

TABLE MS 2

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

*** MEAN SUMMARY TABLE ***
 Q. 1 - IMPORTANCE RATINGS

Mean Summary Table 2

- Mean Summary Table showing only the mean to simplify data

		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)
THE ACCURACY OF YOUR TRANSACTION	MN	9.76	9.94	9.67	9.43	9.81	9.80	9.70	9.64	9.83	9.80	9.60	9.89	9.74	9.74	9.90	9.84	9.62
BEING ABLE TO ANSWER ANY QUESTION WITH A SINGLE CALL	MN	9.40	9.48	9.33	9.39	9.55	9.44	9.30	9.48	9.38	9.28	9.22	9.55	9.47	9.43	9.23	9.58	9.13
BEING ABLE TO GET INFORMATION 24 HOURS A DAY	MN	9.39	9.62	9.37	8.65	9.53	9.50	9.25	9.63	9.44	8.98	9.28	9.48	9.21	9.51	9.31	9.66	8.96
BEING ABLE TO COMPLETE ANY TRANSACTION IN A SINGLE CALL	MN	9.35	9.44	9.32	9.17	9.43	9.13	9.42	9.30	9.37	9.36	9.17	9.49	9.48	9.33	9.10	9.46	9.18
THE EASE OF COMPLETING A TRANSACTION	MN	9.35	9.49	9.19	9.45	9.10	9.37	9.48	9.41	9.28	9.34	9.04	9.58	9.14	9.44	9.50	9.44	9.18
BEING ABLE TO MOVE AT YOUR OWN PACE THROUGH THE MENU	MN	9.14	9.58	8.69	9.17	8.81	9.32	9.23	8.65	9.33	9.44	8.83	9.37	9.33	9.12	8.60	9.12	9.20
HAVING IMMEDIATE ACCESS TO A PERSON AT ANY POINT DURING THE CALL	MN	9.02	9.18	8.84	9.13	8.85	8.98	9.13	8.93	9.06	8.98	8.88	9.14	9.07	8.98	9.00	9.26	8.66
THE AMOUNT OF TIME YOU WAIT BEFORE YOU CAN ACCESS THE TELEPHONE MENU	MN	8.86	8.93	8.80	8.79	8.62	8.85	9.00	8.74	8.78	9.07	8.49	9.13	8.86	8.85	8.83	8.90	8.75
BEING ABLE TO REPEAT INSTRUCTIONS AT ANY POINT DURING THE CALL	MN	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
BEING ABLE TO ENTER A PARTIAL SOCIAL SECURITY NUMBER INSTEAD OF YOUR FULL NUMBER	MN	8.39	8.94	8.00	7.52	7.89	8.43	8.58	8.13	8.59	8.56	8.20	8.50	8.50	8.42	7.67	8.31	8.47
BEING ABLE TO REACH A BRANCH DIRECTLY	MN	7.88	8.16	7.66	7.46	7.64	7.60	8.15	7.73	7.80	8.14	7.30	8.27	7.79	7.90	7.52	8.01	7.60