

# The British Parachute Association

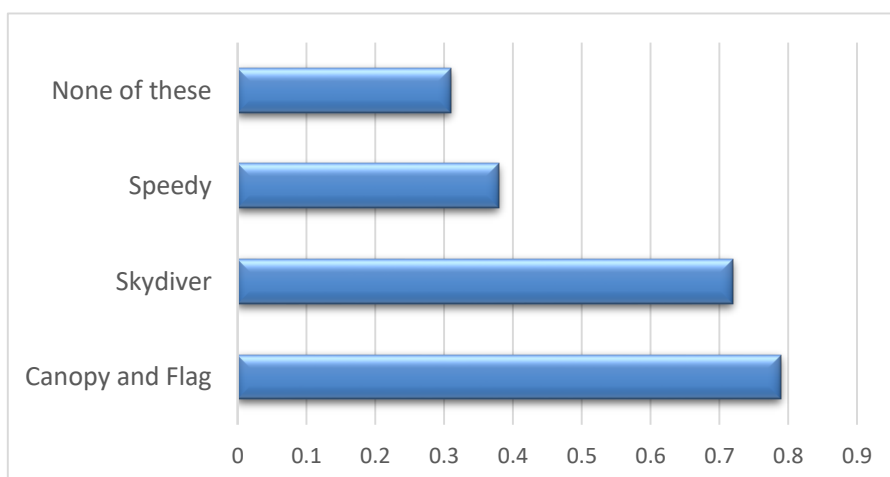
Survey on shortlisted branding and identity design concepts

## Number of preferences:

Design	1	2	3	Total
Canopy and Flag	618	324	145	1087
Skydiver	467	440	105	1012
Speedy	87	194	606	887
None of these	349			349

## Weighted preferences (see note below):

Design	1	2	3	Score
Canopy and Flag	1854	648	145	0.79
Skydiver	1401	880	105	0.72
Speedy	261	388	606	0.38
None of these	1047			0.31



**MOST PREFERRED CHOICE**  
Canopy and Flag  
**40.63%**



**SECOND PREFERRED CHOICE**  
Skydiver  
**30.70%**



**LEAST PREFERRED CHOICE**  
Speedy  
**5.72%**

## Summary:

Number of voting codes issued: 4137

Number of voting codes used: 1521

Turnout: 36.8%

## How have we worked out these results?

Each preference was assigned a point value:

- 1<sup>st</sup> preference has a weight of 3
- 2<sup>nd</sup> preference has a weight of 2
- 3<sup>rd</sup> preference has a weight of 1
- 'None of these' responses were counted as a first preference

The average ranking was then calculated to give each design a score. The design with the highest score is the most preferred choice.