



# **Math 110**

## **Course Completion Program**

### **May 16, 2011**

**Professor Martin Braun, PhD**

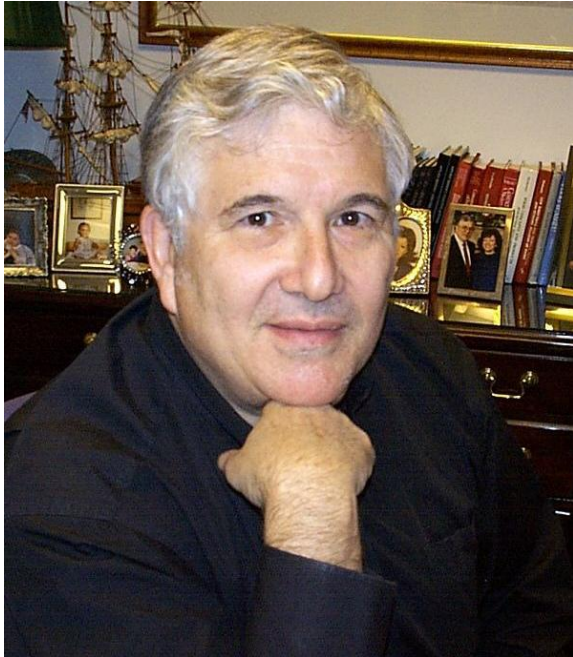
# AGENDA

- ▶ What is special about this Math 110 Course and the students who completed the course
- ▶ Addressable Minds... what is it, and how it works
- ▶ Student presentations of team projects

# Dr. Howard Moskowitz.

Addressable Minds Inventor, honored by the scientific community,...

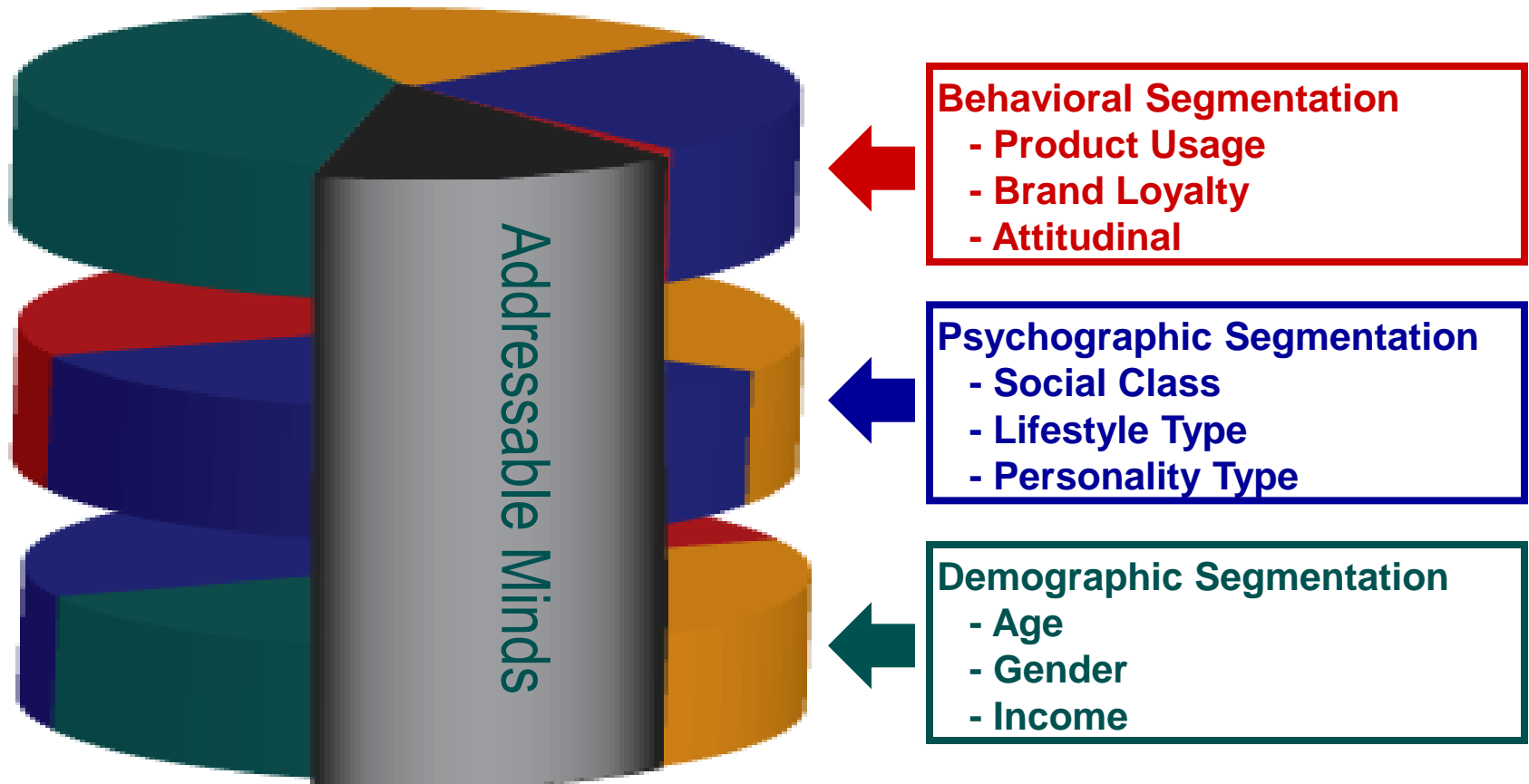
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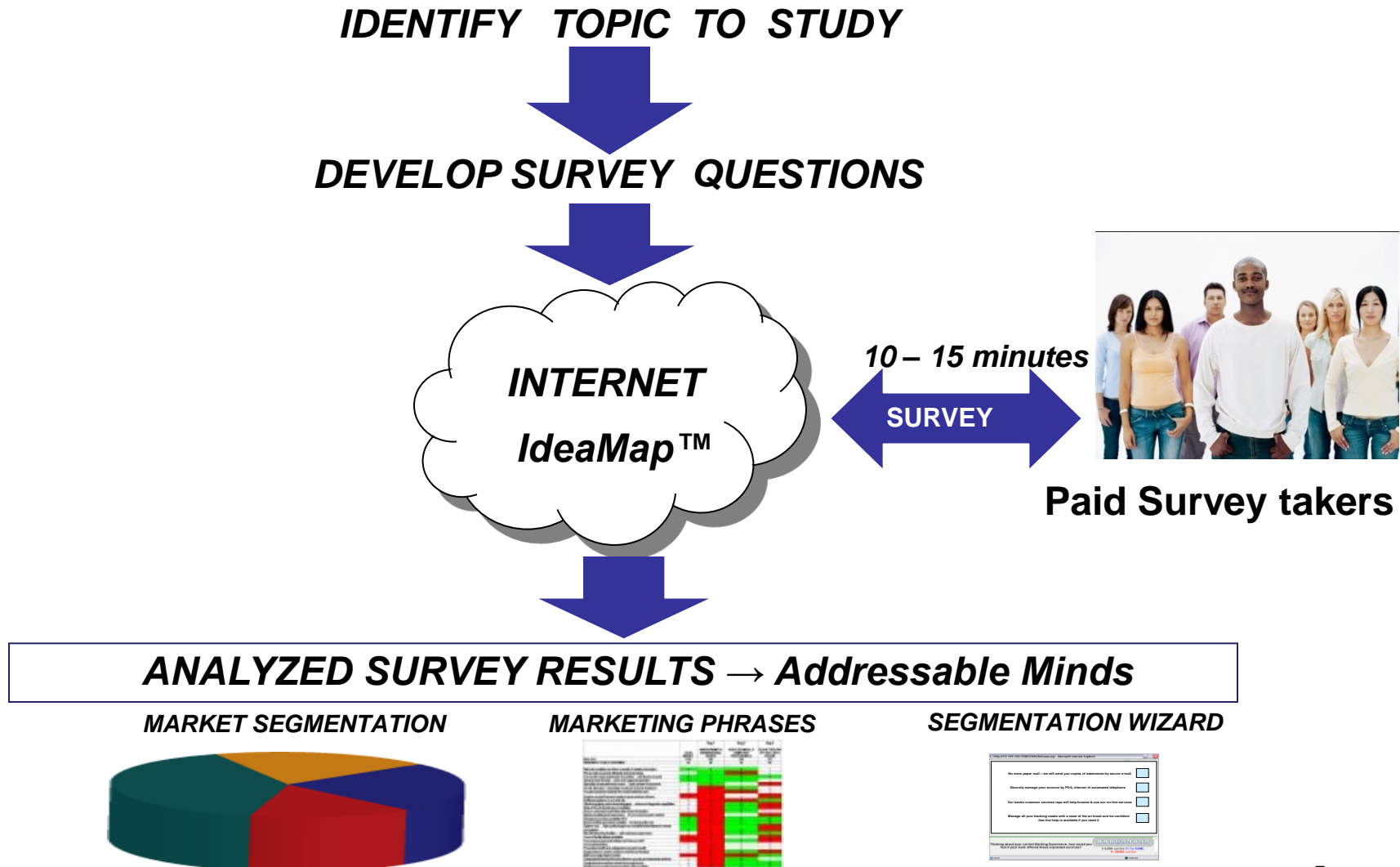
- Is the Chairman of iNovum, a graduate of Queens College and holds a Ph.D. in Experimental Psychology from Harvard University.
- Won two of the most prestigious awards in market research
- 2005 Charles Coolidge Parlin Marketing Research Award  
The “Nobel Prize” of Market Research, received only by the pioneers of market research.  
Recipients include Arthur Nielsen, George Gallup, Michael Porter, David Ogilvy and Philip Kotler.
- 2010 Walston Chubb Award for Innovation across all sciences, Sigma Xi, The Scientific Research Society, international Awarded for Mind Genomics: The science underlying the technology used in this Math 110 course.

# Addressable Minds

Cuts across traditional segmentation & detects hidden preferences



# The process that all students used to create Addressable Minds messaging



# TEAM PROJECT OVERVIEW

- ▶ Teams conducted surveys on March 30, 2011 :
  - Population Ages 18 and over of Males/Females across the US
  - 50 Different Respondents took each survey
- ▶ The teams created marketing and advertising messaging with the intent to discover key messages to entice the survey taker to **buy the product or service:**
- ▶ **What works and does not work in what you say:**
  - ▶ Sports Stadium
  - ▶ Coffee
  - ▶ Museum
  - ▶ Voting
  - ▶ Mobile Phone
  - ▶ Theme Park
  - ▶ Retail Clothing Store



Math 110

Survey and Analysis for Attracting Spectators  
to  
**SPORTS STADIUMS**

**Project Team**

Christina Porco

Nathan Taft

Ryan Taft

Peter Touros







# Business Issue

- ▶ Stadiums are getting larger and more expensive
- ▶ There are many ways to watch sports on TV, online, in 3D, and on your mobile device
- ▶ The Stadium came to our marketing company to find out **what they should say & how to say it in order to increase attendance**

# There are three unique segments

## Different Fans – Different Strategies



High Rollers

**56%**



Money Savers

**26%**



True Fans

**18%**

| Highlighted >+9 winners & <-9 losers   | Total Sample | High Roller | Money Savers | True Fans |
|--|--------------|-------------|--------------|-----------|
| Base Size  | 50           | 28          | 13           | 9         |
| Constant   | 31           | 25          | 27           | 54        |
| Furnished lounges, big screen televisions, food courts, sports bars and restaurants  | 13           | 20          | -2           | -6        |
| The best in fine dining and exemplary service amidst an elegant ambience, our bar and grill is the ideal setting                         | 10           | 15          | -13          | -8        |
| Enough personal space to make you feel like you actually bought an upgraded seat for extra leg room                                      | 10           | 15          | 6            | 2         |
| Four massive 30 x 118 ft HD video display boards in each corner of the stadium to see every move, and then see it again on replay        | 9            | 18          | 22           | -2        |
| Cutting edge technology, unique amenities, and year round availability make it the perfect place to host any personal or corporate event | 8            | 1           | 11           | -18       |
| Alcohol-free seating is available in the Grandstand Level  | 5            | 5           | 2            | -9        |
| Not a bad seat in the house, no matter where you sit you can see all the action  | 5            | 4           | 4            | 7         |
| Most credit cards accepted at all concession stands... ATMs are located throughout the stadium for guest convenience                     | 2            | 0           | -17          | -2        |
| Spacious pro shop featuring all the merchandise you could possibly want from your favorite teams   | 0            | 6           | -10          | -1        |
| Café showcases memorabilia from top artists with an emphasis on local talent and team-related pieces with a diverse menu                 | -5           | -4          | -1           | -13       |
| Art works by prominent artists from around the nation featured throughout the facility creating a stylish, dramatic environment          | -5           | 10          | 18           | -3        |



# **The High Roller's likes**



**Furnished lounges, big screen TVs,  
sports bars, and restaurants**

**Fine Dining and  
Elegant Ambiance**

**Personal Space**

Money Saver's Likes



Massive HD Screens  
to see every move

The best lit stadium,  
where night becomes day



# Money Saver's Turnoffs

Fine dining

Spacious pro shops

Acceptance of most credit cards



# The True Fan's Likes

Not a bad seat  
in the house!

560 Concession  
stands  
throughout  
the stadium



# True fan's Turnoffs



Corporate events

Art work

Alcohol free seating



***Thank you!***



**Stadium Project Team**  
**Christina Porco**  
**Nathan Taft**  
**Ryan Taft**  
**Peter Touros**



Math 110

Survey and Analysis for Optimum Messaging  
for  
**COFFEE PACKAGING**

**Project Team:**

**Danabelle Ighes**

**Ashley Lloyd**

**Karen Rechany**



# Business Issue

- ▶ The price of coffee beans has been increasing in recent years
- ▶ But....the demand for coffee beans is the same if not more.
- ▶ The coffee companies need to know how to style their canisters in order to **keep their sales high in comparison to other coffee packaging companies despite recent price hikes of coffee beans**



# Total Panel – Interested in coffee

|       | <p><b>1) How likely are you to buy this package of coffee based on this information?</b></p> <p><b>&lt;-- Not likely at all                      Very Likely- -&gt;</b></p> <p><b>1           2           3           4           5           6           7           8           9</b></p> <p><b>Sorted by Total Sample : Highlighted &gt;+9 winners &amp; &lt;-9 losers</b></p> |     |
|-------|---|-----|
|       | Base Size   | 50  |
|       | Constant  | 34  |
| EL_11 | Taste it smell it feel it admire it...it's your coffee  | 9   |
| EL_24 | Coffee that you've come across during leisure outings (restaurants/bars)  | 8   |
| EL_29 | Container made in the U.S.A   | 8   |
| EL_17 | Coffee flavored with hazelnut   | -10 |
| EL_22 | Coffee that has a significant amount of advertising   | -10 |

# The Total Panel's Interest is different from that in each of three identified segments

| 1) How likely are you to buy this package of coffee based on this information?<br><-- Not likely at all      Very Likely- -><br>1    2    3    4    5    6    7    8    9<br>Sorted by Total Sample : Highlighted >+9 winners & <-9 losers |   | Total Sample | SEG 1 OF 3<br><u>Flavor Seekers</u> | SEG 2 OF 3<br><u>Responsibility &amp; Relaxation</u> | SEG 3 OF 3<br><u>Coffeeholics</u> |
|--|---|--------------|-------------------------------------|--|-----------------------------------|
|  | Base Size   | 50           | 8                                   | 26   | 16                                |
|  | Constant  | 34           | -10                                 | 48   | 33                                |
| EL_18  | Coffee flavored with caramel                        | -6           | 44                                  | 15   | 28                                |
| EL_14  | Mild tasting coffee                                 | 1            | 31                                  | 13   | 22                                |
| EL_15  | Medium tasting coffee                               | -5           | 29                                  | 13   | 15                                |
| EL_22  | Coffee that has a significant amount of advertising | -10          | -21                                 | -12  | -17                               |
| EL_12  | Cup of hot coffee                                   | 6            | -23                                 | -18  | -21                               |
| EL_20  | Your family members buy it                          | -1           | -24                                 | -18  | -22                               |

# Different Coffee Drinkers – Different Approaches



Flavor seekers

**16%**



Responsibility &  
Relaxation

**52%**



Coffee-holics

**32%**

**Flavor Seekers (Seg1) – Interested in the various flavors of coffee. Low propensity to buy packages of coffee is off-set by high impact of advertising messages on this segment**

|       | <p>1) How likely are you to buy this package of coffee based on this information?</p> <p>&lt;-- Not likely at all                  Very Likely- -&gt;</p> <p>1        2        3        4        5        6        7        8</p> <p style="text-align: center;">9</p> <p>Sorted by Total Sample : Highlighted &gt;+9 winners &amp; &lt;-9 losers</p> | Total Sample | SEG 1 OF 3<br><u>Flavor Seekers</u> |
|-------|---|--------------|-------------------------------------|
|       | Base Size   | 50           | 8                                   |
|       | Constant  | 34           | -10                                 |
| EL_18 | Coffee flavored with caramel  | -6           | 44                                  |
| EL_14 | Mild tasting coffee   | 1            | 31                                  |
| EL_15 | Medium tasting coffee   | -5           | 29                                  |
| EL_22 | Coffee that has a significant amount of advertising   | -10          | -21                                 |
| EL_12 | Cup of hot coffee   | 6            | -23                                 |
| EL_20 | Your family members buy it  | -1           | -24                                 |

# Responsibility and Relaxation(Seg2) – Cup of coffee as a nice treat, but not at the expense of environmental factors.

Hot buttons - being eco friendly, cold buttons - ordering online.

|       | <p>1) How likely are you to buy this package of coffee based on this information?</p> <p>&lt;-- Not likely at all                      Very Likely- -&gt;</p> <p>1      2      3      4      5      6      7      8</p> <p>9</p> <p>Sorted by Total Sample : Highlighted &gt;+9 winners &amp; &lt;-9 losers</p> |    | SEG 2<br>OF 3 -<br><u>Responsibility &amp; Relaxation</u> |
|-------|---|----|---|
|       | Base Size   | 50 | 26  |
|       | Constant  | 34 | 48  |
| EL_24 | Coffee that you've come across during leisure outings   | 8  | 15  |
| EL_29 | Container made in the U.S.A   | 8  | 13  |
| EL_26 | Beans grown organically and sustainably   | 8  | 13  |
| EL_33 | Coffee that's bought by my friends or family  | -5 | -12   |
| EL_34 | Order your coffee online  | -5 | -18   |
| EL_15 | Medium tasting coffee   | -5 | -18   |

**Coffee-holics(Seg3) – Drink it all day every day. Enticed to buy coffee package with words such as “hot” and to “admire it” and show a strong dislike to flavored coffees.**

| <p>1) How likely are you to buy this package of coffee based on this information?</p> <p>&lt;-- Not likely at all                      Very Likely- -&gt;</p> <p>1           2           3           4           5           6           7           8</p> <p>9</p> <p>Sorted by Total Sample : Highlighted &gt;+9 winners &amp; &lt;-9 losers</p> |  | Total Sample | SEG 3 OF 3<br>Coffeeholics - Segment 3 |
|--|--|--------------|--|
|  | Base Size  | 50           | 16                                     |
|  | Constant   | 34           | 33                                     |
| EL_12  | Cup of hot coffee                                      | 6            | 28                                     |
| EL_11  | Taste it smell it feel it admire it...it's your coffee | 9            | 22                                     |
| EL_6   | small_colorful_simple.jpg                              | 6            | 15                                     |
| EL_16  | Coffee flavored with vanilla                           | -3           | -17                                    |
| EL_17  | Coffee flavored with hazelnut                          | -10          | -21                                    |
| EL_18  | Coffee flavored with caramel                           | -6           | -22                                    |



# Conclusions

- You can enlarge your client pool and maintain profitable sales by making small changes in packaging creation
- For instance, just by creating the canisters in the U.S you could be adding numerous individuals belonging to the segments of Responsibility and Relaxation to your client base

***Thank you!***



**Coffee Project Team**

**Danabelle Ignes**

**Ashley Lloyd**

**Karen Rechany**



Math 110

Survey and Analysis for Attracting Visitors to  
**MUSEUMS**

**Project Team**

Elana Lerner

Aliza Levine

Amanda Zelman

# Business Issue

- ▶ An increased number of people are looking at Museum Advertisements to determine which museum to visit
- ▶ The Museums' marketing and advertising to perspective visitors needs to **know what to say & how to say it to increase attendance**

| <b>1) How likely are you to visit this museum?</b><br><b>&lt;-- Not likely at all                      Very Likely- -&gt;</b><br><b>1                      2                      3                      4                      5                      6                      7                      8                      9</b> |  |  |  |  |  |  |  |  | Total Sample |
|---|--|--|--|--|--|--|--|--|--------------|
| <b>Sorted by Total Sample : Highlighted &gt;+9 winners &amp; &lt;-9 losers</b>  |  |  |  |  |  |  |  |  |              |
| Base Size   |  |  |  |  |  |  |  |  | 50           |
| Constant  |  |  |  |  |  |  |  |  | 13           |
| This museum is one of the worlds finest and largest art museums   |  |  |  |  |  |  |  |  | 18           |
| Museum curators present lively thirty-minute talks that introduce visitors to intriguing objects  |  |  |  |  |  |  |  |  | 14           |
| At least 100 important works from the museum's collections are on view  |  |  |  |  |  |  |  |  | 13           |
| The Museums smaller galleries are devoted to its renowned collection, which range from Impressionism through contemporary art   |  |  |  |  |  |  |  |  | 13           |
| The exhibit exemplifies the powerful shift from the old world to modern living today  |  |  |  |  |  |  |  |  | 13           |
| Gallery talks, guided tours, and conversations are free with Museum admission   |  |  |  |  |  |  |  |  | 12           |
| from the museum's collection  |  |  |  |  |  |  |  |  | 12           |
| Our docents provide visitors with an engaging and   |  |  |  |  |  |  |  |  | 11           |
| The museum is among the 20th century's most important   |  |  |  |  |  |  |  |  | 11           |
| Our educational programs allow adults of all ages to explore distinctive cultures   |  |  |  |  |  |  |  |  | 10           |
| A dynamic range of offerings for adults provides personally meaningful encounters with the museum's collections   |  |  |  |  |  |  |  |  | 4            |
| The museum features a variety of dining options, that have won many awards  |  |  |  |  |  |  |  |  | 4            |
| The exhibit is presented in original prints and large-scale reproductions from two important albums on view   |  |  |  |  |  |  |  |  | 1            |
| Choose a one-, two-, three-, or seven-day pass  |  |  |  |  |  |  |  |  | 1            |
| The museum is handicapped accessible  |  |  |  |  |  |  |  |  | -3           |

# The Total Panel's Interest is Different From That in Each of Two Identified Segments

| 1) How likely are you to visit this museum?<br><-- Not likely at all                      Very Likely- -><br>1       2       3       4       5       6       7       8       9<br>Sorted by Total Sample : Highlighted >+9 winners & <-9 losers |  |  |  |  |  | Total Sample | SEG 1 OF 2 | SEG 2 OF 2 |
|---|--|--|--|--|--|--------------|------------|------------|
| Base Size   |  |  |  |  |  | 50           | 31         | 19         |
| Constant  |  |  |  |  |  | 13           | 8          | 19         |
| This museum is one of the worlds finest and largest art museums   |  |  |  |  |  | 18           | 12         | 29         |
| Museum curators present lively thirty-minute talks that introduce visitors to intriguing objects  |  |  |  |  |  | 14           | 23         | -1         |
| At least 100 important works from the museum's collections are on view  |  |  |  |  |  | 13           | 22         | -1         |
| The Museums smaller galleries are devoted to its renowned collection, which range from Impressionism through contemporary art   |  |  |  |  |  | 13           | 5          | 25         |
| The exhibit is presented in original prints and large-scale reproductions from two important albums on view   |  |  |  |  |  | 1            | 0          | 3          |
| Choose a one-, two-, three-, or seven-day pass  |  |  |  |  |  | 1            | 8          | -11        |
| The museum is handicapped accessible  |  |  |  |  |  | -3           | -4         | -1         |

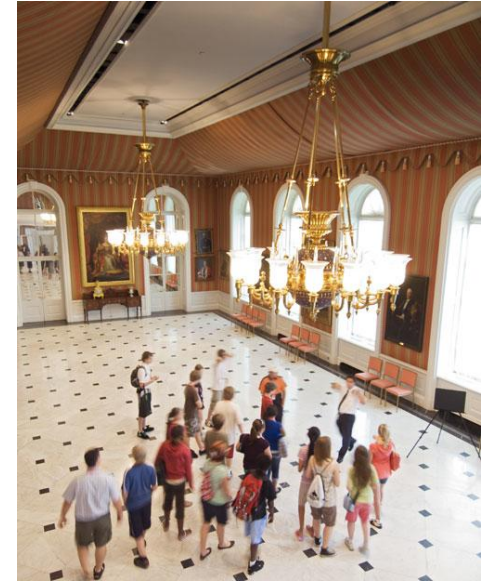


# There are two unique segments

## Different Museum Visitors – Different Approaches



**Prestige Seekers**  
**38%**



**Seek Guided Experience**  
**62%**

# Seek Guided Experience (SEG1) – Interested in going to a museum with guides and explanations.

| <p>1) How likely are you to visit this museum?</p> <p>&lt;-- Not likely at all      Very Likely- -&gt;</p> <p>1    2    3    4    5    6    7    8    9</p> <p>Sorted by Total Sample : Highlighted &gt;+9 winners &amp; &lt;-9 losers</p> | Total Sample | Seek Guided Experience | SEG 2 OF 2 |
|--|--------------|------------------------|------------|
| Base Size  | 50           | 31                     | 19         |
| Constant   | 13           | 8                      | 19         |
| Museum curators present lively thirty-minute talks that introduce visitors to intriguing objects   | 14           | 23                     | -1         |
| At least 100 important works from the museum's collections are on view   | 13           | 22                     | -1         |
| Gallery talks, guided tours, and conversations are free with Museum admission  | 12           | 20                     | 0          |
| Our docents provide visitors with an engaging and informative experience   | 11           | 14                     | 6          |
| The episodes provide surprising, intimate perspectives on works of art in the Museum's collections   | 6            | 2                      | 13         |
| The exhibit is presented in original prints and large-scale reproductions from two important albums on view  | 1            | 0                      | 3          |
| The museum is handicapped accessible   | -3           | -4                     | -1         |

## Prestige Seekers (SEG2) – Interested in the level of recognition and importance of the museum.

| <p>1) How likely are you to visit this museum?</p> <p>&lt;-- Not likely at all      Very Likely- -&gt;</p> <p>1    2    3    4    5    6    7    8    9</p> <p>Sorted by Total Sample : Highlighted &gt;+9 winners &amp; &lt;-9 losers</p> | Total Sample | SEG 1 OF 2 | Prestige Seekers |
|--|--------------|------------|------------------|
| Base Size  | 50           | 31         | 19               |
| Constant   | 13           | 8          | 19               |
| This museum is one of the worlds finest and largest art museums  | 18           | 12         | 29               |
| The Museums smaller galleries are devoted to its renowned collection, which range from   | 13           | 5          | 25               |
| The museum is among the 20th century's most important architectural landmarks  | 11           | 4          | 23               |
| Our exhibitions showcase some of the finest works of art from the museum's collection  | 12           | 9          | 17               |
| The episodes provide surprising, intimate perspectives on works of art in the Museum's   | 6            | 2          | 13               |
| Our exhibitions highlight the stylistic diversity and relationships between different stran  | 7            | 5          | 11               |
| The museum features a variety of dining options, that have won many awards   | 4            | 7          | -2               |
| The Main Building of the Museum is open until 9:00 p.m. on Friday and Saturday even  | 8            | 14         | -2               |
| A dynamic range of offerings for adults provides personally meaningful encounters with   | 4            | 10         | -6               |
| Choose a one-, two-, three-, or seven-day pass   | 1            | 8          | -11              |

# Conclusions

- Two Segments discovered by Addressable Minds point to the need for 2 individual messaging groups
  - Guided Experience
  - Prestige Seekers
- Museums should alter their advertising strategies
  - Museum is world-renowned and has prestige
  - Facilitates a guided experience for people who do not have a full breadth of art knowledge.
  - Extra amenity offers are not what attracts most visitors, so those should not be highlighted.

***Thank you!***



**Museum Project Team**

Elana Lerner  
Aliza Levine  
Amanda Zelman



Math 110

Survey and Analysis for Optimum Messaging  
for  
**Voting**

**Project Team:**

Daniella Aryeh

Shana Hecht

Kinga Kowalewska



# Social Issue

- ▶ The core political power held by every citizen is their right to vote.
- ▶ However, many people do not take advantage of that right, more so now than in previous years.
- ▶ The purpose of this research is to determine the reasons for many citizens not participating in the state and federal elections, and find out how to encourage it

# The Total Panel's Interest is Different From That in Each of Three Identified Segments

| 1) How likely are you to vote based on this information?                                    |   |   |   |   |   |   |   |   |  | Total<br>Sample |
|---|---|---|---|---|---|---|---|---|--|-----------------|
| <-- Not likely at all                      Very Likely- ->                                  |   |   |   |   |   |   |   |   |  |                 |
| 1   | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |  |                 |
| Sorted by Total Sample : Highlighted >+9 winners & <-9 losers                               |   |   |   |   |   |   |   |   |  |                 |
| Base Size   |   |   |   |   |   |   |   |   |  | 51              |
| Constant  |   |   |   |   |   |   |   |   |  | 83              |
| Minimize the restrictions on individual freedom contained in the Patriot Act                |   |   |   |   |   |   |   |   |  | 3               |
| Return to basic mortgage practices... ensure that people can meet their lending obligations |   |   |   |   |   |   |   |   |  | 3               |
| No more searching for your districts locations... vote no matter where you are              |   |   |   |   |   |   |   |   |  | 3               |
| Support tougher regulations on emission requirements... keep our environment safe           |   |   |   |   |   |   |   |   |  | 2               |
| Be the change you want to see in the world  |   |   |   |   |   |   |   |   |  | 2               |
| You can even vote via and absentee ballot if you are not in the country                     |   |   |   |   |   |   |   |   |  | 0               |
| It is our responsibility to ensure the safety of neighboring countries                      |   |   |   |   |   |   |   |   |  | -9              |
| Increased progressive tax so the rich can pay their dues                                    |   |   |   |   |   |   |   |   |  | -10             |
| Pro life when it comes to abortion... every embryo has the right to live                    |   |   |   |   |   |   |   |   |  | -10             |
| Eliminate carbon dioxide vehicles... only use renewable energy                              |   |   |   |   |   |   |   |   |  | -11             |
| Modernize and simplify... promote centralized health insurance                              |   |   |   |   |   |   |   |   |  | -11             |
| Parents have options to send their children to smaller schools                              |   |   |   |   |   |   |   |   |  | -12             |
| Keep abortion safe, legal, and rare   |   |   |   |   |   |   |   |   |  | -15             |
| The Federal Government should be able to determine the countries marijuana laws             |   |   |   |   |   |   |   |   |  | -18             |

# There are three unique segments

## Different Voters – Different Approaches



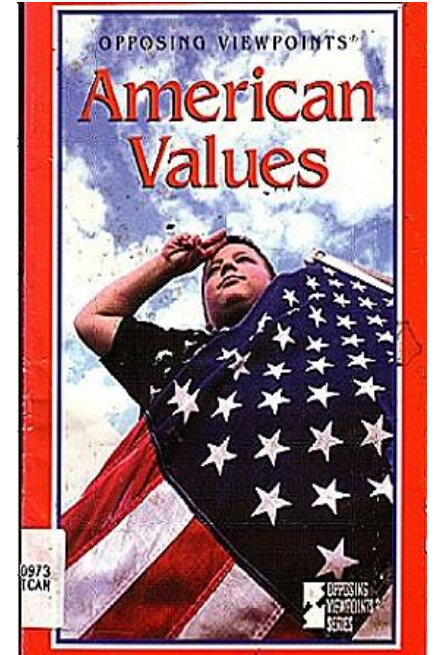
Happy Voters

**43%**



Social  
Consciousness

**33%**



American Values

**24%**

# Segment 1- Focus More on the Freedom of Choice

| 1) How likely are you to vote based on this information?<br><-- Not likely at all      Very Likely- -><br>1    2    3    4    5    6    7    8    9<br>Sorted by Total Sample : Highlighted >+9 winners & <-9 losers | Total Sample | SEG 1 OF 3- Happy Voters | SEG 2 OF 3-Social Consciousness | SEG 3 OF 3-American Values |
|--|--------------|--------------------------|---------------------------------|----------------------------|
| Base Size  | 51           | 22                       | 17                              | 12                         |
| Constant   | 83           | 100                      | 57                              | 89                         |
| We will keep track of all voting deadlines and send you reminders in a way most convenient for you   | -3           | 8                        | -1                              | -13                        |
| Come to community meetings before elections to learn about each side of the issues   | -4           | 5                        | -3                              | -22                        |
| Eliminate carbon dioxide vehicles... only use renewable energy   | -11          | 4                        | 5                               | -3                         |
| Privately owned companies should have the right to determine their own hiring standards  | -2           | -36                      | 13                              | 5                          |
| Pro life when it comes to abortion... every embryo has the right to live   | -10          | -37                      | 5                               | 9                          |
| Import improved fuel efficient cars from other countries at a lower cost   | -7           | -40                      | 2                               | -9                         |

# Segment 2 - Strongly opinionated about the social issues

| 1) How likely are you to vote based on this information?                           |   |   |   |   |   |   |   |   |  | Total Sample | SEG 1 OF 3- Happy Voters | SEG 2 OF 3-Social Consciousness | SEG 3 OF 3-American Values |
|--|---|---|---|---|---|---|---|---|--|--------------|--------------------------|---------------------------------|----------------------------|
| <-- Not likely at all                      Very Likely- ->                         |   |   |   |   |   |   |   |   |  |              |                          |                                 |                            |
| 1  | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |  |              |                          |                                 |                            |
| Sorted by Total Sample : Highlighted >+9 winners & <-9 losers                      |   |   |   |   |   |   |   |   |  |              |                          |                                 |                            |
| Base Size  |   |   |   |   |   |   |   |   |  | 51           | 22                       | 17                              | 12                         |
| Constant   |   |   |   |   |   |   |   |   |  | 83           | 100                      | 57                              | 89                         |
| No job discrimination based on sexual orientation                                  |   |   |   |   |   |   |   |   |  | -2           | -12                      | 19                              | -10                        |
| Keep abortion safe, legal, and rare  |   |   |   |   |   |   |   |   |  | -15          | -5                       | 17                              | -1                         |
| Your Vote counts   |   |   |   |   |   |   |   |   |  | -2           | -12                      | 14                              | -5                         |
| Come to community meetings before elections to learn about each side of the issues |   |   |   |   |   |   |   |   |  | -4           | 5                        | -3                              | -22                        |
| You can even vote via and absentee ballot if you are not in the country            |   |   |   |   |   |   |   |   |  | 0            | -4                       | -4                              | -14                        |
| Modernize and simplify... promote centralized health insurance                     |   |   |   |   |   |   |   |   |  | -11          | -15                      | -5                              | -3                         |

# Segment 3 - Strong Traditional Values and Customs

| 1) How likely are you to vote based on this information?<br><-- Not likely at all      Very Likely- -><br>1    2    3    4    5    6    7    8    9<br>Sorted by Total Sample : Highlighted >+9 winners & <-9 losers | Total Sample | SEG 1 OF 3- Happy Voters | SEG 2 OF 3-Social Consciousness | SEG 3 OF 3-American Values |
|--|--------------|--------------------------|---------------------------------|----------------------------|
| Base Size  | 51           | 22                       | 17                              | 12                         |
| Constant   | 83           | 100                      | 57                              | 89                         |
| Flat tax for everyone  | -1           | -9                       | 9                               | 16                         |
| Return to basic mortgage practices... ensure that people can meet their lending obligations  | 3            | -16                      | 10                              | 16                         |
| Hire more teachers for better schools... children can have more individual attention   | -2           | -5                       | 4                               | 13                         |
| Come to community meetings before elections to learn about each side of the issues   | -4           | 5                        | -3                              | -22                        |
| If the traditional ballot is not for you... there are numerous new ways to vote  | -6           | -18                      | 7                               | -25                        |
| It is our responsibility to ensure the safety of neighboring countries   | -9           | -25                      | 8                               | -31                        |



# Conclusions

- After our research, we have found that many people will still vote today, no matter what a candidate puts out there. What each segment had in common was the fact that they wanted to believe their voice was heard.
- Candidates running for election should emphasize that every vote truly makes a difference to continue encouraging future generations of voters to exercise their right to vote as citizens and have their voice heard.

***Thank you!***



**Voting Project Team**

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Math 110

Survey and Analysis to Convince Consumers  
to  
**SWITCH MOBILE SERVICE PROVIDER**

**Project Team**

Amy Callahan

Steven Litsas

Frank Multani

# Business Issue

- ▶ There is an enormous amount of mobile phone users
- ▶ And there are many carriers offering identical services for almost the same money
- ▶ **Mobile Phone carriers must figure out what motivates people to chose one service provider over another**

## Total Panel – Interested in mobile phone carrier services and features. Not interested in phone applications.

|       | <b>1) How likely are you to switch to this mobile service provider?</b><br><b>&lt;-- Not likely at all                      Very Likely- -&gt;</b><br><b>1            2            3            4            5            6            7            8            9</b><br><b>Sorted by Total Sample : Highlighted &gt;+9 winners &amp; &lt;-9 losers</b> | Total Sample |
|-------|--|--------------|
|       | Base Size  | 50           |
|       | Constant   | 20           |
| EL_13 | Individual plans start as low as \$39.99 a month   | 5            |
| EL_23 | Choose from our wide iPhone selection for web browsing and mobile apps   | 1            |
| EL_16 | A 2 gigabyte data plan for only \$35 a month   | 5            |
| EL_5  | Check your phone and voice your concerns at any of our retail stores   | 2            |
| EL_3  | Connect with fellow network members via our online forums  | -2           |

# There are three unique segments

## Different Customers – Different Approaches



Concerned People

**62%**



Touch Tone Phones

**12%**



Individual Plans

**26%**



# Concerned People (Seg 1) - Interested in expressing their concerns and how the carriers conduct their customer services.

|       | <b>1) How likely are you to switch to this mobile service provider?</b><br><b>&lt;-- Not likely at all                      Very Likely- --&gt;</b><br><b>1        2        3        4        5        6        7        8        9</b><br><b>Section 1 of 3: Service / Support</b><br><b>Sorted by Total Sample : Highlighted &gt;+9 winners &amp; &lt;-9 losers</b> | Total Sample | SEG 1 OF 3: Concerned People |
|-------|---|--------------|------------------------------|
|       | Base Size   | 50           | 31                           |
|       | Constant  | 20           | 23                           |
| EL_5  | Check your phone and voice your concerns at any of our retail stores  | 2            | 7                            |
| EL_2  | Check service problems online! Our online support staff can keep you updated on all service problems.   | 3            | 6                            |
| EL_1  | Hundreds of technical support staff only a phone call away  | 3            | 5                            |
| EL_11 | Applications can be purchased online and downloaded immediately to your phone   | -5           | -4                           |
| EL_8  | Buying applications for phones is simple, easy, and inexpensive   | -5           | -5                           |

# Touch Tone Phones (Seg 2) – Interested in the touch tone phones rather than the plans / services.

|       | 1) How likely are you to switch to this mobile service provider?<br><-- Not likely at all      Very Likely- -><br>1    2    3    4    5    6    7    8    9<br>Section 2 of 3<br>Sorted by Total Sample : Highlighted >+9 winners & <-9 losers | Total Sample | SEG 1 OF 3 | SEG 2 OF 3: Touch Tone Phones | SEG 3 OF 3 |
|-------|--|--------------|------------|-------------------------------|------------|
|       | Base Size  | 50           | 31         | 6                             | 13         |
|       | Constant   | 20           | 23         | 18                            | 16         |
| EL_20 | Don't like too many buttons... We also carry simple touch tone phones  | 2            | 2          | 6                             | 0          |
| EL_13 | Individual plans start as low as \$39.99 a month   | 5            | 3          | 6                             | 9          |
| EL_10 | All compatibility questions can be easily answered online on our website   | -4           | -4         | 6                             | -11        |
| EL_12 | Many different pricing options for applications -from monthly subscription to one-time fees  | 1            | 3          | -6                            | 1          |
| EL_14 | Family plans starting from 59.99   | 2            | 5          | -23                           | 6          |

# Individual Plans (Seg 3) – People who are most likely single & are more interested in plans for themselves than for others / family members.

|       | 1) How likely are you to switch to this mobile service provider?<br><-- Not likely at all      Very Likely--><br>1      2      3      4      5      6      7      8      9<br>Section 3 of 3<br>Sorted by Total Sample : Highlighted >+9 winners & <-9 losers | Total Sample | SEG 1 OF 3 | SEG 2 OF 3 | SEG 3 OF 3: Individual Plans |
|-------|---|--------------|------------|------------|------------------------------|
|       | Base Size   | 50           | 31         | 6          | 13                           |
|       | Constant  | 20           | 23         | 18         | 16                           |
| EL_13 | Individual plans start as low as \$39.99 a month  | 5            | 3          | 6          | 9                            |
| EL_23 | Choose from our wide iPhone selection for web browsing and mobile apps  | 1            | -1         | 1          | 8                            |
| EL_16 | A 2 gigabyte data plan for only \$35 a month  | 5            | 5          | -1         | 7                            |
| EL_5  | Check your phone and voice your concerns at any of our retail stores  | 2            | 7          | 5          | -12                          |
| EL_3  | Connect with fellow network members via our online forums   | -2           | 3          | 3          | -15                          |

# ***Thank you!***



**Mobile Phones Project Team**

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Math 110

Survey and Analysis for Attracting Visitors  
to  
**THEME PARK VACATIONS**

**Project Team**

Susan Rosengarten

Sima Lichtshein

Donovan Stewart

# Vacation Preferences: Theme Parks

- ▶ Many people take vacations on a regular basis.
- ▶ What are these people looking for in a theme park vacation stay? What most attracts them and draws them in?
- ▶ Theme parks need to cater to the individual preferences of their target market.
- ▶ How can they find out what people are looking for? That's where Addressable Minds comes in!



# Total Panel – Interested in attending animal, water and themed parks. Not concerned with seasonal, holiday events or events that cater to a specific age group or area of interest .

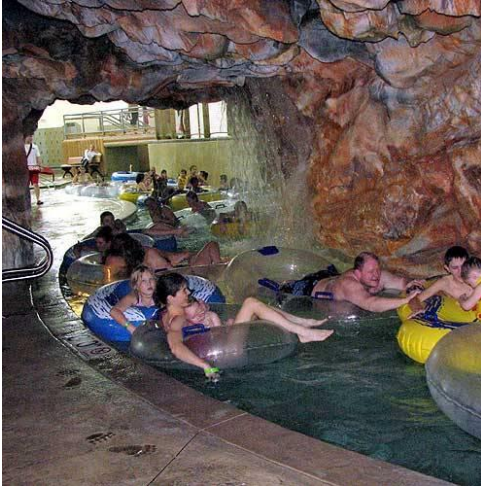
| 1) How likely are you to go on this resort vacation based on this information  |   |   |   |   |   |   |   |   |  | Total Sample |
|--|---|---|---|---|---|---|---|---|--|--------------|
| <-- Not likely at all                      Very Likely- ->   |   |   |   |   |   |   |   |   |  |              |
| 1  | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |  |              |
| Base Size  |   |   |   |   |   |   |   |   |  | 51           |
| Constant   |   |   |   |   |   |   |   |   |  | 23           |
| Catch 6-foot waves at our water park's exclusive Surf Pool and Snorkel Shark Reef  |   |   |   |   |   |   |   |   |  | 13           |
| Guests get the chance to meet princes, princesses, heroes and popular TV and movie characters  |   |   |   |   |   |   |   |   |  | 11           |
| Privately guided forest expedition... close encounters with exotic wildlife species like Nile crocodiles and mammoth hippos              |   |   |   |   |   |   |   |   |  | 10           |
| Shark Reef Water Park... snorkel with real sharks and schools of colorful fish   |   |   |   |   |   |   |   |   |  | 8            |
| Animal Safari themed park... home to more than 1,700 animals from 250 species, sprawling across 500 acres of lush landscape              |   |   |   |   |   |   |   |   |  | 6            |
| Feel at home on the range... Take the reins for a Horseback Trail Ride through the natural wonders of our Wilderness Resort & Campground |   |   |   |   |   |   |   |   |  | 0            |
| Join Jedi Knights, Sith Lords and Star Wars celebrities at our Star Wars Weekend... showcasing Star Wars memorabilia and special shows   |   |   |   |   |   |   |   |   |  | -1           |
| Arcades... include a wide variety of dance, battle aliens, play sports, shoot pinball and race car games                                 |   |   |   |   |   |   |   |   |  | -1           |
| Very Merry Christmas Party... held each winter, features live entertainment, spectacular fireworks and a fun-filled holiday parade       |   |   |   |   |   |   |   |   |  | -3           |
| Feel like a star or come face to face with one at our new American Idol Experience attraction  |   |   |   |   |   |   |   |   |  | -5           |
| Halloween Party... guests of all ages can trick-or-treat all over our theme park dressed in their favorite Halloween costumes            |   |   |   |   |   |   |   |   |  | -5           |

# The Total Panel's Interest is Different From That in Each of Three Identified Segments- Water Enthusiasts, Theme Park Buffs, Fitness Fanatics.

| 1) How likely are you to go on this resort vacation based on this information  |   |   |   |   |   |   |   |   |  |                |                   |                  |                        |  |       |       |  |
|--|---|---|---|---|---|---|---|---|--|----------------|-------------------|------------------|------------------------|--|-------|-------|--|
| <-- Not likely at all  |   |   |   |   |   |   |   |   |  | Very Likely--> |                   |                  |                        |  | SEG 1 | SEG 2 |  |
| 1  | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |  | Total Sample   | Water enthusiasts | Theme-park buffs | SEG 3 Fitness fanatics |  |       |       |  |
| Base Size  |   |   |   |   |   |   |   |   |  | 51             | 11                | 17               | 23                     |  |       |       |  |
| Constant   |   |   |   |   |   |   |   |   |  | 23             | 21                | 17               | 29                     |  |       |       |  |
| Catch 6-foot waves at our water park's exclusive Surf Pool and Snorkel Shark Reef  |   |   |   |   |   |   |   |   |  | 13             | 28                | 8                | 9                      |  |       |       |  |
| Guests get the chance to meet princes, princesses, heroes and popular TV and movie characters                                      |   |   |   |   |   |   |   |   |  | 11             | 19                | 19               | 0                      |  |       |       |  |
| Privately guided forest expedition... close encounters with exotic wildlife species like Nile crocodiles and mammoth hippos        |   |   |   |   |   |   |   |   |  | 10             | 1                 | 7                | 16                     |  |       |       |  |
| Very Merry Christmas Party... held each winter, features live entertainment, spectacular fireworks and a fun-filled holiday parade |   |   |   |   |   |   |   |   |  | -3             | -12               | 7                | -5                     |  |       |       |  |
| Feel like a star or come face to face with one at our new American Idol Experience attraction                                      |   |   |   |   |   |   |   |   |  | -5             | -15               | -8               | 3                      |  |       |       |  |
| Halloween Party... guests of all ages can trick-or-treat all over our theme park dressed in their favorite Halloween costumes      |   |   |   |   |   |   |   |   |  | -5             | -17               | 12               | -11                    |  |       |       |  |

# There are three unique segments

## Different Vacationers – Different Approaches



Water Enthusiasts  
**22%**



Theme Park Buffs  
**33%**



Fitness Fanatics  
**45%**

# Water Enthusiasts (Seg1) – Interested in water-based attractions. Not concerned with themed-rides or new and interesting events .

| 1) How likely are you to go on this resort vacation based on this information   |   |   |   |   |   |   |   |   |  | Total Sample | SEG 1 Water enthusiasts | SEG 2 Theme-park buffs | SEG 3 Fitness fanatics |
|---|---|---|---|---|---|---|---|---|--|--------------|-------------------------|------------------------|------------------------|
| <-- Not likely at all                      Very Likely-->   |   |   |   |   |   |   |   |   |  |              |                         |                        |                        |
| 1   | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |  |              |                         |                        |                        |
| Base Size   |   |   |   |   |   |   |   |   |  | 51           | 11                      | 17                     | 23                     |
| Constant  |   |   |   |   |   |   |   |   |  | 23           | 21                      | 17                     | 29                     |
| Catch 6-foot waves at our water park's exclusive Surf Pool and Snorkel Shark Reef   |   |   |   |   |   |   |   |   |  | 13           | 28                      | 8                      | 9                      |
| Shark Reef Water Park... snorkel with real sharks and schools of colorful fish  |   |   |   |   |   |   |   |   |  | 8            | 21                      | 0                      | 7                      |
| Water parks... offer fast waterslides to a children's area with pint-sized raft rides.  |   |   |   |   |   |   |   |   |  | 6            | 17                      | -3                     | 8                      |
| Baby Care Centers... change and feed your baby are conveniently located throughout our park                                   |   |   |   |   |   |   |   |   |  | 1            | -14                     | 18                     | -5                     |
| Feel like a star or come face to face with one at our new American Idol Experience attraction                                 |   |   |   |   |   |   |   |   |  | -5           | -15                     | -8                     | 3                      |
| Halloween Party... guests of all ages can trick-or-treat all over our theme park dressed in their favorite Halloween costumes |   |   |   |   |   |   |   |   |  | -5           | -17                     | 12                     | -11                    |

## Theme Park Buffs (Seg2) – Interested in going to themed parks and meeting TV and movie characters. Not concerned with water activities or seasonal events.

| 1) How likely are you to go on this resort vacation based on this information  |              |                            |                           |                           |
|--|--------------|----------------------------|---------------------------|---------------------------|
| <div> <div>&lt;-- Not likely at all</div> <div>Very Likely- -&gt;</div> </div> <div> <div>1</div> <div>2</div> <div>3</div> <div>4</div> <div>5</div> <div>6</div> <div>7</div> <div>8</div> <div>9</div> </div> | Total Sample | SEG 1<br>Water enthusiasts | SEG 2<br>Theme-park buffs | SEG 3<br>Fitness fanatics |
| Base Size  | 51           | 11                         | 17                        | 23                        |
| Constant   | 23           | 21                         | 17                        | 29                        |
| Guests get the chance to meet princes, princesses, heroes and popular TV and movie characters  | 11           | 19                         | 19                        | 0                         |
| Animal Safari themed park... home to more than 1,700 animals from 250 species, sprawling across 500 acres of lush landscape  | 6            | 4                          | 17                        | -1                        |
| Extraordinary theme parks... host parades, musical stage shows & spectacular nighttime fireworks   | 5            | 8                          | 16                        | -4                        |
| Water parks... offer fast waterslides to a children's area with pint-sized raft rides.   | 6            | 17                         | -3                        | 8                         |
| Winter special events ... interact with all-star athletes and broadcast personalities  | 1            | 9                          | -10                       | 4                         |
| Pools... range from quiet to themed abundantly located around the park   | -1           | 13                         | -10                       | 0                         |



# Fitness Fanatics(Seg3) – Interested in outdoor, recreational activities where they get the chance to get their hearts pumping. Not concerned with themed attractions or indoor entertainment.

| 1) How likely are you to go on this resort vacation based on this information   |       |          |        |          |
|---|-------|----------|--------|----------|
| <-- Not likely at all   |       | SEG 1    | SEG 2  |          |
| Very Likely- ->   |       | Water    | Theme- | SEG 3    |
| 1 2 3 4 5 6 7 8 9   |       | enthusia | park   | Fitness  |
| Sorted by Total Sample : Highlighted >+9 winners & <-9 losers   | Total | sts      | buffs  | fanatics |
| Base Size   | 51    | 11       | 17     | 23       |
| Constant  | 23    | 21       | 17     | 29       |
| Privately guided forest expedition... close encounters with exotic wildlife species like Nile crocodiles and mammoth hippos   | 10    | 1        | 7      | 16       |
| Fitness centers...state-of-the-art equipment ensures the best fitness routine   | 3     | -9       | 0      | 11       |
| Catch 6-foot waves at our water park's exclusive Surf Pool and Snorkel Shark Reef   | 13    | 28       | 8      | 9        |
| Halloween Party... guests of all ages can trick-or-treat all over our theme park dressed in their favorite Halloween costumes | -5    | -17      | 12     | -11      |
| Arcades... include a wide variety of dance, battle aliens, play sports, shoot pinball and race car games                      | -1    | 17       | 7      | -16      |
| Fabulous water park... slides and rides for the whole family, including one of the world's tallest and fastest waterslides    | -5    | 14       | 13     | -26      |

# Conclusions

- ▶ Three Segments discovered by Addressable Minds point to the need for 3 individual messaging groups
- ▶ Positive Emotions can be uncovered and subsequently reinforced in the marketing elements, making it more likely people will take a theme park vacation
- ▶ Conclusion => A Theme Park can greatly increase its attendance rates and profit margin....but they have to:
  - Know the segmentation
  - Give the right message to the right segment



***Thank you!***



**Theme Park Project Team**

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**Donovan Stewart**



Math 110

Survey and Analysis for Attracting Customers to  
a  
**RETAIL STORE**

**Project Team**

Jeanette Daza

Angelica Hernandez

Liora Mahgerefteh

Lior Moussaieff

# Business & Sales Issues

- ▶ During the past year, sales have either decreased or flattened out at most retail chains across the country. Our team was hired by retail chain X to devise a marketing strategy that will help them increase sales, and thus profits.
- ▶ Our team researched advertising strategies for both in-store and on-line shoppers. We also tried to get into the minds of those consumers who considered shopping a necessity and those who considered it a nuisance.

# Total Panel – Interested in convenient shopping and bargain shopping.

| <p>1) How likely are you to purchase from this store?</p> <p>&lt;-- Not likely at all      Very Likely- -&gt;</p> <p>1    2    3    4    5    6    7    8    9</p> <p>Sorted by Total Sample : Highlighted &gt;+9 winners &amp; &lt;-9 losers</p> | Total Sample | "The Convenience Shoppers" | "The Bargain Hunters" |
|---|--------------|----------------------------|-----------------------|
| Base Size   | 50           | 26                         | 24                    |
| Constant  | 13           | 16                         | 10                    |
| Save up to 40% on a fabulous selection for the whole family.  | 19           | 22                         | 16                    |
| NO waiting, NO hassle, products delivered right to your front door step!  | 17           | 15                         | 18                    |
| Our products can be now conveniently purchased online at our website, straight from home !  | 14           | 10                         | 19                    |
| You can now pay your bill ONLINE!   | -6           | -5                         | -7                    |
| Gentleman ! : Polish up your look by adding sharp-looking dress shirts and ties!  | -9           | -7                         | -11                   |

# The Total Panel's Interest is Different From That in Each of Two Identified Segments

| <p>1) How likely are you to purchase from this store?</p> <p>&lt;-- Not likely at all      Very Likely--&gt;</p> <p>1   2   3   4   5   6   7   8   9</p> <p>Sorted by Total Sample : Highlighted &gt;+9 winners &amp; &lt;-9 losers</p> | Total Sample | "The Convenience Shoppers" | "The Bargain Hunters" |
|--|--------------|----------------------------|-----------------------|
| Base Size  | 50           | 26                         | 24                    |
| Constant   | 13           | 16                         | 10                    |
| Save up to 40% on a fabulous selection for the whole family.   | 19           | 22                         | 16                    |
| NO waiting. NO hassle. products delivered right to your front door step!   | 17           | 15                         | 18                    |
| Our products can be now conveniently purchased online at our website, straight from home !   | 14           | 10                         | 19                    |
| Enter our beauty SWEEPSTAKES, for a chance to win a \$500 SHOPPING SPREE!  | 13           | 3                          | 25                    |
| Easy Return & Exchange policies!   | 12           | 6                          | 19                    |
| Apply for our store credit card and receive a 20% discount on your purchases today and tomorrow!   | 12           | 11                         | 13                    |
| We LOVE to NAMEDROP and were sure YOU do too! Come shop our huge selection of HIGH END BRANDS!   | 11           | 12                         | 9                     |
| Check out our new Spring Collection, available online !  | 9            | 4                          | 14                    |
| Updating your look doesn't have to mean a whole new wardrobe—the latest shoes & accessories plus a few extras, are all you need!   | 8            | 15                         | -1                    |
| Relax your everyday working wardrobe with modern, casual pieces designed for ease and go-anywhere versatility.   | 7            | 11                         | 3                     |
| There are few better ways to give yourself some extra TLC, indulge in our wide selection of HOME products!   | -2           | 6                          | -10                   |
| We are conveniently located by the main highways and public transportation services!   | -2           | -12                        | 8                     |
| Our experienced personal shoppers put all of Our Store At Your Service, free of charge!  | -3           | -5                         | -1                    |
| You can now pay your bill ONLINE!  | -6           | -5                         | -7                    |
| Gentleman ! : Polish up your look by adding sharp-looking dress shirts and ties!   | -9           | -7                         | -11                   |

# There are two unique segments

## Different Shoppers – Different approaches



Convenience  
Shoppers

52%



Bargain  
Hunters

48%

# Convenience shoppers (Seg1) – Includes online services shoppers are interested in.

| 1) How likely are you to purchase from this store?<br><-- Not likely at all      Very Likely- -><br>1      2      3      4      5      6      7      8      9 |  |  |  |              |                            |                       |
|---|--|--|--|--------------|----------------------------|-----------------------|
| Sorted by Total Sample : Highlighted >+9 winners & <-9 losers   |  |  |  | Total Sample | "The Convenience Shoppers" | "The Bargain Hunters" |
| Base Size   |  |  |  | 50           | 26                         | 24                    |
| Constant  |  |  |  | 13           | 16                         | 10                    |
| Enter our beauty SWEEPSTAKES, for a chance to win a \$500 SHOPPING SPREE!   |  |  |  | 13           | 3                          | 25                    |
| Easy Return & Exchange policies!  |  |  |  | 12           | 6                          | 19                    |
| Our products can be now conveniently purchased online at our website, straight from home !  |  |  |  | 14           | 10                         | 19                    |
| There are few better ways to give yourself some extra TLC, indulge in our wide selection of HOME products!  |  |  |  | -2           | 6                          | -10                   |
| Gentleman ! : Polish up your look by adding sharp-looking dress shirts and ties!  |  |  |  | -9           | -7                         | -11                   |



# Bargain Hunters (Seg2) – Includes rewards shoppers are interested in.

| <p>1) How likely are you to purchase from this store?</p> <p>&lt;-- Not likely at all      Very Likely- -&gt;</p> <p>1    2    3    4    5    6    7    8    9</p> <p>Sorted by Total Sample : Highlighted &gt;+9 winners &amp; &lt;-9 losers</p> | Total Sample | "The Convenience Shoppers" | "The Bargain Hunters" |
|---|--------------|----------------------------|-----------------------|
| Base Size   | 50           | 26                         | 24                    |
| Constant  | 13           | 16                         | 10                    |
| Easy Return & Exchange policies!  | 12           | 6                          | 19                    |
| Check out our new Spring Collection, available online !   | 9            | 4                          | 14                    |
| Enter our beauty SWEEPSTAKES, for a chance to win a \$500 SHOPPING SPREE!   | 13           | 3                          | 25                    |
| Gentleman ! : Polish up your look by adding sharp-looking dress shirts and ties!  | -9           | -7                         | -11                   |
| Shop online, pay online - two peas in a pod!  | -1           | 7                          | -8                    |

***Thank you!***



**Retail Clothing Project Team**

Jeanette Daza

Angelica Hernandez

Liora Mahgerefteh

Lior Moussaieff

# SUMMARY

- ▶ Students developed a unique work product using international award winning market research technology
- ▶ Project on par with that offered in the US top business schools
- ▶ Each student can use this as a unique differentiator to show practical worth to a prospective employer