

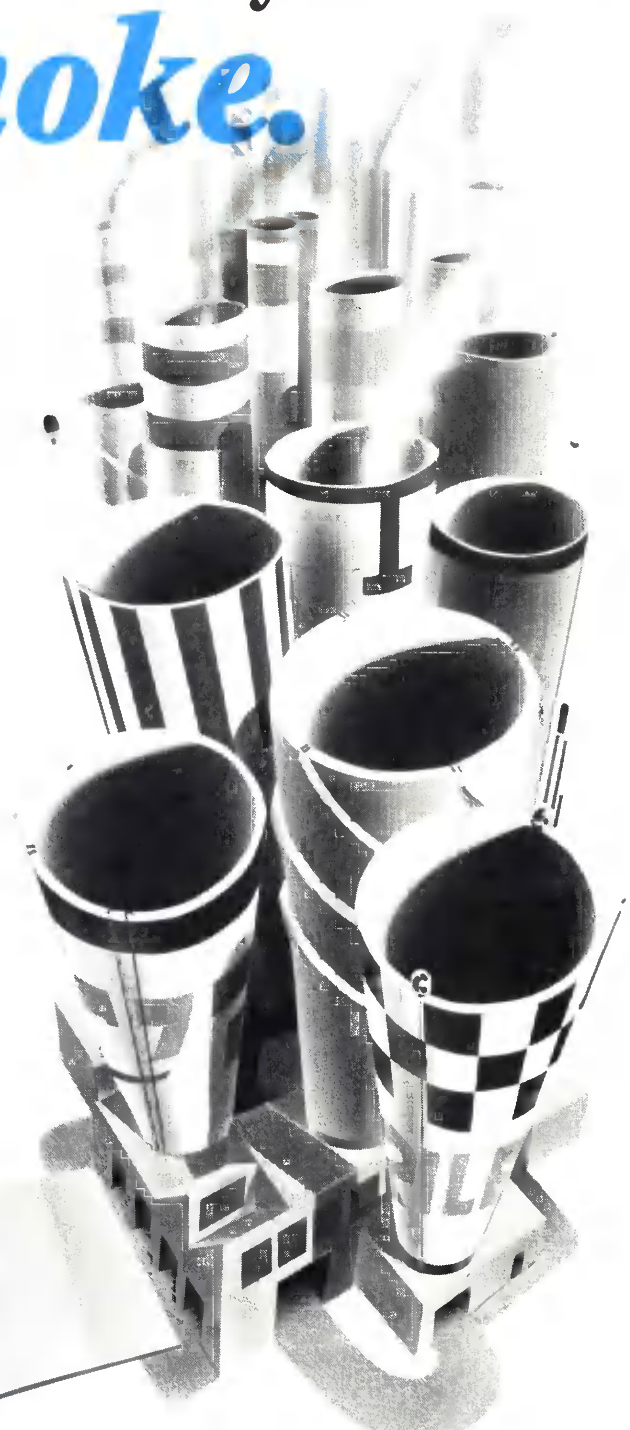
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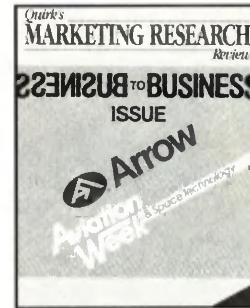
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Cover

This is the second annual business-to-business research special emphasis issue. It includes a new business-to-business research services listing, beginning on p. 40.

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Company's recognition up 64% following advertising campaign

What happens to a company's recognition when that company launches an extensive advertising campaign?

For a telecommunications company which ran an advertising schedule in *Aviation Week & Space Technology*, the awareness among the magazine's subscribers increased 64%.

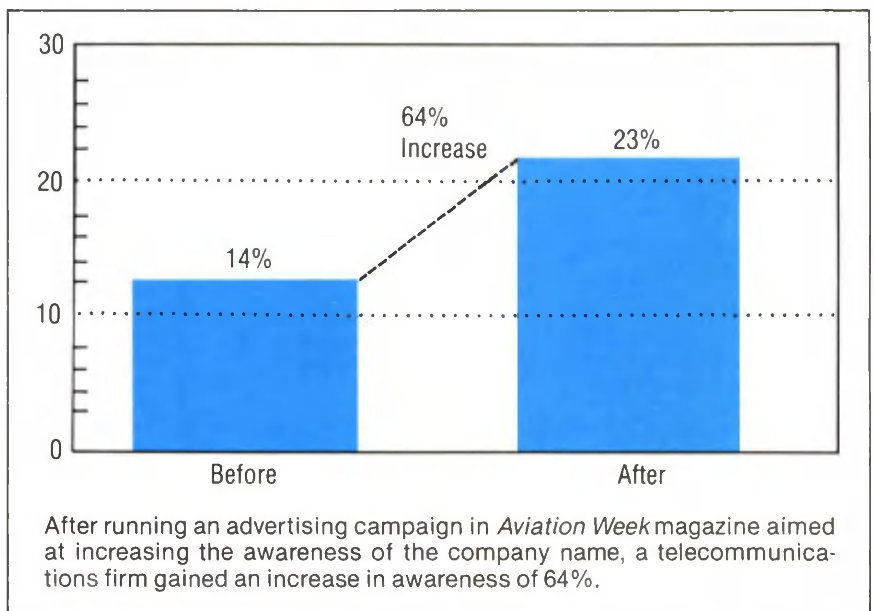
This was the major finding of a recent study in which familiarity with the company's name was measured both before any advertising appeared in *Aviation Week* and six months after the campaign began. *Aviation Week*, which is edited for professionals in aviation, air transportation, aerospace, and advanced and related technologies, is published by McGraw-Hill Inc., New York, one of the country's largest publishers of business magazines.

The market's perceptions

The major purpose of the advertising campaign was aimed at increasing the awareness of the satellite telecommunications company's name, a company whose target market reads *Aviation Week*, says Bertha A. Chase, director of research and communications for the weekly magazine.

"It was a new company and it wanted to get some feedback from people in its industry and find out how it was recognized and perceived by the readers with its advertising."

According to Chase, it was the company's initial reluctance to advertise in the magazine which prompted Chase's research department to conduct the study. With McGraw-Hill research covering the costs of doing the project, the telecommunications company assumed the cost of producing a single-page, four-color ad. The ad appeared



in the following 10 issues of the magazine: Oct. 27, 1986; Nov. 10, 1986; Nov. 24, 1986; Dec. 8, 1986; Jan. 5, 1987; Jan. 12, 1987; Feb. 2, 1987; Feb. 16, 1987; Mar. 9, 1987; and Mar. 23, 1987.

During the six-month period, the same advertisement also ran at a lower



frequency in publications other than *Aviation Week*. Five pages were placed in "publication A" and three pages in "publication B."

Methodology

Two direct-mail surveys, one before the advertising schedule ran and the other after it ran, were conducted. The purpose of the benchmark (before) survey was to determine subscribers'

familiarity with the company prior to the advertising campaign in *Aviation Week*. The second survey was conducted to measure changes in awareness of the magazine's subscribers toward the company.

Each survey was conducted among a random sample of 750 *Aviation Week* subscribers in private industry, the government and the military. A total of 257 returns (a 38% response rate) were received from the first survey and 330 returns (a 44% response rate) were received from the second survey.

While most direct-mail surveys include an incentive to help boost response rates, the *Aviation Week* study did not because government and military employees are not allowed to accept incentives. Nevertheless, the study obtained a high rate of returns and Chase attributes this to the magazine's name on the letterhead and the

continued on p. 8

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respondent's knowledge that the survey was legitimate.

The close-ended questionnaire, the same for both surveys, asked respondents two things: "How familiar are you with a division of (company)?" and "Based on your personal knowledge or impressions, please indicate how strongly you agree or disagree with each statement about (company)."

With the latter question, the respon-

Not only did awareness of the company name grow over a short period of time, there was also an increased association with the company itself.

dents were asked to rate on a scale from strongly agree to strongly disagree, seven characteristics about the company. These were its:

1. Research and development

2. Innovativeness
3. Technological advances
4. Problem-solving capabilities
5. Leadership in the industry
6. Affiliation with the government, and
7. Customer-relations.

Increased association

When compared to the benchmark survey, the results from the second survey proved that the concentrated ad campaign paid off. Not only did awareness of the company name grow over a short period of time, there was also an increased association with the company itself because the seven characteristics were emphasized in the ad.

For example, after the advertising ran, 59% more respondents agreed

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"It was a new company and it wanted to get some feedback from people in its industry and find out how it was recognized and perceived by the readers with its advertising."

Bertha A. Chase

with the statement that the telecommunications company "is technologically advanced." Other characteristics showed increases ranging from 31%-59%.

Chase notes that the study's findings helped the firm's financial management group recognize the value and effectiveness of an advertising campaign and showed the company where its strengths were and where it needed to improve. MRR

Waiting for retirement

A survey by Korn/Ferry International found that more than half, 54%, of senior executives said they want to retire before age 65. Twenty-six percent said they want to retire at 65; 40% say at age 70 and 16% want to work as long as possible.

No free rides

Just 23% of the companies surveyed by consultant Hay Group pay for spouses on business trips, down from 27% in 1982.

McGraw-Hill shows it's the place to get market information

By Beth E. Hoffman
managing editor

Ask Gordon Ross to describe the research he does for *Electrical Construction & Maintenance* magazine (*EC&M*) and *Electrical Wholesaling* magazine and get ready to be impressed. The director of research and data base marketing for the two McGraw-Hill, Inc., publications will describe it in terms of "media research" and "market research," yet that's saying a mouthful. Lots of different types of surveys fall under these two broad categories, surveys which are conducted regularly for one or both of the magazines.

It's this kind of exhaustive research effort by Ross's research department, a part of McGraw-Hill Information Systems, and McGraw-Hill, Inc.,

which has helped make the New York-based company one of the country's leading publishers of business magazines. Moreover, it's been one important way of letting advertisers know that McGraw-Hill is a place to get market information and market help.

"The research helps sell the value of advertising as well as examine markets or audiences," explains Ross. "It also aids in building a strong relationship between the marketers, who need to reach buyers through advertising, and their advertising agencies."

Media research

Ross describes media research as that information which is obtained for editorial and advertising purposes.

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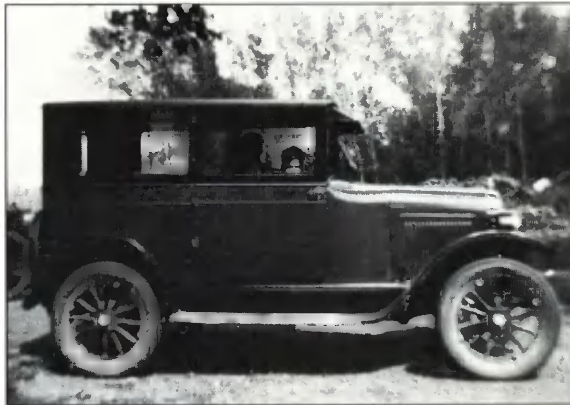
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Surveyed mechanics say... modern car quality



While many car owners would agree that the quality of today's domestic automobiles has improved, there are others who adamantly disagree.

According to a survey of auto mechanics, U.S. car quality is lower today than 10 years ago, and cars are more difficult to service than those of the mid-1970s.

The 1986 survey of mechanics' attitudes about the repairability of modern domestic cars was conducted by Boston-based HBM-Creamer Research for Arrow Automotive Industries, Inc. A major auto parts remanufacturer in Framingham, Mass., Arrow disassembles and reconditions original auto parts for resale to auto service shops nationwide. Arrow regularly conducts surveys among auto mechanics and consumers to help direct its marketing efforts and pinpoint its needs, explains Sherman J. Collins, the firm's director of advertising and public relations.

Mechanics' rating of the serviceability of foreign vehicles wasn't much better either, the survey showed. They say foreign car quality is only slightly improved since the mid-1970s.

"Car-makers are telling consumers that their cars are getting better," says

Harry A. Holzwasser, president of Arrow, "but the best judges - the mechanics - aren't buying that story."

Mechanics in the South Central states were found to be the most critical of the quality of today's cars, claiming it is much worse than it was 10 years ago. Those in the West and Northeast consider quality worse, while mechanics in the North Central states said the quality is slightly worse. Only mechanics in the Southeast said that quality is slightly better than 10 years ago.

Survey methodology

The Arrow survey involved 1,000 questionnaires which were mailed to a random group of automotive-service mechanics who were geographically dispersed across the country, says Hugh M. Ryan, senior vice president/group manager at Creamer, Dickson, Basford, a public relations firm in Providence, R.I. CDR, which recruited Arrow to do the survey, is the sister company of HBM-Creamer Research.

Mechanics from four different automotive repair centers were sent the questionnaire: independent garage owners; chain centers (e.g., Sears, Automax); gas stations, and import

specialty garage centers. Questionnaires were weighted against all new car dealers.

To increase the response rate, an uncirculated dollar bill was included with the six-page, open- and closed-ended survey. Out of the 1,000 surveys, 220 usable interviews were obtained.

On a scale from 0-10 (0 representing the lowest rating possible and 10 the highest), the mechanics were asked to rate a number of variables about modern domestic and foreign cars, such as serviceability, replacement parts, warranties, and car component quality.

The car component quality issue in the Arrow study has received some criticism because of conflicting findings found in similar surveys conducted by other market research firms. Thomas O'Grady, president of Integrated Automotive Resources, Wayne, Pa., is one such critic. O'Grady,

down



whose firm conducts studies for its clients in the auto maker industry, says that because the Arrow study focused on mechanics who deal with remanufactured parts, it introduces potential bias in the sample.

"Mechanics who use remanufactured parts are a select audience who are not associated with new car dealerships," explains O'Grady. "Therefore, the study's sample does not weigh the experience of mechanics at these dealerships."

He also adds that it's fine to ask mechanics about things such as cars' ease of serviceability, but questions regarding cars' quality should be asked of the consumer. Had the question, "How would you rate the quality of today's automobile?" been posed to consumers instead of mechanics, the answers would have probably reflected a more positive attitude.

"There's no question that in gen-

eral, consumers today believe the quality of today's automobile has improved," says O'Grady.

Yet Arrow's Holzwasser believes the question of quality can rightly be asked of mechanics. When it comes to cars, quality encompasses multiple variables.

"Quality is more than how a car looks, drives and handles," says Holzwasser. "Quality also includes serviceability."

What's wrong?

According to most mechanics (83%), today's cars are harder to repair because it's more difficult to determine what's wrong. Said one mechanic, "Worldwide, today's manufacturers don't seem to care about serviceability."

Electronic, fuel injection and electrical system problems were rated as the hardest thing to solve. Mechanics are most frustrated with repairing

electronic systems (mentioned by 36%) and checking or changing parts in the smaller engine compartments (cited by 16% of the respondents). One mechanic said, "Tracking down an electronic or electrical problem on today's cars is rough. All the systems were changed too quickly. I can't be completely sure or satisfied even when a problem is corrected. The diagnostic equipment is very expensive and becomes obsolete too quickly."

Another said, "Car manufacturers are changing their electronic components too rapidly. They're not staying with one long enough to make sure of its quality."

Routine maintenance checks were said to be major jobs now for mechanics. "Getting to items that require frequent servicing, such as oil filters and distributor caps, has become a job,"

continued on p. 12



said one mechanic. "Fuel filters, for example, are in difficult-to-reach places," said another mechanic.

According to other mechanics on the inaccessibility of parts: "The engine compartment is too cramped. There are too many accessories mounted unnecessarily on the engine." "In front wheel drive cars, the accessibility of engine components is terrible."

Lack of support

A lack of support from aftermarket manufacturers is making mechanics' job even more difficult, the survey showed. According to the mechanics, aftermarket suppliers are failing to provide mechanics with technical training, technical information or literature, and up-to-date information on

"Car makers are telling consumers that their cars are getting better but the best judges - the mechanics - aren't buying that story."
Harry Holzwasser

problems. Of these, mechanics want technical information and technical courses the most.

"Auto manufacturers have changed the systems in cars too fast," says Holzwasser, who agrees with the mechanics that aftermarket suppliers must do more for installers. "Add to that car manufacturers' desires to bring out a make and model for every American - or so it seems - it's no wonder mechanics can't keep up.

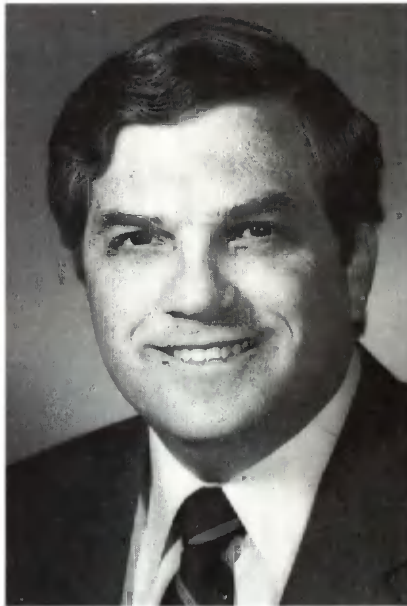
"All of us in the industry must start providing mechanics with the proper information and training they need to do the job right," he notes.

Holzwasser also urged the industry to encourage mechanics to participate in and obtain ASE certification, in addition to receiving supplier technical training. "The complexity of today's cars is demanding that mechanics become more knowledgeable. ASE courses and certification can provide the education they need."

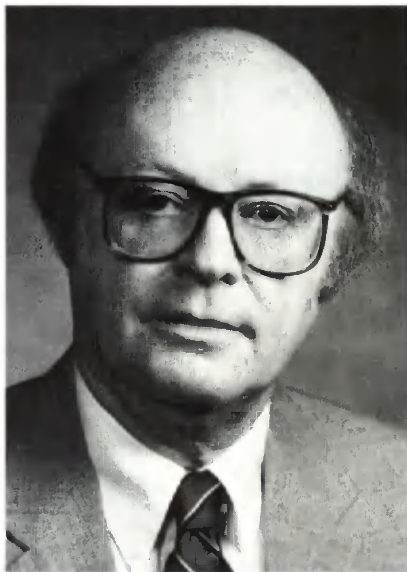
No improvements

Mechanics also cited specific areas of the car where no improvements have been made over the past decade.

Most mentioned the exterior body



Hugh M. Ryan



Sherman J. Collins

(16%), quality control (15%), and electrical/electronic systems (10%). They said some progress had been made in the engines (mentioned by 15% of the mechanics), and mileage/gas economy (14%), but not enough obviously to alter their judgment that quality was down.

Holzwasser says that Arrow has witnessed the decline in car component quality. "Car makers are using more and more aluminum and plastic in their parts. While these materials help reduce weight and improve fuel efficiency, they shorten part life."

He said the remanufacturing process improves the quality of the original

parts through the use of internal elements of more durable materials and re-engineering that corrects car-maker design problems.

Replacement parts are lasting the same length of time, if not longer, than those produced 10 years ago, the mechanics said. Master brake cylinders, disc brake calipers, power brake units, fuel pumps, wiper motors, and alternators are lasting longer. Air conditioning units, clutches, power steering units, smog pumps, starters, and water pumps are lasting the same length of time. Only carburetor replacement units were wearing out faster.

Most mechanics (89%) regard themselves knowledgeable about remanufactured parts, the survey revealed. Almost three-quarters (73%) replace worn parts with aftermarket remanufactured units, such as those produced by Arrow. Over half (52%) said there is a difference between remanufactured and rebuilt parts with remanufactured ones superior in quality and performance.

Remanufacturing is a mass production process involving the disassembly of tens of thousands of one kind of original car part. The salvageable components are cleaned, tested, reconditioned and repaired as necessary. Those components that make it through this process are then reassembled on an assembly line basis from a

"Quality is more than how a car looks, drives and handles. Quality also includes serviceability."
Harry Holzwasser

random selection of these components. All steps in the process are performed according to strict quality control procedures.

In the rebuilding process, on the other hand, only a single car part is taken apart. Just the broken or worn internal component is replaced. The unit is then put back together.

Warranty ignorance

Another significant finding of the survey showed that car owners are ignorant about their warranties, accord-

ing to nearly three-quarters (72%) of the mechanics. That's because warranties aren't properly explained by dealers and motorists don't read them.

Warranties aren't being explained, says Holzwasser, because car makers and dealers "want consumers to return to the dealership for every service and repair job. But car owners could save themselves a lot of time and money if they went elsewhere.

"For example," he says, "routine maintenance and the replacement of non-warranted parts may be faster and less expensive at an independent

According to most mechanics, today's cars are harder to repair because it's more difficult to determine what's wrong.

repair facility, chain-owned service center, service station or repair specialist."

Holzwasser's views are supported by a number of the mechanics polled. One mechanic at a dealership said, "Warranties are opportunities for dealers to sell non-warranted items to car owners, especially when high-mileage cars are in for warranty work."

Another mechanic at a dealership said, "Many car owners feel they can't go anywhere else because of the warranty, even if it's routine maintenance that's needed."

A third mechanic at an independent repair facility said, "Many of our customers come to us for routine service work because they don't want to wait two weeks for an appointment with a dealer."

Furthermore, additional warranty coverage isn't worth buying, the mechanics said. Almost half (44%) of the respondents said that car owners don't get their money's worth when they buy more warranty coverage. The most mentioned reasons were:

- Limited part coverage. "Lots of parts are not covered and the customer is misled when buying the warranty," one mechanic said.

- Car parts covered under the warranty will outlast the warranty period. According to a mechanic, "The items being covered don't and won't normally create difficulty the first 50,000 miles."

- Most total repair costs over the term of the warranty will not exceed

the purchase price of the warranty. As one mechanic warned, "Car owners have to be very cautious when purchasing a warranty. For example, a car owner may buy a four-year/48,000 mile warranty in addition to the new-car warranty of three years/36,000 miles. In reality, the car owner is only buying additional coverage of one-year/12,000 miles."

Arrow Automotive Industries, Inc., headquartered in Framingham, Mass., operates remanufacturing and distribution facilities in Spartanburg, S.C., Morrilton, Ark., Santa Maria, Cal., Norwalk, Cal., and Melbourne, Fla.

Employee training

Middle managers receive the most instruction annually (44 hours) among surveyed companies with 50 or more employees that provide some training for their people, according to *Training* magazine. The average number of hours for other employees are: Professionals, 42; executives, 42; salespeople, 40; first-line supervisors, 40; senior managers, 39; production workers, 35; customer service people, 33; administrative employees, 22; office/ clerical, 18.

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Poll shows youth hopeful

Despite a widespread view among adults of an impending social and personal crisis among the nation's youth, a major survey conducted with children and teenagers reveals that they are overwhelmingly happy and satisfied with their lives and prospects for the future.

The American Chicle Youth Poll, a landmark study conducted by the Roper Organization for the American Chicle Group of Warner-Lambert Co., Morris Plains, N.J., is currently considered to be the most comprehensive and systematic study ever to ask children and teens about their hopes and worries, their families and schools and what they think about a broad range of subjects. The results are in sharp contrast to numerous surveys of adults, who, when asked about young people's issues, see the youth as more vulnerable and besieged than ever before.

"The American Chicle Youth Poll shows that the nation's youth are, by and large, happy and well-adjusted. While they are clearly aware of the problems of the world around them, and poverty and divorce bring unhappiness to some, it would be a mistake to conclude that there is a malaise among the young," says Burns W. Roper, chairman of the Roper Organization, New York City. "The perspectives of young people - which are sometimes different from the views of adult Americans - provide solid ground for hope and optimism for the future."

Bringing us close

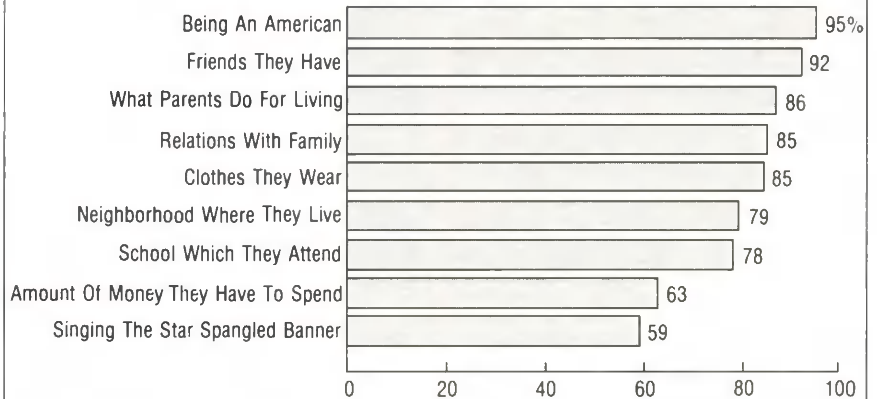
While Warner-Lambert typically conducts market research studies for its products which many young people

Copies of the American Chicle Youth Poll are available free of charge to interested persons. Contact Larry Du Lude, Marketing Research Manager, American Chicle Group, Warner-Lambert Co., 201 Tabor Rd., Morris Plains, NJ 07950. Telephone: (201) 540-3623.

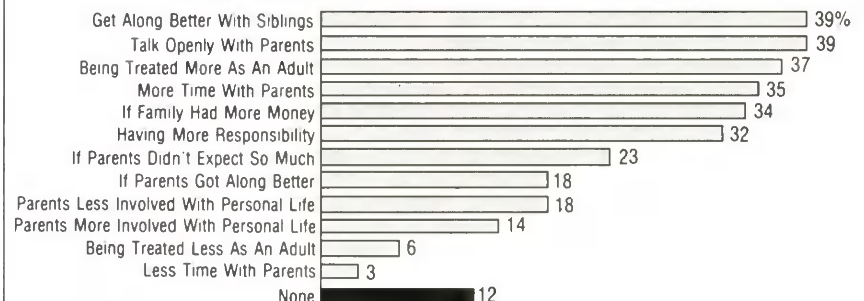


Photo courtesy of Richfield Public Schools, Richfield, Minn.

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enjoy - Trident, Chiclets, Dentyne, Chewels, Freshen Up and Sticklets chewing gums, Bubblicious bubble gum, and Certs and Dynamints confections - the survey was commissioned to provide society and Warner-Lambert with a broader understanding of today's youth.

"We are hoping that the study will bring people closer together, not only on a broad base for society's better understanding of young people, but within families as well, to spur further communication about some of its findings," says Larry Du Lude, marketing research manager of the American Chicle Group.

Du Lude, who was responsible for planning and administering the project, says Warner-Lambert has since

built internal employee programs around the study to help parents within the company become more aware of the feelings and concerns of today's youth. The study is also helping the company to better understand the youth market and enhance its marketing efforts.

Size and method

The survey was conducted among a nationwide cross-section of 1,000 American young people aged 8-17 who are attending school. All interviews were conducted in person in the homes of respondents and the work of all the interviewers was validated by telephone. Interviews were conducted between Nov. 15, 1986, and Nov. 26, 1986. The sample of youth inter-

viewed in this study is representative of the population of 8-17 year-olds attending school in the Continental U.S. A three-stage, stratified probability sample of interviewing locations was employed:

1. After all the counties in the nation had been stratified by population size within each geographic region, 100 counties were selected at random proportionate to population;

2. Cities and towns within the sample counties were drawn at random proportionate to the population;

3. Where census tract statistics within cities and towns were available, tracts were selected at random proportionate to population. Where no statistics were available, rural route segments were drawn at random.

Interviewers were then given starting points at which to begin interviewing within the census tract or rural route segment. To ensure proper representation of each group in the sample, quotas were imposed for sex and age levels of respondents. While the assigned quotas produced the correct number of males and females aged 8-12 and 13-17, there were small imbalances when the sample was examined in finer age terms, e.g., too few 8-10 year-olds, too many 11 or 12 year-olds. Accordingly, the sample was weighed to achieve the correct proportions of males and females 8-10, 11 or 12, 13 or 14, and 15-17.

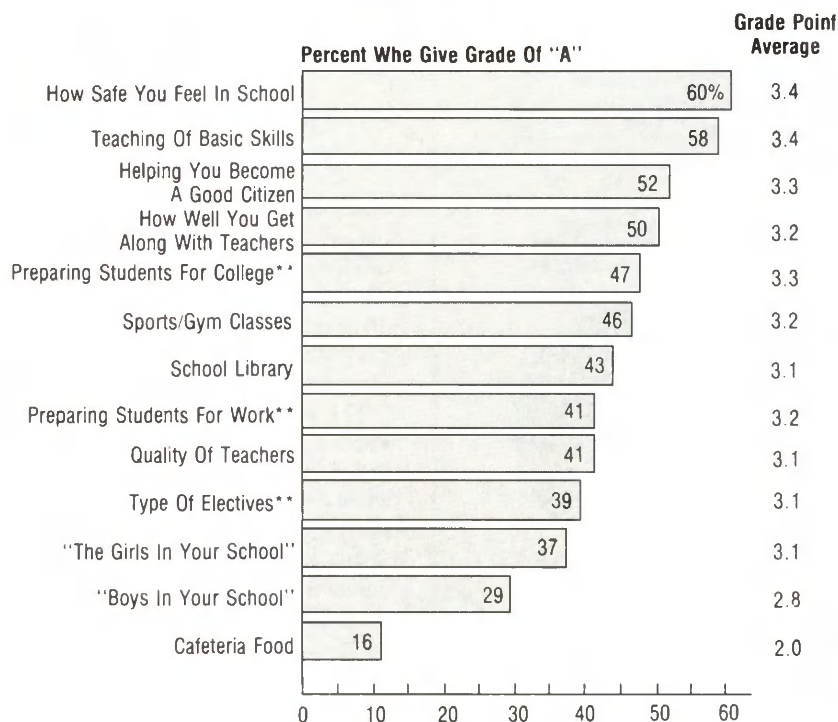
For the most part, the questionnaires for 8-12 year-olds and 13-17 year-olds were identical. Certain questions, pertinent or suitable only for older respondents, were not asked of younger respondents.

The study was divided up into four major areas: The general mood of American youth, their views on their family and family life, how the youth grade the schools they attend, and their perspectives on social issues.

General mood

The first portion of the study examines the youths' satisfaction with their

HOW STUDENTS GRADE SPECIFIC THINGS ABOUT THEIR SCHOOLS



**Asked Of Teenagers Only.

continued on p. 18

home lives, their school lives, and their personal situation. It also explores their major concerns in a broader national context, and their expectations for the future.

One of the most significant findings which surfaced in this section of the poll is that American youth do not share the sense of panic that characterizes the opinions of so many adults when it comes to "youth issues." They identify certain problems in their families and in their education and they do see room for improvements. But they do not perceive the impending crises in their homes and schools that so many adult analysts have predicted.

The children and teen-agers interviewed are generally satisfied with their lives at home and their schools.

Nine out of 10 (90%) of young children and teen-agers, boys and girls, black and whites, say their home life is happy. Those who have been through a divorce and those from lower-income homes, however, are somewhat less happy than others.

Almost as many of the respondents (84%) say they are satisfied with the school they attend and 69% say they like the town or city where they live "a lot."

Many aspects of youngsters' lives give them satisfaction and pride as well, such as being an American (95%), the friends they have (92%), and the way they get along with their family (85%).

Personal concerns

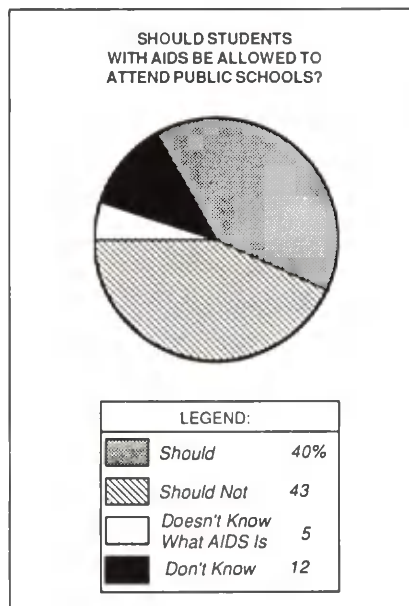
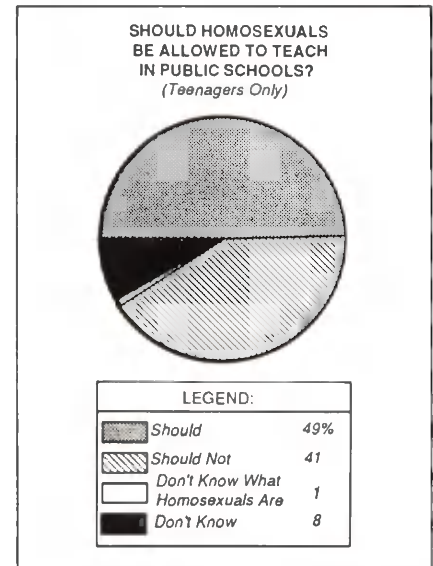
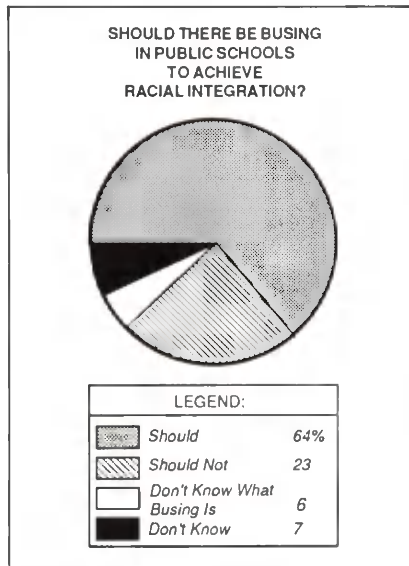
Like their parents and other adults, young people are attuned to the myriad of problems which surround them and many are matters of personal concern.

At the top of the list is the kidnapping of children and teen-agers, a concern among 76% of the youngsters. About two-thirds (65%) of the sample are also personally concerned about the possibility of nuclear war and the spread of AIDS. More than half - 52% - say they are very concerned about the use of drugs by professional athletes, many of whom are thought to be role models for our nation's youth.

Matters of slightly less concern (to 47% each) are the possibility that they may some day have to fight in a war, and air and water pollution. At the bottom of the list of personal concerns,



Photo courtesy of Richfield Public Schools, Richfield, Minn.



cited by 39%, is the increasing number of divorces among parents. Surprisingly, this is of no greater concern to children whose parents have been divorced (41%) than those whose have not (38%).

Home and family

The second portion of the study examines young peoples' relations with their parents and their siblings. It evaluates the "problem areas" in home life and suggests possible ways to improve them. It discusses how children perceive their parents' performance in guiding them through their lives and takes a closer look at the impact of working mothers on children's livelihood.

As previously mentioned, overall happiness with home life is high. Gen-

continued on p. 48

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Using your PC strategically

By Joseph Curry

The corporate market research manager's job is analogous to that of a product manager: Providing products to different user markets within the corporation.

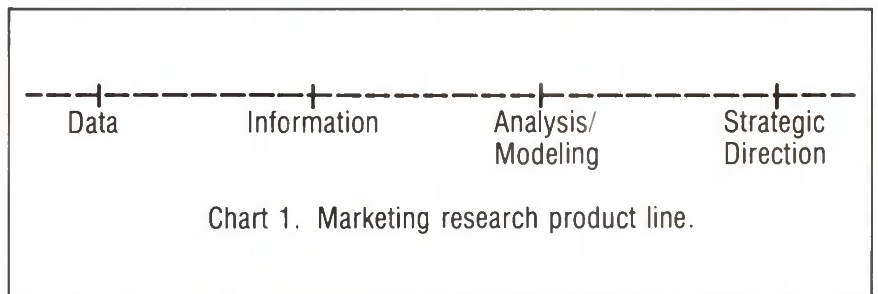
These products, as shown on the continuum in Chart 1, range from simple data to strategic marketing recommendations. They are characterized by increasing levels of support, personnel expertise, and added value provided by the department as one moves to the right.

Data reports

The most basic products provided by a corporate market research department are data reports. These are sales, demographic, competitive or other data, tabulated in report form or supplied in an electronic database. These products are most often used by operating managers to monitor market performance. The production of these reports is a routine task, requiring little added value from the department; data are the "commodity" product of the market research product line.

In addition to the data in its basic form, the market research department may provide information, that is, raw data that have been organized, summarized, or plotted for easy understanding of the content.

The types of information products offered by a market research department include reports, cross tabs, univariate statistical analysis and charts and graphs. Information products allow the department to add more value than do data products.



Analysis/modeling

Next on the continuum of market research products is analysis and modeling. Analysis involves inference, interpretation and forecasting - all based on the information product. Analysis (as used here) often employs multivariate techniques, time-series analysis and computer modeling.

Analysis products offer a greater challenge to the market research department. Their production require more effort, judgment, training and experience. As a result, they put a greater demand on the personnel and resources of the department.

The product in the market research product line with the most value added is strategic direction. For example, the department may provide advice on how to defend against a competitive move, prevent slippage in market share, or approach a new market segment.

Where analysis is descriptive, strategic direction is prescriptive; it concerns itself with the actions the company should take in order to meet its goals.

The strategic product requires a

broader perspective; a sense of the company, its strengths and weaknesses relative to competition, customer knowledge and how these factors come together to form the decision-making framework. It places the great demands on the department requiring the highest level of expertise.

PC-based software

As markets become more competitive, the company's requirements shift toward the right end of the product continuum. Unfortunately for most market research managers, time and expertise constrain the extent to which the department can deliver these products. Two common reactions to this problem have been to "purchase" these products from outside services, or simply to make decisions without them.

An alternative approach is offered in the form of a small, but growing, library of PC-based software. This software lowers both the cost and expertise required to move to the right along the market product line. Many companies use these tools to augment outside

continued on p. 22

Computer Interviewing Experiences

One of a series

From Insecticides to Software

The Ortho Consumer Products Division of Chevron Chemical Company markets everything from pesticides and herbicides to books and computer software. Our traditional outlets are mass merchandisers, hardware stores, and gardening and nursery stores.

In 1982, our management wanted to know: "How can we best introduce our products into other types of outlets? And, how can we do this so as to minimize cannibalization of our existing business?"

Without computer interviewing, our project team would not have been able to provide answers.

Why Computer Interviewing?

We had a complex situation: Our product line is very broad—over 200 different products—and each is available in a variety of sizes and package types. The combinations of all these products, sizes, packages, and outlets presented a bewildering number of possibilities for us to test.

We suspected that only a computer could keep track of such a complex interview, though we worried about how our respondents would react to computers.

We researched the issue and found some real advantages to computer interviewing:

- the ability to collect data on complex research issues (trade-offs, interrelated buying factors)
- the ability to keep consumers interested throughout a long interview.

We decided to use computer interviewing and were delighted with the results.

Compare quality...



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What We Learned

One thing we discovered was that consumers wanted a knowledgeable salesperson to help in selecting some products, while other products could be sold "off-the-shelf." We solved that problem by placing more complicated products in outlets that had experienced salespeople (such as plant nurseries), and placing more "self-service" products in outlets such as grocery and drug stores.

The results had great impact on our planning—and we couldn't have collected the data any other way. Five years later, we still use computer interviewing, and not only for projects that can't be done any other way. We find that computer interviewing yields better data and quick turnaround, advantages we can't afford to overlook.

Ted Evans

Manager, Planning and Analysis
Ortho Division, Chevron Chemical Co.

Lew Winters

Manager of Research
Public Affairs, Planning and Research
Chevron Corporation

For more information about computer interviewing, contact:
Sawtooth Software, P.O. Box 3429, Ketchum, ID 83340 208-726-7772 FAX: 208-726-5156

services, especially smaller or quick-turnaround projects.

For example, a company can do an impact analysis for a product that does not even generate enough revenue to justify an outside study. Or, a concept test can be quickly designed and analyzed for an upcoming trade show to satisfy an immediate need of a product manager.

The software developer makes these

tools easier to use by offering manuals that provide technical background and helpful tips. In many cases, the developer has built in expert judgments needed to apply the technique. In addition, there are seminars and books that explain the theory and application of some of the more popular packages.

Here is some of the "value-added" software that is available for PCs:

Forecasting. This software can be used for projecting sales, estimating seasonality effects, and identifying key forecast variables. It is based on

times series analysis and other econometric techniques. Some packages work with data supplied by econometric database services. A few of the forecasting packages are:

MACRO*WORLD, Black River Software (919/721-0928)

AUTOCaST, Core Analytic, Inc. (201/218-0900)

FUTURCAST MICRO: MANAGER I, Futurion Associates, Inc. (800/361-9601)

pcEXPRESS, Information Resources, Inc. (312/726-1221)

SAS/ETS Software, SAS Institute, Inc. (919/467-8000)

IDA, SPSS, Inc. (312/329-3500)

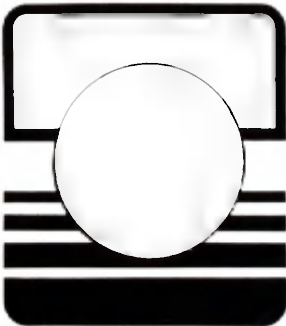
SmartForecasts II, Smart Software, Inc. (617/489-2743)

SYSTAT, Systat, Inc. (312/864-5670)

Easy Caster, TMS Systems, Inc. (703/552-5685)

StatPac Gold, Walonick Associates (612/866-9022)

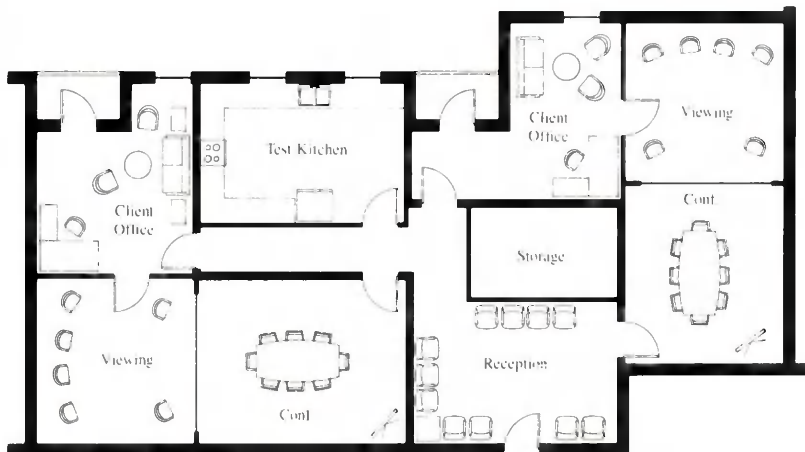
Wisard Forecaster, Wisard Software Co. (414/436-2341)



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Conjoint Analysis. This software can be used to determine the tradeoffs the market is willing to make among competing products or services. It can be used for new product development, repositioning of existing products, competitive response analysis and pricing. Some packages come with simulation models that allow you to perform "what-if" analyses. Packages available for conjoint analysis include:

Conjoint Designer/Conjoint Analyzer, Bretton-Clark (212/575-1568)

ACA System, Sawtooth Software (208/726-7772)

Scott Smith (801/378-5569)

SPSS/PC+, SPSS, Inc. (312/329-3500).

Perceptual Mapping. This software can be used to assess a company's strengths and weaknesses relative to competition as viewed by the buyers in the market. It can be used to evaluate a corporate or product image and to visualize the structure of a market to identify new product opportunities. Until recently, perceptual mapping has produced only a static "map" of the market. Now "what-if" analyses are possible, allowing the researcher to estimate the effect of changing a product's position. Software packages that can be used for perceptual mapping are:

SAS/STAT, SAS Institute (919/467-8000)

continued on p. 26

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Considerations for choosing

By Mark D'Alessio

Qualitative research facilities proliferate in big cities. Literally surrounded, a client needs to choose carefully. Through selective questioning, analytical scrutinizing, and being suspect of promiscuous promises, a moderator can fortify him or herself against facilities that might compromise the research.

This is not an easy task, but it is imperative because the efficiency of the facility's operation has a direct relation to the effectiveness of the study.

Specifically, the seven following points will facilitate finding a facility that meets all of your specifications.

The target

The facility's account executive should ask you questions about the target you propose and foresee any difficulties in this market. Above all, the account executive should use business acumen and insight into the psychographics of the market to make contributory recommendations.

A facility should promise realistic turnaround time. It should deliver quickly and efficiently, without promising an impossibly fast turnaround just because the client requested it. It is better to advise the client that such a schedule would be detrimental to the research.

If a facility agrees to recruit without a screener, be suspect. A screener is protection for a client, as it serves as a control over the respondents. This is vital, because without the screener, a group could be biased and the client would never know until he/she has travelled to the actual session.

A facility should never recruit or use a respondent more than twice and then not in the same year. This will prevent

the emergence of professional respondents or "groupies." The danger of the "groupie" respondent is that because of repeated recruitment they are acclimated to the procedures and conditions of a focus group session. Very often they inject misleading data into the research. These people become so familiar with the way screeners are written that they can second-guess what the recruiter wants to hear. They invent new lives for themselves in order to collect the stipend.

The stipend, the amount paid to the respondent for participating in a focus group, should be appropriate. A facility should know its market and very often can save the client money by recommending a lower stipend.

A facility should insure a full group. This includes over-recruiting the quota by a sufficient number as well as providing back-up respondents in case there are last-minute cancellations. The facility should also recommend the most appropriate time slot to hold

Mark D'Alessio is the managing director of Focus Plus, the qualitative research division of ASI Market Research, New York. He has conducted hundreds of focus groups nationwide and is well-known for his innovative moderating techniques. Prior to his current affiliation, D'Alessio spent four years with Tom Dale Market Research where he interviewed people for television testimonials. Working off camera, he was responsible for eliciting original responses. D'Alessio attributes his success in qualitative research to his previous training and experience as a theatrical stage director. In that capacity, he was always investigating the human condition, probing to find out what motivates people to make decisions and act upon them.

the session which is vital to the success of reaching the quota.

Fully equipped

A facility should own its A/V equipment because it is more cost-effective for both the facility and its clients.

Audio: The facility should provide at least two high quality cassettes, one for the moderator and one for the client. Check to see if the facility also keeps a back-up because frequently clients misplace their copy. Also ask if the facility has a pre-installed sound line in the viewing room to avoid people tripping over mike cables while the groups are videotaped.

Video: It has become de rigueur to videotape for archival and presentation purposes. Taping should be done by an experienced operator who can zoom in on respondents without technical glitches. It is best for the facility to own a low-light camera because, due to the density of the mirror, a regular camera does not reproduce a high quality image.

Fax machine: This little wonder can be a lifeline for the facility and its clients. It is a more expedient method of sending documents and screeners back and forth, especially when screeners need revisions. It is also more cost-effective than express mail.

Copy machine: Find out if the facility has a high-speed copier that can collate at least a dozen copies in record time. This can be a life-saver when there are last minute concept revisions and you have to hand a package to each respondent.

Typewriters and associated secretarial support: Major revisions usually take place just before a group is about to start so it pays to take the time to find out if the facility provides on-the-premises secretarial support. This may incur an additional fee but it is well worth the expense.

qualitative research facilities

Computers: Ask if the facility has a PC and program that's compatible with the one you're using. Revisions may then be expedited easily by bringing your own disk.

If you are conducting computer

"A facility should insure a full group. This includes over-recruiting the quota by a sufficient number as well as providing back-up respondents in case there are last-minute cancellations." Mark D'Alessio

studies, check to see if the facility has a separate phone line in the focus room (independent of the switchboard) for modem access.

Physical environment

A focus room conference table should be large enough to comfortably seat at least 10 respondents plus the moderator. Many facilities crowd 11 or 12 people around a table that was only built for eight. This is potentially harmful to the research because uncomfortable respondents could very well give negative testimony.

Make sure that the client's room has enough ambient light shining through the focus group room to permit good visibility. You should be able to see enough to take notes and not trip over a colleague while making your way to the door.

Choose a facility whose location is convenient for the respondents. When a facility is out of the way the research can be compromised by a poor show

continued on p. 36

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NAMES OF NOTE

Nielsen Marketing Research has appointed **Edward F. Ryan** to vice president, client service manager of the Hackensack office. Ryan joined Nielsen after 17 years of management and sales experience with Vicks Health Care.

Steve Wolf has joined Harte-Hanks Direct Marketing as president of Harte-Hanks Telemarketing Services, River Edge, NJ. Wolf has over 10 years experience in the telemarketing and market research business with Elrick & Lavidge, Certified Marketing Services and Lieber/Rebell Associates and most recently Wolf/Altschul/Callahan.

Joining Conway/Milliken & Associates, Chicago, is **Susan Treiher**, vice president, services group, and, **Caroline J. Gatten**, group manager, qualitative research.

HTI Custom Research, a division of The NPD Group, has promoted **Karyn B. Schoenhardt** to vice president, New York marketing.

Joining Cohn & Wolfe, public relations, Atlanta, as research director is **Cynthia W. Davis**.

David J. Vander Schaaf, previously director of marketing, has been named vice president at SRI Gallup Hospital Market Research, Lincoln, NE.

Lisa Schwartz has been promoted at Rockwood Research Corp., St. Paul, MN, to project director. Previously she was a market research analyst.

Joining the Sinrod Marketing Group, New York City is **Guy Parker**, principal and president of the consumer research division. He has previously held positions at Colgate-Palmolive, Cunard Line, Lever Brothers, Bristol-Myers, Foote Cone & Belding and Cunningham & Walsh.

Joining BBDO, Inc., Chicago, is **George W. Huut**, as senior research analyst. He was previously at Loyola University, Chicago.

Lynn Buzzard joins Walker Research, Inc., Winston-Salem, N.C., as senior account executive in its research and analysis division. Previously, she was consumer research manager at L'Eggs Products, Inc., Winston-Salem. **Ellen Ryder** has joined Walker as a project director. She most recently was customer ser-

vice representative with the Triad Bank, Winston-Salem.

Trish Benskin joins The Market Research Institute, Inc., Merriam, KS, as vice president and general manager. She was previously with Moskowitz/Jacobs, Inc., New York.

IMI Research Corp., Minneapolis, has appointed **Lena Elias-Bluett** to project director. Elias-Bluett previously held an account position at C/J Research, Chicago.

PC

continued from p. 22

APM System, Sawtooth Software (208/726-7772)

Scott Smith (801/378-5569)

SPSS/PC+, SPSS, Inc. (312/329-3500)

SYSTAT, Systat, Inc. (312/864-5670)

StatPac Gold, Walonick Associates (612/866-9022)

Correspondence Analysis. This form of analysis was developed in France several years ago and is gaining popularity in the U.S. It is an alternative form of perceptual mapping, offering some additional insights, especially when interpreting product clusters (see: Kudos for correspondence analysis, *Quirk's Marketing Research Review*, April, 1987). It differs in that it can be used on nominal and ordinal data and the analysis can be performed on data collected for other purposes. Correspondence analysis packages currently available are:

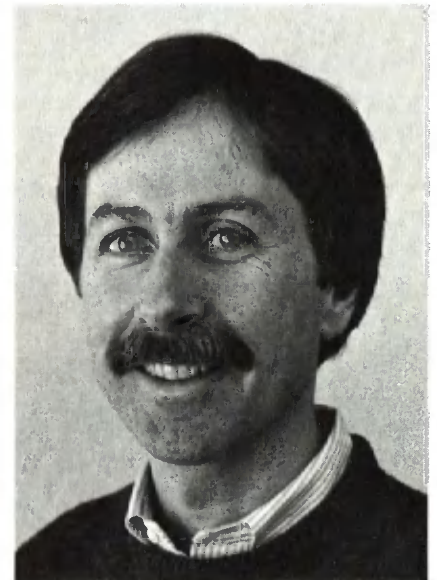
Correspondence Analysis, Research Services (603/643-8299)

Scott Smith (801/378-5569)

STRATMAP, Market Action, Inc. (309/677-3299)

Research managers often find themselves bogged down producing products that are at the left end of the product continuum. Although these products are vital for the everyday functioning of the company, those at the right can be more challenging and

can have greater impact on the company. With PC-based software the marketing research manager can offer these valuable products over a wider range of projects, with significantly lower costs. MRR



Joseph Curry is a vice president of Sawtooth Software, a company that writes and markets microcomputer software for marketing research. Previously, he was research director at Future Computing, a marketing research company specializing in the personal computer industry. Since 1978, he has been involved in the development of microcomputer software systems for interactive interviewing and data analysis.

Data Group, Inc., an Information Resources, Inc., company, has moved to larger facilities at Meetinghouse Business Center, 2260 Butler Pike, Plymouth Meeting, PA 19462. Telephone: (215) 834-2080. At its new facilities, Data Group has an expanded 125 phone station capability as well as a new state-of-the-art focus group facility.

The corporate headquarters of **Irwin Research Services, Inc.**, announces a change of address to 565 S. Mail St., Jacksonville, FL.

Market Research Institute, Inc., has opened at 7315 Frontage Rd., Meriam, KS. **Bob Higney** has been named president.

The headquarters of **Harrington Market Research** have moved to 511 Monroe St., Kalamazoo, MI 49007. The telephone number, (616) 342-6783, remains the same.

Tracy Verga of Metro Market Research Center, announces the opening of the company's new focus group facility at 855 Valley Rd., Clifton, NJ 07013. Telephone: (201) 470-0044.

The Wright Group, marketing research executive search and placement has moved to 6846 Spring Valley Rd., Suite A, Dallas, TX 75240. Telephone: (214) 233-1978.

SmartNames, Inc., market research and information, has opened up a new satellite office at 2 Penn Plaza, New York, NY 10121. Telephone: (212) 629-5530.

Quality Controlled Services, St. Louis, has acquired two mall interviewing locations. They are: Burlington Mall, Burlington, NJ, and Maplewood Mall, Minneapolis/St. Paul, MN. Both are permanent facilities equipped to handle all mall intercept interviewing requirements. A focus group suite and test kitchen are included at each site. The Burlington facility will be operated as part of the QCS Philadelphia branch office under the direction of **Mitzi Keller**. The Maplewood facility will operate as part of the QCS Minneapolis office under **Kay Sanders'** direction.

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Listed below are names of companies specializing in focus groups. Included are contact personnel, addresses and phone numbers. Companies are listed alphabetically and are also classified by state and specialty for your convenience. Contact publisher for rates: *Quirk's Marketing Research Review*, P.O. Box 23536, Minneapolis, MN 55423, 612/861-8051.

Accurate Marketing Research
2214 Paddock Way Dr/Ste 100
Grand Prairie, TX 75050
214/647-4272
*Contact: Robin H. McClure
Consumer, Executive, Food,
Packaged Goods, Automotive*

American Public Opinion Survey & Market Research Corp.
1324 South Minnesota Avenue
Sioux Falls, SD 57105
605/338-3918
*Contact: Warren R. Johnson
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Group—National & Internat'l*

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619/268-4800
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Recruit/Moderate/Analysis*

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Cincinnati, OH 45242
513/489-9000
*Contact: Maribeth McGraw
Consumer, HealthCare, Prof.,
Focus Groups, One-on-Ones*

The Atlantis Group
P.O. Box 54692
Atlanta, GA 30308
404/577-8000
*Contact: Nancy Sorsdahl
New Prods, Pkgd Goods, Food,
Drugs, Bus-to-Bus, Advertising*

Behavior Research Center, Inc.
P.O. Box 13178
Phoenix, AZ 85002
602/258-4554
*Contact: Christopher Herbert
20+ yrs, Nat'l, All Topics,
Spec. Screening, Full Reports*

Brand Consulting Group
17117 W. Nine Mile Rd/Ste 1020
Southfield, MI 48075
313/559-2100
*Contact: Milton Brand
Consumer, Advertising Strategy,
New Product Strategy Research*

Consumer/Industrial Rsch Svce
600 North Jackson Street
Media, PA 19063
215/565-6222
*Contact: James D. Lewis
Health Care, Agri-Bus; Ind;
Trad'l; Tele; One-on-One*

Consumer Opinion Services
12825-1st Avenue South
Seattle, WA 98168
206/241-6050
*Contact: Jerry Carter
Consumer, Business Groups and
One-on-Ones*

Creative Marketing Solutions, Inc.
P.O. Box 568
Langhorne, PA 19047
215/357-3655
*Contact: Larry Schwarz
Experienced Specialists in
Qualitative Research Techniques*

DAE Associates, Inc.
14 Pine Street
Morristown, NJ 07960
201/267-0859
*Contact: Donna Aughey Ely
18 Yrs Expr; Focus & Many Grps,
1-on-1; Consumer/Business*

The Datafax Company
2600 Maitland Ctr Pkwy/Ste 170
Maitland, FL 32751
305/660-8878
*Contact: Nancy McAleer
Consumers, Physicians, Tourists,
Executives, Ads, 13 Yrs. Exp.*

Datatactics, Inc.
555 Presidential Blvd.
Bala Cynwyd, PA 19004
215/668-1660
*Contact: Phyllis Rosenberg
Prof & Cons Segments, incl.
Doctors. Applied Psych. Meth.*

Decision Research
33 Hayden Avenue
Lexington, MA 02173
617/861-7350
*Contact: Peg Marrkand
One-Way Mirror Conf Rm Sty
Obser Rm 15x17 (15-20 Viewers)*

DeNicola Research
325 Greenwich Avenue
Greenwich, CT 06830
203/629-3323
*Contact: Nino DeNicola
Consumer, Healthcare, Financial
Services, Advertising*

Dolobowsky Qual. Svcs., Inc.
94 Lincoln Street
Waltham, MA 02154
617/647-0872
*Contact: Reva Dolobowsky
Experts in Idea Generating
Groups, In-Depth Interviews*

Doyle Research Associates, Inc.
980 N. Michigan/Ste 1400
Chicago, IL 60611
312/944-4848
*Contact: Kathleen M. Doyle
Specialty: Children/Teenagers
Concept & Product Evaluations*

D-R-S HealthCare Consultants
35 Lake Dr No/#99/Candlewd Isl
New Fairfield, CT 06812
203/746-5270
*Contact: Dr. Murray Simon
Specializing In Physicians, Den-
tists & HealthCare Consumers*

D.S. Fraley & Associates
1205 East Madison Park
Chicago, IL 60615
312/536-2670
*Contact: Diane S. Fraley
Full Qual. Specialty: Child/Teen
/In-Home/Observational Rsch*

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735 Bishop/#235
Honolulu, HI 96813
808/531-7244
*Contact: Lois Faison
Bus., Consumer, Military, Tourist
All Ethnic Grps., Multi-Lingual*

Elrick & Lavidge, Inc.
10 South Riverside Plaza
Chicago, IL 60606
312/726-0666
*Contact: Peggy Lang
Business, Consumer, Children,
Teens, New Products*

Faber Marketing Research
222 So. Elm Street
Greensboro, NC 27401
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*Contact: J. Albert Faber
Industrial/Consumer/Bus-To-Bus
/New Prod; 24 Yrs Exp*

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121 Beach Street
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617/482-9080
*Contact: James R. Heiman
High Tech, Publishing,
Bus-To-Bus, Colleges*

First Market Research Corp.
121 Beach Street
Boston, MA 02111
617/482-9080
*Contact: Linda M. Lynch
Consumer, Retail, Banking,
Health Care*

First Market Research Corp.
121 Beach Street
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617/482-9080
*Contact: Jack M. Reynolds
Banking, Health Care, Ad
Testing, Consumer, Executive*

Genus Research
87 Grove Pl/P.O. Box 9456
New Haven, CT 06534
203/934-1176
*Contact: Denise Marini Kuziel
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D.S. Howard Assoc., Inc.
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*Contact: Dennis S. Howard, Ph.D.
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215/735-7416
*Contact: Jonathan Brill
Financial Services, Consumer,
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Intercontinental Marketing Investigations Inc.
P.O. Box 2147
Rancho Santa Fe, CA 92067
619/756-1765
*Contact: Martin M. Buncher
25 Yrs Exp in 50 States, 40
Countries; Consumer-Prof-Tech*

Intersearch Corporation
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*Contact: Robert S. Cosgrove
Medical, Industrial, Business,
Consumer, Bio-Tech, Commun.*

Kennedy Research Inc.
405A Waters Bldg.
Grand Rapids, MI 49503
616/458-1461
*Contact: Mary P. Tonneberger
Cons. & Ind., Telecom., Health,
Office Systems, Chemicals, Drugs*

Langer Associates, Inc.
133 E. 58 Street
New York, NY 10022
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*Contact: Judith Langer
Spec. In Qual. Rsch. On
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*Contact: Linda J. LaScola
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Telecommunications, Financial*

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St. Louis, MO 63141
314/569-1324
*Contact: Richard Homans
Financial Services, HealthCare,
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Marketing Workshop, Inc.
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*Contact: Sally Armstrong
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Opinions Unlimited, Inc.
1500 W. 13th
Amarillo, TX 79102
806/373-7491
Contact: Anndel Hodges
Financial Services,Utilities,
Medical,Agriculture

Boyd L. Peyton Associates
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Newtown, PA 18940
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Contact: Boyd L. Peyton
Business,Hi-Tech,Fin. Svcs.,
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Contact: Francesca Jaskowiak
Qualitative Firm,5 Moderators
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Rye, NY 10580
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Spec. In Focus Groups & Depth
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Research Resources Hispanic
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Miami, FL 33155
305/266-0550
Contact: Teresa Menendez
Hispanic/Gen Market-15 Years
Qualitative/Quantitative Exp.

RIVA Market Research, Inc.
4609 Willow Lane
Chevy Chase, MD 20815
301/652-3632
Contact: Jo Ann Hairston
Adv/Black/Consumers/Finc Svcs/
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St. Paul, MN 55113
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Cranbury, NJ 08512
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ancial/Transportation Svcs

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31800 Northwestern Hwy.
Farmington Hills, MI 48018
313/855-7810
Contact: Bob Quigley
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Health Care,Consumer,Retail

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13160 Mindanao Way/Ste 180
Marina del Rey, CA 90291
213/306-6866
Contact: Diane Trotta
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Youth Research/CSI
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246 Federal Rd.
Brookfield, CT 06804
203/797-0666
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InfoDirect, Inc.
Moosbrugger Marketing Rsch.
PlayLab Research
Schrader Rsch & Rating Svce
James Spanier Associates
Strategic Research Corp.

GERIATRIC

Strategic Research Corp.

HEALTH & BEAUTY PRODUCTS

Amer. Public Opinion Survey
The Answer Group
Langer Associates, Inc.
Schrader Rsch & Rating Svce

HEALTH CARE

Creative Marketing Solutions
The Datafax Company
DeNicola Research
Dolobowsky Qual. Svcs., Inc.
D-R-S Healthcare Consultants
East West Research Institute
First Market Rsch(L. Lynch)
First Market Rsch(J. Reynolds)
D.S. Howard Assoc., Inc.
InfoDirect, Inc.
Kennedy Research Inc.
Linda LaScola Consulting
Marketeam Associates
Marketing Workshop, Inc.
MarketSearch Corporation
T.A. Miller Co., Inc.
Moosbrugger Marketing Rsch.
National Analysts
Opinions Unlimited, Inc.
Radley Resources, Inc.
Southeastern Instit. of Rsch.
Strategic Marketing Services
TrendFacts Research

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Research Resources Hispanic

HI-TECH

Radley Resources Inc.

IDEA GENERATION

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D.S. Fraley & Associates
First Market Rsch(J. Reynolds)
PlayLab Research
Reitter, Wilkins & Assoc.
Strategic Research Corp.
Thonger Qualitative Research

INDUSTRIAL

Consumer/Industrial Rsch Svce
First Market Rsch(J. Heiman)
D.S. Howard Assoc., Inc.
Intersearch Corporation
Kennedy Research Inc.

Reitter, Wilkins & Assoc.
Strategy Research, Inc.
Taylor Research

MEDICAL PROFESSION

Creative Marketing Solutions
D-R-S HealthCare Consultants
East West Research Institute
D.S. Howard Assoc., Inc.
Intersearch Corporation
Intercontinental Mktg. Invest.
Marketeam Associates
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Amer. Public Opinion Survey

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DAE Associates, Inc.
Decision Research
Dolobowsky Qual. Svcs., Inc.
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Faber Marketing Research
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D.S. Howard Assoc., Inc.
Langer Associates, Inc.
Marketing Workshop, Inc.
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The Research Center
Research Resources Hispanic
Schrader Rsch & Rating Svce
James Spanier Associates
Strategic Marketing Svcs
Strategic Research Corp.
Total Research Corporation
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PACKAGED GOODS

The Answer Group
The Atlantic Group
DAE Associates, Inc.
Doyle Research Associates
D.S. Fraley & Associates
East West Research Institute
Langer Associates, Inc.
Nova Research, Inc.
PlayLab Research
Research Arts, Inc.
The Research Center
Schrader Rsch & Rating Svce
Strategic Research Corp.
Total Research Corporation
Trade-Off Marketing Svcs
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D.S. Fraley & Associates
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PET PRODUCTS

Rockwood Research Corp.

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Creative Marketing Solutions
Datafatics, Inc.
D-R-S HealthCare Consultants
D.S. Howard Assoc., Inc.

T.A. Miller Co., Inc.
National Analysts
James Spanier Associates
Total Research Corporation

POLITICAL RESEARCH

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Linda LaScola Consulting
Opinions Unlimited, Inc.
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PUBLISHING

First Market Rsch(J. Heiman)
Langer Associates, Inc.
Riva Marketing Research, Inc.

RETAIL

Brand Consulting Group
First Market Rsch(L. Lynch)
First Market Rsch(J. Reynolds)
Langer Associates, Inc.
Nova Research, Inc.

SOFT DRINKS, BEER, WINE

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East West Research Institute
National Analysts
Riva Market Research, Inc.

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Strategic Research Corp.

TELECOMMUNICATIONS

Creative Marketing Solutions
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Genus Research
D.S. Howard Assoc., Inc.
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TELECONFERENCING

Rockwood Research Corp.

TEENAGERS

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Q-Set

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The screenshot shows a software window titled 'Table: 30' with a 'Company Use' button. The main area displays a table with columns for 'Male', 'Per- male', 'Under 35', '35-44', '45 & over', 'Under \$20', '\$20-\$29', and 'Over \$29'. The rows are labeled 'Very High', 'High', 'Medium', and 'Low'. A 'Commands' menu is overlaid on the table, listing options: Copy, Move, Insert, Delete, Hide/Show, Job Setup, and Quit.

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Circle No. 376 on Reader Card

10 steps to improve

By Margaret F. Morich

The country's most successful packaged goods manufacturers have long-standing reputations as innovators in the use of marketing research. They understand the value of using consumer research to fully develop their marketing potential.

Today, the same opportunities are available to manufacturers of industrial and business-to-business products. More and more successful industrial manufacturers are developing and using well thought-out research programs for their product lines. These companies have recognized the value of marketing research to their business growth. At the same time, they also recognize that there are inherent differences between consumer research techniques, and research designed to meet their special needs of industrial marketers.

This article addresses 10 topics which I feel will contribute to efficient, smooth running and productive business-to-business research projects.

1. The objectives (or information needs) of the research must be reasonable ones. That is, it is important to avoid the pitfall of trying to address too many issues in one research project. It is far better, and often far more efficient, to separate the research into several modules. In this way, specific questions can be directed to the specific respondent segments most qualified to supply the answer.

2. A significant proportion of industrial manufacturers use two-step or three-step distribution networks for their products to reach the end-users. Therefore, it is imperative to target the research to the unique profile of each important aspect of the distribution channel. Each level of distribution, and even specific segments within each distribution level, have a very different set of needs and use a very

different set of criteria for evaluating a manufacturer.

3. Be certain that the person targeted is a viable respondent to the research and knowledgeable enough to answer the survey questions. Never assume that a job title defines a responsibility area.

4. A knowledgeable research firm can be a tremendous help in completing a quick "screen" or top-line assessment of incidence of qualified respondents in the sample pool. The pertinent question becomes, "How do

"Be certain that the person targeted is a viable respondent to the research and knowledgeable enough to answer the survey questions. Never assume that a job title defines a responsibility area."

Margaret F. Morich

we find the 'right' respondent?" Published lists, directories or customer account profiles are frequently available. However, they are often inaccurate and out-of-date. Frequently it gets down to using "search and find" techniques to locate and qualify key respondents. That is, it is necessary to keep asking very specific screening questions until you reach the person within an organization who is best qualified to provide the answer.

5. On business/industrial research projects, it is sometimes necessary to use a smaller sample base size because of a limited universe. However, my experience shows that this does not present a serious problem because the sample base represents such a high

business/industrial research

percentage of the total market. Traditional statistical reliability does not make sense nor is it an important issue among these markets.

6. Data collection methods for business/industrial research depend primarily on the nature and source of the information base and the sampling requirements of the study. Telephone interviews work well when gathering opinions that are easily verbalized, where information needs are not too extensive, and where sampling reliability is important. Mail surveys are most useful in situations where the questions can be a check-list or when specific company records need to be accessed to answer sections of the questionnaire.

Individual, personal interviewing is often the most viable format with high-level corporate executives or professional persons, or when the topics of the interview are highly confidential. Focus group sessions are an attractive option for situations where respondent interaction is desirable. It is not uncommon to combine different data gathering techniques among the same respondent base.

7. Use research firms/data collec-

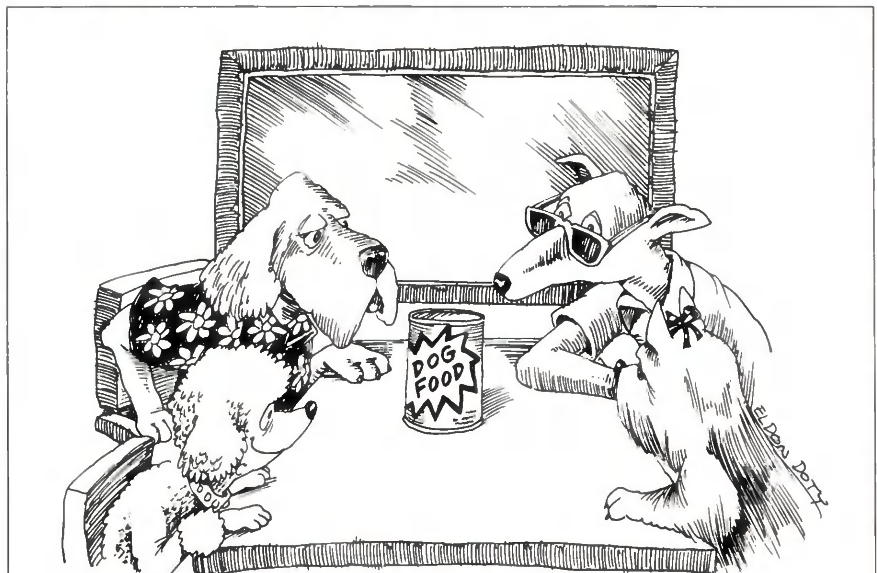
tion facilities that have a mature, intelligent and experienced interviewing staff. When the wording of the questionnaire must be followed exactly, it is still important that the interviewer sound professional. This is an intangible that gives the study a sense of propriety. Also, interviewers on business-to-business or industrial topics frequently express themselves individually when trying to establish rapport with receptionists, personal secretaries or executives who require special handling. In these cases, a skilled interviewer can increase respondent cooperation and leave callback opportunities open.

8. Using the sponsoring company's name also gives validity to the survey and significantly increases respondent participation. Although individual responses are kept confidential, it makes good business sense to have your customers know how valuable their opinion of your products and services are to your company.

9. A professional person has limited time to give to a market research study, and it's important to respect this time and to see that it is used productively. For that reason, pretesting questionnaires for both length and se-

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Margaret F. Morich is co-founder of Consumer & Professional Research, Inc., a Chicago-based, full-service marketing research firm. Morich's special expertise is in the area of data collection. Over the past 20 years she has managed research projects in virtually every major industry classification including health care/medical, pharmaceutical, automotive, financial/insurance, printing, paper, packaged goods and food products. Morich is a graduate of Regis College and has completed advanced course work in behavioral psychology at the University of Pittsburgh.



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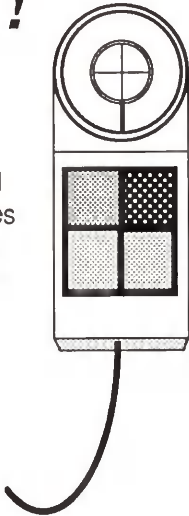
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Qualitative Facilities

continued from p. 25

rate. Or, more importantly, it could result in incorrect data collected from a biased group of only those who were willing to travel to that location.

There should be sufficient security and privacy for you and your clients. As most research is conducted "blind," it is important for the respondents not to overhear your conversations with your client. Check to see if the back room is completely sound-proof. You want to discuss the issues without being overheard in the the focus group room.

You should also determine whether the facility has separate waiting areas and rest room facilities for the respondents and clients. There are some moderator's clients who are not experienced with focus groups and they may inadvertently say something without realizing that they can be overheard.

Amenities

A facility's personnel should be dressed appropriately in business attire. This dress code reinforces the nature of the sessions and shows respect for both the client and the respondents.

Client food should be upgraded from the typical deli sandwich. A good meal can smooth over difficulties with a group and it is amazing how it can also lift the spirits.

Personal services should be organized so that there are no undue delays. Hotel and restaurant lists should be pre-prepared. Knowledge of available entertainment including theater tickets and recreational activities should be at the facility's fingertips. Courtesies like taking telephone messages, making plane and train reservations should be offered.

Documentation

The facility should provide the client with a written statement reiterating the client's instructions and previously discussed and agreed upon prices, services, and equipment. This should be a formal letter of agreement written on the facility's stationery and signed by its account executive. The letter will prevent any misunderstandings, questions or changes later on regarding specifications and price.

On-going relationship

A good facility puts its long-term re-

lationship with a moderator before a short-term interest. It's your assurance that the facility is concerned about its clients. For example, if a moderator's client does not give clear instructions and a mistake is made, the moderator usually absorbs the cost. Look for a facility that would help the moderator solve the problem and perhaps assimilate some of the cost.

A good facility will keep the client posted with tallies on the recruiting

"Crowded facilities are potentially harmful to the research because uncomfortable respondents could very well give negative testimony." Mark D'Alessio

process without the client having to initiate the call. After all, the primary purpose of a qualitative research facility is to facilitate the moderator's research and therefore, make it easier.

Sometimes a client will call a facility instead of the moderator with new information and/or instructions. Look for a facility that will relay information to the moderator.

Out of focus

Now that you know what to focus in on, let's take a look at the other side of the coin. Here are five practices to be wary of:

Look for a facility that does not ask its own questions to clarify and perhaps enhance the specifications of the study. This could be an indication that it does not understand the target or its own market.

Look for a facility that promises to call you back immediately and doesn't.

Look for a facility that allows clients and moderators to run into each other in competitive situations and allows different groups to mingle. This is a prevalent situation in the "supermarket" facilities, where three or four focus rooms sit side-by-side and are booked simultaneously.

Look out for a facility that delegates their recruiting to outside sources and relinquishes complete control. Your respondents may be professional "groupies" that have been used again

continued on p. 54

This is one survey you want to take!

This survey was prepared on a laser printer by the SURVEY NETWORKTM system described on the reverse side. We would appreciate your answering this questionnaire in the context of how you perceive this product and how it might fit into your business.



1. What are the primary problems you have when conducting surveys? (Fill in all that apply)

Data entry

- Elapsed time
- Data accuracy
- Cost
- Labor staffing
- Coding
- Peaks and valleys
- Other _____
- _____
- _____
- _____

Questionnaire preparation

- Last minute changes
- Flexibility
- Esthetics
- Complex designs
- Assembling
- Typos
- Other _____
- _____
- _____
- _____

2. What is your typical number of respondents per survey?

- | | |
|-------------------------------------|-------------------------------------|
| <input type="radio"/> Less than 200 | <input type="radio"/> 2,001-5,000 |
| <input type="radio"/> 201-500 | <input type="radio"/> 5,001-10,000 |
| <input type="radio"/> 501-1,000 | <input type="radio"/> 10,001-20,000 |
| <input type="radio"/> 1,001-2,000 | <input type="radio"/> Over 20,000 |

3. How many surveys do you conduct per month?

- | | |
|----------------------------|-------------------------------|
| <input type="radio"/> 1-2 | <input type="radio"/> 11-25 |
| <input type="radio"/> 3-5 | <input type="radio"/> 26-50 |
| <input type="radio"/> 6-10 | <input type="radio"/> Over 50 |

4. How do you enter your data?

- Key entry minicomputer
- PC with key entry software
- CRT interviewing system
- Other _____

5. How do you prepare your Questionnaires?

- Word processing
- Computer software product
- Other _____

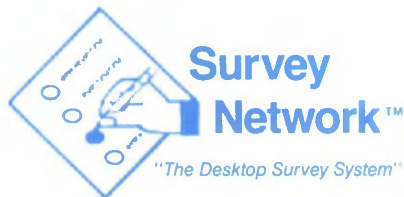
6. Would you consider using the SURVEY NETWORKTM system for your operation assuming you can reduce costs and it solves the problems you marked in the first question?

- Yes
- No
- Need more information

Name _____
 Title _____
 Company _____
 Address _____

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By Tom Quirk
publisher



Communicating research results can be as important as the proper conduct of the project itself. It is critical that the individuals who make the decisions based on the research results fully understand the implications of the findings. Sometimes very fundamental marketing and research concepts are not understood by top executives whose background is void of experience in this area.

One instance where gross misinterpretation of research results occurred, happened a few years ago with one of my clients. At the time I was director of research for both Miller Publishing Co., Minneapolis, and its commercial research division, Miller Research Services.

The client used our commercial research services for both quantitative and qualitative projects and I handled the account. These projects brought me into close contact with the marketing director, advertising manager, along with the account executive at the advertising agency and we had established a very good working relationship. Each was very competent at his job and indications were that the group was highly thought of by top management in the company.

Lacking efficiency

It was the account executive who first called me regarding the problem. The president at the client company had just ordered an entire review of the company's advertising program because he believed the money allocated was not being used efficiently. Specifically, the president was referring to a study he received from the advertising manager which indicated 62% of the readers of a major publica-

tion were not noticing the company's advertisements. The president was calling a meeting to discuss this problem and ways to overcome the lack of efficiency in its advertising.

The study cited by the president was a recent readership study conducted by a magazine which was circulated to many of the company's customers and prospects. The advertising manager had sent it to the president because the "noted" score for the company's advertisement had been the highest among all advertisers in the publication. The manager was patting himself on the back by sending the results up the chain of command and assumed those above him would understand the score was a favorable endorsement of the creative efforts of the advertising program. He could not have been more wrong. It was hard to believe that he had placed his job in jeopardy.

The publication sponsoring the readership study was a division of the American Broadcasting Co., headquartered in Des Moines, Iowa. It had a well-respected research director, Dick Pommerahn, who had been conducting these readership studies for a number of years. His training program for interviewers was widely regarded. The account executive had arranged for Pommerahn to attend the meeting also.

Program review

The meeting began with the account executive reviewing the advertising program and the objectives which had been set for it. Specifically, he discussed the market served by the publication involved in the controversy and its importance in the overall scheme of things. At that point he called on Pommerahn for a short presentation regarding the readership studies conducted by the publication.

Pommerahn was well-prepared. He provided some historical background on the development of the readership studies. In addition, he showed a short movie which portrayed the methodology used by his interviewers in conducting the readership studies. This presentation was an excellent way to convince advertisers that Pommerahn's organization was serious in its attempt to be as precise as possible when collecting data. Finally, Pommerahn finished by reviewing the results of past studies which again showed that the advertiser had scored well above average in the readership study.

Further discussion by the advertising manager, marketing director, account executive and Pommerahn ensued. Pommerahn answered questions

continued on p. 45

WHO FOUND THIS HARD-TO-FIND...



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4 Omnibus Studies		13 Hotels/Resorts
5 Panels		14 Industrial
6 Personal Interviewing	Areas of Expertise	15 Office Products
7 Executive Interviewing	C-1 Acquisitions	16 Petroleum Products
8 Telephone Interviewing	2 Agribusiness	17 Publishing/Printing
9 Mail Surveys	3 Biotechnology	18 Restaurants/Food Service
	4 Chemicals	19 Retailing
	5 Computers/High Tech	20 Transportation/Travel
	6 Construction/Real Estate	21 Yellow Pages
	7 Distribution	22 Exec. Decision Makers
	8 Electronics	
	9 Energy/Utilities	

Accurate Marketing Research, Inc.

2214 Paddock Way Dr., Suite 100
Grand Prairie, TX 76050
(214) 047-4272
A-6, 7, 8, 9
B-1, 2
C-7, 10, 11, 12, 13, 16, 18, 19, 20, 21
(See Advertisement Page 46)

Ad Factors/Millward Brown
500 Monroe Turnpike
Monroe, CT 06468
(203) 261-3199
A-6, 7, 8, 9
C-5, 10, 11, 12, 13, 15, 18, 20, 21

Anderson, Niebuhr & Assoc., Inc.
1885 University Ave.
St. Paul, MN 55104
(612) 645-5577
A-6, 7, 8, 9
B-1, 2

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The Science Center
3401 Market Street
Philadelphia, PA 19104
(215) 387-5300
A-3, 6, 7, 8, 9
B-1, 2, 3
C-1, 3, 4, 5, 8, 9, 10, 14, 16, 17,
19, 21

Behavior Analysis, Inc.
12 So. Broadway
Irvington, NY 10533
(914) 591-7400
A-6, 7, 8
B-1, 2
C-8, 10, 17, 20, 21

Inwin Broh & Assoc., Inc.
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Des Plaines, IL 60018
(312) 297-7515
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B-1, 2
C-11, 13, 18, 19, 20

BRX, Inc.
169 Rue de Ville
Rochester, NY 14618
(716) 442-0599
A-1, 6, 7, 8, 9
B-1, 2
C-5, 8, 10, 11, 12, 13, 14, 18

BSI/Business Science Int'l., Inc.
Englewood Cliffs, NJ 07632
(201) 871-0999
A-3, 5, 6, 7, 8, 9
B-1, 2
C-1, 3, 5, 7, 9, 10, 12, 13, 15, 17, 18,
19, 20

Business Information Resources
1960 East River Terrace
Minneapolis, MN 55414
(612) 333-9995
A-1, 7
B-2

Business Marketing Research
270 White Plains Road
Eastchester, NY 10709
(914) 793-3013
A-7, 8, 9
B-1, 2
C-4, 5, 7, 8, 9, 10, 14, 15, 17, 18

Business Trend Analysts, Inc.
2171 Jericho Turnpike
Commack, NY 11725
(516) 462-5454
A-1, 2, 3, 6, 7, 8, 9
C-2, 4, 5, 8, 11, 12, 14, 16, 18

Caney Research Group
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Norwalk, CT 06854
(203) 854-6799
A-6, 7, 8, 9
B-1, 2
C-6, 10, 14, 15

Chelsea Research Group, Inc.
155 E. 55th Street
New York, NY 10022
(212) 666-1826
A-6, 7, 8, 9
B-2
C-8, 10, 11, 12, 13, 15, 17, 18, 20

Chilton Research Services
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Radnor, PA 19089
(215) 964-4694
A-6, 7, 8, 9
B-1, 2
C-2, 5, 7, 8, 10, 11, 12, 14, 15, 17,
18, 19, 20, 21

Keyser Ciprus
106 Sherman Street
Fairfield, CT 06443
(203) 254-7166
A-1, 3, 6, 7, 8, 9
B-1, 2
C-1, 4, 6, 7, 9, 14, 15, 16, 20

C/J Research, Inc.
3150 Salt Creek Lane
Arlington Heights, IL 60005
(312) 253-1100
A-7, 8, 9
B-1
C-1, 3, 5, 7, 10, 11, 15, 18, 19
(See Advertisement Inside Front Cover)

The Competitor Intelligence Group
2021 Midwest Rd., Ste. 300
Oak Brook, IL 60521
(312) 963-7788
A-1, 3, 6, 7, 8, 9
B-1, 2, 3
C-1, 4, 5, 7, 8, 10, 11, 12, 14, 15, 17

Consumer & Professional Research, Inc.

Plaza del Lago
1515 Sheridan Road
Wilmette, IL 60091
(312) 256-7744
A-6, 7, 8, 9
B-1, 2
C-3, 5, 6, 7, 8, 9, 10, 11, 12, 14, 16,
17, 18, 19, 20
(See Advertisement Page 52)

Custom Business Research
10301 Wayzata Blvd.
Minneapolis, MN 55426-0695
(612) 542-0885
A-6, 7, 8, 9
B-1, 2
C-2, 3, 4, 5, 6, 8, 9, 10, 13, 14, 15,
17, 18, 19, 20

The Datafax Company
2600 Maitland Center Pkwy., #170
Maitland, FL 32751
(800) 233-3578
A-1, 6, 7, 8, 9
B-1, 2
C-5, 9, 10, 11, 13, 14, 17, 18, 19
(See Advertisement Page 34)

Demand Research Corporation
625 N. Michigan Avenue
Chicago, IL 60611
(312) 664-6500
C-5, 10, 11, 12, 14, 18

Odiagnostic Research, Inc.
1480 Colorado Blvd.
Los Angeles, CA 99041
(213) 254-4326
A-6, 7, 8, 9
B-1, 2
C-5, 9, 10, 11, 12, 13, 18, 20
(See Advertisement Page 8)

Dimension Research, Inc.
3060 Ogden Avenue
Lisle, IL 60532
(312) 357-8300
A-7, 8, 9

Doane Marketing Research
55 No. New Ballas Road
St. Louis, MO 63141
(314) 569-1324
A-1, 2, 3, 5, 6, 7, 8, 9
B-1, 2, 3
C-2, 3

J.E. Donati Qual. Research
46 Endor Avenue
Staten Island, NY 10301
(718) 981-0655
B-1, 2
C-5, 6, 7, 8, 9, 10, 11, 12, 21

Ted Dunn Research Assoc., Inc.
25 W. 45th Street
New York, NY 10036
(212) 221-1515
A-4, 5, 6, 7, 8, 9
B-1, 2
C-5, 10, 11, 12, 13, 17, 18, 20

East West Research Institute
735 Bishop St., #235
Honolulu, HI 96813
(806) 531-7244
A-1, 2, 3, 4, 5, 6, 7, 8, 9
B-1, 2
C-2, 9, 10, 11, 13, 17, 18, 20

Blanka Eckstein Qual. Research
251 Lexington Ave.
New York, NY 10016
(212) 685-1635
B-1, 2
C-5, 6, 15, 17

Faber Marketing Research
222 So. Elm Street
Greensboro, NC 27461
(800) 334-0867
A-6, 7, 8, 9
B-1, 2
C-6, 10, 14, 19

Factline, Inc.
1775 Broadway
New York, NY 10019
(212) 765-6331
A-6, 7, 8, 9
B-1, 2
C-5, 8, 10, 11, 15, 16, 17, 19, 20

Field Research Corporation
234 Front Street
San Francisco, CA 94111
(415) 392-5763
A-6, 7, 8, 9
C-5, 9, 10

First Market Research Corporation
121 Beach Street
Boston, MA 02111
(617) 482-9060
A-6, 7, 8
B-1, 2
C-1, 5, 6, 8, 9, 10, 12, 14, 17, 19, 21

Food Business Institute, Inc.
P.O. Box 709
Bloomfield, NJ 07003
(201) 429-7737
A-6, 7, 8, 9
B-1, 2
C-2, 11, 18, 19

E. Friedman Marketing Organization
25130 Southfield Rd., #200
Southfield, MI 48075
(313) 669-0444
A-6, 7, 8, 9
B-1, 2
C-4, 8, 10, 11, 12, 13, 14, 15, 16, 17,
18, 19, 20
(See Advertisement Page 49)

Frost & Sullivan, Inc.
106 Fulton Street
New York, NY 10038
(212) 233-1080
A-1
C-3, 4, 5, 8, 9, 11, 12, 15, 18

D. Gentile Associates
21 Lone Oak Drive
Centerport, NY 11721
(516) 271-1682
A-1, 6, 7, 8, 9
B-1, 2
C-15, 17

Genus Research
67 Grove Place
West Haven, CT 06516
(203) 934-1176
A-6, 7, 8
B-1, 2
C-9, 10, 13, 17, 18, 20, 21

Neal Goldman Assoc., Inc.
230 Park Avenue
New York, NY 10169
(212) 687-5058
C-19

Hanson & Quick Marketing Services, Inc.
6950 France Avenue So., #218
Minneapolis, MN 55435
(612) 925-3131
A-1, 3, 6, 7, 8, 9
B-1, 2
C-1, 3, 5, 8, 14, 15

Harvey Research Organization
1400 Temple Bldg.
Rochester, NY 14604
(716) 232-4263
A-6, 7, 8, 9
B-1, 2
C-17

F.D. Howard & Assoc., Inc.
307 No. Michigan Avenue
Chicago, IL 60601
(312) 372-7048
A-6, 7, 8, 9
B-1, 2
C-1, 2, 3, 5, 6, 7, 8, 10, 11, 12, 14, 15,
16, 18, 19, 20

Image Analysis
400 Century Twr., 1201 S.W. 12th
Portland, OR 97205
(503) 227-5763
A-6, 7, 8, 9
B-1, 2
C-2, 3, 9, 10, 11, 12, 14, 16, 17, 18, 20

Incon Research, Inc.
50 Washington Street
Norwalk, CT 06854
(203) 838-9231
A-6, 7, 8
C-1, 10, 11, 12

InfoDirect, Inc.
230 So. Broad St., 7th Flr.
Philadelphia, PA 19102
(215) 546-1636
A-6, 7, 8, 9
B-1, 2
C-5, 7, 10, 11, 13

International Communications Research
105 Chesley Drive
Media, PA 19063
(215) 565-9280
A-4, 7, 8, 9
B-1
C-5, 9, 10, 17

International Forum Corporation
9900 Westpark, Suite 186
Houston, TX 77063
(713) 784-2222
A-6, 7, 8
B-1, 2
C-1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 12,
14, 15, 16

Intersearch Corporation
132 Welsh Road
Horsham, PA 19044
(215) 657-6400
A-6, 7, 8, 9
B-1, 2
C-1, 2, 3, 4, 5, 8, 9, 14, 15, 16

Jacobs Jenner & Kent
400 East Pratt Street
Baltimore, MD 21202
(301) 752-4810
A-4, 6, 7, 8
B-1, 2
C-5, 6, 9, 10, 11

J.M.R. Marketing Services, Inc.
40 Ruth Drive
New York City, NY 10956
(914) 638-4252
A-6, 7, 8, 9
B-2
C-5, 8, 10, 11, 12, 15, 18

Lampkin and Associates
13343 Bel Red Rd., #103
Bellevue, WA 98005
(206) 641-7181
A-1, 2, 6, 7, 8, 9
B-1
C-15

McGraw-Hill Research
1221 Avenue of the Americas
New York, NY 10020
(212) 512-3264
A-6, 7, 8, 9
B-1, 2
C-1, 2, 4, 5, 7, 8, 9, 10, 14, 15, 16,
17, 20
(See Advertisement Page 5)

Maritz Marketing Research, Inc.
1395 N. Highway Dr.
Fenton, MO 63099
(314) 827-1610
A-2, 6, 7, 8, 9
B-1, 2
C-2, 10, 11, 12, 13, 18, 20

Branches:
Los Angeles, CA
(213) 947-4602

Atlanta, GA
(404) 256-4080

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(312) 759-0700

Detroit, MI
(313) 540-2200

Minneapolis, MN
(612) 831-1802

St. Louis, MO
(314) 827-2815

Agric. Div. (St. Louis, MO)
(314) 827-2305

New York, NY
(201) 292-1775

Toledo, OH
(419) 841-2831

Dallas, TX
(214) 387-0010

Marketeam Associates
555 No. New Ballas Rd.
St. Louis, MO 63141
(314) 569-1324
A-2, 3, 6, 7, 8, 9
B-1, 2, 3
C-10, 12

Market Dimensions Inc.
203 East Baltimore Pike
Media, PA 19063
(215) 565-9610
A-7, 8, 9
C-1, 3, 4, 5, 7, 8, 9, 10, 12, 14, 16

Market Facts, Inc.
676 N. St. Clair St.
Chicago, IL 60611
(312) 280-9100
A-6, 7, 8, 9
B-1, 2
C-4, 5, 13, 14, 15, 17, 19, 20

Marketing Services
2525 Grosse Point Rd.
Evanston, IL 60201
(312) 864-4100
A-6, 7, 8, 9
B-1, 2
C-5, 10, 15

The Martec Group
P.O. Box 14321
Chicago, IL 60614
(312) 787-0065
A-1, 5, 6, 7, 8
B-1, 2
C-1, 2, 3, 4, 5, 7, 8, 12, 14, 15, 16, 17

Merlin Marketing
28 Knox Court
Wayne, PA 19087
(215) 647-9081
A-1, 6, 7, 8, 9
B-1, 2
C-5, 9, 12, 15

Metron, Inc.
P.O. Box 2221
Wenatchee, WA 98801
(509) 063-4357
A-1, 6, 7, 8, 9
B-1, 2
C-1, 2, 5, 8, 9, 10, 11, 13, 14, 15,
20, 21

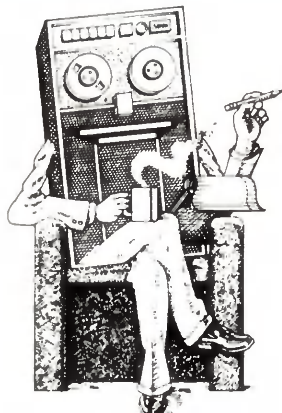
Morrison & Morrison, Ltd.
6104 Indian Springs
Prospect, KY 40059
(502) 228-2865
A-1, 6, 8, 9
B-1, 2
C-6, 10, 14, 17

Alan Newman Research
500 North Allen Avenue
Richmond, VA 23220
(804) 254-3477
A-6, 7, 8, 9
B-1, 2
C-2, 4, 5, 6, 9, 10, 11, 12, 13, 14,
17, 20

Northwest Surveys, Inc.
2100 No. 45th Street
Seattle, WA 98103
(206) 547-5600
A-6, 7, 8, 9
B-1, 2
C-1, 5, 7, 10, 12, 14, 20
(See Advertisement Page 27)

OmniFacts, Inc.
505 Old York Rd.
Jenkintown, PA 19046
(215) 885-9001
A-3, 6, 7, 8, 9
C-5, 7, 8, 9, 10, 11, 12, 13, 14, 15,
17,
18, 19, 20, 21

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60 Broad Hollow Road
Melville, NY 11747
(516) 427-4568
A-6, 7, 8, 9
C-10, 14, 15, 17

Palshaw Measurement, Inc.
P.O. Box 1439
Pebble Beach, CA 93953
(408) 625-2590
A-3, 4, 6, 7, 8, 9
C-1, 2, 3, 4, 5, 8, 9, 10, 12, 14, 15, 16

Parker Marketing Research
1080 Nimitzview, Suite 201
Cincinnati, OH 45230
(513) 232-1800
A-6, 7, 8, 9
B-2
C-5, 8, 10, 11, 12, 13, 15, 18, 20

Boyd L. Peyton Assoc.
389 Pineville Road
Newtown, PA 18940
(215) 598-3665
A-5, 6, 7, 8, 9
B-1, 2
C-8, 9, 10, 14, 15, 17, 20, 21

Plasman & Associates, Inc.
7301 Ohms Lane, #390
Edina, MN 55435
(612) 831-5421
A-3, 5, 7, 8, 9
B-1
C-2, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14,
15, 18, 19

Projections Marketing Research
47 Marlboro Street
Keene, NH 03431-0585
(602) 352-9500
A-5, 6, 7, 8, 9
B-1, 2
C-2, 3, 5, 8, 9, 10, 11, 12, 13, 14, 15, 17,
18, 19, 20

Project Research, Inc.
1313 Fifth Street S.E.
Minneapolis, MN 55414
(612) 331-9222
A-6, 7, 8, 9
B-1, 2
C-4, 5, 6, 8, 10, 14, 15, 16, 18, 20
See Advertisement Page 19)

Rabin Research
520 No. Michigan Avenue
Chicago, IL 60611
(312) 467-5090
A-5, 6, 7, 8
B-1, 2
C-5, 7, 8, 9, 10, 11, 12, 13, 15, 16, 17, 18,
19, 20

Radley Resources, Inc.
P.O. Box 2275
Westfield, NJ 07090
(201) 232-1600
A-1, 2, 3, 5, 6, 7, 10, 14, 15
B-1, 2
C-5, 6, 7, 8, 10, 14, 15

Research, Inc.
521 Plymouth Rd., Suite 108
Plymouth Meeting, PA 19462
(215) 834-6800
A-5, 6, 7, 8, 9
B-1, 2
C-6, 7, 9, 10, 11, 12, 13, 14, 15, 16, 17, 16,
19, 20

Response Analysis Corporation
377 Wall St., P.O. Box 158
Princeton, NJ 08542
(609) 921-3333
A-3, 6, 7, 8, 9
B-1, 2
C-4, 5, 6, 8, 9, 10, 14, 15, 17, 20, 21

Rockwood Research Corporation
1751 W. County Road B
St. Paul, MN 55113
(612) 631-1977
A-1, 2, 3, 7, 8, 9
B-1, 2, 3
C-2, 3, 4, 5, 6, 7, 9, 10, 13, 14, 17, 20
(See Advertisement Page 42)

RSVP/Interviewing Services
1916 Welsh Road
Philadelphia, PA 19115
(215) 909-8500
A-7, 8
C-22
(See Advertisement Page 13)

Schulman, Ronca & Bucuvalas, Inc.
444 Park Avenue So.
New York, NY 10016
(212) 481-6200
A-3, 6, 7, 8, 9
B-1, 2
C-3, 5, 9, 10, 20, 21

Sharp Information Research
P.O. Box 335
Hermosa Beach, CA 90254
(213) 379-5179
A-1

Irwin P. Sharpe & Associates
50 Greenwood Avenue
West Orange, NJ 07052
(201) 731-7800
A-1, 5, 6, 7, 8, 9
B-1, 2
C-1, 4, 5, 6, 7, 8, 9, 10, 14, 15, 16, 17, 20

Smith, Stanley & Co., Inc.
P.O. Box 1651
Darien, CT 06820
(203) 655-7664
A-1, 3, 6, 7, 8, 9
B-1, 2
C-1, 2, 4, 6, 7, 8, 14, 15

The Statistikon Corporation
P.O. Box 246
East Norwich, CT 11732
(516) 922-0882
A-2, 3
C-4, 14, 16

Stat Resources, Inc.
22 Borland Street
Brookline, MA 02146
(617) 734-2000
A-2, 3, 6, 7, 8, 9
B-1, 2
C-3, 5, 8, 9, 10, 14, 15, 17

Strategic Research
591 Rheem Blvd.
Moraga, CA 94556
(415) 376-1924
B-1, 2
C-4, 5, 8, 10, 12, 14, 20

Continued on page 46

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When it comes to full-service, quality market research, Rockwood Research is holding all the cards. Our experienced professional staff will give your project personal attention from start to finish. We have in-house focus group interviewing facilities, a computer-assisted telephone system, local and national capabilities, on-site data processing.

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READER SERVICE CARD February Issue Expires June 30, 1988

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Send me more information on items circled:

360	361	362	363	364	365	366	367	368	369	370	371	372	373	374	375	376	377
378	379	380	381	382	383	384	385	386	387	388	389	390	391	392	393	394	395
396	397	398	399	400	401	402	403	404	405	406	407	406	409	410	411	412	413
414	415	416	417	418	419	420	421	422	423	424	425	426	427	428	429		

Name _____ Title _____
(Please Print)

Company _____

Address _____

City _____ State _____ Zip _____

Telephone No. _____

Signature _____ Date _____

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Quirk's
MARKETING RESEARCH
Review

**P.O. Box 23536
Minneapolis, Minnesota 55423**

relating to reliability of the data, history of the studies and other items relevant to the subject.

Up to this point, neither the president nor myself had taken part in the conversation. I was beginning to wonder why I was there. Pommerahn had handled the research portion of the presentation as the professional he was. There seemed to be nothing I could add to what he had already said.

It was at this point that the participants turned to the president. They attempted to find out whether he now understood more about the readership studies, what expectations one should have regarding the effect of advertising, and if he was now more comfortable regarding the execution of the company's advertising program.

Verifying information

Instead of responding directly to these questions, the president turned to me and asked for my thoughts. He, in effect, said that if I would verify what had been said by the rest of the group he would be satisfied. At the time I was unaware that the president had listened to the audio tapes of the many focus group sessions I had conducted for the company and had been present when I had made a presentation at a regional managers' meeting. Because of those experiences he believed I could act as an impartial arbiter.

The situation was embarrassing for me. I knew that Pommerahn's work with readership studies made him one of the top experts in this area of research. I stated that fact as forcefully as possible and then questioned the president regarding his reading habits. He mentioned two of the leading business publications as being the ones he read with most regularity.

Further probing revealed that the president only read the sections of these publications which were pertinent to his business activities. He also admitted it was unlikely for him to notice advertisements which were not germane to his areas of involvement.

Not 100%

It took considerable additional probing and discussion before the president realized that it was completely unrealistic to expect readership scores approaching 100%. He had not been cognizant of the diverse audience

reached by magazines nor aware that readers' interests and needs do not stay constant. These items had not come to his attention because his background had been on the financial side and he had had no marketing experience.

The two-hour meeting ended on a happy note. The advertising program had been saved and the advertising manager had not been fired. Each of us who attended that meeting realized that a faulty communication process had almost scuttled a very successful advertising campaign. Too much knowledge on the part of others had been assumed. The individual doing the communicating forgot that others in the organization did not have the depth of knowledge in this area as he did.

The experience described above was very unusual but had a great effect on me regarding reporting of results. Afterwards, I attempted to make certain that even those with minimal exposure to research would understand the implications of the data presented on studies done by me. As a professional, it was my obligation to provide results in a usable and understandable format. Using this concept as a guide, I never again had to sit through another session like this one. MRR

Midwest, Southeast lead in smokeless tobacco use

The Southeast and the Midwest lead

in the amount of smokeless tobacco use, a federal survey revealed recently. West Virginians indulge 25 times more often than people in Massachusetts or New York.

West Virginia ranked the highest - 10.2% of the population reported current use of chewing tobacco or snuff - compared with other states in smokeless tobacco use.


The National Centers for Disease Control 1986 survey found that the lowest usage rate was in Massachusetts and New York, each reporting 0.4%. The survey included 25 states and the District of Columbia. In total, 34,395 participated in the telephone survey.

The findings of the current use of smokeless tobacco among other surveyed states showed these percentages:

Alabama, 9.8; Arizona, 2.3; California, 1.3; Washington, D.C., 1.2; Florida, 2.7; Georgia, 7.5; Hawaii, 1.1; Idaho, 3.2; Illinois, 4.1; Indiana, 3.2; Kentucky, 5.8; Massachusetts, 0.4; Minnesota, 3.0; Missouri, 4.5; Montana, 8.8; New Mexico, 3.3; North Carolina, 7.0; North Dakota, 6.0; Ohio, 3.4; Rhode Island, 0.5; South Carolina, 3.6; Tennessee, 6.1; Utah, 2.5; West Virginia, 10.2; and, Wisconsin, 2.9.

Other surveys have reported that between 7% and 35% of the nation's young people use snuff and chewing tobacco.

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- Computerized validation assures first time respondents.
- Comfortable client room seats 20.

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Advertising-oriented surveys constitute a major part of this research area because advertisers want to learn how effective their advertising campaign is and McGraw-Hill wants to demonstrate that advertising is an effective way for companies to increase sales and exposure in the marketplace.

For *EC&M*, a technical magazine which is edited for electrical contractors, plant/facilities electrical people and electrical consulting engineers, two types of media research studies known as customized advertiser studies/readership studies are conducted.

One is known as Adsell. This telephone survey, conducted by McGraw-Hill's Laboratory of Advertising Performance unit, tells advertisers within 8-10 weeks what subscribers thought after reading their ads. It reveals that if subscribers did read an ad, whether that ad created awareness, aroused interest, built preference and kept customers sold. The purpose of the study, says Ross, is to find out what hap-

pened *after* the ad was seen and read, in other words, "did it move readers closer to the sale."

Harvey Research Organization, Inc., specialists in communications research projects in Rochester, NY, also conducts personal interview studies for McGraw-Hill with 100 *EC&M* subscribers from around the country. This research technique measures the percent of subscribers who recall seeing a particular ad and the percent who

Before and after advertising studies measure the gross results of the ad campaign in whatever measurement terms are established by the advertiser.

recall reading it. The scores show advertisers the effectiveness of their ad's readership.

Comments, please

What's particularly special and interesting about this survey is that part of it enables the respondents to make personal comments about the ads. Ross considers this information equally important as the standardized portion of the questionnaire, information of great interest to McGraw-Hill's sales people as well as the advertising agencies.

"We get some real believable feedback this way and sometimes some very useful information for creative people at ad agencies," notes Ross.

Measuring interest

The primary media research study conducted for *Electrical Wholesaling*, a marketing magazine read by electrical wholesale distributors, is called Readcx. Readex measures subscribers' interest in both the magazines' editorial articles and its advertising.

The survey, which is conducted twice a year for McGraw-Hill by a St. Paul, Minn., research firm, measures two different issues of *Electrical Wholesaling*. A sample of 100 readers

Continued on from page 42

Accurate Marketing Research, Inc.

2214 PADDOCK WAY DRIVE SUITE 100
GRAND PRAIRIE, TEXAS 75050
(214) 647-4272

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JAMES MILES CHAIRMAN OF BOARD

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VIEWING ROOMS SEAT UP TO 16
RAISED PLATFORMS, WALL TO WALL MIRRORS
AUDIO AND VIDEO EQUIPMENT
CLIENT LOUNGE

2 RECEPTION AREAS WITH OUTSIDE ENTRIES
SEPERATE WAITING ROOM

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NATIONAL COVERAGE

FOCUS GROUPS
FULL TIME INTERVIEWERS
PRODUCT PLACEMENT
STORE AUDITS
MYSTERY SHOPPING
TEST KITCHEN

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Sturm Research, Inc.
501 Madison Avenue
New York, NY 10022
(212) 752-8686
A-6, 7, 8, 9
B-2
C-1, 2, 10, 11, 12, 13, 14, 15

Survey Solutions, Inc.
4949 West Pine Blvd.
St. Louis, MO 63108
(314) 367-0999
A-6, 7, 8, 9
B-1, 2
C-6, 7, 10, 11, 12, 14, 15, 18, 19, 20, 21

Trotta Associates
13160 Mindanao Way, Ste. 180
Marina del Rey, CA 90291
(213) 306-6666
B-1, 2
C-5

Valley Forge Information Service
1000 Adams Avenue
King of Prussia, PA 19406
(800) 345-6338
A-3, 6, 7, 8, 9
C-2, 5, 6, 10, 11, 13, 14, 15, 17, 18, 19, 20
(See Advertisement Page 25)

The Vanderveer Group
555 Virginia Dr.
Fort Washington, PA 19034
(215) 646-7200
A-3, 6, 7, 8, 9
B-1, 2, 3
C-3, 4, 5, 6, 8, 9, 10, 11, 12, 14, 16, 21

Van Patten Research
170 West 23rd St., Ste. 3W
New York, NY 10011
(212) 463-9035
A-6, 7, 8, 9
B-1, 2
C-7, 10, 11, 17, 19

J.M. Viladas Co.
Ricki-Beth Ln., Hillcrest Pk.
Old Greenwich, CT 06870
(203) 698-0845
A-3, 7
B-1, 2
C-5, 8, 14, 15, 16

Walker DataSource
3939 Priority Way South Dr.
Indianapolis, IN 46240
(317) 843-3939
A-6, 7, 8
B-1, 2
C-2, 5, 10, 11, 12, 13, 15, 18, 19, 20, 21
(See Advertisement Page 23)

Weylock Associates 45 West 60th Street
New York, NY 10023
(212) 921-0133
A-6, 7, 8, 9
B-1, 2
C-5, 8, 9, 10, 15, 17, 18, 20, 21

D. Charles White & Assoc.
255 Coggins Dr., Ste. F16
Pleasant Hill, CA 94523
(415) 932-8654
B-1, 2
C-1, 2, 6, 7, 11, 14, 15, 16, 18

Zanes & Associates
1350 15th Street
Fort Lee, NJ 07024
(201) 461-5848
A-3, 5, 6, 7, 8, 9
B-1, 2
C-5, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 20, 21

is mailed an issue of the magazine, along with a questionnaire.

The questionnaire asks the respondents to mark all of the editorial features and advertising in the magazine that they found interesting. The respondents are then asked to send back the magazine and questionnaire for tabulation.

"The point of this study is to get some kind of feedback on one particular advertisement," says Ross. "An advertiser usually won't see immediate sales increases as a result of one ad in their advertising campaign, however. Total advertising effectiveness is something that can only be measured over a long period of time."

Still another research method McGraw-Hill employs for *EC&M* as well as *Electrical Wholesaling* is before and after advertising studies. According to Ross, the purpose of these studies is to measure the gross results of the advertising campaign in whatever measurement terms are established by the advertiser.

Two direct-mail surveys are conducted for the client. The benchmark (before) survey may serve to determine subscribers' familiarity with the

"We get some real believable feedback this way and sometimes some very useful information for creative people at ad agencies."
Gordon Ross

client prior to an ad campaign and the second, follow-up survey may measure the changes in awareness of the magazines' subscribers toward the client.

The advertiser assumes the cost of the benchmark study and McGraw-Hill covers the cost of the follow-up. As many as six advertising studies are conducted each year, all at the expressed interest of the client.

Market research

"To gather information about the market that the magazines serve" is the whole objective behind the market research Ross conducts and oversees for *EC&M* and *Electrical Wholesaling*.

According to Ross, the "most used

study we do for *EC&M* and the one which has the greatest acceptability by our advertisers" is the Brand Preference Study.

The BPS, a free service to advertisers, is conducted yearly among samples of the three reader groups which *EC&M* serves. A direct-mail, open-ended questionnaire is sent to a volunteer panel made up of these individuals. In the questionnaire, respondents are asked to list manufacturers whom they consider when making equipment decisions and to indicate some of the reasons why they prefer the different brands. This latter portion of the study allows the respondents to make a judgment on the advertisers' product, says Ross.

"It judges the sellers marketing performance in general and is weighted toward the quality of the product itself."

While the first portion of the study provides valuable information to the advertiser, often the "meat" of the survey lies in the second part.

"The first portion tells advertisers what product brands each panel member prefers. But the last portion tells advertisers why the respondents rated the brands the way they did. It can provide answers to such questions as 'Why are we tops?' or 'Why are we losing our share of preference?' It lets them know what the perceptions are out there."

Although the Brand Preference Survey, which typically yields a 40-50% response rate, is conducted every

year, survey results on any particular product are available every other year. The results of over 70 products are shown and put in a bar chart, says Ross, so that advertisers can track the history of their brands and competing brands over a nine year period.

Yet another type of market research study conducted recently for *EC&M* is the Audience Profile Study. This was conducted among a sample of *EC&M* subscribers to determine their attitudes and opinions toward their organization, work, electrical equipment and the magazine itself.

Assessing performance

The Distributor Opinion Survey is the primary study conducted for *Electrical Wholesaling*. The objective of this survey is to help manufacturers assess their performance with their wholesale distributors, says Ross. Specifically, the survey objective is to determine how electrical wholesalers rate the product lines they handle on 12 factors that are important to the manufacturer-distributor relationship. The findings of the survey are available to those manufacturers who have 20 mentions in the survey.

Notes Ross, "What these manufacturers learn is how their distributors rate their performance and the performance of competing manufacturers." MRR

client prior to an ad campaign and the second, follow-up survey may measure the changes in awareness of the magazines' subscribers toward the client.

The advertiser assumes the cost of the benchmark study and McGraw-Hill covers the cost of the follow-up. As many as six advertising studies are conducted each year, all at the expressed interest of the client.

Market research

"To gather information about the market that the magazines serve" is the whole objective behind the market research Ross conducts and oversees for *EC&M* and *Electrical Wholesaling*.

According to Ross, the "most used

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erally, this feeling among youth is uniform across the board. However, two groups of children stand out as being somewhat less happy than others: Those who have been through a divorce and those from lower class homes.

Despite this, the thing which most of the children say they are happy about is the amount of love which their parents show them. Fully 93% feel this way. While they are happy with the amount of love they receive, however, children are somewhat less happy with the amount of time which their parents spend with them (79%).

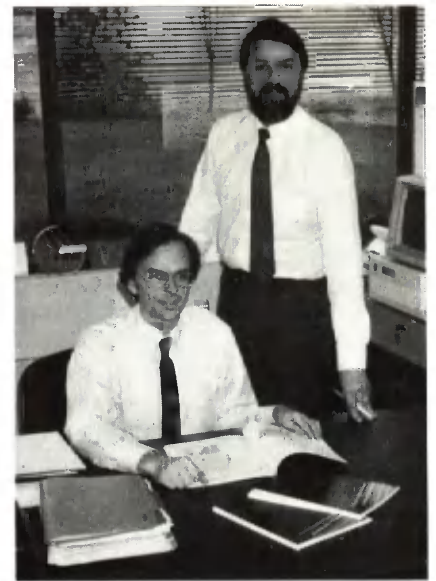
The majority of children (74%) feel that they spend the right amount of

American youth do not share the sense of panic that characterizes the opinions of so many adults when it comes to "youth issues."

time with their families. But even more importantly, children enjoy the time they spend with their families. Nearly eight in 10 (78%) say that regardless of how much time they spend with their families, the times they spend together are times which they enjoy a lot.

Getting along

Better relations with their brothers and sisters and being able to talk openly with their parents about things which are important to them are the



(L to R) Larry Du Lude, marketing research manager, and Mario Abate, director of marketing research, American Chicle Group.

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two top priorities of America's youth for making home life better. Both are cited by four in 10 respondents. These are followed closely by four other factors: Being treated more an adult by their parents (35%); spending more time with their parents (35%); families having more money (34%); and having more responsibility given to them (32%).

While this is the overall agenda, somewhat different priorities are

"We are hoping that the study will bring people closer together and spur further communication, especially within families, about some of its findings."
Larry DeLude

found for younger children than for teen-agers.

Asked about 11 important things that influence children's lives, the majority opinion among American youth is that parents place just about the right amount of emphasis on all 11. However, there are degrees of differences which suggest areas where youths feel their parents place too much emphasis and where not enough emphasis is placed.

continued on p. 50

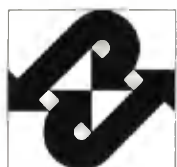
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DES MOINES, IA	X	X	X	X	SALT LAKE CITY, UT	X	X	X	X
DETROIT, MI	X	X	X	*X	SAN RAFAEL, SAN FRANCISCO, CA	X	X		X
EAU CLAIRE, WIS./ MINNEAPOLIS, MIN.	X		X	X	SEATTLE, WA	X	X	X	X
JACKSON, MS	X	X		X	TALLAHASSEE, FL	X	X	X	X
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The primary areas where respondents feel their parents place too much importance are their grades in school (24% say they place too much emphasis, while only 6% say too little emphasis), and the amount of TV they watch (23% say too much emphasis, while 8% say too little emphasis).

Those areas where children feel that parents place perhaps too little importance are cultural activities (27% say their parents place too little emphasis, against only 4% who say they place too much emphasis). Also cited are the amount of exercise they get (23% say too much emphasis; 4% say not enough) and extracurricular activities (20% say too much emphasis; 5% say not enough).

Closely related to the question of parental guidance is the question of discipline. Here, a strong 86% majority of youngsters say that the level of discipline in their homes is "about right." Only 8% say the discipline at home is "too strict"; 4% say it is "not strict enough."

Finally, one other significant area addressed in this section of the poll was what the youth felt about mothers working outside the home.

The study shows that today's youth are well in tune with the fast-rising number of working women. Nearly

three-quarters of the children interviewed (71%) have mothers who work. About half (46%) have mothers who work full-time, while mothers of a quarter (25%) work part-time.

The overall verdict on working mothers, from the children's perspective, is a favorable one. When confronted by the choice of having a working mother, American youth vote

While 93% of the children surveyed are happy with the amount of love their parents show them, 79% are somewhat less happy with the amount of time which their parents spend with them.

convincingly (59% to 34%) for an employed mother. Teen-agers, however, believe younger children (12 or younger) suffer when mothers work. But the younger children don't agree.

Grading schools

The third section of the study looks at students' evaluations of the important subjects to be studied in schools, how well their schools are providing the basic elements of education and where improvements could be made. It also reveals students' aspirations once they graduate from high school.

While students see room for improvement in their schools, vast majorities of both children and teen-agers (84%) say they are personally satisfied with the school they go to.

Asked to give their schools a grade from "A"-"F", 48% of the students give the American school system a solid "B" for the overall quality of education and the learning environment it provides. Twenty-nine percent give it an "A."

A majority (53%) of students see the subjects they learn - compared to making friends, getting along with others and extracurricular activities - as the most important thing about school.

Over nine in 10 young children (92%) say the basics - arithmetic and reading - are important. Eighty-six percent think science is important, while 80% see computer skills, history and current events/social studies as important.

Among 13-17 year-olds, the same priorities occur. Over nine in 10 say the basics - math (94%) and English (91%) are important.

Asked how schools can be improved, 60% say more modern equipment - computers, VCRs, film projector - would help. Almost half, 47%, call for more attention to the teaching of basic skills. An almost equal percentage (46%) say more attention by parents to what children are learning and how well they are doing would improve their schools. Half of the 13-17 year-olds want parents to pay more attention to what they are learning in school, compared with four in 10 of

When confronted by the choice of having a working mother, American youth vote convincingly - 59% to 34% - for an employed mother.

younger children. One third of the students call for better teachers.

Off to college

Fully 80% of today's young people expect to attend college. If they follow through, their generation would be by far the best educated in American history. This level of interest in college education is uniformly high across all demographic groups.

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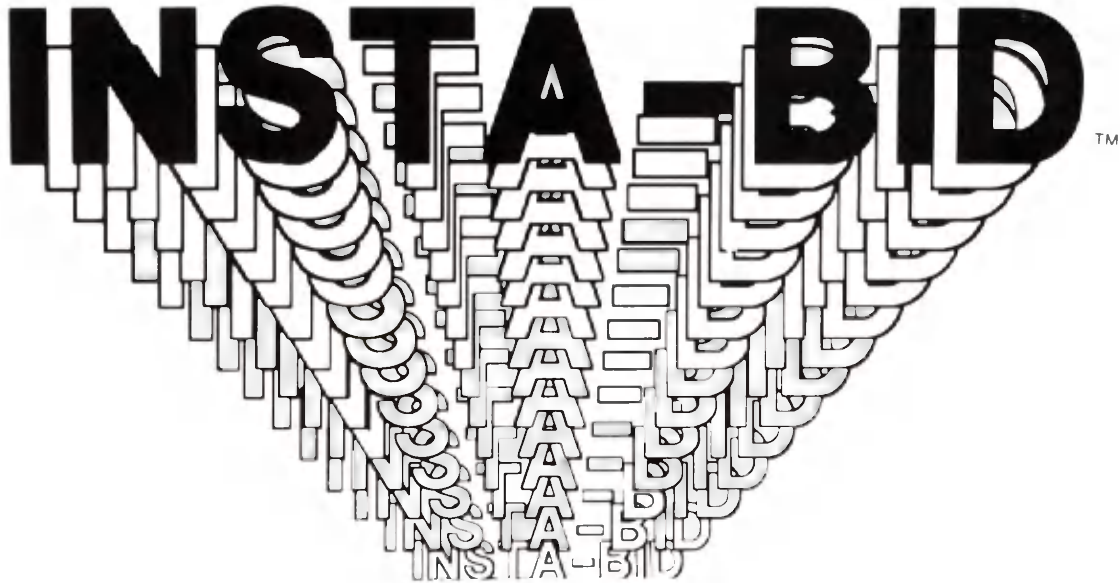
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Furthermore, the survey shows that 69% of today's students say they know what they want to be when they finish school. The most preferred jobs are those in health care; 16% seek careers in this area. This is followed by various blue collar jobs or jobs in the trades (such as construction, beautician), 8%; teaching, 7%; arts and entertainment, 6%; and sports and athletics, 6%.

Social issues

The final portion of the study asks America's youth about some of the more sensitive issues and problems confronting American society today. Two of these are substance abuse and teen-age pregnancy.

Eighty-one percent of teen-age students say at least some smoking occurs among peers. Over two-thirds say they are aware of at least some drinking (68%) and sexual activity (67%) among their peers. Over half say they are aware that at least some crime (58%), drug abuse (58%) and marijuana use (55%) occurs.

Forty-three percent say that they have knowledge of at least some teen-age pregnancy; 13% say it happens a lot. Twenty-three percent say they have knowledge of at least some cocaine and crack use (23%) and 6% say it goes on a lot around them.

To improve the situation, the youth pointed to two varieties of solutions: Enforcement and education.

Although most teen-agers think that

discipline in their schools generally is adequate, they nevertheless support certain specific enforcement measures that could lead to less substance abuse and less crime. Majorities favor giving schools the authority to search students' lockers and personal possessions for drugs, liquor and weapons.

Educational steps that could be taken include courses on the dangers of drug and alcohol abuse and sex education classes. Roughly half of all students say their schools offer courses on drug and alcohol abuse and the overwhelming weight of opinion is that these classes are good.

Concerning sex education, 61% of teen-agers say it should be taught in the home; 55% say it should be taught in the schools. One-third of all students say their schools offer sex edu-

The most divisive issue addressed by young people in the poll is the admission of AIDS victims, with 40% saying students with AIDS should be admitted to school and 43% saying they should not.

cation classes and fully two-thirds (67%) of students who have them say they consider their classes to be good.

AIDS, busing

Other social issues that are often at the center of adults' debate over youth

About 65% of the youth surveyed are personally concerned about the possibility of nuclear war and the spread of AIDS.

include school prayer, busing, the admission of AIDS victims to public schools, and the right of homosexuals to teach in the schools. The American Chicle Youth Poll provides one of the first insights into young peoples' views on these delicate subjects and finds that the most divisive issue is the admission of AIDS victims, with 40% saying students with AIDS should be admitted to school and 43% saying they should not.

Students were also asked whether homosexuals should or should not be allowed to teach in the public school system. Roughly half think they should (49%); four in 10 think they should not (41%).

By virtually the same margin, students oppose having prayers required every day but few of them have objections to a moment of silence. Fully 75% of those in non-public schools favor organized prayer, while those in public schools are evenly split: 37% think there should be a moment of silence.

The question of busing to achieve racial integration does not appear to be a source of dissension nearly as much as school prayer. Nearly two-thirds of those interviewed (64%) say there should be busing to achieve racial integration.

In sum, American youth, too, are troubled by broader social problems. Like their elders, they often voice conflicting opinions on the best solutions to them. They are, in many senses, a reflection of the society around them. And when looking at these controversies and issues in the larger society, it is perhaps here that young people and adults think most closely alike. MRR

Editor's note: The American Chicle Group of Warner-Lambert Co. commissioned this survey as a non-commercial effort to provide a voice for America's youth and to develop a broader understanding of how youth view the world around them.

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10 Steps

continued from p. 35

manetics/content are an important aspect of industrial research surveys. A small number of individual, in-depth interviews, or one or two focus group sessions will usually pay big dividends.

10. User incidence figures and/or market share estimates for industrial products are often erroneous or not available at all. In many instances, this leads to unrealistic cost and timing estimates for study completion. In these situations, there is no substitute for a good client-supplier relationship.

Business-to-business/industrial research is coming into its own as an aid to corporate decision-making for manufacturers of business-to-business products. Research firms are also becoming more comfortable with its anomalies, and executives/professionals are getting accustomed to the notion of participating in marketing research studies. By using these 10 suggestions, marketing research among professional target markets can be even more productive. MRR

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Best hospital care

Religious affiliated and independent, not-for-profit hospitals rank the highest (23%) among surveyed consumers when asked what type of hospitals provide the best care. The National Research Corp. survey also found that 12% said for-profit hospitals gave the best care and 9% of the respondents felt city/county hospitals did.

Caring for older adults

About 6% of Michigan's population spend more than 10 hours a week caring for an older adult who needs help, a Harrington Market Research, Inc., study reveals. Approximately 13% provide between two and 10 hours of this type of service.

The company's study of 800 Michigan residents found that predictably, the care-givers were over 35 years of age with many age 45 or older. All educational, income and occupational categories were represented.

According to Harrington, the research demonstrates that services and market segments must be carefully differentiated.

"Care givers' needs vary greatly and are not limited to health and medical services. Their diverse needs should be carefully delineated if products and services are to be successfully marketed to them."

Corrections

The following listing was inadvertently omitted from the December/January Focus Group Research Facilities Directory:

Communications Alert, Inc.
1415 East Tillman Rd.
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1,3,4,5,6,7A

American Research Group, Inc.
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1,3,6,7B

A credit line for the booklet *Electricity* which appeared on p. 8 in the December/January issue was inadvertently omitted. The article should have included: Reprinted as a community service by permission of Puget Sound Power & Light Co., Special Customer Programs, Bellevue, Wash.

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Qualitative Facilities

continued from p. 36

and again, all over town. In addition, purchased services cost more for the facility and this higher price is usually passed on to you.

Look for a facility that is not flexible and can't cope with the myriad changes that occur in qualitative research. If a facility can't turn that new corner with you, your research will be left out in the cold. Caveat emptor (Let the buyer beware!).

One head, two hats

I wear two hats, one as a moderator and another as the managing director of a qualitative research facility in Manhattan called Focus Plus. As such, I have considerable experience with clients and respondents. I'd like to share some actual experiences with you to back-up some of the points made previously.

As a moderator

I recently visited a "supermarket"

facility. There were four focus group rooms in the same office and each serviced different clients while sharing a common reception area. My client ran into his major competitor who was conducting a session in the adjoining room. We also discovered that one of his respondents was accidentally sent into our room. I requested that the respondent be paid and sent home and

"A good facility puts its long-term relationship with a moderator before a short-term interest." Mark D'Alessio

not participate in the other group as the facility desired. This error was potentially damaging to our proprietary research.

At another facility, two clients were

discussing the new product we were to introduce towards the end of our group. Unfortunately, this discussion took place in a rest room and the clients didn't realize that a respondent was in one of the booths. This respondent returned to the focus room and whispered the product's concept which was passed around the room. We had to terminate the group.

As a facility director

One moderator wanted to recruit Gold Card holders. Upon discussion, it was disclosed that he actually wanted trend-setters who would need an increased stipend.

Another moderator needed to speak to low-income members of the mature market, many of whom we discovered were on welfare and/or living in nursing homes in Brooklyn. Our client wanted to conduct the sessions in Manhattan but we recommended that he go to the respondents. We set up groups in local libraries and restaurants in Brooklyn. We supplied respondents with subway tokens and allowed them to bring a companion. All were invited to lunch. The result, an excellent show rate.

We get many calls to recruit frequent business travellers. This category requires over-recruiting 14 to get 10. Most clients ask for the usual 12 to get 10 and never consider that frequent travellers may be called out of town at moment's notice. These business people can't be relied upon to keep appointments. Over-recruiting insures a full quota.

When a client requested two full groups of hospital administrators in the New York area, we gently reminded them that there are only two dozen hospitals that can be called upon. The usual 12 to get 10 format would not be feasible because it would be impossible to gather these top professionals at the same time. We solved the problem by recommending mini-groups which were spread out over a period of several days and supplemented them with several one-on-ones.

Space limits my relating an anecdote for each of the points covered in this article, but the breadth and depth of what's here indicates that the criteria used in choosing a qualitative research facility is not as simple as one might think. MRR

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new direction is clear. The relationship we have found has dramatic implications for the way health care is priced and delivered."

The analytical file for the joint study was created for the calendar year 1981-1984 by selecting from the database health care claim data, lifestyle risks and demographic characteristics for employees with one or more Health Risk Profiles, and one or more years of enrollment in the CDC health care plan during the period. This selection resulted in a file of nearly 15,000 employees with more than 40,000 total years of health care plan enrollment.

Employees who completed the Health Risk Profile were grouped according to their level of risk (high, moderate or low) on each of the seven behavioral factors previously mentioned. The researchers examined the relationship of risk level to three measures of health care usage: Medical claim costs, hospital patient days per thousand and percentage of claims over \$5,000. Health care claim data were adjusted in the

analysis to reflect demographic differences in each lifestyle risk factor. The resulting data were found to be representative of the U.S. labor force and consistent with other national data sources where health care benefits are provided through a traditional fee-for-service plan.

Applications

"The significant differences in health care utilization and costs across lifestyle risk levels found in the study support many specific applications," says Anderson. "Several of these applications have important implications for health promotion."

One such application, one that opens up a whole new realm for insurers, says Anderson, is the development of insurance products that encourage risk reduction. Anderson says a company that is able to gather a lot of risk information about their healthy employees can use these data to get a lower premium rate.

"In turn, a company that knows they can lower premiums for reducing health risks has an incentive to help their employees control their lifestyles and they can do this through programs like StayWell," explains Anderson. Milliman & Robertson believe that if insurers start linking premiums to employees' lifestyle behaviors, employers could see those costs rise or fall 20% or more based on workers' health.

This potentially costly situation may also prompt employers to offer lower contribution requirements to those employees who practice a healthy lifestyle, thus providing employees with a stronger or more flexible benefits package. Those employees who are at higher risk for lifestyle habits within their control - exercise, weight, smoking, seat belt use - would be required to pay more as their higher medical costs dictate.

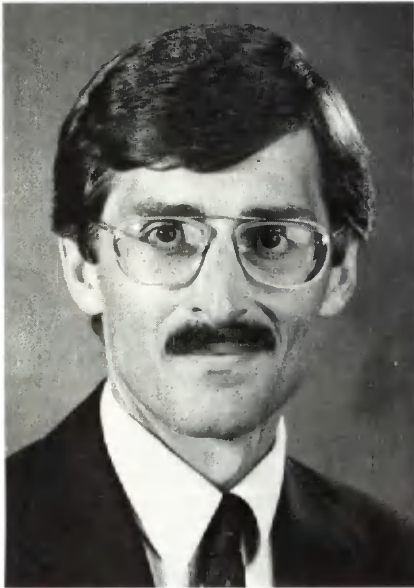
It's not unusual for employees to contribute to the cost of their health care coverage, says Anderson. According to the Employee Benefit Research Institute in Washington, D.C., 41% of the 22 million workers in U.S. companies with more than 100 employees paid part of their health insurance premiums in 1986. That's an increase of 35% from 1985.

R.O.I.

Still another application of the study and its measured relationship between lifestyle risks and health care costs is that a company can assess its return on investment. By measuring lifestyle risks among an employee group, a company can recognize which risk components and which individuals have the most likelihood for savings. The cost for reducing those risks can then be compared to the projected benefits, thereby guiding a company's investment choices.

Taking action

A very positive outcome of this groundbreaking study has been an increased awareness among employers of the link between employee lifestyle risks and health care costs. The awareness has begun to fuel action, with more and more employers now implementing health promotion. MRR



David R. Anderson is manager of Control Data Corp.'s StayWell/EAR Information Services department and has been a key participant in the StayWell program since its inception. The StayWell program, developed by CDC, is a comprehensive set of health promotion products and services. Originally developed for internal use, the program is now available to business and industry through a nationwide network of authorized distributors. EAR, which stands for Employee Advisory Resource, is also marketed nationwide. EAR is a short-term counseling and referral service for employees experiencing personal and work problems. Anderson's responsibilities involve evaluating both programs to assure that they work as designed and produce the desired outcomes. Prior to joining CDC in 1979, Anderson taught psychology at the University of Wisconsin at Stevens Point.

By Beth E. Hoffman
managing editor



Study links unhealthy lifestyles with high medical costs

Employers have traditionally taken the brunt of their employees' unhealthy lifestyle behavior in the form of high health care costs. That trend may come to a healthy halt, as more and more employees, in the face of losing money or benefits, will be forced to take more responsibility for their lifestyle behaviors.

This scenario may one day become a reality because of a recent study which is the first research to widely link unhealthy behavior with high health care costs.

The study and project, "Health Risks and Behavior: The Impact on Medical Costs," was conducted jointly by Control Data Corp. and Milliman & Robertson, Inc., a nationwide actuarial consulting firm specializing in the health care field. The researchers

who conducted the study were David R. Anderson, manager of CDC's StayWell/EAR Information Services department, and Stephen D. Brink, principal author of the study and director of health consulting for M&R.

The nationwide, four-year study of 15,000 Control Data employees was based on information gathered through the company's StayWell health promotion program. StayWell is a comprehensive set of health promotion products and services available nationally to business and industry.

The purpose of the study was to measure utilization and cost of medical care according to the level of risk produced by a given behavior. While other factors such as family history, age and sex also affect a person's overall health status, only behavioral characteristics can be changed. The seven major behavioral factors studied were: Exercise, weight, smoking, hypertension, alcohol use, cholesterol level and seat belt use, all lifestyle areas addressed in the StayWell program.

Costly users

The study showed that workers with the worst lifestyle habits had the largest medical bills. For example, employees who smoke a pack or more of cigarettes per day have 18% higher medical claims costs than those who do not smoke. Sedentary employees have 30% more hospital days than those who get adequate levels of exercise; seriously overweight employees are 48% more likely to have claims exceeding \$5,000 during a one-year period than those at normal weight levels. The largest difference in hospital utilization was associated with seat belt usage; high risk employees used 54% more hospital days per thousand than did those at low risk.

"We believe that this study is the first to demonstrate a statistically proven relationship between a wide range of controllable risk factors and the use and cost of medical care," says Brink. "These results are particularly significant because while overall health status also depends on such factors as age and one's family and medical history, only behavior can be changed. As health costs have a substantial effect on the bottom line of U.S. businesses, the need for this

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