FORDIS CONSULTING
Illuminating Market Research

PRODUCT RANKING

Based on the four products, rank the four you tried from your most to least preferred.

First choice ID Code _____
Second choice ID Code _____
Third choice ID Code _____
Fourth choice ID Code _____

Please explain why your TOP ranked choice is your favorite.

_____

_____

_____

_____

Please explain why your BOTTOM ranked choice is your LEAST preferred.

_____

_____

_____

_____

Date/Time _____ Group #: _____ First name/last initial: _____