

Answers

The
WESTGROUP
RESEARCH
Newsletter

WestGroup and C3: Television Stations See Ratings Increases

WestGroup and C3 (Convergent Communication Consultants) have an association that has contributed to the success of many local news stations around the country for more than 15 years. C3 is a full-service television consulting firm, and is the industry's leading specialist in multi-platform development, with an emphasis in television news. WestGroup partners with C3 to conduct both telephone and focus group studies. These studies are very comprehensive and typically allow us to put all of our technological, statistical and analytical powers to work.

A typical telephone study is 15 to 45 minutes in length, and involves a mix of quantitative and qualitative questions. The objective of these studies is to provide in-depth insights into news viewers and their news viewing habits, preferences and opinions. In addition to our traditional cross-tab analysis, the quantitative elements of these studies also include segmentation analysis, regression or driver analysis, and perceptual mapping. The qualitative elements involve in-depth open-ended questions that are analyzed much like focus group responses, except with the statistical reliability of a quantitative study.

C3 and its news clients are big fans of the Perception Analyzer™. PA™ technology is ideal for evaluating local newscasts, newscast personalities, and special news segments. It allows participants to record their reactions to continuous test material (e.g. segments of newscasts) using hand held dials, which have a wireless connection to a PC. Information is translated into data and graphic output, presented in real-time to both the group moderator and viewing client. C3 focus groups are used to evaluate newscast personalities, responses to changes in newscast formats, comparative insights about competitive stations in the market, and more in-depth insights into viewer preferences and opinions of special target audiences.

In the past year, the WG/C3 alliance has resulted in significant success in three markets in particular:

- In Los Angeles, the country's most competitive television market, KCOP-TV's 10 PM newscast is growing faster than its three competitors and is the only one to grow its audience in the November ratings period, which is considered the most important rating period of the year. WestGroup and C3 designed research protocols and worked with station leadership to identify attainable audience targets and develop a unique product that would attract those audiences. Ratings are up 30% in the past year.
 - In Phoenix, KTVK has defied the trends of most stations that go from network affiliate to independent. The station has continued to protect and expand its dominance in the Phoenix market through a strong commitment to news and commissioning research by WestGroup and C3. Today, KTVK is widely regarded as one of the most successful independent television stations in the country. In fact, KTVK became the first independent station in the country to be #1, sign-on to sign-off, in the November ratings period.
 - Smaller market stations are benefiting from WestGroup and C3 research as well. In Youngstown, Ohio, television news has been dominated by the same station for 30 years. The challenge for WFMJ was to develop a strategy to increase its news audience share and topple the long-standing #1. C3 and WestGroup used customized research to map audience opportunities and then developed a step-by-step implementation and training program to leverage the internal talent of the stations staff to create a new market leader. In November, WFMJ was #1 in all news slots and showed dramatic demographic improvements.
- Those are just three of the success stories. WestGroup and C3 continue to team up for research projects nationwide, helping television stations understand their audience's behaviors and attitudes and developing strategies to give them a competitive advantage.

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Got Questions? Answers?

Please feel free to share your thoughts and opinions with us. Would you like us to share a success story about your market research efforts with our readers? Write to Stephanie Smith, Answers Editor-in-Chief, at stephanie@westgroup-research.com or call 602-707-0050.

June 2001

What's Happening

■ Congratulations...

Cari Apostol for retiring from her accounting responsibilities. Enjoy the time you have earned to concentrate on those things that bring joy to your life — not that spreadsheets don't, of course. As a member of our Board of Directors, Cari will still be involved in the strategic management of WestGroup. Have fun, Cari!

To Analyst Stephanie Smith. She won the nomination to serve as President-elect for the Phoenix Chapter of the American Marketing Association. Stephanie attended the AMA Leadership Conference in Chicago at the end of April to prepare her for this new role. Her duties as President-elect will begin in July 2001 and her reign as Queen, oops we mean, President will commence on July 2002. Look out AMA!

A Double Congrats to Bethany Helmer! We'd like to congratulate Beth on her recent graduation from Southwest Bible College. She received a B.S. in Business in May. Hooray! A second Congrats on the new addition that will be joining Beth's family in September. When prodded for possible names, Bethany said she and

Busy, Busy, Busy...

Stephanie Smith

MRA 43rd Annual National Conference

WestGroup VP, Ed Bergo will be moderating a panel discussion entitled "How Did We Get Here and Where Are We Going?" on June 7th at the Market Research Association's National Conference in New York City. This panel of industry leaders will discuss the past, present and future of opinion and marketing research. It is guaranteed to be a lively discussion of key questions facing the industry. Some of the topics to be addressed are privacy, new business models, globalization, ethics and standards, and technology.

Phoenix Police Department

WestGroup President Ted Apostol manages many of the research projects we conduct for the City of Phoenix. WG recently completed a Resident Attitude Study for the Phoenix Police Department. The telephone study was conducted with 647 adult Phoenix residents. The purpose of the study was to assess the attitudes and opinions of residents toward the Department. Ted was scheduled to present the results to the City at their annual planning meeting on April 11, however an unplanned trip out of state meant that the associate analyst on the account, Stephanie Smith, would have to do the honors. And an honor it was. As a new presenter, I walked into the room full of police officers feeling fairly terrified and intimidated. There were more than 50 attendees including commanders and I think one general. However, they immediately put me at ease. They had a great sense of humor and it was a lot of fun to share the results of the study with them. As in the past, overall Phoenix residents are pleased with the Department. Not only was it a wonderful learning experience, it was quite a confidence booster. I now feel prepared to present to just about anybody! *Bring on the White House.* Thank you Phoenix Police Department!

MRA Chapter Celebration

The Market Research Association is holding its annual Chapter Celebration in Arizona on Friday, July 13th at Tempe Mission Palms Hotel. This fun event was created to provide an inexpensive seminar for front line supervisors. This year's celebration will take attendees through a project life cycle from inception to completion. Speakers will be end-users, full service research companies, and field services. We'll give you one guess who the full service research company will be. You got it! WestGroup V.P. Ed Bergo and Analyst Stephanie Smith will be presenting at the

conference. We are proud members of the MRA and encourage you to attend the conference. At \$75 a person (\$60 for additional attendees) you can't afford to miss it. For more information, please contact Kim Larson at (435) 753-9770.

MAG Public Forums

WestGroup VP Kathy DeBoer facilitated three public forums on senior mobility issues for the Maricopa Association of Governments (MAG). The forums took place in late April and early May. They began with an overview of the elderly mobility project and its objectives and then continued with attendee comments for about an hour. Attendees were encouraged to focus on their ideas for solutions, rather than simply listing problems and challenges. There were four general areas of focus that were discussed — General mobility, Land use, Education/ training, and Driver competency. Not surprisingly, general mobility received the majority of the attention in the public forums. Seniors and caregivers were very eager to discuss their challenges as well as their ideas for solutions that would help the elderly get around the county better. While Kathy and WG have provided research services to MAG many times in the past, this was the first time we have taken on the facilitator role. When asked about the experience, Ms. DeBoer says *"It was fun to take on this role. I have done it on a couple of other occasions and I find it quite rewarding. It is always nice to get out in the community and talk to the public one-on-one about a topic I'm involved in researching through other methods all of the time. Someone trained in focus group moderating and consumer research has the appropriate skills to facilitate this kind of group and I am grateful MAG gave me the opportunity to use these skills in this manner."*

ASU

Glenn Iwata recently spoke to an undergraduate class on real world applications of business statistics. He walked them through the research process of customer satisfaction surveys and how different statistical tools can be used in the analysis of the data, and ultimately how clients use this information in their business decision process and planning.

Thunderbird Int'l. School of Business

Kathy DeBoer spoke to members of the Marketing Club at Thunderbird about the market research process and working with clients to implement research findings into actionable solutions. These savvy students had lots of in-depth questions for Ms. DeBoer. However, with over 15 years of experience, she handled it like the pro she is!

Messenger Shot (well, figuratively)

Ted Apostol

Research is not always fun. We recently surveyed 300 commuting residents of Ahwatukee Foothills. The study objective was to determine the level of support for a planned freeway on Pecos Road. The freeway is envisioned to connect I-10 at Pecos Road, go west around South Mountain and rejoin I-10 at about 51st Avenue.

Ahwatukee commuters struggle with serious traffic delays and are anxious for solutions. Answers have yet to be found to reduce the problem. Current plans are projected to merely reduce the growth rate of traffic in the area.

The City of Phoenix hired WestGroup Research to design and conduct a study that would take an objective look at community attitudes, and input and approval was provided from both opponents and proponents of the plan before the survey was taken.

The key survey question was...

Do you think a connection along the Pecos Road alignment should be built around the west end of South Mountain to I-10 in the west valley? The responses were YES: 57%, NO: 33% and NO OPINION: 10%.

We knew going in that the issue was controversial, and the study proved that. A slight majority (57%) supported the planned connection. Given the survey range of accuracy is plus or minus 6%, support could be as low as 51%. While a majority were in favor, the results were certainly not overwhelming. The percentage of respondents supporting the connection increased as the distance they resided from Pecos Road increased. Among those who live within one mile of Pecos Road 48% were for and 44% were

against. Ahwatukee Foothills residents who live farther than one mile were considerably more supportive — 67% for and 23% against.

The difficult part of this assignment was presenting the findings to the Ahwatukee Foothills Village Planning Committee at a meeting open to the public. The meeting was held on May 21st at the Senior Center in Ahwatukee. Freeway opponents showed up in force. They were concerned about the impact of a freeway on their lifestyle and home values, and for them the study results were not good news. Then came the questions with answers hard to easily explain to non-researchers.

• **Question:** Why didn't you call me?

Answer: Because we called randomly.

• **Question:** How can 300 respondents represent everybody?

Answer: Random sampling closely approximates what would be found if everyone could be interviewed.

• **Question:** Where did you get your list to call from?

Answer: Random digit dialing.

• **Question:** Why did you ask the question this way?

Answer: To be as objective as possible.

My answers did not seem satisfactory for those who wanted to squash the freeway, and only seemed to frustrate and anger attendees more. There were a few who tried to undermine the study results by questioning the integrity of city planners and WestGroup. One member of the audience had his own suggestion about where to put the study. They stopped short of questioning my mother's morality, but I felt well flogged. This kind of abuse is no fun. But we promise our clients and the public the truth, and that's what they get — like it or not.

We hope Ahwatukee Foothills residents get good solutions to traffic problems whatever they decide to do now.

(continued from page 2)

Josh have chosen the name Isaac Brant if it's a boy but have not picked a potential girl's name. In the spirit of Market Research, please feel free to email your suggestions to ... Just kidding. Even we think there are some cases in which market research is not appropriate.

■ Welcome...

to Jan Hacker, our new Accountant. We are so happy to welcome you back to WestGroup. Jan originally joined WG in 1988 as a receptionist and then moved into the position of office manager where she stayed until she left us in 1994. We lost touch with her, but when someone called for a work reference we took the opportunity to scoop her back up. Welcome Back, Jan!

to Linda Souter. Linda has joined WG as an intern for the Spring and Summer. She graduated from ASU in May and is exploring market research as a possible career choice. We are happy to have you here Linda!

...to our newest clients, Valley Bank, Parsons Brinkerhoff, ASU's Morrison Institute and SunTran and Pima County Department of Environmental Quality of Tucson. We appreciate the opportunity to deliver quality research and outstanding service to you. We look forward to long partnerships with you all.

AMA 2001 Ballyhoo Awards

*bal-ly-hoo Pronunciation: 'ba-lE-'hü
1: a noisy attention-getting demonstration or talk.*

WestGroup would like to congratulate the winners of this year's AMA Ballyhoo Awards, especially our wonderful client winners — RPTA, TEPP and the Children's Action Alliance! The awards ceremony was held at the Hyatt Regency in downtown Phoenix on May 17th.

The definition of Ballyhoo is "a noisy attention-getting demonstration," and that's what we had. We gave a lot of attention and some noise to outstanding marketers in the Phoenix area. Without further ado, The Winners...

- Regional Public Transportation Authority — for Market Research
- Tobacco Education and Prevention Program (TEPP) — for Non-profit Marketing.
- Children's Action Alliance for their Advertising Campaign.
- Marketer of the Year — Mas Arizona!
- Educator of the Year — Norman Ginsberg, ASU.
- Marketing Campaign for a New Product — WebLien, Inc. and Cyber Marketing Services
- Marketing Campaign for an Existing Product — AA.com (American Airlines)

Congratulations!

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Lights, Camera ... Research!

WestGroup V.P. Kathy DeBoer made her television debut recently on the show "Let's Get Moving," a Scottsdale Cable Channel 11 program about transit. Kathy is a recognized expert in the area of transportation research.

Last fall WestGroup completed the 2000 Transportation Issues Study for the City of Scottsdale Transportation Department. The purpose of the survey was to gather opinions about transportation issues affecting Scottsdale residents. This was the third annual transportation issues study; consequently an additional purpose was to track responses and compare them to results from similar surveys conducted in the Fall of 1998 and 1999. Survey results are being used to provide direction for the city's transportation program.

Kathy first presented the survey findings to the Scottsdale Transportation Commission on February 15th at City Hall. The City felt the citizens of Scottsdale should be provided with several opportunities to learn about the research results of such an important issue. Kathy was then asked to join host, Jim McIntyre, to tape a segment about the most important research findings. Cable Channel 11 of Scottsdale aired the discussion on several occasions. For more information about the study's findings, please visit the City of Scottsdale's website. Kathy did a great job presenting survey results in a new and fun format. We're just hoping she won't leave us for Hollywood!

Demonstration of PA™ Well Perceived

We'd like to thank our clients and associates who attended the Perception Analyzer™ demonstration back in March. We held two general service quality focus groups to introduce our clients to the varied capabilities of our recently acquired technology. Attendees first experienced the technology themselves as they participated in an informal mini-focus group. Next they watched recruited participants use the PA technology in several different capacities. Group members used it to evaluate commercials and service levels, and to complete a paired comparison. Karen Marvel-Naso, Vice President Brand Planning with Moses Anshell, had this to say about the demonstration... *"We're very intrigued with the Perception Analyzer and think it has a number of applications. The instant ranking aspect plus the ability to obtain data first without the influence of the others in the group, adds another dimension to focus groups that is useful for a number of applications."* To learn how the Perception Analyzer can enhance your next focus group study, please visit our website. If you are interested in attending a live demonstration, please call your contact at WestGroup or Kathy DeBoer at 602-707-0050.

WESTGROUP RESEARCH
Answers.

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**Marketing
without research
is like talking
without listening.**