

ONLINE CASE 2.15 THE BRAMPTON HERALD TRIBUNE

supplemental material to the text of

Modern Marketing Research: Concepts, Methods, and Cases

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The Brampton Herald Tribune (BHT) is a weekly entertainment newspaper covering music, arts, and current events. It is distributed free throughout the Brampton, Ontario, metropolitan area. Its revenue is generated largely through the sale of advertising space to local merchants. The BHT was established in 1988 to specifically address the needs of the Brampton area in much the same manner as its parent publication, *The Toronto Herald Tribune*. BHT issues include articles on a variety of subjects, music reviews, arts and theater reviews, classified ads, and a detailed current events calendar.

The management of the BHT decided to conduct a mail-in reader survey to identify and gauge its readership. Exhibit C2.15.1 presents the questionnaire used in the survey.

Exhibit C2.15.1: The Brampton Herald Tribune Questionnaire

- 1 *The Brampton Herald Tribune* comes out every Wednesday. Not including this issue, how many of the last six issues have you read or looked into?

- () Six
 () Five
 () Four
 () Three
 () Two
 () One
 () This is the first.

- 2 Under column A, please check the features you read regularly. Under column B, check the one you enjoy the most.

- | A | B | |
|-----|-----|-------------------------|
| () | () | "Ashes & Diamonds" |
| () | () | "Toni Johnstone" |
| () | () | Letters" |
| () | () | Concert Confidential" |
| () | () | In and Around Brampton" |
| () | () | In and Around Toronto" |
| () | () | Hot Dates" |
| () | () | "Pick of the Week" |
| () | () | "Flicks" |
| () | () | "Mondo Video" |
| () | () | "Real Astrology" |
| () | () | "The Comics Page" |
| () | () | "Toronto Live" |
| () | () | Classified ads |
| () | () | Display ads |

- 3 Under column A, check the following *Brampton Herald Tribune* cover stories of which you read some or all. Under column B, also please check the one story you enjoyed the most.

A	B	
<input type="checkbox"/>	<input type="checkbox"/>	“U of T May Flunk”—a feature about the firing of three faculty members for their political views
<input type="checkbox"/>	<input type="checkbox"/>	“Hogtown Gothic”—an investigation into the classic architecture building in Toronto
<input type="checkbox"/>	<input type="checkbox"/>	“EYF”—the fashion issue
<input type="checkbox"/>	<input type="checkbox"/>	“The Greening of Jodi Feldman”—a profile of a Toronto mayoral candidate
<input type="checkbox"/>	<input type="checkbox"/>	“Rob Pulaski’s Grande Days”—a music feature on his new band and a look back at the 1970s
<input type="checkbox"/>	<input type="checkbox"/>	“Aggressing the Retina”—a profile of Victor Vassily, optical artist
<input type="checkbox"/>	<input type="checkbox"/>	“A Hard Rain’s Gonna Fall”—an exposition on Earth Day, environmental efforts and regional events

- 4 Which of the following stories did you read?

- ☐ “Cyberpunk Packs Literary Punch”—the fiction of Mark Townsend
- ☐ “Radical Makeover for Ms.”—changes at *Ms.* magazine
- ☐ “Still Faithfull”—interview with Marianne Faithfull
- ☐ “Dance: Encounter with a Diary”—People Dancing show at Ontario Theater
- ☐ “Nicaraguan Election Surprises Brampton”
- ☐ “Film Fest Warms Up”—the 28th annual Brampton Film Festival
- ☐ “Are You Ready for 110 Decibels?”—a preview of the newest in-car speakers
- ☐ “Can’t Play Without My Hair”—a preview of Brampton band, Wayward Chief
- ☐ “Activist Professor in Residence”—the proposal to establish a visiting “activist” professorship at the University of Toronto

- 5 What type of music would you like to see more *Brampton Herald Tribune* coverage of?

- ☐ Jazz
- ☐ Classical
- ☐ Blues
- ☐ R&B
- ☐ Hard rock
- ☐ Heavy metal
- ☐ Other _____

- 6 What type of coverage do you like the best?

- ☐ Music
- ☐ Visual arts
- ☐ Investigative news Profiles
- ☐ Opinion/essay
- ☐ Interviews
- ☐ Photo stories
- ☐ Other _____

7 Which of the following publications have you looked into or read *in the past 7 days*?

- ☐ *The Brampton News*
- ☐ *The Brampton Observer*
- ☐ *The Ontario Daily*
- ☐ *Current*
- ☐ *The Toronto Free Press*
- ☐ *The Toronto News*
- ☐ *Prospect Magazine*
- ☐ *The University Record*
- ☐ *Agenda*
- ☐ *The Ontario Review*
- ☐ *The New York Times*
- ☐ *Spotlight*
- ☐ *Jam Rag*

8 If you could add anything to *The Brampton Herald Tribune*, what would it be?

9 Your gender.

- ☐ Female
- ☐ Male

10 Including yourself, please indicate where people in your household fall in the following age categories.

- ☐ 5 years or younger
- ☐ 6–11 years
- ☐ 12–17 years
- ☐ 18–29 years
- ☐ 30–49 years
- ☐ 50 or older

11 What is your age? _____

12 What is your marital status?

- ☐ Single
- ☐ Married
- ☐ Separated or divorced
- ☐ Widowed

13 Which best describes your current employment status?

- ☐ Full-time—30+ hours per week
- ☐ Part-time—1–29 hours per week
- ☐ Retired
- ☐ Homemaker
- ☐ Volunteer
- ☐ Full-time student—12+ credit hours
- ☐ Part-time student—1–11 credit hours
- ☐ Other _____

14 Please check the box that describes your employment income:

- ☐ Less than \$20,000
- ☐ \$20,000–29,999
- ☐ \$30,000–39,999
- ☐ \$40,000–59,999
- ☐ \$60,000–79,999
- ☐ \$80,000–99,999
- ☐ \$100,000–119,999
- ☐ \$120,000–139,999
- ☐ \$140,000–159,999
- ☐ \$160,000–179,999
- ☐ \$180,000+

15 In what kind of business, industry, or profession are you employed?

16 What is your highest level of education?

- ☐ High school
- ☐ College
- ☐ Postgraduate
- ☐ Advanced degree: ☐ Master's ☐ Doctorate

17 As your primary place of residence, do you:

- ☐ Own a private home
- ☐ Own a condo or co-op
- ☐ Rent a house
- ☐ Rent an apartment
- ☐ Live in student housing
- ☐ Live in cooperative housing

18 Do you plan to purchase a house, condo, or co-op in the next 12 months?

- ☐ Yes
- ☐ No

19 Do you plan to rent an apartment in the next 12 months?

- ☐ Yes
- ☐ No

20 Please indicate which of the following activities you have actively participated in, within the past 12 months.

- ☐ Adult education courses
- ☐ Antique shopping
- ☐ Aerobics
- ☐ Bicycling (outdoor)
- ☐ Cooking for leisure
- ☐ Golf
- ☐ Hiking or camping
- ☐ Jogging or distance running
- ☐ Outdoor gardening
- ☐ Photography
- ☐ Racquet sports
- ☐ Sailing
- ☐ Canoeing or kayaking

- 21 How many times have you gone to the movies in the past 30 days? _____
- 22 How many times have you attended a lecture or seminar open to the public in the past 60 days? _____
- 23 How many times have you gone to the following in the past 30 days?
- _____ Art gallery
 - _____ Dance performance
 - _____ Live theater
 - _____ Concert (pop, rock, other)
 - _____ Concert (classical)
 - _____ Bar in which you consumed an alcoholic beverage
 - _____ Restaurant in which you ate lunch
 - _____ Restaurant in which you ate dinner
- 24 Please indicate how many of the following items you have purchased in the past 12 months.
- _____ Compact disk
 - _____ Hardcover book
 - _____ Paperback book
 - _____ Record album
 - _____ Prerecorded cassette
 - _____ Prerecorded videocassette
- 25 Please indicate which of the following items you or other members of your household have bought in the past 12 months.
- () Car stereo
 - () Home stereo system
 - () CD player
 - () Videocassette recorder
 - () Video camcorder
 - () Camera
 - () Personal computer
 - () MP3 Player
 - () Cell phone
 - () Small household appliance (toaster, blender, etc.)
 - () Blinds
 - () Couch, sofa, loveseat
 - () Health club membership
 - () Bicycle

26 How many passenger cars are currently owned by all the people in your household?

Please indicate make/year for each car: _____

_____ Purchased new () or used ()

_____ Purchased new () or used ()

_____ Purchased new () or used ()

_____ Purchased new () or used ()

27 Do you or members of your household plan to purchase a new or used car for personal use only in the next 12 months?

() Yes

() No

If yes, check the type you will purchase:

() New car

() Used car

Case Questions

- 1** Prepare a coding scheme for the BHT questionnaire.
- 2** Critique the survey from the following perspectives, being sure to point out specific deficits and suggested improvements:
 - a** as to the overall questionnaire, in terms of its ability to fulfill the organization's information needs
 - b** as to the wording and sequence of particular questions (which should be changed, and how?)
 - c** as to the choices provided on multiple-response questions
 - d** as to whether some of the closed-response questions should be open-ended, and vice versa
- 3** What specific analyses would you anticipate having to perform on the resulting data? What sample size do you feel would suffice? Would some of the data types make analysis difficult? How so?