

CONTROL FT2916-A VS TEST FT2916-B

REQUESTED BY TAYLOR F.

PROJECT 8903 DATE REQ: 2-7

PANELS WIN100

RETURNED 93 (46.5%) BALLOT TYPES: 16 21

TOPLINE SUMMARY

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BALLOT TYPE 16

PAIRED COMPARISON

QUESTION: WHICH DO YOU PREFER?

PANEL BRAND	#RESP	S E X								A G E			
		T O T A L		M A L E		F E M A L E		-35		+35			
		CTRL	TEST	CTRL	TEST	CTRL	TEST	CTRL	TEST	CTRL	TEST		
WIN100	93	54	46	54	46	55	45	59	41	53	47		

BALLOT TYPE 21

THERMOMETER (U-100)

QUESTION: GRADE EACH PRODUCT

BRAND: WIN100

MEAN	S E X								A G E			
	T O T A L		M A L E		F E M A L E		-35		+35			
	CTRL	TEST	CTRL	TEST	CTRL	TEST	CTRL	TEST	CTRL	TEST		
% 70 AND OVER	56	52	53	53	60	50	55	50	56	52		
% 30 AND UNDER	2	8	2	8	3	8	0	14	3	6		

BALLOT SUMMARY

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^\*= VERY SIGNIFICANT(&gt;.95CL) ^S= SIGNIFICANT(&gt;.90CL) ^D= DIRECTIONAL(&gt;.80CL)