

# Answers

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

## Electronic Brainstorming... Finally Everyone can "Talk" at Once!

WestGroup has formed alliances with two leading firms in the area of electronic brainstorming. This technology takes focus groups to a new level and empowers companies to conduct ultra-efficient brainstorming or strategic planning sessions.

Through associations with "intelliMeet" (headed by Kevin W. Holt) and the Advanced Strategy Center (headed by Douglas S. Griffen), WestGroup will now be able to offer its clients leading edge technology for advanced electronic brainstorming capability ranging from keyboard based systems (Grouputer) supporting up to 12 simultaneous users to laptop based systems (GroupSystems) supporting 25 or more users. In addition to the 'face-to-face' environments that can be used for research sessions or strategy sessions, the advanced brainstorming tools can be run over the Internet, extending the reach of WestGroup for client internal or external sessions.

The advanced tools can be offered three specific ways:

1. WestGroup will offer the keyboard and laptop-based systems at its facility in Phoenix to support focus groups and various research/project sessions.
2. The Advanced Strategy Center at Pinnacle Peak integrates the use of the laptop technology for larger groups and is ideal for strategy and client-to-client sessions. The innovative center is located near the base of Pinnacle Peak and is fast becoming a premier off-site planning facility.
3. Sessions can also be facilitated over the Internet with simultaneous voice and data

access with groups of 15-25 participants. Participants simply need browser access to the Internet and can be located virtually anywhere.

To help introduce the three technologies (keyboard-based/laptop-based and Internet-based), WestGroup will be sponsoring a set of demonstration sessions on February 13 at WestGroup Research. Two sessions will be offered: one from 3:30 to 5:00 pm, and the second from 5:00 pm to 6:30 pm. Each session will involve hands-on participation and will feature a realistic set of brainstorming and focus group scenarios. In addition, Mr. Holt and Mr. Griffen will talk further about their experiences in using the various technologies and participate in an open roundtable session with members of the WestGroup management team.

For further information on these two firms please feel free to visit the following websites:

Advanced Strategy Center at Pinnacle Peak  
[www.advancedstrategycenter.com](http://www.advancedstrategycenter.com)  
480-513-7785

Contact: Douglas S. Griffen

"intelliMeet"  
[www.intelli-meet.com](http://www.intelli-meet.com)  
602-808-9099

Contact: Kevin W. Holt

To register for the introductory sessions, please call WestGroup Research at 602-707-0050. We look forward to introducing this exciting new set of technologies and services to our clients.

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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@westgroupresearch.com](mailto:stephanie@westgroupresearch.com) or call 602-707-0050.*

## What's Happening

### ■ Congratulations...

...to Kathy DeBoer, recipient of Valley Forward's 2002 Leadership Award in Recognition of Significant Contribution. Kathy was also recently voted in as an Officer of Valley Forward and now serves as a Vice Chair for the organization.

Valley Forward Association is a unique public interest organization that has influenced quality of life decisions in the Valley of the Sun since 1969. Valley Forward operates with the belief that business must take a leadership role in the environmental movement. For information, contact Kathy or visit [valleyforward.com](http://valleyforward.com).

### ■ Conferences & Presentations...

V.P. Kathy DeBoer will be presenting at the American Transportation Association (APTA) Marketing & Communications Workshop in Miami February 23-26.

She will be a panelist for a session on Research and Technology. Kathy will focus on ways to conduct meaningful research on a small budget.

President Ted Apostol will be presenting to the Southwest Chapter of the International Association of Law Enforcement Planners on February 26 at their quarterly meeting. The topic of the meeting is survey research. Planners from all over the State of Arizona will attend. WestGroup

## Invitation to an IVR Demonstration from Your Chair

You are cordially invited to participate in an IVR Demonstration. You may participate at your convenience at whatever time and from wherever you prefer! That's the beauty of our Interactive Voice Response system; it works 24 hours a day (without the overtime costs!). To participate you will need to use the unique identification number printed on the address label of this newsletter. Just call 602-707-0078 and follow the prompts.

### What is IVR?

IVR stand for Interactive Voice Response. IVR technology enables researchers to collect data 24 hours a day without the expense of interviewers. IVR is an automated phone system handling both inbound and outbound survey calls, collecting respondents' answers via telephone touch-tone pad for fast, clean, inexpensive data. Applications include:

- Customer satisfaction surveys - especially useful immediately following customer contact
- Collection of mystery shopper results
- Automated follow-up to product placements
- Employee/"climate" surveys
- Recording of respondents' verbatim comments electronically
- Political polling

Since our system was customized for our clients' research needs, programming and data processing are simple, resulting in low front- and back-end costs as well. If you have any questions or are interested in learning more about the option of using IVR as a low cost research method, Contact Ted Apostol or any member of our Project Director team at 602-707-0050.

## Telecommuting Up in the Valley

by Kathy DeBoer

Over the past five years, WestGroup has conducted three studies on telecommuting with Phoenix-area employees on behalf of Valley Metro. The purpose of the surveys is to measure awareness and attitudes local employed residents have regarding telecommuting as a work option, as well as to examine the level of current participation and potential for telework in the future. Telecommuting is defined as doing work at home that normally would be done at an office during traditional work hours.

The most current wave of research, reported in January 2003, found the number of Valley workers telecommuting is increasing. Fifteen percent (15%) of employed Phoenix-area residents report they telecommute at least once a month, up from 12% in 2000 and 9% in 1999. An additional 18% of the population have "good potential" to telecommute on at least an occasional basis.

As quoted in the *Phoenix Business Journal* on January 3, "The percentage of telecommuters is trending upward," said Kathryn DeBoer, vice president of WestGroup. "Congestion in the Valley is pushing it, as well as employers looking for ways to save costs and reduce overhead." "We found the results to be very positive," said Randi Alcott, manager of transportation demand for Valley Metro. "With the economy and everything else, we're happy to see in the last two years that the percentage has increased that much.

Alternate modes, such as carpooling, have been much more stable."

Of interest, three in five (60%) telecommuters said their productivity had either "slightly" or "significantly" increased when they began telecommuting. One-third of all residents surveyed said telecommuting is an important benefit they would seek out when looking for a new position.

WestGroup owners and employees are among those positive about the benefits of telecommuting. WestGroup is a strong supporter of telecommuting and participates in the Governor's Telework Partnership. We have many part and full time telecommuters among our management team. Telecommuting is quite effective and successful at WG because we have made it a priority. VP Peter Apostol has spear-headed our telecommuting movement and has worked with Valley Metro and other consultants to implement technology allowing secure and seamless connectivity. So next time you call a Project Director at WestGroup, you will have to ask them if they are at their desk in a suit or at home in their PJs and bunny slippers... because there is no other way to know.

The full article covering our study can be found at [www.westgroupresearch.com](http://www.westgroupresearch.com) in the Research You Can Use section. For further information, contact Kathy DeBoer at 602-707-0050.

## WestTrack Findings by Ted Apostol

### Arizonans Support New Governor's Agenda

In our December WestTrack study, we found Arizonans want Governor Janet Napolitano to direct her attention to education reform and balancing the budget as she begins her term of office. Those were the findings of an independent study we conducted in December as part of WestGroup's ongoing monitor of current events.

Out of 402 respondents in the December survey, 252 (63%) had suggestions for the Governor. Of these, 32% suggested Governor Napolitano reform education first and 26%

want her to balance the budget first.

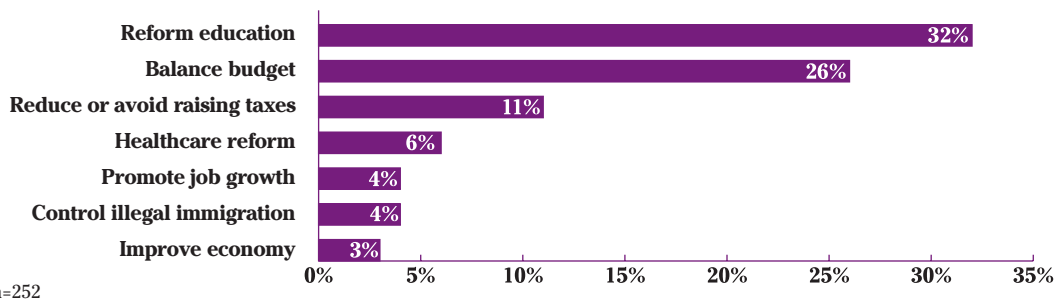
Among respondents in the 30-to-49 age group, 47% of those with an opinion advised education reform. This response was also strong among households earning more than \$55,000 annually — 42%.

On the other hand, adults over the age of 50 were more likely to advise balancing the budget first — 36% of those with an opinion.

There were no significant differences by party affiliation or geographic area of the state.

Question: If you were able to give advice to Governor-elect Janet Napolitano, what would you suggest that she accomplish first when she takes office next year?

**Suggestions for the Governor**  
(December 2002 among Arizonans with an opinion)



### How receptive are people to being called to do a research study?

We have kept a watchful eye on how receptive people are to participating in telephone research studies. We are particularly interested in study refusal rates, the impact of telephone technologies, and the intrusiveness of telephone selling. In October we added some questions to WestTrack's statewide sample. Here are a few results based on 400 completed interviews (plus or minus 5% at 95% confidence)...

We routinely find about 60% of the people we talk to decline to participate in telephone surveys. When we asked WestTrack respondents, 63% said they had declined at least once in the past six months. Our WestTrack sample accurately reflects what we are finding when we dial, supporting the conclusion that participants really do represent the total population.

More than two-thirds (68%) of our respondents have telephone answering

machines and 38% of them use their machines to screen calls. Apparently a lot of call-screener are willing to participate in telephone research.

The majority of respondents (57%) have cell phones. Of these 92% say it would be inappropriate for a telephone researcher to call them on their cell phones. (Which of course we never do.)

Twenty-seven percent (27%) of our respondents have unlisted telephone numbers. That's one reason random digit dialing is important in sampling.

Telephone sales calls outnumber research calls more than 7 to 1. On the average, people believe they get 567 telephone sales calls compared to only 78 telephone research calls annually. It would seem that if sales calls were limited, people would be more likely to answer their phones and participate in marketing research.

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is excited to help educate planners on market research.

### Marketing Education...

The Phoenix chapter of the American Marketing Association is offering several opportunities for marketers to learn and network. Upcoming AMA events include:

- Jan. 29 — AMA Breakfast featuring Robin Lewis Myerson, former Marketing Communications Director for Avnet on "The Power of Story Telling — from Corporate Communications to Book Author."
- Feb. 6-7 — AMA Marketing Boot Camp, La Posada Resort, Scottsdale
- Feb. 27 — AMA Breakfast featuring Paul Courter on "Strategic Promotions = Marketing Success"
- Regular Monthly Luncheons — third Wednesday of each month at DeFrancesco's Restaurant in Phoenix.

To learn more about your local chapter of the AMA and its events, visit [amaphoenix.org](http://amaphoenix.org).

### WestGroup Loses a Friend...

On November 26, 2002, Rosa Carrillo Torres, a long time friend and associate of WestGroup staff members, passed away after a battle with cancer. Rosa was a consultant and partner on several WestGroup projects that involved the Hispanic community. She will be missed and our thoughts and prayers are with her friends and family members.

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## Research 101: Analyze That — The Skinny on Weighting

by Stephanie Smith with contributions by Glenn Iwata and Ted Apostol

We understand that many data manipulation techniques that seem simple to market research professionals are not so easy for those who don't spend their lives getting cozy with data. One such technique is weighting.

Weighting is the process by which data are adjusted to better reflect your target population. Weighting is a step during the data management process that provides a greater or lesser impact to individual respondents' answers based on his/her particular demographic or psychographic categories. Instead of each survey participant counting as a single respondent, a person in an underrepresented group, like grandmothers who rap to Eminem, might count more (e.g., given a weight of two instead of one) than someone's responses from an overrepresented group, like retirees in Sun City who love to talk on the phone (e.g., given a weight of .25 instead of one).

Why weight? Weighting the data will counter effects of differential refusal rates, falling short on particular quotas, or to correct for any over-sampling of minority populations. We need to weight the sample if the responses show that a particular group, for example, younger people or those living in a particular area, are underrepresented in the sample. If this is not carried out, then the results may not properly reflect the views of the entire population being considered. It serves the purpose of providing data that look like the population it represents.

### Benefits of Weighting

The benefits of weighting are primarily driven by financial considerations. Weighting allows you to reflect your population exactly, without the expense of meeting strict quotas. This is important because some groups that are difficult to reach, such as males under the age of 25, can cause data collection costs to soar.

### Drawbacks of Weighting

Any time you weight data, you are penalized in terms of statistical accuracy. A sub-group that is given more weight appears to be larger and more statistically reliable than it actually is.

Another drawback is the unknown. The reason for the underrepresentation of a sub-group given more weight could skew results for that group. For example, young males tend to be underrepresented in strictly random samples because they are harder to reach by telephone. If they are hard to reach due to something that makes them different (i.e., high reliance on cell phones), those who do respond may be very different from those who do not.

### Recommendation

Weighting is a great solution to keeping research costs reasonable. We recommend weighting when the cost of quota control is too high. Clients and their research partners should always make the weighting decision together, fully discussing the advantages and disadvantages.

**WESTGROUP RESEARCH**  
*Answers*

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