

**Northern Division**

**Q25. Do you prefer this package least? What aspects are unappealing to you personally?**

	Good Food					Brantastic					Yummy!				
	Total	1	2	3	4	Total	1	2	3	4	Total	1	2	3	4
n=	51	6	25	5	15	51	9	0	25	17	50	8	25	12	5
<b>DESIGN</b>	76%	83%	88%	60%	60%	49%	67%	0%	64%	18%	72%	50%	80%	67%	80%
<b>CLUTTERED</b>	22%	33%	4%	40%	40%	22%	33%	0%	28%	6%	30%	13%	28%	33%	60%
Layout is too cluttered	10%	17%	0%	20%	20%	6%	0%	0%	12%	0%	14%	13%	12%	8%	40%
Confusing packaging/too much text/unclear	8%	17%	4%	0%	13%	12%	22%	0%	12%	6%	14%	0%	16%	17%	20%
Dislike the divided lines/dislike the lines used on the packaging	2%	0%	0%	20%	0%	2%	0%	0%	4%	0%	4%	0%	4%	8%	0%
Too many pictures on the packaging/don't know what flavor you're getting	2%	0%	0%	0%	7%	2%	11%	0%	0%	0%	2%	0%	0%	0%	20%
<b>COLOR</b>	41%	50%	52%	0%	33%	12%	22%	0%	16%	0%	26%	0%	48%	8%	0%
Colors are too pale/not enough color	31%	50%	44%	0%	13%	8%	0%	0%	16%	0%	24%	0%	48%	0%	0%
Unappealing colors/dislike the colors used (GENERAL)	10%	0%	8%	0%	20%	2%	11%	0%	0%	0%	4%	0%	4%	8%	0%
Unappealing brown color	0%	0%	0%	0%	0%	2%	11%	0%	0%	0%	0%	0%	0%	0%	0%
<b>FONT</b>	0%	0%	0%	0%	0%	12%	22%	0%	16%	0%	4%	0%	4%	0%	20%
Font is too small/may miss important information	0%	0%	0%	0%	0%	12%	22%	0%	16%	0%	4%	0%	4%	0%	20%
<b>UNIQUENESS</b>	29%	33%	44%	20%	7%	14%	0%	0%	20%	12%	22%	38%	16%	33%	0%
Boring/dull/too simple	20%	17%	32%	0%	7%	6%	0%	0%	8%	6%	12%	25%	8%	17%	0%
Old fashioned looking/not a modern design	0%	0%	0%	0%	0%	6%	0%	0%	8%	6%	2%	0%	4%	0%	0%
Artificial looking/package looks fake	6%	17%	4%	20%	0%	2%	0%	0%	4%	0%	8%	13%	0%	25%	0%
Not eye catching/doesn't stand out	6%	0%	12%	0%	0%	2%	0%	0%	4%	0%	2%	0%	4%	0%	0%
<b>UNINFORMATIVE</b>	10%	0%	16%	20%	0%	10%	11%	0%	12%	6%	18%	38%	12%	8%	40%
Vague/not descriptive enough/need more information	6%	0%	12%	0%	0%	6%	11%	0%	8%	0%	4%	13%	4%	0%	0%
Doesn't list information up front/doesn't tell you anything important	4%	0%	4%	20%	0%	4%	0%	0%	4%	6%	16%	38%	8%	8%	40%
<b>UNAPPETIZING</b>	12%	17%	4%	20%	20%	18%	22%	0%	12%	24%	0%	0%	0%	0%	0%
Unappealing meat picture/makes the meat look unappealing	0%	0%	0%	0%	0%	16%	11%	0%	12%	24%	0%	0%	0%	0%	0%
Unappealing spinach and oat picture	12%	17%	4%	20%	20%	2%	0%	0%	4%	0%	0%	0%	0%	0%	0%
Unappealing fruit pictures/fruit looks mushy	0%	0%	0%	0%	0%	2%	11%	0%	0%	0%	0%	0%	0%	0%	0%
<b>KID APPEAL</b>	2%	17%	0%	0%	0%	4%	0%	0%	0%	12%	4%	25%	0%	0%	0%
Unappealing baby picture/dislike the picture of the baby	2%	17%	0%	0%	0%	0%	0%	0%	0%	0%	4%	25%	0%	0%	0%
Doesn't seem childlike/doesn't feel suitable for children	0%	0%	0%	0%	0%	4%	0%	0%	0%	12%	0%	0%	0%	0%	0%
<b>OTHER</b>	18%	17%	16%	20%	20%	27%	33%	0%	16%	41%	14%	0%	20%	17%	0%
Unappealing pictures/dislike the pictures used (GENERAL)	10%	17%	8%	0%	13%	6%	0%	0%	4%	12%	6%	0%	8%	8%	0%
Dislike it/doesn't look good/unappealing packaging (GENERAL)	8%	0%	8%	20%	7%	22%	33%	0%	12%	29%	8%	0%	12%	8%	0%
Other	2%	0%	4%	0%	0%	4%	0%	0%	4%	6%	0%	0%	0%	0%	0%
None/nothing	2%	0%	0%	0%	7%	0%	0%	0%	0%	0%	4%	0%	4%	8%	0%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	4%	0%	0%



**Southern Division**

**Q25. Do you prefer this package least? What aspects are unappealing to you personally?**

	Good Food					Brantastic					Yummy!				
	Total	1	2	3	4	Total	1	2	3	4	Total	1	2	3	4
n=	51	11	24	6	10	50	7	23	14	6	50	7	26	9	8
<b>DESIGN</b>	61%	36%	79%	67%	40%	48%	14%	48%	50%	83%	50%	14%	69%	44%	25%
<b>CLUTTERED</b>	10%	0%	17%	17%	0%	22%	14%	22%	29%	17%	20%	14%	19%	22%	25%
Layout is too cluttered	2%	0%	4%	0%	0%	4%	14%	0%	7%	0%	8%	14%	4%	0%	25%
Confusing packaging/too much text/unclear	4%	0%	4%	17%	0%	12%	0%	17%	14%	0%	10%	0%	12%	22%	0%
Dislike the divided lines/dislike the lines used on the packaging	2%	0%	4%	0%	0%	2%	0%	4%	0%	0%	4%	0%	4%	11%	0%
Too many pictures on the packaging/don't know what flavor you're getting	2%	0%	4%	0%	0%	4%	0%	0%	7%	17%	0%	0%	0%	0%	0%
<b>COLOR</b>	27%	9%	33%	33%	30%	8%	0%	4%	0%	50%	18%	0%	31%	0%	13%
Colors are too pale/not enough color	10%	0%	17%	17%	0%	2%	0%	4%	0%	0%	14%	0%	27%	0%	0%
Unappealing colors/dislike the colors used (GENERAL)	18%	9%	17%	17%	30%	6%	0%	0%	0%	50%	4%	0%	4%	0%	13%
<b>FONT</b>	6%	9%	8%	0%	0%	6%	0%	9%	0%	17%	4%	0%	8%	0%	0%
Font is too small/may miss important information	6%	9%	8%	0%	0%	6%	0%	9%	0%	17%	4%	0%	8%	0%	0%
<b>UNIQUENESS</b>	25%	36%	29%	17%	10%	16%	0%	17%	29%	0%	24%	0%	38%	22%	0%
Boring/dull/too simple	10%	9%	17%	0%	0%	4%	0%	9%	0%	0%	10%	0%	15%	11%	0%
Old fashioned looking/not a modern design	2%	9%	0%	0%	0%	2%	0%	0%	7%	0%	2%	0%	0%	11%	0%
Artificial looking/package looks fake	0%	0%	0%	0%	0%	4%	0%	0%	14%	0%	0%	0%	0%	0%	0%
Not eye catching/doesn't stand out	14%	18%	13%	17%	10%	8%	0%	9%	14%	0%	18%	0%	31%	11%	0%
<b>UNINFORMATIVE</b>	6%	9%	8%	0%	0%	12%	0%	26%	0%	0%	14%	29%	12%	0%	25%
Vague/not descriptive enough/need more information	2%	0%	4%	0%	0%	6%	0%	13%	0%	0%	8%	14%	4%	0%	25%
Doesn't list information up front/doesn't tell you anything important	4%	9%	4%	0%	0%	6%	0%	13%	0%	0%	6%	14%	8%	0%	0%
<b>UNAPPETIZING</b>	6%	9%	0%	17%	10%	10%	14%	4%	21%	0%	2%	0%	0%	11%	0%
Unappealing meat picture/makes the meat look unappealing	0%	0%	0%	0%	0%	10%	14%	4%	21%	0%	0%	0%	0%	0%	0%
Unappealing spinach and oat picture	6%	9%	0%	17%	10%	0%	0%	0%	0%	0%	2%	0%	0%	11%	0%
<b>KID APPEAL</b>	12%	36%	8%	0%	0%	10%	71%	0%	0%	0%	16%	86%	8%	0%	0%
Unappealing baby picture/dislike the picture of the baby	8%	36%	0%	0%	0%	10%	71%	0%	0%	0%	14%	86%	4%	0%	0%
Doesn't seem childlike/doesn't feel suitable for children	4%	0%	8%	0%	0%	0%	0%	0%	0%	0%	2%	0%	4%	0%	0%
<b>OTHER</b>	20%	9%	13%	33%	40%	26%	0%	30%	29%	33%	20%	0%	12%	56%	25%
Unappealing pictures/dislike the pictures used (GENERAL)	4%	0%	4%	0%	10%	18%	0%	17%	29%	17%	10%	0%	8%	33%	0%
Dislike it/doesn't look good/unappealing packaging (GENERAL)	16%	9%	8%	33%	30%	8%	0%	13%	0%	17%	10%	0%	4%	22%	25%
Other	0%	0%	0%	0%	0%	6%	14%	4%	7%	0%	4%	0%	4%	0%	13%
None/nothing	4%	0%	0%	17%	10%	0%	0%	0%	0%	0%	4%	0%	4%	0%	13%
Refused	0%	0%	0%	0%	0%	2%	0%	4%	0%	0%	0%	0%	0%	0%	0%