

Harris Interactive QuickQuery  
 Fielding Period: April 15-17, 2003  
 Fictional Mints Manufacturer  
 Weighted To The US General Population

17 April 2003  
 Table 1

Q505. Which of the following best describes your experience with product Ecks?

Base: All Respondents

	Region					Age				Male Age				Female Age				Marital Status				
	Total	North-east	Mid-west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
Unweighted Base	2210	484	560	654	512	834	518	461	397	1016	381	223	203	209	1194	453	295	258	188	1065	658	343
Weighted Base	2210	505	544	679	483	719	468	455	568	1079	372	219	218	271	1131	348	249	238	297	1118	603	345
Had Problems (net)	434 20%	103 20%	99 18%	148 22%	84 17%	180 25%	108 23%	76 17%	71 12%	172 16%	80 22%	38 17%	32 15%	22 8%	262 23%	100 29%	69 28%	44 18%	49 17%	203 18%	149 25%	53 15%
I've tried them and have had problems with performance.	193 9%	55 11%	48 9%	45 7%	45 9%	87 12%	43 9%	26 6%	36 6%	69 6%	37 10%	12 5%	7 3%	13 5%	124 11%	50 14%	31 12%	19 8%	23 8%	97 9%	64 11%	20 6%
I've tried them and have had problems with packaging.	155 7%	32 6%	32 6%	67 10%	24 5%	55 8%	36 8%	37 8%	28 5%	76 7%	31 8%	21 10%	16 8%	7 3%	79 7%	23 7%	14 6%	21 9%	20 7%	73 7%	47 8%	21 6%
I've tried them and have had problems with both packaging and performance.	86 4%	16 3%	18 3%	37 5%	15 3%	38 5%	29 6%	12 3%	7 1%	27 2%	12 3%	5 2%	9 4%	1 *	60 5%	26 8%	24 10%	3 1%	6 2%	32 3%	38 6%	11 3%
I've tried them but have never had any problem with packaging or performance.	978 44%	213 42%	214 39%	312 46%	238 49%	415 58%	212 45%	188 41%	163 29%	450 42%	216 58%	92 42%	71 32%	71 26%	528 47%	199 57%	120 48%	117 49%	92 31%	415 37%	334 55%	156 45%
I've never tried them.	798 36%	188 37%	231 42%	218 32%	160 33%	125 17%	148 32%	192 42%	334 59%	457 42%	76 20%	88 40%	115 53%	178 66%	341 30%	49 14%	59 24%	77 32%	156 53%	500 45%	120 20%	136 39%
Sigma	2210 100%	505 100%	544 100%	679 100%	483 100%	719 100%	468 100%	455 100%	568 100%	1079 100%	372 100%	219 100%	218 100%	271 100%	1131 100%	348 100%	249 100%	238 100%	297 100%	1118 100%	603 100%	345 100%

