MANAGING MARKETING INFORMATION IN

FINANCIAL SERVICES PRODUCT DEVELOPMENT

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DATA TABLE 1: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...1A Group.....Losers (Pensions)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP1	2	2	1	3	2	1	11
IPP2	1	2	2	1	2	1	9
IPP3	1	1	1	1	1	1	6
IPP4	1	1	2	2	2	2	10
IPP5	2	1	1	2	1	1	8
IPP6	1	1	1	1	1	1	6
IPP7	1	1	2	3	2	2	11
IPP8	2	2	1	1	1	2	9
IPP9	1	1	2	2	2	3	11
IPP10	0	0	1	2	1	2	6
IPP11	0	2	1	2	1	1	7
IPP12	1	2	2	0	1	2	8
IPP13	1	2	1	1	1	0	6
IPP14	2	2	1	0	3	1	9
IPP15	0	0	1	0	0	1	2
Totals	16	20	20	21	21	21	119
Means	1.0667	1.333	1.3333	1.4000	1.4000	1.4000	7.9333

DATA TABLE 2: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...2A Group.....Losers (Pensions)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP1	2	2	1	2	2	2	11
IPP2	2	1	2	1	1	1	8
IPP3	2	1	2	1	1	3	10
IPP4	1	1	1	0	1	2	6
IPP5	2	1	0	1	2	4	10
IPP6	1	1	0	1	1	4	8
IPP7	1	1	0	1	2	3	8
IPP8	2	1	1	1	1	4	10
IPP9	1	1	1	1	0	0	4
IPP10	0	1	1	1	1	3	7
IPP11	0	0	0	5	4	3	12
IPP12	2	1	1	5	2	4	15
IPP13	1	0	1	3	4	5	14
IPP14	1	1	1	2	3	5	13
IPP15	0	0	1	5	4	5	15
Totals	18	13	13	30	29	48	151
Means	1.2000	0.8667	0.8667	2.000	1.9333	3.2000	10.0667

DATA TABLE 3: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...3A Group.....Losers (Pensions)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP1	1	2	3	2	3	4	15
IPP2	1	2	3	1	2	4	13
IPP3	2	1	2	1	3	4	13
IPP4	1	2	2	1	3	5	14
IPP5	1	1	2	1	2	5	12
IPP6	1	2	2	2	3	4	14
IPP7	1	1	2	2	3	4	13
IPP8	2	1	1	1	3	5	13
IPP9	1	1	2	1	2	3	10
IPP10	1	2	1	1	2	4	11
IPP11	4	2	1	1	3	3	14
IPP12	2	2	1	1	2	4	12
IPP13	1	1	2	2	2	5	13
IPP14	5	3	2	3	2	4	19
IPP15	2	2	1	2	2	4	13
Totals	26	25	27	22	37	62	199
Means	1.7333	1.6667	1.8000	1.4667	2.4667	4.1333	13.2667

DATA TABLE 4: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...4A Group.....Losers (Pensions)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP1	2	2	3	2	1	1	11
IPP2	2	2	4	3	1	1	13
IPP3	2	3	4	2	2	2	15
IPP4	3	3	3	3	1	1	14
IPP5	4	3	2	3	2	1	15
IPP6	2	2	3	1	1	2	11
IPP7	2	2	3	1	1	1	10
IPP8	2	3	2	1	1	2	11
IPP9	1	3	3	1	1	3	12
IPP10	2	3	3	1	1	3	13
IPP11	3	3	3	1	1	2	13
IPP12	2	3	2	1	1	1	10
IPP13	2	2	3	2	2	1	12
IPP14	1	2	2	1	1	1	8
IPP15	2	1	2	1	2	1	9
Totals	32	37	42	24	19	23	177
Means	2.1333	2.4667	2.8000	1.6000	1.2667	1.5333	11.8000

DATA TABLE 5: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...5A Group.....Losers (Pensions)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP1	2	2	3	3	2	3	15
IPP2	2	3	3	3	2	3	16
IPP3	1	4	2	3	3	3	16
IPP4	1	3	3	3	3	3	16
IPP5	1	3	3	2	3	4	16
IPP6	1	4	2	4	2	3	16
IPP7	2	3	3	3	3	3	17
IPP8	1	3	4	3	3	3	17
IPP9	3	2	5	3	3	4	20
IPP10	4	4	4	3	3	4	22
IPP11	5	5	3	3	3	4	23
IPP12	6	5	4	4	4	4	27
IPP13	4	5	3	3	4	4	23
IPP14	5	4	4	3	4	5	25
IPP15	5	4	5	4	3	5	26
Totals	43	54	51	47	45	55	295
Means	2.8667	3.6000	3.4000	3.1333	3.0000	3.667	19.667

DATA TABLE 6: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...6A Group.....Losers (Pensions)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP1	1	1	1	1	1	2	7
IPP2	1	1	1	1	1	1	6
IPP3	0	2	2	1	1	1	7
IPP4	0	3	2	1	0	2	8
IPP5	1	2	2	0	0	1	6
IPP6	0	2	1	1	1	1	6
IPP7	1	2	3	2	1	1	10
IPP8	0	1	2	2	1	1	7
IPP9	1	1	1	1	0	1	5
IPP10	2	3	1	1	0	1	8
IPP11	3	2	3	2	1	2	13
IPP12	4	3	4	1	0	3	15
IPP13	1	1	1	1	0	3	7
IPP14	1	1	1	1	0	3	7
IPP15	1	1	1	1	0	2	6
Totals	17	26	26	17	7	25	118
Means	1.1333	1.7333	1.7333	1.1333	0.4667	1.6667	7.8667

DATA TABLE 7: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...7A Group.....Losers (Pensions)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP1	3	3	2	2	4	4	18
IPP2	2	4	3	2	3	3	17
IPP3	2	4	4	2	3	3	18
IPP4	2	5	3	2	3	3	18
IPP5	2	4	4	3	4	3	20
IPP6	3	3	3	3	3	4	19
IPP7	4	3	4	2	4	3	20
IPP8	2	2	3	2	4	4	17
IPP9	5	4	4	2	3	4	22
IPP10	3	3	3	2	3	3	17
IPP11	2	3	3	2	4	3	17
IPP12	3	3	3	1	2	2	14
IPP13	4	3	3	2	3	3	18
IPP14	5	4	3	2	3	2	19
IPP15	2	3	3	1	2	3	14
Totals	44	51	48	30	48	47	268
Means	2.9333	3.4000	3.2000	2.0000	3.2000	3.1333	17.8667

DATA TABLE 8: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...8A Group.....Losers (Pensions)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP1	2	2	1	0	3	0	8
IPP2	3	3	3	0	3	1	13
IPP3	2	3	4	1	2	0	12
IPP4	3	3	4	0	3	1	14
IPP5	3	4	3	2	4	2	18
IPP6	3	3	4	1	4	3	18
IPP7	2	3	4	2	3	3	17
IPP8	1	2	4	3	4	2	16
IPP9	1	2	3	2	3	3	14
IPP10	3	3	3	1	3	2	15
IPP11	3	3	3	1	3	3	16
IPP12	1	3	3	1	3	3	14
IPP13	1	2	3	1	2	4	13
IPP14	2	1	2	1	2	2	10
IPP15	1	3	3	0	1	1	9
Totals	31	40	47	16	43	30	207
Means	2.0667	2.6667	3.1333	1.0667	2.8667	2.0000	13.8000

DATA TABLE 9: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...9A Group.....Losers (Pensions)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP1	2	2	2	4	4	4	18
IPP2	2	2	2	3	5	3	17
IPP3	2	1	2	3	4	4	16
IPP4	1	2	3	2	4	3	15
IPP5	1	1	3	2	4	3	14
IPP6	1	1	2	3	3	2	12
IPP7	1	2	2	3	2	3	13
IPP8	1	2	1	3	3	4	14
IPP9	1	2	2	3	4	3	15
IPP10	2	2	1	4	4	4	17
IPP11	1	2	2	2	3	3	13
IPP12	2	2	3	2	2	3	14
IPP13	3	1	3	2	3	2	14
IPP14	3	2	3	1	3	3	15
IPP15	1	2	2	2	3	3	13
Totals	24	26	33	39	51	47	220
Means	1.6000	1.7333	2.2000	2.6000	3.4000	3.1333	14.6667

DATA TABLE 10: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...10A Group.....Losers (Pensions)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP1	0	1	2	3	2	4	12
IPP2	1	2	2	2	2	3	12
IPP3	1	0	2	3	2	4	12
IPP4	0	1	1	3	1	3	9
IPP5	1	2	2	4	3	3	15
IPP6	0	1	3	3	2	3	12
IPP7	1	0	2	3	3	3	12
IPP8	1	1	2	4	3	3	14
IPP9	2	1	2	4	4	3	16
IPP10	3	2	2	3	4	2	16
IPP11	1	1	2	3	4	2	13
IPP12	1	2	3	3	3	3	15
IPP13	3	3	3	4	3	3	19
IPP14	4	3	4	3	3	4	21
IPP15	2	3	4	5	3	3	20
Totals	21	23	36	50	42	46	218
Means	1.4000	1.5333	2.4000	3.3333	2.8000	3.0667	14.5333

DATA TABLE 11: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...11A Group.....Losers (Pensions)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP1	1	1	1	2	2	1	8
IPP2	1	2	2	2	1	2	10
IPP3	2	2	1	2	1	2	10
IPP4	3	1	1	2	1	2	10
IPP5	3	2	2	3	2	3	15
IPP6	2	1	2	3	2	2	12
IPP7	3	1	1	3	1	2	11
IPP8	2	1	3	3	2	1	12
IPP9	2	1	3	4	1	3	14
IPP10	3	2	3	2	2	3	15
IPP11	3	1	3	3	3	3	16
IPP12	4	1	3	3	3	4	18
IPP13	4	2	2	3	4	3	18
IPP14	3	2	2	2	2	3	14
IPP15	1	2	2	2	2	3	12
Totals	37	22	31	39	29	37	195
Means	2.4667	1.4667	2.0667	2.6000	1.9333	2.4667	13.0000

DATA TABLE 12: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...12A Group.....Losers (Pensions)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP1	2	2	2	2	1	1	10
IPP2	3	3	2	3	2	2	15
IPP3	2	2	2	3	1	2	12
IPP4	2	1	1	3	3	2	12
IPP5	3	2	1	4	3	1	14
IPP6	2	2	2	4	3	2	15
IPP7	2	2	2	3	4	1	14
IPP8	1	2	2	3	3	3	14
IPP9	1	1	1	3	4	2	12
IPP10	1	2	2	3	3	2	13
IPP11	2	1	1	2	2	2	10
IPP12	2	2	2	3	2	3	14
IPP13	2	2	2	3	2	3	14
IPP14	1	1	3	2	3	3	13
IPP15	2	3	4	2	4	3	18
Totals	28	28	29	43	40	32	200
Means	1.8667	1.8667	1.9333	2.8667	2.6667	2.1333	13.3333

DATA TABLE 13: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...13A Group.....Losers (Pensions)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP1	1	2	3	4	3	5	18
IPP2	0	2	3	2	3	4	14
IPP3	1	2	3	3	3	3	15
IPP4	0	3	2	3	2	4	14
IPP5	0	2	2	3	2	4	13
IPP6	0	2	2	3	3	3	13
IPP7	2	2	3	3	3	2	15
IPP8	2	1	3	3	2	2	13
IPP9	1	1	4	4	3	4	17
IPP10	2	2	4	3	3	4	18
IPP11	2	2	4	3	2	4	17
IPP12	2	2	4	3	3	5	19
IPP13	2	2	5	4	3	5	21
IPP14	1	2	3	3	3	4	16
IPP15	1	1	2	2	2	2	10
Totals	17	28	47	46	40	55	233
Means	1.1333	1.8667	3.1333	3.0667	2.6667	3.6667	15.5333

DATA TABLE 14: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...14A Group.....Losers (Pensions)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP1	3	3	3	2	2	4	17
IPP2	3	3	3	2	2	3	16
IPP3	2	2	3	3	2	2	14
IPP4	2	2	4	1	2	2	13
IPP5	3	2	2	1	2	2	12
IPP6	3	3	3	2	1	3	15
IPP7	3	3	2	3	2	2	15
IPP8	2	3	3	4	2	4	18
IPP9	3	4	3	2	1	2	15
IPP10	3	4	4	4	3	3	21
IPP11	2	3	4	3	3	3	18
IPP12	3	4	3	3	2	3	18
IPP13	4	4	3	3	2	2	18
IPP14	4	4	3	1	1	1	14
IPP15	2	3	2	1	1	1	10
Totals	42	47	45	35	28	37	234
Means	2.8000	3.1333	3.0000	2.3333	1.8667	2.4667	15.6000

DATA TABLE 15: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...15A Group.....Losers (Pensions)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP1	0	1	2	2	3	3	11
IPP2	0	1	2	1	3	2	9
IPP3	1	1	3	1	2	2	10
IPP4	1	2	2	2	2	2	11
IPP5	1	2	2	3	2	2	12
IPP6	2	1	2	3	3	2	13
IPP7	2	1	3	2	2	1	11
IPP8	2	2	2	2	3	3	14
IPP9	1	2	2	3	3	3	14
IPP10	3	3	2	3	2	4	17
IPP11	3	4	2	2	2	2	15
IPP12	2	3	2	2	1	2	12
IPP13	1	3	1	3	2	2	12
IPP14	0	3	2	2	2	2	11
IPP15	0	0	1	1	1	1	4
Totals	19	29	30	32	33	33	176
Means	1.2667	1.9333	2.0000	2.1333	2.2000	2.2000	11.7333

DATA TABLE 16: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...16A Group.....Losers (Pensions)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP1	1	2	2	3	3	3	14
IPP2	1	2	2	3	2	3	13
IPP3	1	3	3	2	2	3	14
IPP4	1	2	3	3	2	2	13
IPP5	1	3	3	2	3	1	13
IPP6	1	1	2	3	2	1	10
IPP7	2	2	2	2	2	3	13
IPP8	1	1	2	1	2	2	9
IPP9	1	2	1	2	2	2	10
IPP10	1	2	3	3	2	1	12
IPP11	2	3	3	3	3	2	16
IPP12	3	3	3	3	3	3	18
IPP13	3	4	4	3	2	3	19
IPP14	2	2	2	3	2	2	13
IPP15	1	1	1	2	3	1	9
Totals	22	33	36	38	35	32	196
Means	1.4667	2.2000	2.4000	2.5333	2.3333	2.1333	13.0667

DATA TABLE 17: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...17A Group.....Losers (Pensions)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP1	0	1	1	2	3	2	9
IPP2	1	2	2	2	3	2	12
IPP3	0	1	3	1	3	2	10
IPP4	1	2	4	1	3	1	12
IPP5	1	1	3	2	2	2	11
IPP6	0	2	3	2	3	1	11
IPP7	0	1	3	3	2	2	11
IPP8	0	1	3	2	1	2	9
IPP9	0	1	2	2	3	1	9
IPP10	1	2	2	2	2	1	10
IPP11	2	2	3	2	2	1	12
IPP12	1	2	3	3	2	1	12
IPP13	1	2	3	3	3	1	13
IPP14	0	2	4	2	2	2	12
IPP15	0	2	1	3	1	1	8
Totals	8	24	40	32	35	22	161
Means	0.5333	1.6000	2.6667	2.1333	2.3333	1.4667	10.7333

DATA TABLE 18: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...18A Group.....Losers (Pensions)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP1	0	1	4	3	3	4	15
IPP2	0	1	4	2	3	3	13
IPP3	0	2	5	2	3	2	14
IPP4	0	3	4	1	4	2	14
IPP5	1	3	3	1	4	3	15
IPP6	1	4	4	1	3	3	16
IPP7	1	4	3	2	4	3	17
IPP8	2	3	4	1	3	4	17
IPP9	1	3	3	1	2	3	13
IPP10	1	3	3	2	4	5	18
IPP11	2	2	3	1	4	5	17
IPP12	2	3	4	1	3	3	16
IPP13	2	3	5	2	4	2	18
IPP14	1	4	4	3	5	3	20
IPP15	1	3	3	2	2	2	13
Totals	15	42	56	25	51	47	236
Means	1.0000	2.8000	3.7333	1.6667	3.4000	3.1333	15.7333

DATA TABLE 19: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...1B Group.....Losers (Pensions)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP1	0	2	1	1	0	1	5
IPP2	1	1	1	1	1	1	6
IPP3	1	0	0	1	1	0	3
IPP4	1	1	0	1	1	1	5
IPP5	1	1	1	0	0	2	5
IPP6	1	0	2	0	2	1	6
IPP7	1	0	1	0	1	0	3
IPP8	2	1	0	1	1	1	6
IPP9	0	0	0	2	1	1	4
IPP10	0	0	1	2	2	0	5
IPP11	0	2	2	2	0	0	6
IPP12	1	1	1	0	1	0	4
IPP13	0	0	0	0	0	0	0
IPP14	1	1	2	0	1	1	6
IPP15	0	0	0	0	0	1	1
Totals	10	10	12	11	12	10	65
Means	0.6667	0.6667	0.8000	0.7333	0.8000	0.6667	4.3333

DATA TABLE 20: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...2B Group.....Losers (Pensions)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP1	2	2	3	3	3	2	15
IPP2	2	2	2	2	2	2	12
IPP3	2	3	2	2	3	3	15
IPP4	2	3	2	0	1	2	10
IPP5	2	3	0	2	2	2	11
IPP6	1	3	0	3	2	2	11
IPP7	2	2	0	3	2	2	11
IPP8	3	3	2	2	1	2	13
IPP9	2	2	2	2	0	0	8
IPP10	0	2	3	3	3	3	14
IPP11	0	0	0	4	3	2	9
IPP12	2	2	3	4	4	3	18
IPP13	2	0	3	3	3	4	15
IPP14	3	3	3	4	3	2	18
IPP15	0	0	2	3	2	3	10
Totals	25	30	27	40	34	34	190
Means	1.6667	2.0000	1.8000	2.6667	2.2667	2.2667	12.6667

DATA TABLE 21: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...3B Group.....Losers (Pensions)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP1	2	2	2	1	2	3	12
IPP2	2	2	1	2	2	2	11
IPP3	1	1	1	1	2	2	8
IPP4	1	1	2	1	2	2	9
IPP5	1	1	2	1	1	1	7
IPP6	3	1	1	2	2	1	10
IPP7	3	1	1	1	2	0	8
IPP8	1	1	1	1	1	1	6
IPP9	1	0	1	2	2	2	8
IPP10	1	0	1	3	1	2	8
IPP11	2	0	0	2	1	1	6
IPP12	1	1	1	1	2	2	8
IPP13	1	0	1	1	1	1	5
IPP14	0	1	1	1	1	2	6
IPP15	2	2	1	2	1	1	9
Totals	22	14	17	22	23	23	121
Means	1.4667	0.9333	1.1333	1.4667	1.5333	1.5333	8.0667

DATA TABLE 22: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...4B Group.....Losers (Pensions)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP1	1	2	1	1	2	1	8
IPP2	2	1	2	2	1	1	9
IPP3	1	2	2	3	2	1	11
IPP4	1	0	2	2	2	1	8
IPP5	2	1	1	2	1	2	9
IPP6	1	1	2	3	2	1	10
IPP7	1	1	1	1	1	2	7
IPP8	2	2	1	1	2	1	9
IPP9	1	0	1	1	2	1	6
IPP10	1	1	2	2	2	1	9
IPP11	1	2	2	1	3	1	10
IPP12	1	1	1	1	1	2	7
IPP13	2	1	1	2	4	2	12
IPP14	2	3	2	2	2	1	12
IPP15	1	1	1	2	3	1	9
Totals	20	19	22	26	30	19	136
Means	1.3333	1.2667	1.4667	1.7333	2.0000	1.2667	9.0667

DATA TABLE 23: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...5B Group.....Losers (Pensions)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP1	2	2	3	3	3	2	15
IPP2	2	2	2	2	2	2	12
IPP3	2	3	2	2	3	3	15
IPP4	1	1	1	0	0	2	5
IPP5	1	0	2	0	2	1	6
IPP6	1	0	1	0	1	0	3
IPP7	2	1	0	1	1	1	6
IPP8	0	0	0	2	1	1	4
IPP9	0	2	1	2	2	0	7
IPP10	1	2	2	2	2	1	10
IPP11	2	2	3	2	2	1	12
IPP12	1	2	3	3	2	1	12
IPP13	1	2	3	3	3	1	13
IPP14	0	2	4	2	2	2	12
IPP15	0	2	1	3	1	1	8
Totals	16	23	28	27	27	19	140
Means	1.0667	1.5333	1.8667	1.8000	1.8000	1.2667	9.3333

DATA TABLE 24: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...6B Group.....Losers (Pensions)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP1	1	0	1	0	1	0	3
IPP2	2	1	0	1	1	1	6
IPP3	0	0	0	2	1	1	4
IPP4	0	2	1	2	0	0	5
IPP5	1	1	1	0	0	2	5
IPP6	0	0	2	0	2	1	5
IPP7	1	0	1	0	1	0	3
IPP8	0	2	1	2	2	2	9
IPP9	1	1	1	1	2	2	8
IPP10	1	1	2	1	2	2	9
IPP11	1	1	2	1	1	1	7
IPP12	3	1	1	2	2	1	10
IPP13	1	3	1	3	2	2	12
IPP14	0	3	2	2	2	2	11
IPP15	0	0	1	1	1	1	4
Totals	12	16	17	18	20	18	101
Means	0.8000	1.0667	1.1333	1.2000	1.3333	1.2000	6.7333

DATA TABLE 25: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...7B Group.....Losers (Pensions)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP1	3	1	1	2	1	2	10
IPP2	3	2	2	3	2	3	15
IPP3	2	1	2	3	2	2	12
IPP4	3	1	1	3	1	2	11
IPP5	2	1	3	3	2	1	12
IPP6	2	1	3	4	1	3	14
IPP7	3	2	3	2	2	3	15
IPP8	3	1	3	3	3	3	16
IPP9	4	1	3	3	3	4	18
IPP10	4	2	2	3	4	3	18
IPP11	3	2	2	2	2	3	14
IPP12	2	3	2	2	1	2	12
IPP13	1	3	1	3	2	2	12
IPP14	0	3	2	2	2	2	11
IPP15	0	0	1	1	1	1	4
Totals	35	24	31	39	29	36	194
Means	2.3333	1.6000	2.0667	2.6000	1.9333	2.4000	12.9333

DATA TABLE 26: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...8B Group.....Losers (Pensions)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP1	2	1	2	0	1	0	6
IPP2	1	2	2	0	2	1	8
IPP3	1	0	2	2	2	0	7
IPP4	2	1	1	0	1	2	7
IPP5	1	1	2	3	2	1	10
IPP6	1	0	2	0	2	1	6
IPP7	1	0	1	0	1	0	3
IPP8	2	2	1	2	2	2	11
IPP9	1	0	2	2	2	1	8
IPP10	2	1	1	2	1	2	9
IPP11	1	1	2	3	2	1	10
IPP12	1	0	2	0	2	1	6
IPP13	1	0	1	0	1	0	3
IPP14	2	0	3	3	3	4	15
IPP15	3	3	3	0	3	2	14
Totals	22	12	27	17	27	18	123
Means	1.4667	0.8000	1.8000	1.1333	1.8000	1.2000	8.2000

DATA TABLE 27: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...9B Group.....Losers (Pensions)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP1	0	0	0	2	1	1	4
IPP2	0	2	1	2	2	0	7
IPP3	1	1	1	0	0	2	5
IPP4	1	0	2	0	2	1	6
IPP5	1	0	1	0	1	0	3
IPP6	2	2	1	2	2	2	11
IPP7	1	1	1	1	2	2	8
IPP8	1	1	2	1	2	2	9
IPP9	1	1	2	1	1	1	7
IPP10	1	1	2	1	2	2	9
IPP11	1	1	2	1	1	1	7
IPP12	3	1	1	2	2	1	10
IPP13	1	3	1	3	2	2	12
IPP14	0	3	2	2	2	2	11
IPP15	2	1	2	2	2	2	11
Totals	16	18	21	20	24	21	120
Means	1.0667	1.2000	1.4000	1.3333	1.6000	1.4000	8.0000

DATA TABLE 28: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...10B Group.....Losers (Pensions)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP1	0	0	0	2	1	1	4
IPP2	0	2	1	2	2	0	7
IPP3	1	0	1	0	0	2	4
IPP4	0	0	2	0	2	1	5
IPP5	1	0	1	0	1	0	3
IPP6	0	2	1	2	2	2	9
IPP7	1	0	1	1	2	2	7
IPP8	1	0	2	0	2	1	6
IPP9	1	0	1	0	1	0	3
IPP10	2	2	1	2	2	2	11
IPP11	1	1	1	1	2	2	8
IPP12	1	1	2	1	2	2	9
IPP13	1	1	2	1	1	1	7
IPP14	1	1	2	1	2	2	9
IPP15	1	1	2	1	1	1	7
Totals	12	11	20	14	23	19	99
Means	0.8000	0.7333	1.3333	0.9333	1.5333	1.2667	6.6000

DATA TABLE 29: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...11B Group.....Losers (Pensions)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP1	1	2	2	2	2	3	12
IPP2	1	1	1	2	1	1	7
IPP3	2	3	2	1	3	4	15
IPP4	1	3	2	1	3	4	14
IPP5	2	1	2	1	2	4	12
IPP6	2	2	2	1	1	2	10
IPP7	1	1	3	1	2	2	10
IPP8	2	2	2	1	1	1	9
IPP9	1	2	1	1	2	2	9
IPP10	1	0	1	0	1	0	3
IPP11	2	2	1	2	2	2	11
IPP12	1	0	2	2	2	1	8
IPP13	2	1	1	2	1	2	9
IPP14	1	1	2	3	2	1	10
IPP15	1	0	2	0	2	1	6
Totals	21	21	26	20	27	30	145
Means	1.4000	1.4000	1.7333	1.3333	1.8000	2.0000	9.6667

DATA TABLE 30: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...12B Group.....Losers (Pensions)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP1	1	2	2	2	2	2	11
IPP2	1	2	2	3	2	2	12
IPP3	2	1	2	3	3	2	13
IPP4	2	1	3	2	2	1	11
IPP5	2	2	2	2	3	3	14
IPP6	0	1	3	4	1	3	12
IPP7	3	2	3	2	2	3	15
IPP8	3	1	3	3	3	3	16
IPP9	4	1	3	3	3	4	18
IPP10	4	2	2	3	4	3	18
IPP11	3	2	2	2	2	3	14
IPP12	2	3	2	2	1	2	12
IPP13	1	2	2	2	3	4	14
IPP14	1	1	2	2	3	4	13
IPP15	1	1	2	1	2	2	9
Totals	30	24	35	36	36	41	202
Means	2.0000	1.6000	2.3333	2.4000	2.4000	2.7333	13.4667

DATA TABLE 31: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...13B Group.....Losers (Pensions)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP1	2	2	2	1	1	2	10
IPP2	0	1	3	1	2	2	9
IPP3	2	2	2	1	1	1	9
IPP4	0	2	1	1	2	2	8
IPP5	0	0	1	0	1	0	2
IPP6	0	2	1	2	2	2	9
IPP7	1	0	2	2	2	1	8
IPP8	2	1	1	2	1	2	9
IPP9	2	2	2	1	1	2	10
IPP10	1	1	3	1	2	2	10
IPP11	2	2	2	1	1	1	9
IPP12	2	2	1	2	2	2	11
IPP13	1	0	2	2	2	1	8
IPP14	3	2	2	2	2	3	14
IPP15	2	3	2	2	1	2	12
Totals	20	22	27	21	23	25	138
Means	1.3333	1.4667	1.8000	1.4000	1.5333	1.6667	9.2000

DATA TABLE 32: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...14B Group.....Losers (Pensions)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP1	1	1	2	1	2	2	9
IPP2	2	2	1	2	2	2	11
IPP3	1	0	2	2	2	1	8
IPP4	2	1	1	2	1	2	9
IPP5	2	2	2	1	1	2	10
IPP6	1	1	3	1	2	2	10
IPP7	2	2	2	1	1	1	9
IPP8	1	2	1	1	2	2	9
IPP9	1	0	1	0	1	0	3
IPP10	2	2	1	2	2	2	11
IPP11	1	0	2	2	2	1	8
IPP12	1	0	2	2	2	1	8
IPP13	2	1	1	2	1	2	9
IPP14	1	1	2	3	2	1	10
IPP15	0	1	0	1	0	2	4
Totals	20	16	23	23	23	23	128
Means	1.3333	1.0667	1.5333	1.5333	1.5333	1.5333	8.5333

DATA TABLE 33: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...15B Group.....Losers (Pensions)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP1	0	1	1	1	2	2	7
IPP2	0	0	1	1	1	1	4
IPP3	0	1	1	1	1	1	5
IPP4	0	0	1	0	0	0	1
IPP5	1	1	1	1	1	1	6
IPP6	0	0	0	0	0	1	1
IPP7	1	1	1	0	1	1	5
IPP8	1	1	2	1	1	1	7
IPP9	0	0	2	1	1	1	5
IPP10	0	0	0	0	0	0	0
IPP11	1	1	2	1	1	1	7
IPP12	0	1	1	0	1	1	4
IPP13	0	1	0	1	2	1	5
IPP14	0	1	1	1	1	1	5
IPP15	0	0	0	1	1	0	2
Totals	4	9	14	10	14	13	64
Means	0.2667	0.6000	0.9333	0.6667	0.9333	0.8667	4.2667

DATA TABLE 34: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...16B Group.....Losers (Pensions)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP1	1	1	1	1	1	1	6
IPP2	0	0	1	0	0	0	1
IPP3	0	0	0	0	0	0	0
IPP4	0	0	1	0	1	1	3
IPP5	1	1	0	0	0	1	3
IPP6	0	1	0	0	1	0	2
IPP7	1	1	1	0	1	1	5
IPP8	1	1	0	1	0	0	3
IPP9	0	1	0	1	0	1	3
IPP10	1	1	1	1	1	1	6
IPP11	0	1	1	1	0	1	4
IPP12	1	1	2	0	1	1	6
IPP13	0	1	2	0	1	2	6
IPP14	1	1	1	1	1	1	6
IPP15	0	1	1	1	0	1	4
Totals	7	12	12	7	8	12	58
Means	0.4667	0.8000	0.8000	0.4667	0.5333	0.8000	3.8667

DATA TABLE 35: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...17B Group.....Losers (Pensions)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP1	0	0	0	0	0	0	0
IPP2	0	0	1	0	1	1	3
IPP3	0	1	0	0	0	1	2
IPP4	0	1	0	0	1	0	2
IPP5	1	2	1	1	2	2	9
IPP6	0	0	1	0	1	0	2
IPP7	0	2	1	2	2	2	9
IPP8	0	0	2	2	2	1	7
IPP9	0	0	2	2	2	1	7
IPP10	0	1	1	0	1	1	4
IPP11	0	0	0	0	1	0	1
IPP12	1	1	0	0	0	1	3
IPP13	0	1	0	0	1	0	2
IPP14	0	2	1	1	2	2	8
IPP15	0	0	1	0	1	0	2
Totals	2	11	11	8	17	12	61
Means	0.1333	0.7333	0.7333	0.5333	1.1333	0.8000	4.0667

DATA TABLE 36: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...18B Group.....Losers (Pensions)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP1	0	2	2	3	2	1	10
IPP2	0	0	2	2	2	1	7
IPP3	0	1	1	2	1	2	7
IPP4	0	1	2	3	2	1	9
IPP5	1	0	2	0	2	1	6
IPP6	1	0	1	0	1	0	3
IPP7	2	2	1	2	2	2	11
IPP8	1	0	2	2	2	1	8
IPP9	2	1	1	2	1	2	9
IPP10	2	2	2	1	1	2	10
IPP11	1	1	3	1	2	2	10
IPP12	2	2	2	1	1	1	9
IPP13	2	2	1	2	2	2	11
IPP14	1	0	2	2	2	1	8
IPP15	1	2	2	2	1	2	10
Totals	16	16	26	25	24	21	128
Means	1.0667	1.0667	1.7333	1.6667	1.6000	1.4000	8.5333

DATA TABLE 37: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...1A Group.....Winners (Pensions)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP16	5	4	4	4	4	1	22
IPP17	5	5	4	2	3	0	19
IPP18	5	4	4	2	2	2	19
IPP19	5	6	3	3	1	0	18
IPP20	6	5	3	2	2	3	21
IPP21	6	5	3	4	2	2	22
IPP22	4	5	2	0	1	2	14
IPP23	2	3	2	1	0	0	8
IPP24	4	2	1	2	1	3	13
IPP25	6	5	4	5	4	2	26
IPP26	5	4	2	3	0	1	15
IPP27	4	3	2	0	2	2	13
IPP28	6	5	3	2	3	4	23
IPP29	6	4	2	1	2	5	20
IPP30	5	4	2	4	3	4	22
Totals	74	64	41	35	30	31	275
Means	4.9333	4.2667	2.7333	2.3333	2.0000	2.0667	18.3333

DATA TABLE 38: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...2A Group.....Winners (Pensions)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP16	6	6	3	3	4	5	27
IPP17	6	6	2	3	5	4	26
IPP18	6	5	2	3	6	4	26
IPP19	6	4	1	4	5	4	24
IPP20	5	5	2	3	4	4	23
IPP21	5	5	2	2	4	4	22
IPP22	4	5	2	2	5	5	23
IPP23	5	4	1	2	5	5	22
IPP24	3	4	2	4	5	6	24
IPP25	4	3	1	1	5	6	20
IPP26	3	3	2	3	4	5	20
IPP27	3	4	3	2	3	5	20
IPP28	3	3	1	2	4	5	18
IPP29	2	2	1	2	3	4	14
IPP30	2	3	2	2	2	5	16
Totals	63	62	27	38	64	71	325
Means	4.2000	4.1333	1.8000	2.5333	4.2667	4.7333	21.6667

DATA TABLE 39: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...3A Group.....Winners (Pensions)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP16	2	3	4	3	3	4	19
IPP17	3	2	5	4	3	3	20
IPP18	5	6	3	5	4	4	27
IPP19	5	4	4	4	3	3	23
IPP20	4	4	4	4	4	4	24
IPP21	5	6	1	3	2	4	21
IPP22	6	6	2	2	3	3	22
IPP23	5	6	3	4	5	2	25
IPP24	4	2	3	3	4	4	20
IPP25	5	3	2	2	4	4	20
IPP26	4	4	3	3	3	3	20
IPP27	4	4	4	2	5	5	24
IPP28	4	3	4	4	4	4	23
IPP29	3	3	4	3	3	4	20
IPP30	6	5	4	5	5	4	29
Totals	65	61	50	51	55	55	337
Means	4.3333	4.0667	3.3333	3.4000	3.6667	3.6667	22.4667

DATA TABLE 40: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...4A Group.....Winners (Pensions)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP16	5	6	5	5	5	6	32
IPP17	5	5	4	6	6	5	31
IPP18	4	5	3	6	6	4	28
IPP19	3	3	4	4	4	4	22
IPP20	6	5	5	4	5	5	30
IPP21	5	5	4	5	5	4	28
IPP22	2	2	3	3	3	4	17
IPP23	5	4	5	4	5	6	29
IPP24	3	5	2	4	4	3	21
IPP25	3	4	5	2	4	4	22
IPP26	3	5	4	3	6	5	26
IPP27	4	4	4	5	5	4	26
IPP28	5	4	5	4	5	6	29
IPP29	3	5	2	4	4	3	21
IPP30	3	4	5	2	4	4	22
Totals	59	66	60	61	71	67	384
Means	3.9333	4.4000	4.0000	4.0667	4.7333	4.4667	25.6000

DATA TABLE 41: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...5A Group.....Winners (Pensions)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP16	3	2	3	2	2	2	14
IPP17	2	3	3	3	2	3	16
IPP18	3	2	2	2	2	2	13
IPP19	2	1	1	1	1	1	7
IPP20	1	2	1	1	2	3	10
IPP21	1	2	1	2	2	1	9
IPP22	1	2	1	2	2	1	9
IPP23	4	2	3	3	1	2	15
IPP24	2	1	1	1	1	1	7
IPP25	1	2	1	1	2	3	10
IPP26	1	2	1	2	2	1	9
IPP27	1	3	2	2	1	1	10
IPP28	2	2	2	2	2	3	13
IPP29	3	3	3	3	3	3	18
IPP30	3	4	2	3	3	2	17
Totals	30	33	27	30	28	29	177
Means	2.0000	2.2000	1.8000	2.0000	1.8667	1.9333	11.8000

DATA TABLE 42: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...6A Group.....Winners (Pensions)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP16	0	1	2	1	1	2	7
IPP17	2	1	1	1	1	1	7
IPP18	1	2	1	1	2	3	10
IPP19	1	2	1	2	2	1	9
IPP20	1	3	2	2	1	1	10
IPP21	2	2	2	2	2	3	13
IPP22	1	1	1	1	2	1	7
IPP23	1	1	2	1	3	2	10
IPP24	1	2	4	1	1	2	11
IPP25	0	1	2	1	1	1	6
IPP26	1	0	1	1	1	2	6
IPP27	1	1	2	1	3	4	12
IPP28	2	2	3	2	2	2	13
IPP29	1	1	1	2	1	2	8
IPP30	1	3	4	2	1	1	12
Totals	16	23	29	21	24	28	141
Means	1.0667	1.5333	1.9333	1.4000	1.6000	1.8667	9.4000

DATA TABLE 43: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...7A Group.....Winners (Pensions)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP16	3	5	2	4	4	3	21
IPP17	3	4	5	2	4	4	22
IPP18	3	5	4	3	6	5	26
IPP19	4	4	4	5	5	4	26
IPP20	5	4	5	4	5	6	29
IPP21	3	2	3	2	2	2	14
IPP22	2	3	3	3	2	3	16
IPP23	3	2	2	2	2	2	13
IPP24	2	1	1	1	1	1	7
IPP25	1	2	1	1	2	3	10
IPP26	1	2	1	2	2	1	9
IPP27	4	4	5	4	4	3	24
IPP28	4	4	5	4	5	6	28
IPP29	4	2	3	2	2	2	15
IPP30	3	3	3	3	2	3	17
Totals	45	47	47	42	48	48	277
Means	3.000	3.1333	3.1333	2.8000	3.2000	3.2000	18.4667

DATA TABLE 44: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...8A Group.....Winners (Pensions)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PP16	3	4	3	2	2	2	16
IPP17	3	3	3	3	2	3	17
IPP18	3	2	2	2	2	2	13
IPP19	2	1	1	1	1	1	7
IPP20	2	2	1	1	2	3	11
IPP21	3	2	2	2	2	2	13
IPP22	2	1	1	1	1	1	7
IPP23	1	2	1	1	2	3	10
IPP24	1	2	1	2	2	1	9
IPP25	2	1	1	1	1	1	7
IPP26	3	3	1	1	2	3	13
IPP27	3	3	1	2	3	2	14
IPP28	1	3	2	2	1	1	10
IPP29	2	2	2	2	2	2	12
IPP30	1	1	1	1	2	1	7
Totals	32	32	23	24	27	28	166
Means	2.1333	2.1333	1.5333	1.6000	1.8000	1.8667	11.0667

DATA TABLE 45: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...9A Group.....Winners (Pensions)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP16	3	5	4	3	6	5	26
IPP17	4	4	4	5	5	4	26
IPP18	5	4	5	4	5	6	29
IPP19	3	2	3	2	2	2	14
IPP20	2	3	3	3	2	3	16
IPP21	3	2	2	2	2	2	13
IPP22	5	4	5	4	5	6	29
IPP23	4	4	2	4	4	3	21
IPP24	3	3	5	2	4	2	19
IPP25	4	5	4	3	6	5	27
IPP26	4	4	4	5	5	4	26
IPP27	2	1	1	1	1	1	7
IPP28	1	2	1	1	2	3	10
IPP29	1	2	1	2	2	1	9
IPP30	4	4	5	4	4	3	24
Totals	48	49	49	45	55	50	296
Means	3.2000	3.2667	3.2667	3.0000	3.6667	3.3333	19.7333

DATA TABLE 46: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...10A Group.....Winners (Pensions)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP16	3	2	2	2	2	2	13
IPP17	2	1	1	1	1	1	7
IPP18	1	2	1	1	2	3	10
IPP19	1	2	1	2	2	1	9
IPP20	2	1	1	1	1	1	7
IPP21	3	3	1	1	2	3	13
IPP22	1	1	1	1	2	1	7
IPP23	1	1	2	1	3	2	10
IPP24	1	2	4	1	1	2	11
IPP25	0	1	2	1	1	1	6
IPP26	1	0	1	1	1	2	6
IPP27	1	1	2	1	3	4	12
IPP28	2	2	3	2	2	2	13
IPP29	1	1	1	2	1	2	8
IPP30	4	3	4	3	3	5	22
Totals	24	23	27	21	27	32	154
Means	1.6000	1.5333	1.8000	1.4000	1.8000	2.1333	10.2667

DATA TABLE 47: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...11A Group.....Winners (Pensions)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP16	4	4	4	5	5	4	26
IPP17	5	4	5	4	5	6	29
IPP18	3	2	3	2	2	2	14
IPP19	2	3	3	3	2	3	16
IPP20	3	2	2	2	2	2	13
IPP21	2	1	1	1	1	1	7
IPP22	3	3	1	1	2	3	13
IPP23	2	1	1	1	1	1	7
IPP24	1	2	1	1	2	3	10
IPP25	1	2	1	2	2	1	9
IPP26	3	2	2	2	2	2	13
IPP27	5	4	5	4	5	6	29
IPP28	4	4	2	4	4	3	21
IPP29	3	3	5	2	4	2	19
IPP30	4	5	4	3	6	5	27
Totals	45	42	40	37	45	44	253
Means	3.0000	2.8000	2.6667	2.4667	3.0000	2.9333	16.8667

DATA TABLE 48: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...12A Group.....Winners (Pensions)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP16	5	4	5	4	5	6	29
IPP17	3	2	3	2	2	2	14
IPP18	2	3	3	3	2	3	16
IPP19	3	2	2	2	2	2	13
IPP20	2	1	1	1	1	1	7
IPP21	3	3	1	1	2	3	13
IPP22	5	6	5	5	5	6	32
IPP23	5	5	4	6	6	5	31
IPP24	4	5	3	6	6	4	28
IPP25	3	3	4	4	4	4	22
IPP26	6	5	5	4	5	5	30
IPP27	5	5	4	5	5	4	28
IPP28	2	2	3	3	3	4	17
IPP29	5	4	5	4	5	6	29
IPP30	6	5	5	5	5	4	30
Totals	59	55	53	55	58	59	339
Means	3.9333	3.6667	3.5333	3.6667	3.8667	3.9333	22.6000

DATA TABLE 49: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...13A Group.....Winners (Pensions)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP16	3	2	2	2	2	2	13
IPP17	2	1	1	1	1	1	7
IPP18	3	3	1	1	2	3	13
IPP19	2	1	1	1	1	1	7
IPP20	1	2	1	1	2	3	10
IPP21	1	2	1	2	2	1	9
IPP22	2	1	1	1	1	1	7
IPP23	3	3	1	1	2	3	13
IPP24	3	2	2	2	2	2	13
IPP25	3	1	1	1	1	1	8
IPP26	3	3	1	1	2	3	13
IPP27	4	4	5	5	5	3	26
IPP28	4	5	4	6	6	4	29
IPP29	2	3	3	3	2	3	16
IPP30	3	2	2	2	2	2	13
Totals	39	35	27	30	33	33	197
Means	2.6000	2.3333	1.8000	2.0000	2.2000	2.2000	13.1333

DATA TABLE 50: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...14A Group.....Winners (Pensions)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP16	5	4	3	2	4	3	21
IPP17	3	2	3	2	2	2	14
IPP18	2	3	3	3	2	3	16
IPP19	3	2	2	2	2	2	13
IPP20	2	1	1	1	1	1	7
IPP21	3	3	1	1	2	3	13
IPP22	3	2	2	2	2	2	13
IPP23	3	1	1	1	1	1	8
IPP24	2	3	1	1	2	3	12
IPP25	4	4	5	5	5	3	26
IPP26	3	5	4	6	6	4	28
IPP27	2	3	3	3	2	3	16
IPP28	3	3	1	1	2	3	13
IPP29	5	6	5	5	5	6	32
IPP30	5	5	4	6	6	5	31
Totals	48	47	39	41	44	44	263
Means	3.2000	3.1333	2.6000	2.7333	2.9333	2.9333	17.5333

DATA TABLE 51: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...15A Group.....Winners (Pensions)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP16	1	2	4	1	1	2	11
IPP17	0	1	2	1	1	1	6
IPP18	1	0	1	1	1	2	6
IPP19	1	1	2	1	3	4	12
IPP20	2	2	3	2	2	2	13
IPP21	1	1	1	2	1	2	8
IPP22	4	3	4	3	3	5	22
IPP23	2	1	1	1	1	1	7
IPP24	1	2	1	1	2	3	10
IPP25	1	2	1	2	2	1	9
IPP26	2	1	1	1	1	1	7
IPP27	3	3	1	1	2	3	13
IPP28	2	1	1	1	2	1	8
IPP29	2	2	3	2	2	2	13
IPP30	2	1	1	2	1	2	9
Totals	25	23	27	22	25	32	154
Means	1.6667	1.5333	1.8000	1.4667	1.6667	2.1333	10.2667

DATA TABLE 52: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...16A Group.....Winners (Pensions)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP16	3	2	3	2	2	2	14
IPP17	2	3	3	3	2	3	16
IPP18	4	2	2	2	2	2	14
IPP19	2	1	1	1	1	1	7
IPP20	3	3	1	1	2	3	13
IPP21	3	2	2	2	2	2	13
IPP22	4	1	1	1	1	1	9
IPP23	3	2	3	2	2	2	14
IPP24	4	3	3	3	2	3	18
IPP25	3	2	2	2	2	2	13
IPP26	2	1	1	1	1	1	7
IPP27	4	3	1	1	2	3	14
IPP28	3	2	2	2	2	2	13
IPP29	3	1	1	1	1	1	8
IPP30	4	2	2	2	2	2	14
Totals	47	30	28	26	26	30	187
Means	3.1333	2.0000	1.8667	1.7333	1.7333	2.0000	12.4667

DATA TABLE 53: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...17A Group.....Winners (Pensions)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP16	1	1	1	1	2	1	7
IPP17	1	1	2	1	3	2	10
IPP18	1	2	4	1	1	2	11
IPP19	0	1	2	1	1	1	6
IPP20	1	0	1	1	1	2	6
IPP21	1	2	4	1	1	2	11
IPP22	0	1	2	1	1	1	6
IPP23	1	0	1	1	1	2	6
IPP24	1	1	2	1	3	4	12
IPP25	2	2	3	2	2	2	13
IPP26	1	1	1	2	1	2	8
IPP27	4	3	4	3	3	5	22
IPP28	2	1	1	1	1	1	7
IPP29	1	0	1	1	1	2	6
IPP30	1	1	2	1	3	4	12
Totals	18	17	31	19	25	33	143
Means	1.2000	1.1333	2.0667	1.2667	1.6667	2.2000	9.5333

DATA TABLE 54: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...18A Group.....Winners (Pensions)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP16	1	2	4	1	1	2	11
IPP17	1	1	2	1	1	1	7
IPP18	2	0	1	1	1	2	7
IPP19	2	2	3	1	1	2	11
IPP20	0	1	2	1	1	1	6
IPP21	1	0	2	2	1	2	8
IPP22	1	1	2	2	4	4	14
IPP23	2	2	3	2	2	2	13
IPP24	1	1	1	2	1	2	8
IPP25	2	1	2	1	1	1	8
IPP26	1	1	2	1	1	2	8
IPP27	1	1	2	2	3	4	13
IPP28	2	2	3	2	2	2	13
IPP29	1	1	1	2	2	2	9
IPP30	4	3	4	3	3	3	20
Totals	22	19	34	24	25	32	156
Means	1.4667	1.2667	2.2667	1.6000	1.6667	2.1333	10.4000

DATA TABLE 55: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...1B Group.....Winners (Pensions)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP16	2	2	3	2	2	2	13
IPP17	4	3	2	2	0	0	11
IPP18	3	3	3	2	2	2	15
IPP19	2	3	2	2	3	0	12
IPP20	3	3	3	3	3	3	18
IPP21	2	2	2	2	1	2	11
IPP22	3	2	3	0	2	1	11
IPP23	3	2	2	2	0	0	9
IPP24	3	3	2	2	1	1	12
IPP25	2	1	1	1	0	2	7
IPP26	1	2	1	0	0	1	5
IPP27	3	2	0	0	3	2	10
IPP28	2	2	1	2	2	3	12
IPP29	3	1	2	3	1	0	10
IPP30	0	1	3	1	1	1	7
Totals	36	32	30	24	21	20	163
Means	2.4000	2.1333	2.0000	1.6000	1.4000	1.3333	10.8667

DATA TABLE 56: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...2B Group.....Winners (Pensions)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP16	3	2	2	3	2	3	15
IPP17	3	3	2	3	2	3	16
IPP18	4	4	2	4	3	3	20
IPP19	3	3	2	4	4	3	19
IPP20	4	3	3	3	4	1	18
IPP21	3	4	2	3	3	4	19
IPP22	4	4	2	4	3	4	21
IPP23	2	3	1	3	2	3	14
IPP24	2	2	1	2	1	3	11
IPP25	2	3	1	2	3	4	15
IPP26	1	2	0	0	2	3	8
IPP27	2	2	0	1	2	3	10
IPP28	3	4	2	0	2	2	13
IPP29	3	4	2	1	2	2	14
IPP30	3	4	1	1	0	2	11
Totals	42	47	23	34	35	43	224
Means	2.8000	3.1333	1.5333	2.2667	2.3333	2.8667	14.9333

DATA TABLE 57: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...3B Group.....Winners (Pensions)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP16	1	1	2	2	2	4	12
IPP17	3	3	2	2	3	3	16
IPP18	2	3	3	3	4	3	18
IPP19	3	3	3	2	2	2	15
IPP20	2	2	2	3	2	1	12
IPP21	2	1	3	2	2	3	13
IPP22	3	2	2	2	3	3	15
IPP23	3	3	2	3	4	3	18
IPP24	2	3	3	3	3	2	16
IPP25	3	3	3	3	3	3	18
IPP26	2	1	2	2	2	2	11
IPP27	2	3	3	3	3	3	17
IPP28	1	2	2	2	1	2	10
IPP29	2	3	3	3	2	1	14
IPP30	3	2	2	2	3	3	15
Totals	34	35	37	37	39	38	220
Means	2.2667	2.3333	2.4667	2.4667	2.6000	2.5333	14.6667

DATA TABLE 58: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...4B Group.....Winners (Pensions)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP16	3	3	2	3	2	3	16
IPP17	2	4	2	4	3	3	18
IPP18	3	3	2	4	4	3	19
IPP19	3	3	3	3	4	1	17
IPP20	3	2	2	3	3	4	17
IPP21	4	3	2	4	3	4	20
IPP22	3	2	3	2	2	2	14
IPP23	2	2	3	4	2	1	14
IPP24	2	1	3	3	4	3	16
IPP25	3	2	2	2	4	3	16
IPP26	4	3	2	3	3	3	18
IPP27	2	3	3	3	3	3	17
IPP28	2	3	3	3	4	1	16
IPP29	3	4	2	3	3	4	19
IPP30	3	3	3	3	4	1	17
Totals	42	41	37	47	48	39	254
Means	2.8000	2.7333	2.4667	3.1333	3.2000	2.6000	16.9333

DATA TABLE 59: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...5B Group.....Winners (Pensions)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP16	2	3	2	2	3	4	16
IPP17	3	2	3	2	2	2	14
IPP18	2	2	3	2	2	1	12
IPP19	2	1	3	3	2	2	13
IPP20	3	1	2	2	2	2	12
IPP21	3	3	2	3	3	3	17
IPP22	1	2	0	0	2	3	8
IPP23	2	3	2	4	3	4	18
IPP24	2	3	1	3	2	3	14
IPP25	2	2	1	2	1	3	11
IPP26	2	3	1	2	3	4	15
IPP27	1	2	0	0	2	3	8
IPP28	2	2	0	1	2	3	10
IPP29	2	3	1	2	3	4	15
IPP30	2	3	2	3	3	3	16
Totals	31	35	23	31	35	44	199
Means	2.0667	2.3333	1.5333	2.0667	2.3333	2.9333	13.2667

DATA TABLE 60: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...6B Group.....Winners (Pensions)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP16	0	2	3	2	2	1	10
IPP17	2	1	3	3	2	2	13
IPP18	2	1	2	2	2	2	11
IPP19	2	3	2	3	2	3	15
IPP20	1	2	0	0	2	0	5
IPP21	2	3	2	2	2	2	13
IPP22	2	3	1	3	2	3	14
IPP23	2	2	1	2	1	3	11
IPP24	2	3	1	2	2	2	12
IPP25	0	2	0	0	2	3	7
IPP26	0	0	1	0	1	2	4
IPP27	2	3	1	3	2	3	14
IPP28	1	2	1	2	2	2	10
IPP29	2	3	1	2	2	2	12
IPP30	1	2	0	0	2	3	8
Totals	21	32	19	26	28	33	159
Means	1.4000	2.1333	1.2667	1.7333	1.8667	2.2000	10.6000

DATA TABLE 61: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...7B Group.....Winners (Pensions)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP16	1	2	3	2	2	1	11
IPP17	1	1	3	3	2	2	12
IPP18	2	2	2	2	2	2	12
IPP19	2	2	2	3	2	3	14
IPP20	1	2	1	0	2	1	7
IPP21	1	3	3	2	2	2	13
IPP22	2	3	2	3	2	3	15
IPP23	1	2	1	2	1	3	10
IPP24	3	2	1	2	2	2	12
IPP25	2	2	2	1	2	2	11
IPP26	2	3	1	2	1	2	11
IPP27	2	2	1	3	2	3	13
IPP28	2	2	1	2	2	2	11
IPP29	1	2	1	2	2	2	10
IPP30	1	2	1	2	2	2	10
Totals	24	32	25	31	28	32	172
Means	1.6000	2.1333	1.6667	2.0667	1.8667	2.1333	11.4667

DATA TABLE 62: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...8B Group.....Winners (Pensions)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP16	2	3	1	3	2	3	14
IPP17	3	2	2	2	1	3	13
IPP18	2	3	1	0	3	2	11
IPP19	1	2	1	1	2	3	10
IPP20	3	2	1	1	2	2	11
IPP21	2	1	1	1	2	2	9
IPP22	3	1	2	1	2	2	11
IPP23	1	2	1	0	2	1	7
IPP24	2	3	3	2	2	2	14
IPP25	2	3	2	1	2	2	12
IPP26	2	2	1	2	1	3	11
IPP27	3	3	2	1	2	2	13
IPP28	2	2	2	1	1	1	9
IPP29	3	2	1	1	2	2	11
IPP30	1	1	2	2	2	1	9
Totals	32	32	23	19	28	31	165
Means	2.1333	2.1333	1.5333	1.2667	1.8667	2.0667	11.0000

DATA TABLE 63: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...9B Group.....Winners (Pensions)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP16	3	3	3	2	2	1	14
IPP17	2	2	2	1	1	1	9
IPP18	3	2	3	1	3	2	14
IPP19	2	2	1	1	1	2	9
IPP20	3	2	2	0	2	1	10
IPP21	3	2	1	2	0	0	8
IPP22	3	3	2	2	1	2	13
IPP23	2	1	1	1	0	2	7
IPP24	1	2	1	1	1	1	7
IPP25	2	2	2	1	2	3	12
IPP26	2	3	1	1	2	1	10
IPP27	2	2	2	2	2	2	12
IPP28	2	3	1	2	2	1	11
IPP29	1	2	1	1	1	1	7
IPP30	1	2	1	2	1	1	8
Totals	32	33	24	20	21	21	151
Means	2.1333	2.2000	1.6000	1.3333	1.4000	1.4000	10.0667

DATA TABLE 64: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...10B Group.....Winners (Pensions)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP16	3	2	2	2	1	3	13
IPP17	2	3	1	0	3	2	11
IPP18	1	2	1	1	2	3	10
IPP19	3	2	1	1	2	2	11
IPP20	2	1	1	1	2	2	9
IPP21	3	1	2	1	2	2	11
IPP22	1	2	1	0	2	1	7
IPP23	2	1	3	2	2	0	10
IPP24	2	1	2	1	2	2	10
IPP25	2	2	1	1	1	0	7
IPP26	3	3	0	0	2	2	10
IPP27	3	1	0	1	2	0	7
IPP28	1	2	0	1	2	1	7
IPP29	2	2	3	2	2	0	11
IPP30	2	1	0	1	2	1	7
Totals	32	26	18	15	29	21	141
Means	2.1333	1.7333	1.2000	1.0000	1.9333	1.4000	9.4000

DATA TABLE 65: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...11B Group.....Winners (Pensions)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP16	3	2	3	1	3	2	14
IPP17	2	2	1	1	1	2	9
IPP18	3	2	2	0	2	1	10
IPP19	3	2	1	2	0	0	8
IPP20	3	3	2	2	1	2	13
IPP21	3	2	1	2	2	2	12
IPP22	2	2	2	1	2	2	11
IPP23	2	3	1	2	1	2	11
IPP24	2	2	1	3	2	3	13
IPP25	2	2	1	2	2	2	11
IPP26	1	2	1	2	2	2	10
IPP27	1	2	1	2	2	2	10
IPP28	3	2	2	0	2	1	10
IPP29	3	2	1	2	0	0	8
IPP30	3	3	2	2	1	2	13
Totals	36	33	22	24	23	25	163
Means	2.4000	2.2000	1.4667	1.6000	1.5333	1.6667	10.8667

DATA TABLE 66: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...12B Group.....Winners (Pensions)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP16	2	2	1	1	1	2	9
IPP17	3	2	0	0	2	2	9
IPP18	3	2	1	2	1	1	10
IPP19	2	3	2	2	1	2	12
IPP20	3	3	1	2	2	2	13
IPP21	3	2	2	1	2	2	12
IPP22	3	3	1	2	1	2	12
IPP23	3	3	1	3	2	3	15
IPP24	3	3	1	2	2	2	13
IPP25	4	3	2	1	2	2	14
IPP26	3	2	0	1	2	3	11
IPP27	3	1	1	1	1	1	8
IPP28	3	3	2	2	1	1	12
IPP29	3	3	1	2	2	1	12
IPP30	4	2	2	1	2	2	13
Totals	45	37	18	23	24	28	175
Means	3.0000	2.4667	1.2000	1.5333	1.6000	1.8667	11.666

DATA TABLE 67: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...13B Group.....Winners (Pensions)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP16	2	1	1	0	3	2	9
IPP17	1	2	1	1	2	3	10
IPP18	1	1	3	1	2	1	9
IPP19	1	1	1	1	1	2	7
IPP20	1	1	2	1	2	2	9
IPP21	1	2	1	0	1	1	6
IPP22	1	1	3	2	2	1	10
IPP23	1	1	2	1	2	2	9
IPP24	1	2	1	1	2	3	10
IPP25	1	1	1	1	2	1	7
IPP26	2	2	2	1	1	2	10
IPP27	1	1	2	1	2	2	9
IPP28	1	2	1	0	1	1	6
IPP29	2	1	3	2	2	1	11
IPP30	2	1	2	1	2	2	10
Totals	19	20	26	14	27	26	132
Means	1.2667	1.3333	1.7333	0.9333	1.8000	1.7333	8.8000

DATA TABLE 68: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...14B Group.....Winners (Pensions)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP16	3	2	1	2	1	1	10
IPP17	2	3	2	2	1	2	12
IPP18	3	3	3	2	2	2	15
IPP19	3	2	2	1	2	2	12
IPP20	4	2	2	2	3	3	16
IPP21	1	1	1	2	1	1	7
IPP22	3	1	3	3	2	1	13
IPP23	3	3	1	2	2	2	13
IPP24	2	3	2	1	2	1	11
IPP25	3	1	2	1	2	1	10
IPP26	2	2	2	1	2	1	10
IPP27	1	0	1	2	1	1	6
IPP28	3	0	2	3	2	1	11
IPP29	1	0	2	2	2	0	7
IPP30	4	3	2	1	2	2	14
Totals	38	26	28	27	27	21	167
Means	2.5333	1.7333	1.8667	1.8000	1.8000	1.4000	11.1333

DATA TABLE 69: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...15B Group.....Winners (Pensions)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP16	1	2	1	0	0	1	5
IPP17	1	1	3	1	2	1	9
IPP18	1	1	2	0	0	2	6
IPP19	1	2	2	1	2	2	10
IPP20	1	1	2	0	1	1	6
IPP21	1	1	3	2	2	0	9
IPP22	1	1	2	1	2	2	9
IPP23	1	2	1	1	2	0	7
IPP24	1	1	1	1	2	0	6
IPP25	2	2	2	1	1	0	8
IPP26	1	1	2	1	2	1	8
IPP27	1	1	2	0	0	2	6
IPP28	1	2	2	1	2	2	10
IPP29	1	1	2	0	1	1	6
IPP30	1	1	3	2	2	0	9
Totals	16	20	30	12	21	15	114
Means	1.0667	1.3333	2.0000	0.8000	1.4000	1.0000	7.6000

DATA TABLE 70: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...16B Group.....Winners (Pensions)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP16	1	1	2	0	1	1	6
IPP17	1	1	3	2	2	0	9
IPP18	1	1	2	1	1	1	7
IPP19	1	2	1	1	2	0	7
IPP20	1	1	1	1	2	0	6
IPP21	2	2	1	1	1	0	7
IPP22	1	1	1	1	2	1	7
IPP23	1	1	1	0	0	1	4
IPP24	1	2	1	1	2	1	8
IPP25	1	1	2	2	1	1	8
IPP26	1	2	1	1	2	0	7
IPP27	1	1	0	1	2	0	5
IPP28	2	2	2	1	1	0	8
IPP29	1	0	1	2	2	1	7
IPP30	0	2	1	0	0	1	4
Totals	16	20	20	15	21	8	100
Means	1.0667	1.3333	1.3333	1.0000	1.4000	0.5333	6.6667

DATA TABLE 71: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...17B Group.....Winners (Pensions)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP16	1	2	1	3	2	3	12
IPP17	1	1	2	1	2	2	9
IPP18	2	2	1	3	1	3	12
IPP19	1	1	1	3	2	1	9
IPP20	1	1	2	3	0	1	8
IPP21	1	1	1	1	2	2	8
IPP22	0	1	1	2	1	1	6
IPP23	0	1	1	3	2	3	10
IPP24	0	1	0	3	1	2	7
IPP25	2	2	2	3	2	3	14
IPP26	1	1	2	1	2	2	9
IPP27	2	2	3	3	1	3	14
IPP28	2	2	1	3	2	1	11
IPP29	2	3	4	3	0	1	13
IPP30	1	4	3	1	2	2	13
Totals	17	25	25	36	22	30	155
Means	1.1333	1.6667	1.6667	2.4000	1.4667	2.0000	10.9333

DATA TABLE 72: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...18B Group.....Winners (Pensions)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
IPP16	1	1	2	1	2	2	9
IPP17	2	2	1	3	1	3	12
IPP18	1	1	1	3	2	1	9
IPP19	1	1	2	3	0	1	8
IPP20	0	1	1	1	2	2	7
IPP21	0	1	2	1	2	2	8
IPP22	2	0	0	0	1	0	3
IPP23	1	1	0	0	2	1	5
IPP24	0	1	2	2	0	0	5
IPP25	1	0	1	1	2	2	7
IPP26	0	1	2	1	2	0	6
IPP27	2	0	1	3	1	0	7
IPP28	1	1	1	0	2	1	6
IPP29	0	0	2	3	0	1	6
IPP30	1	1	1	1	2	2	8
Totals	13	12	19	23	21	18	106
Means	0.8667	0.8000	1.2667	1.5333	1.4000	1.2000	7.0667

DATA TABLE 73: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...1A Group.....Losers (PEPs)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP1	1	2	2	2	1	2	10
PEP2	2	2	2	1	1	1	9
PEP3	1	2	2	0	2	2	9
PEP4	2	1	1	1	1	1	7
PEP5	2	2	0	1	2	1	8
PEP6	2	1	2	2	2	2	11
PEP7	2	2	1	2	1	1	9
PEP8	2	2	2	3	2	1	12
PEP9	1	2	0	3	1	1	8
PEP10	1	2	2	2	1	0	8
PEP11	1	1	1	0	2	0	5
PEP12	1	1	2	2	0	0	6
PEP13	1	1	2	1	0	1	6
PEP14	2	1	1	1	2	2	9
PEP15	1	2	2	1	2	1	9
Totals	22	24	22	22	20	16	126
Means	1.4666	1.6000	1.4666	1.4666	1.3333	1.0667	8.4000

DATA TABLE 74: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...2A Group.....Losers (PEPs)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP1	0	0	0	1	3	3	7
PEP2	1	0	1	1	2	2	7
PEP3	2	1	1	2	1	2	9
PEP4	0	0	2	1	0	1	4
PEP5	1	1	1	1	2	3	9
PEP6	2	0	1	2	3	2	10
PEP7	1	0	1	1	1	4	8
PEP8	2	0	0	2	2	0	6
PEP9	0	0	2	1	2	2	7
PEP10	1	1	1	2	2	4	11
PEP11	1	2	1	1	1	2	8
PEP12	2	2	0	1	1	2	8
PEP13	1	1	1	2	2	1	8
PEP14	2	2	0	1	2	4	11
PEP15	1	1	2	3	0	2	9
Totals	17	11	14	22	24	34	122
Means	1.1333	0.7333	0.9333	1.4666	1.6000	2.2667	8.1333

DATA TABLE 75: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...3A Group.....Losers (PEPs)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP1	2	1	2	3	2	2	12
PEP2	1	1	1	2	1	1	7
PEP3	1	1	2	2	2	2	10
PEP4	2	2	1	1	2	2	10
PEP5	2	2	2	1	1	2	10
PEP6	2	1	3	1	2	2	11
PEP7	1	2	3	2	2	2	12
PEP8	1	2	3	1	1	2	10
PEP9	2	1	3	2	2	1	11
PEP10	1	1	2	1	2	1	8
PEP11	2	1	1	2	2	1	9
PEP12	2	2	2	2	2	1	11
PEP13	2	2	1	1	1	2	9
PEP14	2	2	1	2	2	2	11
PEP15	2	1	2	1	2	3	11
Totals	25	22	29	24	26	26	152
Means	1.6667	1.4667	1.9333	1.6000	1.7333	1.7333	10.1333

DATA TABLE 76: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...4A Group.....Losers (PEPs)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP1	2	3	4	4	3	2	18
PEP2	1	3	2	2	3	1	12
PEP3	2	2	1	1	2	1	9
PEP4	2	2	2	3	2	2	13
PEP5	3	3	1	2	2	2	13
PEP6	3	2	2	2	3	3	15
PEP7	3	2	1	1	2	2	11
PEP8	3	2	1	2	3	3	14
PEP9	2	1	1	2	2	3	11
PEP10	2	3	1	2	2	3	13
PEP11	2	4	1	2	3	2	14
PEP12	3	3	1	2	3	3	15
PEP13	3	2	2	3	2	2	14
PEP14	3	4	1	3	2	3	16
PEP15	3	2	1	3	2	2	13
Totals	37	38	22	34	36	34	201
Means	2.4667	2.5333	1.4667	2.2667	2.4000	2.2667	13.4000

DATA TABLE 77: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...5A Group.....Losers (PEPs)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP1	1	1	1	5	3	4	15
PEP2	1	2	2	4	3	4	16
PEP3	0	3	1	5	4	4	17
PEP4	0	2	1	5	2	2	12
PEP5	0	1	1	5	4	1	12
PEP6	0	1	2	4	5	4	16
PEP7	1	1	2	3	4	4	15
PEP8	2	1	1	1	3	4	12
PEP9	2	1	1	2	5	3	14
PEP10	2	1	1	4	6	5	19
PEP11	2	1	2	3	6	6	20
PEP12	1	2	5	2	6	1	17
PEP13	3	2	2	2	1	2	12
PEP14	1	1	1	1	3	5	12
PEP15	3	1	2	1	4	4	15
Totals	19	21	25	47	59	53	224
Means	1.2667	1.4000	1.6667	3.1333	3.9333	3.5333	14.9333

DATA TABLE 78: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...6A Group.....Losers (PEPs)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP1	2	2	3	3	4	1	15
PEP2	1	2	3	4	1	2	13
PEP3	1	3	3	1	2	2	12
PEP4	1	2	1	4	3	3	14
PEP5	2	2	3	1	1	3	12
PEP6	1	1	2	0	2	2	8
PEP7	1	2	3	0	2	3	11
PEP8	2	2	3	1	2	2	12
PEP9	2	2	1	1	1	2	9
PEP10	1	2	2	3	1	2	11
PEP11	4	3	1	1	2	3	14
PEP12	2	2	1	4	2	1	12
PEP13	1	2	1	2	2	2	10
PEP14	2	2	1	3	3	2	13
PEP15	4	2	4	3	4	2	19
Totals	27	31	32	31	32	32	185
Means	1.8000	2.0667	2.1333	2.0667	2.1333	2.1333	12.3333

DATA TABLE 79: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...7A Group.....Losers (PEPs)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP1	4	2	4	2	1	3	16
PEP2	4	5	4	1	2	2	18
PEP3	3	4	3	2	1	3	16
PEP4	4	4	4	1	2	4	19
PEP5	3	5	3	2	2	5	20
PEP6	4	4	4	1	2	4	19
PEP7	2	4	2	1	1	4	14
PEP8	3	3	2	1	1	3	13
PEP9	4	2	1	1	1	5	14
PEP10	5	1	1	1	2	5	15
PEP11	5	1	1	1	1	5	14
PEP12	5	1	2	1	1	2	12
PEP13	5	1	1	1	2	4	14
PEP14	4	2	4	1	2	4	17
PEP15	6	1	4	0	3	4	18
Totals	61	40	40	17	24	57	239
Means	4.0667	2.6666	2.6667	1.1333	1.6000	3.8000	15.9333

DATA TABLE 80: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...8A Group.....Losers (PEPs)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP1	3	3	3	2	2	1	14
PEP2	4	2	2	2	2	1	13
PEP3	4	2	3	2	2	1	14
PEP4	4	2	3	2	1	1	13
PEP5	1	2	3	2	2	1	11
PEP6	3	2	3	2	1	1	12
PEP7	3	2	3	1	1	1	11
PEP8	2	1	3	2	1	1	10
PEP9	2	3	3	2	1	1	12
PEP10	2	4	3	2	2	1	14
PEP11	2	4	2	3	1	1	13
PEP12	2	3	3	3	1	2	14
PEP13	3	2	4	1	2	1	13
PEP14	3	2	3	3	1	2	14
PEP15	2	4	2	1	1	2	12
Totals	40	38	43	30	21	18	190
Means	2.6667	2.5333	2.8667	2.0000	1.4000	1.2000	12.6667

DATA TABLE 81: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...9A Group.....Losers (PEPs)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP1	3	1	3	3	4	5	19
PEP2	3	1	3	4	4	5	20
PEP3	1	2	3	4	1	5	16
PEP4	2	1	2	4	4	2	15
PEP5	1	2	3	1	2	5	14
PEP6	0	1	3	4	1	4	13
PEP7	0	1	3	4	4	4	16
PEP8	0	2	2	4	4	5	17
PEP9	0	1	2	1	1	3	8
PEP10	0	0	2	2	2	5	11
PEP11	1	1	3	4	2	2	13
PEP12	2	1	2	3	1	1	10
PEP13	2	2	2	4	3	3	16
PEP14	1	3	3	1	1	4	13
PEP15	2	3	3	1	2	4	15
Totals	18	22	39	44	36	57	216
Means	1.2000	1.4667	2.6000	2.9333	2.4000	3.8000	14.4000

DATA TABLE 82: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...10A Group.....Losers (PEPs)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP1	1	1	1	2	4	5	14
PEP2	1	1	2	3	4	5	16
PEP3	2	1	1	2	4	5	15
PEP4	1	1	2	2	3	4	13
PEP5	1	1	2	3	4	4	15
PEP6	1	2	2	4	3	5	17
PEP7	1	2	2	4	4	5	18
PEP8	2	2	3	2	1	2	12
PEP9	1	2	3	1	2	5	14
PEP10	1	1	3	4	1	4	14
PEP11	2	2	2	2	4	1	13
PEP12	1	2	3	4	2	5	17
PEP13	2	2	2	2	3	1	12
PEP14	1	2	3	4	4	1	15
PEP15	1	2	1	1	1	1	7
Totals	19	24	32	40	44	53	212
Means	1.2667	1.6000	2.1333	2.6667	2.9333	3.5333	14.1333

DATA TABLE 83: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...11A Group.....Losers (PEPs)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP1	0	0	2	1	4	4	11
PEP2	1	0	1	0	3	1	6
PEP3	0	1	2	0	2	3	8
PEP4	0	1	3	2	3	2	11
PEP5	0	2	2	1	3	2	10
PEP6	1	1	2	0	3	2	9
PEP7	2	0	3	1	2	4	12
PEP8	1	0	2	0	4	0	7
PEP9	1	0	2	1	2	0	6
PEP10	1	1	3	1	1	1	8
PEP11	2	1	4	1	0	1	9
PEP12	1	1	2	0	2	4	10
PEP13	1	1	4	0	1	4	11
PEP14	2	2	1	1	1	3	10
PEP15	1	2	4	2	3	2	14
Totals	14	13	37	11	34	33	142
Means	0.9333	0.8667	2.4667	0.7333	2.2667	2.2000	9.4667

DATA TABLE 84: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...12A Group.....Losers (PEPs)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP1	0	1	1	1	3	2	8
PEP2	0	2	2	2	4	1	11
PEP3	0	0	3	1	2	2	8
PEP4	1	1	3	1	1	1	8
PEP5	2	2	3	3	0	2	12
PEP6	1	1	1	2	1	1	7
PEP7	0	1	2	1	0	0	4
PEP8	0	2	1	1	2	1	7
PEP9	1	2	1	2	1	2	9
PEP10	0	1	0	1	1	2	5
PEP11	1	1	1	0	1	1	5
PEP12	0	0	0	1	1	1	3
PEP13	1	1	0	0	1	1	4
PEP14	2	0	1	1	1	0	5
PEP15	1	2	2	0	0	2	7
Totals	10	17	21	17	19	19	103
Means	0.6667	1.1333	1.4000	1.1333	1.2667	1.2667	6.8670

DATA TABLE 85: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...13A Group.....Losers (PEPs)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP1	1	1	2	3	4	4	15
PEP2	2	2	4	1	2	2	13
PEP3	2	1	2	2	3	3	13
PEP4	1	0	0	4	3	3	11
PEP5	1	2	2	4	3	4	16
PEP6	2	1	1	4	4	2	14
PEP7	1	0	1	2	4	3	11
PEP8	2	0	0	1	4	3	10
PEP9	1	0	1	3	2	2	9
PEP10	1	1	0	2	1	3	8
PEP11	1	1	1	1	3	3	10
PEP12	2	3	0	4	2	4	15
PEP13	1	2	1	2	3	4	13
PEP14	2	1	2	3	4	1	13
PEP15	0	0	2	0	3	0	5
Totals	20	15	19	36	45	41	176
Means	1.3333	1.0000	1.2667	2.4000	3.0000	2.7333	11.7333

DATA TABLE 86: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...14A Group.....Losers (PEPs)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP1	3	2	2	3	3	2	15
PEP2	3	4	3	2	1	4	17
PEP3	3	3	1	3	4	4	18
PEP4	3	3	3	3	3	2	17
PEP5	4	3	1	3	3	2	16
PEP6	2	1	2	3	2	3	13
PEP7	2	4	3	3	3	2	17
PEP8	3	1	4	3	3	3	17
PEP9	4	2	3	3	4	3	19
PEP10	2	3	2	3	1	3	14
PEP11	3	4	2	4	3	3	19
PEP12	3	1	3	3	2	3	15
PEP13	3	1	3	2	3	3	15
PEP14	4	1	2	3	3	3	16
PEP15	3	4	3	3	3	3	19
Totals	45	37	37	44	41	43	247
Means	3.0000	2.4667	2.4667	2.9333	2.7333	2.8667	16.4667

DATA TABLE 87: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...15A Group.....Losers (PEPs)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP1	1	0	3	2	3	3	12
PEP2	1	2	2	3	2	3	13
PEP3	1	2	1	3	3	3	13
PEP4	2	1	0	3	3	2	11
PEP5	0	1	0	2	3	1	7
PEP6	1	0	0	1	4	0	6
PEP7	1	0	0	3	3	3	10
PEP8	0	0	1	2	3	3	9
PEP9	1	0	2	3	3	2	11
PEP10	2	2	1	2	3	3	13
PEP11	0	1	1	2	3	3	10
PEP12	0	0	2	3	2	3	10
PEP13	1	1	0	2	1	1	6
PEP14	1	0	3	1	0	0	5
PEP15	1	1	1	0	0	1	4
Totals	13	11	17	32	36	31	140
Means	0.8667	0.7333	1.1333	2.1333	2.4000	2.0667	9.3333

DATA TABLE 88: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...16A Group.....Losers (PEPs)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP1	2	3	3	1	4	2	15
PEP2	3	2	3	2	3	1	14
PEP3	2	3	3	3	3	3	17
PEP4	2	3	2	2	3	3	15
PEP5	2	2	1	3	2	3	13
PEP6	3	2	2	3	3	3	16
PEP7	3	3	3	3	3	4	19
PEP8	2	2	3	3	1	3	14
PEP9	1	3	3	1	3	3	14
PEP10	0	3	1	2	2	2	10
PEP11	1	3	0	3	1	1	9
PEP12	0	2	1	4	3	0	10
PEP13	2	1	0	0	1	1	5
PEP14	1	1	0	2	0	1	5
PEP15	1	0	0	1	0	1	3
Totals	25	33	25	33	32	31	179
Means	1.6666	2.2000	1.6667	2.2000	2.1333	2.0667	11.9333

DATA TABLE 89: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...17A Group.....Losers (PEPs)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP1	2	2	2	3	4	3	16
PEP2	2	2	2	3	3	3	15
PEP3	1	2	1	2	2	3	11
PEP4	0	2	2	2	3	2	11
PEP5	2	2	2	2	3	3	14
PEP6	1	2	3	1	3	2	12
PEP7	1	2	4	1	3	3	14
PEP8	1	0	2	1	2	2	8
PEP9	2	2	4	1	3	2	14
PEP10	2	1	3	2	3	2	13
PEP11	2	2	2	1	3	2	12
PEP12	2	2	4	3	3	1	15
PEP13	2	3	1	2	3	2	13
PEP14	1	2	1	1	3	3	11
PEP15	2	0	0	0	2	0	4
Totals	23	26	33	25	43	33	183
Means	1.5333	1.7333	2.2000	1.6667	2.8667	2.2000	12.2000

DATA TABLE 90: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...18A Group.....Losers (PEPs)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP1	1	2	3	3	2	2	13
PEP2	2	2	3	3	1	2	13
PEP3	3	1	2	3	1	3	13
PEP4	2	2	2	2	1	2	11
PEP5	2	1	2	2	2	1	10
PEP6	2	0	1	2	2	2	9
PEP7	1	1	0	3	1	2	8
PEP8	2	2	1	2	1	2	10
PEP9	2	1	3	2	1	3	12
PEP10	2	0	2	2	3	1	10
PEP11	1	1	1	3	1	0	7
PEP12	0	1	1	3	2	0	7
PEP13	1	2	1	1	1	0	6
PEP14	0	3	2	0	1	1	7
PEP15	1	1	1	0	1	0	4
Totals	22	20	25	31	21	21	140
Means	1.4666	1.3333	1.6667	2.0667	1.4000	1.4000	9.3333

DATA TABLE 91: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...1B Group.....Losers (PEPs)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP1	1	1	2	2	1	2	9
PEP2	0	2	2	2	1	1	8
PEP3	0	1	1	0	1	2	5
PEP4	2	2	1	2	2	2	11
PEP5	2	1	0	3	1	2	9
PEP6	2	1	2	2	1	1	9
PEP7	0	1	2	1	2	1	7
PEP8	1	2	1	0	2	1	7
PEP9	1	1	0	2	2	2	8
PEP10	2	1	1	1	2	1	8
PEP11	2	0	2	0	2	0	6
PEP12	1	1	2	2	0	0	6
PEP13	1	2	4	1	0	0	8
PEP14	1	2	2	1	0	2	8
PEP15	1	1	1	1	1	2	7
Totals	17	19	23	20	18	19	116
Means	1.1333	1.2667	1.5333	1.3333	1.2000	1.2667	7.7333

DATA TABLE 92: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...2B Group.....Losers (PEPs)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP1	0	0	0	2	2	2	6
PEP2	1	0	1	3	2	2	9
PEP3	2	2	2	3	2	2	13
PEP4	0	0	1	1	0	3	5
PEP5	2	2	1	2	3	2	12
PEP6	2	0	1	2	3	2	10
PEP7	0	0	1	3	2	2	8
PEP8	0	0	0	4	2	0	6
PEP9	0	0	0	4	1	0	5
PEP10	2	1	1	2	2	0	8
PEP11	2	2	1	2	2	2	11
PEP12	1	2	0	2	3	2	10
PEP13	0	1	1	1	2	3	8
PEP14	2	1	0	2	2	4	11
PEP15	1	1	1	4	0	2	9
Totals	15	12	11	37	28	28	131
Means	1.0000	0.8000	0.7333	2.4666	1.8667	1.8667	8.7333

DATA TABLE 93: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...3B Group.....Losers (PEPs)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP1	3	3	2	0	2	2	12
PEP2	3	2	2	0	2	2	11
PEP3	3	2	2	2	2	3	14
PEP4	2	1	1	2	2	2	10
PEP5	2	1	0	2	1	2	8
PEP6	3	2	1	1	2	0	9
PEP7	2	2	0	1	2	0	7
PEP8	2	2	0	2	1	1	8
PEP9	2	1	0	1	2	3	9
PEP10	2	2	2	2	1	2	11
PEP11	3	3	1	1	1	1	10
PEP12	3	3	0	0	2	2	10
PEP13	2	1	0	0	1	2	6
PEP14	1	2	0	1	2	2	8
PEP15	2	1	0	1	1	1	6
Totals	35	28	11	16	24	25	139
Means	2.3333	1.8667	0.7333	1.0667	1.6000	1.6666	9.2666

DATA TABLE 94: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...4B Group.....Losers (PEPs)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP1	2	0	1	2	0	2	7
PEP2	2	1	1	2	1	1	8
PEP3	2	2	1	2	1	2	10
PEP4	1	1	0	2	2	2	8
PEP5	1	2	1	2	2	2	10
PEP6	1	1	1	0	2	1	6
PEP7	1	1	1	1	1	2	7
PEP8	1	2	1	2	1	2	9
PEP9	2	1	1	1	1	1	7
PEP10	1	2	1	2	2	0	8
PEP11	1	2	1	2	1	0	7
PEP12	1	1	1	1	1	2	7
PEP13	1	2	2	1	3	1	10
PEP14	2	1	2	2	2	1	10
PEP15	0	1	1	2	2	1	7
Totals	19	20	16	24	22	20	121
Means	1.2667	1.3333	1.0667	1.6000	1.4667	1.3333	8.0667

DATA TABLE 95: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...5B Group.....Losers (PEPs)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP1	3	2	2	3	4	3	17
PEP2	1	1	2	2	2	2	10
PEP3	0	3	2	2	4	4	15
PEP4	0	2	1	1	2	4	10
PEP5	0	1	2	1	2	1	7
PEP6	0	2	1	1	1	2	7
PEP7	2	1	3	2	1	1	10
PEP8	1	1	3	2	1	1	9
PEP9	0	2	0	3	2	4	11
PEP10	2	0	2	2	4	4	14
PEP11	0	2	3	2	2	1	10
PEP12	1	0	2	4	4	4	15
PEP13	1	2	3	3	3	1	13
PEP14	1	1	2	2	2	2	10
PEP15	2	2	1	3	4	4	16
Totals	14	22	29	33	38	38	174
Means	0.9333	1.4667	1.9333	2.2000	2.5333	2.5333	11.5999

DATA TABLE 96: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...6B Group.....Losers (PEPs)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP1	2	1	1	1	1	2	8
PEP2	2	2	2	2	2	1	11
PEP3	1	1	2	1	1	3	9
PEP4	2	2	1	1	1	0	7
PEP5	2	1	2	2	0	4	11
PEP6	3	1	2	1	2	1	10
PEP7	1	1	1	0	0	4	7
PEP8	3	2	2	0	2	2	11
PEP9	1	2	1	0	0	4	8
PEP10	2	1	3	2	2	2	12
PEP11	1	2	2	2	1	4	12
PEP12	2	1	3	2	0	1	9
PEP13	1	3	3	1	2	4	14
PEP14	2	3	2	2	1	2	12
PEP15	1	1	1	2	1	4	10
Totals	26	24	28	19	16	38	151
Means	1.7333	1.6000	1.8667	1.2667	1.0667	2.5333	10.0667

DATA TABLE 97: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...7B Group.....Losers (PEPs)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP1	3	3	3	3	2	0	14
PEP2	4	2	2	3	2	0	13
PEP3	3	2	3	2	2	2	14
PEP4	3	1	4	3	3	0	14
PEP5	2	2	3	1	2	3	13
PEP6	1	1	2	4	0	4	12
PEP7	3	2	2	3	2	3	15
PEP8	4	2	3	3	3	2	17
PEP9	4	2	3	3	0	4	16
PEP10	3	2	4	4	0	2	15
PEP11	3	2	2	2	0	3	12
PEP12	3	4	2	1	1	0	11
PEP13	1	3	4	1	3	2	14
PEP14	1	3	2	2	2	0	10
PEP15	3	2	3	0	0	1	9
Totals	41	33	42	35	22	26	199
Means	2.7333	2.2000	2.8000	2.3333	1.4667	1.7333	13.2666

DATA TABLE 98: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...8B Group.....Losers (PEPs)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP1	3	0	0	1	2	1	7
PEP2	2	1	1	1	3	3	11
PEP3	2	2	0	2	4	3	13
PEP4	2	0	2	1	3	3	11
PEP5	1	0	1	0	2	2	6
PEP6	2	0	2	1	3	2	10
PEP7	1	0	1	1	0	3	6
PEP8	1	2	1	2	3	2	11
PEP9	1	1	2	0	3	4	11
PEP10	3	0	0	0	2	2	7
PEP11	3	0	1	3	3	4	14
PEP12	3	0	1	1	3	1	9
PEP13	1	1	1	1	3	2	9
PEP14	1	0	1	1	4	2	9
PEP15	1	2	0	1	2	3	9
Totals	27	9	14	16	40	37	143
Means	1.8000	0.6000	0.9333	1.0667	2.6667	2.4666	9.5333

DATA TABLE 99: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...9B Group.....Losers (PEPs)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP1	2	1	2	2	2	2	11
PEP2	2	2	2	2	2	1	11
PEP3	2	3	4	1	1	2	13
PEP4	1	2	1	0	2	1	7
PEP5	2	2	0	1	1	1	7
PEP6	0	2	0	2	1	2	7
PEP7	0	2	0	1	1	1	5
PEP8	0	2	0	1	2	2	7
PEP9	0	1	0	2	1	1	5
PEP10	0	0	1	1	2	2	6
PEP11	2	2	0	1	1	2	8
PEP12	2	1	2	2	2	1	10
PEP13	2	2	1	3	1	2	11
PEP14	1	2	2	4	0	1	10
PEP15	1	2	1	2	2	2	10
Totals	17	26	16	25	21	23	128
Means	1.1333	1.7333	1.0667	1.6667	1.4000	1.5333	8.5333

DATA TABLE 100: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...10B Group.....Losers (PEPs)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP1	1	1	0	0	0	2	4
PEP2	2	2	0	2	1	1	8
PEP3	1	1	1	1	1	0	5
PEP4	0	2	1	0	0	1	4
PEP5	1	1	1	1	1	1	6
PEP6	1	2	0	2	0	2	7
PEP7	2	0	1	0	1	0	4
PEP8	1	1	0	1	0	1	4
PEP9	1	1	1	1	1	0	5
PEP10	2	2	0	2	0	2	8
PEP11	2	1	1	0	2	1	7
PEP12	1	1	0	0	1	2	5
PEP13	2	2	2	1	1	1	9
PEP14	1	1	1	0	2	2	7
PEP15	1	1	2	1	1	1	7
Totals	19	19	11	12	12	17	90
Means	1.2667	1.2667	0.7333	0.8000	0.8000	1.1333	6.0000

DATA TABLE 101: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...11B Group.....Losers (PEPs)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP1	0	0	1	2	2	2	7
PEP2	1	0	1	0	1	1	4
PEP3	0	2	1	0	2	1	6
PEP4	0	1	2	1	2	1	7
PEP5	0	2	1	1	2	0	6
PEP6	2	2	2	2	1	2	11
PEP7	1	0	1	1	2	1	6
PEP8	1	0	2	0	2	0	5
PEP9	1	0	1	1	2	0	5
PEP10	0	0	2	2	1	1	6
PEP11	1	2	1	2	0	3	9
PEP12	1	1	1	0	2	1	6
PEP13	1	1	1	0	1	0	4
PEP14	1	1	0	0	1	0	3
PEP15	1	1	2	0	0	1	5
Totals	11	13	19	12	21	14	90
Means	0.7333	0.8667	1.2667	0.8000	1.4000	0.9333	6.0000

DATA TABLE 102: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...12B Group.....Losers (PEPs)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP1	0	1	3	3	3	0	10
PEP2	0	2	2	3	3	2	12
PEP3	0	0	1	4	3	0	8
PEP4	1	1	2	2	3	1	10
PEP5	2	3	2	3	0	4	14
PEP6	1	1	2	4	3	3	14
PEP7	0	2	3	3	0	0	8
PEP8	0	1	1	3	3	3	11
PEP9	4	3	3	2	3	4	19
PEP10	0	2	0	3	2	4	11
PEP11	3	2	2	0	2	3	12
PEP12	0	0	0	1	3	2	6
PEP13	1	2	0	0	3	4	10
PEP14	2	0	1	0	1	0	4
PEP15	1	3	2	0	0	2	8
Totals	15	23	24	31	32	32	157
Means	1.0000	1.5333	1.6000	2.0666	2.1333	2.1333	10.4667

DATA TABLE 103: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...13B Group.....Losers (PEPs)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP1	1	1	2	2	1	3	10
PEP2	1	1	2	1	1	2	8
PEP3	1	2	2	1	1	4	11
PEP4	0	0	0	1	2	2	5
PEP5	1	0	1	0	1	0	3
PEP6	0	2	1	1	2	2	8
PEP7	2	0	0	2	1	1	6
PEP8	2	0	1	2	1	3	9
PEP9	1	0	0	1	1	2	5
PEP10	1	1	3	1	2	2	10
PEP11	2	1	0	1	1	1	6
PEP12	2	2	1	2	2	2	11
PEP13	1	0	2	2	2	1	8
PEP14	1	2	2	2	2	3	12
PEP15	0	0	2	0	1	0	3
Totals	16	12	19	19	21	28	115
Means	1.0666	0.8000	1.2667	1.2667	1.4000	1.8667	7.6667

DATA TABLE 104: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...14B Group.....Losers (PEPs)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP1	2	2	0	2	0	3	9
PEP2	2	2	2	2	2	2	12
IPP3	2	3	2	2	0	3	12
PEP4	2	1	1	2	1	2	9
PEP5	2	1	4	3	1	2	13
PEP6	3	0	4	1	2	2	12
PEP7	2	2	2	1	1	1	9
PEP8	1	1	1	1	0	2	6
PEP9	3	3	4	1	1	1	13
PEP10	2	2	1	2	0	2	9
PEP11	2	0	2	3	2	0	9
PEP12	2	3	2	2	0	0	9
PEP13	2	1	3	2	1	2	11
PEP14	0	1	2	3	2	1	9
PEP15	1	1	1	1	0	2	6
Totals	28	23	31	28	13	25	148
Means	1.8666	1.5333	2.0667	1.8667	0.8667	1.6666	9.8667

DATA TABLE 105: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...15B Group.....Losers (PEPs)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP1	1	0	1	2	3	2	9
PEP2	2	0	2	2	3	2	11
PEP3	1	1	1	1	1	2	7
PEP4	1	1	0	0	1	0	3
PEP5	0	1	0	2	1	1	5
PEP6	1	0	0	0	1	0	2
PEP7	1	0	0	1	1	1	4
PEP8	0	0	2	1	2	2	7
PEP9	0	0	2	1	1	1	5
PEP10	0	0	0	2	3	0	5
PEP11	0	1	2	1	1	2	7
PEP12	0	0	1	1	1	1	4
PEP13	0	1	0	1	2	2	6
PEP14	1	0	1	2	0	0	4
PEP15	0	1	0	0	0	2	3
Totals	8	6	12	17	21	18	82
Means	0.5333	0.4000	0.8000	1.1333	1.4000	1.2000	5.4667

DATA TABLE 106: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...16B Group.....Losers (PEPs)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP1	1	2	2	1	1	1	8
PEP2	2	0	1	2	2	1	8
PEP3	2	1	0	0	3	2	8
PEP4	1	0	3	3	1	1	9
PEP5	1	3	1	2	3	1	11
PEP6	2	1	1	1	1	2	8
PEP7	1	1	1	1	1	1	6
PEP8	2	3	1	1	2	2	11
PEP9	0	2	0	1	0	1	4
PEP10	0	1	1	2	1	2	7
PEP11	0	3	0	1	2	1	7
PEP12	0	1	2	0	1	0	4
PEP13	0	2	0	0	1	2	5
PEP14	1	1	0	1	0	0	3
PEP15	0	0	0	1	0	1	2
Totals	13	21	13	17	19	18	101
Means	0.8666	1.4000	0.8667	1.1333	1.2667	1.2000	6.7333

DATA TABLE 107: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...17B Group.....Losers (PEPs)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP1	2	1	1	2	1	2	9
PEP2	1	1	1	1	1	1	6
PEP3	0	1	0	1	1	0	3
PEP4	0	1	1	0	1	0	3
PEP5	1	2	1	1	2	2	9
PEP6	1	1	2	1	1	0	6
PEP7	1	2	1	2	0	2	8
PEP8	0	0	3	2	0	2	7
PEP9	2	0	3	3	0	4	12
PEP10	1	1	1	0	1	3	7
PEP11	1	0	1	1	1	0	4
PEP12	1	2	0	1	0	2	6
PEP13	0	1	1	0	1	0	3
PEP14	1	2	1	1	2	2	9
PEP15	0	0	0	0	1	0	1
Totals	12	15	17	16	13	20	93
Means	0.8000	1.0000	1.1333	1.0667	0.8667	1.3333	6.2000

DATA TABLE 108: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...18B Group.....Losers (PEPs)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP1	1	1	2	2	0	0	6
PEP2	2	1	2	2	2	1	10
PEP3	3	1	1	2	2	2	11
PEP4	4	3	2	4	2	4	19
PEP5	1	0	2	0	2	1	6
PEP6	2	0	1	1	1	0	5
PEP7	2	2	0	2	2	2	10
PEP8	2	1	2	1	2	1	9
PEP9	2	1	1	1	1	2	8
PEP10	1	0	2	1	1	0	5
PEP11	1	1	3	3	2	0	10
PEP12	0	1	2	3	1	0	7
PEP13	2	2	1	2	2	0	9
PEP14	0	0	2	0	2	1	5
PEP15	0	2	2	0	1	0	5
Totals	23	16	25	24	23	14	125
Means	1.5333	1.0667	1.6667	1.6000	1.5333	0.9333	8.3333

DATA TABLE 109: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...1A Group.....Winners (PEPs)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP16	6	5	5	3	5	3	27
PEP17	6	4	4	3	4	4	25
PEP18	5	5	5	3	3	3	24
PEP19	6	5	4	4	2	4	25
PEP20	5	6	4	3	2	3	23
PEP21	5	5	2	3	2	2	19
PEP22	5	6	4	2	2	2	21
PEP23	5	4	5	2	1	2	19
PEP24	5	3	3	1	2	4	18
PEP25	4	4	4	0	3	2	17
PEP26	5	4	3	2	2	1	17
PEP27	5	4	4	2	2	3	20
PEP28	5	4	5	1	3	4	22
PEP29	2	5	1	3	3	3	17
PEP30	5	5	5	4	2	4	25
Totals	74	69	58	36	38	44	319
Means	4.9333	4.6000	3.8667	2.4000	2.5333	2.9333	21.6667

DATA TABLE 110: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...2A Group.....Winners (PEPs)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP16	5	6	2	2	2	4	21
PEP17	4	4	2	3	5	4	22
PEP18	5	4	4	2	2	2	19
PEP19	6	4	1	4	5	4	24
PEP20	4	5	4	3	4	2	22
PEP21	6	5	2	2	2	4	21
PEP22	5	4	2	2	5	5	23
PEP23	5	4	0	0	4	4	17
PEP24	5	4	2	4	5	5	25
PEP25	6	3	4	1	5	6	25
PEP26	4	3	2	3	2	2	16
PEP27	3	4	2	2	3	5	19
PEP28	5	3	1	2	1	5	17
PEP29	4	2	1	2	3	4	16
PEP30	4	5	1	2	2	5	19
Totals	71	60	30	34	50	61	306
Means	4.7333	4.0000	2.0000	2.2667	3.3333	4.0667	20.4000

DATA TABLE 111: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...3A Group.....Winners (PEPs)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP16	1	0	2	0	2	2	7
PEP17	3	1	5	4	3	3	19
PEP18	4	3	3	4	2	2	18
PEP19	4	4	4	4	3	3	22
PEP20	4	4	4	4	4	4	24
PEP21	1	1	1	3	2	4	12
PEP22	6	6	2	2	3	3	22
PEP23	4	4	2	2	1	0	13
PEP24	4	2	3	3	4	4	20
PEP25	1	3	2	2	4	4	16
PEP26	4	4	2	1	3	3	17
PEP27	2	1	4	2	5	5	19
PEP28	4	3	4	2	4	4	21
PEP29	3	3	4	3	3	4	20
PEP30	3	2	1	0	0	0	6
Totals	48	41	43	36	43	45	256
Means	3.2000	2.7333	2.8667	2.4000	2.8667	3.000	17.0667

DATA TABLE 112: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...4A Group.....Winners (PEP)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP16	4	6	4	5	6	5	30
PEP17	5	5	4	5	6	5	30
PEP18	5	5	4	6	6	2	28
PEP19	5	4	4	0	4	4	21
PEP20	6	5	5	4	5	5	30
PEP21	5	4	4	5	2	4	24
PEP22	4	2	3	4	3	2	18
PEP23	5	4	5	4	5	6	29
PEP24	4	5	3	4	4	3	23
PEP25	4	4	4	3	4	4	23
PEP26	4	5	4	3	2	5	23
PEP27	4	4	4	5	5	4	26
PEP28	5	5	0	4	5	6	25
PEP29	4	5	3	4	5	2	23
PEP30	3	4	5	2	4	4	22
Totals	67	67	56	58	66	61	375
Means	4.4666	4.4667	3.7333	3.8667	4.4000	4.0667	25.000

DATA TABLE 113: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...5A Group.....Winners (PEPs)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP16	4	3	3	3	5	4	22
PEP17	3	3	3	3	3	3	18
PEP18	3	3	3	3	5	3	20
PEP19	3	5	1	1	1	3	14
PEP20	4	3	4	1	0	0	12
PEP21	1	3	4	3	3	1	15
PEP22	4	3	1	3	0	0	11
PEP23	4	6	4	3	4	6	27
PEP24	3	3	1	5	1	1	14
PEP25	3	3	3	1	3	3	16
PEP26	1	3	3	3	3	1	14
PEP27	3	1	3	3	0	0	10
PEP28	3	3	3	3	3	3	18
PEP29	1	3	4	3	3	3	17
PEP30	3	3	3	3	3	3	18
Totals	43	48	43	41	37	34	246
Means	2.8666	3.2000	2.8667	2.7333	2.4667	2.2667	16.4000

DATA TABLE 114: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...6A Group.....Winners (PEPs)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP16	4	4	2	3	2	2	17
PEP17	2	1	4	1	1	2	11
PEP18	3	6	6	4	5	3	27
PEP19	1	2	4	2	2	4	15
PEP20	3	3	2	2	4	1	15
PEP21	2	4	2	4	2	3	17
PEP22	1	1	4	1	2	4	13
PEP23	3	3	2	4	3	2	17
PEP24	1	2	4	2	1	2	12
PEP25	2	1	2	1	1	4	11
PEP26	1	3	6	4	4	5	23
PEP27	1	1	3	1	3	4	13
PEP28	2	2	3	2	2	2	13
PEP29	2	1	1	4	4	2	14
PEP30	1	3	4	2	4	3	17
Totals	29	37	49	37	40	43	235
Means	1.9333	2.4666	3.2667	2.4667	2.6667	2.8667	15.6667

DATA TABLE 115: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...7A Group.....Winners (PEPs)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP16	6	5	2	4	4	3	24
PEP17	6	5	5	6	6	4	32
PEP18	3	5	5	4	6	5	28
PEP19	5	4	4	5	5	4	27
PEP20	5	4	5	4	5	6	29
PEP21	6	2	3	2	2	2	17
PEP22	6	5	5	5	4	5	30
PEP23	4	3	3	3	3	5	21
PEP24	2	1	1	1	1	1	7
PEP25	6	5	4	6	3	4	28
PEP26	6	5	5	5	3	3	27
PEP27	4	4	5	4	4	3	24
PEP28	5	6	4	5	5	6	31
PEP29	4	2	3	2	2	2	15
PEP30	3	3	4	3	2	3	18
Totals	71	59	58	59	55	56	358
Means	4.7333	3.9333	3.8666	3.9333	3.6667	3.7333	23.8667

DATA TABLE 116: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...8A Group.....Winners (PEPs)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP16	3	0	0	0	0	0	3
PEP17	3	3	3	3	3	3	18
PEP18	3	3	3	3	3	2	17
PEP19	3	3	0	0	0	0	6
PEP20	0	3	1	3	3	3	13
PEP21	3	3	3	3	3	2	17
PEP22	0	0	0	3	1	2	6
PEP23	1	3	1	1	3	3	12
PEP24	1	3	3	3	2	1	13
PEP25	0	3	1	3	1	4	12
PEP26	3	3	3	1	2	3	15
PEP27	3	3	1	3	3	4	17
PEP28	1	3	3	3	1	1	12
PEP29	3	3	3	3	2	2	16
PEP30	0	0	1	3	2	1	7
Totals	27	36	26	35	29	31	184
Means	1.8000	2.4000	1.7333	2.3333	1.9333	2.0667	12.2666

DATA TABLE 117: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...9A Group.....Winners (PEPs)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP16	4	5	4	4	6	5	28
PEP17	5	3	5	5	5	4	27
PEP18	5	4	5	4	5	5	28
PEP19	3	2	4	6	4	2	21
PEP20	4	3	3	3	2	3	18
PEP21	3	6	6	2	2	2	21
PEP22	5	4	5	4	5	6	29
PEP23	6	4	6	4	4	3	27
PEP24	3	3	5	2	4	2	19
PEP25	4	5	4	3	6	5	27
PEP26	4	4	4	5	5	4	26
PEP27	4	5	6	0	1	1	17
PEP28	0	2	2	0	2	3	9
PEP29	1	2	1	2	2	1	9
PEP30	4	4	5	4	4	3	24
Totals	55	56	65	48	57	49	330
Means	3.6667	3.7333	4.3333	3.2000	3.8000	3.2667	22.0000

DATA TABLE 118: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...10A Group.....Winners (PEPs)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP16	4	3	3	3	2	3	18
PEP17	3	1	1	1	1	1	8
PEP18	4	4	5	6	5	5	29
PEP19	1	3	1	3	3	1	12
PEP20	3	4	5	6	6	6	30
PEP21	3	3	1	1	3	3	14
PEP22	3	4	5	4	6	6	28
PEP23	1	1	3	1	3	2	11
PEP24	1	3	4	1	1	2	12
PEP25	4	4	3	4	3	1	19
PEP26	1	0	1	1	1	3	7
PEP27	1	1	3	1	3	4	13
PEP28	3	3	4	3	3	3	19
PEP29	0	0	1	3	1	3	8
PEP30	0	0	0	3	3	5	11
Totals	32	34	40	41	44	48	239
Means	2.1333	2.2667	2.6667	2.7333	2.9333	3.2000	15.9333

DATA TABLE 119: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...11A Group.....Winners (PEPs)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP16	5	5	5	4	4	4	27
PEP17	5	4	5	4	5	6	29
PEP18	4	4	3	2	1	2	16
PEP19	2	3	3	3	2	3	16
PEP20	3	2	2	2	2	2	13
PEP21	4	4	4	1	2	1	16
PEP22	3	3	1	1	2	3	13
PEP23	2	1	1	1	1	1	7
PEP24	4	2	4	4	2	3	19
PEP25	6	2	6	2	2	0	18
PEP26	3	2	2	2	2	2	13
PEP27	5	4	5	4	5	6	29
PEP28	6	6	2	6	4	3	27
PEP29	3	3	5	2	4	2	19
PEP30	4	5	4	3	6	5	27
Totals	59	50	52	41	44	43	289
Means	3.9333	3.3333	3.4667	2.7333	2.9333	2.8666	19.2667

DATA TABLE 120: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...12A Group.....Winners (PEPs)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP16	5	4	4	4	4	6	27
PEP17	6	6	4	2	3	2	23
PEP18	6	3	3	2	2	2	18
PEP19	3	2	2	2	2	2	13
PEP20	2	1	1	1	1	1	7
PEP21	6	5	4	2	2	3	22
PEP22	5	6	5	4	5	6	31
PEP23	5	5	4	6	6	5	31
PEP24	6	4	3	4	6	3	26
PEP25	3	3	4	4	4	4	22
PEP26	2	2	2	2	1	2	11
PEP27	5	5	4	5	5	4	28
PEP28	3	1	3	3	3	4	17
PEP29	5	4	5	4	5	6	29
PEP30	4	5	2	5	2	4	22
Totals	66	56	50	50	51	54	327
Means	4.4000	3.7333	3.3333	3.3333	3.4000	3.6000	21.7999

DATA TABLE 121: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...13A Group.....Winners (PEPs)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP16	4	4	4	4	4	4	24
PEP17	3	3	3	3	3	3	18
PEP18	3	3	1	1	2	3	13
PEP19	2	1	1	1	1	1	7
PEP20	4	4	4	4	4	4	24
PEP21	1	2	1	2	2	1	9
PEP22	6	6	4	2	3	4	25
PEP23	3	3	1	1	2	3	13
PEP24	3	2	2	2	2	2	13
PEP25	4	3	3	2	4	4	20
PEP26	3	3	1	1	2	3	13
PEP27	3	2	2	5	5	3	20
PEP28	4	5	4	6	6	4	29
PEP29	2	3	3	3	2	3	16
PEP30	1	1	1	2	2	2	9
Totals	46	45	35	39	44	44	253
Means	3.0667	3.0000	2.3333	2.6000	2.9333	2.9333	16.8666

DATA TABLE 122: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...14A Group.....Winners (PEPs)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP16	4	3	2	4	4	2	19
PEP17	4	4	4	2	3	2	19
PEP18	2	3	3	3	2	3	16
PEP19	3	2	2	2	2	2	13
PEP20	4	4	6	6	2	1	23
PEP21	3	3	1	2	2	3	14
PEP22	3	2	2	2	2	2	13
PEP23	4	5	6	4	2	1	22
PEP24	2	3	1	1	2	3	12
PEP25	3	6	5	5	4	3	26
PEP26	3	5	4	6	6	4	28
PEP27	2	3	3	3	2	3	16
PEP28	3	2	3	1	2	3	14
PEP29	5	6	5	5	5	6	32
PEP30	4	5	4	6	6	5	30
Totals	49	56	51	52	46	43	297
Means	3.2667	3.7333	3.4000	3.4667	3.0667	2.8667	19.8000

DATA TABLE 123: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...15A Group.....Winners (PEPs)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP16	4	4	4	0	0	2	14
PEP17	4	2	2	0	0	0	8
PEP18	1	0	1	1	0	2	5
PEP19	4	3	2	4	3	4	20
PEP20	2	2	3	2	2	2	13
PEP21	0	0	4	2	0	2	8
PEP22	4	3	4	3	3	5	22
PEP23	2	1	1	1	1	1	7
PEP24	4	2	1	1	2	3	13
PEP25	0	0	0	0	0	0	0
PEP26	2	4	4	4	1	1	16
PEP27	3	3	1	1	2	3	13
PEP28	2	3	1	1	2	1	10
PEP29	2	2	3	2	2	2	13
PEP30	0	0	0	0	0	0	0
Totals	34	29	31	22	18	28	162
Means	2.2666	1.9333	2.0667	1.4667	1.2000	1.8667	10.8000

DATA TABLE 124: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...16A Group.....Winners (PEPs)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP16	0	0	3	3	3	2	11
PEP17	0	0	3	3	3	2	11
PEP18	0	0	3	3	3	2	11
PEP19	3	1	1	1	1	1	8
PEP20	3	3	1	1	3	3	14
PEP21	0	0	0	0	0	0	0
PEP22	4	1	1	1	1	1	9
PEP23	4	3	3	3	3	3	19
PEP24	4	3	3	3	3	3	19
PEP25	4	3	3	3	3	3	19
PEP26	3	1	1	1	1	1	8
PEP27	0	0	0	0	0	0	0
PEP28	3	3	3	3	3	3	18
PEP29	3	3	3	1	1	1	12
PEP30	4	3	3	3	3	3	19
Totals	35	24	31	29	31	28	178
Means	2.3333	1.6000	2.0667	1.9333	2.0667	1.8667	11.8667

DATA TABLE 125: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...17A Group.....Winners (PEPs)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP16	2	2	2	2	2	2	12
PEP17	3	3	2	1	3	2	14
PEP18	1	2	4	1	1	2	11
PEP19	1	1	2	1	2	1	8
PEP20	0	0	2	1	1	2	6
PEP21	2	2	4	0	1	2	11
PEP22	1	1	2	1	1	1	7
PEP23	1	0	1	1	1	2	6
PEP24	2	2	2	1	3	4	14
PEP25	2	2	3	2	2	2	13
PEP26	1	2	1	2	1	2	9
PEP27	4	3	4	3	3	5	22
PEP28	2	1	1	1	1	1	7
PEP29	3	3	1	1	1	2	11
PEP30	3	1	2	1	3	4	14
Totals	28	25	33	19	26	34	165
Means	1.8667	1.6667	2.2000	1.2667	1.7333	2.2666	11.0000

DATA TABLE 126: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...18A Group.....Winners (PEPs)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP16	4	3	4	2	0	2	15
PEP17	4	3	3	1	2	4	17
PEP18	3	3	4	1	2	2	15
PEP19	3	3	3	2	2	2	15
PEP20	1	3	4	1	4	4	17
PEP21	1	0	3	3	1	2	10
PEP22	1	3	4	2	4	4	18
PEP23	3	3	3	3	2	3	17
PEP24	1	4	1	3	4	2	15
PEP25	3	4	3	1	1	1	13
PEP26	4	4	3	1	3	2	17
PEP27	1	1	3	3	3	4	15
PEP28	3	3	3	2	2	3	16
PEP29	4	4	3	3	2	2	18
PEP30	4	3	4	3	3	2	19
Totals	40	44	48	31	35	39	237
Means	2.6667	2.9333	3.2000	2.0666	2.3333	2.6000	15.7999

DATA TABLE 127: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...1B Group.....Winners (PEPs)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP16	3	3	3	3	3	3	18
PEP17	3	3	2	2	1	2	13
PEP18	3	3	3	2	2	2	15
PEP19	3	4	4	2	2	1	16
PEP20	3	3	3	3	3	3	18
PEP21	2	2	2	2	1	2	11
PEP22	2	1	3	2	2	2	12
PEP23	3	2	2	2	2	0	11
PEP24	3	3	2	2	1	1	12
PEP25	2	2	1	0	2	2	9
PEP26	2	2	2	2	0	2	10
PEP27	3	2	2	1	3	2	13
PEP28	2	2	1	2	2	3	12
PEP29	3	2	2	3	2	0	12
PEP30	2	1	3	2	3	3	14
Totals	39	35	35	30	29	28	196
Means	2.6000	2.3333	2.3333	2.0000	1.9333	1.8667	13.0666

DATA TABLE 128: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...2B Group.....Winners (PEPs)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP16	4	4	3	3	3	3	20
PEP17	3	4	3	3	3	2	18
PEP18	2	4	2	4	3	3	18
PEP19	3	3	2	2	4	3	17
PEP20	3	2	3	3	4	4	19
PEP21	3	3	2	3	3	4	18
PEP22	3	3	2	4	3	4	19
PEP23	2	3	0	0	3	3	11
PEP24	3	4	4	2	4	3	20
PEP25	3	3	4	2	3	4	19
PEP26	4	2	1	0	2	3	12
PEP27	2	2	1	3	2	3	13
PEP28	4	4	2	0	2	2	14
PEP29	3	4	2	3	2	4	18
PEP30	2	4	1	3	4	4	18
Totals	44	49	32	35	45	49	254
Means	2.9333	3.2667	2.1333	2.3333	3.0000	3.2667	16.9333

DATA TABLE 129: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...3B Group.....Winners (PEPs)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP16	4	0	2	0	3	2	11
PEP17	3	2	3	3	3	4	18
PEP18	4	3	3	3	4	3	20
PEP19	3	4	4	2	2	4	19
PEP20	2	2	2	3	2	3	14
PEP21	4	3	3	3	2	3	18
PEP22	3	4	2	3	3	3	18
PEP23	3	3	3	3	4	0	16
PEP24	4	3	3	3	3	2	18
PEP25	3	3	3	3	3	3	18
PEP26	3	4	2	3	2	2	16
PEP27	2	3	3	3	3	3	17
PEP28	3	3	3	3	3	2	17
PEP29	2	3	3	3	2	1	14
PEP30	4	3	2	0	0	0	9
Totals	47	43	41	38	39	35	243
Means	3.1333	2.8667	2.7333	2.5333	2.6000	2.3333	16.1999

DATA TABLE 130: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...4B Group.....Winners (PEPs)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP16	4	3	3	3	3	2	18
PEP17	4	4	3	4	2	2	19
PEP18	3	2	2	0	4	3	14
PEP19	1	2	2	0	1	1	7
PEP20	3	4	3	3	3	4	20
PEP21	4	3	2	1	3	4	17
PEP22	4	2	3	2	2	2	15
PEP23	4	2	3	4	2	1	16
PEP24	4	3	3	3	3	3	19
PEP25	3	2	1	2	4	3	15
PEP26	4	3	2	2	3	3	17
PEP27	1	2	3	3	3	3	15
PEP28	2	3	0	3	3	1	12
PEP29	4	4	2	3	3	3	19
PEP30	3	3	3	2	2	1	14
Totals	48	42	35	35	41	36	237
Means	3.2000	2.8000	2.3333	2.3333	2.7333	2.4000	15.7999

DATA TABLE 131: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...5B Group.....Winners (PEPs)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP16	1	1	2	3	2	4	13
PEP17	2	1	1	2	2	3	11
PEP18	1	1	1	1	3	3	10
PEP19	2	2	3	3	3	2	15
PEP20	3	1	3	2	0	0	9
PEP21	3	2	2	1	3	3	14
PEP22	1	2	1	3	0	0	7
PEP23	3	3	2	4	3	3	18
PEP24	2	3	2	3	2	3	15
PEP25	3	1	1	3	1	3	12
PEP26	2	3	2	2	3	3	15
PEP27	1	2	1	2	0	0	6
PEP28	2	1	1	1	3	3	11
PEP29	1	3	1	2	3	4	14
PEP30	4	4	2	4	2	1	17
Totals	31	30	25	36	30	35	187
Means	2.0666	2.0000	1.6667	2.4000	2.0000	2.3333	12.4666

DATA TABLE 132: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...6B Group.....Winners (PEPs)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP16	3	3	3	3	2	2	16
PEP17	3	4	3	3	2	2	17
PEP18	2	3	3	3	3	3	17
PEP19	3	3	2	3	2	3	16
PEP20	4	2	3	3	3	3	18
PEP21	2	3	2	2	2	2	13
PEP22	4	2	4	3	2	3	18
PEP23	2	2	2	3	4	3	16
PEP24	3	3	3	2	2	3	16
PEP25	2	2	0	2	2	3	11
PEP26	2	2	4	3	4	3	18
PEP27	2	3	1	3	2	3	14
PEP28	3	3	4	2	2	2	16
PEP29	2	3	4	2	2	2	15
PEP30	2	2	4	3	3	3	17
Totals	39	40	42	40	37	40	238
Means	2.6000	2.6667	2.8000	2.6667	2.4666	2.6667	15.8667

DATA TABLE 133: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...7B Group.....Winners (PEPs)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP16	3	4	3	3	3	3	19
PEP17	4	2	3	3	3	3	18
PEP18	3	3	3	2	4	2	17
PEP19	2	2	2	3	2	3	14
PEP20	3	3	4	4	4	4	22
PEP21	3	3	3	2	2	2	15
PEP22	2	3	2	3	2	4	16
PEP23	3	3	4	4	1	3	18
PEP24	3	2	2	2	2	2	13
PEP25	3	4	2	4	2	4	19
PEP26	3	4	4	2	4	2	19
PEP27	2	2	3	3	2	3	15
PEP28	4	4	4	2	3	4	21
PEP29	1	2	4	2	2	2	13
PEP30	4	2	4	3	3	2	18
Totals	43	43	47	42	39	43	257
Means	2.8667	2.8666	3.1333	2.8000	2.6000	2.8667	17.1333

DATA TABLE 134: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...8B Group.....Winners (PEPs)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP16	2	0	0	0	0	0	2
PEP17	3	2	2	2	2	3	14
PEP18	2	3	2	3	3	2	15
PEP19	2	2	0	0	0	0	4
PEP20	0	2	2	2	2	2	10
PEP21	2	3	2	2	2	2	13
PEP22	0	0	0	1	2	2	5
PEP23	1	2	1	4	2	4	14
PEP24	2	3	4	2	2	3	16
PEP25	0	3	2	3	3	2	13
PEP26	2	2	2	2	2	3	13
PEP27	3	2	2	1	2	2	12
PEP28	2	2	2	3	1	1	11
PEP29	3	2	3	1	2	2	13
PEP30	0	0	2	2	2	1	7
Totals	24	28	26	28	27	29	162
Means	1.6000	1.8667	1.7333	1.8667	1.8000	1.9333	10.8000

DATA TABLE 135: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...9B Group.....Winners (PEPs)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP16	2	3	3	2	2	1	13
PEP17	1	4	3	2	3	4	17
PEP18	2	2	3	1	3	2	13
PEP19	1	2	1	4	1	2	11
PEP20	2	3	4	3	2	4	18
PEP21	1	2	1	2	0	1	7
PEP22	2	3	2	2	2	2	13
PEP23	1	4	4	3	2	2	16
PEP24	2	2	1	1	1	1	8
PEP25	2	3	2	3	3	3	16
PEP26	2	3	3	1	2	3	14
PEP27	1	3	2	0	2	2	10
PEP28	0	3	1	0	2	1	7
PEP29	1	2	4	4	4	3	18
PEP30	3	2	4	2	4	1	16
Totals	23	41	38	30	33	32	197
Means	1.5333	2.7333	2.5333	2.0000	2.2000	2.1333	13.1332

DATA TABLE 136: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...10B Group.....Winners (PEPs)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP16	2	2	1	3	1	3	12
PEP17	2	2	3	3	3	2	15
PEP18	3	2	1	3	1	3	13
PEP19	3	2	3	1	2	2	13
PEP20	2	1	1	2	1	1	8
PEP21	2	3	2	2	2	2	13
PEP22	1	2	2	3	3	2	13
PEP23	2	1	3	2	2	0	10
PEP24	1	3	1	1	2	2	10
PEP25	2	2	2	1	1	0	8
PEP26	3	0	3	3	1	2	12
PEP27	2	1	1	1	2	0	7
PEP28	1	2	3	3	3	0	12
PEP29	0	0	3	2	2	0	7
PEP30	0	0	3	1	3	1	8
Totals	26	23	32	31	29	20	161
Means	1.7333	1.5333	2.1333	2.0667	1.9333	1.3333	10.7332

DATA TABLE 137: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...11B Group.....Winners (PEPs)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP16	3	4	3	2	3	3	18
PEP17	3	3	3	3	3	3	18
PEP18	3	2	2	2	2	3	14
PEP19	3	2	4	2	2	2	15
PEP20	3	3	3	3	1	2	15
PEP21	3	4	4	3	2	3	19
PEP22	3	2	2	2	2	2	13
PEP23	3	3	4	3	4	3	20
PEP24	2	3	4	3	2	3	17
PEP25	3	2	3	2	2	0	12
PEP26	4	3	3	3	2	2	17
PEP27	4	2	4	2	3	2	17
PEP28	3	3	2	2	2	1	13
PEP29	3	2	2	2	0	0	9
PEP30	4	3	3	2	2	2	16
Totals	47	41	46	36	32	31	233
Means	3.1333	2.7333	3.0667	2.4000	2.1333	2.0667	15.5333

DATA TABLE 138: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...12B Group.....Winners (PEPs)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP16	3	3	3	2	3	2	16
PEP17	4	3	3	2	2	2	16
PEP18	3	2	3	2	3	3	16
PEP19	3	3	2	2	3	2	15
PEP20	3	3	3	3	2	2	16
PEP21	3	2	2	3	2	2	14
PEP22	3	3	3	2	3	2	16
PEP23	3	3	2	3	2	3	16
PEP24	3	3	3	2	3	3	17
PEP25	4	3	2	2	2	2	15
PEP26	3	2	3	3	3	3	17
PEP27	3	3	3	1	3	1	14
PEP28	3	3	2	3	3	3	17
PEP29	3	3	1	2	2	1	12
PEP30	4	3	2	1	3	3	16
Totals	48	42	37	33	39	34	233
Means	3.2000	2.8000	2.4667	2.2000	2.6000	2.2667	15.5333

DATA TABLE 139: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...13B Group.....Winners (PEPs)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP16	1	1	1	3	3	2	11
PEP17	1	2	3	3	2	3	14
PEP18	3	3	3	3	3	0	15
PEP19	1	1	1	1	1	2	7
PEP20	3	3	3	3	3	0	15
PEP21	1	2	1	0	1	1	6
PEP22	3	3	3	3	0	0	12
PEP23	3	1	2	1	2	2	11
PEP24	3	2	1	1	2	3	12
PEP25	3	3	3	3	0	0	12
PEP26	3	2	2	1	1	2	11
PEP27	1	1	2	1	2	2	9
PEP28	3	3	3	3	0	0	12
PEP29	2	1	3	2	2	1	11
PEP30	2	1	3	3	0	1	10
Totals	33	29	34	31	22	19	168
Means	2.2000	1.9333	2.2666	2.0666	1.4667	1.2667	11.199

DATA TABLE 140: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...14B Group.....Winners (PEPs)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP16	2	2	3	2	2	0	11
PEP17	2	3	2	0	1	2	10
PEP18	2	3	2	2	2	2	13
PEP19	3	2	3	0	0	2	10
PEP20	2	2	2	2	3	3	14
PEP21	1	1	1	2	1	1	7
PEP22	3	1	3	3	2	1	13
PEP23	3	3	0	0	0	0	6
PEP24	2	3	2	1	2	1	11
PEP25	2	3	2	2	2	0	11
PEP26	2	2	2	1	0	1	8
PEP27	1	1	1	2	1	0	6
PEP28	2	1	0	2	2	1	8
PEP29	1	3	2	2	0	0	8
PEP30	2	2	2	1	2	2	11
Totals	30	32	27	22	20	16	147
Means	2.0000	2.1333	1.8000	1.4667	1.3333	1.0667	9.8000

DATA TABLE 141: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...15B Group.....Winners (PEPs)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP16	1	2	1	0	0	1	5
PEP17	1	1	3	0	0	0	5
PEP18	1	1	2	1	0	2	7
PEP19	1	1	1	1	1	1	6
PEP20	1	1	2	1	1	1	7
PEP21	0	0	1	1	0	1	3
PEP22	1	1	2	1	2	2	9
PEP23	1	1	1	1	1	1	6
PEP24	1	1	1	1	2	1	7
PEP25	0	0	0	0	0	0	0
PEP26	1	1	1	1	1	1	6
PEP27	1	1	1	1	1	2	7
PEP28	1	1	2	1	2	1	8
PEP29	1	1	1	1	1	1	6
PEP30	0	0	0	0	0	0	0
Totals	12	13	19	11	12	15	82
Means	0.8000	0.86667	1.2666	0.7333	0.8000	1.0000	5.4666

DATA TABLE 142: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...16B Group.....Winners (PEPs)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP16	0	0	2	2	2	1	7
PEP17	0	0	0	2	2	0	4
PEP18	0	0	2	2	0	1	5
PEP19	2	2	0	1	2	0	7
PEP20	1	1	1	1	2	0	6
PEP21	0	0	0	0	0	0	0
PEP22	2	1	1	2	2	0	8
PEP23	1	2	2	0	0	1	6
PEP24	2	2	1	1	0	0	6
PEP25	1	2	2	2	1	1	9
PEP26	2	2	1	1	2	0	8
PEP27	0	0	0	0	0	0	0
PEP28	2	2	2	1	1	0	8
PEP29	1	2	2	2	2	0	9
PEP30	1	2	1	2	2	1	9
Totals	15	18	17	19	18	5	92
Means	1.0000	1.2000	1.1333	1.2667	1.2000	0.3333	6.1333

DATA TABLE 143: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...17B Group.....Winners (PEPs)

Respondent Firms	Product Development Activities: Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP16	3	2	1	3	2	3	14
PEP17	3	1	3	1	2	2	12
PEP18	2	3	1	3	1	3	13
PEP19	1	1	1	3	2	1	9
PEP20	0	0	2	3	3	1	9
PEP21	1	1	1	0	2	2	7
PEP22	3	1	1	2	1	1	9
PEP23	3	0	1	3	3	3	13
PEP24	3	1	3	3	1	3	14
PEP25	3	3	3	3	3	3	18
PEP26	1	1	2	1	2	2	9
PEP27	3	3	3	3	3	3	18
PEP28	3	2	1	3	2	1	12
PEP29	2	3	3	3	3	1	15
PEP30	1	3	3	1	3	3	14
Totals	32	25	29	35	33	32	186
Means	2.1333	1.6667	1.9333	2.3333	2.2000	2.1333	12.3999

DATA TABLE 144: DATA SCORES BY HYPOTHESIS AND GROUP

Hypothesis Number...18B Group.....Winners (PEPs)

Respondent Firms	Product Development Activities						
	Idea Generation	Idea Screening	Analysis	Development	Testing	Launch	Total
PEP16	3	3	2	3	0	2	13
PEP17	2	2	2	3	1	3	13
PEP18	1	2	0	2	2	1	8
PEP19	1	3	2	3	2	3	14
PEP20	2	1	2	1	2	3	11
PEP21	2	0	2	1	2	2	9
PEP22	2	2	2	2	1	2	11
PEP23	1	1	2	2	2	1	9
PEP24	0	1	2	2	2	2	9
PEP25	1	2	2	1	2	2	10
PEP26	3	1	2	3	2	3	14
PEP27	2	0	1	3	0	2	8
PEP28	1	1	2	2	2	1	9
PEP29	2	2	2	0	1	1	8
PEP30	1	1	0	2	2	2	8
Totals	24	22	25	30	23	30	154
Means	1.6000	1.4667	1.6667	2.0000	1.5333	2.0000	10.2667

DATA TABLE 145: FREQUENCY OF FREQUENCY SCORES BY HYPOTHESIS: PROGRAM LOSERS GROUP (PENSIONS)

Hypothesis Number	Frequency Scales 0	1	2	3	4	5	6
H1A	10	45	31	4	0	0	0
H2A	13	41	17	6	7	6	0
H3A	0	29	33	13	10	5	0
H4A	0	32	32	23	3	0	0
H5A	0	5	11	40	24	9	1
H6A	13	49	17	9	2	0	0
H7A	0	2	24	41	20	3	0
H8A	6	18	19	37	10	0	0
H9A	0	15	34	28	12	1	0
H10A	5	15	22	34	13	1	0
H11A	0	22	36	27	5	0	0
H12A	0	17	42	25	6	0	0
H13A	4	8	31	29	14	4	0
H14A	0	10	30	36	14	0	0
H15A	5	19	43	21	2	0	0
H16A	0	20	36	32	2	0	0
H17A	8	26	35	19	2	0	0
H18A	4	16	18	29	18	5	0
Totals	68	389	511	453	164	34	1

DATA TABLE 146: FREQUENCY OF PROFICIENCY SCORES BY HYPOTHESIS: PROGRAM LOSERS GROUP (PENSIONS)

	Proficiency Scales				
Hypothesis Number	**0**	**1**	**2**	**3**	**4**
H1B	37	41	12	0	0
H2B	13	3	40	29	5
H3B	7	49	30	4	0
H4B	2	47	35	5	1
H5B	15	25	36	13	1
H6B	22	39	25	4	0
H7B	3	20	32	30	5
H8B	19	30	31	9	1
H9B	13	38	35	4	0
H1B	21	39	30	0	0
H1B	6	36	39	6	3
H12B	1	16	40	26	7
H13B	9	29	47	5	0
H14B	9	36	43	2	0
H15B	32	52	6	0	0
H16B	35	52	3	0	0
H17B	45	29	16	0	0
H18B	12	31	44	3	0
Totals	301	612	544	140	23

DATA TABLE 147: FREQUENCY OF FREQUENCY SCORES BY HYPOTHESIS: PROGRAM WINNERS GROUP (PENSIONS)

Hypothesis Number	Frequency Scales 0	1	2	3	4	5	6
H1A	7	8	23	13	19	14	6
H2A	0	6	16	20	19	20	9
H3A	0	1	10	25	35	13	6
H4A	0	0	6	14	30	30	10
H5A	0	29	37	22	2	0	0
H6A	3	46	31	7	3	0	0
H7A	0	11	23	21	20	12	3
H8A	0	34	37	18	1	0	0
H9A	0	11	20	15	24	16	4
H10A	2	44	28	11	4	1	0
H11A	0	18	27	16	15	11	3
H12A	0	7	15	16	16	26	10
H13A	0	32	28	19	5	4	2
H14A	0	16	24	25	7	12	6
H15A	2	43	30	10	4	1	0
H16A	0	24	40	21	5	0	0
H17A	5	49	22	7	6	1	0
H18A	3	38	35	8	6	0	0
Totals	22	417	452	288	221	161	59

DATA TABLE 148: FREQUENCY OF PROFICIENCY SCORES BY HYPOTHESIS: PROGRAM WINNERS GROUP (PENSIONS)

	Proficiency Scales				
Hypothesis Number	**0**	**1**	**2**	**3**	**4**
H1B	13	17	35	24	1
H2B	5	10	28	30	17
H3B	0	8	37	42	3
H4B	0	5	23	45	17
H5B	5	11	39	30	5
H6B	12	15	45	18	0
H7B	1	21	53	15	0
H8B	2	28	43	17	0
H9B	4	34	39	13	0
H10B	11	29	38	12	0
H11B	6	20	49	15	0
H12B	3	25	38	22	2
H13B	3	48	33	6	0
H14B	4	27	39	18	2
H15B	13	43	31	3	0
H16B	15	51	23	1	0
H17B	6	35	29	18	2
H18B	21	38	25	6	0
Totals	124	465	647	335	49

DATA TABLE 149: FREQUENCY OF FREQUENCY SCORES BY HYPOTHESIS: PROGRAM LOSERS GROUP (PEPS)

Frequency Scales

Hypothesis Number	0	1	2	3	4	5	6
H1A	9	38	41	2	0	0	0
H2A	17	35	30	5	3	0	0
H3A	0	34	50	6	0	0	0
H4A	0	16	41	29	4	0	0
H5A	4	29	20	10	14	9	4
H6A	2	25	37	18	8	0	0
H7A	1	27	19	10	22	10	1
H8A	0	26	35	22	7	0	0
H9A	6	22	21	18	17	6	0
H10A	0	29	30	9	15	7	0
H11A	18	30	23	10	9	0	0
H12A	21	42	21	5	1	0	0
H13A	12	24	24	16	14	0	0
H14A	0	9	18	50	13	0	0
H15A	20	25	18	26	1	0	0
H16A	11	20	21	35	3	0	0
H17A	6	16	41	23	4	0	0
H18A	11	32	33	14	0	0	0
Totals	138	479	523	308	135	32	5

DATA TABLE 150: FREQUENCY OF PROFICIENCY SCORES BY HYPOTHESIS: PROGRAM LOSERS GROUP (PEPS)

	Proficiency Scales				
Hypothesis Number	**0**	**1**	**2**	**3**	**4**
H1B	15	37	36	1	1
H2B	23	19	36	8	4
H3B	14	24	41	11	0
H4B	7	46	36	1	0
H5B	9	24	33	12	12
H6B	8	33	35	8	6
H7B	11	10	29	29	11
H8B	17	29	22	18	4
H9B	14	30	42	2	2
H1B	22	46	22	0	0
H1B	26	39	24	1	0
H12B	24	14	20	25	7
H13B	18	35	32	4	1
H14B	12	25	39	11	3
H15B	33	35	19	3	0
H16B	23	40	20	7	0
H17B	26	41	18	4	1
H18B	19	28	35	5	3
Totals	321	555	539	150	55

DATA TABLE 151: FREQUENCY OF FREQUENCY SCORES BY HYPOTHESIS: PROGRAM WINNERS GROUP (PEPS)

	Frequency Scales						
Hypothesis Number	**0**	**1**	**2**	**3**	**4**	**5**	**6**
H1A	1	5	18	18	21	22	5
H2A	2	6	24	9	25	19	5
H3A	6	10	18	21	30	3	2
H4A	2	0	7	8	36	29	8
H5A	6	15	0	53	10	4	2
H6A	0	20	29	15	21	2	3
H7A	0	5	11	16	20	25	13
H8A	16	16	8	48	2	0	0
H9A	3	5	14	13	26	20	9
H10A	6	26	2	32	12	6	6
H11A	1	10	25	15	19	12	8
H12A	0	7	20	13	16	22	12
H13A	0	17	21	25	20	3	4
H14A	0	6	26	23	15	10	10
H15A	22	17	24	12	14	1	0
H16A	18	20	3	44	5	0	0
H17A	4	34	33	12	6	1	0
H18A	2	15	18	34	21	0	0
Totals	89	234	301	411	319	179	87

DATA TABLE 152: FREQUENCY OF PROFICIENCY SCORES BY HYPOTHESIS: PROGRAM WINNERS GROUP (PEPS)

	Proficiency Scales				
Hypothesis Number	**0**	**1**	**2**	**3**	**4**
H1B	4	10	44	30	2
H2B	4	3	22	37	24
H3B	6	1	20	50	13
H4B	3	9	23	38	17
H5B	6	23	45	10	6
H6B	1	1	37	41	10
H7B	0	2	31	34	23
H8B	16	8	47	16	3
H9B	4	20	33	21	12
H10B	5	23	53	9	0
H11B	3	2	35	39	11
H12B	0	5	30	52	3
H13B	10	26	21	33	0
H14B	12	20	50	8	0
H15B	21	57	11	1	0
H16B	32	24	34	0	0
H17B	4	28	16	42	0
H18B	8	23	46	13	0
Totals	139	285	598	474	124

DATA TABLE 153

ANOVA CALCULATION

Variable: Aggregated Frequency Data (Pensions context)
By Variable: Group

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one-tailed)
Between Groups	1	12854.7000	12854.700	19.0219	.0001
Within Groups	28	18922.0000	675.7857		
Total	29	31776.7000			

Levene test for Homogeneity of Variances

Statistic	df1	df2	2-tail Sig.
5.1758	1	28	.031

DATA TABLE 154

ANOVA CALCULATION

Variable: Aggregated Proficiency Data (Pensions context)
By Variable: Group

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob.(one-tailed)
Between Groups	1	19253.3333	19253.3333	103.3274	.0000
Within Groups	28	5217.3333	186.3333		
Total	29	24470.6667			

Levene test for Homogeneity of Variances

Statistic	df1	df2	2-tail Sig.
.5652	1	28	.458

DATA TABLE 155

ANOVA CALCULATION

Variable: Aggregated Frequency Data (PEP context)
By Variable: Group

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob.(one-tailed)
Between Groups	1	83213.3333	83213.3333	199.2134	.0000
Within Groups	28	11695.8667	417.7095		
Total	29	94909.2000			

Levene test for Homogeneity of Variances

Statistic	df1	df2	2-tail Sig.
2.6843	1	28	.113

DATA TABLE 156

ANOVA CALCULATION

Variable: Aggregated Proficiency Data (PEP context)
By Variable: Group

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob.(one-tailed)
Between Groups	1	42037.6333	42037.6333	204.3733	.0000
Within Groups	28	5759.3333	205.6905		
Total	29	47796.9667			

Levene test for Homogeneity of Variances

Statistic	df1	df2	2-tail Sig.
.5204	1	28	.477

DATA TABLE 157

ONE-WAY ANOVA CALCULATION

Pensions Context - Frequency data

Variable Hypothesis 1A
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob.(one tailed)
Between Groups	1	811.2000	811.2000	55.0944	.0000
Within Groups	28	412.2667	14.7238		
Total	29	1223.4667			

DATA TABLE 158

ONE-WAY ANOVA CALCULATION

Pensions Context - Frequency data

Variable H2A
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	1009.2000	1009.2000	81.6065	.0000
Within Groups	28	346.2667	12.3667		
Total	29	1355.4667			

DATA TABLE 159

ONE-WAY ANOVA CALCULATION

Pensions Context - Frequency data

Variable H3A
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	634.8000	634.8000	100.6098	.0000
Within Groups	28	176.6667	6.3095		
Total	29	811.4667			

DATA TABLE 160

ONE-WAY ANOVA CALCULATION

Pensions Context - Frequency data

Variable H4A
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	1428.3000	1428.3000	117.6247	.0000
Within Groups	28	340.0000	12.1429		
Total	29	1768.3000			

DATA TABLE 161

ONE-WAY ANOVA CALCULATION

Pensions Context - Frequency data

Variable H5A
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	464.1333	464.1333	29.9625	.0000
Within Groups	28	433.7333	15.4905		
Total	29	897.8667			

DATA TABLE 162

ONE-WAY ANOVA CALCULATION

Pensions Context - Frequency data

Variable H6A
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	17.6333	17.6333	2.5538	.0607
Within Groups	28	193.3333	6.9048		
Total	29	210.9667			

DATA TABLE 163

ONE-WAY ANOVA CALCULATION

Pensions Context - Frequency data

Variable H7A
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob(one-tailed)
Between Groups	1	2.7000	2.7000	.0958	.3797
Within Groups	28	789.4667	28.1952		
Total	29	792.1667			

DATA TABLE 164

ONE-WAY ANOVA CALCULATION

Pensions Context - Frequency data

Variable HYP8A
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	56.0333	56.0333	5.4986	.0132
Within Groups	28	285.3333	10.1905		
Total	29	341.3667			

DATA TABLE 165

ONE-WAY ANOVA CALCULATION

Pensions Context - Frequency data

Variable H9A
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	192.5333	192.5333	6.2088	.0095
Within Groups	28	868.2667	31.0095		
Total	29	1060.8000			

DATA TABLE 166

ONE-WAY ANOVA CALCULATION

Pensions Context - Frequency data

Variable H10A
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	136.5333	136.5333	9.5414	.0023
Within Groups	28	400.6667	14.3095		
Total	29	537.2000			

DATA TABLE 167

ONE-WAY ANOVA CALCULATION

Pensions Context - Frequency data

Variable H11A
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	112.1333	112.1333	3.1787	.0427
Within Groups	28	987.7333	35.2762		
Total	29	1099.8667			

DATA TABLE 168

ONE-WAY ANOVA CALCULATION

Pensions Context - Frequency data

Variable H12A
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	644.0333	644.0333	17.2906	.0002
Within Groups	28	1042.9333	37.2476		
Total	29	1686.9667			

DATA TABLE 169

ONE-WAY ANOVA CALCULATION

Pensions Context - Frequency data

Variable H13A
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	43.2000	43.2000	1.7146	.1005
Within Groups	28	705.4667	25.1952		
Total	29	748.6667			

DATA TABLE 170

ONE-WAY ANOVA CALCULATION

Pensions Context - Frequency data

Variable H14A
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	28.0333	28.0333	.7640	.1948
Within Groups	28	1027.3333	36.6905		
Total	29	1055.3667			

DATA TABLE 171

ONE-WAY ANOVA CALCULATION

Pensions Context - Frequency data

Variable H15A
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	16.1333	16.1333	1.2623	.1354
Within Groups	28	357.8667	12.7810		
Total	29	374.0000			

DATA TABLE 172

ONE-WAY ANOVA CALCULATION

Pensions Context - Frequency data

Variable H16A
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	2.7000	2.7000	.2793	.3007
Within Groups	28	270.6667	9.6667		
Total	29	273.3667			

DATA TABLE 173

ONE-WAY ANOVA CALCULATION

Pensions Context - Frequency data

Variable H17A
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	10.8000	10.8000	1.0333	.1590
Within Groups	28	292.6667	10.4524		
Total	29	303.4667			

DATA TABLE 174

ONE-WAY ANOVA CALCULATION

Pensions Context - Frequency data

Variable H18A
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	208.0333	208.0333	22.1537	.0000
Within Groups	28	262.9333	9.3905		
Total	29	470.9667			

DATA TABLE 175

ONE-WAY ANOVA CALCULATION

Pensions Context - Proficiency data

Variable H1B
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	320.1333	320.1333	45.9522	.0000
Within Groups	28	195.0667	6.9667		
Total	29	515.2000			

DATA TABLE 176

ONE-WAY ANOVA CALCULATION

Pensions Context - Proficiency data

Variable H2B
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	38.5333	38.5333	3.0980	.0447
Within Groups	28	348.2667	12.4381		
Total	29	386.8000			

DATA TABLE 177

ONE-WAY ANOVA CALCULATION

Pensions Context - Proficiency data

Variable H3B
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	326.7000	326.7000	61.6969	.0000
Within Groups	28	148.2667	5.2952		
Total	29	474.9667			

DATA TABLE 178

ONE-WAY ANOVA CALCULATION

Pensions Context - Proficiency data

Variable H4B
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	464.1333	464.1333	154.9571	.0000
Within Groups	28	83.8667	2.9952		
Total	29	548.0000			

DATA TABLE 179

ONE-WAY ANOVA CALCULATION

Pensions Context - Proficiency data

Variable H5B
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	116.0333	116.0333	9.1194	.0027
Within Groups	28	356.2667	12.7238		
Total	29	472.3000			

DATA TABLE 180

ONE-WAY ANOVA CALCULATION

Pensions Context - Proficiency data

Variable H6B
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	112.1333	112.1333	11.4366	.0010
Within Groups	28	274.5333	9.8048		
Total	29	386.6667			

DATA TABLE 181

ONE-WAY ANOVA CALCULATION

Pensions Context - Proficiency data

Variable H7B
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	16.1333	16.1333	2.0287	.0827
Within Groups	28	222.6667	7.9524		
Total	29	238.8000			

DATA TABLE 182

ONE-WAY ANOVA CALCULATION

Pensions Context - Proficiency data

Variable H8B
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	58.8000	58.8000	7.4029	.0056
Within Groups	28	222.4000	7.9429		
Total	29	281.2000			

DATA TABLE 183

ONE-WAY ANOVA CALCULATION

Pensions Context - Proficiency data

Variable H9B
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	32.0333	32.0333	4.6489	.0194
Within Groups	28	192.9333	6.8905		
Total	29	224.9667			

DATA TABLE 184

ONE-WAY ANOVA CALCULATION

Pensions Context - Proficiency data

Variable H10B
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	58.8000	58.8000	12.1775	.0008
Within Groups	28	135.2000	4.8286		
Total	29	194.0000			

DATA TABLE 185

ONE-WAY ANOVA CALCULATION

Pensions Context - Proficiency data

Variable H11B
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	10.8000	10.8000	1.7078	.1009
Within Groups	28	177.0667	6.3238		
Total	29	187.8667			

DATA TABLE 186

ONE-WAY ANOVA CALCULATION

Pensions Context - Proficiency data

Variable H12B
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	24.3000	24.3000	4.7558	.0189
Within Groups	28	143.0667	5.1095		
Total	29	167.3667			

DATA TABLE 187

ONE-WAY ANOVA CALCULATION

Pensions Context - Proficiency data

Variable H13B
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	1.2000	1.2000	.2650	.3054
Within Groups	28	126.8000	4.5286		
Total	29	128.0000			

DATA TABLE 188

ONE-WAY ANOVA CALCULATION

Pensions Context - Proficiency data

Variable H14B
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	50.7000	50.7000	7.4143	.0055
Within Groups	28	191.4667	6.8381		
Total	29	242.1667			

DATA TABLE 189

ONE-WAY ANOVA CALCULATION

Pensions Context - Proficiency data

Variable H15B
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	83.3333	83.3333	20.7346	.0000
Within Groups	28	112.5333	4.0190		
Total	29	195.8667			

DATA TABLE 190

ONE-WAY ANOVA CALCULATION

Pensions Context - Proficiency data

Variable H16B
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	58.8000	58.8000	19.8202	.0000
Within Groups	28	83.0667	2.9667		
Total	29	141.8667			

DATA TABLE 191

ONE-WAY ANOVA CALCULATION

Pensions Context - Proficiency data

Variable H17B
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	294.5333	294.5333	36.7729	.0000
Within Groups	28	224.2667	8.0095		
Total	29	518.0000			

DATA TABLE 192

ONE-WAY ANOVA CALCULATION

Pensions Context - Proficiency data

Variable H18B
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	16.1333	16.1333	3.5663	.0347
Within Groups	28	126.6667	4.5238		
Total	29	142.8000			

DATA TABLE 193

ONE-WAY ANOVA CALCULATION

PEPs Context - Frequency data

Variable H1A
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	1241.6333	1241.6333	163.5778	.0000
Within Groups	28	212.5333	7.5905		
Total	29	1454.1667			

DATA TABLE 194

ONE-WAY ANOVA CALCULATION

PEPs Context - Frequency data

Variable HYP2A
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	1128.5333	1128.5333	172.3578	.0000
Within Groups	28	183.3333	6.5476		
Total	29	1311.8667			

DATA TABLE 195

ONE-WAY ANOVA CALCULATION

PEPs Context - Frequency data

Variable H3A
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	360.5333	360.5333	23.3319	.0000
Within Groups	28	432.6667	15.4524		
Total	29	793.2000			

DATA TABLE 196

ONE-WAY ANOVA CALCULATION

PEPs Context - Frequency data

Variable H4A
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	1009.2000	1009.2000	108.8505	.0000
Within Groups	28	259.6000	9.2714		
Total	29	1268.8000			

DATA TABLE 197

ONE-WAY ANOVA CALCULATION

PEPs Context - Frequency data

Variable H5A
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	16.1333	16.1333	1.2191	.1394
Within Groups	28	370.5333	13.2333		
Total	29	386.6667			

DATA TABLE 198

ONE-WAY ANOVA CALCULATION

PEPs Context - Frequency data

Variable H6A
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	83.3333	83.3333	6.3291	.0089
Within Groups	28	368.6667	13.1667		
Total	29	452.0000			

DATA TABLE 199

ONE-WAY ANOVA CALCULATION

PEPs Context - Frequency data

Variable H7A
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	472.0333	472.0333	17.1056	.0002
Within Groups	28	772.6667	27.5952		
Total	29	1244.7000			

DATA TABLE 200

ONE-WAY ANOVA CALCULATION

PEPs Context - Frequency data

Variable H8A
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	1.2000	1.2000	.0993	.3775
Within Groups	28	338.2667	12.0810		
Total	29	339.4667			

DATA TABLE 201

ONE-WAY ANOVA CALCULATION

PEPs Context - Frequency data

Variable H9A
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	433.2000	433.2000	16.1384	.0002
Within Groups	28	751.6000	26.8429		
Total	29	1184.8000			

DATA TABLE 202

ONE-WAY ANOVA CALCULATION

PEPs Context - Frequency data

Variable H10A
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	24.3000	24.3000	.7280	.2004
Within Groups	28	934.6667	33.3810		
Total	29	958.9667			

DATA TABLE 203

ONE-WAY ANOVA CALCULATION

PEPs Context - Frequency data

Variable H11A
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	720.3000	720.3000	27.2301	.0000
Within Groups	28	740.6667	26.4524		
Total	29	1460.9667			

DATA TABLE 204

ONE-WAY ANOVA CALCULATION

PEPs Context - Frequency data

Variable H12A
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	1672.5333	1672.5333	55.0866	.0000
Within Groups	28	850.1333	30.3619		
Total	29	2522.6667			

DATA TABLE 205

ONE-WAY ANOVA CALCULATION

PEPs Context - Frequency data

Variable H13A
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	197.6333	197.6333	7.4512	.0054
Within Groups	28	742.6667	26.5238		
Total	29	940.3000			

DATA TABLE 206

ONE-WAY ANOVA CALCULATION

PEPs Context - Frequency data

Variable H14A
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	83.3333	83.3333	3.4715	.0365
Within Groups	28	672.1333	24.0048		
Total	29	755.4667			

DATA TABLE 207

ONE-WAY ANOVA CALCULATION

PEPs Context - Frequency data

Variable H15A
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	16.1333	16.1333	.6512	.2133
Within Groups	28	693.7333	24.7762		
Total	29	709.8667			

DATA TABLE 208

ONE-WAY ANOVA CALCULATION

PEPs Context - Frequency data

Variable H16A
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	.0333	.0333	.0011	.4872
Within Groups	28	884.6667	31.5952		
Total	29	884.7000			

DATA TABLE 209

ONE-WAY ANOVA CALCULATION

PEPs Context - Frequency data

Variable H17A
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	10.8000	10.8000	.7992	.1895
Within Groups	28	378.4000	13.5143		
Total	29	389.2000			

DATA TABLE 210

ONE-WAY ANOVA CALCULATION

PEPs Context - Frequency data

Variable H18A
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	313.6333	313.6333	48.8598	.0000
Within Groups	28	179.7333	6.4190		
Total	29	493.3667			

DATA TABLE 211

ONE-WAY ANOVA CALCULATION

PEPs Context - Proficiency data

Variable H1B
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	213.3333	213.3333	45.2983	.0000
Within Groups	28	131.8667	4.7095		
Total	29	345.2000			

DATA TABLE 212

ONE-WAY ANOVA CALCULATION

PEPs Context - Proficiency data

Variable H2B
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	504.3000	504.3000	67.9301	.0000
Within Groups	28	207.8667	7.4238		
Total	29	712.1667			

DATA TABLE 213

ONE-WAY ANOVA CALCULATION

PEPs Context - Proficiency data

Variable H3B
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	360.5333	360.5333	51.1568	.0000
Within Groups	28	197.3333	7.0476		
Total	29	557.8667			

DATA TABLE 214

ONE-WAY ANOVA CALCULATION

PEPs Context - Proficiency data

Variable H4B
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	448.5333	448.5333	68.5033	.0000
Within Groups	28	183.3333	6.5476		
Total	29	631.8667			

DATA TABLE 215

ONE-WAY ANOVA CALCULATION

PEPs Context - Proficiency data

Variable H5B
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	5.6333	5.6333	.5066	.2413
Within Groups	28	311.3333	11.1190		
Total	29	316.9667			

DATA TABLE 216

ONE-WAY ANOVA CALCULATION

PEPs Context - Proficiency data

Variable H6B
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	252.3000	252.3000	62.7018	.0000
Within Groups	28	112.6667	4.0238		
Total	29	364.9667			

DATA TABLE 217

ONE-WAY ANOVA CALCULATION

PEPs Context - Proficiency data

Variable H7B
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	112.1333	112.1333	18.1838	.0001
Within Groups	28	172.6667	6.1667		
Total	29	284.8000			

DATA TABLE 218

ONE-WAY ANOVA CALCULATION

PEPs Context - Proficiency data

Variable H8B
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	12.0333	12.0333	.9965	.1634
Within Groups	28	338.1333	12.0762		
Total	29	350.1667			

DATA TABLE 219

ONE-WAY ANOVA CALCULATION

PEPs Context - Proficiency data

Variable H9B
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	158.7000	158.7000	15.3510	.0003
Within Groups	28	289.4667	10.3381		
Total	29	448.1667			

DATA TABLE 220

ONE-WAY ANOVA CALCULATION

PEPs Context - Proficiency data

Variable H10B
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	168.0333	168.0333	34.8686	.0000
Within Groups	28	134.9333	4.8190		
Total	29	302.9667			

DATA TABLE 221

ONE-WAY ANOVA CALCULATION

PEPs Context - Proficiency data

Variable H11B
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	681.6333	681.6333	107.3841	.0000
Within Groups	28	177.7333	6.3476		
Total	29	859.3667			

DATA TABLE 222

ONE-WAY ANOVA CALCULATION

PEPs Context - Proficiency data

Variable H12B
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	187.5000	187.5000	24.5940	.0000
Within Groups	28	213.4667	7.6238		
Total	29	400.9667			

DATA TABLE 223

ONE-WAY ANOVA CALCULATION

PEPs Context - Proficiency data

Variable H13B
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	93.6333	93.6333	12.6207	.0007
Within Groups	28	207.7333	7.4190		
Total	29	301.3667			

DATA TABLE 224

ONE-WAY ANOVA CALCULATION

PEPs Context - Proficiency data

Variable H14B
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	.0333	.0333	.0058	.4698
Within Groups	28	160.1333	5.7190		
Total	29	160.1667			

DATA TABLE 225

ONE-WAY ANOVA CALCULATION

PEPs Context - Proficiency data

Variable H15B
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	.0333	.0333	.0053	.4713
Within Groups	28	177.3333	6.3333		
Total	29	177.3667			

DATA TABLE 226

ONE-WAY ANOVA CALCULATION

PEPs Context - Proficiency data

Variable H16B
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	2.7000	2.7000	.3426	.2815
Within Groups	28	220.6667	7.8810		
Total	29	223.3667			

DATA TABLE 227

ONE-WAY ANOVA CALCULATION

PEPs Context - Proficiency data

Variable H17B
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	288.3000	288.3000	29.0374	.0000
Within Groups	28	278.0000	9.9286		
Total	29	566.3000			

DATA TABLE 228

ONE-WAY ANOVA CALCULATION

PEPs Context - Proficiency data

Variable H18B
By Variable CATEGORY

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob. (one tailed)
Between Groups	1	28.0333	28.0333	3.0393	.0461
Within Groups	28	258.2667	9.2238		
Total	29	286.3000			

DATA TABLE 229

ONE-WAY ANOVA CALCULATION: WITHIN TASKS

Frequency Data: Pensions Context

Variable IDEA GENERATION
By Variable GROUP

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob.
Between Groups	1	2980.0333	2980.0333	77.9143	.0000
Within Groups	28	1070.9333	38.2476		
Total	29	4050.9666			

DATA TABLE 230

ONE-WAY ANOVA CALCULATION: WITHIN TASKS

Frequency Data: Pensions Context

Variable IDEA SCREENING
By Variable GROUP

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob.
Between Groups	1	853.3333	853.0000	35.6901	.0000
Within Groups	28	669.4667	23.9095		
Total	29	1522.8000			

DATA TABLE 231

ONE-WAY ANOVA CALCULATION: WITHIN TASKS

Frequency Data: Pensions Context

Variable ANALYSIS
By Variable GROUP

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob.
Between Groups	1	.1333	.1333	.0039	.4752
Within Groups	28	949.3333	33.9048		
Total	29	949.4666			

DATA TABLE 232

ONE-WAY ANOVA CALCULATION: WITHIN TASKS

Frequency Data: Pensions Context

Variable DEVELOPMENT
By Variable GROUP

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob.
Between Groups	1	16.1333	16.1333	.9125	.1738
Within Groups	28	495.0667	17.6810		
Total	29	511.2000			

DATA TABLE 233

ONE-WAY ANOVA CALCULATION: WITHIN TASKS

Frequency Data: Pensions Context

Variable TESTING
By Variable GROUP

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob.
Between Groups	1	197.6333	197.6333	8.2135	.0039
Within Groups	28	673.7333	24.0619		
Total	29	871.3666			

DATA TABLE 234

ONE-WAY ANOVA CALCULATION: WITHIN TASKS

Frequency Data: Pensions Context

Variable LAUNCH
By Variable GROUP

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob.
Between Groups	1	76.6333	73.6333	2.4944	.0627
Within Groups	28	826.5333	29.5190		
Total	29	900.1666			

DATA TABLE 235

ONE-WAY ANOVA CALCULATION: WITHIN TASKS

Frequency Data: PEP Context

Variable IDEA GENERATION
By Variable GROUP

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob.
Between Groups	1	5796.3000	5796.3000	250.9738	.0000
Within Groups	28	646.6667	23.0952		
Total	29	6442.9667			

DATA TABLE 236

ONE-WAY ANOVA CALCULATION: WITHIN TASKS

Frequency Data: PEP Context

Variable IDEA SCREENING
By Variable GROUP

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob.
Between Groups	1	5148.3000	5148.3000	334.7192	.0000
Within Groups	28	430.6667	15.3810		
Total	29	5578.9667			

DATA TABLE 237

ONE-WAY ANOVA CALCULATION: WITHIN TASKS

Frequency Data: PEP Context

Variable ANALYSIS
By Variable GROUP

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob.
Between Groups	1	2745.6333	2745.6333	97.4781	.0000
Within Groups	28	778.6667	28.1667		
Total	29	3534.3000			

DATA TABLE 238

ONE-WAY ANOVA CALCULATION: WITHIN TASKS

Frequency Data: PEP Context

Variable DEVELOPMENT
By Variable GROUP

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob.
Between Groups	1	790.5333	790.5333	30.8229	.0000
Within Groups	28	718.1333	25.6476		
Total	29	1508.6666			

DATA TABLE 239

ONE-WAY ANOVA CALCULATION: WITHIN TASKS

Frequency Data: PEP Context

Variable TESTING
By Variable GROUP

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob.
Between Groups	1	864.0333	864.0333	25.2360	.0000
Within Groups	28	958.6667	34.2381		
Total	29	1822.7000			

DATA TABLE 240

ONE-WAY ANOVA CALCULATION: WITHIN TASKS

Frequency Data: PEP Context

Variable LAUNCH
By Variable GROUP

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob.
Between Groups	1	780.3000	780.3000	23.1674	.0000
Within Groups	28	943.0667	33.6810		
Total	29	1723.3667			

DATA TABLE 241

ONE-WAY ANOVA CALCULATION: WITHIN TASKS

Proficiency Data: Pensions Context

Variable IDEA GENERATION
By Variable GROUP

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob.
Between Groups	1	1555.2000	1555.2000	130.2720	.0000
Within Groups	28	334.2667	11.9381		
Total	29	1889.4667			

DATA TABLE 242

ONE-WAY ANOVA CALCULATION: WITHIN TASKS

Proficiency Data: Pensions Context

Variable IDEA SCREENING
By Variable GROUP

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob.
Between Groups	1	1400.8333	1400.8333	190.2814	.0000
Within Groups	28	206.1333	7.3619		
Total	29	1606.9666			

DATA TABLE 243

ONE-WAY ANOVA CALCULATION: WITHIN TASKS

Proficiency Data: Pensions Context

Variable ANALYSIS
By Variable GROUP

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob.
Between Groups	1	86.7000	86.7000	5.6194	.0125
Within Groups	28	432.0000	15.4286		
Total	29	518.7000			

DATA TABLE 244

ONE-WAY ANOVA CALCULATION: WITHIN TASKS

Proficiency Data: Pensions Context

Variable DEVELOPMENT
By Variable GROUP

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob.
Between Groups	1	182.5333	182.5333	8.7019	.0032
Within Groups	28	587.3333	20.9762		
Total	29	769.8666			

DATA TABLE 245

ONE-WAY ANOVA CALCULATION: WITHIN TASKS

Proficiency Data: Pensions Context

Variable TESTING
By Variable GROUP

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob.
Between Groups	1	197.6333	197.6333	25.9394	.0000
Within Groups	28	213.3333	7.6190		
Total	29	410.9666			

DATA TABLE 246

ONE-WAY ANOVA CALCULATION: WITHIN TASKS

Proficiency Data: Pensions Context

Variable LAUNCH
By Variable GROUP

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob.
Between Groups	1	326.7000	326.7000	27.6641	.0000
Within Groups	28	330.6667	11.8095		
Total	29	657.3667			

DATA TABLE 247

ONE-WAY ANOVA CALCULATION: WITHIN TASKS

Proficiency Data: PEP Context

Variable IDEA GENERATION
By Variable GROUP

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob.
Between Groups	1	2066.7000	2066.7000	158.8605	.0000
Within Groups	28	364.2667	13.0095		
Total	29	2430.9667			

DATA TABLE 248

ONE-WAY ANOVA CALCULATION: WITHIN TASKS

Proficiency Data: PEP Context

Variable IDEA SCREENING
By Variable GROUP

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob.
Between Groups	1	1888.1333	1888.1333	165.3495	.0000
Within Groups	28	319.7333	11.4190		
Total	29	2207.8666			

DATA TABLE 249

ONE-WAY ANOVA CALCULATION: WITHIN TASKS

Proficiency Data: PEP Context

Variable ANALYSIS
By Variable GROUP

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob.
Between Groups	1	1702.5333	1702.5333	147.7405	.0000
Within Groups	28	322.6667	11.5238		
Total	29	2025.2000			

DATA TABLE 250

ONE-WAY ANOVA CALCULATION: WITHIN TASKS

Proficiency Data: PEP Context

Variable DEVELOPMENT
By Variable GROUP

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob.
Between Groups	1	864.0333	864.0333	54.1633	.0000
Within Groups	28	446.6667	15.9524		
Total	29	1310.7000			

DATA TABLE 251

ONE-WAY ANOVA CALCULATION: WITHIN TASKS

Proficiency Data: PEP Context

Variable TESTING
By Variable GROUP

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob.
Between Groups	1	681.6333	681.6333	43.8014	.0000
Within Groups	28	435.7333	15.5619		
Total	29	1117.3666			

DATA TABLE 252

ONE-WAY ANOVA CALCULATION: WITHIN TASKS

Proficiency Data: PEP Context

Variable LAUNCH
By Variable GROUP

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob.
Between Groups	1	264.0333	264.0333	13.2903	.0006
Within Groups	28	556.2667	19.8667		
Total	29	820.3000			