

- 24 consumers in two groups in Houston, Texas
- 11 consumers in one group in Atlanta, Georgia
- 15 consumers in two groups in Detroit, Michigan

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The usual cautions for small-scale, group session research should be noted here, especially when comparing sub-segments. In this connection, note also that, both here and in the tabulations, raw numbers have been converted to percentages and rating scores only for purposes of analytic and editorial convenience; that is, in order to indicate more easily the direction, not the projectability, of the results. Nevertheless, as it turns out in this case, the results on most issues are fairly clear-cut.

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A more detailed demographic breakdown of the sample, as well as all the statistical tabular data drawn from respondents' ratings of the test models, will be found in the Appendix section of this report.