

Embedded

- Embedded tables are created for two-part questions (example: a “yes/no” question followed by a “if no, why not” question)

TABLE 7

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

Q.14.3 - EMPHASIS ON SUBJECT COVERED COMPARED TO 2 YEARS AGO
 - MEDICAL

| | HAVE SEPARATE DEPARTMENT | | EACH DEPT HAS OWN BUDGET | | MAKE FINAL BUYING DECISION | | COMMITTEE | | WITH TECHNICAL EDUCATION | | # OF EMPLOYEES | | | | BUY FROM VENDORS @ LEAST | | 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 |
| COVERED | 663 | 176 | 487 | 344 | 131 | 141 | 29 | 232 | 420 | 329 | 218 | 124 | 186 | 127 | 153 | 260 | 224 | 147 | 160 | 102 |
| | 91.6% | 95.1% | 90.4% | 91.2% | 89.7% | 95.9% | 96.7% | 92.4% | 90.9% | 90.6% | 90.5% | 86.7% | 93.5% | 92.0% | 93.3% | 92.2% | 93.7% | 89.6% | 88.4% | 93.6% |
| - MORE EMPHASIS | 326 | 88 | 238 | 168 | 66 | 73 | 11 | 121 | 199 | 161 | 101 | 57 | 102 | 63 | 69 | 144 | 108 | 74 | 85 | 43 |
| | 45.0% | 47.6% | 44.2% | 44.6% | 45.2% | 49.7% | 36.7% | 48.2% | 43.1% | 44.4% | 41.9% | 39.9% | 51.3% | 45.7% | 42.1% | 51.1% | 45.2% | 45.1% | 47.0% | 39.4% |
| - ABOUT THE SAME | 25 | 9 | 16 | 10 | 6 | 8 | 1 | 6 | 18 | 7 | 7 | 7 | 6 | 4 | 6 | 10 | 8 | 6 | 7 | 4 |
| | 3.5% | 4.9% | 3.0% | 2.7% | 4.1% | 5.4% | 3.3% | 2.4% | 3.9% | 1.9% | 2.9% | 4.9% | 3.0% | 2.9% | 3.7% | 3.5% | 3.3% | 3.7% | 3.9% | 3.7% |
| - LESS EMPHASIS | 297 | 75 | 222 | 161 | 54 | 57 | 16 | 97 | 197 | 152 | 101 | 58 | 71 | 59 | 75 | 104 | 102 | 64 | 65 | 52 |
| | 41.0% | 40.5% | 41.2% | 42.7% | 37.0% | 38.8% | 53.3% | 38.6% | 42.6% | 41.9% | 41.9% | 40.6% | 35.7% | 42.8% | 45.7% | 36.9% | 42.7% | 39.0% | 35.9% | 47.7% |
| - NO ANSWER | 15 | 4 | 11 | 5 | 5 | 3 | 1 | 8 | 6 | 9 | 9 | 2 | 7 | 1 | 3 | 2 | 6 | 3 | 3 | 3 |
| | 2.1% | 2.2% | 2.0% | 1.3% | 3.4% | 2.0% | 3.3% | 3.2% | 1.3% | 2.5% | 3.7% | 1.4% | 3.5% | 0.7% | 1.8% | 0.7% | 2.5% | 1.8% | 1.7% | 2.8% |
| NOT COVERED | 53 | 6 | 47 | 32 | 12 | 5 | 1 | 16 | 37 | 30 | 16 | 17 | 11 | 11 | 10 | 18 | 11 | 16 | 19 | 7 |
| | 7.3% | 3.2% | 8.7% | 8.5% | 8.2% | 3.4% | 3.3% | 6.4% | 8.0% | 8.3% | 6.6% | 11.9% | 5.5% | 8.0% | 6.1% | 6.4% | 4.6% | 9.8% | 10.5% | 6.4% |
| NO ANSWER | 8 | 3 | 5 | 1 | 3 | 1 | - | 3 | 5 | 4 | 7 | 2 | 2 | - | 1 | 4 | 4 | 1 | 2 | - |
| | 1.1% | 1.6% | 0.9% | 0.3% | 2.1% | 0.7% | | 1.2% | 1.1% | 1.1% | 2.9% | 1.4% | 1.0% | | 0.6% | 1.4% | 1.7% | 0.6% | 1.1% | |
| CHI-SQUARE (STUBS 3 - 7) | <= 7.476 => | | | | | | | | | | | | | | | | | | | |
| DEGREES OF FREEDOM | 4 | | | | | | | | | | | | | | | | | | | |
| CONFIDENCE | <90% | | | | | | | | | | | | | | | | | | | |
| | <= 4.008 => | | | | <= 2.556 => | | | | <= 6.220 => | | | | <===== 15.087 =====> | | | | <===== 10.210 =====> | | | |
| | 4 | | | | 4 | | | | 4 | | | | 12 | | | | 12 | | | |
| | <90% | | | | <90% | | | | <90% | | | | <90% | | | | <90% | | | |