**Crosstabs – How long have you been using MarketVolume.com?**

**Conclusions:** There is a significant correlation between how long people have been using the program to how often they use it. The people who use the program the most often are the people who have used the program the longest or people who have used the program for the shortest amount of time - See appendix A. Some new users have a difficult time using the Javacharts – See appendix B. Most people who have been using the program for a long time have mixed opinions about Market Volumes commentary. Other People are generally satisfied with the commentary - See appendix C. People who were new to the application had a harder time than others using our website - See appendix D. People who have used the program for upwards of 6 months have noticed an improvement in quality over the past few years. This percentage gets higher with older customers - See appendix E.

**Recommendations:** Keep improving your program, users have noticed an improvement. While your application seems easy to experienced users, new users have some difficulty adapting to the program. Similar statistics were found for your website and it is recommended that you consult a professional to help capture new users. It is recommended that you perform more in-depth interviews to probe people about the commentary.

**Crosstabs – How often do you use MarketVolume.com?**

Significant crosstabs were listed under other sections of the document.

**Conclusions:** 43% of people believe that quality of MarketVolume.com is improving and 57% of those use the program hourly – See appendix I. People who use MarketVolume.com most often are self employed. The people who use MarketVolume.com the most frequently learned about it through a search engine or a website link. The people who use it weekly learned about it from a friend or the radio – See appendix J. 10% of people who use the program daily and 19% hourly either don’t know how they feel about the program or dislike MarketVolume.com – See appendix K.

**Recommendations:** You could perform more research as to what a self employed person wants in a market volume application. The website appears to be your primary source of customers, make sure you advertise online and keep your website in top shape. Also be sure to participate in lots of online reviews and spread your name to as many reputable websites as possible. Further research into why people who use the program daily/hourly are dissatisfied with the program is recommended.

**Crosstabs – How did you learn about MarketVolume.com?**

I made crosstabs with all other applicable questions and found that none of them were statistically relevant.

**Crosstabs -**  **How Satisfied are you with MarketVolume.com?**

**Conclusions:** Out of the people who were dissatisfied with MarketVolume.com:

* 25% of people who were dissatisfied with MarketVolume.com were satisfied with the pricing. 51% of people who were dissatisfied also said they didn’t like the pricing – See appendix L. People were generally satisfied with the Javacharts even though they didn’t like the application. – See appendix M
* 38% of the people who didn’t like the program said they were dissatisfied with the commentary. – See appendix N. 51% didn’t like the signals – See appendix O. 63% said they didn’t like the instruction manual – See appendix P. 63% were self employed – See appendix Q

**Recommendations:** I would not recommend a price change, this isn’t the reason people don’t like the application. Instead, I would recommend research into the commentary, signals, instructional manual, and technical support.

**Crosstabs – How satisfied are you with the Pricing Plans?**

I cross tabbed this with “How satisfied are you with MarketVolume.com?” and didn’t believe it was significant.

**Crosstabs – How satisfied are you with the Java Charts?**

I cross tabbed this with satisfaction and didn’t believe it was significant.

**Crosstabs – How satisfied are you with the Market Commentary?**

**Conclusions:** 38% of the people who didn’t like the program said they were dissatisfied with the commentary. – See appendix N

**Recommendations:** I would recommend reviewing your commentary.

**Crosstabs – How satisfied are you with the signals?**

**Conclusions:** 51% of people who were dissatisfied with the program didn’t like the signals – See appendix O

**Recommendations:** Review your market signals.

**Crosstabs – How satisfied are you with the website?**

**Conclusions:** 88% of people who were satisfied with our website thought that we delivered what was advertised. 14% of people who didn’t like our website thought we failed to deliver what we advertised – See appendix R.

**Recommendations:** I believe this indicates your product has been sold as advertised and this topic should be set to a low priority.

**Crosstabs – How satisfied are you with our technical support?**

I cross tabbed against “What is your approximate age?” and “Have you found our instructional guides and tutorials useful?” and found now significant associations

**Crosstabs – Is the website easy to use?**

**Conclusions:** This question was designed to see how many people were randomly answering questions without reading them because it’s a redundant question. Only 6 people answered in a way that was inconsistent with the rest of the redundant question – See appendix S.

**Recommendations:** Most people are answering honestly.

**Crosstabs – Are you satisfied with the instruction manual?**

I cross tabbed “What is the highest level of education you have completed?” and “What is your approximate age?” and found no significant correlation.

**Crosstabs – Pricing plans are reasonable?**

**Conclusions:** Most people thought the prices were reasonable

**Recommendations:** Prices are reasonable; don’t change them. Some people want more options and a premium package would work for everyone.

**Crosstabs – Question 10: What programs do you use besides MarketAnalysis to help with the stock exchange.**

Question 10 was dumped because almost no one who completed our survey used a second application. Therefore, analysis is irrelevant.

**Crosstabs - Would you like Stock Volume Charts?**

**Conclusions:** 65% of the people who found MarketVolume.com over a search engine don’t want Stock Volume Charts – See appendix F. This is further supported by the people who believe MarketVolume.com sold them the product that they advertised. 80% of them do not want to see Stock Volume Charts. I believe these people don’t want it added because they don’t want the price to go up – See appendix G.

**Recommendations:** This upgrade should be put into a premium package if you add support for it. Some people want Stock Volume Charts, and some don’t.

**Crosstabs - Would you like Options Volume Charts?**

**Conclusions:** I cross tabbed with “How often do you use MarketVolume?” and found that people who used MarketVolume.com more often wanted more options like Options Volume Charts – See appendix U.

**Recommendations:** I would recommend making an expansion or a premium service which includes things like Options Volume Charts.

**Crosstabs - Would you like Commodity Volume Charts?**

**Conclusions**: People would prefer Stock Volume Charts to Commodity Volume Charts – See appendix V. 90% of the people who want Commodity Volume Charts use MarketVolume.com daily or hourly – See appendix H.

**Recommendations**: The feature is desired, but people want Stock Volume Charts as your first priority.

**Crosstabs – What do you like best about Market Volume?**

This question has over 10 responses and XLDA isn’t able to compute it.

**Crosstabs – What if anything could Market Volume do better to meet your needs?**

This question has over 10 responses and XLDA isn’t able to compute it.

**Crosstabs – Are you male or female?**

**Conclusions:** 13% of girls are using MarketVolume.com as students and 25 % of them are retired which is larger than the male population. However, 36% of men are employed and 42% are self employed while using MarketVolume.com which is larger than the female population. Females in general make up a tiny population of this question – See appendix W.

**Recommendations:** MarketVolume should try to appeal to men in the workplace and females over media such as TV and other media devices.

**Appendix**

**Appendix A – How long have you used MarketVolume.com? / How often people use MarketVolume.com**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | < Month | 1 - 6 Months | 6 - 12 Months | 1 - 2 Years | 2 - 5 Years | > 5 Years | Don't use the service | Grand Total |
| Hourly | 40% | 29% | 17% | 44% | 29% | 60% | 0% | 28% |
| Daily | 44% | 53% | 70% | 44% | 33% | 20% | 4% | 43% |
| Weekly | 8% | 10% | 4% | 8% | 8% | 20% | 0% | 7% |
| Monthly | 0% | 2% | 4% | 4% | 17% | 0% | 0% | 4% |
| Don't use the service | 8% | 6% | 4% | 0% | 13% | 0% | 96% | 18% |
| Grand Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

|  |  |  |
| --- | --- | --- |
| *Statistical Values* | | |
| *Chi Sq* | *df* | *Sig* |
| 134.07 | 24 | 0.00 |

**Appendix B – How long have you used MarketVolume.com? / How satisfied are you with Javacharts**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | < Month | 1 - 6 Months | 6 - 12 Months | 1 - 2 Years | 2 - 5 Years | > 5 Years | Don't use the service | Grand Total |
| Very Satisfied | 32% | 27% | 17% | 32% | 38% | 40% | 9% | 26% |
| Satisfied | 28% | 55% | 52% | 36% | 46% | 40% | 4% | 40% |
| Neither Satisfied nor Dissatisfied | 24% | 4% | 22% | 20% | 8% | 20% | 22% | 15% |
| Dissatisfied | 8% | 12% | 4% | 4% | 8% | 0% | 4% | 7% |
| Very Dissatisfied | 4% | 0% | 0% | 0% | 0% | 0% | 4% | 1% |
| Don't Know | 4% | 2% | 4% | 8% | 0% | 0% | 57% | 10% |
| Grand Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

|  |  |  |
| --- | --- | --- |
| *Statistical Values* | | |
| *Chi Sq* | *df* | *Sig* |
| 89.38 | 30 | 0.00 |

**Appendix C** **– How long have you used MarketVolume.com? / How satisfied are you with our commentary**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | < Month | 1 - 6 Months | 6 - 12 Months | 1 - 2 Years | 2 - 5 Years | > 5 Years | Don't use the service | Grand Total |
| Very Satisfied | 20% | 12% | 4% | 28% | 13% | 20% | 4% | 14% |
| Satisfied | 40% | 51% | 57% | 32% | 25% | 20% | 17% | 39% |
| Neither Satisfied nor Dissatisfied | 24% | 29% | 26% | 24% | 42% | 20% | 17% | 27% |
| Dissatisfied | 4% | 4% | 9% | 8% | 13% | 20% | 13% | 8% |
| Very Dissatisfied | 4% | 0% | 0% | 8% | 8% | 0% | 4% | 3% |
| Don't Know | 8% | 4% | 4% | 0% | 0% | 20% | 43% | 9% |
| Grand Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

|  |  |  |
| --- | --- | --- |
| *Statistical Values* | | |
| *Chi Sq* | *df* | *Sig* |
| 65.18 | 30 | 0.00 |

**Appendix D –How Long have you used MarketVolume.com / How easy is our website to use**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | < Month | 1 - 6 Months | 6 - 12 Months | 1 - 2 Years | 2 - 5 Years | > 5 Years | Don't use the service | Grand Total |
| Very easy to use | 20% | 16% | 22% | 28% | 25% | 40% | 17% | 21% |
| Easy to use | 28% | 45% | 57% | 68% | 54% | 60% | 17% | 45% |
| Neutral | 48% | 35% | 13% | 4% | 13% | 0% | 26% | 24% |
| Difficult to use | 0% | 4% | 9% | 0% | 4% | 0% | 0% | 3% |
| Very difficult to use | 4% | 0% | 0% | 0% | 4% | 0% | 9% | 2% |
| Don't know | 0% | 0% | 0% | 0% | 0% | 0% | 30% | 4% |
| Grand Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

|  |  |  |
| --- | --- | --- |
| *Statistical Values* | | |
| *Chi Sq* | *df* | *Sig* |
| 72.18 | 30 | 0.00 |

**Appendix E – How Long have you used MarketVolume.com / Quality is improving**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | < Month | 1 - 6 Months | 6 - 12 Months | 1 - 2 Years | 2 - 5 Years | > 5 Years | Don't use the service | Grand Total |
| Strongly Agree | 12% | 12% | 9% | 8% | 17% | 20% | 4% | 11% |
| Agree | 16% | 33% | 26% | 36% | 42% | 80% | 26% | 32% |
| Neutral | 40% | 55% | 65% | 40% | 29% | 0% | 13% | 41% |
| Disagree | 0% | 0% | 0% | 0% | 8% | 0% | 0% | 1% |
| Strongly Disagree | 4% | 0% | 0% | 0% | 4% | 0% | 13% | 3% |
| Don't Know | 28% | 0% | 0% | 16% | 0% | 0% | 43% | 12% |
| Grand Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

|  |  |  |
| --- | --- | --- |
| *Statistical Values* | | |
| *Chi Sq* | *df* | *Sig* |
| 82.77 | 30 | 0.00 |

**Appendix F – Would you like Stock Volume Charts? / How did you find out about MarketVolume.com?**

|  |  |  |  |
| --- | --- | --- | --- |
|  | No | Yes | Grand Total |
| Website Link | 21% | 51% | 40% |
| Search Engine | 65% | 33% | 44% |
| Television | 3% | 2% | 2% |
| Friend | 9% | 10% | 9% |
| Don't Remember | 3% | 0% | 1% |
| Other | 0% | 5% | 3% |
| Grand Total | 100% | 100% | 100% |

|  |  |  |
| --- | --- | --- |
| *Statistical Values* | | |
| *Chi Sq* | *df* | *Sig* |
| 13.68 | 5 | 0.02 |

**Appendix G - Would you like Stock Volume Charts? / Services offer what was advertised.**

|  |  |  |  |
| --- | --- | --- | --- |
|  | No | Yes | Grand Total |
| Strongly Agree | 7 | 9 | 16 |
| Agree | 21 | 24 | 45 |
| Neutral | 3 | 17 | 20 |
| Disagree | 0 | 4 | 4 |
| Strongly Disagree | 1 | 0 | 1 |
| Don't Know | 2 | 7 | 9 |
| Grand Total | 34 | 61 | 95 |

|  |  |  |
| --- | --- | --- |
| *Statistical Values* | | |
| *Chi Sq* | *df* | *Sig* |
| 11.26 | 5 | 0.05 |

**Appendix H - Would you like Options Volume Charts? / How often do you use MarketVolume?**

|  |  |  |  |
| --- | --- | --- | --- |
|  | No | Yes | Grand Total |
| Hourly | 25% | 25% | 25% |
| Daily | 39% | 64% | 51% |
| Weekly | 12% | 9% | 11% |
| Monthly | 6% | 0% | 3% |
| Don't use the service | 18% | 2% | 11% |
| Grand Total | 100% | 100% | 100% |

|  |  |  |
| --- | --- | --- |
| *Statistical Values* | | |
| *Chi Sq* | *df* | *Sig* |
| 10.84 | 4 | 0.03 |

**Appendix I - How often do you use MarketVolume.com / Quality is improving**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Hourly | Daily | Weekly | Monthly | Don't use the service | Grand Total |
| Strongly Agree | 22% | 8% | 0% | 14% | 3% | 11% |
| Agree | 35% | 32% | 31% | 43% | 23% | 32% |
| Neutral | 35% | 47% | 69% | 43% | 26% | 41% |
| Disagree | 0% | 1% | 0% | 0% | 3% | 1% |
| Strongly Disagree | 2% | 1% | 0% | 0% | 10% | 3% |
| Don't Know | 6% | 9% | 0% | 0% | 35% | 12% |
| Grand Total | 100% | 100% | 100% | 100% | 100% | 100% |

|  |  |  |
| --- | --- | --- |
| *Statistical Values* | | |
| *Chi Sq* | *df* | *Sig* |
| 42.95 | 20 | 0.00 |

**Appendix J - How often do you use MarketVolume.com / Employment Status?**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Hourly | Daily | Weekly | Monthly | Don't use the service | Grand Total |
| Employed | 31% | 39% | 46% | 14% | 32% | 35% |
| Self-employed | 35% | 43% | 38% | 57% | 48% | 42% |
| Not Working | 2% | 4% | 8% | 14% | 0% | 3% |
| Homemaker | 2% | 0% | 0% | 14% | 0% | 1% |
| Student | 0% | 0% | 0% | 0% | 6% | 1% |
| Retired | 31% | 14% | 8% | 0% | 13% | 17% |
| Grand Total | 100% | 100% | 100% | 100% | 100% | 100% |

|  |  |  |
| --- | --- | --- |
| *Statistical Values* | | |
| *Chi Sq* | *df* | *Sig* |
| 37.23 | 20 | 0.01 |

**Appendix K - How often do you use MarketVolume.com / Satisfied with MarketVolume.com?**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Hourly | Daily | Weekly | Monthly | Don't use the service | Grand Total |
| Very Satisfied | 51% | 27% | 0% | 14% | 6% | 28% |
| Satisfied | 39% | 51% | 85% | 14% | 29% | 45% |
| Neither Satisfied nor Dissatisfied | 6% | 14% | 8% | 71% | 26% | 16% |
| Dissatisfied | 4% | 4% | 8% | 0% | 6% | 5% |
| Very Dissatisfied | 0% | 1% | 0% | 0% | 6% | 2% |
| Don't Know | 0% | 3% | 0% | 0% | 26% | 6% |
| Grand Total | 100% | 100% | 100% | 100% | 100% | 100% |

|  |  |  |
| --- | --- | --- |
| *Statistical Values* | | |
| *Chi Sq* | *df* | *Sig* |
| 80.43 | 20 | 0.00 |

**Appendix L – How satisfied with MarketVolume.com? / How Satisfied with pricing?**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Very Satisfied | Satisfied | Neither Satisfied nor Dissatisfied | Dissatisfied | Very Dissatisfied | Don't Know | Grand Total |
| Very Satisfied | 29% | 1% | 0% | 0% | 0% | 0% | 9% |
| Satisfied | 42% | 33% | 7% | 25% | 0% | 0% | 29% |
| Neither Satisfied nor Dissatisfied | 25% | 33% | 56% | 13% | 0% | 0% | 31% |
| Dissatisfied | 0% | 19% | 19% | 38% | 33% | 0% | 14% |
| Very Dissatisfied | 2% | 6% | 7% | 13% | 67% | 0% | 6% |
| Don't Know | 2% | 6% | 11% | 13% | 0% | 100% | 11% |
| Grand Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

|  |  |  |
| --- | --- | --- |
| *Statistical Values* | | |
| *Chi Sq* | *df* | *Sig* |
| 162.75 | 25 | 0.00 |

**Appendix M – How satisfied with MarketVolume.com? / How Satisfied with Javacharts?**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Very Satisfied | Satisfied | Neither Satisfied nor Dissatisfied | Dissatisfied | Very Dissatisfied | Don't Know | Grand Total |
| Very Satisfied | 63% | 17% | 4% | 13% | 0% | 10% | 26% |
| Satisfied | 21% | 65% | 19% | 38% | 0% | 0% | 40% |
| Neither Satisfied nor Dissatisfied | 13% | 9% | 41% | 13% | 33% | 0% | 15% |
| Dissatisfied | 4% | 6% | 15% | 13% | 33% | 0% | 7% |
| Very Dissatisfied | 0% | 0% | 4% | 0% | 33% | 0% | 1% |
| Don't Know | 0% | 3% | 19% | 25% | 0% | 90% | 10% |
| Grand Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

|  |  |  |
| --- | --- | --- |
| *Statistical Values* | | |
| *Chi Sq* | *df* | *Sig* |
| 187.18 | 25 | 0.00 |

**Appendix N – How satisfied with MarketVolume.com? / How satisfied with commentary**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Very Satisfied | Satisfied | Neither Satisfied nor Dissatisfied | Dissatisfied | Very Dissatisfied | Don't Know | Grand Total |
| Very Satisfied | 44% | 4% | 0% | 0% | 0% | 0% | 14% |
| Satisfied | 35% | 53% | 26% | 25% | 0% | 0% | 39% |
| Neither Satisfied nor Dissatisfied | 13% | 32% | 44% | 38% | 33% | 0% | 27% |
| Dissatisfied | 2% | 8% | 11% | 38% | 33% | 0% | 8% |
| Very Dissatisfied | 2% | 1% | 7% | 0% | 33% | 10% | 3% |
| Don't Know | 4% | 3% | 11% | 0% | 0% | 90% | 9% |
| Grand Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

|  |  |  |
| --- | --- | --- |
| *Statistical Values* | | |
| *Chi Sq* | *df* | *Sig* |
| 167.93 | 25 | 0.00 |

**Appendix O – How satisfied with MarketVolume.com? / Satisfied with signals?**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Very Satisfied | Satisfied | Neither Satisfied nor Dissatisfied | Dissatisfied | Very Dissatisfied | Don't Know | Grand Total |
| Very Satisfied | 50% | 5% | 0% | 0% | 0% | 0% | 16% |
| Satisfied | 25% | 44% | 22% | 25% | 0% | 0% | 31% |
| Neither Satisfied nor Dissatisfied | 10% | 24% | 41% | 13% | 33% | 0% | 21% |
| Dissatisfied | 0% | 4% | 0% | 13% | 0% | 0% | 2% |
| Very Dissatisfied | 0% | 1% | 7% | 38% | 67% | 10% | 5% |
| Don't Know | 15% | 22% | 30% | 13% | 0% | 90% | 24% |
| Grand Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

|  |  |  |
| --- | --- | --- |
| *Statistical Values* | | |
| *Chi Sq* | *df* | *Sig* |
| 179.44 | 25 | 0.00 |

**Appendix P –** **How satisfied with MarketVolume.com? / Have you found our instructional guides useful?**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Very Satisfied | Satisfied | Neither Satisfied nor Dissatisfied | Dissatisfied | Very Dissatisfied | Don't Know | Grand Total |
| Yes | 90% | 82% | 74% | 38% | 67% | 50% | 79% |
| No | 10% | 18% | 26% | 63% | 33% | 50% | 21% |
| Grand Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

|  |  |  |
| --- | --- | --- |
| *Statistical Values* | | |
| *Chi Sq* | *df* | *Sig* |
| 17.55 | 5 | 0.00 |

**Appendix Q – How satisfied with MarketVolume.com? / Employment Status?**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Very Satisfied | Satisfied | Neither Satisfied nor Dissatisfied | Dissatisfied | Very Dissatisfied | Don't Know | Grand Total |
| Employed | 33% | 41% | 30% | 13% | 0% | 40% | 35% |
| Self-employed | 40% | 41% | 44% | 63% | 33% | 40% | 42% |
| Not Working | 2% | 4% | 4% | 13% | 0% | 0% | 3% |
| Homemaker | 2% | 0% | 4% | 0% | 0% | 0% | 1% |
| Student | 2% | 0% | 0% | 0% | 33% | 0% | 1% |
| Retired | 21% | 14% | 19% | 13% | 33% | 20% | 17% |
| Grand Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

|  |  |  |
| --- | --- | --- |
| *Statistical Values* | | |
| *Chi Sq* | *df* | *Sig* |
| 40.26 | 25 | 0.03 |

**Appendix R – How satisfied are you with our website? / Delivered what was advertised**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Very Satisfied | Satisfied | Neither Satisfied nor Dissatisfied | Dissatisfied | Very Dissatisfied | Don't Know | Grand Total |
| Strongly Agree | 44% | 8% | 10% | 0% | 17% | 0% | 15% |
| Agree | 44% | 63% | 32% | 43% | 0% | 20% | 47% |
| Neutral | 6% | 19% | 42% | 43% | 17% | 20% | 21% |
| Disagree | 3% | 6% | 3% | 0% | 0% | 0% | 4% |
| Strongly Disagree | 0% | 0% | 6% | 14% | 33% | 0% | 3% |
| Don't Know | 3% | 4% | 6% | 0% | 33% | 60% | 10% |
| Grand Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

|  |  |  |
| --- | --- | --- |
| *Statistical Values* | | |
| *Chi Sq* | *df* | *Sig* |
| 128.87 | 25 | 0.00 |

**Appendix S – How satisfied are you with the website? / Please rate the ease of use of the website?**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Very easy to use | Easy to use | Neutral | Difficult to use | Very difficult to use | Don't know | Grand Total |
| Very Satisfied | 19 | 14 | 3 | 0 | 0 | 0 | 36 |
| Satisfied | 12 | 50 | 16 | 0 | 1 | 0 | 79 |
| Neither Satisfied nor Dissatisfied | 4 | 10 | 16 | 1 | 0 | 0 | 31 |
| Dissatisfied | 0 | 2 | 2 | 3 | 0 | 0 | 7 |
| Very Dissatisfied | 1 | 0 | 1 | 0 | 3 | 1 | 6 |
| Don't Know | 1 | 3 | 4 | 1 | 0 | 6 | 15 |
| Grand Total | 37 | 79 | 42 | 5 | 4 | 7 | 174 |

|  |  |  |
| --- | --- | --- |
| *Statistical Values* | | |
| *Chi Sq* | *df* | *Sig* |
| 210.57 | 25 | 0.00 |

**Appendix T – Pricing plans are reasonable? / How satisfied are you with MarketVolume.com**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree | Don't Know | Grand Total |
| Very Satisfied | 67% | 47% | 27% | 3% | 8% | 0% | 28% |
| Satisfied | 33% | 45% | 52% | 45% | 33% | 25% | 45% |
| Neither Satisfied nor Dissatisfied | 0% | 4% | 18% | 34% | 25% | 8% | 16% |
| Dissatisfied | 0% | 2% | 3% | 10% | 8% | 8% | 5% |
| Very Dissatisfied | 0% | 0% | 0% | 0% | 25% | 0% | 2% |
| Don't Know | 0% | 2% | 0% | 7% | 0% | 58% | 6% |
| Grand Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

|  |  |  |
| --- | --- | --- |
| *Statistical Values* | | |
| *Chi Sq* | *df* | *Sig* |
| 146.87 | 25 | 0.00 |

**Appendix U – Would you like Options Volume Charts? / How often do you use MarketVolume?**

|  |  |  |  |
| --- | --- | --- | --- |
|  | No | Yes | Grand Total |
| Hourly | 13 | 11 | 24 |
| Daily | 20 | 28 | 48 |
| Weekly | 6 | 4 | 10 |
| Monthly | 3 | 0 | 3 |
| Don't use the service | 9 | 1 | 10 |
| Grand Total | 51 | 44 | 95 |

|  |  |  |
| --- | --- | --- |
| *Statistical Values* | | |
| *Chi Sq* | *df* | *Sig* |
| 10.84 | 4 | 0.03 |

**Appendix V –Would you like Commodity Volume Charts? / Would you like Stock Volume Charts?**

|  |  |  |  |
| --- | --- | --- | --- |
|  | No | Yes | Grand Total |
| No | 25% | 47% | 36% |
| Yes | 75% | 53% | 64% |
| Grand Total | 100% | 100% | 100% |

|  |  |  |
| --- | --- | --- |
| *Statistical Values* | | |
| *Chi Sq* | *df* | *Sig* |
| 4.91 | 1 | 0.03 |