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Advertising Practices of North Dakota Retailers

John M. Erickson

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ADVERTISING PRACTICES OF NORTH DAKOTA RETAILERS

by

John M. Erickson

B.S. in Sociology, Concordia College 1960

A Thesis

Submitted to the Faculty

of the

Graduate School

of the

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in partial fulfillment of the requirements

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Master of Science

Grand Forks, North Dakota

August

1963

TO THE PUBLIC

BY

THE

UNITED STATES GOVERNMENT

This thesis submitted by John M. Erickson in partial fulfillment of the requirements for the Degree of Master of Science in the University of North Dakota, is hereby approved by the Committee under whom the work has been done.

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CHAPTER I

INTRODUCTION

Of all the functions the retailer must perform, advertising is probably the most baffling one. This is particularly true of the small retailer who has to ration his time so as to give his personal attention to each function. This can be very demanding at times.

Unlike other retailing functions, advertising, to be effective, can not be stereotyped. New ideas soon become old ideas. Whereas the large retailer has an advertising agency or advertising director in his employ, the small retailer must himself determine what to advertise, how to advertise, and when to advertise. This, in most cases, is done without professional assistance other than that provided by media representatives.

To most retailers, advertising is a hit-and-miss affair, repeatedly using the media and copy that do the best job until their effectiveness has been exhausted. The best guide for most retailers is intuition, which is a by-product of their past advertising experience.

How much to spend for advertising is also an extremely important question for both the large and the small retailer, but particularly for the small retailer whose advertising fund is generally quite limited. The amount of money he allocates for advertising has to be spent efficiently, for he can, or feels that he can, afford no more.

To formulate a definite set of rules or criteria for optimizing advertising would be a most ambitious, if not impossible, project. However, there are certain strengths and weaknesses of existing advertising practices which may be uncovered and analyzed. In a broad sense, this is the intent of this investigation. From the results of the study, the various types of retailers should be able to obtain examples of apparently successful advertising practices which could aid them in developing better advertising programs.

Purpose of the Study

The general purpose of this study is to determine the present advertising patterns of North Dakota retailers, both large and small. In particular the purpose of the study is to examine the following elements and characteristics of retail store advertising in North Dakota:

1. Who is responsible for the advertising function.
2. What types of plans are used to determine yearly advertising expenditures.
3. To whom the store's advertising message is directed.
4. What is emphasized most in advertising.
5. The types and quantities of advertising employed by specific industry groups and why.
6. Extent of cooperative advertising and why.
7. Systems for checking the results of advertising.
8. Relationship between annual sales volume and:
 - a. Stores belonging to chain organizations;
 - b. Who is in charge of advertising;

- c. Who does the copywriting;
- d. Who does the layout;
- e. Plans to determine yearly advertising expenditures;
- f. Type and amount of advertising used and why;
- g. Systems for checking the results of advertising.

Methodology

This study, as has already been mentioned, concerns itself with North Dakota retailers as a whole, and, secondly, with a brief look at the retailers doing business in the largest cities (also the county seats) of the eight counties which account for 53% of North Dakota's retail sales¹ (hereafter known as the "Big Eight"). The names of these cities and the counties which they represent are Bismarck, Burleigh County; Fargo, Cass County; Grand Forks, Grand Forks County; Mandan, Morton County; Dickinson, Stark County; Jamestown, Stutsman County; Minot, Ward County; and Williston, Williams County. Similarly, the retail stores in the remainder of the North Dakota counties (hereafter known as "All Other" or "All Others") will be examined. Toward the end of the study an analysis will be made regarding the differences in advertising practices of small and large retailers. The line separating small retailers from large was established to follow the practice of the Small Business Administration, which draws the line at \$1 million in annual sales volume.

After deciding that a 10% sampling of North Dakota retailers would be reasonable and within the project's cost limitations, each major store classification's share of total sales was calculated and used as the percentage basis for determining how many stores of the

sample would be included from each classification. The sample was based on figures from the most recent census, the 1958 Census of Business, which showed 7,404 retailers doing \$762,837,000 sales volume.² For purposes of classifying the various types of retail establishments, the Standard Industrial Classification Manual was used.³ Then the classes of retail establishments were broken down by:

1. Classification of store according to the Standard Industrial Code (SIC).⁴
2. City in which store operates.

Further stratification was made by keeping the sample's makeup in line with the relative number of store types within each major classification. From within the subclassifications, sample members were then randomly selected from membership records of the Greater North Dakota Association in Fargo, North Dakota.

Mail questionnaires with accompanying cover letters were then sent to 740 retail establishments. All questionnaires were entered in the mail on May 15, 1963. The tabulation work on the survey began on June 1, 1963. Any responses received after that date were not counted. It seems reasonable to assume that very little, if any, information was lost by closing the survey at that time.

The following table should give the reader a more complete picture of the survey response:

Questionnaires mailed to sample	<u>739</u>	
Total questionnaires presumed received by sample	739	100.0%
Nonresponses	308	-41.7
Response too incomplete for tabulation	14	- 1.9
Response received too late for tabulation	7	<u>- 1.0</u>
Tabulated mail response	<u>410</u>	
Total questionnaires returned	431	55.5%

Table 1 in the following chapter details the response from store classifications and subclassifications.

CHAPTER II

DISCUSSION OF SURVEY FINDINGS

On the following pages are presented the findings of the survey of North Dakota retailers. Each of the questions on the survey form will be stated and followed by a brief analysis of the information gained. A tabular presentation of the findings will then be given, consisting of combined responses from retailers of all sizes and locations. Appendix A contains survey results broken down to consider Big Eight retailers separately from All Others. Findings of significance from the latter grouping will also be mentioned in the discussion sections following.

Caution must be exercised in reading the data in the tables. Not all questions in the survey were answered by all of the retailers. Because of this, both the number of responses and accompanying percentages have been stated.

It will be noted throughout the report that not all of the percentage figures add to exactly 100.0%. This occurred because all figures were rounded out to the nearest tenth of one per cent.

This study, like others of its type, does have certain limitations. It was felt that the rate of response, plus the stratification devices employed, minimized the danger of unrepresentativeness of the sample. Considerable care was taken to construct the mail

questionnaire form so as to keep to a minimum any possible bias arising from wording and positioning of questions.

One final point should be made concerning the data gathered and tabulated. Not all of the innumerable possibilities of combinations of different tabulations and cross-tabulations has been exhausted. The tabulations which comprise this report are those which, for their importance and relevance, were judged to fall within the scope of this study.

Question 1

Which of the following categories best describes your type of store? (Please place a check mark in the appropriate box.)

This question actually served two purposes. First, it was an easy question for the respondent to answer, thus aiding in establishing immediate rapport. Secondly, and equally as important, it aided in placing the respondent's store in a specific category. There was a 100.0% response to this question, which would seem to indicate the effectiveness of one of its aforementioned functions. In order to insure the validity of the answers to this question, each of the return envelopes was numerically coded with a white pencil, the writing of which could not be seen by the respondent.

Table 1

Number of Survey Replies from North Dakota Retail Establishments as Classified by Industry Groups

Classification of Store	Big Eight Cities	All Other	Total
1. Lumber and Building Supplies	7	19	26
2. Hardware	4	10	14
3. Farm Equipment	7	64	71
*4. General Merchandise	16	24	40
5. Food (Groceries, etc.)	15	53	68
6. Automotive Dealer	33	43	76
7. Gasoline Service Station	8	16	24
8. Apparel and Accessories	18	5	23
9. Furniture, Home Furnishings and Equipment	10	7	17
10. Eating and/or Drinking	5	10	15
11. Miscellaneous	14	22	36
Total	137	273	410

*Includes department and variety stores.

Question 2

Is your store a unit of a chain organization?

The purpose of this question, which was also quite easy to answer, was to identify those stores belonging to a chain organization. It was felt that retail stores belonging to a chain would have advertising practices significantly different from those retail stores not belonging to a chain.

It is interesting to note that, to some degree, All Other retail stores, with the exception of apparel and accessories stores, furniture, home furnishings and equipment stores, (hereafter known as furniture store(s)), and eating and drinking establishments, belong to some kind of a chain organization. The stores with the greatest incidence of belonging to a chain group are the department stores (67.5%). On the other hand, the stores with the least incidence of belonging to a chain are the furniture stores (94.1%).

Of all the North Dakota retail establishments doing over \$1 million in business (45 stores), 63% belong to a chain organization. Conversely, only 25% of the stores doing under \$1 million in business belong to a chain group.

Table 2

Percentage of North Dakota Retail Establishments
Belonging to a Chain Organization

Classification of Store	Big Eight		All Other		No Answer %	Total %
	Yes %	No %	Yes %	No %		
1. Lumber and Building Supplies	11.5	11.5	11.5	61.5	3.9	99.9 (26)
2. Hardware	14.3	14.3	21.4	50.0		100.0 (14)
3. Farm Equipment	1.4	8.5	2.8	83.1	4.2	100.0 (71)
4. General Merchandise	30.0	10.0	37.5	20.0	2.5	100.0 (40)
5. Food (Groceries, etc.)	10.3	11.8	29.4	47.1	1.5	100.1 (68)
6. Automotive Dealer	4.0	36.8	1.3	54.0	4.0	100.1 (76)
7. Gasoline Service Station	16.7	12.5	8.3	50.0	12.5	100.0 (24)
8. Apparel and Accessories	4.4	69.6		21.7	4.4	100.1 (23)
9. Furniture, Home Furnishings and Equipment	5.9	52.9		41.2		100.0 (17)
10. Eating and/or Drinking	13.3	20.0		66.7		100.0 (15)
11. Miscellaneous (Other)	11.1	27.8	2.8	55.6	2.8	100.1 (36)

Question 3

Who is in charge of your store's advertising?

As indicated by Table 3, there seems to be very little delegation of responsibility for the advertising function. In most all cases, either the proprietor, the manager, or a combination proprietor-manager handles this function. This probably reflects the generally small size of North Dakota's retail establishments.

Of these establishments in the Big Eight, the manager most often appears to be in charge of advertising. Among Big Eight retailers in the state, there is increased use of advertising directors, especially among department stores and food stores. The responses from these two categories indicated that the advertising directors worked in the home offices of the chain organizations to which most of the stores belonged (see Tables 1A and 2A in the Appendix). Advertising directors are also more frequently employed by large retailers (those whose annual sales volume is at least \$1 million) than by small retailers. Over 15% of the large retailers employ an advertising director, whereas only 3.3% of the small retailers do.

All in all, it would appear that the proprietors, managers, and proprietor-managers hold themselves responsible for any of their stores' advertising.

Table 3
Locus of Responsibility for Advertising in North Dakota
Retail Establishments --- Total

Classification of Store	Proprietor %	Manager %	Proprietor- Manager %	Advertising Director %	Other %	No Answer %	Total %
1. Lumber and Building Supplies	7.7	50.0	30.8		7.7	3.9	100.1 (26)
2. Hardware	35.7	35.7	21.4		7.1		99.9 (14)
3. Farm Equipment	38.0	26.8	22.5	1.4	9.7	1.4	99.8 (71)
4. General Merchandise	7.5	57.5	12.5	15.0	7.5		100.0 (40)
5. Food (Groceries, etc.)	38.2	10.3	30.9	11.8	8.8		100.0 (68)
6. Automotive Dealer	23.7	25.0	36.8		14.5		100.0 (76)
7. Gasoline Service Station	50.0	16.7	25.0	4.2		4.2	100.1 (24)
8. Apparel and Accessories	21.7	13.0	47.8	4.4	13.0		99.9 (23)
9. Furniture, Home Furnishings and Equipment	41.2	23.5	23.5	5.9	5.9		100.0 (17)
10. Eating and/or Drinking	40.0		60.0				100.0 (15)
11. Miscellaneous (Other)	50.0	19.4	22.2	2.8	5.6		100.0 (36)

Table 4

Others Responsible for Advertising in North
Dakota Retail Establishments --- Total

Classification of Store	Others	Percent
1. Lumber and Building Supplies	Manager and Sales Personnel (1) Office Manager (1)	5.6
2. Hardware	One of the Partners (1)	2.8
3. Farm Equipment	Office Manager (2) Proprietor and Partsman (1) Proprietor-Manager and Advertising Director (1) Owners (1) Partners (2)	19.4
4. General Merchandise	Manager and Advertising Director (2) Manager and Department Heads (1)	8.3
5. Food (Groceries, etc.)	Manager and Advertising Director (6)	16.7
6. Automotive Dealer	Manager and Advertising Director (2) Sales Manager (2) Manager-Sales Manager (2) Used Car Manager (2) Wholesale House (1) Warehouse Advertising Director (1) Home Office Advertising Director (1)	30.6
7. Gasoline Service Station		00.0
8. Apparel and Accessories	Advertising Agency (1) Proprietor-Salesmen (1)	8.3
9. Furniture, Home Furnishings and Equipment	Proprietor-Manager and Advertising Agency (1)	2.8
10. Eating and/or Drinking		00.0
11. Miscellaneous (Other)	Merchandising Manager (1) Regional Office in Minneapolis (1)	5.6
	Total	100.0 (36)
	No Response	374

Question 4

Who does the layout work for your store's printed advertisement?

Printed media, particularly the newspapers, play a very important part in North Dakota advertising. (For corroboration of this point, see the discussion of Question 12). This question attempts to determine who does most of the layout work for printed advertisements. While the evidence again indicates that the proprietor, the manager and the proprietor-manager do most of this work themselves (see Table 4), they do receive a considerable amount of help from the media representatives. This is particularly evident from observation of the frequency of mentions of newspaper printer-publishers by themselves or in collaboration with store management (see Tables 5 and 6; the latter gives a detailed view of the kind and amount of outside help the retailer receives).

In those small retail establishments the proprietors are four times as apt to be doing the layout work as those proprietors in the large retail stores. One also finds in the smaller stores, twice as many managers doing the layout work as those managers in the larger stores.

On the other hand, we find that one-fourth of the large retailers have an advertising director doing the layout work, whereas only one-twentieth of the small retailers have an advertising director handling the layout.

Table 5
Locus of Responsibility for Layout Work in North Dakota
Retail Establishments --- Total

Classification of Store	Proprietor %	Manager %	Proprietor-Manager %	Advertising Director %	Printer-Publisher %	Other %	None Used %	No Answer %	Total %
1. Lumber and Building Supplies	15.4	34.6	15.1		11.5	15.4	3.9	3.9	99.8 (26)
2. Hardware	14.3	28.6	7.1	7.1		35.7		7.1	99.9 (14)
3. Farm Equipment	16.9	14.1	15.5	1.4	15.5	21.1	12.7	2.8	100.0 (71)
4. General Merchandise	7.5	37.5	10.0	25.0	2.5	17.5			100.0 (40)
5. Food (Groceries, etc.)	16.2	7.4	20.6	17.7	8.8	27.9	1.5		100.1 (68)
6. Automotive Dealer	17.1	14.5	14.5	4.0	23.7	21.1	5.3		100.2 (76)
7. Gasoline Service Station	20.8	8.3	16.7	8.3	12.5	12.5	16.7	4.2	100.0 (24)
8. Apparel and Accessories	4.4	4.4	39.1	8.7	8.7	30.4	4.4		100.1 (23)
9. Furniture, Home Furnishings and Equipment	11.8	11.8	17.7	5.9	35.3	17.7			100.2 (17)
10. Eating and/or Drinking	26.7		20.0		20.0	13.3	20.0		100.0 (15)
11. Miscellaneous (Other)	33.3	11.1	13.9		13.9	22.2	5.6		100.0 (36)

Table 6

Others Responsible for Layout Work in North
Dakota Retail Establishments --- Total

Classification of Store	Other	Percent
1. Lumber and Building Supplies	Advertising Agency (1) Proprietor-Manager and Printer-Publisher (3)	4.4
2. Hardware	Proprietor-Manager and Printer-Publisher (2) Manager and Printer-Publisher (3)	5.6
3. Farm Equipment	Proprietor and Printer- Publisher (3) Manager and Printer-Publisher (4) Proprietor-Manager and Printer-Publisher (2) Office Manager and Assistant Manager (1) Parts Manager (1) Home Office Advertising Director (2) Office Manager (1) Manufacturer (1)	16.7
4. General Merchandise	Office Manager and Assistant Manager (1) Manager and Advertising Media (3) Partners (2) Manager and New York Office (1)	7.8
5. Food (Groceries, etc.)	(Manager) Subscriber to Mat Service (1) (Manager) and Home Office Advertising Director (2) Assistant Manager (2) Proprietor and Printer-Publisher (6) Sales Manager (2) Home Office (3) Wholesale House (2) Warehouse Supervisor (1)	21.1
6. Automotive Dealer	Proprietor and Printer- Publisher (2) Manager and Printer-Publisher (5) Proprietor-Manager and Printer-Publisher (2)	

Table 6 --- Continued

Classification of Store	Other	Percent
	Assistant Manager (1) Sales Manager (1) Manufacturer (1) Department Managers (1) Manager and Sales Manager (1) Advertising Agency (1) Used Car Manager (1)	17.8
7. Gasoline Service Station	Manufacturer (1) Proprietor and Printer- Publisher (1)	3.3
8. Apparel and Accessories	Proprietor and Printer- Publisher (5) Proprietor and Sales Personnel (3)	8.9
9. Furniture, Home Furnishings and Equipment	Proprietor and Printer- Publisher (2) Proprietor-Manager and Printer-Publisher	3.3
10. Eating and/or Drinking	Proprietor and Printer- Publisher (1) Proprietor-Manager and Printer-Publisher (1)	2.2
11. Miscellaneous (Other)	Proprietor and Printer- Publisher (1) Manager and Printer- Publisher (3) Wholesale House (1) Advertising Director and Printer-Publisher (1) Regional Office in Minneapolis (1) Artist (1)	8.9
	Total	100.0 (90)

Question 5

Who does the copywriting for your store's advertisements?

Although there are a few exceptions, the proprietor, manager, and proprietor-manager hold most of the responsibility for copywriting (see Table 7). There are a number of instances where these men are assisted to a degree by others, such as the media representatives, mat services, wholesalers, etc. (see Tables 7 and 8).

A greater portion of the large retailers (14%) receive more help with the copywriting than do their little brothers, the small retailers. It is quite obvious, then, to recognize that the proprietor, manager, and proprietor-manager of the small retail stores take care of this function themselves. Another noteworthy point is that approximately 25% of the large retailers have the assistance of an advertising director, while only 4% of the small retailers have the advantage of an advertising director's knowledge.

Table 7

Locus of Responsibility for Copywriting in North Dakota
Retail Establishments --- Total

Classification of Store	Proprietor %	Manager %	Proprietor- Manager %	Advertising Director %	Printer- Publisher %	Other %	None Used %	No Answer %	Total %
1. Lumber and Building Supplies	3.9	30.8	15.4		15.4	11.5	11.5	11.5	100.0 (26)
2. Hardware	14.3	21.4	14.3	7.1	7.1	28.6	7.1		99.9 (14)
3. Farm Equipment	18.3	11.3	11.3	1.4	18.3	18.3	15.5	5.6	100.0 (71)
4. General Merchandise	7.5	30.0	7.5	20.0	5.0	27.5	2.5		100.0 (40)
5. Food (Groceries, etc.)	14.7	7.4	22.1	16.2	19.1	17.7	2.9		100.1 (68)
6. Automotive Dealer	13.2	15.8	17.1	1.3	10.5	23.7	11.8	6.6	100.0 (76)
7. Gasoline Service Station	12.5		12.5	8.3	12.5	8.3	29.2	16.7	100.0 (24)
8. Apparel and Accessories	8.7	4.4	39.1	8.7	4.4	34.8			100.1 (23)
9. Furniture, Home Furnishings and Equipment	11.8	11.8	5.9	5.9	29.4	35.3			100.1 (17)
10. Eating and/or Drinking	26.7		13.3		26.7	6.7	26.7		100.1 (15)
11. Miscellaneous (Other)	22.2	13.9	11.1		22.2	22.2	8.3		99.9 (36)

Table 8

Others Responsible for Copywriting in North
Dakota Retail Establishments --- Total

Classification of Store	Other	Percent
1. Lumber and Building Supplies	Proprietor and Printer- Publisher (1) Proprietor-Manager and Printer-Publisher (1) Advertising Agency (1)	3.5
2. Hardware	Proprietor and Printer- Publisher (1) Partners (1) Home Office (1) Furniture Co-op Buying Group (1)	4.7
3. Farm Equipment	Proprietor-Manager and Printer-Publisher (2) Manager and Printer- Publisher (3) Office Manager (2) Manufacturer (2) Supplier (1) Manager and Manufacturer's Advertising Department (1) Proprietor and Mats Furnished by Manufacturer (2)	15.1
4. General Merchandise	National Advertising Office and Assistant Manager (1) Advertising Agency (1) Central Office Advertising Department (1) Advertising Service (1) Manager and Home Office (3) Local Person in Charge of Advertising Company Service (1) Advertising Department in New York (1) Manager and Department Managers (1) Proprietor and Printer- Publisher (1)	12.8

Table 8 --- Continued

Classification of Store	Other	Percent
5. Food (Groceries, etc.)	Manager and Home Office (1) Proprietor-Manager and Printer-Publisher (1) Proprietor-Manager and Radio Station (1) Red Owl Stores (2) Super Value Stores (2) Wholesale House (2) Warehouse Supervisor (1) Chain Operator (1) Through Volunteer Group Organization (1)	14.0
6. Automotive Dealer	Proprietor-Manager and Advertising Director (1) Manager and Advertising Director (1) Proprietor and Oldsmobile- Pontiac Division (1) Proprietor, Salesmen, and Office Manager (1) Printer-Publisher and Radio Station (1) Sales Manager (3) Wholesaler (1) Assistant Manager (1) Chevrolet Motor Division (1) Used Car Manager (1) Advertising Agency (1) Proprietor-Manager and Printer-Publisher (1) Proprietor-Manager and Sales Manager (1) Printer-Publisher and Advertising Agency (1) Manufacturer (Goodyear) (1) Akron Home Office (1)	20.9
7. Gasoline Service Station	Advertising Agency (1) Firestone Rubber Company (1)	2.3

Table 8 --- Continued

Classification of Store	Other	Percent
8. Apparel and Accessories	Proprietor and Printer- Publisher (4) Proprietor-Manager and Printer-Publisher (2) Manager and Printer- Publisher (1) Advertising Agency (1)	9.3
9. Furniture, Home Furnishings and Equipment	Proprietor and Printer- Publisher (4) Proprietor and TV and Radio (1) Proprietor-Manager and Printer-Publisher (1)	7.0
10. Eating and/or Drinking	Proprietor-Manager and Printer-Publisher (1)	1.2
11. Miscellaneous (Other)	Partners (1) Proprietor and Printer- Publisher (3) Manufacturers (1) Wholesaler (1) Merchandising Manager (1) Regional Office in Minneapolis (1)	9.3
	Total	100.1 (86)
	No Response	324

Question 6

Which month begins your business year?

This question was intended to be easy enough to answer to keep the respondent interested, but, more importantly, to point up any possible variations in fiscal year preference among retailers of different types, different sizes of communities, different levels of sales.

As might be expected, most North Dakota retailers begin their business year with January. The next most important month is February.

The Big Eight retailers and All Others (see Tables 13A and 14A) are quite identical in beginning their business year with January. One major deviation from this pattern does exist, however. The hardware stores of the Big Eight deviate from the norm, one-half of them beginning their business year in April.

Table 9

Months in Which North Dakota Retailers Begin
Their Business Year --- Total

Classification of Store	Jan. %	Feb. %	Mar. %	Apr. %	May %	June %	July %	Aug. %	Sept. %	Oct. %	Nov. %	Dec. %	Total %
1. Lumber and Building Supplies	65.4		7.7	3.9		3.9		3.9		3.9	3.9	7.7	100.3 (26)
2. Hardware	71.4	7.1	7.1	14.3									99.9 (14)
3. Farm Equipment	66.2	2.8	1.4	5.6	1.4					1.4	16.9	4.2	99.9 (71)
4. General Merchandise	30.0	70.0											100.0 (40)
5. Food (Groceries, etc.)	80.9		8.8	2.9				1.5		2.9	1.5	1.5	100.0 (68)
6. Automotive Dealer	81.6	1.3	4.0	1.3	1.3					4.0	5.3	1.3	100.1 (76)
7. Gasoline Service Station	87.5	4.2		4.2				4.2					100.1 (24)
8. Apparel and Accessories	43.5	39.1	4.4			4.4	4.4	4.4					100.2 (23)
9. Furniture, Home Furnishings and Equipment	64.7	17.7	5.9		5.9			5.9					100.1 (17)
10. Eating and/or Drinking	66.7	6.7		6.7	6.7				6.7		6.7		100.2 (15)
11. Miscellaneous (Other)	69.4	11.1	2.8		2.8	5.6	2.8	2.8		2.8			100.1 (36)

Question 7

What plan is used to determine your store's yearly advertising expenditures?

The response to this question was very good (see Table 10). Of those retailers stating that they had a plan for determining yearly advertising expenditures, most of them used variations of percentage of sales as the basis. The retail establishments selling large, bulky items, such as lumber, farm equipment, and automobiles, were among those stores (approximately 40%) that have "no plan" (see Table 10). Those other stores that had a high percentage of "no plan" were the gasoline service stations, eating and/or drinking establishments, etc.

Large-city retailers are more likely to have a plan for determining yearly advertising expenditures than their small-town colleagues, as illustrated by Tables 15A and 16A. Similarly, only 18% of the large retailers have no plan, while of the small retailers over 35% have no plan.

Table 10

Types of Plans Used by North Dakota Retailers to Determine
Yearly Advertising Expenditures --- Total

Classification of Store	% of Past Sales	% of Future Sales	% of Net Sales	% of Gross Sales	% of Competitive Expenditures	% of Money Available	Other %	No Plan %	No Answer %	Total %
1. Lumber and Building Supplies	19.2	3.9	3.9	3.9	7.7	15.4	3.9	42.3		100.2 (26)
2. Hardware	42.9	21.4		7.1			14.3	7.1	7.1	99.9 (14)
3. Farm Equipment	9.9	2.8		7.0	4.2	21.1	11.3	43.7		100.0 (71)
4. General Merchandise	10.0	40.0	5.0	2.5	5.0	00.0	15.0	22.5	00.0	100.0 (40)
5. Food (Groceries, etc.)	14.7	11.8	4.4	20.6	5.9	11.8	8.8	20.6	1.5	100.1 (68)
6. Automotive Dealer	10.5	9.2	1.3	5.3	4.0	10.5	17.1	40.8	1.3	100.0 (76)
7. Gasoline Service Station	12.5	4.2		8.3	4.2	25.0		45.8		100.0 (24)
8. Apparel and Accessories	26.1	17.4	4.4	13.0		21.7	4.4	13.0		100.0 (23)
9. Furniture, Home Furnishings and Equipment	23.5	11.8	5.9	29.4		11.8	5.9	11.8		100.1 (17)
10. Eating and/or Drinking	6.7	6.7		13.3		13.3		60.0		100.0 (15)
11. Miscellaneous (Other)	5.6	2.8		13.9		19.4	11.1	47.2		100.0 (36)

Table 11

Other Types of Plans Used by North Dakota Retailers to
Determine Yearly Advertising Expenditures --- Total

Classification of Store	Other	Percent
1. Lumber and Building Supplies	Depends on Crops (1)	2.4
2. Hardware	Percent of Past Sales, Competitive Expenditures, and Business Outlook (1) Percent of Past Sales and Four Seasons (1)	4.8
3. Farm Equipment	Competitive Expenditures, and Money Available (2) Ford Dealers Advertising Council (1) Advertise Items in Season (1) Past Experience (2) Percent of Gross Sales and Competitive Expenditures (1) Seasonal (1)	19.1
4. General Merchandise	Percent of Past and Gross Sales (1) As Needed by Planned Promotion (1) To do the Right Job (1) Percent of Past and Future Sales (1) Use 6 "Canned" Promotions in Weekly Newspaper (1) Percent of Future and Gross Sales (1)	14.3
5. Food (Groceries, etc.)	Competitive Expenditures and Amount Available (1) Need (1) Percent of Future Sales and Competition (1) Percent of Future and Gross Sales (2) Weekly Sum Set Aside (1)	14.3

Table 11 --- Continued

Classification of Store	Other	Percent
6. Automotive Dealer	Competitive Expenditures and Money Available (7) Chevrolet Motor Division (1) \$10 per New Car Sold (1) Need Governs Expense (1) Oldsmobile-Cadillac Zone Average and Local Business Conditions (1) Need to Increase Sales (2)	31.0
7. Gasoline Service Station		00.0
8. Apparel and Accessories	Percent of Past and Future Sales (1)	2.4
9. Furniture, Home Furnishings and Equipment	Need (1)	2.4
10. Eating and/or Drinking		00.0
11. Miscellaneous (Other)	Percent of Past and Future Sales (1) Percent of Past and Gross Sales (1) Need (2)	9.5
	Total	100.2 (42)
	No Response	368

Question 8

Does your store increase or decrease advertising expenditures according to changes in its sales? Why or why not?

This question was intended to determine whether or not North Dakota retailers increase their advertising expenditures when their sales go down, and vice-versa. Unfortunately, the question was apparently misunderstood by a significant number of the retailers so as to produce results which could not be considered totally valid.

As may be seen in Table 12, most of the retailers answered "Yes" to this question. The explanations for answers given shown in Table 13 bear out the conclusion that the question was misunderstood.

Table 12

Increase or Decrease of Advertising Expenditures
According to Changes in Sales as Indicated
by North Dakota Retailers --- Total

Classification of Store	Yes %	No %	No Answer %	Total %
1. Lumber and Building Supplies	65.0	23.0	12.0	100.0 (26)
2. Hardware	57.1	28.6	14.3	100.0 (14)
3. Farm Equipment	57.7	31.0	11.3	100.0 (71)
4. General Merchandise	72.5	25.0	2.5	100.0 (40)
5. Food (Groceries, etc.)	51.5	45.6	2.9	100.0 (68)
6. Automotive Dealer	69.7	23.7	6.6	100.0 (76)
7. Gasoline Service Station	25.0	66.7	8.3	100.0 (24)
8. Apparel and Accessories	69.6	21.7	8.7	100.0 (23)
9. Furniture, Home Furnishings and Equipment	70.6	29.4		100.0 (17)
10. Eating and/or Drinking	53.3	40.0	6.7	100.0 (15)
11. Miscellaneous (Other)	47.2	36.1	16.7	100.0 (36)

Table 13

Reasons for Increasing or Decreasing Advertising Expenditures
According to Changes in Sales (All North Dakota Retailers)

Classification of Store	Yes	No
1. Lumber and Building Supplies	<ul style="list-style-type: none"> a. also on a seasonal basis b. tailor the ads to fit the time and merchandise c. especially in a short crop year in a farm community d. new products e. depends upon . . . weather, road conditions, etc. f. money available 	<ul style="list-style-type: none"> a. we use a co. sales plan
2. Hardware	<ul style="list-style-type: none"> a. lag in sales indicates competitor activity or too little effort on our part b. depends on used machinery inventory, mainly c. when crops are poor, little or no machinery is purchased d. season of year e. all the advertising in the world will not sell farm equipment to farmers unless he either has a crop or prospect of a crop. . . . *f. <u>as business needs to get a boost, we advertise</u> g. seasonal h. we have had increases so we spend more each year. 	<ul style="list-style-type: none"> a. we necessarily respond to a 12-month advertising program to include seasonal user stimulants. . . .

*All underlined statements indicate that the retailer within the respective classifications, do increase advertising when business slows up.

Table 13 --- Continued

Classification of Store	Yes	No
3. Farm Equipment	<ul style="list-style-type: none"> a. seasonal b. if cash on hand is available c. advertising is increased as used car sales become sluggish. . . . d. increase in peak seasons e. . . . when stocks become large, advertising is increased f. when sales drop off, advertising is increased g. when business is good, advertising is increased h. the more equipment on hand the more we advertise it i. depends on crop conditions j. during winter our business drops off . . . advertising doesn't seem to help during this time k. depends on crops 	<ul style="list-style-type: none"> a. we buy about 60% of our planned advertising at the beginning of the year, and about 40% is seasonal b. we have a continuous program and only vary the amount by seasons c. most advertising is contracted for the year. More advertising for special promotions d. if anything, more advertising should be done when business is done
4. General Merchandise	<ul style="list-style-type: none"> a. to increase traffic b. to stay solvent c. to stay with advertising budget percentage (2) d. to increase business or to decrease expenses e. depends on need f. slow months receive less advertising 	<ul style="list-style-type: none"> a. <u>if sales are down we put more push on advertising</u> b. I believe in people looking at our store name each week. Habit! c. <u>lean months are socked harder with promotional events</u>

Table 13 --- Continued

Classification of Store	Yes	No
5. Food (Groceries, etc.)	<ul style="list-style-type: none"> a. determined quarterly on a need basis, based on sales and competition b. the law of income versus expenditures c. <u>we increase sales advertising whenever business falls below a certain figure</u> d. budgeted (3) e. sales increase, advertising increased f. according to local competition g. slow business needs more advertising to increase sales h. the more business we do the more we advertise 	<ul style="list-style-type: none"> a. <u>if sales are down we strive for more</u> b. figured on year's business c. advertising brings increased business if your selection of items are in demand d. <u>when business is slow increased advertising gives it a boost</u> e. food business quite level throughout the year f. have a regular schedule of advertising every other week in the local newspaper g. we have a minimum base h. still competitive i. spend a certain amount weekly and on special days we advertise more j. consistent advertising policy k. newspaper and direct mail is contracted by the year
6. Automotive Dealer	<ul style="list-style-type: none"> a. . . . <u>if our penetration of the total market is slipping, we increase. . . .</u> b. change of seasons c. <u>try to stimulate them if down</u> d. hit it hard when conditions are favorable e. to avoid excessive inventories 	<ul style="list-style-type: none"> a. four sales per year and we advertise heavily for these b. we try to keep it steady according to seasons, - - largest in spring c. <u>when used car sales slow down I increase advertising</u> d. <u>increased advertising during slow periods</u>

Table 13 --- Continued

Classification of Store	Yes	No
	<p>f. <u>when business is slack we advertise more</u></p> <p>g. heaviest during strong periods</p> <p>h. <u>we advertise when volume drops</u></p> <p>i. January, February, and March is reduced somewhat</p> <p>j. depends upon the number of units in stock (2)</p> <p>k. <u>if sales are down advertising is increased</u></p> <p>l. advertising most in good business conditions</p> <p>m. do not change unless economic conditions drastically change</p> <p>n. <u>increased during slow periods</u></p> <p>o. <u>decrease in sales normally requires an increase in advertising</u></p> <p>p. increased new car sales force</p> <p>q. a stepped up used car advertising program</p> <p>r. more sales during certain months</p> <p>s. money available</p> <p>t. if sales decrease, we assume buying power is down and we cut advertising expenses</p>	<p>e. timed to the season</p> <p>f. advertising is done whenever we want to push a particular item</p>
7. Gasoline Service Station	<p>a. changes in season-weather conditions, etc. affect our advertising more than changes in gross sales</p> <p>b. budget</p>	<p>a. stays the same as the year before, regardless</p>

Table 13 --- Continued

Classification of Store	Yes	No
8. Apparel and Accessories	a. increase when seasons are at peak b. advertising more heavily during peak seasons c. local economic conditions d. we advertise . . . for the events we feel important and in accordance with advertising ideas and opportunities as they arise e. <u>to increase our volume in the ensuing year</u> f. mainly to offset a slow period	a. money available
9. Furniture, Home Furnishings and Equipment	a. when business is good we advertise heavy b. <u>try to increase sales</u> c. if a type of advertisement hits good we use it again	a. a steady level of advertising selling service, customer satisfaction must be maintained b. <u>sales down, advertising stepped up</u>
10. Eating and/or Drinking	a. to compensate for sales losses b. an increase in sales gives more money to advertising	a. <u>slows up -- I give it a boost</u> b. <u>if sales decline -- advertise more</u> c. business is stable so is advertising on weekly basis
11. Miscellaneous (Other)	a. because of percentage budget b. depends upon the economy of the area c. <u>increased advertising when sales drop off</u> d. more sales -- more money to advertise with e. try to stay under 2%	a. <u>sales off -- advertising increased</u> b. feel that consistent advertising program is more effective c. <u>business slow, increase advertising</u>

Question 9

To whom is your store's advertising message directed?

With a negligible number of exceptions, most of North Dakota's retailers stated that their advertising message is directed to both new and old customers (see Table 14). The only classification of stores which deviates from the norm is the eating and drinking establishments of the Big Eight, among which one out of every five reports advertising to new customers (see Table 17A). None of the Big Eight retailers directed their advertising to their old customers and only 2% to 4% each, of the department stores, food stores and automotive dealers directed their advertising message to their old customers.

Table 14

Direction of the Advertising Message as Indicated
by North Dakota Retailers --- Total

Classification of Store	Old Customers %	New Customers %	Both %	No Answer %	Total %
1. Lumber and Building Supplies			100.0		100.0 (26)
2. Hardware			100.0		100.0 (14)
3. Farm Equipment			98.6	1.4	100.0 (71)
4. General Merchandise	2.5		97.5		100.0 (40)
5. Food (Groceries, etc.)	2.9	1.5	95.6		100.0 (68)
6. Automotive Dealer	1.3		98.7		100.0 (76)
7. Gasoline Service Station			95.8	4.2	100.0 (24)
8. Apparel and Accessories			100.0		100.0 (23)
9. Furniture, Home Furnishings and Equipment			100.0		100.0 (17)
10. Eating and/or Drinking		6.7	86.7	6.7	100.1 (15)
11. Miscellaneous (Other)	2.8	2.8	91.7	2.8	100.1 (36)

Question 10

What is the purpose of your store's advertising?

Two out of five North Dakota retailers feel that the purpose of their advertising is to build store traffic (see Table 15). Nearly one-fourth of them indicated that they advertise to give customers confidence in their store and nearly as many indicated that they advertise to create character for the store. Only a very few stated that cutting down seasonal peaks is the primary purpose of their store's advertising program.

Table 15

Purpose of Advertising as Indicated by
North Dakota Retailers --- Total

(Expressed in weighted percentages*)

Classification of Store	Builds Store Traffic %	Cuts Seasonal Peaks %	Creates Character for Store %	Gives Confidence in Store %	**Total Re- Other %	sponse %
1. Lumber and Building Supplies	43.3	14.9	18.9	22.9	100.0	(18)
2. Hardware	48.1	8.9	19.0	24.0	100.0	(9)
3. Farm Equipment	44.9	18.5	13.8	18.1	4.7	100.0 (64)
4. General Merchandise	47.4	8.2	20.6	21.6	2.1	99.9 (38)
5. Food (Groceries, etc.)	53.5	5.6	15.6	24.5	.7	99.9 (60)
6. Automotive Dealer	41.9	13.4	19.3	21.9	3.4	99.9 (64)
7. Gasoline Service Station	47.6	9.5	13.8	29.1		100.0 (21)
8. Apparel and Accessories	37.0	11.1	26.3	23.9	1.6	99.9 (20)
9. Furniture, Home Furnishings and Equipment	36.9	11.2	19.6	25.1	7.3	100.1 (15)
10. Eating and/or Drinking	41.9	13.2	22.8	15.4	6.6	99.9 (12)
11. Miscellaneous (Other)	34.8	10.9	23.9	23.3	7.2	100.1 (31)

*Percentages shown in this table were computed in the following manner: Each of the values (i. e., "1" for the most important purpose, "2" for the second most important, and so on through "5" the fifth most important) given by respondents to indicate the purposes of their advertising was weighted in inverse ratio (i.e., weighted 5 for most important, 1 for fifth most important), then subtotals within each category were divided by totals in each store classification.

**The numbers shown in parentheses under the percentage figures are not the bases of those percentages, but are, instead, the number of store respondents within the different store classifications. See "*" above for explanation of percentage figures.

Question 11

What does your store's advertising emphasize most?

With a few exceptions, more than one-half of North Dakota retailers within the survey's eleven classifications place emphasis on merchandise in their advertising program (see Table 16). Conversely, very few place emphasis on their store in their advertising. (Although the term institutional advertising is most often used in advertising circles, the word store was used instead on the questionnaire to make sure that all respondents understood the meaning of the term.) With the exception of the automotive dealers, less than one-half of the North Dakota retailers said that they emphasized both merchandise and store in their advertising program. Approximately three-fourths of the automotive dealers said that emphasizing both merchandise and store was very important to them.

Neither the Big Eight nor the All Other categories of North Dakota retailers (see Tables 21A and 22A) emphasize the store in their advertising. In particular, there are noticeable contrasts in replies given by department and variety stores (general merchandise) of the Big Eight and the furniture stores of All Others. Of the department and variety stores of the Big Eight, over 93% emphasize merchandise in their advertising, while only 75% do in the All Other category. Only 30% of the stores in the Big Eight emphasize merchandise in their advertising, while 100% of the All Other furniture retailers do.

Table 16

Types of Advertising Emphasis as Indicated by
North Dakota Retailers --- Total

Classification of Store	Merchandise %	Store %	Both %	No Answer %	Total %
1. Lumber and Building Supplies	57.7	7.7	34.6		100.0 (26)
2. Hardware	64.3		35.7		100.0 (14)
3. Farm Equipment	66.2	2.8	29.6	1.4	100.0 (71)
4. General Merchandise	82.5		17.5		100.0 (40)
5. Food (Groceries, etc.)	58.8		41.2		100.0 (68)
6. Automotive Dealer	27.6		71.1	1.3	100.0 (76)
7. Gasoline Service Station	62.5		29.2	8.3	100.0 (24)
8. Apparel and Accessories	43.5	8.7	47.8		100.0 (23)
9. Furniture, Home Furnishings and Equipment	58.8		41.2		100.0 (17)
10. Eating and/or Drinking	26.7	20.0	46.7	6.7	100.1 (15)
11. Miscellaneous (Other)	61.1	2.8	36.1		100.0 (36)

Question 12

During your most recent business year, what per cent of your store's advertising budget was spent on each of the following media?

The response to this question was nearly perfect. Many of the retailers answering this question went to great difficulty by not only writing in the respective percentages, but also telling how they arrived at them. The information has been placed in separate tables, one for each classification of business, to illustrate the relative value each store classification places on the various media.

As was anticipated, the newspaper was reported as being used most extensively as a conveyor of advertisements. Next, in the approximate order of their importance, were direct mail, radio, and television. Except in isolated cases, the remaining media were used to a lesser degree.

Also predictably, reports of daily and Sunday newspaper advertising came from members of the Big Eight cities, wherein are located the state's population centers and daily newspaper facilities, while the remainder of the respondents, located in smaller communities, reported use of weekly newspaper advertising.

The use of outdoor advertising is very scant. In response to that portion of question 12, the answers ranged from 00.0% to 12.5%. Transit advertising is also used infrequently. Only four classifications of stores responded affirmatively, the replies ranging from 0.1% to 1.3%.

Radio advertising was reported to a considerable extent by all retailers. Estimates of radio's importance in the advertising budget ranged from 7.8% to 21.4%, the mean being approximately 12%.

Television most used by retailers of the Big Eight, is nearly as popular within store types as radio. From 1.5% to 20.5% of the budgets of responding retailers is apportioned to television advertising.

Theater advertising is used very, very little. One group, the automotive dealers, said that they spent 1.6% of their advertising budget, the largest amount allocated the medium by any store classification, in theatres. Capital directed toward specialty advertising is quite limited, with the exception of the eating and/or drinking establishments, which spend 36.4% of their advertising on it. Another classification of store allocating money to specialty advertising is the gasoline service station, which spends 13.0% of the advertising budget on this medium.

The use of direct mail is quite important to almost all of North Dakota's retailers. However, it is interesting to note that All Other retailers use this vehicle of advertising more than do retailers of the Big Eight. For example, hardware stores of the Big Eight allocate only 19.6% of their advertising budget for direct mail, while All Other hardware stores allocate 38.9% to direct mail.

Other than the gasoline service stations, which spend 15.3% of their advertising budget on miscellaneous media such as phone directories, etc., most of the stores do not spend more than 1.0% to 3.0% for this.

The advertising practices of large, million-dollar retailers follow fairly closely the practices of the Big Eight, and All Others behave as the smaller retailers do (see Tables 17 - 27). For example,

the majority of the large retailers use daily newspapers, while the majority of the small retailers use weekly and bi-weekly newspapers.

Relationship of Advertising Budgets to Media
of North Dakota Retailers

Table 17

Lumber and Building Supplies

Media	Big Eight %	All Other %	Total %
Newspaper:			
Daily	42.8	2.3	11.5
Weekly	10.0	37.0	30.8
Sunday	00.0	1.9	1.5
Outdoor	00.0	2.3	1.8
Transit	00.0	00.0	00.0
Radio	21.1	13.9	15.6
TV	7.8	4.6	5.3
Theater	.8	1.5	1.4
Specialty	2.0	9.7	7.9
Direct Mail	12.0	20.2	18.3
Miscellaneous	2.8	6.6	5.7
No Answer	.2	.1	.1
Unusable Answer	.2	00.0	.1
Total	99.7 (7)	100.1 (19)	100.0 (26)

Relationship of Advertising Budgets to Media
of North Dakota Retailers

Table 18

Hardware

Media	Big Eight %	All Other %	Total %
Newspaper:			
Daily	28.9	8.3	15.3
Weekly	00.0	29.8	19.7
Sunday	00.0	00.0	00.0
Outdoor	4.8	.8	2.2
Transit	00.0	00.0	00.0
Radio	20.9	13.3	15.9
TV	22.5	4.1	10.4
Theater	00.0	00.0	00.0
Specialty	2.3	2.5	2.4
Direct Mail	19.6	38.9	32.4
Miscellaneous	.6	1.7	1.3
No Answer	00.0	.1	.1
Unusable Answer	.3	.5	.4
Total	99.9 (4)	100.0 (10)	100.1 (14)

Relationship of Advertising Budgets to Media
of North Dakota Retailers

Table 19

Farm Equipment

Media	Big Eight %	All Other %	Total %
Newspaper:			
Daily	23.6	7.9	9.2
Weekly	.4	34.0	31.3
Sunday	16.5	.8	2.1
Outdoor	1.7	2.0	2.1
Transit	.2	.9	.1
Radio	5.2	8.0	7.8
TV	20.0	8.3	9.3
Theater	.2	1.2	1.0
Specialty	3.1	8.1	7.7
Direct Mail	27.3	25.0	25.0
Miscellaneous	1.2	4.0	4.2
No Answer	.4	00.0	.1
Unusable Answer	.2	00.0	.1
Total	100.0 (7)	100.2 (64)	100.0 (71)

Relationship of Advertising Budgets to Media
of North Dakota Retailers

Table 20

Department Stores and Variety Stores

Media	Big Eight %	All Other %	Total %
Newspaper:			
Daily	72.8	4.1	35.1
Weekly	1.4	66.9	37.4
Sunday	9.2	00.0	4.1
Outdoor	00.0	1.3	.7
Transit	00.0	1.3	.7
Radio	6.4	6.9	6.7
TV	5.1	1.6	3.2
Theater	00.0	00.0	00.0
Specialty	00.0	.4	.2
Direct Mail	4.9	16.4	11.2
Miscellaneous	00.0	.4	.3
No Answer	00.0	.1	00.0
Unusable Answer	00.0	.4	.3
Total	99.8 (16)	99.8 (24)	99.9 (40)

Relationship of Advertising Budgets to Media
of North Dakota Retailers

Table 21
Food Stores

Media	Big Eight %	All Other %	Total %
Newspaper:			
Daily	57.0	21.1	17.8
Weekly	16.7	40.2	45.1
Sunday	1.0	00.0	.1
Outdoor	00.0	.5	.4
Transit	00.0	00.0	00.0
Radio	17.7	8.8	9.9
TV	.6	1.6	1.5
Theater	00.0	.1	.1
Specialty	4.9	3.3	3.5
Direct Mail	00.0	19.5	17.0
Miscellaneous	.4	4.4	3.9
No Answer	.4	.2	.2
Unusable Answer	1.4	.3	.5
Total	100.1 (15)	100.0 (53)	100.0 (68)

Relationship of Advertising Budgets to Media
of North Dakota Retailers

Table 22
Automotive Dealers

Media	Big Eight %	All Other %	Total %
Newspaper:			
Daily	46.5	7.5	25.0
Weekly	1.6	35.3	20.2
Sunday	5.4	.3	2.6
Outdoor	2.4	9.1	6.1
Transit	00.0	.1	00.0
Radio	19.4	17.5	18.4
TV	9.9	8.3	9.1
Theater	1.6	1.6	1.6
Specialty	3.7	6.7	5.4
Direct Mail	6.2	10.7	8.6
Miscellaneous	3.1	2.7	3.0
No Answer	00.0	00.0	00.0
Unusable Answer	.1	.2	.2
Total	99.9 (33)	100.0 (43)	100.2 (76)

Relationship of Advertising Budgets to Media
of North Dakota Retailers

Table 23

Gasoline Service Stations

Media	Big Eight %	All Other %	Total %
Newspaper:			
Daily	23.3	7.1	14.5
Weekly	00.0	25.0	13.5
Sunday	00.0	00.0	00.0
Outdoor	12.5	.1	5.8
Transit	00.0	00.0	00.0
Radio	18.3	24.0	21.4
TV	5.8	9.4	7.8
Theater	00.0	2.8	1.5
Specialty	15.8	10.6	13.0
Direct Mail	7.5	5.6	6.5
Miscellaneous	16.6	14.1	15.3
No Answer	.3	.7	.5
Unusable Answer	00.0	.6	.3
Total	100.1 (8)	100.0 (16)	100.1 (24)

Relationship of Advertising Budgets to Media
of North Dakota Retailers

Table 24

Apparel and Accessories

Media	Big Eight %	All Other %	Total %
Newspaper:			
Daily	31.0	00.0	26.9
Weekly	1.1	22.2	4.0
Sunday	25.7	00.0	22.2
Outdoor	2.4	2.5	2.4
Transit	00.0	00.0	00.0
Radio	10.2	41.9	14.5
TV	23.7	00.0	20.5
Theater	00.0	7.4	1.0
Specialty	00.0	00.0	00.0
Direct Mail	4.8	24.6	7.4
Miscellaneous	.8	00.0	.7
No Answer	.2	1.0	.3
Unusable Answer	.2	.5	.3
Total	100.1 (18)	100.1 (5)	100.2 (23)

Relationship of Advertising Budgets to Media
of North Dakota Retailers

Table 25

Furniture, Home Furnishings and Equipment

Media	Big Eight %	All Other %	Total %
Newspaper:			
Daily	55.0	33.9	45.3
Weekly	.8	24.9	11.9
Sunday	00.0	00.0	00.0
Outdoor	1.7	2.0	1.8
Transit	00.0	00.0	00.0
Radio	12.8	20.9	16.5
TV	4.9	1.0	3.1
Theater	00.0	5.0	2.3
Specialty	2.0	00.0	1.1
Direct Mail	17.0	10.0	13.8
Miscellaneous	5.1	2.0	3.6
No Answer	.5	.4	.5
Unusable Answer	.2	00.0	.1
Total	100.0 (10)	100.1 (7)	100.0 (17)

Relationship of Advertising Budgets to Media
of North Dakota Retailers

Table 26

Eating and/or Drinking

Media	Big Eight %	All Other %	Total %
Newspaper:			
Daily	13.2	00.0	4.1
Weekly	5.0	29.0	21.6
Sunday	9.9	00.0	3.1
Outdoor	8.3	8.1	8.1
Transit	00.0	00.0	00.0
Radio	13.2	15.8	15.0
TV	19.9	00.0	6.1
Theater	5.0	1.0	2.2
Specialty	19.9	43.9	36.4
Direct Mail	3.3	00.0	1.0
Miscellaneous	1.7	1.8	1.7
No Answer	00.0	.3	.2
Unusable Answer	.7	.2	.3
Total	100.1 (5)	100.2 (10)	99.8 (15)

Relationship of Advertising Budgets to Media
of North Dakota Retailers

Table 27

Miscellaneous

Media	Big Eight %	All Other %	Total %
Newspaper:			
Daily	30.8	9.1	16.4
Weekly	.5	31.1	20.8
Sunday	7.6	00.0	2.5
Outdoor	.7	.6	.7
Transit	.1	00.0	00.0
Radio	22.5	13.3	16.4
TV	19.4	6.2	10.6
Theater	00.0	2.9	2.0
Specialty	4.0	12.2	9.4
Direct Mail	9.2	18.8	15.6
Miscellaneous	4.6	5.5	5.2
No Answer	.4	.1	.2
Unusable Answer	.4	.2	.2
Total	100.2 (14)	100.0 (22)	100.0 (36)

Question 12a

What one advertising medium do you feel is most effective for your store? Why?

One purpose of this portion of Question 12 was to check the validity of the first part of the question. The responses indicate that retailers spend considerable amounts of money for advertising in particular media.

(A word of caution must be said when comparing the percentages of Table 28 to those percentages in the tables of Question 12. That is that Table 28 figures represent all North Dakota retailers; therefore, one must compare with the total column in Question 12's tables.)

In Table 29 one may find reasons why North Dakota's retailers feel that particular media are better for them than others. Because of the scarcity of responses, only answers relative to effectiveness of newspapers and direct mail have been included in this paper.

Table 28

Advertising Media Considered Most Effective
by North Dakota Retailers --- Total

Classification of Store	News- paper %	Out- door %	Tran- sit %	Radio %	TV %	Theater %	Special %	Direct Mail %	Misc. %	No Answer %	Unusable Answer %	Total %
1. Lumber and Building Supplies	50.0	00.0	00.0	7.7	3.9	00.0	00.0	15.4	00.0	3.9	19.2	100.1 (26)
2. Hardware	21.4	00.0	00.0	7.1	00.0	00.0	00.0	57.1	00.0	7.1	7.1	99.8 (14)
3. Farm Equipment	36.6	00.0	00.0	4.2	5.6	00.0	1.4	33.8	00.0	9.9	8.5	100.0 (71)
4. General Merchandise	72.5	00.0	00.0	2.5	00.0	00.0	00.0	20.0	00.0	00.0	5.0	100.0 (40)
5. Food (Groceries, etc.)	69.1	00.0	00.0	7.4	1.5	00.0	00.0	16.2	00.0	2.9	2.9	100.0 (68)
6. Automotive Dealer	51.3	00.0	00.0	15.8	9.2	00.0	00.0	7.9	00.0	5.3	10.5	100.0 (76)
7. Gasoline Service Station	33.3	8.3	00.0	16.7	00.0	00.0	00.0	4.2	8.3	16.7	12.5	100.0 (24)
8. Apparel and Accessories	65.2	00.0	00.0	8.7	13.0	00.0	00.0	8.7	00.0	4.4	00.0	100.0 (23)
9. Furniture, Home Furnishings and Equipment	70.6	00.0	00.0	00.0	00.0	00.0	00.0	17.7	00.0	00.0	11.8	100.1 (17)
10. Eating and/or Drinking	46.7	6.7	00.0	13.3	00.0	00.0	20.0	00.0	00.0	00.0	13.3	100.0 (15)
11. Miscellaneous (Other)	47.2	00.0	00.0	8.3	2.8	00.0	2.8	19.4	00.0	8.3	11.1	99.9 (36)

Table 29

Reasons Why Newspapers and Direct Mail are Effective,
as Indicated by North Dakota Retailers --- Total

Explanation	Media	Percent of Replies
	<u>Newspapers</u>	
Best Trade Area Coverage		53.6
Medium Stays Around the House		10.4
Receive Good Results		22.4
Timing is Best		0.8
Habit		0.8
Can Get Detailed in the Advertisements		2.4
Customer Can Refer to Price Quoted		2.4
Only Medium Available Locally		4.8
Distribution More Even		1.6
Inexpensive		0.8
Total		100.0
		(125)
No Response and Unusable Response		285
	<u>Direct Mail</u>	
Good Concentrated Coverage		43.2
Lasting Effect		6.8
Can Better Elaborate on Product		9.1
Best Results for Dollar Spent		22.7
Has a Personal Touch		6.8
Stays in the Consumer's Home Longer		4.6
Do Not Have a Local Paper		6.8
Total		100.0
		(40)
No Response and Unusable Response		370

Table 30

Advertising Media Considered Most Effective by
Large and Small Retailers of North Dakota

Media	Large %	Small %
Newspapers	86.1	57.6
Outdoor		1.0
Transit	00.0	00.0
Radio	4.7	10.7
Television		5.5
Theater	00.0	00.0
Specialty		1.6
Direct Mail	9.3	22.7
Miscellaneous		1.0
Total	100.1 (43)	100.1 (309)

Question 12b

What one advertising medium do you feel is least effective for your store? Why?

The responses to this question serve as a measure of how great is the reliance placed upon newspapers as a vehicle for retail advertising. Only a very small number of North Dakota's retailers feel that newspapers are not effective for them (see Table 32). In general, the media considered least effective by the retailers are radio and television.

Because of a poor response in the "why?" portion of the question, the replies were not considered significant enough for placement in this paper.

Table 31

Advertising Media Considered Least Effective
by North Dakota Retailers --- Total

Classification of Store	News- paper %	Out- door %	Tran- sit %	Radio %	TV %	Theater %	Special %	Direct Mail %	Misc. %	Answer %	Unusable Answer %	Total %
1. Lumber and Building Supplies	3.9	3.9		11.5	7.7	11.5		3.9	7.7	19.2	30.8	100.1 (26)
2. Hardware				21.4		7.1		7.1	14.3	21.4	28.6	99.9 (14)
3. Farm Equipment	8.5	5.6	1.4	12.7	11.3	8.5	5.6	7.0	8.5	22.5	8.5	100.1 (71)
4. General Merchandise	5.0			22.5	25.0	2.5	5.0	5.0	10.0	10.0	15.0	100.0 (40)
5. Food (Groceries, etc.)	5.9	2.9	1.5	17.7	10.3	1.5	8.8		13.2	23.5	14.7	100.0 (68)
6. Automotive Dealer	1.4	8.5		11.3	12.7	7.0	9.9	5.6	9.9	26.8	7.0	100.1 (76)
7. Gasoline Service Station	4.2		4.2	12.5	20.8	4.2	4.2		4.2	29.2	16.7	100.2 (24)
8. Apparel and Accessories		8.7	4.4	26.1	13.0		13.0		8.7	17.4	8.7	100.0 (23)
9. Furniture, Home Furnishings and Equipment		5.9	5.9	5.9	11.8		17.7	5.9		41.2	5.9	100.2 (17)
10. Eating and/or Drinking	6.7	6.7		13.3	6.7	20.0			13.3	13.3	20.0	100.0 (15)
11. Miscellaneous (Other)	5.6	11.1		16.7	13.9	5.6			19.4	19.4	8.3	100.0 (36)

Table 32

Advertising Media Considered Least Effective by
Large and Small Retailers of North Dakota

Media	Large %	Small %
Newspapers		7.7
Outdoor	3.1	8.9
Transit		2.1
Radio	21.9	23.4
Television	37.5	17.5
Theater		9.8
Specialty	18.8	8.9
Direct Mail	9.4	4.7
Miscellaneous	9.4	17.0
Total	100.1 (32)	100.0 (309)

Question 13

In which three months of the year does your store advertise most?

The information from this question has been placed in Tables 33 to 43. In this way, one may more clearly see the differences that exist between the various classifications of retailers. When reading the following résumé of results, one must keep in mind that the first, second, and third choices of each retailer classification represent 100.0%.

Lumber and building supply retailers (see Table 33) advertise most heavily during (in order of their importance) June, September, August, and May, the beginning and ending months of the building season. Hardware retailers (see Table 34) do most of their advertising during the months of April, May and October. June and December are also months of fairly intense advertising by hardware dealers. As anticipated, the farm equipment dealers (see Table 35) advertise most heavily during March through June, the crop-planting months. It would thus appear that the farm equipment dealers have pre-sold or sold their harvest equipment by August or September.

Stores of the general merchandise classification, which includes department store and variety retailers (see Table 36), advertise most heavily during December (46.2%). The next most important months for them are April, May, June and August (39.9%). One-third of the food retailers (see Table 37) indicate that December is the most important month in which they advertise. Still another one-third state that November is next in importance. September is also an important grocery advertising month. It should be mentioned that the majority of food retailers gave answers to question 13 with reservations,

saying that, in general, their advertising program remains quite constant throughout the year. They also did not neglect to mention that special emphasis is given during the holiday season.

One-third of the automotive dealers (see Table 38) stated that April (30.6%) is the most important month in which to advertise. May (22.2%) and October (22.8%) are ranked second and third in importance. For gasoline service stations (see Table 39) the heavy advertising months range from March through October, months of increased auto travel (and gasoline consumption) and seasonal change-overs for lubricants, cooling systems, etc.

Over one-half of the apparel and accessories retailers (see Table 40) state that December is the month in which they advertise the most. The month second in importance (45.5%) is September. December means a large amount of Christmas clothing sales, while September represents the beginning of the school year and introduction of winter clothing. Furniture retailers (see Table 41) quite evenly distribute their advertising between January, February, August, September, November and December (16.7% each). Their most favored second and third choices are December (50%) and October (50%).

Eating and drinking establishments (see Table 42) declare that December (60%) is the month in which they advertise most, while November is felt to be second in importance (60%). The third choice is evenly distributed (20% each) between the months of March, April, June, October, and December. Nearly 60% of the miscellaneous retailers (see Table 43) state that December is the month in which

they advertise most. November and December are second with 25% each. Over one-half of the miscellaneous retailers chose May as being third in importance.

The Three Most Important Months of Advertising as Indicated
by North Dakota Retailers, by Store Classification

Table 33

Lumber and Building Supplies

Month	First %	Second %	Third %
January			
February			
March			
April	11.1		
May	11.1	22.2	11.1
June	33.3	44.4	11.1
July	11.1	11.1	
August	11.1	11.1	22.2
September	11.1	11.1	44.4
October			11.1
November	11.1		
December			
Total	99.9 (17)	99.9 (17)	99.9 (17)
No Response	9	9	9

The Three Most Important Months of Advertising as Indicated
by North Dakota Retailers, by Store Classification

Table 34

Hardware

Month	First %	Second %	Third %
January			
February			
March	16.7		
April	33.3	16.7	
May	16.7	33.3	16.7
June	16.7		16.7
July		16.7	
August			16.7
September			
October	16.7	16.7	
November		16.7	
December			50.0
Total	100.1 (8)	100.1 (8)	100.1 (8)
No Response	6	6	6

The Three Most Important Months of Advertising as Indicated
by North Dakota Retailers, by Store Classification

Table 35

Farm Equipment

Month	First %	Second %	Third %
January	12.0		
February		12.0	
March	40.0	4.0	4.0
April	16.0	24.0	4.0
May	4.0	24.0	16.0
June	8.0	12.0	28.0
July	8.0	12.0	20.0
August	4.0	4.0	4.0
September		4.0	12.0
October	4.0		4.0
November		4.0	
December	4.0		8.0
Total	100.0 (25)	100.0 (25)	100.0 (25)
No Response	46	46	46

The Three Most Important Months of Advertising as Indicated
by North Dakota Retailers, by Store Classification

Table 36

Department Stores and Variety Stores

Month	First %	Second %	Third %
January	3.9		11.5
February			
March			
April	7.7	39.9	7.7
May	3.9	39.9	7.7
June	3.9	39.9	3.9
July			7.7
August	11.5	26.9	15.4
September	11.5	19.2	
October	3.9	15.4	23.1
November	7.7	15.4	11.5
December	46.2	11.5	11.5
Total	100.2 (26)	100.1 (26)	100.0 (26)
No Response	14	14	14

The Three Most Important Months of Advertising as Indicated
by North Dakota Retailers, by Store Classification

Table 37

Food (Groceries, etc.)

Month	First %	Second %	Third %
January	11.1		11.1
February	5.6	5.6	
March		5.6	5.6
April		5.6	11.1
May	11.1	5.6	11.1
June	5.6		5.6
July		16.7	5.6
August	11.1		5.6
September	5.6	16.7	11.1
October	5.6		11.1
November	11.1	33.3	5.6
December	33.3	11.1	16.7
Total	100.1 (18)	100.2 (18)	100.2 (18)
No Response	50	50	50

The Three Most Important Months of Advertising as Indicated
by North Dakota Retailers, by Store Classification

Table 38

Automotive Dealers

Month	First %	Second %	Third %
January	13.9		5.6
February		8.3	8.3
March	11.1	2.8	11.1
April	30.6	8.3	11.1
May	8.3	22.2	5.6
June		13.9	13.9
July	8.3	5.6	
August	5.6	11.1	5.6
September		16.7	16.7
October	22.2	11.1	22.8
November			
December			
Total	100.0 (36)	100.0 (36)	100.1 (36)
No Response	40	40	40

The Three Most Important Months of Advertising as Indicated
by North Dakota Retailers, by Store Classification

Table 39

Gasoline Service Stations

Month	First %	Second %	Third %
January	11.1		
February		11.1	
March	22.2		11.1
April	11.1	11.1	
May	22.2	11.1	11.1
June	22.2	11.1	22.2
July		22.2	
August	11.1		22.2
September		33.3	
October			33.3
November			
December			
Total	99.9 (9)	99.9 (9)	99.9 (9)
No Response	15	15	15

The Three Most Important Months of Advertising as Indicated
by North Dakota Retailers, by Store Classification

Table 40

Apparel and Accessories

Month	First %	Second %	Third %
January			9.1
February		9.1	
March			18.2
April	9.1	18.2	9.1
May			
June		9.1	
July		9.1	9.1
August	27.3		
September		45.5	18.2
October	9.1	9.1	18.2
November			18.2
December	54.6		
Total	100.1 (11)	100.1 (11)	100.1 (11)
No Response	12	12	12

The Three Most Important Months of Advertising as Indicated
by North Dakota Retailers, by Store Classification

Table 41

Furniture, Home Furnishings
and Equipment

Month	First %	Second %	Third %
January	16.7		
February	16.7		
March			16.7
April			
May			
June		16.7	
July			
August	16.7		
September	16.7	16.7	33.3
October			50.0
November	16.7	16.7	
December	16.7	50.0	
Total	100.2 (6)	100.1 (6)	100.0 (6)
No Response	11	11	11

The Three Most Important Months of Advertising as Indicated
by North Dakota Retailers, by Store Classification

Table 42

Eating and/or Drinking

Month	First %	Second %	Third %
January		20.0	
February	20.0		
March			20.0
April			20.0
May		20.0	
June			20.0
July			
August			
September	20.0		
October			20.0
November		60.0	
December	60.0		20.0
Total	100.0 (5)	100.0 (5)	100.0 (5)
No Response	10	10	10

The Three Most Important Months of Advertising as Indicated
by North Dakota Retailers, by Store Classification

Table 43

Miscellaneous

Month	First %	Second %	Third %
January			
February			
March	8.3		
April		8.3	8.3
May	8.3	16.7	50.0
June	8.3	8.3	
July			
August			
September		8.3	25.0
October		8.3	
November	16.7	25.0	8.3
December	58.3	25.0	8.3
Total	99.9 (12)	99.9 (12)	99.9 (12)
No Response	24	24	24

Question 14

Does your store participate in cooperative advertising? Why or why not?

The term cooperative advertising is rather vague in that it can describe a number of cooperative relationships dealing with advertising. First, it can mean that the retailer cooperates with the manufacturer. Secondly, it can mean that the retailer cooperates with the wholesaler. There may even be an agreement between the manufacturer and the retailer and the wholesaler. Another means of cooperative advertising is between merchants of a community for purposes of promoting the community, with the expectation that it will indirectly promote their business. In these different ways, the retailers of North Dakota answered question 14, indicating that almost all of them participate in cooperative advertising in one or another form (see Table 44).

The one retail classification which shows far less participation (20%) in this method of advertising is that of eating and drinking establishments, which are primarily retail service establishments, without traditional "cooperative" ties with manufacturers or wholesalers.

Tables 23A and 24A would strongly suggest that retailers of the Big Eight are more prone to participate in cooperative advertising than All Other retailers. The only exceptions to this are the food retailers, automotive dealers, furniture retailers, and eating and/or drinking establishments.

An explanation of why North Dakota retailers do or do not participate in cooperative advertising may be found on Table 45. Over one-half state that the major reason for cooperative advertising is that it "cuts the cost." The major reason for not using it is that, for one reason or another, it is not available.

When comparing the differences between large and small retailers, it was found that over 64% of the large retailers use cooperative advertising, whereas only 28% of the small retailers use it or take advantage of it.

Table 44

Percentage of North Dakota Retailers Participating
in Cooperative Advertising --- Total

Classification of Store	Yes %	No %	No Answer %	Total %
1. Lumber and Building Supplies	65.4	30.8	3.9	100.1 (26)
2. Hardware	85.7	14.3		100.0 (14)
3. Farm Equipment	73.2	26.8		100.0 (71)
4. General Merchandise	57.5	42.5		100.0 (40)
5. Food (Groceries, etc.)	63.2	32.4	4.4	100.0 (68)
6. Automotive Dealer	71.1	26.3	2.6	100.0 (76)
7. Gasoline Service Station	62.5	29.2	8.3	100.0 (24)
8. Apparel and Accessories	82.6	17.4		100.0 (23)
9. Furniture, Home Furnishings and Equipment	94.1	5.9		100.0 (17)
10. Eating and/or Drinking	20.0	80.0		100.0 (15)
11. Miscellaneous (Other)	63.9	30.6	5.6	100.1 (36)

Table 45

Reasons Why North Dakota Retailers Do or Do Not Participate
in Cooperative Advertising --- Total*

Do (Yes)	Percent	Do Not (No)	Percent
Cuts Cost	50.7	Want to Promote Individual Image	18.2
Top Quality Layout	2.8	No Sales Result	22.7
Name Brands Valuable	3.5	Too High Priced	9.1
Promote Community	17.4	Not Available	29.6
Keep Store Name Before the Public Eye	9.0	Too Much Bookwork	9.1
Reach More People	2.1	No Reason	11.4
Belong to a Co-op Advertising Fund	3.5		100.1 (44)
Better Advertising Material Available	2.1		
Manufacturer Promotes it (Insists)	9.0		
	100.1 (144)		

*There were 222 that did not respond to this portion of question 14.

Question 15

Do you have any system for checking the results of your store's advertising? If "yes," what is your system?

Most North Dakota retailers do not have, or do not use, a system for checking the results of their advertising (see Table 46). Nevertheless, efforts are made to determine the effectiveness of their advertising by some types of retailers, notably furniture dealers (64.7%), department stores (62.5%), and hardware stores (57.1%).

There is a slight difference noted between the practices of retailers in the Big Eight and All Other retailers in this matter, (see Tables 25A and 26A). Although the difference is small in most of the classifications, Big Eight retailers seem to be more concerned about checking their advertising.

Table 46

Percentage of North Dakota Retailers Having a System for
Checking the Results of Advertising --- Total

Classification of Store	Yes %	No %	No Answer %	Total %
1. Lumber and Building Supplies	7.7	92.3		100.0 (26)
2. Hardware	57.1	42.9		100.0 (14)
3. Farm Equipment	14.1	85.9		100.0 (71)
4. General Merchandise	62.5	35.0	2.5	100.0 (40)
5. Food (Groceries, etc.)	38.2	60.3	1.5	100.0 (68)
6. Automotive Dealer	39.5	59.2	1.3	100.0 (76)
7. Gasoline Service Station	12.5	83.3	4.2	100.0 (24)
8. Apparel and Accessories	17.4	82.6		100.0 (23)
9. Furniture, Home Furnishings and Equipment	64.7	35.3		100.0 (17)
10. Eating and/or Drinking	20.0	80.0		100.0 (15)
11. Miscellaneous (Other)	25.0	72.2	2.8	100.0 (36)

Table 47

Systems for Checking the Results of Advertising as
Indicated by North Dakota Retailers --- Total

Classification of Store	System
1. Lumber and Building Supplies	
2. Hardware	Check Sales on Items Advertised Tabulation of Letters, Mail-orders, Geographic Inquiries -- from Radio Volume of Sales in Given Period from Newspapers and Television
3. Farm Equipment	On Direct Mail Numbers Are Used and Prizes Given to Check Store Traffic
4. General Merchandise	Sales Sales by Day and Department Check Sales of Advertised Items on Check Sheets Sales of Units - Comparison - Coupons - Customer Check Percent of Sales Gain for Promo- tional Period Next Three or Four Days' Sales Against Same Sales a Year Ago Customer Contact and Rate of Item Sale Rate of Sale of Items Advertised
5. Food (Groceries, etc.)	
6. Automotive Dealer	Actual Sales Count of Items Sold and Also Check Return Coupons Comparative Sales Use a Daily Customer Count and Break Down Sales Per Customer Dollars and Cents Volume Running Inventory
7. Gasoline Service Station	Periodic Phone and Personal "On Premises" Contact with Customer Asking Them About Our Advertise- ments Increase in Business and New Customers Using One Header Only in One Medium Card Survey When People Come In

Table 47 --- Continued

Classification of Store	System
8. Apparel and Accessories	Customer Contact Ask Our Customers and Run Advertisements in One Media Only Registration Cards and Increased Traffic
9. Furniture, Home Furnishings and Equipment	Sales of Specific Items Direct Traffic-getters Using Give-aways
10. Eating and/or Drinking	
11. Miscellaneous (Other)	Counts Before and After Sale. Also Records Kept and Checked the Next Year to Determine What Articles Sold Well and What Articles Sold Poorly Third Day After Advertisement is Run Actual Sales Recorded on Face of Newspaper Advertisement or Radio Copy Sheets By Not Displaying Certain Items and Checking Calls for Them Put on a Special Feature Every so Often, Such as Cutting the Price on a Slow Moving Product

Question 16

How many years has your store been in operation?

In addition to providing generally useful information concerning respondents' years of doing business, this easy-to-answer question served the useful purpose of giving the retailers a "breather" before the final important question of sales volume.

Table 48 shows the range of years in which the Big Eight and All Other retailers have been in business. More than one-third (34.3%) of the Big Eight retail establishments have been in business from one to ten years, as against only 21.6% of All Other retailers. On the opposite end of the table one finds that 8% of the Big Eight retailers have been in operation 50 years or more, while substantially fewer (4.8%) of All Other retail establishments have been in business 50 years or more.

North Dakota retail establishments have been in operation (see Tables 49, 50, and 51) an average 23.2 years. The difference in number of years in operation does not vary much when comparing Big Eight retailers (21.6 years) with All Other retailers (23.7 years).

Table 48

Range of Years in Which North Dakota Retail
Establishments Have Been in Business

Category	Number of Years in Business						No Response %	Unusable Response %	Total %
	1-10 %	11-20 %	21-30 %	31-40 %	41-50 %	50 and Over %			
Big Eight	34.3 (47)	16.8 (23)	14.6 (20)	12.4 (17)	12.4 (17)	8.0 (11)	.7 (1)	.7 (1)	99.9 (137)
All Other	21.6 (59)	31.5 (86)	22.3 (61)	9.9 (27)	6.2 (17)	4.8 (13)	.7 (2)	2.9 (8)	99.9 (273)

Table 49

Average* Number of Years North Dakota Retail Establishments Have Been in Operation

Big Eight

Classification of Store	Average* Number of Years in Business	No Response	Unusable Response
1. Lumber and Building Supplies	29.0 (7)		
2. Hardware	20.0 (4)		
3. Farm Equipment	21.4 (7)		
4. General Merchandise	44.7 (16)	1	
5. Food (Groceries, etc.)	22.4 (15)		1
6. Automotive Dealer	20.6 (33)		
7. Gasoline Service Station	10.4 (8)		
8. Apparel and Accessories	33.1 (18)		
9. Furniture, Home Furnishings and Equipment	22.1 (10)		
10. Eating and/or Drinking	11.8 (5)		
11. Miscellaneous (Other)	23.0 (14)		
Total	21.6 (135)	1	1

*These figures represent the overall mean age of retail establishments.

Table 50

Average* Number of Years North Dakota Retail Establishments Have Been in Operation

All Other

Classification of Store	Average* Number of Years in Business	No Response	Unusable Response
1. Lumber and Building Supplies	31.7 (19)		
2. Hardware	25.5 (10)		
3. Farm Equipment	21.3 (64)		
4. General Merchandise	35.7 (24)	1	1
5. Food (Groceries, etc.)	18.3 (53)		3
6. Automotive Dealer	19.4 (43)	1	
7. Gasoline Service Station	12.8 (16)		1
8. Apparel and Accessories	26.2 (5)		
9. Furniture, Home Furnishings and Equipment	14.3 (7)		
10. Eating and/or Drinking	18.8 (10)		
11. Miscellaneous (Other)	25.3 (22)		3
Total	23.7 (263)	2	8

*These figures represent the overall mean age of retail establishments.

Table 51

Average* Number of Years North Dakota Retail Establishments Have Been in Operation

All Retailers

Classification of Store	Average* Number of Years in Business	No Response	Unusable Response
1. Lumber and Building Supplies	30.1 (26)		
2. Hardware	23.8 (14)		
3. Farm Equipment	21.3 (71)		
4. General Merchandise	39.3 (40)	2	1
5. Food (Groceries, etc.)	19.2 (68)		4
6. Automotive Dealer	19.9 (76)	1	
7. Gasoline Service Station	12.0 (24)		1
8. Apparel and Accessories	31.6 (23)		
9. Furniture, Home Furnishings and Equipment	18.9 (17)		
10. Eating and/or Drinking	16.5 (15)		
11. Miscellaneous (Other)	24.5 (36)		3
Total	23.2 (398)	3	9

*These figures represent the overall mean age of retail establishments.

Question 17

In what city or town is your store located?

Answers to this question determined whether returned questionnaires were placed in the Big Eight category or in All Others. To give some idea of the geographic distribution of replies, cities and towns from which the response came are listed alphabetically within their categories:

Big Eight

Bismarck	Jamestown
Dickinson	Mandan
Fargo	Minot
Grand Forks	Williston

All Others

Adams	Carson	Fessenden	Harvey
Alexander	Cooperstown	Flaxton	Hazen
Amidon	Crosby	Fordville	Hebron
Anamoose	Devils Lake	Galesburg	Hettinger
Ashley	Dunn Center	Garrison	Hillsboro
Beach	Dunseith	Gascoyne	Kemare
Belfield	Drayton	Gilby	Killdeer
Beulah	Edgeley	Glen Ullin	Kindred
Bottineau	Ellendale	Goodrich	Kulm
Bowbells	Elgin	Grafton	Lakota
Bowman	Enderlin	Grandin	Langdon
Cando	Emond	Hannaford	Linton
Carrington	Falkirk	Halliday	Lisbon

Litchville	Napoleon	Powers Lake	Stanley
Mayville	New England	Rock Lake	Steele
Max	New Rockford	Rolla	Towner
Medora	New Salem	Rolette	Valley City
Mohall	Niagara	Rugby	Velva
Mooreton	Oakes	Rutland	Wahpeton
Mott	Osnabrock	Ryder	Walhalla
Mylo	Park River	Selfridge	Washburn
McClusky	Parshall	Sharon	Watford City
			West Fargo

Question 13

And finally, one last question to determine what differences there may be between the advertising practices of large retailers and small retailers -- What is your annual sales volume?

As has been mentioned in some of the preceding questions, the results from this question were used in cross-tabulations to determine possible differences in advertising habits of large as opposed to small retailers. Considering that the question was intended to secure usually confidential information, the number of replies was high (see Tables 52, 27A and 28A). Lumber dealers (14.3%) and food stores (13.3%) in the Big Eight Category (see Table 27A) constituted the group most reluctant to answer. Although small in number, the Big Eight retailers did not answer this question as well as All Other retailers.

The majority of North Dakota retailers appear in the range between \$50,000 and \$1 million. It seems significant to point out that there are more retail establishments doing a volume of business of \$50,000 and under in the All Other category (see Table 28A) than there are retailers doing the same volume of business in the Big Eight (see Table 27A). Again it would appear that the influencing factors are the large number of smaller towns represented in the All Other category.

There are more general merchandise stores (22.5%) than any other types among million-dollar retailers and automotive dealers (25%). As the nature of the classification might indicate there is a larger number of Big Eight retailers among those doing over \$1 million in sales.

Table 52

Annual Sales Volume Done by North
Dakota Retailers --- Total

Classification of Store	Under	\$25,000	\$50,000	\$100,000	\$250,000	Over	No	Total
	\$25,000	to	to	to	to	\$1 Million	Answer	
	%	%	%	%	%	%	%	%
1. Lumber and Building Supplies			11.5	50.0	26.9	3.9	7.7	100.0 (26)
2. Hardware		14.3	28.6	35.7	21.4			100.0 (14)
3. Farm Equipment	1.4	4.2	11.3	36.6	40.9	5.6		100.0 (71)
4. General Merchandise	2.5	5.0	7.5	22.5	35.0	22.5	5.0	100.0 (40)
5. Food (Groceries, etc.)	1.5	4.4	8.8	36.8	26.5	14.7	7.4	100.1 (68)
6. Automotive Dealer	1.3		4.0	19.7	48.7	25.0	1.3	100.0 (76)
7. Gasoline Service Station	20.8	12.5	29.2	29.2	4.2		4.2	100.1 (24)
8. Apparel and Accessories	4.4	8.7	13.0	43.5	30.4			100.0 (23)
9. Furniture, Home Furnishings and Equipment		23.5	5.9	41.2	17.7	5.9	5.9	100.1 (17)
10. Eating and/or Drinking	6.7	6.7	66.7	13.3	6.7			100.1 (15)
11. Miscellaneous (Other)	13.9	16.7	27.8	19.4	19.4		2.8	100.0 (36)

CHAPTER III

SUMMARY AND CONCLUSIONS

This study, the first of its kind to be conducted in North Dakota, has disclosed a number of business habits and practices among the states' retailers. There were numerous accounts of the retail owner-managers themselves making and implementing the many decisions concerning their stores' advertising programs. For example, either the proprietor, the manager, or a combination proprietor-manager generally hold themselves responsible for their store's advertising. The same holds true for the layout work in printed advertisements and copywriting in all advertisements. However, many of North Dakota's retailers do take advantage of the professional assistance offered by representatives of the various media, especially of the newspapers. The proprietor-managers also function strongly in the area of planning the amount of money to spend for advertising, most of them employing variations of percentage-of-sales techniques as the basis for their plans.

Fundamental to any advertising plan is its purpose. Without a doubt a retail establishment exists to sell goods at a profit, and advertising is the primary tool used to influence the consumer to buy at a particular store. There are, however, other reasons or purposes for advertising which, indirectly, lead to additional sales. As was

expected, North Dakota's smaller retailers strongly indicated that increasing sales via building store traffic is the foremost purpose of their advertising. Big Eight retailers responded similarly, although not as decisively; a substantial number of the large-city retailers reported that the "indirect purposes" of creating store character and giving confidence in the store are important to their plans. Big Eight retailers confirmed this tendency of favoring institutional advertising in indicating that they emphasize their stores much more in their advertising than do their smaller-scale counterparts who lay greater stress on merchandise.

Traditionally, the newspaper has been the medium used most by retail advertisers. North Dakota's large and small retailers alike have not deviated from this pattern, and the great majority of them consider the newspaper best for their purposes, citing lower cost as the main reason for its use. Direct mail is second in importance, and, again cost is the important determinant. In conjunction with cost, there are a number of retailers who state they would like to use radio or television for advertising, but feel that the cost is prohibitive.

Another measure of cost-consciousness might be the extent to which a retailer avails himself of cooperative advertising, which most North Dakota retailers do use when appropriate and whenever possible. There are a few retailers who do not use it. But many of these mentioned that, depending upon the type of business, they either do not have access to it or are prohibited by law from using it. All in all, the large retailers use cooperative advertising much, much more than the small retailers.

The question frequently arises as to how retailers check the effectiveness of their advertising. This study has pointed out that most North Dakota retailers do not have such a system in operation. Of those few systems used, checking coupon returns and consumer requests in response to advertisements or commercials are apparently most numerous.

Conclusions

The findings of this study suggest some basic conditions which, it is believed, comprise a useful framework on which many of North Dakota's retailers can further build stronger advertising programs.

The state's eight largest cities, in terms of retail sales as well as population, are apparently experiencing continued growth in sales volume and numbers of retail establishments, at a rate much faster than All Other cities and towns. Greater and faster growth in the cities suggest that radio and television advertising will increase, as these facilities are usually found only in large communities. Newspaper advertising should also increase, especially in the smaller communities without radio and television facilities. North Dakota's retailers must still make the decision as to which media are most effective for their use and which should therefore receive particular portions of the total advertising budget.

The larger retail operators have a slightly greater tendency toward institutional advertising than do their smaller colleagues. Even so, both groups lay heavy emphasis on both institutional and commodity advertising. This may increase the burden on the store management to be careful to apportion the proper amount of emphasis

to each basic type of advertising. This decision may be made easier if sufficient attention is given to the availability of cooperative advertising allowances from manufacturers and certain distributors.

Retailers of all sizes may find it useful to give more consideration to whether they are successfully attracting with their advertising enough "new customers," which classification could include those otherwise regular customers who buy certain merchandise elsewhere. Such a step may oblige the retailer to view his present and potential customers from different angles, such as by attempting to determine more definitely what socio-economic groups or age groups are within their reach.

The high degree of involvement by the retail owners and managers in the details of advertising (as in layout and copy work) raises the possibility that other nonadvertising duties may be neglected. It is also possible that the advertising function is being slighted by busy merchants whose range of activities is too wide. In either case, the retailer's business may be suffering, and there may be a real need for a closer examination of the role of the proprietor-manager himself.

There is also evidence that management is lacking in some areas where there should be considerable responsibility. For every retailer in North Dakota who has some system for determining his yearly advertising expenditures, another has none. Such absence of an organized plan increases the likelihood that retailers cannot determine what per cent of sales is devoted to advertising, or whether they are spending too much or too little money for advertising,

or whether they are correctly assigning portions of the total advertising dollar to the appropriate media.

Efforts are not often made by retail management to measure the effectiveness or profitableness of their advertising efforts. Such widely-accepted business practices as keeping and studying sales figures, making customer surveys and observing store traffic surely have a place in retail operations in North Dakota. Some benefit can be derived from a plan as simple as that related by one of the survey's respondents. According to this small retailer, he merely records on a copy of a given printed advertisement the sales figures of the merchandise promoted in the advertisement. Regardless of the size of the enterprise, effective management should insist on some plan for checking the results of the store's advertising.

It may be said that with increasing competition the retailers of North Dakota must, among other things, be more consciously aware of what their advertising program is actually doing for them. Furthermore, they must take a good, long, hard look at what it is not doing for them.

In the last analysis, it is necessary for individual retailers to weigh their varying advertising needs against what they can afford and what is available. In addition to this, it is necessary for them to utilize, to the fullest extent, the services rendered by advertising media, intelligently choosing those that are most applicable to their particular business requirements. The final decision to take appropriate action must rest with the retailer.

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APPENDIX A

**Separate Tabulations of Responses of "Big Eight"
Retailers and "All Other" Retailers**

Table 1A

Locus of Responsibility for Advertising in North Dakota
Retail Establishments --- Big Eight

Classification of Store	Proprietor %	Manager %	Proprietor-Manager %	Advertising Director %	Other %	Total %
1. Lumber and Building Supplies		42.9	28.6		28.6	100.1 (7)
2. Hardware		75.0	25.0			100.0 (4)
3. Farm Equipment		42.9	28.6		28.6	100.1 (7)
4. General Merchandise		62.5		25.0	12.5	100.0 (16)
5. Food (Groceries, etc.)	13.3	20.0	26.7	26.7	13.3	100.0 (15)
6. Automotive Dealer	9.1	24.4	45.5		21.2	100.2 (33)
7. Gasoline Service Station	25.0	25.0	37.5	12.5		100.0 (8)
8. Apparel and Accessories	11.1	16.7	50.0	15.6	16.7	100.1 (18)
9. Furniture, Home Furnishings and Equipment	30.0	40.0	10.0	10.0	10.0	100.0 (10)
10. Eating and/or Drinking	40.0		60.0			100.0 (5)
11. Miscellaneous (Other)	28.6	42.9	21.4	7.1		100.0 (14)

Table 2A

Others Responsible for Advertising in North Dakota
Retail Establishments --- Big Eight

Classification of Store	Others in Charge of Advertising	Percent
1. Lumber and Building Supplies	Manager and sales personnel Office manager (1)	10.5
2. Hardware	- - - - -	- - -
3. Farm Equipment	Office manager (2)	10.5
4. General Merchandise	Manager and Advertising Director (2)	10.5
5. Food (Groceries, etc.)	Manager and Advertising Director (2)	10.5
6. Automotive Dealer	Manager and Advertising Director (2) Sales manager (1) Manager and sales manager (2) Used car manager (2)	36.8
7. Gasoline Service Station	- - - - -	- - -
8. Apparel and Accessories	Advertising agency (1) Proprietor and salesmen (2)	15.8
9. Furniture, Home Furnishings and Equipment	Proprietor-Manager and advertising agency (1)	5.3
10. Eating and/or Drinking	- - - - -	- - -
11. Miscellaneous (Other)	- - - - -	- - -
Total		99.9% (19)
No response		118

Table 3A

Locus of Responsibility for Advertising in North Dakota
Retail Establishments --- All Other

Classification of Store	Proprietor %	Manager %	Proprietor- Manager %	Advertising Director %	Other %	No Answer %	Total %
1. Lumber and Building Supplies	10.5	52.6	31.6			5.3	100.0 (19)
2. Hardware	50.0	20.0	20.0		10.0		100.0 (10)
3. Farm Equipment	42.2	25.0	21.9	1.6	7.8	1.6	100.1 (64)
4. General Merchandise	12.5	54.2	20.8	8.3	4.2		100.0 (24)
5. Food (Groceries, etc.)	45.3	7.6	32.1	7.6	7.6		100.2 (53)
6. Automotive Dealer	34.9	25.6	30.2		9.3		100.0 (43)
7. Gasoline Service Station	62.5	12.5	18.8			6.3	100.1 (16)
8. Apparel and Accessories	60.0		40.0				100.0 (5)
9. Furniture, Home Furnishings and Equipment	57.1		42.9				100.0 (7)
10. Eating and/or Drinking	40.0		60.0				100.0 (10)
11. Miscellaneous (Other)	63.6	4.6	22.7		9.1		100.0 (22)

Table 4A

Others Responsible for Advertising in North Dakota
Retail Establishments --- All Other

Classification of Store	Others in Charge of Advertising	Percent
1. Lumber and Building Supplies	- - - - -	- - -
2. Hardware	One of the partners	5.9
3. Farm Equipment	Proprietor and parts man (1) Office manager (1) Proprietor-manager and advertising director (1) Owners (1) Partners (1)	29.4
4. General Merchandise	Manager and department heads (1)	5.9
5. Food (Groceries, etc.)	Manager and advertising director (4)	23.5
6. Automotive Dealer	Wholesale house (1) Warehouse advertising man (1) Home office advertising director (1) Sales manager (1)	23.5
7. Gasoline Service Station	- - - - -	- - -
8. Apparel and Accessories	- - - - -	- - -
9. Furniture, Home Furnishings and Equipment	- - - - -	- - -
10. Eating and/or Drinking	- - - - -	- - -
11. Miscellaneous (Other)	Merchandising manager (1) Regional office in Minneapolis (1)	11.8
Total		100.0%
No response		(17) 256

Table 5A

Locus of Responsibility for Layout Work in North Dakota
Retail Establishments --- Big Eight

Classification of Store	Proprietor %	Manager %	Proprietor- Manager %	Advertising Director %	Printer- Publisher %	Other %	None Used %	Total %
1. Lumber and Building Supplies	14.3	28.6	14.3			42.9		100.1 (7)
2. Hardware		50.0	25.0			25.0		100.0 (4)
3. Farm Equipment		14.3	28.6		14.3	42.9		100.1 (7)
4. General Merchandise		25.0		43.8		31.3		100.1 (16)
5. Food (Groceries, etc.)	6.7	13.3	20.0	33.3	6.7	20.0		100.0 (15)
6. Automotive Dealer	9.1	9.1	18.2	3.0	30.3	27.3	3.0	100.0 (33)
7. Gasoline Service Station	25.0	25.0	25.0	12.5			12.5	100.0 (8)
8. Apparel and Accessories		5.6	38.9	11.1	11.1	33.3		100.0 (18)
9. Furniture, Home Furnishings and Equipment	10.0	20.0	10.0	10.0	40.0	10.0		100.0 (10)
10. Eating and/or Drinking	20.0	00.0	20.0	00.0	20.0	20.0	20.0	100.0 (5)
11. Miscellaneous (Other)	14.3	28.6	7.1	00.0	21.4	28.6		100.0 (14)

Table 6A

Others Responsible for Layout Work in North Dakota
Retail Establishments --- Big Eight

Classification of Store	Other	Percent
1. Lumber and Building Supplies	Advertising agency (1) Proprietor-Manager and Printer-Publisher (2)	8.3
2. Hardware	Manager and Printer-Publisher (1)	2.8
3. Farm Equipment	Manager and Printer-Publisher (1) Home office advertising director (1) Office manager and assistant manager (1)	8.3
4. General Merchandise	Office manager and assistant manager (2) Manager and advertising media (1) Home office advertising director (2)	13.9
5. Food (Groceries, etc.)	Subscriber to mat service (1) Manager and home office advertising director (1) Assistant manager (1)	8.3
6. Automotive Dealer	Proprietor-Manager and Printer-Publisher (2) Sales manager (1) Printer-Publisher and advertising agency (1) Manager and sales manager (1) Department managers (1) Advertising agency (1) Used car manager (2)	25.0
7. Gasoline Service Station	-----	---

Table 6A -- Continued

Classification of Store	Other	Percent
8. Apparel and Accessories	Proprietor and sales personnel (1) Proprietor-Manager and Printer-Publisher (4) Proprietor and Printer-Publisher (2)	16.7
9. Furniture, Home Furnishings and Equipment	Proprietor-Manager and Printer-Publisher (1)	2.8
10. Eating and/or Drinking	Proprietor and Printer-Publisher (1)	2.8
11. Miscellaneous (Other)	Artist (1) Manager and Printer-Publisher (2) Advertising director and Printer-Publisher (1)	11.1
Total		100.0% (37)
No response		100

Table 7A

Locus of Responsibility for Layout Work in North Dakota
Retail Establishments --- All Other

Classification of Store	Proprietor %	Manager %	Proprietor- Manager %	Advertising Director %	Printer- Publisher %	Other %	None Used %	No Answer %	Total %
1. Lumber and Building Supplies	15.8	36.8	15.8		15.8	5.3	5.3	5.3	100.1 (19)
2. Hardware	20.0	20.0		10.0		40.0		10.0	100.0 (10)
3. Farm Equipment	18.8	14.1	14.1	1.6	15.6	18.8	14.1	3.1	100.2 (64)
4. General Merchandise	12.5	45.8	16.7	12.5	4.1	8.3			99.9 (24)
5. Food (Groceries, etc.)	18.9	5.7	20.8	13.2	9.4	30.2	1.9		100.1 (53)
6. Automotive Dealer	23.3	18.6	11.6	4.7	18.6	16.3	7.0		100.1 (43)
7. Gasoline Service Station	18.8		12.5	6.3	18.8	18.8	18.8	6.3	100.3 (16)
8. Apparel and Accessories	20.0		40.0			20.0	20.0		100.0 (5)
9. Furniture, Home Furnishings and Equipment	14.3		28.6		28.6	28.6			100.1 (7)
10. Eating and/or Drinking	30.0		20.0		20.0	10.0	20.0		100.0 (10)
11. Miscellaneous (Other)	45.5		18.2		9.1	18.2	9.1		100.1 (22)

Table 8A

Others Responsible for Layout Work in North Dakota
Retail Establishments --- All Other

Classification of Store	Other	Percent
1. Lumber and Building Supplies	Proprietor-Manager and Printer-Publisher (1)	1.9
2. Hardware	Manager and Printer-Publisher (2) Proprietor-Manager and Printer-Publisher (2)	7.6
3. Farm Equipment	Proprietor and Printer-Publisher (3) Manager and Printer-Publisher (3) Proprietor-Manager and Printer-Publisher (2) Manufacturer (1) Office Manager (1) Parts Manager (1) Home office advertising director (1)	18.9
4. General Merchandise	Partners (1) Manager and New York office (1)	3.8
5. Food (Groceries, etc.)	Super Valu (home office) (3) Red Owl (home office) (2) Wholesale house (4) Warehouse supervisor (1) Mats furnished by chain (3) Proprietor and Printer-Publisher (2) Sales Manager (1)	30.2

Table 8A -- Continued

Classification of Store	Other	Percent
6. Automotive Dealer	Assistant manager (1) Sales Manager (1) Wholesale house (1) Proprietor and Printer-Publisher (2) Manager and Printer-Publisher (1) Chevrolet Motor Division (1)	13.2
7. Gasoline Service Station	Goodyear Tire and Champlin Oil (1) Firestone Rubber Company (1) Proprietor and Printer-Publisher (1)	5.7
8. Apparel and Accessories	Proprietor and Printer-Publisher (1)	1.9
9. Furniture, Home Furnishings and Equipment	Proprietor and Printer-Publisher (2)	3.8
10. Eating and/or Drinking	Proprietor-Manager and Printer-Publisher (1)	1.9
11. Miscellaneous (Other)	Proprietor and Printer-Publisher (1) Manager and Printer-Publisher (1) Wholesale house (1) Regional office in Minneapolis (1)	7.6
Total		100.2% (53)
No response		220

Table 9A

Locus of Responsibility for Copywriting in North Dakota
Retail Establishments --- Big Eight

Classification of Store	Proprietor %	Manager %	Proprietor- Manager %	Advertising Director %	Printer- Publisher %	Other %	None Used %	No Answer %	Total %
1. Lumber and Building Supplies		42.9	14.3		14.3	28.6			100.1 (7)
2. Hardware		25.0	25.0			50.0			100.0 (4)
3. Farm Equipment			28.6		14.3	57.1			100.0 (7)
4. General Merchandise		25.0		31.3		43.8			100.1 (16)
5. Food (Groceries, etc.)	13.3	13.3	26.7	33.3	6.7	6.7			100.0 (15)
6. Automotive Dealer	6.1	12.1	24.2	3.0	12.1	27.3	9.1	6.1	100.0 (33)
7. Gasoline Service Station				12.5	12.5	12.5	37.5	25.0	100.0 (8)
8. Apparel and Accessories		5.6	38.9	11.1	5.6	38.9			100.1 (18)
9. Furniture, Home Furnishings and Equipment	10.0	20.0		10.0	40.0	20.0			100.0 (10)
10. Eating and/or Drinking	40.0		20.0		40.0				100.0 (5)
11. Miscellaneous (Other)	7.1	35.7	7.1		35.7	14.3			99.9 (14)

Table 10A

Others Responsible for Copywriting in North Dakota
Retail Establishments --- Big Eight

Classification of Store	Other	Percent
1. Lumber and Building Supplies	Proprietor-Manager and Printer-Publisher (1) Advertising agency (1)	5.4
2. Hardware	Home office (1) Furniture co-op buying group (1)	5.4
3. Farm Equipment	Manager and Printer-Publisher (1) Manager and Manufacturer's advertising department (1) Office manager (1) Manufacturer (1)	10.8
4. General Merchandise	National advertising office and assistant manager (1) Advertising agency (1) Central office advertising department (1) Advertising service (1) Manager and home office (1) Local person in charge of advertising (1) Company service (1)	18.9
5. Food (Groceries, etc.)	Manager and home office (1)	2.7
6. Automotive Dealer	Used car manager (1) Advertising agency (1) Proprietor-Manager and Printer-Publisher (1) Proprietor-Manager and sales manager (1) Printer-Publisher and advertising agency (1) Sales manager (2) Manufacturer (Goodyear) (1) Akron home office (1)	24.3

Table 10A -- Continued

Classification of Store	Other	Percent
7. Gasoline Service Station	Advertising agency (2)	2.7
8. Apparel and Accessories	Proprietor and Printer-Publisher (3) Proprietor-Manager and Printer-Publisher (2) Manager and Printer-Publisher (1) Advertising agency (1)	18.9
9. Furniture, Home Furnishings and Equipment	Proprietor and Printer-Publisher (2)	5.4
10. Eating and/or Drinking	- - - - -	- - -
11. Miscellaneous (Other)	Partners (1) Proprietor and Printer-Publisher (1)	5.4
Total		99.9% (37)
No response		100

Table 11A

Locus of Responsibility for Copywriting in North Dakota
Retail Establishments --- All Other

Classification of Store	Proprietor %	Manager %	Proprietor- Manager %	Advertising Director %	Printer- Publisher %	Other %	None Used %	No Answer %	Total %
1. Lumber and Building Supplies	5.3	26.3	15.8		15.8	5.3	15.8	15.8	100.1 (19)
2. Hardware	20.0	20.0	10.0	10.0	10.0	20.0	10.0		100.0 (10)
3. Farm Equipment	20.3	12.5	9.4	1.6	18.8	14.1	17.2	6.3	100.2 (64)
4. General Merchandise	12.5	33.3	12.5	12.5	8.3	16.7	4.2		100.0 (24)
5. Food (Groceries, etc.)	15.1	5.7	20.8	11.3	22.6	20.8	3.8		100.1 (53)
6. Automotive Dealer	18.6	18.6	11.6		9.3	20.9	14.0	7.0	100.0 (43)
7. Gasoline Service Station	18.8		18.8	6.3	12.5	6.3	25.0	12.5	100.2 (16)
8. Apparel and Accessories	40.0		40.0			20.0			100.0 (5)
9. Furniture, Home Furnishings and Equipment	14.3		14.3		14.3	57.1			100.0 (7)
10. Eating and/or Drinking	20.0		10.0		20.0	10.0	40.0		100.0 (10)
11. Miscellaneous (Other)	31.8		13.6		13.6	27.3	13.6		99.9 (22)

Table 12A

Others Responsible for Copywriting in North Dakota
Retail Establishments --- All Other

Classification of Store	Other	Percent
1. Lumber and Building Supplies	Proprietor and Printer-Publisher (1)	2.0
2. Hardware	Proprietor and Printer-Publisher (1) Partners (1)	4.1
3. Farm Equipment	Proprietor-Manager and Printer-Publisher (2) Manager and Printer-Publisher (2) Office manager (1) Manufacturers (1) Suppliers (1) Proprietor and mats furnished by manufacturer (2)	18.4
4. General Merchandise	Manager and home office (2) Advertising department in New York (1) Manager and department managers (1)	8.2
5. Food (Groceries, etc.)	Proprietor-Manager and Printer-Publisher (1) Proprietor-Manager and Radio Station (1) Red Owl Stores (2) Super Value Stores (2) Wholesale house (2) Warehouse supervisor (1) Chain operated (1) Through volunteer group organization (1)	22.5
6. Automotive Dealer	Proprietor-Manager and Advertising Director (1) Manager and Advertising Director (1)	

Table 12A -- Continued

Classification of Store	Other	Percent
	Proprietor and Oldsmobile-Pontiac Division (1) Proprietor, salesmen and office manager (1) Printer-Publisher and Radio Station (1) Sales Manager (1) Wholesaler (1) Assistant manager (1) Chevrolet Motor Division (1)	18.4
7. Gasoline Service Station	Firestone Rubber Company (1)	2.0
8. Apparel and Accessories	Proprietor and Printer-Publisher (1)	2.0
9. Furniture, Home Furnishings and Equipment	Proprietor and Printer-Publisher (2) Proprietor and T.V. and radio (1) Proprietor-Manager and Printer-Publisher (1)	8.2
10. Eating and/or Drinking	Proprietor-Manager and Printer-Publisher (1)	2.0
11. Miscellaneous (Other)	Proprietor and Printer-Publisher (2) Manufacturers (1) Wholesalers (1) Merchandising manager (1) Regional office in Minneapolis (1)	12.2
Total		100.0% (49)
No response		224

Table 13A

Months in Which North Dakota Retailers Begin
Their Business Year --- Big Eight

Classification of Store	Jan. %	Feb. %	Mar. %	Apr. %	May %	June %	July %	Aug. %	Sept. %	Oct. %	Nov. %	Dec. %	Total %
1. Lumber and Building Supplies	71.4			14.3						14.3			100.0 (7)
2. Hardware	25.0		25.0	50.0									100.0 (4)
3. Farm Equipment	42.9			14.3							42.9		100.1 (7)
4. General Merchandise	6.3	93.8											100.1 (16)
5. Food (Groceries, etc.)	53.3		26.7	6.7						13.3			100.0 (15)
6. Automotive Dealer	72.7	3.0	6.1		3.0					6.1	9.1		100.0 (33)
7. Gasoline Service Station	75.0	12.5		12.5									100.0 (8)
8. Apparel and Accessories	33.3	44.4	5.6			5.6	5.6	5.6					100.1 (18)
9. Furniture, Home Furnishings and Equipment	50.0	20.0	10.0		10.0			10.0					100.0 (10)
10. Eating and/or Drinking	20.0			20.0	20.0				20.0		20.0		100.0 (5)
11. Miscellaneous (Other	50.0	7.1	7.1			14.3	7.1	7.1		7.1			99.8 (14)

Table 14A

Months in Which North Dakota Retailers Begin
Their Business Year --- All Other

Classification of Store	Jan. %	Feb. %	Mar. %	Apr. %	May %	June %	July %	Aug. %	Sept. %	Oct. %	Nov. %	Dec. %	Total %
1. Lumber and Building Supplies	63.2		10.5			5.3		5.3			5.3	10.5	100.1 (19)
2. Hardware	90.0	10.0											100.0 (10)
3. Farm Equipment	68.8	3.1	1.6	4.7	1.6					1.6	14.1	4.7	100.2 (64)
4. General Merchandise	45.8	54.2											100.0 (24)
5. Food (Groceries, etc.)	88.7		3.8	1.9				1.9			1.9	1.9	100.1 (53)
6. Automotive Dealer	88.4		2.3	2.3						2.3	2.3	2.3	99.9 (43)
7. Gasoline Service Station	93.8							6.3					100.1 (16)
8. Apparel and Accessories	80.0	20.0											100.0 (5)
9. Furniture, Home Furnishings and Equipment	85.7	14.3											100.0 (7)
10. Eating and/or Drinking	90.0	10.0											100.0 (10)
11. Miscellaneous (Other)	81.8	13.6			4.6								100.0 (22)

Table 15A

Types of Plans Used by North Dakota Retailers to Determine
Yearly Advertising Expenditures --- Big Eight

Classification of Store	% of Past Sales	% of Future Sales	% of Net Sales	% of Gross Sales	% of Competitive Expenditures	% of Money Available	Other %	No Plan %	Total %
1. Lumber and Building Supplies	42.9			14.3			14.3	28.6	100.1 (7)
2. Hardware	25.0	50.0					25.0		100.0 (4)
3. Farm Equipment	57.1						42.9		100.0 (7)
4. General Merchandise	6.3	68.8	6.3	6.3	00.0	00.0	12.5		100.2 (16)
5. Food (Groceries, etc.)		20.0	6.7	33.3	6.7	6.7	20.0	6.7	100.1 (15)
6. Automotive Dealer	6.3	15.6	00.0	9.4	6.3	9.4	15.6	37.5	100.1 (33)
7. Gasoline Service Station	11.1	11.1				33.3		44.4	99.9 (8)
8. Apparel and Accessories	33.3	22.2	5.6	16.7		11.1	5.6	5.6	100.1 (18)
9. Furniture, Home Furnishings and Equipment	10.0	20.0	10.0	30.0		10.0	10.0	10.0	100.0 (10)
10. Eating and/or Drinking	20.0			40.0				40.0	100.0 (5)
11. Miscellaneous (Other)	7.1	7.1		14.3		21.4	21.4	28.6	99.9 (14)

Table 16A

Types of Plans Used by North Dakota Retailers to Determine
Yearly Advertising Expenditures --- All Other

Classification of Store	% of Past Sales	% of Future Sales	% of Net Sales	% of Gross Sales	% of Competitive Expenditures	% of Money Available	Other %	No Plan %	No Answer %	Total %
1. Lumber and Building Supplies	10.5	5.3	5.3		10.5	21.1		47.4		100.1 (19)
2. Hardware	50.0	10.0		10.0			10.0	10.0	10.0	100.0 (10)
3. Farm Equipment	4.7	3.1		7.8	4.7	23.4	12.5	43.8		100.0 (64)
4. General Merchandise	12.5	20.8	4.2		8.3		16.7	37.5		100.0 (24)
5. Food (Groceries, etc.)	18.9	9.4	3.8	17.0	5.7	13.2	5.7	24.5	1.9	100.1 (53)
6. Automotive Dealer	13.6	4.6	2.3	2.3	2.3	11.4	18.2	43.2	2.3	100.2 (43)
7. Gasoline Service Station	13.3			13.3	6.7	20.0		46.7		100.0 (16)
8. Apparel and Accessories						60.0		40.0		100.0 (5)
9. Furniture, Home Furnishings and Equipment	42.9			28.6		14.3		14.3		100.1 (7)
10. Eating and/or Drinking		10.0				20.0		70.0		100.0 (10)
11. Miscellaneous (Other)	4.6			13.6		18.2	4.6	59.0		100.0 (22)

Table 17A

Direction of the Advertising Message as Indicated
by North Dakota Retailers --- Big Eight

Classification of Store	New Customers %	Both %	Total %
1. Lumber and Building Supplies		100.0	100.0 (7)
2. Hardware		100.0	100.0 (4)
3. Farm Equipment		100.0	100.0 (7)
4. General Merchandise		100.0	100.0 (16)
5. Food (Groceries, etc.)	6.7	93.3	100.0 (15)
6. Automotive Dealer		100.0	100.0 (33)
7. Gasoline Service Station		100.0	100.0 (8)
8. Apparel and Accessories		100.0	100.0 (18)
9. Furniture, Home Furnishings and Equipment		100.0	100.0 (10)
10. Eating and/or Drinking	20.0	80.0	100.0 (5)
11. Miscellaneous (Other)	7.1	92.9	100.0 (14)

Table 18A

Direction of the Advertising Message as Indicated
by North Dakota Retailers --- All Other

Classification of Store	Old Customers %	Both %	No Answer %	Total %
1. Lumber and Building Supplies		100.0		100.0 (19)
2. Hardware		100.0		100.0 (10)
3. Farm Equipment		100.0		100.0 (64)
4. General Merchandise	4.2	95.8		100.0 (24)
5. Food (Groceries, etc.)	3.8	96.2		100.0 (53)
6. Automotive Dealer	2.3	97.7		100.0 (43)
7. Gasoline Service Station		93.8	6.3	100.1 (16)
8. Apparel and Accessories		100.0		100.0 (5)
9. Furniture, Home Furnishings and Equipment		100.0		100.0 (7)
10. Eating and/or Drinking		90.0	10.0	100.0 (10)
11. Miscellaneous (Other)		95.5	4.6	100.1 (22)

Table 19A

Purpose of Advertising as Indicated by
North Dakota Retailers --- Big Eight

(Expressed in weighted percentages*)

Classification of Store	Builds Store Traffic %	Cuts Down Seasonal Peaks %	Creates Character for Store %	Gives Confidence in Store %	**Total Re- Other sponse % %	
1. Lumber and Building Supplies	38.5	15.4	26.9	19.2	100.0	(2)
2. Hardware	15.8	10.5	21.1	52.6	100.0	(2)
3. Farm Equipment	43.3	31.3	13.4	7.5	4.5	100.0 (6)
4. General Merchandise	44.9	8.3	23.7	17.9	5.1	99.9 (14)
5. Food (Groceries, etc.)	69.8	4.7	7.0	18.6		100.1 (12)
6. Automotive Dealer	43.8	12.4	17.3	21.9	4.6	100.0 (29)
7. Gasoline Service Station	54.5	3.6	12.7	29.1		99.9 (7)
8. Apparel and Accessories	36.5	9.4	26.0	26.0	2.1	100.0 (16)
9. Furniture, Home Furnishings and Equipment	33.0	13.0	20.0	21.0	13.0	100.0 (8)
10. Eating and/or Drinking	60.6	6.1	9.1	12.1	12.1	100.0 (4)
11. Miscellaneous (Other)	39.2	9.6	20.0	23.2	8.0	100.0 (11)

*Percentages shown in this table were computed in the following manner: Each of the values (i.e., "1" for the most important purpose, "2" for the second most important, and so on through "5" the fifth most important) given by respondents to indicate the purposes of their advertising was weighted in inverse ratio (i.e., weighted 5 for most important, 1 for fifth most important), then subtotals within each category were divided by totals in each store classification.

**The numbers shown in parentheses under the percentage figures are not the bases of those percentages, but are, instead, the number of store respondents within the different store classifications. See "*" above for explanation of percentage figures.

Table 20A

Purpose of Advertising as Indicated by
North Dakota Retailers --- All Other

(Expressed in weighted percentages*)

Classification of Store	Builds Store Traffic %	Cuts Seasonal Peaks %	Creates Character for Store %	Gives Confidence in Store %	**Total Re- sponse %
1. Lumber and Building Supplies	44.0	14.9	17.7	23.4	100.0 (16)
2. Hardware	58.3	8.3	18.3	15.0	99.9 (7)
3. Farm Equipment	45.1	17.1	13.8	19.3	4.8 100.1 (58)
4. General Merchandise	49.1	8.2	18.5	24.1	99.9 (24)
5. Food (Groceries, etc.)	50.4	5.8	17.3	25.7	.9 100.1 (48)
6. Automotive Dealer	40.4	14.3	20.9	22.0	2.5 100.1 (35)
7. Gasoline Service Station	44.8	11.9	14.2	29.1	100.0 (14)
8. Apparel and Accessories	39.2	17.6	27.5	15.7	100.0 (4)
9. Furniture, Home Furnishings and Equipment	41.8	8.9	19.0	30.3	100.0 (7)
10. Eating and/or Drinking	35.9	15.5	27.2	16.5	4.9 100.0 (8)
11. Miscellaneous (Other)	32.3	11.7	26.0	23.3	6.7 100.0 (20)

*Percentages shown in this table were computed in the following manner: Each of the values (i.e., "1" for the most important purpose, "2" for the second most important, and so on through "5" the fifth most important) given by respondents to indicate the purposes of their advertising was weighted in inverse ratio (i.e., weighted 5 for most important, 1 for fifth most important), then subtotals within each category were divided by totals in each store classification.

**The numbers shown in parentheses under the percentage figures are not the bases of those percentages, but are, instead, the number of store respondents within the different store classifications. See "*" above for explanation of percentage figures.

Table 21A

Types of Advertising Emphasis as Indicated by
North Dakota Retailers --- Big Eight

Classification of Store	Merchandise %	Store %	Both %	No Answer %	Total %
1. Lumber and Building Supplies	42.9	00.0	57.1	00.0	100.0 (7)
2. Hardware	50.0	00.0	50.0	00.0	100.0 (4)
3. Farm Equipment	57.1	14.3	28.6	00.0	100.0 (7)
4. General Merchandise	93.8	00.0	6.3	00.0	100.1 (16)
5. Food (Groceries, etc.)	33.3	00.0	66.7	00.0	100.0 (15)
6. Automotive Dealer	00.0	00.0	100.0	00.0	100.0 (33)
7. Gasoline Service Station	50.0	00.0	37.5	12.5	100.0 (8)
8. Apparel and Accessories	44.4	11.1	44.4	00.0	99.9 (18)
9. Furniture, Home Furnishings and Equipment	30.0	00.0	70.0	00.0	100.0 (10)
10. Eating and/or Drinking	40.0	20.0	40.0	00.0	100.0 (5)
11. Miscellaneous (Other)	71.4	00.0	28.6	00.0	100.0 (14)

Table 22A

Types of Advertising Emphasis as Indicated by
North Dakota Retailers --- All Other

Classification of Store	Merchandise %	Store %	Both %	No Answer %	Total %
1. Lumber and Building Supplies	63.2	10.5	26.3	00.0	100.0 (19)
2. Hardware	70.0	00.0	30.0	00.0	100.0 (10)
3. Farm Equipment	67.2	1.6	29.7	1.6	100.1 (64)
4. General Merchandise	75.0	00.0	25.0	00.0	100.0 (24)
5. Food (Groceries, etc.)	66.0	00.0	34.0	00.0	100.0 (53)
6. Automotive Dealer	48.8	00.0	48.8	2.3	99.9 (43)
7. Gasoline Service Station	68.8	00.0	25.0	6.3	100.1 (16)
8. Apparel and Accessories	40.0	00.0	60.0	00.0	100.0 (5)
9. Furniture, Home Furnishings and Equipment	100.0	00.0	00.0	00.0	100.0 (7)
10. Eating and/or Drinking	20.0	20.0	50.0	10.0	100.0 (10)
11. Miscellaneous (Other)	54.6	4.6	40.9	00.0	100.1 (22)

Table 23A

Percentage of North Dakota Retailers Participating
in Cooperative Advertising --- Big Eight

Classification of Store	Yes %	No %	No Answer %	Total %
1. Lumber and Building Supplies	71.4	14.3	14.3	100.0 (7)
2. Hardware	100.0			100.0 (4)
3. Farm Equipment	100.0			100.0 (7)
4. General Merchandise	62.5	37.5		100.0 (16)
5. Food (Groceries, etc.)	53.3	46.7		100.0 (15)
6. Automotive Dealer	69.7	30.3		100.0 (33)
7. Gasoline Service Station	62.5	37.5		100.0 (8)
8. Apparel and Accessories	88.9	11.1		100.0 (18)
9. Furniture, Home Furnishings and Equipment	90.0	10.0		100.0 (10)
10. Eating and/or Drinking		100.0		100.0 (5)
11. Miscellaneous (Other)	85.7	14.3		100.0 (14)

Table 24A

Percentage of North Dakota Retailers Participating
in Cooperative Advertising --- All Other

Classification of Store	Yes %	No %	No Answer %	Total %
1. Lumber and Building Supplies	63.2	36.8		100.0 (19)
2. Hardware	80.0	20.0		100.0 (10)
3. Farm Equipment	70.3	29.7		100.0 (64)
4. General Merchandise	54.2	45.8		100.0 (24)
5. Food (Groceries, etc.)	66.0	28.3	5.7	100.0 (53)
6. Automotive Dealer	72.1	23.3	4.7	100.1 (43)
7. Gasoline Service Station	62.5	25.0	12.5	100.0 (16)
8. Apparel and Accessories	60.0	40.0		100.0 (5)
9. Furniture, Home Furnishings and Equipment	100.0			100.0 (7)
10. Eating and/or Drinking	30.0	70.0		100.0 (10)
11. Miscellaneous (Other)	50.0	40.9	9.1	100.0 (22)

Table 25A

Percentage of North Dakota Retailers Having a System for
Checking the Results of Advertising --- Big Eight

Classification of Store	Yes %	No %	No Answer %	Total %
1. Lumber and Building Supplies		100.0		100.0 (7)
2. Hardware	75.0	25.0		100.0 (4)
3. Farm Equipment	14.3	85.7		100.0 (7)
4. General Merchandise	87.5	6.3	6.3	100.1 (16)
5. Food (Groceries, etc.)	40.0	60.0		100.0 (15)
6. Automotive Dealer	45.5	54.6		100.1 (33)
7. Gasoline Service Station	12.5	87.5		100.0 (8)
8. Apparel and Accessories	22.2	77.8		100.0 (18)
9. Furniture, Home Furnishings and Equipment	70.0	30.0		100.0 (10)
10. Eating and/or Drinking		100.0		100.0 (5)
11. Miscellaneous (Other)	21.4	71.4	7.1	99.9 (14)

Table 26A

Percentage of North Dakota Retailers Having a System for
Checking the Results of Advertising --- All Other

Classification of Store	Yes %	No %	No Answer %	Total %
1. Lumber and Building Supplies	10.5	89.5		100.0 (19)
2. Hardware	50.0	50.0		100.0 (10)
3. Farm Equipment	14.1	85.9		100.0 (64)
4. General Merchandise	45.8	54.2		100.0 (24)
5. Food (Groceries, etc.)	37.7	60.4	1.9	100.0 (53)
6. Automotive Dealer	34.9	62.8	2.3	100.0 (43)
7. Gasoline Service Station	12.5	81.3	6.3	100.1 (16)
8. Apparel and Accessories		100.0		100.0 (5)
9. Furniture, Home Furnishings and Equipment	57.1	42.9		100.0 (7)
10. Eating and/or Drinking	30.0	70.0		100.0 (10)
11. Miscellaneous (Other)	27.3	72.7		100.0 (22)

Table 27A

Annual Sales Volume Done by North Dakota
Retailers --- Big Eight

Classification of Store	Under	\$25,000	\$50,000	\$100,000	\$250,000	Over	No	Total
	\$25,000 %	to \$50,000 %	to \$100,000 %	to \$250,000 %	to \$1 Million %	\$1 Million %	Answer %	
1. Lumber and Building Supplies				28.6	42.9	14.3	14.3	100.1 (7)
2. Hardware				75.0	25.0			100.0 (4)
3. Farm Equipment				28.6	14.3	57.1	00.0	100.0 (7)
4. General Merchandise			6.3	6.3	31.3	50.0	6.3	100.2 (16)
5. Food (Groceries, etc.)	6.7			20.0	20.0	40.0	13.3	100.0 (15)
6. Automotive Dealer			6.1	6.1	36.4	51.5		100.1 (33)
7. Gasoline Service Station	12.5	12.5	25.0	50.0				100.0 (8)
8. Apparel and Accessories			5.6	55.6	38.9			100.1 (18)
9. Furniture, Home Furnishings and Equipment				50.0	30.0	10.0	10.0	100.0 (10)
10. Eating and/or Drinking			60.0	20.0	20.0			100.0 (5)
11. Miscellaneous (Other)			21.4	28.6	42.9		7.1	100.0 (14)

Table 28A

Annual Sales Volume Done by North Dakota
Retailers --- All Other

Classification of Store	Under \$25,000 %	\$25,000	\$50,000	\$100,000	\$250,000	Over \$1 Million %	No Answer %	Total %
		to \$50,000 %	to \$100,000 %	to \$250,000 %	to \$1 Million %			
1. Lumber and Building Supplies			15.8	57.9	21.1		5.3	100.1 (19)
2. Hardware		20.0	40.0	20.0	20.0			100.0 (10)
3. Farm Equipment	1.6	4.7	12.5	37.5	43.8			100.1 (64)
4. General Merchandise	4.2	8.3	8.3	33.3	37.5	4.2	4.2	100.0 (24)
5. Food (Groceries, etc.)		5.7	11.3	41.5	28.3	7.6	5.7	100.1 (53)
6. Automotive Dealer	2.3		2.3	30.2	58.1	4.7	2.3	99.9 (43)
7. Gasoline Service Station	25.0	12.5	31.3	18.8	6.3		6.3	100.2 (16)
8. Apparel and Accessories	20.0	40.0	40.0					100.0 (5)
9. Furniture, Home Furnishings and Equipment		57.1	14.3	28.6				100.0 (7)
10. Eating and/or Drinking	10.0	10.0	70.0	10.0				100.0 (10)
11. Miscellaneous (Other)	22.7	27.3	31.8	13.6	4.6			100.0 (22)

APPENDIX B

1. Cover Letter
2. Questionnaire

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UNIVERSITY OF NORTH DAKOTA
GRAND FORKS

DEPARTMENT OF MARKETING

May 13, 1963

Dear North Dakota Retailer,

Do you have any idea of how your store's advertising program compares with that of other retail establishments in North Dakota?

As a graduate student in Marketing at the University of North Dakota, I am attempting to write a thesis on how North Dakota retailers spend their advertising dollars. This survey, incidentally, is jointly sponsored by the Greater North Dakota Association.

Your store is one of a few in North Dakota selected at random to participate in this survey. It will be appreciated if you will answer the questions on the enclosed form, and return it to me right away in the stamped and addressed envelope provided. It will not be necessary for you to sign your name or your store's name on the form.

Upon completion of the survey, a report will be made available to those people interested in the results. Will you please give the form a few moments right now, while the matter is fresh in your mind?

Sincerely,

John M. Erickson
John M. Erickson

North Dakota Retailers' Survey

Conducted by
University of North Dakota

1. Which of the following categories best describes your type of store? (Please place a check mark in the appropriate box.)

- | | |
|----------------------------------------------------|------------------------------------------------------------------|
| Lumber & bulding supplies <input type="checkbox"/> | Automotive dealer <input type="checkbox"/> |
| Hardware <input type="checkbox"/> | Gasoline service stations <input type="checkbox"/> |
| Farm equipment <input type="checkbox"/> | Apparel & accessories <input type="checkbox"/> |
| Department store <input type="checkbox"/> | Furniture, home furnishings & equipment <input type="checkbox"/> |
| Vareity store <input type="checkbox"/> | Eating and/or drinking <input type="checkbox"/> |
| Food (grocery, etc.) <input type="checkbox"/> | Other <input type="checkbox"/> |
- If "Other," please indicate _____

2. Is your store a unit of a chain organization? Yes No

3. Who is in charge of your store's advertising? ^{COMPANY'S} ✓

- Proprietor Manager Proprietor-Manager Advertising Director
- Other If "Other," please indicate _____

4. Who does the layout work for your store's printed advertisements? ^{COMPANY'S} ✓

- Proprietor Manager Proprietor-Manager Advertising Director
- Printer-Publisher Other If "Other," please indicate who _____
- No layout work used

5. Who does the copywriting for your store's advertisements? ^{COMPANY'S} ✓

- Proprietor Manager Proprietor-Manager Adverstising Director
- Printer-Publisher Other If "Other," please indicate who _____
- No copywriting used

6. Which month begins your business year?

- | | | | |
|---------------|------------|----------------|---------------|
| ____ January | ____ April | ____ July | ____ October |
| ____ February | ____ May | ____ August | ____ November |
| ____ March | ____ June | ____ September | ____ December |

7. What plan is used to determine your store's yearly advertising expenditures? ^{COMPANY'S} ✓

- | | |
|----------------------------------------------------------|----------------------------------------------------|
| Per cent of past sales <input type="checkbox"/> | Competitive expenditures <input type="checkbox"/> |
| Per cent of future (est.) sales <input type="checkbox"/> | Amount of money available <input type="checkbox"/> |
| Per cent of net sales <input type="checkbox"/> | Other <input type="checkbox"/> |
| Per cent of gross sales <input type="checkbox"/> | If "Other," please specify. _____ |
- No particular plan used

13. In which three months of the year does your ^{COMPANY'S} store advertise most? ✓

Note: Please indicate the importance of each of the three months by placing the number "1" before the most important, "2" before the next most important, and so on.

- | | | | |
|--------------|-----------|---------------|--------------|
| ___ January | ___ April | ___ July | ___ October |
| ___ February | ___ May | ___ August | ___ November |
| ___ March | ___ June | ___ September | ___ December |

Why are these the months of heaviest advertising? ✓

14. Does your ^{COMPANY'S} store participate in cooperative advertising? ✓ Yes No
 Why or why not?

15. Do you have any system for checking the results of your ^{COMPANY'S} store's advertising? ✓ Yes No
 If "yes," what is your system?

16. How many years has your ^{COMPANY} store been in operation? ✓ _____ years.

17. In what city or town is your store located? _____

18. And finally, one last question to determine what differences there may be between the advertising practices of large ^{COMPANIES} retailers and small ^{COMPANIES} retailers—
 What is your *annual* sales volume? (Please check the appropriate range below.)

Under \$25,000	\$25,000 to 50,000	\$50,000 to 100,000	\$100,000 to 250,000	\$250,000 to \$1 million	over \$1 million

THANK YOU!

LIST OF REFERENCES

1. Commercial Atlas and Marketing Guide. (9th ed.; New York: Rand McNally & Co., 1963), p. 334-335.
2. U. S. Census of Business: 1958. Vol. I, Retail Trade - Summary Statistics, 1-42 to 1-65 and Vol. II, part 2, Retail Trade - Area Statistics, 34-2 to 34-15.
3. Standard Industrial Classification Manual prepared by the Technical Committee on Industrial Classification, Office of Statistical Standards, 1957 (Washington: U. S. Government Printing Office, 1958), p. 154-169.
4. Ibid.