

Quirk's

# MARKETING RESEARCH

Review

## Dairy Calcium: A painless approach to Dental Health.



**National Dairy Board  
relies on research  
to test its ads**

**ADVERTISING RESEARCH  
ISSUE**

April, 1988

**If you don't  
like this ad,  
we'll find  
out why.**

For accurate and objective advertising research, call Kevin Menk at (612) 331-9222.



**Project Research, Inc.**

1313 Fifth Street SE, Minneapolis, MN 55414

# Soup to Nuts from NY to LA.

What's on your menu this month? A series of focus groups in Manhattan or Moorestown? One-on-ones in Chicago or Philadelphia? Computer data collection in Atlanta, Minneapolis, Oklahoma City, Nashville and

Phoenix? WATS telephone interviewing in Pennsylvania? Mall intercepts in Texas, California, Florida, Colorado and New York?

No matter what or where your research needs are, one call to Quick Test Opinion Centers™ and it can all be served up efficiently and confidentially.

Soup to nuts. For over 20 years, Quick Test has been preparing and serving it all exactly the way you want it.

For reservations call **800-523-1288**.

**QUICK TEST**  
**OPINION CENTERS™**  
AN EQUIFAX COMPANY



**Services:**

Focus groups  
Pre-recruited one-on-ones  
Shopping mall interviewing

WATS telephone interviewing  
Computer assisted personal interviewing  
Computer assisted telephone interviewing

Tabulation capabilities  
Executive and industrial interviewing  
Door-to-door interviewing

Central location and other field research

**Locations:**

Massapequa, NY  
Moorestown, NJ  
Philadelphia, PA  
Atlanta, GA  
Tampa, FL

Chicago, IL:  
(2 mall locations)  
Minneapolis, MN  
Nashville, TN  
Oklahoma City, OK  
Denver, CO

Houston, TX  
San Antonio, TX  
Phoenix, AZ  
San Francisco, CA:  
(2 mall locations)  
Sunnyvale, CA

Los Angeles, CA  
Orange County, CA  
New York City  
Focus group center  
Bethlehem, PA  
WATS telephone center



## Contents

- 6 Dairy calcium ads change attitudes
- 10 Tracking study shows pork ads effective
- 14 The strategic value of business advertising research
- 28 Health care research valuable, underutilized

## Departments

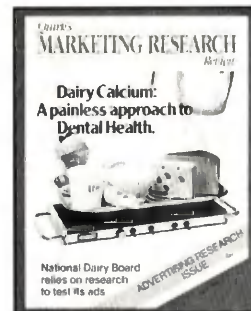
- 23 Working with a statistical expert and surviving
- 24 From The Publisher
- 35 Names of Note
- 37 Qualitative Research/Focus Group Moderators Directory
- 48 Index of Advertisers
- Corrections
- 50 Trade Talk

## Sales Offices:

**Headquarters:** Quirk's Marketing Research Review, 6607 18th Ave. So., Minneapolis, MN 55423. (612) 861-8051.

**Central States:** The Pattis Group, 4761 West Touhy Ave., Lincolnwood, IL 60646-1622. (312) 679-1100

**West Coast:** Lane E. Weiss, 582 Market St., Suite 611, San Francisco, CA 94101. (415) 986-6341.



### Cover

Leading off the second annual Advertising Research Special Emphasis Issue is a feature story on the National Dairy Board's research to test the effectiveness of its print advertising campaign, beginning on p. 6.

Publisher

**Tom Quirk**

Managing Editor

**Beth E. Hoffman**

Editorial Advisor

**Emmet J. Hoffman**

Advertising Coordinator

**F. Keith Hunt**

Circulation Director

**James Quirk**

Printing Supervisor

**Robert K. Truhlar**

Business Manager

**Marlene Quirk**

QUIRK'S MARKETING RESEARCH REVIEW, (ISSN 08937451) is issued eight times per year—February, March, April, May, June/July, August/September, October/November, December/January—by Quirk Enterprises, Inc., 6607 18th Ave. So., Minneapolis, MN 55423. Mailing Address: P.O. Box 23536, Minneapolis, MN 55423. Telephone: 612-861-8051.

**Subscription Information:** U.S. annual rate (eight issues) \$32; two years (16 issues) \$60; three years (24 issues) \$88. U.S. single copy price \$8; Canada and foreign countries \$12.

Second class postage paid at Minneapolis, MN and additional mailing offices.

**Change of Address:** Notices should be sent promptly; provide old mailing label as well as new address; include ZIP code or postal code. Allow 4 to 6 weeks for change.

**POSTMASTER:** Please send change of address "Form 3579" to Quirk's Marketing Research Review, P.O. Box 23536, Minneapolis, MN 55423.

Copyright 1988 by Quirk's Marketing Research Review. All rights reserved.



# Improve Your Profitability Through Decision-Making Information Supplied by McGraw-Hill Research

## Need Business-To-Business Marketing Research?

Determining the competitive position of your brand, product, division or company? Pin-pointing the buying influences for your product? Describing the right target audience? Measuring the size of your market? Developing a new product? Evaluating the effectiveness of your advertising?

## Call McGraw-Hill Research

McGraw-Hill Research has a variety of methodologies and techniques that have helped many companies take better advantage of their marketing opportunities. Our closeness to the business-to-business marketplace enables us to provide actionable research for your marketing decisions at an affordable price.

For a quote or proposal call Joseph T. Collins, Manager Marketing Research at (212) 512-3264. Or write him at McGraw-Hill Research, 1221 Avenue of the Americas, New York, NY 10020



If it's a marketing research problem, we probably pioneered the solution.

Put McGraw-Hill Research to work for you. Circle No. 139 Reader Card

## Need Opinion Polling Across Key Business, Professional, Industrial or Consumer Groups?

Want to define the impact of current events? Identify important trends and new developments? Determine short and long term effects of critical issues? Measure reactions to fast breaking issues and changes in business and consumer environments?

## Call McGraw-Hill Research

McGraw-Hill Research conducts scientifically designed polls to help you put current events and issues into perspective. Utilizing computer assisted telephone interviewing, online tabulation and real-time data gathering, McGraw-Hill Research produces timely, accurate and meaningful results. Experienced researchers analyze and summarize opinion poll results and trends in areas of primary importance to you.

For a quote or proposal, call Joan M. Bullen, Executive Director (212) 512-3517 or Eida Vale, Director, Opinion Polling (212) 512-3349. Or write McGraw-Hill Research Opinion Polls, 1221 Avenue of the Americas, New York, NY 10020.



If it's an opinion polling question, we probably pioneered the solution.

Circle No. 140 Reader Card

## Need Telephone Interviewing—WATS or Computer Assisted?

Want to survey a particular business or industrial market? Or do you need information from consumers? Do you want to track the attitudes of customers and prospects, to follow-up on inquiries or update a list?

Do you require manual interviewing or computer-assisted telephone interviewing? Need fast access to tabulated results?

## Call McGraw-Hill Research

The Telephone Interviewing Center at McGraw-Hill Research can handle your data collection needs. Or tied together with *ResearchNet*—computer-assisted telephone interviewing and tabulating—we can professionally handle all your data-gathering and tabulation requirements.

For an estimate or proposal, call Debra A. Keeney, Director, Telephone Interviewing Center at (609) 426-5946. Or write her at the Telephone Interviewing Center, McGraw-Hill Research, Princeton-Hightstown Road, Hightstown, NJ 08520.



If it's a marketing research problem, we probably pioneered the solution.

Put McGraw-Hill Research to work for you. Circle No. 141 Reader Card

## Need to Measure Your Corporate Communications?

Want to define your company's image? Measure competitive strengths? Determine the acceptance of your company publications? Gauge reactions to your annual report? Determine the effectiveness of your corporate advertising? Monitor the impact of important trends and developments on your company's business?

## Call McGraw-Hill Research

Backed by 30 years of research experience covering scores of markets and fields, McGraw-Hill Research professionals design custom projects that can make a big difference in the success of your corporate communications efforts. The Corporate Communications Research Center will meet your research needs promptly, at a reasonable price.

For a quote or proposal, call Joseph T. Collins, Manager, Corporate Communications Research Center at (212) 512-3264. Or, write Corporate Communications Center, 1221 Avenue of the Americas, New York, NY 10020.



If it's a communications problem, we probably pioneered the solution.

Put McGraw-Hill Research to work for you.

Circle No. 142 Reader Card

# Dairy calcium ads change attitudes

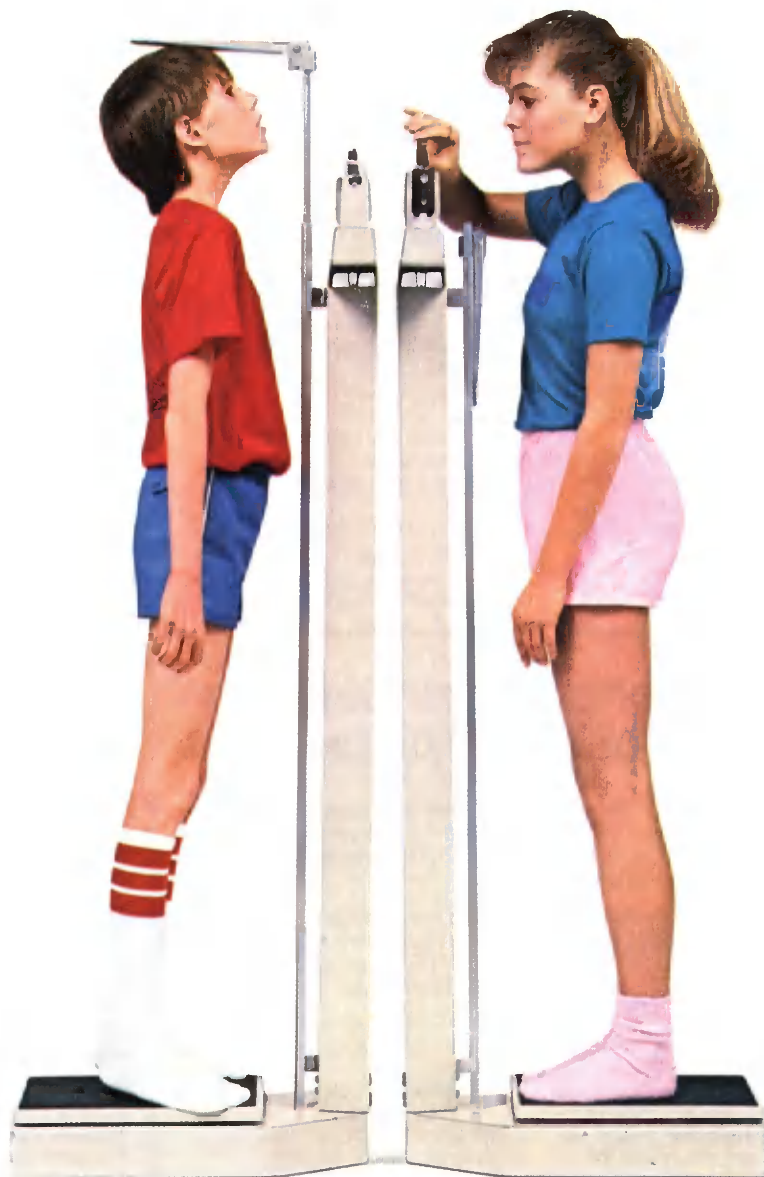
By Beth E. Hoffman

**H**ealthy teeth and strong bones are two common reasons why moms and dads have for decades told their children, "Drink your milk." That advice can still be heard at dinner tables across the country, but now it's being echoed by the National Dairy Promotion Board (NDB) in its print advertisements to medical professionals encouraging them to spread the good news about dairy calcium.

Ads' praising calcium's essential role in helping bodies grow, maintaining dental and cardiovascular health and in preventing osteoporosis (brittle bones) are part of the NDB's National Education Program for the Health Profession Community, a national advertising and educational program targeted to specific groups of health professionals. Since the program's inception in 1985, pre- and post-advertising tests have been conducted each year by the Datafax Co. Inc., an independent research firm in Maitland, Fla., to ascertain the degree to which awareness, attitudes and recommending behavior of the targeted health professionals have changed as a result of the advertising campaign.

## Recommending calcium

"Our goal is to raise physicians' awareness of the role of dairy calcium in addressing health issues and problems, and to let them know it doesn't take a lot of it to get the necessary daily allotment," explains Bill Diggins, vice president of market and economic research at the NDB, Arlington, Va. "We also want them to change their attitudes and behaviors in recommending dairy calcium instead of calcium supplements, and to edu-



cate patients as to the usefulness of dairy products."

The NDB established three primary goals for the research that went behind the evaluation of the 1987 ad campaign: To measure advertising aware-

ness, determine if there was a change in attitudes from the February/March pre-test to the August/September post-test, and determine if there were

continued on p. 8



# TAKE CONTROL



## ...OF YOUR MARKET RESEARCH BUDGET.

You need to gather the most accurate market data with the utmost efficiency. That's why you need the superior analytical capabilities of SPSS® software. With such a powerful addition to your in-house system, you'll eliminate the excessive cost of outside tabulation services. And you'll reduce your internal operating expenses by using one set of software for every research task.

SPSS products will help you every step of the way, from data collection and tabulation to analysis and preparation of professional reports, charts and maps. And since they run on nearly all mainframes, minis and micros, you

can quickly turn every bit of available data into decision-supporting facts.

SPSS products aren't just budget savers. They're time savers, too. Each product is designed to promptly meet specific research needs. Needs for features like item non-response handling. Multi-punched data. Extensive labeling. Multiple response items. Advanced statistics. Stub-and-banner tables. Customized market research training. What's more, SPSS software is superbly supported by SPSS Inc., an industry leader for over 20 years.

Take the first step toward controlling your research budget. Contact our Marketing Department today.

**CALL 1/312/329-3308**

**SPSS inc.**

SPSS Inc. • 444 North Michigan Avenue, Suite 3000 • Chicago, Illinois 60611

In Europe: SPSS Europe BV. • P.O. Box 115 • 4200 AC Gorinchem, The Netherlands • Telephone: +31183036711 • TWX: 21019

SPSS is a registered trademark of SPSS Inc. for its proprietary computer software.

© 1987, SPSS Inc.

changes in overt behavior from the before and after study.

"The results from the pre-test to the post-test don't show massive shifts in attitude and behavior change because that's something which can't be changed overnight," continues Diggins. "We're looking at long-term change."

Nevertheless, the results from the 1986 pre-test compared to the 1987 post-test show a positive shift in results. For example, when asked if they recommend dairy food calcium, 32% of the surveyed health care professionals said they did in 1986 and

42% said they did so in 1987. When asked if they recommended a combination of dairy food calcium and dairy food supplements, in 1986 45% said that they did; in 1987, 47% reported that they did.

#### Evaluating the program

By evaluating the 1987 advertising program, the NDB learned if it was meeting its objectives.

"We wanted to find out how well the advertising program was doing, especially in terms of the particular time frame," explains Edie Hogan, vice president of nutrition programs at the NDB. "It helped us figure out if we should continue the program or how we could make it better."

Results from the 1987 pre- and post-advertising tests showed that "executionally, we needed to strengthen the advertising campaign," says Diggins. Those results dictated changes which were made for the 1988 campaign.

"The study pointed out to us areas we needed to look at because we didn't see the attitude and behavior shifts we were looking for, but it also showed us that the ad campaign had potential," Diggins says.

For those reasons, the ad concepts for the 1988 campaign were pre-tested. These ads began running in April, 1988, in medical journals nationwide. While still emphasizing calcium, the new 1988 ads also emphasize dietary fats and that a balanced

# MAXTEST™ TELLS ALL.

MAXTEST™ tells you all you want to know about your latest rough or finished commercial. Is it persuasive? Is it intrusive? Does it communicate the intended message? Does it project the desired image? Is it credible? Confusing? Liked? Disliked? And why? Why does it succeed so well or fail so miserably? Why does it perform well on certain dimensions and not on others?

And MAXTEST™ is all addition. No subtraction. It successfully integrates persuasion (pre-post constant sum), recall (in a program environment), and complete diagnostics all in one test without one single tradeoff.

Want more information about the first truly comprehensive approach to evaluating television advertising? Just call Diagnostic Research. And ask all the questions you want about MAXTEST™. The maximal copytest.



Diagnostic Research, Inc.  
Los Angeles, California (213) 254-4326  
New York, New York (212) 883-0930  
Geneva, Switzerland (41)(21) 722913

---

*"Our goal is to raise physicians' awareness of the role of dairy calcium in addressing health issues and to change their attitudes and behaviors in recommending it." Bill Diggins*

---

diet which includes dairy foods doesn't mean it's high in fat.

Achieving better targeted advertising isn't the only benefit of evaluating an ad campaign. "It benefits the board, too, because we now have a more cost-effective program," says Hogan.

#### Target audience

The NDB's print-media campaign is targeted to specific groups of health professionals including physicians, dentists, dietitians, nutritionists, physician assistants, and nurses. These individuals were contacted by means of telephone-mail assisted survey, mail-telephone assisted survey, and mail survey with incentive for the pre-test on the 1987 advertising campaign. Dr. Gordon McAleer, president of the Datafax Co., along with Sheila Raw, vice president, and Felicia Lassk, associate project director, conducted the research.

Dr. McAleer says that when the company first did similar research for

continued on p. 47



# Maritz Offers You Four Important Marketing Advantages

## 1 EXPERTISE

Your project is in the hands of highly trained people. Our research and account managers average 8 years experience, 40 have doctorate or master's degrees. Our expertise spans over 20 fields and yours is probably one of them.

## 2 RESOURCES

Your marketing success hinges on capturing and analyzing timely marketing information. Our eight full-service offices, 22 data collection centers and experienced professional staff really come through for *your* project—accurately, reliably, and on time.

## 3 SERVICE

Whatever it takes to make your project successful we're responsive. We make the extra trips, work the late hours, keep you up-to-date—and get back to you when we say we will. When the job's done, we follow up to make sure you're completely satisfied.

## 4 VALUE

Maritz expertise, resources, and service—along with reasonable pricing—deliver an unmatched research value. And, with value-added products like EXPLORER,™ the PC-based analytical tool that gives you fast easy access to your data base, you're miles ahead of the competition!

For a detailed brochure write: Four Reasons/Maritz Marketing Research/1395 N. Highway Dr., Fenton, MO 63099

## MARITZ® MARKETING RESEARCH INC.

**St. Louis**  
(314) 627-1610  
1395 N. Highway Dr.  
Fenton, MO 63099

**Atlanta**  
(404) 256-4880  
5995 Barfield Rd., #160  
Atlanta, GA 30326

**Chicago**  
(312) 759-0700  
400 N. Schmidt Rd.  
Bolingbrook, IL 60439

**Detroit**  
(313) 540-2260  
255 East Brown St., Suite 295  
Birmingham, MI 48011

**Dallas**  
(214) 387-0010  
12720 Hillcrest Rd., Suite 1010  
Dallas, TX 75230

**New York**  
(201) 292-1775  
1515 Rt. 10  
Parsippany, NJ 07054

**Minneapolis**  
(612) 922-0662  
6600 France Ave., Suite 320  
Minneapolis, MN 55436

**Agricultural**  
(314) 627-2305  
1395 N. Highway Dr.  
Fenton, MO 63099

**Toledo**  
(419) 541-2831  
3036 Moffat Dr.  
Toledo, OH 43616

**Los Angeles**  
(213) 947-4002  
15651 East Whittier Blvd.  
Whittier, CA 90603

# Tracking study shows pork

**T**he National Pork Producers Council has gone "hog wild" with excitement over the research findings of its 1987 national television advertising campaign, "Pork. The Other White Meat."<sup>TM</sup>

In a tracking study conducted by Omaha-based Rozmarin & Associates, Inc., for the NPPC, Des Moines, consumers' unaided association of pork as a white meat increased 163% in markets exposed to the "White Meat" television advertising in its first seven months. Consumer recall of the primary message of the campaign - that pork is a white meat - was as high as 72% in cities that received an enhanced level of television exposure to the campaign.

The campaign, financed with pork producer checkoff funds, is coordinated by the NPPC in association with the National Pork Board.

As the second of two waves, the research was measured against a benchmark (Wave I) study conducted by R&A in January and February, 1987,

before the "White Meat" campaign got underway in March, 1987. Wave II research findings were based on telephone interviews with 1,800 consumers between the ages of 25-54 in six cities that received varying levels of media exposure to the campaign since its introduction. The television campaign was placed in 17 major metropolitan areas and was supplemented

by national magazine advertising in 18 lifestyle, women's service and food magazines.

Other findings showed that consumers have begun to accept the fact that pork is surprisingly low in calories and cholesterol, that it contains a number of important nutrients and that it is both convenient and versatile.

## Wave I

In Wave I, telephone interviews were conducted among 1,200 men and women living in six selected markets. This study conducted to serve as a benchmark for future tracking studies.

The following were some of the key findings of that study:

- White meat had a three to two preference over red meat (42% vs. 28%).
- Respondents who preferred white meat tend to be: Female, college educated or have formal technical training.
- The preference for white meat over red meat was shown to be because it is perceived to be leaner,



## The Other White Meat.<sup>TM</sup>

This message is brought to you by  
America's pork producers.





# 1988 Directory of Focus Group Moderators & Facilities

Name \_\_\_\_\_ Title \_\_\_\_\_  
(Please Print)

Company \_\_\_\_\_

Street Address \_\_\_\_\_

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

Telephone No. ( \_\_\_\_\_ ) \_\_\_\_\_

- Please send me the 1988 Directory of Focus Group Moderators. Make check payable in the amount of \$25.00 to National Focus Group Network.
- Additional copies at \$20.00
- Total amount enclosed \_\_\_\_\_

Mail to:

**National Focus Group Network**  
**B-22 Brookfield Commons**  
**246 Federal Road**  
**Brookfield, CT 06804**

# 1988 Directory of Focus Group Moderators & Facilities

Name \_\_\_\_\_ Title \_\_\_\_\_  
(Please Print)

Company \_\_\_\_\_

Street Address \_\_\_\_\_

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

Telephone No. ( \_\_\_\_\_ ) \_\_\_\_\_

- Please send me the 1988 Directory of Focus Group Moderators. Make check payable in the amount of \$25.00 to National Focus Group Network.
- Additional copies at \$20.00
- Total amount enclosed \_\_\_\_\_

Mail to:

**National Focus Group Network**  
**B-22 Brookfield Commons**  
**246 Federal Road**  
**Brookfield, CT 06604**



# ads effective



healthier, have less cholesterol and be lower in calories.

- Chicken was the dominant share of mind leader for all types of white meat.

- Pork held a fourth position in white meat share of mind with a 9% awareness.

- Taste was shown to be the strongest influencer when selecting a particular cut of meat. Nutritional value, ease of preparation, versatility and price are also important but to a lesser degree.

- Chicken and fish demonstrated the greatest competitive advantage over beef, fresh pork and processed meat in the six image areas studied in this survey.

- The average consumer perceived their use of fresh pork to be one ounce during a two-week period.

- Chicken and fish had displaced a large portion of the previous processed meat and beef purchases.

## Wave II

The second major phase was designed to measure the performance of the advertising campaign in four areas, says Thomas L. Rozmarin, president of R&A. The first was the level of consumers' association of pork with white meat on an unaided basis. The second was to gauge attitudes toward pork's nutritional value, cholesterol, calories, ease of preparation, taste and versatility. The third was to determine the level of recall of the "Other White Meat" campaign and four, to identify differences in attitudes and perceptions of pork comparing the targeted markets and the various types of media exposure.

The campaign was targeted at the  
continued on p. 44

## Research led to a new position for pork

**I**n the summer of 1986, months before the "Other White Meat" campaign first appeared on television or in magazines, extensive consumer research was conducted on behalf of the National Pork Producers Council by Bozell, Jacobs, Kenyon & Eckhardt, Inc., the advertising agency that created the campaign, to determine consumers' perceptions and attitudes about pork.

"This research and our review of all of the existing studies showed us that pork suffered from years of stereotyping," says Mark Williams, vice president and account supervisor at Bozell. "A number of myths existed about pork, and this out-of-date information was affecting the way consumers were looking at the product today. Pork, we found, had become the 'second-class citizen' of the meat world."

### Consumers' perceptions

The research confirmed, however, that the problem existed solely with consumers' perceptions of pork, not with the product itself. It was this discovery which motivated the agency's creative teams more than anything else.

"Consumers had become misinformed," explains Williams. "That presented a terrific opportunity for us. We're in the communications business, and communications, properly done, could resolve pork's problem."

The research also showed that white meat is for the most part the epitome of what consumers say they look for in meat, says Williams.

"White meat is what consumers told us they prefer. We also found that pork compares favorably with what had traditionally been considered to be white meats."

### Repositioning pork

Williams describes this as having been a revelation because pork had

been positioned as part of the red meat industry for decades, and in most consumers' minds, pork was a red meat. Repositioning pork as a white meat was an enormous step for the pork industry.

"It was a bold campaign and was initially difficult for many of those involved to accept because it is the converse of what pork was seen at the time. Extensive testing of the concept

---

*"A number of myths existed about pork, and this out-of-date information was affecting the way consumers were looking at the product today. Pork, we found, had become the 'second-class citizen' of the meat world."*  
Mark Williams

---

confirmed, however, that consumers found the advertising to be both extremely captivating and believable. In fact, the independent companies doing the concept research told us that it was among the strongest concepts they had ever tested. Now the NPPC is letting the public know that pork isn't what it used to be. Pork is now a white meat."

It is a more aggressive approach than one would find in most commodity advertising, says Williams, because it completely repositions the entire product category.

The result?

"Phenomenal. Better than anything we could have hoped for," claims Williams. "The campaign is doing a fabulous job of breaking through the clutter of food advertising, and consumers are starting to respond." MRR

# The strategic value of business advertising research

*The accompanying article is the text of a talk given by Richard D. Kennedy, president of Kennedy Research, Inc., and R. Dale Wilson, professor of marketing at Michigan State University, at the Ninth Annual Business Advertising Research Conference.*

**T**here is no doubt that the world of business advertising has changed dramatically over the past few years. Strong evidence exists that more and more money is being spent on advertising in the business-to-business media, that more and more companies are participating in business advertising, and that more and more sales leads are being stimulated by business advertising in general.

The trend toward more business ad-

vertising can be seen in the latest statistics on business advertising spending among the top 100 largest advertisers. The publication *Business Marketing* reports that, for the period from 1980 to 1985, the advertising spending of the top 100 advertisers in measured business publications increased from a total of approximately \$125 million to approximately \$750 million. While media inflation accounts for some of this huge increase, these data confirm the importance of business advertising in the minds of many marketing and advertising managers.

But what's happening in business advertising research? Is there as much excitement about current developments in business advertising research as there is in business advertising? Are more and more companies using research to make sure that their business advertising budget is being spent wisely? Are there innovations in research methodologies that direct the development of advertising strategies

better than before? Are advertising managers seeing the benefits of business advertising research in tangible terms?

## **Problems, opportunities**

We believe that the answers to these questions would provide a great deal of insight into the current state of the art in business advertising research. But more importantly, we believe that the answers to these questions would provide insight into the current thinking about the problems and opportunities associated with business advertising research.

It is useful to have a better understanding of the role of research in the process of developing and evaluating business advertising. It was with this purpose in mind that we began the research project described here.

Our objective is to report some of the major findings of a research project that we conducted during the summer of 1987. In this study, we set out to contact and interview some of the top advertising research professionals in business advertising. We obtained information on several different aspects of business advertising research but we concentrated primarily in two areas: The use of research in the development of advertising strategy and the use of research in measuring advertising effectiveness. First we'll summarize the methodology that was used to collect the data.

## **"Key informant"**

The methodology used in the study was based upon the "key informant"

continued on p. 16





# Balance

---

is an important component of a marketing program. Decision making based upon a blend of knowledge and purpose often determines the effectiveness of your program.

**Research Inc.**, national in scope, is a fully integrated research and marketing company. For this reason, **balance**, as signified in our logo, is the integral component of our organization.

**Balance of tradition and innovation:** While **Research Inc.** offers expertise based upon over 50 years of experience, our approach is not hidebound. This tradition is tempered with the latest research techniques and methodologies.

**Balance of theory and practicality:** **Research Inc.**'s staff is well grounded in the theoretical aspects of marketing and research, but this is no "ivory tower" company. Numerous members of our staff have had marketing management experience before joining **Research Inc.**

**Balance of plant and personnel:** **Research Inc.** has on site focus group and test kitchen facilities and we provide our clients with recruiting, screening, moderating and reporting services. We conduct concept tests, product tests, packaging design studies, product development studies, taste tests, diagnostic ad studies and one-on-one in depth interviews.

**Balance of expected and unexpected service:** While we are capable of "number crunching" with the best, **Research Inc.** offers your company more; insight, interpretation, and most importantly, *recommendations* that lead to *actionable marketing strategies*.

**Balance of "Up and Comer" and "Establishment" companies:** Our diverse client base keeps **Research Inc.** in touch with the particular demands of your company, be it newly growing or a market leader.

**IF YOUR MARKETING EFFORT IS STILL IN ITS INFANCY, OUT OF BALANCE, OR JUST NEEDS FINE TUNING, LET'S TALK.**

---

**RESEARCH INCORPORATED**  
AN INTEGRATED MARKETING RESEARCH SERVICE

1-800-828-3228



technique. Key informants, or the most knowledgeable individuals in the business advertising profession, were identified and interviewed in a 20-minute telephone conversation. The list of the 100 leading business-to-business advertisers from the July, 1986, edition of *Business Marketing* was used to identify companies that are the most active in business advertising. The *Standard Directory of Advertisers* was used to identify the individuals within these companies who have major responsibilities for advertising.

The list of key informants was qualified further by telephoning each individual's company to confirm that he/she was still employed with the company and, if so, to confirm his/her address and telephone number. We then sent a letter to each individual re-

maining on our list which explained the purpose of our study, requested their cooperation, and assured them that their responses would remain confidential. Forty letters were mailed.



Telephone calls were made to each individual on the list about 10 days after the letters were mailed, and several callbacks were made. In the interview,

a structured outline that included questions on the role of business advertising research in two major situations was used: 1. The development of advertising strategy. 2. The measurement of advertising effectiveness.

Within both of these areas the following questions were asked:

• What is the trend in business advertising research in your company during the past few years? Is there more research, less research, or about the same amount of research? Please explain.

• What kind of methodology (or methodologies) do you use? What is its overall purpose? What variables are measured? What is the sample size? What other important aspects of the methodology are there?

What are the benefits of this research? In other words, what do you get for it?

How satisfied or dissatisfied are you with this type of research in assisting in developing good advertising at your company (or in evaluating the effectiveness of your company's business advertising)?

We found that the respondents were, for the most part, very willing to share this type of information with us and were quite interested in our study. We completed the interview with 20 key informants, for a response rate of 50%.

Obviously, the small number of respondents limits the generalizability of our results. But we felt that an exploratory study among the most knowledgeable professionals in the industry would give us the kind of information that would be most useful at this stage of our research.

#### Differing opinions

The results of the research provided the kind of insight we were looking for. We found that there are many differing opinions about the roles of business advertising research, the methodologies that are used, the benefits and problems associated with the research, and the levels of satisfaction with various research approaches.

Results of the study in each of the areas included in the study are:

#### 1. Trends in business advertising research

The responses seemed fairly well divided between those respondents who believe that there is more research and those who believe that there is less research in their companies. It appears that there is a slight trend for more research in the area of strategy development and less research in the area of

## Use our <sup>add</sup>Vantage to your Advantage

*Our specialized knowledge gained from long experience gives you the added edge.*

**Full Service Marketing Research**  
*Regional • National • International*

### <sup>add</sup>Vantage #1: **QUALITATIVE SPECIALTY**

*"A staff of highly skilled focus group moderators and analysts combine their experience to meet all types of qualitative needs for focus groups—mini, regular, also one-on-ones." A.M.L.\**

#### RECRUITMENT

- Rigorous, fastidious screening
- English, Spanish & Asian languages
- Fully validated

#### MODERATION

- Highly skilled
- Creative techniques
- Moderator's guide developed with client input

#### ANALYSIS/REPORT

\* Arline M. Lowenthal, President



**ANALYSIS/  
RESEARCH LIMITED**

Skylight Plaza, Suite 180 • 4655 Ruffner St. • San Diego, CA 92111

**(619) 268-4800**

SAN DIEGO — MEXICO — LONDON



advertising effectiveness research during the past few years.

Responses were mixed, and it is quite difficult to discern any other trends. Representative comments from the respondents included:

"Very positive. Much more (research) than ever before."

"More interest, but only a little more actual testing. Parts of the company do more, some not so."

"More research is being used now than ever before. Some operating companies use more research; some do not. We try to influence them to do so."

"More research. More tracking research is being used to feed into the creative process."

"Research is not used at all. Campaigns are developed by gut feel based on discussions within the company and ad agency."

"There is less emphasis here (in advertising effectiveness research) than with strategy development research. It needs a champion."

"More research in our company. We

now insist that divisions measure advertising effectiveness in terms of operational communications objectives."

"We do some research, but not much. Only in selected areas."

"More need now than ever before but less time, money, and people available to accomplish it."

"More competition with deregulation resulting in more advertising and measurement."

"No more 'seat of the pants.' There is more pressure to be cost-effective and segment selective."

"We're sadly deficient. We do almost no measurement."

"Less research. There is more scrutiny now than ever before with emphasis on profits as to where we spend our money."

Overall, it appears that there are more questions being asked by management that should be answered by research. But there does not seem to be strong evidence that more research is being conducted, however.

continued on p. 18



R. Dale Wilson is professor of marketing at the Graduate School of Business Administration at Michigan State University. He received his Ph.D. in marketing from the University of Iowa. Dr. Wilson previously served on the faculties at Penn State University and Cornell University and was vice president and director of marketing sciences at BBDO, Inc., New York. His primary areas of expertise include new product development, advertising and promotion, marketing research and modeling, and market planning and strategy development. As an active consultant to industry, Dr. Wilson has recently worked with clients such as BBDO Chicago, Chrysler Motors, General Electric, Michigan Bell, The Stroh Companies, Inc., The United Way, Yankelovich Clancy Shulman, and Kennedy Research, Inc.



Richard D. Kennedy is president of Kennedy Research, Inc., a full-service marketing research firm with offices in Grand Rapids, Mich., Detroit and New York. He has gained national recognition for his work with a wide variety of well-known companies and advertising agencies in solving both industrial and consumer marketing problems. Among his clients are Dow Chemical, General Electric, AT&T and GTE. He has directed projects in numerous industrial markets such as mining equipment, fiber optics, telecommunications equipment and chemicals. Prior to founding Kennedy Research, Kennedy held a variety of management positions in sales, merchandising and corporate planning at General Electric and American Seating.

**Ad tests only projectable to small town America?**

### **TRY BRC'S URBAN SPLIT-CABLE TESTING**

Previously available only in small isolated markets, this most conclusive of all ad testing procedures can now be conducted in the heart of the San Francisco Bay Area.

It's on one of the country's most advanced cable systems providing virtually complete flexibility assigning people to test or control panels and cutting in test commercials over regular commercials.

**Inconclusive ad tracking?**

### **TRY BRC'S SALES BASED POST-TESTING**

Buyers who have seen your commercials and/or your competitor's commercials in the normal course of watching TV at home, as well as those who haven't seen them, are tracked through supermarkets to see how many buy your brand and how many buy your competitor's.

No one is contacted before their purchase, so both exposure to the ad and purchase of the product are under perfectly normal conditions. The test provides a solid link between seeing commercials and buying the product. Full BRC diagnostics show why each commercial performed as it did.

**For more on these new innovative types of ad testing from BRC call:**



**Bruzzone Research Company**

2515 Santa Clara Avenue  
Alameda, CA 94501  
(415) 523 5505



# 3 IN 10 ISN'T BAD? OR IS IT?

THREE\* OF YOUR  
MARKETS WERE CLEAN  
IN YOUR LAST  
10-MARKET STUDY

WE CAN HELP!

Call JOHN ELROD  
SIGMA RESEARCH  
COMPANY  
201-886-0550

\*Based on over 1.5 million mall and door-to-door respondents, 1980 to 1987. In those studies 3 markets had no duplication; 5 markets had 1 to 10% duplication; and 2 markets had over 10% duplication. Duplication is based on matching telephone numbers.

Circle No. 149 Reader Card

## Business Advertising

continued from p. 17

### 2. Methodologies being used

#### A. Strategy development research

It is very clear that there is little agreement as to what methodologies should be used to provide the best input into the strategy development process. Responses were all over the board with every major research technique being represented. The responses included: Focus groups, personal interviews, telephone studies, copy testing, and tracking research used to feedback into the creative process.

Some respondents use only one of these techniques, while other respondents use a combination of methods. One rather unexpected finding was the extent to which tracking studies, typically conducted by telephone, are used in the strategy development process (as well as in the measurement of advertising effectiveness). In some firms, tracking studies are supplemented by focus groups and other methods.

Sample sizes vary all over the lot depending upon the size of the market being targeted. The sample sizes range from 10-1,500.

In the area of copy testing, by far the most widely used method is the Starch method.

It was also interesting to find out that special, proprietary techniques are not being used. The only exception to this was that one respondent reported using claims matrix mapping exclusively. He is an eager proponent



of this method for use in product positioning in business advertising.

### Methodologies used

Representative comments regarding the methodologies being used include the following:

"Focus groups, tracking research (used to feed back into the creative process)."

"One-on-one qualitative research with individuals in the financial community. They are asked to comment on our ads and our competitors."

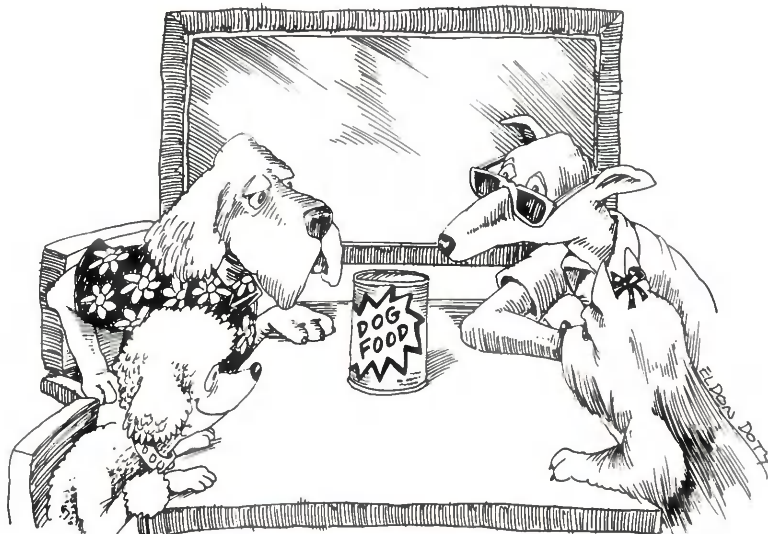
"Telephone study: Attribute testing (for both customers and non-customers). Mail study; concept testing where stickers are allocated."

"We start with a small scale qualitative study and we end with concept boards with short copy."

"All types of methods. Whatever is needed; focus groups, tracking, Starch."

### B. Advertising effectiveness research

In the area of advertising effectiveness research, the most commonly used technique, as we expected, is the tracking study. Most of the tracking research is conducted by telephone, although tracking via mail questionnaires is used as well. The typical tracking study research measures variables such as company awareness, advertising awareness, and attitudes or perceptions about the company as well as about several other firms. These



## Talk to the right people in California.

We're famous for recruiting the right people. Because we follow through, every step of the way. So if you're not talking to the right people at the right time, you're in the wrong place.

220 South Spruce Street, Suite 100,  
South San Francisco, CA 94080 (415) 871-6800

**ECKER  
CONSUMER  
RECRUITING**

other firms used for comparison that are typically included in the research are either competitors or other large, highly visible firms. Examples of the latter group includes IBM, AT&T, Dow Chemical, GE, 3M, Du Pont, and Xerox. Very often, tracking research is conducted by market audience across several markets served by the firm. We also found that these results are often broken down by current customers and potential customers as well as by different market segments.

In addition to tracking studies, several other methods are being used by the top business advertisers. These include:

- Copy testing, especially Starch;
- Focus groups;
- Personal interviews;
- Publishers' audience data (although a great deal of skepticism exists regarding the validity of these data);

Miscellaneous techniques such as coupon response, calls to a toll-free number, and informal client feedback.

Representative comments that we received include the following:

"Tracking study conducted by telephone. The study uses a sample size of

*"We found that there are many differing opinions about the roles of business advertising research, the methodologies that are used, the benefits and problems associated with the research, and the levels of satisfaction with various research approaches."*

1,500 broken down by target markets. Measures ad awareness, company awareness, perceptions of the company, and impressions of the company."

"A qualitative study consisting of three open-ended questions related to 'What does the advertising make you think about.'"

"We do an annual study against several target audiences measuring awareness, attitudes, and perceptions using a sample size of 150 per cell. Copy testing is also used; ASI and Starch."

"We use a combination of focus groups and story boards. We measure awareness, attitudes, and corporate identity."

"A tracking study at the corporate level, and some tracking at the operations levels as well. In the corporate level, we focus on two broad audiences: 1. Business. 2. Financial and security analysts."

"Wall Street Journal" readership studies. We monitor coupon returns from our *WSJ* advertising. Informal client feedback."

"In-depth telephone interviews with sample size of 1,000+. We measure company awareness, advertising awareness, attitudes vis-a-vis competitors, and other specific issues of concern."

"We measure coupon response and calls to our toll-free number."

"We plot Starch data over time."

### 3. Benefits received

Perhaps the most interesting result from the research was in the area of

continued on p. 33



**MSSA**

**MARKETING  
SCIENCE  
SOFTWARE  
ASSOCIATION**

**AN EDUCATIONAL DIVISION OF DATALOOCS**



**FREE  
SOFTWARE**

**JOIN TODAY!**

MEMBERSHIP \$195./YEAR

- PERCEPTUAL MAPPING SOFTWARE...**FREE**
- CONJOINT ANALYSIS SOFTWARE...**FREE**
- PRICE SENSITIVITY SOFTWARE...**FREE**
- CROSS-TABULATION SOFTWARE...**FREE**

Advanced, state-of-the-art programs. Exquisitely designed, superbly documented, with TUTORIAL and DEMONSTRATION diskettes (for 100% compatible PC's).

**FREE enhancements, upgrades and  
new programs as developed.**






**000-092-0422**  
**P.A.-215/794-3517**

Circle No. 151 Reader Card

**for QUALITY telephone interviewing...**



**THE WATS ROOM, INC.**

- Quality data collection for nearly two decades, on hundreds of thousands of interviews, from a central WATS telephone facility.
- Professional project people and a continuously-trained and monitored staff ensures that YOUR project is executed to the highest standards.
- We incorporate the latest CRT interviewing system and telephone switching equipment, all within a facility designed for maximum managerial and quality control.
- Comprehensive range of sampling capabilities. A fully-equipped conference room for on-site meetings. Complete Client off-site monitoring abilities.
- Fully independent service. Ready to Assist YOU in complete confidentiality.

**Experienced, Dependable, Professional.**

**THE WATS ROOM, INC.**

120 Van Nostrand Avenue • Englewood Cliffs, NJ 07832

Telephone (201) 585-1400

Brochure available on request.

Circle No. 152 Reader Card



# COMPUTER INTERVIEWING EXPERIENCES

## SECOND OF A SERIES

Compaq Computer Corporation

**C**HOOSING AN INTERVIEWING METHOD  
At Compaq Computer Corporation, we have to stay on top of a rapidly changing industry. Not surprisingly, we often need prompt feedback from our market about possible features and benefits of personal computers.

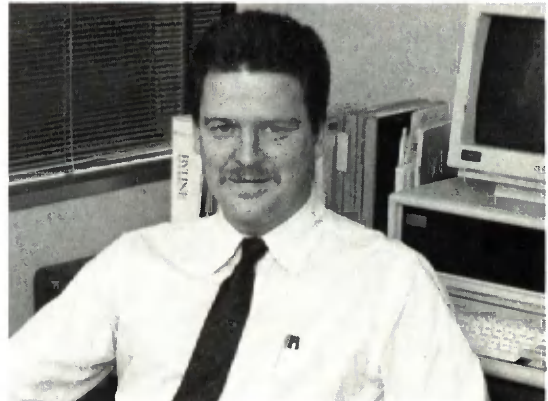
Recently, we needed to test some new product benefits. As is often the case, we felt the subject matter was too complicated for phone interviews. We wanted to use face-to-face interviews, but the timing and cost considerations were prohibitive. We also considered a mail survey, but past studies with mailed questionnaires had resulted in unacceptably low response rates. We knew that we could improve response rates by using costly incentives, but we were uncomfortable with the possibility of response bias, as well as the expense.

**C**OMPUTER INTERVIEWING BY MAIL?

We think our solution to the problem was an innovative one. We used a computer interviewing system to develop a survey that displayed product benefit scenarios and asked questions about them, then mailed the questionnaire on diskettes to our sample. We thought that the uniqueness of a questionnaire on diskette would lessen the need for a costly incentive, so, instead, we chose a small yet relevant item; a plastic diskette holder.

We were excited about this survey. We believed that our sample, composed entirely of computer users, would have a high level of curiosity about our questionnaire. And, because respondents were shown product benefits via computer, they could actually experience many of the concepts they were evaluating, thereby becoming even more involved in the survey.

To our surprise, the results of the study *exceeded* even our highest expectations. The response rate for the survey was 55%, higher than any other survey we had ever conducted. It was clear that the diskette-based approach aroused more interest than a traditional paper-and-pencil questionnaire would have.



Brant Wilson

**A**FOLLOW-UP TEST

We thought we would want to use the "disks-by-mail" approach again, but we needed to be sure that the high response rate we had experienced was not just a fluke. So, we designed an experiment to test response rate for a diskette questionnaire as compared to a traditional paper questionnaire.

In the test, we sent a sample of PC users two identical questionnaires: one on diskette and the other on paper. A small incentive was included, and respondents could choose which questionnaire to fill out.

We were overwhelmed when *twice* as many users returned the diskette-based interview as returned the paper questionnaire. This two-to-one margin affirmed the appeal of the diskette-based approach.

Needless to say, we have continued to use this computer interviewing approach in our marketing research.

Brant Wilson  
Manager, Marketing Information  
Compaq Computer Corporation

For more information about computer interviewing, contact:  
Sawtooth Software, 1007 Church St., Evanston, IL 60201  
312/866-0870



# This is one survey you want to take!

This survey was prepared on a laser printer by the SURVEY NETWORK™ 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.

*Proper Mark*



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
- Aesthetics
- Complex designs
- Assembling
- Typos
- Other \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

- Less than 200
- 201-500
- 501-1,000
- 1,001-2,000
- 2,001-5,000
- 5,001-10,000
- 10,001-20,000
- Over 20,000

3. How many surveys do you conduct per month?

- 1-2
- 3-5
- 6-10
- 11-25
- 26-50
- 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 NETWORK™ 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 \_\_\_\_\_

Phone \_\_\_\_\_

Thank you for your interest and opinions. Please mail this to the address on the other side. →



# Announcing the marriage of scanning technology and desktop publishing

Preparing and tallying market surveys have always been time consuming and costly tasks for effective market research. Now, National Computer Systems (NCS) unites the flexibility of desktop publishing with fast, reliable scanning technology to bring you easier, more efficient market surveying.

With the Survey Network™ system, you create your own scannable survey questionnaires using an Apple<sup>(1)</sup> Macintosh<sup>(2)</sup> microcomputer and a laser printer—just like we've done on the other side of this page. An NCS® optical mark reader rapidly scans the forms and transfers the data to a microcomputer for analysis. Key entry is virtually eliminated except for open-ended responses included on the same questionnaire sheet. Imagine the time and money you can save—not to mention the headaches—by using automatic scanning instead of key entry.

Best of all, the desktop publishing capability of the Survey Network system helps you design and develop professional looking, scannable questionnaires in-house to meet a variety of survey needs.

All that's required is the desire to make your market research easier and faster, and a phone call to the Survey Network team to find out more about the Survey Network system.

Complete the survey on the other side of this page and mail to:

**Survey Network System**  
**National Computer Systems**  
**7600 France Ave. So.**  
**Edina, MN 55435**  
**612-830-7812**

<sup>1</sup>Apple is a registered trademark of Apple Computer Inc.

<sup>2</sup>Macintosh is a trademark of Apple Computer Inc.

Copyright © 1987

National Computer Systems, Inc.

**NATIONAL  
COMPUTER  
SYSTEMS**



# Working with a statistical expert and surviving

By Paul M. Gurwitz

**T**his piece is an attempt to give aid and comfort to all of those marketing professionals who have, at one time or another, needed to use the services of a statistician.

For those trained in the disciplines of conventional market research, who know all there is to know about sampling, questionnaire design and field methods, but may be quite unfamiliar with some of the more advanced analytic techniques, this position can be a most uncomfortable one.

First of all, there is the feeling of lack of knowledge. If you need to hire a statistical expert, it's because he/she knows something that you A) Don't know, and B) Need to know. Researchers who are accustomed to dealing with problems of their discipline with a firm hand born of easy familiarity may be quite intimidated by this situation. How, after all, can you properly evaluate the expert's work without being an expert yourself? Is it possible to judge the quality of the work being produced? Some may fear being cheated, or otherwise badly served, without knowing it.

Along with this comes the feeling of loss of control. Researchers who are accustomed to exercising a great degree of control over their projects may hesitate to call in an expert for analytical advice for fear of losing that control. Some may resent the idea of another person making major input into their project.

There can also be a feeling of personal inadequacy. "After all," you say, "I'm a market research professional;



Paul M. Gurwitz is managing director of Renaissance Research & Consulting, New York, a firm which specializes in applying statistical models to strategic marketing problems. Prior to founding this company, Dr. Gurwitz served as vice president and technical director of DDB Needham Worldwide, New York, where he was responsible for all marketing modeling and statistical consulting for the agency. Previously, he worked at BBDO, and was on the research faculty of Columbia University. Dr. Gurwitz earned a B.A. degree in sociology from the University of Pennsylvania, and M.A. and Ph.D. degrees in sociology from the University of California at Berkeley. He is currently president of the Metropolitan New York Chapter of the Institute of Management Sciences.

I've been in the business for many years. I should know all there is to know. How come I have to call an outsider in to help me? Doesn't this mean that I am less than a complete researcher?"

## If you must hire

Given this uncomfortable situation, how can the researcher hire and work with a statistical expert so as to accomplish the task at hand without lowering his/her comfort level? Here are some suggestions:

1. *You're the expert on your problem.* The overall principle to bear in mind is that you really are the expert on your project. You know the business, the study, and its objectives. The person you hire has knowledge you can use to help accomplish those objectives but you are the one who can best explain them and judge when they are accomplished.

2. *Bring the statistician in early.* The best time to start analyzing a study is before the questionnaire is written; that goes double when it comes to statistical analysis. Once the questionnaire is designed and out in the field, your analytical options are already foreclosed; too often, the best solution to a given problem turns out to be impossible to execute because the required data are not there, or are in a form that cannot be used. You can make more efficient use of the analyst's time and effort if that person is there to suggest approaches to your problem at the beginning of the study.

3. *Talk objectives, not techniques.* As in any other area, you will get no more than what you expect to get. If

continued on p. 26



By Tom Quirk  
publisher



## Research confidentiality a must

**C**onfidentiality in handling research projects is something which is accepted as the norm among research providers. Virtually everyone who has spent any time in conducting projects has found himself (herself) approached by an individual who has caught wind of a study and would like to talk about it with the project director. Or it might be the individual who is contemplating employing you to moderate focus groups and would like to hear portions of a real, live focus group that you have done for someone else on the same subject.

Usually, these requests are rather easy to handle because they almost always come from a person who has had little experience with research and doesn't understand the nature of the confidentiality agreement between the provider and the buyer. I found that the easiest way to handle the situation was to tell the inquirer that the information belonged exclusively to the buyer and I could not release anything about it without the buyer's permission. Furthermore, I would say that I was certain the buyer did not want any information released.

Occasionally, a situation will arise which is not as easy to resolve. There are a few more shades of gray and as a provider it is more difficult to brush the inquirer off as easily. Although the rule of confidentiality still applies, the automatic "no comment" response is more difficult to come by.

One client, a multi-billion dollar corporation, marketed a product which was alleged to be a carcinogen. This information was reported in the general media although the product was not sold in the consumer marketplace. There was, for a period of two or three weeks, speculation as to whether the product would have to be recalled from the market. Then, as so often happens, the issue disappeared from the pages of the newspapers.

### Suspected products

Shortly thereafter, our research organization was contracted to conduct a telephone survey among individuals

within the industry in which the suspected product was used. The objective of the study was to determine the awareness by individuals within the industry regarding suspected products. I was not directly involved in the conduct of the study but was aware our organization had obtained the contract for the study.

Approximately six weeks after the study was completed, I received a message that the executive vice president of the aforementioned corporation had called to complain that our research division had conducted a study which included specific questions relating to the suspected product and suggested to the respondents that this product was a carcinogen. The information had been forwarded to him from his West Coast sales office. They had received the information from one of their customers who claimed to have been contacted by our organization and been questioned in this manner.

Before returning the call, I contacted our account executive who had been responsible for obtaining more information regarding the study, and in particular, the wording of the questionnaire. As I had suspected, nowhere in the questionnaire did we mention the names of any specific products. Our interviewers, of course, were not aware of the situation and there was no indication on any of the questionnaires that any problems had occurred during the interviews.

### No misleading data

After reviewing the situation I returned the executive vice president's call. I explained that I had reviewed his complaint and was confident that the information he had received was incorrect. I told him further that even though I was not in a position to verify whether or not we had conducted a survey along the subject lines he discussed, I could assure him that, as a research organization, we would not involve ourselves in a project where we would provide misleading informa-

tion in order to promote certain issues or so-called "facts".

The executive said he could not understand why I would not give him more information. He wanted to see a copy of the questionnaire, the results, and also know the name of the study's sponsor. I responded as politely as possible but he was persistent. I felt I had gone as far as I could in placating him and could provide no more information without jeopardizing the confidentiality agreement we had with the company.

The conversation ended without any further headway on my part to convince the executive vice president I could go no further. He was obviously frustrated in his attempt to gain additional information. At this point I decided to approach the client. I explained what had occurred and asked him to reaffirm his refusal to have us provide any additional information. He did so immediately.

### Legal and ethical

A few days later, the executive vice president and I had another conversation. Nothing further occurred other than my attempt again to convince him that I had provided all of the information I could or would. The discussion ended with little progress on my part in getting him to understand our position both legally and ethically.

What made this particular instance more difficult for me was knowing that the executive vice president's company had, in fact, paid for the study. Their public relations firm had contracted with us at the behest of the company's public relations department. They had not notified their top management of the study beforehand and at the time of my conversations with the executive vice president, they had not yet delivered the results which

continued on p. 30

## Education's expensive, but it pays off

It may be a financial strain for many to get a college degree these days, but a U.S. Census Bureau report shows those who do reap the benefits of higher lifetime earnings.

College graduates, the report shows, have almost twice the average monthly income (\$1,910) of those with only a high school diploma (\$1,045) and more than three times that of people who did not finish high school (\$693). The national average is \$1,155.

For those who pursue advanced degrees beyond college, income increases even more. Law school graduates enjoy the highest earnings with an average of \$3,726 a month. Medicine and dentistry graduates earn \$3,440, economics, \$2,824, and engineering, \$2,707.

Earning the least among college graduates are home economics majors at \$1,063 a month; nurses are next at \$1,299 and liberal arts majors follow at \$1,383.

According to the study's 1984 figures, the latest year for which data were available, 21% of the adult population have a degree beyond a high school diploma, while 53% graduated from high school and 26% did not.

Many factors other than earnings potential influence a student's choice of a major, says Robert Kominiski, who drafted the Census Bureau report. He says they are personal taste, commitment and ability. For students who place stock in the "perceived economic rewards" of a field of study, the report is a guide to obtaining higher earnings.

## New home buyers want appliances

A dishwasher, garbage disposer and microwave oven are among the 10 most wanted features in a new house, according to a *Builder Magazine* survey of new-house buyers.

## Champagne drink of CEOs

A survey of 121 chief executive officers from the Fortune 500-listed companies found that the CEOs buy champagne four or five times a year and as many as five bottles each time. The survey, commissioned by the French champagne house of Piper-Heidsieck, showed that the executives typically dish out \$28 per bottle of champagne.

# Quality Data Collection In The Northwest.



Our facilities and services are designed to handle the full spectrum of your survey research.

- Central Telephone (CRT's)
- Focus Group Facilities
- WATS Center in Omaha (CRT's)
- Executive Interviewing
- Pre-Recruit
- Intercept Studies
- Store Audits
- Demos

**Northwest  
Surveys** inc.  
"Data Collection Specialists"

Seattle (206) 547-5600 2100 North 45th Street  
Seattle, Washington 98103  
Portland (503) 282-4551  
5322 N.E. Irving Street  
Portland, Oregon 97213

### IN CROSS TABULATION

It takes an easy program  
to do a hard job. Only A-Cross  
gives you:

- The look of your finished tables — AS you create them.
- No command language to learn — just point & pick.
- Lotus WKS, ASCII and Laser outputs.
- Unmatched speed and multitasking.
- Direct link to C.VFI systems (G2 and QUERY).
- Backup from New England's largest tab service bureau.

AND weighting; ranking; 99 cards per case; and more for under \$1000.

Call or  
write for  
free Demo  
diskette.



Strawberry Software, Inc.  
12 Pleasant St., Watertown, MA 02172  
(617) 923-8800

THE EMERGING STANDARD



you ask a statistician if he/she can produce a regression or a perceptual map or any other technique, the answer will almost always be yes and you will have learned almost nothing about the person's real capabilities. On the other hand, if you describe the study, its objectives, and the specific problem to be solved and ask what the expert can do to help you solve the problem, you will probably learn a great deal from

the answers. You will learn not only about his/her own analytical capabilities, but also his/her ability to relate to you and your problem.

4. *Ask for explanations.* Some of the techniques used by statistical analysts are mathematically very complex; however, what they do should not be. You have a right to know how the expert proposes to solve your problem; furthermore, you have a right to hear it in English. If the analyst you are considering cannot articulate what it is he/she plans to do and what it will do for you in a way you can understand

and evaluate, the odds are very good that you won't be satisfied with the outcome later on.

5. *Agree on what you expect to get up front.* Many of the problems in working with a statistician can be avoided by agreeing at the beginning of the project (or the statistician's involvement in it) on what is to come out of it. Often, problems in this relationship creep up because there was a basic misunderstanding about what the analyst was expected to produce; this is compounded if both parties come to the same project with very different expectations. The clearer you can express your expectations to the person you hire, the more likely you will get what you expect.

6. *Allow enough time.* It's a truism in the research business that the client

# Orlando's Inside Story

Orlando has a lot more to offer than tourists and citrus. Did you know the Orlando MSA is ranked 3rd in the U.S. in projected population growth? By 1990, over 1 million people will call it home. And it's ranked 4th in projected employment growth.

## We Know Orlando.

It makes sense to let New Directions handle your Orlando research projects. Our specialty is survey and focus group research in Orlando, and we know the area well because we're headquartered here. Also, all of our telephone calls are local. Out-of-town research companies call into Orlando blind. And you end up paying their long distance bill.

## The Inside Story on Orlando and New Directions.

Our newsletter, *Orlando: The Inside Story*, has many more intriguing facts about Orlando. It's packed with details about thriving Orlando industries like healthcare, manufacturing, and others.

Call, write or just circle our Reader Service Card number and we'll send you our newsletter and our company brochure. Together they'll give you the inside story on Orlando and New Directions!

SOURCES: 1987 MSA Profile, Woods & Poole Economics, Washington, DC; University of Florida, Bureau of Business and Economic Research.

**New  
Directions**  
MARKETING RESEARCH  
inc.



2670 West Fairbanks Avenue • Winter Park, Florida 32789  
(305) 740-7500; After April 16, 1988: (407) 740-7500

---

*"The person you hire has knowledge you can use to help accomplish your objectives but you are the one who can best explain them and judge when they are accomplished." Paul Gurwitz*

---

always wants it yesterday. However, in your rush to give the client something, don't cheat yourself out of good analysis. Statistical analysis is not a shortcut. Most good analysis does not roll right out of the computer the first time out; there is a degree of trial and error to the correct application of most statistical procedures. Because of this, there is usually a direct relationship between the amount of time given an analysis and the quality of the results. Now it's true that this principle can be (and has been) taken to extremes: The best marketing advice in the world is worthless if the problem is moot by the time it's delivered. By the same token, bad advice quickly given can be worse than none at all. So, don't assume instantaneous results. Give the analyst enough time to do right by you.

7. *Be available throughout the project.* In an endeavor like a research project, it is impossible to anticipate all of the possible questions and contingencies that can arise. For this reason, it is essential that you communicate to the expert you hire that you are

continued on p. 30

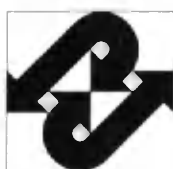




... and a world of services

MARKET	PERMANENT MALL FACILITIES	FOCUS FACILITIES	DOOR-TO-DOOR	CENTRAL PHONE	MARKET	PERMANENT MALL FACILITIES	FOCUS FACILITIES	DOOR-TO-DOOR	CENTRAL PHONE
APPLETON/ MILWAUKEE, WI.	X	X	X	X	MONTEREY/ SALINAS, CA	X	X		X
BOULDER CO.	X	X		X	NEW ORLEANS, LA	X	X	X	X
COUNCIL BLUFFS, IA/ OMAHA, NE	X		X	X	PHOENIX, AZ	X	X	X	**X
DENVER, CO		X	X	X	PINE BLUFF/ LITTLE ROCK, AR	X	X	X	X
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
MEMPHIS, TN	X	X	X	X	TULSA, OK	X	X	X	X
MIDDLETOWN, NY	X		X	X	WESTCHESTER, NY	X	X		X

\*Detroit, MI  
National Wats  
30 Lines



**The Friedman  
Marketing Organization**

NATIONAL HEADQUARTERS  
25130 Southfield Road, Suite 200  
Southfield, Michigan 48075 (313) 569-0444

\*\*Phoenix, AZ  
National Wats  
12 Lines

**READING THE MINDS OF THE MARKETS!**

# Health care research valuable, underutilized

By Hale T. Chan

**P**robably one of the most neglected parts of marketing in today's health care industry is the area of market research. Unlike the more established consumer industries, research too often plays second fiddle to promotions.

Similar to other industries, a baseline research study for a hospital is needed that focuses on the institution's image/reputation in the community, its perceived strengths and weaknesses, how it's positioned against competition, and just as important, how these factors are perceived by the various demographic groups in the community.

This is in response to the marketer saying, "You can't be all things to all people." After this, additional, more program-specific research can be considered. Because most institutions are beginning to realize the need for this type of baseline study and because of the magnitude of such a project, this type of research represents many opportunities for consultants and market research companies to get their foot in the door at some hospitals.

## **Baseline study**

St. Mary of Nazareth Hospital Center in Chicago developed and implemented such a study with the assistance of an outside consulting firm. A direct-mail questionnaire was developed with the standard methodology of following up with postcard reminders to those who did not send the survey back within the specified time.

In order to generate a higher response rate, financial incentives were inserted. A certain percentage of the mailing contained a new dollar bill, some contained a half dollar and the



Hale T. Chan is corporate director, marketing, at St. Mary of Nazareth Hospital, Chicago. He has been in marketing and research for nine years and in health care marketing and research for the last five of those years. Chan has an M.B.A. in marketing and economics.

rest a quarter. The result was a higher-than-typical return for such a survey but, surprisingly enough, there were no significant differences among the response rates for the different incentives. As a matter of fact, many people returned the completed survey with the money because they felt that since we were a nonprofit institution, we probably needed the money more than they did.

This particular study was also segmented by ethnic groups: Hispanic, Polish and a random group. The highest returns came from the Polish community and the least from the Hispanic

community. The Hispanic questionnaire was in Spanish.

The questionnaires were pretested with these separate groups to make sure our ideas came across to the potential respondents without misinterpretations. Significant results were obtained that led to the increased effectiveness of the final product, illustrating that pretests should not be ignored.

## **Promotional efforts**

The findings told us how we were positioned against our competitors, how we were perceived in the community based on geographical and ethnic segments, what services needed more exposure, which medium was common to a particular ethnic group (i.e., which ethnic newspaper was more popular) and a multitude of other factors. This resulted in promotional campaigns targeted for specific ethnic groups in selected areas as well as the lessening of concentration of promotional efforts where the hospital was positioned weakly against certain competition, and vice versa, where the hospital had a competitive advantage. This decision was based on the revelation that it would take more resources to improve a perceived weak position than to reinforce an existing strong one.

After this baseline study usually comes research for specific programs. In our case it was the emergency department (ED). Internally, we knew we had a superior product because of required minimum physician certifications and reputations in this area as well as having the most modern facility in the surrounding communities. But we believed there was room for additional growth.

An outside research firm was contracted for this project. The information we were looking for was similar to the baseline community survey except that it focused on the ED. The telephone survey methodology was used because the number of questions were limited and certain responses would necessitate additional probing. We also needed the assurance of a minimum number of responses for each particular ethnic group in order for the survey sample to be valid.

#### Strongly positioned

The results pointed out that:

- We were positioned pretty strongly against local EDs which meant a maintenance promotional campaign in the immediate area was needed.
- Our presence was not as strong among certain ethnic groups, indicating improvement was needed.
- Our ED was positioned pretty weakly in some of the peripheral zip codes and because of budget and personnel constraints it was decided to

*"A baseline research study for a hospital is needed that focuses on the institution's image/reputation, its perceived strengths and weaknesses, and how these factors are perceived by the various demographic groups in the community."*  
Hale T. Chan

"give up" some of these areas and focus our promotional efforts on selected closer areas.

• After ascertaining what factors people thought were important in the selection of EDs, we highlighted those factors in our promotional campaigns if they had already existed and attempted to bolster those areas in the ED where we were not as excellent as people expected. Additionally, this survey was used as ammunition to help effect a new program for the ED which would decrease the waiting time for some patients.

The entire promotional strategy for the ED was based on the findings of the research survey.

Another research tool, focus

groups, was used to pretest not only the earlier community image survey but also to determine the effectiveness of one of our proposed billboard campaigns. We wanted to be sure the message we wanted to get across was what was being perceived by the community. The resulting information helped to reduce the amount of copy, make changes in the copy itself and to determine the best color combination for maximum attention-getting.

#### Satellite facilities

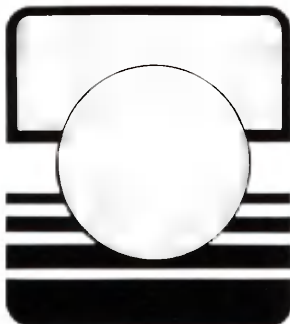
Another area in which consultants can assist hospitals is the development

of satellite facilities and selecting the best location for them. This is an ongoing project for our hospital.

Patient satisfaction surveys are also common in the health care industry. These surveys can not only help determine the satisfaction levels of the institution's services but can also give the marketing department feedback on its promotional efforts.

Like most institutions, the allocation of money to do research is not always easy. Monies are always needed for

continued on p. 30



Here's What's New at

## TAYLOR RESEARCH

- Two Spanking-New Focus Group Suites, each having Conference, Viewing, and Client Office Rooms
- Test Kitchen, 200+ Square Feet designed and used specifically for market research
- Video feed to Permanent Monitors in Client Offices
- Viewing Space for up to Twenty-Five
- Airport Close, just Seven Minutes by Taxi or Rental-Car
- Walk to Hotels, Late-Nite Restaurants, Shops and Galleries



Each Focus Group Suite contains over 600 square feet, divided evenly between Conference, Viewing, and Client Office.

### Taylor Research

3990 Old Town Ave, Ste 201A  
San Diego, California 92110

Phone: 1-800-262-4426

In California: 1-619-299-6368  
Facsimile: 1-619-299-6370





## Health Care

continued from p. 29

other projects. One method to justify the allocation of funds to do research is to compare the cost of doing the research against the total dollars allocated for the entire project. If this ratio is small, then research can be justified. The allocation of this sum now is worth the potential savings later on.

Another method is to forecast the expected utilization of the program to be researched if the research bears out your program thesis. Thus you can determine if the rate of return from this program is adequate for the research and promotional dollars you want allocated to it. Any research firm that can come to the aid of the marketing department with statistical forecast expertise would have an edge over its competition because this would help in "selling" the concept of research for a project, at least to get funds for it. I doubt that most in-house marketing

staffs have the necessary statistical/financial expertise.

### Many opportunities

There are many opportunities for hospitals and marketing research firms to work together to help hospitals develop more effective planning and promotional strategies. MRR

### Data Use

continued from p. 26

available to consult with him/her as needed. While this person is expert in the analytical methods he/she is using, you cannot reasonably expect him/her to be as knowledgeable in the background of your project or your business as you are. (By the way, it is the nature of the consulting business that this will often be true even of analysts who have a track record in your category. Even experts who have done numerous projects in a particular category usually lack the day-to-day depth

of the line researcher). If you simply turn over the data and say, "Come back in a week with results," be prepared to agree with the judgment decisions the analyst will make on the basis of partial knowledge. Otherwise, offer a continuing dialogue throughout the project.

Faced with today's virtual onslaught of marketing information: Scanner data, people meters, multi-million-record marketing databases, to name a few, the market researcher has increasingly little choice but to turn to statistical methods to make sense of it. Because of this, the researcher and the statistical expert are seen together more and more often. It may not always be a marriage made in heaven; however, I hope that following these suggestions might help both parties ward off the divorce court. MRR

### Publisher

continued from p. 24

were to be part of a major internal presentation.

### Controversy resolved

There was a happy ending. After the public relations department had made their presentation, I was again contacted by the executive vice president. He began the conversation by telling me that he had learned the name of the study's sponsor and that he gave our organization a lot of credit for standing up to his implied threats of loss of future business in not disclosing the information he requested. I told him that I was confident other research providers would have acted similarly and that I was thankful the controversy had been resolved. MRR

### Not regulated

Although financial planners aren't regulated, 41% of those surveyed by the International Association for Financial Planning think they are.

### Computer usage

According to a survey of 750 top executives Epyx Inc., a software company, 66% use computers for non-work purposes. Of these:

- 57% play computer games
- 33% balance checkbooks
- 74% write personal letters
- 20% write resumes.

## TWO OUTSTANDING NEW FOCUS GROUP FACILITIES WITH THE SUPPORT SERVICE YOU EXPECT

St. Louis, Missouri  
314-569-1324

Cleveland, Ohio  
216-491-9515

# Marketteam Associates

Circle No. 162 Reader Card

For  
Advertising  
Research,

call

**CPR**

Consumer & Professional Research Inc.

312/256-7744



During the past 10 years, CPR has managed advertising research studies ranging from qualitative assessments of individual print or TV ads to evaluations of entire advertising campaigns.

We design research programs tailored to your advertising testing needs. For pre-production research or telephone tracking studies, call Don Morich at 312/256-7744

Consumer & Professional Research Inc.  
Plaza Del Lago 1515 Sheridan Rd.  
Wilmette, Illinois 60091

Member  
**CASPRO**

The Council of Advertising Agencies & Research Organizations

benefits received. In the vast majority of cases, the respondents were able to provide two or three substantial benefits that they saw in business advertising research. Although the range of responses seems great, there appears to be some consistent themes running through the responses.

### A. Strategy development research

The most common response received to the question "What are the benefits of strategy development research?" deals with the positive nature of the feedback to the creative process. The usefulness of research in copy development is quite obvious from our research. Respondents seemed to be in fairly close agreement that strategy development research enabled them to get a better grip on their buyers' needs and to identify the types of information that would be helpful in the buyers' decision-making process. This result was especially important for those respondents who carry out advertising campaigns to several different target audiences.

Closely related to the ability of strategy development research in adding to the creative process were responses related to providing assistance in spending the advertising budget more wisely and providing an "objective" look at what should be done.

Another major benefit from strategy development research exists in an organizational sense. Here, business advertising research is being used as a tool to aid in convincing management that advertising dollars are being spent in the most productive way possible and to justify the need for budget and staff. We believe that this use of business advertising research may be one of the most important findings in our study. The ability of advertising managers to use research to convince skeptical top management that "advertising monies are not being wasted" and "we are getting something in return for our budget" are major reasons to conduct the research. This defensive position was mentioned by several respondents as being a crucial benefit of advertising research.

### Objective measure

In the area of strategy development research, representative comments include the following:

"Helps in spending money wisely under conditions of tight budgets.

Helps to direct message to different target markets."

"Identifies areas of weakness and misperception relative to the audience. Helps focus the advertising on the audience target."

"Identifies the kind of information that the financial community looks for. Identifies problems with corporate image. Provides clear, concise information with graphics. Organizationally, the research has been very helpful."



### B. Advertising effectiveness research

Here, more of the same kinds of comments were made by the respondents. It quickly became clear that there are widely acknowledged benefits stemming from advertising effectiveness research.

Representative comments from those who participated in the research include:

"Measures image. Research has led to improvements in our image. It has led to direct increase in the sales of one product line."

"Tells us weak spots, strong spots, where we are. Allows us to look at advertising from the point of view of total communication."

"Provides us with feedback on the direction of the campaign and where we are heading. Provides us with creative strategy input."

"Provides a measure of how well we spent our money. Provides guidance on where to spend our money. Provides an indication of the relative merits of different media vehicles. Helps to keep up the morale of the salesforce. Keeps the channel of communication open to the salesforce."

### Spending wisely

In summary, the respondents who participated in our studies feel that the

benefits of advertising effectiveness research fall into three major categories:

1. Assistance is provided with the development of messages targeted to the needs of the intended audience. Copy strategy and execution are improved due to the feedback from previous advertising.

2. The advertising budget is spent more wisely, and the advertising expenditures are held accountable for achieving certain results. In the "results oriented" environment of many businesses today, advertising effectiveness research is an important indicator of success.

3. Skeptical top management personnel can be convinced that they are receiving some return on their advertising dollars.

### 4. Degree of satisfaction and problems encountered

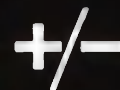
Most of the responses we received to the questions related to the degree of satisfaction were positive. At the same time, almost all of the respondents noted that there are some problems that need to be dealt with in order to make the research process more useful.

continued on p. 36

when surveying a tough target audience is a must . . .

call:

**Palshaw Measurement**



**John Palshaw**  
in California  
(408) 625-2500

**Al Peterson**  
in Connecticut  
(203) 255-3521



## Grocery sales up for health, beauty aids

Certain trends in the supermarket have manifested themselves recently and continue to do so, according to a Nielsen Marketing Research report. Some of these trends benefit supermarkets, according to the report which appeared in

a recent issue of *Progressive Grocer* magazine. Others have the opposite effect.

Consumer's desire for convenience, for example, has helped grocers to increase their share of the health and beauty aids (HBA) market. Consumers like to shop for medicines and cosmetics where they shop for food.

Grocery stores' dollar sales share of the 57 HBA categories in the Nielsen HBA Index has increased slowly but steadily, from 44.1% in 1983 to 45.5% in 1986. Drug store sales accounted for 39.1 of the HBA dollars spent in 1986 and mass merchandisers had 15.4%.

Food stores' dollar sales in the first half of 1987 were up 3% over the same period in 1986. But grocers' share of the total retail sales pie is shrinking, due to the tendency of today's busy consumers to eat out more.

Of the \$739 billion spent in U.S. retail outlets during the first six months of 1987, 20.3% was spent in food stores, compared to 20.7% in 1986 and 23% in 1982. Meanwhile, the percentage of retail dollars spent in food service establishments is increasing, from 9.6% in the first half of 1986 to 10.1% in the first half of 1987.

Supermarkets are responding with their own prepared food offerings, according to Nielsen. Twenty-six percent of chain supermarkets with annual sales over \$2 million now have salad, soup or taco bars and 81% have delicatessens. Of those stores with delis, 74% sell prepared cold dishes and 72% offer prepared hot dishes.

The Nielsen report also shows that supermarkets are relying more on their own mailers and circulars and less on newspapers to advertise. The amount of advertising done through mailers increased from 35% in 1985 to 39% in 1986, while newspapers' share dropped from 41% to 35%.

# SURVEYTAB®

## CROSS-TABULATING SOFTWARE FOR MICROCOMPUTERS

"I want to compliment SURVEYTAB® on what I feel is a fine product and a fine marketing effort to serve the needs of companies utilizing microcomputers. It is, to use the standard industry term, "very user friendly." I've been able to instruct other employees on its use with a minimum of difficulty. The creation of banners and labels is quite easy, with full editing capabilities which allow us to expand, delete or modify our files. We have conducted tabulation on files close to 10,000 records at what I consider an acceptable level of speed. I've seen a number of other tab packages advertised but at this point and in the future would not even consider substituting for SURVEYTAB® because of the level of satisfaction we have achieved with it. Thank you for your fine service."

Rudy Rau, Vice-President Elrick & Lavidge  
SURVEYTAB® User since 1981

The complete SURVEYTAB® package is available on a 5.25" or 3.5" DOS formatted disk for only \$499. Write or call for a free comprehensive brochure.

P.O. Box 369 · Annapolis Junction, MD 20701 · (301) 498-1299

Circle No. 165 Reader Card

## Accurate Marketing Research, Inc.

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

CENTRALLY LOCATED IN THE DALLAS/FORT WORTH METROPLEX 5 MINUTES SOUTH OF D/FW AIRPORT  
ACCURACY IS OUR POLICY PENNY MILES PRESIDENT JAMES MILES CHAIRMAN OF BOARD

OFFERING THE NEWEST & FINEST FOCUS GROUP FACILITY IN THE SOUTH

4 LUXURIOUS CONFERENCE ROOMS  
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

COMPLETE RESEARCH SERVICES:

NATIONAL COVERAGE

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



GETTING THE FACTS TO YOU ACCURATELY IS OUR BUSINESS

## Comfort is first

Fashion designers take heed: U.S. women are unwilling to suffer for style.

That's the major finding of the Woolite Fashion Futures Report, an annual nationwide survey of fashion and life-style trends.

The survey of 1,000 women ages 18-54 found that 695 said no when asked if they were willing to sacrifice comfort or physical freedom to be in fashion. Almost three-quarters of the women opt for comfort and easy care over style.

## Task force formed

A special task force co-sponsored by the Qualitative Research Consultants Association and the Marketing Research Association has been formed to bring awareness to issues and concerns shared by both moderators and qualitative field facilities.

Some of the initial goals of the task force include:

- Compiling a definitive procedures guide for both moderators and field facilities
- Instituting and developing regional training seminars, and
- Acting as an industry forum and mouthpiece for both moderators and field facilities.

The task force is open to input and is especially interested in receiving any available documentation concerning the training and procedures that go on in your company.

Send information to: Tom Bershad, Quick Test, P.O. Box 58293, Philadelphia, PA 19102 or, Gerri Feldman, Depth Research Labs, Inc., 1103 Albemarle Rd., Brooklyn, NY 11218.



# — NAMES OF NOTE —

Caroline Gatten announces the opening of **Gatten & Co.**, a qualitative research services company specializing in the design, moderating and analysis of qualitative research. Gatten was formerly in charge of qualitative services at SAMI/Burke, Primary Research, Inc., and Conway/Milliken & Associates. Gatten & Co. is located at 980 N. Michigan Ave., Suite 1400, Chicago, IL 60611. Telephone: (312) 642-7388.

**Ann Middleman**, a market researcher specializing in the health care field, has joined the special industry services division of the NPD Group, heading up a new health care research group for the Port Washington-based company. Middleman has currently held positions with Louis Harris & Associates and Audits & Surveys, as well as being marketing research manager at Quality Care, a home health care company. For the past two years she has been working as a consultant, primarily in the health care field.

Joining Mediamark Research, Inc., New York City, is **Karen A. Tnbrid** as sales executive. Previously, she was vice president, readership division of Starch INRA Hooper, Inc. Promoted at the company is **Edward M. Barret** to sales executive. He was previously a data services executive.

**Patricia Ann Shaw** has joined the Chicago division of Maritz Marketing Research as senior account manager. Previously with Conway/Milliken & Associates, she has extensive experience in packaged goods, health care, insurance and toys. Earlier, she was an associate product manager with S.C. Johnson & Sons.

**Irene Lang** has joined Total Research Corp., Princeton, NJ, as project director. She is responsible for all phases of research projects from research design and proposal preparation, to questionnaire development, project supervision and tabulation specification, to analysis and presentation.

**Lorraine Roy Haas** has recently joined the Atlanta office of the Vanderveer Group, Inc., Fort Washington, PA, as senior consultant. Specializing in attitude research, she came to Atlanta from New York where she was associated with such firms as J. Walter Thompson Advertising, Inc., and Bozell Jacobs Kenyon Eckhardt, Inc.



Haas

Dalvi

**Nitin Dalvi** has joined Weightman Research, Philadelphia, as vice president, director of custom research. He will be responsible for planning and implementing customized research programs for a wide variety of clients. Dalvi was previously manager of the Atlanta office of Schrader Research.

**B. Angell & Associates**, Chicago, has opened an office in St. Louis: 906 Olive, Penthouse, St. Louis, MO 63101. **Snzanne V. Lindberg** has been named senior associate.

**William Lockwood** has been named vice president, corporate director of operations at Ehrhart-Babic Associates, Inc., Englewood, NJ. He was previously account supervisor, client services.

Joining Lieberman Research Suburban, Inc., is **Ilene Ritz** as a vice president. She was formerly with Decisions Center, Inc., and has also held research positions at Avon Products and Lever Brothers.

Beta Research Corp., Syosset, NY, announces several promotions: **Richard A. Welch** to president; **Diane**

**Ricci** to vice president, and **Jerome Kossoff** to chief executive officer. Welch was previously vice president, sales, and Ricci was formerly project director and coding supervisor.

Ross-Cooper Associates, Inc., Teaneck, NJ, announces two additions to its staff: **Theo Culbertson** as client service executive and **Michael Imperatrice** as a research associate. Ms. Culbertson was formerly a group director for Marketing Information Systems and Imperatrice was formerly a senior project director, also at MIS.

The Georgia-Pacific Corp. Consumer Tissue Division, Atlanta, has added three employees to its marketing department: **Sabrina G. Brawley** has been named senior market research analyst; **Edward D. Poweres, Jr.** has been appointed brand manager for the

continued on p. 40

when your research  
**must be on time and  
actionable . . .**

call:

**Palshaw Measurement**



**John Palshaw**  
in California  
(408) 625-2500

**Al Peterson**  
in Connecticut  
(203) 255-3521

The problems mentioned by the respondents vary widely. They deal with issues such as:

- The weaknesses associated with various techniques (such as the subjectivity and non-projectability of focus groups and low response rates in telephone interviewing);
- The difficulties in reaching the right individual to include in the research;
- Small sample size;
- Measurement error;
- The expense involved in the research process, and
- The length of time it takes to generate research results.

Another major problem is the need to do a better job of "getting management on board" in supporting the research as well as the advertising itself.

### Improved methods needed

Some of the comments were received that reflect these concerns are as follows:

"Adequate. Methods are needed that are more applicable and afford-

able. Our methods are awfully subjective and nonprojectable."

"Very satisfied. But we're always looking for improved methods. Care is needed in using focus groups due to certain people dominating the session."

"Satisfied. The methods are there. The problem is in convincing management and in making the process work internally."

"Moderately satisfied but leaves a lot lacking. Sample size is a problem; it is hard to identify and talk with them."



"We are frustrated. We think that we are doing the right thing, but the research tools are expensive and vague. Getting to the right person is difficult due to the sensitive nature of the information (in defense-related industries). Our refusal rate is 90%. Trying to link results to a particular campaign is difficult. We tried perceptual mapping and found that it didn't work. We are skeptical about other sophisticated techniques."

"Very satisfied. Changing questions is difficult. Sample size is a problem. We can't extend the research to as many target industries as we would like due to the expense of the research."

### Research use varies

This study has provided insight into the use of research among business advertising professionals. The responses obtained from some of the largest business advertisers were quite helpful in understanding the role of research in the advertising process, the types of techniques that have been found to be most useful, the benefits of this research, and the levels of satisfaction with business advertising research.

The results of the study indicate that some of the largest business advertisers are quite active in their use of research. They use research on a regular basis and see its role becoming increasingly important. They use metho-

dologies such as focus groups, personal interviews, telephone surveys, and copy testing to attempt to improve the quality of their creative product and to evaluate the effectiveness of it as well. They see several benefits stemming from the process of advertising research, and they indicate that they are generally satisfied with the research they use.

On the other hand, a relatively large number of the business advertising professionals interviewed are far less satisfied with business advertising research than was expected. Responses such as, "Research is not used at all," and "We do almost no research at all" were surprising given the significant budget levels devoted to advertising in the business media by the companies comprising the sample. Evidently, these companies see little or no value associated with the research process.

Given that research techniques are currently available that are effective in guiding the development of advertising strategy and improving advertising effectiveness, we found these results to be discouraging. It was disheartening to find that so many of the top 100 business advertisers in our sample did not perceive more "value added" by advertising research. We also were surprised to find that advertising research is being used so frequently for the purpose of convincing skeptical management that advertising really works.

### Needing more education

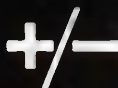
Based on our experiences in discussing business advertising research with 20 key informants in the industry, we believe that there is a strong need for further education on the benefits of advertising research. Educational programs directed at top management and other personnel would be useful in demonstrating the value of business advertising research. In some companies, however, it is clear that this educational task is likely to be a long and difficult one.

But despite the discouraging results obtained from several respondents, other companies are definitely providing leadership in the area of business advertising research. Their leadership will no doubt continue into the future as they find new ways to maximize the impact of advertising through research. We are optimistic that our plans for further research using larger, more representative samples will continue to uncover novel and effective uses for business advertising research.

when research  
analysis beyond the  
numbers is a must . . .

call:

**Palshaw Measurement**



**John Palshaw**  
in California  
(408) 625-2500

**Al Peterson**  
in Connecticut  
(203) 255-3521



# QUALITATIVE RESEARCH/FOCUS GROUP MODERATORS

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

**Alpha Research Associates, Inc.**  
P.O. Box 28497, North Station  
Providence, RI 02908  
401/521-6660  
Contact: Victor L. Profughi  
Full Svc/Qual/Quan. Analysis/  
Consltg & Mkt Res/Since 1976

**American Public Opinion Survey & Market Research Corp.**  
1324 South Minnesota Avenue  
Sioux Falls, SD 57105  
605/338-3918  
Contact: Warren R. Johnson  
Established 1960—Full Service  
Group—National & Internat'l

**Analysis Research Limited**  
4655 Ruffner St., Ste 180  
San Diego, CA 92111  
619/268-4800  
Contact: Arline M. Lowenthal  
All Qual. Needs: Eng. & Span.  
Recruit/Moderate/Analysis

**The Answer Group**  
11161 Kenwood Road  
Cincinnati, OH 45242  
513/489-9000  
Contact: Maribeth McGraw  
Consumer, Health Care, 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

**Burke Marketing Research, Inc.**  
800 Broadway  
Cincinnati, OH 45202  
513/852-3789  
Contact: Norma Ussher  
Nat'l Network of Moderators: Hi-  
Tech/Finance/Child/Older Adult

**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, Inc.**  
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

**East West Research Institute**  
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  
800/334-0867 (N.C. 919/378-1181)  
Contact: J. Albert Faber  
Industrial/Consumer/Bus-To-Bus  
/New Prod, 24 Yrs Exp

**First Market Research Corp.**  
121 Beach Street  
Boston, MA 02111  
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  
Boston, MA 02111  
617/482-9080  
Contact: Jack M. Reynolds  
Banking, Health Care, Ad  
Testing, Consumer, Executive

**Fitzpatrick Research Services, Inc.**  
102 Foxwood Road  
West Nyack, NY 10994  
914/353-4470  
Contact: Linda Fitzpatrick  
Expert Moderator, Strong  
Marketing Background

**Genus Research**  
87 Grove Pl/P.O. Box 9456  
New Haven, CT 06534  
203/934-1176  
Contact: Denise Marini Kuziel  
Svc Mktg/Telecom/Util/Advert/  
Bus-To-Bus/Exec/1:1/Minorities

**Hispanic Marketing  
Communication Research**  
2438 Hopkins Avenue  
Redwood City, CA 94062  
415/361-8124  
Contact: Dr. Felipe Korzeny  
Hispanic Focus Grps In U.S., Abroad  
Biling./Bicult. Qual./Quan. Rsch

**D.S. Howard Assoc., Inc.**  
307 No. Michigan Ave. #1214  
Chicago, IL 60601  
312/372-7048  
Contact: Dennis S. Howard, Ph.D.  
Expert Guidance In Design,  
Implementation And Analysis

**InfoDirect, Inc.**  
230 South Broad Street  
Philadelphia, PA 19102  
215/735-7416  
Contact: Jonathan Brill  
Financial Services, Consumer,  
Healthcare, Geriatric, Hi-Tech

**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**  
132 Welsh Road  
Horsham, PA 19044  
215/657-6400  
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  
212/688-6066  
Contact: Judith Langer  
Spec. In Qual. Rsch. On  
Mktg. & Lifestyle Issues

continued on p. 38



## Moderators

continued from p. 37

**Linda LaScola Consulting**  
3701 Connecticut Avenue, N.W.  
Washington, D.C. 20008  
202/363-9367  
Contact: Linda J. LaScola  
Public Affairs, Healthcare,  
Telecommunications, Financial

**Marketeam Associates**  
555 No. New Ballas Rd.  
St. Louis, MO 63141  
314/569-1324  
Contact: Richard Homans  
Financial Services, Healthcare,  
Consumer, Pkgd Goods, Agric

**Marketing Workshop, Inc.**  
3294 Medlock Bridge Road/Ste 200  
Norcross, GA 30092  
404/449-6767  
Contact: Sally Armstrong  
Consumer, Healthcare,  
Financial,  
New Products

**MarketSearch Corporation**  
2721 Devine Street  
Columbia, SC 29205  
803/254-6958  
Contact: Frank K. Brown  
Specialists in the Executive and  
Professional Markets

**T.A. Miller Co., Inc.**  
1060 Clifton Avenue  
Clifton, NJ 07012  
201/778-6011  
Contact: Tom Miller  
45 Yrs Exp-Health Care, RX/OTC  
Pharmaceuticals-M.D., Pharm.

**Moosbrugger Marketing Research**  
901 W. Hillgrove Avenue  
LaGrange, IL 60525  
312/354-5090  
Contact: Mary C. Moosbrugger  
Expertise in Healthcare, Food,  
Agriculture, Banking

**M.L. Moss & Co.**  
5129 Eagle Harbor Drive  
Seattle, WA 98110  
206/842-4797  
Contact: Merrill L. Moss  
Wide Experience, Superior Work,  
Highly Regarded Reports

**Murray Hill Center**  
205 Lexington Avenue  
New York, NY 10016  
212/889-4777  
Contact: Susan Mender  
3 Rm Full Svce Facility; Efficient,  
Beautiful, Competitive Price

**National Analysts, Division  
Booz, Allen & Hamilton Inc.**  
400 Market Street  
Philadelphia, PA 19106  
215/627-8110  
Contact: Alfred E. Goldman, Ph.D.  
30 Yrs Qualitative Exp In Vir-  
tually Every Prod/Svce Category

**Nova Research Inc.**  
95 Madison Avenue  
New York, NY 10016  
212/889-2323  
Contact: Liz VanPatten  
Full Service; Retail, Packaging,  
Children, Bus.-To-Bus., Execs.

**Opinions Unlimited, Inc.**  
1500 W. 13th  
Amarillo, TX 79102  
806/373-7491  
Contact: Anndel Hodges  
Financial Services, Utilities,  
Medical, Agriculture

**Boyd L. Peyton Associates**  
389 Pineville Road  
Newtown, PA 18940  
215/598-3665  
Contact: Boyd L. Peyton  
Business, Hi-Tech, Fin. Svcs.,  
Advtg., Consumer, Execs.

**Playlab Research, Division of  
The Creative Group, Inc.**  
31800 Northwestern Hwy.  
Farmington Hills, MI 48018  
313/855-7812  
Contact: Dana Blackwell  
Children, Youths, Teenagers,  
Students, Parents & Teachers

**Q-Set**  
180 No. Michigan Ave/Suite 320  
Chicago, IL 60601  
312/899-1906  
Contact: Celeste Zaubi  
Transcription Svce for Modera-  
tors. Tapes Summarized/Edited

**Radley Resources, Inc.**  
P.O. Box 2275  
Westfield, NJ 07091  
201/232-1600  
Contact: M.J. Murphy  
Hi-Tech, Bus-To-Bus., Office  
Envir Experts. In-House Recruit

**Research Arts, Inc.**  
1300 Iroquois/Ste 100  
Naperville, IL 60540  
312/420-2064  
Contact: Francesca Jaskowiak  
Qualitative Firm, 5 Moderators  
on Staff. Own Facility

**The Research Center**  
3 Fairlawn Court  
Rye, NY 10580  
914/921-0261  
Contact: Maureen Skrilow, Prin.  
Spec. In Focus Groups & Depth  
Intervs/Prin. Involved Throught

**Research Resources Hispanic**  
7951 S.W. 40th St/Ste 208  
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/  
Publ/Soft Drinks/Beer/Wine

**Rockwood Research Corp.**  
1751 W. County Road B  
St. Paul, MN 55113  
612/631-1977  
Contact: Dale Longfellow  
High Tech, Executives, Bus.-To-  
Bus., Ag, Specifying Engineers

**Schrader Rsch. & Rating Svce.**  
South River Road  
Cranbury, NJ 08512  
609/395-1200 or 800/257-9440  
Contact: Jack Paxton  
Pkg Goods/Retailing/Travel/  
Entertainment Reg/Exec. Grps.

**Southeastern Institute of  
Research, Inc.**  
2325 West Broad Street  
Richmond, VA 23220  
804/358-8981  
Contact: Rebecca H. Day  
Est. 1964, Full Service  
Qualitative and Quantitative

**James Spanier Associates**  
120 East 75th Street  
New York, NY 10021  
212/472-3766  
Contact: Julie Horner  
Focus Groups And One-On-Ones  
In Broad Range Of Categories

**Strategic Marketing Services**  
P.O. Box 505  
Portland, ME 04112  
207/774-6738  
Contact: Robert W. Cuzner  
20 Yrs Broad Based Exper.  
Nationwide. Full Service

**Strategic Research Corporation**  
311 West Superior/Suite 203  
Chicago, IL 60610  
312/943-0114  
Contact: Karen Aydt, President  
Custom Rsch and KidView™,  
PreView™, MarketView™, GeriView™

**Strategic Research, Inc.**  
591 Rheem Blvd.  
Moraga, CA 94556  
415/376-1924  
Contact: Sylvia Wessel  
400 Groups Hitech/Medical/Fin-  
ancial/Transportation Svcs

**Talk It Over Focus Groups Ltd.**  
300 Adair St./Ste. 106  
Decatur, GA 30030  
404/373-7171  
Contact: Joyce A. McGriff  
Exp Moderator-Gen'l Mkt/BIK  
Adv, HBA, Food, Bev, Health Care

**Taylor Research**  
3202 Third Avenue  
San Diego, CA 92103  
619/299-6368  
Contact: Beth Ilaas  
30 Yrs Exp: Cons. & Ind: Commod-  
ious Facilities/Attn to Security

**Thonger Qualitative Research**  
8531 Bradford Road  
Silver Spring, MD 20901  
301/587-1713  
Contact: Vivian Thonger, M.A.  
Moderating Since 1979; European  
Expertise; Strategic/Creative

**Total Research Corporation**  
5 Independence Way  
Princeton, NJ 08540  
609/921-8100  
Contact: Hugh J. Devine, Jr.  
10 Moderators; 2 State of Art  
Facilities in Princeton/Tampa

**TrendFacts Research, Division  
of The Creative Group, Inc.**  
31800 Northwestern Hwy.  
Farmington Hills, MI 48018  
313/855-7810  
Contact: Bob Quigley  
Hi-Tech, Industrial, Financial  
Health Care, Consumer, Retail

**Trotta Associates**  
13160 Mindanao Way/Ste 180  
Marina del Rey, CA 90291  
213/306-6866  
Contact: Diane Trotta  
Focus Group Facs & Moderator  
w/20 Yrs Exp. Bus-To-Bus & Cons

**Youth Research/CSI**  
Brookfield Commons B-22  
246 Federal Rd.  
Brookfield, CT 06804  
203/797-0666  
Contact: Karen Forcade  
Consultants In Mktg To Children  
Full Svc Qualitative/Quantitative

## Correction

**The telephone number for  
the following was incorrect  
in the March issue. The  
correct number is below.**

**Hispanic Marketing  
Communication Research**  
2438 Hopkins Avenue  
Redwood City, CA 94062  
415/361-8124

---

# State cross index of moderators

Refer to previous listings for address, phone number and contact.

---

## ARIZONA

Behavior Research Center

## CALIFORNIA

Analysis Research Ltd.  
Intercontinental Mktg. Inves.  
Strategic Research, Inc.  
Taylor Research  
Trotta Associates

## CONNECTICUT

DeNicola Research, Inc.  
D-R-S HealthCare Consultants  
Genus Research  
Youth Research/CSI

## WASHINGTON D.C.

Linda LaScola Consulting

## FLORIDA

The Datafax Company  
Research Resources Hispanic

## GEORGIA

The Atlantis Group  
Marketing Workshop, Inc.  
Talk It Over Focus Groups Ltd.

## HAWAII

East West Research Institute

## ILLINOIS

Doyle Research Associates  
D.S. Fraley & Associates  
Elrick & Lavidge, Inc.  
D.S. Howard Assoc., Inc.  
Moosbrugger Marketing Rsch.  
Q-Set  
Research Arts, Inc.  
Strategic Research Corp.

## MAINE

Strategic Marketing Services

## MARYLAND

Riva Marketing Research, Inc.  
Thonger Qualitative Research

## MASSACHUSETTS

Decision Research  
Dolobowsky Qual. Svcs., Inc.  
First Market Rsch(J. Heiman)  
First Market Rsch(L. Lynch)  
First Market Rsch(J. Reynolds)

## MICHIGAN

Brand Consulting Group  
Kennedy Research Inc.  
PlayLab Research  
TrendFacts Research

## MINNESOTA

Rockwood Research Corp.

## MISSOURI

Marketeam Associates

## NEW JERSEY

DAE Associates, Inc.  
T.A. Miller Co., Inc.  
Radley Resources, Inc.  
Schrader Rsch & Rating Svce  
Total Research Corporation

## NEW YORK

Fitzpatrick Research Services, Inc.  
Langer Associates, Inc.  
Murray Hill Center  
Nova Research, Inc.  
The Research Center  
James Spanier Associates

## NORTH CAROLINA

Faber Marketing Research

## OHIO

The Answer Group  
Burke Marketing Research, Inc.

## PENNSYLVANIA

Consumer/Industrial Rsch Svce  
Creative Marketing Solutions  
Datatactics, Inc.  
InfoDirect, Inc.  
Intersearch Corporation  
National Analysts  
Boyd L. Peyton Associates

## SOUTH CAROLINA

MarketSearch Corporation

## SOUTH DAKOTA

Amer. Public Opinion Survey

## TEXAS

Accurate Marketing Research  
Opinions Unlimited, Inc.

## VIRGINIA

Southeastern Inst. of Rsch.

## WASHINGTON

Consumer Opinion Services  
M.L. Moss & Company

---

# Specialty cross index of moderators

Refer to previous listings for address, phone number and contact.

---

## ADVERTISING

Analysis Research Ltd.  
The Atlantis Group  
Brand Consulting Group  
The Datafax Company  
DeNicola Research, Inc.  
Dolobowsky Qual. Svcs., Inc.  
Doyle Research Associates  
D.S. Fraley & Associates  
East West Research Institute  
First Market Rsch(J. Reynolds)  
M.L. Moss & Co.  
Opinions Unlimited, Inc.  
Boyd L. Peyton Associates  
Research Arts, Inc.  
Research Resources Hispanic  
Riva Market Research, Inc.  
Rockwood Research Corp.  
Schrader Rsch & Rating Svce  
James Spanier Associates  
Talk It Over Focus Groups Ltd.  
Thonger Qualitative Research  
Total Research Corporation

## AGRICULTURE

Consumer/Industrial Rsch Svce  
Moosbrugger Marketing Rsch.  
Opinions Unlimited, Inc.  
Rockwood Research Corp.

## APPAREL

Brand Consulting Group  
Strategic Research Corp.

## AUTOMOTIVE

National Analysts  
Schrader Rsch & Rating Svce  
TrendFacts Research

## BIO-TECH

D.S. Howard Assoc., Inc.

## BLACK

Riva Market Research, Inc.  
Talk It Over Focus Groups Ltd.

## BUSINESS-TO-BUSINESS

The Atlantis Group  
Consumer Opinion Services  
DAE Associates, Inc.  
Elrick & Lavidge, Inc.  
Faber Marketing Research  
First Market Rsch(J. Heiman)  
Genus Research  
D.S. Howard Assoc., Inc.  
Intersearch Corporation  
Kennedy Research Inc.  
Moosbrugger Marketing Rsch.  
Boyd L. Peyton Associates  
Radley Resources, Inc.  
Rockwood Research Corp.  
Southeastern Inst. of Rsch.  
Strategic Marketing Services  
Total Research Corporation  
TrendFacts Research  
Trotta Associates

## CANDIES

D.S. Fraley & Associates  
PlayLab Research  
Strategic Research Corp.  
Youth Research

## CHILDREN

Burke Marketing Research, Inc.  
Doyle Research Associates  
D.S. Fraley & Associates  
Intercontinental Mktg. Inves.  
Nova Research Inc.  
PlayLab Research  
Strategic Research Corp.  
Youth Research

## COMMUNICATIONS RESEARCH

D.S. Fraley & Associates  
Nova Research Inc.  
Opinions Unlimited, Inc.  
PlayLab Research  
James Spanier Associates  
Youth Research

## COMPUTERS/MIS

First Market Rsch(J. Heiman)  
D.S. Howard Assoc., Inc.  
M.L. Moss & Co.  
Strategic Research, Inc.  
Total Research Corporation

## CONSUMERS

Accurate Marketing Research  
Consumer/Industrial Rsch Svce  
Consumer Opinion Services  
DeNicola Research, Inc.  
D.S. Fraley & Associates  
Elrick & Lavidge, Inc.  
Faber Marketing Research  
First Market Rsch(L. Lynch)  
First Market Rsch(J. Reynolds)  
D.S. Howard Assoc. Inc.  
Kennedy Research Inc.  
Langer Associates, Inc.  
Riva Market Research, Inc.  
Southeastern Inst. of Rsch.  
Strategic Research Corp.  
Talk It Over Focus Groups Ltd.  
Taylor Research  
Trotta Associates

## ENTERTAINMENT

D.S. Fraley & Associates  
Langer Associates, Inc.  
Strategic Research Corp.  
Total Research Corporation

## EXECUTIVES

Accurate Marketing Research  
Decision Research  
Dolobowsky Qual. Svcs., Inc.  
East West Research Institute  
First Market Rsch(J. Heiman)

continued on p. 40



## Moderators

continued from p. 39

First Market Rsch(J. Reynolds)  
Genus Research  
Intercontinental Mktg. Inves.  
Kennedy Research Inc.

## FINANCIAL SERVICES

Burke Marketing Research, Inc.  
Consumer/Industrial Rsch Svce  
DAE Associates, Inc.  
The Datafax Company  
Datatactics, Inc.  
Decision Research  
Dolobowsky Qual. Svcs., Inc.  
East West Research Institute  
First Market Rsch(L. Lynch)  
First Market Rsch(J. Reynolds)  
InfoDirect, Inc.  
Linda LaScola Consulting  
Marketeam Associates  
Marketing Workshop, Inc.  
MarketSearch Corporation  
Moosbrugger Marketing Rsch  
National Analysts  
Opinions Unlimited, Inc.  
Boyd L. Peyton Associates  
The Research Center  
Riva Market Research, Inc.  
Rockwood Research Corp.  
Schrader Rsch & Rating Svce  
James Spanier Associates  
Strategic Research Corp.  
Total Research Corporation  
TrendFacts Research

## FOOD PRODUCTS

Accurate Marketing Research  
Amer. Public Opin Survey  
The Atlantis Group  
D.S. Fraley & Associates  
The Atlantis Group  
East West Research Institute  
InfoDirect, Inc.  
Moosbrugger Marketing Rsch.  
PlayLab Research  
Schrader Rsch & Rating Svce  
James Spanier Associates  
Strategic Research Corp.  
Youth Research

## GERIATRIC

Burke Marketing Research, Inc.  
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, Inc.  
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

## HISPANIC

Analysis Research Ltd.  
Hispanic Marketing  
Communication Research  
Research Resources Hispanic

## HI-TECH

Burke Marketing Research, Inc.  
Radley Resources Inc.

## IDEA GENERATION

Analysis Research Ltd.  
Brand Consulting Group  
DAE Associates, Inc.  
Dolobowsky Qual. Svcs., Inc.  
D.S. Fraley & Associates  
First Market Rsch(J. Reynolds)  
PlayLab Research  
Strategic Research Corp.  
Thonger Qualitative Research  
Youth Research

## INDUSTRIAL

Consumer/Industrial Rsch Svce  
First Market Rsch(J. Heiman)  
D.S. Howard Assoc., Inc.  
Intersearch Corporation  
Kennedy Research Inc.  
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  
T.A. Miller Co.  
Nova Research Inc.  
Strategic Research, Inc.

## MILITARY

Amer. Public Opinion Survey

## NEW PRODUCT DEVELOPMENT

The Atlantis Group  
Brand Consulting Group  
Creative Marketing Solutions  
DAE Associates, Inc.

Decision Research  
Dolobowsky Qual. Svcs., Inc.  
D.S. Fraley & Associates  
Faber Marketing Research  
First Market Rsch(J. Heiman)  
D.S. Howard Assoc., Inc.  
Langer Associates, Inc.  
Marketing Workshop, Inc.  
National Analysts  
The Research Center  
Research Resources Hispanic  
Schrader Rsch & Rating Svce  
James Spanier Associates  
Strategic Marketing Svces  
Strategic Research Corp.  
Total Research Corporation  
Youth Research

## PACKAGED GOODS

The Answer Group  
The Atlantis 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  
Trotta Associates  
Youth Research

## PARENTS

D.S. Fraley & Associates  
Strategic Research Corp.  
Youth Research

## PET PRODUCTS

Rockwood Research Corp.

## PHARMACEUTICALS

The Answer Group  
The Atlantis Group  
Consumer/Industrial Rsch Svce  
Creative Marketing Solutions  
Datatactics, 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

Amer. Public Opinion Survey  
East West Research Institute  
Linda LaScola Consulting  
Opinions Unlimited, Inc.  
Total Research Corporation

## 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

Amer. Public Opinion Survey  
East West Research Institute  
National Analysts  
Riva Market Research, Inc.

## TEACHERS

D.S. Fraley & Associates  
Strategic Research Corp.  
Youth Research

## TELECOMMUNICATIONS

Creative Marketing Solutions  
DAE Associates, Inc.  
Datatactics, Inc.  
First Market Rsch(J. Heiman)  
Genus Research  
D.S. Howard Assoc., Inc.  
Kennedy Research Inc.  
Linda LaScola Consulting  
National Analysts  
Total Research Corporation  
TrendFacts Research

## TELECONFERENCING

Rockwood Research Corp.

## TEENAGERS

D.S. Fraley & Associates  
PlayLab Research  
Strategic Research Corp.  
Youth Research

## TOYS/GAMES

D.S. Fraley & Associates  
PlayLab Research  
Strategic Research Corp.  
Youth Research

## TRANSCRIPTION SERVICES

Q-Set

## TRANSPORTATION SERVICES

Total Research Corporation

## TRAVEL

East West Research Institute  
M.L. Moss & Co.  
Schrader Rsch & Rating Svce  
Total Research Corporation

## YOUTH

D.S. Fraley & Associates  
Erick & Lavidge, Inc.  
PlayLab Research  
Strategic Research Corp.  
Thonger Qualitative Research

## Names of Note

continued from p. 35

company's Angel Soft® and Coronet® tissue lines and **Mario R. Contreras**

has joined as assistant brand manager for the company's national Mr. Big® and regional MD® lines.

**Kay Schultz** has been named president of Simmons Major Market Re-

search, Inc., New York City. She was previously director of the company's 1987 National Study of Local Newspaper Ratings survey.

Nielsen Media Research, Northbrook, IL, announces two promotions: **Karla**



**YES!** Call me with more  
information regarding  
**DP Cube™**

Name \_\_\_\_\_

Title \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State/Zip \_\_\_\_\_

Phone (        ) \_\_\_\_\_

**NEW!** Introducing  
**DP CUBE**

A Breakthrough Cross Tab  
Software Package  
For Market Research

- Offers all features regardless of computer size
- Stop counting banner points—use any width or length tables!
- 3-dimensional tables! One pass of data generates multiple subsets
- High speed results—MUCH faster than other software programs!
- Unique library system allows more efficient table construction
- Post processor produces graphs and charts as well as tables!
- Works with any type of data, any length of record

**Also available from Downie-Pine Company:**

1-2 PUNCN™ Data Entry Program  
CATI-CUBE™ Computerized  
Telephone Interviewing System

PLACE  
STAMP  
HERE

**THE DOWNIE-PINE COMPANY**

Computer Software For Marketing Research  
1607 Sixteenth Street  
Santa Monica, CA 90404

**Thompson** was named account executive having served as client service executive for Nielsen Station Index in Dallas. She joined Nielsen in 1985 as client service executive. **Eileen R. Cipnick** becomes client service executive for Nielsen Station Index in Atlanta. She joined the firm in 1986 and was previously with ABC-TV Spot Sales, Atlanta.

Market Facts, Inc., Chicago, announces several promotions. **Thomas H. Payne** to president-chief operating officer from executive vice president; **Verne Churchill**, formerly president-CEO, becomes chairman CEO; **Gregory Spanga** to president of the company's financial services group from chief operating officer; **David K. Hardin** has resigned as chairman but will remain director at the company, and **Peter Ellison**, senior vice president, Market Facts, Washington, has been appointed president of Market Facts, New York.

Opinion Research Corp., Princeton, NJ, announces the promotion of **Ronald Kolodziej** to research executive in the company's market research division. Since 1985, he had been research director at the company.

**Larry Gulledge**, vice president at Elrick & Lavidge, Inc., Chicago, has been elected vice president-operations of the Atlanta Chapter of the American Marketing Assn.

Joining Miller Research Group, Little Rock, AR, is **Margaret R. Loyd** to associate research director.

**Harvey Dinerstein** has joined Charlton Research, San Francisco, as senior associate.

Survey Sampling, Inc., Fairfield, CT, has announced two additions to its sales staff: **Jane Damschroder** has been promoted to manager of product service; **Donna Stevens** and **John Lamb** have been hired as project directors. **Carol Cerra** also joins the company as a part-time sales coordinator. She works for William Pitt as a real estate agent.

**Marilyn Salit** has been promoted to vice president of project management at BRX, Inc., Rochester, NY. She was previously project director.

**Kay Wall** has been named managing director of Simmons syndicated studies division and will assume all responsibility for sales, marketing and technical management. Formerly, she was executive vice president and director of sales and marketing of the same division at the company.



Wall

Armstrong

Marketing Workshop, Inc., has promoted **Sally H. Armstrong** to vice president. She joined the company in 1980 and has previously held positions as field director and account manager.

Elrick & Lavidge, Inc., Chicago, has named **David Nero** to vice president in the company's Chicago office and **Laurie Josey** to vice president in Atlanta. Nero previously held marketing research, business development and long-range planning responsibilities at American Hospital Supply. Josey joined E&L in 1981 and was promoted to account manager, qualitative research in 1983.

**IMI Research Corp.** has merged its Minneapolis and St. Paul operations to a new location, 8100 26th Ave. So., Bloomington, MN.

**Evelyn J. Duff** has been promoted to account executive from client service executive at Nielsen Television Index, a service of Nielsen Media Research, Northbrook, IL. She joined Nielsen as an NTI client service trainee in 1984 after three years with Cunningham & Walsh in Chicago.

**Peggy Crowley** has joined Nielsen Station Index, Chicago, a service of Nielsen Media Research, as client service assistant. She comes to Nielsen from Foote, Cone & Belding where she was an assistant spot buyer. **Annette F. Stepp** has been elected vice president for NSI. She began her Nielsen career in 1974 in the Nielsen Television Index special analysis department. MRR

# CONSUMER OPINION SERVICES

Covering the Northwest  
with  
our Expanding Network of  
Mall and Focus Facilities



Mall Intercept  
Focus Groups  
Central Telephone  
Audits  
Pre-recruited Groups  
Executive  
Medical  
Demos  
Door to Door

**(206) 241-6050**

Ask for  
**Jerry Carter or Dorothy Carter**

Over 20 Years  
in the Northwest

MRA • AMA

**Consumer  
Opinion Services, Inc.**

12825 - 1st Avenue South  
Seattle, Washington 98168

QUALITY • INTEGRITY • SERVICE



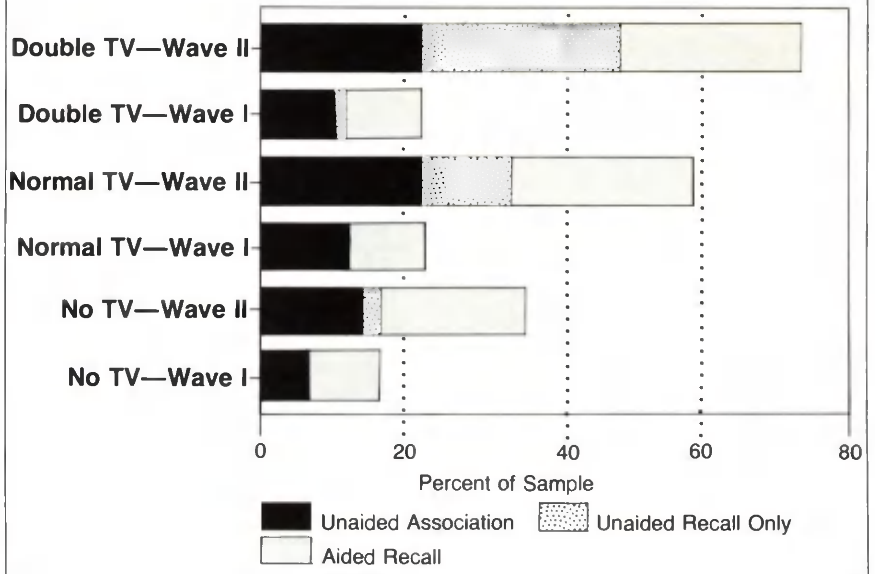


Mark Williams



Barry Pfouts

### Pork/White Meat Association & Ad Recall Comparison by Wave & Market Type



## Pork

continued from p. 13

main food buyer or server in the family, says Rozmarin. The primary market was women age 25-54 with children living at home. The secondary market was women in this age group without children as well as men in this age category.

The advertising campaign ran at varying media exposure levels in six cities between March and September. Cleveland and Sacramento received "double" television exposure along with national magazine advertising; Pittsburgh and Denver got "normal" television and magazine coverage and Baltimore and San Diego were exposed only to magazine advertising.

### Telephone survey

After the first seven months of the campaign, a 15-minute, telephone survey was conducted among the 1,800 respondents in the six surveyed markets. Basic information, such as age of the respondent, marital status, educational and income level and household make-up was collected, as well as information on the respondent's overall preference for red or white meat, the share of mind for various types of white meat and where pork ranked in that list, and how the respondents rated certain attributes in selecting meats, such as price, preparation and taste. The interview also investigated the respondents' image evaluation of

meats (beef, chicken, fish, fresh pork) and processed meat (bacon, sausage and luncheon meats), as well as their general consumption of pork - were they serving the product more or less, and if they were serving it more, why were they changing? Last, respondents were asked about their recall of the ad campaign.

### Wave II findings

Findings from Wave II saw significant improvements in consumers' association of pork and white meat and their image attributes of pork. The following are some of the key findings:

- The association of pork and white meat increased substantially since the

## Consumer demand for pork steadily rising

The apparent increase in consumer pork demand during the first 11 months of 1987 put a profitable \$500 million extra dollars in the pockets of pork producers that would not have been there under normal conditions. This estimate, by Ag Economist Glenn Grimes, is a conservative one based on the latest U.S. Department of Agriculture retail price study figures.

Though pork supplies are up almost 2% over a year ago, retail prices also have risen 6.5% from the same time last year. "Under normal conditions when supplies are up substantially, we would expect retail prices to react negatively by about 4-4½%, however, that was not the case with the pork market from January through November," Grimes said. "All indications point to a steady increase in con-

sumer demand for pork."

Grimes believes several factors combined to play a major role in increased pork consumption during 1987 including extensive state and national advertising and promotional efforts, financed by the legislative checkoff. A second element in this equation has been the improvements in pork quality, including leanness, over the last decade.

"It is highly likely that the efforts of producers to improve their product and the successful 'Pork. The Other White Meat Campaign™' are beginning to pay off," Grimes said.

The apparent upward trend in consumer demand should continue into 1988. A recent USDA Economic Research Service report estimated that per-capita pork consumption in the coming year is expected to rise four pounds, up from 59 to 63 pounds.

1987 NPPC campaign started. Unaided awareness more than tripled in the double and normal TV markets and it increased two-fold in the no TV markets. Specifically, the awareness gains were:

10% to 35% in the double TV markets;

12% to 29% in the normal TV markets;

6% to 14% in the no TV markets.

- The campaign has been successful in achieving levels of unaided association with a product category (white meat) that is rarely achieved given the type of industry, level of exposure and the target audience.

- Pork's share of mind is strongest in the following categories of primary food shoppers between the ages of 25 and 54:

Professional or technical households;

College-educated individuals;

Households with total incomes of \$45,000 and up;

- A significant number of consumers in all media markets recalled something about pork being a white meat. The current levels compared to Wave I results indicate a major difference in all three types of media markets. The Wave II levels of awareness compared to Wave I were:

21% to 72% in the double TV markets;

20% to 56% in the normal TV markets;

12% to 35% in the no TV markets.

- Major improvements have been made in the way consumers look at pork in terms of its versatility, amount of calories, ease of preparation and level of cholesterol.

- One half (50%) of the consumers in the double TV markets prefer white meat. This increased from two out of five (42%) in Wave I.

- Consumers are more likely today to prefer white meat for health reasons than prior to the start of the NPPC campaign.

Rozmarin said that the recall of the advertising, the increased awareness of pork as a white meat, and the association of pork's positive attributes is evidence that "The Other White Meat" message is succeeding in breaking through the clutter of today's advertising environment.

"These numbers are phenomenal. It

is extraordinary that at what most advertising experts would consider to be a relatively low level of exposure, this campaign has been so successful in capturing consumers' attention and changing their attitudes."

Barry Pfouts, NPPC's director of marketing, said, "These results outpace anything anyone could have imagined... particularly after only seven months. Any advertiser, even those spending hundreds of millions of dollars a year, would love to have their advertising perform this well." MRR

### Low-income housing shortage predicted

The U.S. is facing a dramatic increase of the homeless living in city streets, a recent study reveals.

According to the study, the number of Americans who need low-income housing but cannot find it will rise to almost 19 million by the year 2003 if current trends continue.

Over the next 15 years, it is predicted that there will be a 27% decrease in available low-income housing and a 44% increase in those who need it. An estimated 3.5 million people cannot find affordable housing now.

The study was commissioned by the federal agency Neighborhood Reinvestment Corp. and conducted by Phillip L. Clay of the Massachusetts Institute of Technology. Neighborhood Reinvestment was chartered by Congress in 1978 as a nonprofit corporation to find ways to alleviate the housing problem.

Clay's projection is based on his assumption that the percentage of Americans at or below the poverty level will stay at 15% while the population grows by 2% each year. Furthermore, Clay predicts a continued loss of low-income housing to private development projects and the conversion of low-income residential buildings into high-rent apartments.

Clay's study may be conservative, says William A. Whiteside, the Neighborhood executive director, because it could not estimate the impact of tax reform legislation, which trimmed real estate tax breaks that had encouraged private investment in low-income housing.

## IS ANYONE OUT THERE?

As an advertiser, you may sometimes wonder if your message is getting through.

The Datafax Company can provide the answers you need.

*Research specialists in the areas of advertising and marketing.*

Concept Testing

Copy Testing

Awareness Studies

Tracking Studies

Multivariate Studies

### The Datafax Company

2600 Maitland Ctr. Pkwy.

Suite 170

Maitland, Florida 32751

Telephone:

(305) 660-8878

Out of state toll free

1-800-233-3578



## Marriages ending in divorce only one in eight

"One of the most specious pieces of statistical nonsense ever perpetrated in modern times," says pollster Louis Harris, is the widely held belief that about one in two U.S. marriages will end in divorce. Quite to the contrary, the American family is surviving, a recent Harris poll on the American family life shows.

According to Harris, government figures and his survey show that just one out of eight marriages will end in divorce and in any single year, just about 2% of existing marriages will crumble.

Harris pointed out "one critical element left out of the equation." While 2.5 million marriages and 1.2 million divorces may occur during the year, a much, much bigger 54 million other marriages just keep flowing along like Old Man River."

A 1981 report of the U.S. National Center for Health Statistics is partially to blame for the gloomy scenario. The report claims that there has been 2.4

million marriages and 1.2 million divorces.

"Ever since then, an indelible message has been chorused in church pulpits, academic broadsides and political prophecies of doom for the American family," said Harris.

Census Bureau statistician Arlene Saluter, who agrees with Harris that the 50% figure for marriage breakups omits important qualifications, says the 50% figure is correct only if it is made clear that it applied only to recent years and cannot be projected.

As a matter of fact, Census statistics presented so far this decade reveal that the number of marriages has increased each year while the number of divorces peaked in 1981 and dropped in each of the next three years, Harris said.

A major finding of Harris' survey shows "that the American family is surviving under enormous pressure. The burden is on women far more than men," Harris said.

While men may be helping out more around the house than they used to, the poll found, it is women who are doing most of the cleaning, planning and cooking of meals and caring for chil-

dren. That's in addition to the out-of-home work hours they put in that are comparable to men's.

The national survey, commissioned by Philip Morris Companies, was conducted by telephone in spring of 1987 and involved 3,001 adult family members. The margin of error in the cross-section was plus or minus 3%.

## Not worth the salaries

Three-quarters of the CEOs of financial-service companies feel new MBAs aren't worth the big salaries they command in the financial industry, recruiter Heidrick & Struggles reports.

## Workers schedule own work hours

More and more workers help decide their own work schedules, says the Administrative Management Society. Almost one-third of the businesses surveyed have this option, double the percentage of a decade ago.

# It's In The Cards . . .

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.

Whatever your requirements — attitudes or perceptions among product users tracking awareness of your advertising, brand share or testing potential advertising concepts — you can be assured the staff of Rockwood Research has handled *thousands* of similar projects for firms like yours.

Remember, Rockwood Research is large enough to provide all the market research services you need, and small enough to give your project individual attention. Call us today.



# ROCKWOOD RESEARCH

1751 West County Road B • St. Paul, MN 55113 • 612-631-1977





## Dairy Board

continued from p. 8



the NDB two years ago, the data collection method used was solely telephone. It learned, however, that it is almost impossible to reach medical professionals by telephone because of their unpredictable schedules and lack of time. If the interviewers managed to get respondents to come to the phone, there was often the impression that the physician just wanted to get the interview over with. Nevertheless, some telephone surveying was still conducted for the pre-test.

From that "experiment," it was decided for the post-test that a mail with incentive survey with only follow-ups tracked would be conducted. Only a few persons were contacted by telephone. Interestingly enough, no matter which method was used, the results and the response rates tracked perfectly, says Dr. McAleer.

### Some findings

The following information describes the areas covered in the survey and some general findings from the study.

Respondents were asked about the frequency of making certain recommendations with respect to calcium intake. Health care professionals made recommendations "often" or "regularly" over 77% of the time, it was found both in the before and after tests. The most popular recommendation was "a combination of dairy food calcium and calcium supplements" both before and after. Health care professionals are con-

cerned about calcium intake and often recommend the use of dairy food calcium to a significant degree both before and after.

Respondents were asked, "How important is the regular consumption of dairy foods and products to your patients?" concerning certain situations. Regular consumption of dairy foods and products is regarded as being important in all categories except for



Pictured from left to right are Dr. Gordon McAleer, Dr. Bill Diggins, Ms. Felicia Lassk and Ms. Sheila Raw.

"prevention, treatment-hypertension" and "prevention of alveolar bone loss" before and for "prevention, treatment-hypertension" after.

Respondents were asked "How often do you personally make recommendations concerning the regular consumption of dairy foods and products to your patients?" concerning cer-

tain situations. Regular consumption of dairy foods and products is being recommended in most situations. The exceptions being: 1. For adolescent male patients; 2. Patients subject to hypertension; 3. For enhancing dental health, and 4. For the purpose of preventing alveolar bone loss. The above results were true for both the before and after studies.

### "206 Reasons"

Respondents were asked if they had seen specific NDB advertisements. Over 15% of all respondents before and 26% after reported seeing the "206 Reasons" advertisement. This increase in awareness is significant and could be attributed to either the at-

tention attracting elements of the advertisement or to the increase in media exposure implemented in 1987. Of those respondents reporting that they had seen the advertisement, 32% reported that they had read most of the advertisement in the after study and nearly 72% regarded the advertisement as being appropriate. Approximately 60% of these respondents recalled reading the statement, "Dairy Calcium. Calcium The Way Nature Intended It."

Over 7% of all respondents before and 14% after reported seeing the "Inadequate Calcium" advertisement. This increase in awareness is significant and could be attributed to either the attention attracting elements of the advertisement or to the increase in media exposure implemented in 1987. Of those respondents reporting that they had seen the advertisement, 29% reported that they had read most of the

continued on p. 48

advertisement in the after study and nearly 68% regarded the advertisement as being appropriate. Approximately 50% of these respondents recalled reading the statement, "Dairy Calcium. Calcium The Way Nature Intended It."

The "Painless Approach" advertisement was reportedly seen by 21% of the dentists before and 36% after. Of those respondents reporting that they had seen the advertisement, 25% reported that they had read most of the advertisement in the after study and nearly 69% regarded the advertisement as being appropriate. Approximately 60% of these respondents recalled reading the statement, "Dairy Calcium. Calcium The Way Nature Intended It." Over 18% of all respondents before and 29% after reported that they saw at least one of the NDB advertisements.

**Informing females**

Respondents were asked to evaluate a series of statements in terms of the importance of informing female patients. There was little change across all respondents between the 1987 before study and the 1987 after study. The most important statements before and after were "The need for sufficient calcium during pregnancy," "The need for sufficient calcium during menopause," and "The effects of exercise as it relates to osteoporosis."

Respondents were asked to evaluate the degree of knowledge about selected subjects that were possessed by a typical female patient. Health care

professionals feel that the typical female patient is more informed than in the past year. Female patients are perceived as being most informed in "The need for sufficient calcium during pregnancy," "The need for sufficient calcium after menopause," and "The use of calcium supplements as a means of enhancing calcium intake" both before and after.

Respondents were asked to react to a series of selected statements. There was little change across all respondents between the 1987 before and after studies. The most important statements were "Low-fat dairy products are the best source of dietary calcium," "In most cases, I would prefer to have my female patients receive their calcium through a balanced diet rather than through the use of calcium supplements," and "Patients have a tendency to use calcium supplements more than I would recommend." In general it can be concluded that the 1987 National Dairy Board Health Professionals Advertising campaign was successful.

**Awareness up**

Advertising awareness went up in several segments. This could be attributed to either the attention getting elements of the ads and/or the increased media exposure. Recall of the "Dairy Calcium. Calcium The Way Nature Intended It" statement was high among readers of the advertisements and most respondents felt that the advertisements were appropriate.

Dr. McAleer says the NDB was "enlightened" with the study findings because "the ads maintained a high-level of awareness" and showed an overall improvement in the attitudes

and behaviors of health care professionals in recommending dairy food calcium.

While major goals of the advertising campaign were to change attitudes and behaviors of health care professionals, very few changes in either of these areas were noted between the before study and after study in 1987. However, there was a noticeable shift in these areas from the 1986 pre-test to the 1987 post-test.

"The 1987 survey shows a lot of positive results," notes Dr. McAleer, "but we anticipate more specific achievements in the coming year." MRR

**Corrections**

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

Market Verdicts, Inc.  
3930 E. Camelback Rd., Suite 207  
Phoenix, AZ 85018  
602-957-9640  
1,3,6,7B

The following listings were inadvertently omitted from the February Business To Business Marketing Research Services Directory:

Brennen Consultants, Inc.  
500 Davis Center  
Evanston, IL 60201  
(312) 864-0088  
A-6, 8, 9  
B-1, 2  
C-1, 2, 4, 7, 8, 14

Dwight Spencer & Associates, Inc.  
1290 Grandview Ave.  
Columbus, OH 43212  
(614) 488-3123  
A-5, 6, 7, 8, 9  
B-1, 2  
C-10, 11, 12, 13, 18, 19, 20

W.E.B. Research, Inc.  
675 Village Square Dr.  
Stone Mountain, GA 30083  
(404) 292-1036  
A-1, 2, 3, 5, 6, 7, 8, 9  
B-1, 2  
C-2, 7, 9, 11, 13, 14, 16, 18

The telephone number for the following listing was incorrect in the February Business To Business Marketing Research Services Directory. The correct number is below:

Chelsea Research Group, Inc.  
155 E. 55th Street  
New York, NY 10022  
(212) 832-0444

**INDEX OF ADVERTISERS**

Accurate Marketing Research, Inc. . . . 34  
Analysis Research Limited . . . . . 16  
Bruzzone Research Co. . . . . 17  
Consumer & Professional Research, Inc. . . . . 30  
Consumer Opinion Services, Inc. . . . . 43  
Consumer Science Inc. . . . . 11, 12  
The Datafax Co., Inc. . . . . 45  
Datalogics . . . . . 19  
Diagnostic Research, Inc. . . . . 8  
Ecker Consumer Recruiting . . . . . 18  
The Friedman Marketing Organization . . . . . 27  
Maritz Marketing Research, Inc. . . . . 9  
Marketeam Associates . . . . . 30  
McGraw-Hill Research . . . . . 5  
NameLab . . . . . 50  
National Computer Systems . . . . . 21, 22

New Directions Marketing Research Inc. . . . . 26  
Northwest Surveys, Inc. . . . . 25  
Palshaw Measurement, Inc. . . . . 33, 35, 36  
Pine Co. . . . . 41, 42  
Project Research, Inc. . . . . 2  
Quick Test Opinion Centers Research, Inc. . . . . 3  
Rockwood Research Corp. . . . . 15  
Sawtooth Software, Inc. . . . . 46  
Sigma Research Co. . . . . 20  
SPSS, Inc. . . . . 18  
The Roper Organization . . . . . 7  
Strawberry Software, Inc. . . . . 51  
SurveyTab . . . . . 25  
Taylor Research . . . . . 34  
Wade West . . . . . 29  
The Wats Room, Inc. . . . . 52  
19



respect than 10 years ago. However, fewer than half of those 65 and older think so.

**Longing long life**

The *USA Today* poll found that most of us do want a long life. When asked how long, those who specified gave an average age of 83. Today's average life expectancy is 74.7. Most of the rest want to live as long as they're mentally, physically or financially capable to care for themselves.

One concern among all of the respondents about aging is becoming too ill or disabled to take care of oneself. Of those polled, 83% worry at least some and 51% worry "a lot."

Money is a big worry too. Eighty-four percent of those 25-40 worry about having enough money to live comfortably in retirement; 81% don't count on Social Security. Less than half of those over 60, however, say they worry about being able to afford a comfortable retirement.

Generally, most of the respondents expect today and tomorrow to be better than yesterday. Half expect to live to 80 or beyond.

**Improved lives**

Here are other findings on the aging study:

- Two-thirds, 65%, say they expect their lives to improve in the next 10 years. Among those 65 and up, 61% expect to live to stay the same and 13% think it'll improve.
- The older we get, the more we push back the age we expect to quit working. Those 18-24 think they'll retire at

---

*"Those over 65 are organized and adjusted. There's somewhat more emotional acceptance of where they stand."*

---

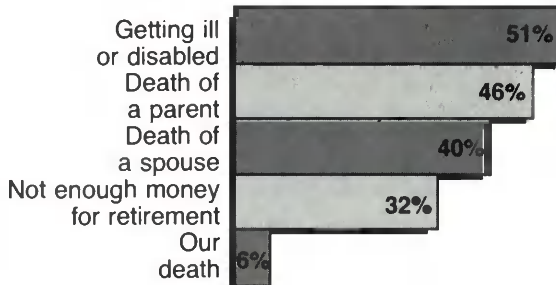
58 while those over 65 who still work don't expect to retire, on average, until age 73.

Some don't plan to retire. Of the 36% overall who aren't saving or investing for retirement, many simply don't plan to quit work.

There's a vast difference in the opinions of those under 60 and those over 60 on treatment of the elderly. Percentage of people under 60 and over 60 who think elderly people today are treated worse than other people:



What worries us most about getting old (percentage who worry a lot):



- Most of us are trying to exercise more (63%), eat healthier (57%), and control stress better (55%). Fifty-nine percent have added fiber to their diet.

Losing one's health is a big concern. When asked what they'd do if they could no longer take care of themselves, 22% of the respondents say "Die" and 32% say "Move into a nursing home."

The discrepancy in attitudes about aging was summed up by one respondent, 78-year-old Robert Sears, a psychology professor emeritus at Stanford University.

"In the 18-24 age range, people are still trying to find themselves. They are insecure about their future because they haven't had much experience with the future yet."

By contrast, those over 65 "have lived their lives, they've got their resources, they're on their pensions . . . and they're organized and adjusted. There's somewhat more emotional acceptance of where they stand." MRR

"Copyright 1987, *USA Today*. Excerpted with permission."

"*USA Today* and its associated graphics are federally registered trademarks of Gannett Co., Inc. Used by permission. All rights reserved."





By Beth E. Hoffman  
managing editor



## The young, not old worry most about aging, *USA Today* poll shows

**Y**ounger people worry far more than older people about aging and death, a *USA Today* poll shows. Furthermore, young people also believe the elderly are treated worse than the rest of the population and get less respect.

These attitudes represent part of the findings from a recent *USA Today* poll on aging. The results were published in a May, 1987, edition of the newspaper and involved a survey of 799 adults across the U.S. The poll was part of a monthly series, Our Pulse of the USA, which ran till the paper's fifth birthday on Sept. 15, 1987.

### Telephone survey

The survey was conducted by telephone through the Gor-



don S. Black Corp., Washington, D.C. The poll involved a national cross section and probability sample of Americans with an oversample of elderly. Elderly were considered to be anyone 55 years of age or older. The poll has a margin of error of plus or minus 3.5 percentage points.

According to Tony Casale, vice president and general manager of the media and public opinion division of the company, research was conducted over a week's period with each interview lasting approximately 23 minutes. At the end of the interview, the respondents were asked if a *USA Today* reporter could visit them for a more in-depth interview on the aging subject. To prevent any bias from coloring the story, the reporter was not allowed to see the respondents' answers from the telephone interview. After the in-depth interview with the reporter, the participants were photographed. Some of these photographs and quotes appeared as part of the special series. The results of the survey were used solely for editorial purposes for *USA Today*.

*USA Today's* poll found that more than twice as many, 55%, in the 18-24 age group worry about death than those 65 and older, 24%. Youngest adults and baby boomers, ages 25-40, worry more about death of a spouse, too.

Among those 65 and older, 61% like the age they are. Thirty-six percent say "These are the best years" or "The best is yet to come."

Only 5% in the 18-24 age group say the elderly are treated better than the rest of the population. But among those 65 years old and older, 71% feel they're treated the same or better.

About two-thirds of those 18-40 say older people get less  
continued on p. 49

## World names

Because most western languages derive from a single source (Indo-European), it is possible to construct "world names"... product and company names which are properly meaningful in most western nations and Japan. (Roughly 10% of urban Japanese is derived from English.)

At NameLab, we've made such world names as *Acura*, *Cosmos* and *Sentra* by constructional linguistics.

The result of a NameLab project is a report presenting and analyzing trademark-cleared names which express your marketing identity precisely and powerfully. We quote costs in advance and complete most projects in four weeks.

For an information packet, contact NameLab Inc., 711 Marina Blvd., San Francisco, CA 94123, 415-563-1639.

## NAMELAB®



*Limobus*

## **THE ROPER ORGANIZATION'S OMNIBUS:**

**YOUR SOURCE FOR QUALITY SURVEY  
RESEARCH AT A COST OF UNDER \$1.00  
PER RESPONDENT PER QUESTION**

### ***FAST***

---

*Limobus*<sup>™</sup> interviews 2000 adult Americans in their homes, face-to-face, every month, and gives you results just four weeks after the interview.

### ***FLEXIBLE***

---

Sample size, and composition are tailored to your needs.

### ***ECONOMICAL***

---

A simple question asked of 2000 respondents costs 90¢ per interview, asked of 1000 respondents, it's \$1.10; asked of other partial samples (men or women only, for example), it's \$1.40 per interview.

### ***RELIABLE***

---

*Limobus*<sup>™</sup> is a service of the Roper organization so you know your data are credible.

### USE *Limobus*<sup>™</sup> TO:

- Check Advertising and/or Brand Awareness
- Conduct Pre and Post Campaign Measurements
- Check Impact, Recall, and Communication
- Assess Penetration of Your Product/Brand
- Test New or Altered Packaging
- Evaluate New Product Performance

... And Almost Any Other Research Problems You Have.

When You Need Fast,  
Affordable,  
Quality Research  
Check Out  
*Limobus*<sup>™</sup>

THE ROPER ORGANIZATION, A STARCH INRA HOOPER COMPANY, ADMINISTERS *Limobus*<sup>™</sup> FROM ITS WESTCHESTER OFFICE. FOR FURTHER INFORMATION CALL *Limobus*<sup>™</sup> COLLECT AT 914-698-0800 OR WRITE LIMOBUS, 566 E. BOSTON POST ROAD, MAMARONECK, N.Y. 10543 TELEX 996637

**FOCUS ON . . . . .**

**GREAT FOOD**

**GREAT COMFORT**

**WALL TO WALL MIRRORS**

**FLOOR TO CEILING MIRRORS**

**WONDERFUL RESPONDENTS**

**FOCUS ON WADE WEST**



**THE MIRROR OF PERFECTION**

**WADE WEST, INC.**



1 - FACILITY LOCATED ON A MALL

2 - SPECIAL CLIENT FACILITY

3 - STATE OF THE ART

**LONG BEACH** <sup>1</sup>

369 LONG BEACH BLVD.  
LONG BEACH, CA 90802  
(213) 435-0888

**ORANGE COUNTY** <sup>2,3</sup>

18003 SKY PARK SOUTH, #L  
IRVINE, CA 92714  
(714) 261-8800

**SAN FRANCISCO** <sup>1</sup>

8-D SERRAMONTE CENTER  
DALY CITY, CA 94015  
(415) 992-9300

**ST. LOUIS** <sup>1,3</sup>

536 NORTHWEST PLAZA  
ST. LOUIS/ST. ANN, MO 63074  
(314) 291-8888

**LOS ANGELES** <sup>2,3</sup>

CORPORATE OFFICE  
5430 VAN NUYS, BLVD., #102  
VAN NUYS, CA 91401  
(818) 995-1400 • (213) 872-1717

**CAROLINA** <sup>2,3</sup>

2300 W. MEADOWVIEW RD. #203  
GREENSBORO, NC 27407  
(919) 854-3333

**SEATTLE** <sup>1,2,3</sup>

15600 N.E. 8th STREET  
BELLEVUE, WA 98008  
(206) 641-1188

**TEXAS** <sup>1,3</sup>

5858 S. PADRE ISLAND DRIVE, #38  
CORPUS CHRISTI, TX 78412  
(512) 993-6200