1PD TEST: 800067 EMPLOYEE U.S. MAIL PANEL (FINAL) COFY FOR: SS

PAGE

VS 1FST FT2916-B CONTROL F12916-A REQUESTED BY TAYLOR F.

PROJECT 8905 DATE REG: 2-7

PANELS WIN100

RETURNED 95 (46.5%) HALLOT TYPES: 16 21

TOPLINE SUMMARY

BALLOT TYPE 16

PAIRED COMPARISON

QUESTION: WHICH DO YOU PREFER?

				SEX				A G E				
		10	TAL	MALE		F	FEMALE		-35		+35	
		CIRL	TEST	CIRL	TEST	CTR	L TEST	CTRL	TEST	CTRL	TEST	
PANEL BRAND	#RESP	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(2)	(2)	(%)	
WIN100	93	54	46	54	46	55	45	59	41	53	47	

BALLOT TYPE 21

THERMOMETER (U-100)

QUESTION: GRADE EACH PRODUCT

B	RAN	0:	WIN100				S	ΕX			A	GE	
			TO	1 A L	MALE		FEMALE		-35		+35		
				CTRL	TEST	CTRL	TEST	CTRL	TEST	CTRL	TEST	CTRL	TEST
MEAN		6800	64	67	64	69	65	64	61	69	65		
Z	70	AND	OVER	56	52	53	53	60	50	55	50	56	52
2	30	AND	UNDER	2	8	2	8	3	8	U	14	3	6

BALLOT SUMMARY

** VERY SIGNIFICANT(>.95CL) *S= SIGNIFICANT(>.9UCL) *D= DIRECTIONAL(>.8UCL)