

# **MALL SURVEY REPORT**

**For  
Jim McDonald**

**Prepared by  
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Summer, 2005**

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#### PROJECT PLAN:

In the summer of 2005 I conducted a “mall survey” for the purpose of ascertaining the impression I make on strangers from a well represented cross section of American and Florida society. The objective was to better target the rolls for which I am most naturally suited. The survey plan called for sampling 100 people, 20 individuals at 5 separate venues of differing character. Venue characters selected were National cross-section, affluent, poor, student and Latin. The gender ratio plan called for 70% female, due to their greater purchasing influence.

#### QUALITY CONTROL:

To minimize bias and augment reliability of the study, certain protocols were carefully observed. The same survey form (attached) was used with each individual. The same neat, casual attire was worn on each outing. All surveys were conducted during normal business hours. My ring finger was concealed from view during the encounters. To the extent practicable, the same approach introduction was used, which was as follows:

*I am a new actor conducting what we actors call a “mall survey”. It’s a questionnaire I have total strangers complete based strictly on their first impression of me. It gives me an idea of what rolls I should pursue. It will only take a few minutes. I intend to conduct 100 surveys and I’m presently about half done. Your complete honesty will be the most helpful to me. There are no “wrong” answers. Don’t think about it too much – first impression. I will not review the forms until tonight and will not recall which was yours. After you have completed the survey, I will be happy to honestly answer any of the questions on the form that you request.*

In selecting interviewees, I exerted a continuous effort to maximize variety in age, gender, social status, nationality and personality. I did avoid those who did not seem likely to influence buying decisions. The back of each form had interviewee data that I completed privately after the interview. It lists his or her gender, age, nationality, type of work and income. I did not make inquiry to obtain this data, but rather used my best guess immediately after the survey was completed.

#### HELPFUL HINTS:

One must be aware of legal ramifications in selecting venues. Many require a Soliciting Permit, or similar permission. However, I believe one will also find it easier to obtain forgiveness than permission in most cases.

It’s best to select individuals who are waiting, such as at airports or bus stations. Avoid people who are preoccupied, such as eating at a mall food court or involved in a serious discussion.

To improve efficiency and ease “breaking the ice”, I found it helpful to approach groups of two to five. When working with groups, I assured that the forms were completed independently. In the *general* and *venue* data tables, groups are indicated by like shading. Once the ice was broken and the interview underway, I found that most participants were intrigued by the encounter, especially if I was able to tell them of one of my upcoming appearances.

#### VENUES SELECTED:

For the **American cross-section** venue, I selected the **Orlando International Airport** on the **July 4<sup>th</sup> weekend**. I interviewed 17 people waiting in the car rental area. Seventy-one % were female,

76% Caucasian, only 12% were from Florida, 35% were considered affluent and I estimated their average age to be 45.

For the **affluent** venue, I selected the **Winter Park Mall**. Here I interviewed 18 people, all Caucasian, having an estimated average age of 40. Fifty-six % were female, 11% from Florida and 50% guessed to be of high income.

For the **lower income** venue, I selected the **Wal-Mart in Sanford**. Here I conducted 23 interviews. Sixty-one % were female, 74% Caucasian, 52% from Florida, 22% considered high income and their average age was estimated at 37.

For the **student** venue, I selected the **University of Central Florida** cafeteria and interrupted after-meal chit chat. I interviewed 20 students. Half were female, 90% Caucasian, 80% from Florida, all considered affluent, with an estimated average age of 21.

For the **Latin** venue, I selected the **Florida Mall**. This outing was disappointing. This was my final survey and the one to which I brought the greatest amount of mall survey experience. Nevertheless, I found my Hispanic candidates overly cautious and difficult to approach. I believe there may have been some immigration issues and perhaps somewhat of a language barrier. I conducted only 8 interviews, with only 50% being of Caribbean or South American origin. Sixty-three % were female, only 25% high income with an average estimated age of 36.

#### SURVEY:

After the introduction discussed above, each person I interviewed was asked to complete the attached form. The form asks the interviewee to, based on first impression, estimate my age, marital status, number of sons and their ages, number of daughters and their ages, the type of work I did before acting, what part of the Country I'm from, years of education, type of car I drive, my hobbies, type of movies I enjoy, type of restaurants I frequent and what type of alcohol I drink, including none. Additionally, they were asked to score my appearance on a scale from 1 to 5 for: my height (tall – short), my looks (handsome – ugly) and my neatness (neat – sloppy). Finally, they were asked to rate my personality on the same scale for: kindness (mean – kind), aggressiveness (aggressive – laid back), sophistication (sophisticated – plain), temperament (hot – cold) and political persuasion (conservative – liberal). There was also a space for “other comments”.

A total of 86 people were interviewed. 59 % were female, a little short of desired 70%. 50 % were under 25 years old (students), 15 % were 25 – 44 (pre-management age workers). 21 % were 45 – 60 (management age workers). 14% were over 60 (retired). 87% were Caucasian, 10% Latin and 3% African-American. Ages ranged from 10 to 87, with an average of 35.4. 80% were from the US, including 34% from Florida. 13% are from Latin countries. 49% were considered high income, with 31% low and 20% moderate. Other related data on the sampled population can be most easily reviewed on the *summary* data table and the bottom of the *raw data* table on the enclosed floppy disk.

The data was assembled on the attached EXCEL spreadsheets and sorted by *venue* (related to income by report design) and listed in the order interviewed; *gender*, age & income (in sorting order), and *age*, gender & income (in sorting order).

#### SURVEY RESULTS:

Based on my first impression survey results, I am **50.2 years old, married** with **one son 19.88** years old and **one daughter 19.57** years old. I am slightly more likely to have a daughter than a son. My former career was in **sales**, with a **professional** and a **businessman** nearly tying for second place. Strangely, there is a close tie for my origin between the **South and North**, with a respectable showing for the **mid-West**. I **graduated from college** plus did a little post graduate work. I drive a **luxury car** and am most likely to enjoy **golf**, with **fishing** and **active sports** nearly tying for second. My **favorite movies** are **action**, with **comedy** as a strong second choice. I eat in **expensive restaurants**, with **Italian** second. **Wine** is by far my alcoholic drink of choice. Physically, I am **moderately tall, moderately handsome** but **very neat**. My personality is **very kind, slightly laidback, slightly sophisticated, slightly conservative** and a **little more cold than hot**.

#### SURVEY EVALUATION:

My **age** was perceived to be *50 years and 2.4 months*. The poorer people sampled tended to see me younger than the others. The student and affluent groups saw me as slightly older than the norm.

Nearly everyone saw my **pre-acting career** in some sort of *sales*. Only the students (10 – 24) put sales as a close second to being a *professional*. *Professional* had a strong standing throughout the survey, being in second place among the affluent and the National cross-section (airport). *Businessman* also had a strong standing, especially with the student (10 – 24), pre-management workers (25 – 44) and the Latin populations.

Surprisingly, even though I am from Charleston, SC, and have had my Southern regionalism pointed out to me by voice instructors, most people guessed **I was from the North**. The only exceptions were the female population and the students (10 – 24), who accurately guessed the *South*, placing it in a close second place. Equally surprising, the *mid-West* had a strong showing, even though I have never spent much time in this “no-accent” part of the Country.

Those interviewed guessed my **years of education** to be *16.06*, equivalent to a very limited amount of post graduate work. Those guessing me to be the most educated were the affluent and pre-management workers (25 – 44). Those guessing me the least educated were poorer, older and management level workers (45 – 60).

By far, most people guessed my **vehicle of choice** to be a *luxury car*, although a *family car* was a reasonably close second choice among the students (10 – 24) and pre-management workers (25 – 44).

Nearly everyone sampled guessed my first **hobby** to be *golf*. Most people placed *fishing* as a second guess and *active (non-spectator) sports* as a third. Active sports listed were football, baseball, tennis, handball, biking, swimming, walking and camping. The only exception to the

“golf in first choice” data was the Latin population, who didn’t list golf at all. Again, the Latin individuals sampled may not be representative of the Hispanic population at large.

Most people selected *action movies* as my favorite. Overall, *comedies* are my second choice, especially among students, men, and both groups of workers (pre-management and management, 25-60).

Everyone placed me in an *expensive restaurant*. *Italian* was a close second choice, selected as second by all interviewees except the affluent, who selected *American* as my second choice. *Seafood* also had a strong showing, especially among the poor and management level workers (45-60).

*Wine* was chosen as my clear **alcoholic drink of choice** (including non-alcoholic) by everyone except students (10-24), who guessed beer.

**Physically**, I was seen as *moderately tall* by everyone but the poor and *moderately handsome* by everyone but the affluent. I was viewed as *very neat* by everyone but the poor, females and students (10-24), who selected *moderately neat*, and men, who selected *neat*.

Regarding **personality**, all groups saw me as *very kind*, except the management level workers (45-60), who saw me as *moderately kind*. I was seen as being pretty close to center in all other personality traits evaluated, being *slightly laidback*, *slightly sophisticated*, *slightly cold* and *slightly conservative*. Although most interviewees saw me as *slightly sophisticated*, *moderately sophisticated* was a clear second, being placed in that ranking by the men, students (10-24), management workers (45-60) and the National cross-section questioned at the airport. I was seen as *slightly conservative* by everyone but the Hispanic and retired (60+) communities, who saw me as *slightly liberal*. I was seen as closest to midway in the hot/cold question (2.91, with 3 at dead center), I was seen as *slightly cold* by everyone except pre-management workers (25-44) and students (10-24), who saw me as *slightly hot*. The hot/cold question was intentionally broad and designed to require each interviewee to select the rating based on whatever the terms mean to him or her. In retrospect, I think the question was too ambiguous and age driven. I believe it failed to provide useful information.

#### SUMMARY:

My summer project for 2005 was to conduct a “mall survey” for the purpose of ascertaining the sort of first impression I make on a wide cross section of the American population, with special focus on Florida. It is hoped that the information will assist me in identifying rolls for which I’m ideally suited.

I interviewed 86 individuals at 5 different venues of contrasting character. Ages ranged from 10 to 87 with an average of 35 and half under 25. About 60% were *female*, 87% *Caucasian*, 80% *from the U.S.* and half *high income*. Protocols were followed to assure the reliability of the data. The data was placed in an EXCEL spreadsheet and sorted for evaluation.

In summary, my first impression on the above population segment is as follows:

*A 50 year old Caucasian male with 1 son and 1 daughter in their late teens. My career is in sales, a profession or some sort of business (in that order of likelihood). I have nationally generic mannerisms and speech accents and could be from anywhere in the U.S. except the West. I am a college graduate, drive a luxury car and enjoy golf, fishing and active sports (in that order). I would choose an action movie first and a comedy next. I eat in expensive restaurants, probably Italian, and would choose wine to drink. I am moderately handsome and tall, but very neat. I am slightly laidback, a little sophisticated, slightly conservative politically and very kind.*

# **BLANK INTERVIEW FORMS**



# Thanks for helping me with this short survey.

Please answer all questions with your first impression.

I'll be happy to answer any questions you may have after you complete the survey.

It will take only a few minutes.

1. How old am I? \_\_\_\_\_.
2. Am I married? \_\_\_\_\_. If so, how many kids do I have? \_\_\_\_\_.  
If I have kids, what are their genders and ages?  
\_\_\_\_\_.
3. Before acting, what did I do for a living? \_\_\_\_\_.
4. What part of the Country am I from? \_\_\_\_\_.
5. What is my highest level of education? \_\_\_\_\_.
6. What kind of car do I drive? \_\_\_\_\_.
7. What are my hobbies? \_\_\_\_\_.
8. What type of movie would I enjoy? \_\_\_\_\_.
9. What sort of restaurant would I enjoy? \_\_\_\_\_.
10. What sort of drink would I select?  
Non-alcoholic \_\_\_\_, wine \_\_\_\_, beer \_\_\_\_, mixed drink (type) \_\_\_\_\_.
11. On the scale below, which best describes my appearance?  
Tall ..... 1 ..... 2 ..... 3 ..... 4 ..... 5 ..... Short.  
Handsome ..... 1 ..... 2 ..... 3 ..... 4 ..... 5 ..... Ugly.  
Neat ..... 1 ..... 2 ..... 3 ..... 4 ..... 5 ..... Sloppy.
12. On the scale below, which best describes my personality?  
Mean ..... 1 ..... 2 ..... 3 ..... 4 ..... 5 ..... Kind.  
Aggressive ..... 1 ..... 2 ..... 3 ..... 4 ..... 5 ..... Laid back.  
Sophisticated ..... 1 ..... 2 ..... 3 ..... 4 ..... 5 ..... Plain.  
Hot ..... 1 ..... 2 ..... 3 ..... 4 ..... 5 ..... Cold.  
Conservative ..... 1 ..... 2 ..... Moderate ..... 4 ..... 5 ..... Liberal.

Any other observations: \_\_\_\_\_

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G:

A:

N:

W:

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