

AdMAX
MARKETING

Polybag Program



Consumer Telephone Survey
May 2010

SAMPLE REPORT ONLY

DATA IS NOT ACTUAL

Research Conducted by:



Introduction

The survey measured consumer awareness of and response to an advertisement, a sample, and a coupon for Kellogg's Mini-Wheats which were delivered to consumers as part of a branded plastic delivery bag surrounding their paid subscription newspapers.

Sample

A random sample of households having listed telephone numbers was chosen from ZIP codes in the survey markets. Sample source: Survey Sampling, Inc., Fairfield, Connecticut. Only newspaper subscriber households within the selected distribution areas were qualified for participation in the survey. The number of interviews per market and disposition of the sample are listed at the end of this report. A total of 400 interviews were validated for this analysis.

Interviewing

Interviews were conducted by telephone in the late afternoon and early evening hours. Up to four attempts were made to reach busy or unanswered numbers. Interviews were completed one to three days following delivery of the advertisement. Individual interviews took approximately three minutes to complete.

Reporting

Percentages for research questions are often presented as a percent of recall—those persons who were actually asked that particular question—and percent of all 400 respondents. When analyzing results and making comparisons, it is useful to consider sample size and to compare percentages as both a percentage of recall and percentage of all respondents.

Margin of Error and Rounding

The margin of error does not exceed 5.0% for Yes/No questions asked of all respondents. Because totals have been rounded to the nearest tenth of a percent, rounding error may occur.

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Distribution Date: May 22–23, 2010
Survey Dates: May 24–25, 2010
Markets: Denver, CO; Kansas City, MO; Las Vegas, NV; Little Rock, AR; Los Angeles, CA; Minneapolis/St. Paul, MN; Phoenix/Tucson, AZ; San Diego, CA; Salt Lake City, UT; St. Louis, MO
Interviews: 400
Research Interval: 1–3 days following delivery

RESEARCH TOPIC	PERCENT OF RESPONDENTS*	BASE
Recall (Aided and Unaided)	64.5%	400
Trial (Tried, Definitely Will Try, Probably Will Try)	69.8%	258
Purchase (Purchased, Definitely Will Purchase, Probably Will Purchase)	40.7%	258
Coupon Redemption (Redeemed, Definitely Will Redeem, Probably Will Redeem)	40.3%	258

* Each result reflects a percentage of persons asked the question (base) rather than all survey respondents.



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- ① Recall (Unaided and Aided)
- ② Trial
- ③ Purchase
- ④ Coupon Redemption

Gender Determined by Interviewer

(also confirmed as age 18 or older by interviewer)

The complete questionnaire is included at the end of this report.

Validated interviews with paid newspaper subscribers totaled 400 for this analysis. Only households that received a program newspaper were qualified for participation in the survey.

There were 422 nonsubscriber households and 37 subscriber households unsure of delivery who were disqualified from the survey.

Response	Persons	% of Qualifying Participants
Subscriber / Sure of Delivery	400	46.6%
Not a Subscriber	422	49.1%
Unsure of Delivery	37	4.3%
Total 859		100.0%

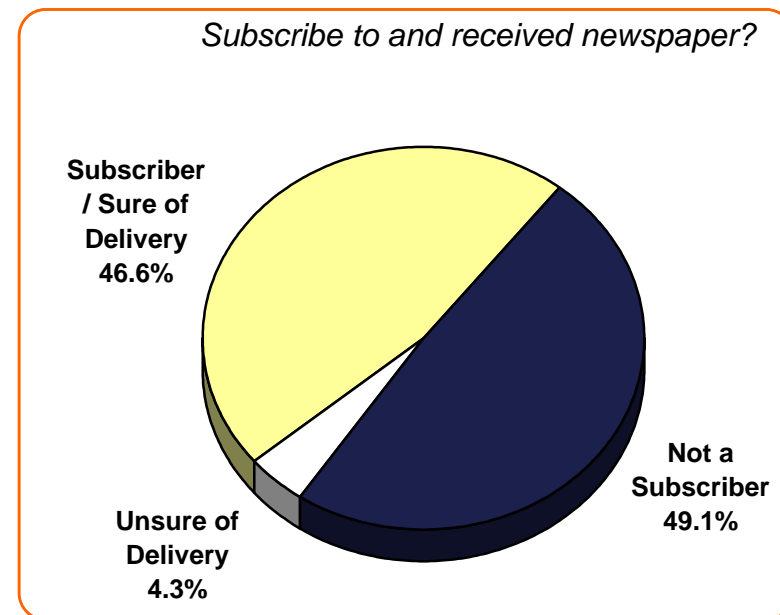
Questions and Methodology:

Do you subscribe to the (insert day of week bag delivered) (insert newspaper name)?

This question was asked of all qualifying participants (859).

Did you receive the (appropriate newspaper) this past (day of the week bag was delivered)?

This question was asked of qualifying participants who subscribe to one of the newspapers included in the study (437).



64.5% of all respondents recalled Kellogg's Mini-Wheats when asked the name of the product or service advertised on their plastic newspaper delivery bag.

Response	Persons	% of All Respondents
Recall (Unaided)	73	18.3%
Recall (Aided)	185	46.3%
Combined Recall	258	64.5%
No Recall	142	35.5%
Total Respondents	400	100.0%

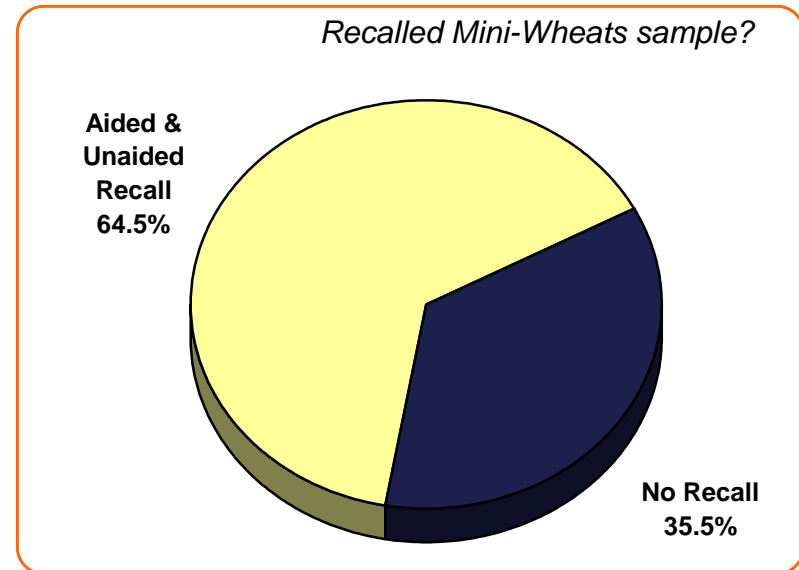
Questions and Methodology:

Please tell me the name of the product or service advertised on the printed plastic newspaper delivery bag. (Do NOT read list.)

This question was asked of all respondents (400).

Do you recall receiving a sample of Kellogg's Mini-Wheats with your newspaper?

This question was asked of respondents who did not correctly identify the tested advertisement (327).



7.5% of all respondents specifically recalled Kellogg's Mini-Wheats when asked the name of the product or service advertised on their plastic newspaper delivery bag.

Response	Persons	% of All Respondents
Recall Mini-Wheats (Unaided)	30	7.5%
Recall Cereal (Unaided)	43	10.8%
Recall (Aided)	185	46.3%
Combined Recall	258	64.5%
No Recall	142	35.5%
Total Respondents	400	100.0%

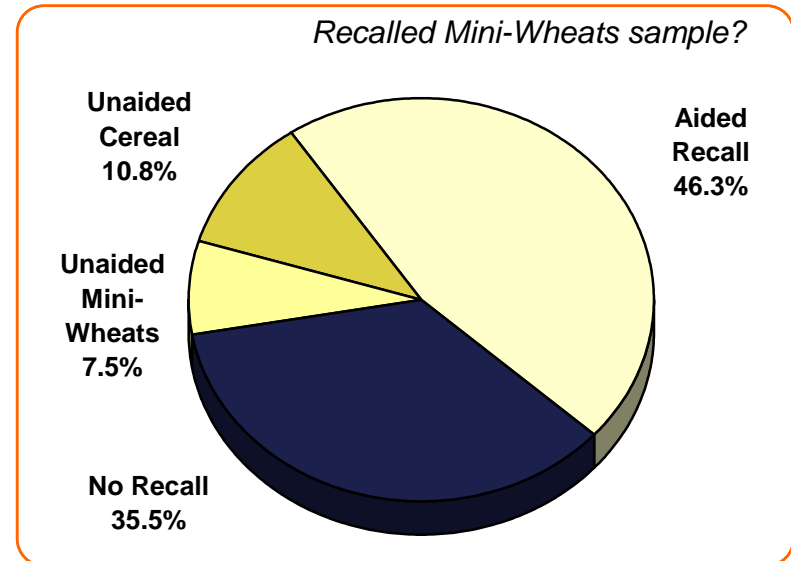
Questions and Methodology:

Please tell me the name of the product or service advertised on the printed plastic newspaper delivery bag. (Do NOT read list.)

This question was asked of all respondents (400).

Do you recall receiving a sample of Kellogg's Mini-Wheats with your newspaper?

This question was asked of respondents who did not correctly identify the tested advertisement (327).



69.8% of recalling respondents stated that they or a member of their household had tried the sample of Kellogg's Mini-Wheats following receipt of the plastic newspaper delivery bag or were likely to try it in the future.

Response	Persons	% of Recall	% of All Respondents
Tried	50	19.4%	12.5%
Definitely Will Try	74	28.7%	18.5%
Probably Will Try	56	21.7%	14.0%
Total Trial	180	69.8%	45.0%
May or May Not Try	18	7.0%	4.5%
Probably Will Not Try	26	10.1%	6.5%
Definitely Will Not Try	34	13.2%	8.5%
Total 258		100.0%	64.5%
No Recall	142	N/A	35.5%
Total Respondents	400	N/A	100.0%

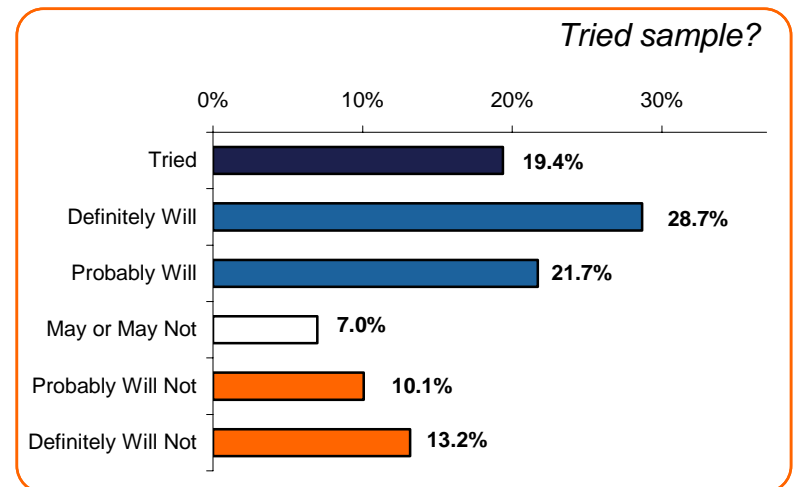
Questions and Methodology:

Have you or has anyone in your household tried the Kellogg's Mini-Wheats sample delivered with your newspaper?

This question was asked of respondents who recalled the Kellogg's Mini-Wheats advertisement (258).

How likely are you or is another member of your household to try Kellogg's Mini-Wheats in the future? Would you say that you... (Read list.)

This question was asked of respondents who recalled the Kellogg's Mini-Wheats sample but had not yet tried it (208).



40.7% of recalling respondents stated that they or a member of their household had purchased Kellogg's Mini-Wheats following receipt of the plastic newspaper delivery bag or were likely to purchase in the future.

Response	Persons	% of Recall	% of All Respondents
Purchased	14	5.4%	3.5%
Definitely Will Purchase	30	11.6%	7.5%
Probably Will Purchase	61	23.6%	15.3%
Total Purchase	105	40.7%	26.3%
May or May Not Try	69	26.7%	17.3%
Probably Will Not Try	48	18.6%	12.0%
Definitely Will Not Try	36	14.0%	9.0%
Total 258		100.0%	64.5%
No Recall	142	N/A	35.5%
Total Respondents	400	N/A	100.0%

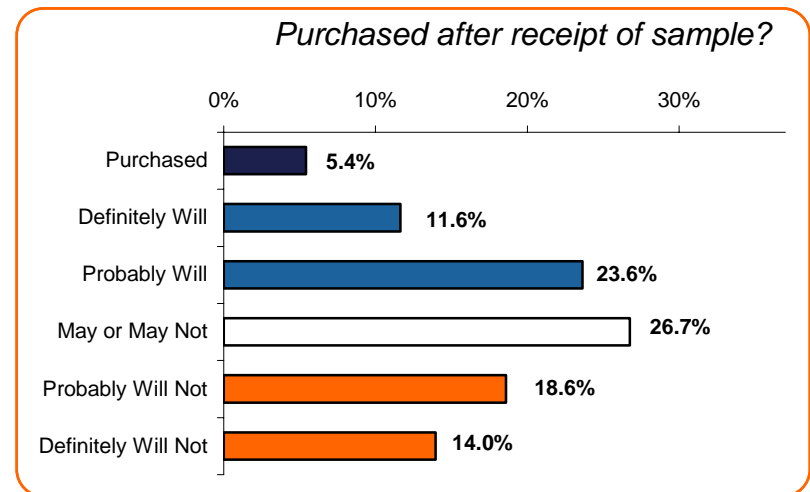
Questions and Methodology:

Have you or has another member of your household purchased Kellogg's Mini-Wheats following your receipt of the sample?

This question was asked of respondents who recalled the Kellogg's Mini-Wheats advertisement (258).

How likely are you or is another member of your household to purchase Kellogg's Mini-Wheats in the future? Would you say that you... (Read list.)

This question was asked of respondents who recalled the Kellogg's Mini-Wheats advertisement but had not yet purchased (244).



40.3% of recalling respondents stated that they or a member of their household had redeemed their Kellogg's Mini-Wheats coupon or were likely to in the future.

Response	Persons	% of Recall	% of All Respondents
Redeemed Coupon	5	1.9%	1.3%
Definitely Will Redeem	58	22.5%	14.5%
Probably Will Redeem	41	15.9%	10.3%
Total Coupon Redemption	104	40.3%	26.0%
May or May Not Redeem	49	19.0%	12.3%
Probably Will Not Redeem	47	18.2%	11.8%
Definitely Will Not Redeem	58	22.5%	14.5%
Total 258		100.0%	64.5%
No Recall	142	N/A	35.5%
Total Respondents	400	N/A	100.0%

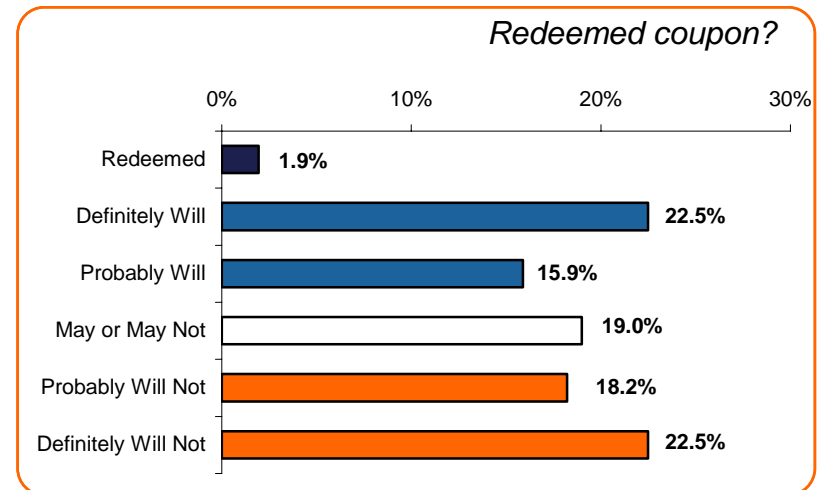
Questions and Methodology:

Did you redeem the coupon that was attached to your plastic newspaper delivery bag?

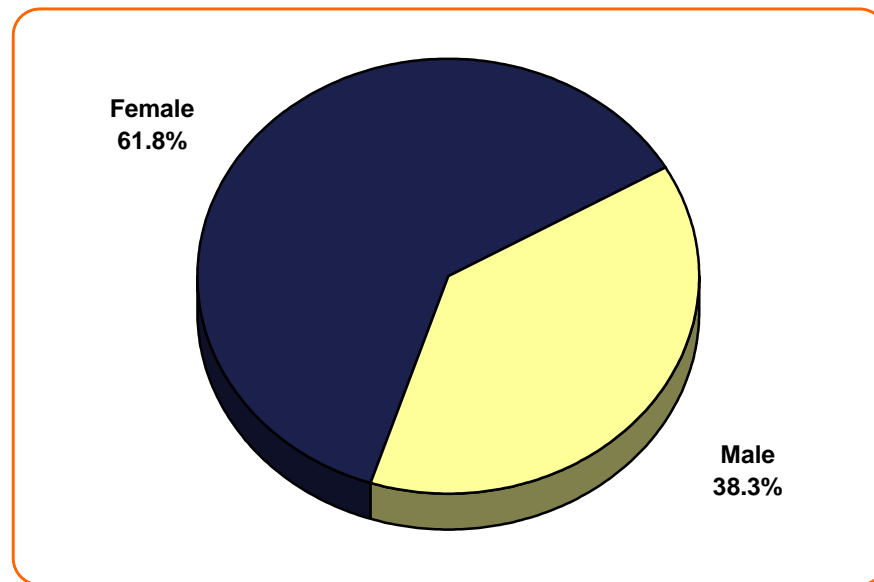
This question was asked of respondents who had purchased Kellogg's Mini-Wheats following receipt of the advertisement (14).

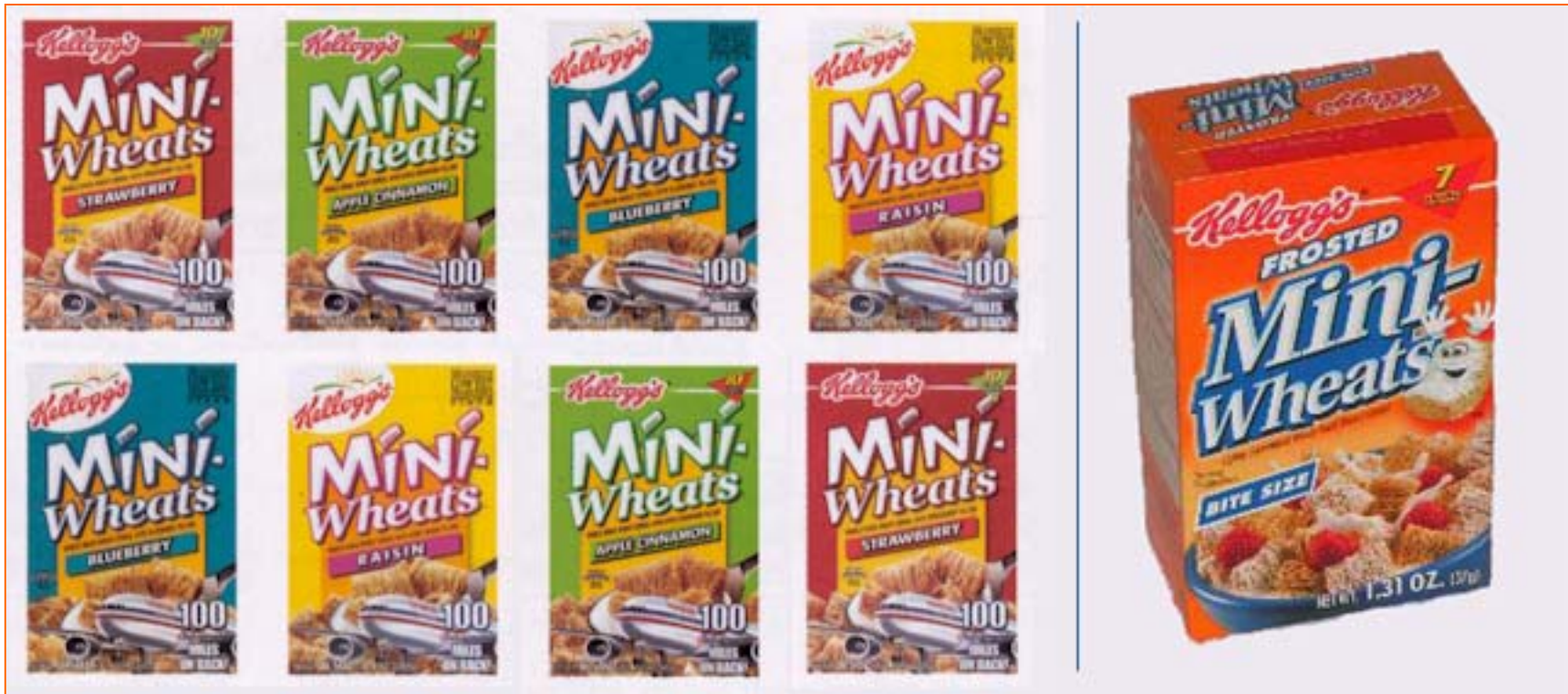
How likely are you or is another member of your household to redeem the coupon that was delivered with the sample? Would you say that you... (Read list.)

This question was asked of respondents who recalled the Kellogg's Mini-Wheats advertisement but had not yet purchased or who had purchased but had not yet redeemed the coupon (253).



Response	Persons	Percent
Male	153	38.3%
Female	247	61.8%
Total	400	100.0%





Interviews by ZIP Code

ZIP	Community	Newspaper	Interviews	Percent
55116	Saint Paul, MN	St. Paul Pioneer Press	15	3.8%
55419	Minneapolis, MN	Minneapolis StarTribune	22	5.5%
55437	Minneapolis, MN	Minneapolis StarTribune	23	5.8%
63124	Saint Louis, MO	St. Louis Post-Dispatch	19	4.8%
64113	Kansas City, MO	Kansas City Star	21	5.3%
66207	Overland Park, KS	Kansas City Star	16	4.0%
72212	Little Rock, AR	Little Rock Democrat-Gazette	14	3.5%
80004	Arvada, CO	Denver Post / Rocky News	18	4.5%
80123	Littleton, CO	Denver Post / Rocky News	26	6.5%
80228	Denver, CO	Denver Post / Rocky News	21	5.3%
80919	Colorado Springs, CO	Colorado Springs Gazette	18	4.5%
84092	Sandy, UT	Salt Lake Tribune	17	4.3%
85213	Mesa, AZ	Phoenix Tribune	19	4.8%
89144	Las Vegas, NV	Las Vegas Review-Journal/Sun	24	6.0%
89149	Las Vegas, NV	Las Vegas Review-Journal/Sun	17	4.3%
92083	Vista, CA	Escondido North County Times	20	5.0%
92119	San Diego, CA	San Diego Union-Tribune	19	4.8%
92673	San Clemente, CA	Orange County Register	15	3.8%
92845	Garden Grove, CA	Orange County Register	16	4.0%
92861	Villa Park, CA	Orange County Register	18	4.5%
92886	Yorba Linda, CA	Orange County Register	22	5.5%
Total			400	100.0%

CONTACTED

Completed Interviews	400
Respondents Not Interviewed	739
Respondent Refused	245
DQ - Unsure of Delivery	37
DQ - Nonsubscriber	422
DQ - Language Barrier	35
Total	1,139

ESTABLISHED AS INELIGIBLE

Disconnect / Nonworking Number	318
Wrong Number	24
Fax / Modem Line	28
Total	370

ELIGIBILITY NOT ESTABLISHED

No Answer / Answering Machines	1,666
Privacy Manager	162
Busy Lines (Four Attempts)	111
Hang Ups	83
Unable to Complete Four Attempts	124
Uncalled Records	2,309
Total	4,455

TOTAL TELEPHONE NUMBERS 5,964

Q1. Do you subscribe to the *(insert day of week bag delivered)* *(insert newspaper name)*?

- 1 Yes *(Go to Q2)*
- 2 No / Unsure / Do Not Know *(Terminate Interview – DQ)*

Q2. Did you receive the *(appropriate newspaper)* this past *(day of the week bag was delivered)*?

- 1 Yes *(Go to Q2a)*
- 2 No / Unsure / Do Not Know *(Terminate Interview – DQ)*

Q2a. Are you the person in your household (HH) who retrieved the *(insert day of week bag delivered)* *(insert newspaper name)* from your porch, mailbox, or other location?

- 1 Yes *(Go to Q3)*
- 2 No *(Go to Q2b)*
- 3 Unsure / Do Not Know *(Terminate Interview – DQ)*

Q2b. May we speak with that person?

- 1 Yes *(Go to Q2a with other HH member)*
- 2 No *(Terminate Interview - DQ)*

Q3. Please tell me the name of the product or service advertised on the printed plastic newspaper delivery bag? *(Do NOT read list, aid, or prompt.)*

- 1 **Kellogg's Mini-Wheats** *(Go to Q5) **Unaided Recall***
- 2 **Mini-Wheats** *(Go to Q5) **Unaided Recall***
- 3 Cereal *(Go to Q4)*
- 4 Food *(Go to Q4)*
- 5 Other *(Go to Q4)*
- 6 Do Not Recall *(Go to Q4)*

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Q4. Do you recall receiving a sample of **Kellogg's Mini-Wheats** with your newspaper?

- 1 Yes *(Go to Q5)* **Aided Recall**
- 2 No *(End Interview)* **No Recall**
- 3 Unsure / Do Not Know *(End Interview)* **No Recall**

Q5. Have you or has anyone in your household tried the **Kellogg's Mini-Wheats** sample delivered with your newspaper?

- 1 Yes *(Go to Q7)*
- 2 No *(Go to Q6)*
- 3 Unsure / Do Not Know *(Go to Q6)*

Q6. How likely are you or is another member of your household to try **Kellogg's Mini-Wheats** in the future? Would you say that you... *(Read list.)*

- 1 Definitely Will Try *(All Go to Q7)*
- 2 Probably Will Try
- 3 May or May Not Try
- 4 Probably Will Not Try
- 5 Definitely Will Not Try

Q7. Have you or has another member of your household purchased **Kellogg's Mini-Wheats** following your receipt of the sample?

- 1 Yes *(Go to Q7a)*
- 2 No *(Go to Q8)*
- 3 Unsure / Do Not Know *(Go to Q8)*

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Q7a. Did you redeem the coupon that was attached to your plastic newspaper delivery bag?

- 1 Yes *(End Interview)*
- 2 No *(Go to Q9)*
- 3 Unsure / Do Not Know *(Go to Q9)*

Q8. How likely are you or is another member of your household to purchase **Kellogg's Mini-Wheats** in the future? Would you say that you... *(Read list.)*

- 1 Definitely Will Purchase *(All Go to Q9)*
- 2 Probably Will Purchase
- 3 May or May Not Purchase
- 4 Probably Will Not Purchase
- 5 Definitely Will Not Purchase

Q9. How likely are you or is another member of your household to redeem the coupon that was delivered with the sample? Would you say that you... *(Read list.)*

- 1 Definitely Will Redeem *(All End Interview)*
- 2 Probably Will Redeem
- 3 May or May Not Redeem
- 4 Probably Will Not Redeem
- 5 Definitely Will Not Redeem

Gender *(determined by interviewer)*

- 1 Male
- 2 Female

Those are all of the questions that I have. Thank you for participating in our research.