

TABLE MS1

\*\*\* MEAN SUMMARY TABLE \*\*\*

Q. 4 - IMPORTANCE RANKING OF INFORMATION ON THE PACKAGE

**Mean Summary Table 1**

- A summary of means from a series of ratings
- “n” shows the base size
- “SD” standard deviation
- “SE” standard error

		LOCATION			AGE		GENDER	
		TOTAL	CHICAGO	L. A.	30-44	45-54	MALE	FEMALE
A DESCRIPTION OF THE PRODUCT	MN	1.49	1.40	1.58	1.47	1.52	1.65	1.33
	N=	173	87	86	86	87	86	87
	SD	0.87	0.84	0.90	0.88	0.87	0.94	0.77
	SE	0.07	0.09	0.10	0.09	0.09	0.10	0.08
WHERE THE PRODUCT WAS PRODUCED	MN	2.77	2.91	2.64	2.77	2.78	2.58	2.97
	N=	173	87	86	86	87	86	87
	SD	1.01	0.96	1.04	1.04	0.98	1.06	0.92
	SE	0.08	0.10	0.11	0.11	0.11	0.11	0.10
HOW TO USE THE PRODUCT	MN	2.79	2.70	2.87	2.80	2.77	2.97	2.61
	N=	173	87	86	86	87	86	87
	SD	1.05	1.02	1.08	1.04	1.08	1.08	1.00
	SE	0.08	0.11	0.12	0.11	0.12	0.12	0.11
INFORMATION ABOUT THE MANUFACTURER	MN	2.94	2.99	2.88	2.97	2.91	2.78	3.09
	N=	173	87	86	86	87	86	87
	SD	0.87	0.84	0.90	0.82	0.92	0.91	0.80
	SE	0.07	0.09	0.10	0.09	0.10	0.10	0.09

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