

**1964 WORLD'S FAIR VISITORS' ATTITUDES
TOWARDS AUTOMOTIVE EXHIBITS
WAVE II**

SEPTEMBER 4, 1964

64/C-14

MARKETING RESEARCH OFFICE

FORD MOTOR COMPANY

INTRODUCTION

The primary purpose of this study is to obtain a measurement of the attitudes of car owning visitors to the 1964 World's Fair in relation to three automotive exhibits, Ford Motor Company, General Motors, and Chrysler Corporation.

To provide a comparison of the three automotive exhibits over time, the first section of the report contains May, 1964 (Wave I) data, and comparable data from an August, 1964 (Wave II) study.

The second section compares the three automotive exhibits to selected non-automotive exhibits: General Electric, Pepsi-Cola, and Bell Telephone, during the August Wave II period. However, only the General Electric interviews were obtained on a basis comparable to the automobile exhibits', i.e. among persons in the immediate vicinity of the exhibit.

A third section compares male teenagers' reactions to those of adults in relation to the three automotive exhibits and the General Electric exhibit during the August Wave II period.

Interviewing was conducted by the Gallup Organization, Inc. Wave I interviews were from May 2 through May 5, with a total of 407 completed interviews. Approximately one third were conducted in the general area of each automotive exhibit.

Wave II interviews for the August study were conducted during the August 7 to 11 period. Days of the week were comparable to Wave I procedures. 344 interviews were completed at locations comparable to those used in Wave I.

In Wave II, an additional 112 interviews also were obtained near the General Electric exhibit, in order to obtain reactions to this exhibit on the same basis as for the three automobile exhibits.

The 130 male teenage interviews in Wave II were obtained in equal proportions from each of the four interviewing locations.

SUMMARY

1. During a period when Ford increased its traffic flow approximately 3% (between May and August), visitors continued to give Ford high ratings, both overall and for the Disney Skyway ride. There is, however, indication of a slight weakening of Ford ratings in August from the May position of equality with General Motors.

Dislike of waiting in line at the Ford exhibit remains the major negative reaction associated with any of the automobile exhibits and has not changed appreciably since May.

2. Chrysler, during the same period of time, made changes in their visitor traffic flow controls, and Chrysler ratings have improved considerably. They still do not equal Ford and General Motors, however.
3. General Electric receives overall ratings comparable to those of Ford and General Motors, with General Electric's major attraction equalling Ford's and exceeding General Motors'.
4. Owner loyalty does not materially influence visitors' ratings of the automotive exhibits. Therefore, Ford and General Motors' favorable positions, and Chrysler's relatively less favorable position, are not based on car ownership patterns.
5. Male teenagers, compared to adults, show only minor differences in rating the automotive and the General Electric exhibits.
6. The typical respondent has attended the Fair for an average of 1.8 days, and intends to return for approximately two more days.
7. Name solicitation is at a limited level at both the Ford and General Motors' exhibits, although the approximately one percent selective name solicitation at General Motors would provide 30,000 prospects per month.
8. August visitors, compared to May visitors, contain a higher proportion of women, are somewhat younger, with lower incomes, and are accompanied by more children. Car ownership patterns are relatively unchanged from May.

THE FORD EXHIBIT CONTINUES TO EXCEED MOST VISITORS' EXPECTATIONS.
CHRYSLER SHOWS MODERATE IMPROVEMENT.

| | Percent of Respondents Visiting Each Exhibit | | | | | |
|-------------------------------|--|-------------|------------|-------------|------------|-------------|
| | Ford | | GM | | Chrysler | |
| | <u>May</u> | <u>Aug.</u> | <u>May</u> | <u>Aug.</u> | <u>May</u> | <u>Aug.</u> |
| Much better than expected | 67% | 62% | 52% | 57% | 24% | 33% |
| About as expected | 23 | 26 | 37 | 32 | 29 | 29 |
| Not quite as good as expected | 6 | 12 | 7 | 9 | 43 | 37 |
| Don't know, no opinion | 4 | - | 4 | 2 | 4 | 1 |
| | ----- | ----- | ----- | ----- | ----- | ----- |
| Total | 100% | 100% | 100% | 100% | 100% | 100% |
| Sample: | (218) | (180) | (273) | (227) | (176) | (171) |

Question: Is that (exhibit) much better than you expected, about what you expected, or not quite as good as you expected?

Source: 1964 World's Fair Visitors' Attitudes and Opinions towards Automotive Exhibits (Wave II). The Gallup Organization, Inc., August, 1964.

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OWNER LOYALTY DOES NOT SUBSTANTIALLY INFLUENCE RECOMMENDATIONS

| Ratings, 11 Point Scale | | Percent of Respondents Visiting Each Exhibit | | | | | | | | | | | |
|-------------------------------|-------------|--|-----------------|--------------------|-----------------|---------------|-----------------|---------------|-----------------|--------------------|-----------------|--------------------|-----------------|
| | | Ford | | | | GM | | | | Chrysler | | | |
| | | May | | August | | May | | August | | May | | August | |
| | | Own Owners | Other Owners | Own Owners | Other Owners | Own Owners | Other Owners | Own Owners | Other Owners | Own Owners | Other Owners | Own Owners | Other Owners |
| Highly Recommend | 10, 9 and 8 | 90% | 87% | 89% | 89% | 92% | 88% | 92% | 90% | 29% | 38% | 40% | 48% |
| | 7, 6 and 5 | 7 | 9 | 9 | 9 | 5 | 8 | 7 | 6 | 45 | 41 | 51 | 32 |
| | 4, 3 and 2 | 0 | 2 | 2 | 2 | 1 | 2 | - | 1 | 17 | 14 | 9 | 15 |
| Skip Seeing | 1 and 0 | 3 | 2 | - | - | 2 | 2 | - | 2 | 9 | 7 | - | 4 |
| | No Answer | - | - | - | - | - | - | 1 | 1 | - | - | - | 1 |
| Total | | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Average Rating | | 9.1 | 9.0 | 9.2 | 8.9 | 9.3 | 8.9 | 9.3 | 9.0 | 5.8 | 6.3 | 7.1 | 6.8 |
| Sample: | | (66) ^{a/} | (152) | (55) ^{a/} | (125) | (147) | (126) | (115) | (112) | (42) ^{a/} | (134) | (31) ^{a/} | (140) |

Note small sample

Question: (Using rating scale) Suppose the top rung of this scale stands for an exhibit that you would strongly recommend to your friends to visit without fail, and the bottom rung for an exhibit they should just skip. How far up or down the scale would you rate ()?

Source: 1964 World's Fair Visitors' Attitudes and Opinions towards Automotive Exhibits (Wave II). The Gallup Organization, Inc., August 1964.

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FORD AND GENERAL MOTORS RECEIVE RELATIVELY EQUAL RECOMMENDATIONS,
AND SHOW LITTLE CHANGE FROM MAY TO AUGUST.
CHRYSLER, AT A LOWER LEVEL, SHOWS IMPROVEMENT.

| | Ratings, 11 Point Scale | Percent of Respondents Visiting Each Exhibit | | | | | |
|----------------------|-------------------------------|--|-------|-------|-------|----------|-------|
| | | Ford | | GM | | Chrysler | |
| | | May | Aug. | May | Aug. | May | Aug. |
| Strongly Recommended | 10, 9 & 8 | 89% | 88% | 90% | 92% | 36% | 47% |
| | 7, 6 & 5 | 9 | 10 | 7 | 6 | 42 | 35 |
| | 4, 3 & 2 | 0 | 2 | 1 | * | 14 | 14 |
| Just Skip Seeing | 1 & 0 | 2 | - | 2 | 1 | 8 | 3 |
| | No Answer | - | - | - | 1 | - | 1 |
| Total | | 100% | 100% | 100% | 100% | 100% | 100% |
| Average Rating | | 9.1 | 9.0 | 9.1 | 9.2 | 6.2 | 6.9 |
| Sample: | | (218) | (180) | (273) | (227) | (176) | (171) |

* Less than 1%

Question: (Using rating scale) Suppose the top rung of this scale stands for an exhibit that you would strongly recommend to your friends to visit without fail, and the bottom rung for an exhibit they should just skip. How far up or down the scale would you rate ()?

Source: 1964 World's Fair Visitors' Attitudes and Opinions towards Automotive Exhibits (Wave II). The Gallup Organization, Inc., August, 1964.

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FORD'S MAJOR EXHIBIT CONTINUES AS MOST LIKED FEATURE,
WAITING IN LINE MOST DISLIKED.

| <u>Principal Likes</u> | <u>Ford</u> | | <u>GM</u> | | <u>Chrysler</u> | |
|-----------------------------------|------------------|-------------|------------|-------------|------------------|-------------|
| | <u>May</u> | <u>Aug.</u> | <u>May</u> | <u>Aug.</u> | <u>May</u> | <u>Aug.</u> |
| <u>Major Exhibits</u> | | | | | | |
| Disney Skyway Ride | 73% | 80% | | | | |
| Futurama Ride | | | 55% | 67% | 35% | 46% |
| Circle Theatre | | | | | | |
| <u>Other Exhibits</u> | | | | | | |
| Cars on display | 23 | 32 | 18 | 21 | 9 | 5 |
| Scale villages, foreign countries | 8 | 12 | | | | |
| Turbine car | | | | | 5 | 15 |
| Outside display, animated parts | | | | | 11 | 11 |
| Futuristic cars | | | 5 | 10 | | |
| Kitchen exhibit | | | 5 | 7 | | |
| Walk through motor | | | | | 5 | 9 |
| Liked everything, very good | 26 ^{a/} | 22 | 28 | 22 | 16 ^{b/} | 27 |
| Well managed, efficient | 9 | 4 | 7 | 5 | | |
| Building design and layout | 3 | 6 | 8 | 6 | 4 | 6 |
| No waiting in lines | | | | | 5 | 5 |
| Nice for children | 2 | 6 | | | 11 | 12 |
| Nothing liked | 1 | - | 5 | 4 | 19 | 8 |
| <u>Principal Dislikes</u> | | | | | | |
| Waiting in line | 22 | 19 | 10 | 7 | | |
| Lacked imagination, poor exhibit | | | | | 6 | 4 |
| Nothing disliked | 56 | 59 | 71 | 75 | 64 | 58 |
| Sample: | (218) | (180) | (273) | (227) | (176) | (171) |

^{a/} Due to coding differences, shown as 24% in the Wave I report.
^{b/} Due to coding differences, shown as 14% in the Wave I report.

NOTE: Columns may add to more than 100% due to multiple mentions.

Question: Was there anything about your visit to the () exhibit that you particularly enjoyed or liked? ... did not enjoy or like?

Source: 1964 World's Fair Visitors' Attitudes and Opinions towards Automotive Exhibits (Wave II). The Gallup Organization, Inc., August, 1964.

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NAME SOLICITATION CONTINUES AT A LIMITED LEVEL

| | Percent of Respondents Visiting Each Exhibit | | | | | | | |
|------------------------------|--|---------------|------------|---------------|----------------|---------------|------------|---------------|
| | Ford | | | | General Motors | | | |
| | May | | August | | May | | August | |
| | No. | % | No. | % | No. | % | No. | % |
| Left name and address | 0 | 0.0 | 1 | 0.6 | 2 | 0.7 | 3 | 1.3 |
| Did not leave name & address | 209 | 96.0 | 172 | 95.4 | 257 | 94.3 | 219 | 96.7 |
| No answer | 9 | 4.0 | 7 | 4.0 | 14 | 5.0 | 5 | 2.0 |
| Total | 218 | 100.0% | 180 | 100.0% | 273 | 100.0% | 227 | 100.0% |

NOTE: During August interviewing period, name solicitation at the Ford Exhibit was limited to a "mail in for information" post card at the Philco display. During the May interviewing period, no names were solicited at the Ford Exhibit. Although limited, the approximately one percent selective name solicitation at General Motors would provide 30,000 prospects per month.

Question: Did anyone at the () exhibit suggest that you leave your name and address?

Source: 1964 World's Fair Visitors' Attitudes and Opinions towards Automotive Exhibits (Wave II). The Gallup Organization, Inc., August, 1964.

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GENERAL ELECTRIC AND FORD ARE EQUAL IN
EXCEEDING VISITORS' EXPECTATIONS

| | <u>Percent of August Respondents Visiting Each Exhibit</u> | | | | | |
|-------------------------------|--|-----------|-----------------|-------------------------|--------------------|--------------------|
| | <u>Ford</u> | <u>GM</u> | <u>Chrysler</u> | <u>General Electric</u> | <u>Pepsi-Cola</u> | <u>Bell</u> |
| Much better than expected | 59% | 55% | 31% | 59% | 57% | 28% |
| About as expected | 29 | 34 | 28 | 33 | 25 | 37 |
| Not quite as good as expected | 12 | 10 | 40 | 7 | 13 | 33 |
| Don't know, no opinion | <u>-</u> | <u>1</u> | <u>1</u> | <u>1</u> | <u>5</u> | <u>2</u> |
| Total | 100% | 100% | 100% | 100% | 100% | 100% |
| Sample: | (204) | (291) | (197) | (196) | (77) ^{a/} | (89) ^{a/} |

^{a/} Note small samples

Question: Is that (exhibit) much better than you expected, about what you expected, or not as good as you expected?

Source: 1964 World's Fair Visitors' Attitudes and Opinions towards Automotive Exhibits (Wave II). The Gallup Organization, Inc., August 1964.

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GENERAL ELECTRIC AND FORD MAJOR EXHIBITS ARE RELATIVELY EQUAL
AS PRINCIPAL LIKES

Percent of August Respondents
Visiting Each Exhibit

| <u>Principal Likes</u> | <u>Ford</u> | <u>GM</u> | <u>Chrysler</u> | <u>General Electric</u> |
|-----------------------------------|-------------|-----------|-----------------|-----------------------------|
| <u>Major Exhibits</u> | | | | |
| Disney Skyway Ride | 79% | | | |
| Futurama Ride | | 65% | | |
| Circle Theatre | | | 45% | |
| Auditorium Show | | | | 76% |
| <u>Other Exhibits</u> | | | | |
| Cars on display | 31 | 19 | 5 | |
| Nuclear demonstration | | | | 15 |
| Scale villages, foreign countries | 11 | | | |
| Turbine car | | | 14 | |
| Outside display, animated parts | | | 11 | |
| Futuristic cars | | 10 | | |
| Walk through motor | | | 9 | |
| Kitchen exhibit | | 5 | | |
| Liked everything, very good | 24 | 22 | 24 | 17 |
| Well managed, efficient | 4 | 4 | | 8 |
| Building design, layout | 6 | 6 | 6 | |
| No waiting in line | | | 5 | |
| Nice for children | 5 | | 11 | |
| Nothing liked | - | 3 | 8 | - |
| <u>Principal Dislikes</u> | | | | |
| Waiting in line | 20 | 7 | | 5 |
| Lacked imagination, poor exhibit | | | 4 | |
| Nothing disliked | 60 | 76 | 57 | 73 |
| Sample: | (203) | (291) | (197) | (196) |

NOTE: Columns may add to more than 100% due to multiple mentions

Question: Was there anything about your visit to the () exhibit that you particularly enjoyed or liked? ... did not enjoy or like?

Source: 1964 World's Fair Visitors' Attitudes and Opinions towards Automotive Exhibits (Wave II). The Gallup Organization, Inc., August 1964.

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**THE AUTOMOTIVE EXHIBITS RECEIVE SLIGHTLY LOWER RECOMMENDATIONS FROM
TEENAGERS THAN ADULTS. TEENAGER RECOMMENDATIONS OF
FORD AND GM ARE RELATIVELY EQUAL**

| | Ratings, 11 Point Scale | Percent of August Respondents Visiting Each Exhibit | | | | | | | |
|--------------------|-------------------------------|---|--------------------|----------------|--------------------|----------|--------------------|------------------|--------------------|
| | | Ford | | General Motors | | Chrysler | | General Electric | |
| | | Adults | Teen- agers | Adults | Teen- agers | Adults | Teen- agers | Adults | Teen- agers |
| Strongly Recommend | 10, 9 and 8 | 87% | 87% | 90% | 85% | 43% | 35% | 90% | 90% |
| | 7, 6 and 5 | 10 | 8 | 8 | 14 | 37 | 55 | 7 | 8 |
| | 4, 3 and 2 | 3 | 3 | * | 0 | 16 | 8 | 2 | 0 |
| Just Skip Seeing | 1 and 0 | - | 0 | 1 | 0 | 3 | 2 | - | 0 |
| | No Answer | - | 2 | 1 | 1 | 1 | - | 1 | 2 |
| | Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | Average Rating | 8.9 | 8.7 | 9.1 | 8.8 | 6.7 | 6.6 | 9.0 | 9.0 |
| | Sample: | (204) | (60) ^{a/} | (291) | (71) ^{a/} | (197) | (53) ^{a/} | (196) | (55) ^{a/} |

^{a/}Note small sample

* Less than 1%

Question: (Using rating scale) Suppose the top rung of this scale stands for an exhibit that you would strongly recommend to your friends to visit without fail, and the bottom rung for an exhibit they should just skip. How far up or down the scale would you rate ()?

Source: 1964 World's Fair Visitors' Attitudes and Opinions towards Automotive Exhibits (Wave II). The Gallup Organization, Inc., August 1964.

** Disney shows
appeal to whole
family!*

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GENERAL ELECTRIC LEADS IN EXCEEDING TEENAGERS EXPECTATIONS. TEENAGERS,
COMPARED TO ADULTS, ARE LESS IMPRESSED BY CHRYSLER.

| | Percent of August Respondents Visiting Each Exhibit | | | | | | | |
|-------------------------------|---|--------------------|----------------|--------------------|----------|--------------------|------------------|--------------------|
| | Ford | | General Motors | | Chrysler | | General Electric | |
| | Adults | Teen- agers | Adults | Teen- agers | Adults | Teen- agers | Adults | Teen- agers |
| Much better than expected | 59% | 65% | 55% | 62% | 31% | 25% | 59% | 71% |
| About as expected | 29 | 25 | 34 | 25 | 28 | 28 | 33 | 25 |
| Not quite as good as expected | 12 | 8 | 10 | 13 | 40 | 45 | 7 | 4 |
| No Answer | - | 2 | 1 | - | 1 | 2 | 1 | - |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Sample: | (204) | (60) ^{a/} | (291) | (71) ^{a/} | (197) | (53) ^{a/} | (196) | (55) ^{a/} |

^{a/}Note small sample

Question: Is that (exhibit) much better than you expected, about what you expected, or not quite as good as you expected?

Source: 1964 World's Fair Visitors' Attitudes and Opinions towards Automotive Exhibits (Wave II). The Gallup Organization, Inc., August 1964.

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THE GENERAL ELECTRIC EXHIBIT RECEIVES RECOMMENDATIONS
COMPARABLE TO FORD AND GENERAL MOTORS

| | Ratings, 11 Point Scale | Percent of August Respondents Visiting Each Exhibit | | | | | |
|-------------------------|-------------------------------|---|----------|----------|---------------------|--------------------|--------------------|
| | | Ford | GM | Chrysler | General Electric | Pepsi- Cola | Bell |
| Strongly Recommended | 10, 9 and 8 | 87% | 90% | 43% | 90% | 73% | 41% |
| | 7, 6 and 5 | 10 | 8 | 37 | 7 | 15 | 45 |
| | 4, 3 and 2 | 3 | * | 16 | 2 | 7 | 13 |
| Just Skip Seeing | 1 and 0 | - | 1 | 3 | - | 1 | - |
| | No Answer | - | <u>1</u> | <u>1</u> | <u>1</u> | <u>4</u> | <u>1</u> |
| | Total | 100% | 100% | 100% | 100% | 100% | 100% |
| | Average Rating | 8.9 | 9.1 | 6.7 | 9.0 | 8.1 | 6.7 |
| | Sample: | (204) | (291) | (197) | (196) | (77) ^{a/} | (89) ^{a/} |

^{a/} Note small sample
* Less than 1%

Question: (Using rating scale) Suppose the top rung of this scale stands for an exhibit that you would strongly recommend to your friends to visit without fail, and the bottom rung for an exhibit they should just skip. How far up or down the scale would you rate ()?

Source: 1964 World's Fair Visitors' Attitudes and Opinions towards Automotive Exhibits (Wave II). The Gallup Organization, Inc., August 1964.

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