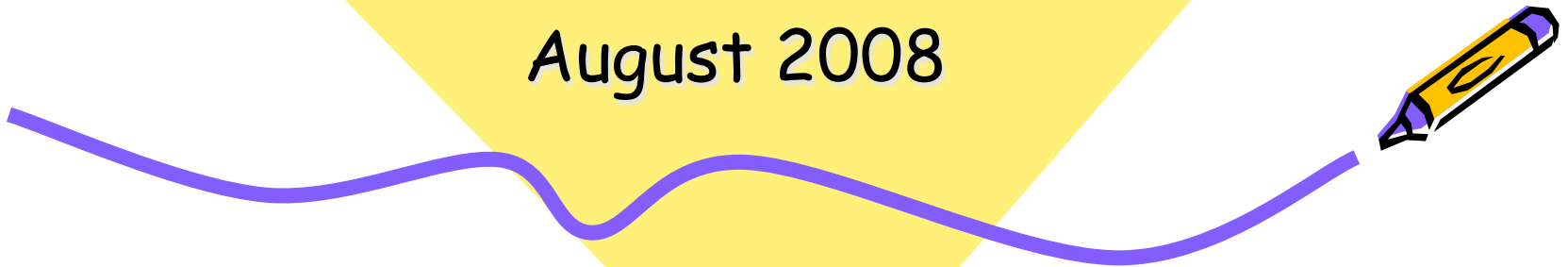




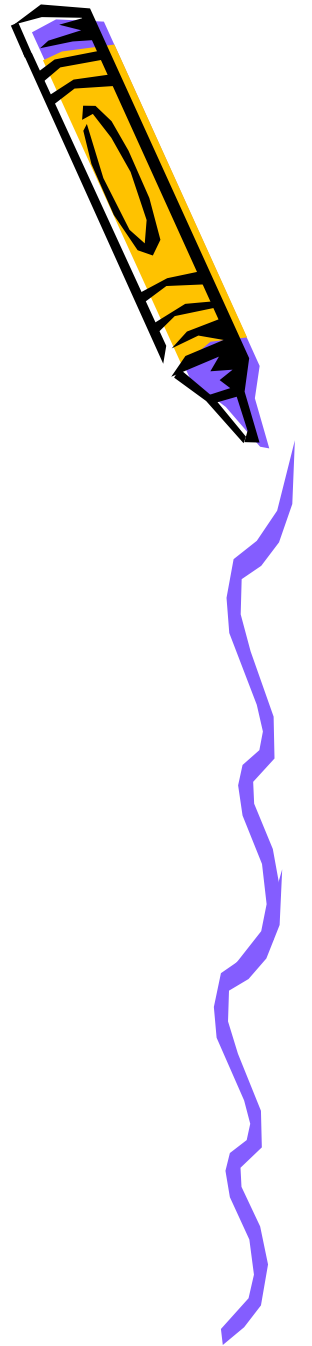
Market Research: FACT Publication Purchasers

Monte Sahlin
August 2008

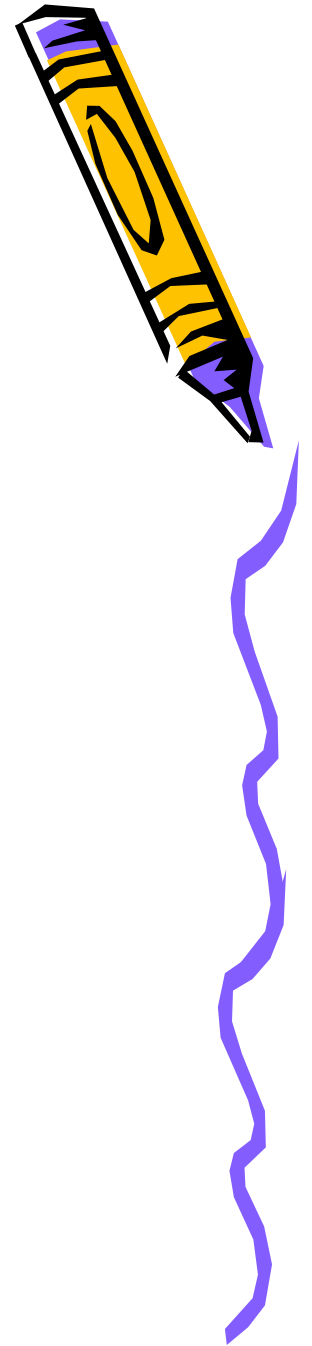
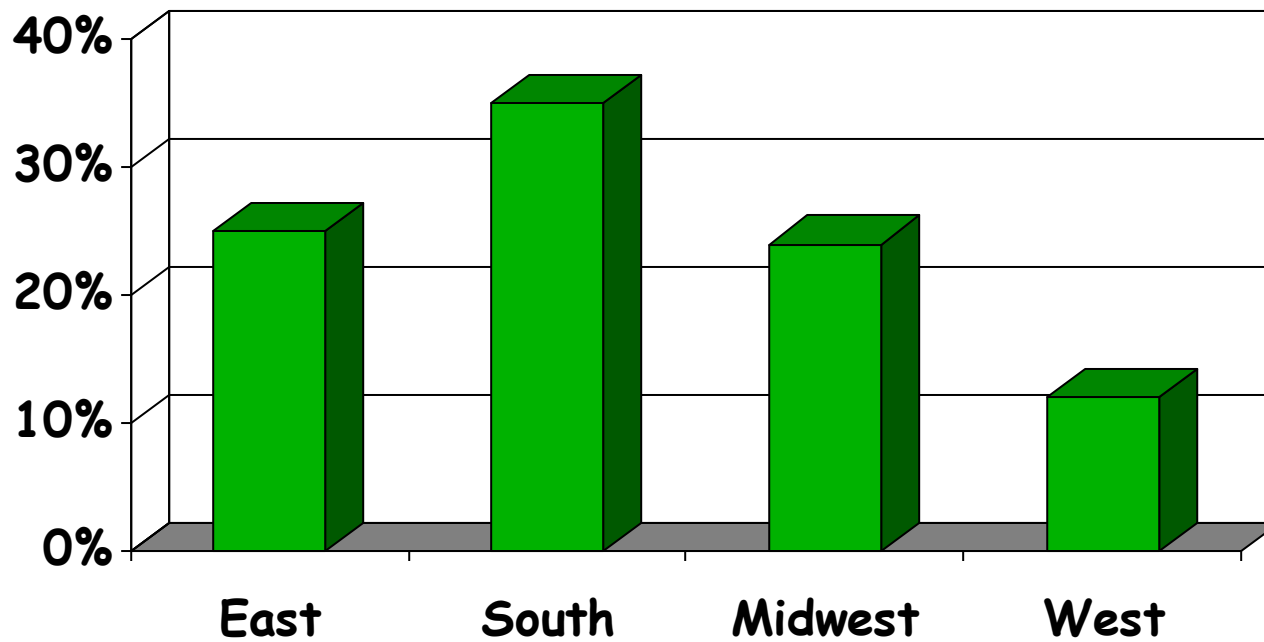


Source of Information

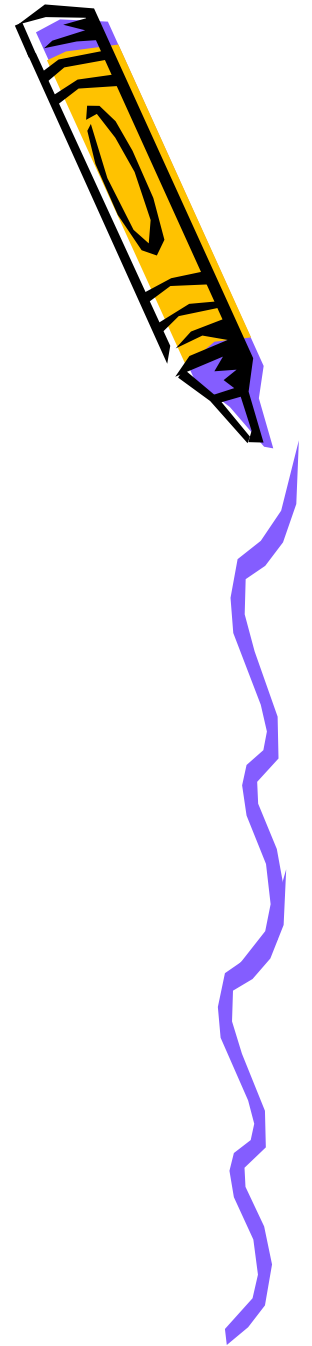
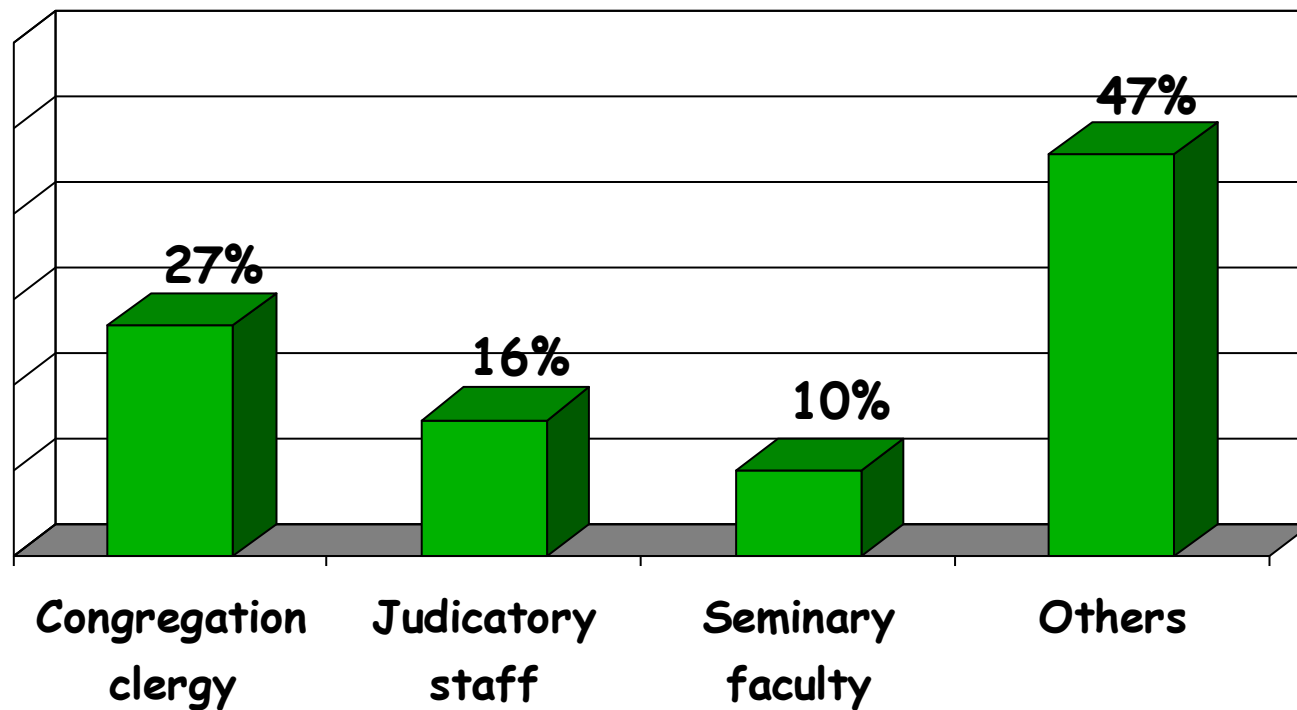
- A list of 115 people who have purchased FACT publications was analyzed
- A random sample of 45 were extracted and 12 interviews completed



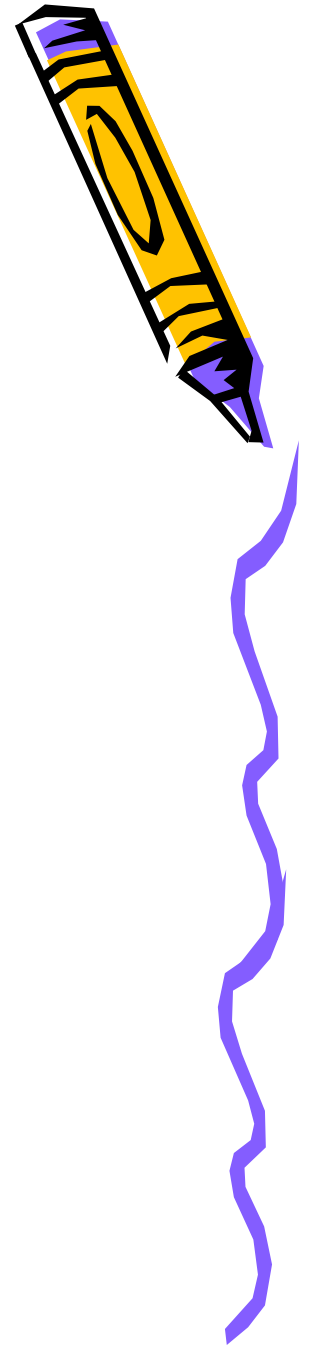
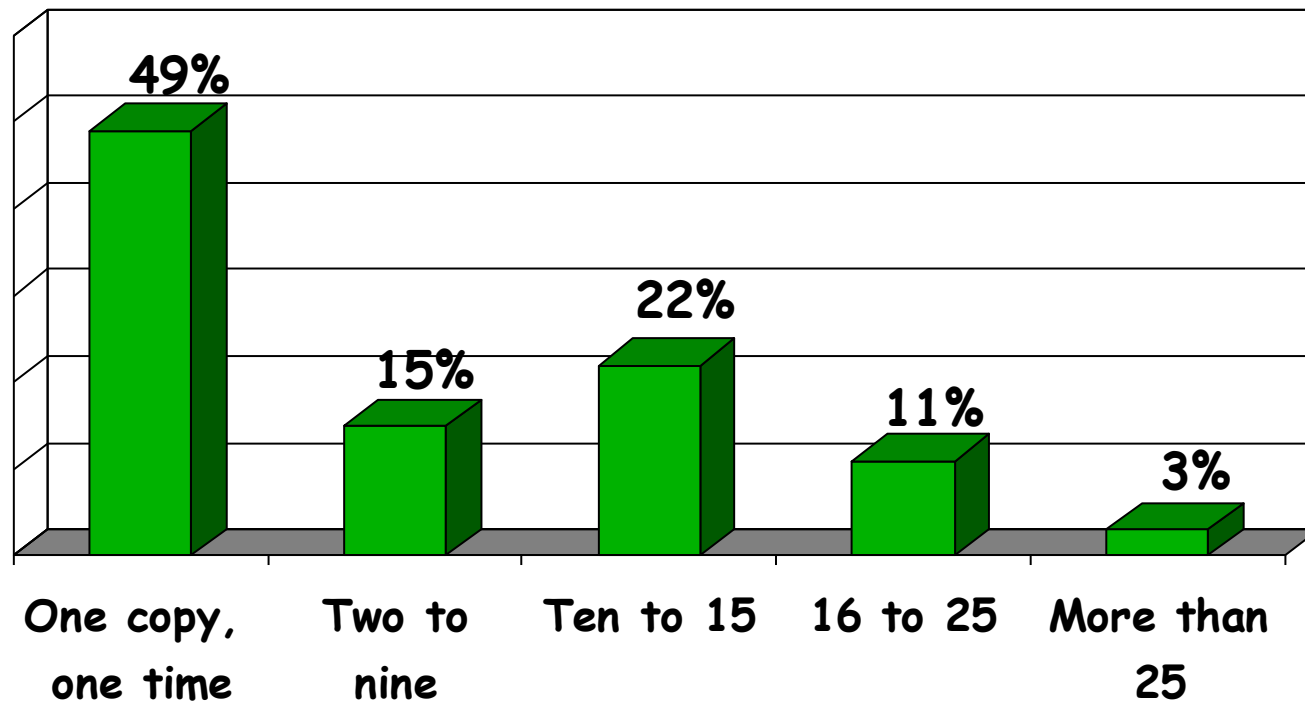
Region from Address Analysis



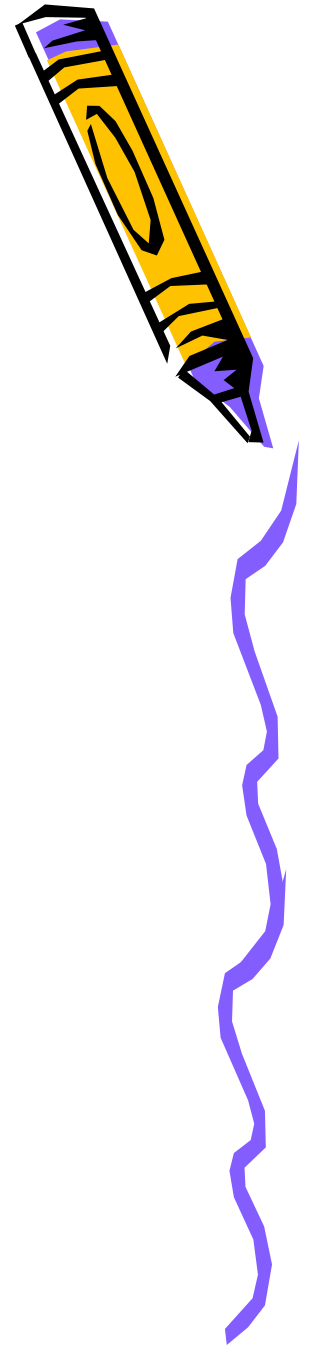
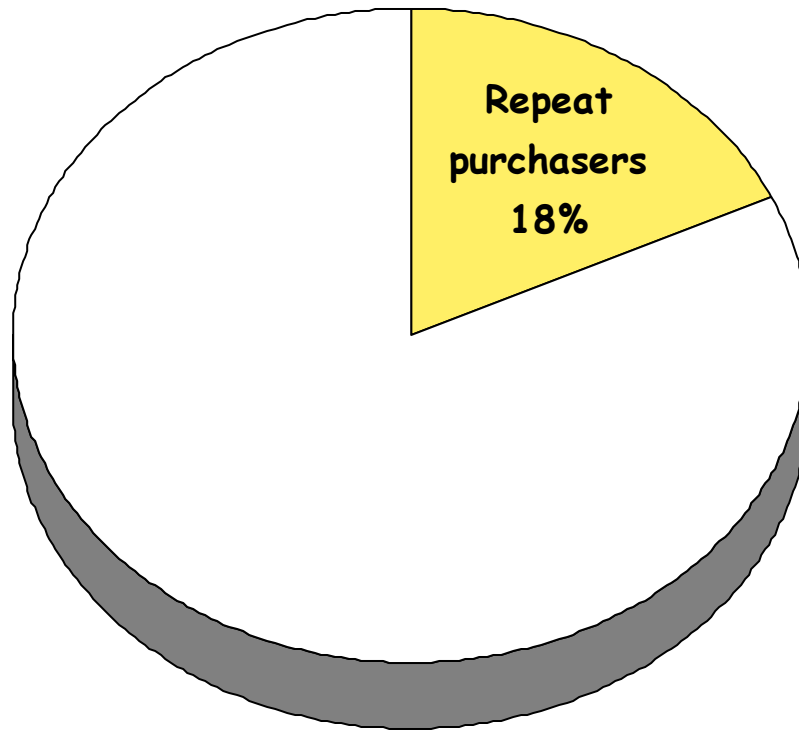
Professional Role from List Analysis



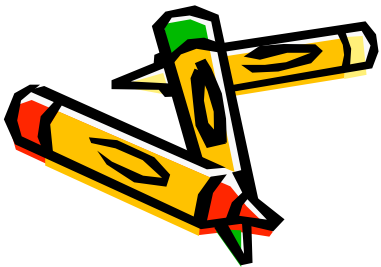
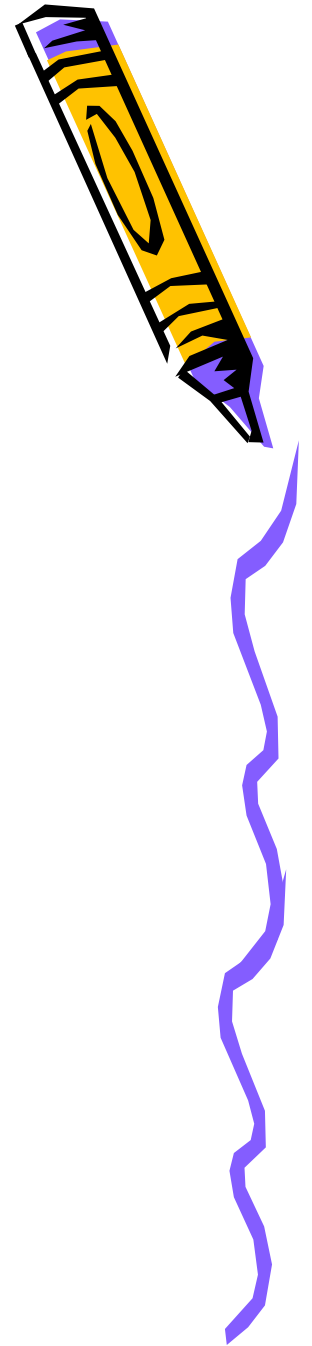
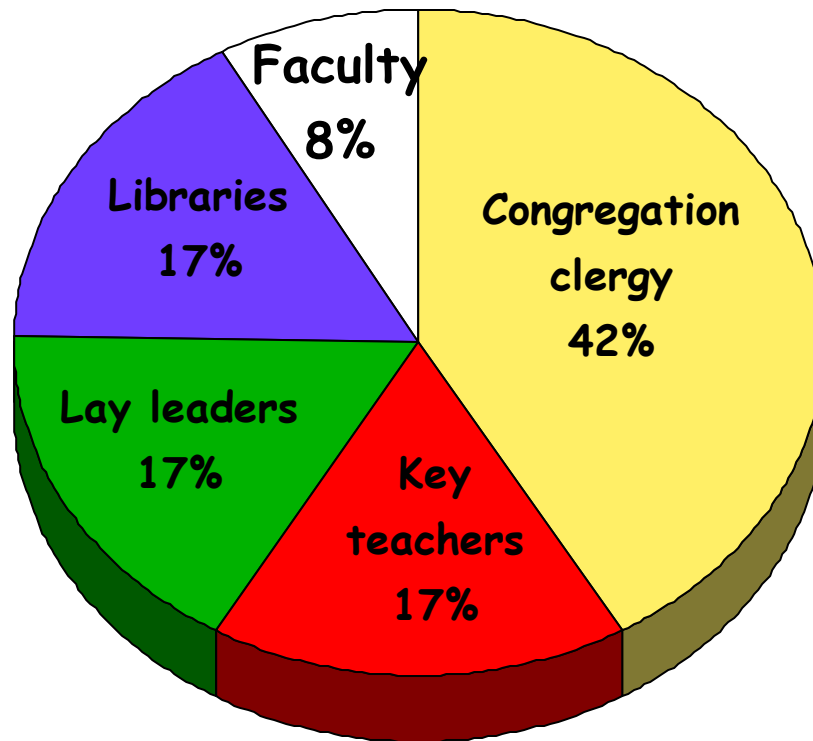
Numbers Purchased from List Analysis



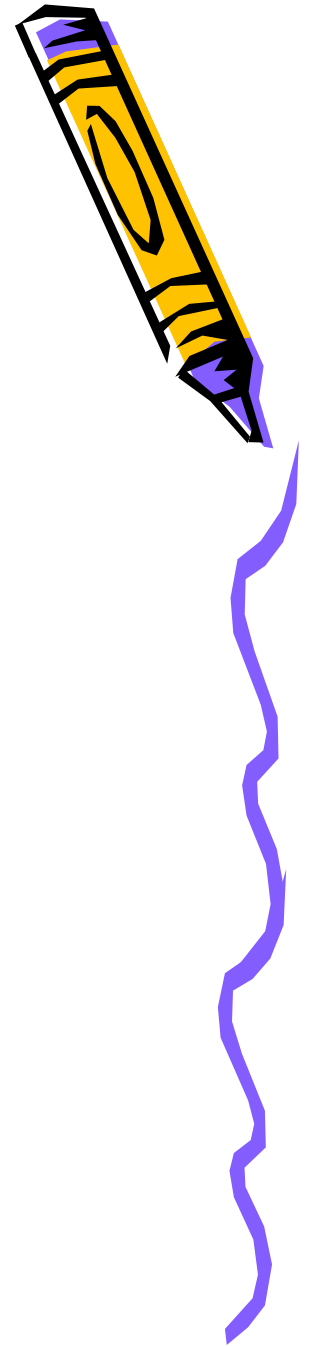
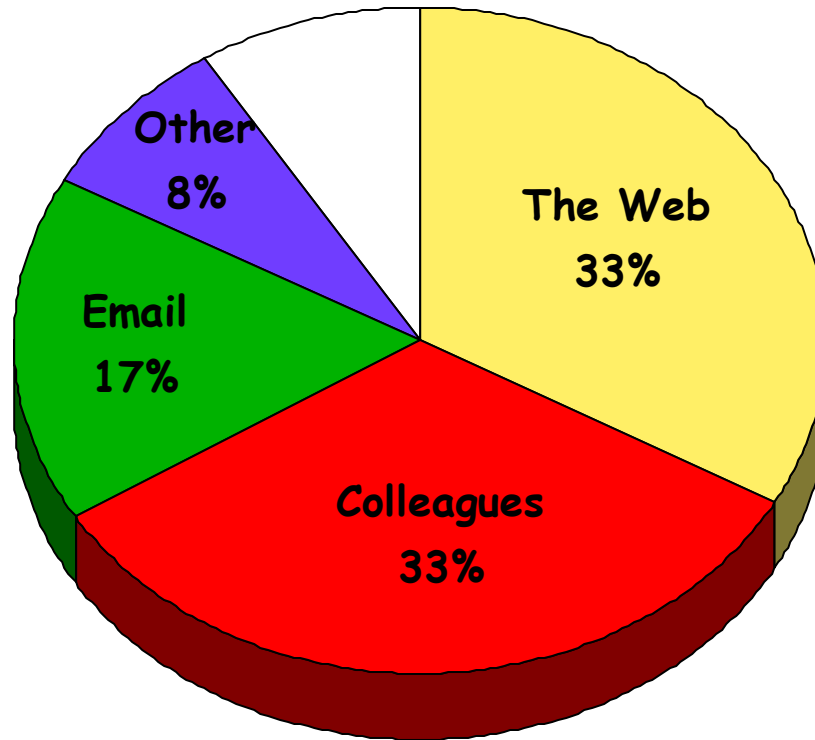
Repeated Purchases from List Analysis



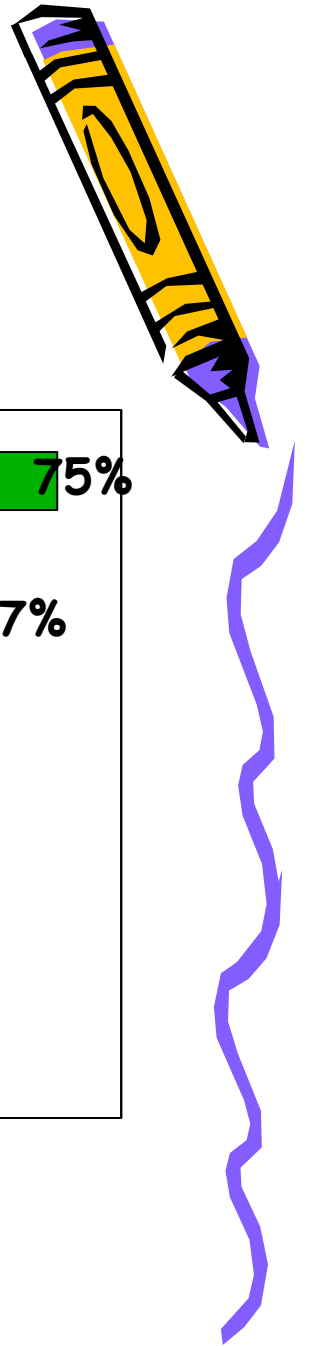
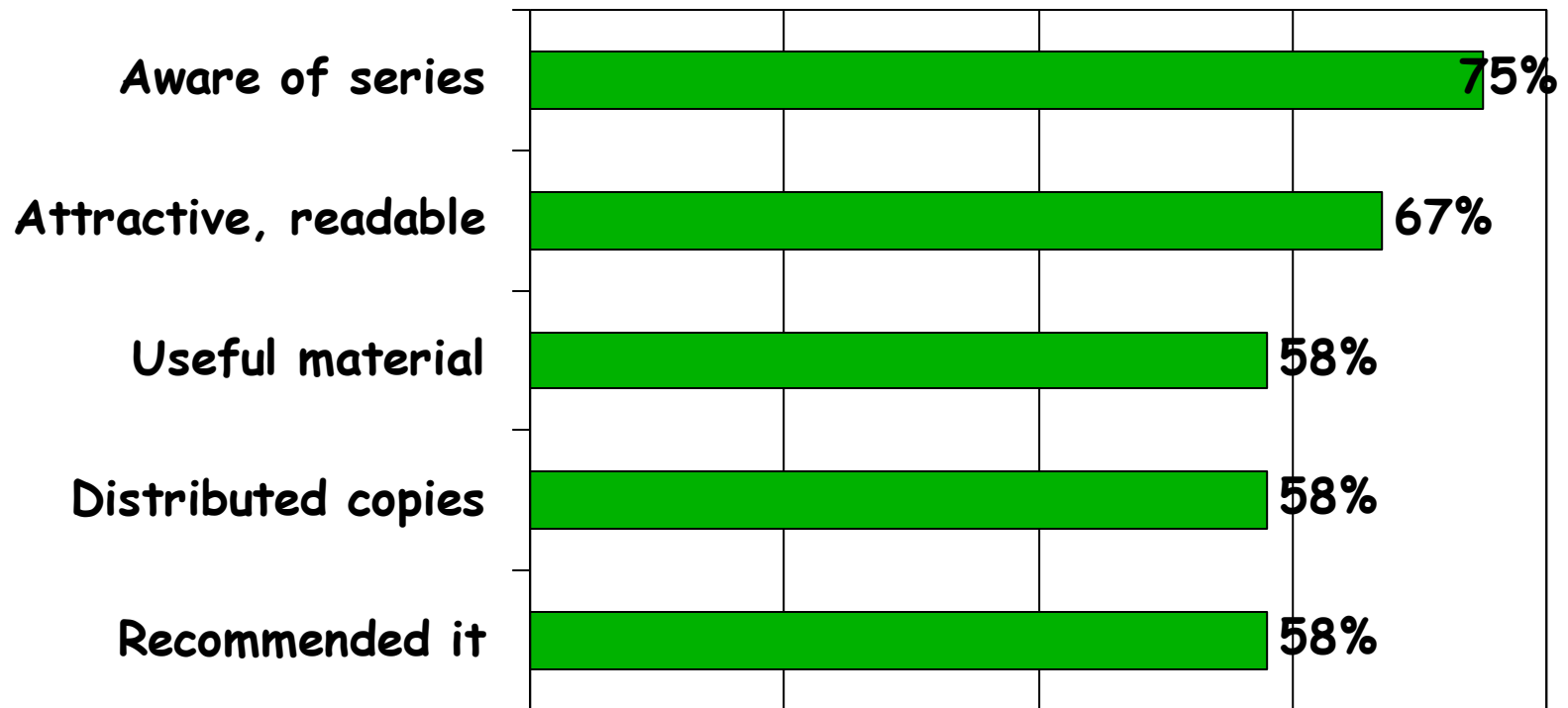
Survey Interviews



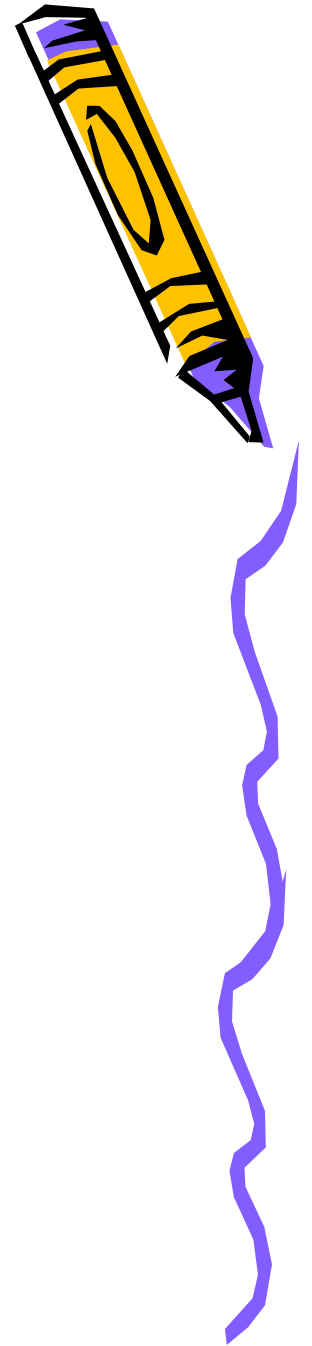
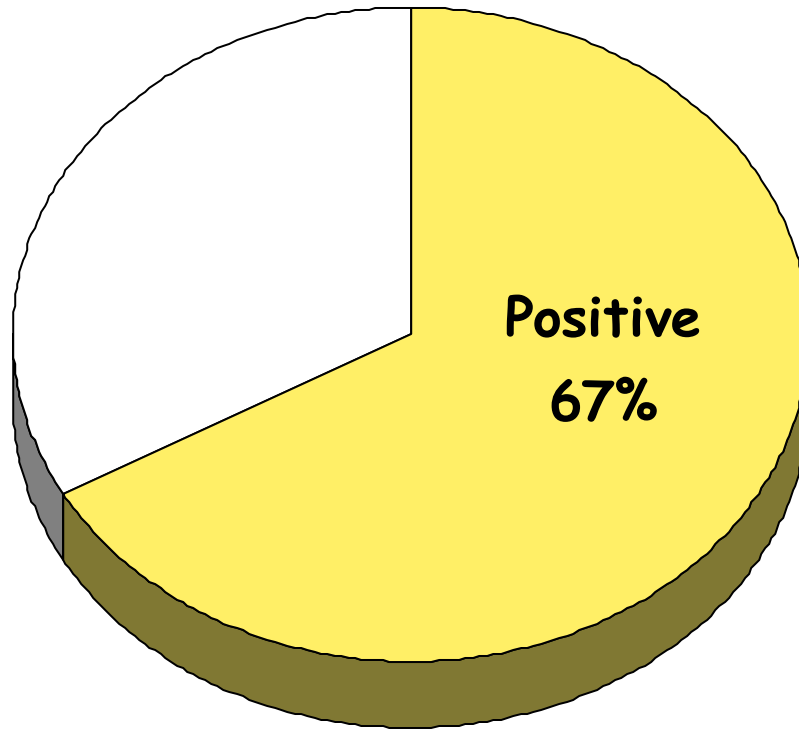
How did you hear about FACT publications?



Evaluation of Publications



What was your reaction to the price charged?



What would encourage you to purchase more?

