

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
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)
Total	450	110	209	99*	32*	64*	40*	49*	150	75*	72*	158	291
Net: Agree	354	92	153	81	28	56	37	43	128	51	39	157	197
	78.7	83.6c	73.2	81.8	87.5	87.5jk	92.5jk	87.8jk	85.3jk	68.0	54.2	99.4m	67.7
Agree strongly (5)	218	68	82	44	24	37	25	29	80	31	16	140	78
	48.4	61.8cd	39.2	44.4	75.0cd	57.8k	62.5jk	59.2k	53.3k	41.3k	22.2	88.6m	26.8
Agree somewhat (4)	136	24	71	37	4	19	12	14	48	20	23	17	119
	30.2	21.8	34.0be	37.4be	12.5	29.7	30.0	28.6	32.0	26.7	31.9	10.8	40.9l
Neither agree nor disagree (3)	39	8	24	6	1	1	1	2	7	13	15	-	39
	8.7	7.3	11.5	6.1	3.1	1.6	2.5	4.1	4.7	17.3fgh	20.8fghi	-	13.4l
Disagree somewhat (2)	24	4	13	6	1	3	-	2	7	4	8	-	24
	5.3	3.6	6.2	6.1	3.1	4.7	-	4.1	4.7	5.3	11.1g	-	8.2l
Disagree strongly (1)	24	5	12	6	1	3	-	2	4	6	9	-	24
	5.3	4.5	5.7	6.1	3.1	4.7	-	4.1	2.7	8.0	12.5gi	-	8.2l
Net: Disagree	48	9	25	12	2	6	-	4	11	10	17	-	48
	10.7	8.2	12.0	12.1	6.3	9.4g	-	8.2	7.3	13.3g	23.6fghi	-	16.5l
No response	9	1	7	-	1	1	2	-	4	1	1	1	7
	2.0	0.9	3.3	-	3.1	1.6	5.0	-	2.7	1.3	1.4	0.6	2.4
Mean	4.13	4.34c	3.98	4.08	4.58cd	4.33jk	4.63jk	4.35jk	4.32jk	3.89k	3.41	4.89m	3.7l
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

Proportions/Means: Columns Tested (5% risk level) - b/c/d/e - f/g/h/i/j/k - l/m  
 \* small base

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Table 2

Company preferred.

	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	
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)
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	ghijk	-	-	-	-	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	fhijk	-	-	-	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	fgijk	-	-	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	fgghjk	-	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	fgghik	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	fgghi	13 8.2	59 20.31

Proportions/Mean: Columns Tested (5% risk level) - b/c/d/e - f/g/h/i/j/k - l/m  
 \* small base