

**1999 Market Research Data Processing Survey  
Prepared by The Miller Research Group, Inc.**

Table 1

How much do you agree or disagree with the following statement:  
There are significant differences between market research data processing firms.

	Region					Company Preferred						Plan To Switch	
	Total	North	South	East	West	Company A	Company B	Company C	Company D	Company E	Company F	Yes	No
Total	450	110	209	99	32	64	40	49	150	75	72	158	291
<u>Net: Agree</u>	354 78.7%	92 83.6%	153 73.2%	81 81.8%	28 87.5%	56 87.5%	37 92.5%	43 87.8%	128 85.3%	51 68.0%	39 54.2%	157 99.4%	197 67.7%
(5) Agree strongly	218 48.4%	68 61.8%	82 39.2%	44 44.4%	24 75.0%	37 57.8%	25 62.5%	29 59.2%	80 53.3%	31 41.3%	16 22.2%	140 88.6%	78 26.8%
(4) Agree somewhat	136 30.2%	24 21.8%	71 34.0%	37 37.4%	4 12.5%	19 29.7%	12 30.0%	14 28.6%	48 32.0%	20 26.7%	23 31.9%	17 10.8%	119 40.9%
(3) Neither	39 8.7%	8 7.3%	24 11.5%	6 6.1%	1 3.1%	1 1.6%	1 2.5%	2 4.1%	7 4.7%	13 17.3%	15 20.8%	- -	39 13.4%
(2) Disagree somewhat	24 5.3%	4 3.6%	13 6.2%	6 6.1%	1 3.1%	3 4.7%	- -	2 4.1%	7 4.7%	4 5.3%	8 11.1%	- -	24 8.2%
(1) Disagree strongly	24 5.3%	5 4.5%	12 5.7%	6 6.1%	1 3.1%	3 4.7%	- -	2 4.1%	4 2.7%	6 8.0%	9 12.5%	- -	24 8.2%
<u>Net: Disagree</u>	48 10.7%	9 8.2%	25 12.0%	12 12.1%	2 6.3%	6 9.4%	- -	4 8.2%	11 7.3%	10 13.3%	17 23.6%	- -	48 16.5%
No response	9 2.0%	1 0.9%	7 3.3%	- -	1 3.1%	1 1.6%	2 5.0%	- -	4 2.7%	1 1.3%	1 1.4%	1 0.6%	7 2.4%
Mean	4.13	4.34	3.98	4.08	4.58	4.33	4.63	4.35	4.32	3.89	3.41	4.89	3.71
Standard deviation	1.13	1.07	1.15	1.14	0.96	1.06	0.54	1.03	0.97	1.24	1.30	0.31	1.20
Standard error	0.05	0.10	0.08	0.11	0.17	0.13	0.09	0.15	0.08	0.14	0.15	0.02	0.07

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Company preferred.

Table 2

	Total	Region				Company Preferred						Plan To Switch	
		North	South	East	West	Company A	Company B	Company C	Company D	Company E	Company F	Yes	No
Total	450	110	209	99	32	64	40	49	150	75	72	158	291
Company A	64 14.2%	10 9.1%	35 16.7%	16 16.2%	3 9.4%	64 100.0%	- -	- -	- -	- -	- -	29 18.4%	35 12.0%
Company B	40 8.9%	15 13.6%	13 6.2%	10 10.1%	2 6.3%	- -	40 100.0%	- -	- -	- -	- -	21 13.3%	19 6.5%
Company C	49 10.9%	15 13.6%	18 8.6%	12 12.1%	4 12.5%	- -	- -	49 100.0%	- -	- -	- -	16 10.1%	33 11.3%
Company D	150 33.3%	37 33.6%	67 32.1%	31 31.3%	15 46.9%	- -	- -	- -	150 100.0%	- -	- -	59 37.3%	90 30.9%
Company E	75 16.7%	16 14.5%	41 19.6%	14 14.1%	4 12.5%	- -	- -	- -	- -	75 100.0%	- -	20 12.7%	55 18.9%
Company F	72 16.0%	17 15.5%	35 16.7%	16 16.2%	4 12.5%	- -	- -	- -	- -	- -	72 100.0%	13 8.2%	59 20.3%