



Consumer Research



KMBC.com

Marshall Marketing: Research

- Operating as a Research & Consulting company since 1985
- Based in Pittsburgh with offices in Orlando, Raleigh, Knoxville, Seattle and Spokane
- Survey over 100 markets annually (75,000+ interviews each year)
- Data collection methods available: telephone and mail
- Media clients include: TV & radio stations, cable, newspapers, circular printers, direct mail
- Provide customized research and consulting to various companies including financial institutions, auto dealers, furniture stores, hospitals, restaurants, grocery stores and more

Marshall Marketing: Interview Method

Telephone Interview

Random Digit Dialing (RDD)
Listed & Unlisted numbers

Dates of Interviewing

Oct. 31 - Nov. 20, 2007

In-Tab

800 Respondents
18 Years of Age or Older

Demographics: Gender, Age, HH income, Ethnic background, # of children, occupation, etc. (13 initial demographic questions)

Consumer Categories: You have access to over 40 categories of business

Media Usage: Newspaper, Radio, Television, Direct Mail, Internet, and more.

Marshall Marketing Info:

Data is proportionate by Gender, Age, Income, County & Ethnic Background, and is compared to projected Census Data.

Marshall Marketing: Distributed Proportionately

➤ Survey 5 major metro counties- Jackson, Johnson, Clay, Wyandotte, Platte.

County	Pop.	%	In-Tab
Jackson (MO)	49,872	41%	327
Johnson (KS)	38,891	32%	255
Clay (MO)	15,556	13%	102
Wyandotte (KS)	11,286	9%	74
Platte (MO)	6,406	5%	42
Total	122,010	100%	800

Marshall Marketing Info:

Data may be broken out by individual county or by a group of counties.

The Marshall Marketing Data can also be separated by zip code clusters.



- KMBC and KCWE offer Marshall Marketing Research and analysis to our valued clients at no additional charge.
- Select clients are invited to participate in the design of the questionnaire each fall.
- Marshall Marketing data for Kansas City is updated on an annual basis.