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Cover
Testing among Hispanic women gave Avon valuable insights into cultural effects on research. Cover photo courtesy of Avon Products, Inc.



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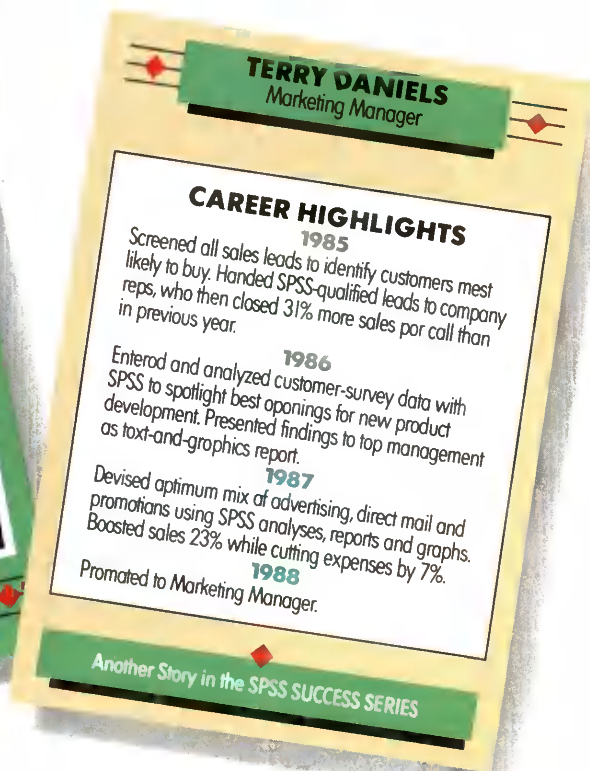
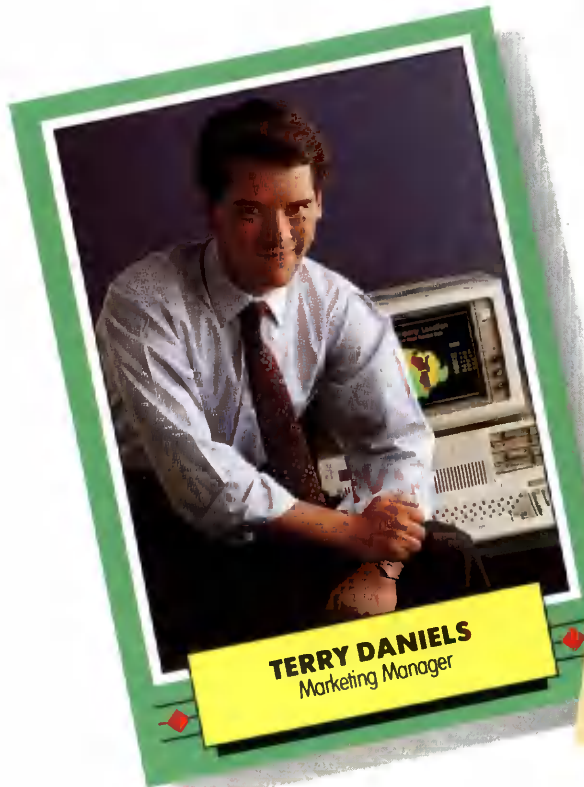
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Money well spent

Research supports United Way's decision to use

Public service announcements on radio and television are a valuable source of promotion for many charities and non-profit organizations. But because the advertising time is provided free of charge, the stations can run the spots at their discretion, which means that the messages don't always reach the organization's target audience.

Faced with this fact, United Way of the Minneapolis decided for the first time to purchase additional time for its advertising on Mpls.-St. Paul-area TV and radio.

"Public service announcements that show at 2 in the morning don't get a lot of response," says Pam Carlson, director of advertising and promotion for United Way of the Minneapolis area. "One of the main reasons we went paid was to have some control over when the messages are aired so we can reach the audience we want to reach."

Jim Boyle, director of marketing, United Way of the Minneapolis area, says that his organization isn't alone in its decision to pay for time; many other United Ways and non-profit organizations have turned to paid advertising. The availability of public service time has diminished as the TV stations have increased their self-promotion, he says, and in addition, the United Way's major fund



As the mood of the television commercial progressed from despair to hopefulness, the images changed from black and white. . .

drive begins in the fall, just when television stations are kicking their fall season promotion into high gear.

"As stations do more and more promotion, there is less and less public service time available at the time needed to reach our target audience, so control over when the message is shown is becoming more and more important," Boyle says.

A radio and TV campaign developed by Campbell Mithun Esty, using a gospel-influenced theme song, "Trouble Don't Come 'Round My Door," aired during slots purchased in prime time and prime time fringe on television and during drive-time slots on radio during the fall of 1989.

The television commercial showed a variety of scenes of people who benefit

from United Way-funded programs, including a homeless man, an abuse victim cowering in a bathroom, and two deaf people conversing via sign language. As the mood of the commercial progresses from despair to hopefulness, the images move from black and white to color to show the effect that a contribution to the United Way can have.

"It's not a direct ask, because we raise most of our money

either through workplace campaigns or direct mail giving, but it's to predispose the public to contributing and make them feel good about it," Boyle says.

"We wanted to communicate the importance of their contribution in helping people who really need it. That's very consistent with what our research shows as one of the more important reasons why people contribute: they want to feel like they're helping the people that need it the most.

"In conjunction with that, we also wanted to give them a feeling for the types and breadth of services that their contribution funds, to make them see the need but also to have them feel good about contributing."

The campaign was targeted at working adults under the age of 35—who as a group aren't giving to the United Way at the same rate as older working adults.

paid advertising for the first time

"We're trying to build awareness and recognition among (adults under 35) of how United Way addresses current needs and changes to meet community needs. That was the reason for concentrating on radio and television (for advertising) because the electronic media are the main sources of information for younger working adults," Carlson says.



Advertising recall study

To make sure that purchasing ad time was worthwhile, an advertising recall study was conducted. A benchmark wave was done in early September of last year just prior to the start of the paid campaign. The post-test was conducted in late October immediately after the advertising stopped.

"Our board of directors was interested in knowing whether spending money on paid advertising made any difference, because while it's not a substantial amount of money in advertising dollars from the advertising world's perspective, from our perspective it was a great deal of money," Carlson says.

For each of the waves, 400 telephone interviews were conducted by Project Research, Minneapolis, with qualified respondents who were between the ages of 18-64 and who worked for a firm with less than 250 employees. This company

... to color, to show the effect that a contribution to United Way can have.

"size target" was set because employees of medium and smaller sized companies aren't as well-informed by their employers about United Way, Boyle says.

"The larger companies do a pretty good job of educating their employees during the (fall) campaign, and some do a good job all year 'round. We're very active during our fall drive, raising funds and creating awareness in local companies, so the research targeted people in small and medium sized companies who would be less likely to have a lot of information about the United Way on an ongoing basis."

Because the United Way had run a radio campaign in July and August, and because of national United Way commercials such as those seen during NFL

football games, attention was paid during the pre-test to identify where respondents came in contact with United Way commercials, so that the awareness of the new campaign could be correctly assessed. "We wanted to make sure we could separate out those influences to get a better handle on how the advertising was impacting people," Boyle says.

Results

When asked if they had seen or heard messages for the United Way that used gospel music or the song "Trouble," 38% of Wave II respondents recalled such advertising. Eighty-eight percent recalled seeing the message on television, 31% claimed awareness from the radio.

Respondent mentions of executional elements from the commercials (such as slogans, images, jingles, and logos) increased 23% from Wave I (58%) to Wave II (81%). In Wave II, 14% specifically played back some aspect of the "Trouble" ad.

Unaided recall of United Way's advertising jumped from 25% in Wave I to 43% in Wave II. With interviewer prompting, awareness jumped to 76% in Wave II, compared to 46% in Wave I.

Overall, television seems to have been

continued on p. 44

You need a creative approach

Avon researchers find that normal rules don't apply

by Maisie Wong, Ayn Gelinis & Phyllis Rocha

Editor's note: The authors are employees in Sensory Evaluation at Avon Products, Inc. Maisie Wong is senior research analyst, Ayn Gelinis is manager, Sensory Evaluation, and Phyllis Rocha is a category manager, fragrance.

Penny, an interviewer for a data collection agency, approached an Hispanic-looking couple at the mall and asked the woman, in English, if she would like to participate in a marketing research survey. The couple quickly walked away. A group of teenage girls overheard Penny and asked her

if they could participate. They were Hispanic, they spoke English, and they would like to answer Penny's questions. Penny was ecstatic! She had filled a good portion of her quota with these helpful girls!

What's wrong with this picture?

The answer—as we encountered it—is: The “normal” rules for conducting a marketing research survey do not apply when the target sample is an Hispanic population.

Fortunately, we discovered this in the planning stages of our sensory evaluation formulation guidance study. As we researched the topic of testing among His-

panics, we found that most of our experience in testing among Avon's customary target population simply did not apply. We acknowledged that fact and accepted the challenge of starting from ground zero. During each phase of the study, we encountered idiosyncrasies inherent to the Hispanic population. Further research gave us a better understanding of the fragmented Hispanic cultures. Through careful planning and a pilot study conducted prior to implementation of the actual study, we gained invaluable insights into ways to overcome some of the cultural barriers and ensure that the research was of the highest quality. We'd



when testing among Hispanic women

like to share our experiences and relay some anecdotes that may be helpful to researchers working with this population.

Recruiting

While the number of Spanish/English bilinguals is growing, the Hispanic Policy Development Projects of New York City and Washington, D.C. report that 6,800,000 Hispanics speak only Spanish or are bilingual and prefer Spanish. This equates to approximately one-third of the Hispanic population. Therefore, bilingual interviewers are a must!

The interviewer should speak to the respondent in the language with which the respondent is most comfortable. In our study, to determine the potential respondent's language preference, the interviewer approached the respondent and asked her, in Spanish, if she would like the interviewer to speak to her in Spanish or in English. By speaking to potential respondents in Spanish first, we had a higher chance of reaching a larger proportion of this population on the first attempt. After the potential respondent replied, the interviewer continued the screening in the respondent's language of choice. This also determined the language of all subsequent printed material—instructions, questionnaires, reminder sheets—received by the respondent.

To be successful at this stage, we found that we had to go to the respondents, wherever that might be. Malls are commonly used sites for intercept screening; however, even carefully selected malls may not generate enough Hispanic

traffic to fulfill the requirements of a study. This occurred at one of the sites selected for our study. The traffic in the mall was slow, and the number of Hispanic women passing through was low.

Given these circumstances, we considered alternatives within the local Hispanic communities. We discovered a laundromat and beauty salon located on the neighborhood's main street, which, in this instance, proved to be entirely appropriate and fertile grounds for the recruiting of female Hispanic respondents. We asked the owner of the beauty salon to participate in the study. She was not a qualified respondent, and we later dis-



carded her data. However, once she was engaged in the process, her approval was tremendously helpful, and we successfully recruited her qualifying patrons to participate.

While soliciting bids for our study, we were warned that pre-recruiting tends to yield a large number of no-shows. The research services told us that an over-recruitment of as much as 40-50% may be necessary to yield the intended number of completed responses. Intercepts appear to be more successful, since a stage where attrition may occur is eliminated. If respondents are recruited by intercept, an over-recruitment of 20-25% may be suf-

ficient to ensure a completed sample of sufficient size. We were able to generate the necessary number of completions with an over-recruitment of approximately 20%. Our high level of success was, in part, attributable to the diligence of the interviewers and to the nature of the study, which provided an inherently pleasurable sensory experience.

Further, as an enticement to full participation and completion, the study's incentives were packaged in bright, multi-colored miniature shopping bags overflowing with tissue paper and ribbons, and displayed on a counter in the salon in full view of qualifying respondents. Although the women did not know the specific contents of the bags, their appearance was attractive and evoked a high level of perceived worth.

U.S. Census Bureau data show that approximately 65% of Hispanic females are married. Traditionally, the male is the head of the household and does not condone his wife's working outside the home. We found this to be true at one of our selected geographic locations, where this tradition holds strong. The female generally depends upon her husband for transportation; he accompanies her wherever she needs to go. Interestingly, we found that in these instances, when approaching a couple, it is appropriate to first ask the husband's permission for his wife to participate in the survey. Once he consents, the interviewer may speak to the wife.

We also found that the daily routines of non-working females are very different from those of working females. The

majority of married Hispanic women do not work. They tend to rise and go to bed later than working women. Therefore, the most productive time to screen and recruit respondents is after 10 a.m.

Screening and interviewing

Our study required that the respondents interact with the product under normal use conditions at several timepoints during the day. Under similar circumstances, with a more general U.S. sample, we'd found that a self-administered questionnaire worked well.

When working with this specific population, we found it necessary to screen the potential respondent for literacy in either Spanish or English. We accomplished this by simply asking the potential respondent to reply to an early screening question by reading her response from a card pre-printed in the appropriate language.

We invested a greater than usual amount of time in explaining the logistics of the study to these women. The bilingual interviewers really engaged the respondents, and convinced them that we valued their

personal opinions highly, while going over the questionnaire, point by point, with each of them. We found that once these women really understood what was expected of them, they became engaged in the process, and were usually committed to the study.

Study design

Central location tests are generally more successful in the achievement of completed quotas than home use tests, because one has a captive audience. In addition, interviewers are on hand if questions arise. The nature of the research, however, often dictates the appropriate technique to be used, as it did in our case.





In designing this study, we gave consideration to the fact that a number of Hispanics do not have easy access to a telephone. Alternatives to phone interviews should be explored if this subgroup is part of your target market. Hispanic women may regard several telephone callbacks as a nuisance; the calls may anger them to the point where completion of the study is jeopardized.

Our study spanned a length of time, with product evaluations throughout. Further, it was important that the evaluations be completed at specified timepoints. In the past, when we have conducted similar studies with a more general population, the respondents were asked to stay at a location where they could be reached by phone during the day. The interviewers called the respondents near their specified evaluation times, and reminded the respondents to evaluate the product and complete the appropriate questionnaire.

For this particular study, we had to explore alternatives to the "reminder" calls. We created a reminder sheet that was clear and simple. It contained the pertinent information and was handwritten in large, easy-to-read block print. We asked the respondents to use the sheets as reminders and to post them in a place where they could be easily seen during the day.

In part, central location tests work well because the questionnaires are administered by the interviewer. In the case of home use tests, phone interviews or self-administered questionnaires must suffice. In the specific case of our study, a self-

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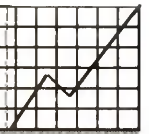
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CHAID response modeling and segmentation

by Tony Babinec

Tony Babinec is a market manager at SPSS Inc., a company that writes and markets software for market research and analysis.

A common research situation is the need to predict a response variable based upon a set of explanatory variables. When most of the variables in the analysis are quantitative, including the response variable, then multiple regression is a popular technique. However, market researchers often work with variables whose values represent categories.

Predicting a dichotomous response

It is often the case that the response variable is dichotomous. Examples include:

- A direct marketer does a 20,000-piece mailing and gets 500 returns. The question is: what distinguishes those who responded from those who didn't?
- An Army recruitment office makes a re-enlistment offer to two-year enlistees whose terms are up. What distinguishes those who re-enlist from those who do not?
- A college admissions office wants to ensure that the entering class is of a certain size. What distinguishes students who accept admittance from those who do not?

In each of these instances, the response is dichotomous.

In practice, multiple regression is sometimes used in dichotomous response modeling. However, when the response variable is dichotomous, naive use of multiple regression might not be appropriate. This is because the assumptions under which regression is valid are not met.

Use of regression assumes that the residuals have a constant variance. However, when the dependent variable is dichotomous, this assumption is not met.

Use of regression assumes that the residuals are normally distributed. Again, when the dependent variable is dichotomous, this assumption is not met.

Use of regression assumes that the predicted values from

regression will to some degree approximate the values of the response variable. It is convenient to code the response variable 0 or 1. Then, one might hope that the predicted values fall in the interval from 0 to 1, with predicted values near 0 indicating predicted membership in group 0, and predicted values near 1 indicating predicted membership in group 1. However, the predicted values from regression are not bounded, and thus are not guaranteed to lie in the interval from 0 to 1.

These problems are especially troublesome when the response variable is skewed, that is, one response category contains the bulk of the responses. In direct marketing, for example, a successful mailing is considered to be one with a 2-3% response rate. That is, for every 100 letters mailed, the direct marketer gets 2 or 3 responses. In this instance, multiple regression should be discarded in favor of other, more appropriate techniques.

Some researchers turn to discriminant analysis in this situation. Discriminant analysis is appropriate when the response variable is categorical with two or more categories and the explanatory variables are quantitative. Discriminant analysis is used to determine which explanatory variables—and with what weight—can be used to distinguish membership in different response categories. However, discriminant analysis is not an ideal prediction technique, and moreover, when the response variable has two categories, discriminant analysis and multiple regression are formally identical. Thus, the objections to regression in this case also hold for discriminant analysis.

Finally, older AID and SEARCH programs likewise fall into the regression framework. They are designed for quantitative response variables although practitioners use them on dichotomous response variables. The objections raised for regression also hold for these programs.

What about categorical predictors?

Regression and discriminant analysis are even less appropriate when the explanatory variables are also categorical. Nonetheless, this situation is commonly faced by market researchers

and survey researchers who use such variables as region, ZIP code area, sex, race, and the like, to predict a categorical response variable.

Statisticians have developed techniques such as logistic regression and logit analysis for the situation when most or all of the variables are categorical. Despite their appropriateness, these techniques have the drawbacks of complexity and difficulty in interpreting results. Fortunately, there exists a technique in the loglinear analysis family that is easy to use, produces intuitively appealing results, and is statistically valid—namely CHAID analysis.

Benefits of CHAID

CHAID stands for Chi-square Automatic Interaction Detection. "Chi-square" is the statistic used in categorical models; "interactions" are associations between variables which should be taken into account for successful prediction; "detection" is what the researcher hopes to do; and "automatic" means that a guided technique is available. The following list includes some of the benefits of using CHAID in response modeling.

The researcher often has a large collection of prospective explanatory variables. CHAID can be used to pre-screen data to exclude extraneous variables, that is, those with no predictive utility. In addition, the order of entry of variables which do enter CHAID conveys information on their predictive importance.


Simply because a categorical variable consists of a set of categories, it does not follow that each of those categories is behaviorally distinct in the response variable. CHAID can be used to determine which categories can be combined. For example, a data file might represent regions by 12 categories, but there might be only 3 different response patterns across the 12 regions. In this case, region categories ought to be combined. CHAID will perform statistical tests and combine nondistinct categories.

Some explanatory variables might consist of unordered categories, while others might consist of ordered categories. The researcher might wish to combine any categories of the unordered variable, if statistically appropriate, but only adjacent categories of the ordered variable if statistically appropriate. CHAID will do either.

Regression finds linear patterns. For example, suppose that as respondent education goes up, the percentage who say "yes" to a response item goes up. This pattern is linear, and regression will detect it. But suppose that as respondent education goes up, the percentage who say "yes" to a response item first increases and then decreases. Then, naive use of regression might miss the obvious relationship between response and education level because it is not linear. On the other hand, CHAID reveals nonlinearities.

Regression finds main effects. That is, the effect of an explanatory variable is assumed to be constant across values of other explanatory variables. However, reality can be otherwise. That is, before the researcher can ascertain the effect of an explanatory variable on a response, the researcher might need to specify the level of some other explanatory variable. This is termed a "specification effect" or an "interaction." CHAID will reveal interactions in the explanatory variables.

CHAID produces a classification tree. The researcher can read down the classification tree to spot segments that are statistically distinct in response. Because CHAID uses Bonferroni adjustments in its built-in statistical tests, the segmentation model found in a set of data will tend to cross-validate well in



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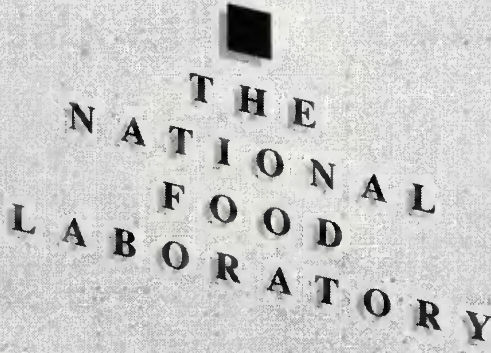


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a similarly drawn sample.

An example

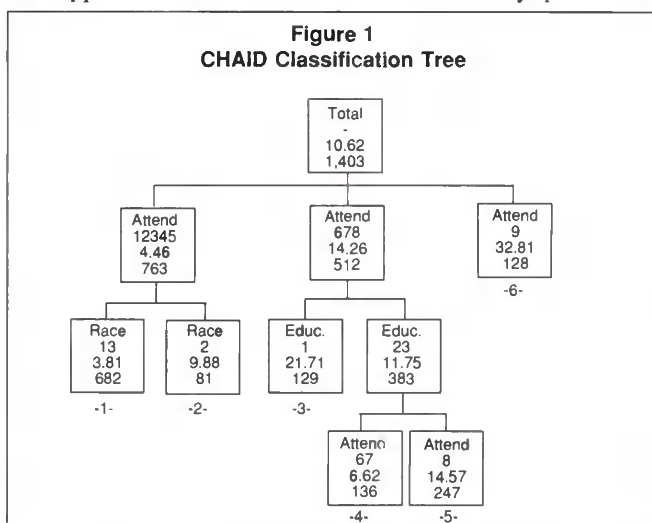
To demonstrate CHAID, we chose some variables from the 1984 General Social Survey, a survey of the general adult American population conducted by the National Opinion Research Center. The response variable is opposition to abortion in the context where carrying the child to term could seriously endanger the mother's health. In the sample analyzed, 10.6% of the respondents oppose abortion in this context, while the remaining 89.4% favor abortion in this context. The set of possible predictors consists of:

- grouped age, a 3-category variable consisting of 18 to 32 years old, 33 to 52 years old, and 53 to 89 years old;
- attendance of religious services, a 9-category variable ranging from never to more than once a week;
- number of children, a 9-category variable ranging from none to eight or more;
- education level, a 3-category variable consisting of less than high school, high school, and more than high school;
- marital status, consisting of 5 categories;
- race, a 3-category variable consisting of white, black, and other;
- sex, a 2-category variable.

In the analysis, the categories of the attendance variable are treated as monotonic, so that only adjacent categories will be combined if statistically possible. On the other hand, the other variables are declared "free" so that any categories can be combined if statistically possible.

The CHAID analysis produced the classification tree shown in the accompanying figure.

Reading down the tree, attendance is the most important predictor. Note that categories 1 through 5 of attendance are combined, categories 6 through 8 are combined, and category 9 is distinct. An important property of CHAID, not held by other AID approaches, is that it is not restricted to binary splits. Here,



it split attendance into 3 groups. Note that the response variable trends upward across the groups: infrequent attenders oppose abortion when the woman's health is seriously endangered at a rate of 4.46%; more frequent attenders (up to "weekly") oppose abortion at a rate of 14.26%; while frequent attenders (more than once a week—Baptists?) oppose abortion at a rate of 32.81%.

The next split in the classification tree reveals an interaction effect. That is, if the respondent is an infrequent attender, then

race of the respondent is the next most important predictor. On the other hand, if the respondent attends more frequently, then educational level of the respondent is the next most important predictor. When race is the predictor, racial groups "white" and "other" are combined because they are not statistically distinct in response. They are, however, distinct from blacks. When education is the predictor, "high school" and "more than high school" are combined because they are not statistically distinct in response. They are, however, distinct from those with less than a high school education.

Finally, CHAID splits attendance groups 6 and 7 from attendance group 8.

To summarize, CHAID segmentation analysis reveals 6 segments in the data. In rank order by response, they are:

32.81%—those who attend religious services more than once a week. 21.71%—more frequent attenders of religious services who have less than a high school education. 14.57%—those who attend religious services weekly and have at least a high school education. 9.88%—blacks who are infrequent attenders. 6.62%—those who attend religious services almost weekly and have at least a high school education. 3.81%—whites and others who are infrequent attenders.

A lobbyist, political consultant, or fundraiser could make good use of such information in targeting segments for activity, or avoiding "deadbeat" or antagonistic segments.

Look what the CHAID analysis has accomplished! If presented with the above data, most researchers would perform some cursory analysis such as crosstabulating each pair of variables and leave it at that. In a multivariate sense, the input table to the CHAID analysis is a 2 by 3 by 9 by 9 by 3 by 5 by 3 by 2 table. How would one make sense of that? The CHAID analysis reveals important variables, extraneous variables, interactions, and categories that can be combined.

What's more, for the sophisticated analyst, CHAID gives information which can then be used in more formal modeling. The classification tree shows what variables to use in further analysis and what variables to discard. If the researcher is interested in more formal models, then variables should be recorded to reflect categories that were combined in CHAID, and then a logit model could be developed (in SPSS LOGLIN-EAR) with a RESPONSE mean effect, main effects of ATTEND, RACE, and EDUC, and interactions involving ATTEND and RACE and ATTEND and EDUC.

Conclusion

CHAID analysis is appropriate for categorical data analysis, which is a data analysis situation commonly faced. While we illustrated CHAID using a dichotomous response variable, the same analysis can be performed with response variables having 3 or more categories. CHAID has a natural place as an exploratory multivariate technique, and resides in the same family of techniques as loglinear modeling. Just as in the use of regression, one should measure and include important variables in the analysis in order to get useful, not to mention correct, results. Since the input to CHAID is really a multidimensional table, it is useful to have large sample sizes to get any sort of detail in the CHAID classification tree. Having said that, CHAID belongs in every market researcher's arsenal of analytic tools. □

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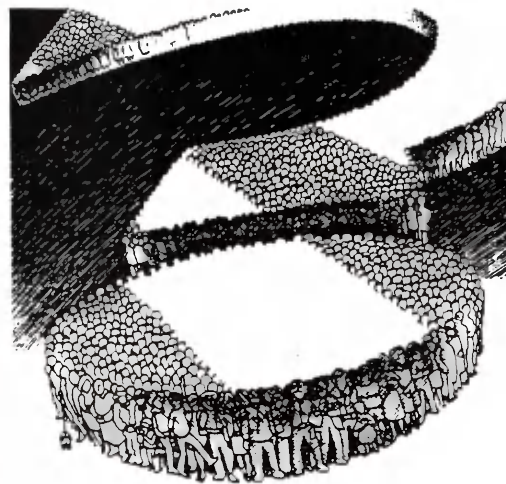
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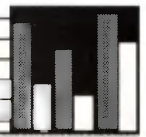
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Despite dietary concerns, most Americans haven't changed their eating habits

Americans talk a lot about healthy eating, but they don't always back up their words with action. That's the finding of a new report, "The Impact of Dietary Concerns on Food and Beverage Selection," just published by the NPD Group's National Eating Trends (NET) Service.

While a substantial percentage of homemakers indicated they're strongly concerned about cholesterol, fat, salt, and sugar, the number of them actually following a modified diet to limit intake of those ingredients was quite small.

And despite negative reports on red meat and eggs, some 85% of all U.S. households serve beef in their homes on a regular basis, while 84% continue to use eggs routinely.

The households polled maintained diaries on their total in-home food and beverage consumption habits. This behavioral information was then compared to attitudinal data collected at a later date from the same households.

Major findings from the report include the following:

- The 1980s was a decade of growing awareness for health and nutrition, with homemakers expressing increased caution about all harmful substances, except, surprisingly, sugar.

- Salt was the top worry five years ago, but now fat and cholesterol have the greatest impact on consumers.

- Egg consumption varies little be-

tween those who are anxious about fat/cholesterol and those who are less concerned.

- Beef remains the most popular protein, and frying is still the favorite way to prepare all meat/protein sources, regardless of fat/cholesterol awareness.

- Homemakers who are strongly concerned about sodium actually consume 15% more soup than those who are less concerned.

- Since 1985, consumers see cholesterol and fat as major health concerns, while additives and salt doubts have stayed about the same. Preservatives and caffeine have shown no change, while apprehension about sugar has actually lessened by 20% since 1985.

Overall, in a given two-week period, some 28% of adult females are on a diet, while 21% of adult males and only 3% of children follow this course.

DiETING for Americans has pretty much stabilized since 1985. DiETING does increase with age, however. Older females (65+ years) diet the most, with 41% participating, while only 17% of women aged 18-34 watch their food intake.

Executives rate top five marketers

IBM, Procter & Gamble, Coca-Cola, Ford, and Sony were named by chief executive officers as the top five marketers in the world, according to a study released by United Research, a New Jersey- and London-based management consulting firm.

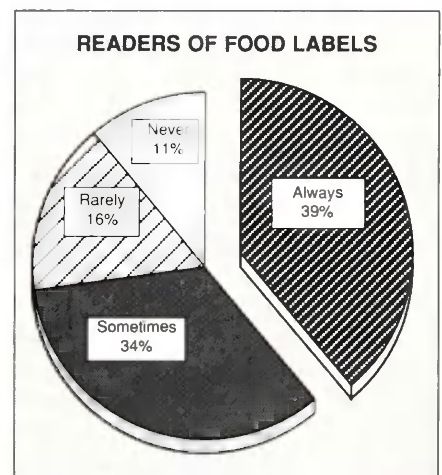
The study, which polled the readers of *Chief Executive* magazine, evaluated CEO perceptions about time-based man-

agement, particularly those related to a company's success at being first to market with new products.

When asked to name the companies that they perceived as the top three marketers in the world, 50 percent of the 311 CEOs who responded named IBM, 20 percent named Procter & Gamble, 18 percent named Coca-Cola, 14 percent named Ford, and 12 percent named Sony.

Many shoppers read food product labels

A recent TeleNation survey, conducted by Market Facts Inc., found that Americans are steady, if not voracious, readers



of food product labels. Using a ten-point scale, where ten was "always" and one was "never," respondents were asked, "How frequently do you read the list of ingredients on food product labels?" Thirty-nine percent said they "always" read the label, 34% said "sometimes," 16% said they "rarely" read the label, and 11% said they never did so.

Omnibus studies are a popular research method

by Stephanie Jeffers

Editor's note: Stephanie Jeffers is an account manager at the ICR Survey Research Group.

In these days of last minute information needs, those involved in the research process should be aware of the various research sources available to them. One of the most popular and cost effective is the omnibus study. For those not familiar with omnibus research, it can best be described as a cross between a syndicated study and a custom study. It offers the advantages of syndicated research in that multiple clients share the cost, however, it also allows participating clients to insert the questions of their choice, similar to a custom study. In addition to the questions inserted by clients, most omnibus studies contain a set of standard demographic questions. All of the custom questions, as well as the corresponding data, is strictly proprietary.

There are many types of omnibus studies available, differing by data collection mode, type of respondents, and frequency. For example, there are omnibuses which are conducted by mail, telephone, and in-person; some sample consumers while others interview business people. They can be fielded as frequently as twice a week or as infrequently as once every six months. Probably the best known and most popular are the consumer telephone omnibus studies. Many researchers think of a telephone omnibus study as a method to get answers to a few questions quickly. While omnibus studies are used frequently for this purpose they have proven to be a very accurate and efficient--both time and cost-wise--means of conducting more involved types of studies such as: tracking studies, price elasticity studies, awareness, trial and usage studies, databasing studies, low incidence studies, product placement studies, and public opinion studies.

Telephone omnibus studies also provide the client with a great deal of flexibility. Clients can choose to interview the total sample or any segment thereof.

For example, clients can limit their sampling to targeted groups such as: males, females, 18 to 35 year olds, residents of the Northeast corridor and so forth. Whatever the case, clients will almost certainly save time and money. The turn-around time for most telephone omnibus studies is only one week from the start of the field work to full tabulation. While the deadline for question insertion varies by omnibus, required lead time is usually one day or less prior to the start of the field period. And because multiple clients are sharing the costs, the price will usually be much lower than that of a custom study.

At ICR Survey Research Group, we have been offering a telephone omnibus since 1986. The omnibus, called EX-

CEL, consists of 1,000 interviews split equally between males and females and is conducted twice weekly. Because ICR uses CRT's to prompt the questions series, questions can be supplied as late as the day interviewing is scheduled to begin. Clients use the service for a wide variety of purposes. Among them are:

Tracking

A management consulting firm specializing in the entertainment and communications industries, has been using the service since March, 1987 to track VCR penetration, video tape rental and sales activity. Approximately 1,500 interviews are conducted each week with VCR households. Using the data, the firm develops comprehensive monthly

continued on p. 37

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NAMES OF NOTE



John Battista has joined Norwalk, CT-based *AB Research Associates, Inc.* as a project director. Previously he was with General Foods Corp.



Battista

Thies

With the merger of *Marketeam Associates* and *Thies Research Services*, **Victoria Thies** joins *Marketeam* as director of field operations.

Jonathan K. Harding has been named marketing vice president for the Cincinnati office of *NFO Research, Inc.*



Harding

The Roper Organization announces three promotions: **Edward Keller** to executive vice president, **Thomas A.W. Miller** to senior vice president, and **Kim Knepper** to vice president.

Dr. David Jacobson has been named senior vice president of *Research & Forecasts, Inc.* Previously he was with National Decision Systems. In addition, **Edward Dowgiallo** has joined the firm as group project director. Previously he was director of research at Porter/Novelli public relations.

Kevin Hill has joined *Dailey & Associates Advertising*, Los Angeles, in the newly created position of project manager of market research. Previously he was senior research analyst with Los Angeles-based Davis, Ball & Colomatto Advertising.

The board of directors of *R.L. Polk & Co.* elected **Stephen R. Polk** president.

Don Hester has been promoted to mall manager at *Precision Field Services*. In addition, **Kelly Shokunhi** and **Sara Fremega** have joined the firm as mall managers.

Princeton, NJ-based *Opinion Research*

Corp. has announced several appointments to its senior staff. **Dr. Elizabeth A. Russ** has been named senior consultant, pharmaceutical/healthcare practice. Previously she was with Bristol-Meyers Squibb. **Dr. John C. Pollock** was named senior consultant, corporate reputations practice. **Laurence N. Gold** has been named director, Midwest region. He will be headquartered in Chicago. **Donald L. Marshall** was appointed as consultant, pharmaceutical/healthcare practice. **Anne S. Marsden** has been named senior statistician, advanced statistics practice. **Jeffrey T. Resnick** has been appointed vice president and director, international financial services practice.

Shaiy E. Knowles has joined *RIVA Market Research, Inc.*, Bethesda, MD, as vice president of operations.

John B. Brodsky has been appointed vice president of the Marketing Models Division of the *NPD Group, Inc.* Previously he was with the N.W. Ayer Marketing Planning Group.

Ned Anschuetz has been elected senior vice president of *DDB Needham Worldwide*. He is an associate director of the Strategic Planning and Research department in the Chicago office.

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Books provide demographic information by ZIP code, county

CACI Marketing Systems has released two new demographic sourcebooks: The Sourcebook of ZIP Code Demographics (seventh edition), and The Sourcebook of County Demographics (fifth edition).

Encompassing the entire U.S., the ZIP Code Sourcebook provides demographic and market potential information for more than 34,000 ZIP Codes. Over 80 different characteristics are examined: 1990 and 1995 estimates for key demographic variables, market potential indices for major consumer goods and services; 1980 census information, business information statistics by ZIP Code and more.

The County Sourcebook covers all 3,100 counties in the U.S. and details age, population, housing, income, race, education, employment and market potential indices for each, featuring 1990 and 1995 estimates and 1980 census information. Comparison data for MSAs, DMAs, ADIs, and states are also included, along with county maps for each state.

For more information, contact Eric Cohen at 800-292-CACI.

New copytesting system

Decision Analyst, Inc., Arlington, TX, has added a diagnostic advertising pre-testing system to its line of marketing research services. The system, called CopyTest, is designed to help companies understand and predict the effectiveness of their advertising before it is aired.

CopyTest evaluates television commercials, animatics or photomatics, storyboards, radio commercials, and print and outdoor advertisements. The system measures comprehension and recall, determines what messages are being communicated (unaided and aided) and measures commercials on 10 advertising evaluation factors that include attention, stimulation, and clarity and credibility. Through the system, advertising effectiveness is measured with: composite persuasion—a model-weighted pre-post shift in planned brand purchase; a derived purchase motivation factor; and a derived brand reinforcement factor.

CopyTest is executed in consumer homes using a telephone/mail methodology, or through a recruit-to-central location interview. Results are interpreted by comparison to normative scores from a

database of more than 1000 advertising pretests.

PINMAP update available

Hawthorne Software Co. Inc. announces an update to their mapping product PINMAP. PINMAP displays any geographic data on a push-pin style map of the U.S., which emphasizes the data and helps reveal patterns in the data. The new Version 1.1 includes up-to-date 1990 ZIP codes, and allows the user to change the shape of the map pins to triangles, circles, or rectangles and expands the number of pin colors from three to six.

Pins of very high or very low values can be emphasized or eliminated to aid in the visual analysis of the data. Where are the highest sales? Which shipments are

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the most expensive? Where is the lowest market penetration?

PINMAP's AREAS module allows the user to define and name up to 300 custom areas. Areas are created by adding together whole states, 3-digit ZIPs, and 5-digit ZIP Codes while watching the area being created on a map. Areas may be added together to form regions. While mapping data at any of the six resolutions, the SHOW function can be used to view any area and its summary statistics. Map images can be saved for slide shows or transparencies, printed on a black and white or color printer, or maps can be produced on a plotter. PINMAP files can be imported into WordPerfect for reports.

Requirements: IBM AT or PS/2 and compatibles running EGA and VGA color graphics boards, a hard disk with at least 5 MB of free memory, and a mouse. For more information, phone 201-304-0014.

FIND/SVP offers consulting for hi-tech industry

The Strategic Research Division of FIND/SVP has formed a new Telecom-

munications Group specializing in marketing consulting for high-technology manufacturing and services businesses. The group will assist in business strategy formulation, new venture development, acquisition screening, market needs assessment, new product idea generation, concept formulation and market analysis. The group will utilize in-depth primary and secondary research as well as advanced analytical techniques. For more information, contact Bruce Simmon at 212-645-4500.

Study examines supermarket customer buying habits

A new study points the way for matching the types of customers who shop in a particular supermarket to the types of products they like to buy there. In a story in the March issue of *Supermarket Business*, "Targeting Your Trading Area," marketing and retailing decision makers are shown a new method for projecting performance of individual product categories based on the geodemographic

characteristics that define an individual supermarket's trading area.

The study is based on the combine resources of two databases. It links the consumer database of Mediamark Research, Inc., which projects product usage data, with that of ClusterPLUS, a geodemographic targeting system offered by Donnelley Marketing Information Services.

Any given supermarket draws its customer base from the trading area that surrounds it. People living within such an area tend to share similar geodemographic characteristics, such as income level, age, type of household and lifestyle. At the same time, influenced by these similarities, they also share similar patterns of buying behavior for various product categories. Therefore, based on the identification of the geodemographics of an area, it is possible to predict consumption levels (versus the national average) on a category-by-category basis.

The report identifies 10 major geodemographic groups and details their relative usage of over 300 product categories sold in supermarkets. By identifying which of the 10 groups best describes the trading area of an individual store, its management can then assess the sales potential (above or below average) of every product category. This can aid in making decisions on allocation of shelf space, participation in promotions, in-store display, etc.

Here are some examples of how the system works:

- Almost every Baked Goods category (including bread, cookies, crackers, snack cakes) shows wide swings in consumption across the 10 groups. Overall, however, stores operating in locations whose trading area is populated by the younger, higher income types should show the best overall reception for Baked Goods."

- The weakest market for the Breakfast category (including breakfast cereals, jams & jellies, pancake/waffle mix, toaster products) is the upper income, well-educated urban professionals. With relatively few children and a residence in the central city, they show below average usage of all breakfast categories, including convenience products such as toaster products."

- Blue-collar families with an above-average incidence of children in the household show the highest rate of usage for powdered fruit/soft drinks."

For more information, contact Jerry Ohlsten at 212-599-0444.

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New graphical data analysis program for PCs

ECHO Data has released DataVision, a graphical data analysis package for IBM compatible PCs that uses three-dimensional graphics to display multi-dimensional data. DataVision accepts summary level matrix data, similar to data commonly used in spreadsheet software.

DataVision displays the data in a MultiGraf, a graphical display of the data using multi-dimensional imagery. The data is represented in terms of entities and attributes. The entities are data points represented in the MultiGraf as dots or small spheres. Attributes are characteristics of the entities and are represented by axis lines. These lines pass through the MultiGraf and are positioned according to their correlation to the other attributes.

As an example, DataVision could be used to see which of an automaker's new car models is the best buy in terms of price, safety features, customer satisfaction, miles per gallon, and horsepower. The new car models would be entities while the criteria (price, safety, etc.) would be attributes.

For more information, contact Terry Dickson at 801-226-7800.

Firms will joint-market Compass and PRIZM

The Arbitron Co. and Claritas Corp. announce a joint marketing agreement to sell the latter's Compass system, a PC-driven desktop database marketing system that will be used as a platform for the delivery of the PRIZM encoded ratings data.

The agreement allows Arbitron to offer Compass to advertising agencies, advertisers, television and radio stations, broadcast rep companies, and cable systems. Compass combines demographic, cartographic, primary client data, and syndicated third-party data to enable marketers to produce reports, analyses, and full-color maps of any market area or ADI in the United States.

The agreement also provides for Arbitron's marketing of PRIZM coded Arbitron data. PRIZM is Claritas Corp.'s lifestyle segmentation system that defines each neighborhood in the U.S. in terms of 40 distinct "clusters." Using PRIZM

coded Arbitron data, clients will be able to analyze viewers or listeners by lifestyle cluster.

Together, the two companies will also produce a variety of reports and publications that include PRIZM segmentation information and demographics. This information will be available in Arbitron's on-line systems and PC products.

Research firms join video focus group network

In a joint announcement, Heakin Research, Inc., Quality Controlled Services, and Quick Test Opinion Centers, stated they will provide the initial 15 sites for a nationwide network of focus groups facilities installed with FocusVision Network equipment for live video transmission of in-progress focus groups direct to client offices. Commencing in October 1990, the new service will allow clients to view and interact with their live, geographically dispersed focus group sessions through in-office FocusVision reception consoles.

For more information, contact John Houlihan at 714-721-6616.

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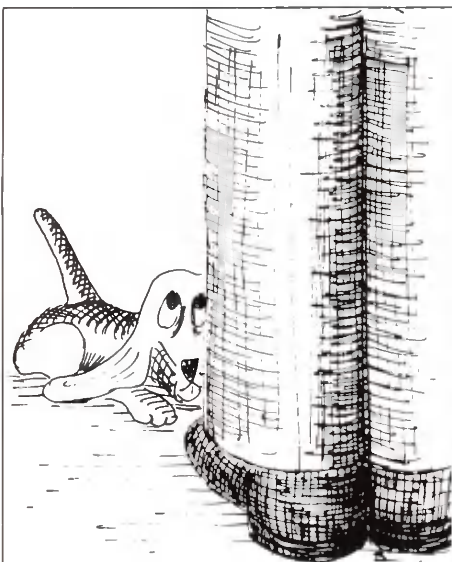
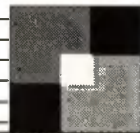
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Cincinnati Bell Inc. has acquired **ADI Research Inc.** ADI is a privately held corporation headquartered in Cincinnati. It will operate as a division of **MATRIX Marketing**, Cincinnati Bell Inc.'s telemarketing and related marketing services subsidiary. ADI founder and president Michael Dean will continue to lead the company. Senior vice presidents John Fox and Sally Moore will also retain their positions.

The New York-based qualitative research firm **Murray Hill Center** has opened a new facility in the Los Angeles area at 2951 28th St., Suite 3070, Santa Monica, CA. For more information, contact Sue Mender at 213-392-7337.

St. Louis-based **Marketeam Associates** and **Thies Research Services (TRS)** have merged. Victoria Thies, former principal of TRS, joins Marketeam as director of field operations.

MarketForce, a Southampton, PA-based marketing and communications firm, has added a new service, **MarketSearch**, to offer practical research programs tailored to client needs. For more information, contact Donna Walker or Jeremy Smith at 215-953-1810.

Martin Research, Inc., Roanoke, VA, has opened the Capitol Focus Group Centre at 8100 Three Chopt Rd., Richmond, VA, 23229. Phone 804-285-3165.

Applied Behavioral Dynamics has moved to new offices at 55 Nottingham Way, Freehold, NJ 07728. Phone 201-780-7999.

As of July 1, **Bryan Research, Inc.** will have a new address: 820 South Main St., Suite 207, St. Charles, MO 63301.

Smith Davis Communication Research has opened a new focus group facility in the Times Square Professional Park, Suite 203, New Paltz, NY, 12561. The facility is 90 minutes from New York City and minutes away from Stewart International Airport. Contact Donna Wyatt or Sheryl Cullin at 914-883-7241 for more information.

The Milwaukee-based research firm **Zigman, Joseph, Stephenson** has opened a new focus group facility in downtown Milwaukee in the Faison Building, 100 East Wisconsin Ave. For more information contact George Shiras at 414-273-4680.

MarketPotential, a marketing consulting firm, has opened offices at 47 Timberwick Dr., Flemington, NJ 08822. Contact Frederic Rhoads at 201-788-7929 for more information.

WMS Marketing Services, a firm specializing in domestic and international agricultural marketing research, has opened offices at 750 Kappock St., Suite 606, Riverdale, NY 10463. Contact Eugene Westling at 212-601-4949 for more information.



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Don't overlook panel research

by H. Catherine Bueter

Editor's note: H. Catherine Bueter is currently employed by Hewlett-Packard, where she has held the positions of product manager and marketing programs manager for the firm's San Diego Color Imaging Division.

Recently, when *Quirk's Marketing Research Review* surveyed its readers on their usage of various research methods, almost two thirds (68.9%) of the respondents said they had used focus groups in the past year, while slightly less than one-fifth (17.9%) said they had used panels. I feel that panels are an extremely effective market research tool, and the survey confirmed my belief that panels are under-utilized by the marketing research community.

A panel can be an effective alternative to focus groups, which I feel are relied on too heavily and sometimes used inappropriately. Here's some key data on how panels work, in case you aren't familiar with this research method.

What is a panel?

A panel is a group of people who represent a target market and are recruited and pre-qualified to participate in market research studies on an on-going basis.

How do panels work?

Panel members are recruited (either by mail or, more typically, by phone) and are asked to participate. They are told that they will be called upon several times for their input about a given product category. Most panel members agree to participate because they believe they are

helping improve the quality of products offered by the manufacturers. As an added incentive, it is common for panel members to receive a gift for their participation. Membership is also anonymous; members do not know each other.

One of the key ingredients for the success of a panel is its on-going maintenance. It is essential for the members of the panel to be balanced demographically and according to other key variables (like region, sex, psychographics, etc.). This is to ensure that the panel is representative of the population under investigation. It is the research company's job to ensure that the integrity of the sample is maintained.

What do panels offer the researcher?

Panels basically offer a pre-qualified audience that is matched to the demographics of the target audience. Since they are in a sense "ready for action" at any given time, they offer you the following advantages:

• Quicker survey results

One of the most time-consuming aspects of research is the process of deciding who you want to interview, developing the screening questionnaire, and choosing the sample. With a panel, you have already made these decisions and pre-selected your respondents.

• Higher respondent participation rates

Panel members are more likely to respond to the research instrument they are given because they have a sense of obligation. This is accomplished at the very beginning when they are recruited. They feel they are making a contribution, and

therefore, when they are called upon to provide input, they are likely to respond.

• Opinions that are projectable to your target market

By definition, the panel members are representative of the population you are trying to influence. Again, this is a key part of building a panel. It is essential that the panel be broad enough to encompass the range of people in your target audience. It is usually worthwhile to get consensus from all interested parties in your organization on this part of the process. Otherwise, you end up adding people at a later date, which can be costly and time-consuming.

• Efficiency

Efficiency is increased because your panel members have been carefully screened and qualified, and are ready to respond at any given time. This will significantly increase your actual number of "qualified" respondents. In other words, you go after fewer respondents, which results in a higher percentage of completed interviews.

• The ability to track behavior over time

With a panel, you can track the behavior of the same individuals over time. This is especially useful for determining patterns of consumption, buying, and general product usage. Having access to the same group of people over a prolonged period of time is an excellent way to evaluate the effectiveness of certain stimuli (i.e., advertising) on an individual's behavior.

• Potential cost savings (set up costs)

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are spread over several surveys)

The costs for finding the people to interview often are a significant portion of the research budget. These costs are diluted with panels because of the initial investment in their set-up. Because you only really design the sample once, you do not have to repeat these costs every time you do a survey.

Why aren't panels used more often?

There may be the belief that panels are extremely costly and therefore difficult to justify. Well, it is true that there are significant costs involved in setting up and maintaining a panel. However, it's important to look beyond the sheer dollars involved and analyze panels from a cost/benefit point of view.

A panel should be seen as a long-term solution, not as another singular research project. Look back over the past year and analyze the types of research projects you've done. For example, tally up all the dollars you've spent in the past year on other research methods and ask yourself, "Is this too much, and were there times when some other methodology would have been more appropriate?"

One way to examine this is to compare

the kinds of marketing issues that are typically explored in focus groups and panels. Focus groups are helpful for investigating issues that benefit from the group synergy that the format offers. These include:

- new product concept development
- understanding customer language
- generating hypotheses about customer behavior

Quantitative studies (which include panels as a subset) are most appropriate for providing answers to specific questions such as:

- Should we introduce product X? What is the level of purchase interest? What is the optimal positioning? How much should the product cost?
- Which positioning (A,B, or C) is best for our product or product line?
- Who is the target audience for our product?
- What benefit should we promote in our advertising?

All of these are specific marketing questions that need definite, precise answers. And yet, at times, a research tool is used that only allows you to explore, not confirm, the findings. Why? The answer

is not that complex when you compare focus groups to quantitative research methods.

	No. of People	Avg. Cost	Prep Time	Time to Results	Client Involvement
Methodology: 1 focus group	10-12	\$5-6k	2 Wks	2 Wks	Intrusive
Quant. Survey	100+	\$15k+	2 Wks	4-6 Wks	Passive

At first glance, the advantages of focus groups over quantitative methods are time and money. But after being on both sides of the marketing research fence (I spent several years conducting primary research before shifting to the user community as a product manager) I believe that the real reason for the predominant use of focus groups is their "intrusive" nature. By intrusive I mean that the product manager physically sees her/his customers, hears their reactions to the products and is able to develop a sense of how they feel about the products.

From my experience, I have noticed that product managers are much more comfortable when they receive information first hand, straight from the respon-

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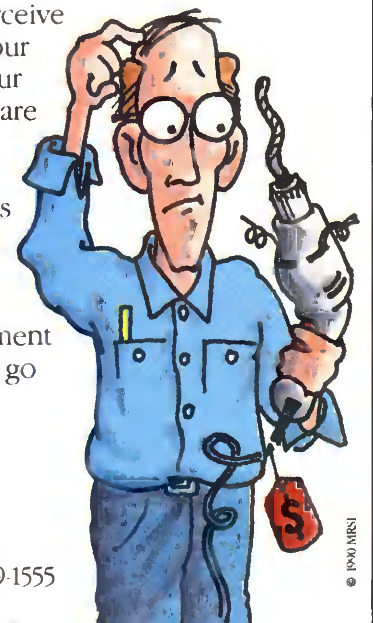
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dent's mouth. And we all know that people remember more when they not only hear information but are also exposed to visual reinforcement of the data—which is just what happens in a focus group.

So your product manager loves focus groups because they provide valuable feedback. But how do you convince him that there are times when other, less intrusive forms of research are better-suited to obtaining the kind of information he needs?

One suggestion is to provide examples of how using an inappropriate research tool can lead to the wrong decision. The "cost" of bad decisions ultimately will more than offset the cost and time savings that a research method might seem to offer.

But let's look at the problem you will face if you push for a quantitative survey. Let's say a product manager chooses to do a quantitative survey to answer some questions about what features printer users want in a new color printer. As his researcher, you meet with him and develop the specific questions to be asked. The two of you then review the sample specs and the questionnaire with the research agency.

After the survey is approved, the questionnaire is mailed out and about 4-6 weeks later, a huge 3-inch, 3-ring binder arrives with more number than the product manager could ever possibly use! (I have even seen it happen that the product manager is on a different product by the time the research is finished!)

So now you have all this data and you get questions like, "But how do they feel about being able to add color to their typed memos?" You reply with, "43.4% said on a 1-5 scale, with a 1 being 'not at all important' and a 5 being 'extremely important,' that the importance of being able to add color to memos was a 4.8." You then hear, "Well, how many colors would they want?" You respond, "We didn't ask that question." Frustrated, your product manager leaves with unanswered questions and decisions that still need to be made about the new color printer.

However, if you maintained a panel study in which printer users were asked their perceptions of the new color printers, you could then turn to the product manager and suggest that you simply add that question to the next survey. You've accomplished several things here. You've enhanced your credibility in the mind of

the product manager and secondly, you've established that you can find solutions to any question that she/he might have.

"Wow, this sounds great," you may be saying to yourself, "but what's the catch?" There is one major consideration with respect to setting up a panel: initial set-up and on-going maintenance costs. However, once again refer back to your past year research studies and ask yourself if some of the money in your research budget might be more efficiently used elsewhere.

Another potential problem is respondent overuse, which creates a "professional respondent" bias. But there is a cure for this—simply establish a maximum number of research projects per year in which a given person can participate. This will eliminate the potential of any one person becoming an expert in a given area.

It is important to keep in mind that you are offering a contribution to improve decision-making in your company. It is a challenge, but isn't that what research is ultimately all about? Given this, it seems worth some time and effort to investigate ways to provide the proper methodology to answer marketing questions. Because we all know that some data really isn't better than no data at all. □

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Fax 201/464-8767
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COMPPARE/Comparison of Media Product Purchase and Reach Evaluation(s)

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Contact: Gene Pokorny
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Cambridge Report Program(s)
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Monitor(o)
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Chemark Consulting
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Cincinnati, OH 45242
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Fax 513/891-2196
Contact: Roger Lohman
Chemical Industry Studies(s)

Children's Market Research, Inc.
1385 York Ave.
New York, NY 10021
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Fax 212/879-8495
Contact: Dr. Selina S. Gruber
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pared Foods(s)
Children's Market Report: Snack Foods(s)

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Contact: Stuart Himmelfarb
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Contact: David L. Dittman
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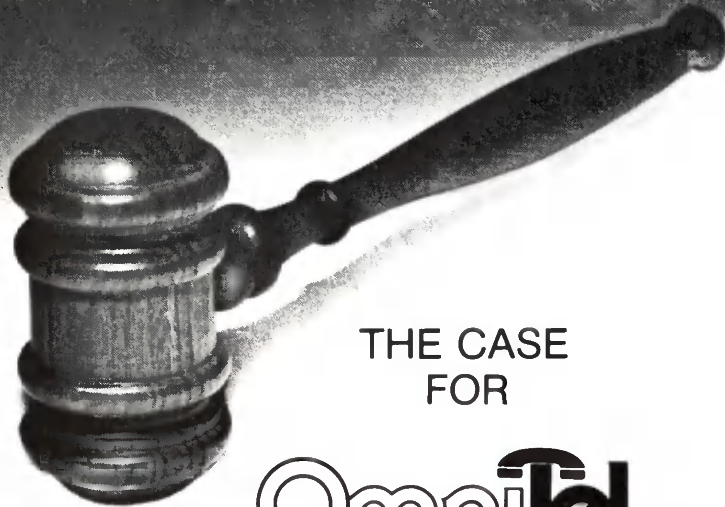
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820 N. Orleans St.
Chicago, IL 60610
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Fax 312/266-1742
Contact: Bob Kaden
Beyond Perestroika(s)

Graham Research Service, Inc.
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Contact: Mahesh Naithani
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San Antonio, TX 78229
Ph. 512/736-2000
Fax 512/736-2004
Contact: Naghi Namakforoosh
Hispanic Annual House-To-House Survey-Impact(o)
Hispanic Semi-Annual House-To-House Survey(s)

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Port Washington, NY 11050-0402
Ph. 516/625-0700
Fax 516/625-2222
Contact: Lynne Armstrong
Insta-View(o)

Hospital Research Associates
383 Route 46W
Fairfield, NJ 07004
Ph. 201/575-3650
Contact: Norman Goldberg
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Santa Clara, CA 95054

Ph. 408/980-4300
Contact: Skip Bushee
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Fax 713/522-5727
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Toledo, OH 43615
Ph. 419/841-2831
Contact: Kathy Keim, Rsch Mgr.
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Omnibus

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and quarterly reports, called VideoFlash, which review the home video market. Performance and activity trends are analyzed by individual titles, in addition to various other classifications such as genre (action, comedy, drama, etc.), price, MPAA rating, and manufacturer. Major film studios who subscribe to VideoFlash gain insight into this relatively young marketplace and, as a result, can make more informed decisions when developing marketing strategies for upcoming releases.

Price elasticity

A manufacturer of high-tech consumer products uses EXCEL to determine the potential size of the market for new products and then to assess the demand for the product at various price levels.

Concept testing

A major fast food chain utilizes EXCEL on a regular basis to "fine tune" promotion ideas. A detailed description is read to consumers whose reactions to the description are then probed. This feedback tells whether the promotion is worthwhile or what changes are required to make the promotion more successful. The time-sensitive nature of the promotion requires the fast turn-around provided by

the omnibus.

Databasing

Although the Census Bureau was conducting the national census this year, a national religious federation felt the need for a more in-depth analysis among members of its faith. This federation's research plan called for a lengthy survey to be conducted among a nationally representative sample of individuals (2,500 interviews). However, since the national incidence for this group was very low, the screening cost associated with locating these people through a custom methodology would have been exorbitant. Instead, the federation used EXCEL for the sole purpose of locating qualified individuals. Once identified, the information for these people was stored in a database. The database, in turn, was used at a later date as the sampling frame for the custom research effort.

New business pitches

A major West Coast advertising agency recently employed EXCEL when pitching a new account. It provided information which was not available from secondary sources. This allowed the agency to strengthen its proposed advertising/marketing plan, thereby giving it a leg up on the competition.

Public opinion polling

ABC News and the *Washington Post* have found EXCEL useful in assessing public opinion on various topical issues such as the drug problem, and the Pete Rose scandal, compliance with the National Census, and so on.

Although the uses of an omnibus study might seem endless, there are some situations when it is not the best technique. As ICR limits the overall length of EXCEL, it cannot accommodate extremely long inserts. Also, while we frequently have questionnaires with open-ended questions, a study with many "open-ends" cannot be handled as efficiently. Finally, if the population to be sampled has a very low incidence (e.g., 0.5%) a custom methodology would most likely locate an adequate sample size faster.

The choice between custom and omnibus research sometimes comes down to tradeoffs involving cost and time. Very short inserts offer savings in these areas, while longer inserts provide time savings but at slightly higher costs. Conversely, low incidence populations can be sampled at low cost, but usually with extended field periods. At any rate, it is always wise to request quotes for both custom and omnibus research methodologies and let management help evaluate the pros and cons. □

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administered questionnaire worked well because 1) the respondent was told exactly how to fill it out; 2) the study was short; 3) the questionnaire was kept simple; 4) receipt of the incentive hinged upon the respondent returning the questionnaire in person; and 5) the interviewer edited the questionnaire before giving the respondent the incentive, to ensure that the questionnaire was correctly and completely filled out.

Questionnaire construction

As with the design of any other questionnaire, the key point is to keep it simple! The length of the questionnaire itself is not the most important factor as long as, 1) the questionnaire is laid out in an easy-to-follow format; 2) the directions are clear and easy to follow; and 3) the questions are easy to understand and require little effort on the respondent's part to complete.

The language

The translation stage required several

rounds of discussion and revisions before we were satisfied with the questionnaire. Even so, it proved not to be perfect.

We found that translating the questionnaire from English to Spanish was very tricky. It was imperative that the two versions be equivalent; nuances of the words used in one language had to carry over to the other language. For instance, one of the descriptive terms used in the English version of the questionnaire was "sexy," which was best translated as "sensual" in Spanish, since this has a different meaning than "sensual" in English. Despite our best efforts, the occasional gaffe slipped through. In our pilot study, we had translated eau de toilette as "aqua de tocador" for a product usage query in the screening questionnaire. The usage response to "aqua de tocador" was suspiciously low. We were chagrined to learn that "aqua de tocador" literally means "water from the bowl"! This episode taught us that foreign words or phrases that are universal in all languages should not be translated. Other words, such as "hello" or "bye-bye" are universally understood by people, regardless of their ethnic background, and

also may not require translation.

We would recommend that colloquial, rather than formal Spanish be used. However, it is important not to use colloquial expressions that are specific to a sub-group of the Hispanic population. For example, a phrase used by Puerto Ricans may be incomprehensible or misunderstood by a Hispanic of Mexican origin. Keep in mind that some words in the English language may not exist in Spanish, or vice versa.

The scales

Again, simplicity is the key! The Hispanic respondents with which we tested had limited education and had difficulty with the concept of gradation. For example, we found that they either liked or disliked something; it was difficult for them to quantify the degree of their liking or disliking.

We have also found this to be true in our research with female respondents in our Mexico subsidiary. Our questionnaires for this type of study, when conducted with our customary population, usually contain a seven-point hedonic scale. Early on in our work with our

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Mexican counterparts, upon their return of the completed questionnaires in Spanish, we found that they had collapsed our seven point scale to three points—"like," "neither like nor dislike," and "dislike." Their concern was that their testing population would not be comfortable with a seven-point scale. A flurry of telexes later, we had convinced them of the need for the expanded scale.

Whether word scales or pictorial scales are used, the interviewer must explain the use of the scale to the respondent and ensure that she understands it. As an extension of this, we noted that Hispanic respondents, as a group, tend to rate higher or use the upper end of the scale more readily. We speculate that this could be due to their desire not to offend the interviewer. It could also reflect that the product category we were testing is designed to provide a pleasurable experience; thus, we got "good," "gooder," and "goodest"! This tendency must be taken into consideration during data analysis and interpretation.

Incentives

Large cash incentives are sometimes

used in an effort to bolster returns. We've found that over-compensation has its repercussions. It sets a precedent that, given the vagaries of research budget funding, may be difficult to meet the next time around.

Cash may be generally preferred. However, in this particular case, we discovered a way to get around using cash as the incentive. We gave an assortment of beauty products manufactured by a leading beauty company, and worth more than \$50. This approach had several advantages. Since the products were manufactured by our company, we "bought" them at cost, which substantially lowered our out-of-pocket expenses. Further, the perceived value of the incentive was greater than the monetary equivalent. Combine that with the fact that our company was receiving free advertising and sampling of major products, and you have an incentive strategy that can't be beat. Since the respondents did not know the identity of the manufacturer until after completed questionnaires were returned, the incentives did not present a study bias, nor did they breach the security of this research guidance study.

Summary

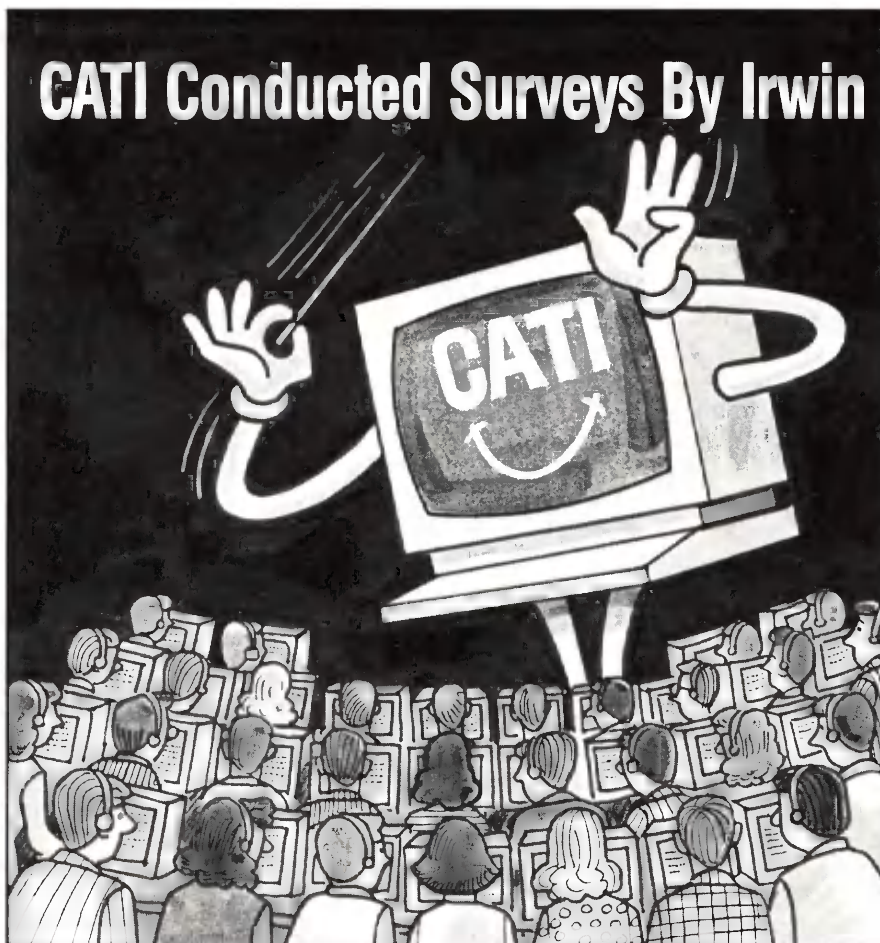
Our experience has led us to several conclusions regarding what it takes to conduct successful research among Hispanics.

The Hispanic population represents a multitude of segments. Each differs in its cultural and historic background, as well as in its attitudes and beliefs. It should not be regarded as homogeneous, and segmenting it should not be oversimplified.

The largest requirement for conducting research among this population will be your investment of time. Never underestimate it. It will directly affect the quality of your questionnaire and the clarity of your questions.

Be aware of cultural implications, as well as the implications of the Spanish language. Both will help you in understanding the complexity of this population. Successful execution of your study requires that you accommodate to the habits and practices of the Hispanic people.

Lastly, we highly recommend that you run a pilot study, to refine the test procedure and questionnaire, before initiating the full-scale study. □



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the most successful advertising vehicle. Fifty-four percent of the respondents said they were aware of United Way TV advertising in Wave I, and 67% said they were aware in Wave II. By contrast, in Wave II, 17% of those who were aware of United Way advertising said they heard the advertising on the radio, compared with 15% in Wave I. Unaided recall of United Way advertising increased from 25% in Wave I to 43% in Wave II.

Respondents were also asked about their general awareness of several charities. Total awareness was high for all charities, and the United Way was highest in top-of-mind awareness and in total unaided awareness.

About one in three said they were encouraged by their employers to contribute to charitable organizations; United Way was the organization supported most heavily in this manner. The research found that a company's size had a strong influence on the level of giving within the company. Employer-encouraged contributions were much more widespread in firms with 35 or more employees than those with less than 35 employees.

A success

Based on the awareness findings alone, the campaign—and the decision to use paid time—was considered a success.

"I think that you can only expect television or radio to do so much for you, so just the level of awareness alone was very significant," Boyle says. "We were very pleased by it. The fact that people could actually recall some of its elements showed that it was something that caught their attention. That's important because you have to get their attention before you can get people to receive even a brief message.

"The other thing that you see in the follow-up research is that we did some agreement scales on how people felt about United Way and what their contributions were doing and you saw some movement from neutral to positive for those attributes."

An unexpected dividend of the decision to buy advertising time was an in-

crease in public service time provided by the stations. Carlson says that initially there were fears that buying time might adversely affect the amount of public service time available to United Way. But the Haworth Group, United Way's volunteer media buyer for the campaign, in most cases secured matched donations of spots for each prime time spot purchased.

"(The Haworth Group) was very upfront about the fact that our dollars were limited and they asked if the stations could match the air time in prime time with the donated spots and they were able to get about a one-for-one match in most cases. We had approximately \$400,000 in donated time, which was much better public service time than we'd ever had before, so instead of reducing our public service time, it actually enhanced it," Carlson says.

Rc-run spots

Based on the success of the "Trouble" campaign, United Way will re-run the spots this fall. Another round of pre- and post-tests will also be conducted.

"Our entry into the world of paid advertising was approved as a two-year pilot," Boyle says, "so the research will help us determine what our advertising expenditure levels should be after the pilot's over. It also lets us look at the effectiveness of the advertising and figure out if there are things we need to change in it. Right now we're using the research results to develop some copy points for future messages.

"This (project) really established a baseline to measure future advertising by. We're very interested to see what the testing we do for this fall's advertising will indicate. We may be starting at lower levels than we finished at last year because of the fall-off effect. In the future, one of the issues we'll be looking at is, when you have a high degree of awareness, how do you structure your research to show differences as the awareness levels climb and the growth is smaller?"

Overall, Carlson says, the research backed up the previous finding that the United Way's biggest challenge is just asking people to give. "Our research has shown over and over that the main reason people don't give is that nobody asks them, and this project just reinforced that. There aren't any major problems with United Way, we just have to do a better job of getting out and asking people." □

Listing Additions

Please add the following facilities to the 1989 Directory of Focus Group Facilities:

T & K Research Center
245 Peachtree Center Ave.
Marquis One, Suite 308
Atlanta, GA 30303
Ph. 404-578-9085
Fax 404-977-0833
1,2,3,4,6,7B

The Meeting Place
2118 1/2 Silver Lake Road
New Brighton, MN 55112
Ph. 612-631-2084 or
612-636-3003
1,2,3,6,7D

Olsen Marketing, Inc.
P.O. Box 11
Willmar, MN 56201
Ph. 612-231-1970
1,6,7B

Capitol Focus Group Centre
Div. of Martin Research, Inc.
8100 Three Chopt Rd.
Richmond, VA 23229
Ph. 804-285-3165
1,3,4,6,7B

Please add the following facilities to the 1990 Directory of Telephone Interviewing Facilities:

Southern Research Services, Inc.
1930 Bishop Lane, Suite 921
Louisville, KY 40218
Ph. 502-454-0771
Fax 502-458-5773
16-0-16-0
Contact: Sharron Hermanson

Minnesota Opinion Research, Inc.
7901 Xerxes Ave. S., Suite 300
Bloomington, MN 55431
Ph. 612-881-2380
Fax 612-881-6201
22-22-22-22
Contact: Kristin McGrath

Bryan Research, Inc.
820 South Main St., Suite 207
St. Charles, MO 63301
Ph. 314-946-8007
7-0-7-0
Contact: Susan Bryan

I/H/R Research Group--Las Vegas
4440 S. Maryland Pkwy, Suite 203
Las Vegas, NV 89119
Ph. 702-734-0757
55-25-55-55
Contact: Lynn Stalone

Smart Line Systems
Empire Tower, Suite 510
Buffalo, NY 14202
Ph. 716-842-2020
Fax 716-842-2003
30-30-30-0
Contact: Lynn M. Holbel

East Coast/West Coast
301 N. Chestnut
Lumberton, NC 28652

Trade Talk

continued from p .46

questions that get raised and there aren't any answers to them yet."

Safe chemicals

Public concern over pesticides and herbicides has also been demonstrated at lawn and garden centers across the country. *Organic Gardening* is sold in more than 1200 lawn and garden centers, and Daniels says that the retailers say they are receiving many requests from consumers for "safe" chemicals.

"It started last gardening season and it's been even more dramatic this year. People are coming in and saying, 'Tell me something I can use that's safe for my children and won't harm my pets.' They want to take care of their lawns and shrubs and gardens, but they want environmentally sound products.

"This and other stories we hear tell us that awareness is increasing steadily. There are companies that are trying to respond to consumer needs in this area—they're small companies, but because of the interest they're growing by leaps and bounds."

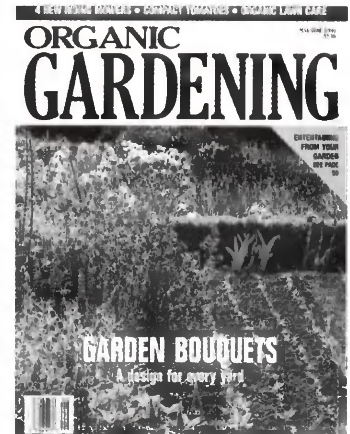
The poll found that 26% of the respondents who are active gardeners have started composting, another indication of spreading environmental concern. Municipalities around the U.S.

have begun requiring homeowners to recycle their yard waste, which, Daniels says, has sent consumers to their local hardware and garden stores loaded with questions.

"Yard waste accounts for 20-25% of what's in our landfills, and we knew it was just a matter of time before the municipalities started telling people they wouldn't handle it anymore. So now people want to know how to compost."

Overall, the results of the second Organic Index are further proof that a modest but significant change is occurring. It shows that people are backing up their concern with action.

"Some of the polls that have asked people about their concern for the environment haven't asked what they have done about it. That's why I found our results every encouraging and exciting. Even though they're not huge, they show that some people did change. And from my point of view that's the only way we're going to turn around the problems we have." □



Ph. 919-739-1157
30-0-30-0
Contact: Elsie Beaver

Due to a typographical error, information was omitted from the Equifax/Quick Test Opinion Centers listing on page 70 of the 1990 Directory of Telephone Interviewing Facilities. The corrected listing is:

Equifax/Quick Test Opinion Centers
816 Greenbriar Circle/Suite 208
Chesapeake, VA 23320
Ph. 804/523-2505
Fax 804/523-0463
16-0-16-16
Contact: Gerri Kennedy

The listing for Irwin Research Services, Inc. on page 48 of the 1990 Directory of Telephone Interviewing Facilities should read as follows to reflect the firm's move to a new location:

Irwin Research Services, Inc.
900 University Blvd., Suite 606
Jacksonville, FL 32211
Ph. 904/744-7000
Fax 904/744-2090
70-70-70-70
Contact: Scott Irwin

Sales Offices

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Evan Tweed has joined the sales staff of *Quirk's Marketing Research Review* as marketing associate. Working from our Minneapolis headquarters, he will assist current advertisers and new prospects in the development of their advertising programs.

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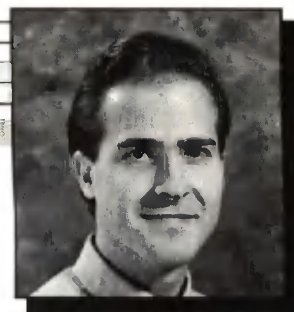
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by Joseph Rydholm
managing editor

Poll finds growing interest in organic gardening

As concern over the use of pesticides and herbicides on the food we eat has mounted, many Americans have started growing more of their own fruits and vegetables, according to a nationwide Louis Harris poll conducted for *Organic Gardening* magazine.

The second annual "Organic Index" poll, conducted in late 1989 for the popular (circ. 1 million) magazine, found that nearly 30% of the Americans who said they grew their own fruits, vegetables, and herbs said they were growing more of their own food as a result of reports on pesticides and other chemicals. Thirty percent of those surveyed said the reports had caused them to change their eating habits. Just over 28% said they had sought out organically grown produce grown with limited use of chemicals.

Stevie Daniels, executive editor of *Organic Gardening*, says that the idea for the poll came out of staff planning meetings. "It occurred to us that we had never really taken a measure of the general American population in terms of how many people recognize and understand the word 'organic,' she says.

"When we got the results of the first poll, we were tremendously excited to find out that almost half of the people said they had eaten organically grown food and another 84% said that if

they were given a choice, they would prefer to buy it. This told us that not only did they understand what organic was, they had a preference for that kind of food. The first poll was done before the Alar scare, so it was of tremendous significance that people were already concerned. They didn't have to be scared into it."

Wait and see

Consumer interest hasn't made organic items a fixture in local supermarkets, primarily because supermarkets have adopted a wait-and-see attitude, Daniels says.

"After the Alar controversy surfaced, many of the large supermarket chains responded by putting in some organic produce. But in the late winter and early spring of this year, many of those chains stopped providing it because the consumer response wasn't strong enough from the supermarkets' point of view, so they pulled their (organic) sections.

"No one really knows what that means. Is the conclusion that the mass supermarket is really not the place for organic produce? Is organic produce something that consumers should be buying at the grower's farm, at a farmer's market, or at a small supermarket that can give it the right handling? Those are the

continued on p. 45

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Project Manager, Ford

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President, Marketing Consulting Company

4. **Excellent** — Covered more information in more detail and certainly more immediately useful methodology than the two semesters of business research methodology that I had just completed in an MBA program. Exciting, energetic, knowledgeable and effective presentation.

Opportunity Analyst, Dow Chemical

5. **Fantastic!** Even though I have an M.S. in stats, I have never had such a clear picture of how to apply stat techniques before. Wonderful examples to explain the theories, ideas, philosophies — superb (speaker)! Helped to motivate me to expand my use of different techniques and explore more possibilities.

Market Research Analyst, Consumer Power Company

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Market Officer, Marine Midland Bank

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Project Manager, Procter & Gamble

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Market Planner, Corning Glass Works

10. **Covered exactly the kinds of issues** we face in advertising research, and more important, the material was made very understandable because of the context in which each tool was described. The speaker can't be beat.

V.P., Group Research Director, Leo Burnett Advertising

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Atlanta Jan. 8–10
Boston Jan. 29–31
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New York Mar. 26–28
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San Francisco April 30–May 2
Cincinnati May 14–16
New York June 4–6
Chicago June 25–27
Cincinnati July 16–18
New York Aug. 8–10
Cincinnati Sept. 5–7
Boston Sept. 24–26

102. Introduction to Marketing Research

Cincinnati Mar. 5–6

104. Questionnaire Construction Workshop

New York Feb. 27–28
Cincinnati Mar. 26–27
Chicago April 17–18
Detroit May 23–24
New York June 12–13
Los Angeles July 31–Aug. 1
Cincinnati Sept. 11–12

105. Questionnaire Design: Applications and Enhancements

New York Mar. 1–2
Cincinnati Mar. 28–29
New York June 14–15
Los Angeles Aug. 2–3
Cincinnati Sept. 13–14

201. Focus Groups: An Introduction

New York Feb. 12–13
Boston Mar. 6–7
Chicago April 19–20
Boston Sept. 27–28

202. Focus Groups: An Applications Workshop

New York Feb. 14–15

203. Focus Group Moderator Training

Cincinnati Jan. 30–Feb. 2
Cincinnati Feb. 20–23
Cincinnati Mar. 13–16
Cincinnati April 3–6
Cincinnati May 8–11
Cincinnati June 19–22
Cincinnati July 10–13
Cincinnati Aug. 14–17
Cincinnati Sept. 18–21

204. Qualitative Marketing Research with Children

New York Feb. 16

301. Writing Actionable Marketing Research Reports

Los Angeles Jan. 10–11
Chicago Feb. 1–2
Cincinnati Mar. 19–20
San Francisco May 3–4
New York June 7–8
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302. Effective Oral Presentation of Marketing Information

Cincinnati Jan. 22–24
Cincinnati Mar. 21–23

401. Managing Marketing Research

Boston Feb. 1–2
New York June 28–29
Cincinnati Sept. 26–27

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Cincinnati May 24–25

505. Positioning and Segmentation Research

New York Jan. 23–24
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506. Customer Satisfaction Research

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