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MARKETING RESEARCH

Review

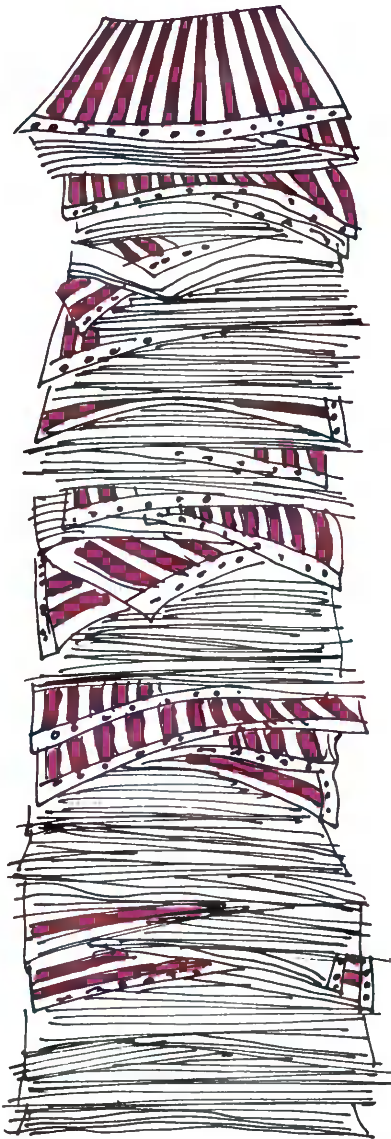


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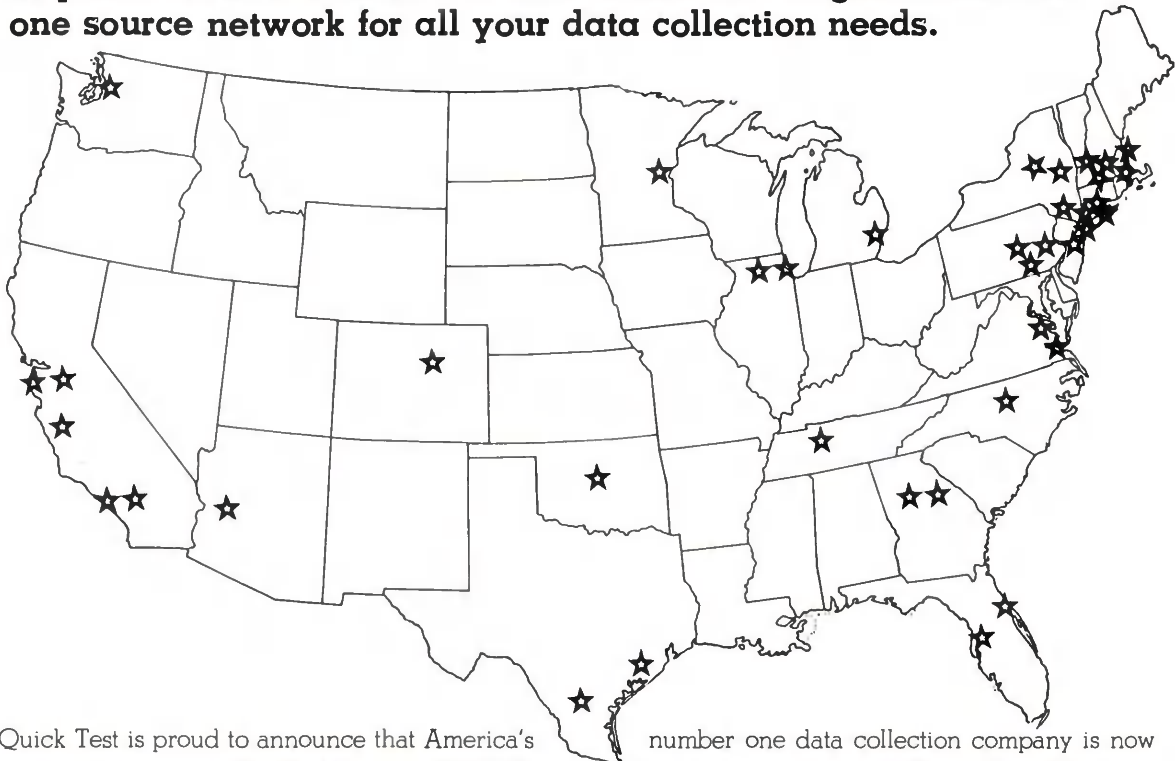
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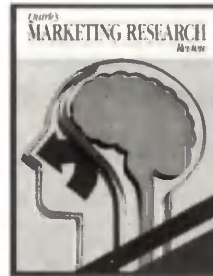
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Research uncovered hidden potential for Merrell Dow's non-sedating antihistamine Seldane®. Cover art courtesy of Merrell Dow Pharmaceuticals, Inc.

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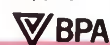
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Research ensures success

by Joseph Rydholm
managing editor

When a company with a new product commissions a marketing research project, it's looking for answers to critical questions: How big is the market for our product? How should we sell it? Have we come up with something big?

When Merrell Dow Pharmaceuticals, Inc. began preliminary research on its product Seldane, it already knew the answer to the last question. Seldane, the brand name for an upper respiratory allergy relief medicine called terfenadine, appeared to be every pollen-fearing person's dream come true. Like the other allergy medicines on the market, it relieved the symptoms of seasonal allergic rhinitis: the runny nose, itching eyes and sneezing. But unlike other antihistamines, there was one important thing it didn't do: cause drowsiness.

This was a major breakthrough with tremendous sales potential, but Merrell Dow needed to know just how tremendous. It needed the answer to those first two questions. That's where Opinion Research Corp. (ORC) came in.

Phone survey

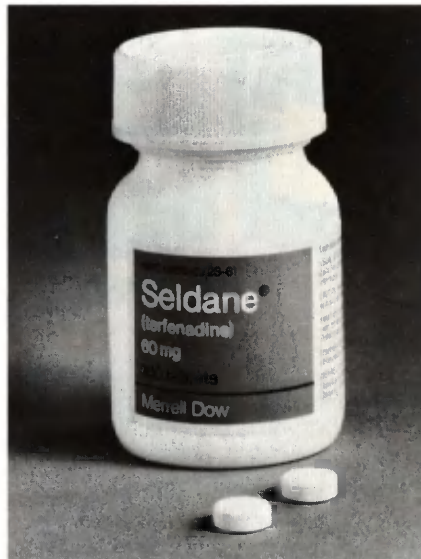
To begin with, ORC conducted a large-scale random digit dialing telephone survey to assess the size of the allergy suffering population in the U.S. Merrell Dow suspected there were a lot of sneezing, miserable people out there, but it wanted to find out just how many, and how miserable they were.

Based on national probability sample of 3,800 households, containing 10,300 people, ORC projected that there are about 41.5 million upper respiratory allergy (URA) sufferers in the U.S., a group that spends an estimated \$500 million a year on relief. That's quite a market.

Extensive interviews

With the size of the URA suffering population ascertained, two groups, consisting of sufferers and the physicians who treat them, were assembled and interviewed extensively.

"A number of significant multi-variate analyses were done," says Dick Smith, manager of new products market research at Merrell Dow, "factor analysis, cluster analysis, multiple discriminant analysis, gap analysis, and perceptual mapping. Subsequent to that, we did conjoint work, getting at tradeoffs in terms of pricing and other parameters.



"Prior to this we did quite a bit of qualitative focus group work to define the issues and terminology that the physicians and sufferers employ, so that when we went out and did the field work, we were speaking their language."

Personal story

The screening process during the random digit dialing survey shed light on the size of the group, and the interviews

generated from it told a more personal story. From the 1,800 individuals with URAs identified in the survey, 1,005 were selected for in-depth interviews to obtain demographic and psychographic information, and to find out what medication sufferers took, and, if they weren't taking medication, why not?

Their answers told just how difficult life can be for the upper respiratory allergy sufferer.

- On average, URA sufferers had substantial symptoms 19 weeks out of the year. One-fifth, or about nine million, had them more than 40 weeks each year.

- Almost two-thirds of those questioned said that allergies bothered them "a great deal."

- Allergies are most common among persons in the prime working years. URAs affect 35% of all females in the 35-40 age range; among men, the incidence was highest among 30-35 year olds.

- It's estimated that allergic rhinitis causes three million lost work days and two million lost school days in the U.S. each year.

- 62% said they sometimes didn't take medication because it made them sleepy.

- On average, sufferers took medication less than half the time that they had bothersome symptoms.

Major revelation

This last statistic was a major revelation. The research had uncovered a previously unknown group ORC eventually termed "silent sufferers," allergy sufferers who chose not to take medication because of the drowsiness side effect of most antihistamines.

"One of the largest segments out there was this group of people who were literally begging for a product that would deliver on a non-performance-impairment

for **SELDANE**[®]



attribute," says Tom Hinkel, research executive with ORC.

"Essentially, you take (an antihistamine), you get drowsy, and the next thing you know you've got your nose in your coffee. So these people would suffer and would not take their medication because it impaired their performance."

Physicians interviewed

Merrell Dow had a different set of concerns regarding the physicians. Seldane would be a prescription drug, and because Federal regulations prohibit advertising of prescription drugs to the public, physicians were Merrell Dow's link with the consumer.

A group of 352 physicians—made up of allergists, pediatricians, general practitioners, and ear, nose & throat special-

ists—provided demographic information on age, length of practice, and affiliation (hospital, solo practice, HMO), which aided Merrell Dow in the sales process.

"They become predictors of behavior," Hinkel says of demographics. "You can say, for example, that physicians that live in the northeast and have been in solo practice for 20 years tend to behave this

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Custom store audits

By Al Goldsmith

In recent years, the introduction of scanner equipment has eliminated many manual or custom audits. Although scanner data is highly cost efficient for collecting sales information, it cannot collect other pertinent product data such as facings, shelf-space, out-of-stock, and others. Concise and timely custom store audits are the answer for this vital information.

Custom audits, which involve actual store visits by trained auditors, are highly reliable when used to monitor product stocking levels, introduce new products or track market share. They are also indispensable when evaluating shelf positioning success and packaging appeal, as well as determining the relationship between shelf space size and profits.

Custom audits can track all types of consumer goods and are conducted in many retail store environments. These include grocery stores (with or without scanner equipment), convenience stores, discount stores, drug stores, department stores, hardware stores and warehouse stores. These audits may monitor a few selected speciality shops in one specific location or track a comprehensive nationwide study that combines a variety of store types in diverse geographical locations.

In today's highly competitive market, it is imperative that managers have accurate, valid audit information. The following applications illustrate how consumer goods manufacturers can solve marketing problems or answer marketing questions by using customized retail store audits.

Distribution and off-shelf display monitoring and maintenance

A bar soap company wants to monitor


product stocking levels of an off-shelf "shipper" display and maintain point of purchase sweepstakes materials at major national supermarket chains. The promotion is designed to maintain and increase

product awareness, sales, and category share. Auditors visit each store weekly to maintain stocking conditions and verify correct placement of all product. Place-

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Audits

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ment of sweepstakes materials at both regular shelf and display is also verified. In addition, pertinent store conditions are recorded.

New product introduction

A frozen food company employs a new product strategy of systematically introducing products into test markets with subsequent national roll-outs of a specific number of products each year. A decline in sales raises questions about the relationship between the sales decline

and the roll-out of new products. The company addresses their questions with a customized in-store audit which is conducted prior to, during, and after the national roll-out of new products. The purpose of the audit is to:

- Monitor distribution levels and freezer case allocation.
- Compare benchmark findings to product introduction results.
- Assess changes and relationships within and between measurements.
- Identify brands, if any, that lost or gained significant freezer case space (i.e. facings, inventory) after the introduction of new products.

• Measure any changes in overall linear freezer case space allocated.

Controlled product positioning study

A hardware company wants to track the sales impact of a special product promotion stocked at store check-outs and placed on display. A customized control store test tracks the units sold at each stocking location and the units sold as a result of various promotions.

Three store panels are created with similar customer demographics, store volume, and number of check-outs. In each of these store panels, alternative promotional approaches are tested. After a pre-test period to establish regular sales levels, the off-shelf displays, check-out displays, and special "on-pack" promotions are evaluated.

Promotional approaches are rotated among the three store panels under the close control of auditors. Results of the study are used to select the appropriate promotional approach and to project anticipated sales, market share, and profitability of the promotions.

Other applications

Custom audits may vary from manufacturer to manufacturer. The above examples are just a few of the many ways they may be used. Other applications could include mystery shoppers, product pick-up, product photographs, or consumer intercepts. No matter which application is selected, custom audits must be monitored closely by the audit firm to ensure that accurate quality data are collected.

Summary

Custom store audits are essential for providing today's marketers with accurate, valid audit information. They are highly reliable, versatile and adaptable to any size market. For collecting information beyond sales data, custom audits are an excellent alternative. MRR

Al Goldsmith is manager of Maritz Custom Audit Group, which operates continual audits in major cities across the U.S. He was previously with A.C. Nielsen and earned his B.S. from Ball State University.

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Is computer-aided interviewing for you?

by Amy J. Yoffie

In the past year, an unprecedented number of companies have started using computer-aided interviewing. Yet, many buyers of interviewing services neither request nor desire to take advantage of this technology. Why is this?

One reason is that they don't understand what is meant by "computer-aided interviewing." Frequently, the term brings to mind those annoying phone calls at dinner time when a strange sounding voice says: "Hello, this is your friendly computer..." These calls give computer-aided interviewing—and market research—a bad name and have nothing to do with the use of computers for data collection.

Real computer-aided interviewing is the process of creating a questionnaire on a computer and having interviewers—or in some cases respondents—sit at a terminal and enter responses directly into it, rather than recording them on paper. Interviewers still are very much involved in the process, either by reading the questions from the screen, or in the case of respondent-administered questionnaires, answering respondents' questions when something is unclear.

Another reason that buyers of interviewing services shy away from computer-aided interviewing is that the technology is still relatively new, and they are afraid of being guinea pigs for "untested" methods. Further,

since they themselves often have little computer experience or expertise, they fear it.

The biggest concern seems to be that the computer will malfunction or someone will spill coffee on a disk, and a week's worth of data will be lost. This fear is most commonly expressed by the argument that a stack of paper questionnaires is needed when the study is over.

Client companies also avoid computer-aided interviewing because of the cost. Most data collection agencies charge more

for computer-aided interviewing. They seem to do so in an effort to recoup quickly their investment in both the hardware and the software, rather than spreading the cost over a long period of time. Clients believe that the cost should be no more, perhaps less, than paper interviewing, since interviewer productivity often is higher. When there is a full service research company conducting the interviews, clients believe that the savings in keypunching and tabulation costs should be passed along to them.

Finally, data collection agencies themselves suffer from some ambivalence about the new technology and often do not argue effectively in favor of computer-aided interviewing.

Why should companies embrace this new methodology?



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Computer- aided interviewing

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Are there specific advantages? What are the pitfalls?

If you are a client company thinking about using computer-aided interviewing, be assured that there are some clear advantages. One of the best reasons for using computers is that virtually any type of question can be asked. For example, more complex questionnaires can be administered because the computer will keep track of difficult skip patterns, recall previous responses for use in later questions, and add sums correctly. Out-of-range answers and duplicate responses are eliminated. Questionnaire bias is reduced through randomization, which is accomplished automatically.

Another advantage is that data collection agencies often can produce more interviews in the same time frame, since interviewers avoid paper shuffling and therefore work more efficiently.

Third, data are available much more quickly when using computers for interviewing. Topline data can be obtained at any time during the interviewing and can be reported as often as needed. For example, if you have a meeting in the morning where you are expected to present some of the data, accurate counts can be obtained the night before—or even the same morning.

Further, if open-end responses are entered into the computer at the time of the interview, they may be listed, sorted, and even edited for direct entry to a report. Final cross-tabulations can be produced more quickly and with greater accuracy since key-punching is eliminated.

What, then, is the best approach if you want to explore taking advantage of computer-aided interviewing? How can you find out if this is right for your research needs? How can you locate a data collection agency that has the requisite experience?

There are a number of steps you can take. Spend some time educating yourself about computer-aided interviewing. It's a good idea to visit facilities where computer-aided interviewing is taking place and observe the process. Sit down at a terminal and try out a computerized questionnaire to get a feel for how it works. Since most questionnaires are proprietary, ask the agency to program one of your own questionnaires before you arrive or ask to see a demonstration questionnaire.

As part of the education process, you may also want to spend some time studying the demonstration disks of different software vendors. There are two reasons to do this. First, not all software does things the same way or equally as well. Therefore, you can look for vendors who use the software that creates the types of questions you ask. This will give you confidence that your study is being conducted according to your specification.

Second, you may eventually want to buy the software and create your own questionnaires to send to the field for implementation. This gives you greater control over how your questions are created and ensures that questionnaires are set up the way you want. You also can be sure that the questionnaires are thoroughly checked so that no programming logic errors are present.

Next, talk with owners and managers of different data collection agencies and ask why they favor computer-aided inter-

viewing. Their answers may give you a clue as to how comfortable they are with the technology. Another important question is how long a facility has had the capability to conduct computerized interviews and how long the staff assigned to these types of studies has been working with computers. Fears about losing data may be allayed when you learn that the people who run the studies are experienced.

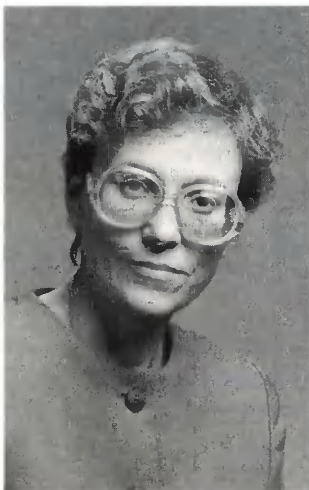
You also need to ask data collection vendors what kind of back-up procedures are in place for the inevitable time when the system goes down. Will interviewing be halted? How easy is it to switch to paper? How much time is likely to be lost? What kind of experience have they had with this problem? In other words, how reliable has their system been?

You will want to ask what procedures there are for avoiding the loss of data. Some facilities transmit the data by modem to the client so that if disks are lost in the mail, the data are still available. Others print out the data, so that there is a hard copy back-up. Still others make copies of each disk so that there is always a back-up disk. The last solution needs to be done with care, however, so that the original disk is not overwritten or blanked out.

Another way to check out the benefits of computer-aided interviewing is to talk with the staff at client companies that are already using it. Ask why they do so and what problems they have encountered. They can also provide you with the names of data collection agencies that are best equipped to handle computer-aided studies. Most software vendors also publish users lists so you can see who is using this technology.

Studying the advantages and disadvantages, educating yourself about how this new technology works, and talking with experienced staff at data collection agencies and client companies will help you decide if your company is a candidate for computer-aided interviewing. The new technology is here to stay. Whether and how you use it is up to you. MRR

Amy J. Yoffie is the founder of Research Software, a marketer of PC software with applications to the market research industry. She is also marketing director for Analytical Computer Software's ACS-QUERY CATI system and ACS-QUERY SOLO for computer-aided interviewing on stand-alone PC's. She received her M.B.A. from the University of Missouri-St. Louis.



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How to effectively present marketing research results

by N. Carroll Mohn

Improving the quality of presentations is an important goal for professional marketing researchers. By developing the ability to effectively present research related topics, visibility, reputations and careers are enhanced.

This article summarizes skills for five basic presentation assignments faced by researchers both inside and outside their organizations. Coverage begins with the common briefing—a straightforward presentation with the purpose to inform. The next type of presentation assignment is the proposal, where a course of action is advocated together with supporting marketing research results. Third, is how to present complicated marketing research material to a non-technical listener. The fourth presentation type covers how to deliver a technical paper or article at an industry, trade or professional association meeting. Finally, techniques are outlined to develop and deliver an effective team presentation of marketing research findings.

Briefing

What is a briefing? Usually it is a non-nonsense presentation which conveys technical information to a critical audience. A briefing on recent study findings is the most common type of marketing research presentation.

Although varied in format, all briefings are presentations to inform—to provide research facts in such a way that busy people can understand them easily, and use them as a basis for making important business decisions.

But ineffective briefing presentations occur all the time. Why? The primary reason is the unwillingness or inability of many researchers to invest time in proper preparation. A research briefing should



Photo courtesy of Telex Communications, Inc.

begin systematically with a careful plan, proceeding in steps to a stated objective. The following outline is essential to preparing an effective briefing.

1. Analyze the audience. Who are the people? What are their backgrounds? How much information do they already have? What are they looking for? What are their needs?

2. State the objective. What should the presentation achieve? What will the audience know or be able to do as a result of the presentation?

3. Define and support a main message. What is a single sentence purpose of the presentation? How can material be whittled down to a manageable amount? What are the three or four primary points that support the main message? Do con-

clusions have a clear relation to primary points and purpose?

Briefing material should be arranged into an outline with an introduction, body and conclusion. The main message should be stated early in the presentation, reinforced throughout, then restated at its conclusion.

Proposal

A second type of presentation by marketing researchers is the proposal. The research proposal is much like a briefing, but includes an element of advocacy. Sometimes it is considered a “persuasive” briefing.

Although most briefings merely inform, the proposal tries to encourage

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Presentations

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action or adoption of an idea. For example, the marketing researcher proposes that additional research be authorized based on initial findings. In this instance, information presented is technical, but the objective is to sell a recommendation.

Four steps typically are followed when preparing a proposal. Steps one, two and three are the outline for an effective briefing: analyze the audience; state the objective; define and support the main message. The fourth step is:

4. Urge definite action. What will motivate the audience to action? How is the recommendation translated into audience



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benefits?

To organize ideas into a successful proposal, an "inverted pyramid" format might be considered. This means the most essential information is given first, beginning with the main message, followed by supporting points, then detailed material. If the audience agrees with the main message, following with support information will reinforce their agreement. If listeners disagree, they are focused on the presentation viewpoint from the start, and perhaps by logic may be convinced. Furthermore, if the presentation is cut short, the most relevant information already will have been delivered.

The use of visual aids has become almost standard in marketing research proposals. Effective visuals can illustrate and clarify a verbal message. Conversely, poor or poorly presented visuals create negative impressions and can seriously damage a proposal.

The keys to effectiveness when using visual aids are: visibility, simplicity and legibility. Most importantly, visuals must be seen clearly by all listeners. They must be simple and colorful, with each one illustrating just one point. Finally, they must be legible so listeners can understand easily the point being illustrated. In designing a proposal, special attention and practice are needed to match visuals with text. Experienced research presenters suggest no more than one visual for every 30-60 seconds.

Following presentation of a research proposal, a question and answer session facilitates understanding by:

1. giving the presented feedback on the extent of audience acceptance or agreement with the proposal;
2. reinforcing the proposal's main message by addressing specific areas of audience concern; and
3. providing the audience an opportunity to clarify points in the proposal.

Suggestions for handling audience questions effectively include:

1. planning for them by announcing time for questions and answers at the outset of a proposal presentation;
2. anticipating questions listeners will ask and rehearsing appropriate responses;
3. clarifying a question to be sure what is being asked is clearly understood;
4. giving listeners the impression questions are welcome and appreciated;
5. aligning answers with the proposal's main message;
6. disarming "loaded" questions—ones based on false or irrelevant assumptions—by asking the questioner to share information or to explain the question;
7. diverting irrelevant questions by tactfully asking the questioner how the question relates;
8. dividing multifaceted questions into components before answering; and
9. resummarizing to leave the final impression before allotted time expires.

Non-technical listeners

To many people, the topical areas of marketing research are complex and intimidating. While not unintelligent, these

people may lack a technical background, which creates feelings of inadequacy or helplessness concerning processes they do not comprehend. Study design, statistics and computers—these are realities in marketing research that non-technical people need and want to understand. The skilled marketing research presenters of technical material must learn to speak effectively in a “linking” role.

Presenting technical research to non-technical listeners has an unusual set of priorities for the presenter, because generally how material is presented is more important than the topic. Unlike with technical listeners, where conclusions and findings usually come first, the non-technical presentation starts by trying to get listeners interested in how the topic relates to them. Thereafter, the audience more likely will listen and try to understand details.

Structuring an approach for successfully presenting to a nontechnical audience generally follows a six-step priority listing:

1. Seize audience attention by being enthusiastic.
2. Get people interested by showing them the relevance and importance of the subject.
3. Build listener understanding by using everyday language in concise sentences with numerous examples, analogies and comparisons.
4. Gain acceptance by convincing the audience that marketing researchers (the presenter) are like them.
5. Make the message memorable by using visual aids.
6. Tell the audience exactly what they are to do to meet their needs.

Technical paper

Annually, many marketing researchers attend conferences sponsored by various professional and technical organizations. The main purpose of these groups is to disseminate technical material which will benefit the marketing research field and those who work in the profession. In most technical groups, knowledge is shared in writing, verbally, and in some combination. Associations regularly publish technical marketing research papers and the authors are invited to present the content orally to colleagues.

Typically a technical marketing research article describes how a problem is solved, a new procedure is developed, or

new data are obtained. It may be merely informative, or may include recommendations based on research findings. Ideally, it should present original information that interests other marketing researchers, contributes to research knowledge, and perhaps applies to the work of others.

At a marketing research conference the audience will consist mostly of intelligent researchers anxious to gain new information. As such they are receptive to interesting, well-organized and informative presentations. They appreciate a presenter who talks about a paper in a direct, conversational style, including just the highlights. They want a clear state-

ment of the problem or issue being discussed, a brief explanation of how it was addressed, and a review of the paper's conclusions, recommendations and applications.

Converting a marketing research paper or article to a technical presentation begins by carefully reviewing the content and reducing it to a manageable minimum of main points. Choosing a few good quality visual aids to illustrate and clarify each main point is expected.

When an outline is used to organize the presentation, care must be taken not to include too much detail. (Interested listeners will read the paper.) The body of

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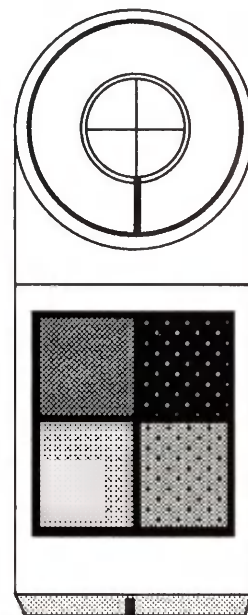
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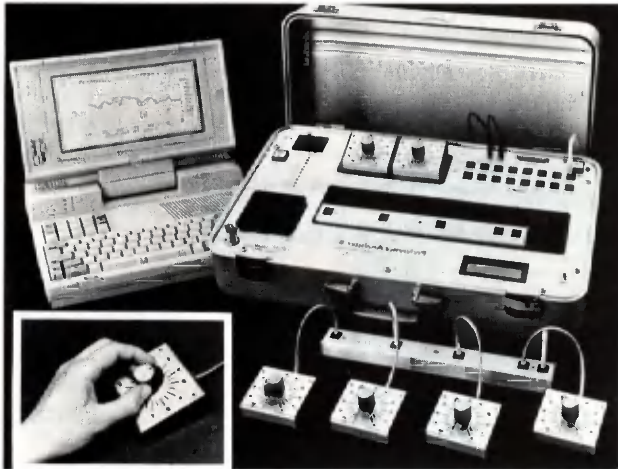


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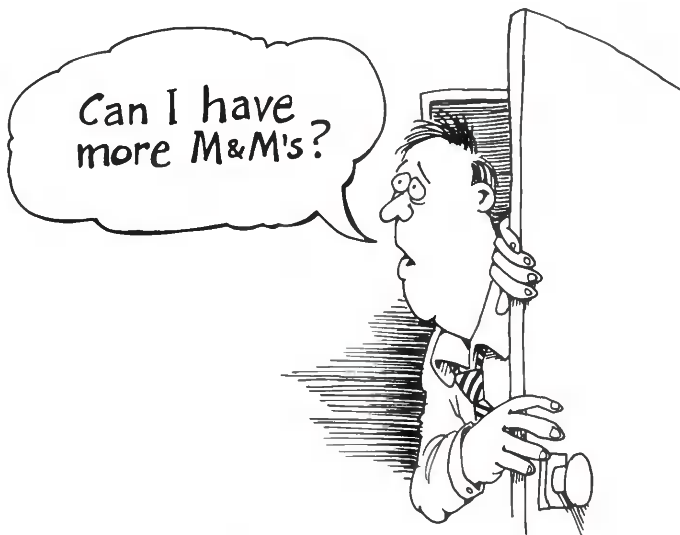
SPSS Inc. announces that it has signed an agreement with MCI (Management Computer International) AB of Stockholm, Sweden to jointly develop a statistical data package for Apple Computer Inc.'s Macintosh II and Macintosh SE computers. The package, available in mid-1989, will contain the full functionality of SPSS mainframe statistical products with the Macintosh-oriented user interface.

SPSS inc.

SPSS also announces the release of SPSS/PC+ V3.0, which runs on the IBM PC/XT, PC/AT, PS/2, and compatibles. In addition, as of this new release, SPSS/PC+ will no longer need a key diskette to operate. Contact Jeff Wiss, SPSS Inc., 444 N. Michigan Ave., Chicago, IL 60611. 312-329-2400.

New newsletters

Alert Publishing, Inc., publisher of *research alert*, announces the launch of three new monthly newsletters: *affluent markets alert*, *minority markets alert*, and *youth markets alert*. Contact Eric B. Miller, Alert Publishing, Inc., 30-87 37th St., Long Island City, NY 11103. 718-626-3356.



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Questionnaire preparation

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- Flexibility
- Aesthetics
- Complex designs
- Assembling
- Typos
- Other _____

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_____	_____
_____	_____

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

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

3. How many surveys do you conduct per month?

- | | |
|----------------------------|-------------------------------|
| <input type="radio"/> 1-2 | <input type="radio"/> 11-25 |
| <input type="radio"/> 3-5 | <input type="radio"/> 26-50 |
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4. How do you enter your data?

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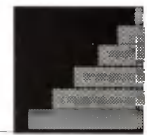
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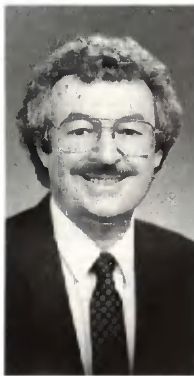
Princeton, NJ-based Total Research Corp. announces the following hirings/promotions: **Dr. Lawrence McGill** has been appointed to the newly created position of media specialist. Dr. McGill has been a research fellow and lecturer at Northwestern University's Medill School of Journalism, and at the University's Dept. of Sociology. **Gina Trench** has been named research associate. **Eric Zissman** has been promoted to manager, accounting department. **Matthew Campion** has been promoted to group project director, healthcare division.

MORI Research, Minneapolis, MN, has hired **Carol Kranz** as chief operating officer and **Tricia Landis** as research analyst.

Chilton Research Services, Radnor, PA, has promoted **Robert J. Thomas** to vice president and group manager.



Thomas



Kane

William F. Kane will head the new West Coast automotive marketing research office of Maritz Marketing Research as regional manager. Previously, he was vice president, director of research for Dancer Fitzgerald Sample, Los Angeles, specializing in automotive research.

John H. Costello has been named president of Nielsen Marketing Research

U.S.A. Previously he was executive vice president of the Wells, Rich, Greene advertising agency.

Kathleen A. Follweiler has been appointed project coordinator of Allentown, PA-based Parkwood Research Associates. Previously she was with the information resources division of Dun & Bradstreet.



Follweiler



Greene

The ICT Group, Inc., Langhorne, PA, has appointed **Helen W. Greene** as vice president and director of research for its market research division, VF Information Service, headquartered in King of Prussia, PA. Previously she was president of H. Wippich, Greene & Associates.

The Greenfield Consulting Group, New York, NY, has named **G. Patrick Cahill** as vice president. Previously he was with Eland Brookbanks Vector, Inc. and Rand Levine, Inc.

Eugene F. Goldsmith has been named vice president, strategic research at The Response Center. Previously he was with E.I. DuPont de Nemours, Inc. in various marketing positions within the company's healthcare strategic business units.

Lynne Martz has been promoted to research executive at Opinion Research Corp., Princeton, NJ.

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Presentations

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the technical presentation simply highlights the body of the article or paper. Concluding typically is by summary, recommendation and discussion of the applications and benefits. Especially appropriate to presentation of a technical marketing research paper is "Tell them what you're going to tell them, tell them, then tell them what you've told them," remembering to keep it clear, logical and objective.

Team presentations

Marketing research today is in the age of specialization and technical complexity. The scope of knowledge and activity is such that the individual cannot be expected to master everything. This evolution of research specialization has fostered the team presentation where several presenters work toward common goals. Team presentations by researchers are common and in some contexts, are the norm. Because of the higher relative costs for team presentations, the skills required for their success are a valuable asset.

To coordinate an effective marketing research team presentation focuses on leadership ability. Concentration on leadership and coordination includes attention to detailed tasks of:

1. defining an initial research presentation concept;
2. assembling the presentation team;
3. identifying objectives and a main

message;

4. establishing responsibilities, working relationships and schedules;
5. making required equipment and facility arrangements;
6. managing visual aids production;
7. holding necessary team strategy meetings;
8. tracking progress; and
9. rehearsing the team.

In choosing a team of presenters, individuals to look for

1. have necessary research experience and knowledge;
2. will work well together; and
3. will commit to the presentation, its preparation and deadlines.

When the team is together, as a group it must plan and design the presentation. Elements are identical to those for the single presenter: analyze the audience, state the objective, define the main message, support it, and urge definite action (if appropriate).

But in addition, the team research presentation means dividing the main message into parts, ideally corresponding to member strengths. Each team member must understand exactly how his or her part fits into the whole presentation. Such understanding includes timing and ordering issues, together with each individual's key points supporting the main message for the presentation.

Proper presentation design activity avoids overlap and duplication while ensuring no important omissions. Where visual aids are concerned, team members should use the same medium and style. A

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team "dress rehearsal" is even more critical to identifying and solving problems than with a single speaker presentation.

As a general guideline for a team marketing research presentation, here is a suggested structure:

1. Describe the nature of the presentation and who the presenters are.
2. State the scope, purpose and main message, explaining each presenter's role.
3. Introduce the first presenter.
4. Each presenter speaks in turn for the allotted time, handling questions, then introduces the next presenter.
5. Summarize, asking for further questions, answer them, then conclude by restating the main message and supporting points.

Concluding remarks

It may seem trite, but a reasonably dressed speaker is more effective than one whose appearance distracts listeners. The marketing research profession includes individuals from academic, business, and government, each group having its own standards. Prior to a presentation, the speaker should consider personal appearance with respect to the specific audience.

Early arrival by the presenter is another good practice. Checking on where the presentation is to be given allows for familiarization with facilities and avoids unwanted surprises.

While waiting to speak, presenters should assess the collective audience mood. Watching and listening to what occurs before speaking helps toward delivering a presentation in context.

Introduction of a presentation is a tense moment. The usual recommendation is to take several deep breaths and speak out clearly with a friendly attitude. A critical reminder is that apologies are inappropriate.

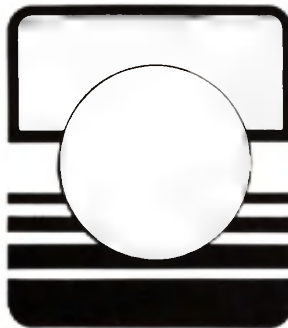
Maintaining awareness of what is happening as the audience listens and watches requires steady eye contact by the presenter. This means only occasional glances at notes and not reading. In conjunction, always checking for proper placement of visual aids during a presentation is good practice.

Variety and enthusiasm are central criteria for effective presentation. This suggests that the main message and all

support points should receive appropriate emphasis with voice modulation and speaking pace enhancing listener attention.

At the end of a presentation, no "thank you" is required. Short, crisp summarization is a sufficiently effective closing.

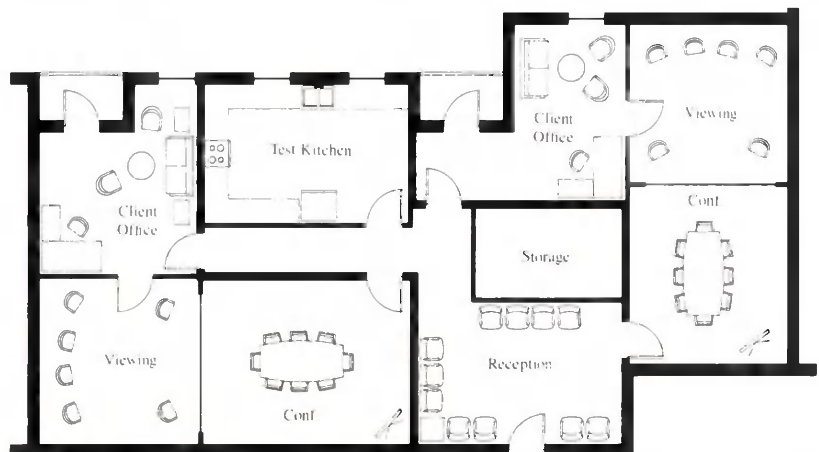
In summary, the result of efforts by marketing researchers to give information presentations will reflect favorably on the presenter, the organization and the research profession. Emphasis on effective communication is infectious and will spread to others. The result will be a more rapid advance for the marketing research profession which benefits all. MRR



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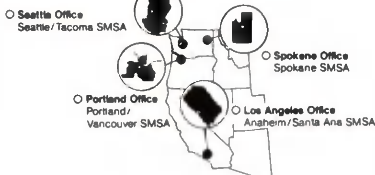
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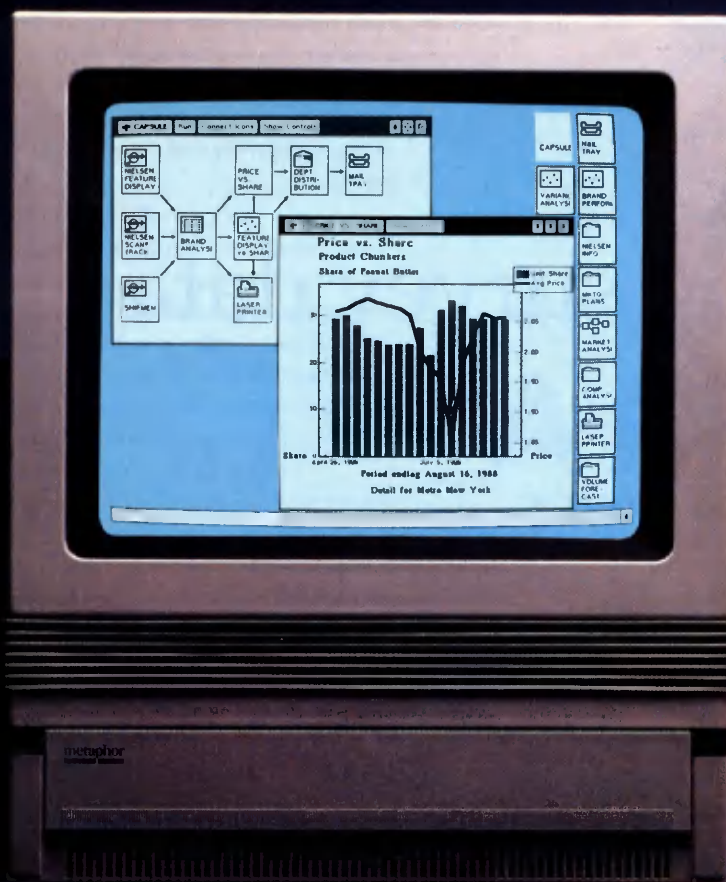
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Weighting survey data

by Paul V. Schrock



Paul Schrock is the group manager of Data Systems for Walker: DataSource, a division of Walker Research, Inc. headquartered in Indianapolis, Indiana. He has been in the Walker organization for nine years and has previously held the positions of tabulation services manager and data processing manager. Prior to joining Walker Research, Mr. Schrock taught mathematics and statistics at the secondary and college levels in the Indianapolis area.

Data weighting (also known as sample balancing) is an under-utilized technique within many segments of the survey research industry. In addition to the lack of use, there are instances of improper use that may lead to erroneous conclusions. The following descriptions and examples may foster more effective use of this powerful technique by researchers in many types of organizations.

In its simplest form, data weighting is nothing more than the multiplication of survey observations by one or more factors to increase or decrease the emphasis that will be given to the observations. The troublesome aspect of weighting is related to

the selection or calculation of the weighting factors. As analysts, we may get ourselves into difficulty by not being careful in the specification of the weighting scheme. The specifications must be defined in terms of the overall objective: What is the purpose of the weighting? In most situations, the obvious answer is that we would like our survey data to be representative of the "real world." The immediate follow-up to the first question is another: In what ways are the data to be representative of the population? The answer to this question should lead us to select an appropriate weighting technique.

In its not-so-simple form, data weighting involves setting targets, which then leads to the calculation of factors. The researcher who uses a target percentage as though it were a factor is heading for a most unpleasant encounter with his/her client. Let's walk away from this nightmare for a moment and review some of the commonly encountered situations where weighting is appropriate.

Cost containment by reducing the number of interviews required in a survey is a very compelling reason for using weighting. In order to maintain a desired precision level, certain quotas may have been established which are not in proportion to the population. Low-incidence segments of the population

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can be over-sampled without doing extra interviews within the easy-to-find segments of a representative sample. In other instances, uncontrollable response rates may create situations where the data must be weighted to compensate for one or more segments of the population which are under/over represented in the sample. There are even occasions when specific proportions are desired simply for comparability to other surveys.

There are also many legitimate ways to represent a single observation. Under the "one person, one vote" approach, each observation would be tallied as a single case. Most of us will find occasions, however, when we would rather let each observation be counted in terms of dollars spent, or items purchased, or number of persons in the household, etc. These objectives lead us to select factors from within the data itself rather than setting a target for which a factor must be calculated.

Most of the tabulation and analysis software packages available are capable of handling weighted data, although there is considerable variation in how hard one has to work in order to achieve the desired results. The better packages allow the user to specify either target weighting or factor weighting with a short series of statements defining the data elements involved and the values to be used. It is also possible within most of these packages to capture the final weighting factor and store it as a field in the data record. This makes it possible to export the data onto other systems while retaining the factors for subsequent processing.

Let us now turn our attention to an example which will be used to illustrate several different approaches to weighting the same set of data. The effects of weighting can be quite dramatic under certain circumstances.

Once upon a time, there was a client who had exactly 120,000 customers. This client asked WYSIWYG Research, Inc. to conduct a survey of its customers to determine the overall level of satisfaction with the services provided by the client company. The client categorizes its customer base as Light, Medium or Heavy users, based on the number of times per month that the company's services are used by the individual customer. For the purposes of this example, we will say that the company's records show that there are approximately 72,000 users who fall into the Light category, 36,000 in the Medium classification and only 12,000 who qualify as Heavy users. Let us also assume that these same records indicate average numbers of service occasions per month of 2.5, 10.0 and 30.0 for the three categories respectively.

The task of WYSIWYG Research was to gather a minimum of 384 interviews within each of the segments of the customer population (for statistical precision purposes). A representative sample drawn from the population would generate 2300 completed interviews in the Light category by the time 384 Heavy users had been surveyed, assuming equal contact ratios, etc. Thus, a stratified sampling plan was implemented where equal numbers of potential respondents were randomly selected from the three usage categories prior to interviewing. To avoid bias resulting from external influences during the interviewing period, the instructions required that dialing continue in all three sample categories at an equal rate until the last quota was filled. Differences in the availability and refusal rates caused the Light and Medium quotas to be exceeded by the time the

continued on p. 41

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Seldane

continued from p. 7

way, etc. You can train your detail force to identify which of the segments this doctor probably would belong to, and then you know what their hot buttons are and what they're looking for and you literally tailor your detail to each individual physician. That's why segmentation

is so powerful. It's not the mass marketing of the 50s and 60s, where you can say the same things to all people, because people don't approach the same subject the same way."

The physicians were also asked about their prescribing habits, about which attributes, such as safety and efficacy, were most important to them, and how well the products currently on the market met

their needs.

"We developed a long attribute battery that described individual characteristics of all the competitive alternatives and we tried to measure how much the physician wanted or didn't want each of the attributes. From that we went on to a brand profile where we looked for how much each of the competitive alternatives delivered them," Hinkel says.

"Once you've segmented the market," he continues, "you've got the groups of physicians that approach the market most similarly within the group and dissimilarly across the groups. Then you're looking for what other types of things really differentiate behavior."

But no matter what differentiated the physicians, Hinkel says, they were all united in their excitement about Seldane. "The physicians were jumping up and down when informed that they might have a product like this available to them, because their patients were saying the same doggone thing 'I don't want to take this because it makes me drowsy.'"

Work sessions

Throughout the information gathering process, as each phase of the research was completed, people from Merrell Dow and ORC got together in long work sessions to analyze the mountain of data they had accumulated.

"We worked very well on a team basis," Smith says. "We'd do a phase and then hold a workshop. Once we had all the data in its infinite detail, it was a matter then of categorizing it and analyzing it, doing statistical multivariate work on it to make it work for us."

"We know how to interpret models," Hinkel says, "and (Merrell Dow) brought to the table their expertise in the antihistamine market. Work sessions are a highly interactive system and, coupled with the aggressive use of models, we get a lot more usable information from them. So that's why we like to use work sessions."

"We realize that not everyone uses multivariate statistical analyses, and we want to make sure they feel comfortable that these things aren't just black boxes, that they really understand why we're doing these analyses and what they mean."

After the data were whipped into a workable form, Smith says, they "formed the essence, really, in terms of the priority

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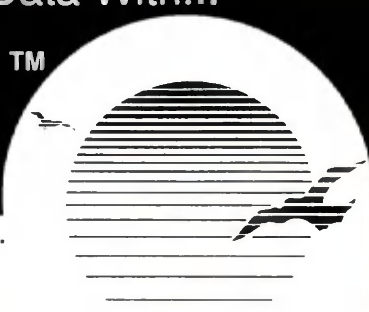
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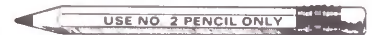
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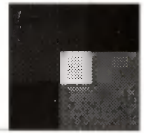
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Maritz Marketing Research has opened an office dedicated solely to West Coast automotive marketing research. The office, which is the third of Maritz's automotive marketing research branches (the others are located in Toledo and Detroit), is located at 1515 W. 190th St., Suite 245, Gardena, CA 90243. Phone 213-323-2882.



Computers for Marketing Corp. recently celebrated the 10th anniversary of its agreement to lease its Survent telephone interviewing system and Mentor cross-tabulation and reporting system to Custom Research Inc.

MORI Research, Minneapolis, MN, has moved to larger quarters. The new location, 7901 Xerxes Avenue South, Suite 300, Mpls., MN 55431, (612-881-2380), includes a larger telephone interviewing facility and focus group room.



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In addition to unveiling a new corporate logo, Margaret Yarbrough and Assoc., Inc., Alameda, CA, has moved to a

new location at 934 Shorepoint Ct., Suite 100, Alameda, CA, 94501. Phone: 415-521-6900. The facility provides three focus group rooms, a test kitchen, a telephone interviewing center, computerized recruiting, and client recreational facilities



Quality Controlled Services has purchased Arizona Field Research, a five year-old firm with offices in Phoenix and Tucson.



Doyle Research Associates, Inc. has moved its offices to 919 N. Michigan Ave., Suite 3208, Chicago, IL 60611.

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Teen poll shows mixture of optimism and pessimism

By Morris S. Whitcup, Ph.D.

EDITOR'S NOTE: Lever Brothers Co. and Chesebrough-Pond's Inc. periodically fund research projects for non-profit organizations to enable them to better understand the public they serve. Below are the results of one such study.

* * *

A recent nationwide study conducted by Guideline Research Corp. for the American Home Economics Association indicates that teenagers are optimistic on a personal level about their own future but pessimistic about the world around them.

The study, funded by Lever Brothers Company and Chesebrough-Pond's, Inc., surveyed 510 high school juniors and seniors across the United States from March 25 through April 5, 1988. The study was conducted in 15 geographically dispersed shopping malls.

Interviewing was conducted in two stages. In the first phase, 300 interviews were completed. Quotas were established so that the interviews reflect the distribution of U.S. high school juniors and seniors by sex and race/ethnicity (White, Black, Hispanic). In the second stage, supplemental interviews were completed with Black and Hispanic teens to yield base sizes of 134 and 144 interviews respectively.

The interview included questions on: (1) how teens view themselves and the world around them, and (2) the degree of teen concerns with 32 topics/issues.

Personal optimism and happiness

Teens are basically happy with their lives and expect to assume productive, enjoyable jobs in the future.

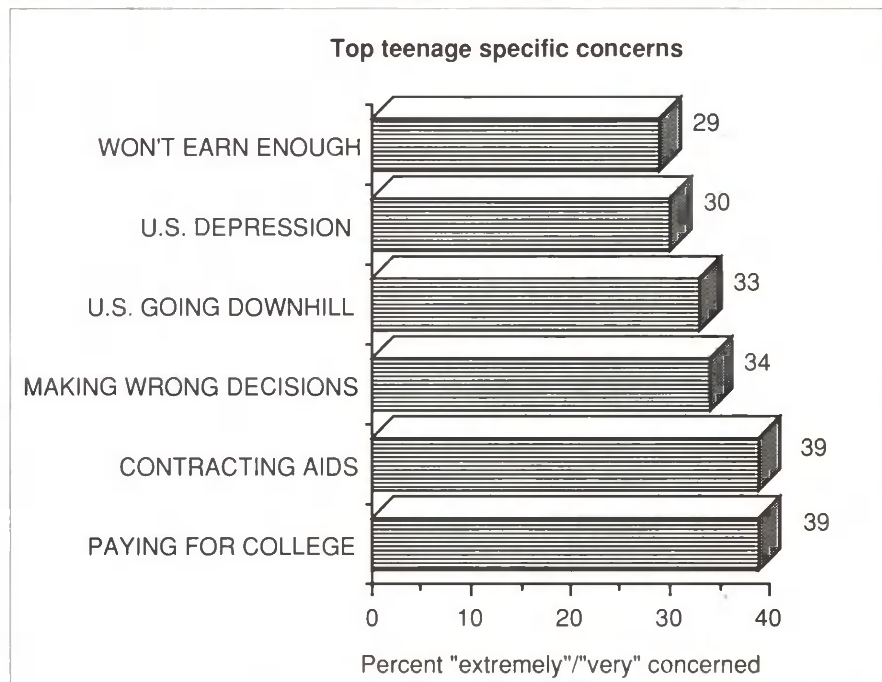
Eight in ten (80%) teens say they are basically happy with the way their lives are now and almost all (94%) think that having a job that they enjoy will be an important part of their lives. Relatively few (34%) would accept a boring job to earn more money.

Although most teens (81%) trust their parents, few (39%) want to be like them. The majority of teens (78%) feel in control of their own lives and are looking

pessimism about social problems and the future of our country and the world.

Six in ten (58%) do not think there will be an end to racial discrimination in the United States in their lifetime and a comparable percent think that life will be harder for them than it was for their parents.

There is fear of nuclear war and apprehension that the world situation is deteriorating. Four in ten (42%) teens believe



forward to the future. Only one in five (22%) say they are concerned about their own lives rather than thinking about the future. Almost eight in ten (78%) have plans of attending college.

Pessimism about social and world problems

While displaying optimism on a personal level, teens have a fair degree of

that there will be a nuclear war in their lifetimes and a comparable percent (45%) think the world is getting worse.

A reflection of social trends

Teen attitudes today reflect society-wide changes in attitudes about sexual roles and women's participation in the work force.

Only 30% feel that a mother should stay home with young children and an even smaller minority of teens (20%) feel that it is embarrassing for a man to make

Probably as a result of greater acceptance of women working outside the home, there is a concomitant acceptance of a more even sharing of home responsi-

sharing housework.

Suicide, drugs and alcohol affect teens' lives'

In many ways, teens' daily lives are far more complex and difficult than for their parents.

Nearly six in ten (58%) teens have a friend who has thought of committing or actually committed suicide.

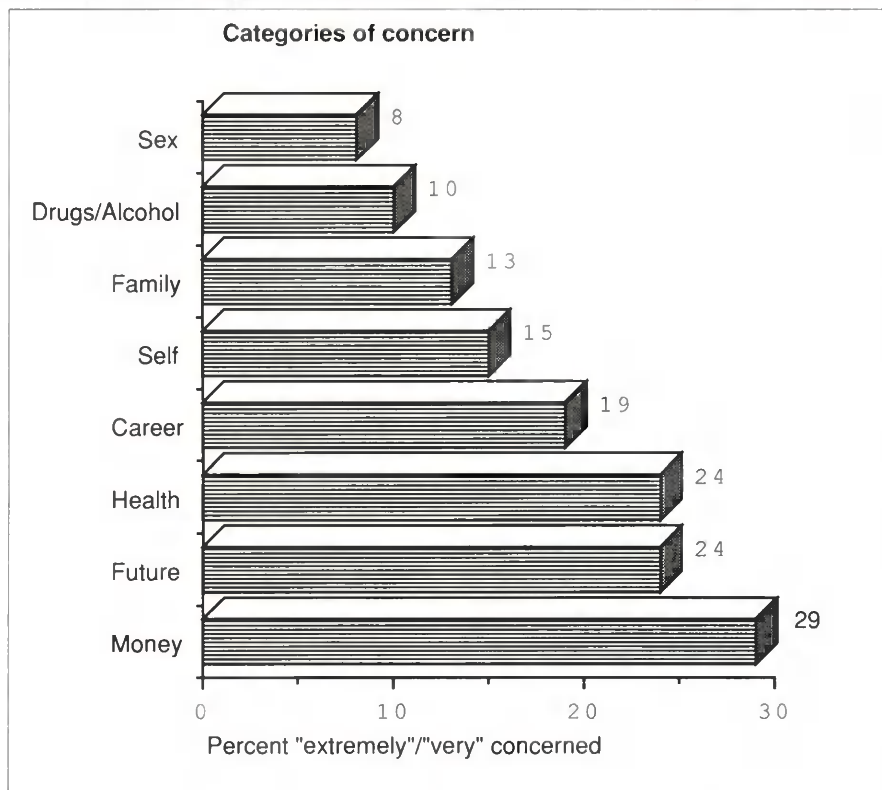
Over half (53%) see some of their friends ruining their lives because of drugs. In fact, the majority (56%) view drugs and narcotics as the greatest danger facing the U.S. Among Black and Hispanic teens, recognition of the danger of drugs/narcotics is even higher (72%).

Alcohol abuse is also quite prevalent. Nearly one in two teens (46%) indicate they have a friend who is an alcoholic. Additionally, eating disorders also appear to be common. One in four (27%) teens admit to having a friend who is anorexic or suffers from bulimia.

One in three (32%) teens say they have a friend who has been sexually abused. Among females, the reporting of sexual abuse is higher (44%).

There appears to be a reluctance on the part of many teens to admit suffering from substance abuse or suicide problems or to recognize that in fact they have

continued on p. 34



less money than his wife. Interestingly, few teen-age boys (18%) admit that they dislike the way women are taking over the jobs held by men.

bilities. Over eight in ten (82%) teens feel that men and women should share equally in the housework. Even among males, the vast majority (70%) believe in equally

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Teen poll

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them. Few teens (8% or less) admit to having a drug or alcohol abuse problem or have thought about committing suicide. Yet when questioned about the behavior of their friends, nearly half report seeing these problems.

Money worries head list of teen concerns

In general, teenagers tend to identify issues relating to money and their financial future as top issues which concern them.

Of the 32 concerns/issues rated by teens, the immediate need of paying for college is the top specific teen concern (39% of teens are "extremely" or "very" concerned about this issue).

Other financial/monetary concerns of high importance to teens include: the fear of a U.S. depression (30%) and worrying about earning enough to enjoy the better things in life (29%).

Health is also one of the top teen concerns, particularly the fear of contracting AIDS (39%).

Other top teen concerns are: making wrong decisions about the future and not being able to change them (34%) and fear that the United States is steadily going downhill (33%).

There appears to be broad consensus as to which issues most concern teenagers. Males and females, as well as White, Black and Hispanic teens generally view the top six specific concerns identified as most important to all teens as also the

ones which are most important to them.

AIDS: changing teenage practices

While few teens (11%) actually know of someone who has contracted AIDS, there has been a substantial change in teen sexual behavior as a result of public educational programs about AIDS.

Three in ten (30%) teens report they have changed their sex lives because of fear of contracting AIDS.

Despite concern with AIDS, teens are basically optimistic that someday science will find a cure. Two in three (65%) teens believe that in their lifetime cures for serious diseases like AIDS and cancer will be found.

To whom do teens turn for advice?

In making important decisions in their lives, teens are most apt to turn to friends (55%) and parents (47%). Relatives other than parents (10%), teachers/advisors at school (5%) and the clergy (1%) are infrequently consulted.

Yet about one in six teens (17%) admit they have no one to talk to about important decisions. MRR

Dr. Morris S. Whitcup is a vice president/group head at Guideline Research Corporation in New York City. Prior to joining Guideline, he held senior positions at AHF Marketing Research and Lieberman Research. A graduate of Columbia University, he has also served as a consultant to several governmental agencies. His work has been reported in scientific literature as well as in published government monographs.

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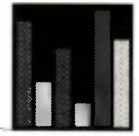
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Cynical Americans

According to DDB Needham's annual Life Style study, a slim majority of Americans believe that an honest man can get elected to high office. The study shows that 54% of approximately 4,000 people who responded agree that an honest man can get elected to high office, while 46% are less optimistic. These results are consistent with the pattern observed since 1975, according to Martin Horn, associate director of Marketing Decision Systems at DDB Needham Chicago.

Horn also said that in presidential election years, the number of Americans optimistic about the chances for electing an honest man rises. "However," he said, "the number of optimists falls sharply almost immediately following the election."

The study also indicates that politically cynical Americans are consistent in their pessimism. Those who don't believe an honest man can get elected to high office are also more likely to believe that: prices will go up in the next five years, most big companies are just out for themselves, and children cannot get a good education in schools today.

While these people are basically happy, they tend to exhibit more dissatisfaction with their lives. Compared to their less cynical counterparts, they are more apt to dread the future, long for the good old days, and feel the pressures and demands of day-to-day living.

And, finally, although political cynics may have strong opinions, they are more likely to believe that their opinions don't count very much.

Lottery winnings

As part of a nationwide research study on consumer lifestyles, attitudes and behavior, R.H. Bruskin Associates asked

over 2,000 Americans what they would do if they won a million dollar lottery.

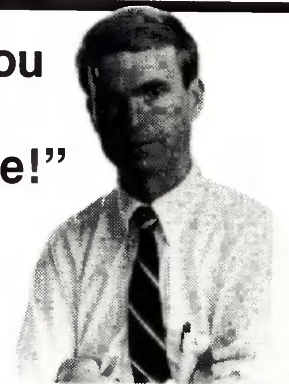
80% declare that they would give some of the winnings to charity, a response that ranks first among every demographic

group. Nearly two-thirds (65%), would take a long, long vacation.

Another large proportion, 63% would move to a different house. Young people

continued on p. 40

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Trade news

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give this answer more frequently than older people. More often than among other groups, again, the answer is given by non-whites, by blue collar workers, and by Westerners.

Many Americans, 58%, would invest in stocks and bonds. The percentage goes up among better educated and higher income people, who are presumably more familiar with investments. But 30% of the people would put all the money in a bank. This answer is given most frequently by lower income and less educated people.

Two-fifths of the people, 41%, say they would buy an expensive car. Young people-aged up to 35-give this answer more frequently than older Americans.

A third of the people, 35%, would quit their jobs. Another third, 34%, say they would become entrepreneurs and go into business for themselves.

Snack time choices

In a recent TeleNation survey, 99.7% of the respondents said they consumed some type of snack food during the previous month. Fresh fruit and vegetables topped the list, followed by a variety of sweet and salty snack foods. Mentions of chips, ice cream, and candy (97%, 91%, and 85% respectively) were significantly higher for 18-24 year-olds than for any other age group. However, fresh fruit, cookies, cake, pie, and nuts were popular among all age groups.

Females mentioned crackers, popcorn, and items not in the top ten (granola bars, frozen yogurt, and frozen treats/novelty) more often than males. Males mentioned snack cakes and pies, chips, and nuts more often than females.

The study also uncovered regional differences for some snack choices. The West scored highest for mentions of granola bars, frozen yogurt, and sunflower/pumpkin seeds; the West and South for corn chips; and the Northeast and Midwest for pretzels.

Data Use

continued from p. 27

Heavy quota was filled. Table 1 illustrates the outcome of the survey with respect to the Overall Satisfaction question on an

Table 1

OVERALL RATING (UNWEIGHTED)
(using a seven point scale)

	TOTAL	LIGHT	MEDIUM	HEAVY
BASE-Total Respondents	1397	591	422	364
Positive Rating (7/6/5)	756 54.1%	349 59.1%	222 52.6%	185 48.2%
Neutral Rating (4)	302 21.6%	100 16.9%	103 24.4%	99 25.8%
Negative Rating (3/2/1)	289 20.7%	106 17.9%	87 20.6%	96 25.0%
Not Answer/DK	50 3.6%	36 6.1%	10 2.4%	4 1.0%

unweighted basis.

Upon reviewing the initial survey results, the client expressed a desire to see the data presented as though a complete census of the customer population had been accomplished. This objective lead WYSIWYG Research to recommend a weighting scheme that would use the 1397 interviews to represent the population base of 120,000 in the proportion to the known distribution of Light, Medium and Heavy Users. The appropriate targets were fed into the tabulation system resulting in the presentation shown in Table 2.

Notice that the percentage distribution of positive, neutral and negative ratings have not changed within the individual user categories. The distribution of responses within the total grouping has, however, taken on a new perspective.

This presentation of the data would be useful to corporate managers who are interested in monitoring the satisfaction levels within the customer population in total where each customer is given equal importance, without regard to size. It is also possible within this presentation of the data to identify areas for closer scrutiny if the overall rating appears to be driven by a particular segment of the customer base. (Note: caution must

Table 2

OVERALL RATING (WEIGHTED)
(using a seven point scale)

	TOTAL	LIGHT	MEDIUM	HEAVY
BASE-Total Customers*	120000	72000	36000	12000
Positive Rating (7/6/5)	67237 56.0%	42518 59.1%	18938 52.6%	5781 48.2%
Neutral Rating (4)	24064 20.0%	12183 16.9%	8787 24.4%	3094 25.8%
Negative Rating (3/2/1)	23336 19.4%	12914 17.9%	7422 20.6%	3000 25.0%
Not Answer/DK	5364 4.5%	4386 6.1%	853 2.4%	125 1.0%

* frequencies may not add to the base total due to the effects of rounding

be exercised when using statistical tools to identify significant differences that are apparent in weighted tables. More on this later.)

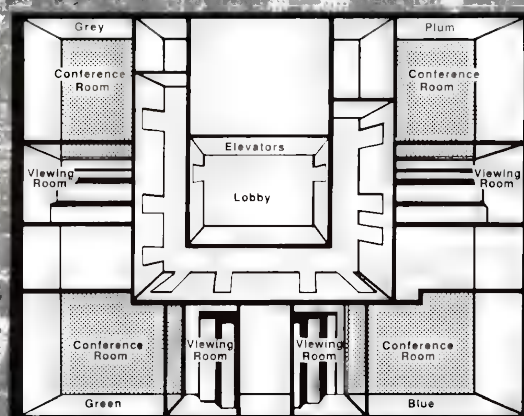
continued on p.42

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Data Use

continued from p. 41

This presentation of the data might also be useful if account responsibilities are assigned on the basis of size. The manager responsible for overall customer satisfaction might convey a greater sense of urgency toward the persons responsible for the larger accounts than he/she might have if the data had not been

Table 3

OVERALL RATING (WEIGHTED) (using a seven point scale)	TOTAL	LIGHT	MEDIUM	HEAVY
BASE-Weighted Respondents*	1397	838	419	140
BASE-Unweighted Respondents	1397	591	422	384
Positive Rating (7/6/5)	782 56.0%	495 59.1%	220 52.6%	67 48.2%
Neutral Rating (4)	280 20.0%	142 16.9%	102 24.4%	36 25.8%
Negative Rating (3/2/1)	271 19.4%	150 17.9%	86 20.6%	35 25.0%
Not Answer/DK	62 4.5%	51 6.1%	10 2.4%	1 1.0%

* frequencies may not add to the base total due to the effects of rounding

weighted in this way.

In the course of working with the client, WYSIWYG was asked to identify the sources of overall dissatisfaction. In addition to recommending a "key driver" analysis of specific

service attributes in relation to the overall rating, it was recommended that the data be reviewed for statistically significant differences between the usage categories. A slightly modified weighting scheme was implemented to facilitate this investigation. Rather than weighting the data up to the total population targets, proportional targets were specified while the base number of interviews was held constant. Display of a second base line showing unweighted bases was requested through the software with the output shown here as Table 3.

Notice how the percentage distributions (which are calculated using the weighted base) have not changed from what was seen in Table 2. It is only the absolute numbers (weighted base and frequencies) that have been scaled down to match the true number of observations contained in the data. This presentation allows the analyst to view the survey results as if the sampling plan had been implemented in proportion to the population while at the same time having a sufficient number of observations (the unweighted bases) in each category to permit statistical inferences with the desired level of precision. A simple z-test to compare the proportion of positive ratings of the usage categories can be accomplished using the weighted percentages and the unweighted bases. (Again, the reader is cautioned that not all statistical comparisons are appropriate using weighted data and that a thorough understanding of the theory is required prior to "running wild" with the data.)

As is the case in many service industries, the small proportion of Heavy users accounts for a large share of the business volume. In recognition of this fact, it was decided that another weighting scheme should be implemented to represent the survey results in proportion to the number of service opportunities

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that occur on a monthly basis. This approach requires the use of factor weighting. The customer database was accessed to generate a record for each customer included in the survey which would show the average number of service occasions over the past three months on a customer by customer basis. However, it is still true that the sample was not balanced in proportion to the customer population. Thus, the weight established for each respondent as shown in Table 3 was retained and used as a pre-

Table 4

OVERALL RATING (WEIGHTED)
(using a seven point scale)

	TOTAL	LIGHT	MEDIUM	HEAVY
BASE-Total Occasions*	10485	2095	4190	4200
BASE-Unweighted Respondents	1397	591	422	384
Positive Rating (7/6/5)	5464 52.1%	1237 59.1%	2204 52.6%	2023 48.2%
Neutral Rating (4)	2461 23.5%	355 16.9%	1023 24.4%	1083 25.8%
Negative Rating (3/2/1)	2290 21.8%	376 17.9%	864 20.6%	1050 25.0%
Not Answer/DK	271 2.6%	128 6.1%	99 2.4%	44 1.0%

* frequencies may not add to the base total due to the effects of rounding

weight in the process of generating the results shown in Table 4. The net effect of this approach is that the data are first balanced to match usage category proportions and then multiplied by the number of service occasions represented. The final factor developed by the computer is the product of the two individual factors known for each respondent.

Notice how the percentages of positive, neutral and negative ratings in the total column have changed again. The 56% positive rating has slipped back to a 52.1% rating. This presentation of the data helps to focus attention on the customers who generate the most business volume.

In some ways, the examples we have reviewed might add to the confusion over the best ways to analyze survey results. On the other hand, it is hoped that all of us will become more effective in our roles as we regularly use the power of data weighting in the process of conducting survey research. MRR

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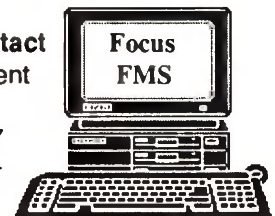
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Seldane

continued from p. 28

of our approach and helped us determine how big was big and where the product was coming from or where it should come from, potential-wise."

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MRR

If you have an interesting case history involving the use of ADVERTISING RESEARCH (or any of the other issue topics listed in the editorial calendar at the bottom of page 43), please call or write:

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Corrections

The following listings were inadvertently omitted from the 1989 Focus Group Research Facilities Directory:

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1,3,6, 7B

J. H Lewis Advertising Agency
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205/476-2507
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The following listings were inadvertently omitted from the 1988 Telephone Interviewing Directory:

Bilingual Unlimited Research
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20-0-20-0

Thies Research Services
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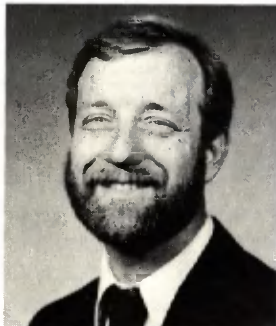
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Trade talk

continued from p.46

as important, while 84% used newspapers, 66% telephone directory, 50% radio, 40% participation in community events, 38% fliers, 13% other methods, and 7% television.

The study found that business size, location and type influenced which form of advertising was used. While word-of-mouth/referrals were valued highly by all firms, small businesses in small towns tended to use television and telephone directories less frequently and newspaper advertising more frequently than those in larger towns.



Van Auken

Retail and service firms attributed more effectiveness to newspaper advertising than other types of small businesses, while service firms ranked word-of-mouth/referrals as slightly more effective than retail firms.

The business owners were also questioned about their sources of equity and debt. The firms relied heavily on personal savings and loans from lending institutions for capital. A third party investment, life insurance, common stock, sale of personal asset, home equity, other sources and limited partnership are, in this order, other sources of initial equity that the respondents mentioned. Other sources of debt included friends/relatives, Small Business Administration loans, bonds and finance companies.

The survey showed newer businesses are borrowing more money to get started than older businesses did to launch their business. Newer businesses, those established since 1983, said 57% of the money was borrowed and 43% came from savings. On the other hand, older firms borrowed just 37% of the money to establish their business and used 63% of their own money.

Approximately one-third of small businesses borrowing from a lending institution were required to provide 100% collateral for their loan, and about one-third had no loan collateral requirement, the survey showed. Also required to obtain a loan were in this order, a business plan, financial projections, market study and professional (CPA, attorney) opinion. MRR

SBDC

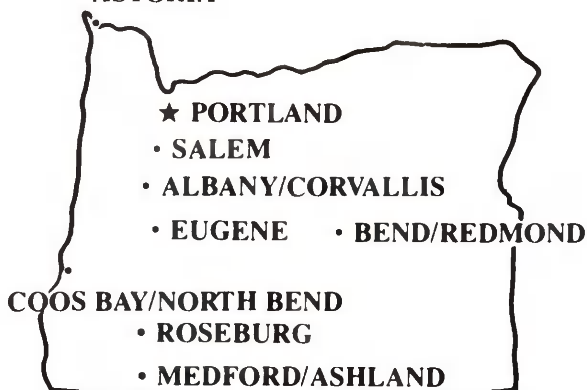


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“Covering Oregon and the Pacific Northwest”

By Beth E. Hoffman



Survey sizes up Iowa small businesses

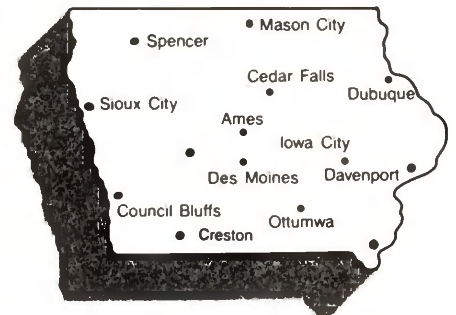
Having a steady cash flow and establishing market identity are the main obstacles faced during the first year of business, a survey of Iowa entrepreneurs shows.

In the survey, commissioned by the Small Business Development Center and conducted by Howard Van Auken, a professor of finance at Iowa State University, 59% of the respondents cited cash flow as being one of the three most difficult problems during the first year in operation, with establishing market identity cited next by 56% of the respondents. Personnel was mentioned next among 27% of the entrepreneurs. By comparison, 44% of the respondents cited cash flow as one of the most difficult current problems, with advertising second at 34% and personnel at 20%.

The survey was conducted during June and July, 1987. A

questionnaire was mailed to 375 Iowa businesses, established between 1980-1987, in representative small and large towns throughout the state which were selected from the 1987 Iowa Business Directory. A total of 96 usable questionnaires were returned, providing a response rate of 25.6%.

The majority of the firms were in either the retail (39.6%) or services (37.5%) business. The remaining firms (22.9%) were in other business categories such as finance, construction, agriculture, wholesale, professional and manufacturing. Over one-half (58.8%) of the small businesses operated as sole proprietorships, while 17.5% were partnerships and 23.7% were corporations. Almost all of the firms served either a local (69.8%) or regional (26.0%) market. Only 4.2% of the small businesses served an international market.



The majority of the firms (51.4%) had an initial capitalization of less than \$20,000. Of the remaining firms, 27.8% required \$20,000-50,000; 11.4% required \$50,001-100,000; and only 9.4% required more than \$100,000 to begin operations.

In addition to problems the entrepreneurs encountered during their first year in business, the respondents were also questioned about advertising methods. The three most effective advertising media used during their first year were word-of-mouth/referrals (87%), followed by newspapers (70%) and telephone directory (41%). The other media outlets mentioned were radio (30%), fliers (27%), participation in community events (20%), other methods (11%), and television (4%).

As for current methods of advertising used, the vast majority - 94% - of the small businesses rated word-of-mouth/referrals

continued on p. 45

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