

SAMPLE TABLES

DataStar, Inc., 85 River Street, Waltham, MA 02453  
 PHONE: (781)647-7900 FAX: (781)647-7739

TABLE 1

Rating of Brand "A" on Overall Quality

	TOTAL	G E N D E R		A G E			R E G I O N				HAVE HOME COMPUTER	
		MALE	FEMALE	18-24	25-34	35+	EAST	SOUTH	CENTRAL	WEST	YES	NO
TOTAL	500 100%	212 100%	288 100%	182 100%	170 100%	148 100%	141 100%	117 100%	129 100%	113 100%	288 100%	129 100%
NO ANSWER	53 11%	21 10%	32 11%	14 8%	15 9%	24 16%	12 9%	21 18%	6 5%	14 12%	32 11%	6 5%
NET EXCELLENT/GOOD	352 70%	157 74%	195 68%	128 70%	111 65%	113 76%	102 72%	81 69%	96 74%	73 65%	195 68%	96 74%
Excellent (4)	182 36%	92 43%	90 31%	73 40%	39 23%	70 47%	78 55%	39 33%	33 26%	32 28%	90 31%	33 26%
Good (3)	170 34%	65 31%	105 36%	55 30%	72 42%	43 29%	24 17%	42 36%	63 49%	41 36%	105 36%	63 49%
NET FAIR/POOR	95 19%	34 16%	61 21%	40 22%	44 26%	11 7%	27 19%	15 13%	27 21%	26 23%	61 21%	27 21%
Fair (2)	60 12%	22 10%	38 13%	25 14%	32 19%	3 2%	15 11%	9 8%	18 14%	18 16%	38 13%	18 14%
Poor (1)	35 7%	12 6%	23 8%	15 8%	12 7%	8 5%	12 9%	6 5%	9 7%	8 7%	23 8%	9 7%
MEAN	3.12	3.24	3.02	3.11	2.89	3.41	3.30	3.19	2.98	2.98	3.02	2.98
STD. DEV.	0.92	0.89	0.93	0.97	0.87	0.83	1.00	0.85	0.84	0.91	0.93	0.84
STD. ERR.	0.04	0.06	0.06	0.07	0.07	0.07	0.09	0.09	0.08	0.09	0.06	0.08

A SAMPLE CROSSTAB -- VERTICAL PERCENTAGES BASED ON TOTAL ROW,  
 INCLUDING HIGH-LOW NETS AND SUMMARY STATISTICS

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TABLE 2

Rating of Brands on Overall Quality - Summary Table of Means  
 [Scale: 1="Poor" to 4="Excellent"]

	TOTAL	G E N D E R		A G E			R E G I O N				HAVE HOME COMPUTER	
		MALE	FEMALE	18-24	25-34	35+	EAST	SOUTH	CENTRAL	WEST	YES	NO
TOTAL	500	212	288	182	170	148	141	117	129	113	288	129
Brand "A"	3.12	3.24	3.02	3.11	2.89	3.41	3.30	3.19	2.98	2.98	3.02	2.98
Brand "B"	3.11	3.08	3.12	3.02	2.92	3.45	3.19	3.06	3.05	3.11	3.12	3.05
Brand "C"	3.36	3.33	3.38	3.35	3.23	3.54	3.51	3.31	3.24	3.35	3.38	3.24
Brand "D"	2.66	2.72	2.62	2.75	2.42	2.84	3.09	2.54	2.36	2.50	2.62	2.36
Brand "E"	2.69	2.78	2.62	2.80	2.40	2.89	3.23	2.52	2.33	2.56	2.62	2.33
Brand "F"	2.51	2.57	2.48	2.62	2.14	2.83	3.15	2.29	2.20	2.27	2.48	2.20
Brand "G"	3.24	3.34	3.18	3.22	2.98	3.65	3.40	3.32	3.10	3.09	3.18	3.10

SUMMARY TABLE OF MEANS

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TABLE 3

Likes about shopping at XYZ Store

	L I K E S   A B O U T   S H O P P I N G   A T   X Y Z   S T O R E										H A V E   H O M E   C O M P U T E R	
	T O T A L	G E N D E R		A G E			R E G I O N				Y E S	N O
		M A L E	F E M A L E	1 8 - 2 4	2 5 - 3 4	3 5 +	E A S T	S O U T H	C E N T R A L	W E S T		
TOTAL	500 100%	212 100%	288 100%	182 100%	170 100%	148 100%	141 100%	117 100%	129 100%	113 100%	288 100%	129 100%
NO ANSWER	88 18%	43 20%	45 16%	31 17%	37 22%	20 14%	27 19%	27 23%	15 12%	19 17%	45 16%	15 12%
Low prices	172 34%	61 29%	111 39%	59 32%	50 29%	63 43%	36 26%	51 44%	36 28%	49 43%	111 39%	36 28%
Good service	114 23%	31 15%	83 29%	63 35%	26 15%	25 17%	27 19%	33 28%	33 26%	21 19%	83 29%	33 26%
Close to home	113 23%	50 24%	63 22%	27 15%	54 32%	32 22%	33 23%	27 23%	33 26%	20 18%	63 22%	33 26%
Like the selection	102 20%	58 27%	44 15%	28 15%	46 27%	28 19%	24 17%	21 18%	33 26%	24 21%	44 15%	33 26%
Ample parking	65 13%	24 11%	41 14%	30 16%	14 8%	21 14%	24 17%	9 8%	21 16%	11 10%	41 14%	21 16%
Well organized/Easy to find what I need	65 13%	33 16%	32 11%	18 10%	23 14%	24 16%	21 15%	18 15%	18 14%	8 7%	32 11%	18 14%
Good quality products	53 11%	23 11%	30 10%	30 16%	17 10%	6 4%	9 6%	12 10%	27 21%	5 4%	30 10%	27 21%
All other	28 6%	9 4%	19 7%	12 7%	11 6%	5 3%	6 4%	6 5%	9 7%	7 6%	19 7%	9 7%

OPEN-ENDED QUESTION HAS BEEN CODED TO ENABLE QUANTITATIVE ANALYSIS