

5 pt. scale

- Top 2 box / Bottom 2 box
- % is represented to one decimal point

TABLE 3

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

Q. 1 - HOW DO YOU LIKE THIS PRODUCT?

	TOTAL	GRADE			USUALLY USE THIS PRODUCT		LEVEL OF LIKING		
		PRE- K TO 1st	2nd TO 3rd	4th TO 5th	YES	NO	BETTER	SAME	LESS
TOTAL RESPONDENTS	298 100.0%	100 100.0%	97 100.0%	99 100.0%	205 100.0%	89 100.0%	162 100.0%	67 100.0%	67 100.0%
LIKE A LOT									
= 5	198 66.4%	75 75.0%	68 70.1%	53 53.5%	155 75.6%	41 46.1%	142 87.7%	43 64.2%	11 16.4%
= 4	22 7.4%	8 8.0%	8 8.2%	6 6.1%	20 9.8%	2 2.2%	10 6.2%	8 11.9%	4 6.0%
- TOP TWO BOX									
= 3	220 73.8%	83 83.0%	76 78.4%	59 59.6%	175 85.4%	43 48.3%	152 93.8%	51 76.1%	15 22.4%
- BOTTOM TWO BOX									
= 2	46 15.4%	10 10.0%	11 11.3%	25 25.3%	18 8.8%	27 30.3%	5 3.1%	8 11.9%	33 49.3%
= 1	17 5.7%	3 3.0%	2 2.1%	12 12.1%	6 2.9%	10 11.2%	2 1.2%	4 6.0%	11 16.4%
DO NOT LIKE									
= 1	29 9.7%	7 7.0%	9 9.3%	13 13.1%	12 5.9%	17 19.1%	3 1.9%	4 6.0%	22 32.8%
MEAN	4.15	4.41	4.28	3.75	4.46	3.45	4.77	4.22	2.57
STANDARD DEVIATION	1.36	1.19	1.29	1.52	1.12	1.60	0.74	1.23	1.43
STANDARD ERROR	0.08	0.12	0.13	0.15	0.08	0.17	0.06	0.15	0.17