

# Answers

The  
**WESTGROUP**  
**RESEARCH**  
Newsletter

## Hispanic Market Research

People of Hispanic or Latino descent make up 25% of Arizona's population, more than double the U.S. average, according to 2000 Census figures (up from 19% in 1990). As expected, a vast majority report being Mexican (21% of total population). The percentage of adults who are Hispanic or Latino is 21%. Over the past few years, it has been increasingly important to properly represent Hispanics in general population research studies. The Hispanic community is diverse and more and more studies we conduct are intended to help our clients better understand the varied needs of this segment of our society.

WestGroup has taken the following actions to keep our research culturally sensitive:

- WestGroup maintains 10% to 15% of our interviewing staff as bilingual interviewers.
- WestGroup offers respondents the option of conducting interviews in Spanish for those studies defined as requiring Spanish-dominant respondents.
- WestGroup employs Spanish-fluent supervisors for the phone center.
- WestGroup consults with experts in Hispanic culture for effective translations and analysis.
- WestGroup is actively seeking a staff analyst

who is fluent in Spanish and capable of directing our Hispanic Research Division.

WestGroup is happy to announce Louie Valdez has joined our staff of Interviewing Center (IC) supervisors. Mr. Valdez is fluent in Spanish, enabling WestGroup to increase its number of Spanish speaking interviewers by allowing Spanish-dominant interviewers to be hired for the first time. In addition to supervising and training all WestGroup interviewers, Louie will be focusing on increasing the number of our Spanish-speaking interviewing staff. Louie brings management experience gained at XO Communications, GST Telecom and Lucent Technologies to our Interviewing Center. A graduate of ASU, Louie holds a B.A. in Political Science. He intends to pursue a Masters Degree at ASU in the fall.

WestGroup also recently promoted Cruz Gallego to an Assistant Supervisor position in the IC. Cruz has two years of professional interviewing experience. Over the past year at WestGroup, Cruz has demonstrated excellent interviewing and leadership skills. Her new duties will include monitoring the quality of interviews conducted in Spanish and assisting in the recruitment and training of bi-lingual interviewers.

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## Dave Maddox, Senior Analyst, WestGroup Research

Dave Maddox has joined WestGroup Research of Phoenix as a senior analyst. Maddox specializes in the application of research data into realistic marketing strategies.

"Dave brings broad experience in marketing and research for strategic application of research data and insights," says Ted Apostol, WestGroup president. "He has been a client, a competitor, and a friend of ours for years. We're delighted to have him on board."

Maddox's diverse background in marketing, and advertising has spanned more than 20 years in the Phoenix area, most recently with homebuilder T. W. Lewis Company. Prior to that, he served in a management capacity with E. B. Lane & Associates advertising agency and Circle K Corporation. Maddox owned a consulting firm, Maddox Marketing Associates in the late 1980s – mid 1990s. The Arizona Lottery, National Airlines, Phoenix Coyotes, Royal Precision Golf, Richmond American Homes, Cox Communications, U-Haul International and ABCO Markets are former clients. Maddox earned a BA degree in Communications from Arizona State University in 1984.

Prior to entering the marketing field, Maddox worked as an air traffic controller and as a PGA Golf Professional. When not working with research clients, he designs, builds and sells custom wood furniture (desks, entertainment centers, etc.) out of his home workshop. Maddox says his brush with fame came in 1993 when he played 18 holes of golf with Michael Jordan.



## What's Happening

### ■ Welcome

To Karen Melchioris, the newest member of our Project Management team. We are thrilled to have Karen's watchful eye on our projects as they move from department to department. She joined our management staff in May and has impressed us with her insight, attention to detail, and "computer-like" mind. Karen's experience includes market research as well as project management for Fortune 500 companies. She holds a BA in Psychology from Penn State and earned her MBA at the University of Phoenix.

To Katy Johnson, our new Research Assistant. Katy is a recent graduate of U of A where she majored in Marketing and earned a BS in Business Administration. During college, Katy took several market research classes and upon graduating sought to break into the field that had won her heart. Katy brings experience gained through an internship at GM and enthusiasm for the field of market research to the WestGroup team.

### ■ Welcome to our newest clients

Central Houston Civic Improvement, Inc.

Patterson Sports Ventures

GTECH Corporation

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## Impact of Terrorism on Arizona Families

In April 2002, a special public opinion study about the Impact of Terrorism was conducted as a part of the Current Issues Monitor of WestGroup Research's ongoing monthly omnibus study, WestTrack market monitor. WestTrack is Arizona's oldest and largest ongoing omnibus study, in continuous operation since 1971.

In a study of Arizona adults in April, the majority of respondents (58%) said the terrorism against the United States had changed their families. The middle age group (30 to 49) has been affected most — 68% said it had changed them.

The impact was more pronounced as income increased — only 44% of those earning less than \$25,000 thought their family had changed, compared to 69% of those earning more than \$75,000.

### Positive Changes

On the positive side, many Arizonans reported changes for the better. They feel they are now more aware of the world and people around them (17%). Some feel more patriotic, more friendly, closer to their family, and generally more appreciative.

When asked specifically in follow-up questions, 24% of all respondents said the amount of time they spend with their families has increased. Most affected were the 30–49 age group — 37% said they are spending more

time with their families. Additionally, 12% said the number of meals they eat at home with family has increased.

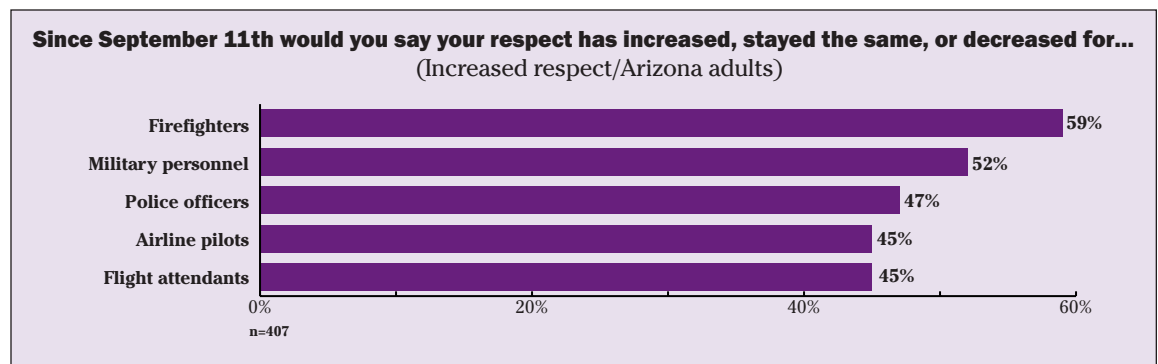
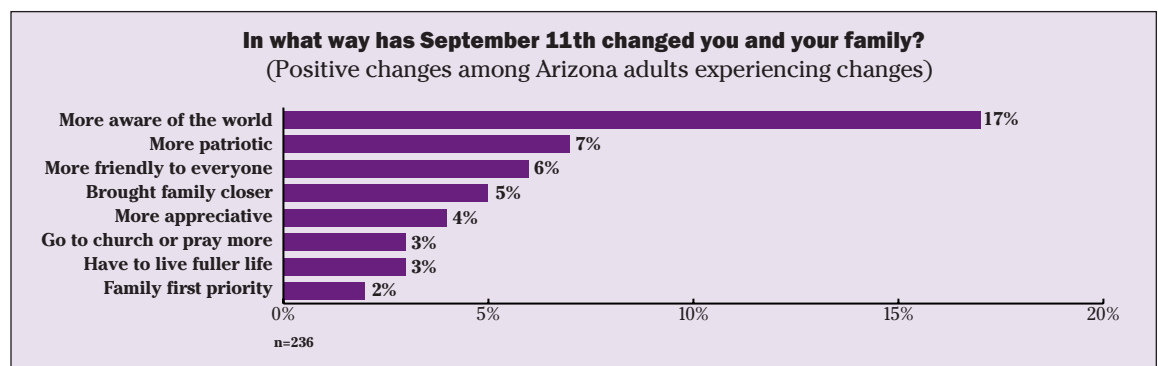
### Negative Changes

Some reported changes on the negative side. About one out of eight (13%) said they don't like to fly any more. This is truer of men than women (17% vs. 9%). Nearly as many said they are more cautious now (12%). Some reported lost jobs or lost business (9%). This economic impact may have hit younger families harder — of the respondents under the age of 30 who said they had experienced changes, 27% said the result was lost jobs.

When asked specifically in a follow-up question, 12% of all respondents said they now have more trouble sleeping. Those most affected were respondents with their main household income source from "blue collar" jobs (23%).

### Increased Respect

There has been a dramatic improvement in the amount of respect Arizonans have for people on the front lines of the war on terror. In particular, three out of five Arizonans (59%) have increased respect for firefighters. About half of all Arizona respondents said their respect has increased for military personnel, police officers, airline pilots, and flight attendants.



## Share the Ride!

WestGroup and its staff are big supporters of all things that contribute to cleaner air in Arizona. We are members of Valley Forward and VP Kathy DeBoer was recently elected to the Executive Committee and serves on the Air and Transportation Subcommittee. We conduct study after study about public transportation, telecommuting, and clean air campaigns. This year the studies we conducted for Valley Metro and for the Pima Department of Air Quality indicated that alternate mode usage is down and that driving alone is up. Just because we've escaped with no ozone violations lately does not mean we should not continue the battle. With the beginning of another ozone season, we'd like to encourage you to carpool, walk, bike, ride the bus, and telecommute.

WestGroup does their part by providing bus passes to employees and allowing telecommuting at many levels of the company. The Governor's Telework Partnership recently recognized WestGroup for its positive and resourceful way of doing business.

In addition to a big pat on the back for the management of WestGroup, we'd like to send a special thanks to Peter Apostol whose dedication to overcoming the technical challenges of telecommuting has enabled WestGroup to take full advantage of secure and convenient telecommuting. *From inside our PJ's and bunny slippers, we say "thanks."*

## Hispanic Research *(continued from page 1)*

The following is an overview of WestGroup's experience and capabilities within the Hispanic population.

### Hispanic Research Resources:

- Professional Hispanic, bi-lingual Interviewing Center management staff
- Professional Hispanic and bi-lingual employees conduct Spanish-language interviews.
- Fluent Spanish-speaking focus group recruiters consistently provide qualified respondents with excellent show-up rates.
- Independent Spanish-speaking moderators available.
- Simultaneous translation of focus group sessions.
- WestGroup has a growing database of Hispanic residents, developed through the on-going WestTrack Market Monitor.
- WestGroup partners with faculty from the Thunderbird American School of International Management for assistance or

## Key Promotions at WestGroup

Congratulations to Glenn Iwata and Peter Apostol on their recent promotions.

Glenn Iwata was promoted from Vice President to Executive Vice President of WestGroup Research. Glenn has been a part of the WestGroup management team for the past thirteen years. He manages projects for ongoing clients such as SRP, Group Publishing, and AT&T Broadband. Glenn is well respected for his advanced abilities in statistical analysis, focus group moderating, establishing service quality tracking systems, coordinating consumer advisory panels, and his innovative use of research methods and technologies. This promotion positions Glenn to move into the CEO role in the future. In this leadership position he will be overseeing company operations, in addition to directing client research projects.

After 15 years of experience and various positions at WestGroup Research, Peter Apostol was promoted from Director of Operations to Vice President. A recent MBA graduate, Peter's main responsibility is to direct the Interviewing and Data Centers for WestGroup. His intimate knowledge of the field operation has also made Peter the favored Project Director for field and tab studies. In addition, Peter manages our IT department and leads the company in developing technology, both for operations and for research.

consulting on projects involving the Hispanic and Latino community on a project-by-project basis

- Forms are translated into Spanish by professional staff and associates.

### Sample Hispanic Research Projects:

- Anti-tobacco awareness among English- and Spanish-speaking Hispanics.
- Arizona Lottery tracking study.
- Hispanic advertising campaign development focus groups.
- Focus groups conducted in Spanish to assist marketing efforts to households that qualify for public assistance.
- Service quality and hospital care needs studies.
- Financial studies, including banking habits and needs.
- Neighborhood Redevelopment Studies.
- Studies of purchasing habits.

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### ■ AMA Leadership

*Stephanie Smith, analyst and Answers editor-in-chief, begins her term as President of the Phoenix Chapter of the American Marketing Association on July 1st. She attended the 3-day AMA Leadership Summit in Chicago, where she learned how to make the Phoenix chapter better than ever.*

*Here come the shameless plugs! Ah yes, these are the perks afforded the newsletter editor:*

*I encourage all of you to attend the AMA monthly luncheons. They offer a great opportunity for education and networking. We have great topics and friendly members and guests. The luncheons take place the third Wednesday of every month at DeFrancesco's Restaurant on the NE corner of Indian School and 16th Street. If you are feeling really adventurous, consider joining the board or volunteering for a special event. We are a fun bunch with an ambitious agenda! Visit us at [www.amaphoenix.org](http://www.amaphoenix.org).*

### ■ Congratulations

*...to SRP on winning four awards at the AMA-ADMA Otto Ballyhoo Awards on June 12th. SRPs Hispanic M-Power Campaign won the AMAs Marketer of the Year Award and the ADMA's Best in Show Award.*

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## Research 101: Focusing on Groups

*Contributed by Holly Edmunds, RS Consulting*

All of us, from consumer to business manager, are familiar with research surveys. We are called on to voice our opinions by mail, phone and now via the Internet. Quantitative research provides the real numbers for decision-making, but what about the emotions and decision-processes behind those numbers? Focus group research allows a qualitative approach to find the answers to different types of questions.

Focus groups consist of anywhere between five and ten people who are recruited and brought together for a discussion based on meeting pre-specified qualifications. A professional moderator leads the discussion using a discussion guide — an outline of questions on a subject matter designed to flow easily in a conversational style. Typically several groups are conducted to allow comparisons between group responses based on their qualifications, specific regions, etc. The client(s) can view the groups from behind a one-way mirror and get immediate feedback.

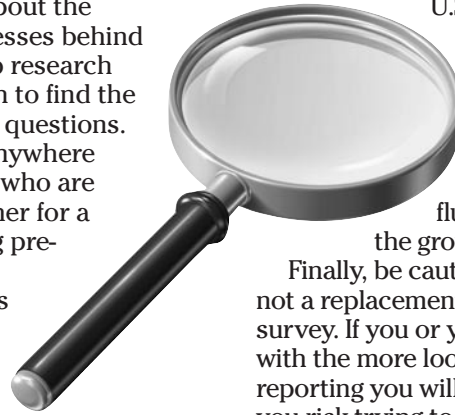
Reporting is conducted using videotapes of the groups, screening questionnaires, the moderator's notes and/or group transcripts. Answers do not appear in table format; there simply are not enough respondents in a series of groups to provide for statistical analysis.

The most common uses of focus group

research are for testing advertising copy or messaging; positioning of products or services, testing new concepts and testing usability of a product. They are also used to help design questionnaires for quantitative studies by allowing you to test wording and concepts.

Be prepared to be flexible in your study if you are dealing with certain types of focus groups. For international focus groups, the set-up and processes may vary from those in the U.S. Certain privacy laws may prevent participants from sharing the name of their company or even their own name in the groups. Simultaneous translation needs to be provided for viewers not fluent in the language used in the groups.

Finally, be cautioned that focus groups are not a replacement for a statistically valid survey. If you or your audience is not familiar with the more loosely structured type of reporting you will receive from such a study, you risk trying to make final decisions based on only part of the data. When done correctly, however, focus groups can provide a greater depth of information regarding the subject matter!



*WestGroup proudly offers these focus group resources:*

- *Seven experienced staff moderators and qualitative analysts*
- *Two on-site focus group facilities*
- *Full service, support service, or facility rental only*
- *Bi-lingual recruiting and moderating*

## WESTGROUP RESEARCH

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