

=====

MARKETING RESEARCH STUDY #11 (CUSTOMER BRAND AWARENESS )

=====

QUARTER 1  
-----

REGION 1 (AUST/NZ )

Product 1-1	79.52
Product 2-1	79.52
Product 3-1	79.52
Product 4-1	79.52
Product 5-1	79.52

REGION 2 (U.S. )

Product 1-1	18.18
Product 1-2	45.22
Product 2-1	18.18
Product 2-2	45.22
Product 3-1	18.18
Product 3-2	45.22
Product 4-1	18.18
Product 4-2	45.22
Product 5-1	18.18
Product 5-2	45.22

REGION 3 (JAPAN )

Product 1-1	38.01
Product 2-1	38.01
Product 3-1	38.01
Product 4-1	38.01
Product 5-1	38.01

REGION 4 (HK/T/K/S)

Product 1-1	41.18
Product 2-1	41.18
Product 3-1	41.18
Product 4-1	41.18
Product 5-1	41.18

=====

MARKETING RESEARCH STUDY #17 (BRAND QUALITY RATINGS )

=====

QUARTER 1  
 -----

Product 1-1	55.93
Product 1-2	87.61
Product 2-1	55.93
Product 2-2	87.61
Product 3-1	55.93
Product 3-2	87.61
Product 4-1	55.93
Product 4-2	87.61
Product 5-1	55.93
Product 5-2	87.61

\*\*\*\*\*  
FIRM GA: GAME ADMINISTRATOR INDUSTRY 0  
MARKETING RESEARCH FOR GAME ADMINISTRATOR, QUARTER 1 (WINTER ) PAGE 3  
\*\*\*\*\*

=====

MARKETING RESEARCH STUDY #19 (COMPETITIVE INFORMATION - BALANCE SHEETS)	
=====	

\*\*\*\*\*  
DIVISIONAL BALANCE SHEET FOR FIRM 1, QUARTER 1  
\*\*\*\*\*

ASSETS

-----	
CASH	3,509,110
MARKETABLE SECURITIES	0
FINISHED GOODS INVENTORY:	
PRODUCT 1 ( 6,176 Units) [\$ 259.75 Per Unit]	1,604,216
PRODUCT 2 ( 305 Units) [\$ 696.23 Per Unit]	212,351
PRODUCT 3 ( 0 Units) [\$ .00 Per Unit]	0
PRODUCT 4 ( 0 Units) [\$ .00 Per Unit]	0
PLANT {located in Region 1 (AUST/NZ )}: CURRENT PLANT [CAPACITY = 134,699]	101,024,999
PLANT ON ORDER FOR 1 QUARTER HENCE [CAPACITY = 0]	0
TOTAL ASSETS	106,350,676

LIABILITIES AND EQUITY

-----	
LOANS	2,336,972
INITIAL (QUARTER 0) CORPORATE CAPITALIZATION	100,000,000
- DIVIDENDS PAID, PRIOR TO THIS YEAR	0
- DIVIDENDS PAID, END OF QUARTER 1 OF THIS YEAR	0
- DIVIDENDS PAID, END OF QUARTER 2 OF THIS YEAR	0
- DIVIDENDS PAID, END OF QUARTER 3 OF THIS YEAR	0
- DIVIDENDS PAID, END OF QUARTER 4 OF THIS YEAR	0
+ RETAINED EARNINGS (AFTER-TAX INCOME PRIOR TO THIS YEAR)	0
+ YEAR-TO-DATE EARNINGS (AFTER-TAX INCOME THIS YEAR)	4,013,704
TOTAL LIABILITIES AND EQUITY	106,350,676

\*\*\*\*\*  
DIVISIONAL BALANCE SHEET FOR FIRM 2, QUARTER 1  
\*\*\*\*\*

ASSETS

-----		
CASH		3,509,110
MARKETABLE SECURITIES		0
FINISHED GOODS INVENTORY:		
PRODUCT 1 ( 6,176 Units) [\$ 259.75 Per Unit]		1,604,216
PRODUCT 2 ( 305 Units) [\$ 696.23 Per Unit]		212,351
PRODUCT 3 ( 0 Units) [\$ .00 Per Unit]		0
PRODUCT 4 ( 0 Units) [\$ .00 Per Unit]		0
PLANT {located in Region 1 (AUST/NZ )}: CURRENT PLANT [CAPACITY = 134,699]		101,024,999
PLANT ON ORDER FOR 1 QUARTER HENCE [CAPACITY = 0]		0
TOTAL ASSETS		106,350,676

LIABILITIES AND EQUITY

-----		
LOANS		2,336,972
INITIAL (QUARTER 0) CORPORATE CAPITALIZATION		100,000,000
- DIVIDENDS PAID, PRIOR TO THIS YEAR		0
- DIVIDENDS PAID, END OF QUARTER 1 OF THIS YEAR		0
- DIVIDENDS PAID, END OF QUARTER 2 OF THIS YEAR		0
- DIVIDENDS PAID, END OF QUARTER 3 OF THIS YEAR		0
- DIVIDENDS PAID, END OF QUARTER 4 OF THIS YEAR		0
+ RETAINED EARNINGS (AFTER-TAX INCOME PRIOR TO THIS YEAR)		0
+ YEAR-TO-DATE EARNINGS (AFTER-TAX INCOME THIS YEAR)		4,013,704
TOTAL LIABILITIES AND EQUITY		106,350,676

\*\*\*\*\*  
DIVISIONAL BALANCE SHEET FOR FIRM 3, QUARTER 1  
\*\*\*\*\*

ASSETS

-----		
CASH		3,509,110
MARKETABLE SECURITIES		0
FINISHED GOODS INVENTORY:		
PRODUCT 1 ( 6,176 Units) [\$ 259.75 Per Unit]		1,604,216
PRODUCT 2 ( 305 Units) [\$ 696.23 Per Unit]		212,351
PRODUCT 3 ( 0 Units) [\$ .00 Per Unit]		0
PRODUCT 4 ( 0 Units) [\$ .00 Per Unit]		0
PLANT {located in Region 1 (AUST/NZ )}: CURRENT PLANT [CAPACITY = 134,699]		101,024,999
PLANT ON ORDER FOR 1 QUARTER HENCE [CAPACITY = 0]		0
TOTAL ASSETS		106,350,676

LIABILITIES AND EQUITY

-----		
LOANS		2,336,972
INITIAL (QUARTER 0) CORPORATE CAPITALIZATION		100,000,000
- DIVIDENDS PAID, PRIOR TO THIS YEAR		0
- DIVIDENDS PAID, END OF QUARTER 1 OF THIS YEAR		0
- DIVIDENDS PAID, END OF QUARTER 2 OF THIS YEAR		0
- DIVIDENDS PAID, END OF QUARTER 3 OF THIS YEAR		0
- DIVIDENDS PAID, END OF QUARTER 4 OF THIS YEAR		0
+ RETAINED EARNINGS (AFTER-TAX INCOME PRIOR TO THIS YEAR)		0
+ YEAR-TO-DATE EARNINGS (AFTER-TAX INCOME THIS YEAR)		4,013,704
TOTAL LIABILITIES AND EQUITY		106,350,676

\*\*\*\*\*  
 DIVISIONAL BALANCE SHEET FOR FIRM 4, QUARTER 1  
 \*\*\*\*\*

ASSETS

-----		
CASH		3,509,110
MARKETABLE SECURITIES		0
FINISHED GOODS INVENTORY:		
PRODUCT 1 ( 6,176 Units) [\$ 259.75 Per Unit]		1,604,216
PRODUCT 2 ( 305 Units) [\$ 696.23 Per Unit]		212,351
PRODUCT 3 ( 0 Units) [\$ .00 Per Unit]		0
PRODUCT 4 ( 0 Units) [\$ .00 Per Unit]		0
PLANT {located in Region 1 (AUST/NZ )}: CURRENT PLANT [CAPACITY = 134,699]		101,024,999
PLANT ON ORDER FOR 1 QUARTER HENCE [CAPACITY = 0]		0
TOTAL ASSETS		106,350,676

LIABILITIES AND EQUITY

-----		
LOANS		2,336,972
INITIAL (QUARTER 0) CORPORATE CAPITALIZATION		100,000,000
- DIVIDENDS PAID, PRIOR TO THIS YEAR		0
- DIVIDENDS PAID, END OF QUARTER 1 OF THIS YEAR		0
- DIVIDENDS PAID, END OF QUARTER 2 OF THIS YEAR		0
- DIVIDENDS PAID, END OF QUARTER 3 OF THIS YEAR		0
- DIVIDENDS PAID, END OF QUARTER 4 OF THIS YEAR		0
+ RETAINED EARNINGS (AFTER-TAX INCOME PRIOR TO THIS YEAR)		0
+ YEAR-TO-DATE EARNINGS (AFTER-TAX INCOME THIS YEAR)		4,013,704
TOTAL LIABILITIES AND EQUITY		106,350,676

\*\*\*\*\*  
DIVISIONAL BALANCE SHEET FOR FIRM 5, QUARTER 1  
\*\*\*\*\*

ASSETS

-----		
CASH		3,509,110
MARKETABLE SECURITIES		0
FINISHED GOODS INVENTORY:		
PRODUCT 1 ( 6,176 Units) [\$ 259.75 Per Unit]		1,604,216
PRODUCT 2 ( 305 Units) [\$ 696.23 Per Unit]		212,351
PRODUCT 3 ( 0 Units) [\$ .00 Per Unit]		0
PRODUCT 4 ( 0 Units) [\$ .00 Per Unit]		0
PLANT {located in Region 1 (AUST/NZ )}:		
CURRENT PLANT [CAPACITY = 134,699]		101,024,999
PLANT ON ORDER FOR 1 QUARTER HENCE [CAPACITY = 0]		0
TOTAL ASSETS		106,350,676

LIABILITIES AND EQUITY

-----		
LOANS		2,336,972
INITIAL (QUARTER 0) CORPORATE CAPITALIZATION		100,000,000
- DIVIDENDS PAID, PRIOR TO THIS YEAR		0
- DIVIDENDS PAID, END OF QUARTER 1 OF THIS YEAR		0
- DIVIDENDS PAID, END OF QUARTER 2 OF THIS YEAR		0
- DIVIDENDS PAID, END OF QUARTER 3 OF THIS YEAR		0
- DIVIDENDS PAID, END OF QUARTER 4 OF THIS YEAR		0
+ RETAINED EARNINGS (AFTER-TAX INCOME PRIOR TO THIS YEAR)		0
+ YEAR-TO-DATE EARNINGS (AFTER-TAX INCOME THIS YEAR)		4,013,704
TOTAL LIABILITIES AND EQUITY		106,350,676



=====

MARKETING RESEARCH STUDY #21 (BRAND PERCEPTUAL RATINGS )

=====

CORRELATION BETWEEN VOLUME MARKET SHARE AND ..

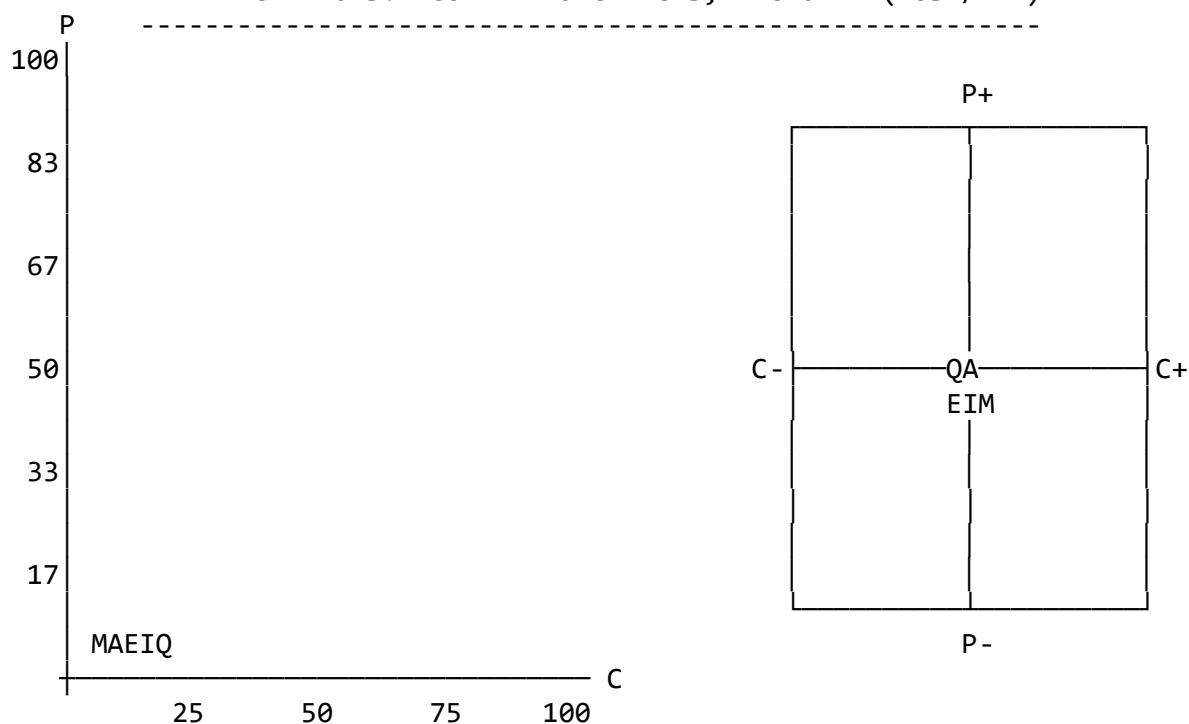
	Data Points	PERFOR	CONVEN	DEALER PRICE	PREVIOUS VOLUME MK SHARE	PERFOR PER \$000	CONVEN PER \$000
REGION 1 (AUST/NZ )	10	.00	.00	.00	.00	.00	.00
REGION 2 (U.S. )	20	-.95	-.95	-.95	.17	-.95	-.95
REGION 3 (JAPAN )	10	.00	.00	.00	.00	.00	.00
REGION 4 (HK/T/K/S)	10	.00	.00	.00	.00	.00	.00

MEAN SELF-REPORTED IMPORTANCE WEIGHTS

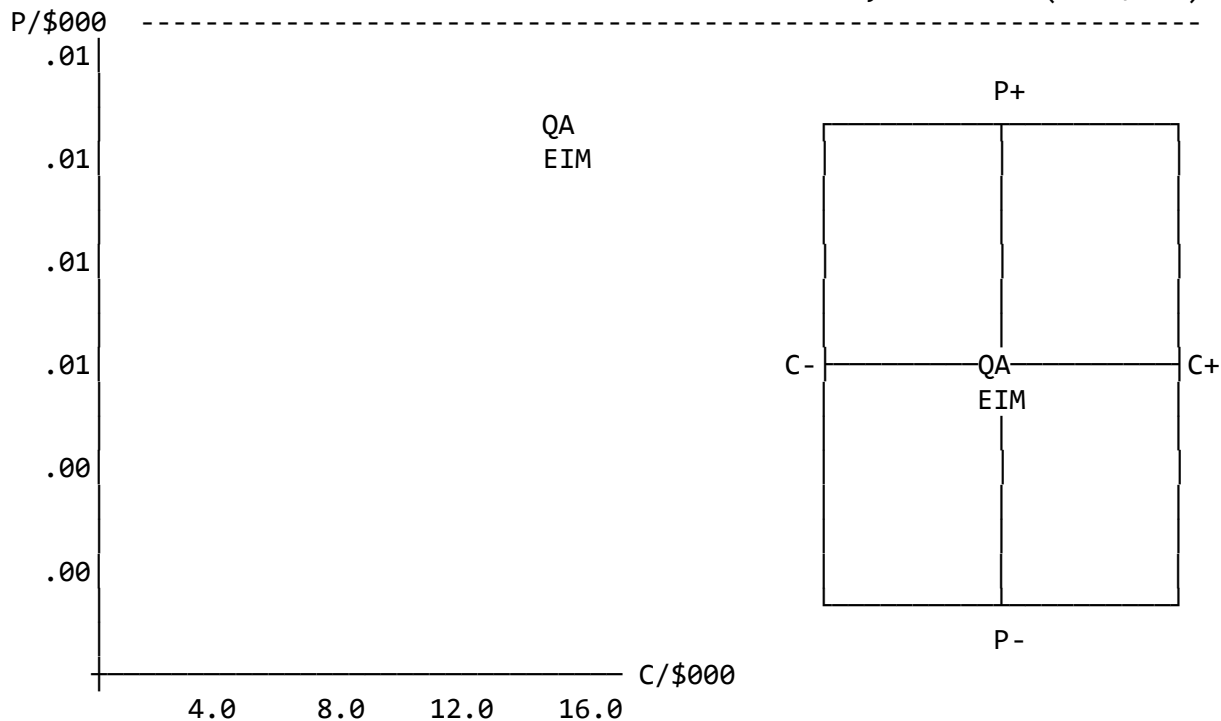
	PERFORMANCE PERCEPTION	CONVENIENCE PERCEPTION	DEALER PRICE	SUM
REGION 1 (AUST/NZ )	22.47	22.47	55.05	100.00
REGION 2 (U.S. )	23.68	29.81	46.51	100.00
REGION 3 (JAPAN )	25.24	17.85	56.91	100.00
REGION 4 (HK/T/K/S)	27.70	15.99	56.31	100.00

FIRM GA: GAME ADMINISTRATOR INDUSTRY 0  
MARKETING RESEARCH FOR GAME ADMINISTRATOR, QUARTER 1 (WINTER ) PAGE 10  
\*\*\*\*\*

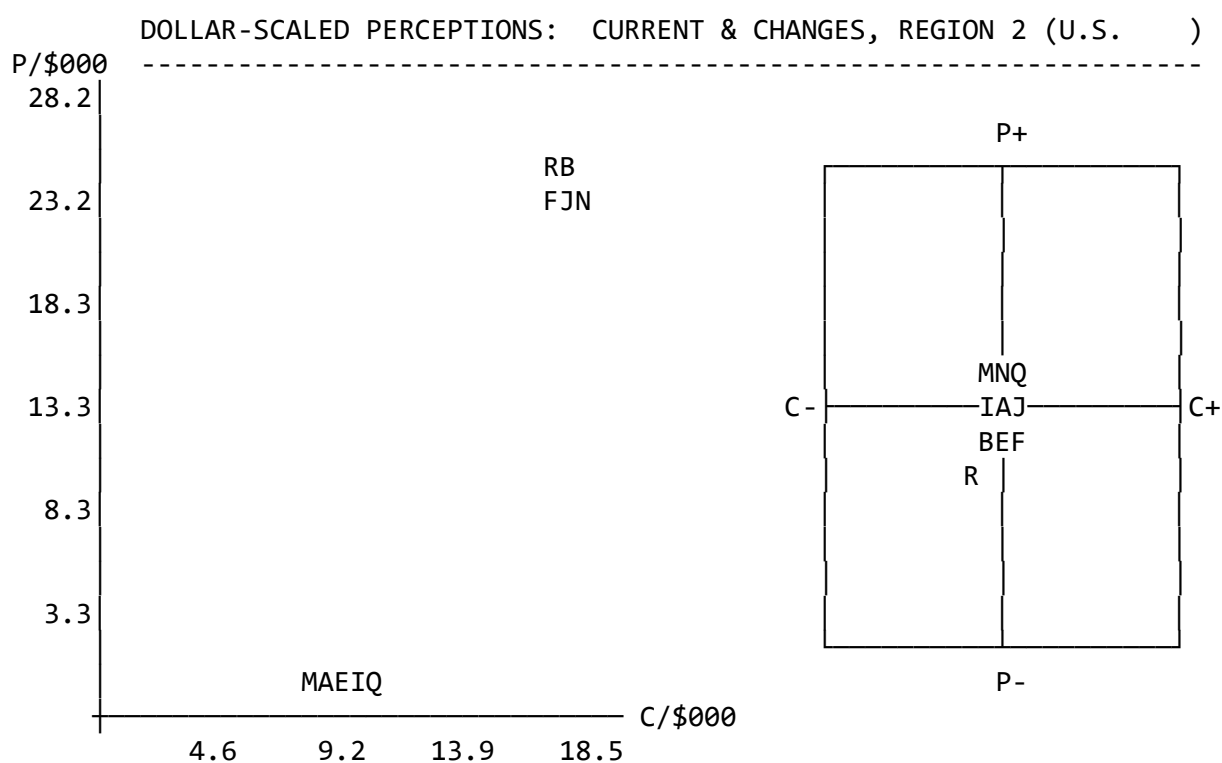
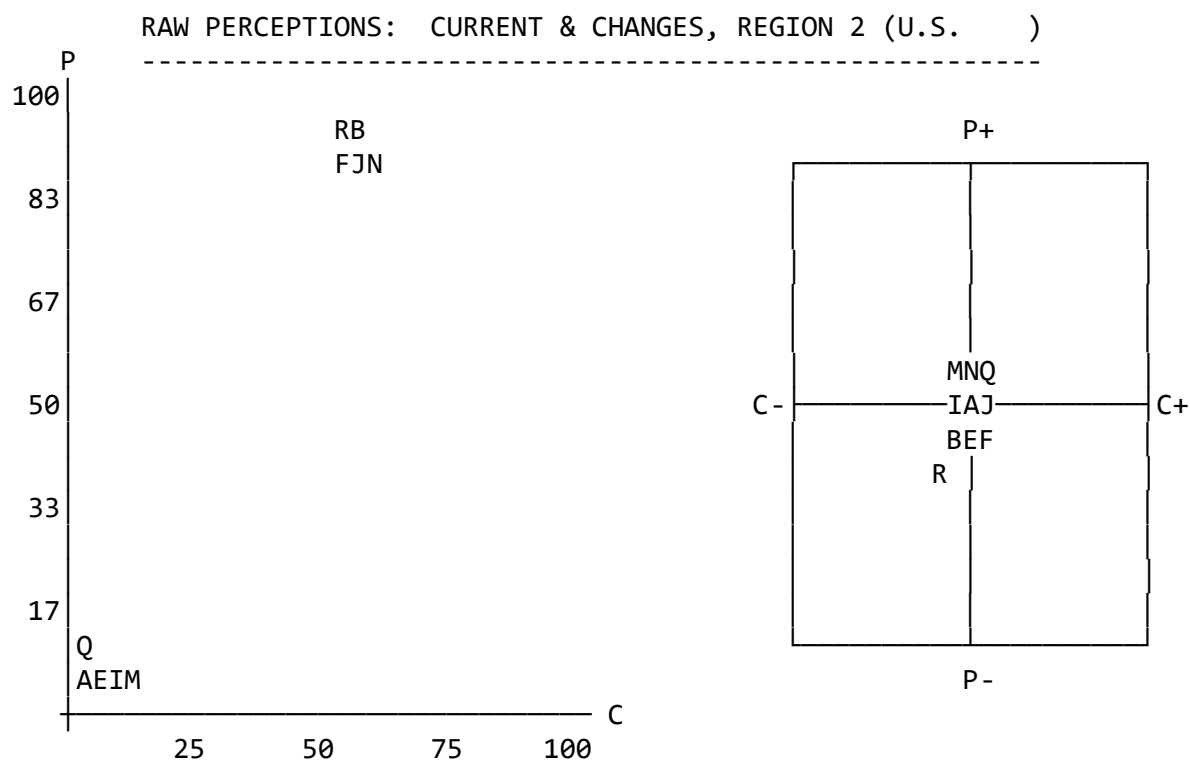
RAW PERCEPTIONS: CURRENT &amp; CHANGES, REGION 1 (AUST/NZ )



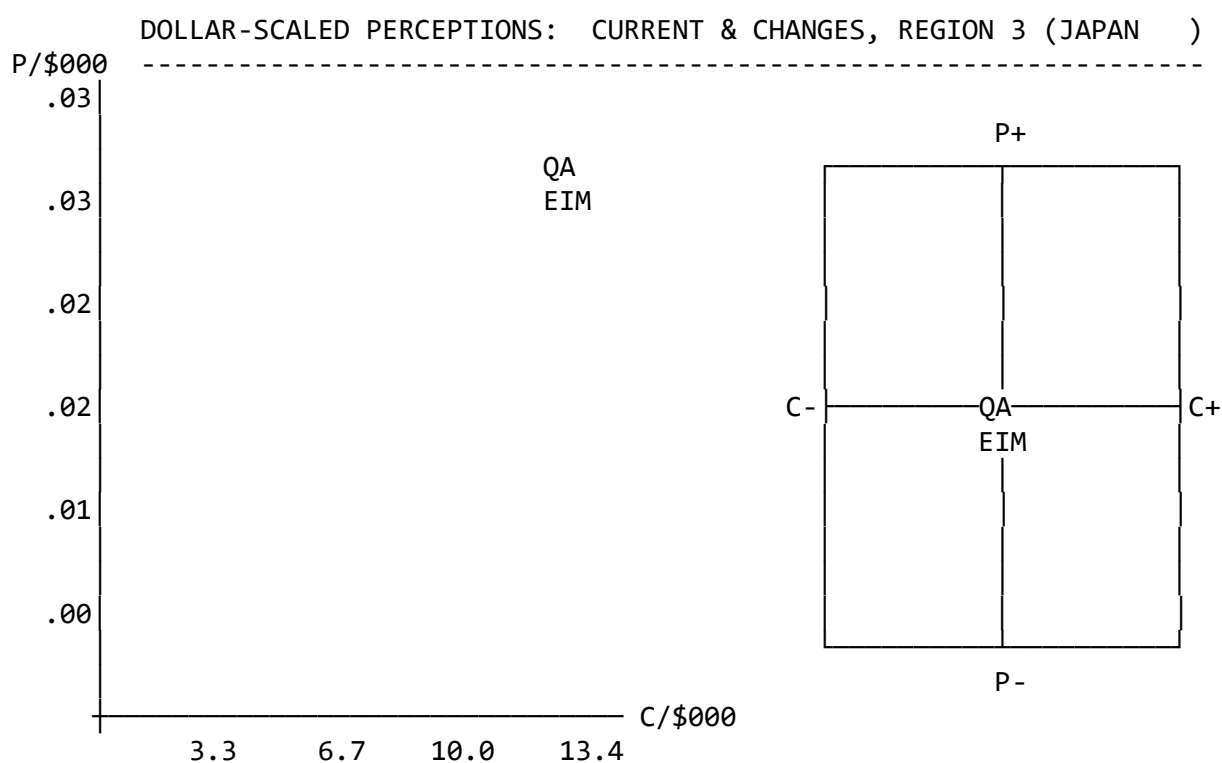
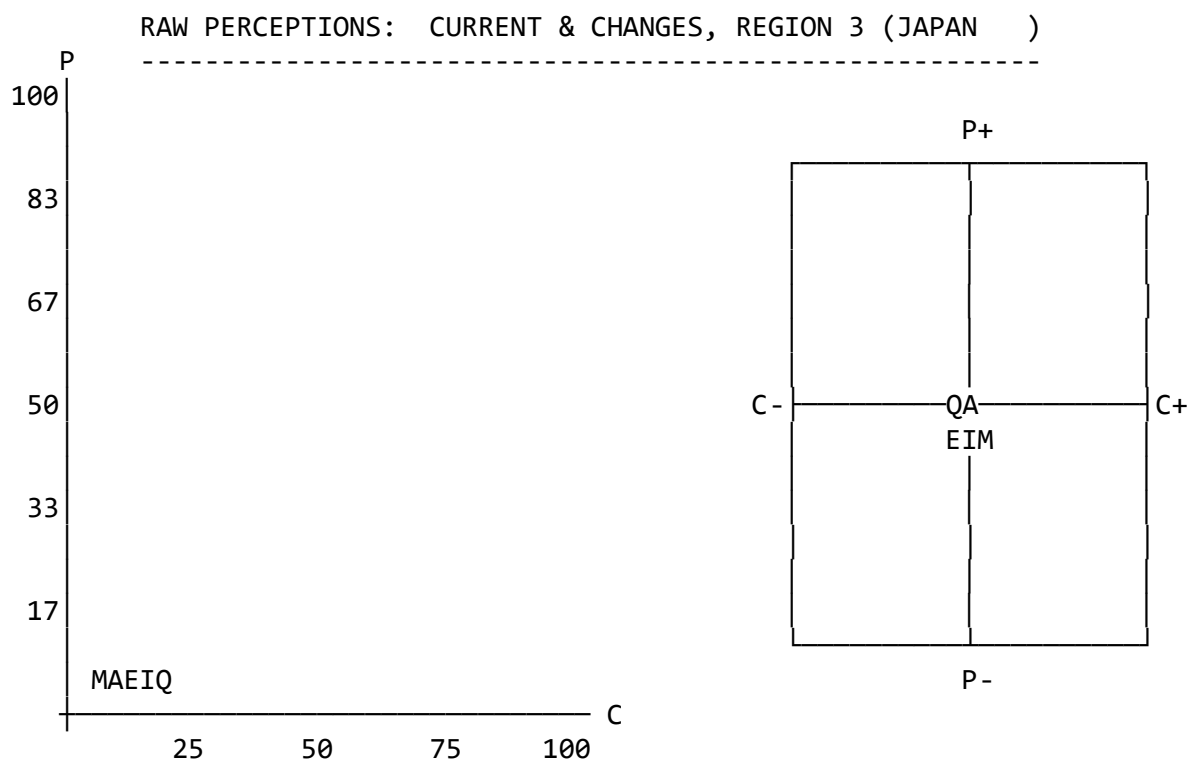
DOLLAR-SCALED PERCEPTIONS: CURRENT &amp; CHANGES, REGION 1 (AUST/NZ )



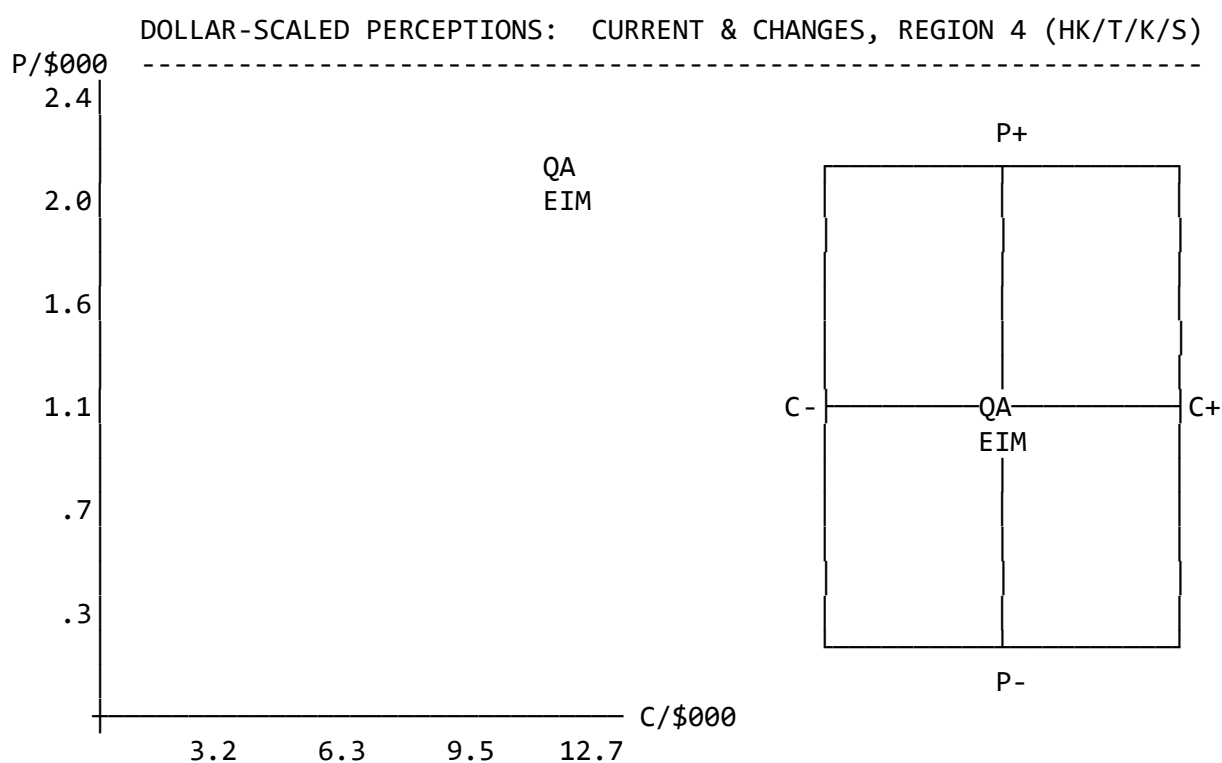
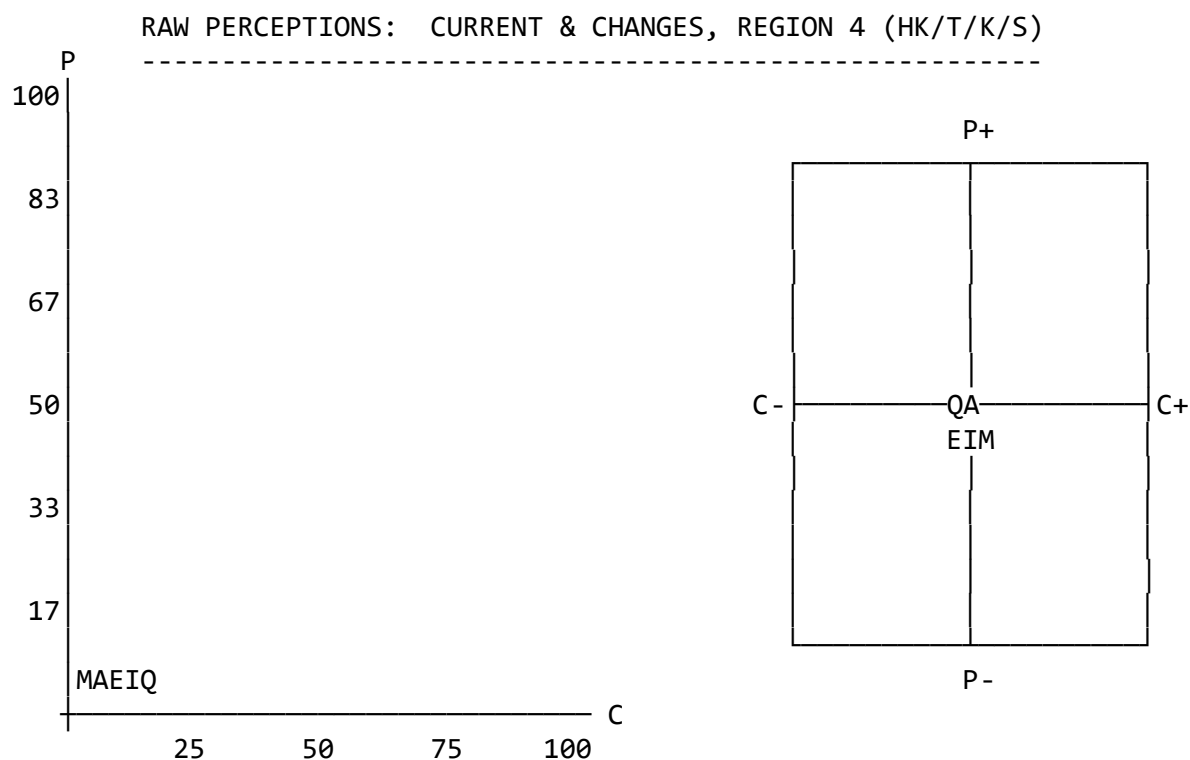
L E G E N D	A	1-1	E	2-1	I	3-1	M	4-1	Q	5-1	U	6-1	Y	7-1	3	8-1	7	9-1	L E G E N D
	B	1-2	F	2-2	J	3-2	N	4-2	R	5-2	V	6-2	Z	7-2	4	8-2	8	9-2	
	C	1-3	G	2-3	K	3-3	O	4-3	S	5-3	W	6-3	1	7-3	5	8-3	9	9-3	
	D	1-4	H	2-4	L	3-4	P	4-4	T	5-4	X	6-4	2	7-4	6	8-4	@	9-4	



L E G E N D	A	1-1	E	2-1	I	3-1	M	4-1	Q	5-1	U	6-1	Y	7-1	3	8-1	7	9-1	L E G E N D
	B	1-2	F	2-2	J	3-2	N	4-2	R	5-2	V	6-2	Z	7-2	4	8-2	8	9-2	
	C	1-3	G	2-3	K	3-3	O	4-3	S	5-3	W	6-3	1	7-3	5	8-3	9	9-3	
	D	1-4	H	2-4	L	3-4	P	4-4	T	5-4	X	6-4	2	7-4	6	8-4	@	9-4	



L E G E N D	A	1-1	E	2-1	I	3-1	M	4-1	Q	5-1	U	6-1	Y	7-1	3	8-1	7	9-1	L E G E N D
	B	1-2	F	2-2	J	3-2	N	4-2	R	5-2	V	6-2	Z	7-2	4	8-2	8	9-2	
	C	1-3	G	2-3	K	3-3	O	4-3	S	5-3	W	6-3	1	7-3	5	8-3	9	9-3	
	D	1-4	H	2-4	L	3-4	P	4-4	T	5-4	X	6-4	2	7-4	6	8-4	@	9-4	



L E G E N D	A	1-1	E	2-1	I	3-1	M	4-1	Q	5-1	U	6-1	Y	7-1	3	8-1	7	9-1	L E G E N D
	B	1-2	F	2-2	J	3-2	N	4-2	R	5-2	V	6-2	Z	7-2	4	8-2	8	9-2	
	C	1-3	G	2-3	K	3-3	O	4-3	S	5-3	W	6-3	1	7-3	5	8-3	9	9-3	
	D	1-4	H	2-4	L	3-4	P	4-4	T	5-4	X	6-4	2	7-4	6	8-4	@	9-4	

=====

MARKETING RESEARCH STUDY #24 (MARKET SHARES )

=====

OVERALL VOLUME MARKET SHARES [CURRENT]

FIRM 1 OVERALL MARKET SHARE =	20.00	[Previous Market Share =	20.00]
FIRM 2 OVERALL MARKET SHARE =	20.00	[Previous Market Share =	20.00]
FIRM 3 OVERALL MARKET SHARE =	20.00	[Previous Market Share =	20.00]
FIRM 4 OVERALL MARKET SHARE =	20.00	[Previous Market Share =	20.00]
FIRM 5 OVERALL MARKET SHARE =	20.00	[Previous Market Share =	20.00]

VOLUME MARKET SHARES

QUARTER 1

REGION 1 (AUST/NZ )

Product 1-1	20.00
Product 2-1	20.00
Product 3-1	20.00
Product 4-1	20.00
Product 5-1	20.00

REGION 2 (U.S. )

Product 1-1	11.89
Product 1-2	8.11
Product 2-1	11.89
Product 2-2	8.11
Product 3-1	11.89
Product 3-2	8.11
Product 4-1	11.89
Product 4-2	8.11
Product 5-1	11.89
Product 5-2	8.11

REGION 3 (JAPAN )

Product 1-1	20.00
Product 2-1	20.00
Product 3-1	20.00
Product 4-1	20.00
Product 5-1	20.00

REGION 4 (HK/T/K/S)

Product 1-1	20.00
Product 2-1	20.00
Product 3-1	20.00
Product 4-1	20.00
Product 5-1	20.00

OVERALL DOLLAR MARKET SHARES [CURRENT]  
-----

FIRM 1 OVERALL MARKET SHARE =	20.00	[Previous Market Share =	20.00]
FIRM 2 OVERALL MARKET SHARE =	20.00	[Previous Market Share =	20.00]
FIRM 3 OVERALL MARKET SHARE =	20.00	[Previous Market Share =	20.00]
FIRM 4 OVERALL MARKET SHARE =	20.00	[Previous Market Share =	20.00]
FIRM 5 OVERALL MARKET SHARE =	20.00	[Previous Market Share =	20.00]

DOLLAR MARKET SHARES  
-----

QUARTER 1  
-----

REGION 1 (AUST/NZ )

Product 1-1	20.00
Product 2-1	20.00
Product 3-1	20.00
Product 4-1	20.00
Product 5-1	20.00

REGION 2 (U.S. )

Product 1-1	5.36
Product 1-2	14.64
Product 2-1	5.36
Product 2-2	14.64
Product 3-1	5.36
Product 3-2	14.64
Product 4-1	5.36
Product 4-2	14.64
Product 5-1	5.36
Product 5-2	14.64

REGION 3 (JAPAN )

Product 1-1	20.00
Product 2-1	20.00
Product 3-1	20.00
Product 4-1	20.00
Product 5-1	20.00

REGION 4 (HK/T/K/S)

Product 1-1	20.00
Product 2-1	20.00
Product 3-1	20.00
Product 4-1	20.00
Product 5-1	20.00

=====

MARKETING RESEARCH STUDY #31 (INDUSTRY SALES VOLUME FORECASTS )

=====

	QUARTER 1	QUARTER 2
	[History]	[Forecast +/- Error]
	-----	-----
REGION 1 (AUST/NZ )	55,050	54,691 +/- 1,291
REGION 2 (U.S. )	181,190	180,993 +/- 4,918
REGION 3 (JAPAN )	95,085	94,991 +/- 2,013
REGION 4 (HK/T/K/S)	86,270	87,004 +/- 1,985

\*\*\* NOTE \*\*\*

"Error" corresponds to the 90% confidence interval for the forecast value. For example, a forecast of "110,120 +/- 4,451" corresponds to a 90% degree-of-confidence that the true value lies between 105,669 (110,120-4,451) and 114,571 (110,120+4,451). Of course, this also implies that there is a 10% chance that the true value will be less than 105,669 or more than 114,571.



=====

MARKETING RESEARCH STUDY #32 (BRAND SALES VOLUME FORECASTS )

=====

	QUARTER 1	QUARTER 2	
	[History]	[Forecast +/- Error]	
	-----	-----	
REGION 1 (AUST/NZ )			
Product 1-1	11,010	11,093 +/-	608
Product 2-1	11,010	11,299 +/-	606
Product 3-1	11,010	11,084 +/-	708
Product 4-1	11,010	10,812 +/-	505
Product 5-1	11,010	11,194 +/-	545
REGION 2 (U.S. )			
Product 1-1	21,543	21,283 +/-	892
Product 1-2	14,695	14,734 +/-	691
Product 2-1	21,543	21,587 +/-	1,059
Product 2-2	14,695	14,501 +/-	1,059
Product 3-1	21,543	21,314 +/-	1,181
Product 3-2	14,695	14,741 +/-	595
Product 4-1	21,543	21,245 +/-	1,152
Product 4-2	14,695	14,685 +/-	937
Product 5-1	21,543	21,376 +/-	1,357
Product 5-2	14,695	14,796 +/-	499
REGION 3 (JAPAN )			
Product 1-1	19,017	19,229 +/-	779
Product 2-1	19,017	18,980 +/-	1,266
Product 3-1	19,017	19,234 +/-	938
Product 4-1	19,017	19,268 +/-	1,169
Product 5-1	19,017	19,161 +/-	1,243
REGION 4 (HK/T/K/S)			
Product 1-1	17,254	17,525 +/-	802
Product 2-1	17,254	17,118 +/-	859
Product 3-1	17,254	17,216 +/-	941
Product 4-1	17,254	16,883 +/-	667
Product 5-1	17,254	17,552 +/-	969

\*\*\* NOTE \*\*\*

"Error" corresponds to the 90% confidence interval for the forecast value. For example, a forecast of "110,120 +/- 4,451" corresponds to a 90% degree-of-confidence that the true value lies between 105,669 (110,120-4,451) and 114,571 (110,120+4,451). Of course, this also implies that there is a 10% chance that the true value will be less than 105,669 or more than 114,571.

=====

MARKETING RESEARCH STUDY #36 (COMPETITIVE INFORMATION - BRAND PROFILES)

=====

	DEALER		ADVERTISING			PROMOTION		SALES
	Price	Rebate	\$ Amount	MC	Media	\$ Amount	Type	FORCE
	-----	-----	-----	---	-----	-----	----	SIZE
	-----	-----	-----	---	-----	-----	----	-----
REGION 1 (AUST/NZ )								
Product 1-1	880	0	1,000,000	1	55555	1,000,000	10	50
Product 2-1	880	0	1,000,000	1	55555	1,000,000	10	50
Product 3-1	880	0	1,000,000	1	55555	1,000,000	10	50
Product 4-1	880	0	1,000,000	1	55555	1,000,000	10	50
Product 5-1	880	0	1,000,000	1	55555	1,000,000	10	50
REGION 2 (U.S. )								
Product 1-1	852	0	1,000,000	1	55555	1,000,000	10	25
Product 1-2	3,410	0	10,000,000	13	55555	1,000,000	10	25
Product 2-1	852	0	1,000,000	1	55555	1,000,000	10	25
Product 2-2	3,410	0	10,000,000	13	55555	1,000,000	10	25
Product 3-1	852	0	1,000,000	1	55555	1,000,000	10	25
Product 3-2	3,410	0	10,000,000	13	55555	1,000,000	10	25
Product 4-1	852	0	1,000,000	1	55555	1,000,000	10	25
Product 4-2	3,410	0	10,000,000	13	55555	1,000,000	10	25
Product 5-1	852	0	1,000,000	1	55555	1,000,000	10	25
Product 5-2	3,410	0	10,000,000	13	55555	1,000,000	10	25
REGION 3 (JAPAN )								
Product 1-1	907	0	1,000,000	1	55555	1,000,000	10	50
Product 2-1	907	0	1,000,000	1	55555	1,000,000	10	50
Product 3-1	907	0	1,000,000	1	55555	1,000,000	10	50
Product 4-1	907	0	1,000,000	1	55555	1,000,000	10	50
Product 5-1	907	0	1,000,000	1	55555	1,000,000	10	50
REGION 4 (HK/T/K/S)								
Product 1-1	935	0	1,000,000	1	55555	1,000,000	10	50
Product 2-1	935	0	1,000,000	1	55555	1,000,000	10	50
Product 3-1	935	0	1,000,000	1	55555	1,000,000	10	50
Product 4-1	935	0	1,000,000	1	55555	1,000,000	10	50
Product 5-1	935	0	1,000,000	1	55555	1,000,000	10	50

=====

MARKETING RESEARCH STUDY #40 (COMPETITIVE INFORMATION - BRAND MARGINS )

=====

		ESTIMATED [PER UNIT] PRICES, COSTS, AND MARGINS			
		Dealer	Manuf	Unit	
		Price	Price	Cost	Margin
BRAND FORMULATION [and Reformulation Quarter]		-----	-----	-----	-----
REGION 1 (AUST/NZ )					
Product 1-1	**/**/**/**/**/** [**]	880	549	259	290
Product 2-1	**/**/**/**/**/** [**]	880	549	259	290
Product 3-1	**/**/**/**/**/** [**]	880	549	259	290
Product 4-1	**/**/**/**/**/** [**]	880	549	259	290
Product 5-1	**/**/**/**/**/** [**]	880	549	259	290
REGION 2 (U.S. )					
Product 1-1	**/**/**/**/**/** [**]	852	549	259	290
Product 1-2	**/**/**/**/**/** [**]	3,410	2,199	696	1,503
Product 2-1	**/**/**/**/**/** [**]	852	549	259	290
Product 2-2	**/**/**/**/**/** [**]	3,410	2,199	696	1,503
Product 3-1	**/**/**/**/**/** [**]	852	549	259	290
Product 3-2	**/**/**/**/**/** [**]	3,410	2,199	696	1,503
Product 4-1	**/**/**/**/**/** [**]	852	549	259	290
Product 4-2	**/**/**/**/**/** [**]	3,410	2,199	696	1,503
Product 5-1	**/**/**/**/**/** [**]	852	549	259	290
Product 5-2	**/**/**/**/**/** [**]	3,410	2,199	696	1,503
REGION 3 (JAPAN )					
Product 1-1	**/**/**/**/**/** [**]	907	550	259	291
Product 2-1	**/**/**/**/**/** [**]	907	550	259	291
Product 3-1	**/**/**/**/**/** [**]	907	550	259	291
Product 4-1	**/**/**/**/**/** [**]	907	550	259	291
Product 5-1	**/**/**/**/**/** [**]	907	550	259	291
REGION 4 (HK/T/K/S)					
Product 1-1	**/**/**/**/**/** [**]	935	550	259	291
Product 2-1	**/**/**/**/**/** [**]	935	550	259	291
Product 3-1	**/**/**/**/**/** [**]	935	550	259	291
Product 4-1	**/**/**/**/**/** [**]	935	550	259	291
Product 5-1	**/**/**/**/**/** [**]	935	550	259	291

\*\*\* NOTES \*\*\*

- (1) "Brand Formulation" refers to the last "recorded" formulation of a brand. Formulations are only "recorded" when a firm executes Marketing Research Study #2 ("Brand Composition Analysis") or Marketing Research Study #33 ("Reformulation Activity - Detailed").
- (2) "Reformulation Quarter" refers to the quarter in which the last recorded major reformulation occurred. Quarter "\*\*\*" refers to brands that have not had a major reformulation since quarter 0.

- (3) "Dealer Price" is the price at which dealers sell brands to customers.
- (4) "Manuf Price" is the price at which manufacturers sell brands to dealers.
- (5) "Unit Cost" is the raw materials, production, labor, plant depreciation (assuming full capacity usage), and transportation and shipping costs. Experience curve cost reductions and smoothing cost adjustments, if any, in production and labor are not included within these "Unit Cost" figures. Other components of variable costs (dealer rebates and sales commissions) are also not included in these "Unit Cost" figures.
- (6) "Margin" equals "Manuf Price" minus "Unit Cost."

=====

MARKETING RESEARCH STUDY #41 (REGIONAL SUMMARY ANALYSIS )

=====

REGION STATISTICS, REGION 1 (AUST/NZ ), QUARTER 1 (WINTER)

	Quarter		Change (%)	
	Previous	Current		
Population	21,729,510	21,729,510	.0	<p>*** NOTE ***</p> <p>Both quarters of region statistics data ("Previous" and "Current") are identical in this table because historical data are unavailable in the historical data base archives.</p>
Consumer Price Index	981	981	.0	
Per Capita Income	20,492	20,492	.0	
Industry Sales Volume	55,050	55,050	.0	
Industry Advertising	5,000,000	5,000,000	.0	
Industry Average D_Price	880	880	.0	
Industry Promotion	5,000,000	5,000,000	.0	
Industry Average R&D	875,000	875,000	.0	
Industry Sales Force	250	250	.0	

BRAND PERFORMANCE STATISTICS, REGION 1 (AUST/NZ ), QUARTER 1 (WINTER)

	Volume Market Share (%)				D_Price	P_Per	P_Con
1-1	20.0				\$ 880	.0	12.8
2-1	20.0				\$ 880	.0	12.8
3-1	20.0				\$ 880	.0	12.8
4-1	20.0				\$ 880	.0	12.8
5-1	20.0				\$ 880	.0	12.8
		0%	4%	9%	14%	19%	

\*\*\* NOTES \*\*\*

- (1) An "r" after a product number denotes a reformulation in this quarter. A "u" denotes unfilled orders in this quarter. A "\*" denotes a product that has been reformulated and that has unfilled orders in this quarter.
- (2) Changes of more than 25%, from the previous-quarter value, are flagged by "++" and "--" to the right of the current-quarter entry for increases and decreases, respectively. Changes of more than 5% but less than 25%, from the previous-quarter value, are flagged by "+" and "-" to the right of the current-quarter entry for increases and decreases, respectively. Changes of less than 5% from the previous quarter are not flagged.
- (3) "D\_Price" is dealer price, "P\_Per" is perceived performance, and "P\_Con" is perceived convenience.

=====











MARKETING RESEARCH STUDY #41 (REGIONAL SUMMARY ANALYSIS )

=====

REGION STATISTICS, REGION 2 (U.S. ), QUARTER 1 (WINTER)

	Quarter		Change (%)	
	Previous	Current		
Population	263,814,000	263,814,000	.0	*** NOTE *** Both quarters of region statistics data ("Previous" and "Current") are identical in this table because historical data are unavailable in the historical data base archives.
Consumer Price Index	1,000	1,000	.0	
Per Capita Income	25,850	25,850	.0	
Industry Sales Volume	181,190	181,190	.0	
Industry Advertising	55,000,000	55,000,000	.0	
Industry Average D_Price	1,889	1,889	.0	
Industry Promotion	10,000,000	10,000,000	.0	
Industry Average R&D	875,000	875,000	.0	
Industry Sales Force	250	250	.0	

BRAND PERFORMANCE STATISTICS, REGION 2 (U.S. ), QUARTER 1 (WINTER)

Volume Market Share (%)			D_Price	P_Per	P_Con
1-1	11.9		\$ 852	.0	7.5
1-2	8.1		\$3,410	92.6	57.3
2-1	11.9		\$ 852	.0	7.5
2-2	8.1		\$3,410	92.6	57.3
3-1	11.9		\$ 852	.0	7.5
3-2	8.1		\$3,410	92.6	57.3
4-1	11.9		\$ 852	.0	7.5
4-2	8.1		\$3,410	92.6	57.3
5-1	11.9		\$ 852	.0	7.5
5-2	8.1		\$3,410	92.6	57.3

\*\*\* NOTES \*\*\*

- (1) An "r" after a product number denotes a reformulation in this quarter. A "u" denotes unfilled orders in this quarter. A "\*" denotes a product that has been reformulated and that has unfilled orders in this quarter.
- (2) Changes of more than 25%, from the previous-quarter value, are flagged by "++" and "--" to the right of the current-quarter entry for increases and decreases, respectively. Changes of more than 5% but less than 25%, from the previous-quarter value, are flagged by "+" and "-" to the right of the current-quarter entry for increases and decreases, respectively. Changes of less than 5% from the previous quarter are not flagged.
- (3) "D\_Price" is dealer price, "P\_Per" is perceived performance, and "P\_Con"

is perceived convenience.

=====

MARKETING RESEARCH STUDY #41 (REGIONAL SUMMARY ANALYSIS )

=====

REGION STATISTICS, REGION 3 (JAPAN ), QUARTER 1 (WINTER)

	Quarter		Change (%)	
	Previous	Current		
Population	125,506,496	125,506,496	.0	<p>*** NOTE ***</p> <p>Both quarters of region statistics data ("Previous" and "Current") are identical in this table because historical data are unavailable in the historical data base archives.</p>
Consumer Price Index	1,300	1,300	.0	
Per Capita Income	14,000	14,000	.0	
Industry Sales Volume	95,085	95,085	.0	
Industry Advertising	5,000,000	5,000,000	.0	
Industry Average D_Price	907	907	.0	
Industry Promotion	5,000,000	5,000,000	.0	
Industry Average R&D	875,000	875,000	.0	
Industry Sales Force	250	250	.0	

BRAND PERFORMANCE STATISTICS, REGION 3 (JAPAN ), QUARTER 1 (WINTER)

	Volume Market Share (%)		D_Price	P_Per	P_Con
1-1	20.0		\$ 907	.0	11.0
2-1	20.0		\$ 907	.0	11.0
3-1	20.0		\$ 907	.0	11.0
4-1	20.0		\$ 907	.0	11.0
5-1	20.0		\$ 907	.0	11.0

0% 4% 9% 14% 19%

\*\*\* NOTES \*\*\*

- (1) An "r" after a product number denotes a reformulation in this quarter. A "u" denotes unfilled orders in this quarter. A "\*" denotes a product that has been reformulated and that has unfilled orders in this quarter.
- (2) Changes of more than 25%, from the previous-quarter value, are flagged by "++" and "--" to the right of the current-quarter entry for increases and decreases, respectively. Changes of more than 5% but less than 25%, from the previous-quarter value, are flagged by "+" and "-" to the right of the current-quarter entry for increases and decreases, respectively. Changes of less than 5% from the previous quarter are not flagged.
- (3) "D\_Price" is dealer price, "P\_Per" is perceived performance, and "P\_Con" is perceived convenience.



=====

MARKETING RESEARCH STUDY #41 (REGIONAL SUMMARY ANALYSIS )

=====

REGION STATISTICS, REGION 4 (HK/T/K/S), QUARTER 1 (WINTER)

	Quarter		Change (%)	
	Previous	Current		
Population	91,872,624	91,872,624	.0	<p>*** NOTE ***</p> <p>Both quarters of region statistics data ("Previous" and "Current") are identical in this table because historical data are unavailable in the historical data base archives.</p>
Consumer Price Index	1,059	1,059	.0	
Per Capita Income	15,289	15,289	.0	
Industry Sales Volume	86,270	86,270	.0	
Industry Advertising	5,000,000	5,000,000	.0	
Industry Average D_Price	935	935	.0	
Industry Promotion	5,000,000	5,000,000	.0	
Industry Average R&D	875,000	875,000	.0	
Industry Sales Force	250	250	.0	

BRAND PERFORMANCE STATISTICS, REGION 4 (HK/T/K/S), QUARTER 1 (WINTER)

	Volume Market Share (%)		D_Price	P_Per	P_Con
1-1	20.0		\$ 935	2.2	10.8
2-1	20.0		\$ 935	2.2	10.8
3-1	20.0		\$ 935	2.2	10.8
4-1	20.0		\$ 935	2.2	10.8
5-1	20.0		\$ 935	2.2	10.8

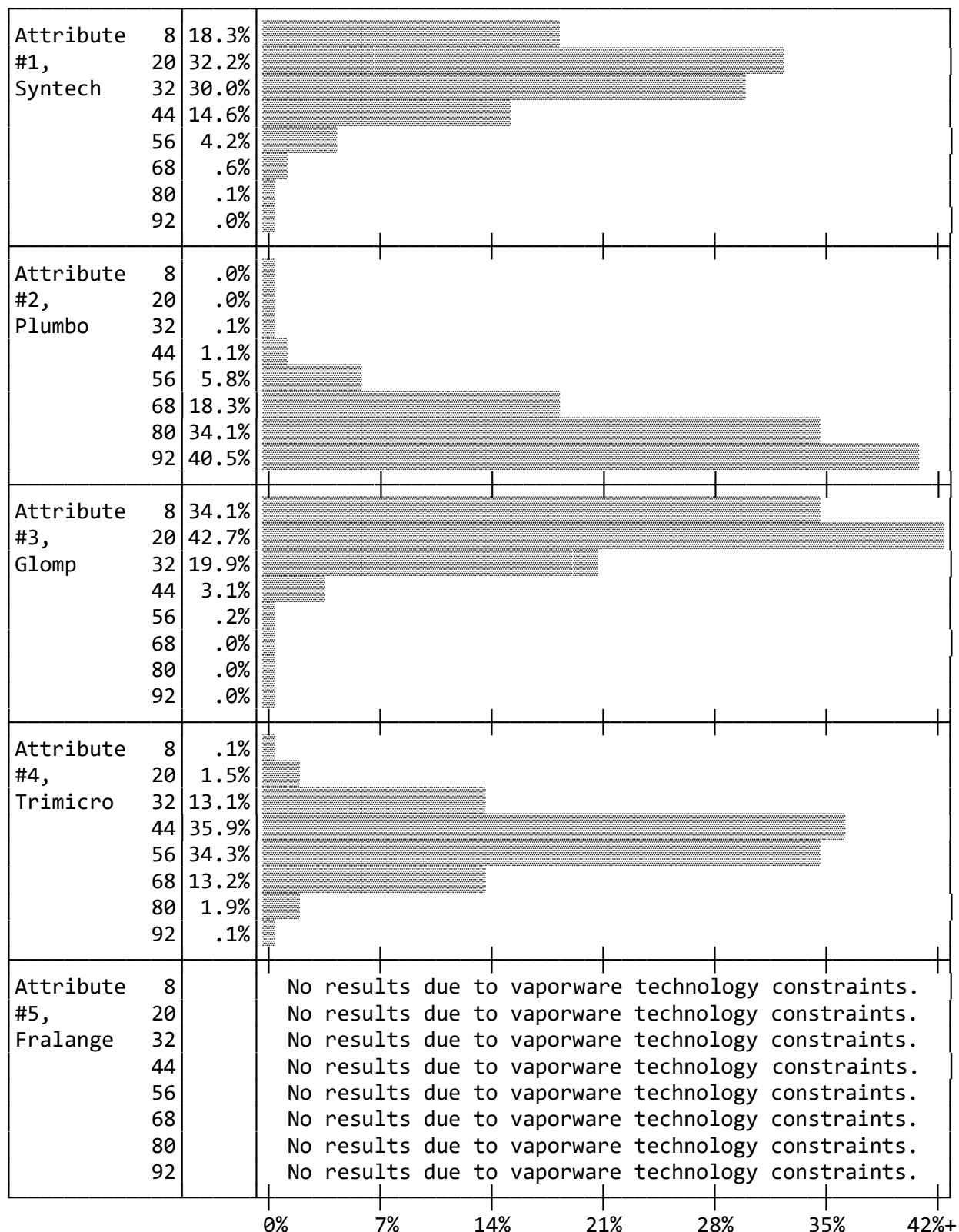
\*\*\* NOTES \*\*\*

- (1) An "r" after a product number denotes a reformulation in this quarter. A "u" denotes unfilled orders in this quarter. A "\*" denotes a product that has been reformulated and that has unfilled orders in this quarter.
- (2) Changes of more than 25%, from the previous-quarter value, are flagged by "++" and "--" to the right of the current-quarter entry for increases and decreases, respectively. Changes of more than 5% but less than 25%, from the previous-quarter value, are flagged by "+" and "-" to the right of the current-quarter entry for increases and decreases, respectively. Changes of less than 5% from the previous quarter are not flagged.
- (3) "D\_Price" is dealer price, "P\_Per" is perceived performance, and "P\_Con" is perceived convenience.

## MARKETING RESEARCH STUDY #47 (SELF-REPORTED ATTRIBUTE PREFERENCES )

REGION 1 (AUST/NZ )

REGION 1 (AUST/NZ )



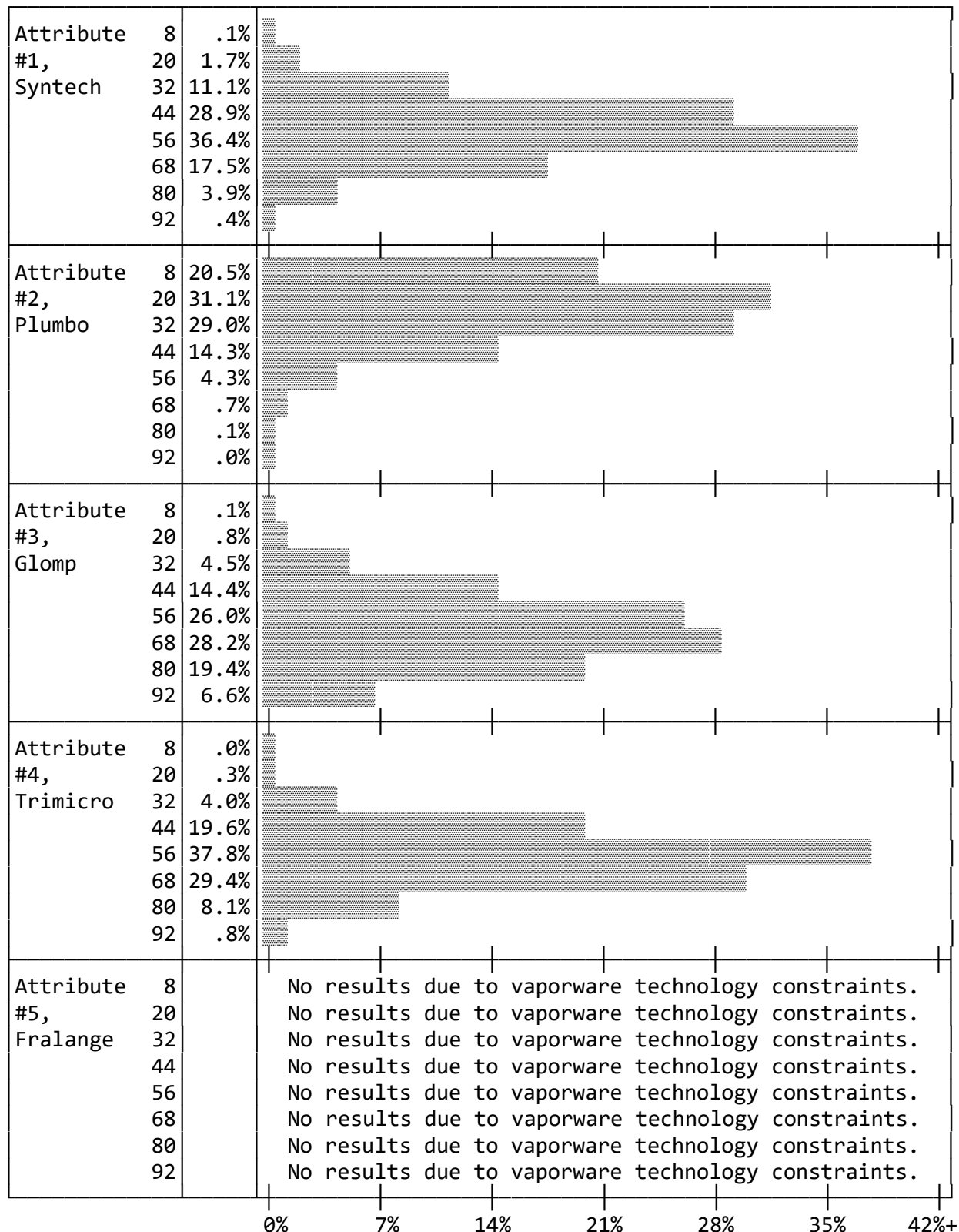
=====

MARKETING RESEARCH STUDY #47 (SELF-REPORTED ATTRIBUTE PREFERENCES )

=====

REGION 2 (U.S. )

REGION 2 (U.S. )

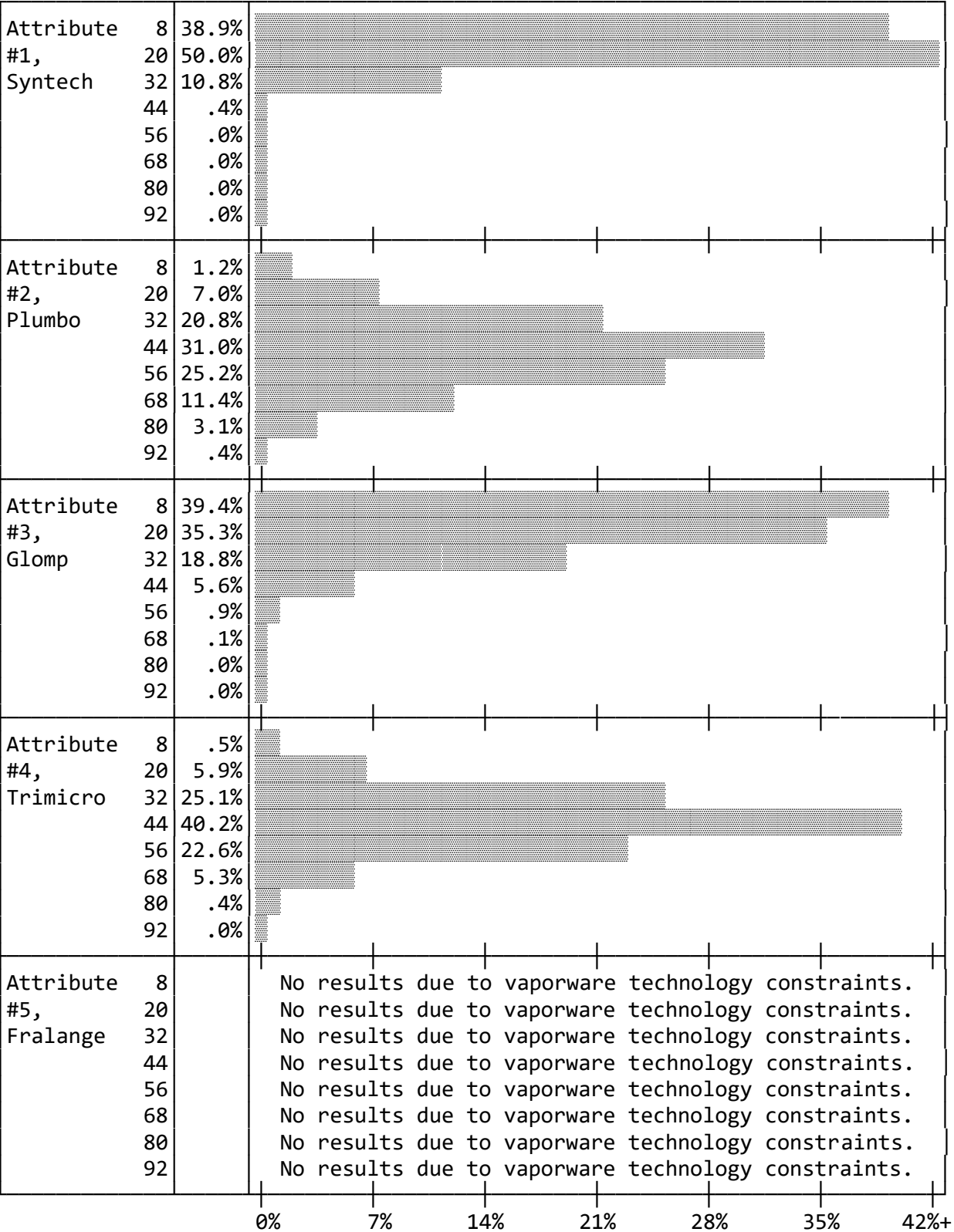


=====

MARKETING RESEARCH STUDY #47 (SELF-REPORTED ATTRIBUTE PREFERENCES )

=====

REGION 3 (JAPAN ) REGION 3 (JAPAN )



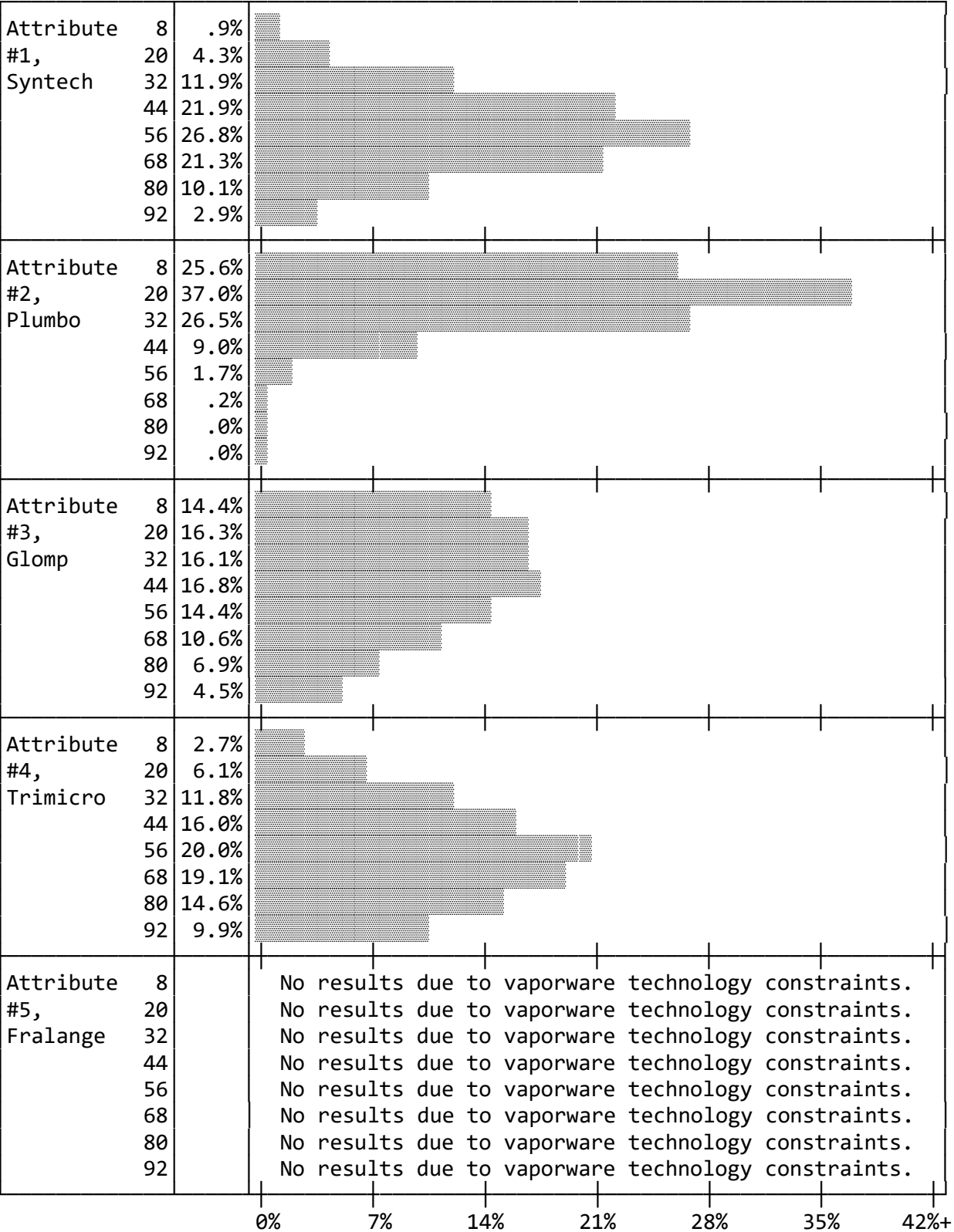
=====

MARKETING RESEARCH STUDY #47 (SELF-REPORTED ATTRIBUTE PREFERENCES )

=====

REGION 4 (HK/T/K/S)

REGION 4 (HK/T/K/S)



=====

TABLE OF CONTENTS FOR THIS MARKETING RESEARCH STUDY OUTPUT

=====

MR STUDY #11 (CUSTOMER BRAND AWARENESS	)	.....	page	1
MR STUDY #17 (BRAND QUALITY RATINGS	)	.....	page	1
MR STUDY #19 (COMPETITIVE INFORMATION - BALANCE SHEETS)	)	.....	page	2
MR STUDY #21 (BRAND PERCEPTUAL RATINGS	)	.....	page	9
MR STUDY #24 (MARKET SHARES	)	.....	page	14
MR STUDY #31 (INDUSTRY SALES VOLUME FORECASTS	)	.....	page	16
MR STUDY #32 (BRAND SALES VOLUME FORECASTS	)	.....	page	16
MR STUDY #36 (COMPETITIVE INFORMATION - BRAND PROFILES)	)	.....	page	18
MR STUDY #40 (COMPETITIVE INFORMATION - BRAND MARGINS )	)	.....	page	19
MR STUDY #41 (REGIONAL SUMMARY ANALYSIS	)	.....	page	21
MR STUDY #47 (SELF-REPORTED ATTRIBUTE PREFERENCES	)	.....	page	26