

# SUMMARY OF SURVEY

## **SURVEY MONKEY (Sharper Image) SUMMARY**

### **SURVEY MONKEY- summary by percentages of the answers to questions asked by the survey to the 100 subjects:**

QUESTION 1 - 68.31% think it's unique

Question 2- 62.37% need with  
38.61% very need

Question 3 - 54.15% likely to buy with  
nearly 12% very likely

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Question 4- What they LIKE about it-  
20 bad things - 80 good things

Question 5- What they DISLIKED-  
About 30 actual 'bad' or 'didn't need'  
comments. The rest were either 'liked an  
aspect' or so, or were mainly not crazy  
about the look, but otherwise OK  
comments.

Question 6- PRICE TO PAY- all willing to  
pay 19.99 or above, except for 23%. And  
24% would pay \$25 thru as much as  
\$39.99

Question 7- 55% would share to some  
degree on social media while 37% do not  
even share on social media at all.

Question 8- 47.47% say this product is  
better or much better than comparable,  
and about 46% say about the same.  
Very negligible % said it's worse

Question 9- making product better-  
21 out of 68 mostly constructive very few  
bad comments at all.

Question 10- 72% say somewhat to alot  
'wow', with 16% very WOW  
29% not so wow

Question 11- 84% say credible, 16% say  
little or no credibility

Question 12- Nearly even split on whether  
one or a family member uses readers  
glasses

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Question 13- Most people do not like  
giving out their email address as a general  
rule, as they are way overwhelmed daily as  
is with incoming emails. I would think this  
would be an expected response.

Question 14-19 are more demographics  
are not opinion related.

It appears the survey is significantly  
favorable overall.