Quirk's

MARKETING RESEARCH

Review

The new business magazine for buyers of marketing research

October/November, 1986

FROM THE PUBLISHER

By Tom Quirk
publisher

As a researcher, I was always amazed at the cooperation of the people from whom we requested information. Often interviews would be an inconvenience for them. It might have been intercepting shoppers at a mall in order to show them some proposed new product. Or, it would interrupt television viewers with a phone call to ask if they could recall certain commercials. Sometimes it was requesting participants to drive many miles on a stormy night for a focus group session to discuss the fire ant problems.

Despite the inconveniences, I've found that people want to help research efforts. Without this kind of support, marketing research would be much less effective.

This type of assistance is also important in establishing a publication. It has taken the efforts of many people to make this first issue possible. It is only fitting that I take space in this first issue to acknowledge them.

First, to those who have been so important in putting together everything required to get this issue into the mail, I want to thank Emmet Hoffman, Robert "Smokey" Truhlar, Keith "Doc" Hunt, Jim Quirk and Beth Hoffman. They are the ones who took a concept and made it into a reality.

Next are the charter advertisers. As you are aware, this publication is circulated free to buyers of research products and services. The cost of the publication will be covered by advertising revenues. It is our responsibility to provide an editorial environment through interesting, useful and readable information. We believe the material in the first issue meets that criteria. The advertisers' confidence in our capability to do so is appreciated.

Finally, I would like to thank those who returned the subscription forms over the last two months (especially those who gave us names of others in their organization who should also be receiving the publication). That you would take the time to do so without ever having seen the magazine is very reassuring. It reinforces our belief that there is a need for this type of publication.

Now that the publication is officially launched I want to know that our goal is to serve you with practical and timely information concerning the marketing research industry. Don't hesitate to write or call us with your comments — pro and con. We welcome your suggestions. And we welcome your company news announcements concerning personnel, expansions, products and services.

Quirk's
MARKETING RESEARCH
Review

Vol. 1, No. 1 October/November, 1986

Chicken dish is clear winner for Betty Crocker cookbook cover, p. 7.

Complete "Quest" package shows United Way organizations how to conduct marketing research easily, inexpensively, p. 8.

Penney's seeks greater understanding of dual-income families and their lifestyles, p. 16.

Cover
This telephone interviewer at Rockwood Research, Inc., St. Paul, MN. is using a cathode-ray tube (CRT) to conduct an interview. This state-of-the-art interviewing method is steadily replacing paper questionnaires because it is fast, accurate and provides closer control, often at a lower cost.

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Coming in 1987

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Issue	Editorial Emphasis	Directories/Listings
December/January	Focus Groups	Focus Group Facilities
February	Business-To-Business Research	
March	Data Processing	Data Processing Services and Software Programs Designed for Research
April	Advertising Research	
May	Telephone Interviewing	Major Telephone Interviewing Organizations
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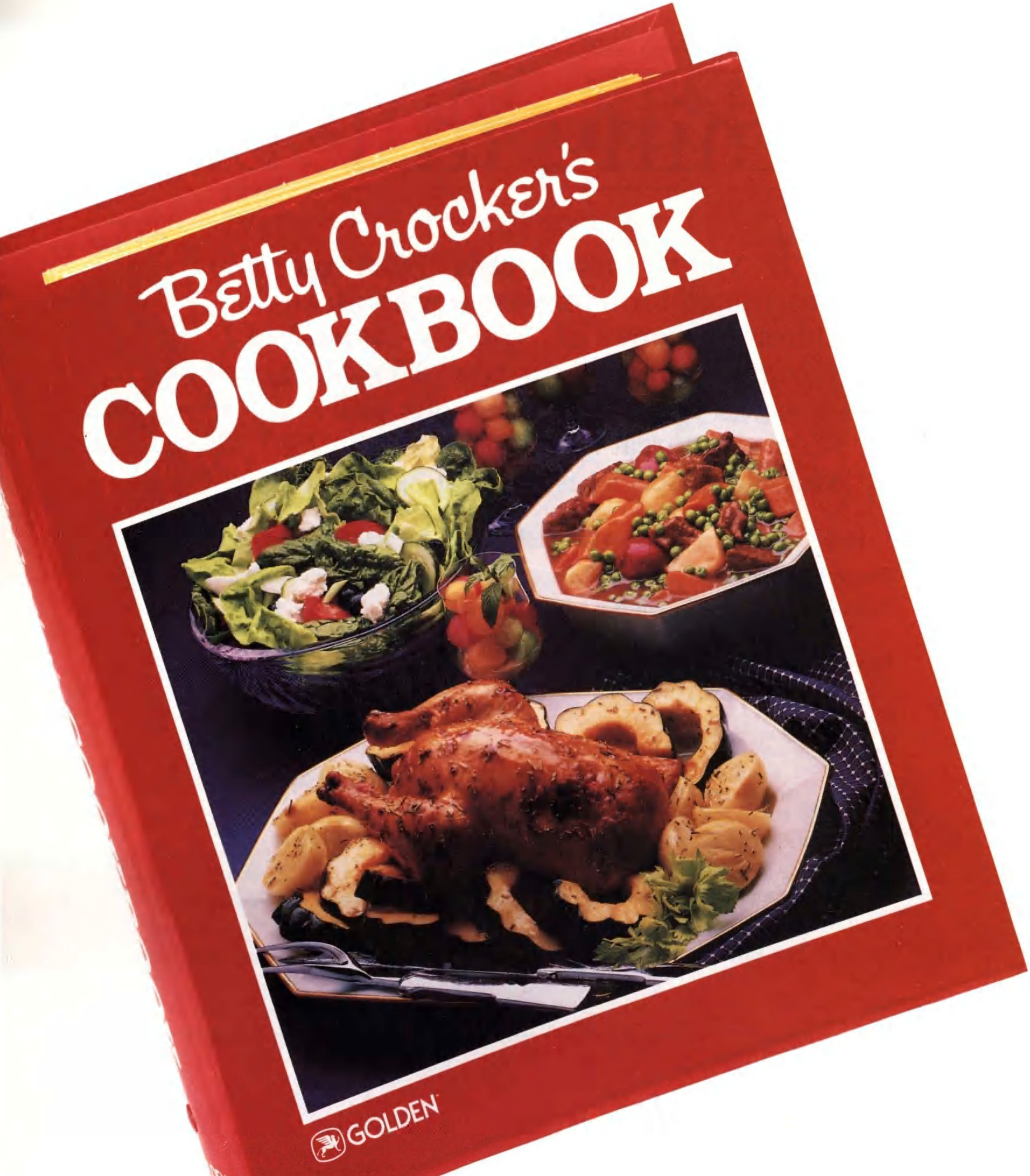
October/November	Packaging Research	


Betty Crocker's
COOKBOOK
GOLDEN

General Mills research decides cookbook cover

By Tom Quirk
publisher

Since their introduction in 1950 the five versions of "Betty Crocker's Cookbook" have been best sellers with over 22 million copies sold. Many, if not most, are probably still being used by cooks around the world. With as many as 1,840 recipes in a publication it is unlikely that any one cook has been able to try all of them.

So, how does one get cookbook users to purchase the 1986 edition which includes 400 new recipes out of 1,400? That was the problem facing Tom Kirwan, assistant manager of marketing research at General Mills, Inc. As the flagship of its publishing line it was important that "Betty Crocker's Cookbook" continue to lead the field in order to get adequate shelf and display space in book stores and departments.

General Mills has a cooperative agreement with Western Publishing's Golden Press on this venture. General Mills is responsible for editorial content including recipes while Western takes responsibility for publishing and distribution. Thus, both groups would be involved in the decision-making process.

Setting the Objective

"Determing what we were testing and what was important were the most important decisions we had to make," Kirwan said. "After that it was mostly a matter of proper execution of the study."

"Determining what we were testing and what was most important were the most critical decisions we had to make. After that it was mostly a matter of proper execution of the study." Tom Kirwan

As the cookbook buyer is often a collector or someone who wants to add to her existing sources it became important that the potential buyer recognize this version as being "new and different." Thus, Kirwan said, the decision was to test cover creations because it would be the cover which would tempt a prospective buyer to pick it up. The collective judgment of the business group were that the important elements were name recognition and eye appeal. Name recognition would be obtained by printing the name in large letters. Thus, the testing would be done on eye appeal.

Two studies conducted

Originally, it was planned to conduct only one study. However, the project ended up with two studies since some of those responsible wanted more options available. Both studies used the same technique of bringing qualified respondents into interview situations where they were asked to specify the covers they would prefer. The project was conducted by an outside supplier

General Mills continued p. 30

"Quest" research pays off for United Way

By Beth E. Hoffman
managing editor

Thanks to a marketing research program called Quest, United Way organizations can now gather valuable information easily and inexpensively about their donors and how those donors feel about the functions and responsibilities of the United Way. Previously, the cost of research was prohibitive and often organizations lacked adequate know-how.

"We have given the tool of marketing research to local United Way organizations that couldn't afford to do it on their own or who didn't know where to start," said Robert O'Connor, marketing research director of the national United Way of America in Alexandria, Va.

Quest participants simply administer a survey questionnaire to their respondents. Using an easy learner instruction manual, the data collected is then plugged into a computer software program which interprets the findings of the surveys.

Quest, which has been available to United Way organizations since February, 1985, was created through a team effort by Donna Chmielewski who did the early conceptual work, and William Phillips, vice president of research at the national United Way. O'Connor and Donald Rickert were also involved in the development of Quest.

Quest Participants

Currently, there are 2,200 United Way organizations which are members of the national United Way of America. The Quest package price for these local United Ways ranges from $380-450. The package includes an instruction manual, the survey questionnaire, the computer software package and a step-by-step manual to help the participants become comfortable using the software and in doing a preliminary marketing research project. It's necessary for the Quest participant to also have an IBM PC or compatible machine for plugging in the data obtained from the survey questionnaire.

Although smaller United Ways may perceive that Quest is expensive, it's relatively inexpensive considering it can be used year after year. Already 115 United Way organizations have purchased the package and have altogether conducted 45,000 surveys.

"Our major market has been the 300

United Way continued p. 12

The complete Quest package includes a standardized questionnaire, an instruction manual, software, a national data base and a primer on statistical analysis.

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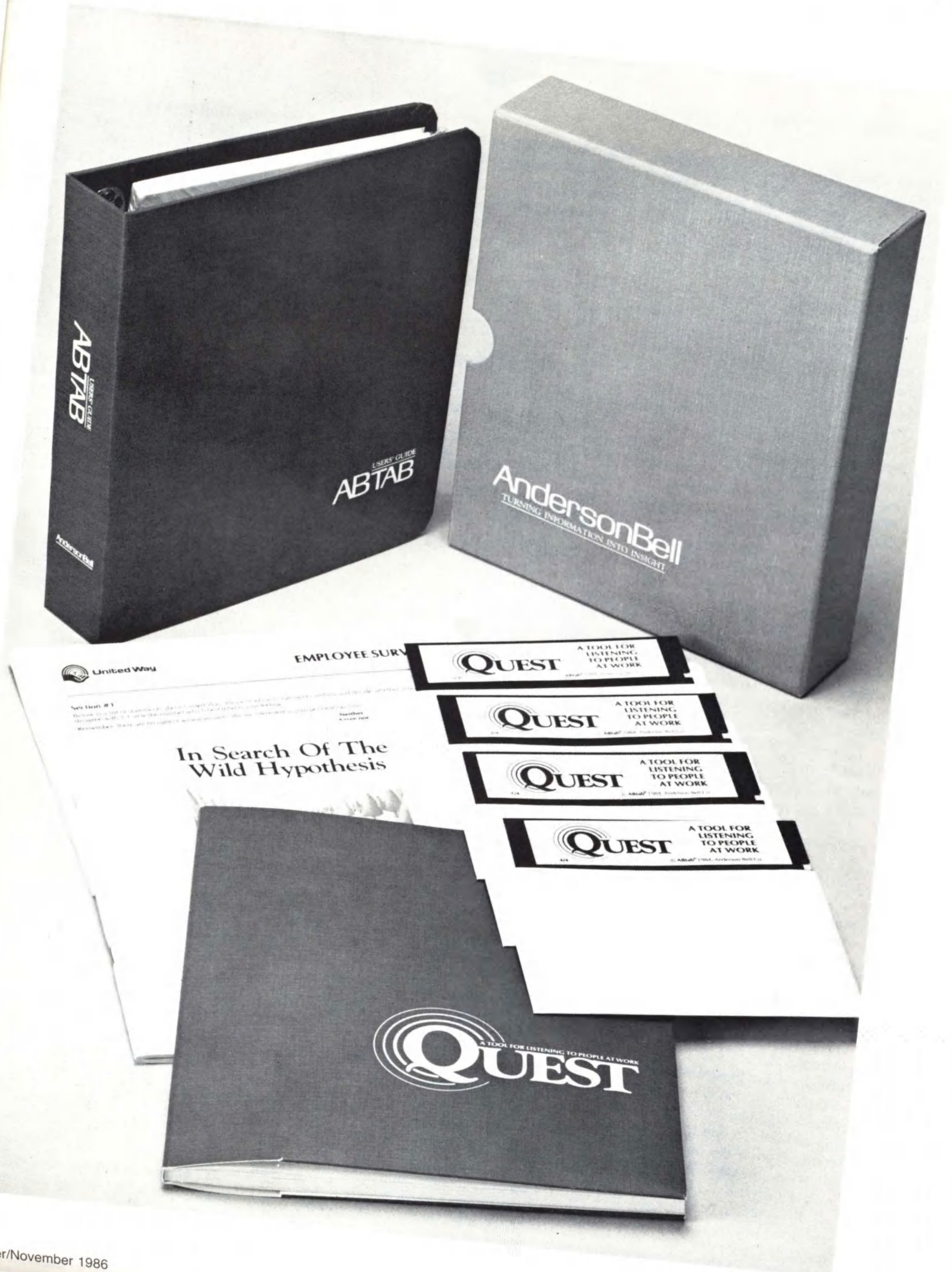
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QUEST
A TOOL FOR LISTENING TO PEOPLE AT WORK
A TOOL FOR LISTENING TO PEOPLE AT WORK
QUEST

United Way continued from p. 8

or so United Ways who have raised $1 million or more annually," O'Connor said. "They account for 80% of the money raised by the United Way. But I'm anticipating many more will participate."

Previous Projects

O'Connor, who holds a Ph.D. from Stanford University and has worked for trade associations as a public opinion researcher and market researcher, said Quest originated from several survey projects conducted between 1982-84. Unlike Quest, the previous projects were almost completely done by the national United Way of America for local United Ways. The national United Way developed the questionnaires and distributed them to the local United Ways. Local United Ways then distributed the questionnaire to their workplace respondents and sent the completed questionnaires back to the national United Way for data processing and for compiling the final report. In the three-year period these projects were available, only 31 cities made use of them providing 11,000 surveys as a database.

"In retrospect, it is surprising more local United Ways didn't take advantage of the questionnaires," O'Connor said.

Even with these 31 cities, the data processing soon proved overwhelming and maintaining and distributing the projects inefficient.

"In addition, it was difficult for the national organization to be sensitive to writing the report to fit local market conditions," O'Connor said.

The old projects, however, provided a model which O'Connor and Rickert used to make improvements and changes in building Quest. One change included an easy step-by-step manual, primarily for those not familiar with computers so that United Way organizations could be more active in gathering and interpreting their own data. In comparison to the old projects, Quest allows each United Way to process its own data and build its own expertise.

"It's a real appeal to know that you can learn how to conduct a marketing research project and be self-sufficient," O'Connor said. "Quest is intended to make the participants more autonomous to start and conduct their own marketing research."

Quest Package

The "connect-the-dots" manual is where the participants start in the first of the three-part Quest package. The manual contains two sections. The first is an introduction to marketing research. It explains the format of the questionnaire, how to administer the surveys properly, how to process the questions, how to make sense of the data and interpret it based on where and how the data was obtained and how to write questions. The second part of the manual explains how to get started on the software. Included is the easy learner manual that serves as a type of "pre-test" in doing a Quest marketing research project prior to getting started on the actual project.

"We have given the tool of marketing research to local United Way organizations that couldn't afford to do it on their own or who didn't know where to start." Robert O'Connor

The second part of the package is the 67-question survey which takes respondents less than 20 minutes to complete. It covers six broad areas. The first area measures people's attitudes and perceptions of the United Way and what kind of image it projects to the public. The second part asks about the functions of the organization and if people are satisfied with what it is doing and lists suggestions for United Way activities. The third part asks respondent's opinions about the United Way's service areas such as recreation, aid to the mentally handicapped and day care services. This portion of the questionnaire establishes the importance of these services to people and how the funding money should be distributed among these services. The fourth part of the questionnaire asks people how they believe United Way distributes its funding. The fifth area asks how people feel about the United Way in general and whether they have ever been involved with it or donated money. If they have given, why did they and if they haven't, why not.

Workplace Distribution

While the United Way organizations are not required to go to any particular place to distribute the questionnaire, Quest is geared toward and most commonly conducted in the workplace. The manual explains how a workplace survey can be most effectively conducted. Some United Way organizations, O'Connor said, pick workplaces by going to the companies from which the bulk of their donated money comes. This may be as many as 60 or 70 companies. Some United Way organizations divide companies into low, medium and high per capita giving lists and draw random samples from the three.

The final part of Quest is the computer software package. "The PC compatible software around which Quest is built is called ABtab," O'Connor said. "It was designed specifically for the United Way's marketing research project, allowing participants to do both simple and detailed analyses of the collected data."

"It's a real appeal to know that you can learn how to conduct a marketing research project and be self-sufficient. Quest is intended to make the participants more autonomous to start and conduct their own marketing research." Robert O'Connor

Once the process is completed, the results from the data can provide participants with a lot of information that they couldn't have otherwise obtained. This data helps United Way in:

1. Communication Strategy. The data helps in formulating and structur-

United Way continued p. 30

Comments from "Quest" participants

A sampling of Quest participants in United Way organizations of various sizes indicated they were pleased with the results. United Way organizations are classified by income. They range from "metro 1" to "metro 8." A "metro 1" raises the highest amount of money attainable by a United Way organization, a "metro 8" the smallest. The size of the local organization may determine how the survey is conducted, for example, sending a direct mail questionnaire to the workplace vs. going directly to the workplace to administer the questionnaire. Some had specific reasons for conducting the survey, others just wanted general information.

A few made major modifications of the survey, others made just a few. Despite the differences, all participants made some common remarks about the Quest marketing research project. Here is a summary:

1. Participants said Quest was quick, easy to use, flexible and inexpensive. "The ease of use and its cost is most appealing for a small United Way plus it simplifies the job of marketing research," said one participant. Another participant said: "Anyone can use Quest with a marginal investment and one need not have a Ph.D. in marketing research to be able to use it."

2. Participants are pleased that Quest provides a standard for comparing United Way organizations of comparable sizes. "That Quest is comparable with a national data base is very desirable," one participant said.

3. Quest enables participants to identify more specifically what services and needs are most important and most used by the particular community. This information helps in reallocating if necessary the funds dispersed to these services. "Quest helped in the fund allocating process to identify which services were high-priority needs," commented one participant.

The Quest participants also made some changes that they saw necessary as a result of the response received through the questionnaire. Participants developed a specific communications package or tailor-made their group presentations at the workplace to inform, clarify and answer specific information needs or change misconceptions that individuals had regarding the United Way.

"Quest helped us learn that people need more information to make informed decisions about why they should give to the United Way and how their donated money is being spent. People have a vague notion that giving is good and being charitable is good, but we found that they give frequently because they feel pressured to do so, not because they really know where and how their money is being spent."

Linda Matthias, vice president, United Way of King County, Seattle.

"It was interesting to learn how some people perceive the United Way. They see it as an organization just for the down-trodden, poverty-level individuals. What they don't understand is that the United Way is an organization which provides many different services people of all class levels can benefit from. Knowing what services are most important to the community has helped us zero in and fund those which were not as highly funded before."

Jack Evans, vice president of financial services, United Way, Scranton, Pa.

HELPFUL HINTS

from industry leaders

What are the key considerations you take into account when selecting a research firm to conduct a telephone interview study? *(Every issue we will ask a group of well-respected researchers to comment on some aspect of the research business with the idea being that their responses will prove helpful to our readers.)*

"Due to our organizational structure we normally only work with full-service suppliers as our requirements require their involvement from questionnaire design through a final report. Considering the objectives of the study I usually look first at the supplier's experience in the area in which the study will be involved. Second, I look at the experience of the individuals who will be working on the project, especially the account person and the project coordinator. Third, I consider the supplier's ability to conduct the project at a competitive price. Fourth, I want to be assured of the supplier's ability to complete the project by the specified time. And fifth, I want to be certain the supplier has the necessary analytical capabilities."

Larry Gustafson
Manager, Market Research
Pet Business Development/
Professional Marketing Group
Ralston Purina Company
St. Louis, Mo.

"The driving considerations in the selection of a telephone supplier would be in the following order. First, I determine what needs to be done. Depending on the sophistication needed we will determine which suppliers to consider. We categorize suppliers according to their expertise. Some we use only for more sophisticated projects while others are used for simpler studies. Second, after determining the level of sophistication for the project we select one or two firms to bid. These are firms we have worked with in the past and with whom we have established a degree of trust. If we are looking at an area where we have had no previous experience we would check around our industry for references. Finally, we would select a supplier who submitted a reasonable bid for the project. We do not always go with the least expensive bidder but rather the one we feel is best suited for the project."

F. J. "Phil" Calderoni
Manager, Marketing Research
Stauffer Chemical Company
Westport, Conn.

"I have four elements which are most important to me. The first is price because as an advertising agency we are handling the clients' money and prices among suppliers can vary dramatically. Second is timing. Can they get the job done on time? The third involves trust which can only be built up over a period of time. The fourth consideration is the location of the supplier. I want to do business with suppliers who have local facilities. I like to keep money in the community where my clients are."

Jim Bernstein
Vice President of Research
and Planning
Peterson-Morris MacLachlan
Minneapolis, Minn.

"When I am looking for a supplier to conduct a telephone interviewing project I first consider the firms I have worked with in the past and the experiences I have had with them. Second, I want to know about their experience in the product category we are going to be researching. Third, I want to know about the quality of the sampling list they will provide to insure it is representative of the universe and has not been overused. Fourth, I want to be assured of proper care taken at the sampling stage to insure that the results will not be skewed due to sampling problems. Fifth, the supplier must convince me that the interviewers have the ability to probe properly; record open-end answers correctly; and have coders who can capture the gist of the answers within appropriate categories. Sixth, the supplier should have in-house data processing systems which can provide tables according to my specifications and have the capability to provide quick turnaround if additional runs are needed. Finally, it is critical that the supplier be able to meet our time deadlines."

Stephanie Mortons
Account Research Manager
McCann Erickson
San Francisco, Calif.

"As a corporate research department made up of professionals our need for specialized techniques is limited. We consider ourselves in industrial marketing. Therefore, we first look for suppliers who have expertise within these markets and we usually make contacts through trade association meetings. Second, once the supplier has established the market knowledge credibility we usually require them to have the in-house capability of interviewing, coding, editing and data processing. Third, we want the individual we deal with, i.e. the account representative, to be the person in charge of the project. Fourth, although we will sometimes be providing a finished questionnaire we expect the supplier to improve upon it during pretesting based on their market expertise. Fifth, we expect to pretest on-site. Sixth, in many instances it is helpful to have interviewers working on the project who have diction which is easily understood anywhere in the country. Seventh, on larger projects we prefer CRT interviewing. And finally, we look for suppliers to provide information the way we need it. We prefer diskettes with raw data and want hard copy on tabs and a Lotus file for each tab."

Dr. Roger Colberg
Group Manager, Corporate Marketing Research
External Affairs Department
E.I. DuPont de Nemours & Co.
Wilmington, Del.

NAMES OF NOTE

Leon Williams, formerly a McGraw-Hill, Inc., information systems specialist, has been named president and chief executive officer of MicroPro International Corp., San Rafael, Cal. MicroPro produces the Wordstar word-processing program.

C/J Research, Inc., announces a change of address. The new location is 3150 Salt Creek Lane, Arlington Heights, Ill., 60005-8760. 312-253-1100.

Mary U. Bunk has been named executive vice president and **Ellen L. Good** president of First Focus, Inc., Orlando, Fla.

Kevin Kridle of Healthcare Financial Management Assn., Oakbrook, Ill., has been promoted from manager of advertising to director of communication.

Ellen Kohl of George A. Hormel and Co., Austin, Minn., has been promoted from computer analyst to marketing research analyst.

The following individuals have been promoted within the marketing research department at Kenner Parker Toys Co., Cincinnati: **Mary Ann Comer,** from secretary to field supervisor; **Mary Ann Lambing** from auditor to field supervisor; **Fran Ehmann** from analyst to senior analyst; **Kathy Kircher** from analyst to senior analyst; **Judy Mahoney** from junior analyst to analyst; **John Clark** from information centers specialist to senior data analyst for marketing research. **Walt Wdowiak** joins Kenner Parker as manager in marketing research. He was previously assistant consumer research manager with Leggs Co., Salem, N.C.

Anthony J. Pingitore, Jr., of Hershey Chocolate Co., Hershey, PA., has been promoted to director of new business development from director of new products.

Mary Ann Wilson, formerly market research supervisor at Young and Rubicam, is now market research specialist with Volkswagon of America, Troy, MI.

Grover Mollineaux has joined Swingline, Inc., of Long Island City, N.Y., as market manager of special projects. He was previously with Castrol Oil, Hackensack, N.J.

At Lorillard, Inc., New York, **Elizabeth DeLaura** has been promoted to manager, marketing research from senior project analyst. **Herbert Westphalen** has joined the staff as group manager, marketing research and **Marianne Abena** as sales analyst.

Allan Vogt has joined Colgate Palmolive Co., New York, as supervisor of marketing research. He was previously assistant research director with Gray Advertising in New York. **Elyse Kane** has joined the staff as marketing research project director.

Kathleen Stanuch of Hasbro, Inc., Pawtucket, R.I., has been promoted to corporate marketing manager. She was previously manager of marketing research.

JCPenney pinpoints its customers

Studying lifestyles is one way the JCPenney Co. gets input on customer expectations and behavior. This is done through its Consumer Feedback program, an extensive study initiated by Penney's Public Issues and Consumer Programs Department.

As a retailer in daily contact with consumers, Penney's is attuned to their interests and needs. Research studies also alert Penney's to consumers' changing attitudes and values. The information is helpful in understanding the consumer who is regarded as more than just a buyer of goods and services, said Mrs. Satenig S. St.Marie, Divisional Vice President and Director of Public Issues and Consumer Programs for Penney's. Penney's customers assume multiple roles in life — they are family members, workers and citizens. These roles combine to shape consumers' lifestyles.

"If we are to understand consumers," said St.Marie, "then we must understand their lifestyles."

To understand consumers' lifestyles, Consumer Feedback "talked" with consumers as people with particular interests and concerns. For the past two years in two separate studies, Penney's Investigated two segments of the population which they feel have or have the potential to have an important impact on society. The Consumer Feedback '84 program summarized in this issue of *Marketing Research Review* looks at dual-income families. The Consumer Feedback '85 program which will be reported in the magazine's next issue, analyzes singles.

"The purpose of this study is to gain insight into how changing lifestyles are influencing consumer behavior and consumer expectations." Satenig S. St.Marie

The Consumer Feedback '84 program studies dual-income families in the U.S., families in which both husband and wife work full-time. Because of the increasing number of married working women (currently 56%), the number of dual-income families is also increasing. This increase is bringing about many changes in family lifestyle, the workplace and the community. Men are more active in household responsibilities, including shopping; child care must be handled; career opportunities for women re-entering the workforce must be addressed. As a result, community organizations face new challenges.

In addition, dual-income families usually fall into two categories, time-sensitive or price sensitive. Time-sensitive consumers have little time to shop, for example, so they need to get in and out of a store quickly. Price-sensitive consumers will take the time to shop around so as to find the best buy. Thus, people who work with consumers must realize this distinction in order to accommodate consumers' needs.

Consumer Feedback '84 identifies issues that have an impact on dual-income family lifestyles and shopping behaviors so that Penney's will be better able to meet the needs of these families as consumers and employees.

The findings of both Consumer Feedback programs were primarily created for Penney's internal departments. The dual-income study was presented to Penney's operating department and Board of Directors and both studies to the National Retail Merchants Assn. But the studies have importance for other persons as well, said St.Marie.

This is the first of a two-part series on two consumer studies conducted by the Public Issues and Consumer Programs Department of the JCPenney Co. in New York. The Consumer Feedback '84© program presented here is about dual-income families. The Consumer Feedback '85© program, which will be published in the Dec./Jan. 1987 issue of *Marketing Research Review*, is about singles. Both studies were conducted under the direction of Satenig S. St.Marie, Divisional Vice President and Director of Public Issues and Consumer Programs for JCPenney. An outside marketing researcher conducted the focus group interviews which were used to provide information for both studies.

"The purpose of this study is to help retailers and others interested in consumers to understand how lifestyle influences consumer behavior."

Target Group

The full-time working, married couples in the dual-income study are between 25-55 years of age and have a combined annual income of between $25,000-50,000. Recent statistics show that there are approximately 7,000,000 couples in the U.S. in this age and income bracket. The dual-income families are further divided into three subgroups which are based on the ages of the married couples and the number of children they have. The three subgroups are: couples 25-39 years old with no children; couples 25-39 years old with at least one child aged 12 or under living at home; and couples 40-55 years old with at least one child 13-21 living at home. The study involves comments and insights by members of each of the three subgroups on the following eight broad subject categories: 1. Lifestyles and Priorities, 2. Attitudes Toward Work, 3. Attitudes Toward Children, 4. Shared Home Responsibilities, 5. Financial Priorities and Savings, 6. Consumer Behavior, 7. Community Involvement and 8. Life Satisfaction.

There are no statistics on how many families are in each of these three categories. The Bureau of the Census data, however, state that 55% of employed wives have one or more minor children living at home. The importance of subgroups became clear as the study progressed because dual-income family behaviors and priorities differ significantly depending on their phase in the family cycle.

Focus Groups

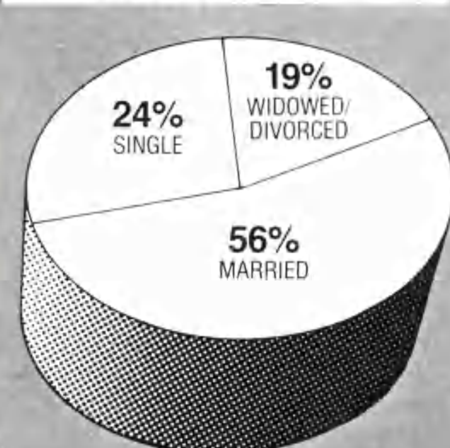
Twelve focus group sessions were used to gather information for this study. The sessions were conducted in Dallas, Seattle, Detroit, Atlanta, St. Louis and Milford, Conn. The groups consisted of 8-10 people, with a fairly equal number of men and women. Only one member of each dual-income family was present during a session. The participants for the group sessions had lived in the recruiting area for five years or longer, did not know one another, had not participated in a group session during the past year and were not connected in any way with Penney's or any other major retailer.

Statistically this study is a small sample. It represents the attitudes and behaviors of approximately 120 families from across the U.S. The intention of the study is therefore to only touch on issues that are important to these families. These issues should not be considered a conclusive report but as a starting point in understanding dual-income family lifestyles.

"The purpose of Consumer Feedback is to help retailers and others interested in consumers to understand how lifestyle influences consumer behavior."
Satenig S. St.Marie

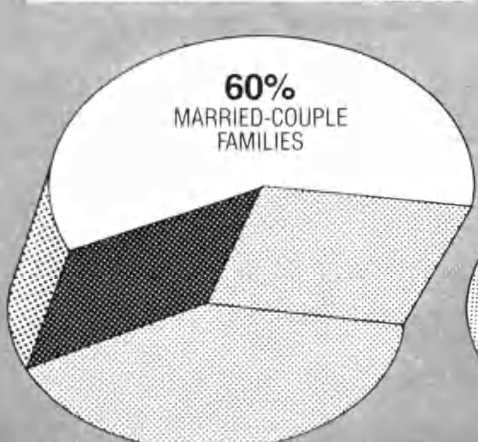
See next page

More than one-half of the working women are married.



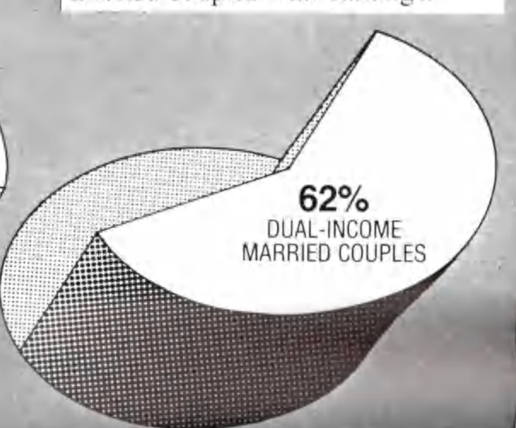
Source: Bureau of Labor Statistics (1984)

Sixty percent of all households are married-couple families.

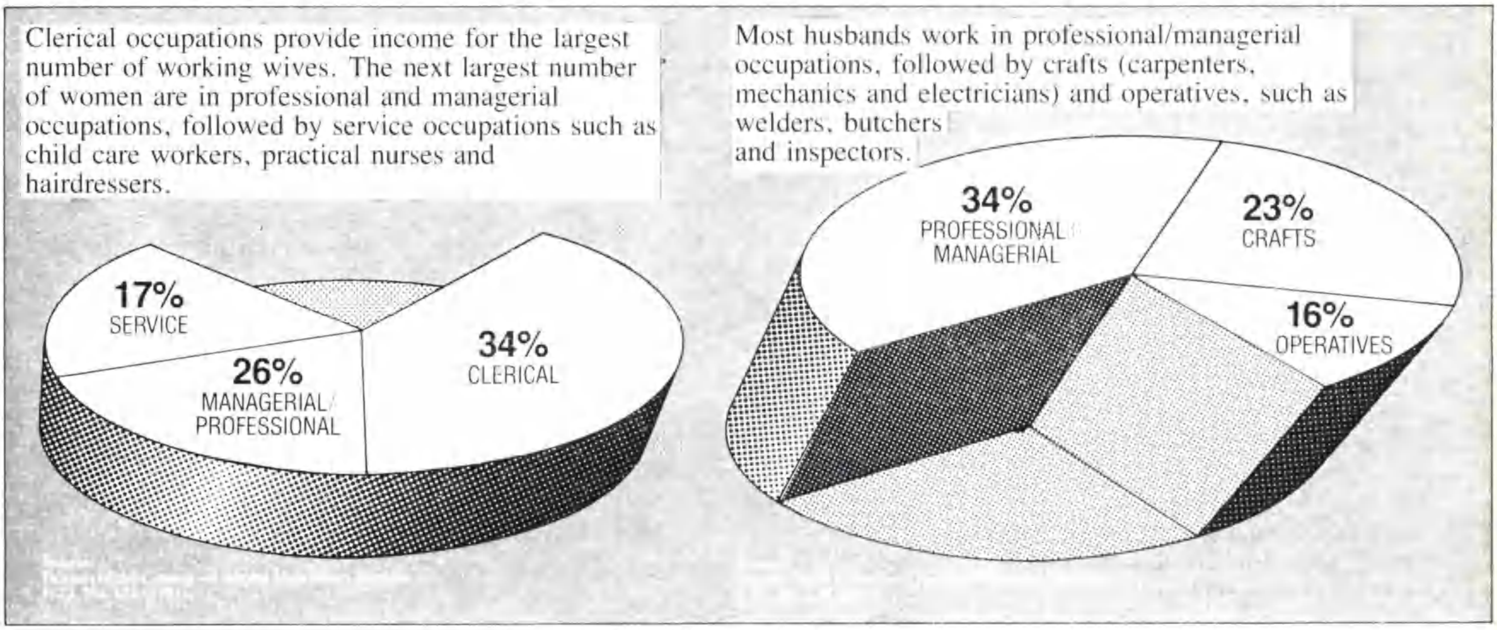


Source: Bureau of Census

Dual-income married couples make up 62 percent (26.2M) of all the married couples with earnings.



Source: Bureau of the Census



Source: Bureau of the Census

Dual-income families with no children

The individuals in this group are primarily professionals and managers. Occupations include teachers, nurses, lawyers, social workers and engineers. A few of the spouses are in clerical or trade occupations. Family income ranges are $25,000-50,000 but the majority have incomes of $40,000-50,000.

1. Lifestyle and Priorities: Dual-income families with no children lead busy, physically active and upwardly striving lives. Their lives are busy by choice. They do things together but also alone. Work and their spousal relationships are top priorities.

"You have to be careful to balance your personal and professional lives, not spending too much time on either," said one participant.

2. Attitudes Toward Work: Most of the women and all of the men derive personnel satisfaction from work and are building careers.

3. Attitudes Toward Children: Most of the couples are still struggling with the question of whether or when to have children.

4. Shared Home Responsibilities: There is an acceptance and shared practice of homemaking.

5. Financial Priorities and Savings: They spend primarily on material goods and self-gratification, e.g., clothing, travel and entertainment. Most savings are targeted for short term goals. According to one respondent:

"We set so much aside every month for these goals she has set down. We do certain rooms in the house. Plus, we have been planning trips every summer."

6. Consumer Behavior: Some of these consumers shop in a hurry. Others use shopping as a leisure time activity. Many of them are looking for "the best" but they all want "to get a good buy."

7. Community Involvement: They have little or no involvement in community activities. One group member commented:

"With working all the time, both 40 hours or more a week, you just cannot do everything . . ."

8. Life Satisfaction: They are satisfied for the present but maintain their aspirations. Said one respondent:

"I am satisfied with what I am doing right now, I am very ambitious and want to get more out of life."

Dual-income families with young children

About one-third of the persons in this group are professionals such as teachers, nurses, engineers or managers. One-third are in clerical positions and the rest in service jobs or sales. As stated earlier, all have at least one child at home 12 years old or under, but most of the children are elementary age. About one-third have pre-school age children. Many families have one or two children but several have three, four or five. Combined family income ranges between $25,000-50,000 but most of the families have incomes between $32,000-39,000.

1. Lifestyle and Priorities: The lives of dual-income families with young children are hectic and rushed and they feel pressured by the demands of employed work, home-related activities and the needs of their children. For women, children are the number one priority. For men, work is important but the family rates high.

2. Attitudes Toward Work: Economic necessity forces the majority of women to work to provide additional income.

"It's gotten to the point where young couples have to work. Years ago the woman had a choice. She stayed home if she wanted to. Now you don't have that choice," said one group member.

3. Attitudes Toward Children: Their children dictate and dominate their lifestyles. According to one participant:

"I have four children, two in high school, two in grammar school . . . I work a regular job 8:30 a.m. to 4:30 p.m. and then I'm chauffeuring somebody here and there, and when I come home I've got to cook supper and then get this one off to religious school and that one off somewhere else."

4. Shared Home Responsibilities: There is a sharing of homemaking tasks, but primary responsibility for home and children remains with the women.

5. Financial Priorities and Savings: Their main financial objectives is to minimize debt. They spend for necessities and for maintaining their homes. They have little savings. Commented one respondent:

"We have forced savings through my husband's work. But each time as our utilities and everything gets higher, it doesn't always come out that you are able to pay for everything that you've got."

6. Consumer Behavior: This group of consumers has little time to shop. They want to "get in and get out" of the store quickly. Since money is tight for them, price is a strong factor in where they shop and what they buy.

7. Community Involvement: They become involved in community issues only if there is a major threat to family or finances.

8. Life Satisfaction: There are feelings of frustration primarily due to the pressure of time and finances. It is difficult to make the tradeoffs between work and family responsibilities.

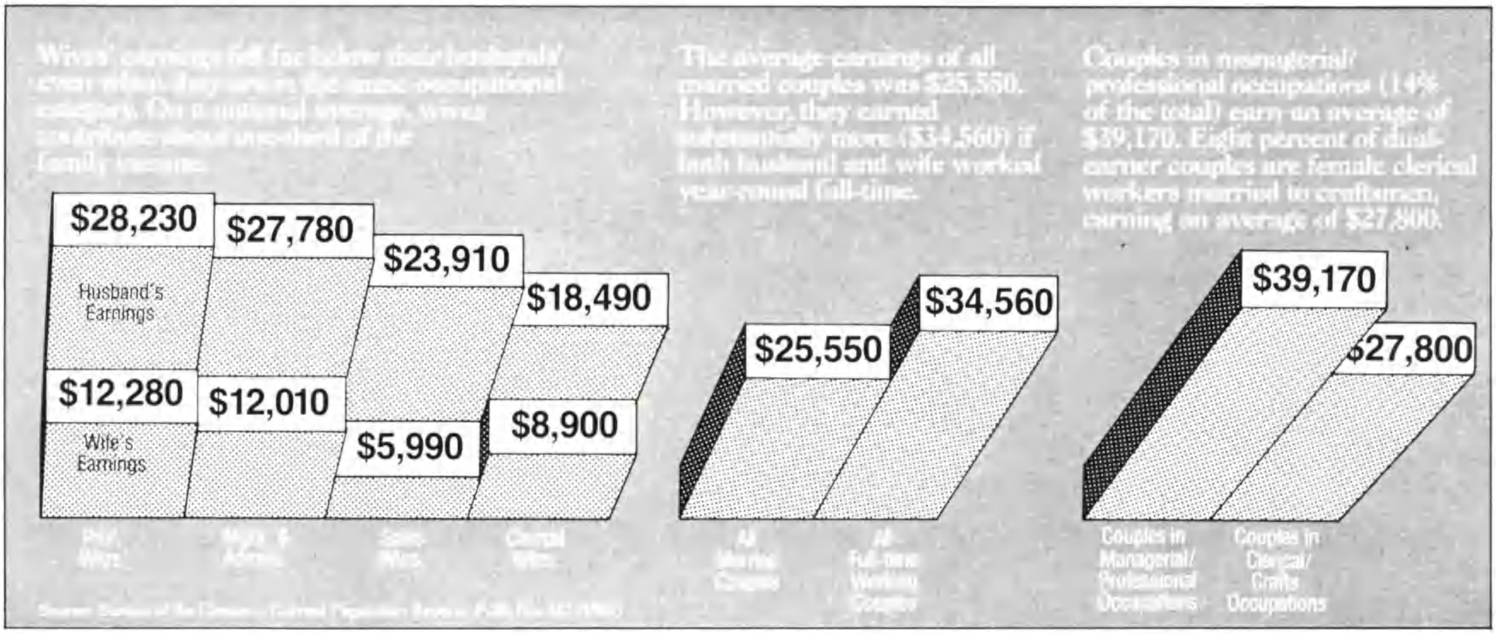
"You cannot spend time together. I would like to spend more time together as a family, but it's just not possible," said one participant.

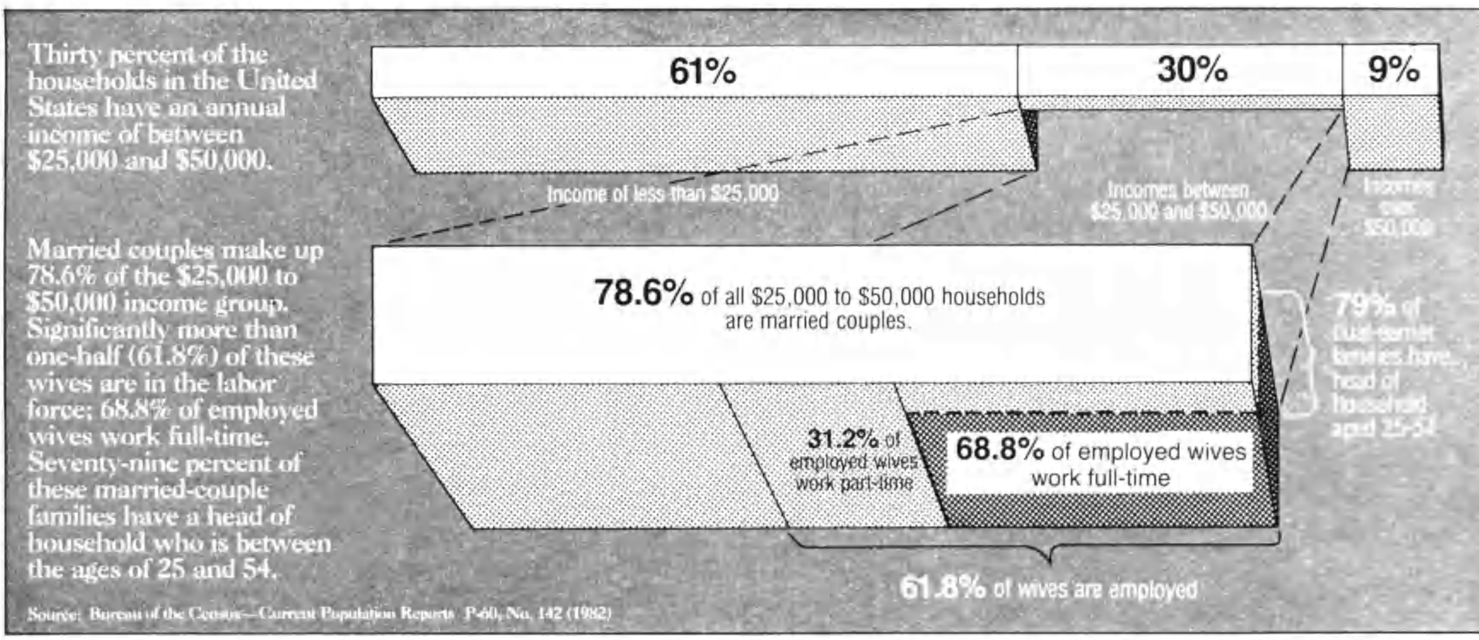
Dual-income families with older children

About one-quarter of the people in this group are managers or professionals and one-quarter clerical positions. About one-fifth are in crafts or trades or service jobs. The remainder are in sales.

All of the families in this group have at least one child at home who is 13 or older. The children are about equally divided between early teens and late teens and about one-fourth of the families also have children in their 20s. Most of the families have one, two or three children. Though family income ranges between $25,000-50,000, most of the families have incomes between

See next page





JCPenney continued from p. 19

$32,000-39,000.

1. Lifestyle and Priorities: Dual-income families with older children lead busy but manageable lives. Each family member pursues his/her own schedule. For many men and women, individual time is a high priority. Family relations are also important. Said one female participant:

"My values have changed. I realized that spending quality time with my husband and my children was more important."

2. Attitudes Toward Work: Men have accepted the dollar realities of their own careers/jobs and have a positive attitude toward their wives' working. Women work for economic reasons but career/job is taking on more personal importance. According to one male respondent of his wife:

"She is more attuned, informed about day-to-day business. Her day is not just made up of doing laundry, making sure supper is on the table and the kids are at school."

3. Attitudes Toward Children: Parents are adjusting to the changing needs of their children as they go through the teenage years and become young adults.

4. Shared Home Responsibilities: Men whose wives have recently gone back to work are making a concerted effort to share in some of the household

JCPenney continued p. 33

PRODUCT AND SERVICE UPDATE

Data System
Kapuler Marketing Research announces "Quanvert," an interactive data handling package that enables the researcher to manipulate data and to create new tables from existing tabulated survey data. The firm also has a system "UniFocus" which utilizes non-directive interviews to gather all the perceptions, fantasies and emotions associated with a product, service or advertising. Contact Kapuler Marketing Research, Inc., 3436 North Kennicott Ave., Arlington Heights, Ill., 60004. 312-870-6700.

Water Pollution
William T. Lorenz & Co. has published "1986 Update — Water Pollution Control Industry Outlook," an extensive market research study in the water resources field. The study examines the opportunities available for suppliers of equipment, instruments and services to water resources markets. The 600-page publication consists of research, statistics, tables, product descriptions, forecasts and consulting experience. Contact William T. Lorenz & Co., 85 Warren St., Concord, N.H., 03301. 603-228-3373.

3 Food Reports
Three new reports are available from MRCA Menu Census, the food usage information service of MRCA Information Services. The Dish Composition analysis identifies the ingredients that go into a food or beverage and discusses "doctoring" an existing commercial product. New product concepts, either through line extensions of existing products or by identifying a current unmet need in the packaged goods industry, are explored. Another report explores cookies, cakes, pies and other baked sweets, as well as ice cream, ice milk, sherbet and frozen novelties. A third offers detailed information about U.S. consumers of a specific food or beverage product — where, then and how they use it plus insights into their households and lifestyles. Contact MRCA Information Services, 2215 Sanders Road, Northbrook, Ill., 60062. 312-480-9600.

Database Enhancement
Computers for Marketing Corp. has added integral database management capabilities to its Mentor program. The enhanced Mentor permits filing a variety of information on a computer in an organized manner and helps retrieve that information quickly and inexpensively. It is claimed to improve the efficiency of large, on-going projects such as wave studies. Write: Computers for Marketing Corp., 547 Howard St., San Francisco, Cal., 94105. 415-777-0470.

Foreign Trade
Foreign Trade Assn., Inc., (FTA), a trading facilitator between businesses in Italy and the U.S., is involved in many activities integral to successful international marketing, including marketing research. FTA provides the decision-maker with the necessary information for optimal marketing strategy formation. Contact Randel J. Chavez, P.O. Box 12194, San Francisco, Cal., 94112-0194. 415-585-3940.

FOREIGN TRADE ASSOCIATES

FTA

Writers' Guide
Practical Communications, Inc., introduces a new approach to improving written business communications. "Writing for the Information Age" combines audio-visual tapes, a 170-page reading/reference handbook and an optional teaching guide. Contact Practical Communications, Inc., P.O. Box 4335, St. Paul, MN, 55104. 612-291-2997.

In-Home Service
Two new services have been announced by The Roper Organization. The Limo-Bus is an in-home customized research service with the economy and speed of a regularly scheduled multi-client omnibus survey. Limo-Bus is capable of reaching a nationally representative sample of either 1,000-2,000 adults face-to-face in their homes in any one of 10 regularly scheduled survey waves per year. Roper's Fragrance Service measures the size of the men's and women's fragrance market as well as relative brand share information using personal in-home interviews to gather

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the data. All the fieldwork is conducted in 10 waves of 2,000 interviews approximately every five weeks. Reports state market size (in dollars and units), relative brand shares and sales by outlet (in dollars and units). Contact Melvin Miller, Vice President, The Roper Organization, 205 East 42nd St, New York, N.Y., 10017, 212-599-0700.

Ad Test Service

Doane Marketing Research, Inc., St. Louis, MO., announces two new services, Farm Ad Con-Cept Test and the In-Depth Farmer Reader Reaction To Print Ads. Both services measure potential ad impact on a nationwide basis or in a specified geographical area by utilizing the flexibility of access to producers through the Doane Countrywide Farm Panel of 25,000 members or from its off-panel name bank. Contact E. J. Coble-Penning or Ralph Wehunt at 314-993-4949.

DOANE
Marketing Research, Inc.

Farm Fax

Doane Marketing Research, Inc., announces Quick Farm Fax, a fast, economical way to access the American farmer and address specific research needs in only seven days. Quick Farm Fax is a completely customized service that answers research questions according to the client's specific demographic and enterprise requirements by utilizing the flexibility of access to producers through the Doane Countrywide Farm Panel of 25,000 members or from its vast off-panel name bank. Contact E.J. Coble-Penning or Ralph Wehunt at 314-993-4949.

Support System

Maritz Market Research, Inc., introduces EXPLORER,™ a simple microcomputer-based decision support system. It allows researchers to run cross-tabulations, produce graphs and charts

and conduct statistical tests in the customer's own office without using time-sharing or mainframe computers. No prior computer experience is required. Contact Bob Johnson, Maritz Market Research, Research & Development Div., 7200 France Ave., Minneapolis, Mn, 55435. 612-831-1802.

Product Books

Orion Publishing Corp. has a series of "Blue Books" that include an extensive listing of products such as electronic,

video, computer hardware, camera and musical equipment and their manufacturers. Write: Roger Rohrs, Publisher, Orion Publishing Corp., 1315 Main Ave., Suite 230, Durango, Colo., 81301. 303-247-8855.

Sweet Goods Report

MRCA Menu Census announces a new three-volume Sweet Goods Special Topic Report. This study provides marketers of food and beverage products with a comprehensive overview of U.S. sweet goods consumption. Also included are narrative discussions of key issues in product trends with detailed tables displaying measurements of products' penetration, percent change in consumption levels, in-home and away-from-home use and dessert vs. non-dessert orientation, along with individual and household demographics. Contact: Dana McKee, account executive, MRCA Information Services, Stamford, CT, 06901. 203-324-9600.

Package Research

Nova Research, a firm specializing in design, new product and corporate identity research, introduces the Design Visibility Lab which measures six distinct dimensions of visual perception to de-

NOVA

termine package performance. Nova Research also introduces ValiGraphics, a systematic quantitative research program for evaluating packaging performance. It analyzes subjective reactions to packaging, provides demographic and product usage profiles and evaluates shelf impact. Contact Susan B. Nelson in San Francisco, 415-391-3090, or A. Donald Kelso in New York, 212-889-2323.

Computer Programs

Pulse Analytics, Inc., has published a series of four personal computer programs to solve specific market research problems. All of the programs are di-

rected to easy interactive use by market research professionals. The programs cover problems in market segmentation, competitive leverage analysis (quadrant analysis), multiple paired comparison analysis and random sample design generation. Call Stan Cohen, 201-447-2104 or write to: Pulse Analytics, Inc., P.O. Box 116, Ridgewood, N.J., 07450.

Reaction Tester

Columbia Information Systems announces Perception Analyzer, a qualitative computer supported system which records participants' reactions to test material instantaneously. Between 50-400 participants can be tested at once via video, audio or slides. Since the system records second-by-second reactions, the need for recall is eliminated. Contact Mike Malone at 503-225-0112 or write Columbia Information Systems, 333 SW 5th, Portland, OR., 97204.

Media Service

Plasman and Assoc., Inc., introduces Custom Media Monitor (CMM). CMM offers media buyers a service to readily determine the specific combination of publications or special TV programs including cable TV with the largest unduplicated audience. TV programs, magazines and newspapers can all be evaluated in a single study. CMM is particularly useful for audiences of specialized products or services advertised in publications not typically included in syndicated services. These could be hunters, fishermen, boaters, hobbyists, buyers of PCs, software, industrial products, buyers of services and others. Three to seven combinations of media are typical among 20-25 or more publications/programs. Contact Stephen Plasman or Gary Johnson at 612-831-5421. Or write Plasman and Assoc., Inc., 7301 Ohms Lane, Suite 390, Minneapolis, MN. 55435.

Mapping Program

Dun's Marketing Services, a Dun and Bradstreet co., is distributing a mapping software program from Strategic Locations Planning, San Jose, Cal., as part of a new package of data products in floppy disk format called BusinessTrac. The new package enables marketing managers to access data from DMS' existing Business Reference Services' databases and then maps the information in order to display marketing data by geographic area. Contact: (SLP) John Krizek, 213-387-4545 or (DMS) Bob Ditmars, 201-455-0900.

Evaluation System

Rockwood Research Corp., St. Paul, MN, announces a new service for measuring the effectiveness of direct marketing materials. The exclusive evaluation system developed by Rockwood provides competitive information on what direct marketing tools are being used in various industries and which of the various creative alternatives are most effective. First reports will be available April, 1987. Contact Dale Longfellow at 612-631-1977.

2 Software Products

Sawtooth Software, Inc., has released two new software products. The first product is the Ci2 System (Computer Interviewing with the IBM PC). This package is used to construct and administer questionnaires using the PC as an interviewing device. The second product is called ACA (Adaptive Conjoint Analysis). The purpose of this software is to measure and analyze consumer judgments and preferences for products or services using a statistical technique called "conjoint" analysis. These two packages are designed to be used alone or in conjunction with each other. Together they provide the market researcher with a set of tools for measuring and analyzing consumer data. Contact Sawtooth Software, Inc., P.O. Box 3429, Ketchum, Idaho, 83340, (208) 726-7772.

Rating scales can influence results

A U.S. Department of Commerce report, "Approaches to Developing Questionnaires," includes a section on the results of study testing a seven-point rating scale and a ten-point rating scale using the split sample tachnique. A summarized excerpt from this section appears below.

INTRODUCTION

The Income Survey Development Program (ISDP) was established in 1976 to develop and test procedures to improve survey data on income, on participation in government aid programs, and economic well-being. Because of known measurement problems and because results were to be used in a series of national panel studies, the testing phase was considerably more extensive than is usual for household surveys. The program was jointly sponsored by the Department of Health and Human Services and the Bureau of the Census.

The ISDP Research Panel included a number of split sample and other tests. A single example — a test of two alternative subjective measures of well-being — is described here. This example was chosen because its straight-forward field procedures are easily transferable to many survey situations and because the evaluation incorporated several common techniques.

THE PROBLEM

Attitudinal measures originally developed and tested by Andrews and Withey had been used in earlier ISDP field tests. The items asked respondents to rate their life as a whole, their personal economic situation and, for those with children, their income in terms of providing for their children. The items were designed to provide an additional means of evaluating the impact of government aid programs and to assess overall economic well-being.

Previously, respondents answered by choosing one of seven labelled categories as shown in the left panel of Figure 1. Results using these seven "delighted-to-terrible" categories showed that reported attitudes have a strong positive skew, with most responses clustering on the "delighted" end of the scale. Empirically, such skewed distributions and the lack of variation hampered many applications of the scale, especially in multivariate analyses.

DESIGN OF THE TEST

Because of these limitations, additional response categories were developed. The result was a 10-category version of the "delighted-terrible" scale which is shown in the right panel of Figure 1. This expanded set of response categories was primarily meant to allow respondents more choice among the positive categories. Designers were uncertain, however, whether respondents could make meaningful distinctions among so many items.

Therefore, it was decided to test the items using a split sample aimed at assessing whether a greater proportion of valid variance (in the sense of meaningful distinctions) was captured in the 10-item scale than in the 7-item one.

FIELD IMPLEMENTATION

The panel involved a national probability sample of 7,500 households in

Rating scales continued p. 32

Table A. Distribution of Responses to Three Test Questions Using 7- and 10-Point Scales

Category	Life in general: 10-point scale	Life in general: 7-point scale	Family income overall: 10-point scale	Family income overall: 7-point scale	Family income for children: 10-point scale	Family income for children: 7-point scale
	Part 1. Percent Distributions					
Total	100	100	100	100	100	100
Delighted	9	11	2	2	2	4
Very pleased	15	—	5	—	7	—
Pleased	21	29	14	16	14	16
Mostly satisfied	23	34	21	33	19	31
Somewhat satisfied	8	—	14	—	12	—
Mixed	11	17	13	23	13	23
Somewhat dissatisfied	4	—	12	—	14	—
Mostly dissatisfied	3	5	7	13	8	12
Unhappy	3	2	5	7	5	8
Terrible	2	3	6	6	6	6
	Part 2. Summary Statistics					
Mean	4.0	2.9	5.4	3.7	5.4	3.7
Standard deviation	2.1	1.3	2.3	1.4	2.3	1.5
Percent in highest category	9.1	10.6	2.3	1.9	2.0	3.6
Percent in two highest categories	24.0	39.5	6.8	18.0	8.9	19.9
Percent below "mixed"	12.2	9.8	30.5	26.0	33.8	25.9
Skew	.8	.9	.4	.6	.3	.5
Kurtosis	.3	1.1	−.6	−.2	−.8	−.3
Coefficient of variation	52.1	44.6	41.7	37.8	42.6	39.6
Number of cases	5,753	5,458	5,741	5,467	2,460	2,276

Note: For the 10-point scale, assigned numerical values ranged from 1 (delighted) to 10 (terrible). For the 7-point scale, values ranged from 1 (delighted) to 7 (terrible). Distributions are based on weighted counts.

Reuters ranks No. 1.

Reuters Holdings PLC, the well-known British news agency, has become the world's biggest electronic publisher. It now ranks far ahead of leading U.S. competitors such as Dow Jones and Co. and Mead Corp.

Reuters operates in 110 countries with 86,000 computer terminals collecting and disseminating market data on currencies, securities and commodities — just about anything that is traded.

With annual sales of $800 million, Reuters has a big stake in the U.S. and European computerized information market now estimated at $3 billion and growing by 25% a year.

Fed error corrected

A substantial mistake distorted a congressional report stating that wealth in the U.S. is becoming more concentrated.

The widely publicized report claimed that the richest 0.5% of American families saw their share of the nations total wealth rise to 35% from 25% between 1963 and 1923. The study was released by the Joint Economic Committee and was based on data compiled by the University of Michigan for the Federal Reserve Board.

The Fed staff found that a single family was inaccurately reported to have about $200 million instead of $2 million in unincorporated assests, according to Assistant Treasury Secretary Michael Darby. Since the report weighed this segment so heavily, it accounted for almost all of the change in the concentration of wealth.

Despite the Fed error, the figures are still astounding. The richest of 0.5% of American families still control more than 25% of the country's wealth.

Computer data rates

In a recent Syracuse University study, government officials were more sure of decisions made with the help of data obtained from a computer. The study revealed that those who used data from books and reports were more likely to change their minds.

Do-it-yourself scan

A Utah supermarket is allowing customers to do their own scanning of grocery items on a few checkout lanes. The store manager states that customers seem to enjoy scanning their own groceries and it's saving him money.

To make sure that all items are scanned they are first weighed.

Study shows older mothers earn more

A Harvard University economist, David Bloom, has analyzed U.S. Bureau of Census data to show that working women who delay childbearing beyond age 27 earn more money than those who have children before age 22, regardless of differences in education and experience.

Bloom, also affiliated with the National Bureau of Economic Research, Cambridge, Mass., found that women who delayed childbearing beyond age 27 earn about 10% more than women who had their first child before age 22.

Of the women born between 1956 and 1960, 15.5% will be permanently childless, Bloom predicts. That is 2.5% less than the predicted number of childless among women born between 1951 and 1955.

Research funds urged

The recent White House Conference on Small Business in Washington came out strongly in favor of reauthorizing the Small Business Innovation Research Program which sets aside a portion of federal research and development funds for small business.

Controversial study accurate after all

A controversial study to establish the number of homeless people in the U.S. has now been followed by a second study which seems to confirm the original study's results.

Two years ago the Housing and Urban Development Department (HUD) reported that its study showed about 350,000 homeless people in the U.S. Various advocacy groups have estimated that the number of homeless is as high as three million. Congressional hearings also criticized the methodology used in the HUD survey.

A recent study by Harvard University economist Richard Freeman came up with the surprising conclusion that the 350,000 figure was indeed close to reality.

Freeman's associate, Brian Hall, a Harvard graduate student, interviewed 500 homeless people in parks, soup kitchens and shelters and on the streets of New York. Results were cross-checked with results of other surveys in Boston and elsewhere.

"It wasn't a super-random sample (in New York)," Freeman said, but "probably as good a sample as one could find with this type of population."

Indications are that the number of

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homeless is increasing in part because there is an increasing shortage of low-cost housing. Based on Hall's interviews, 39% of the homeless had spent some time in jail. The typical homeless person will be on the street or in shelters for 12 years.

Survey shows home ownership decline

A national survey conducted for the National Gypsum Co. discovered that home ownership in the U.S. dropped to 63.5% of all families in 1985 compared with 65.7% in 1980.

The greatest decline among new home owners was among young people, who often cannot afford down payments and large mortgages.

A group from Harvard University and the Massachusetts Institute of Technology conducted the study for the Joint Center for Housing Studies.

In 1978 the typical buyer had to make a down payment of about one-third of annual household income, the study found. By 1985 the share had risen to one-half. While figures for 1986 have not been established, it is likely that home buying conditions have eased considerably since the last study was completed.

The 1985 default rates were up, rising to almost 1% of existing mortgages. Nearly 6% of all home mortgage borrowers were at least 30 days late on a monthly payment last year.

20,000 adults part of U.S. health study

Some startling findings are coming out of a continuing research project sponsored by the federal Centers for Disease Control (CDC) in Atlanta. More than 20,000 adults in 21 states are participating in a random-sample telephone survey to monitor behaviors that are linked to the leading causes of deaths in the U.S.

As expected, sedentary lifestyles, being overweight and smoking are all risk factors for heart disease. But some unusual discoveries are also being made.

For example, Wisconsin and North Dakota have the highest rates of "binge drinking." Utah citizens do the least smoking, attributable possibly to the Mormon Church's strong opposition to cigarettes. A high percentage of Utah's population belongs to the Mormon Church.

Utah also leads in another positive category — along with California. Those two states have the fewest overweight people in the U.S. Further, Utah and California rank at the top if all health categories were considered together, said Gary Hogelin, project director at CDC.

Idahoans ranked No. 1 in the "exercising" category. Other leading "least overweight" states included Arizona, Connecticut, Montana and North Carolina.

General Mills continued from p. 7.

using its technique known as "Sales Impact Research."

Phase one tested very different cover designs which could be used on the new cookbook. Four designs were used along with the cover of the most recent version. All were in final form. They were: a picture of "Betty Crocker"; a borderless portrayal of a table scene with a meal; a framed table scene with a meal; a collage of food snapshots; and, the cover of the previous version.

Respondents interviewed during phase one showed a clear preference for the framed table scene showing a meat dish, salad and vegetable. During the interviews it also became apparent that the Betty Crocker signature as well as the familiar red used on the three previous editions and on the spoon used on the Betty Crocker packages would be immediately recognizable.

Phase one settled the question of overall appearance of the publication. Discussion among those responsible indicated a need to improve on the photo itself. It was decided to conduct phase two by testing table scene covers of a pork dish, a beef dish and a chicken dish to determine which would be preferred. Each of these meat dishes would be photographed with a salad and vegetable. The photos would then be individually positioned into the identical framed setting inside the red border so that the only change would be the meat dish. This time, however, the covers were not tested against each other but rather against three of the major competitive cookbooks.

The results of the study indicated that the framed photo which showed the chicken dish did significantly better against competitive cookbooks in generating purchasing interest than the other two meat varieties. Based on these results the decision was made to publish the new version using the photo of the chicken, vegetable and salad framed by the familiar Betty Crocker red border and the Betty Crocker signature. It was released in late summer this year.

Mall Intercepts Used

As mentioned earlier the techniques used in both phases were similar. Each used mall intercepts in five cities. All participants were female between the ages of 20 and 65 years and who intended to purchase a cookbook within the next 12 months. In addition there were the usual security questions. There were also some preliminary questions relating to predisposition toward the Betty Crocker Cookbook.

Panelists were shown a stimulus board which measured approximately two feet square. Positioned on the board were the covers. In phase one they were the four new designs plus the cover of the most recent version. Phase two participants viewed the three major competitors and only one test Betty Crocker cover which was in finished form. Thus, there were three matched groups in phase two. In addition to the covers of the competitive cookbooks the panelists in phase two also saw the suggested price of each cookbook next to its cover.

The panelist was given coins and told that since she had already said she planned on purchasing a cookbook within the next 12 months how likely would she be to purchase one or more of these. The number of coins *was one more than the number of publication choices*. She had to allocate her coins among the publications shown. She could put all coins on just one publication; she could put two coins on one publication and one each on the remainder; or allot them any way she wished as long as she used all of the coins. In this way a decision was forced. Participants had to show a preference. At the same time it was possible to allocate the coins in such a way that variations in preference could be determined.

Kirwan, who received his MBA from the University of Rochester has been in the marketing Research Department of General Mills for four years. During that time he has worked on frozen pizza, Gorton's Frozen Fish, Leeann Chin's Restaurants along with some international work. He says that the cookbook business is a different animal. The buying habits are not at all similar to the other products General Mills markets. But after determining what was most important in the purchasing process Kirwan found it was possible to develop a research methodology to supply the marketing group with the necessary information. They felt secure that the cover showing the framed table scene setting with a chicken dish would be most widely accepted.

United Way continued from p. 12

ing the messages in United Way films, television commercials and print ads.

2. Key Services. United Way can identify which services are important and most used by their donors.

3. Fund-raising. The questionnaire also helps United Way develop and implement a more effective campaign. It reveals point-of-purchase information, helps indicate what the campaign should emphasize, what the fundraisers should talk about, how the funds should be allocated and how to reach out better to non-donors. "It gives us a direction on how to change and be more responsive to donors and non-donors," O'Connor said.

Those who have used Quest have been particularly pleased with its flexibility. It allows participants to conduct the survey in their own way and add, delete or modify questions. One participant, for example, distributed the questionnaire direct mail instead of going to the workplace.

"Many people don't realize that the United Way is a high efficiency fund-raiser. We help people who need help." Robert O'Connor.

O'Connor encourages local United Ways to customize the project to fit their own needs but he hopes to keep a common core. If the survey becomes too customized, it becomes more difficult to interpret the data and to make comparisons from year to year.

O'Connor has received many of the results from Quest participants and said that interpreting those surveys which have been customized is probably the toughest "problem" he has encountered since starting Quest. Actually, its incredible how smoothly the project has run, O'Connor said. "All the difficulties with Quest can be counted on the

"We have not yet conducted the Quest project, only pre-tested it. However, through Quest we want to open a door to companies to get them thinking about the United Way on a year-round basis, rather than just once a year for fund-raising purposes."

Carol Gravetter, director of marketing research, United Way of Greater Rochester, Rochester, N.Y.

* * *

"Quest provided validity to our perception that a group presentation (a United Way volunteer speaking to a group of employees at a worksite), was more effective than a one-on-one presentation (for example, a donor card slipped into an employee's paycheck envelope). A group presentation exposes the employees to the information plus we're able to control the message a lot better. There's also the group energy that exists. If an employee sees a co-worker pulling out a pen to fill out the donor card, they too, are more likely to give."

Elizabeth Hughes, director of marketing, Berkshire United Way, Pittsfield, Mass.

* * *

"Quest helped us learn that people are misinformed about the amount of money we spend on overhead. Many feel that for every dollar spent, most of that money goes to cover administrative costs. However, just the opposite is true. Most of the money goes directly for the services we provide."

Valerie Roof, associate executive director, United Way, Bay City, Mich.

fingers of one hand."

Overall, the marketing research capabilities through Quest have been "successful beyond our wildest dreams" and have enabled the United Way organizations to reach and meet the needs and wants of the donor. In addition, Quest is helping the United Way find out what people know or don't know about the organization.

"One thing we learned is how little people know about our organization. Many people don't realize we are a high efficiency fund-raiser. We help people who need help. Another thing people don't realize is that the money raised by our organization is dispersed locally," O'Connor said. "What it comes down to is that the more informed people are, the better donors they are. When people are uninformed, it can have adverse consequences for us."

Rating scales continued from p. 25

which all adults were to be personally interviewed.

Sample households were divided into random halves prior to interviewing, and a numerical designation indicated the half to which each household was assigned. Since the questions are attitudinal ones, interviewers were instructed to ask them only of adults interviewed personally. While all respondents were asked the same questions, half of the households received the seven- and the other half received the ten-category response choices.

Figure 1. The "Delighted-Terrible" response Categories

Delighted	Delighted
	Very pleased
Pleased	Pleased
Mostly satisfied	Mostly satisfied
	Somewhat satisfied
Mixed (about equally satisfied and dissatisfied	Mixed (about equally satisfied and dissatisfied
Mostly dissatisfied	Mostly dissatisfied
Unhappy	Unhappy
Terrible	Terrible

Flashcards listing the "delighted-terrible" response categories were used for the two sets of questions; interviewers were instructed to read the questions exactly as worded, and not to read the answer categories unless respondents were blind or unable to read. If a respondent was unsure of which of two or three boxes to choose, interviewers were to probe by saying that "the one that comes closest to the way you feel" be chosen. Finally, interviewer manuals emphasized the importance of neutrality and accuracy in administering these attitudinal items.

FIELD EVALUATION

Staff researchers and questionnaire designers observed as many interviews as possible. Respondents (and interviewers) appeared to enjoy the opportunity to express their attitudes, and respondents did not appear confused by the longer list. Written observation reports and informal discussions were used to elicit observers' views about the questionnaire and interview interaction.

EVALUATION

First, item nonresponse associated with the two scales was examined. It was thought that nonresponse on the experimental 10-point scale might be higher if respondents found it too difficult to discriminate among so many categories. However, results showed that item nonresponse rates were relatively low, ranging from .5 to 5 percent, and respondents using the 10-point scale were as likely to respond as those using the 7-point scale.

Frequency distributions on the two scales for the three questions are presented in the upper panel of Table A; summary statistics, using numbers arbitrarily assigned from 1 to 7 and 1 to 10, are provided in the lower panel. Overall, the data suggest that the 10-point scale resulted in *somewhat more dispersion and lesser positive skew than the 7-point scale*. For example, a lower percentage of respondents chose one of the two most positive categories in the 10-point scale, and positive skew was reduced for all three test items (reductions of about 40 percent occurred for the income assessment items).

Variation in respondents' subjective assessments of well-being was then related to their objective characteristics as reported in the survey. Bivariate associations between attitudes — especially individuals' assessments of income — and income showed the expected relatively high correlations. However, the results also showed the 7-point scale to be as strongly associated with income as the 10-point scale, suggesting that the larger variance yielded by the 10-point scale might not be meaningful.

To further explore that question, a simple multivariate model, regressing income on the "income adequacy for children" attitude item and controlling for family size, was used. Under selected specifications of measured income, consistently more variance was explained in the regressions using the 10-point dependent variable than in those using the 7-point measure, although in two regressions, estimated with an income variable believed to be "weak," differences of only 8 percent were found.

For the most part, however, the regression models showed encouraging relative differences in explained variance using the 10- versus the 7-point scales. To date, however, statistical evaluation has not provided an unequivocal answer to the issue of construct validity. Work in this area is continuing and more conclusive results in the future may lead to a clearer recommendation about the use of these items in future questionnaires.

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JCPenney continued from p. 20

responsibilities. Older children are helping out and becoming more self-sufficient.

"When I come home, we share in some of the work. All the kids have duties to do so they have to get them done," said one group member.

5. Financial Priorities and Savings: They are content with a moderate but comfortable standard of living. College expenses are the major financial concern and retirement is second. Most savings are for retirement. Commented one respondent:

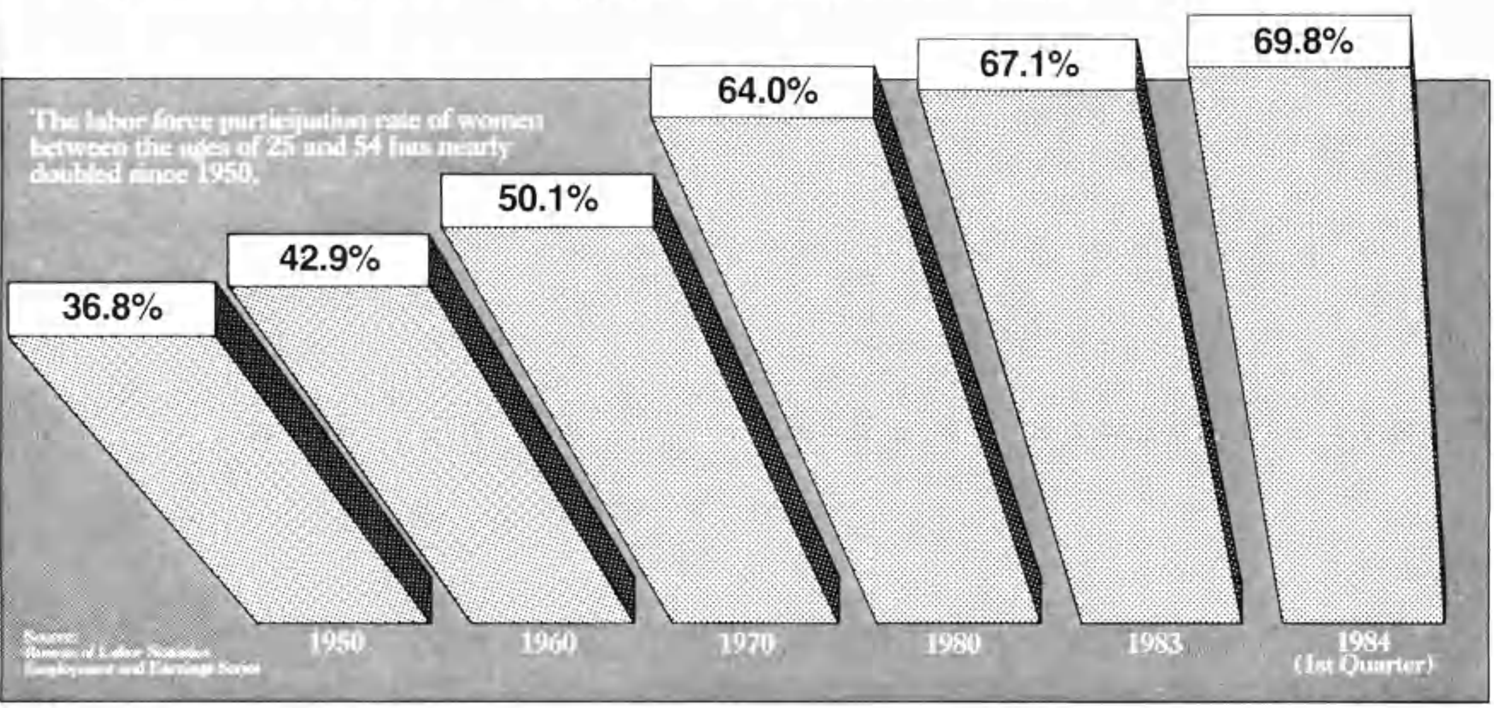
"Fifteen years ago my idea of contributing to this savings plan was to send my children to college. Now, I'm doing it for retirement."

6. Consumer Behavior: The people in this group are conservative and informed shoppers. They want proven quality and durability. Some are struggling with their teenage children who have different consumer values.

7. Community Involvement: They are somewhat involved in community issues, especially when these issues affect family and home.

8. Life Satisfaction: Men are basically content; their careers have peaked and their attention is more directed to family/self. Women feel good working, but still feel the pressure of home/family demands. Said one female participant:

"Working gives me an identity of my own, other than mother, wife and family."



By Beth E. Hoffman
managing editor

This is the first issue of *Quirk's Marketing Research Review*, a new business magazine reaching the people who count — the buyers and sellers of marketing research products and services. We're one-of-a-kind; no other publication currently exists which speaks specifically to those who need and buy marketing research services. To those who sell these services, *Quirk's Marketing Research Review* provides the perfect vehicle for communicating with the buyer. In serving as a link and connection between you, the buyers and sellers, *Quirk's Marketing Research Review* will provide information you can use and find answers to questions you need to answer.

Our link to you as a reader is critical. Companies that provide a product or service need information that will help them sell it more effectively to the consumer. The market research seller can supply these people — the buyers — with that important data by utilizing a wide range of research techniques. Whether it's a simple questionnaire distributed direct mail to 1000 respondents in a five-state area, or a total research "package" of personal in-depth interviews, focus groups, data processing and analysis, a seller can provide the "tools" needed which will help the buyer make decisions and pave a course of action.

Quirk's Marketing Research Review won't confuse you with technical jargon to accomplish this link. We'll report articles in a feature-oriented but objective manner, all of which will be written and edited by our own in-house staff.

In each of the eight issues to be published in 1987, we'll feature regular columns. The "Helpful Hints" column will provide insights and advice from trade experts on a different subject addressed in each issue. We'll keep tabs on the promotions and new assignments of people active in marketing research, as well as the companies that are merging, expanding or entering the marketing research field. The "Product and Service Update" will describe what's new in the marketplace and what it can do for you. Finally, case histories will explore problem-solving techniques and methodologies used in marketing research. We'll explain why they work or don't work. Comments from those who have used these methodologies and suggestions for those considering them will give you the straight facts from people who know. Through our editorial content, we will strive to deliver a publication which fits your informational needs.

Who are the people prepared to deliver this editorial package to you? The publisher is Tom Quirk, whose background in research and publishing goes back 25 years. Until early this year, Quirk was president of Rockwood Research, Inc., St. Paul, a marketing research company which he established in 1983. In 1984, Rockwood Research was sold to Farm Journal, Inc., Philadelphia, the nation's largest publisher of farm magazines and Quirk remained the Rockwood chief executive until early this year. Prior to starting Rockwood Research, Quirk had been senior vice president of marketing and sales for Miller Publishing Co., Minneapolis, joining that company in 1963 as director of research. From 1973 to 1981, Quirk was Miller's vice president of corporate development, during which time the company's successful trade show division was initiated, with Quirk as its first president.

Emmet J. Hoffman, who will serve as the magazine's editorial advisor, is presently a business counselor and comes from a background of 40 years as an editor and publisher of weekly, daily and monthly news and business publications. F. Keith Hunt has an extensive background in magazine graphics, writing and advertising and magazine production. Typographical direction is provided by Robert K. Truhlar, also a long time printing trades superintendent. The magazine format was designed by a professional magazine art designer. The experience represented by the above support staff is well over 100 years and assures us that as we grow, our service to you will also grow.

To be managing editor and part of the "birth" of *Quirk's Marketing Research Review* is an opportunity which I consider exciting and a tremendous challenge. I'm eagerly looking forward to working with a highly qualified staff but more importantly, it is a great privilege to communicate with you — the reader.

To you, the reader, welcome! I'm looking forward to meeting you in person in the months ahead. I'd like to hear from you, too. Please call or write us with your opinions and suggestions. Make this an opportunity for us to serve you — the reader — better.

Weiss appointed Sales rep

Lane E. Weiss has been appointed advertising sales representative for *Quirk's Marketing Research Review* for the state of California, Oregon, Washington, Nevada, Idaho and Arizona.

His office is located at 582 Market St., Suite 611, San Francisco, Calif., 94101. Telephone: 415-986-6341.

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