


Among those that most prefer Phone C, Benefit Statement H is the most often selected benefit

- Among those that most prefer Phone A, *Benefit A* is the most often selected benefit
 - Benefit B* is ranked second, but tied statistically for first
- Among those that most prefer Phone B, *Benefit E* is the most often selected benefit
- Among those that most prefer Phone D, *Benefit K* is the most often selected benefit that best fits
 - Benefit H* is ranked second, but tied statistically for first

	Among those who most prefer PHONE A (n=125)	Among those who most prefer PHONE B (n=324)	Among those who most prefer PHONE C (n=311)	Among those who most prefer PHONE D (n=551)
	Phone A	Phone B	Phone C	Phone D
Top 5 BENEFIT Statements (Benefits with the "BEST FIT" + "2nd BEST FIT" (top 2 box) for each Phone Category)	Benefit Statement A (22%)	Benefit Statement E (65%)	Benefit Statement H (28%)	Benefit Statement K (23%)
	Benefit Statement B (20%)	Benefit Statement D (15%)	Benefit Statement J (23%)	Benefit Statement H (22%)
	Benefit Statement C (19%)	Benefit Statement G (15%)	Benefit Statement K (21%)	Benefit Statement G (20%)
	Benefit Statement D (17%)	Benefit Statement H (14%)	Benefit Statement I (19%)	Benefit Statement J (18%)
	Benefit Statement E (16%)	Benefit Statement I (10%)	Benefit Statement C (17%)	Benefit Statement C (17%)
	Benefit Statement F (16%)	Benefit Statement F (10%)		

 Indicates a significantly highest top 2 box 'best fit' for that phone group, compared to all other benefits, at a 95% CL