

JACK'S BARBECUE RESTAURANT COMMUNICATIONS STUDY-MVS EXAMPLE TABULATION
STUDY #92306
RESEARCH COMPANY NAME
JANUARY 2009

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QUESTION 1020
 GENDER

TOTAL

	<--- QUOTA GROUP --->			<----- CONCEPT SAW FIRST ----->					
TOTAL	Rejectors	Infrequent	Concept 1 Pool A	Concept 1 Pool B	Concept 2 Pool A	Concept 2 Pool B	Concept 3	Concept 4	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	
TOTAL	197	65	132	41	53	27	21	30	25
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Male	100	34	66	22	30	14	8	13	13
	50.8	52.3	50.0	53.7	56.6	51.9	38.1	43.3	52.0
Female	97	31	66	19	23	13	13	17	12
	49.2	47.7	50.0	46.3	43.4	48.1	61.9	56.7	48.0

Comparison Groups: BC/DEFGHI
 Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

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QUESTION 1030
 AGE

TOTAL

	<--- QUOTA GROUP --->			<----- CONCEPT SAW FIRST ----->					
	TOTAL	Rejectors	Infrequent	Concept 1 Pool A	Concept 1 Pool B	Concept 2 Pool A	Concept 2 Pool B	Concept 3	Concept 4
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
TOTAL	197	65	132	41	53	27	21	30	25
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
25-29	14	7	7	5	5	1	1	1	1
	7.1	10.8	5.3	12.2	9.4	3.7	4.8	3.3	4.0
30-34	18	8	10	4	5	1	-	1	7
	9.1	12.3	7.6	9.8	9.4	3.7		3.3	28.0
35-39	24	6	18	1	11	4	3	3	2
	12.2	9.2	13.6	2.4	20.8	14.8	14.3	10.0	8.0
40-44	27	14	13	7	2	7	3	4	4
	13.7	21.5	9.8	17.1	3.8	25.9	14.3	13.3	16.0
45-49	38	13	25	6	9	7	5	8	3
	19.3	20.0	18.9	14.6	17.0	25.9	23.8	26.7	12.0
50-54	34	8	26	9	6	5	6	6	2
	17.3	12.3	19.7	22.0	11.3	18.5	28.6	20.0	8.0
Older than 55	42	9	33	9	15	2	3	7	6
	21.3	13.8	25.0	22.0	28.3	7.4	14.3	23.3	24.0
MEAN	46.4	43.7	47.7	46.4	46.2	45.0	47.5	48.7	44.4
STANDARD DEVIATION	10.8	10.5	10.8	11.6	12.2	8.0	8.9	9.6	12.1
STANDARD ERROR	0.8	1.3	0.9	1.8	1.7	1.5	1.9	1.8	2.4

Comparison Groups: BC/DEFGHI
 Independent T-Test for Means
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

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QUESTION 1050
 INCOME

TOTAL

	<--- QUOTA GROUP --->			<----- CONCEPT SAW FIRST ----->					
TOTAL	Rejectors	Infrequent	Concept 1 Pool A	Concept 1 Pool B	Concept 2 Pool A	Concept 2 Pool B	Concept 3	Concept 4	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	
TOTAL	197	65	132	41	53	27	21	30	25
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
\$45,000 to under \$75,000	82	28	54	17	24	12	6	11	12
	41.6	43.1	40.9	41.5	45.3	44.4	28.6	36.7	48.0
\$75,000 to under \$100,000	63	18	45	12	17	8	7	12	7
	32.0	27.7	34.1	29.3	32.1	29.6	33.3	40.0	28.0
\$100,000 to under \$150,000	35	14	21	8	9	6	4	4	4
	17.8	21.5	15.9	19.5	17.0	22.2	19.0	13.3	16.0
\$150,000 or more	17	5	12	4	3	1	4	3	2
	8.6	7.7	9.1	9.8	5.7	3.7	19.0	10.0	8.0
MEAN	90.1	90.3	90.0	91.8	86.2	86.7	103.3 ^e	91.0	87.2
STANDARD DEVIATION	35.0	35.1	35.1	36.7	32.1	31.1	42.2	35.5	35.4
STANDARD ERROR	2.5	4.3	3.1	5.7	4.4	6.0	9.2	6.5	7.1

Comparison Groups: BC/DEFGHI
 Independent T-Test for Means
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QUESTION 1060
 ABOUT HOW MANY TIMES IN THE PAST MONTH HAVE YOU EATEN DINNER OUT AT A FULL-
 SERVICE RESTAURANT

TOTAL

	<--- QUOTA GROUP --->			<----- CONCEPT SAW FIRST ----->					
	TOTAL	Rejectors	Infrequent	Concept 1 Pool A	Concept 1 Pool B	Concept 2 Pool A	Concept 2 Pool B	Concept 3	Concept 4
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
TOTAL	197	65	132	41	53	27	21	30	25
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
2-3 times a month	87	29	58	15	24	15	13	14	6
	44.2	44.6	43.9	36.6	45.3	55.6	61.9	46.7	24.0
At least once a week	12	6	6	4	4	1	-	1	2
	6.1	9.2	4.5	9.8	7.5	3.7		3.3	8.0
4-8 times a month	74	24	50	16	21	10	6	10	11
	37.6	36.9	37.9	39.0	39.6	37.0	28.6	33.3	44.0
More than 8 times a month	24	6	18	6	4	1	2	5	6
	12.2	9.2	13.6	14.6	7.5	3.7	9.5	16.7	24.0
MEAN	4.6	4.4	4.6	4.8	4.4	4.1	4.0	4.6	5.5
									EFG
STANDARD DEVIATION	2.0	2.0	2.1	2.0	1.9	1.9	2.1	2.2	2.0
STANDARD ERROR	0.1	0.2	0.2	0.3	0.3	0.4	0.5	0.4	0.4

Comparison Groups: BC/DEFGHI
 Independent T-Test for Means
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QUESTION 1070
 WITHIN THE LAST SIX MONTHS, HAVE YOU EATEN AT ANY OF THESE RESTAURANTS

TOTAL

	<--- QUOTA GROUP --->			<----- CONCEPT SAW FIRST ----->					
	TOTAL	Rejectors	Infrequent	Concept 1 Pool A	Concept 1 Pool B	Concept 2 Pool A	Concept 2 Pool B	Concept 3	Concept 4
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
TOTAL	197	65	132	41	53	27	21	30	25
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
The Olive Garden	87	30	57	18	27	11	10	13	8
	44.2	46.2	43.2	43.9	50.9	40.7	47.6	43.3	32.0
Chili's	87	20	67	17	27	6	7	13	17
	44.2	30.8	50.8	41.5	50.9	22.2	33.3	43.3	68.0
			B	f	F			f	DFGh
Stuart Anderson's JACK'S BARBECUE	72	4	68	13	14	11	7	17	10
	36.5	6.2	51.5	31.7	26.4	40.7	33.3	56.7	40.0
			B					DEg	
Claim Jumper	69	22	47	15	20	8	7	10	9
	35.0	33.8	35.6	36.6	37.7	29.6	33.3	33.3	36.0
Mimi's	69	21	48	13	21	5	7	14	9
	35.0	32.3	36.4	31.7	39.6	18.5	33.3	46.7	36.0
					F			F	
Outback Steakhouse	65	17	48	11	18	10	5	14	7
	33.0	26.2	36.4	26.8	34.0	37.0	23.8	46.7	28.0
								dg	
Red Lobster	54	23	31	10	15	9	8	7	5
	27.4	35.4	23.5	24.4	28.3	33.3	38.1	23.3	20.0
			c						
Cheesecake Factory	53	18	35	10	12	7	7	9	8
	26.9	27.7	26.5	24.4	22.6	25.9	33.3	30.0	32.0
TGI Friday's	53	15	38	10	19	6	2	9	7
	26.9	23.1	28.8	24.4	35.8	22.2	9.5	30.0	28.0
					G			g	g
Macaroni Grill	49	12	37	8	12	8	3	7	11
	24.9	18.5	28.0	19.5	22.6	29.6	14.3	23.3	44.0
									DeG
Chevy's	42	8	34	10	9	5	2	7	9
	21.3	12.3	25.8	24.4	17.0	18.5	9.5	23.3	36.0
			B						eG
Tony Roma's	33	11	22	11	4	6	3	4	5
	16.8	16.9	16.7	26.8	7.5	22.2	14.3	13.3	20.0
				E		e			
El Torito	30	7	23	6	7	3	1	7	6
	15.2	10.8	17.4	14.6	13.2	11.1	4.8	23.3	24.0
								G	G

Comparison Groups: BC/DEFGHI
 Independent Z-Test for Percentages
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 Lower case letters indicate significance at the 90% level.

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QUESTION 1080
 AND HAVE YOU VISITED (RESTAURANT) IN THE PAST, BUT NOT WITHIN THE LAST 6 MONTHS

TOTAL

	<--- QUOTA GROUP --->			<----- CONCEPT SAW FIRST ----->					
TOTAL	Rejectors	Infrequent	Concept 1 Pool A	Concept 1 Pool B	Concept 2 Pool A	Concept 2 Pool B	Concept 3	Concept 4	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	
TOTAL	197	65	132	41	53	27	21	30	25
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
The Olive Garden	119	55	64	28	35	16	13	13	14
	60.4	84.6	48.5	68.3	66.0	59.3	61.9	43.3	56.0
		C		H	H				
Outback Steakhouse	118	57	61	26	38	15	13	12	14
	59.9	87.7	46.2	63.4	71.7	55.6	61.9	40.0	56.0
		C		H	H				
Chili's	3	2	1	-	3	-	-	-	-
	1.5	3.1	0.8		5.7				

Comparison Groups: BC/DEFGHI
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QUESTION 1080
 TOTAL RESTAURANT VISITS

TOTAL

	<--- QUOTA GROUP --->			----- CONCEPT SAW FIRST ----->					
TOTAL	Rejectors	Infrequent	Concept 1 Pool A	Concept 1 Pool B	Concept 2 Pool A	Concept 2 Pool B	Concept 3	Concept 4	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	
TOTAL	197 100.0	65 100.0	132 100.0	41 100.0	53 100.0	27 100.0	21 100.0	30 100.0	25 100.0
The Olive Garden	153 77.7	62 95.4 c	91 68.9	34 82.9	45 84.9 f	18 66.7	17 81.0	21 70.0	18 72.0
Outback Steakhouse	143 72.6	59 90.8 c	84 63.6	29 70.7	43 81.1 h	20 74.1	15 71.4	19 63.3	17 68.0
Red Lobster	54 27.4	23 35.4 c	31 23.5	10 24.4	15 28.3	9 33.3	8 38.1	7 23.3	5 20.0
Tony Roma's	33 16.8	11 16.9	22 16.7	11 26.8 e	4 7.5	6 22.2 e	3 14.3	4 13.3	5 20.0
Stuart Anderson's JACK'S BARBECUE	72 36.5	4 6.2	68 51.5 B	13 31.7	14 26.4	11 40.7	7 33.3	17 56.7 DEg	10 40.0
Chevy's	42 21.3	8 12.3	34 25.8 B	10 24.4	9 17.0	5 18.5	2 9.5	7 23.3	9 36.0 eG
Claim Jumper	69 35.0	22 33.8	47 35.6	15 36.6	20 37.7	8 29.6	7 33.3	10 33.3	9 36.0
Chili's	88 44.7	21 32.3	67 50.8 B	17 41.5 f	28 52.8 F	6 22.2	7 33.3	13 43.3 f	17 68.0 DFGh
TGI Friday's	53 26.9	15 23.1	38 28.8	10 24.4	19 35.8 G	6 22.2	2 9.5	9 30.0 g	7 28.0 g
El Torito	30 15.2	7 10.8	23 17.4	6 14.6	7 13.2	3 11.1	1 4.8	7 23.3 G	6 24.0 G
Macaroni Grill	49 24.9	12 18.5	37 28.0	8 19.5	12 22.6	8 29.6	3 14.3	7 23.3	11 44.0 DeG
Cheesecake Factory	53 26.9	18 27.7	35 26.5	10 24.4	12 22.6	7 25.9	7 33.3	9 30.0	8 32.0

Comparison Groups: BC/DEFGHI
 Independent Z-Test for Percentages
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 Lower case letters indicate significance at the 90% level.

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QUESTION 1080
TOTAL RESTAURANT VISITS

TOTAL

	<--- QUOTA GROUP ---->			<----- CONCEPT SAW FIRST ----->					
	TOTAL	Rejectors	Infrequent	Concept 1 Pool A	Concept 1 Pool B	Concept 2 Pool A	Concept 2 Pool B	Concept 3	Concept 4
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Mimi's	69	21	48	13	21	5	7	14	9
	35.0	32.3	36.4	31.7	39.6 F	18.5	33.3	46.7 F	36.0

Comparison Groups: BC/DEFGHI
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QUESTION 1090
 AND OF THESE RESTAURANTS YOU HAVEN'T VISITED IN AWHILE, WHICH ARE PLACES YOU
 WOULD STILL CONSIDER GOING TO

TOTAL

	<--- QUOTA GROUP --->			<----- CONCEPT SAW FIRST ----->					
	TOTAL	Rejectors	Infrequent	Concept 1 Pool A	Concept 1 Pool B	Concept 2 Pool A	Concept 2 Pool B	Concept 3	Concept 4
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
TOTAL	197 100.0	65 100.0	132 100.0	41 100.0	53 100.0	27 100.0	21 100.0	30 100.0	25 100.0
Stuart Anderson's JACK'S BARBECUE	132 67.0	-	132 100.0	26 63.4	29 54.7	14 51.9	13 61.9	27 90.0 DEFG	23 92.0 DEFG
Red Lobster	44 22.3	11 16.9	33 25.0	10 24.4	13 24.5	4 14.8	5 23.8	6 20.0	6 24.0
TGI Friday's	43 21.8	13 20.0	30 22.7	11 26.8 H	13 24.5 H	4 14.8	7 33.3 H	1 3.3	7 28.0 H
The Olive Garden	39 19.8	18 27.7 c	21 15.9	13 31.7 fghI	12 22.6	4 14.8	3 14.3	4 13.3	3 12.0
El Torito	34 17.3	12 18.5	22 16.7	8 19.5	14 26.4 fH	3 11.1	3 14.3	3 10.0	3 12.0
Tony Roma's	33 16.8	4 6.2	29 22.0 B	9 22.0	7 13.2	5 18.5	5 23.8	3 10.0	4 16.0
Outback Steakhouse	30 15.2	12 18.5	18 13.6	8 19.5 h	9 17.0	5 18.5	4 19.0	2 6.7	2 8.0
Claim Jumper	26 13.2	6 9.2	20 15.2	6 14.6	4 7.5	3 11.1	4 19.0	4 13.3	5 20.0
Chili's	26 13.2	14 21.5 C	12 9.1	8 19.5 H	8 15.1 H	3 11.1	3 14.3	1 3.3	3 12.0
Mimi's	25 12.7	8 12.3	17 12.9	4 9.8	5 9.4	1 3.7	5 23.8 F	4 13.3	6 24.0 F
Chevy's	23 11.7	6 9.2	17 12.9	10 24.4 FHI	6 11.3	2 7.4	3 14.3	1 3.3	1 4.0
Macaroni Grill	18 9.1	8 12.3	10 7.6	3 7.3	5 9.4	1 3.7	4 19.0 f	3 10.0	2 8.0

Comparison Groups: BC/DEFGHI
 Independent Z-Test for Percentages
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RESEARCH COMPANY NAME
JANUARY 2009

QUESTION 1090
AND OF THESE RESTAURANTS YOU HAVEN'T VISITED IN AWHILE, WHICH ARE PLACES YOU
WOULD STILL CONSIDER GOING TO

TOTAL

	<--- QUOTA GROUP --->			<----- CONCEPT SAW FIRST ----->					
TOTAL	Rejectors	Infrequent	Concept 1 Pool A	Concept 1 Pool B	Concept 2 Pool A	Concept 2 Pool B	Concept 3	Concept 4	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	
Cheesecake Factory	13 6.6	4 6.2	9 6.8	3 7.3	5 9.4	-	1 4.8	3 10.0	1 4.0

Comparison Groups: BC/DEFGHI
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

JACK'S BARBECUE RESTAURANT COMMUNICATIONS STUDY-MVS EXAMPLE TABULATION
 STUDY #92306
 RESEARCH COMPANY NAME
 JANUARY 2009

QUESTION 1100
 BASED ON YOUR LAST VISIT OR TWO, HOW SATISFIED ARE YOU WITH YOUR OVERALL
 EXPERIENCE AT JACK'S BARBECUE

TOTAL

	<--- QUOTA GROUP --->			<----- CONCEPT SAW FIRST ----->					
	TOTAL	Rejectors	Infrequent	Concept 1 Pool A	Concept 1 Pool B	Concept 2 Pool A	Concept 2 Pool B	Concept 3	Concept 4
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
TOTAL	197	65	132	41	53	27	21	30	25
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Very satisfactory	68	14	54	15	14	12	9	15	3
	34.5	21.5	40.9	36.6	26.4	44.4	42.9	50.0	12.0
Satisfactory	121	43	78	24	35	14	12	14	22
	61.4	66.2	59.1	58.5	66.0	51.9	57.1	46.7	88.0
Not very satisfactory	6	6	-	2	2	1	-	1	-
	3.0	9.2	-	4.9	3.8	3.7	-	3.3	-
Not at all satisfactory	2	2	-	-	2	-	-	-	-
	1.0	3.1	-	-	3.8	-	-	-	-
MEAN	3.3	3.1	3.4	3.3	3.2	3.4	3.4	3.5	3.1
			B			eI	eI	EI	
STANDARD DEVIATION	0.6	0.7	0.5	0.6	0.7	0.6	0.5	0.6	0.3
STANDARD ERROR	0.0	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.1

Comparison Groups: BC/DEFGHI
 Independent T-Test for Means
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

JACK'S BARBECUE RESTAURANT COMMUNICATIONS STUDY-MVS EXAMPLE TABULATION
 STUDY #92306
 RESEARCH COMPANY NAME
 JANUARY 2009

QUESTION 1110
 AND WHICH OF THE FOLLOWING, IF ANY, ARE REASONS WHICH HAVE CAUSED YOU TO EAT AT
 JACK'S BARBECUE LESS OFTEN, OR TO HAVE STOPPED EATING THERE AT ALL

TOTAL

	<--- QUOTA GROUP --->			<----- CONCEPT SAW FIRST ----->					
	TOTAL	Rejectors	Infrequent	Concept 1 Pool A	Concept 1 Pool B	Concept 2 Pool A	Concept 2 Pool B	Concept 3	Concept 4
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
TOTAL	197 100.0	65 100.0	132 100.0	41 100.0	53 100.0	27 100.0	21 100.0	30 100.0	25 100.0
Too expensive	47 23.9	18 27.7	29 22.0	13 31.7 e	9 17.0	10 37.0 eh	5 23.8	5 16.7	5 20.0
Waited too long to be seated	30 15.2	10 15.4	20 15.2	5 12.2	6 11.3	5 18.5	3 14.3	6 20.0	5 20.0
Did not like menu choices	28 14.2	14 21.5 c	14 10.6	4 9.8	9 17.0 F	1 3.7	3 14.3	7 23.3 F	4 16.0
Did not enjoy the restaurant atmosphere	17 8.6	5 7.7	12 9.1	2 4.9	8 15.1 di	2 7.4	1 4.8	3 10.0	1 4.0
Other	86 43.7	23 35.4	63 47.7 b	18 43.9	23 43.4	12 44.4	10 47.6	12 40.0	11 44.0

Comparison Groups: BC/DEFGHI
 Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

JACK'S BARBECUE RESTAURANT COMMUNICATIONS STUDY-MVS EXAMPLE TABULATION
 STUDY #92306
 RESEARCH COMPANY NAME
 JANUARY 2009

QUESTION 2000
 MEAN SUMMARY JACK'S BARBECUE AGREEMENT STATEMENTS

TOTAL

	<--- QUOTA GROUP ---->			<----- CONCEPT SAW FIRST ----->					
	TOTAL	Rejectors	Infrequent	Concept 1 Pool A	Concept 1 Pool B	Concept 2 Pool A	Concept 2 Pool B	Concept 3	Concept 4
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
TOTAL	197	65	132	41	53	27	21	30	25
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Their portion sizes are the right amount of food	7.6	7.1	7.8	7.8	7.1	8.1	7.7	7.7	7.5
Is a restaurant I would seriously consider	6.6	5.0	7.4	6.7	6.0	7.3	7.3	7.0	6.2
More than just steak and potatoes	6.5	5.9	6.8	6.7	5.9	7.6	6.9	6.0	6.6
A good value for the money	6.5	5.5	6.9	6.8	6.1	6.8	6.3	6.9	6.2
Their menu has something for everyone	6.5	5.6	6.9	6.6	5.6	7.9	6.5	6.3	6.6
Keeps up with changing tastes	5.9	4.8	6.4	5.8	5.4	6.7	6.8	5.8	5.7
Priced right for everyday	5.7	4.8	6.1	6.2	5.4	5.5	5.6	5.9	5.6
Not a good value unless there's a special price promotion	5.6	5.9	5.4	6.3	5.1	5.9	5.4	5.1	6.0
Has a boring menu	4.4	5.2	4.1	4.3	4.9	3.9	4.3	3.5	5.4

Comparison Groups: BC/DEFGHI
 Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

JACK'S BARBECUE RESTAURANT COMMUNICATIONS STUDY-MVS EXAMPLE TABULATION
 STUDY #92306
 RESEARCH COMPANY NAME
 JANUARY 2009

QUESTION 2000
 TOP 3 BOX (8 9 10) 'AGREE' JACK'S BARBECUE AGREEMENT STATEMENTS
 TOTAL

	<--- QUOTA GROUP --->			<----- CONCEPT SAW FIRST ----->					
	TOTAL	Rejectors	Infrequent	Concept 1 Pool A	Concept 1 Pool B	Concept 2 Pool A	Concept 2 Pool B	Concept 3	Concept 4
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
TOTAL	197 100.0	65 100.0	132 100.0	41 100.0	53 100.0	27 100.0	21 100.0	30 100.0	25 100.0
Their portion sizes are the right amount of food	107 54.3	29 44.6	78 59.1 b	23 56.1	25 47.2	18 66.7 e	12 57.1	15 50.0	14 56.0
Is a restaurant I would seriously consider	87 44.2	16 24.6	71 53.8 B	16 39.0	19 35.8	15 55.6 e	10 47.6	16 53.3	11 44.0
Their menu has something for everyone	72 36.5	13 20.0	59 44.7 B	16 39.0 E	9 17.0	19 70.4 DEGH	5 23.8	10 33.3	13 52.0 EG
More than just steak and potatoes	70 35.5	20 30.8	50 37.9	16 39.0	14 26.4	14 51.9 Eh	7 33.3	9 30.0	10 40.0
A good value for the money	68 34.5	12 18.5	56 42.4 B	16 39.0 e	11 20.8	15 55.6 EGi	5 23.8	13 43.3 E	8 32.0
Not a good value unless there's a special price promotion	52 26.4	20 30.8	32 24.2	15 36.6 G	12 22.6	9 33.3	3 14.3	6 20.0	7 28.0
Keeps up with changing tastes	51 25.9	5 7.7	46 34.8 B	12 29.3	9 17.0	10 37.0 e	5 23.8	7 23.3	8 32.0
Priced right for everyday	47 23.9	10 15.4	37 28.0 B	9 22.0	12 22.6	6 22.2	5 23.8	8 26.7	7 28.0
Has a boring menu	31 15.7	15 23.1 c	16 12.1	7 17.1 H	8 15.1 H	4 14.8	4 19.0 h	1 3.3	7 28.0 H

Comparison Groups: BC/DEFGHI
 Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

JACK'S BARBECUE RESTAURANT COMMUNICATIONS STUDY-MVS EXAMPLE TABULATION
 STUDY #92306
 RESEARCH COMPANY NAME
 JANUARY 2009

QUESTION 2000
 JACK'S BARBECUE AGREEMENT RATINGS
 A good value for the money

TOTAL

	<--- QUOTA GROUP --->			<----- CONCEPT SAW FIRST ----->					
	TOTAL	Rejectors	Infrequent	Concept 1 Pool A	Concept 1 Pool B	Concept 2 Pool A	Concept 2 Pool B	Concept 3	Concept 4
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
TOTAL	197 100.0	65 100.0	132 100.0	41 100.0	53 100.0	27 100.0	21 100.0	30 100.0	25 100.0
Top 3 Box (8 9 10)	68 34.5	12 18.5	56 42.4	16 39.0	11 20.8	15 55.6	5 23.8	13 43.3	8 32.0
Top Box (10) 'Agree Completely'	20 10.2	3 4.6	17 12.9	5 12.2	4 7.5	5 18.5	2 9.5	2 6.7	2 8.0
Nine	11 5.6	2 3.1	9 6.8	2 4.9	2 3.8	3 11.1	1 4.8	3 10.0	-
Eight	37 18.8	7 10.8	30 22.7	9 22.0	5 9.4	7 25.9	2 9.5	8 26.7	6 24.0
Seven	39 19.8	11 16.9	28 21.2	10 24.4	13 24.5	1 3.7	6 28.6	5 16.7	4 16.0
Six	22 11.2	6 9.2	16 12.1	4 9.8	5 9.4	2 7.4	2 9.5	4 13.3	5 20.0
Five	36 18.3	17 26.2	19 14.4	5 12.2	16 30.2	2 7.4	3 14.3	6 20.0	4 16.0
Four	7 3.6	4 6.2	3 2.3	2 4.9	2 3.8	1 3.7	1 4.8	1 3.3	-
Three	5 2.5	2 3.1	3 2.3	-	2 3.8	2 7.4	-	-	1 4.0
Two	5 2.5	-	5 3.8	-	1 1.9	1 3.7	-	1 3.3	2 8.0
One	10 5.1	9 13.8	1 0.8	3 7.3	2 3.8	2 7.4	2 9.5	-	1 4.0
Don't know	5 2.5	4 6.2	1 0.8	1 2.4	1 1.9	1 3.7	2 9.5	-	-
MEAN	6.5	5.5	6.9	6.8	6.1	6.8	6.3	6.9	6.2
STANDARD DEVIATION	2.3	2.5	2.1	2.3	2.1	2.9	2.5	1.9	2.3
STANDARD ERROR	0.2	0.3	0.2	0.4	0.3	0.6	0.6	0.3	0.5

Comparison Groups: BC/DEFGHI
 Independent T-Test for Means
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

JACK'S BARBECUE RESTAURANT COMMUNICATIONS STUDY-MVS EXAMPLE TABULATION
 STUDY #92306
 RESEARCH COMPANY NAME
 JANUARY 2009

QUESTION 2000
 JACK'S BARBECUE AGREEMENT RATINGS
 Their menu has something for everyone

TOTAL

	<--- QUOTA GROUP --->			<----- CONCEPT SAW FIRST ----->					
	TOTAL	Rejectors	Infrequent	Concept 1 Pool A	Concept 1 Pool B	Concept 2 Pool A	Concept 2 Pool B	Concept 3	Concept 4
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
TOTAL	197 100.0	65 100.0	132 100.0	41 100.0	53 100.0	27 100.0	21 100.0	30 100.0	25 100.0
Top 3 Box (8 9 10)	72 36.5	13 20.0	59 44.7	16 39.0	9 17.0	19 70.4	5 23.8	10 33.3	13 52.0
Top Box (10) 'Agree Completely'	25 12.7	7 10.8	18 13.6	6 14.6	3 5.7	7 25.9	2 9.5	4 13.3	3 12.0
Nine	12 6.1	1 1.5	11 8.3	1 2.4	1 1.9	4 14.8	1 4.8	2 6.7	3 12.0
Eight	35 17.8	5 7.7	30 22.7	9 22.0	5 9.4	8 29.6	2 9.5	4 13.3	7 28.0
Seven	30 15.2	6 9.2	24 18.2	7 17.1	9 17.0	2 7.4	4 19.0	5 16.7	3 12.0
Six	16 8.1	7 10.8	9 6.8	3 7.3	6 11.3	1 3.7	4 19.0	2 6.7	-
Five	34 17.3	16 24.6	18 13.6	9 22.0	13 24.5	2 7.4	2 9.5	4 13.3	4 16.0
Four	11 5.6	5 7.7	6 4.5	-	5 9.4	1 3.7	-	4 13.3	1 4.0
Three	8 4.1	4 6.2	4 3.0	1 2.4	4 7.5	-	-	2 6.7	1 4.0
Two	7 3.6	2 3.1	5 3.8	-	1 1.9	-	2 9.5	2 6.7	2 8.0
One	8 4.1	5 7.7	3 2.3	3 7.3	3 5.7	1 3.7	-	-	1 4.0
Don't know	11 5.6	7 10.8	4 3.0	2 4.9	3 5.7	1 3.7	4 19.0	1 3.3	-
MEAN	6.5	5.6	6.9	6.6	5.6	7.9	6.5	6.3	6.6
STANDARD DEVIATION	2.4	2.5	2.3	2.4	2.2	2.2	2.3	2.5	2.7
STANDARD ERROR	0.2	0.3	0.2	0.4	0.3	0.4	0.5	0.5	0.5

Comparison Groups: BC/DEFGHI
 Independent T-Test for Means
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

JACK'S BARBECUE RESTAURANT COMMUNICATIONS STUDY-MVS EXAMPLE TABULATION
 STUDY #92306
 RESEARCH COMPANY NAME
 JANUARY 2009

QUESTION 2000
 JACK'S BARBECUE AGREEMENT RATINGS
 Priced right for everyday

TOTAL

	<--- QUOTA GROUP --->			<----- CONCEPT SAW FIRST ----->					
	TOTAL	Rejectors	Infrequent	Concept 1 Pool A	Concept 1 Pool B	Concept 2 Pool A	Concept 2 Pool B	Concept 3	Concept 4
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
TOTAL	197 100.0	65 100.0	132 100.0	41 100.0	53 100.0	27 100.0	21 100.0	30 100.0	25 100.0
Top 3 Box (8 9 10)	47 23.9	10 15.4	37 28.0	9 22.0	12 22.6	6 22.2	5 23.8	8 26.7	7 28.0
Top Box (10) 'Agree Completely'	14 7.1	2 3.1	12 9.1	2 4.9	2 3.8	2 7.4	3 14.3	3 10.0	2 8.0
Nine	8 4.1	1 1.5	7 5.3	4 9.8	2 3.8	1 3.7	-	1 3.3	-
Eight	25 12.7	7 10.8	18 13.6	3 7.3	8 15.1	3 11.1	2 9.5	4 13.3	5 20.0
Seven	21 10.7	4 6.2	17 12.9	10 24.4	-	2 7.4	2 9.5	4 13.3	3 12.0
Six	30 15.2	6 9.2	24 18.2	7 17.1	9 17.0	5 18.5	2 9.5	3 10.0	4 16.0
Five	40 20.3	11 16.9	29 22.0	9 22.0	12 22.6	6 22.2	3 14.3	7 23.3	3 12.0
Four	19 9.6	8 12.3	11 8.3	1 2.4	9 17.0	-	2 9.5	4 13.3	3 12.0
Three	15 7.6	12 18.5	3 2.3	1 2.4	8 15.1	5 18.5	-	-	1 4.0
Two	3 1.5	1 1.5	2 1.5	-	-	-	1 4.8	1 3.3	1 4.0
One	14 7.1	7 10.8	7 5.3	3 7.3	1 1.9	2 7.4	3 14.3	2 6.7	3 12.0
Don't know	8 4.1	6 9.2	2 1.5	1 2.4	2 3.8	1 3.7	3 14.3	1 3.3	-
MEAN	5.7	4.8	6.1	6.2	5.4	5.5	5.6	5.9	5.6
STANDARD DEVIATION	2.4	2.4	2.2	2.2	2.1	2.5	3.0	2.4	2.6
STANDARD ERROR	0.2	0.3	0.2	0.3	0.3	0.5	0.7	0.5	0.5

Comparison Groups: BC/DEFGHI
 Independent T-Test for Means
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

JACK'S BARBECUE RESTAURANT COMMUNICATIONS STUDY-MVS EXAMPLE TABULATION
 STUDY #92306
 RESEARCH COMPANY NAME
 JANUARY 2009

QUESTION 2000
 JACK'S BARBECUE AGREEMENT RATINGS
 Has a boring menu

TOTAL

	<--- QUOTA GROUP --->			<----- CONCEPT SAW FIRST ----->					
	TOTAL	Rejectors	Infrequent	Concept 1 Pool A	Concept 1 Pool B	Concept 2 Pool A	Concept 2 Pool B	Concept 3	Concept 4
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
TOTAL	197 100.0	65 100.0	132 100.0	41 100.0	53 100.0	27 100.0	21 100.0	30 100.0	25 100.0
Top 3 Box (8 9 10)	31 15.7	15 23.1	16 12.1	7 17.1	8 15.1	4 14.8	4 19.0	1 3.3	7 28.0
Top Box (10) 'Agree Completely'	10 5.1	6 9.2	4 3.0	2 4.9	3 5.7	2 7.4	1 4.8	-	2 8.0
Nine	3 1.5	2 3.1	1 0.8	-	1 1.9	-	1 4.8	-	1 4.0
Eight	18 9.1	7 10.8	11 8.3	5 12.2	4 7.5	2 7.4	2 9.5	1 3.3	4 16.0
Seven	21 10.7	5 7.7	16 12.1	3 7.3	5 9.4	2 7.4	1 4.8	4 13.3	6 24.0
Six	12 6.1	2 3.1	10 7.6	1 2.4	6 11.3	1 3.7	1 4.8	2 6.7	1 4.0
Five	27 13.7	14 21.5	13 9.8	7 17.1	10 18.9	5 18.5	2 9.5	3 10.0	-
Four	13 6.6	3 4.6	10 7.6	3 7.3	5 9.4	-	-	2 6.7	3 12.0
Three	24 12.2	8 12.3	16 12.1	6 14.6	7 13.2	2 7.4	4 19.0	3 10.0	2 8.0
Two	22 11.2	2 3.1	20 15.2	2 4.9	5 9.4	3 11.1	2 9.5	7 23.3	3 12.0
One	38 19.3	9 13.8	29 22.0	10 24.4	5 9.4	9 33.3	4 19.0	7 23.3	3 12.0
Don't know	9 4.6	7 10.8	2 1.5	2 4.9	2 3.8	1 3.7	3 14.3	1 3.3	-
MEAN	4.4	5.2	4.1	4.3	4.9	3.9	4.3	3.5	5.4
STANDARD DEVIATION	2.7	2.8	2.6	2.8	2.5	3.0	3.0	2.3	2.9
STANDARD ERROR	0.2	0.4	0.2	0.4	0.3	0.6	0.7	0.4	0.6

Comparison Groups: BC/DEFGHI
 Independent T-Test for Means
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

JACK'S BARBECUE RESTAURANT COMMUNICATIONS STUDY-MVS EXAMPLE TABULATION
 STUDY #92306
 RESEARCH COMPANY NAME
 JANUARY 2009

QUESTION 2000
 JACK'S BARBECUE AGREEMENT RATINGS
 Keeps up with changing tastes

TOTAL

	<--- QUOTA GROUP --->			<----- CONCEPT SAW FIRST ----->					
TOTAL	Rejectors	Infrequent	Concept 1 Pool A	Concept 1 Pool B	Concept 2 Pool A	Concept 2 Pool B	Concept 3	Concept 4	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	
TOTAL	197	65	132	41	53	27	21	30	25
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Top 3 Box (8 9 10)	51	5	46	12	9	10	5	7	8
	25.9	7.7	34.8	29.3	17.0	37.0	23.8	23.3	32.0
Top Box (10) 'Agree Completely'	11	2	9	3	1	3	1	1	2
	5.6	3.1	6.8	7.3	1.9	11.1	4.8	3.3	8.0
Nine	5	-	5	1	1	1	1	1	-
	2.5		3.8	2.4	1.9	3.7	4.8	3.3	
Eight	35	3	32	8	7	6	3	5	6
	17.8	4.6	24.2	19.5	13.2	22.2	14.3	16.7	24.0
Seven	26	5	21	3	6	3	5	7	2
	13.2	7.7	15.9	7.3	11.3	11.1	23.8	23.3	8.0
Six	16	6	10	2	6	3	2	1	2
	8.1	9.2	7.6	4.9	11.3	11.1	9.5	3.3	8.0
Five	47	22	25	12	17	5	3	4	6
	23.9	33.8	18.9	29.3	32.1	18.5	14.3	13.3	24.0
Four	14	3	11	2	5	-	-	6	1
	7.1	4.6	8.3	4.9	9.4			20.0	4.0
Three	8	4	4	-	3	1	1	-	3
	4.1	6.2	3.0		5.7	3.7	4.8		12.0
Two	5	1	4	1	1	-	-	1	2
	2.5	1.5	3.0	2.4	1.9			3.3	8.0
One	11	8	3	4	3	1	-	2	1
	5.6	12.3	2.3	9.8	5.7	3.7		6.7	4.0
Don't know	19	11	8	5	3	4	5	2	-
	9.6	16.9	6.1	12.2	5.7	14.8	23.8	6.7	
MEAN	5.9	4.8	6.4	5.8	5.4	6.7	6.8	5.8	5.7
STANDARD DEVIATION	2.3	2.2	2.1	2.5	2.0	2.2	1.7	2.3	2.5
STANDARD ERROR	0.2	0.3	0.2	0.4	0.3	0.5	0.4	0.4	0.5

Comparison Groups: BC/DEFGHI
 Independent T-Test for Means
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

JACK'S BARBECUE RESTAURANT COMMUNICATIONS STUDY-MVS EXAMPLE TABULATION
 STUDY #92306
 RESEARCH COMPANY NAME
 JANUARY 2009

QUESTION 2000
 JACK'S BARBECUE AGREEMENT RATINGS
 Their portion sizes are the right amount of food

TOTAL

	<--- QUOTA GROUP --->			<----- CONCEPT SAW FIRST ----->					
	TOTAL	Rejectors	Infrequent	Concept 1 Pool A	Concept 1 Pool B	Concept 2 Pool A	Concept 2 Pool B	Concept 3	Concept 4
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
TOTAL	197 100.0	65 100.0	132 100.0	41 100.0	53 100.0	27 100.0	21 100.0	30 100.0	25 100.0
Top 3 Box (8 9 10)	107 54.3	29 44.6	78 59.1	23 56.1	25 47.2	18 66.7	12 57.1	15 50.0	14 56.0
Top Box (10) 'Agree Completely'	42 21.3	12 18.5	30 22.7	11 26.8	8 15.1	7 25.9	3 14.3	8 26.7	5 20.0
Nine	25 12.7	6 9.2	19 14.4	5 12.2	6 11.3	4 14.8	4 19.0	3 10.0	3 12.0
Eight	40 20.3	11 16.9	29 22.0	7 17.1	11 20.8	7 25.9	5 23.8	4 13.3	6 24.0
Seven	37 18.8	10 15.4	27 20.5	9 22.0	11 20.8	4 14.8	1 4.8	8 26.7	4 16.0
Six	17 8.6	5 7.7	12 9.1	4 9.8	4 7.5	1 3.7	2 9.5	3 10.0	3 12.0
Five	17 8.6	9 13.8	8 6.1	2 4.9	4 7.5	3 11.1	2 9.5	3 10.0	3 12.0
Four	1 0.5	-	1 0.8	-	-	-	1 4.8	-	-
Three	6 3.0	3 4.6	3 2.3	1 2.4	4 7.5	-	-	1 3.3	-
Two	3 1.5	1 1.5	2 1.5	-	2 3.8	-	-	-	1 4.0
One	2 1.0	2 3.1	-	1 2.4	1 1.9	-	-	-	-
Don't know	7 3.6	6 9.2	1 0.8	1 2.4	2 3.8	1 3.7	3 14.3	-	-
MEAN	7.6	7.1	7.8	7.8	7.1	8.1	7.7	7.7	7.5
STANDARD DEVIATION	2.0	2.4	1.8	2.1	2.4	1.6	1.8	1.9	2.0
STANDARD ERROR	0.1	0.3	0.2	0.3	0.3	0.3	0.4	0.3	0.4

Comparison Groups: BC/DEFGHI
 Independent T-Test for Means
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

JACK'S BARBECUE RESTAURANT COMMUNICATIONS STUDY-MVS EXAMPLE TABULATION
 STUDY #92306
 RESEARCH COMPANY NAME
 JANUARY 2009

QUESTION 2000
 JACK'S BARBECUE AGREEMENT RATINGS
 Not a good value unless there's a special price promotion

TOTAL

	<--- QUOTA GROUP --->			<----- CONCEPT SAW FIRST ----->					
	TOTAL	Rejectors	Infrequent	Concept 1 Pool A	Concept 1 Pool B	Concept 2 Pool A	Concept 2 Pool B	Concept 3	Concept 4
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
TOTAL	197 100.0	65 100.0	132 100.0	41 100.0	53 100.0	27 100.0	21 100.0	30 100.0	25 100.0
Top 3 Box (8 9 10)	52 26.4	20 30.8	32 24.2	15 36.6	12 22.6	9 33.3	3 14.3	6 20.0	7 28.0
Top Box (10) 'Agree Completely'	19 9.6	11 16.9	8 6.1	7 17.1	3 5.7	6 22.2	1 4.8	1 3.3	1 4.0
Nine	8 4.1	3 4.6	5 3.8	2 4.9	2 3.8	1 3.7	1 4.8	1 3.3	1 4.0
Eight	25 12.7	6 9.2	19 14.4	6 14.6	7 13.2	2 7.4	1 4.8	4 13.3	5 20.0
Seven	30 15.2	8 12.3	22 16.7	6 14.6	4 7.5	6 22.2	2 9.5	5 16.7	7 28.0
Six	13 6.6	2 3.1	11 8.3	2 4.9	3 5.7	-	3 14.3	2 6.7	3 12.0
Five	28 14.2	8 12.3	20 15.2	6 14.6	8 15.1	3 11.1	6 28.6	4 13.3	1 4.0
Four	13 6.6	2 3.1	11 8.3	4 9.8	4 7.5	-	1 4.8	3 10.0	1 4.0
Three	20 10.2	8 12.3	12 9.1	3 7.3	8 15.1	1 3.7	1 4.8	3 10.0	4 16.0
Two	9 4.6	4 6.2	5 3.8	1 2.4	5 9.4	1 3.7	-	2 6.7	-
One	21 10.7	5 7.7	16 12.1	3 7.3	4 7.5	6 22.2	2 9.5	4 13.3	2 8.0
Don't know	11 5.6	8 12.3	3 2.3	1 2.4	5 9.4	1 3.7	3 14.3	1 3.3	-
MEAN	5.6	5.9	5.4	6.3	5.1	5.9	5.4	5.1	6.0
STANDARD DEVIATION	2.8	3.0	2.6	2.8	2.7	3.4	2.4	2.6	2.4
STANDARD ERROR	0.2	0.4	0.2	0.4	0.4	0.7	0.6	0.5	0.5

Comparison Groups: BC/DEFGHI
 Independent T-Test for Means
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

JACK'S BARBECUE RESTAURANT COMMUNICATIONS STUDY-MVS EXAMPLE TABULATION
 STUDY #92306
 RESEARCH COMPANY NAME
 JANUARY 2009

QUESTION 2000
 JACK'S BARBECUE AGREEMENT RATINGS
 More than just steak and potatoes

TOTAL

	<--- QUOTA GROUP --->			<----- CONCEPT SAW FIRST ----->					
	TOTAL	Rejectors	Infrequent	Concept 1 Pool A	Concept 1 Pool B	Concept 2 Pool A	Concept 2 Pool B	Concept 3	Concept 4
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
TOTAL	197 100.0	65 100.0	132 100.0	41 100.0	53 100.0	27 100.0	21 100.0	30 100.0	25 100.0
Top 3 Box (8 9 10)	70 35.5	20 30.8	50 37.9	16 39.0	14 26.4	14 51.9	7 33.3	9 30.0	10 40.0
Top Box (10) 'Agree Completely'	27 13.7	8 12.3	19 14.4	8 19.5	5 9.4	6 22.2	3 14.3	3 10.0	2 8.0
Nine	10 5.1	3 4.6	7 5.3	2 4.9	1 1.9	3 11.1	1 4.8	2 6.7	1 4.0
Eight	33 16.8	9 13.8	24 18.2	6 14.6	8 15.1	5 18.5	3 14.3	4 13.3	7 28.0
Seven	35 17.8	5 7.7	30 22.7	6 14.6	11 20.8	3 11.1	3 14.3	6 20.0	6 24.0
Six	21 10.7	8 12.3	13 9.8	5 12.2	4 7.5	3 11.1	3 14.3	2 6.7	4 16.0
Five	30 15.2	12 18.5	18 13.6	8 19.5	7 13.2	5 18.5	3 14.3	5 16.7	2 8.0
Four	9 4.6	3 4.6	6 4.5	1 2.4	4 7.5	-	1 4.8	3 10.0	-
Three	11 5.6	6 9.2	5 3.8	-	8 15.1	-	1 4.8	2 6.7	-
Two	5 2.5	2 3.1	3 2.3	-	2 3.8	-	-	1 3.3	2 8.0
One	9 4.6	5 7.7	4 3.0	4 9.8	2 3.8	-	-	2 6.7	1 4.0
Don't know	7 3.6	4 6.2	3 2.3	1 2.4	1 1.9	2 7.4	3 14.3	-	-
MEAN	6.5	5.9	6.8	6.7	5.9	7.6	6.9	6.0	6.6
STANDARD DEVIATION	2.4	2.7	2.3	2.6	2.5	1.9	2.1	2.6	2.3
STANDARD ERROR	0.2	0.3	0.2	0.4	0.3	0.4	0.5	0.5	0.5

Comparison Groups: BC/DEFGHI
 Independent T-Test for Means
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

JACK'S BARBECUE RESTAURANT COMMUNICATIONS STUDY-MVS EXAMPLE TABULATION
 STUDY #92306
 RESEARCH COMPANY NAME
 JANUARY 2009

QUESTION 2000
 JACK'S BARBECUE AGREEMENT RATINGS
 Is a restaurant I would seriously consider

TOTAL

	<--- QUOTA GROUP --->			<----- CONCEPT SAW FIRST ----->					
	TOTAL	Rejectors	Infrequent	Concept 1 Pool A	Concept 1 Pool B	Concept 2 Pool A	Concept 2 Pool B	Concept 3	Concept 4
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
TOTAL	197	65	132	41	53	27	21	30	25
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Top 3 Box (8 9 10)	87	16	71	16	19	15	10	16	11
	44.2	24.6	53.8	39.0	35.8	55.6	47.6	53.3	44.0
Top Box (10) 'Agree Completely'	39	7	32	7	7	11	3	8	3
	19.8	10.8	24.2	17.1	13.2	40.7	14.3	26.7	12.0
Nine	17	2	15	4	5	-	3	3	2
	8.6	3.1	11.4	9.8	9.4	-	14.3	10.0	8.0
Eight	31	7	24	5	7	4	4	5	6
	15.7	10.8	18.2	12.2	13.2	14.8	19.0	16.7	24.0
Seven	27	7	20	9	3	2	6	5	2
	13.7	10.8	15.2	22.0	5.7	7.4	28.6	16.7	8.0
Six	12	3	9	2	3	3	1	-	3
	6.1	4.6	6.8	4.9	5.7	11.1	4.8	-	12.0
Five	27	9	18	7	14	1	-	2	3
	13.7	13.8	13.6	17.1	26.4	3.7	-	6.7	12.0
Four	8	4	4	1	2	1	-	3	1
	4.1	6.2	3.0	2.4	3.8	3.7	-	10.0	4.0
Three	8	5	3	-	5	2	-	1	-
	4.1	7.7	2.3	-	9.4	7.4	-	3.3	-
Two	12	8	4	1	6	-	-	1	4
	6.1	12.3	3.0	2.4	11.3	-	-	3.3	16.0
One	12	10	2	4	1	2	2	2	1
	6.1	15.4	1.5	9.8	1.9	7.4	9.5	6.7	4.0
Don't know	4	3	1	1	-	1	2	-	-
	2.0	4.6	0.8	2.4	-	3.7	9.5	-	-
MEAN	6.6	5.0	7.4	6.7	6.0	7.3	7.3	7.0	6.2
STANDARD DEVIATION	2.8	3.0	2.3	2.7	2.7	3.0	2.5	2.9	2.8
STANDARD ERROR	0.2	0.4	0.2	0.4	0.4	0.6	0.6	0.5	0.6

Comparison Groups: BC/DEFGHI
 Independent T-Test for Means
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

JACK'S BARBECUE RESTAURANT COMMUNICATIONS STUDY-MVS EXAMPLE TABULATION
 STUDY #92306
 RESEARCH COMPANY NAME
 JANUARY 2009

QUESTION 2030
 MEAN SUMMARY JACK'S BARBECUE AGREEMENT STATEMENTS AFTER CONCEPT

TOTAL

	<--- QUOTA GROUP --->			<----- CONCEPT SAW FIRST ----->					
	TOTAL	Rejectors	Infrequent	Concept 1 Pool A	Concept 1 Pool B	Concept 2 Pool A	Concept 2 Pool B	Concept 3	Concept 4
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
TOTAL	197	65	132	41	53	27	21	30	25
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Their portion sizes are the right amount of food	7.3	6.5	7.6	6.8	6.7	7.4	8.2	8.2	7.3
Is a restaurant I would seriously consider	6.7	5.0	7.6	6.7	6.3	6.7	7.1	7.0	7.3
More than just steak and potatoes	6.6	5.8	7.0	6.5	6.4	7.1	7.0	6.5	6.7
Their menu has something for everyone	6.5	5.4	7.1	6.5	5.8	7.2	6.8	6.7	6.9
A good value for the money	6.5	5.7	6.9	6.4	6.0	6.4	6.9	7.5	6.3
Keeps up with changing tastes	6.4	5.5	6.8	6.3	6.4	6.5	6.5	6.3	6.5
Priced right for everyday	5.9	4.9	6.3	5.9	5.5	5.3	6.1	6.7	6.0
Not a good value unless there's a special price promotion	5.5	5.9	5.3	6.0	5.4	5.1	6.1	4.8	5.8
Has a boring menu	4.7	5.7	4.2	4.7	4.8	3.9	5.4	4.4	4.8

Comparison Groups: BC/DEFGHI
 Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

JACK'S BARBECUE RESTAURANT COMMUNICATIONS STUDY-MVS EXAMPLE TABULATION
STUDY #92306
RESEARCH COMPANY NAME
JANUARY 2009

QUESTION 2030
TOP 3 BOX (8 9 10) 'AGREE' JACK'S BARBECUE AGREEMENT STATEMENTS AFTER CONCEPT

TOTAL

	<--- QUOTA GROUP --->			<----- CONCEPT SAW FIRST ----->					
	TOTAL	Rejectors	Infrequent	Concept 1 Pool A	Concept 1 Pool B	Concept 2 Pool A	Concept 2 Pool B	Concept 3	Concept 4
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
TOTAL	197 100.0	65 100.0	132 100.0	41 100.0	53 100.0	27 100.0	21 100.0	30 100.0	25 100.0
Their portion sizes are the right amount of food	93 47.2	22 33.8	71 53.8 B	16 39.0	19 35.8	13 48.1	13 61.9 dE	18 60.0 dE	14 56.0 e
Is a restaurant I would seriously consider	85 43.1	14 21.5	71 53.8 B	14 34.1	19 35.8	14 51.9	9 42.9	15 50.0	14 56.0 de
More than just steak and potatoes	75 38.1	16 24.6	59 44.7 B	15 36.6	17 32.1	12 44.4	8 38.1	12 40.0	11 44.0
Their menu has something for everyone	72 36.5	14 21.5	58 43.9 B	17 41.5 E	7 13.2	15 55.6 E	8 38.1 E	12 40.0 E	13 52.0 E
A good value for the money	62 31.5	13 20.0	49 37.1 B	12 29.3	11 20.8	8 29.6	8 38.1	14 46.7 E	9 36.0
Keeps up with changing tastes	60 30.5	10 15.4	50 37.9 B	13 31.7 g	15 28.3	10 37.0 g	3 14.3	9 30.0	10 40.0 G
Priced right for everyday	48 24.4	11 16.9	37 28.0 b	11 26.8	10 18.9	6 22.2	3 14.3	12 40.0 EG	6 24.0
Not a good value unless there's a special price promotion	47 23.9	19 29.2	28 21.2	13 31.7	11 20.8	5 18.5	7 33.3	5 16.7	6 24.0
Has a boring menu	39 19.8	20 30.8 C	19 14.4	7 17.1	11 20.8	6 22.2	5 23.8	4 13.3	6 24.0

Comparison Groups: BC/DEFGHI
Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

JACK'S BARBECUE RESTAURANT COMMUNICATIONS STUDY-MVS EXAMPLE TABULATION
 STUDY #92306
 RESEARCH COMPANY NAME
 JANUARY 2009

QUESTION 2030
 JACK'S BARBECUE AGREEMENT RATINGS AFTER CONCEPT
 A good value for the money

TOTAL

	<--- QUOTA GROUP --->			<----- CONCEPT SAW FIRST ----->					
	TOTAL	Rejectors	Infrequent	Concept 1 Pool A	Concept 1 Pool B	Concept 2 Pool A	Concept 2 Pool B	Concept 3	Concept 4
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
TOTAL	197 100.0	65 100.0	132 100.0	41 100.0	53 100.0	27 100.0	21 100.0	30 100.0	25 100.0
Top 3 Box (8 9 10)	62 31.5	13 20.0	49 37.1	12 29.3	11 20.8	8 29.6	8 38.1	14 46.7	9 36.0
Top Box (10) 'Agree Completely'	20 10.2	5 7.7	15 11.4	3 7.3	2 3.8	3 11.1	2 9.5	8 26.7	2 8.0
Nine	11 5.6	3 4.6	8 6.1	4 9.8	2 3.8	-	2 9.5	3 10.0	-
Eight	31 15.7	5 7.7	26 19.7	5 12.2	7 13.2	5 18.5	4 19.0	3 10.0	7 28.0
Seven	43 21.8	11 16.9	32 24.2	12 29.3	11 20.8	8 29.6	3 14.3	6 20.0	3 12.0
Six	28 14.2	5 7.7	23 17.4	3 7.3	8 15.1	4 14.8	4 19.0	4 13.3	5 20.0
Five	24 12.2	13 20.0	11 8.3	5 12.2	11 20.8	2 7.4	1 4.8	3 10.0	2 8.0
Four	11 5.6	7 10.8	4 3.0	3 7.3	3 5.7	1 3.7	1 4.8	3 10.0	-
Three	7 3.6	5 7.7	2 1.5	2 4.9	4 7.5	-	-	-	1 4.0
Two	4 2.0	1 1.5	3 2.3	1 2.4	1 1.9	-	-	-	2 8.0
One	8 4.1	5 7.7	3 2.3	2 4.9	1 1.9	3 11.1	1 4.8	-	1 4.0
Don't know	10 5.1	5 7.7	5 3.8	1 2.4	3 5.7	1 3.7	3 14.3	-	2 8.0
MEAN	6.5	5.7	6.9	6.4	6.0	6.4	6.9	7.5	6.3
STANDARD DEVIATION	2.2	2.5	2.0	2.3	2.0	2.5	2.2	2.1	2.4
STANDARD ERROR	0.2	0.3	0.2	0.4	0.3	0.5	0.5	0.4	0.5

Comparison Groups: BC/DEFGHI
 Independent T-Test for Means
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

JACK'S BARBECUE RESTAURANT COMMUNICATIONS STUDY-MVS EXAMPLE TABULATION
 STUDY #92306
 RESEARCH COMPANY NAME
 JANUARY 2009

QUESTION 2030
 JACK'S BARBECUE AGREEMENT RATINGS AFTER CONCEPT
 Their menu has something for everyone

TOTAL

	<--- QUOTA GROUP --->			<----- CONCEPT SAW FIRST ----->					
	TOTAL	Rejectors	Infrequent	Concept 1 Pool A	Concept 1 Pool B	Concept 2 Pool A	Concept 2 Pool B	Concept 3	Concept 4
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
TOTAL	197 100.0	65 100.0	132 100.0	41 100.0	53 100.0	27 100.0	21 100.0	30 100.0	25 100.0
Top 3 Box (8 9 10)	72 36.5	14 21.5	58 43.9	17 41.5	7 13.2	15 55.6	8 38.1	12 40.0	13 52.0
Top Box (10) 'Agree Completely'	22 11.2	5 7.7	17 12.9	5 12.2	2 3.8	5 18.5	2 9.5	6 20.0	2 8.0
Nine	15 7.6	3 4.6	12 9.1	4 9.8	1 1.9	3 11.1	3 14.3	2 6.7	2 8.0
Eight	35 17.8	6 9.2	29 22.0	8 19.5	4 7.5	7 25.9	3 14.3	4 13.3	9 36.0
Seven	28 14.2	7 10.8	21 15.9	4 9.8	14 26.4	4 14.8	1 4.8	2 6.7	3 12.0
Six	20 10.2	3 4.6	17 12.9	2 4.9	9 17.0	1 3.7	3 14.3	4 13.3	1 4.0
Five	34 17.3	16 24.6	18 13.6	9 22.0	12 22.6	1 3.7	5 23.8	6 20.0	1 4.0
Four	12 6.1	6 9.2	6 4.5	3 7.3	3 5.7	-	-	4 13.3	2 8.0
Three	9 4.6	5 7.7	4 3.0	2 4.9	3 5.7	2 7.4	-	-	2 8.0
Two	2 1.0	1 1.5	1 0.8	-	1 1.9	-	-	-	1 4.0
One	8 4.1	8 12.3	-	2 4.9	2 3.8	2 7.4	1 4.8	1 3.3	-
Don't know	12 6.1	5 7.7	7 5.3	2 4.9	2 3.8	2 7.4	3 14.3	1 3.3	2 8.0
MEAN	6.5	5.4	7.1	6.5	5.8	7.2	6.8	6.7	6.9
STANDARD DEVIATION	2.3	2.6	1.9	2.5	1.9	2.7	2.3	2.4	2.3
STANDARD ERROR	0.2	0.3	0.2	0.4	0.3	0.5	0.5	0.4	0.5

Comparison Groups: BC/DEFGHI
 Independent T-Test for Means
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

JACK'S BARBECUE RESTAURANT COMMUNICATIONS STUDY-MVS EXAMPLE TABULATION
 STUDY #92306
 RESEARCH COMPANY NAME
 JANUARY 2009

QUESTION 2030
 JACK'S BARBECUE AGREEMENT RATINGS AFTER CONCEPT
 Priced right for everyday

TOTAL

	<--- QUOTA GROUP --->			<----- CONCEPT SAW FIRST ----->					
	TOTAL	Rejectors	Infrequent	Concept 1 Pool A	Concept 1 Pool B	Concept 2 Pool A	Concept 2 Pool B	Concept 3	Concept 4
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
TOTAL	197 100.0	65 100.0	132 100.0	41 100.0	53 100.0	27 100.0	21 100.0	30 100.0	25 100.0
Top 3 Box (8 9 10)	48 24.4	11 16.9	37 28.0	11 26.8	10 18.9	6 22.2	3 14.3	12 40.0	6 24.0
Top Box (10) 'Agree Completely'	15 7.6	3 4.6	12 9.1	4 9.8	1 1.9	-	3 14.3	6 20.0	1 4.0
Nine	6 3.0	3 4.6	3 2.3	3 7.3	-	3 11.1	-	-	-
Eight	27 13.7	5 7.7	22 16.7	4 9.8	9 17.0	3 11.1	-	6 20.0	5 20.0
Seven	32 16.2	4 6.2	28 21.2	8 19.5	6 11.3	4 14.8	4 19.0	4 13.3	6 24.0
Six	23 11.7	5 7.7	18 13.6	3 7.3	6 11.3	3 11.1	5 23.8	2 6.7	4 16.0
Five	34 17.3	15 23.1	19 14.4	7 17.1	13 24.5	4 14.8	2 9.5	7 23.3	1 4.0
Four	18 9.1	7 10.8	11 8.3	3 7.3	7 13.2	3 11.1	-	3 10.0	2 8.0
Three	14 7.1	8 12.3	6 4.5	4 9.8	5 9.4	1 3.7	1 4.8	1 3.3	2 8.0
Two	6 3.0	3 4.6	3 2.3	1 2.4	2 3.8	1 3.7	-	1 3.3	1 4.0
One	11 5.6	7 10.8	4 3.0	3 7.3	1 1.9	4 14.8	2 9.5	-	1 4.0
Don't know	11 5.6	5 7.7	6 4.5	1 2.4	3 5.7	1 3.7	4 19.0	-	2 8.0
MEAN	5.9	4.9	6.3	5.9	5.5	5.3	6.1	6.7	6.0
STANDARD DEVIATION	2.4	2.5	2.2	2.6	2.0	2.6	2.7	2.3	2.2
STANDARD ERROR	0.2	0.3	0.2	0.4	0.3	0.5	0.6	0.4	0.5

Comparison Groups: BC/DEFGHI
 Independent T-Test for Means
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

JACK'S BARBECUE RESTAURANT COMMUNICATIONS STUDY-MVS EXAMPLE TABULATION
 STUDY #92306
 RESEARCH COMPANY NAME
 JANUARY 2009

QUESTION 2030
 JACK'S BARBECUE AGREEMENT RATINGS AFTER CONCEPT
 Has a boring menu

TOTAL

	<--- QUOTA GROUP --->			<----- CONCEPT SAW FIRST ----->					
	TOTAL	Rejectors	Infrequent	Concept 1 Pool A	Concept 1 Pool B	Concept 2 Pool A	Concept 2 Pool B	Concept 3	Concept 4
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
TOTAL	197	65	132	41	53	27	21	30	25
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Top 3 Box (8 9 10)	39	20	19	7	11	6	5	4	6
	19.8	30.8	14.4	17.1	20.8	22.2	23.8	13.3	24.0
Top Box (10) 'Agree Completely'	8	7	1	2	2	-	2	2	-
	4.1	10.8	0.8	4.9	3.8		9.5	6.7	
Nine	5	3	2	1	3	-	1	-	-
	2.5	4.6	1.5	2.4	5.7		4.8		
Eight	26	10	16	4	6	6	2	2	6
	13.2	15.4	12.1	9.8	11.3	22.2	9.5	6.7	24.0
Seven	14	3	11	4	2	1	1	3	3
	7.1	4.6	8.3	9.8	3.8	3.7	4.8	10.0	12.0
Six	12	1	11	1	5	-	3	3	-
	6.1	1.5	8.3	2.4	9.4		14.3	10.0	
Five	30	17	13	8	9	4	3	4	2
	15.2	26.2	9.8	19.5	17.0	14.8	14.3	13.3	8.0
Four	19	5	14	5	6	1	2	3	2
	9.6	7.7	10.6	12.2	11.3	3.7	9.5	10.0	8.0
Three	22	5	17	5	7	2	2	1	5
	11.2	7.7	12.9	12.2	13.2	7.4	9.5	3.3	20.0
Two	19	2	17	2	5	2	-	7	3
	9.6	3.1	12.9	4.9	9.4	7.4		23.3	12.0
One	30	6	24	6	6	9	3	4	2
	15.2	9.2	18.2	14.6	11.3	33.3	14.3	13.3	8.0
Don't know	12	6	6	3	2	2	2	1	2
	6.1	9.2	4.5	7.3	3.8	7.4	9.5	3.3	8.0
MEAN	4.7	5.7	4.2	4.7	4.8	3.9	5.4	4.4	4.8
STANDARD DEVIATION	2.7	2.8	2.5	2.6	2.6	2.9	2.9	2.7	2.6
STANDARD ERROR	0.2	0.4	0.2	0.4	0.4	0.6	0.7	0.5	0.5

Comparison Groups: BC/DEFGHI
 Independent T-Test for Means
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

JACK'S BARBECUE RESTAURANT COMMUNICATIONS STUDY-MVS EXAMPLE TABULATION
 STUDY #92306
 RESEARCH COMPANY NAME
 JANUARY 2009

QUESTION 2030
 JACK'S BARBECUE AGREEMENT RATINGS AFTER CONCEPT
 Keeps up with changing tastes

TOTAL

	<--- QUOTA GROUP --->			<----- CONCEPT SAW FIRST ----->					
	TOTAL	Rejectors	Infrequent	Concept 1 Pool A	Concept 1 Pool B	Concept 2 Pool A	Concept 2 Pool B	Concept 3	Concept 4
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
TOTAL	197 100.0	65 100.0	132 100.0	41 100.0	53 100.0	27 100.0	21 100.0	30 100.0	25 100.0
Top 3 Box (8 9 10)	60 30.5	10 15.4	50 37.9	13 31.7	15 28.3	10 37.0	3 14.3	9 30.0	10 40.0
Top Box (10) 'Agree Completely'	17 8.6	4 6.2	13 9.8	3 7.3	5 9.4	4 14.8	1 4.8	3 10.0	1 4.0
Nine	2 1.0	-	2 1.5	1 2.4	-	-	-	-	1 4.0
Eight	41 20.8	6 9.2	35 26.5	9 22.0	10 18.9	6 22.2	2 9.5	6 20.0	8 32.0
Seven	30 15.2	7 10.8	23 17.4	6 14.6	10 18.9	2 7.4	4 19.0	6 20.0	2 8.0
Six	23 11.7	7 10.8	16 12.1	5 12.2	3 5.7	3 11.1	4 19.0	5 16.7	3 12.0
Five	47 23.9	22 33.8	25 18.9	11 26.8	19 35.8	5 18.5	4 19.0	3 10.0	5 20.0
Four	8 4.1	4 6.2	4 3.0	1 2.4	2 3.8	2 7.4	-	2 6.7	1 4.0
Three	2 1.0	1 1.5	1 0.8	1 2.4	-	-	-	-	1 4.0
Two	4 2.0	2 3.1	2 1.5	-	2 3.8	1 3.7	-	-	1 4.0
One	6 3.0	4 6.2	2 1.5	2 4.9	-	1 3.7	-	3 10.0	-
Don't know	17 8.6	8 12.3	9 6.8	2 4.9	2 3.8	3 11.1	6 28.6	2 6.7	2 8.0
MEAN	6.4	5.5	6.8	6.3	6.4	6.5	6.5	6.3	6.5
STANDARD DEVIATION	2.1	2.2	1.9	2.1	1.9	2.4	1.4	2.4	2.0
STANDARD ERROR	0.2	0.3	0.2	0.3	0.3	0.5	0.4	0.5	0.4

Comparison Groups: BC/DEFGHI
 Independent T-Test for Means
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

JACK'S BARBECUE RESTAURANT COMMUNICATIONS STUDY-MVS EXAMPLE TABULATION
 STUDY #92306
 RESEARCH COMPANY NAME
 JANUARY 2009

QUESTION 2030
 JACK'S BARBECUE AGREEMENT RATINGS AFTER CONCEPT
 Their portion sizes are the right amount of food

TOTAL

	<--- QUOTA GROUP --->			<----- CONCEPT SAW FIRST ----->					
	TOTAL	Rejectors	Infrequent	Concept 1 Pool A	Concept 1 Pool B	Concept 2 Pool A	Concept 2 Pool B	Concept 3	Concept 4
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
TOTAL	197 100.0	65 100.0	132 100.0	41 100.0	53 100.0	27 100.0	21 100.0	30 100.0	25 100.0
Top 3 Box (8 9 10)	93 47.2	22 33.8	71 53.8	16 39.0	19 35.8	13 48.1	13 61.9	18 60.0	14 56.0
Top Box (10) 'Agree Completely'	33 16.8	9 13.8	24 18.2	6 14.6	4 7.5	7 25.9	5 23.8	9 30.0	2 8.0
Nine	16 8.1	1 1.5	15 11.4	2 4.9	3 5.7	1 3.7	1 4.8	6 20.0	3 12.0
Eight	44 22.3	12 18.5	32 24.2	8 19.5	12 22.6	5 18.5	7 33.3	3 10.0	9 36.0
Seven	40 20.3	12 18.5	28 21.2	11 26.8	11 20.8	5 18.5	2 9.5	7 23.3	4 16.0
Six	23 11.7	5 7.7	18 13.6	5 12.2	7 13.2	2 7.4	3 14.3	4 13.3	2 8.0
Five	15 7.6	12 18.5	3 2.3	2 4.9	8 15.1	3 11.1	-	1 3.3	1 4.0
Four	1 0.5	-	1 0.8	1 2.4	-	-	-	-	-
Three	6 3.0	4 6.2	2 1.5	2 4.9	3 5.7	1 3.7	-	-	-
Two	4 2.0	-	4 3.0	-	2 3.8	-	-	-	2 8.0
One	4 2.0	4 6.2	-	3 7.3	-	1 3.7	-	-	-
Don't know	11 5.6	6 9.2	5 3.8	1 2.4	3 5.7	2 7.4	3 14.3	-	2 8.0
MEAN	7.3	6.5	7.6	6.8	6.7	7.4	8.2	8.2	7.3
STANDARD DEVIATION	2.1	2.4	1.8	2.4	2.0	2.4	1.4	1.6	2.1
STANDARD ERROR	0.2	0.3	0.2	0.4	0.3	0.5	0.3	0.3	0.4

Comparison Groups: BC/DEFGHI
 Independent T-Test for Means
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

JACK'S BARBECUE RESTAURANT COMMUNICATIONS STUDY-MVS EXAMPLE TABULATION
 STUDY #92306
 RESEARCH COMPANY NAME
 JANUARY 2009

QUESTION 2030
 JACK'S BARBECUE AGREEMENT RATINGS AFTER CONCEPT
 Not a good value unless there's a special price promotion

TOTAL

	<--- QUOTA GROUP --->			<----- CONCEPT SAW FIRST ----->					
	TOTAL	Rejectors	Infrequent	Concept 1 Pool A	Concept 1 Pool B	Concept 2 Pool A	Concept 2 Pool B	Concept 3	Concept 4
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
TOTAL	197 100.0	65 100.0	132 100.0	41 100.0	53 100.0	27 100.0	21 100.0	30 100.0	25 100.0
Top 3 Box (8 9 10)	47 23.9	19 29.2	28 21.2	13 31.7	11 20.8	5 18.5	7 33.3	5 16.7	6 24.0
Top Box (10) 'Agree Completely'	13 6.6	7 10.8	6 4.5	5 12.2	4 7.5	1 3.7	2 9.5	-	1 4.0
Nine	10 5.1	4 6.2	6 4.5	3 7.3	1 1.9	-	3 14.3	2 6.7	1 4.0
Eight	24 12.2	8 12.3	16 12.1	5 12.2	6 11.3	4 14.8	2 9.5	3 10.0	4 16.0
Seven	30 15.2	11 16.9	19 14.4	8 19.5	4 7.5	6 22.2	2 9.5	6 20.0	4 16.0
Six	21 10.7	5 7.7	16 12.1	4 9.8	7 13.2	1 3.7	2 9.5	3 10.0	4 16.0
Five	28 14.2	10 15.4	18 13.6	5 12.2	14 26.4	4 14.8	1 4.8	1 3.3	3 12.0
Four	13 6.6	2 3.1	11 8.3	2 4.9	3 5.7	1 3.7	2 9.5	4 13.3	1 4.0
Three	12 6.1	3 4.6	9 6.8	1 2.4	4 7.5	1 3.7	1 4.8	2 6.7	3 12.0
Two	11 5.6	2 3.1	9 6.8	1 2.4	3 5.7	3 11.1	1 4.8	3 10.0	-
One	23 11.7	8 12.3	15 11.4	6 14.6	4 7.5	4 14.8	2 9.5	5 16.7	2 8.0
Don't know	12 6.1	5 7.7	7 5.3	1 2.4	3 5.7	2 7.4	3 14.3	1 3.3	2 8.0
MEAN	5.5	5.9	5.3	6.0	5.4	5.1	6.1	4.8	5.8
STANDARD DEVIATION	2.7	2.8	2.6	2.9	2.5	2.8	3.0	2.7	2.4
STANDARD ERROR	0.2	0.4	0.2	0.5	0.3	0.6	0.7	0.5	0.5

Comparison Groups: BC/DEFGHI
 Independent T-Test for Means
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

JACK'S BARBECUE RESTAURANT COMMUNICATIONS STUDY-MVS EXAMPLE TABULATION
 STUDY #92306
 RESEARCH COMPANY NAME
 JANUARY 2009

QUESTION 2030
 JACK'S BARBECUE AGREEMENT RATINGS AFTER CONCEPT
 More than just steak and potatoes

TOTAL

	<--- QUOTA GROUP --->			<----- CONCEPT SAW FIRST ----->					
	TOTAL	Rejectors	Infrequent	Concept 1 Pool A	Concept 1 Pool B	Concept 2 Pool A	Concept 2 Pool B	Concept 3	Concept 4
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
TOTAL	197 100.0	65 100.0	132 100.0	41 100.0	53 100.0	27 100.0	21 100.0	30 100.0	25 100.0
Top 3 Box (8 9 10)	75 38.1	16 24.6	59 44.7	15 36.6	17 32.1	12 44.4	8 38.1	12 40.0	11 44.0
Top Box (10) 'Agree Completely'	25 12.7	7 10.8	18 13.6	6 14.6	4 7.5	7 25.9	2 9.5	5 16.7	1 4.0
Nine	11 5.6	2 3.1	9 6.8	3 7.3	2 3.8	1 3.7	1 4.8	3 10.0	1 4.0
Eight	39 19.8	7 10.8	32 24.2	6 14.6	11 20.8	4 14.8	5 23.8	4 13.3	9 36.0
Seven	30 15.2	8 12.3	22 16.7	5 12.2	12 22.6	4 14.8	3 14.3	2 6.7	4 16.0
Six	23 11.7	9 13.8	14 10.6	3 7.3	8 15.1	3 11.1	3 14.3	3 10.0	3 12.0
Five	26 13.2	10 15.4	16 12.1	10 24.4	5 9.4	2 7.4	3 14.3	5 16.7	1 4.0
Four	9 4.6	5 7.7	4 3.0	1 2.4	4 7.5	1 3.7	-	3 10.0	-
Three	9 4.6	5 7.7	4 3.0	-	4 7.5	1 3.7	1 4.8	-	3 12.0
Two	4 2.0	1 1.5	3 2.3	1 2.4	1 1.9	1 3.7	-	-	1 4.0
One	8 4.1	6 9.2	2 1.5	3 7.3	1 1.9	1 3.7	-	3 10.0	-
Don't know	13 6.6	5 7.7	8 6.1	3 7.3	1 1.9	2 7.4	3 14.3	2 6.7	2 8.0
MEAN	6.6	5.8	7.0	6.5	6.4	7.1	7.0	6.5	6.7
STANDARD DEVIATION	2.4	2.6	2.1	2.6	2.1	2.6	1.8	2.8	2.1
STANDARD ERROR	0.2	0.3	0.2	0.4	0.3	0.5	0.4	0.5	0.4

Comparison Groups: BC/DEFGHI
 Independent T-Test for Means
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

JACK'S BARBECUE RESTAURANT COMMUNICATIONS STUDY-MVS EXAMPLE TABULATION
 STUDY #92306
 RESEARCH COMPANY NAME
 JANUARY 2009

QUESTION 2030
 JACK'S BARBECUE AGREEMENT RATINGS AFTER CONCEPT
 Is a restaurant I would seriously consider

TOTAL

	<--- QUOTA GROUP --->			<----- CONCEPT SAW FIRST ----->					
	TOTAL	Rejectors	Infrequent	Concept 1 Pool A	Concept 1 Pool B	Concept 2 Pool A	Concept 2 Pool B	Concept 3	Concept 4
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
TOTAL	197 100.0	65 100.0	132 100.0	41 100.0	53 100.0	27 100.0	21 100.0	30 100.0	25 100.0
Top 3 Box (8 9 10)	85 43.1	14 21.5	71 53.8	14 34.1	19 35.8	14 51.9	9 42.9	15 50.0	14 56.0
Top Box (10) 'Agree Completely'	38 19.3	5 7.7	33 25.0	6 14.6	8 15.1	6 22.2	3 14.3	10 33.3	5 20.0
Nine	14 7.1	-	14 10.6	3 7.3	5 9.4	1 3.7	1 4.8	1 3.3	3 12.0
Eight	33 16.8	9 13.8	24 18.2	5 12.2	6 11.3	7 25.9	5 23.8	4 13.3	6 24.0
Seven	23 11.7	4 6.2	19 14.4	11 26.8	2 3.8	1 3.7	4 19.0	2 6.7	3 12.0
Six	13 6.6	3 4.6	10 7.6	2 4.9	5 9.4	1 3.7	2 9.5	2 6.7	1 4.0
Five	32 16.2	18 27.7	14 10.6	8 19.5	15 28.3	3 11.1	1 4.8	4 13.3	1 4.0
Four	11 5.6	5 7.7	6 4.5	1 2.4	3 5.7	2 7.4	-	3 10.0	2 8.0
Three	7 3.6	4 6.2	3 2.3	1 2.4	4 7.5	1 3.7	-	1 3.3	-
Two	5 2.5	4 6.2	1 0.8	-	2 3.8	1 3.7	1 4.8	-	1 4.0
One	10 5.1	9 13.8	1 0.8	3 7.3	1 1.9	2 7.4	1 4.8	2 6.7	1 4.0
Don't know	11 5.6	4 6.2	7 5.3	1 2.4	2 3.8	2 7.4	3 14.3	1 3.3	2 8.0
MEAN	6.7	5.0	7.6	6.7	6.3	6.7	7.1	7.0	7.3
STANDARD DEVIATION	2.6	2.7	2.1	2.4	2.5	2.9	2.5	2.9	2.6
STANDARD ERROR	0.2	0.3	0.2	0.4	0.4	0.6	0.6	0.5	0.5

Comparison Groups: BC/DEFGHI
 Independent T-Test for Means
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

JACK'S BARBECUE RESTAURANT COMMUNICATIONS STUDY-MVS EXAMPLE TABULATION
 STUDY #92306
 RESEARCH COMPANY NAME
 JANUARY 2009

MEAN SUMMARY CONCEPT RATINGS

Based on what you just heard, how much does this concept make you want to eat
 at JACK'S BARBECUE again?

TOTAL

	<--- QUOTA GROUP ---->			<----- CONCEPT SAW FIRST ----->					
	TOTAL	Rejectors	Infrequent	Concept 1 Pool A	Concept 1 Pool B	Concept 2 Pool A	Concept 2 Pool B	Concept 3	Concept 4
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
TOTAL	197	65	132	41	53	27	21	30	25
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Concept 3	6.9	5.7	7.5	6.9	6.6	7.1	6.7	6.8	7.3
Concept 4	6.4	5.3	7.0	6.1	5.8	7.2	6.4	6.7	7.2
Concept 2-Pool B	6.4	5.4	6.9	-	6.1	-	6.0	7.1	7.7
Concept 1-Pool B	6.0	5.0	6.6	-	5.5	-	6.2	7.3	6.9
Concept 2-Pool A	5.9	4.7	6.5	5.5	-	6.8	-	4.6	6.8
Concept 1-Pool A	5.4	4.7	5.8	5.0	-	6.2	-	4.5	6.1

Comparison Groups: BC/DEFGHI

Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

JACK'S BARBECUE RESTAURANT COMMUNICATIONS STUDY-MVS EXAMPLE TABULATION
 STUDY #92306
 RESEARCH COMPANY NAME
 JANUARY 2009

JACK'S BARBECUE CONCEPT RATINGS
 CONCEPT 1--POOL A
 Based on what you just heard, how much does this concept make you want to eat
 at JACK'S BARBECUE again?

FILTER: POOL A

	<--- QUOTA GROUP --->			<----- CONCEPT SAW FIRST ----->					
	TOTAL	Rejectors	Infrequent	Concept 1 Pool A	Concept 1 Pool B	Concept 2 Pool A	Concept 2 Pool B	Concept 3	Concept 4
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
TOTAL	99 100.0	32 100.0	67 100.0	41 100.0	-	27 100.0	-	17 100.0	14 100.0
Top 3 Box (8 9 10)	27 27.3	6 18.8	21 31.3	9 22.0	-	11 40.7	-	1 5.9	6 42.9
Top Box (10) 'Agree Completely'	7 7.1	2 6.3	5 7.5	2 4.9	-	4 14.8	-	-	1 7.1
Nine	6 6.1	-	6 9.0	2 4.9	-	2 7.4	-	-	2 14.3
Eight	14 14.1	4 12.5	10 14.9	5 12.2	-	5 18.5	-	1 5.9	3 21.4
Seven	16 16.2	4 12.5	12 17.9	7 17.1	-	4 14.8	-	3 17.6	2 14.3
Six	8 8.1	2 6.3	6 9.0	3 7.3	-	1 3.7	-	3 17.6	1 7.1
Five	10 10.1	4 12.5	6 9.0	5 12.2	-	2 7.4	-	3 17.6	-
Four	7 7.1	3 9.4	4 6.0	2 4.9	-	2 7.4	-	1 5.9	2 14.3
Three	10 10.1	5 15.6	5 7.5	5 12.2	-	3 11.1	-	1 5.9	1 7.1
Two	7 7.1	2 6.3	5 7.5	3 7.3	-	-	-	3 17.6	1 7.1
One	13 13.1	6 18.8	7 10.4	7 17.1	-	3 11.1	-	2 11.8	1 7.1
Don't know	1 1.0	-	1 1.5	-	-	1 3.7	-	-	-
MEAN	5.4	4.7	5.8	5.0	-	6.2	-	4.5	6.1
STANDARD DEVIATION	2.8	2.8	2.8	2.8	-	2.9	-	2.3	2.9
STANDARD ERROR	0.3	0.5	0.3	0.4	-	0.6	-	0.6	0.8

Comparison Groups: BC/DEFGHI
 Independent T-Test for Means
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

JACK'S BARBECUE RESTAURANT COMMUNICATIONS STUDY-MVS EXAMPLE TABULATION
 STUDY #92306
 RESEARCH COMPANY NAME
 JANUARY 2009

JACK'S BARBECUE CONCEPT RATINGS
 CONCEPT 1--POOL B
 Based on what you just heard, how much does this concept make you want to eat
 at JACK'S BARBECUE again?

FILTER: POOL B

	<--- QUOTA GROUP --->			<----- CONCEPT SAW FIRST ----->					
	TOTAL	Rejectors	Infrequent	Concept 1 Pool A	Concept 1 Pool B	Concept 2 Pool A	Concept 2 Pool B	Concept 3	Concept 4
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
TOTAL	98 100.0	33 100.0	65 100.0	-	53 100.0	-	21 100.0	13 100.0	11 100.0
Top 3 Box (8 9 10)	30 30.6	8 24.2	22 33.8	-	14 26.4	-	7 33.3	5 38.5	4 36.4
Top Box (10) 'Agree Completely'	11 11.2	2 6.1	9 13.8	-	3 5.7	-	1 4.8	5 38.5	2 18.2
Nine	5 5.1	1 3.0	4 6.2	-	3 5.7	-	2 9.5	-	-
Eight	14 14.3	5 15.2	9 13.8	-	8 15.1	-	4 19.0	-	2 18.2
Seven	13 13.3	4 12.1	9 13.8	-	5 9.4	-	4 19.0	1 7.7	3 27.3
Six	11 11.2	1 3.0	10 15.4	-	6 11.3	-	3 14.3	1 7.7	1 9.1
Five	18 18.4	7 21.2	11 16.9	-	12 22.6	-	2 9.5	2 15.4	2 18.2
Four	6 6.1	2 6.1	4 6.2	-	4 7.5	-	1 4.8	1 7.7	-
Three	6 6.1	2 6.1	4 6.2	-	4 7.5	-	-	1 7.7	1 9.1
Two	5 5.1	4 12.1	1 1.5	-	4 7.5	-	1 4.8	-	-
One	6 6.1	5 15.2	1 1.5	-	4 7.5	-	2 9.5	-	-
Don't know	3 3.1	-	3 4.6	-	-	-	1 4.8	2 15.4	-
MEAN	6.0	5.0	6.6	-	5.5	-	6.2	7.3	6.9
STANDARD DEVIATION	2.6	2.8	2.3		2.5		2.6	2.8	2.1
STANDARD ERROR	0.3	0.5	0.3		0.3		0.6	0.8	0.6

Comparison Groups: BC/DEFGHI
 Independent T-Test for Means
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

JACK'S BARBECUE RESTAURANT COMMUNICATIONS STUDY-MVS EXAMPLE TABULATION
 STUDY #92306
 RESEARCH COMPANY NAME
 JANUARY 2009

JACK'S BARBECUE CONCEPT RATINGS

CONCEPT 2--POOL A

Based on what you just heard, how much does this concept make you want to eat
 at JACK'S BARBECUE again?

FILTER: POOL A

	<--- QUOTA GROUP --->			<----- CONCEPT SAW FIRST ----->					
	TOTAL	Rejectors	Infrequent	Concept 1 Pool A	Concept 1 Pool B	Concept 2 Pool A	Concept 2 Pool B	Concept 3	Concept 4
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
TOTAL	99 100.0	32 100.0	67 100.0	41 100.0	-	27 100.0	-	17 100.0	14 100.0
Top 3 Box (8 9 10)	34 34.3	6 18.8	28 41.8	12 29.3	-	14 51.9	-	1 5.9	7 50.0
Top Box (10) 'Agree Completely'	14 14.1	2 6.3	12 17.9	6 14.6	-	5 18.5	-	1 5.9	2 14.3
Nine	8 8.1	1 3.1	7 10.4	3 7.3	-	3 11.1	-	-	2 14.3
Eight	12 12.1	3 9.4	9 13.4	3 7.3	-	6 22.2	-	-	3 21.4
Seven	12 12.1	2 6.3	10 14.9	5 12.2	-	3 11.1	-	2 11.8	2 14.3
Six	9 9.1	4 12.5	5 7.5	4 9.8	-	-	-	3 17.6	2 14.3
Five	12 12.1	6 18.8	6 9.0	4 9.8	-	4 14.8	-	4 23.5	-
Four	7 7.1	2 6.3	5 7.5	2 4.9	-	1 3.7	-	3 17.6	1 7.1
Three	7 7.1	3 9.4	4 6.0	6 14.6	-	1 3.7	-	-	-
Two	5 5.1	3 9.4	2 3.0	1 2.4	-	2 7.4	-	1 5.9	1 7.1
One	12 12.1	6 18.8	6 9.0	7 17.1	-	1 3.7	-	3 17.6	1 7.1
Don't know	1 1.0	-	1 1.5	-	-	1 3.7	-	-	-
MEAN	5.9	4.7	6.5	5.5	-	6.8	-	4.6	6.8
STANDARD DEVIATION	2.9	2.8	2.9	3.1	-	2.8	-	2.4	2.8
STANDARD ERROR	0.3	0.5	0.4	0.5	-	0.5	-	0.6	0.7

Comparison Groups: BC/DEFGHI

Independent T-Test for Means

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

JACK'S BARBECUE RESTAURANT COMMUNICATIONS STUDY-MVS EXAMPLE TABULATION
 STUDY #92306
 RESEARCH COMPANY NAME
 JANUARY 2009

JACK'S BARBECUE CONCEPT RATINGS

CONCEPT 2--POOL B

Based on what you just heard, how much does this concept make you want to eat
 at JACK'S BARBECUE again?

FILTER: POOL B

	<--- QUOTA GROUP --->			<----- CONCEPT SAW FIRST ----->					
	TOTAL	Rejectors	Infrequent	Concept 1 Pool A	Concept 1 Pool B	Concept 2 Pool A	Concept 2 Pool B	Concept 3	Concept 4
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
TOTAL	98 100.0	33 100.0	65 100.0	-	53 100.0	-	21 100.0	13 100.0	11 100.0
Top 3 Box (8 9 10)	38 38.8	11 33.3	27 41.5	-	19 35.8	-	6 28.6	6 46.2	7 63.6
Top Box (10) 'Agree Completely'	17 17.3	3 9.1	14 21.5	-	6 11.3	-	4 19.0	4 30.8	3 27.3
Nine	5 5.1	1 3.0	4 6.2	-	3 5.7	-	1 4.8	-	1 9.1
Eight	16 16.3	7 21.2	9 13.8	-	10 18.9	-	1 4.8	2 15.4	3 27.3
Seven	14 14.3	4 12.1	10 15.4	-	7 13.2	-	4 19.0	1 7.7	2 18.2
Six	8 8.2	-	8 12.3	-	3 5.7	-	2 9.5	3 23.1	-
Five	10 10.2	3 9.1	7 10.8	-	6 11.3	-	3 14.3	-	1 9.1
Four	7 7.1	3 9.1	4 6.2	-	6 11.3	-	1 4.8	-	-
Three	9 9.2	5 15.2	4 6.2	-	5 9.4	-	2 9.5	1 7.7	1 9.1
Two	2 2.0	2 6.1	-	-	2 3.8	-	-	-	-
One	7 7.1	4 12.1	3 4.6	-	3 5.7	-	3 14.3	1 7.7	-
Don't know	3 3.1	1 3.0	2 3.1	-	2 3.8	-	-	1 7.7	-
MEAN	6.4	5.4	6.9	-	6.1	-	6.0	7.1	7.7
STANDARD DEVIATION	2.7	2.9	2.5	-	2.7	-	3.0	2.9	eg 2.2
STANDARD ERROR	0.3	0.5	0.3	-	0.4	-	0.7	0.8	0.7

Comparison Groups: BC/DEFGHI

Independent T-Test for Means

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

JACK'S BARBECUE RESTAURANT COMMUNICATIONS STUDY-MVS EXAMPLE TABULATION
 STUDY #92306
 RESEARCH COMPANY NAME
 JANUARY 2009

JACK'S BARBECUE CONCEPT RATINGS
 CONCEPT 3
 Based on what you just heard, how much does this concept make you want to eat
 at JACK'S BARBECUE again?

TOTAL

	<--- QUOTA GROUP --->			----- CONCEPT SAW FIRST ----->					
	TOTAL	Rejectors	Infrequent	Concept 1 Pool A	Concept 1 Pool B	Concept 2 Pool A	Concept 2 Pool B	Concept 3	Concept 4
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
TOTAL	197 100.0	65 100.0	132 100.0	41 100.0	53 100.0	27 100.0	21 100.0	30 100.0	25 100.0
Top 3 Box (8 9 10)	86 43.7	19 29.2	67 50.8	19 46.3	20 37.7	12 44.4	10 47.6	10 33.3	15 60.0
Top Box (10) 'Agree Completely'	29 14.7	4 6.2	25 18.9	11 26.8	4 7.5	5 18.5	1 4.8	3 10.0	5 20.0
Nine	22 11.2	5 7.7	17 12.9	4 9.8	6 11.3	2 7.4	7 33.3	1 3.3	2 8.0
Eight	35 17.8	10 15.4	25 18.9	4 9.8	10 18.9	5 18.5	2 9.5	6 20.0	8 32.0
Seven	38 19.3	8 12.3	30 22.7	4 9.8	11 20.8	5 18.5	3 14.3	11 36.7	4 16.0
Six	23 11.7	9 13.8	14 10.6	7 17.1	6 11.3	3 11.1	1 4.8	4 13.3	2 8.0
Five	20 10.2	12 18.5	8 6.1	4 9.8	6 11.3	4 14.8	3 14.3	2 6.7	1 4.0
Four	6 3.0	2 3.1	4 3.0	1 2.4	3 5.7	-	-	1 3.3	1 4.0
Three	4 2.0	3 4.6	1 0.8	2 4.9	2 3.8	-	-	-	-
Two	4 2.0	2 3.1	2 1.5	1 2.4	-	2 7.4	-	1 3.3	-
One	12 6.1	9 13.8	3 2.3	3 7.3	3 5.7	-	3 14.3	1 3.3	2 8.0
Don't know	4 2.0	1 1.5	3 2.3	-	2 3.8	1 3.7	1 4.8	-	-
MEAN	6.9	5.7	7.5	6.9	6.6	7.1	6.7	6.8	7.3
STANDARD DEVIATION	2.4	2.7	2.1	2.8	2.3	2.3	2.9	2.0	2.5
STANDARD ERROR	0.2	0.3	0.2	0.4	0.3	0.4	0.6	0.4	0.5

Comparison Groups: BC/DEFGHI
 Independent T-Test for Means
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

JACK'S BARBECUE RESTAURANT COMMUNICATIONS STUDY-MVS EXAMPLE TABULATION
 STUDY #92306
 RESEARCH COMPANY NAME
 JANUARY 2009

JACK'S BARBECUE CONCEPT RATINGS

CONCEPT 4

Based on what you just heard, how much does this concept make you want to eat at JACK'S BARBECUE again?

TOTAL

	<--- QUOTA GROUP --->			<----- CONCEPT SAW FIRST ----->					
	TOTAL	Rejectors	Infrequent	Concept 1 Pool A	Concept 1 Pool B	Concept 2 Pool A	Concept 2 Pool B	Concept 3	Concept 4
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
TOTAL	197 100.0	65 100.0	132 100.0	41 100.0	53 100.0	27 100.0	21 100.0	30 100.0	25 100.0
Top 3 Box (8 9 10)	83 42.1	18 27.7	65 49.2	16 39.0	16 30.2	15 55.6	9 42.9	13 43.3	14 56.0
Top Box (10) 'Agree Completely'	22 11.2	5 7.7	17 12.9	5 12.2	3 5.7	6 22.2	3 14.3	3 10.0	2 8.0
Nine	20 10.2	4 6.2	16 12.1	5 12.2	5 9.4	1 3.7	3 14.3	4 13.3	2 8.0
Eight	41 20.8	9 13.8	32 24.2	6 14.6	8 15.1	8 29.6	3 14.3	6 20.0	10 40.0
Seven	22 11.2	6 9.2	16 12.1	7 17.1	4 7.5	3 11.1	1 4.8	4 13.3	3 12.0
Six	28 14.2	11 16.9	17 12.9	3 7.3	11 20.8	2 7.4	6 28.6	4 13.3	2 8.0
Five	21 10.7	7 10.8	14 10.6	5 12.2	7 13.2	2 7.4	-	3 10.0	4 16.0
Four	10 5.1	3 4.6	7 5.3	2 4.9	3 5.7	1 3.7	-	2 6.7	2 8.0
Three	8 4.1	5 7.7	3 2.3	-	6 11.3	2 7.4	-	-	-
Two	3 1.5	-	3 2.3	1 2.4	1 1.9	-	-	1 3.3	-
One	18 9.1	14 21.5	4 3.0	7 17.1	4 7.5	1 3.7	4 19.0	2 6.7	-
Don't know	4 2.0	1 1.5	3 2.3	-	1 1.9	1 3.7	1 4.8	1 3.3	-
MEAN	6.4	5.3	7.0	6.1	5.8	7.2	6.4	6.7	7.2
STANDARD DEVIATION	2.6	2.9	2.3	3.0	2.5	2.5	3.1	2.5	1.7
STANDARD ERROR	0.2	0.4	0.2	0.5	0.3	0.5	0.7	0.5	0.3

Comparison Groups: BC/DEFGHI
 Independent T-Test for Means
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.