

COMMON ASSOCIATIONS

RTA	QUESTION	COMMON ASSOCIATIONS	Scored (%)
APPLE	1	Apple	20 (40%)
	2	Apple	11 (55%)
			31 (75%)
TOTAL:			100%
Average no. of top 3 common associations		49%	% of responsibility for 1 st level association

APPENDIX D
EXAMPLE OF SECONDARY RECORDING SHEET

LIST OF WOODS INCLUDED IN EACH COMMON ASSOCIATION

1. RTA	2. Red	3.	4. RTA
Apple	Red		Apple
	Red		

COMMON ASSOCIATIONS

ICON	QUESTION#	COMMON ASSOCIATIONS	SPREAD (%)
APPLE	5.2	1. Round	58,82 (20/34)
		2. Heart-shaped	23,53 (8/34)
		3.	
		Other	17,65 (6/34)
TOTAL:			100 %
Average over top 3 common associations	41,18 %	% of commonality for 1 st level association	58,82 %

LIST OF WORDS INCLUDED IN EACH COMMON ASSOCIATION

1. Round	2. Heart-shaped	3.	Other
round	heart-shaped		oval
sphere			off-round
circle			voluptuous
			no specific form

ICON	QUESTION#	COMMON ASSOCIATIONS	SPREAD (%)
APPLE	5.3	1. Red	75,47 (40/53)
		2.	
		3.	
		Other	24,53 (13/53)
TOTAL:			100 %
Average over top 3 common associations		75,47 %	% of commonality for 1 st level association
			75,47 %

LIST OF WORDS INCLUDED IN EACH COMMON ASSOCIATION

1. Red	2.	3.	Other
red			brown
			green
			white
			yellow

COMMON ASSOCIATIONS

ICON	QUESTION#	COMMON ASSOCIATIONS	SPREAD (%)
APPLE	6	1. Tree	54,29 (38/70)
		2. Shops	32,86 (23/70)
		3.	
		Other	12,86 (9/70)
TOTAL:			100 %
Average over top 3 common associations	43,57 %	% of commonality for 1 st level association	54,29 %

LIST OF WORDS INCLUDED IN EACH COMMON ASSOCIATION

1. Tree	2. Shops	3.	Other
apple tree	shops		bags
tree	supermarkets		fridge
grown	Pick 'n Pay		fruit bowl
	cafeteria		people's mouths
	any place that sells it		kitchen
	market		
	green grocers		
	fruit markets		

COMMON ASSOCIATIONS

ICON	QUESTION#	COMMON ASSOCIATIONS	SPREAD (%)
APPLE	12	1. Food	71,67 (43/60)
		2.	
		3.	
		Other	28,33 (17/60)
TOTAL:			100 %
Average over top 3 common associations	71,67 %	% of commonality for 1 st level associations	71,67 %

LIST OF WORDS INCLUDED IN EACH COMMON ASSOCIATION

1. Food	2.	3.	Other
food			branch
fruit			delicious taste
cheese			healthy diet
chocolate			leaf
ice cream			stick through it
fruit salad			worm
cinnamon			anything
banana			eat separately
apple tart			hunger
toffee			thirst
grapes			
pork			
syrup			
yogurt			
salt			
refreshments			
pineapple			
cream			
pie			
pancakes			

COMMON ASSOCIATIONS

ICON	QUESTION#	COMMON ASSOCIATIONS	SPREAD (%)
APPLE	13	1. Positive feelings	91,8 (56/61)
		2.	
		3.	
		Other	8,2 (5/61)
TOTAL:			100 %
Average over top 3 common associations	91,8 %	% of commonality for 1 st level associations	91,8 %

LIST OF WORDS INCLUDED IN EACH COMMON ASSOCIATION

1. Positive feelings	2.	3.	Other
content			depressed
confident			easy to make
energised			filling
enjoy			fresh
fulfilled			not fattening
good			
great			
happy			
healthy			
nice			
pleasant			
perfect			
satisfied			
stronger			
wonderful			
refreshed			
relieved			
heavenly			
part of something wonderful			
safe			
I like it			