

Sign Research Foundation 2019-2020 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 (men/ women, ages, geography, etc.).

Survey should mimic previous questions with additional ones about illumination, digital signage, and a sign's value in overall integrated marketing plans.

- 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

Grant Amount

\$15,000, which includes travel/accommodations to present at one conference

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 Jan | 2 Feb | 3 Mar | 4 Apr | 5 May | 6 Jun | 7 Jul | 8 Aug | 9 Sep | 10 Oct | 11 Nov | 12 Dec | 13 Jan | 14 Feb |
| 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 | | |