

TABLE 2  
 STUDY DESCRIPTION  
 CLIENT NAME/PROJECT #  
 WATTS MARKETING RESEARCH SERVICES  
 MONTH/YEAR OF RESEARCH

**10 pt. scale**

- Data is weighted to more closely represent actual demographics
- Top 3 box/Bottom 3 box
- % is represented in whole numbers

Q. 2 - HOW IMPORTANT IS THIS ITEM TO YOU?  
 f. BEING ABLE TO REPEAT INSTRUCTIONS AT ANY POINT DURING THE CALL

	OVERALL SATISFACTION				LENGTH OF TENURE			AGE			GENDER		CLIENT TYPE			FREQ OF USE	
	TOTAL (A)	10 (B)	9, 8 (C)	7 OR BELOW (D)	<5 YRS (E)	5- 10 (F)	10+ YRS (G)	<35 (H)	35- 54 (I)	55+ (J)	MALE (K)	FEMALE (L)	HIGH (M)	MEDIUM (N)	LOW (O)	HEAVY (4+ /MD) (P)	LIGHT ( <4 /MD) (Q)
UNWEIGHTED BASE	200	87	89	24	55	53	92	67	87	42	84	116	73	87	30	123	77
TOTAL RESPONDENTS	200 100%	87 100%	90 100%	23 100%	53 100%	54 100%	92 100%	66 100%	88 100%	42 100%	85 100%	115 100%	73 100%	87 100%	29 100%	123 100%	77 100%
- DON' T KNOW/REFUSED	2 1%	1 1%	1 1%	-	-	-	2 2%	-	1 1%	1 2%	1 1%	1 1%	1 1%	1 1%	-	-	2 3%
RESPONDENTS WHO ANSWERED	198 100%	86 100%	89 100%	23 100%	53 100%	54 100%	90 100%	66 100%	87 100%	41 100%	84 100%	114 100%	72 100%	86 100%	29 100%	123 100%	75 100%
EXTREMELY IMPORTANT = 10	106 54%	61 71%	35 39%	10 43%	33 62%	24 44%	49 54%	33 50%	46 53%	25 61%	39 46%	67 59%	38 53%	44 51%	17 59%	70 57%	36 48%
= 9	17 9%	5 6%	8 9%	4 17%	2 4%	7 13%	8 9%	3 5%	11 13%	2 5%	9 11%	8 7%	5 7%	7 8%	3 10%	7 6%	11 15%
= 8	34 17%	6 7%	25 28%	3 13%	11 21%	10 19%	13 14%	14 21%	14 16%	5 12%	18 21%	16 14%	13 18%	17 20%	4 14%	19 15%	15 20%
- TOP 3 BOX	157 79%	72 84%	68 76%	17 74%	46 87%	41 76%	70 78%	50 76%	71 82%	31 76%	65 77%	91 80%	55 76%	68 79%	23 79%	95 77%	62 83%
= 7	7 4%	2 2%	5 6%	-	2 4%	4 7%	2 2%	5 8%	2 2%	1 2%	5 6%	3 3%	1 1%	3 3%	3 10%	5 4%	3 4%
= 6	5 3%	2 2%	3 3%	-	-	1 2%	4 4%	2 3%	2 2%	1 2%	2 2%	3 3%	1 1%	4 5%	-	5 4%	-
= 5	18 9%	5 6%	8 9%	5 22%	4 8%	5 9%	9 10%	8 12%	5 6%	5 12%	5 6%	13 11%	9 13%	6 7%	2 7%	10 8%	8 11%
= 4	2 1%	1 1%	1 1%	-	-	2 4%	-	-	2 2%	-	1 1%	1 1%	-	2 2%	-	1 1%	1 1%
- BOTTOM 3 BOX	9 5%	4 5%	4 4%	1 4%	2 4%	2 4%	5 6%	2 3%	5 6%	3 7%	6 7%	3 3%	5 7%	3 3%	1 3%	7 6%	2 3%

CONTINUATION OF TABLE 2  
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= 3	3 2%	1 1%	2 2%	-	-	1 2%	2 2%	1 2%	1 1%	1 2%	2 2%	1 1%	1 1%	2 2%	-	3 2%	-
= 2	4 2%	2 2%	2 2%	-	2 4%	-	2 2%	1 2%	2 2%	1 2%	3 4%	1 1%	2 3%	1 1%	1 3%	3 2%	1 1%
NOT IMPORTANT AT ALL = 1	2 1%	1 1%	-	1 4%	-	1 2%	1 1%	-	1 1%	1 2%	1 1%	1 1%	2 3%	-	-	1 1%	1 1%
MEAN	8.49	8.91	8.19	8.09	8.78	8.25	8.44	8.37	8.58	8.38	8.28	8.63	8.28	8.49	8.73	8.47	8.51
STANDARD DEVIATION	2.17	2.16	2.06	2.50	2.00	2.19	2.26	2.03	2.17	2.50	2.29	2.08	2.47	2.04	1.96	2.25	2.04
STANDARD ERROR	0.15	0.23	0.22	0.52	0.27	0.29	0.24	0.25	0.23	0.39	0.25	0.19	0.29	0.22	0.36	0.20	0.23
t VALUE	<== 2.262 ==>		<== 1.312 ==>			<== -0.618 ==>			<== -1.108 ==>		<== -0.579 ==>			<== -0.130 ==>			
2 TAIL CONFIDENCE LEVEL	95% <== 0.180 ==>		80% <== -0.497 ==>			<== 0.444 ==>			68.3%		<== -0.572 ==>			<68.3%			
t VALUE	<===== 1.463 =====>				<===== 0.949 =====>			<===== -0.022 =====>			<===== -0.978 =====>						
2 TAIL CONFIDENCE LEVEL	85%				<68.3%			<68.3%			<68.3%						