

*Quirk's*

# MARKETING RESEARCH

*Review*



**ADVERTISING  
RESEARCH  
ISSUE**

April, 1987



*A new wave in  
consumer research*

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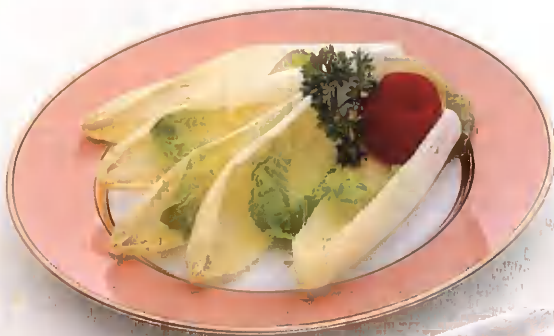
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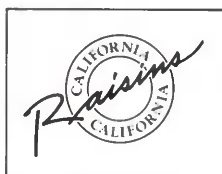
Circle No. 64 on Reader Card



An anthropologist's technique, ethnography helps Y&R develop advertising that's creative and effective, p. 6.



Provided by San Diego's leading newspaper, CASH gives marketers useful consumer buying habit information, p.8.



Voice pitch analysis is used to test consumers' reaction to clay animation commercials, p. 14.



### Cover

Commercials featuring dancing raisins made from clay, called Claymation, is helping the California Raisin Advisory Board change consumers' attitude toward raisins. Results from pre-tests of the Claymation commercial using voice pitch analysis indicated consumers loved it.

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# House calls help Y&R understand consumers

By Beth E. Hoffman  
managing editor

Understanding consumers and their feelings toward certain products really hits home with Young and Rubicam advertising agency. So much so the New York firm visits people's homes to learn what's important to them, what they value and how those values connect with the products they choose to use.

"We want to generate an understanding of consumers that goes beyond hard data and gets to the heart of the matter," explains Toni Earnshaw, associate research director of Creative Research Services at Y&R. "From those experiences we hope to develop advertising that's meaningful to consumers and gives them the feeling of 'that ad really talks to me.'"

The idea to observe and talk to people on the living room couch or from around the kitchen table was spurred by a technique called "ethnography," a term referring to the study of cultures. Ethnography was originally used by anthropologists to understand the norms, beliefs and cultures of peoples throughout the world. To understand a culture, one must be in that culture and live in it, says Earnshaw.

"As advertisers we borrowed the technique and asked how can we apply it so that it would be unique for advertising? Advertising can always be developed by studying quantitative data about people but you really don't know what those people are like until you've met them. Spending time with people in their homes allows us to know the consumer more intimately and to discover nuances you can't get off-site."

To go "on-site" was the inspiration of Susan Giovanni, research director at Y&R, one of the world's largest ad agencies. Ethnography has only been

conducted for several years now but already many of Y&R's clients have used it, including General Foods, Eastman Kodak Co. and Frito-Lay, Inc.

Clients who use the technique work with the Creative Research Services group, one of three research departments at Y&R. Creative Research Services is involved in qualitative research. They are responsible for analyzing the data collected in their research and for sharing that information with the production department and the client.

## Preliminary research

Before the Creative group makes a home visit, "tons" of preliminary research occurs, says Earnshaw.

"The home visit is the very last phase of the research effort. It is only



meant to augment prior research and puts flesh on the bones of the data already generated."

The process begins by developing a database of participants and conducting both quantitative and qualitative research on the target audience. If the client requests a home visit or if Y&R believes it would be useful and add to the basic understanding of the product being studied, some personal interviews are arranged.

Once the participants have been screened, between five and 10 of them are asked to host one but no more than two researchers in their home. Before the visit is made, Earnshaw usually calls the participants to make sure they

fit the appropriate specifications of the study and to get a feel for what these people are like.

The researcher will spend one or perhaps two days interviewing and observing the participants, watching the interactions among family members, soaking up the home environment and perhaps peering into kitchen cupboards and behind refrigerator doors. The conversations are audiotaped and still photographs are shot. The point is to remain as unobtrusive as possible, says Earnshaw, and to interview them in the context they feel comfortable with and in the context of the way they live.

## Valuable visits

The participants may not feel completely comfortable behaving as if they were alone, but what is observed in home visits has been very valuable to the Creative group.

One such visit was conducted for Y&R's Breyer's Ice Cream account. The objective was to find out what ice cream really means to the ice cream lover. The Creative group photographed people reclining in their favorite chairs while savoring every lick of the frozen dessert. They peeked in freezers, eyed bowls and utensils, watched people spoon on toppings and made note of one woman's ritual of dimming the lights and turning on her stereo before divulging.

The value of this research was that it exposed people's emotional response to ice cream and showed that it's a very sensual, inner-directed experience. It's this type of data which Y&R believes will create more effective advertising.

One recent ethnography study investigated the "new traditional woman" and helped Y&R's clients such as General Foods Corp., Johnson & Johnson and Colgate-Palmolive.

The project involved baby boom

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*"We want to generate an understanding of consumers that goes beyond hard data and gets to the heart of the matter. From those experiences we hope to develop advertising that's meaningful to consumers and gives them the feeling of 'that ad really talks to me.'" Toni Earnshaw.*

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women who have chosen not to make their career the most important thing in their life, says Earnshaw. These women were not representative of the 1950s housewife either. The purpose of the ethnography, explains Earnshaw, was to help Y&R's creative people realize that these women aren't stereotypical homemakers. These women felt some ads were making them feel "left out" because they showed women "wearing aprons or carrying briefcases."

The home visits for the "new traditional woman" study also enabled the Creative group to pay attention to the particular needs of their clients. When Earnshaw was at one home, for example, she watched closely as a woman gave her children Jell-O Pudding Pops, one of Y&R's accounts.

"This experience provides an opportunity for discovery that you can bring back to the agency and client," says Earnshaw. "It gives us a true sense for how these products fit into these people's lives."

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*"Advertising can always be developed by studying quantitative data about people but you really don't know what these people are like until you've met them. Spending time with people in their homes allows us to know the consumer more intimately and to discover nuances you can't get off-site." Toni Earnshaw*

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#### Option overload

Y&R feels it's very important to understand the connection between the consumer and a product and in discovering the value of that product in the consumer's life.

"The product category is overrun, with options, plus there are little product differences," explains Earnshaw. Because of that, it's necessary to explore the product and consumer connection more deeply and "to link the benefits of the product to a consumer

value which is relevant to that product."

If that link is accomplished successfully, Earnshaw believes it will bring a richness that's more apt to spark an idea in advertising and to generate creative results that work.

Though ethnography may be an optional step and only a minor part in the research process, its value shouldn't be underestimated.

Remarks Earnshaw, "Ethnography is small in scale but significant in impact." MRR

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# Continuing analysis of shopping habits in San Diego

By Emmet J. Hoffman

When marketers in San Diego County want to know what percent of its households purchased cameras priced under \$100 (7.3%) and what store garnered the largest share of shopper traffic (Target - 9.1%); or, what percentage of adults in San Diego County bought wine in 1986 (42% did), chances are that they got the information from CASH.

That's the acronym for the "Continuing Analysis of Shopping Habits in San Diego" and is a service of San

Diego's leading newspaper, *The San Diego Union and The Tribune*.

The container for this storehouse of consumer buying information is a neatly-organized, twice-a-year, easy-to-read 160-page book with the simple title of CASH. The range of products researched covers nearly the gamut of frequently-purchased household products, including apparel for children, women and men; appliances; do-it-yourself materials and tools; household furnishings; auto accessories; sporting goods; jewelry; cosmetics; and audio equipment.

The CASH idea was born in January, 1974, and its original concept is still used. Officials of the Union-Tribune Publishing Co. call it "bread and butter" research and its wholehearted acceptance by San Diego area marketers attest to its reliability and integrity.

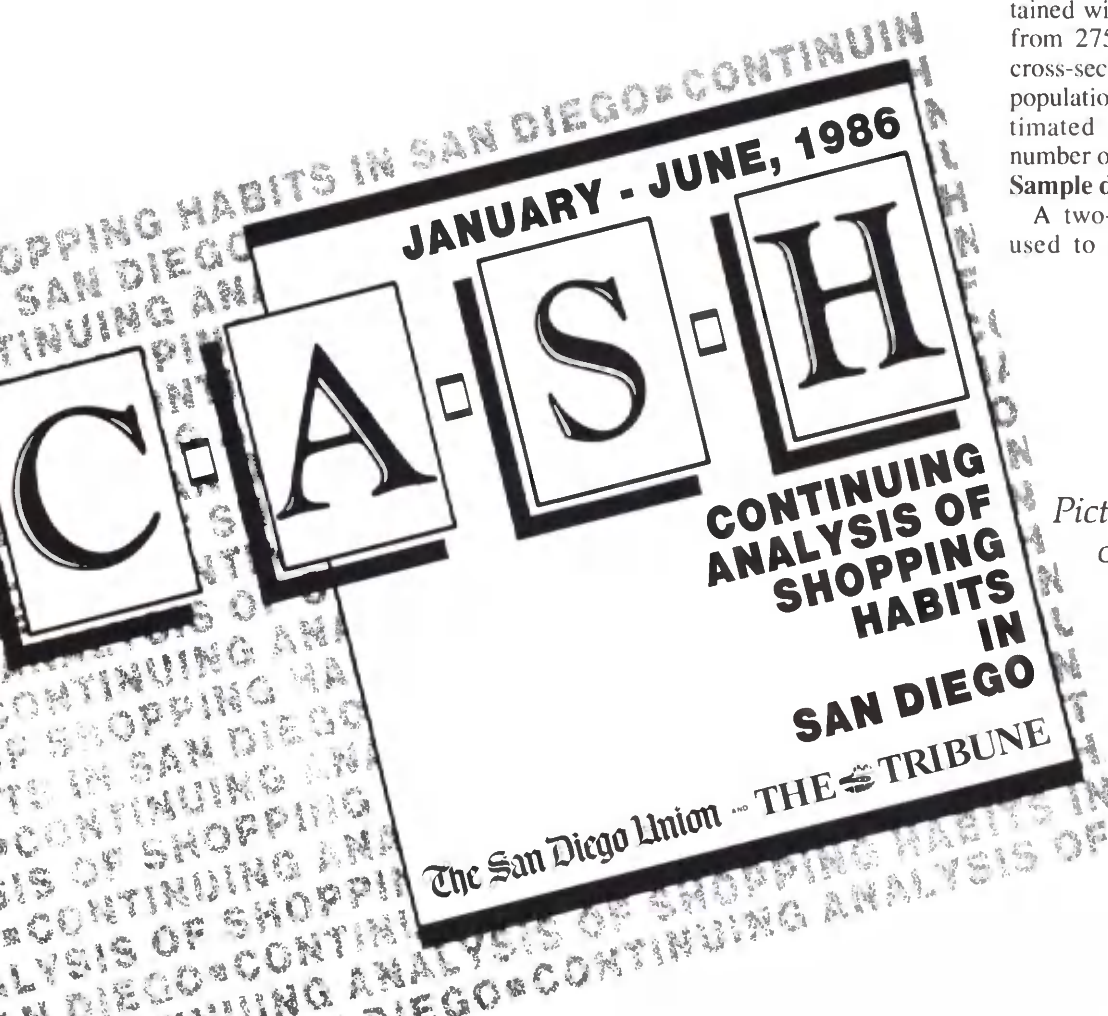
Because the methodology has basically not changed since 1974, the continuity adds even more credence to current findings.

Heart of the CASH methodology is a telephone interview with 3,300 adults living in San Diego County each year. Each month, interviews are obtained with a random sample of adults from 275 households representing a cross-section of these households. The population of San Diego County is estimated at 2,140,900 and the total number of households at 786,500.

#### Sample design

A two-stage probability sample is used to insure that each telephone

continued on p. 12



Pictured here is the cover of the 160-page report issued twice a year by the San Diego Union and Tribune. Sample page is at the right.



**READER SERVICE CARD April 1987 Issue Expires July 3, 1987**

**FREE INFORMATION** ON PRODUCTS AND SERVICES ADVERTISED IN THIS ISSUE.

**Send me more information on items circled:**

26	27	28	29	30	31	32	33	34	35	36	37	36	39	40	41	42	43	44	45	46
47	48	49	50	51	52	53	54	55	55	57	58	59	68	61	62	68	84	68	68	
67	68	89	70	71	72	73	74	75	76	77	78	79	89	81	82	88	84	88	86	
87	88	89																		

Name \_\_\_\_\_ Title \_\_\_\_\_

(Please Print)

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

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address label  
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PLACE  
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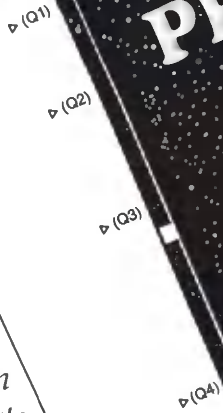
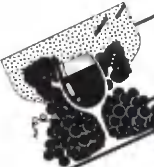
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# FACTS:

Advertising and Marketing Research from  
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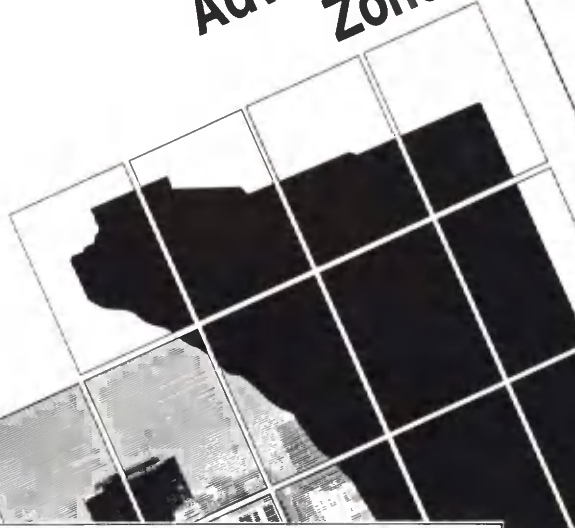
## THE WINE CUSTOMER IN SAN DIEGO COUNTY



# AD PERFORMANCE STUDY

The San Diego Union AND THE TRIBUNE

## Preprint Advertising Zones



*A stream  
of special reports  
flows from CASH  
to help advertisers  
in the San Diego  
Union and Tribune.*

A CONTINUING SURVEY BY THE UNION-TRIBUNE  
Based on interviews with 3,300 different households annually

### CONSUMER PROFILE January-June 1986

### C-570 SPORTING GOODS

CONSUMER PROFILE	Distribution of San Diego County Households (Total Sample)	SAN DIEGO COUNTY HOUSEHOLDS PURCHASING		CONSUMER PROFILE	Distribution of San Diego County Households (Total Sample)	SAN DIEGO COUNTY HOUSEHOLDS PURCHASING	
		Percent	Number			Percent	Number
<b>Age—Head of Household</b>				<b>Annual Family Income</b>			
18-24	8.2%	11.6%	18,606	Less than \$15,000	17.6%	8.3%	13,313
25-34	23.2%	31.0%	49,724	\$15,000 to \$19,999	11.3%	11.1%	17,804
35-44	22.6%	29.3%	46,997	\$20,000 to \$24,999	12.1%	9.9%	15,880
45-54	13.0%	13.4%	21,494	\$25,000 to \$34,999	19.6%	18.5%	29,674
55-64	15.1%	8.4%	13,474	\$35,000 to \$49,999	18.0%	21.0%	33,684
65 years or over	17.9%	6.3%	10,105	\$50,000 to \$74,999	11.8%	16.0%	25,664
<b>Median Age</b>	<b>42.7 years</b>	<b>37.0 years</b>		More than \$75,000	9.6%	15.2%	24,381
				<b>Median Family Income</b>	<b>\$29,599</b>	<b>\$36,617</b>	
<b>Education—Head of Household</b>				<b>Family Size</b>			
Some high school or less	6.7%	3.0%	4,812	One	18.8%	10.8%	17,323
High school graduate	26.3%	20.2%	32,401	Two	37.4%	33.3%	53,413
Some college	31.4%	32.6%	52,290	Three	17.0%	21.3%	34,165
College graduate or more	35.6%	44.2%	70,897	Four or more	26.8%	34.6%	55,498
<b>Median Education</b>	<b>14.1 years</b>	<b>15.0 years</b>		<b>Median Family Size (NUMBER)</b>	<b>2.3</b>	<b>2.8</b>	
<b>Occupation—Head of Household</b>				<b>Children Under 18 in Household</b>			
Professional/Technical	22.9%	32.6%	52,290	None	65.3%	54.4%	87,258
Manager/Official/Proprietor	11.9%	15.1%	24,220	One	14.0%	17.1%	27,428
Clerical/Sales	9.8%	9.4%	15,078	Two	13.5%	18.0%	28,872
Craftsman/Foreman/Operative	11.6%	13.3%	21,333	Three or More	7.2%	10.5%	16,842
Service Worker	6.5%	6.0%	9,624	<b>Median Children (NUMBER)</b>	<b>.3</b>	<b>.4</b>	
Military	7.4%	8.8%	14,115	<b>Residence</b>			
Retired	23.7%	10.9%	17,484	Own	58.7%	57.1%	91,588
All Others	6.2%	3.9%	6,256	Rent	41.3%	42.9%	68,812



**Thomas H. Copeland**  
marketing research manager  
Copley Press, Inc.

continued from p. 8

household in the county has an equal opportunity of being included in the survey regardless of whether their phone number is listed or not.

The first step necessary in generating a list of telephone numbers is to divide the standard seven digit number into two parts. The first three digits, for example, 454, occur in the county with measurable frequency. In addition, the numerals in these three digit groups are dependent on each other, on the location of the telephone within the county and in some cases, on the use of the telephone. A complete list of the valid three digit combinations and their frequency of occurrence in the sample area is prepared annually. This list provides a framework for construction of the telephone sample list which is prepared every three months. The last four digits of every phone number are independent and are generated from a table of randomly distributed numbers. The use of random digits insures that unlisted phone numbers or newly established numbers will be properly represented in the sample.

Once the sample list is generated, the phone numbers are reviewed and compared with valid listed numbers in order to remove numbers that fall within obvious blocks of unused or commercial numbers. The final list of numbers is used for three consecutive interview waves and then replaced.

### Data collection

Interviewing is conducted by an independent interviewing service. This service uses professional interviewers calling from a centrally located telephone room. All interviewers are

continued on p. 18

## Copley research guides ad sales strategy

“Research costs money and many newspapers feel that they can’t afford it,” says Thomas H. Copeland. “But research means money well spent.”

Copeland speaks from long experiences in newspaper research. He is marketing research manager of Copley newspapers, corporately titled Copley Press, Inc., headquartered in La Jolla, Calif. Copley’s flagship newspaper is *The San Diego Union and Tribune*.

Copeland holds a B.A. degree from the University of Minnesota, has a masters in psychology and completed work on his doctorate. After serving as a research associate at the University of Minnesota, he originated the marketing research department at the *Minneapolis Star and Tribune* and did likewise later for the *Houston Post*. From there he joined Copley Press in his present position.

Copley Press has a marketing group that does the administrative work on market research whose objective is to assist Copley’s stable of newspapers to sell more advertising space. Copley, privately held, owns 12 dailies, 29 weeklies and one biweekly located only in southern California and Illinois.

Copeland’s function is to assist Copley newspapers’ plan and facilitate market research and do so more effectively than any one newspaper could individually.

The San Diego market served by *The Union and Tribune* is unique because of its extremely competitive situation. “This market is served by four smaller dailies, 40 radio signals, 36 TV outlets including cable and seven networks. In addition, it has competition from Los Angeles media,” Copeland points out. Naturally, being by far the largest Copley publication, *The Union and Tribune* gets the most corporate attention. But the other publications also get assistance in the following manner:

1. Consultation on setting up an annual research budget.
2. Setting research objectives.
3. Assisting with designing the research and contracting for work to be done.
4. Monitoring the project.
5. Editing, coding and preparing results for the computer.
6. Computerizing the findings.
7. Organizing the printed results.
8. If requested, assisting the newspaper to implement the findings.
9. Assuming all the above functions if requested.
10. If requested, setting up a meeting with newspaper staffers to discuss the findings.

Copeland says his organization utilizes all available secondary information such as that from the U.S. Census, Department of Labor, state and local agencies and supplements that with primary research of its own. “Since 95% of all homes in southern California have a phone we do 90% of our research using the phone,” says Copeland. “It is most cost efficient and interviewers have the most success making early evening calls when most people are likely to be home.”

However, Copley also uses focus groups and one-on-one interviews to “fine tune” its phone research.

Copeland states that research has resulted in major changes in the way *The Union and Tribune* serve the San Diego market.

“We’ve found there is a strong desire among readers for community news and advertising. This applies to entertainment, restaurants, sports and social activities. Readers, of course, also want to know what’s happening in the central city,” Copeland points out.

The result is that San Diego County has been segmented into 16 preprint advertising zones with well-defined demographic and behavioral characteristics. Scores of handsomely-designed reports are gleaned from the publication’s continuing analysis of shopping habits, all intended to help advertisers and editors.

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Women's	Women's	Men's	Men's
8 97 100% cotton knit tops by El Sol to layer or wear alone Reg. \$11	13 97 100% cotton denim jeans by Cordon Bleu & Grapevines Indigo Reg. \$25	8 97-11 97 Striped poloa by Le Tigre, Michael Gerald Solids by Le Shirt Reg. \$15-20	24 97 Nike wind sport jackets in assorted styles & colors Reg. \$40
11 97 Popular all-cotton plaid flannel shirts by Jonathan Hunter	15 97 Fashion cords by Grapevines in 8-wale, 100% cotton Reg. \$12	11 97 Gxford shirts by Ben Homme in solids, stripes & tartanella Reg. \$15	13 97 5-pocket Cordon Bleu jeans in 100% cotton heavyweight denim Reg. \$25
12 97-19 97 All fashion sweaters by Fern, Wright & Manson	19 97 Prewashed 501's by Levi's 100% cotton denim in asst colors Reg. \$15	13 97 Long-sleeve 100% cotton campshirts by SCSE in asst colors Reg. \$15	15 97 16-wale cord dress pants by Grapevines in assorted colors Reg. \$25
16 97-19 97 All our popular shaker-stitched cardigan sweaters	19 97 Designer jeans by Calvin Klein in 100% cotton denim	14 97 Western shirts by Levi's in comfortable poly/cotton blends Reg. \$15	15 97 Belted plain-front cords by RPM Asst colors in 16-wale Reg. \$15
13 97-17 97 All Yellow Rose sweaters in a variety of styles	<b>Men's</b> 7 97 100% cotton flannel shirts by Grapevines in fall fashion plaids Reg. \$15	29 97 Lightweight canvas outerwear by Fauchon in assorted colors Reg. \$25	15 97 Fashionable flannel dress pants by John Peters & 1959 Reg. \$25
15 97-25 97 Chintz & nylon jackets by Grapevines in asst patterns & brights	7 97 Long-sleeve tee shirts by Nike. A fashion favorite!	45 97 Fashionable sport coats by Berrage & Jaguar/440	19 97 Levi's prewashed 501's in preshrunk 100% cotton denim Reg. \$15

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 Ad Size: **Full Page**  
 Ad Color: **Black & White**

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# Raisin commercial gets

By Beth E. Hoffman  
managing editor

If you had to promote a food product on TV which consumers thought was healthy and nutritious but ugly, wimpy and boring, how would you do it? Feature the product in clay and give it human features, sunglasses and dancing feet, that's how.

This was the technique Foote Cone & Belding used to promote raisins for the California Raisin Advisory Board. Results from pre-tests of the commercial using voice pitch analysis showed consumers loved it.

The clay animation technique, called Claymation, uses clay figures. In this case, the figures are in the form of raisins with human features complete with arms, legs and faces. The ad agency then added the "I Heard It Through The Grapevine" soundtrack and a story board - sequential drawings of scenes in a commercial - which portrayed the figures dancing to the music.

According to Carol Martin, planner, vice president, at FCB in San Francisco, the Claymation technique was instrumental in making the commercial "come alive."

Since the commercials began airing in September, 1986, the dancing creatures have become an instant success, increasing raisin consumption and changing the negative consumer image of raisins.

## Short term

The idea for Claymation, a registered trade name of Will Vinton Productions Inc., evolved after a series of advertising efforts failed to sell raisins for long periods of time.

In the late 1970s, raisins were targeted to mothers as a snack for kids, says Martin. Their appeal, and a very successful one, was the raisin's natural qualities, making it a good alternative to candy. According to Martin, it was

"a snack mothers could feel good about."

When that appeal began to wear, the agency saw an opportunity to increase raisin consumption by advertising them as an additive in foods such as salads, meat dishes and other foods. That campaign helped in getting people to eat more raisins but not enough to make a substantial difference in the amount consumed.

Still another campaign was initiated when, in recent years, the raisin industry was faced with an overabundance of the fruit. This occurred partially because an increase in imported wines caused U.S. vineyards to leave more grapes to dry into raisins.

"The domestic grape growers had their hands full with a lot of raisins to sell," says Martin. As a result, prices fell and the advertising angle played on the oversupply and low cost. Martin said that idea worked but when the news value faded, it was back to the drawing board.

## Claymation campaign

Before the agency embarked on its current Claymation campaign, it wanted to find out why people used raisins, who used them and why others didn't and the causes for the loss in household penetration for raisins. The agency went back and studied research which showed the household life cycle of raisins.

As youngsters, says Martin, many kids were fed raisins by their mothers because of their nutritional value. As these kids grew into teenagers, they made their own food choices and mothers no longer had control over what the kids ate. Peer pressure had an impact on their food choices as well. Candy and salty, social snacks like potato chips became more appealing and raisins as a snack disappeared. When these teens moved into adulthood, raisins reappeared in their diet as an additive to cooking, baking and other



foods and as a snack they fed their own kids.

## Attitude study

Through purchase and consumption data and a usage and attitude study conducted by an outside research supplier, the agency confirmed three things about the way people felt about raisins.

The first, says Martin, was that people understood and accepted all rational product attributes about raisins. People believed raisins were sweet, nutritional and versatile.

# rave reviews



The second was that people understood the way to use raisins; as a snack, an additive in foods and in baking.

The third point confirmed was that raisin consumption was underdeveloped in certain age groups, especially among teenagers and 25-54 year-olds. The study also revealed that the raisin industry was experiencing losses in household penetration for 35-55 year-old adults.

“What we found through this preliminary research was that raisins

were used primarily for kids and in baking, but not for many adults just for themselves,” says Martin. “At this point we were faced with figuring out how to sell more raisins.”

#### Focus groups

The next part of the research involved focus groups. Eight groups consisting of males and females, 25-54 years old were interviewed in the west and midwest. All groups consisted of both raisin eaters and non-eaters. The purpose of the sessions was to find out what kind of image raisins had for the

participants and their perception of the types of people who ate raisins.

As a stimulus, the participants were shown a series of pictures of people in different situations. The objective was to find out which of those individuals ate raisins and who didn't.

The first picture the groups were shown was of a “Marlboro Man,” says Martin. When asked if he would eat raisins, the participants said a definite no, claiming he was too “macho” and

continued on p. 16

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## Advertising Research

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masculine and wouldn't eat a "wimpy" food like raisins.

The next picture showed a young couple stretched out on a freshly polished hardwood floor. Again the participants said these two wouldn't eat raisins because the couple was too sophisticated. For the respondents, it wasn't "cool" or "modern" to eat raisins.

The third picture showed a couple relaxing in a ski lodge. The participants said this couple wouldn't eat raisins either because raisins were not a "social" food. Raisins, said the partic-

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*"The voice pitch analysis technique is used when it's hard for people to articulate their emotional response to commercials. The method measures the intensity of the response by isolating and analyzing the vocal cord reaction. When the response is compared to the base-line level, you know if there is a real commitment to that participant's response."*  
Carol Martin

---

ipants, were only to be eaten when others were not around.

When the group was shown the next picture, that of a sportscaster sitting alone in a pressbox, the participants said he would eat raisins. The fact that he was sitting alone and no one else was around was why he would be a raisin eater. Eating raisins in front of others, the agency found, was an element of embarrassment for some of the participants.

The last picture featured a female cross-country skier. The participants also said she would eat raisins because the fruit is a good source of energy.

"This exercise revealed a lot about peoples' attitudes toward raisins, one which is very limiting," says Martin. "The image of the raisin eaters, we

discovered, were limited to children and active people."

### Raisin personality

The objective of the second part of the research was to find out the personality of raisins.

To do this, the participants were given a piece of paper which listed a variety of six snack foods. These were: raisins, apples, granola bars, yogurt, cookies and peanuts.

The participants were then asked to think of these six snacks in terms of personality traits and people. How would you describe these foods, the agency asked, if they were people?

Raisin eaters described the raisin's personality as powerful, special, up-to-date, good, old and a person who would have a lot of friends. Non-eaters, on the other hand, described raisins as lonely, weak, boring, old and ugly.

Overall, both raisin eaters and non-eaters described the fruit as healthy and energetic but also considered them as misunderstood. Both groups lacked an emotional attachment to raisins and said the fruit evoked negative connections and negative imagery.

"These feelings showed there was a dissonance in peoples' mind about raisins," says Martin. "On one hand, the participants' logical side was saying that the product was healthy and had a lot of good qualities. On the other hand, their emotional side was saying that raisins are negative and unappealing and that they had no attachment to the fruit."



**Carol Martin**  
planner, vice president  
Foote, Cone & Belding



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*"We have received a barrage of letters from people who tell us that the commercials have changed their attitude toward raisins and have encouraged them to go out and buy the fruit." Carol Martin*

---

#### Broaden acceptance

In order to get more people to eat raisins, the agency wanted to develop a commercial that was effective at convincing the consumer that raisins are an enjoyable and acceptable food. The creative group at FCB thought the Claymation commercial would fit the bill.

Using mall intercepts, the agency asked 200 people to respond to a series of questions about the "Grapevine" commercial. As the respondent would answer the yes/no questions, the pitch of the respondent's voice was measured using a voice pitch analysis technique. The pitch was compared to the previously established base-line voice pitch level for that individual. Through this comparison, the agency was able to figure out how much the individual responded to the commercial.

The voice pitch analysis technique is becoming widely used to gauge peoples' reactions to advertising.

Says Martin, "The voice pitch technique is used when it's hard for people to articulate their emotional response to commercials. The method measures

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*"Claymation was the ideal method to use, not only because it's new, but because it's a good way to give life and personality to raisins." Carol Martin*

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the intensity of the response by isolating and analyzing the vocal cord reaction. When the response is compared to the base-line level, you know if there is a real commitment to that participant's response."

#### Big success

To the delight of FCB, the scores from the voice pitch analysis were incredibly high, says Martin, and the commercials portrayed raisins very positively in the eyes of the partici-

pants. Since the copy testing was conducted, two commercials portraying the dancing raisins have aired nationally and have received tremendous response.

"We have received a barrage of letters from people who tell us that the commercials have changed their attitude toward raisins and have encouraged them to go out and buy the fruit," says Martin. "One mother said that she bought raisins and now her teenagers are eating them. Some people have

asked for pictures of the raisins and others wanted to learn how to do the raisin shuffle."

Martin says the increase in raisin sales confirm the improved perceptions of raisins. Adding the clay animation technique to the commercial proved helpful in changing the consumers' mind about raisins.

"Claymation was the ideal method to use, not only because it's new, but because it's a good way to give life and personality to raisins." MRR

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continued from p. 12

monitored randomly during the interview period and 10% of the respondents are called back to verify that an interview took place.

The interviews are conducted during a six-day period each month between 3-8:30 p.m. Monday through Friday and 10 a.m. to 6 p.m. on Saturday. Each sample telephone number is attempted four times over a two-day period before a substitute is allowed. The respondent in each case must be an adult randomly selected within the household using a modified version of the Trolldahl-Carter Selection Method. When persons other than the designated individual are contacted, an appointment is made for a callback to interview the proper person. At no time during the interview is the respondent given the identity of the study's sponsor.

## Data processing

Upon completion of the interviewing, all questionnaires are edited for consistency. Any omissions or inconsistencies are followed up by calling the respondent and clarifying the answer. As noted earlier, 10% of the respondents are recalled to verify the interview actually took place. All questionnaires are coded for entry into the computer and spot checked for accuracy.

The coded questionnaires are entered into a DEC system 10 computer via a remote teletype terminal. The data is stored on magnetic discs for one year and transferred to magnetic tape after that time.

All phases of the CASH study are proposed and supervised by the marketing services department of the Union-Tribune Publishing Co.

## Average reader

CASH has established demographic

and behavioral characteristics of the Union-Tribune reader in San Diego County as follows:

Age (median)	39.1 years
Education (median)	13.7 years
Family size (median)	2.3 persons
Children under 18 (median)	two
Family income (median)	\$28,993
Married	56%
Own residence	58%
Auto ownership:	
None	11%
One	51%
Two or more	38%
Took an airline trip	49%
Weekly grocery expenditure (median)	\$62
Clipped grocery coupons	40%
Registered voter	81%
Have pets	50%
Shopped at a regional shopping center in last 30 days	82%

To further define the San Diego market for its customers and prospects, the

continued on p. 24

## INTRODUCING ADAPTIVE PERCEPTUAL MAPPING

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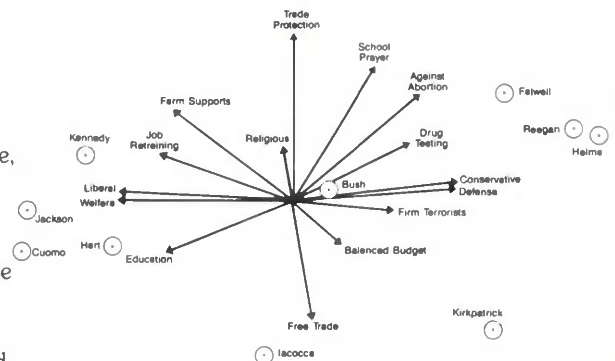
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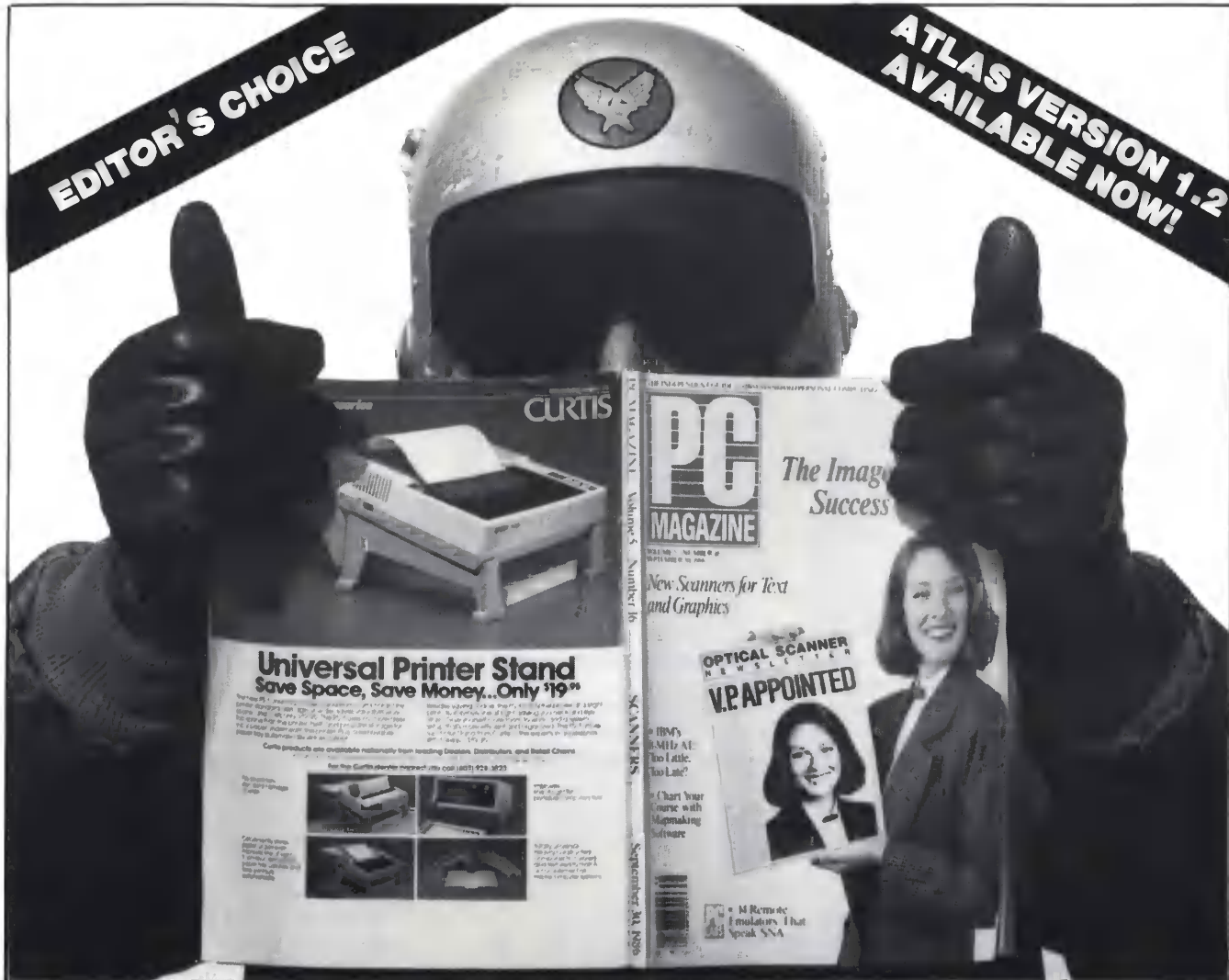


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**Electronic typewriter study**

Electronic typewriters have made dramatic progress in terms of both product development and market penetration since they were first introduced in 1978. Price declines have played a major part in the increasing appeal of electronic typewriters, but even more important has been the availability of new product features. The challenge for manufacturers, however, is that future market growth will be unlikely as saturation is rapidly being approached. Competition with other types of text production equipment as well as within the product category will be intense in coming years. Venture Development Corp. offers a report on the full-size office electronic typewriter market to help manufacturers chart a successful course through the turbulent times ahead. The study covers full-size office electronic typewriters which weigh 25-70 lb., have 15-in. carriage or greater, a maximum paper capac-



ity of 15-21 in. and a print speed of more than 15 characters per second. Contact Marc Regberg, Venture Development Corp., One Apple Hill, P.O. Box 9000, Natick MA 01760-9904. (617) 653-9000.

**Health care service**

Dr. Murray Simon of D-R-S Healthcare Consultants, in partnership with Louis J. Pappalardo, announces the inauguration of

Healthcare Probe, a unique service to provide marketing research with the health care practitioner and consumer on a regional or national basis. The company has developed and trained a nationwide field survey team of medical and dental students to conduct telephone surveys with physicians, dentists and other health related professionals. This new survey team provides a significant expansion of the company's existing consumer capabilities. Contact (203) 746-5270.

**Computer encoder**

AccuCode II, a second generation automated ICD-9-CM encoder for mainframe computers, is now available from the Commission on Professional and Hospital Activities (CPHA) through a network of distributors. The use of AccuCode II can reduce coding errors, optimize effi-

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### Direct marketing software

SPSS Inc. announces Direct Test, a micro-based, decision-support software program for direct marketers. Direct Test provides users with the ability to evaluate direct marketing test activities. This helps ensure maximum response rates at the highest profitability when the promotion is rolled out. SPSS Inc., an

investor in the product's development, holds exclusive marketing rights to Direct Test. Previously, the product was marketed and sold by FCB/Direct Marketing Systems. Direct Test runs on IBM PC/XT, PC/AT and compatible computers with hard disk and a minimum of 512K internal memory. Contact SPSS Inc., 444 N. Michigan Ave., Chicago 60611. (312) 329-3500.

### Consumer publication

Keep up-to-date on consumer and public opinion trend information on topics that business and government are currently facing with Cambridge Reports Trends & Forecasts. Provided by Trends & Forecasts, this publication is designed to be not just a newsletter but also a customized information service which provides access to the company's Cambridge Reports consumer and public opinion trend database. The information each month is exclusively-generated for readers and taken from the company's series of quarterly national research studies

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### Forecasting system

Wisard Software Co. announces Wisard Forecaster, a low-cost, accurate and easy-to-use time series forecasting package primarily for Lotus users. Using artificial intelligence and expert system logic, the Wisard forecaster uses four statistical forecasting techniques and then combines the results to create a final forecast. The system is designed to extract data directly from a 1-2-3 or Symphony spreadsheet without any special file translations. It can place the resulting forecasts and related data directly into

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# — PRODUCT AND SERVICE UPDATE —

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the same spreadsheet, or create a new spreadsheet containing the in-

formation. The printing routines and graphics capabilities of Lotus can then be used to further examine the information. Contact Wisard Software Co., P.O. Box 19730, Green Bay, WI 54307-9730. (414) 436-2341.

### Business database

National Decision Systems announces Business-Facts, the marketing information division of NDS



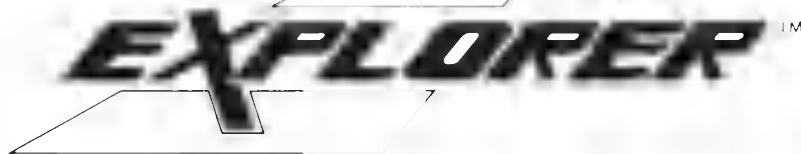
dedicated to providing more useful business information for better marketing solutions. Using a comprehensive and highly-refined database of over eight million businesses and combining it with proprietary software systems and geographical enhancements, NDS has developed leading-edge business marketing information products and services. These applications-oriented services provide "actionable" marketing information which enables knowledgeable decision making. Contact the NDS Business-Facts Department, (619) 942-7000. NDS, 539 Encinitas Blvd., Encinitas CA 92024.

### Customized research division

FIND/SVP announces the creation of the Strategic Research Division to serve business's expanding need for custom market research, competitive intelligence, surveys and other in-depth research. Designed to go beyond the scope of FIND/SVP's Quick Information Service, the new division will perform a wide variety of customized studies and assignments using a combination of primary and secondary research

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techniques. The division has already begun operating with a staff of more than a dozen research professionals and analysts led by a new managing director. FIND/SVP's Strategic Research Division can help companies define market opportunities, plan for expansion, develop new products, assess the competitive environment, improve distribution channels, analyze the dynamics of a particular industry and study market segmentation. Contact FIND/SVP, 500 Fifth Ave., New York City 10110. (212) 354-2424.



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*PLACE: A SMALL TOWN IN NEW JERSEY*

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*Union-Tribune* papers divide it up into 16 distinct zones. Here some significant demographic and behavioral characteristics show up. Examples:

Median age in zone five, which includes the Old Town, Hillcrest and North Park areas of San Diego and a big majority of unmarried people, is 35.2 years. This compares with a median age of 44.6 years in zone 16 which includes Valley Center, San Marcos and Escondido, suburbs that have a home ownership of 63% and a relatively high percentage of retired people.

A sizeable spread in median family income occurs also, with a high of \$42,800 in zone 13 (Rancho Bernardo, Poway, Ramona) and a low of \$22,900 in zone five.

Home ownership ranged from a high of 76% (zone 13) to a low of 36% (zone 5). On the other hand, there was comparatively little difference in the level of education with all but one zone showing less than a median of 12 years. Family size also showed little



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"The CASH Research program continues to be an invaluable source of advertising and marketing information for the *Union-Tribune's* clients and staff," according to Ron Holeyway, market research analyst for the *Union-Tribune*. "Now in its fourteenth year, the study monitors market trends on a variety of subjects. While at the same time, it allows us, as the need arises, the flexibility to collect primary data on areas not covered in the main study."

variation among the zones. The weekly grocery bill did not vary much, with the exception again of zone five which had the lowest weekly expenditure of \$46 as compared with the county median of \$62. MRR

## VCR ownership reaches 65%

When asked which electronics equipment they have in their homes, a survey of 300 adults nationwide reveals: 65% own a video cassette recorder; 16% own a large screen T.V. and 14% own a compact disk player.

Conducted by Elrick & Lavidge, Inc., and published in *Marketing Today*, the survey also reveals that more Los Angeles residents own electronics equipment than people living in other cities.

## Founding partner leaves research firm

IMI Research Corp. recently announced a change in ownership. Harold Cook, one of three principals in the firm, has sold the majority of his interest in the company to the two remaining partners.

In a related transaction, Cook has purchased the qualitative research facility and foodservice consulting business of IMI Research. The new business, operated by Cook, will be known as Cook Research and Consulting and will provide qualitative research facilities and foodservice consulting to business and industry.

Scott Middleton, a principal in IMI Research, said that "The purchase of Harold's interest in the firm, coupled with the sale of our qualitative facility and foodservice business to him will enable both parties to pursue their primary areas of interest."

## Unpleasant experiences cited as reason to avoid businesses

More than a third of the 400 Michigan residents no longer wanted to patronize businesses where they had had unpleasant experiences, a telephone survey by Harrington Market Research Services reveals.

Retail stores were mentioned most often (37%) as sources of customer anger. Other categories were restaurants and hotels (13%), banks and other financial institutions (10%), auto dealers (9%) and auto services (8%).

## Key words enhance impact of ad headlines

A computer analysis of 3,206 ads from the McGraw-Hill Readership Data Base indicates that special words in headlines increase the effectiveness of communication to readers/prospects. Use of the key words in headlines helps marketers establish four of the five steps to a sale: "establish contact," "creating awareness," "arouse interest" and "build preference."

Statistically, the use of key words in headlines does not have significant effect on "keeping customers sold," the fifth step.

"Establish contact" answers the question "When you first looked through this issue, did you see this ad?" "Creating awareness" measures an ad's ability to alert readers to something not previously known. "Arouse interest" measures an ads ability to cause the reader to take some action. "Build preference" refers to the ad's ability to reinforce positive feelings the reader had for the brand or help the reader choose this brand over another.

Out of the 3,206 ads, 968 include special words in their headlines while 2,238 do not. The four advertising objectives are calculated for ads with key words in headlines.

Findings show that key words can add impact to a headline:

- The "establish contact" score for headlines containing words such as "easy" averages 14% higher than those headlines without key words.

- Utilizing special words such as "compare," "introduce," "now" and "price" average higher "create awareness" scores than those head-

Nearly two-thirds of the unhappy respondents were between the ages of 25 and 44. Well-educated people in higher income brackets, \$45,000 and over, were displeased more often. People in professional, sales and clerical occupations were more unhappy than were retirees and others.

Respondents were permitted to identify more than one problem area where applicable. Service was the common complaint of 68% of the discontented. Other cited causes of bad experiences were personnel (39%), complaint handling (27%) and the product or service itself (23%). Cost and invoicing concerns were noted by only 13%. MRR

lines without these special words by margins of 27%, 17%, 12% and 6%.

- Headlines with special words such as "compare," "save," and "new" average significantly higher "arouse interest" scores than headlines without those words. Average index scores range from 108 (new) to 123 (compare).

- Use of special words such as "compare," "introduce," "new" and "easy" shows a noticeably higher "build preference" score than headlines without. Scores range from 106 (new) to 123 (compare).

The data on which this report is based were compiled from the data base established by McGraw-Hill Research in conjunction with the School of Management, University of Massachusetts. The database incorporates thousands of advertisements appearing in 26 business publications that were studied by McGraw-Hill's AD SELL Readership program. This program interviews 100 readers of a publication and report the percentage of readers who claim the ad affected them on one or more of the five steps to a sale.

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## Heavy drinking varies widely by age, sex

Approximately seven in 100 Americans drink two or more alcoholic drinks per day and heavy and potentially harmful drinking is much more likely among men and young people, a federal survey shows.

These were two of the findings of a telephone survey on drinking habits

conducted by the national Centers for Disease Control (CDC). The participants from Washington, D.C., and 21 other states were asked in 1985 whether they averaged two or more drinks a day.

Only 7% of the 25,221 surveyed drank that much, leading the CDC to conclude that a level of two drinks a day is "higher than that experienced by the large majority of adults."

When broken down by state, sex or

age, survey findings varied significantly.

More than 10% of the men surveyed had two drinks a day, compared to less than 3% of the women. In most states, heavy drinking declined noticeably with age.

CDC researchers believed that most of the people averaging 60 drinks a month, or two a day, are drinking every day, says David Williamson, a specialist with CDC's nutrition division. "It's not clear which is more harmful, 60 drinks in a month or three days... (or) consuming every day," he says. Heavy, heavy bingeing can be very harmful also."

Although it is not absolutely certain, people who average that kind of drinking are far more likely to suffer alcohol-related problems, Williamson says.

The main purpose of the surveillance, says Williamson, is to provide state and local health authorities with a look at heavy drinking in their areas. More than 30 states are participating in the continuing program.

## Medical costs are big consumer worry, survey shows

Approximately 82% of consumers are very concerned about medical costs despite the decreasing concern about price, quality and advertising for other goods and services, a recent poll reveals.

This concern is up from 69% in 1977, says Barry E. Goodstadt of Opinion Research Corp.

Goodstadt says the worry is "not surprising, given the considerable increase in real terms in medical costs." The poll results were presented at the annual consumer assembly of the Consumer Federal of America.

Signs of this concern has spread to Congress as well where legislation is being considered to provide assistance to those facing long-term medical expenses.

Other poll findings were on a positive note. Over the past 10 years, those who worried a great deal about poor product quality declined from 48% to

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87	88	89																		

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# Kudos for correspondence analysis

By Gary M. Mullet

If this were the type of publication I steal looks at while waiting in the check-out lane of my neighborhood supermarket, you'd possibly see correspondence analysis described as the "up and coming star" of marketing research data analysis or a technique that researchers "cannot live without" or even "Researcher confesses to loving new analytic technique."

Since we are not going to purvey purple prose, we'll take a somewhat more professional approach in the following paragraphs. First, we'll present a brief history of the technique, then take a look at why correspondence analysis is so valuable to today's marketing researchers and finally, as propriety permits, list some actual studies in which correspondence analysis was actually used. Also, to save the typesetter's sanity, we'll use the abbreviation CA in what follows.

## Type of data

As you are well aware, in marketing research much of the data collected are of the "yes-no" variety (Aware of brand? Ever used brand? Employed outside the home?). Another variety of

the same type of data is the "one from many," such as brand used most recently, product used most frequently and so on. Both of these types of questions yield nominal scale data.

Further, we tend to collect lots of rank order data, especially in concept/product testing work and (ordered) categorical data - income, age, expenditure and the like. These latter types are referred to as ordinal scaled data. Complicating the analyst's job is the fact that for whatever reasons, we generally have a handful or more of respondents who give us "don't know" or "no answer" or "none of the above" or whatever in response to our carefully worded inquiry.

## CA history

While CA seems to have been known since the 1930s, current awareness, interest and usage got a big boost in the 1960s when J.P. Benzecri and his colleagues started developing and refining the mathematical and computer algorithms which now allow researchers to do more than merely cross-tabulate the above data types. Working with the Benzecri results we

can now use nominal and ordinal data as inputs to generate perceptual maps and/or respondent clusters or segments.

The researcher now has a tool to reduce the large data sets typically generated in a marketing research study without having to make simplifying and potentially dangerous assumptions about treating the scale of the data as metric. Within the past four or five years in particular, various theoretical and applied works have appeared in print about CA. (Some will be found referenced as "dual-scaling," a sometime U.S. appellation for CA). These, in turn, have generated the current groundswell of interest among today's marketing researchers, although some U.S. research companies have been doing CA since the mid-to-late 1970s.

## Easy interpretation

In addition to allowing researchers to better analyze nominal and ordinal scaled data, the output of CA seems easy to interpret to most who have tried it. The perceptual maps which

continued on p. 30

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# Correspondence Analysis

are generated have no vectors; each item and each scale is represented as a single point.

If you've written or read a report which included a discussion of a typical point-vector map, say where several brands were rated on several attributes, you recognize the clutter which occurs when either of the two lists gets fairly large. Not only is this clutter reduced in CA, you don't have nearly the difficulty in interpreting the relative positioning of the brands and attributes (although you do need to avoid going overboard in this part of the analysis, since it appears to be almost too easy).

Respondents, too, feel that it's easier to tell an interviewer whether or not a product is, say, sweet, as opposed to rating the sweetness on a 10-point, or whatever, scale. Since re-

spondents are merely answering yes or no to the attribute or adjective list for each brand (all that describe the brand), you may find some references to CA listed as "pick any" analysis.

The reading and interpreting of the clusters or segments, if you also do that type of analysis with CA, seems easier as well. Since all of the data are reduced to "yes-no" (i.e., each respondent is either in the "less than \$15,000 per year" or not, each is in the "\$15,000 but less than \$30,000" or not, and so on), the clusters show up with a narrative description of how many and what percent of the respondents are within each of the answer categories for each.

There are also attendant chi-square statistics and significance levels for each answer category shown, which compare those within a given cluster

with those in the total sample. Further, any true metric data can be carried along and used, too. Such data are not used to form the clusters, but the means of these are compared with corresponding means in the total sample, cluster-by-cluster. Again, significance levels are supplied.

### Other refinements

Depending on whether you are doing a mapping project or working on a cluster analysis, there are some other nice refinements in CA computer output. You can, for example, look at eigenvalues and variance explained (as with factor analysis). For a map, you are given the coordinates in up to six dimensions and variance allocated by axis and for each "variable." You can use supplementary variables to overlay other information on maps (such as

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Gary M. Mullet is director of statistical services with Sophisticated Data Research in Atlanta. He holds a Ph.D. from the University of Michigan and has taught there and at Georgia Tech, the University of Cincinnati and Berry College. Previous non-academic experience includes Burke Marketing Research. He has published several papers in both the statistics and marketing research literature and is a frequent speaker at meetings of professional societies. An applied statistician, Mullet seeks to de-mystify statistical techniques through research seminars, writing and lecturing, as well as in his client consultation.

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age category). If desired, you can get projections of all points on each axis; these help interpret the dimensions of a given map.

Respondent numbers consisting of any four alpha-numeric characters can be printed as cluster group member identifiers; obviously, this is a tremendous help for further data tabulation and analysis. Axes can be tested for statistical significance in explaining variance for a given data set. The current research and interest in CA have given researchers these and many other analytical enhancements and opportunities.

Some of many product categories to which some of your peers have applied one or the other major features of CA include:

- Consumer durables
- News media
- Financial services
- Health services
- OTC health products
- Retail outlets
- Names of a new product/line extension
- Food products
- Clothing
- Travel/tourism

Since this is a non-technical introduction to a fairly technical subject, we won't show you the inevitable "squiggles" that appear in some of the more technical journals. However, if you are so inclined, drop a note to the managing editor of this publication or me and a bibliography will be sent to you. Most of the sources have enough complexity to satisfy anyone, in addition to showing some very nice detailed examples with actual computer output. I'll be happy to send you a sample of either or both types, too, at your request.

### Not a panacea

As with any relatively new and fascinating technique, we should avoid the temptation of fitting a given study into CA where it's unwarranted. CA is not a panacea; used wisely, however, we can now do a much better job of analyzing and interpreting particular types of data from marketing research studies than we could a few years ago. Hence, our decisions are better and that's really what this business is all about. MRR

## Trade News

continued from p. 26

28%, Goodstadt says. Those greatly concerned about high prices dropped from 77% to 60%. Also, those worried about companies failing to live up to advertising claims fell 44% to 32%.

The more optimistic consumer outlook is the result of several factors such as increased marketing emphasis on quality and safety of products, the introduction of toll-free 800 phone services to handle complaints and a reduction in inflation, easing consumers' money worries, Goodstadt says. An increasing emphasis on truth in advertising also has helped.

Furthermore, "we may be seeing the Reagan effect," he says. That effect is characterized by the general feeling of well-being that has been expressed by many consumers during the Reagan administration. This feeling of confidence has made many people less critical of goods and services.

The poll was based on a series of telephone interviews in January, 1986, with 1,014 Americans, a sample which Goodstadt says makes the poll results accurate within a margin of plus or minus 3%. The trends were developed by comparing results with a similar poll taken by Louis Harris in 1977.

### Popularity increases for three-day vacations

Most people are vacationing for shorter periods of time, according to a survey commissioned by Marriott Hotels and Resorts.

Almost three-fourths of all pleasure trips last three days or less, while only one in four was a longer trip, reports the research firm Audits & Surveys, Inc.

The survey, involving 1,513 people in November and December, 1986, found that during the preceding year, 66% of Americans took a pleasure trip in which they spent at least one night away from home.

The extended vacation will not disappear but gradually it will be replaced by shorter, more frequent get-aways, says Jeffrey Hallet, president of the consulting firm, Trend Response & Analysis Co.

The increasing number of two-

earner families is one reason for this change.

Hallet mentions that the most common reason cited for a weekend trip is "getting away from it all" and another is to get away from the mental stress of work.

Four in 10 people say sightseeing was their favorite activity on weekend vacations. Other popular activities included swimming, hiking and shopping in the summer and snow skiing and shopping in the winter.

Nationally, Americans expected to

continued on p. 33

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# — NAMES OF NOTE —

Consumer Pulse announces the appointment of **Linda Waterman** to director of Consumer Pulse of Los Angeles, the Galleria of South Bay, Redondo Beach, Calif.

Joining Stage One Marketing Research, Brookline, MA, is **Peggy Wagner** as senior research analyst and **Dana Ferraro** as project manager. Wagner was previously working in production at Houghton Mifflin Co. and Ferraro was formerly project manager at MARC.

**Diane E. Field, Ph.D.**, has joined Consumer Sciences Inc. Youth Research Div., Brookfield, CT, as research director. She was formerly di-

rector of research at Children's Television Workshop, Square I in New York City.

**Jim McLoughlin** has joined SAMI as vice president, general manager, SAMSCAN. McLoughlin comes to SAMI with 21 years experience at General Foods with various market research and marketing support responsibilities. Most recently, he served as internal consultant at General Foods on scanner-based business tracking services.

**Consumer Pulse of Denver** has moved its field offices to a second location in Lakeside Mall, 5801 West 44th Ave., Denver, Colo., 80212, (303) 480-0128. Contact Laura Wasil, director.

**Consumer Pulse of Cleveland** has moved its field offices to 4301 Ridge Rd., Cleveland, Ohio, 44144, (216) 351-4644. Contact Veronica Hoffman McCready, vice president.

On June 1, 1987, **The Data Group**, an information resources company, will be moving to new corporate headquarters. The new address will be Meetinghouse Business Ctr., 2260 Butler Pike, Plymouth Meeting, PA, 19462, (800) 523-0885. The new facilities will include a fully equipped focus group facility and 100 CRT telephone interviewing positions for nationwide calling.

NOVA Research has appointed **Aaron H. Grossman** as vice president and **Andrea Chavkin** as associate director, qualitative research, to its New York City office. Prior to joining NOVA, Grossman served as managing director of Child Research Services, a division of McCollum/Spielman Research in New York City. Chavkin was

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formerly with SSC&B, New York City.

**Correction:** Steven Sato's title at Guideline Research/West, Los Angeles, was incorrectly listed in the March issue. He has joined the firm as president and was formerly vice president at Lieberman Research West, Los Angeles.

## Trade News

continued from p. 31

spend \$313 for a weekend trip, not including transportation costs.

Southerners were willing to pay the most at \$332, while residents of the North Central states estimated they would spend only \$287.

In between, residents of the West were willing to spend \$312 and those in the Northeast \$310.

Overall findings of the study:

- During the past year 66% of Americans travelled overnight at least once. Of those, 73% of the trips were three days or less.

- Major reasons for the short trips were to get away from it all, 23%; relax, 16%; have fun, 14%, and visit family, 13%.

- Most popular summer activities were sightseeing, 40%; swimming, 36%; shopping, 18%; camping and hiking, 17%, and dining, 15%.

- In winter the top activities were sightseeing, 37%; snow skiing, 26%; shopping, 19%; dining, swimming, camping and hiking, 14%.

- The problem most often encountered was disappointing food, 59%. Other problems were: accommodations too expensive, 46%; disappointing accommodations, 46%; unfriendly or poor service, 45%, and overcrowding or running out of money, 42% each.

# — BUSINESS DIRECTORY —

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## Focus group addition

The following listing was omitted from the focus group directory that was included in the December/January issue:

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By Beth E. Hoffman  
managing editor



## Polling misuses hurt research efforts

**T**he scene has become all too familiar. You get a call or letter from a data processing company that claims they're doing a survey. They ask you for your name, address, telephone number, occupation and family income. In exchange for this information, they say you may receive free samples and discounts from consumer products companies.

What you're not told is that your personal information is gathered onto data tapes and sold to marketers who want to promote their products.

Not only is this activity disturbing naive survey participants but upsetting survey researchers as well. Professional pollsters claim these would-be "legitimite" polls are hurting their profession and misrepresenting its image. It is also causing survey respondents to be more reluctant to participate in polling, thus increasing pollsters chances of getting skewed samples and bad results.

"It's a way for them (pseudo pollsters) to get their foot in the door, to avoid people from hanging up," says Stanley Presser, chairman of the standards committee of the American Association for Public Opinion Research.

"It's a major problem because people become less cooperative with the real polls," claims Andrew Kohut, president of the Gallup Organization. "You have to be able to overcome peoples' resistance."

### Vital social purpose

According to professional pollsters, getting people to cooperate is important because proper surveys serve a vital social purpose by evaluating public concerns on issues and measuring consumer trends. Good surveys are those which are completely confidential, include a scientifically drawn sample of a particular population, unbiased questions and statistically analyzed results.

Kohut says the way the researcher begins the questionnaire can help reassure the respondent that it's a legitimate poll. From there it must be reinforced with questions that are research oriented and not sales suggestions.

### Survey abusers

Numerous types of groups have been accused of misusing polls. These include financial services groups that target their efforts at the affluent; telephone solicitors peddling goods who use surveys to wind their way into a sales pitch and political organizations and charities which mail out "opinion polls" which, in disguise, are requests for donations.

One such disguised opinion poll came out of Citizens for a Sound Economic Foundation, a research and education branch of a group that lobbies on economic issues.

According to a Wall Street Journal report, the foundation asked in a recent survey: "President Reagan feels too many of your dollars are wasted on subsidizing special interest 'programs' - programs which could be

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*"The phone-in polls can't say anything about the larger population because it's not a meaningful population. It's open to fraud." Stanley Presser*

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provided by private sector businesses more effectively. Do you agree?"

The question was obviously a setup. Who thinks that too few of their dollars are "wasted on subsidizing special interests"? The group then seeks a donation.

In addition to these polling abuses is the relatively new area-code 900 phone-in polls. After a televised event, e.g., the presidential debates, viewers are asked to phone in with their opinion about a particular issue in question. Results from the poll are

compiled after viewers have called in.

The problem with this polling method is that it doesn't necessarily reflect general opinion and is not a scientifically drawn sample. Only those who happen to be watching can participate and probably only those who feel strongly enough to pay the 50¢ fee to voice an opinion actually do. This method also opens up the possibility for people to vote more than once.

"The phone-in polls can't say anything about the larger population because it's not a meaningful population," says Presser. "It's open to fraud."

Still another polling method subject to abuse is the growing use of automatic telephone-dialing machines and computers to conduct recorded interviews. Their abuse is of particular concern to survey researchers who shudder in the face of increased government regulation of this form of polling. Most have lobbied against legislation to regulate unsolicited commercial telephone calls.

### Counterproductive

Both Presser and Kohut believe that companies or organizations which engage in polling for sales or contribution purposes may be going against the efforts of other departments in the company, e.g., marketing research, which use surveys as part of the research function.

"Companies which engage in this type of misleading activity should realize this is an effort which is not at all productive," warns Kohut. "They should think about what they're doing to their organization when they intrude on other peoples' lives. In the long run, they're just making it more difficult for themselves and for those of us in research." **MRR**

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