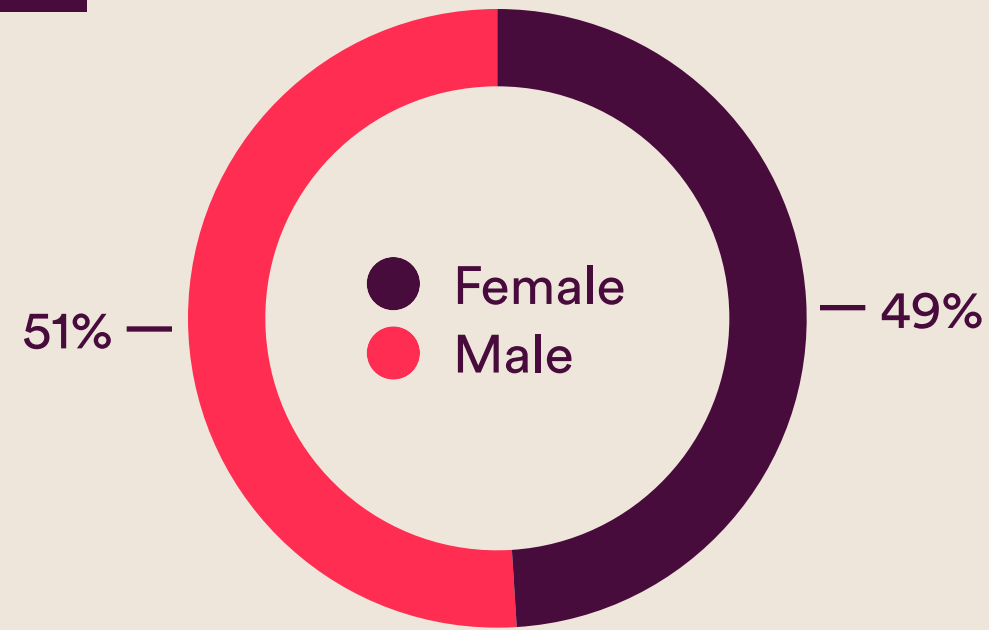


# Purchase Funnel

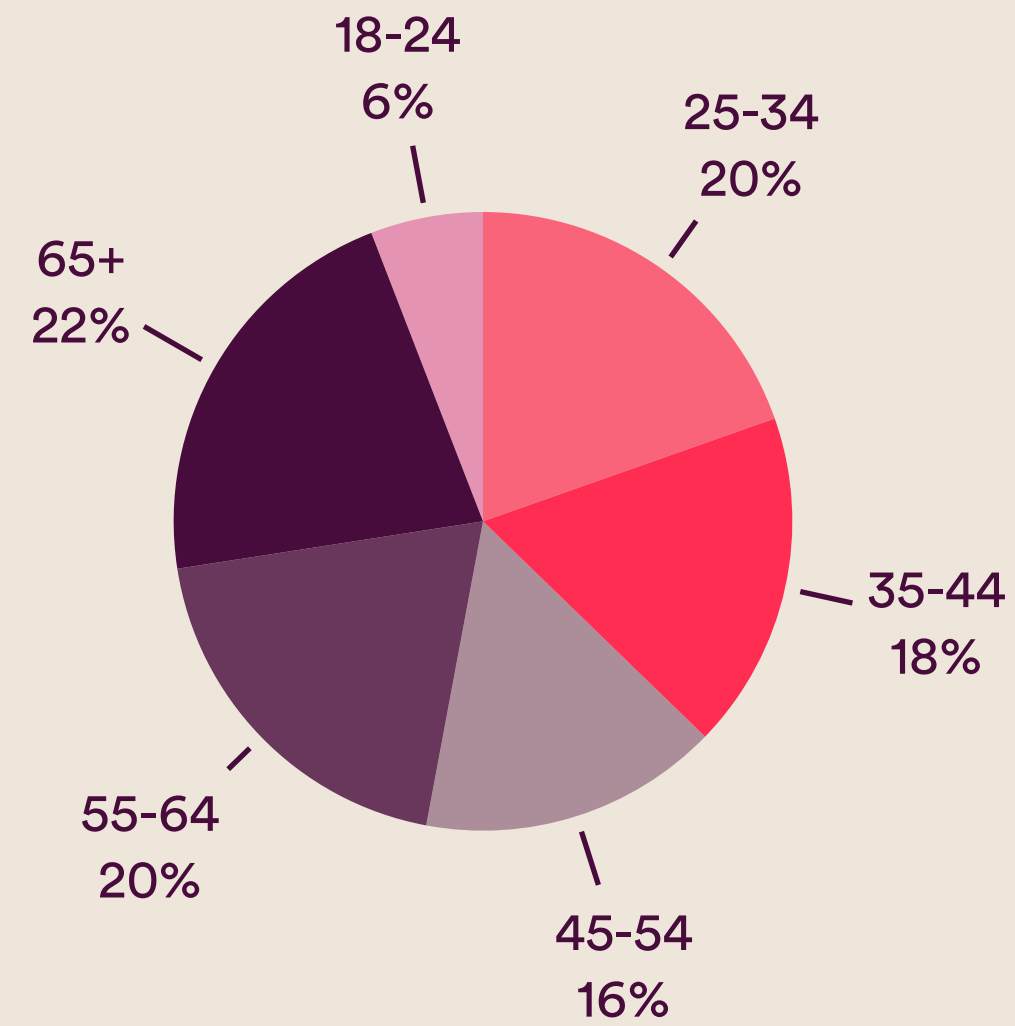


# Demographic Profile

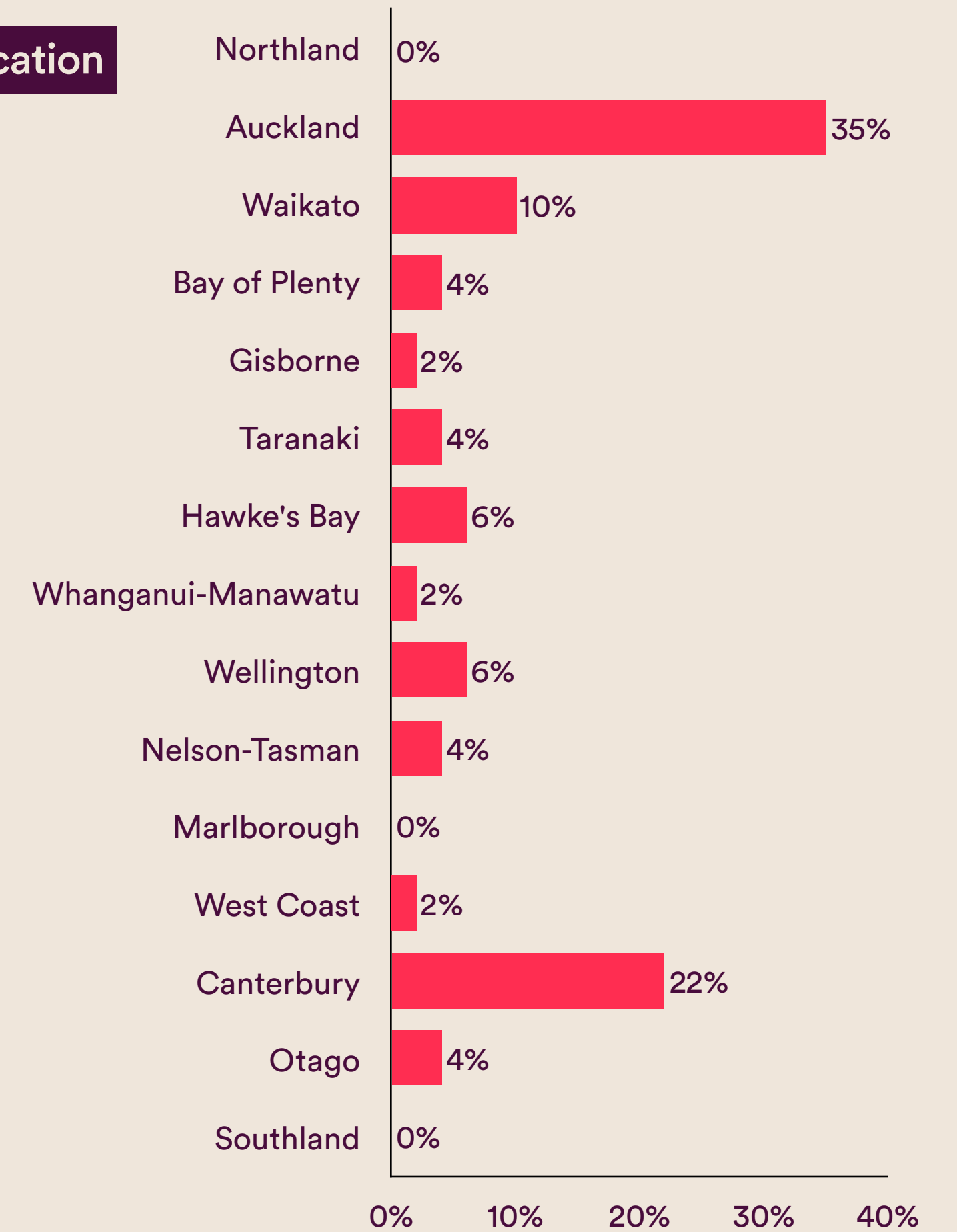
**Gender**



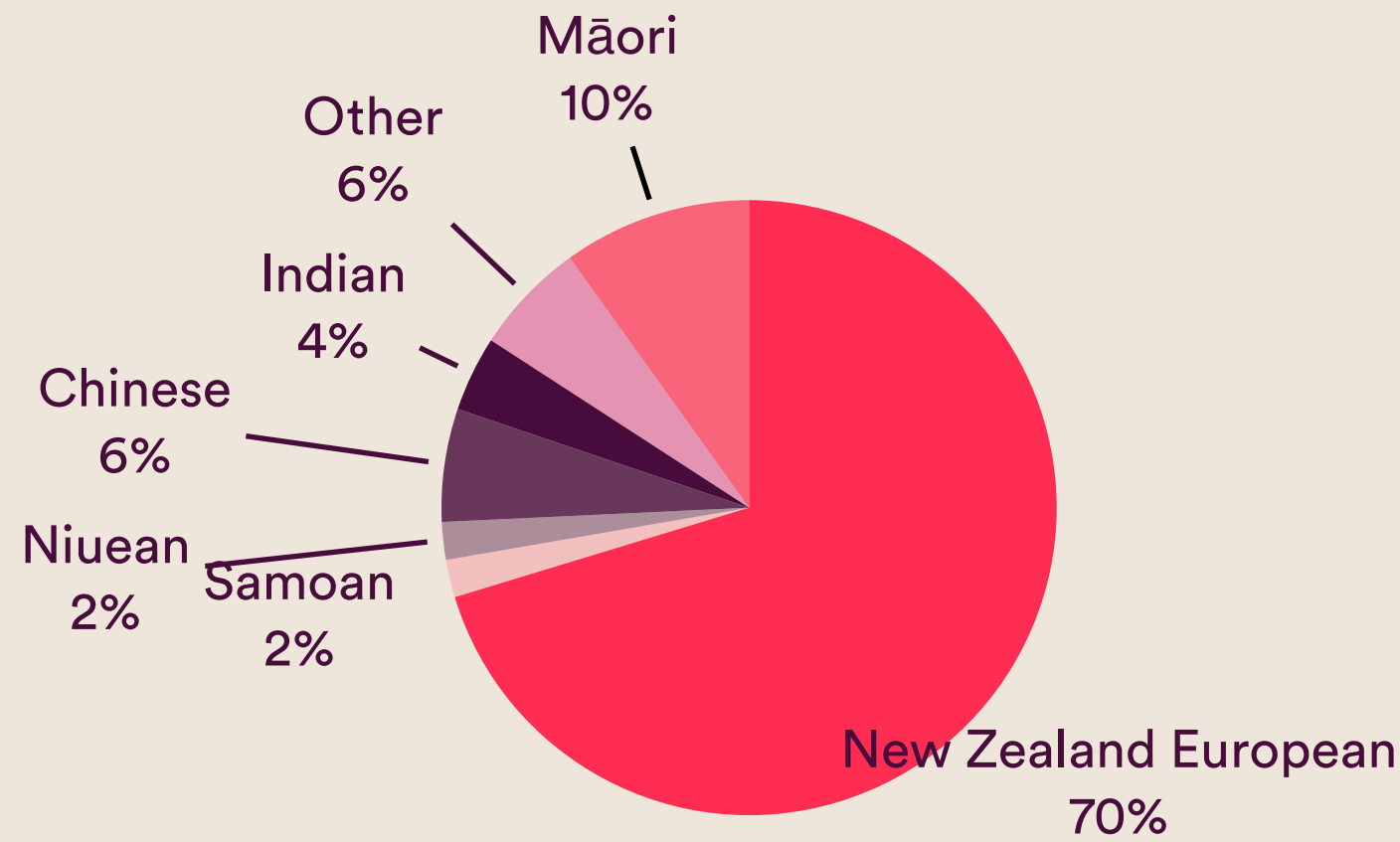
**Age**



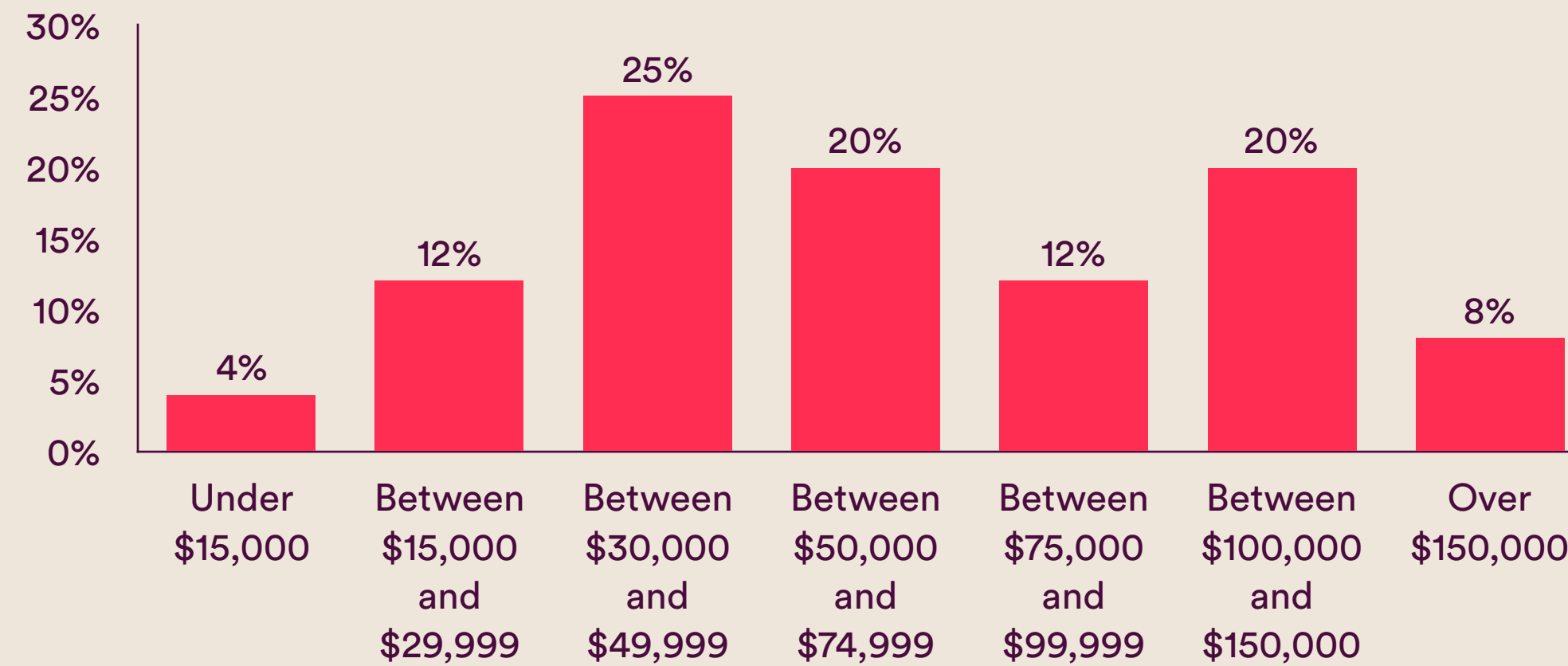
**Location**



**Ethnicity**



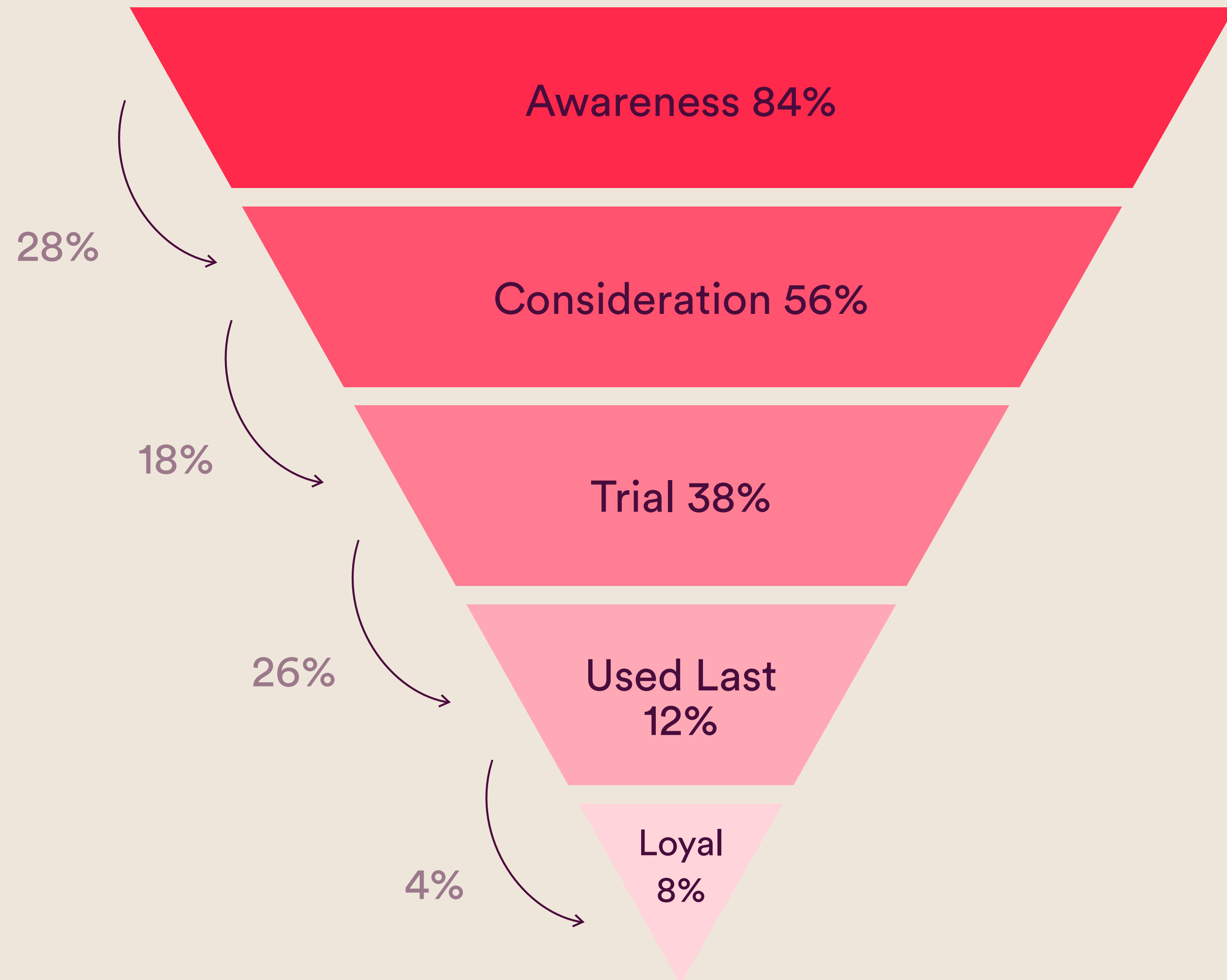
**Household Income**



Date: March, 2023  
 Brand: Brand A  
 Project: Purchase Funnel  
 Sample: n=500  
 Visualisation: Standard  
 Analysis: No  
 Presentation: No

# Brand Funnel

Date: March, 2023  
Brand: Brand A  
Project: Purchase Funnel  
Sample: n=500  
Visualisation: Standard  
Analysis: No  
Presentation: No



# Competitor Funnel

Date: March, 2023

Brand: Brand A


Project: Purchase Funnel

Sample: n=500

Visualisation: Standard

Analysis: No

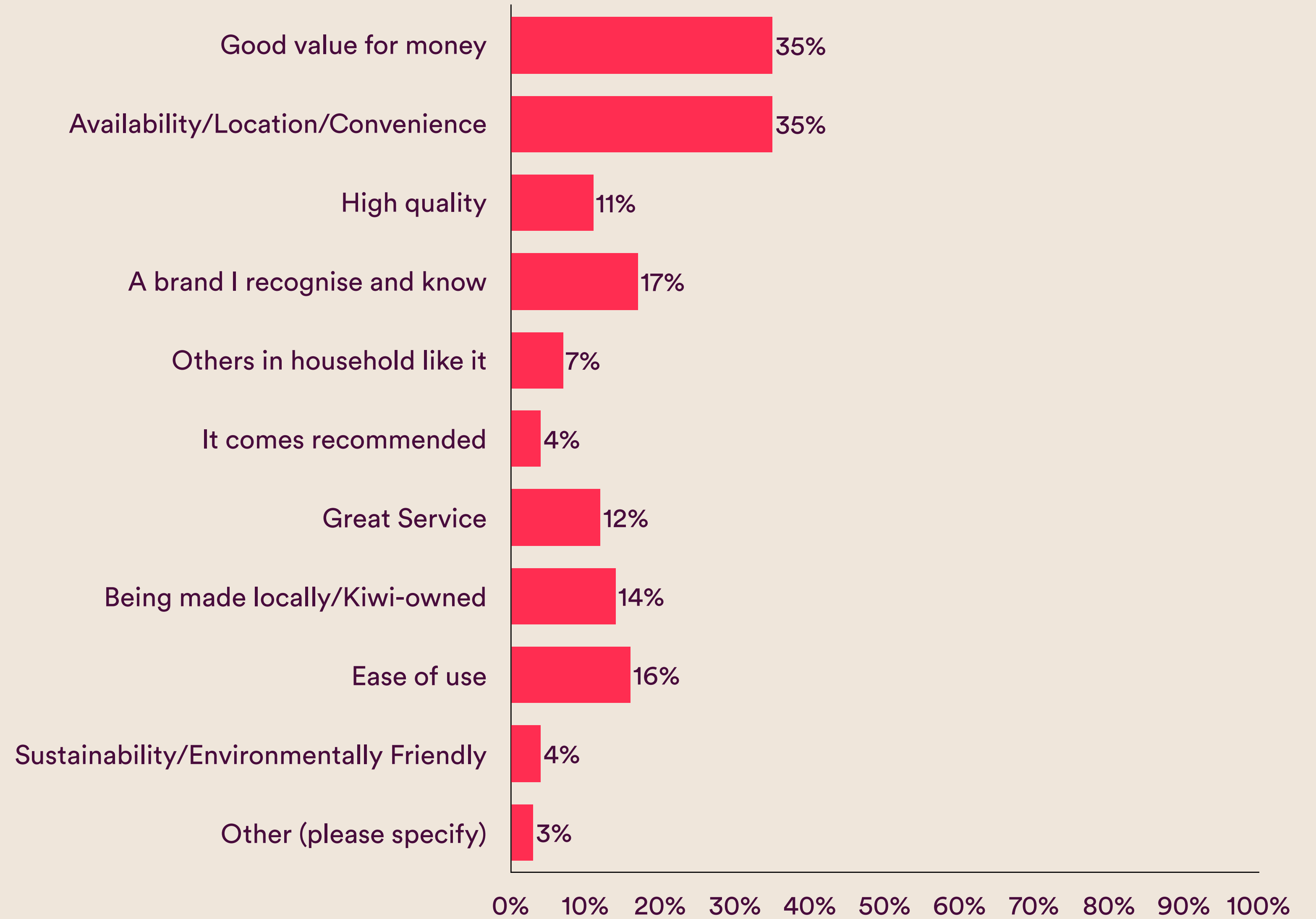
Presentation: No

	Brand A	Brand B	Brand C	Brand D	Brand E	Brand F	Brand G
Awareness	84%	98%	94%	88%	84%	72%	34%
Differential	28% 	14% 	6% 	4% 	24% 	26% 	18% 
Trial	56%	84%	88%	84%	60%	46%	16%
Differential	18% 	6% 	8% 	8% 	36% 	20% 	0% 
Consideration	38%	78%	80%	76%	24%	26%	16%
Differential	26% 	34% 	38% 	44% 	14% 	18% 	12% 
Used Last	12%	44%	42%	32%	10%	8%	4%
Differential	4% 	8% 	4% 	10% 	2% 	2% 	0% 
Loyal	8%	52%	46%	22%	12%	6%	4%

# Purchase Drivers

Please select the reasons you purchase/use the brand you stated most often.

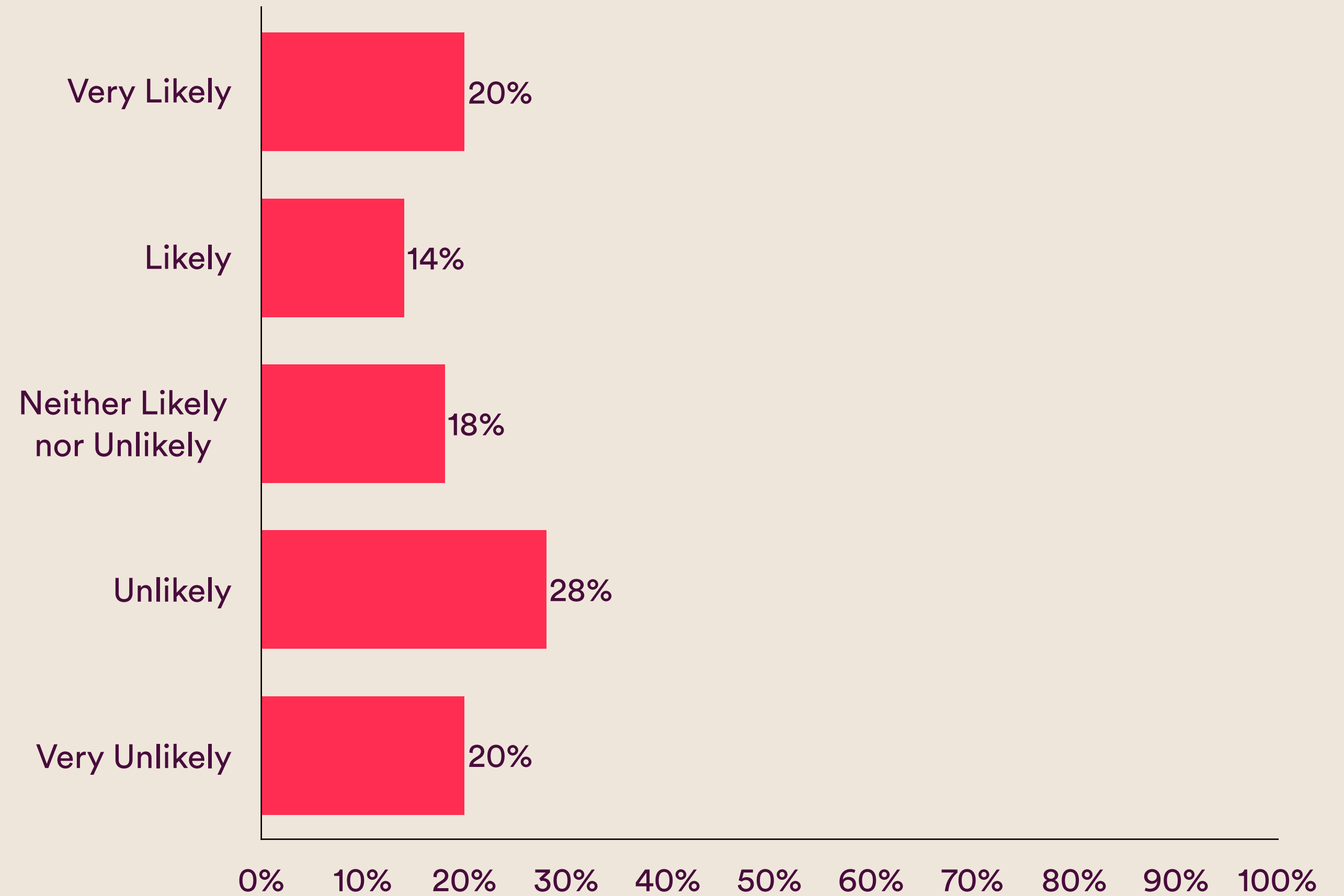
Date: March, 2023  
Brand: Brand A  
Project: Purchase Funnel  
Sample: n=500  
Visualisation: Standard  
Analysis: No  
Presentation: No



# Purchase Propensity

How likely are you to choose BRAND A next time you purchase?

Date: March, 2023  
Brand: Brand A  
Project: Purchase Funnel  
Sample: n=500  
Visualisation: Standard  
Analysis: No  
Presentation: No



# Reason to Choose

Please provide the reasons you are 'likely' to choose BRAND A next time you purchase?

Date: March, 2023

Brand: Brand A

Project: Purchase Funnel

Sample: n=500

Visualisation: Standard

Analysis: No

Presentation: No

Really great staff.

Love it.

I always choose to shop there, it's my local but also the team are so friendly.

I like it.

I used to never go there but my other store was closed. After visiting, this is definitely my preferred store.

Nice, easy, convenient.

Don't like it

It's ok. Nothing stand out.

Good.

I don't mind it.

I wouldn't go out of my way to go there. But it's fine, pricing is pretty good.

my local is good but the one by my child's daycare is not as good.

Store manager is great and makes a real effort to get to know everyone.

Ok.

Good pricing. Other stores are way too expensive.

I wouldn't go anywhere else.

The store hours are good and suit me best.

I make an effort to stop by here on my way home as opposed to going to the one closest to my house.

It's good.

I like the outdoor displays they have. Means when I go past and I can see what's on special and means I don't have to go into the store.

Not my favourite.

Does the job.

I would go here second if I can't find what I need at my usual store.

Good.

Don't really go there.

I do think they need to look at their suppliers as I know you can get better ones at other stores. Sometimes stock isn't great too.

It's fine.

Does what it needs to do.

I've been going here for 30 years and I wouldn't go anywhere else.

Great.

# Reason to Choose Cont'

Really great staff.

Love it.

I always choose to shop there, it's my local but also the team are so friendly.

I like it.

I used to never go there but my other store was closed. After visiting, this is definitely my preferred store.

Nice, easy, convenient.

Don't like it

It's ok. Nothing stand out.

Good.

I don't mind it.

I wouldn't go out of my way to go there. But it's fine, pricing is pretty good.

my local is good but the one by my child's daycare is not as good.

Store manager is great and makes a real effort to get to know everyone.

Ok.

Good pricing. Other stores are way too expensive.

I wouldn't go anywhere else.

The store hours are good and suit me best.

I make an effort to stop by here on my way home as opposed to going to the one closest to my house.

It's good.

I like the outdoor displays they have. Means when I go past and I can see what's on special and means I don't have to go into the store.

Not my favourite.

Does the job.

I would go here second if I can't find what I need at my usual store.

Good.

Don't really go there.

I do think they need to look at their suppliers as I know you can get better ones at other stores. Sometimes stock isn't great too.

It's fine.

Does what it needs to do.

I've been going here for 30 years and I wouldn't go anywhere else.

Great.

Really great staff.

Love it.

I always choose to shop there, it's my local but also the team are so friendly.

I like it.

I used to never go there but my other store was closed. After visiting, this is definitely my preferred store.

Nice, easy, convenient.

Don't like it

It's ok. Nothing stand out.

Good.

I don't mind it.

I wouldn't go out of my way to go there. But it's fine, pricing is pretty good.

my local is good but the one by my child's daycare is not as good.

Store manager is great and makes a real effort to get to know everyone.

Ok.

Good pricing. Other stores are way too expensive.

I wouldn't go anywhere else.

The store hours are good and suit me best.

I make an effort to stop by here on my way home as opposed to going to the one closest to my house.

It's good.

I like the outdoor displays they have. Means when I go past and I can see what's on special and means I don't have to go into the store.

Not my favourite.

Does the job.

I would go here second if I can't find what I need at my usual store.

Good.

Don't really go there.

I do think they need to look at their suppliers as I know you can get better ones at other stores. Sometimes stock isn't great too.

It's fine.

Does what it needs to do.

I've been going here for 30 years and I wouldn't go anywhere else.

Great.

Really great staff.

Love it.

I always choose to shop there, it's my local but also the team are so friendly.

I like it.

I used to never go there but my other store was closed. After visiting, this is definitely my preferred store.

Nice, easy, convenient.

Don't like it

It's ok. Nothing stand out.

Good.

I don't mind it.

I wouldn't go out of my way to go there. But it's fine, pricing is pretty good.

my local is good but the one by my child's daycare is not as good.

Store manager is great and makes a real effort to get to know everyone.

Ok.

Good pricing. Other stores are way too expensive.

I wouldn't go anywhere else.

The store hours are good and suit me best.

I make an effort to stop by here on my way home as opposed to going to the one closest to my house.

It's good.

I like the outdoor displays they have. Means when I go past and I can see what's on special and means I don't have to go into the store.

Not my favourite.

Does the job.

I would go here second if I can't find what I need at my usual store.

Good.

Don't really go there.

I do think they need to look at their suppliers as I know you can get better ones at other stores. Sometimes stock isn't great too.

It's fine.

Does what it needs to do.

I've been going here for 30 years and I wouldn't go anywhere else.

Great.



# Reason Not to Choose

Please provide the reasons you are 'unlikely' to choose BRAND A next time you purchase?

Date: March, 2023

Brand: Brand A

Project: Purchase Funnel

Sample: n=500

Visualisation: Standard

Analysis: No

Presentation: No

Really great staff.

Love it.

I always choose to shop there, it's my local but also the team are so friendly.

I like it.

I used to never go there but my other store was closed. After visiting, this is definitely my preferred store.

Nice, easy, convenient.

Don't like it

It's ok. Nothing stand out.

Good.

I don't mind it.

I wouldn't go out of my way to go there. But it's fine, pricing is pretty good.

my local is good but the one by my child's daycare is not as good.

Store manager is great and makes a real effort to get to know everyone.

Ok.

Good pricing. Other stores are way too expensive.

I wouldn't go anywhere else.

The store hours are good and suit me best.

I make an effort to stop by here on my way home as opposed to going to the one closest to my house.

It's good.

I like the outdoor displays they have. Means when I go past and I can see what's on special and means I don't have to go into the store.

Not my favourite.

Does the job.

I would go here second if I can't find what I need at my usual store.

Good.

Don't really go there.

I do think they need to look at their suppliers as I know you can get better ones at other stores. Sometimes stock isn't great too.

It's fine.

Does what it needs to do.

I've been going here for 30 years and I wouldn't go anywhere else.

Great.

# Reason Not to Choose Cont'

Really great staff.

Love it.

I always choose to shop there, it's my local but also the team are so friendly.

I like it.

I used to never go there but my other store was closed.  
After visiting, this is definitely my preferred store.

Nice, easy, convenient.

Don't like it

It's ok. Nothing stand out.

Good.

I don't mind it.

I wouldn't go out of my way to go there. But it's fine, pricing is pretty good.

my local is good but the one by my child's daycare is not as good.

Store manager is great and makes a real effort to get to know everyone.

Ok.

Good pricing. Other stores are way too expensive.

I wouldn't go anywhere else.

The store hours are good and suit me best.

I make an effort to stop by here on my way home as opposed to going to the one closest to my house.

It's good.

I like the outdoor displays they have. Means when I go past and I can see what's on special  
and means I don't have to go into the store.

Not my favourite.

Does the job.

I would go here second if I can't find what I need at my usual store.

Good.

Don't really go there.

I do think they need to look at their suppliers as I know you can get better ones at other stores.  
Sometimes stock isn't great too.

It's fine.

Does what it needs to do.

I've been going here for 30 years and I wouldn't go anywhere else.

Great.

Really great staff.

Love it.

I always choose to shop there, it's my local but also the team are so friendly.

I like it.

I used to never go there but my other store was closed.  
After visiting, this is definitely my preferred store.

Nice, easy, convenient.

Don't like it

It's ok. Nothing stand out.

Good.

I don't mind it.

I wouldn't go out of my way to go there. But it's fine, pricing is pretty good.

my local is good but the one by my child's daycare is not as good.

Store manager is great and makes a real effort to get to know everyone.

Ok.

Good pricing. Other stores are way too expensive.

I wouldn't go anywhere else.

The store hours are good and suit me best.

I make an effort to stop by here on my way home as opposed to going to the one closest to my house.

It's good.

I like the outdoor displays they have. Means when I go past and I can see what's on special  
and means I don't have to go into the store.

Not my favourite.

Does the job.

I would go here second if I can't find what I need at my usual store.

Good.

Don't really go there.

I do think they need to look at their suppliers as I know you can get better ones at other stores.  
Sometimes stock isn't great too.

It's fine.

Does what it needs to do.

I've been going here for 30 years and I wouldn't go anywhere else.

Great.

Really great staff.

Love it.

I always choose to shop there, it's my local but also the team are so friendly.

I like it.

I used to never go there but my other store was closed.  
After visiting, this is definitely my preferred store.

Nice, easy, convenient.

Don't like it

It's ok. Nothing stand out.

Good.

I don't mind it.

I wouldn't go out of my way to go there. But it's fine, pricing is pretty good.

my local is good but the one by my child's daycare is not as good.

Store manager is great and makes a real effort to get to know everyone.

Ok.

Good pricing. Other stores are way too expensive.

I wouldn't go anywhere else.

The store hours are good and suit me best.

I make an effort to stop by here on my way home as opposed to going to the one closest to my house.

It's good.

I like the outdoor displays they have. Means when I go past and I can see what's on special  
and means I don't have to go into the store.

Not my favourite.

Does the job.

I would go here second if I can't find what I need at my usual store.

Good.

Don't really go there.

I do think they need to look at their suppliers as I know you can get better ones at other stores.  
Sometimes stock isn't great too.

It's fine.

Does what it needs to do.

I've been going here for 30 years and I wouldn't go anywhere else.

Great.

**Thank you.**

For further inquiries and information, contact [hello@FoxIQ.nz](mailto:hello@FoxIQ.nz)

