

TV's

Detailed tables

WNL1. When choosing a television for your home, what is more important to you?

Proportions/Mean: Columns Tested
(5% risk level) - A/B - C/D/E - F/G/H/I

Overlap formulae used. * small base

| | Total | GENDER | |
|-----------------------------------|------------|------------|-------------|
| | | Male A | Female B |
| Base: All respondents Weighted | 1033 | 492 | 541 |
| | 1033 | 500 | 533 |
| Having superior picture quality | 935 91% | 458 92% | 477 90% |
| The design of the TV | 98 9% | 42 8% | 56 10% |

TV's

WNL2. Is your TV a statement of who you are?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

| | | GENDER | |
|-----------------------|------------|-----------------|-----------------|
| | Total | Male | Female |
| | | A | B |
| Base: All respondents | 1033 | 492 | 541 |
| Weighted | 1033 | 500 | 533 |
| Yes | 274 27% | 153 31% B | 121 23% |
| No | 759 73% | 347 69% | 412 77% A |

Detailed tables