

## Ranking

- Detailed results for a ranking of an attribute
- Means show average ranking
- The mean is included in the summary table along with the other attributes ranked

STUDY DESCRIPTION  
 CLIENT NAME/PROJECT #  
 WATTS MARKETING RESEARCH SERVICES  
 MONTH/YEAR OF RESEARCH

TABLE 1

Q. 4 - IMPORTANCE RANKING OF INFORMATION ON THE PACKAGE  
 - A DESCRIPTION OF THE PRODUCT

	TOTAL	LOCATION		AGE		GENDER	
		CHICAGO	L. A.	30-44	45-54	MALE	FEMALE
TOTAL RESPONDENTS	173 100.0%	87 100.0%	86 100.0%	86 100.0%	87 100.0%	86 100.0%	87 100.0%
MORE IMPORTANT = 1	122 70.5%	67 77.0%	55 64.0%	63 73.3%	59 67.8%	52 60.5%	70 80.5%
= 2	27 15.6%	10 11.5%	17 19.8%	11 12.8%	16 18.4%	18 20.9%	9 10.3%
= 3	14 8.1%	5 5.7%	9 10.5%	7 8.1%	7 8.0%	10 11.6%	4 4.6%
LEAST IMPORTANT = 4	10 5.8%	5 5.7%	5 5.8%	5 5.8%	5 5.7%	6 7.0%	4 4.6%
MEAN	1.49	1.40	1.58	1.47	1.52	1.65	1.33
STANDARD DEVIATION	0.87	0.84	0.90	0.88	0.87	0.94	0.77
STANDARD ERROR	0.07	0.09	0.10	0.09	0.09	0.10	0.08
t VALUE							
2 TAIL CONFIDENCE LEVEL		<==== -1.360 ===> 80%		<==== -0.376 ===> <68.3%		<==== 2.448 ===> 98%	