

## Multiple Choice

- Data is presented from the most mentioned to the least
- Multiple choice responses will add to more than 100%
- Z-test compares two percentages
  - Tests can be performed at two different confidence levels at a time (ranging from 80% - 95% confidence levels)

TABLE 10

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

Q.22 - KEY DECISION FACTORS FOR BUYING THESE MATERIALS

|  | HAVE SEPARATE PT ED DEPT |      | EACH DEPT HAS OWN BUDGET |     | MAKE FINAL BUYING DECISION |     | COMMITTEE |      | WITH TECHNICAL EDUCATION |     | # OF EMPLOYEES |       |        |       | BUY FROM VENDORS @ LEAST MID- |      |       | GEOGRAPHIC CODE |      |     |  |
|--|--------------------------|------|--------------------------|-----|----------------------------|-----|-----------|------|--------------------------|-----|----------------|-------|--------|-------|-------------------------------|------|-------|-----------------|------|-----|--|
|  | YES                      | NO   | YES                      | NO  | YES                        | NO  | YES       | NO   | YES                      | NO  | < 200          | < 500 | < 1000 | 1000+ | 25%                           | WEST | SOUTH | EAST            | WEST |     |  |
| TOTAL RESPONDENTS                                | 724                      | 185  | 539                      | 377 | 146                        | 147 | 30        | 251  | 462                      | 363 | 241            | 143   | 199    | 138   | 164                           | 282  | 239   | 164             | 181  | 109 |  |
| EASY TO READ AND UNDERSTAND                      | 689                      | 178  | 511                      | 358 | 138                        | 142 | 29        | 248I | 431                      | 343 | 225            | 136   | 193    | 131   | 155                           | 280  | 229   | 158             | 171  | 102 |  |
| GOOD ILLUSTRATION                                | 578                      | 158C | 420                      | 296 | 114                        | 126 | 25        | 209  | 361                      | 281 | 187            | 116   | 154O   | 110   | 142                           | 245  | 194   | 135             | 144  | 80  |  |
| PRICE  | 549                      | 134  | 415                      | 296 | 107                        | 108 | 22        | 201  | 344                      | 281 | 185            | 108   | 150    | 108   | 121                           | 212  | 188   | 122             | 141  | 81  |  |
| SIZE OF PRINTED MATERIAL                         | 367                      | 109C | 258                      | 176 | 74                         | 88  | 16        | 148I | 213                      | 170 | 113            | 54NO  | 87NO   | 85    | 99                            | 161  | 119S  | 69S             | 107T | 49  |  |
| SUPPLIER HAS VARIETY OF MATERIALS TO CHOOSE FROM | 303                      | 87   | 216                      | 149 | 62                         | 71  | 14        | 114  | 183                      | 148 | 94             | 58    | 81     | 62    | 77                            | 160  | 98    | 75              | 76   | 41  |  |
| AVAILABLE IN MULTIPLE LANGUAGES                  | 166                      | 46   | 120                      | 87  | 29                         | 39g | 3         | 75I  | 88                       | 74  | 49             | 16NO  | 33NO   | 36O   | 60                            | 68   | 17RST | 47T             | 48T  | 46  |  |
| SUPPLIER'S WILLINGNESS TO MAKE A DEAL            | 162                      | 34   | 128                      | 88  | 38                         | 29  | 4         | 75I  | 84                       | 84  | 45             | 30    | 43     | 31    | 41                            | 69   | 44S   | 38              | 46   | 26  |  |
| SUPPLIER'S REPUTATION                            | 152                      | 43   | 109                      | 76  | 30                         | 36  | 5         | 67I  | 82                       | 66  | 44             | 17MNO | 43     | 38    | 39                            | 83   | 56    | 29              | 44   | 18  |  |
| OBTAIN ALL MATERIALS FROM ONE SOURCE             | 55                       | 15   | 40                       | 30  | 9                          | 10  | 4         | 19   | 36                       | 30  | 11             | 11MN  | 30NO   | 3     | 7                             | 26   | 18    | 14              | 14   | 9   |  |
| OTHER  | 58                       | 14   | 44                       | 27  | 15                         | 13  | 1         | 29I  | 28                       | 27  | 14             | 9O    | 12O    | 9O    | 21                            | 21   | 15T   | 12T             | 13T  | 16  |  |
| NO ANSWER  | 8                        | 1    | 7                        | 5   | 1                          | -   | 1         | -    | 7                        | 4   | 5              | 1     | 1      | 3     | -                             | -    | 2     | 1               | 1    | 2   |  |
|  | <A>                      | <B>  | <C>                      | <D> | <E>                        | <F> | <G>       | <H>  | <I>                      | <J> | <K>            | <L>   | <M>    | <N>   | <O>                           | <P>  | <Q>   | <R>             | <S>  | <T> |  |

(STUBS 2 - 11) ON A 2 TAIL TEST

UPPER CASE LETTER INDICATES A SIGNIFICANT DIFFERENCE AT THE 95% CONFIDENCE LEVEL.

LOWER CASE LETTER INDICATES A SIGNIFICANT DIFFERENCE AT THE 90% CONFIDENCE LEVEL.