Q1: Which flavor of ice cream is your favorite? Other (please specify) Pistachio

Q2: Which flavor of ice cream is your least favorite? Strawberry

Q3: Which of the below flavors of ice cream do you like? Chocolate, Mint chocolate chip

Q4: Which flavor of ice cream is the favorite for each member of your family?
Mother: Vanilla
Father: Strawberry
Brother: Chocolate
Sister: Strawberry

Q5: Rank the following ice cream flavors. (Drag and drop them in order of preference.)
Vanilla ice cream: 2
Chocolate ice cream: 3
Strawberry ice cream: 1

Q6: What is your favorite ice cream brand? So Many Scoops
Q8: Does this picture make you hungry for ice cream?

I don't know
PAGE 1: Multiple Choice

Q1: Which flavor of ice cream is your favorite?  
   Vanilla

PAGE 2: Dropdown

Q2: Which flavor of ice cream is your least favorite?  
   Strawberry

PAGE 3: Multiple Choice (allow more than one answer)

Q3: Which of the below flavors of ice cream do you like?  
   Chocolate, Vanilla, Strawberry, Pistachio, Mint chocolate chip, Salted caramel

PAGE 4: Matrix

Q4: Which flavor of ice cream is the favorite for each member of your family?  
<table>
<thead>
<tr>
<th>Mother</th>
<th>Father</th>
<th>Brother</th>
<th>Sister</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

PAGE 5: Ranking

Q5: Rank the following ice cream flavors. (Drag and drop them in order of preference.)  
<table>
<thead>
<tr>
<th>Flavor</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vanilla ice cream</td>
<td>2</td>
</tr>
<tr>
<td>Chocolate ice cream</td>
<td>1</td>
</tr>
<tr>
<td>Strawberry ice cream</td>
<td>3</td>
</tr>
</tbody>
</table>

PAGE 6: Single Textbox

Q6: What is your favorite ice cream brand?  
   Sir Scoops A Lot

PAGE 7: Image A/B Test (with a Multiple Choice question)
Q7: Ice Cream

Q8: Does this picture make you hungry for ice cream?

Yes
Q1: Which flavor of ice cream is your favorite? Strawberry

Q2: Which flavor of ice cream is your least favorite? Strawberry

Q3: Which of the below flavors of ice cream do you like? Chocolate, Cake batter, Bubblegum, Salted caramel

Q4: Which flavor of ice cream is the favorite for each member of your family?
Mother: Chocolate
Father: Strawberry
Brother: Vanilla
Sister: Vanilla

Q5: Rank the following ice cream flavors. (Drag and drop them in order of preference.)
Vanilla ice cream: 3
Chocolate ice cream: 1
Strawberry ice cream: 2

Q6: What is your favorite ice cream brand? Cream of Ice
Q7: Ice Cream

Q8: Does this picture make you hungry for ice cream? Yes
Q1: Which flavor of ice cream is your favorite?
I don't like ice cream

Q2: Which flavor of ice cream is your least favorite?
Chocolate

Q3: Which of the below flavors of ice cream do you like?
Chocolate, Vanilla, Mint chocolate chip, Bubblegum

Q4: Which flavor of ice cream is the favorite for each member of your family?
Mother: Strawberry
Father: Chocolate
Brother: Vanilla
Sister: Chocolate

Q5: Rank the following ice cream flavors. (Drag and drop them in order of preference.)
Vanilla ice cream: 1
Chocolate ice cream: 2
Strawberry ice cream: 3

Q6: What is your favorite ice cream brand?
Frozen Dream
Q7: Ice Cream

Q8: Does this picture make you hungry for ice cream?  I don't know
PAGE 1: Multiple Choice

Q1: Which flavor of ice cream is your favorite?
   Chocolate

PAGE 2: Dropdown

Q2: Which flavor of ice cream is your least favorite?
   Chocolate

PAGE 3: Multiple Choice (allow more than one answer)

Q3: Which of the below flavors of ice cream do you like?
   Chocolate, Pistachio, Mint chocolate chip, Bubblegum

PAGE 4: Matrix

Q4: Which flavor of ice cream is the favorite for each member of your family?

<table>
<thead>
<tr>
<th>Member</th>
<th>Favorite Flavor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mother</td>
<td>Chocolate</td>
</tr>
<tr>
<td>Father</td>
<td>Strawberry</td>
</tr>
<tr>
<td>Brother</td>
<td>Other</td>
</tr>
<tr>
<td>Sister</td>
<td>Chocolate</td>
</tr>
</tbody>
</table>

PAGE 5: Ranking

Q5: Rank the following ice cream flavors. (Drag and drop them in order of preference.)

<table>
<thead>
<tr>
<th>Ice Cream Flavor</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vanilla ice cream</td>
<td>1</td>
</tr>
<tr>
<td>Chocolate ice cream</td>
<td>3</td>
</tr>
<tr>
<td>Strawberry ice cream</td>
<td>2</td>
</tr>
</tbody>
</table>

PAGE 6: Single Textbox

Q6: What is your favorite ice cream brand?
   Ice Dream

PAGE 7: Image A/B Test (with a Multiple Choice question)
Q7: Ice Cream

Q8: Does this picture make you hungry for ice cream? Yes
Q1: Which flavor of ice cream is your favorite?  Chocolate

Q2: Which flavor of ice cream is your least favorite?  Strawberry

Q3: Which of the below flavors of ice cream do you like?  Chocolate, Vanilla, Strawberry, Salted caramel

Q4: Which flavor of ice cream is the favorite for each member of your family?
- Mother: Vanilla
- Father: Chocolate
- Brother: Vanilla
- Sister: Strawberry

Q5: Rank the following ice cream flavors. (Drag and drop them in order of preference.)
- Vanilla ice cream: 1
- Chocolate ice cream: 2
- Strawberry ice cream: 3

Q6: What is your favorite ice cream brand?  Mrs. Ice Cream
Q7:

Q8: Does this picture make you hungry for ice cream?  Yes
Q1: Which flavor of ice cream is your favorite?  
Strawberry

Q2: Which flavor of ice cream is your least favorite?  
Chocolate

Q3: Which of the below flavors of ice cream do you like?  
Strawberry, Cake batter, Rocky road

Q4: Which flavor of ice cream is the favorite for each member of your family?

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Mother</td>
<td>Vanilla</td>
</tr>
<tr>
<td>Father</td>
<td>Other</td>
</tr>
<tr>
<td>Brother</td>
<td>Other</td>
</tr>
<tr>
<td>Sister</td>
<td>Strawberry</td>
</tr>
</tbody>
</table>

Q5: Rank the following ice cream flavors. (Drag and drop them in order of preference.)

<table>
<thead>
<tr>
<th>Ice Cream Flavor</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vanilla ice cream</td>
<td>1</td>
</tr>
<tr>
<td>Chocolate ice cream</td>
<td>3</td>
</tr>
<tr>
<td>Strawberry ice cream</td>
<td>2</td>
</tr>
</tbody>
</table>

Q6: What is your favorite ice cream brand?  
Mrs. Ice Cream
Q7: 

Q8: Does this picture make you hungry for ice cream?  

Yes
Q1: Which flavor of ice cream is your favorite?
   Other (please specify) Mint choc chip

Q2: Which flavor of ice cream is your least favorite?
   Vanilla

Q3: Which of the below flavors of ice cream do you like?
   Chocolate, Pistachio, Bubblegum, Salted caramel

Q4: Which flavor of ice cream is the favorite for each member of your family?
   Mother: Other
   Father: Other
   Brother: Vanilla
   Sister: Other

Q5: Rank the following ice cream flavors. (Drag and drop them in order of preference.)
   - Vanilla ice cream: 3
   - Chocolate ice cream: 2
   - Strawberry ice cream: 1

Q6: What is your favorite ice cream brand?
   Mr. Froyo
Q7: Does this picture make you hungry for ice cream?

No
Q1: Which flavor of ice cream is your favorite?  
Strawberry

Q2: Which flavor of ice cream is your least favorite?  
Chocolate

Q3: Which of the below flavors of ice cream do you like?  
Chocolate, Pistachio, Rocky road, Bubblegum, Salted caramel

Q4: Which flavor of ice cream is the favorite for each member of your family?  
Mother: Vanilla  
Father: Vanilla  
Brother: Other  
Sister: Other

Q5: Rank the following ice cream flavors. (Drag and drop them in order of preference.)  
Vanilla ice cream 2  
Chocolate ice cream 1  
Strawberry ice cream 3

Q6: What is your favorite ice cream brand?  
I dunno
Q7:

Q8: Does this picture make you hungry for ice cream?  I don't know
PAGE 1: Multiple Choice

Q1: Which flavor of ice cream is your favorite? Chocolate

PAGE 2: Dropdown

Q2: Which flavor of ice cream is your least favorite? Vanilla

PAGE 3: Multiple Choice (allow more than one answer)

Q3: Which of the below flavors of ice cream do you like? Chocolate, Vanilla, Strawberry, Pistachio, Cake batter, Mint chocolate chip, Rocky road, Salted caramel

PAGE 4: Matrix

Q4: Which flavor of ice cream is the favorite for each member of your family?

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Mother</td>
<td>Strawberry</td>
</tr>
<tr>
<td>Father</td>
<td>Other</td>
</tr>
<tr>
<td>Brother</td>
<td>Other</td>
</tr>
<tr>
<td>Sister</td>
<td>Chocolate</td>
</tr>
</tbody>
</table>

PAGE 5: Ranking

Q5: Rank the following ice cream flavors. (Drag and drop them in order of preference.)

<table>
<thead>
<tr>
<th>Ice Cream Flavor</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vanilla ice cream</td>
<td>2</td>
</tr>
<tr>
<td>Chocolate ice cream</td>
<td>1</td>
</tr>
<tr>
<td>Strawberry ice cream</td>
<td>3</td>
</tr>
</tbody>
</table>

PAGE 6: Single Textbox

Q6: What is your favorite ice cream brand? I don't know

PAGE 7: Image A/B Test (with a Multiple Choice question)
Q8: Does this picture make you hungry for ice cream?  Yes
Q1: Which flavor of ice cream is your favorite?  
Strawberry

Q2: Which flavor of ice cream is your least favorite?  
Strawberry

Q3: Which of the below flavors of ice cream do you like?  
Chocolate, Vanilla, Cake batter, Mint chocolate chip, Bubblegum

Q4: Which flavor of ice cream is the favorite for each member of your family?  
Mother: Strawberry  
Father: Other  
Brother: Other  
Sister: Other

Q5: Rank the following ice cream flavors. (Drag and drop them in order of preference.)  
Vanilla ice cream: 3  
Chocolate ice cream: 2  
Strawberry ice cream: 1

Q6: What is your favorite ice cream brand?  
Dunno

PAGE 7: Image A/B Test (with a Multiple Choice question)
Q7:

Q8: Does this picture make you hungry for ice cream?  Yes
Q1: Which flavor of ice cream is your favorite?  
Vanilla

Q2: Which flavor of ice cream is your least favorite?  
Strawberry

Q3: Which of the below flavors of ice cream do you like?  
Chocolate, Vanilla, Strawberry, Pistachio, Cake batter, Rocky road

Q4: Which flavor of ice cream is the favorite for each member of your family?  
Mother: Chocolate, Father: Vanilla, Brother: Chocolate, Sister: Other

Q5: Rank the following ice cream flavors. (Drag and drop them in order of preference.)  
Vanilla ice cream: 3, Chocolate ice cream: 1, Strawberry ice cream: 2

Q6: What is your favorite ice cream brand?  
Ice Dream
Q8: Does this picture make you hungry for ice cream?  
Yes
Q1: Which flavor of ice cream is your favorite?  
Vanilla

Q2: Which flavor of ice cream is your least favorite?  
Strawberry

Q3: Which of the below flavors of ice cream do you like?  
Chocolate, Vanilla, Strawberry, Pistachio, Bubblegum

Q4: Which flavor of ice cream is the favorite for each member of your family?
- Mother: Vanilla
- Father: Chocolate
- Brother: Other
- Sister: Strawberry

Q5: Rank the following ice cream flavors. (Drag and drop them in order of preference.)
- Vanilla ice cream: 3
- Chocolate ice cream: 2
- Strawberry ice cream: 1

Q6: What is your favorite ice cream brand?  
Don't have one

PAGE 7: Image A/B Test (with a Multiple Choice question)
Q8: Does this picture make you hungry for ice cream? No
PAGE 1: Multiple Choice

Q1: Which flavor of ice cream is your favorite?  
Strawberry

PAGE 2: Dropdown

Q2: Which flavor of ice cream is your least favorite?  
Vanilla

PAGE 3: Multiple Choice (allow more than one answer)

Q3: Which of the below flavors of ice cream do you like?  
Chocolate, Vanilla, Strawberry, Cake batter, Bubblegum, Salted caramel

PAGE 4: Matrix

Q4: Which flavor of ice cream is the favorite for each member of your family?

- Mother: Vanilla
- Father: Other
- Brother: Vanilla
- Sister: Vanilla

PAGE 5: Ranking

Q5: Rank the following ice cream flavors. (Drag and drop them in order of preference.)

- Vanilla ice cream: 2
- Chocolate ice cream: 3
- Strawberry ice cream: 1

PAGE 6: Single Textbox

Q6: What is your favorite ice cream brand?  
Mrs. Ice Cream

PAGE 7: Image A/B Test (with a Multiple Choice question)
Q7: Ice Cream

Q8: Does this picture make you hungry for ice cream? I don't know
PAGE 1: Multiple Choice

Q1: Which flavor of ice cream is your favorite?  Vanilla

PAGE 2: Dropdown

Q2: Which flavor of ice cream is your least favorite?  Chocolate

PAGE 3: Multiple Choice (allow more than one answer)

Q3: Which of the below flavors of ice cream do you like?  Pistachio, Cake batter

PAGE 4: Matrix

Q4: Which flavor of ice cream is the favorite for each member of your family?

<table>
<thead>
<tr>
<th></th>
<th>Mother</th>
<th>Father</th>
<th>Brother</th>
<th>Sister</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other</td>
<td></td>
<td>Vanilla</td>
<td>Chocolate</td>
<td></td>
</tr>
</tbody>
</table>

PAGE 5: Ranking

Q5: Rank the following ice cream flavors. (Drag and drop them in order of preference.)

<table>
<thead>
<tr>
<th>Ice Cream Flavor</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vanilla ice cream</td>
<td>1</td>
</tr>
<tr>
<td>Chocolate ice cream</td>
<td>3</td>
</tr>
<tr>
<td>Strawberry ice cream</td>
<td>2</td>
</tr>
</tbody>
</table>

PAGE 6: Single Textbox

Q6: What is your favorite ice cream brand?  Scooplicious

PAGE 7: Image A/B Test (with a Multiple Choice question)
Q8: Does this picture make you hungry for ice cream?  
No
PAGE 1: Multiple Choice

Q1: Which flavor of ice cream is your favorite?  
Vanilla

PAGE 2: Dropdown

Q2: Which flavor of ice cream is your least favorite?  
Chocolate

PAGE 3: Multiple Choice (allow more than one answer)

Q3: Which of the below flavors of ice cream do you like?  
Pistachio, Bubblegum

PAGE 4: Matrix

Q4: Which flavor of ice cream is the favorite for each member of your family?

<table>
<thead>
<tr>
<th></th>
<th>Mother</th>
<th>Father</th>
<th>Brother</th>
<th>Sister</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Other</td>
<td>Other</td>
<td>Chocolate</td>
<td>Other</td>
</tr>
</tbody>
</table>

PAGE 5: Ranking

Q5: Rank the following ice cream flavors. (Drag and drop them in order of preference.)

<table>
<thead>
<tr>
<th>Flavor</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vanilla ice cream</td>
<td>3</td>
</tr>
<tr>
<td>Chocolate ice cream</td>
<td>2</td>
</tr>
<tr>
<td>Strawberry ice cream</td>
<td>1</td>
</tr>
</tbody>
</table>

PAGE 6: Single Textbox

Q6: What is your favorite ice cream brand?  
USA Ice Cream

PAGE 7: Image A/B Test (with a Multiple Choice question)
Q7: I don't know

Q8: Does this picture make you hungry for ice cream? I don't know
Q1: Which flavor of ice cream is your favorite?  I don't like ice cream

Q2: Which flavor of ice cream is your least favorite?  Vanilla

Q3: Which of the below flavors of ice cream do you like?  Chocolate, Strawberry, Cake batter, Mint chocolate chip, Bubblegum, Salted caramel

Q4: Which flavor of ice cream is the favorite for each member of your family?
   - Mother: Chocolate
   - Father: Strawberry
   - Brother: Strawberry
   - Sister: Chocolate

Q5: Rank the following ice cream flavors. (Drag and drop them in order of preference.)
   - Vanilla ice cream: 3
   - Chocolate ice cream: 2
   - Strawberry ice cream: 1

Q6: What is your favorite ice cream brand?  La glace francaise
Q8: Does this picture make you hungry for ice cream?  No
PAGE 1: Multiple Choice

Q1: Which flavor of ice cream is your favorite?  
Vanilla

PAGE 2: Dropdown

Q2: Which flavor of ice cream is your least favorite?  
Chocolate

PAGE 3: Multiple Choice (allow more than one answer)

Q3: Which of the below flavors of ice cream do you like?  
Chocolate, Vanilla, Strawberry, Pistachio, Cake batter, Mint chocolate chip, Bubblegum

PAGE 4: Matrix

Q4: Which flavor of ice cream is the favorite for each member of your family?

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Mother</td>
<td>Chocolate</td>
</tr>
<tr>
<td>Father</td>
<td>Other</td>
</tr>
<tr>
<td>Brother</td>
<td>Strawberry</td>
</tr>
<tr>
<td>Sister</td>
<td>Vanilla</td>
</tr>
</tbody>
</table>

PAGE 5: Ranking

Q5: Rank the following ice cream flavors. (Drag and drop them in order of preference.)

<table>
<thead>
<tr>
<th>Flavor</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vanilla ice cream</td>
<td>1</td>
</tr>
<tr>
<td>Chocolate ice cream</td>
<td>2</td>
</tr>
<tr>
<td>Strawberry ice cream</td>
<td>3</td>
</tr>
</tbody>
</table>

PAGE 6: Single Textbox

Q6: What is your favorite ice cream brand?  
Favorite ice cream

PAGE 7: Image A/B Test (with a Multiple Choice question)
Q7:

Q8: Does this picture make you hungry for ice cream?  
I don't know
Q1: Which flavor of ice cream is your favorite?
- Caramel

Q2: Which flavor of ice cream is your least favorite?
- Vanilla

Q3: Which of the below flavors of ice cream do you like?
- Chocolate, Mint chocolate chip, Rocky road

Q4: Which flavor of ice cream is the favorite for each member of your family?
- Mother: Strawberry
- Father: Vanilla
- Brother: Chocolate
- Sister: Other

Q5: Rank the following ice cream flavors. (Drag and drop them in order of preference.)
- Vanilla ice cream: 3
- Chocolate ice cream: 1
- Strawberry ice cream: 2

Q6: What is your favorite ice cream brand?
- So Many Scoops
Q7: Ice Cream

Q8: Does this picture make you hungry for ice cream? No
Q1: Which flavor of ice cream is your favorite? I don't like ice cream

Q2: Which flavor of ice cream is your least favorite? Vanilla

Q3: Which of the below flavors of ice cream do you like? Strawberry, Cake batter, Rocky road, Bubblegum

Q4: Which flavor of ice cream is the favorite for each member of your family?
   - Mother: Other
   - Father: Chocolate
   - Brother: Chocolate
   - Sister: Strawberry

Q5: Rank the following ice cream flavors. (Drag and drop them in order of preference.)
   - Vanilla ice cream: 1
   - Chocolate ice cream: 2
   - Strawberry ice cream: 3

Q6: What is your favorite ice cream brand? Sir Scoops A Lot
Q7:

Q8: Does this picture make you hungry for ice cream?  Yes
PAGE 1: Multiple Choice

Q1: Which flavor of ice cream is your favorite?  
Vanilla

PAGE 2: Dropdown

Q2: Which flavor of ice cream is your least favorite?  
Chocolate

PAGE 3: Multiple Choice (allow more than one answer)

Q3: Which of the below flavors of ice cream do you like?  
Chocolate, Pistachio, Bubblegum

PAGE 4: Matrix

Q4: Which flavor of ice cream is the favorite for each member of your family?

<table>
<thead>
<tr>
<th></th>
<th>Vanilla</th>
<th>Chocolate</th>
<th>Vanilla</th>
<th>Strawbery</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mother</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Father</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brother</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sister</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

PAGE 5: Ranking

Q5: Rank the following ice cream flavors. (Drag and drop them in order of preference.)

<table>
<thead>
<tr>
<th>Ice Cream Flavor</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vanilla ice cream</td>
<td>2</td>
</tr>
<tr>
<td>Chocolate ice cream</td>
<td>3</td>
</tr>
<tr>
<td>Strawberry ice cream</td>
<td>1</td>
</tr>
</tbody>
</table>

PAGE 6: Single Textbox

Q6: What is your favorite ice cream brand?  
Frozen Dream

PAGE 7: Image A/B Test (with a Multiple Choice question)
Q7:

Q8: Does this picture make you hungry for ice cream?  

No
PAGE 1: Multiple Choice

Q1: Which flavor of ice cream is your favorite? Chocolate

PAGE 2: Dropdown

Q2: Which flavor of ice cream is your least favorite? Strawberry

PAGE 3: Multiple Choice (allow more than one answer)

Q3: Which of the below flavors of ice cream do you like? Chocolate, Vanilla, Strawberry, Pistachio, Mint chocolate chip, Rocky road, Salted caramel

PAGE 4: Matrix

Q4: Which flavor of ice cream is the favorite for each member of your family?

<table>
<thead>
<tr>
<th>Member</th>
<th>Favorite Ice Cream</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mother</td>
<td>Other</td>
</tr>
<tr>
<td>Father</td>
<td>Chocolate</td>
</tr>
<tr>
<td>Brother</td>
<td>Vanilla</td>
</tr>
<tr>
<td>Sister</td>
<td>Chocolate</td>
</tr>
</tbody>
</table>

PAGE 5: Ranking

Q5: Rank the following ice cream flavors. (Drag and drop them in order of preference.)

<table>
<thead>
<tr>
<th>Ice Cream Flavor</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vanilla ice cream</td>
<td>2</td>
</tr>
<tr>
<td>Chocolate ice cream</td>
<td>3</td>
</tr>
<tr>
<td>Strawberry ice cream</td>
<td>1</td>
</tr>
</tbody>
</table>

PAGE 6: Single Textbox

Q6: What is your favorite ice cream brand? So Many Scoops

PAGE 7: Image A/B Test (with a Multiple Choice question)
Q8: Does this picture make you hungry for ice cream? Yes
Q1: Which flavor of ice cream is your favorite? I don't like ice cream

Q2: Which flavor of ice cream is your least favorite? Strawberry

Q3: Which of the below flavors of ice cream do you like? Chocolate, Strawberry, Bubblegum

Q4: Which flavor of ice cream is the favorite for each member of your family?
Mother: Vanilla
Father: Other
Brother: Other
Sister: Strawberry

Q5: Rank the following ice cream flavors. (Drag and drop them in order of preference.)
Vanilla ice cream: 1
Chocolate ice cream: 2
Strawberry ice cream: 3

Q6: What is your favorite ice cream brand? None
Q7:

Q8: Does this picture make you hungry for ice cream?  No
Q1: Which flavor of ice cream is your favorite? Vanilla

Q2: Which flavor of ice cream is your least favorite? Strawberry

Q3: Which of the below flavors of ice cream do you like? Chocolate, Vanilla, Rocky road, Bubblegum

Q4: Which flavor of ice cream is the favorite for each member of your family?
   - Mother: Vanilla
   - Father: Strawberry
   - Brother: Strawberry
   - Sister: Vanilla

Q5: Rank the following ice cream flavors. (Drag and drop them in order of preference.)
   - Vanilla ice cream: 2
   - Chocolate ice cream: 3
   - Strawberry ice cream: 1

Q6: What is your favorite ice cream brand? That's Really Nice Cream

PAGE 7: Image A/B Test (with a Multiple Choice question)
Q8: Does this picture make you hungry for ice cream?  Yes
Q1: Which flavor of ice cream is your favorite? Chocolate

Q2: Which flavor of ice cream is your least favorite? Vanilla

Q3: Which of the below flavors of ice cream do you like? Chocolate, Vanilla, Strawberry, Cake batter

Q4: Which flavor of ice cream is the favorite for each member of your family?
- Mother: Chocolate
- Father: Other
- Brother: Vanilla
- Sister: Chocolate

Q5: Rank the following ice cream flavors. (Drag and drop them in order of preference.)
- Vanilla ice cream: 3
- Chocolate ice cream: 1
- Strawberry ice cream: 2

Q6: What is your favorite ice cream brand? Cream of Ice
Q7: Ice Cream

Q8: Does this picture make you hungry for ice cream? Yes
Q1: Which flavor of ice cream is your favorite?  
Strawberry

Q2: Which flavor of ice cream is your least favorite?  
Vanilla

Q3: Which of the below flavors of ice cream do you like?  
Chocolate, Vanilla, Cake batter, Bubblegum, Salted caramel

Q4: Which flavor of ice cream is the favorite for each member of your family?
- Mother: Strawberry
- Father: Other
- Brother: Strawberry
- Sister: Chocolate

Q5: Rank the following ice cream flavors. (Drag and drop them in order of preference.)
- Vanilla ice cream: 3
- Chocolate ice cream: 2
- Strawberry ice cream: 1

Q6: What is your favorite ice cream brand?  
That’s Really Nice Cream
Q8: Does this picture make you hungry for ice cream?  Yes
#27

Collector: Pyramid Responder (Web Link)
Started: Friday, April 18, 2014 1:24:29 PM
Last Modified: Friday, April 18, 2014 2:37:50 PM
Time Spent: 01:13:21
IP Address: 64.74.209.2

PAGE 1: Multiple Choice

Q1: Which flavor of ice cream is your favorite? Vanilla

PAGE 2: Dropdown

Q2: Which flavor of ice cream is your least favorite? Strawberry

PAGE 3: Multiple Choice (allow more than one answer)

Q3: Which of the below flavors of ice cream do you like? Vanilla

PAGE 4: Matrix

Q4: Which flavor of ice cream is the favorite for each member of your family?
   Mother: Vanilla
   Father: Other
   Brother: Chocolate
   Sister: Strawberry

PAGE 5: Ranking

Q5: Rank the following ice cream flavors. (Drag and drop them in order of preference.)
   Vanilla ice cream: 1
   Chocolate ice cream: 2
   Strawberry ice cream: 3

PAGE 6: Single Textbox

Q6: What is your favorite ice cream brand? None

PAGE 7: Image A/B Test (with a Multiple Choice question)
Q7: Ice Cream

Q8: Does this picture make you hungry for ice cream? Yes
Q1: Which flavor of ice cream is your favorite?  
Strawberry

Q2: Which flavor of ice cream is your least favorite?  
Chocolate

Q3: Which of the below flavors of ice cream do you like?  
Chocolate, Cake batter, Mint chocolate chip, Rocky road, Bubblegum

Q4: Which flavor of ice cream is the favorite for each member of your family?  
- Mother: Strawberry
- Father: Other
- Brother: Strawberry
- Sister: Other

Q5: Rank the following ice cream flavors. (Drag and drop them in order of preference.)  
- Vanilla ice cream: 2
- Chocolate ice cream: 1
- Strawberry ice cream: 3

Q6: What is your favorite ice cream brand?  
Don't know
Q7: Ice Cream

Q8: Does this picture make you hungry for ice cream? No
Q1: Which flavor of ice cream is your favorite? Mint

Q2: Which flavor of ice cream is your least favorite? Vanilla

Q3: Which of the below flavors of ice cream do you like? Mint chocolate chip, Bubblegum, Salted caramel

Q4: Which flavor of ice cream is the favorite for each member of your family?
- Mother: Strawberry
- Father: Vanilla
- Brother: Strawberry
- Sister: Vanilla

Q5: Rank the following ice cream flavors. (Drag and drop them in order of preference.)
- Vanilla ice cream: 1
- Chocolate ice cream: 3
- Strawberry ice cream: 2

Q6: What is your favorite ice cream brand? Not sure
Q7: Ice Cream

Q8: Does this picture make you hungry for ice cream?  I don't know
Q1: Which flavor of ice cream is your favorite?
I don't like ice cream

Q2: Which flavor of ice cream is your least favorite?
Chocolate

Q3: Which of the below flavors of ice cream do you like?
Chocolate, Pistachio, Cake batter

Q4: Which flavor of ice cream is the favorite for each member of your family?
- Mother: Chocolate
- Father: Other
- Brother: Chocolate
- Sister: Vanilla

Q5: Rank the following ice cream flavors. (Drag and drop them in order of preference.)
- Vanilla ice cream: 3
- Chocolate ice cream: 2
- Strawberry ice cream: 1

Q6: What is your favorite ice cream brand?
None
Q7: Does this picture make you hungry for ice cream?

Yes
Ice Cream

Q1: Which flavor of ice cream is your favorite?  
   Strawberry

Q2: Which flavor of ice cream is your least favorite?  
   Chocolate

Q3: Which of the below flavors of ice cream do you like?  
   Chocolate, Vanilla, Strawberry, Cake batter, Salted caramel

Q4: Which flavor of ice cream is the favorite for each member of your family?  
   Mother: Vanilla  
   Father: Vanilla  
   Brother: Vanilla  
   Sister: Chocolate

Q5: Rank the following ice cream flavors. (Drag and drop them in order of preference.)  
   Vanilla ice cream: 2  
   Chocolate ice cream: 3  
   Strawberry ice cream: 1

Q6: What is your favorite ice cream brand?  
   I don't know
Q8: Does this picture make you hungry for ice cream?  Yes
Q1: Which flavor of ice cream is your favorite? Chocolate

Q2: Which flavor of ice cream is your least favorite? Chocolate

Q3: Which of the below flavors of ice cream do you like? Chocolate, Vanilla, Strawberry, Mint chocolate chip, Rocky road

Q4: Which flavor of ice cream is the favorite for each member of your family?
   - Mother: Vanilla
   - Father: Vanilla
   - Brother: Strawberry
   - Sister: Vanilla

Q5: Rank the following ice cream flavors. (Drag and drop them in order of preference.)
   - Vanilla ice cream: 1
   - Chocolate ice cream: 3
   - Strawberry ice cream: 2

Q6: What is your favorite ice cream brand? Sir Scoops A Lot
Q7: Ice Cream

Q8: Does this picture make you hungry for ice cream?

I don't know
Q1: Which flavor of ice cream is your favorite?  
Vanilla

Q2: Which flavor of ice cream is your least favorite?  
Chocolate

Q3: Which of the below flavors of ice cream do you like?  
Chocolate, Rocky road

Q4: Which flavor of ice cream is the favorite for each member of your family?  
Mother: Other  
Father: Other  
Brother: Vanilla  
Sister: Other

Q5: Rank the following ice cream flavors. (Drag and drop them in order of preference.)  
Vanilla ice cream: 3  
Chocolate ice cream: 1  
Strawberry ice cream: 2

Q6: What is your favorite ice cream brand?  
None

Q7: Image A/B Test (with a Multiple Choice question)
Q8: Does this picture make you hungry for ice cream?  
Yes
ICE CREAM

Q1: Which flavor of ice cream is your favorite?  I don't like ice cream

Q2: Which flavor of ice cream is your least favorite?  Vanilla

Q3: Which of the below flavors of ice cream do you like?  Cake batter, Mint chocolate chip, Rocky road, Bubblegum

Q4: Which flavor of ice cream is the favorite for each member of your family?

<table>
<thead>
<tr>
<th>Family</th>
<th>Flavor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mother</td>
<td>Strawberry</td>
</tr>
<tr>
<td>Father</td>
<td>Strawberry</td>
</tr>
<tr>
<td>Brother</td>
<td>Vanilla</td>
</tr>
<tr>
<td>Sister</td>
<td>Other</td>
</tr>
</tbody>
</table>

Q5: Rank the following ice cream flavors. (Drag and drop them in order of preference.)

<table>
<thead>
<tr>
<th>Ice Cream Flavor</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vanilla ice cream</td>
<td>1</td>
</tr>
<tr>
<td>Chocolate ice cream</td>
<td>2</td>
</tr>
<tr>
<td>Strawberry ice cream</td>
<td>3</td>
</tr>
</tbody>
</table>

Q6: What is your favorite ice cream brand?  That's Really Nice Cream
Q8: Does this picture make you hungry for ice cream?  Yes
Q1: Which flavor of ice cream is your favorite?  
Chocolate

Q2: Which flavor of ice cream is your least favorite?  
Strawberry

Q3: Which of the below flavors of ice cream do you like?  
Chocolate, Vanilla, Cake batter

Q4: Which flavor of ice cream is the favorite for each member of your family?
Mother: Vanilla  
Father: Chocolate  
Brother: Other  
Sister: Chocolate

Q5: Rank the following ice cream flavors. (Drag and drop them in order of preference.)
Vanilla ice cream: 2  
Chocolate ice cream: 3  
Strawberry ice cream: 1

Q6: What is your favorite ice cream brand?  
Not sure

PAGE 7: Image A/B Test (with a Multiple Choice question)
Q8: Does this picture make you hungry for ice cream?  Yes
**Ice Cream**

Q1: Which flavor of ice cream is your favorite?  
Other (please specify) Grape

Q2: Which flavor of ice cream is your least favorite?  
Strawberry

Q3: Which of the below flavors of ice cream do you like?  
Vanilla, Strawberry, Cake batter, Mint chocolate chip

Q4: Which flavor of ice cream is the favorite for each member of your family?  
Mother: Other  
Father: Vanilla  
Brother: Strawberry  
Sister: Other

Q5: Rank the following ice cream flavors. (Drag and drop them in order of preference.)  
Vanilla ice cream 2  
Chocolate ice cream 3  
Strawberry ice cream 1

Q6: What is your favorite ice cream brand?  
Don't have one

PAGE 7: Image A/B Test (with a Multiple Choice question)
Q7:

Q8: Does this picture make you hungry for ice cream? I don't know
Q1: Which flavor of ice cream is your favorite?  
   Vanilla

Q2: Which flavor of ice cream is your least favorite?  
   Vanilla

Q3: Which of the below flavors of ice cream do you like?  
   Strawberry, Cake batter, Mint chocolate chip

Q4: Which flavor of ice cream is the favorite for each member of your family?

<table>
<thead>
<tr>
<th>Mother</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Father</td>
<td>Strawberry</td>
</tr>
<tr>
<td>Brother</td>
<td>Chocolate</td>
</tr>
<tr>
<td>Sister</td>
<td>Strawberry</td>
</tr>
</tbody>
</table>

Q5: Rank the following ice cream flavors. (Drag and drop them in order of preference.)

   | Vanilla ice cream | 2 |
   | Chocolate ice cream | 1 |
   | Strawberry ice cream | 3 |

Q6: What is your favorite ice cream brand?  
   Respondent skipped this question
Q8: Does this picture make you hungry for ice cream?  No
PAGE 1: Multiple Choice

Q1: Which flavor of ice cream is your favorite? Chocolate

PAGE 2: Dropdown

Q2: Which flavor of ice cream is your least favorite? Vanilla

PAGE 3: Multiple Choice (allow more than one answer)

Q3: Which of the below flavors of ice cream do you like? Vanilla, Strawberry, Cake batter, Mint chocolate chip, Rocky road, Bubblegum

PAGE 4: Matrix

Q4: Which flavor of ice cream is the favorite for each member of your family?

<table>
<thead>
<tr>
<th>Member</th>
<th>Flavor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mother</td>
<td>Strawberry</td>
</tr>
<tr>
<td>Father</td>
<td>Chocolate</td>
</tr>
<tr>
<td>Brother</td>
<td>Vanilla</td>
</tr>
<tr>
<td>Sister</td>
<td>Other</td>
</tr>
</tbody>
</table>

PAGE 5: Ranking

Q5: Rank the following ice cream flavors. (Drag and drop them in order of preference.)

<table>
<thead>
<tr>
<th>Ice Cream Flavor</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vanilla ice cream</td>
<td>2</td>
</tr>
<tr>
<td>Chocolate ice cream</td>
<td>3</td>
</tr>
<tr>
<td>Strawberry ice cream</td>
<td>1</td>
</tr>
</tbody>
</table>

PAGE 6: Single Textbox

Q6: What is your favorite ice cream brand? Respondent skipped this question

PAGE 7: Image A/B Test (with a Multiple Choice question)
Q7: Ice Cream

Q8: Does this picture make you hungry for ice cream?  I don't know
Q1: Which flavor of ice cream is your favorite?
- Other (please specify)
- Not sure

Q2: Which flavor of ice cream is your least favorite?
- Vanilla

Q3: Which of the below flavors of ice cream do you like?
- Vanilla, Mint chocolate chip, Rocky road, Bubblegum, Salted caramel

Q4: Which flavor of ice cream is the favorite for each member of your family?

<table>
<thead>
<tr>
<th>Member</th>
<th>Favorite Flavor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mother</td>
<td>Strawberry</td>
</tr>
<tr>
<td>Father</td>
<td>Vanilla</td>
</tr>
<tr>
<td>Brother</td>
<td>Chocolate</td>
</tr>
<tr>
<td>Sister</td>
<td>Chocolate</td>
</tr>
</tbody>
</table>

Q5: Rank the following ice cream flavors. (Drag and drop them in order of preference.)

<table>
<thead>
<tr>
<th>Flavor</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vanilla ice cream</td>
<td>3</td>
</tr>
<tr>
<td>Chocolate ice cream</td>
<td>1</td>
</tr>
<tr>
<td>Strawberry ice cream</td>
<td>2</td>
</tr>
</tbody>
</table>

Q6: What is your favorite ice cream brand?
- Respondent skipped this question

PAGE 7: Image A/B Test (with a Multiple Choice question)
Q8: Does this picture make you hungry for ice cream? No
Q1: Which flavor of ice cream is your favorite? Chocolate

Q2: Which flavor of ice cream is your least favorite? Vanilla

Q3: Which of the below flavors of ice cream do you like? Strawberry, Bubblegum

Q4: Which flavor of ice cream is the favorite for each member of your family?
   - Mother: Strawberry
   - Father: Other
   - Brother: Vanilla
   - Sister: Chocolate

Q5: Rank the following ice cream flavors. (Drag and drop them in order of preference.)
   - Vanilla ice cream: 1
   - Chocolate ice cream: 3
   - Strawberry ice cream: 2

Q6: What is your favorite ice cream brand? Yummy
Q7:

Q8: Does this picture make you hungry for ice cream?  Yes
Q1: Which flavor of ice cream is your favorite?
Other (please specify) Bubble gum

Q2: Which flavor of ice cream is your least favorite?
Strawberry

Q3: Which of the below flavors of ice cream do you like?
Pistachio, Cake batter, Salted caramel

Q4: Which flavor of ice cream is the favorite for each member of your family?
Mother: Strawberry
Father: Vanilla
Brother: Other
Sister: Vanilla

Q5: Rank the following ice cream flavors. (Drag and drop them in order of preference.)
Vanilla ice cream 2
Chocolate ice cream 1
Strawberry ice cream 3

Q6: What is your favorite ice cream brand?
Low fat
Q7:

Q8: Does this picture make you hungry for ice cream?  I don't know
Q1: Which flavor of ice cream is your favorite? Vanil-la

Q2: Which flavor of ice cream is your least favorite? Chocolate

Q3: Which of the below flavors of ice cream do you like? Chocolate, Vanilla, Strawberry, Rocky road, Salted caramel

Q4: Which flavor of ice cream is the favorite for each member of your family?

Mother: Vanilla
Father: Strawberry
Brother: Strawberry
Sister: Other

Q5: Rank the following ice cream flavors. (Drag and drop them in order of preference.)

Vanilla ice cream 1
Chocolate ice cream 2
Strawberry ice cream 3

Q6: What is your favorite ice cream brand? Presidential
Q7:

Q8: Does this picture make you hungry for ice cream?  Yes
Ice Cream

Q1: Which flavor of ice cream is your favorite? Other (please specify) Pie

Q2: Which flavor of ice cream is your least favorite? Strawberry

Q3: Which of the below flavors of ice cream do you like? Chocolate, Vanilla, Mint chocolate chip

Q4: Which flavor of ice cream is the favorite for each member of your family?
- Mother: Chocolate
- Father: Strawberry
- Brother: Vanilla
- Sister: Chocolate

Q5: Rank the following ice cream flavors. (Drag and drop them in order of preference.)
- Vanilla ice cream: 3
- Chocolate ice cream: 1
- Strawberry ice cream: 2

Q6: What is your favorite ice cream brand? Homemade

PAGE 7: Image A/B Test (with a Multiple Choice question)
Q8: Does this picture make you hungry for ice cream?

No
Q1: Which flavor of ice cream is your favorite?  
Strawberry

Q2: Which flavor of ice cream is your least favorite?  
Chocolate

Q3: Which of the below flavors of ice cream do you like?  
Chocolate, Cake batter, Salted caramel

Q4: Which flavor of ice cream is the favorite for each member of your family?
- Mother: Other
- Father: Chocolate
- Brother: Other
- Sister: Other

Q5: Rank the following ice cream flavors. (Drag and drop them in order of preference.)
- Vanilla ice cream: 2
- Chocolate ice cream: 1
- Strawberry ice cream: 3

Q6: What is your favorite ice cream brand?  
Respondent skipped this question
Ice Cream

Q7:

Q8: Does this picture make you hungry for ice cream?  I don't know
Q1: Which flavor of ice cream is your favorite? Other (please specify) Melon

Q2: Which flavor of ice cream is your least favorite? Vanilla

Q3: Which of the below flavors of ice cream do you like? Chocolate, Strawberry, Pistachio, Mint chocolate chip, Rocky road, Bubblegum, Salted caramel

Q4: Which flavor of ice cream is the favorite for each member of your family?
- Mother Other
- Father Vanilla
- Brother Strawberry
- Sister Other

Q5: Rank the following ice cream flavors. (Drag and drop them in order of preference.)
- Vanilla ice cream 3
- Chocolate ice cream 2
- Strawberry ice cream 1

Q6: What is your favorite ice cream brand? Sir Scoops A Lot
Q7: 

Q8: Does this picture make you hungry for ice cream?  
I don't know
PAGE 1: Multiple Choice

Q1: Which flavor of ice cream is your favorite?  I don't like ice cream

PAGE 2: Dropdown

Q2: Which flavor of ice cream is your least favorite?  Vanilla

PAGE 3: Multiple Choice (allow more than one answer)

Q3: Which of the below flavors of ice cream do you like?  Chocolate, Vanilla, Mint chocolate chip, Bubblegum, Salted caramel

PAGE 4: Matrix

Q4: Which flavor of ice cream is the favorite for each member of your family?

<table>
<thead>
<tr>
<th>Family</th>
<th>Flavor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mother</td>
<td>Strawberry</td>
</tr>
<tr>
<td>Father</td>
<td>Other</td>
</tr>
<tr>
<td>Brother</td>
<td>Other</td>
</tr>
<tr>
<td>Sister</td>
<td>Other</td>
</tr>
</tbody>
</table>

PAGE 5: Ranking

Q5: Rank the following ice cream flavors. (Drag and drop them in order of preference.)

<table>
<thead>
<tr>
<th>Flavor</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vanilla ice cream</td>
<td>3</td>
</tr>
<tr>
<td>Chocolate ice cream</td>
<td>2</td>
</tr>
<tr>
<td>Strawberry ice cream</td>
<td>1</td>
</tr>
</tbody>
</table>

PAGE 6: Single Textbox

Q6: What is your favorite ice cream brand?  Respondent skipped this question

PAGE 7: Image A/B Test (with a Multiple Choice question)
Q7: Ice Cream

Q8: Does this picture make you hungry for ice cream?  No
Q1: Which flavor of ice cream is your favorite?  
Strawberry

Q2: Which flavor of ice cream is your least favorite?  
Strawberry

Q3: Which of the below flavors of ice cream do you like?  
Cake batter, Mint chocolate chip, Rocky road, Bubblegum, Salted caramel

Q4: Which flavor of ice cream is the favorite for each member of your family?  
Mother: Chocolate  
Father: Other  
Brother: Strawberry  
Sister: Strawberry

Q5: Rank the following ice cream flavors. (Drag and drop them in order of preference.)  
Vanilla ice cream: 3  
Chocolate ice cream: 1  
Strawberry ice cream: 2

Q6: What is your favorite ice cream brand?  
Respondent skipped this question
Q8: Does this picture make you hungry for ice cream?  Yes
Q1: Which flavor of ice cream is your favorite?  
Chocolate

Q2: Which flavor of ice cream is your least favorite?  
Chocolate

Q3: Which of the below flavors of ice cream do you like?  
Vanilla, Rocky road, Salted caramel

Q4: Which flavor of ice cream is the favorite for each member of your family?
- Mother: Strawberry
- Father: Other
- Brother: Chocolate
- Sister: Vanilla

Q5: Rank the following ice cream flavors. (Drag and drop them in order of preference.)
- Vanilla ice cream: 2
- Chocolate ice cream: 3
- Strawberry ice cream: 1

Q6: What is your favorite ice cream brand?  
Respondent skipped this question
Q7: Ice Cream

Q8: Does this picture make you hungry for ice cream? No
Q1: Which flavor of ice cream is your favorite?  
Strawberry

Q2: Which flavor of ice cream is your least favorite?  
Vanilla

Q3: Which of the below flavors of ice cream do you like?  
Strawberry, Mint chocolate chip, Rocky road, Bubblegum

Q4: Which flavor of ice cream is the favorite for each member of your family?  

<table>
<thead>
<tr>
<th></th>
<th>Mother</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Vanilla</td>
</tr>
<tr>
<td>Father</td>
<td></td>
<td>Chocolate</td>
</tr>
<tr>
<td>Brother</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sister</td>
<td></td>
<td>Strawbery</td>
</tr>
</tbody>
</table>

Q5: Rank the following ice cream flavors. (Drag and drop them in order of preference.)

<table>
<thead>
<tr>
<th>Flavor</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vanilla ice cream</td>
<td>3</td>
</tr>
<tr>
<td>Chocolate ice cream</td>
<td>2</td>
</tr>
<tr>
<td>Strawberry ice cream</td>
<td>1</td>
</tr>
</tbody>
</table>

Q6: What is your favorite ice cream brand?  
Respondent skipped this question

PAGE 7: Image A/B Test (with a Multiple Choice question)
Q8: Does this picture make you hungry for ice cream?  
No
Q1: Which flavor of ice cream is your favorite? Strawberry

Q2: Which flavor of ice cream is your least favorite? Chocolate

Q3: Which of the below flavors of ice cream do you like? Strawberry, Pistachio, Cake batter, Rocky road, Salted caramel

Q4: Which flavor of ice cream is the favorite for each member of your family?
- Mother: Other
- Father: Other
- Brother: Strawberry
- Sister: Other

Q5: Rank the following ice cream flavors. (Drag and drop them in order of preference.)
- Vanilla ice cream: 2
- Chocolate ice cream: 3
- Strawberry ice cream: 1

Q6: What is your favorite ice cream brand? Ice Dream
Q8: Does this picture make you hungry for ice cream?  No