

FORD MOTOR COMPANY ARCHIVES

8 boxes

ACCESSION 695

MARKET RESEARCH

<u>INVENTORY OF CONTENTS</u>	<u>BOX NUMBER</u>
J. Walter Thompson Survey Reports	1
(a) Competitive Automotive Advertising Report Jan - June 1955 First quarter, 1955 First 9 months, 1955	
(b) Ford Theatre Commercials - Regular & Short Versions Survey - June 1955	
(c) Media Efficiency Analysis - Aug 1955	
(d) Starch Readership Ratings (car) 1955	
(e) Starch Readership Ratings (truck) 1955	
(f) Competitive Automotive Expenditure Reports Sept 1955, Jan & Feb 1956	
(g) Magazine Expenditures (Ford vs Chevrolet) 1946-1955)	
(h) Characteristics of J. Walter Thompson Consumer Panel members owning Ford, Chevrolet & Plymouth cars (Oct 1955)	
(i) Distribution of J. Walter Thompson Consumer Panel families reporting auto maintenance and repair data	
J. Walter Thompson (Miscellaneous correspondence, etc. 1955)	
Elmo Roper Survey Reports	2
(a) Vol I & II Report from 1950 Ford and Chevrolet owners on their cars & dealers - Feb. 1951	
(b) A second report from 1951 Ford and Chevrolet owners on their cars and dealers (Oct 1951)	
(a) Vol I & II Report from 1952 Ford & Chevrolet owners on their cars and dealers Sept. 1952	3
(b) Second Report from 1952 Ford & Chevrolet owners on their cars & dealers	

ACC 695 - MARKET RESEARCH - (cont'd)

BOX NUMBER

Elmo Roper Survey Reports - (cont'd)

- (a) Vol I & II Report from 1953 Ford, Chevrolet & Plymouth owners on their cars and dealers (July 1953) 4
- (b) Vol I Report from 1954 Ford and Chevrolet owners on their cars and dealers Sept (1954)
  
- (a) Vol II Report from 1954 Ford and Chevrolet owners on their cars and dealers (Sept 1954) 5
- (b) Report from 1954 Studebaker Hard Top Owners on their cars (Sept 1954)
- (c) Report from 1954 Buick "Special" owners on their cars and dealers (Sept 1954)
- (d) Vol II (no copies of Vol I received) Report from 1955 Ford, Chevrolet & Plymouth owners on their cars & dealers (July 1955)
  
- (A) Elmo Roper Correspondence (1950 or earlier) 6
- (B) Elmo Roper Correspondence (1953)
- (C) Ford Motor Company Surveys
  1. What Do People Think of Us? (3rd report on Ford Motor Co. Public Relations; prepared by Community Relations Dept., office of Public Relations (Oct 1951)
  2. Ford-Chevrolet owners report on gas & oil mileage; first supplement consumer research survey #2, prepared by Marketing Research Dept. (March 1952)
  3. Facts about Ford vs Chevrolet owners; 2nd supplement consumer research survey #2 prepared by Marketing Research Dept. (April 1952)
  4. Facts about Ford vs Chevrolet owners 3rd supplement consumer research survey #2 prepared by Marketing Research Dept. (Apr 1952)
  5. Ford-Chevrolet owners report on optional items May 1952
  6. Owners of 1952 Fords-Chevrolets appraise car and dealer (customer survey #3)
  7. Customer suggestions from Ford owners, 1953 model July 1953
  8. Ford, Chevrolet, Plymouth owners report on their 1953 models

ACC 695 - MARKET RESEARCH - (cont'd)

BOX NUMBER

Market Facts Inc., Survey "Evaluation of Customer Mail Surveys  
1952-1953

6 Cont.

Ford Division of Ford Motor Co report on pilot study of Bootlegging;  
prepared by Ford Division Merchandising & Product Planning  
Office, Market Research, Consumer Research (no date)

7 >

Nowland & Company, Inc; report on Automobile Bootlegging, pilot  
study of consumer motives (no date)

Small car (1953) contains studies of problem, dealer views, small  
car market analysis, economy car study, minutes of Product  
Planning Committee Meeting, etc.; correspondence, memos, etc.

7

Small car (1954) includes merchandising school questionnaires,  
program of consumer research on small car problem, small car  
market data, Ford Division's Price Differential study,  
correspondence, memos, etc.

Market Facts Inc. Courier Study "A Study of the 1954 Courier  
Owner" Feb 1955

8 8

Nowland & Co - Small car studies  
Presentation - Small car - April 9, 1953 to Product Planning  
Committee

Small car - miscellaneous reports, correspondence, etc (1950-1953)

Station Wagons - 1953 (Surveys; Market Facts Inc, questionnaires;  
Ford vs Chevrolet - booklet of comparisons 1953)

10 8

Station Wagons - 1954 (Ford Motor's Station Wagon survey -May 1954;  
merchandising proposals, correspondence, memos, etc.

Volumes I & II of Alderson & Sessions Co. Used Car Dealer Pilot  
Study (May 1955)

8 8