

Product packaging testing

RESEARCH REPORT

Imatra Region Development Ltd.

22.12.2021/Taloustutkimus Ltd.



CBC 2014-2020
SOUTH-EAST FINLAND - RUSSIA

Funded by the European Union,
the Russian Federation and
the Republic of Finland.

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Implementation of the study

- The study has been conducted by Taloustutkimus Ltd., commissioned by Imatra Region Development Ltd.
- In the background there is a plan for new travelers' packages to Eastern Finland and Russia. The aim of the study is to test the views of foreign tour operators on how these packages interest their customers. The contents of this study have been developed in cooperation with the commissioner in order to meet the objectives of the project.
- The study has been conducted through phone interviews assisted by the partner of Taloustutkimus in five European countries located at the shores of the Baltic Sea (Poland, Germany and Estonia), as well as in Netherlands and Great Britain. The research form was translated into each country's appropriate language.
- The study contains 40 interviews (eight for each country). The interviewees are experienced experts of the tourism industry, which means that a smaller respondent group's views are enough to give an idea of the market potential.
- The interviews were carried out in December 2021 (9.-17.12.2021).
- In addition to this report, a separate Excel file depicting all countries' interview results and overall results will be provided. Because the number of conducted country-specific interviews is limited (à 8), these results should be considered indicative.
- The material has not been emphasized.
- In charge of the study's implementation in Taloustutkimus were Sakari Sandqvist and Timo Myllymäki. They can be best reached by e-mail: firstname.surname@taloustutkimus.fi



Respondents' Demographics

Background information of respondents

All	%	n
	100	40

Worked in the field	%	n
Under 5 years	3	1
5-9 years	20	8
10-14 years	18	7
15-19 years	10	4
20 years or more	50	20

Country	%	n
Netherlands	20	8
Great Britain	20	8
Poland	20	8
Germany	20	8
Estonia	20	8

All	%	n
	100	40

Task/position	%	n
Owner / entrepreneur	28	11
Director	3	1
Sales tasks	28	11
Expert	43	17

Offers trips to Finland... % (yes answers)	%	n
All countries in total	65	26
Netherlands	38	3
Great Britain	88	7
Poland	50	4
Germany	88	7
Estonia	63	5



Summary of findings

Summary – before disclosing price information

- Generally speaking the respondents receive the travel packages with great interest.
- Prior to disclosing the price information, the attractiveness of the travel packages are the following (FOR ALL RESPONDENTS):
 - 78 % A trip to Lappeenranta and to St. Petersburg via Saimaa canal visa free (5 days)
Especially Estonia, Poland, Great Britain
 - 85% A trip to Lappeenranta and to St. Petersburg via Saimaa canal visa free (8 days)
A longer journey wasn't of similar interest in Estonia, but in the rest of the countries interest grew, including in Germany and in Netherlands.
 - 83% A winter train trip in Finland and St. Petersburg, 5 days in Finland and 3 days in St. Petersburg, Russia.
Of interest in all countries.
 - 53% By car ferry from Travemünde to Helsinki, vacationing in Saimaa and St. Petersburg.
Of particular interest in Germany.

Summary - price suitability and pricing

- In general the prices are considered appropriate.
- Prior to disclosing the price information, the attractiveness of the travel packages are the following (FOR ALL RESPONDENTS):

Appropriate:

- 78 % A trip to Lappeenranta and to St. Petersburg via Saimaa canal visa free (5 days), starting from 540 € / person (not asked in Germany)
Quite pricey in Estonia and Poland, but even too cheap in Great Britain
- 88 % A trip to Lappeenranta and to St. Petersburg via Saimaa canal visa free (5 days), starting from 669 € / person (only asked in Germany)
In Germany the price can be higher.
- 75 % A trip to Lappeenranta and to St. Petersburg via Saimaa canal visa free (5 days), starting from. 750 € / person (was not asked in Germany, their price information was missing)
Too expensive in Poland, price can especially be increased in Great Britain.
- 90 %
630 € / A winter train trip in Finland and St. Petersburg, 5 days in Finland and 3 days in St. Petersburg, Russia, starting from person
The package is attractive, the price could be even higher.
- -
but it By car ferry from Travemünde to Helsinki, vacation in Saimaa and St. Petersburg. There was no ready price for this, was asked separately as an open question.
On the average could be 866 € / person, but in Germany and Netherlands it could also be more.

Summary - attractiveness after disclosing the price information

- After disclosing the price information, the attractiveness of the travel packages is as follows (FOR ALL RESPONDENTS):

 - 73 % A trip to Lappeenranta and to St. Petersburg via Saimaa canal visa free (5 days)
After disclosing the price information, the average attractiveness was slightly lower, but the share of those who found it very attractive increased. Attractiveness increased in Germany and Great Britain.
 - 78% A trip to Lappeenranta and to St. Petersburg via Saimaa canal visa free (8 days) (WAS NOT ASKED IN GERMANY BECAUSE THE PRICE FOR THIS OPTION WAS NOT KNOWN FOR GERMANS)
After disclosing the price, a longer trip becomes more attractive in Estonia and less so in Poland and Netherlands. In Great Britain everyone still finds the package attractive.
 - 75 % A winter train trip in Finland and St. Petersburg, 5 days in Finland and 3 days in St. Petersburg, Russia.
After price information the attractiveness on average decreased "a tad bit". There is, however, a market for the package and the changes were not very significant. In Netherlands the interest even increased some, and in Great Britain everyone still finds the package attractive.
 - - By car ferry from Travemünde to Helsinki, vacationing in Saimaa and St. Petersburg.
An increase in interest can not be stated because no price was presented.

Summary - comparing the travel packages

- Lastly, the respondents were requested to choose the most attractive travel package. It should be noted that in Germany there was no 8-day option of Travel Package 1, because the German tour operators did not have their own price to present for this length of the trip, as was the case for the 5-day option.
- There are country-specific differences in the attractiveness of the travel packages
 - The ones considered interesting in Estonia are Travel Packages 1 (both length options) and 2. Most often considered attractive is the shorter version of Travel Package 1.
 - In Germany all of the travel packages are perceived as somewhat attractive. Travel Package 3 is found attractive most often.
 - In Netherlands Travel Packages 2 and 3 are attractive. Travel Package 2 is found attractive most often.
 - In Poland, the longer version of Travel Package 1 and Travel Package 2 are of interest. Travel Package 1 (8 days) is found attractive most often.
 - In Great Britain both length options in Travel Package 1 are particularly attractive. The 8-day option is is most often found especially attractive.



Survey graphics

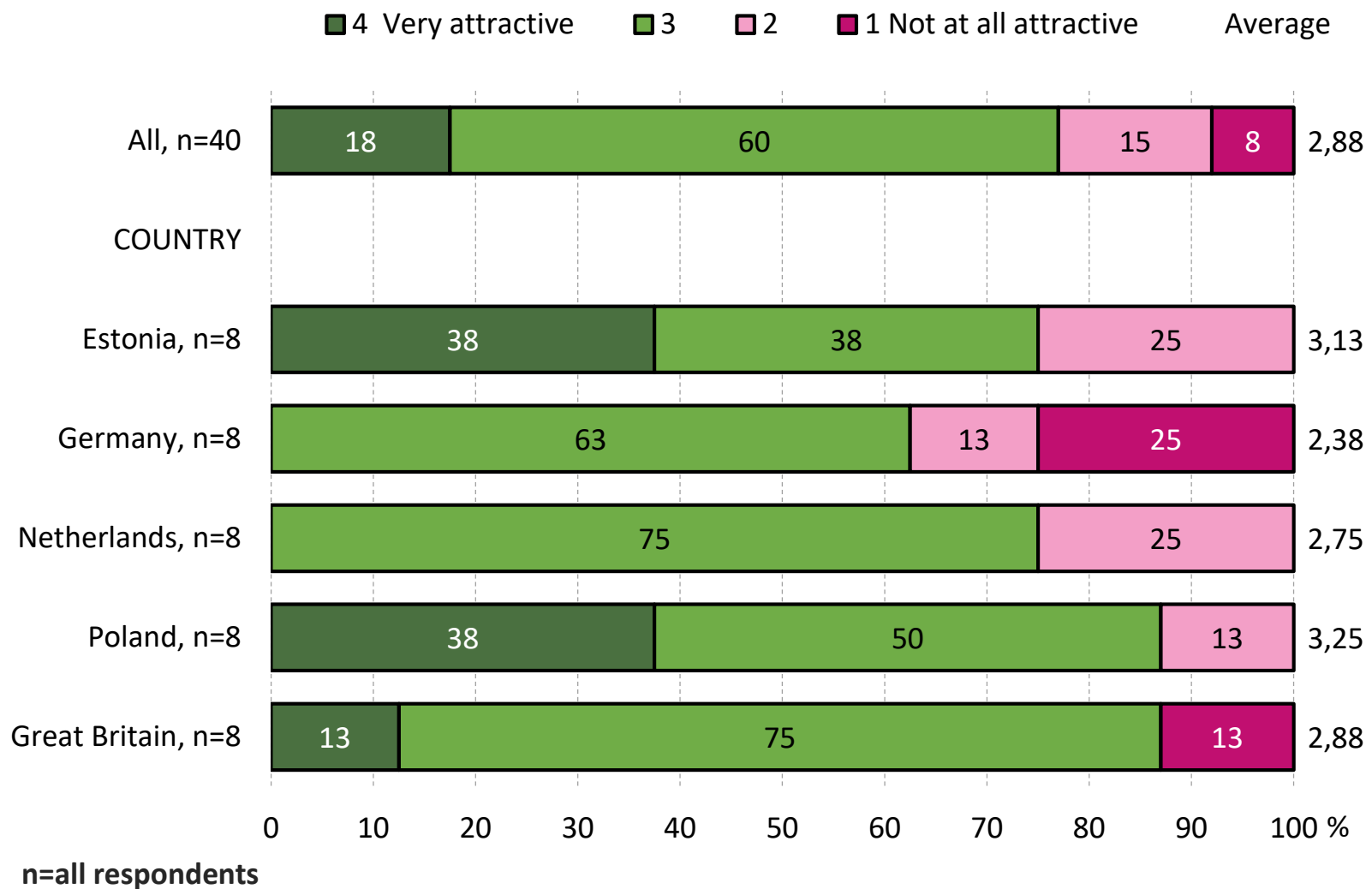
**In the beginning of the interview, the following was read:
We will next describe different travel packages designed for the Finnish Lake District and Russia. We will ask your opinion about them in general, as well as of their pricing. Please note that the price information does not include flights to Finland.**

TRAVEL PACKAGE 1

1. A trip to Lappeenranta and to St. Petersburg via Saimaa canal visa free.

1. A trip to Lappeenranta and to St. Petersburg via Saimaa canal visa free.

If the trip is a 5-day package where the visa-free days in Russia are Tuesday, Wednesday and Thursday, how attractive do you think this travel product would be for your own customers?

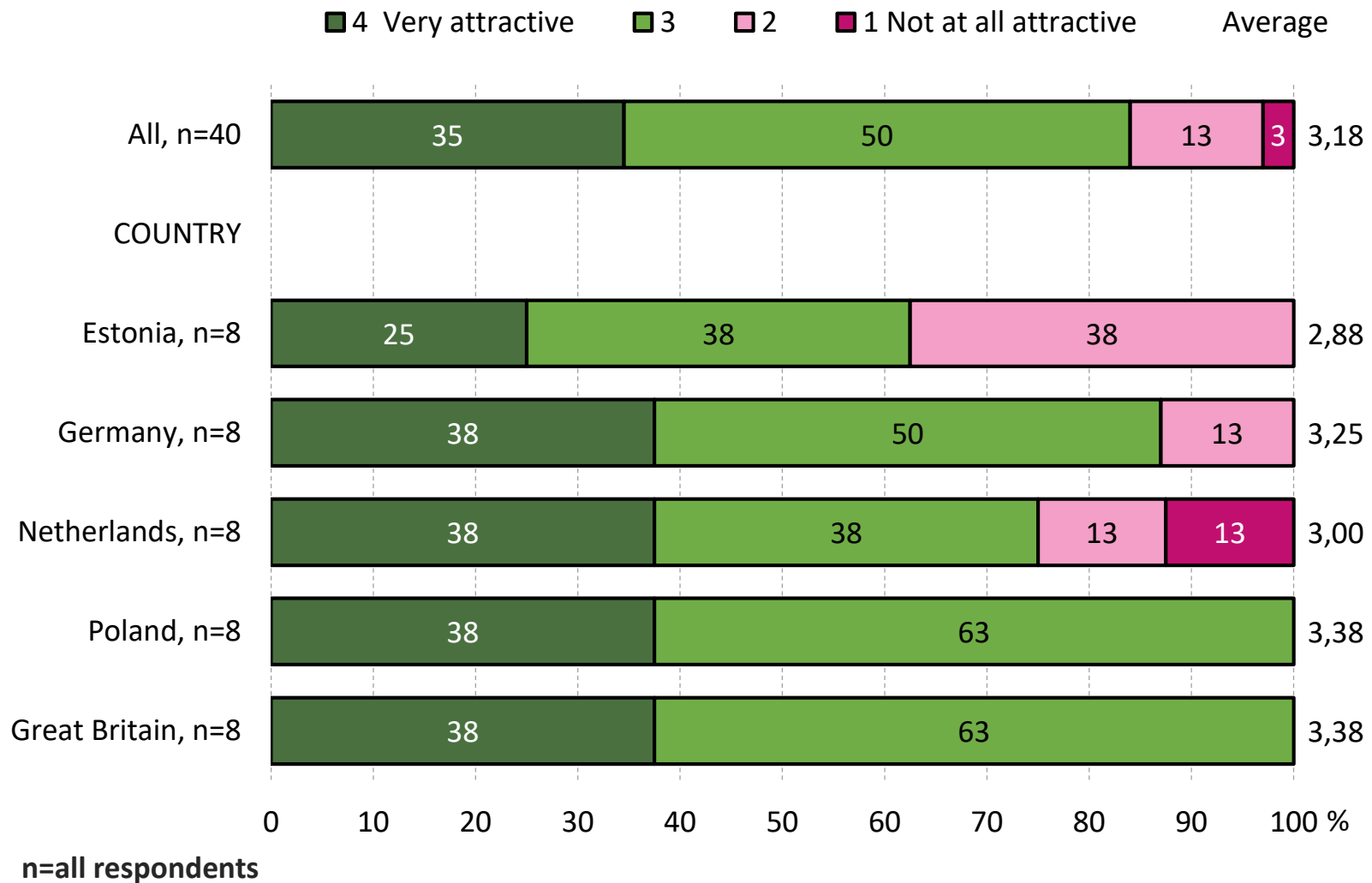


THE FOLLOWING WAS READ TO THE INTERVIEWEES:

Lappeenranta is a tourist center in the lake district of South-Eastern Finland. The Fortress of Lappeenranta's old town is a valuable part of the cultural heritage of Finland and Russia, the oldest buildings being from the 1700s. St. Petersburg, the Venice of the North, offers many attractions, palaces, museums and experiences for tourists. A visa free cruise is an effortless way to travel to Russia. All that is required is a valid passport. Other things will be taken care of. The Finnish part of the trip can be customized according to your wishes. The visa free days in Russia can not be changed.

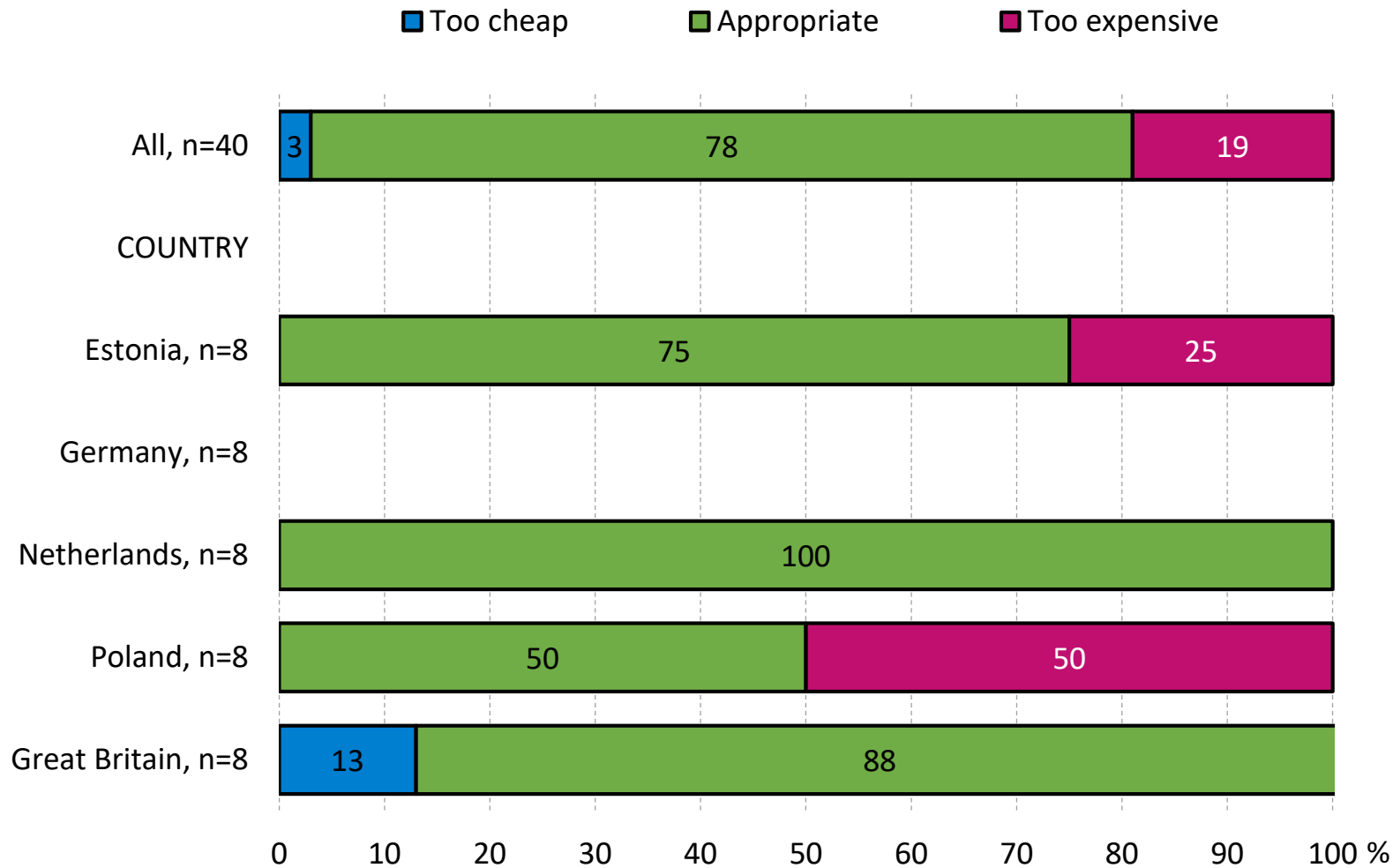
1. A trip to Lappeenranta and to St. Petersburg via Saimaa canal visa free.

What if the trip is an 8-day whole, where in addition to Lappeenranta we will also check out the Finnish cities of Imatra, Mikkeli and Savonlinna (all of which offer busy marketplaces, fancy castles ja fortresses, mansions, farms ja forests) and the visa free days in Russia are Thursday, Friday and Saturday, how attractive do you think this would be to your own customers?



1. A trip to Lappeenranta and to St. Petersburg via Saimaa canal visa free.

The price of a 5-day package starts at 540 € / person. Do you think this is too expensive, appropriate or too cheap for the travel product in question?



THE FOLLOWING WAS READ TO THE INTERVIEWEES:

The price of the 5-day package includes: transportation in Finland, two nights in a hotel in Lappeenranta, a visa-free Lappeenranta-Vyborg-Lappeenranta boat cruise and a Vyborg-St. Petersburg-Vyborg bus trip, two nights in a hotel in St. Petersburg, a Neva Cruise and a Canal Cruise in St. Petersburg, English-speaking guide services. The flight to Lappeenranta is not included in the price.

Hotels: central location, a 4-star hotel, a shared room and a buffet breakfast.

In addition to what has already been mentioned, the 8-day package also includes 2 nights in Finland (1 night in Savonlinna and 1 night in Mikkeli).

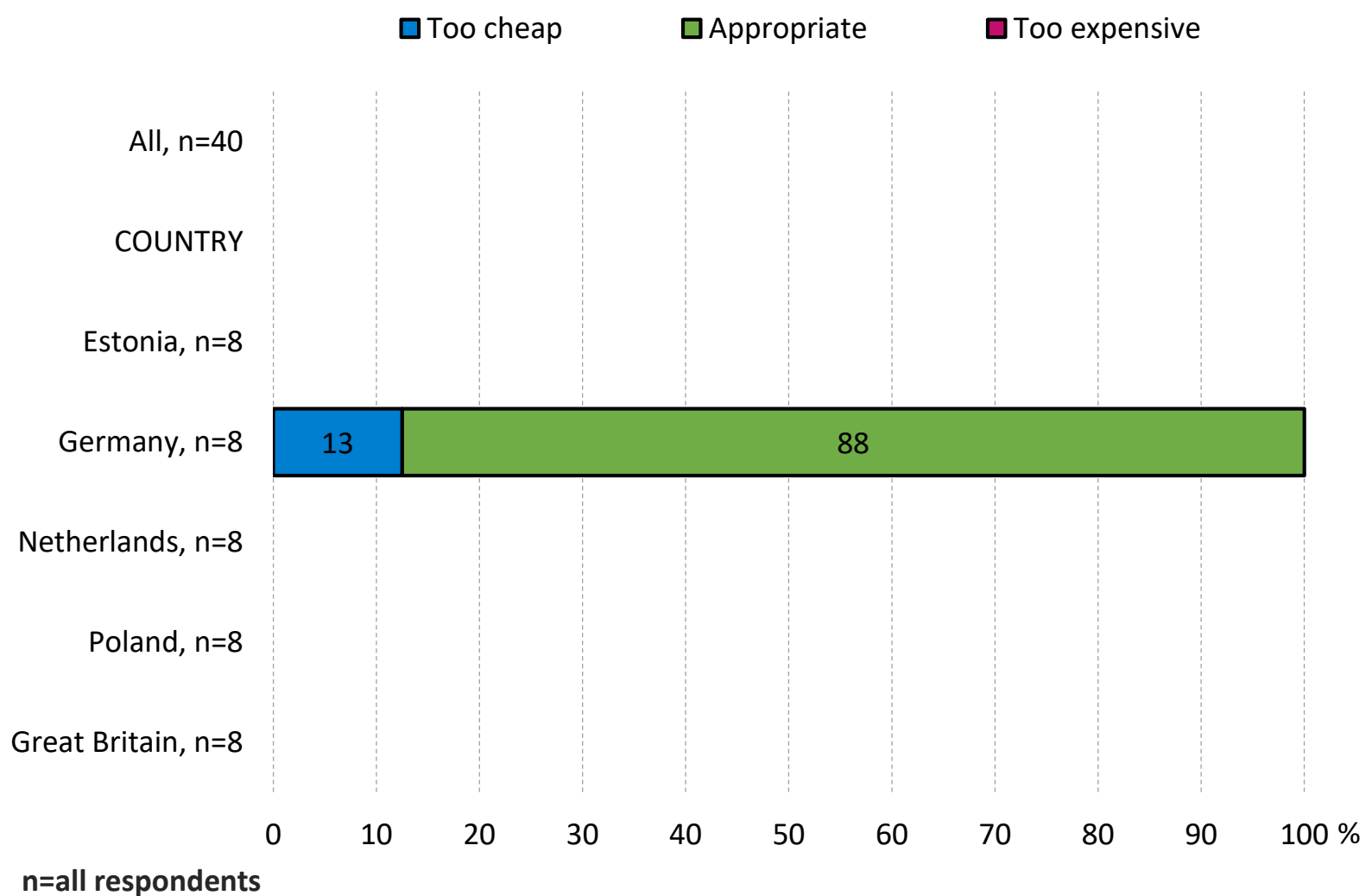
Various additional services (meals, guided tours, bike rental, museum visits) in different cities can be purchased at an additional cost for both travel lengths.

n=all respondents

NOTE: THIS PRICE WAS NOT ASKED IN GERMANY

1. A trip to Lappeenranta and to St. Petersburg via Saimaa canal visa free.

The price of a 5-day package starts at 669 € / person. Do you think this is too expensive, appropriate or too cheap for the travel product in question?



THE FOLLOWING WAS READ TO THE INTERVIEWEES:

The price of the 5-day package includes: transportation in Finland, two nights in a hotel in Lappeenranta, a visa-free Lappeenranta-Vyborg-Lappeenranta boat cruise and a Vyborg-St. Petersburg-Vyborg bus trip, two nights in a hotel in St. Petersburg, a Neva Cruise and a Canal Cruise in St. Petersburg, English-speaking guide services. The flight to Lappeenranta is not included in the price.

Hotels: central location, a 4-star hotel, a shared room and a buffet breakfast.

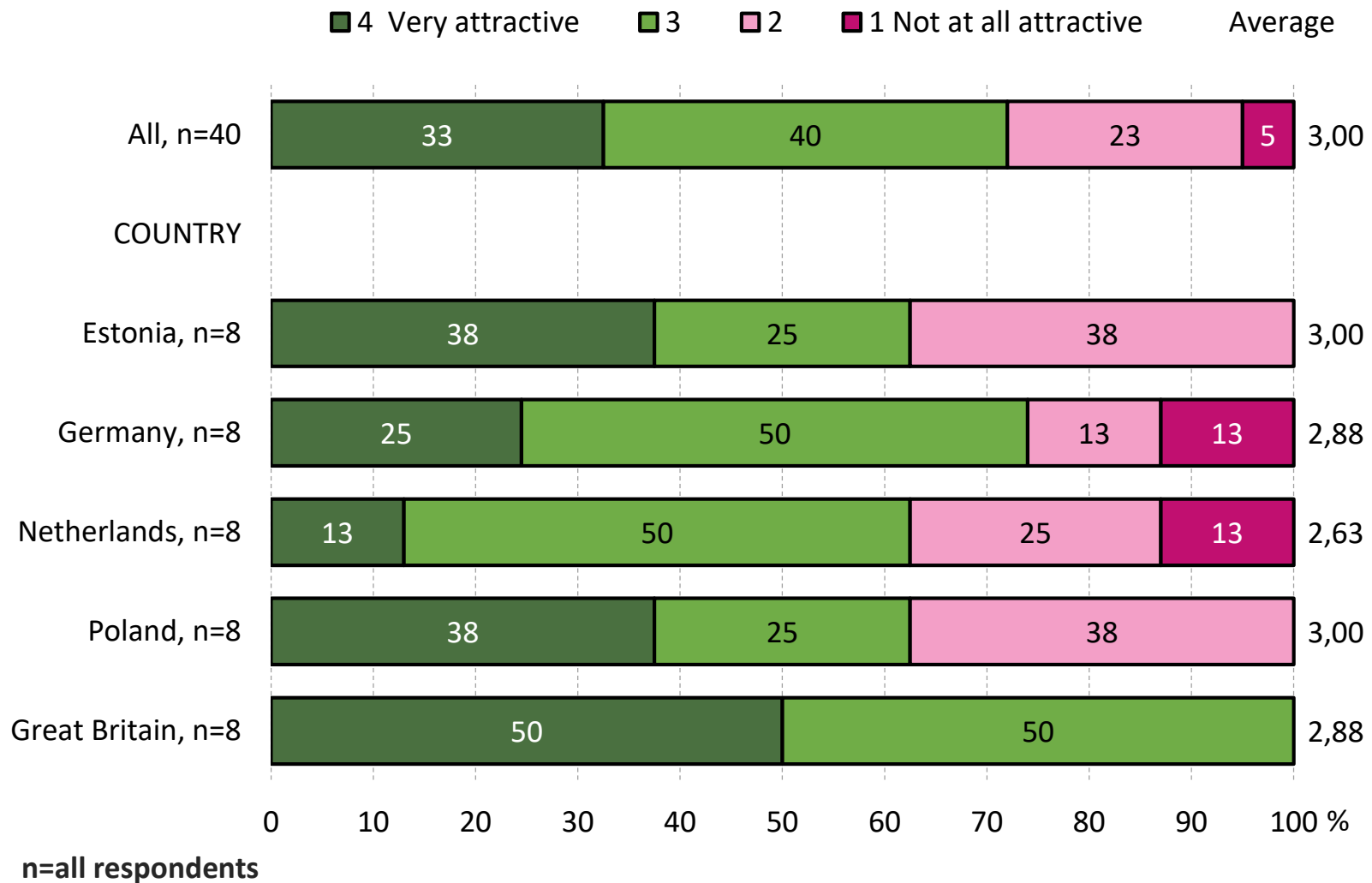
In addition to what has already been mentioned, the 8-day package also includes 2 nights in Finland (1 night in Savonlinna and 1 night in Mikkeli).

Various additional services (meals, guided tours, bike rental, museum visits) in different cities can be purchased at an additional cost for both travel lengths.

NOTE: THIS PRICE WAS ASKED ONLY IN GERMANY

1. A trip to Lappeenranta and to St. Petersburg via Saimaa canal visa free.

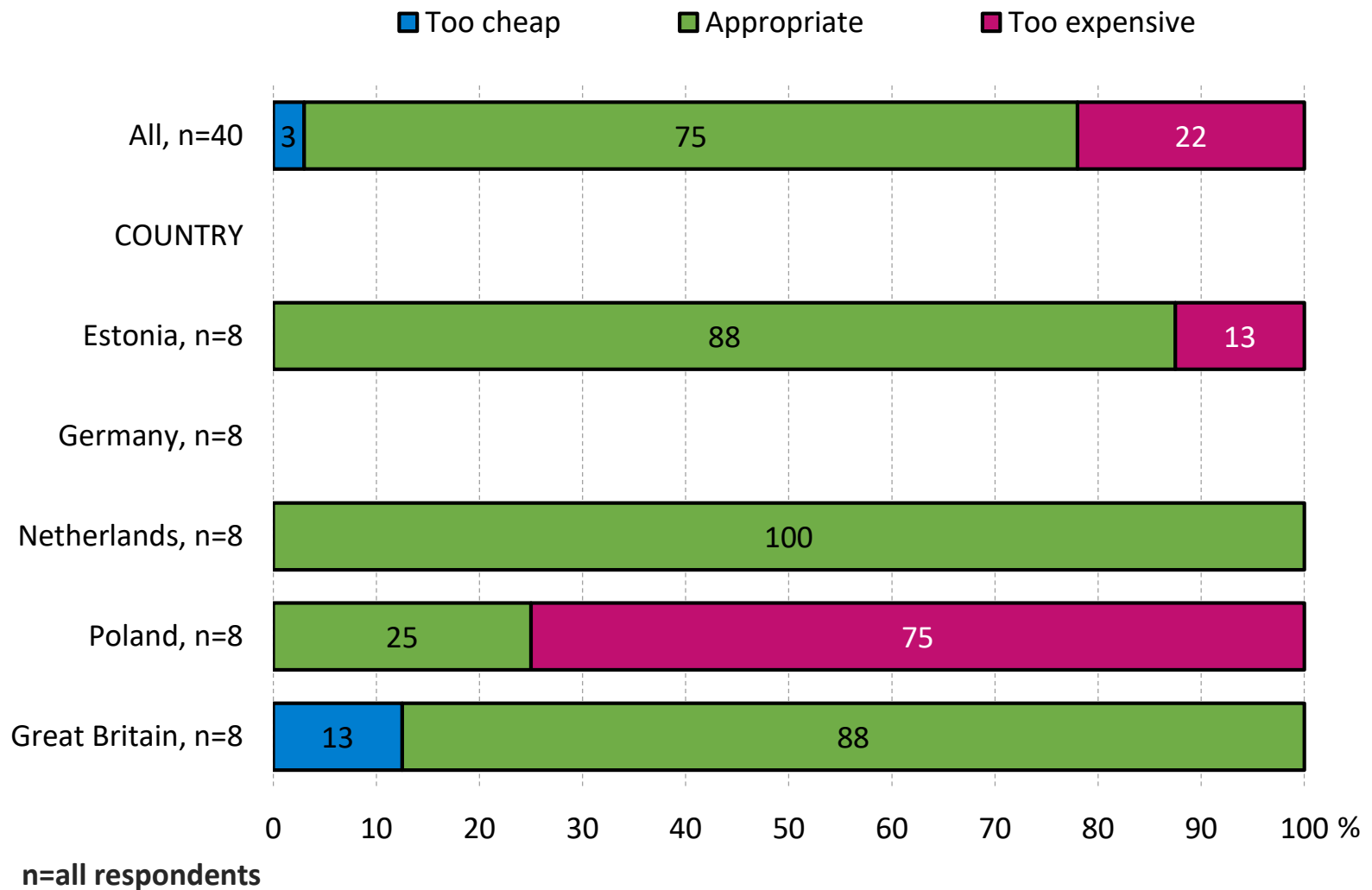
How attractive do you think this 5-day travel product would be to your own customers after finding out the price information?



After disclosing the price, the attractiveness of the 5-day travel package increased in Germany and Great Britain, elsewhere its attractiveness decreased.

1. A trip to Lappeenranta and to St. Petersburg via Saimaa canal visa free.

The price of an 8-day package starts at 750 € / person. Do you think this is too expensive, appropriate or too cheap for the travel product in question?



THE FOLLOWING WAS READ TO THE INTERVIEWEES:

The price of the 5-day package includes: transportation in Finland, two nights in a hotel in Lappeenranta, a visa-free Lappeenranta-Vyborg-Lappeenranta boat cruise and a Vyborg-St. Petersburg-Vyborg bus trip, two nights in a hotel in St. Petersburg, a Neva Cruise and a Canal Cruise in St. Petersburg, English-speaking guide services. The flight to Lappeenranta is not included in the price.

Hotels: central location, a 4-star hotel, a shared room and a buffet breakfast.

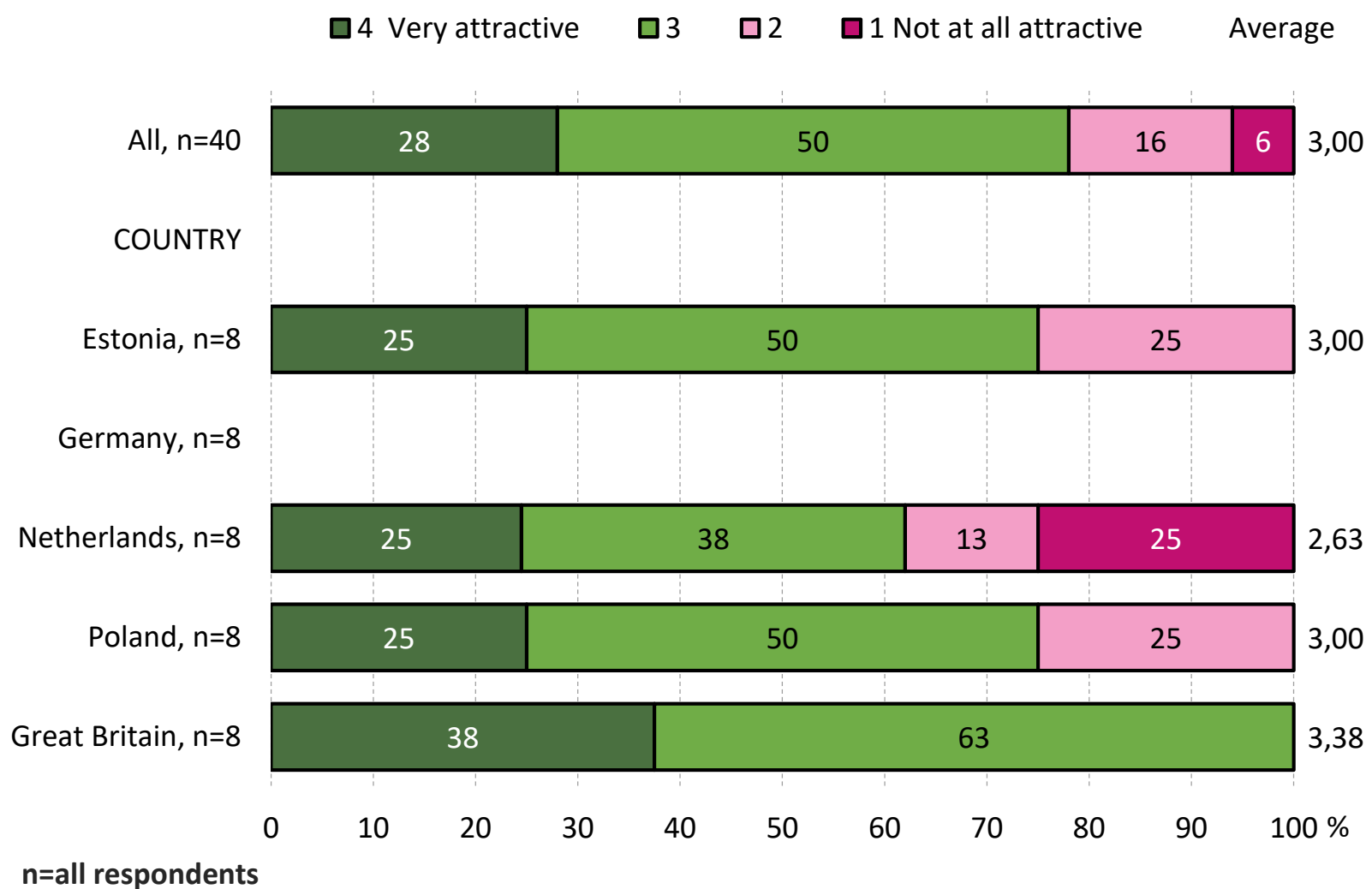
In addition to what has already been mentioned, the 8-day package also includes 2 nights in Finland (1 night in Savonlinna and 1 night in Mikkeli).

Various additional services (meals, guided tours, bike rental, museum visits) in different cities can be purchased at an additional cost for both travel lengths.

NOTE: THIS PRICE WAS NOT ASKED IN GERMANY

1. A trip to Lappeenranta and to St. Petersburg via Saimaa canal visa free.

How attractive do you think this 8-day travel product would be to your own customers after finding out the price information?



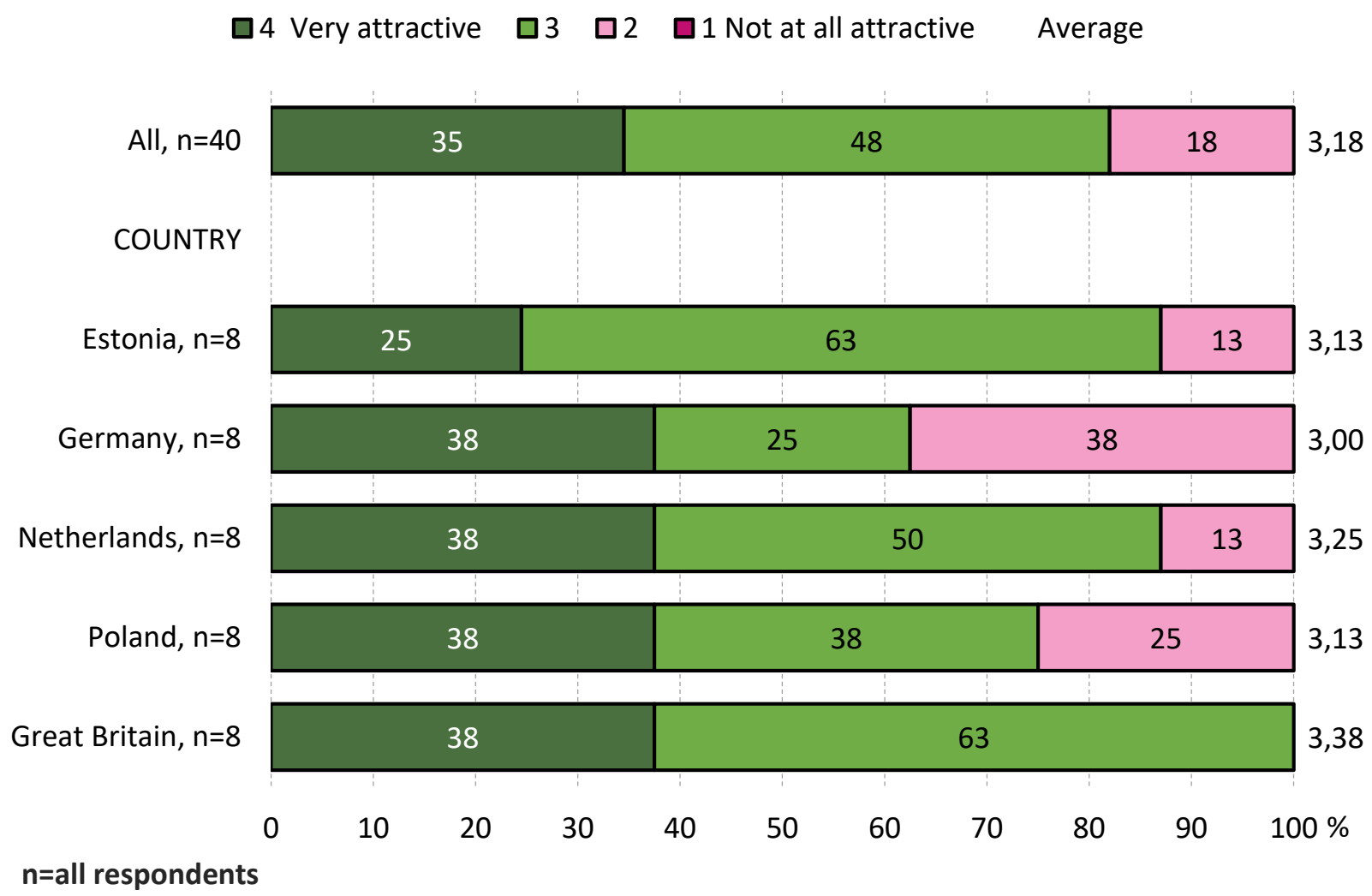
After disclosing the price, the attractiveness of the 8-day travel package decreased in Netherlands and also slightly in Poland, but increased in Estonia. In Great Britain the package attracts as often as it did before the price was disclosed.

NOTE: THIS PRICE WAS NOT ASKED IN GERMANY

TRAVEL PACKAGE 2
2.A winter train trip in Finland and St.
Petersburg,
5 days in Finland and 3 days in St. Petersburg,
Russia

2. A winter train trip in Finland and St. Petersburg, 5 days in Finland and 3 days in St. Petersburg, Russia.

How attractive do you think this travel product would be for your own customers?

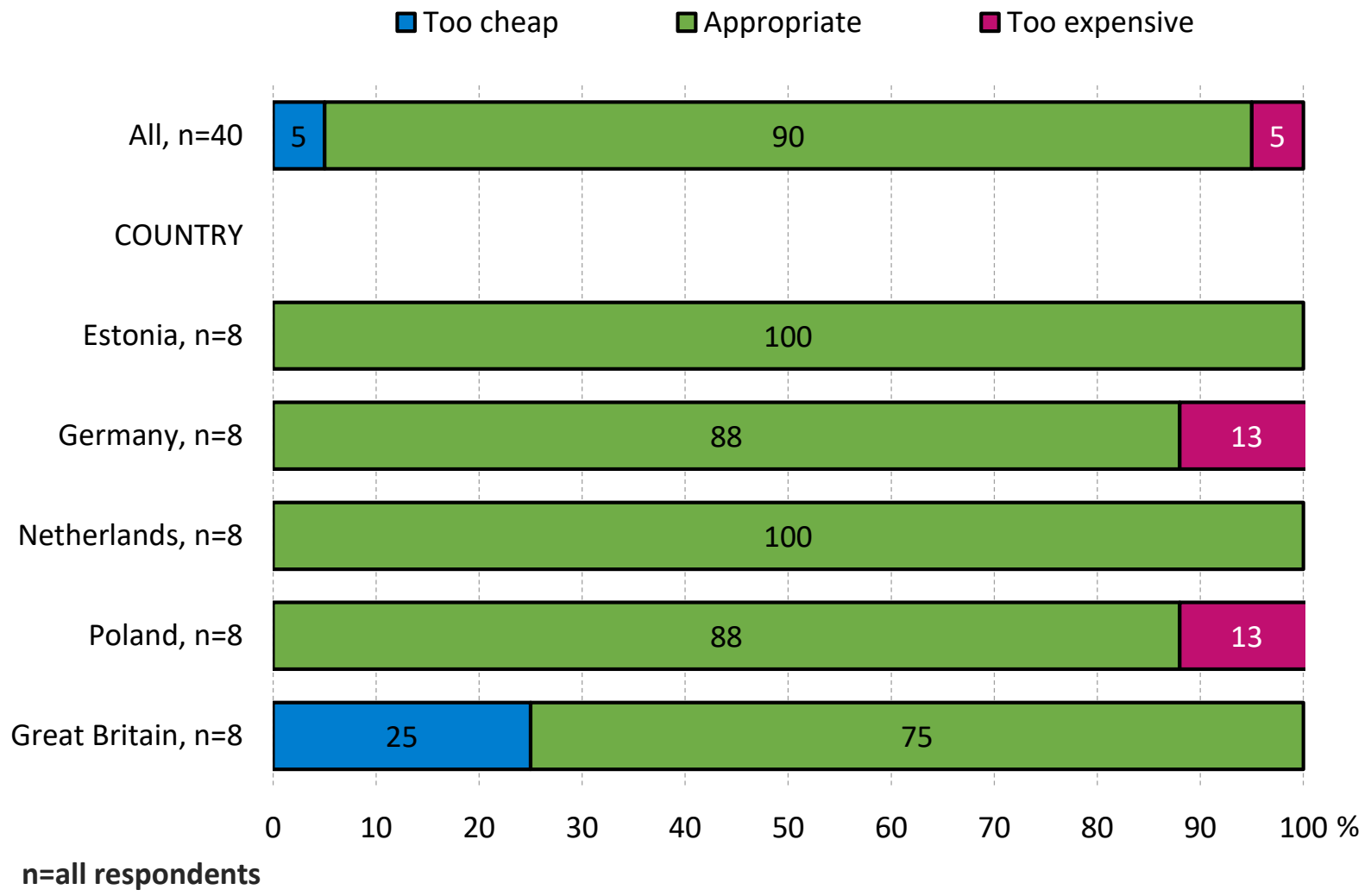


THE FOLLOWING WAS READ TO THE INTERVIEWEES:

A peaceful life, silence, huge forests and a peaceful Finnish way of living await in Saimaa, the holiday destination of the world's happiest people. A high-speed Allegro train will take you from Lappeenranta to the northern capital of Russia, St. Petersburg, in 1,5 hours. Travel dates can be customized to your liking.

2. A winter train trip in Finland and St. Petersburg, 5 days in Finland and 3 days in St. Petersburg, Russia.

The price of an 8-day package starts at 630 € / person. Do you think this is too expensive, appropriate or too cheap for the travel product in question?



THE FOLLOWING WAS READ TO THE INTERVIEWEES:

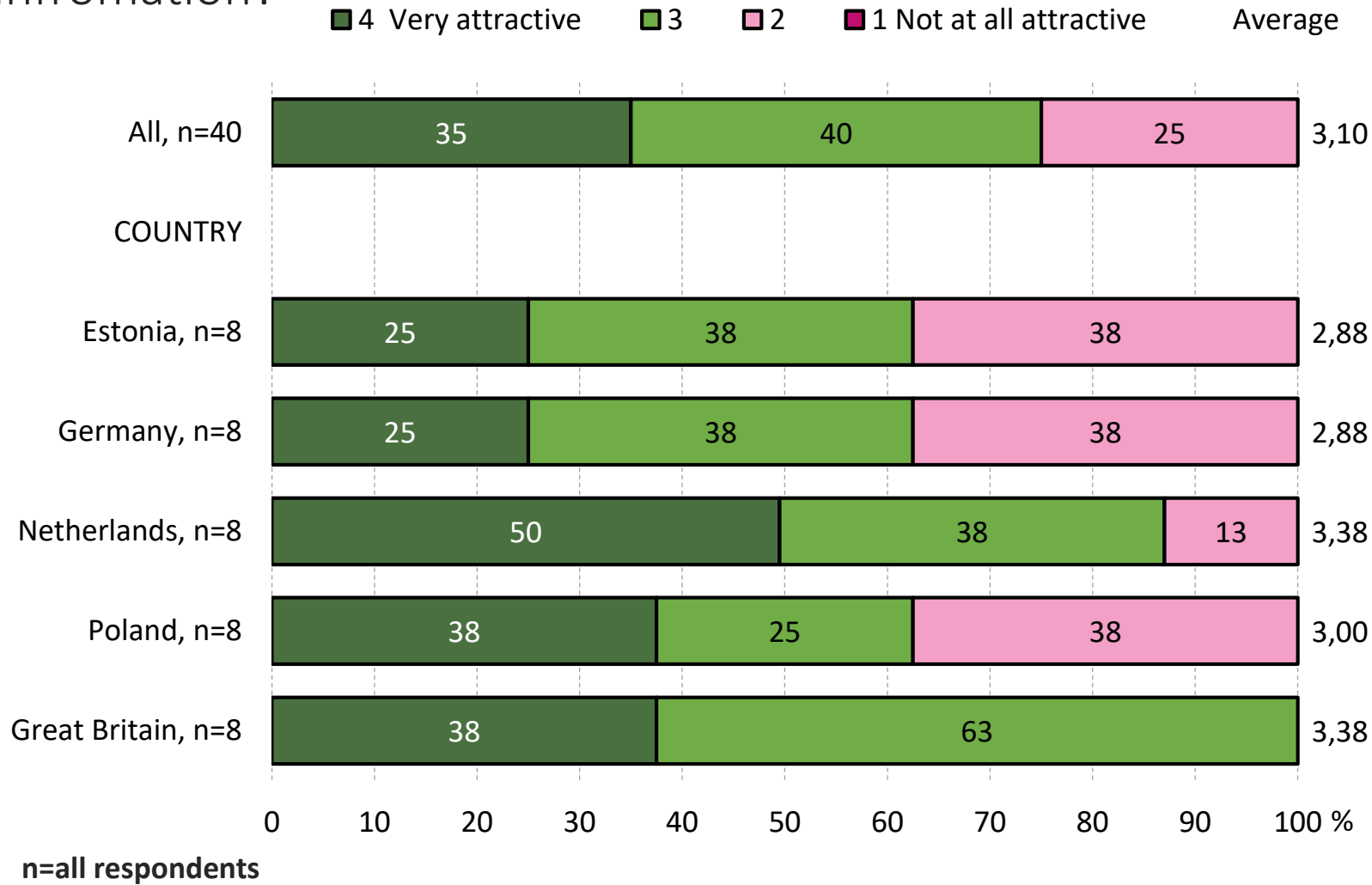
The price of the eight-day package includes a Lappeenranta-Savonlinna-Lappeenranta train ticket, two nights in a hotel in Savonlinna and two nights in a hotel in Lappeenranta, a taxi ride to Lappeenranta city center-Vainikkala train station at the border of Finland and Russia-Lappeenranta city center, a train trip to St. Petersburg and back on Allegro train as well as two nights in a hotel in St. Petersburg. The flight to Lappeenranta is not included in the price.

Hotels: central location, a 4-star hotel, a shared room and a buffet breakfast.

Various additional services (meals, guided tours, bike rental, museum visits) in different cities can be purchased at an additional cost for both travel lengths.

2. A winter train trip in Finland and St. Petersburg, 5 days in Finland and 3 days in St. Petersburg, Russia..

How attractive do you think this 8-day travel product would be for your own customers after hearing the price information?

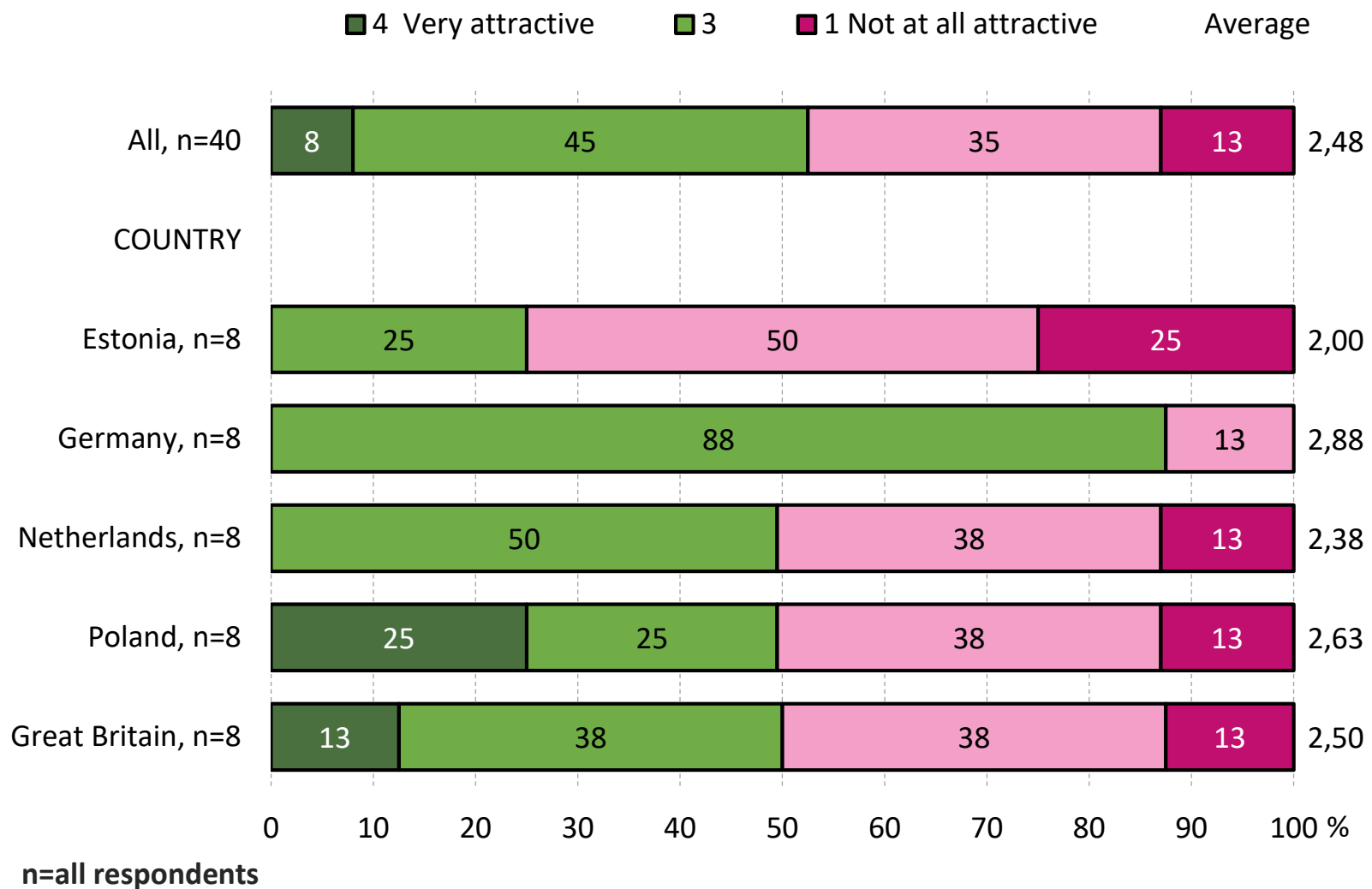


After disclosing the price, the attractiveness of the day travel package increased in Netherlands and remained unaffected in Great Britain. In other countries its attractiveness as a whole decreased, but in several countries it was mainly a change of 3->2. The share of those who found the package very attractive remained largely the same.

TRAVEL PACKAGE 3

3.By car ferry from Travemünde to Helsinki,
vacationing in Saimaa and St. Petersburg.

3. By car ferry from Travemünde to Helsinki, vacationing in Saimaa and St. Petersburg. How attractive do you think this travel product would be for your own customers?



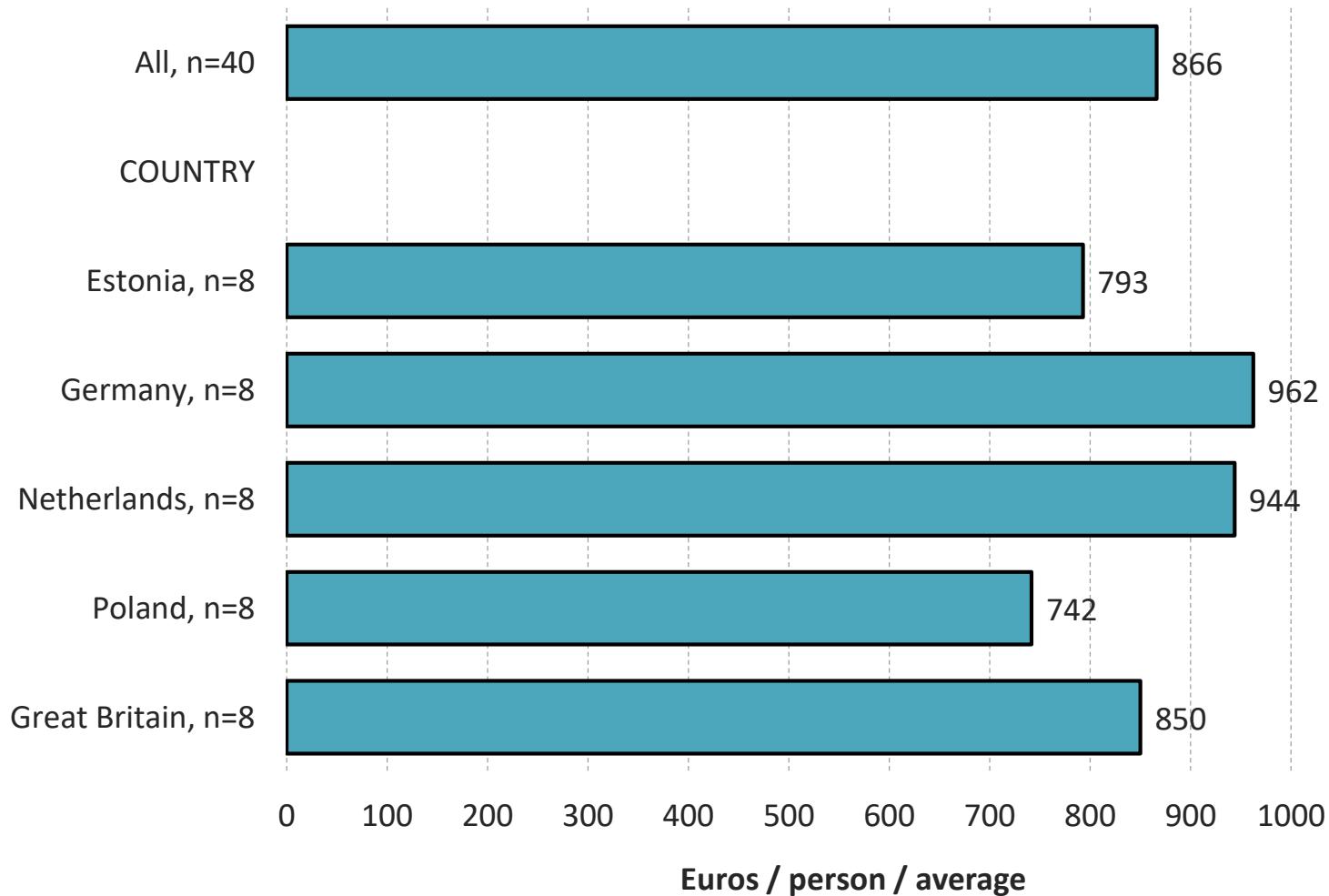
THE FOLLOWING WAS READ TO THE INTERVIEWEES:

Pure nature in the Finnish Lake District and in the magical St. Petersburg, connect Lake Saimaa and St. Petersburg, enjoy nature and culture. Travel with your own car. A ferry trip from Travemünde to Helsinki, a trip to Puumala, accommodation. An opportunity to try various activities (cycling, kayaking, seal safari, smoke sauna and an outdoor bath, visits to Savonlinna), a trip to Lappeenranta, accommodation, visa free canal cruise to Vyborg, bus transportation to St. Petersburg, acquainting one's self to St. Petersburg and an overnight stay. Return to Lappeenranta by boat, an overnight stay. Return to Helsinki and a ferry to Travemünde.

3. By car ferry from Travemünde to Helsinki, vacationing in Saimaa and St. Petersburg.

A price / person has not yet been determined for this 11-night whole.

At what price do you think your own customers would find the product attractive?



THE FOLLOWING WAS READ TO THE INTERVIEWEES:

The price of the 11-night whole includes a ferry trip from Germany to Finland and back by one's own car, an accommodation in the Puumala resort, in hotels in Lappeenranta and St. Petersburg, a cruise on the Saimaa Canal from Lappeenranta to St. Petersburg and back, guided tours in St. Petersburg (Hermitage Museum and a sightseeing cruise).

Hotels: central location, a 4-star hotel, a shared room and a buffet breakfast.

A variety of additional services are available if guests want to make their own tour by their

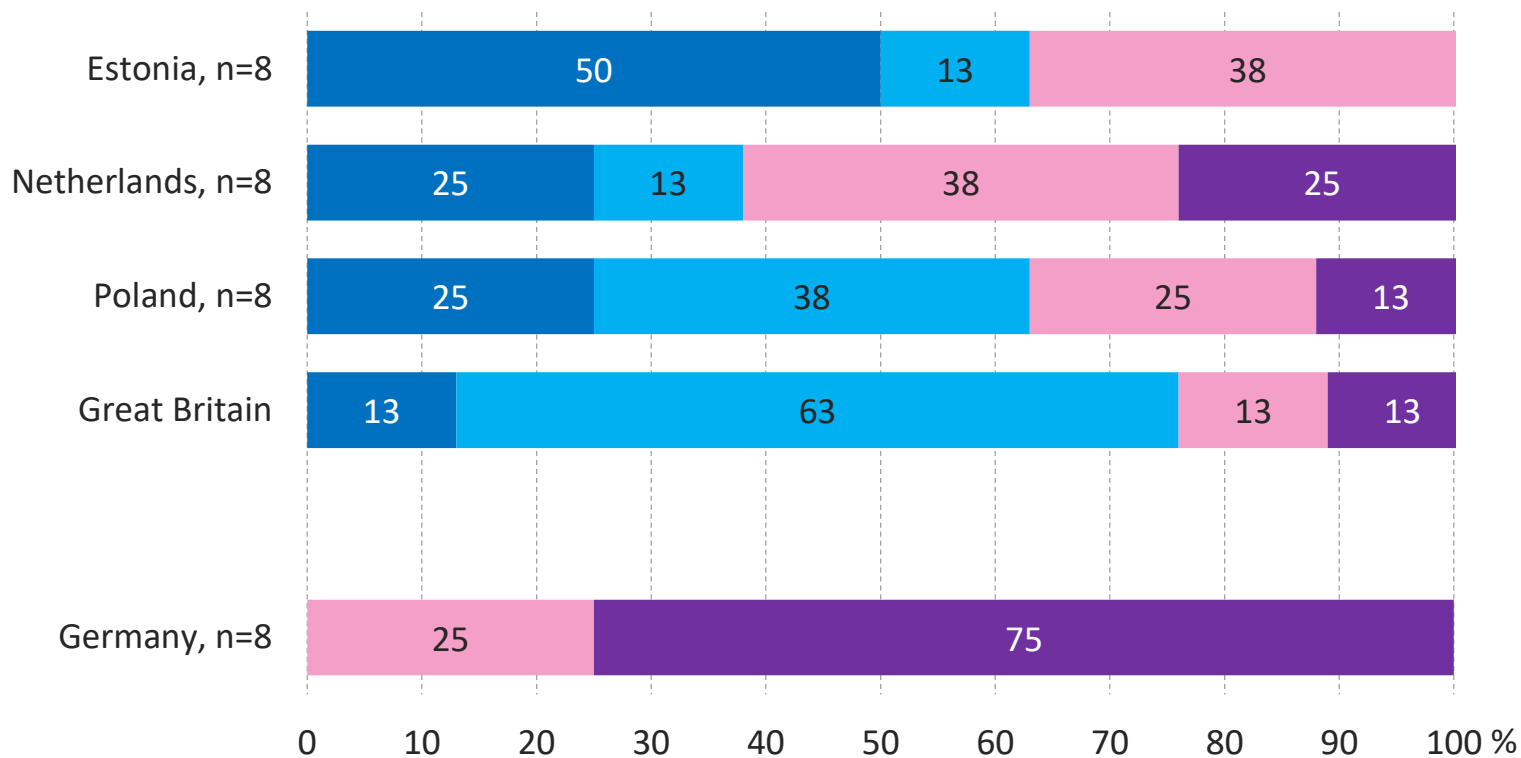
n=all respondents

COMPARISON OF TRAVEL PACKAGES

At the end of the interview, put the following travel packages in order. Which one is the most attractive?

- 1. A trip to Lappeenranta and to St. Petersburg via Saimaa canal visa free (5 days)
- 1. A trip to Lappeenranta and to St. Petersburg via Saimaa canal visa free (8 days)
- 2. A winter train trip in Finland and St. Petersburg, 5 days in Finland and 3 days in St Petersburg, Russia.
- 3. A car ferry from Travemünde to Helsinki, vacationing in Saimaa and St. Petersburg (11 days)

■ Note: The 8-day option of Travel Package 1 was not presented in Germany because the question about the price's suitability could not be asked before.

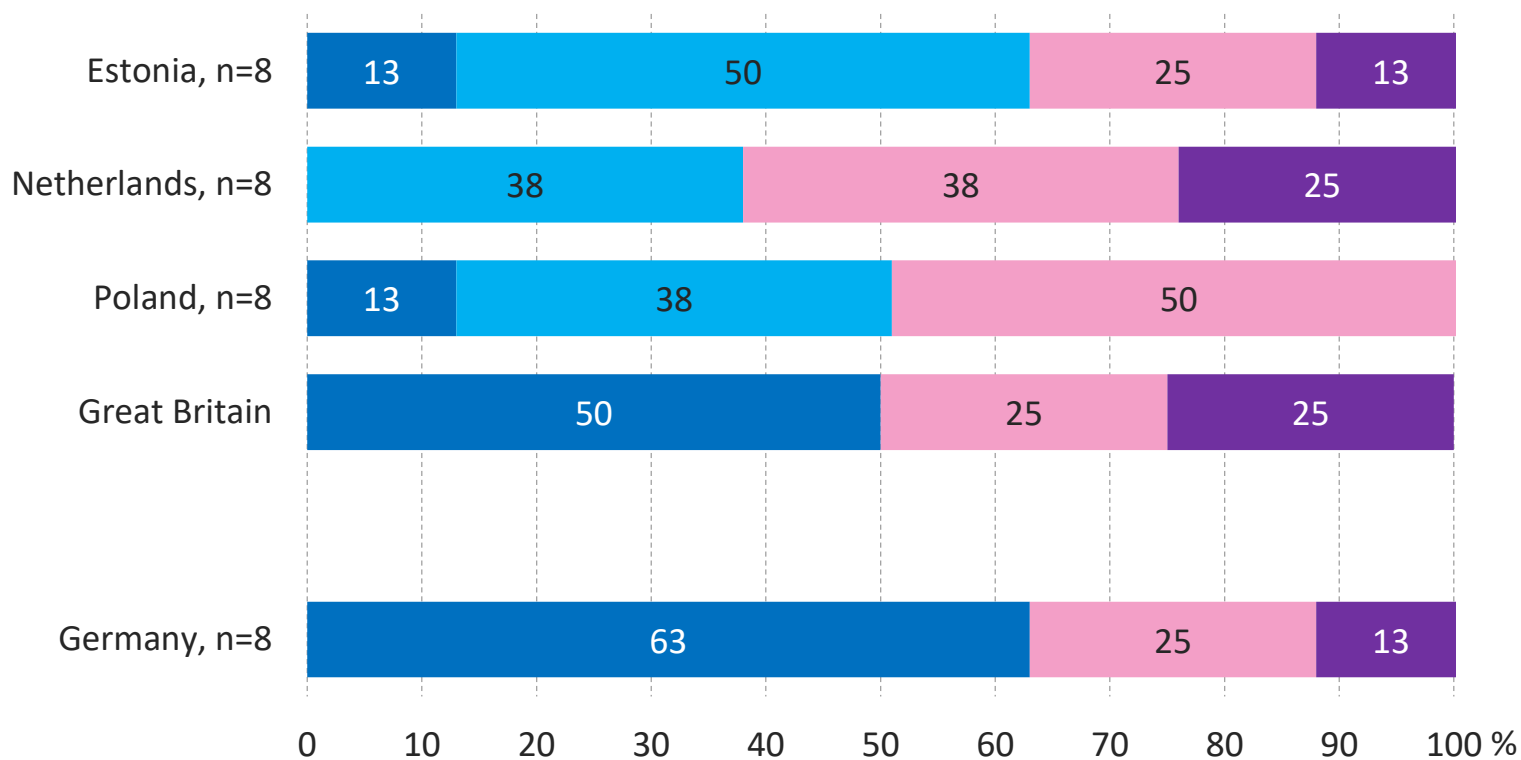


n=all respondents

At the end of the interview, put the following travel packages in order. Which one is the second most attractive

- 1. A trip to Lappeenranta and to St. Petersburg via Saimaa canal visa free (5 days)
- 1. A trip to Lappeenranta and to St. Petersburg via Saimaa canal visa free (8 days)
- 2. A winter train trip in Finland and St. Petersburg, 5 days in Finland and 3 days in St Petersburg, Russia.
- 3. A car ferry from Travemünde to Helsinki, vacationing in Saimaa and St. Petersburg (11 days)

■ Note: The 8-day option of Travel Package 1 was not presented in Germany because the question about the price's suitability could not be asked before.



n=all respondents

ADDITIONAL INFORMATION

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References

Quality Assurance in Economic Research

- SGS Fimko has granted Taloustutkimus an ISO 20252 industry certificate, and all stages of this project have been carried out in accordance with those standards as well as the Finnish laws.
- Taloustutkimus always treats all its research-related information both received from customers and generated in connection with the research as strictly confidential.
- Taloustutkimus is committed to complying with the international basic code on research published jointly by ESOMAR and the International Chamber of Commerce.
- Taloustutkimus has acquired this project's data collection through its partner. No other subcontracting has been used.

Publication and further release of the results of a separate study

- The commissioner of the study may publish the results of the study they have commissioned, provided that the published results are not misleading.
- When research results are being published, a clear distinction between the results and their interpretation should be made.
- The name of the study, the time of implementation and the author of the research, Taloustutkimus Ltd., must always be mentioned in connection with the publication.
- We hope that you will send us your planned publication (newspaper article, information to be published online etc.) for Taloustutkimus Ltd. to inspect before publishing. We also hope that you will provide us with information on where and when the matter will be published, so that we can respond to any possible future inquiries we receive.
- We are happy to assist you in your communication.



TABLE OF CONFIDENCE LIMITS FOR 95% LEVEL

% -luku, joka tuli tulokseksi	VASTAAJAMÄÄRÄ															
	25	50	75	100	150	200	250	300	400	500	600	800	1000	2000	3000	5000
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
2 tai 98	±5,6	±4,0	±3,2	±2,8	±2,3	±2,0	±1,8	±1,6	±1,4	±1,3	±1,1	±0,98	±0,9	±0,61	±0,51	±0,4
3 tai 97	±6,8	±4,9	±3,9	±3,4	±2,8	±2,4	±2,2	±2,0	±1,7	±1,5	±1,4	±1,2	±1,1	±0,75	±0,62	±0,49
4 tai 96	±7,8	±5,6	±4,5	±3,9	±3,2	±2,8	±2,5	±2,3	±2,0	±1,8	±1,6	±1,4	±1,3	±0,86	±0,71	±0,56
5 tai 95	±8,7	±6,2	±5,0	±4,4	±3,6	±3,1	±2,7	±2,5	±2,2	±2,0	±1,8	±1,5	±1,4 ¹	±0,96	±0,79	±0,62
6 tai 94	±9,5	±6,8	±5,5	±4,8	±3,9	±3,4	±3,0	±2,8	±2,4	±2,1	±2,0	±1,7	±1,5	±1,0	±0,87	±0,68
8 tai 92	±10,8	±7,7	±6,2	±5,4	±4,4	±3,8	±3,4	±3,1	±2,7	±2,4	±2,2	±1,9	±1,7	±1,2	±0,99	±0,77
10 tai 90	±12,0	±8,5	±6,9 ^{3b}	±6,0	±4,9 ^{3a}	±4,3	±3,8	±3,5	±3,0	±2,7	±2,5	±2,1	±1,9	±1,3	±1,1	±0,85
12 tai 88	±13,0	±9,2	±7,5	±6,5	±5,3	±4,6	±4,1	±3,8	±3,3	±2,9	±2,7	±2,3	±2,1	±1,4	±1,2	±0,92
15 tai 85	±14,3	±10,1	±8,2	±7,1	±5,9	±5,1	±4,5	±4,1	±3,6	±3,2	±2,9	±2,5	±2,3	±1,6	±1,3	±1,0 ²
20 tai 80	±16,0	±11,4	±9,2	±8,0	±6,6	±5,7	±5,0	±4,6	±4,0	±3,6	±3,3	±2,8	±2,5	±1,8	±1,4	±1,1
25 tai 75	±17,3	±12,3	±10,0	±8,7	±7,1	±6,1	±5,5	±5,0	±4,3	±3,9	±3,6	±3,0	±2,8	±1,9	±1,6	±1,2
30 tai 70	±18,3	±13,0	±10,5	±9,2	±7,5	±6,5	±5,8	±5,3	±4,6	±4,1	±3,8	±3,2	±2,9	±2,0	±1,7	±1,3
35 tai 65	±19,1	±13,5	±11,0	±9,5	±7,8	±6,8	±6,0	±5,5	±4,8	±4,3	±3,9	±3,3	±3,1	±2,1	±1,7	±1,4
40 tai 60	±19,6	±13,9	±11,3	±9,8	±8,0	±7,0	±6,2	±5,7	±4,9	±4,4	±4,0	±3,4	±3,1	±2,2	±1,8	±1,4
45 tai 55	±19,8	±14,1	±11,4	±9,9	±8,1	±7,0	±6,2	±5,8	±5,0	±4,5	±4,1	±3,5	±3,2	±2,2	±1,8	±1,4
50 tai 50	±20,0	±14,2	±11,5	±10,0	±8,2	±7,1	±6,3	±5,8	±5,0	±4,5	±4,1	±3,5	±3,2	±2,2	±1,8	±1,4

Example 1

If 5% of a thousand respondents have purchased the product, the margin of error is ±1.4 percentage points. Thus, according to the 95% confidence level, 3.6–6.4% of the whole population have purchased the product.

Example 2

Let's assume prior to research that the market share of the product is around 15 %. It is desired to find out the matter at the precision of ±1 percentage point. 5000 respondents are needed for the study.

Example 3

a) Among a thousand respondents, there are 150 people aged 15-19, and 10 % of them report purchasing product X on a regular basis.

The real share of buyers at the 95% confidence level is 10 % ±4,9 i.e. 5,1-14,9 %.

b) If the sample size was halved, i.e. 500, there would be 75 respondents aged 15-19 and the actual share of buyers would be 10 % ±6,9 i.e. 3,1-16,9 %.

CONFIDENCE TABLE OF THE DIFFERENCES GATHERED FROM THE RESULTS OF TWO DIFFERENT STUDIES AT 95% LEVEL

p = 50 prosenttia

Otoskoko, tutkimus 2	Otoskoko, tutkimus 1						
	100	250	500	750	1000	1500	2000
	%	%	%	%	%	%	%
100	13,8						
250	11,6	8,8					
500	10,7	7,6	6,2				
750	10,4	7,2	5,7	5,1			
1000	10,3	6,9	5,4	4,7	4,4		
1500	10,1	6,7	5,1	4,4	4,0	3,6	
2000	10,0	6,6	4,9	4,2	3,8	3,4	3,1

p = 40 tai 60 prosenttia

Otoskoko, tutkimus 2	Otoskoko, tutkimus 1						
	100	250	500	750	1000	1500	2000
	%	%	%	%	%	%	%
100	13,6						
250	11,4	8,6					
500	10,5	7,4	6,1				
750	10,2	7,0	5,5	5,0			
1000	10,1	6,8	5,2	4,6	4,3		
1500	9,9	6,6	5,0	4,3	3,9	3,5	
2000	9,8	6,4	4,8	4,1	3,7	3,3	3,0

p = 30 tai 70 prosenttia

Otoskoko, tutkimus 2	Otoskoko, tutkimus 1						
	100	250	500	750	1000	1500	2000
	%	%	%	%	%	%	%
100	12,7						
250	10,6	8,0					
500	9,8	7,0	5,7				
750	9,6	6,6	5,2	4,6			
1000	9,4	6,3	4,9	4,3	4,0		
1500	9,3	6,1	4,6	4,0	3,7	3,3	
2000	9,2	6,0	4,5	3,8	3,5	3,1	2,8

p = 20 tai 80 prosenttia

Otoskoko, tutkimus 2	Otoskoko, tutkimus 1						
	100	250	500	750	1000	1500	2000
	%	%	%	%	%	%	%
100	11,1						
250	9,3	7,0					
500	8,6	6,1	5,0				
750	8,3	5,7	4,5	4,1			
1000	8,2	5,6	4,3	3,8	3,5		
1500	8,1	5,3	4,1	3,5	3,2	2,9	
2000	8,0	5,3	3,9	3,4	3,0	2,7	2,5

p = 10 tai 90 prosenttia

Otoskoko, tutkimus 2	Otoskoko, tutkimus 1						
	100	250	500	750	1000	1500	2000
	%	%	%	%	%	%	%
100	8,3						
250	7,0	5,3					
500	6,4	4,5	3,7				
750	6,3	4,3	3,4	3,0			
1000	6,2	4,2	3,2	2,8	2,6		
1500	6,1	4,0	3,0	2,6	2,4	2,2	
2000	6,0	3,9	2,9	2,5	2,3	2,0	1,9

These tables can be used to assess the significance of different-sized samples and the differences of percentages derived from different studies.

The one where p (=percentage) is closest to acquired result/sample is always selected from the tables.

EXAMPLE

Two different studies were conducted at different times. One had 250 respondents and the other 1000. The market share of the product was 37 % in the smaller study and 35 % in the larger study.

The table p = 40 or 60 % is selected for the reviewing because the results obtained are the closest to it. The number at the intersection of sample sizes 1000 and 250 is looked up. In this case, a difference of 6.8 percentage points would have been required for the significance of difference in results, so the difference in the results of the studies performed (2 percentage points) was not significant.