

Introducing...

The Marshall Plan

Consumer Research



Marshall Marketing Research



- ⌘ Since 1985 Marshall Marketing and Communications has been conducting consumer research. A national company, MM&C, provides data for more than 100 companies in more than 85 U.S. markets.
- ⌘ MM&C consumer research profiles shopping habits, demographics, communications, and socio-dynamics for a wide variety of product/service categories. These profiles are used by business owners and managers to develop better goals, objectives, tactics and strategies in order to increase sales and stay a step ahead of their competitors.

Marshall Marketing: Interview Method

Sample

- ✓ 600 Respondents
- ✓ Adults 18+
- ✓ Random Digit Dialing
- ✓ Listed & Unlisted #'s
- ✓ No weighting--completed surveys in exact demographic proportion to the market

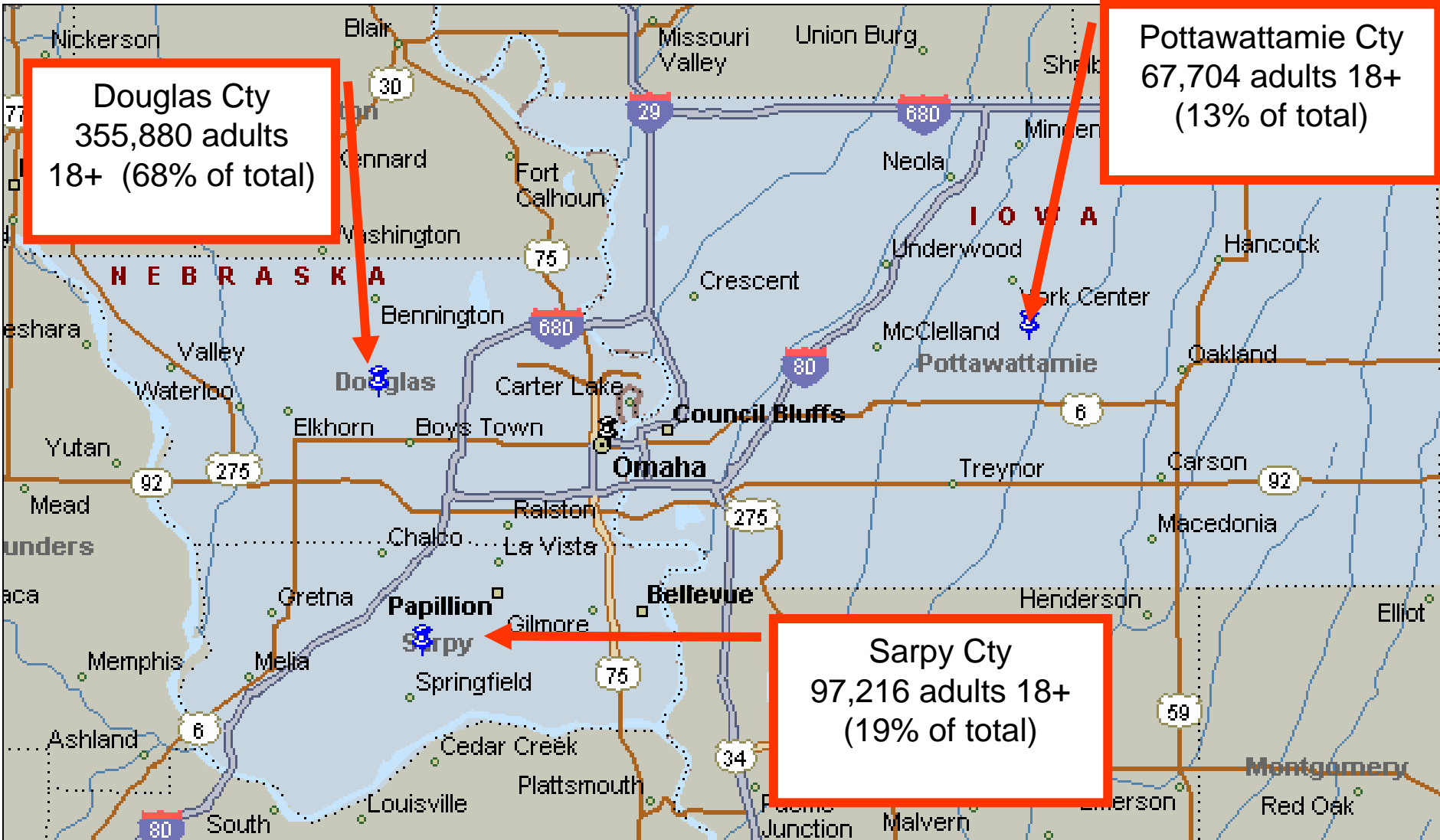


Distributed Proportionately

Douglas Cty
355,880 adults
18+ (68% of total)

Pottawattamie Cty
67,704 adults 18+
(13% of total)

Sarpy Cty
97,216 adults 18+
(19% of total)



Information Collected:



- ✓ ***Demographics:*** Age, income, occupation, household characteristics, education, etc...
- ✓ ***“Product” Categories:*** Automobile, Banking, Grocery, Furniture, Fast Food, Future Purchase, Recruitment, Home Improvement, etc...
- ✓ ***Media Usage:*** Newspaper (issues, sections), Radio (dayparts, stations, frequency), Television (dayparts, stations, programs), Direct Mail, Inserts, Internet, etc...



- ⌘ KETV offers Marshall Marketing Research and analysis to our valued clients at no-charge.
- ⌘ Select clients are invited to participate in the design of the questionnaire each spring.
- ⌘ Marshall Marketing data for Omaha is updated on an annual basis.