

Sign Research Foundation 2018-2019 Research Grant

Project Title: Consumer Perceptions of Signage

Problem Statement

The SRF Consumer Perceptions of Signage report remains our most popular and requested piece of research. The data was obtained from the 2011 American Shoppers Survey with no current analytics of any changes in shopper behavior and perception of signage.

Research Product

10 – 20 page report outlining survey mechanism and findings. Visual representations of data along with case studies/photos illustrating examples of effective signage. We would want around 1000 consumers surveyed specifying certain demographics TBD (men v women, ages, geography, etc.).

Mimic previous questions with additional ones about illumination, digital signage, a sign's value in overall integrated marketing plans, specifics on communities regulating color.

- Comprehensive update and expansion of consumer perceptions of signage with data from American shoppers
- Executive summary to complement the publication.
- Online webinar
- Conference presentation at NSREC, ISA Sign Expo, or other conference as selected by SRF

Target Audience

Urban Planners, Economic Development Officials, Downtown Managers, Business Owners

Budget

\$15,000

PROPOSALS MUST INCLUDE THE FOLLOWING:

Lead Researcher:

Job Title:

University/Organization/Affiliation:

Address:

Email:

Phone:

Date:

Additional Researchers:

Scope of Research (describe your methodology, process, literature review):

Project Timeline with Deliverables

Task/Deliverable	Months													
	1 Sep	2 Oct	3 Nov	4 Dec	5 Jan	6 Feb	7 Mar	8 Apr	9 May	10 Jun	11 Jul	12 Aug	13 Sep	14 Oct
Start Date														
Task 1														
Task 2														
Task 3														
Task 4														
Task 5														
Task 6 Submission of draft report														
Task 7 Submission of final draft with the incorporation of edits from advisory council. This includes preparation of all presentation/webinar materials.														

Project Milestones and Payment

The following schedule identifies target dates for completions of task. If changes to the schedule are necessary, the lead researcher will contact SRF to discuss their impact.

Milestone	Due Date	Payment
Task 1 –		
Task 2 –		
Task 3 -		
Task 4 -		
Task 5 -		
Task 6 –		
Task 7 –		
Travel & Presentation at conference TBD		
TOTAL		