

TABLE 8
 STUDY DESCRIPTION
 CLIENT NAME/PROJECT #
 WATTS MARKETING RESEARCH SERVICES
 MONTH/YEAR OF RESEARCH

Demographic

- Means can be "calculated" for questions where a number scale is provided (i.e., age, income, etc.) but this will not be a true mean

Q. D2 - INTO WHICH OF THE FOLLOWING CATEGORIES DOES YOUR AGE FALL?

	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	602	233	244	124	195	148	256	225	213	152	221	381	173	264	105	277	322
TOTAL RESPONDENTS	602 100%	234 100%	244 100%	123 100%	193 100%	151 100%	255 100%	225 100%	212 100%	153 100%	221 100%	381 100%	172 100%	266 100%	104 100%	278 100%	321 100%
UNDER 25 = 20	91 15%	32 14%	40 16%	19 15%	64FG 33%	25G 17%	1 *	91IJ 40%	-	-	27 12%	63 17%	13NO 8%	48 18%	18 17%	35 13%	55 17%
25 TO 34 = 29.5	135 22%	44d 19%	58 24%	33 27%	59G 31%	43G 28%	33 13%	135IJ 60%	-	-	53 24%	81 21%	35 20%	65 24%	24 23%	83Q 30%	51 16%
35 TO 44 = 39.5	113 19%	33C 14%	56 23%	25 20%	27F 14%	38g 25%	47 18%	-I 113J 53%	-	-	47 21%	66 17%	33 19%	56 21%	15 14%	61q 22%	51 16%
45 TO 54 = 49.5	98 16%	40 17%	36 15%	22 18%	21G 11%	24 16%	53 21%	-I 98J 46%	-	-	44I 20%	54 14%	34 20%	37 14%	16 15%	44 16%	55 17%
55 TO 64 = 59.5	64 11%	29 12%	24 10%	11 9%	13G 7%	7G 5%	43 17%	-J -J	-J	64 42%	27 12%	37 10%	20 12%	25 9%	13 13%	27 10%	36 11%
65 OR OLDER = 70	89 15%	53CD 23%	26 11%	9 7%	9G 5%	9G 6%	71 28%	-J -J	-J	89 58%	23L 10%	66 17%	33N 19%	29 11%	18 17%	25Q 9%	65 20%
REFUSED	13 2%	3d 1%	4 2%	5 4%	1g 1%	3 2%	7 3%	-	-	-	-L 3%	13 3%	4 2%	6 2%	1 1%	5 2%	8 2%
MEDIAN	35.61	41.13	33.43	32.51	25.24	30.82	47.62	21.56	38.84	60.98	35.99	35.49	40.39	32.54	36.17	32.70	39.40
MEAN	42.64	46.13	40.64	39.62	33.83	37.70	52.43	25.67	44.14	65.61	42.33	42.92	46.30	40.15	43.13	40.34	44.84
STANDARD DEVIATION	16.51	17.61	15.59	14.70	14.38	13.62	14.34	4.67	5.00	5.20	15.13	17.29	16.00	15.88	17.46	14.78	17.67
STANDARD ERROR	0.68	1.16	1.01	1.35	1.04	1.13	0.91	0.31	0.34	0.42	1.02	0.90	1.23	0.98	1.71	0.89	1.00

UPPER CASE LETTER INDICATES A SIGNIFICANT DIFFERENCE AT THE 95% CONFIDENCE LEVEL.
 LOWER CASE LETTER INDICATES A SIGNIFICANT DIFFERENCE AT THE 90% CONFIDENCE LEVEL.