

Table 1-1

Q.1 - Sample table with standard layout with frequencies, vertical percentage to one decimal place based to total sample.

		Education											
		Gender		Age			Education			Marital Status			
		Total	Male	Female	18-34	35-54	55 or Older	High School or Less	Some College	College Grad or More	Single	Married	Divorced
Base: Total Sample		200	106	94	45	68	47	56	59	76	66	59	48
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 Box (Net)		75	40	35	17	30	15	20	19	34	21	21	24
-----		37.5	37.7	37.2	37.8	44.1	31.9	35.7	32.2	44.7	31.8	35.6	50.0
Extremely satisfied	+5	24	10	14	5	11	4	7	5	11	6	6	8
		12.0	9.4	14.9	11.1	16.2	8.5	12.5	8.5	14.5	9.1	10.2	16.7
Somewhat satisfied	+4	51	30	21	12	19	11	13	14	23	15	15	16
		25.5	28.3	22.3	26.7	27.9	23.4	23.2	23.7	30.3	22.7	25.4	33.3
Neutral	+3	31	15	16	7	7	12	13	8	8	10	13	3
		15.5	14.2	17.0	15.6	10.3	25.5	23.2	13.6	10.5	15.2	22.0	6.3
Somewhat dissatisfied	+2	30	18	12	7	8	5	9	9	9	9	6	11
		15.0	17.0	12.8	15.6	11.8	10.6	16.1	15.3	11.8	13.6	10.2	22.9
Extremely dissatisfied	+1	37	20	17	9	17	6	7	14	14	12	16	3
		18.5	18.9	18.1	20.0	25.0	12.8	12.5	23.7	18.4	18.2	27.1	6.3
Bottom 2 Box (Net)		67	38	29	16	25	11	16	23	23	21	22	14
-----		33.5	35.8	30.9	35.6	36.8	23.4	28.6	39.0	30.3	31.8	37.3	29.2
Don't Know/No Answer		27	13	14	5	6	9	7	9	11	14	3	7
		13.5	12.3	14.9	11.1	8.8	19.1	12.5	15.3	14.5	21.2	5.1	14.6
Mean		3.03	3.09	2.96	3.08	3.02	2.95	2.92	3.26	2.88	3.12	3.20	2.63
Std. Deviation		1.37	1.34	1.40	1.37	1.50	1.21	1.26	1.38	1.42	1.35	1.38	1.26
Std. Error		0.10	0.14	0.16	0.22	0.19	0.20	0.18	0.20	0.18	0.19	0.18	0.20

Table 2-1

Q.2 - Sample table with standard layout with frequencies, vertical percentage to one decimal place based to those responding.

	Total	Gender		Age			Education			Marital Status		
		Male	Female	18-34	35-54	55 or Older	High School or Less	Some College	College Grad or More	Single	Married	Divorced
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Base: Total Sample	200	106	94	45	68	47	56	59	76	66	59	48
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Don't Know/No Answer	27	13	14	5	6	9	7	9	11	14	3	7
	13.5	12.3	14.9	11.1	8.8	19.1	12.5	15.3	14.5	21.2	5.1	14.6
Base: Those Responding	173	93	80	40	62	38	49	50	65	52	56	41
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 Box (Net)	75	40	35	17	30	15	20	19	34	21	21	24
-----	43.4	43.0	43.8	42.5	48.4	39.5	40.8	38.0	52.3	40.4	37.5	58.5
Extremely satisfied	+5	24	10	14	5	11	4	7	5	11	6	6
	13.9	10.8	17.5	12.5	17.7	10.5	14.3	10.0	16.9	11.5	10.7	19.5
Somewhat satisfied	+4	51	30	21	12	19	11	13	14	23	15	15
	29.5	32.3	26.3	30.0	30.6	28.9	26.5	28.0	35.4	28.8	26.8	39.0
Neutral	+3	31	15	16	7	7	12	13	8	8	10	13
	17.9	16.1	20.0	17.5	11.3	31.6	26.5	16.0	12.3	19.2	23.2	7.3
Somewhat dissatisfied	+2	30	18	12	7	8	5	9	9	9	9	6
	17.3	19.4	15.0	17.5	12.9	13.2	18.4	18.0	13.8	17.3	10.7	26.8
Extremely dissatisfied	+1	37	20	17	9	17	6	7	14	14	12	16
	21.4	21.5	21.3	22.5	27.4	15.8	14.3	28.0	21.5	23.1	28.6	7.3
Bottom 2 Box (Net)	67	38	29	16	25	11	16	23	23	21	22	14
-----	38.7	40.9	36.3	40.0	40.3	28.9	32.7	46.0	35.4	40.4	39.3	34.1
Mean	3.03	3.09	2.96	3.08	3.02	2.95	2.92	3.26	2.88	3.12	3.20	2.63
Std. Deviation	1.37	1.34	1.40	1.37	1.50	1.21	1.26	1.38	1.42	1.35	1.38	1.26
Std. Error	0.10	0.14	0.16	0.22	0.19	0.20	0.18	0.20	0.18	0.19	0.18	0.20

Table 3-1  
 Q.3 - Sample table with whole percents including percent sign (excluding frequencies).

		Education											
		Gender		Age			Education			Marital Status			
		Total	Male	Female	18-34	35-54	55 or Older	High School or Less	Some College	College Grad or More	Single	Married	Divorced
Base: Total Sample		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 Box (Net)		38%	38%	37%	38%	44%	32%	36%	32%	45%	32%	36%	50%
Extremely satisfied	+5	12%	9%	15%	11%	16%	9%	13%	8%	14%	9%	10%	17%
Somewhat satisfied	+4	26%	28%	22%	27%	28%	23%	23%	24%	30%	23%	25%	33%
Neutral	+3	16%	14%	17%	16%	10%	26%	23%	14%	11%	15%	22%	6%
Somewhat dissatisfied	+2	15%	17%	13%	16%	12%	11%	16%	15%	12%	14%	10%	23%
Extremely dissatisfied	+1	19%	19%	18%	20%	25%	13%	13%	24%	18%	18%	27%	6%
Bottom 2 Box (Net)		34%	36%	31%	36%	37%	23%	29%	39%	30%	32%	37%	29%
Don't Know/No Answer		14%	12%	15%	11%	9%	19%	13%	15%	14%	21%	5%	15%
Mean		3.03	3.09	2.96	3.08	3.02	2.95	2.92	3.26	2.88	3.12	3.20	2.63
Std. Deviation		1.37	1.34	1.40	1.37	1.50	1.21	1.26	1.38	1.42	1.35	1.38	1.26
Std. Error		0.10	0.14	0.16	0.22	0.19	0.20	0.18	0.20	0.18	0.19	0.18	0.20

Table 4-1  
 Q.4 - Sample table with frequencies, vertical percentage, and horizontal percentage.

		Education												
		Gender		Age			School			College		Marital Status		
		Total	Male	Female	18-34	35-54	55 or Older	or Less	Some College	or More	Grad	Single	Married	Divorced
Base: Total Sample		200	106	94	45	68	47	56	59	76	66	59	48	
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
		100%	53%	47%	23%	34%	24%	28%	30%	38%	33%	30%	24%	
Top 2 Box (Net)		75	40	35	17	30	15	20	19	34	21	21	24	
-----		37.5	37.7	37.2	37.8	44.1	31.9	35.7	32.2	44.7	31.8	35.6	50.0	
		100.0	53.3	46.7	22.7	40.0	20.0	26.7	25.3	45.3	28.0	28.0	32.0	
Extremely satisfied	+5	24	10	14	5	11	4	7	5	11	6	6	8	
		12.0	9.4	14.9	11.1	16.2	8.5	12.5	8.5	14.5	9.1	10.2	16.7	
		100.0	41.7	58.3	20.8	45.8	16.7	29.2	20.8	45.8	25.0	25.0	33.3	
Somewhat satisfied	+4	51	30	21	12	19	11	13	14	23	15	15	16	
		25.5	28.3	22.3	26.7	27.9	23.4	23.2	23.7	30.3	22.7	25.4	33.3	
		100.0	58.8	41.2	23.5	37.3	21.6	25.5	27.5	45.1	29.4	29.4	31.4	
Neutral	+3	31	15	16	7	7	12	13	8	8	10	13	3	
		15.5	14.2	17.0	15.6	10.3	25.5	23.2	13.6	10.5	15.2	22.0	6.3	
		100.0	48.4	51.6	22.6	22.6	38.7	41.9	25.8	25.8	32.3	41.9	9.7	
Somewhat dissatisfied	+2	30	18	12	7	8	5	9	9	9	9	6	11	
		15.0	17.0	12.8	15.6	11.8	10.6	16.1	15.3	11.8	13.6	10.2	22.9	
		100.0	60.0	40.0	23.3	26.7	16.7	30.0	30.0	30.0	30.0	20.0	36.7	
Extremely dissatisfied	+1	37	20	17	9	17	6	7	14	14	12	16	3	
		18.5	18.9	18.1	20.0	25.0	12.8	12.5	23.7	18.4	18.2	27.1	6.3	
		100.0	54.1	45.9	24.3	45.9	16.2	18.9	37.8	37.8	32.4	43.2	8.1	
Bottom 2 Box (Net)		67	38	29	16	25	11	16	23	23	21	22	14	
-----		33.5	35.8	30.9	35.6	36.8	23.4	28.6	39.0	30.3	31.8	37.3	29.2	
		100.0	56.7	43.3	23.9	37.3	16.4	23.9	34.3	34.3	31.3	32.8	20.9	
Don't Know/No Answer		27	13	14	5	6	9	7	9	11	14	3	7	
		13.5	12.3	14.9	11.1	8.8	19.1	12.5	15.3	14.5	21.2	5.1	14.6	
		100.0	48.1	51.9	18.5	22.2	33.3	25.9	33.3	40.7	51.9	11.1	25.9	
Mean		3.03	3.09	2.96	3.08	3.02	2.95	2.92	3.26	2.88	3.12	3.20	2.63	
Std. Deviation		1.37	1.34	1.40	1.37	1.50	1.21	1.26	1.38	1.42	1.35	1.38	1.26	
Std. Error		0.10	0.14	0.16	0.22	0.19	0.20	0.18	0.20	0.18	0.19	0.18	0.20	

Table 5-1  
 Q.5 - Sample table with a number question that includes statistical options.

	Education											
	Gender			Age			Education			Marital Status		
	Total	Male	Female	18-34	35-54	55 or Older	High School or Less	Some College	College Grad or More	Single	Married	Divorced
Base: Total Sample	200	106	94	45	68	47	56	59	76	66	59	48
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
One	24	10	14	5	11	4	7	5	11	6	6	8
	12.0	9.4	14.9	11.1	16.2	8.5	12.5	8.5	14.5	9.1	10.2	16.7
Two	51	30	21	12	19	11	13	14	23	15	15	16
	25.5	28.3	22.3	26.7	27.9	23.4	23.2	23.7	30.3	22.7	25.4	33.3
Three	31	15	16	7	7	12	13	8	8	10	13	3
	15.5	14.2	17.0	15.6	10.3	25.5	23.2	13.6	10.5	15.2	22.0	6.3
Four	30	18	12	7	8	5	9	9	9	9	6	11
	15.0	17.0	12.8	15.6	11.8	10.6	16.1	15.3	11.8	13.6	10.2	22.9
Five	37	20	17	9	17	6	7	14	14	12	16	3
	18.5	18.9	18.1	20.0	25.0	12.8	12.5	23.7	18.4	18.2	27.1	6.3
Don't Know/No Answer	27	13	14	5	6	9	7	9	11	14	3	7
	13.5	12.3	14.9	11.1	8.8	19.1	12.5	15.3	14.5	21.2	5.1	14.6
Mean	3.0	3.1	3.0	3.1	3.0	2.9	2.9	3.3	2.9	3.1	3.2	2.6
Median	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	2.0	3.0	3.0	2.0
Std. Deviation	1.4	1.3	1.4	1.4	1.5	1.2	1.3	1.4	1.4	1.4	1.4	1.3
Std. Error	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2

Table 6-1  
 Q.6 - Sample table for an open-end question using nets and ranking.

	Education											
	Gender			Age			Education			Marital Status		
	Total	Male	Female	18-34	35-54	55 or Older	High School or Less	Some College	College Grad or More	Single	Married	Divorced
Base: Total Sample	200	106	94	45	68	47	56	59	76	66	59	48
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Taste (Net)	80	43	37	18	29	18	22	24	33	19	24	29
-----	40.0	40.6	39.4	40.0	42.6	38.3	39.3	40.7	43.4	28.8	40.7	60.4
Fresh taste	40	20	20	9	14	11	10	12	18	10	15	8
	20.0	18.9	21.3	20.0	20.6	23.4	17.9	20.3	23.7	15.2	25.4	16.7
Good taste	24	13	11	5	10	4	7	7	9	9	9	5
	12.0	12.3	11.7	11.1	14.7	8.5	12.5	11.9	11.8	13.6	15.3	10.4
Gritty taste	23	13	10	6	10	3	7	6	10	-	-	23
	11.5	12.3	10.6	13.3	14.7	6.4	12.5	10.2	13.2			47.9
Texture (Net)	58	32	26	9	19	16	17	17	19	20	11	16
-----	29.0	30.2	27.7	20.0	27.9	34.0	30.4	28.8	25.0	30.3	18.6	33.3
Has smooth texture	32	17	15	4	11	8	9	8	11	12	7	7
	16.0	16.0	16.0	8.9	16.2	17.0	16.1	13.6	14.5	18.2	11.9	14.6
Like the texture	26	15	11	5	8	8	8	9	8	8	4	9
	13.0	14.2	11.7	11.1	11.8	17.0	14.3	15.3	10.5	12.1	6.8	18.8
Color (Net)	51	28	23	14	20	8	14	11	23	15	18	12
-----	25.5	26.4	24.5	31.1	29.4	17.0	25.0	18.6	30.3	22.7	30.5	25.0
Good colors	27	16	11	9	12	4	8	5	13	8	9	7
	13.5	15.1	11.7	20.0	17.6	8.5	14.3	8.5	17.1	12.1	15.3	14.6
Bright colors	24	12	12	5	8	4	6	6	10	7	9	5
	12.0	11.3	12.8	11.1	11.8	8.5	10.7	10.2	13.2	10.6	15.3	10.4
Don't Know/No Answer	23	11	12	6	4	8	7	10	6	12	6	3
	11.5	10.4	12.8	13.3	5.9	17.0	12.5	16.9	7.9	18.2	10.2	6.3

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Table 1	Q.1 - Sample table with standard layout with frequencies, vertical percentage to one decimal place based to total sample.
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Table 4	Q.4 - Sample table with frequencies, vertical percentage, and horizontal percentage.
Table 5	Q.5 - Sample table with a number question that includes statistical options.
Table 6	Q.6 - Sample table for an open-end question using nets and ranking.