

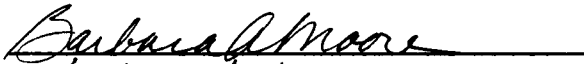
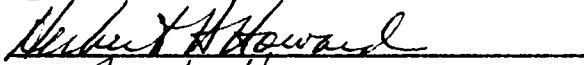
To the Graduate Council:

I am submitting herewith a dissertation written by Keith Eugene Terry entitled "Television Stations and the Adoption and Application of Psychographic Research." I have examined the final copy of this dissertation for form and content and recommend that it be accepted in partial fulfillment of the requirements for the degree of Doctor of Philosophy, with a major in Communications.



Dr. Norman R. Swan, Major Professor

We have read this dissertation
and recommend its acceptance:


Accepted for the Council:


Associate Vice Chancellor
and Dean of the Graduate
School

Television Stations and the Adoption and Application of
Psychographic Research

A Dissertation
Presented for the
Doctor of Philosophy
Degree

The University of Tennessee, Knoxville

Keith Eugene Terry

August 1992

DEDICATION

Several people have supported me emotionally and physically during the course of my graduate studies. It would be unfair to let their energies pass unnoticed; all who read this should know that I was not alone in my efforts.

I would like to thank my father and mother, Darrell and Corinne Terry for their support and for making me believe that I could achieve if I only tried. I will always love and honor them.

I would like to thank my wife Millisa Beth for giving so much. We often did without the things we would like to have had so that I could complete my degree. She supported us financially and she strengthened me emotionally. She owns my heart.

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ABSTRACT

The purposes of this study were: 1) to determine the extent to which U.S. commercial television stations have adopted psychographic research strategies in order to influence a target audience; 2) to assess the degree to which station management perceive such research to be useful and; 3) to learn how television broadcasters are using this form of audience research at their stations.

A national survey of television station General Managers was conducted. Each respondent was sent a questionnaire regarding: their awareness of the research strategy; their station's adoption of psychographics; their perceptions of the utility of the research; the application of the method at their facility and; their estimates of psychographic's strengths and weaknesses.

It would appear that few stations in the country are using psychographics and those that are tend to be concentrated in large markets. Those General Managers most aware of the research were in the largest markets and were at stations ranked high in relation to the rest of the competition in their market. The audience research appears to be used most often in the areas of advertising time sales and station promotions. It is used least often in the areas of program development, program scheduling, and program theme development.

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CHAPTER I

INTRODUCTION

Statement of the Problem

In the 1980s, television viewing patterns and station profits were affected by several new and emerging technologies and services. The estimated number of videocassette recorders in use rose from 1.85 million in 1980 to 68.3 million in 1989 (Television and Cable Factbook, Services Volume, 1990 Edition, No. 58, p. C-324). Cable in the Fall of 1980 reached only 22% of all television households in the United States (Farrell 1989, p. 12). However, by May of 1989, cable penetration had more than doubled as 57.1% of the nation's TV households were cable-connected (Broadcasting/Cable Yearbook, 1990 Edition, p. D3).

Cable emerged as a strong competitor for traditional over-the-air broadcast operations in the sale of advertising time. In 1980, advertisers spent \$53 million on national and local cable commercial spots but by 1989 that figure was estimated to have reached \$1.565 billion (Television and Cable Factbook, Services Volume, 1990 Edition, No. 58, p. C-324).

The growth of full-power commercial independent television stations offered viewers more programming choices and this created more competition for all of those wishing to attract an audience to entertainment material. According to the INTV Census of January 1981, which is published by the Association of Independent Television Stations, there were 115 commercial independents on the air in November of 1980. However, by November of 1990 that figure had reached 345 (Electronic Media, January 7, 1991, pp. 106-125, 131).

A major problem experienced by television executives was the increased cost of program production and the associated losses incurred when a new show failed. Although not a new problem, it was a significant one indeed. Some scholars indicate that because of smaller potential viewing audiences, program producers will need to pretest, modify, and retest new programs and themes before moving into full-scale production (Domzal and Kernan, 1985).

Therefore, it appears that the rising popularity of cable television and videocassette recorders, high program production costs, and the growth of successful independent commercial television stations contributed to the fragmentation of the mass audience. A loss of audience generally results in a loss of overall profit for the individual station or the network.

Purpose of the Study

One way for television stations to survive in this increasingly competitive environment is to more clearly define whom they wish to influence. Using a target audience approach as opposed to a mass audience strategy may be of assistance to television broadcasters who are attempting to deliver audiences to advertisers. This targeted approach may also result in lower production costs due to fewer program failures.

An audience research perspective that appears to be useful to broadcasters in this endeavor is psychographic audience analysis, although use in the field is just beginning to be explored. Psychographic research attempts to categorize consumers based on their lifestyles and values (mental states or inner desires) rather than on demographics such as age, race, sex, income, religion (observable characteristics). Psychographic information concerning the values, attitudes, beliefs, and lifestyles of the target audience can provide a much clearer audience profile than demographic data alone. A more thorough understanding of individuals in a target group should enable broadcasters to more easily influence their behavior or at least change the station's product to make it more palatable to them.

A review of the available literature reveals that psychographics are used quite extensively in tailoring

advertising (broadcast, print, direct mail) to a target audience's lifestyles. The field of marketing appears to have made the greatest use of psychographic information in such areas as banking, telephone long distance service, computers, politics, and automobiles. However, broadcasters have yet to make extensive use of psychographic research in areas such as program development, promotions, or ad sales.

This paper outlines a proposed research project which attempted to: 1) determine the extent to which psychographic research has been adopted by television stations; 2) assess the degree to which station managers perceive psychographic research to be useful and; 3) describe how psychographic research is being employed by the same.

Need for the Study

Information concerning the adoption and especially the application of psychographic research would be useful to broadcast practitioners looking for new or more effective ways to reach their target audiences. It would also be valuable to broadcast educators who teach students about research strategies and their application. Finally, it would be beneficial to discover how aware station managers are of psychographic research and how useful they believe psychographic research to be in the field of broadcasting.

CHAPTER II

REVIEW OF THE LITERATURE

This chapter summarizes relevant literature concerning psychographic research and its application in fields such as marketing, advertising, journalism, and broadcasting.

The chapter is divided into four sections. In Section I a definition of psychographics is offered and several popular psychographic models are described. In Section II non-broadcast uses of psychographics are described and in Section III broadcast uses of psychographics are presented. Finally, in Section IV, a summary of the available literature is offered.

Psychographics and Psychographic Models

According to Schultz, Martin, and Brown (1984)

we try to show the type of person we are or hope to be by the type of outward appearance we present, the types of groups with which we associate, the opinions we hold, and the like. Thus, we try to differentiate ourselves by the type of lifestyle we have or seek (p. 70).

In other words, individuals do not behave in particular ways because they are thirty five years of age, white, male, earn \$25,000 a year, and are Catholic. Rather, they act because

they desire to fulfill a need, become/remain affiliated with a group, wish to present a certain image of themselves, or by acting they are meeting the demands of their lifestyle. In the past, marketers, advertisers, and broadcasters have assumed that all of those persons who fit a certain demographic category share the same broadly defined desires and further, that as individuals became older and moved into new age categories, they also acquired new desires. Under the old rationale, when a male aged from thirty five to thirty six he was perceived as a new person replete with a new lifestyle. This is simply not the case but it was an efficient way (i.e., time needed to collect data, stability of findings over time, cost) to analyze a large mass audience. Now, with an increasingly fragmented audience, marketers, advertisers, and broadcasters may find it necessary to use more precise techniques for understanding their target audience. The use of psychographic data appears to be one useful tool in this endeavor.

Five dominant psychographic models were found in the review of relevant literature. These are: the Goldfarb Model; Values, Attitudes and Life Styles (VALS); the Social Style Model; the List of Values (LOV) and; VALS 2. In essence, each is an attempt to categorize individuals on the basis of shared motives or lifestyles. Each is briefly described below.

Ettenberg (1985) stated that people

. . . don't purchase products and services because they're 18-49 years of age. . . . They purchase because . . . the products relate to a consumer's lifestyle - not because they are needed but, because in today's relatively affluent marketplace, they are wanted (p. 16).

The author described a psychographic paradigm which is used primarily in Canada but which has seen use in the U.S.; the Goldfarb Model. The Goldfarb Model places respondents in one of two categories, Traditionalists and Non-Traditionalists, both vary in intensity ranging from Hedonistic to Conservative (see Appendix A). Ettenberg concluded his essay by saying that the word demographics is really an accounting term and that psychographics is a marketing term, which defines not only who but why.

Townsend (1985) described psychographics as "attitudes, beliefs, opinions, hopes, fears, prejudices, needs, desires, and aspirations that . . . govern how one behaves" (p. 23). The author described the Values and Lifestyles system (VALS) developed by SRI International. The VALS typology is based on Maslow's Hierarchy of Needs in which lower order physical needs must be met (Sustainers and Survivors) before psychological needs such as self-actualization (Integrates) (see Appendix B) can be experienced. The author warned that psychographics should not replace demographics but that the two should be used in conjunction with one another. Due to the nature of a particular culture, lifestyles are dynamic

and change with shifts in technology, the economy, and attitudes while demographic segments are more stable for longer periods of time.

Kahle, Beatty, and Homer (1986) described an audience segmentation scheme called the List of Values (LOV) which was developed at the University of Michigan Survey Research Center. In the LOV method, respondents are asked to rank order nine values (See Appendix C). These are self-respect, security, warm relationships with others, sense of accomplishment, self-fulfillment, sense of belonging, being well respected, fun and enjoyment in life, and excitement. Respondent's rankings of the nine values determine the psychographic category into which he/she is placed. Kahle et al. provided data which indicated that LOV is a better predictor of consumer behavior trends than VALS.

Eisenhart (1988) in addressing business-to-business marketing, discussed the use of psychographics in tailoring advertising to companies. He indicated that businesses like individuals have corporate attitudes, beliefs, and culture. Further, he stated that these corporate cultures are reflected in the attitudes of its members. He offered a Social Style Model which describes the characteristics of upper echelon business executives (see Appendix D). The model identifies four social style types (i.e., Analyticals, Expressives, Drivers, and Amiables) each with varying degrees of high or low responsiveness and assertiveness.

Farnsworth Riche (1989) described SRI's shift from the VALS paradigm to VALS 2. VALS groupings, according to Edward Flesch of SRI, became too segmented because of "the aging of the baby boomers, increasing diversity of the population, the rise of the global economy and the decline in consumer's expectations for the future" (p. 39).

VALS 2 reflects unchanging psychological aspects of the individual instead of values and lifestyles which are prone to shift (see Appendix E). The author indicated that VALS 2, like its predecessor, is most successful when attempting to target advertising to the consumer's ego and that the VALS 2 is applicable to local as well as national markets through the use of questionnaires.

Non-Broadcast Uses of Psychographics

Psychographic research has been employed in fields other than broadcasting apparently quite extensively. This section of this chapter is meant to demonstrate the wide application of the audience research in fields closely related to broadcasting such as marketing, advertising and, journalism.

Rosenfeld (1985) outlined the roles of demographics, geographics, and psychographics and their value to marketers. The author described the ClusterPlus software system offered by Donnelly Marketing Information Services,

one of the country's largest data distributors. ClusterPlus allows one to view data (demographic, geographic, and psychographic) "for every neighborhood in the United States" (p. 85). Such software packages enable marketers to: segment neighborhoods by product usage; select test markets; devise local ad campaigns; and evaluate a campaign's effectiveness.

According to Simon (1985) and others in the banking industry, marketing a financial institution is a must and more bank marketers are employing psychographic data gathering techniques to supplement existing demographic information.

Bankers like marketers, need to do a more thorough job of differentiating their products and services and targeting their customers. Simply making appeals to poorly defined user groups has proven ineffective since customers have become more demassified due to increasing competition for their dollars. Psychographics allow bankers to find an audience that is unserved or underserved and: tailor their direct mail, print, and broadcast messages; adjust current services and; create new services. Discovering the lifestyles of those financial institutions are serving enables them to: keep current clientele happy; attract new customers and; survive in a very competitive and seemingly generic industry.

Brugaletta (1985) in summarizing a recent study among magazine advertising executives stated that many of those polled were interested in seeing more psychographic and lifestyle research concerning readers conducted.

Gilbert (1986) described one San Francisco Bay area newspaper's use of psychographics to construct television commercials. The San Jose Mercury News recently implemented psychographic research to market different sections of the newspaper to selected segments of readers. This approach was chosen over demographic targeting.

Edmondson (1986) discussed inherent problems faced by those campaigning for political office. These are: lack of donations; increasing campaign costs; and relatively low voter turnouts in past national elections.

The author indicated that campaign managers are using demographic cluster analysis, computer mapping of neighborhoods/precincts/cities, and psychographics to tailor messages to undecided voters. These techniques taken together give campaign strategists a more precise picture of those who could be persuaded to vote and/or donate and where/how potential voters live.

Wylie (1987) indicated that manufacturers of expensive performance automobiles such as Lotus, Porsche, Mercedes-Benz, and Lamborghini are supplementing their demographic data with psychographic information in order to sell their automobiles. Because these autos range in price from

\$50,000 to \$150,000, the number of potential U.S. buyers able to afford such cars is very low. As a result dealers are tailoring promotions to match the lifestyles of their small target audiences.

A few of the authors previously mentioned cited the use of psychographics in tailoring messages to audiences. For instance Townsend (1985) offered such examples (Avon, beer, and cigarettes) as well as Eisenhart (1988) who mentioned Apple Computers, telephone equipment, and AT & T Business Systems.

Stern and Gould (1988) described their demographic and psychographic research on identifying financial opinion leaders. A financial opinion leader is one who, through word-of-mouth, informs others about brokers, banks, investments, and mutual funds. These spreaders of information are important to advertisers of financial products and services because opinion leaders disseminate both positive and negative "news" regarding institutions. Identifying the attitudes, innovativeness, and media usage of financial opinion leaders is valuable in that the information can be used to develop messages and tailor campaigns to reach these individuals. Once positive news about the institution has been communicated through the media the assumption is that these opinion leaders will go to work spreading information to others.

The authors discovered that financial opinion leaders have markedly different attitudes regarding involvement with their investments and brokers; financial media usage patterns, especially print; and amount of interpersonal communications with others regarding finances than those defined as non-opinion leaders. The authors classified those in their convenience sample of 173 respondents as "Caretakers" (opinion leaders), "Worrier," "Bookkeeper," "Risk Avoider," or "Full Service Customer" (non-opinion leader).

Warren, Abercrombie, and Berl (1989) studied the adoption of alternative long distance telephone services among subscribers of two long distance suppliers. Warren et al. found that adopters were psychographically "price conscious shoppers, convenience prone, heavy telephone users, and housework enthusiasts" (p. 29). The authors suggested that this type of service is similar to electronic banking, credit cards, and cable television and that future attempts to influence audiences to adopt these services should incorporate these findings as well as the demographics into the design of the marketing mix.

Broadcast Uses of Psychographics

Much of the available literature on psychographics in broadcasting dealt with programming and lifestyles of

viewers or listeners. For example Lumpkin and Darden (1982) sought to discover if any relationship existed between television program preference, shopping orientation, lifestyle, and demographics. The researchers asked respondents to indicate their preferences for ten television programs. Respondents also provided information concerning their lifestyles and shopping orientations as well as demographics.

Lumpkin and Darden identified five clusters of programs; male comedy, female/family drama, male action fantasy, sports, and news/educational. Four significant lifestyles were identified; time pressure, fashion conscious, sports enthusiast, and ad information seeker. There was not a statistically significant link between media preference groups and shopping orientation. However, there were significant differences between the groups regarding age, education, and income.

Domzal and Kernan (1983) explored television program viewership and need gratification associated with it. The authors sampled women aged 18-49 in the Cincinnati, Ohio market and showed them clips from twenty network programs airing at the time. The authors found that there were three distinct groups of viewers according to likelihood of viewing the twenty programs: embracers, accomodators, and protestors. These groups differed in terms of how they perceived, evaluated, and categorized the shows and they

also differed in their psychographic profiles (i.e., lifestyles, interests, opinions). Domzal and Kernan stated that "understanding viewers' need-gratification expectations is the first step in developing successful program concepts" (p. 48).

Papazian (1984), in an essay comparing the demographics of heavy viewers of professional wrestling to the demographics of many prime time network programs, indicated that sports advertisers should consider placing their messages in low cost wrestling broadcasts. More importantly, Papazian provided psychographic data which indicates that wrestling viewers: are automobile and motorcycle "buffs;" use outdoor magazines; and frequently listen to Contemporary Hit Rock and Country formats. According to the 1983 Simmons study, wrestling fans viewed CHiPs and the A Team more often than the norm for the total population and they watched Hill Street Blues, M*A*S*H*, and 20/20 as often as the national norm. In essence, Papazian suggested that viewers of wrestling are not entirely different in terms of demographics and psychographics from other viewers of sports programming.

Townsend (1985) indicated that the ABC television network has used psychographic data to cluster viewers relevant to television viewing. Eight clusters or groups were identified and placed in three broad categories (mainstream middle America, out-of-mainstream, and counter

mainstream). While some of the clusters may be similar in terms of demographics, they are drastically different in terms of psychological make-up, amount of television watched, and when they tend to watch television. ABC plans to use psychographic research to expand its efforts in program diagnostics, scheduling, promotion, and potential new markets like pay-cable services.

In outlining the advantages of VALS over demographic data alone, Mather (1985) suggested that demographic targeting is too broad and generic and that psychographics provide substance and insight. The author briefly described ABC's use of VALS to create the "Up Front and Personal" segments used in the 1984 Summer Olympics. These vignettes were produced to increase ratings/shares and to help viewers identify with the athletes.

Gatto (1986) suggested that television is an effective vehicle for reaching upscale audiences. She stated that a "crosstab of television shows against those VALS segments [Achievers, Experientials, Societally Conscious] will tell you what types of programs they view (or don't view)" (p. 104). The author also indicated that dayparts can also be indexed to VALS types.

An area closely related to programming concerns advertising. The available literature indicated that there are some in the field that have attempted to make use of psychographic research with the goal of selling advertising

time. Reitman (1984) outlined the success of cable television in the last several years in terms of increasing revenue. She described numerous instances in which advertisers had dropped local radio and television advertising schedules and switched to cable. One major reason for this is cable's low cost per thousand and another is the fact that one can make use of demographic, geographic, and psychographic targeting which is not easily done on a national basis due to the larger audience. In order to compile psychographic data on a national audience, an extremely large sample would have to be polled to represent the numerous psychographic subgroups.

In an address delivered at the Great Lakes Expo in Detroit, Michigan, Armstrong (1988) suggested that cable could become the primary medium for delivering political messages by candidates. He cited several examples of politicians who had been successful in their bids for election/reelection by buying time on local CATV systems (i.e., Barney Frank, Michael Dukakis) or who have used C-SPAN to their advantage (i.e., Al Gore).

Armstrong suggested that cable's inherent strength, segmentation of audiences, allows candidates to target psychographically potential voters. By appealing to these already segmented audiences, politicians can tailor their messages to the lifestyles, values, and attitudes of viewers.

Behrens (1988) offered information concerning the use of psychographics in fine tuning broadcast advertising. He provided information which suggested that although psychographic data is useful, it is almost always used in conjunction with demographic data. Having psychographic data in hand is also a useful tool for those selling time. Buyers see the utility of reaching individuals who, through their lifestyle or mindset, desire the product or service. This is done rather than attempting to solely target those who fit into a particular age or income bracket. The author also posited that psychographic data are useful in selecting dayparts for advertisements.

Swisshelm (1988) described Fisher Broadcasting's use of psychographic research with its own KOMO radio and television stations and also with KATU-TV. According to Phelps Fisher, Vice President/Director of Marketing at Fisher Broadcasting, "VALS adds the psychographic profiles to help our clients fine tune their messages" (p. 71). Besides using VALS for the development of copy platforms and scripts, Fisher uses psychographic data to show his news directors what kind of features would be most appealing to their audiences.

Farnsworth Riche (1989) described two television stations in Louisiana (WWL-TV and WBRZ-TV) that conducted psychographic market research to determine who their viewers were psychologically. According to management

at the stations it helps broadcasters and advertisers more successfully determine when and how to reach their target audience.

Gales (1989) described the utility of using psychographic and/or geo-demographic data in planning media buys. The author suggested that buyers should look at the psychographic audience attracted to different media and/or programs before placing ads. For instance, Gales indicated that "Good Morning America" and the "Today Show" reach similar demographic audiences but very dissimilar psychographic groups. "Good Morning America" attracts VALS "experiencers" and the "Today Show" is strong among "fulfilleds" and "believers."

A few of those writing on the subject described profiles of viewers or listeners based on psychographic information or categorization. Summers (1961) described the "Big Four" audience measurement organizations (American Research Bureau-ARB, Nielsen, Pulse, and Trendex) and their methodologies and market reports. One company in particular, Pulse, appeared to be providing radio broadcasters, advertising agencies, and advertisers with audience information which resembled lifestyle data in an elementary form. For example, Pulse provided the following kinds of qualitative information concerning listeners of individual network programs: the number who owned slide projectors, movie cameras, dishwashers/clothes dryers; the

number who used ready-to-eat cereals regularly; the number who smoked cigarettes or drank regular or instant coffee; and the number who owned pets.

Summers concluded by saying that

. . . it should be of decided value, too, to those engaged in the planning of new programs . . . it should be possible more intelligently to determine the elements within a program which are attractive to various types of listeners (p. 160).

Plummer (1971-72) stressed the importance of constructing "rich" descriptions of television audiences through lifestyle analysis. The lifestyle dimensions that the author explored included: activities (i.e., work, hobbies, social events); interests (i.e., family, home, job); opinions (i.e., themselves, social issues, politics) and; demographics (i.e., age, education, income).

Plummer used correlational and cluster analyses to construct lifestyle profiles of male viewers of "60 Minutes" and "CBS Evening News." The results indicated that the two programs attracted distinctly different audiences. The author concluded by stating that lifestyle research "generates portraits of real people [which] should become as useful to mass communications researchers as it has been in advertising and marketing" (p. 89).

Teel, Bearden, and Durand (1979) found significant differences in the psychographic make-up of radio and television audiences not only between media but within

dayparts. Based on attitude, interest, and opinion statements contained in their survey instrument, the authors identified five distinct groups of individuals; old-fashioned, outgoing individualist, service-quality conscious, fashion conscious, and other-directed. Daytime television viewers were more old-fashioned and less other-directed than non-viewers. These same individuals were more old-fashioned than daytime radio listeners and late night television viewers. Listeners of daytime radio were less old-fashioned, more outgoing, more individualistic, and more fashion conscious than non-listeners.

In an address delivered at the Conference on Consumer Esthetics and Symbolic Consumption, Wurtzel (1980) described the American Broadcast Company's use of lifestyle (psychographic) research. The author indicated that the nature of the mass audience had changed and as a result the ABC Developmental and Social Research Unit had "explored some of the segmentation techniques which have been used successfully by market researchers in other fields" (p. 82).

Wurtzel indicated that lifestyle research had been used to identify the psychographic composition of viewing audiences of several programs and to construct program themes. He suggested that it might be possible to use this qualitative research to schedule programs for particular dayparts and to produce new shows.

A small number of articles were identified which addressed the use of psychographic research in the preliminary stages of planning new programming. One such article was authored by Plummer (1968) who conceived and implemented a six step program development model for an educational television station in Columbus, Ohio--WOSU-TV, Channel 34. The procedure included: 1) basic concept development; 2) development of the format; 3) generation of treatments and execution alternatives; 4) selection of treatments and execution; 5) development of script and visual execution and; 6) production of the pilot or program.

The author stated that using procedures such as those outlined in the article may become necessary since

. . . the costs of new television program development are rising; the number of successful new programs is decreasing; the failure of series on the air are increasing; and the number of movie features appearing on the networks is increasing (p. 23).

Plummer's technique used qualitative data and appears to have relied heavily on lifestyle analysis of the proposed target audience in developing new shows.

In an excellent article, Domzal and Kernan (1985) discussed the relationship among packagers, networks, programming, advertising, ratings, and audiences. They indicated that before demassification, traditional research methods were adequate. However, due to smaller potential audiences, program producers will need to

pretest/modify/retest new programs before airing them. In this way, producers can expect a higher degree of success. Domzal and Kernan suggested that demographic information should be supplemented with qualitative (psychographic) information. They indicated that demographic subgroups be similar in observable characteristics but not lifestyles or values. On the other hand, psychographic subgroups differ in terms of age, race, or religion but may share qualitative characteristics. Therefore programs will attract those who identify with the values and lifestyles of the actors or program themes thus increasing share, advertising, revenue, and program success.

The rest of the material which could be identified as relating to the broadcasting industry concerned station promotions and the need for different kinds of or improvements in audience research. Steinberg (1986) described the success stories of several West coast radio stations who have turned to psychographic research. In essence these stations are fine tuning their promotions to appeal to the lifestyles, attitudes, and language of their listeners. In addition to increasing shares, the targeted promotions drastically reduced the cost of on-air commercial time in other outlets and increased the amount of word-of-mouth communication taking place in the community.

In a report summarizing the responses of advertisers, advertising agencies, media representatives, and ratings

services, Dimling (1985) stated that several key areas of research needed to be modified or maintained. These are: increased sample sizes; expanded measurement of individual viewing (i.e., people meters); measurement of VCR use; measurement of audiences for commercials; more access to audience measurement databases; and the need for good quality data. Other areas of needed research which were mentioned but not considered as important as those previously mentioned were: out-of-home viewing; qualitative reactions to programs; and psychographic information.

Summary

Several product or service fields have adopted or experimented with psychographic research. These have included manufacturers of computers, beer, cigarettes, and automobiles. Some newspaper and magazine publishers have also seen the utility of this qualitative research and a few politicians have experienced success in marketing themselves through cable television. However, the list of broadcasting outlets that have used psychographic research appears to be fairly short.

Broadcasters are in essence selling a product, not only to a target audience but also to local and national advertisers as vehicles to carry their messages. If the product (programming) is poor then it will not attract a

large enough audience, this results in low ratings and even lower shares. Advertisers are well aware of the fact that low ratings mean that few persons will be exposed to the sales message and they therefore usually look for a new vehicle that will attract a larger audience.

With the introduction of cable television, subscription television, and video cassette recorders the once mass audience has become extremely fragmented. Viewers are no longer limited in their selection of television channels. Viewers, only naturally, are attracted to those programs which fulfill needs, desires, or reflect their attitudes and lifestyles. The cable television industry has probably been most successful at recognizing this as evidenced by such services as sports, movie, artistic, shopping, music, business, comedy and children's channels.

It appears that those broadcasters described in the literature review have made use of psychographic research in a number of different ways. These are 1) program development, 2) audience segmentation by daypart or program, 3) scheduling, 4) theme development, 5) promotions, 6) advertising, 7) message/copy development. However, the use of psychographics among television broadcasters does not appear to be widespread.

CHAPTER III

RESEARCH QUESTIONS, METHODS, RESPONDENTS, LIMITATIONS

This chapter is divided into four sections. In Section I the research questions are presented, in Section II the research methods are described, and in Section III the respondents are described in terms of the independent variables; MARKET RANK, AFFILIATION, STATION RANK, and OWNERSHIP. Section IV describes limitations of the study.

Research Questions

Based on the literature review, the following research questions are offered. In general, this study sought to explore one major area. This was:

- I. In terms of adoption and application, what is the current state of psychographic research in commercial television?

Questions 1.0 through 4.1 were formulated to provide specific information which was used to answer this question.

- 1.0 Regarding those General Managers surveyed, how many reported that their stations have adopted psychographic research and how many have not.
 - 1.1 Are there significant differences in adoption or non-adoption by ADI MARKET RANK, STATION RANK, AFFILIATION, and OWNERSHIP?

- 2.0 What levels of awareness exist among General Managers who are employed by stations that have adopted and those that have not adopted?
 - 2.1 Are there significant differences in levels of awareness of psychographic research by ADI MARKET RANK, STATION RANK, AFFILIATION, and OWNERSHIP?
- 3.0 Regarding stations that have adopted, what perceptions of practical utility exist among General Managers concerning psychographic research.
 - 3.1 Are there significant differences in perceptions of practical utility by ADI MARKET RANK, STATION RANK, AFFILIATION, and OWNERSHIP?
- 4.0 Regarding those stations that have adopted psychographic research, how has it been put to use?
 - 4.1 Are there significant differences in application by ADI MARKET RANK, STATION RANK, AFFILIATION, and OWNERSHIP?

Methods

In order to determine the extent to which psychographic research had been adopted and applied by commercial television stations, a national mail survey of General Managers was employed. Kerlinger (1986) indicated that survey research allows the investigator to obtain a great amount of information from a large population and that it is a relatively economical data collection method (p. 387). According to Erdos (1983) mail questionnaires are superior to other survey forms (telephone and personal interview). Some of the advantages the author cites are

. . . Wider distribution . . . Less distribution bias
. . . No interviewer bias . . . Better chance of
truthful reply . . . Better chance of thoughtful reply
. . . Time saving (under certain circumstances) . . .
Centralized control . . . Cost saving, resulting in
more flexibility per dollar spent (p. 6).

The population for the study was made up of General Managers of commercial television stations in the continental United States (n = 971). Only General Managers in the U.S. were sent surveys in order to keep mailing costs to a minimum. Names and addresses of these General Managers and their facilities were purchased from the National Association of Broadcasters (NAB) in October of 1991.

All thirty-five commercial television station managers in Nebraska and Tennessee were asked to critique and pre-test the survey instrument. It was believed that these station executives would respond at a high rate since the research was directly connected with an educational institution in the same state as their television stations. Each was sent: a cover letter which explained the purpose of the study; an instruction form; a survey; a self-addressed and stamped envelope for returning the survey; and a self-addressed and stamped response postcard (see Appendix F).

The response postcard strategy was useful in several ways. It was employed as a way of identifying non-respondents and it allowed the researcher to send these individuals a second or third survey. It helped to ensure

anonymity for those who did respond and completed cards provided a source of names and addresses to which to send a shortened version of the survey results. The technique is described in Professional Mail Surveys (Erdos 1983, p. 120).

Thirteen of the 35 pre-test surveys were returned yielding a response rate of 37%. Based on the results of the pre-test, minor modifications were made to the survey instrument.

The questionnaire was then mailed to all individuals listed as General Managers of U.S. commercial television stations. Surveys were also mailed to the 22 non-respondents of the pre-test. Each General Manager was sent: a cover letter explaining the purpose of the study; a survey; a self-addressed and postage-paid envelope for returning the survey to the investigator; and a self-addressed and postage-paid response postcard (See Appendix G). Overall, 958 questionnaires were sent of which 273 were returned; the response rate for the second mailing was 29%.

In order to increase the total number of completed surveys, a third mailing was prepared and sent. This included the names of 685 station executives who had not responded to the pre-test or the second mailing. Each letter contained the materials described in Appendix G. One hundred and thirty one surveys were returned and the response rate on the third wave of surveys was 19% and the

overall response rate for the three waves of surveys was 43%.

Only 287 of the response cards were returned. This indicates that 68.8% of those who returned their completed surveys also returned their completed response cards.

Respondents

It would appear that in terms of the first independent variable, MARKET RANK, General Managers from large markets responded at a higher rate. Table 1 describes percentages of respondents by market rank.

Table 1

Percentages of Respondents by Market Rank

Market Rank	Frequency	Percent
1 - 53	137	36.1
54 - 106	103	27.2
107 - 159	89	23.5
160 - 212	50	13.2

It would appear that in terms of the second independent variable, STATION RANK, General Managers from stations ranked higher in their markets responded at a higher rate. Table 2 describes percentages of respondents by station rank.

Table 2

Percentages of Respondents by Station Rank

Station Rank	Frequency	Percent
1st	119	32.2
2nd	91	24.6
3rd	57	15.4
4th	60	16.2
5th or Lower	43	11.6

It would appear that in terms of the third independent variable, AFFILIATION, General Managers of stations associated with one of the three oldest networks responded at a higher rate. Table 3 describes percentages of respondents by affiliation

Table 3

Percentages of Respondents by Affiliation

Affiliation	Frequency	Percent
ABC	83	21.9
CBS	82	21.6
Fox	63	16.6
NBC	87	23.0
Commercial Independent	64	16.9

It would appear that in terms of the fourth independent variable, OWNERSHIP, General Managers from stations owned by

corporations responded at a higher rate. Table 4 describes percentages of respondents by ownership.

Table 4
Percentages of Respondents by Ownership

Ownership	Frequency	Percent
Sole Proprietorship	28	7.4
General or Limited Partnership	53	14.0
Corporation	290	76.7
Network Owned and Operated	7	1.9

As a result of the low response rate among General Managers of network owned and operated stations, this category was merged with stations under corporate ownership. Therefore, the adjusted frequency and percent for Table 4 for Corporations is 297 and 78.6% respectively.

Limitations

Due to the nature of mail survey research and the low response rates normally involved, valid generalizations of results to a larger population are suspect. The same is true of this particular study since only 43% of those surveyed responded.

CHAPTER IV

DATA ANALYSIS

The information gathered through the use of the survey instrument was designed to answer the four major research questions posed in Chapter III. This chapter is divided into two sections. In Section I, the statistical procedures used to address the research questions will be described. In Section II the responses to the two open-ended survey questions will appear.

Statistical Procedures

Once the surveys were completed and returned, the information from each was entered into an IBM Model 60 computer and analyzed using SAS, a statistical analysis program. Answers to the two open-ended questions on the survey were analyzed and tabulated by hand.

- 1.0 Regarding those General Managers surveyed, how many reported that their stations have adopted psychographic research and how many have not.

In order to address research question 1.0, a frequency count of respondents by adoption or non-adoption was employed. Table 5 describes the number of respondents in each condition.

Table 5

Respondents by Adoption Condition

Condition	Frequency	Percent
Non-Adoption	257	63.6
Adoption	147	36.4

Based on the results of the frequency count, it would appear that over half of the respondents were not using this form of research at their station at the time that the survey was administered.

1.1 Are there significant differences in adoption or non-adoption by ADI MARKET RANK, STATION RANK, AFFILIATION, and OWNERSHIP?

In order to address research question 1.1, four separate Chi-Square tests were employed. In the first Chi-Square, the dependent variable was ADOPTION and the independent variable was MARKET RANK. Table 6 describes the results of the Chi-Square analysis.

The Chi-Square of 66.583 with 3 degrees of freedom resulted in a probability of less than .0001. Based on the result of the significant Chi-Square, it would appear that there is a real difference in the number of stations in the different market ranks which have adopted psychographic research. It is unlikely that a difference this large occurred by chance alone.

Table 6

Number of Respondents by Adoption Conditions and Market Rank

Market Rank	Condition		
	Adoption	Non-Adoption	Total
1 - 53	77 (56.2%)	60 (43.8%)	137 (100%)
54 - 106	34 (33.0%)	69 (67.0%)	103 (100%)
107 - 159	10 (11.2%)	79 (88.8%)	89 (100%)
160 - 212	4 (8.0%)	46 (92.0%)	50 (100%)
Total	125 (33.0%)	254 (67.0%)	379 (100%)

$$\chi^2 = 66.583; df = 3; p < .05$$

In the second Chi-Square, the dependent variable was ADOPTION and the independent variable was STATION RANK. Table 7 describes the results of the Chi-Square analysis.

Table 7

Number of Respondents by Adoption Conditions and Station Rank

Station Rank	Condition		
	Adoption	Non-Adoption	Total
1	45 (37.8%)	74 (62.2%)	119 (100%)
2	32 (35.2%)	59 (64.8%)	91 (100%)
3	15 (26.3%)	42 (73.7%)	57 (100%)
4	14 (23.3%)	46 (76.7%)	60 (100%)
5th or Lower	18 (41.9%)	25 (58.1%)	43 (100%)
Total	124 (33.5%)	246 (66.5%)	370 (100%)

$$\chi^2 = 6.560; df = 4; n.s.$$

The Chi-Square of 6.560 with 4 degrees of freedom resulted in a probability of .161. Based on the result of the non-significant Chi-Square analysis, one would conclude that there is a difference in the number of facilities of different station ranks that have adopted psychographic research but the differences detected here may be solely the result of chance.

In the third Chi-Square, the dependent variable was ADOPTION and the independent variable was AFFILIATION. Table 8 describes the results of the Chi-Square analysis.

Table 8
Number of Respondents by Adoption Conditions and Affiliation

Affiliation	Condition		
	Adoption	Non-Adoption	Total
ABC	28 (33.7%)	55 (66.3%)	83 (100%)
CBS	25 (30.5%)	57 (69.5%)	82 (100%)
Fox	18 (28.6%)	45 (71.4%)	63 (100%)
NBC	35 (40.2%)	52 (59.8%)	87 (100%)
Commercial			
Independent	19 (29.7%)	45 (70.3%)	64 (100%)
Total	125 (33.0%)	254 (67.0%)	379 (100%)

$$x^2 = 3.188; df = 4; n.s.$$

The Chi-Square of 3.188 with 4 degrees of freedom resulted in a probability of .527. Based on the results of the non-significant Chi-Square, one would conclude that

there is a difference in the number of stations having different affiliations that have adopted psychographic research but the differences detected here may be solely the result of chance.

In the fourth Chi-Square, the dependent variable was ADOPTION and the independent variable was OWNERSHIP. Table 9 describes the results of the Chi-Square analysis.

Table 9

Number of Respondents by Adoption Conditions and Ownership

Ownership	Condition		
	Adoption	Non-Adoption	Total
Sole Proprietorship	5 (17.9%)	23 (82.1%)	28 (100%)
General or Limited Partnership	14 (26.4%)	39 (73.6%)	53 (100%)
Corporation	105 (35.4%)	192 (64.6%)	297 (100%)
Total	124 (32.8%)	254 (67.2%)	378 (100%)

$$\chi^2 = 4.695; df = 2; n.s.$$

The Chi-Square of 4.695 with 2 degrees of freedom resulted in a probability of .096. Based on the results of the non-significant Chi-Square, one would conclude that there is a difference in the number of stations under different types of ownership that have adopted psychographic

research but the differences detected here may be solely the result of chance.

2.0 What levels of awareness exist among General Managers who are employed by stations that have adopted and those that have not adopted?

In order to address research question 2.0, an approximate two sample T-Test was employed. The purpose of the procedure was to determine if there was a statistically significant difference in levels of awareness of psychographic research among General Managers in the two adoption conditions. The AWARENESS scores were General Manager's responses, on a five point Likert scale, regarding their general awareness of psychographic audience research. Respondents could also indicate that they were not at all aware of this form of psychographic research. Table 10 describes the results of the analysis.

Table 10

Approximate Two Sample T-Test of Awareness by Adoption Condition

Condition	N	Mean	S.D.
Adoption	147	4.69	.54
Non-Adoption	256	3.12	1.39

$F = 6.48$; $df\ 255, 146$; $p < .05$

Note. Means close to 5.0 indicate high awareness and those close to 0.0 indicate low awareness.

The approximate two sample T-Test with an F score of 6.48 and 255 and 146 degrees of freedom resulted in a probability of .0001. Based on the results of the test, one would conclude that there is a statistically significant difference in levels of awareness of psychographic research among General Managers in the two adoption conditions.

2.1 Are there significant differences in levels of awareness of psychographic research by ADI MARKET RANK, STATION RANK, AFFILIATION, and OWNERSHIP?

In order to address research question 2.1, a 4 X 5 X 5 X 3 Analysis of Variance was employed. The dependent variable was AWARENESS and the independent variables were MARKET RANK with four levels, STATION RANK with five levels, AFFILIATION with five levels, AND OWNERSHIP with three levels. Table 11 describes the results of the ANOVA.

Table 11

Four-Way Analysis of Variance of Awareness

Source	SS	DF	MS	F	
Market Rank	122.89	3	40.96	27.86	**
Station Rank	18.22	4	4.56	3.10	*
Affiliation	7.29	4	1.82	1.24	
Ownership	3.94	2	1.97	1.34	
Error	519.06	353	1.47		

* p < .05; ** p < .001

The results from the 4 X 5 X 5 X 3 ANOVA indicate that awareness of psychographic research is not significantly different among General Managers of stations having different affiliation or different ownership. Significant main effects, however, were discovered for two factors. This suggests that awareness levels were significantly different among the General Managers of stations in different market ranks and different station ranks. None of the interactions were statistically significant. In terms of MARKET RANK, a follow-up analysis (Fisher's LSD) was intended to determine which actual market ranks were different from one another in terms of General Managers' mean awareness levels. Table 12 describes the results of the analysis.

Table 12

Mean Awareness Levels by Market Rank

Market Rank	N	Mean	S.D.	
1 - 53	136	3.90	1.42	cd
54 - 106	103	3.97	1.22	ab
107 - 159	89	3.25	1.35	a c e
160 - 212	50	2.84	1.25	b de

Note. Means with the same letter are significantly different at the .05 alpha level.

The data suggest that mean awareness levels among General Managers in the top two market categories, 1 - 53 and 54 - 106 respectively, were not significantly different. However, the mean awareness levels among the General Managers in the top two market categories were significantly higher than those same individuals in the two lowest ranked market categories. Additionally, the mean awareness levels of General Managers of stations in the 107 - 159 market ranks were significantly higher than their counterparts in market ranks 160 - 212.

In terms of STATION RANK, a follow-up analysis (Fisher's LSD) was intended to determine which actual station ranks were different from one another in terms of General Managers' mean awareness levels. Table 13 describes the results of the analysis.

Table 13

Mean Awareness Levels by Station Rank

Station Rank	N	Mean	S.D.
1	119	3.78	1.31 a
2	91	3.84	1.12 b
3	57	3.67	1.46
4	59	3.46	1.45
5 or Lower	43	3.23	1.57 ab

Note. Means with the same letter are significantly different at the .05 alpha level.

The data suggest that General Managers of number one and number two rated stations have significantly higher mean awareness levels than General Managers whose stations are rated fifth or lower in their respective markets. It might be misleading for one to conclude that mean awareness levels among General Managers in the top four station rank categories are not significantly different. One could just as readily conclude that mean awareness levels among General Managers in the bottom three station rank categories are not significantly different. Differences might become more apparent if one were to increase the number of observations in the bottom three categories.

3.0 Regarding stations that have adopted, what perceptions of practical utility exist among General Managers concerning psychographic research.

In order to address research question 3.0, means were calculated for each of the three utility variables; OVERALL UTILITY, REVENUE UTILITY, AND SHARE UTILITY. Respondents were asked to indicate, on a five point Likert scale, the degree to which psychographic research had been useful in three different areas at their stations. Table 14 describes the results of the calculations.

Table 14

Means and Standard Deviations for Three Utility Variables

Variable	N	Mean	S.D.
Overall Utility	147	4.12	.83
Revenue Utility	147	3.81	.89
Share Utility	143	2.91	1.03

Note. Means close to 5.0 indicate high utility in the area listed and those close to 1.0 indicate low utility.

The data indicate that the General Managers of stations that had adopted psychographic research believed that, overall, it had been very useful (mean = 4.12) and that it had been applied extensively in different departments at the facility. The respondents indicated that the research had been of above average utility (mean = 3.81) at increasing station revenues and they also felt that psychographic research had been of less than average utility (mean = 2.91) at increasing the station's share of total viewing from Sunday to Saturday 7 am to 1 am.

3.1 Are there significant differences in perceptions of practical utility by ADI MARKET RANK, STATION RANK, AFFILIATION, and OWNERSHIP?

In order to address research question 3.1, three separate 4 X 5 X 5 X 3 ANOVAs were employed; one for each of the three dependent variables--OVERALL UTILITY, REVENUE

UTILITY, and SHARE UTILITY. In the first ANOVA, the dependent variable was OVERALL UTILITY and the independent variables were MARKET RANK with four levels, STATION RANK with five levels, AFFILIATION with five levels, and OWNERSHIP with three levels. Table 15 describes the results of the analysis.

Table 15

Four-Way Analysis of Variance of Overall Utility

Source	SS	DF	MS	F
Market Rank	2.34	3	.81	1.21
Station Rank	2.58	4	.65	.97
Affiliation	3.69	4	.92	1.38
Ownership	2.11	2	1.05	1.57
Error	72.19	108	.67	

The results from the 4 X 5 X 5 X 3 ANOVA indicate that perceptions of the overall utility of psychographic research were not significantly different among General Managers of stations in different market ranks, different station rank, different affiliation, or even different ownership. None of the interactions were significant.

In the second 4 X 5 X 5 X 3 ANOVA, the dependent variable was REVENUE UTILITY and the independent variables were MARKET RANK with four levels, STATION RANK with five

levels, AFFILIATION with five levels, and OWNERSHIP with three levels. Table 16 describes the results of the analysis.

Table 16
Four-Way Analysis of Variance of Revenue Utility

Source	SS	DF	MS	F
Market Rank	3.23	3	1.08	1.37
Station Rank	5.50	4	1.38	1.75
Affiliation	5.35	4	1.34	1.70
Ownership	.52	2	.26	.33
Error	84.70	108	.78	

The results from the 4 X 5 X 5 X 3 ANOVA indicate that perceptions of the revenue-producing utility of psychographic research were not significantly different among General Managers of stations in different market ranks, different station rank, different affiliation, or even different ownership. None of the interactions were significant.

In the third 4 X 5 X 5 X 3 ANOVA, the dependent variable was SHARE UTILITY and the independent variables were MARKET RANK with four levels, STATION RANK with five levels, AFFILIATION with five levels, and OWNERSHIP with

three levels. Table 17 describes the results of the analysis.

Table 17
Four-Way Analysis of Variance of Share Utility

Source	SS	DF	MS	F
Market Rank	8.51	3	2.84	2.83 *
Station Rank	1.07	4	.27	.27
Affiliation	3.43	4	.86	.86
Ownership	3.49	2	1.75	1.74
Error	105.15	105	1.00	

* $p < .05$

The results from the 4 X 5 X 5 X 3 ANOVA indicate that perceptions of the share-increasing utility of psychographic research are not significantly different among General Managers of stations with different station ranks, different affiliation, or even different ownership. A significant main effect was discovered for one factor. This suggests that perceptions of the share-increasing utility of psychographic research were different among General Managers of stations in different market ranks. None of the interactions were significant. Regarding MARKET RANK, a follow-up analysis (Fisher's LSD) was intended to determine which actual market ranks were different from one another in terms of General Managers' perceptions of the share-

increasing utility of psychographic research. Table 18 describes the results of the analysis.

Table 18

Mean Perception Levels of Share Utility by Market Rank

Market Rank	N	Mean	S.D.
1 - 53	75	2.68	1.04 a
54 - 106	33	3.33	.89 a
107 - 159	10	3.10	1.10
160 - 212	4	3.50	.57

Note. Means with the same letter are significantly different at the .05 alpha level.

The data suggest that General Managers of stations in the top two market rank categories, 1 - 53 and 54 - 106 respectively, have significantly different perceptions of the share-increasing utility of psychographic research. It might be misleading for one to conclude that mean perception levels among General Managers in the three lowest market rank categories were not significantly different. Differences in levels of perceptions of share-increasing utility might become more apparent if one were to increase the number of observations in the three lowest market rank categories.

4.0 Regarding those stations that have adopted psychographic research, how has it been put to use?

In order to address research question 4.0, a frequency count was conducted concerning the number of respondents who rated each of the seven application areas; program development, audience segmentation by daypart or program, program scheduling, program theme development, station promotions, advertising time sales, and message/copy development. In addition, means were calculated for each of the application areas. These means were generated as a result of respondents indicating on a five point Likert scale the degree to which psychographic research lent itself to application in each area listed. Respondents could also indicate "not applicable" on their surveys. Table 19 describes the frequencies and means for each of the seven application areas.

The data in Table 19 indicate that the areas in which psychographic research had been used most were advertising time sales (n = 146) and station promotions (n = 142). These were also the two highest rated areas, in terms of application of psychographic research, with means of 3.93 and 3.40 respectively.

Table 19

Frequency of Response and Means for Seven Application Areas

Application Area	N	Mean	S.D.
Advertising Time Sales	146	3.93	1.12
Station Promotions	142	3.40	1.11
Message/Copy Development.	136	3.23	1.21
Audience Segmentation by Daypart or Program	137	3.08	1.10
Program Development	131	2.95	1.19
Program Scheduling	138	2.89	1.13
Program Theme Development	126	2.74	1.20

Note. Means close to 5.0 indicate easy application in the area listed and those close to 0.0 indicate low applicability.

4.1 Are there significant differences in application by ADI MARKET RANK, STATION RANK, AFFILIATION, and OWNERSHIP?

In order to address research question 4.1, seven separate 4 X 5 X 5 X 3 ANOVAs were employed; one for each of the seven dependent variables--PROGRAM DEVELOPMENT, AUDIENCE SEGMENTATION, PROGRAM SCHEDULING, PROGRAM THEME DEVELOPMENT, STATION PROMOTIONS, ADVERTISING TIME SALES, and MESSAGE/COPY DEVELOPMENT.

In the first ANOVA, the dependent variable was PROGRAM DEVELOPMENT and the independent variables were MARKET RANK with four levels, STATION RANK with five levels, AFFILIATION with five levels, and OWNERSHIP with three levels. Table 20 describes the results of the analysis.

Table 20

Four-Way Analysis of Variance of Program Development

Source	SS	DF	MS	F
Market Rank	.57	3	.19	.13
Station Rank	1.43	4	.35	.25
Affiliation	4.49	4	1.12	.79
Ownership	3.84	2	1.92	1.35
Error	134.95	95	1.42	

The results from the 4 X 5 X 5 X 3 ANOVA indicate that ratings of the applicability of psychographic research to program development were not significantly different among General Managers of stations in different market ranks, different station rank, different affiliation, or even different ownership. None of the interactions were significant.

In the second ANOVA, the dependent variable was AUDIENCE SEGMENTATION and the independent variables were MARKET RANK with four levels, STATION RANK with five levels, AFFILIATION with five levels, and OWNERSHIP with three levels. Table 21 describes the results of the analysis.

Table 21

Four-Way Analysis of Variance of Audience Segmentation

Source	SS	DF	MS	F
Market Rank	.46	3	.15	.13
Station Rank	.72	4	.18	.15
Affiliation	2.77	4	.69	.58
Ownership	2.57	2	1.29	1.08
Error	118.92	100	1.19	

The results from the 4 X 5 X 5 X 3 ANOVA indicate that ratings of the applicability of psychographic research to audience segmentation were not significantly different among General Managers of stations in different market ranks, different station rank, different affiliation, or even different ownership. None of the interactions were significant.

In the third ANOVA, the dependent variable was PROGRAM SCHEDULING and the independent variables were MARKET RANK with four levels, STATION RANK with five levels, AFFILIATION with five levels, and OWNERSHIP with three levels. Table 22 describes the results of the analysis.

Table 22

Four-Way Analysis of Variance of Program Scheduling

Source	SS	DF	MS	F
Market Rank	1.77	3	.59	.49
Station Rank	1.64	4	.41	.34
Affiliation	4.53	4	1.13	.94
Ownership	6.13	2	3.07	2.54
Error	120.59	100	1.21	

The results from the 4 X 5 X 5 X 3 ANOVA indicate that ratings of the applicability of psychographic research to program scheduling were not significantly different among General Managers of stations in different market ranks, different station rank, different affiliation, or even different ownership. None of the interactions were significant.

In the fourth ANOVA, the dependent variable was PROGRAM THEME DEVELOPMENT and the independent variables were MARKET RANK with four levels, STATION RANK with five levels, AFFILIATION with five levels, and OWNERSHIP with three levels. Table 23 describes the results of the analysis.

Table 23

Four-Way Analysis of Variance of Program Theme Development

Source	SS	DF	MS	F
Market Rank	.60	3	.20	.16
Station Rank	2.51	4	.63	.48
Affiliation	9.61	4	2.40	1.86
Ownership	5.96	2	2.98	2.30
Error	116.37	90	1.29	

The results from the 4 X 5 X 5 X 3 ANOVA indicate that ratings of the applicability of psychographic research to program theme development were not significantly different among General Managers of stations in different market ranks, different station rank, different affiliation, or even different ownership. None of the interactions were significant.

In the fifth ANOVA, the dependent variable was STATION PROMOTIONS and the independent variables were MARKET RANK with four levels, STATION RANK with five levels, AFFILIATION with five levels, and OWNERSHIP with three levels. Table 24 describes the results of the analysis.

Table 24

Four-Way Analysis of Variance of Station Promotions

Source	SS	DF	MS	F
Market Rank	2.86	3	.95	.84
Station Rank	1.69	4	.42	.37
Affiliation	6.12	4	1.53	1.35
Ownership	4.38	2	2.19	1.94
Affil*Owner	16.74	6	2.79	2.47 *
Error	110.82	98	1.13	

* $p < .05$

The results from the 4 X 5 X 5 X 3 ANOVA indicate that ratings of the applicability of psychographic research to station promotions were not significantly different among General Managers of stations in different market ranks, different station rank, different affiliation, or even different ownership. However, one of the interactions was significant suggesting that ratings of the applicability of psychographic research to station promotions is not the same for stations with different types of affiliations under different types of ownership.

In the sixth ANOVA, the dependent variable was ADVERTISING TIME SALES and the independent variables were MARKET RANK with four levels, STATION RANK with five levels, AFFILIATION with five levels, and OWNERSHIP with three levels. Table 25 describes the results of the analysis.

Table 25

Four-Way Analysis of Variance of Advertising Time Sales

Source	SS	DF	MS	F
Market Rank	4.89	3	1.63	1.23
Station Rank	2.88	4	.72	.54
Affiliation	.88	4	.22	.17
Ownership	6.97	2	3.49	2.63
Error	141.86	107	1.33	

The results from the 4 X 5 X 5 X 3 ANOVA indicate that ratings of the applicability of psychographic research to advertising time sales were not significantly different among General Managers of stations in different market ranks, different station rank, different affiliation, or even different ownership. None of the interactions were significant.

In the final ANOVA, the dependent variable was MESSAGE/COPY DEVELOPMENT and the independent variables were MARKET RANK with four levels, STATION RANK with five levels, AFFILIATION with five levels, and OWNERSHIP with three levels. Table 26 describes the results of the analysis.

Table 26

Four-Way Analysis of Variance of Message/Copy Development

Source	SS	DF	MS	F
Market Rank	.56	3	.19	.13
Station Rank	4.36	4	1.09	.74
Affiliation	3.46	4	.87	.59
Ownership	5.84	2	2.92	1.99
Error	143.68	98	1.47	

The results from the 4 X 5 X 5 X 3 ANOVA indicate that ratings of the applicability of psychographic research to message/copy development time sales were not significantly different among General Managers of stations in different market ranks, different station rank, different affiliation, or even different ownership. None of the interactions were significant.

Open-Ended Responses

This portion of this chapter will be devoted to summarizing the answers respondents offered for two open-ended survey questions. These were:

What do you consider to be the strengths of the psychographic research your station is currently using?

What do you consider to be the weaknesses of the psychographic research your station is currently using?

Each question will be addressed separately beginning with the first question. Only respondents whose station was currently using psychographic research were presented with these questions and not all felt obliged to offer any kind of answer.

In response to the first question, a large number of respondents (n = 40) indicated that the greatest strength of the psychographic research used at their stations is that it allows them and clients to better target audiences in a very fragmented marketplace. In addition, many (n = 13) stated that psychographic research is useful with clients in that it is a good way of moving from discussions of rates to audience delivery.

Apparently, station salespeople have made the greatest use of psychographic research. Many (n = 20) indicated that the best use of this particular style of research is in the sales department.

Respondents (n = 11) also suggested that this form of audience research is useful in that it allows the station to target promotions in a more intelligent fashion. Copy development and program announcements topped the list as the types of promotions most frequently mentioned by the respondents.

At least seven of those surveyed reported that they were able to analyze psychographic audiences that they were attracting to their programming; particularly local news.

One respondent wrote

. . . our psychographic program lends an added dimension to understanding our viewer. Taking us beyond a traditional segmentation of age and sex, the psychographic program allows us to get a better understanding of the lifestyle and individual concerns of our viewer as well as the competitors' viewers.

Another respondent added that

by profiling the psychographics of our viewers for specific programs, we look at non-viewers that are in the same psychographic groups and cross promote to reach them and hopefully gain their viewership. It also assists us in writing promos to make sure that we are using the appropriate "hot buttons" to talk to these adults.

Another application area mentioned by respondents dealt with using psychographic research to position the facility among other stations in the market (n = 5). The use of psychographic information has been used by some (n = 4) to schedule or sequence some programs and by some creatives for commercial production.

Other strengths mentioned by respondents included: the generation of revenues; rate setting; decision-making tool; relative low cost; easy to use and understand; and the fact that the research is timely.

Regarding weaknesses, the greatest problem mentioned by the respondents dealt with acceptance. Many (n = 25) feel that there is a lack of understanding and very little belief in the credibility or utility of psychographic research among those in the advertising community. Respondents indicated that local retailers and local ad agencies don't understand the research and national advertisers and national agencies aren't interested or won't take the time to understand.

The second most often mentioned weakness (n = 15) appears to be related to station personnel. Respondents indicated that they under-use or don't use the research as much as it could be. They also feel that some key personnel (i.e., sales people and program producers) don't want to learn how to use the information. One respondent wrote

The down side of psychographics is convincing both station employees and advertisers that the system works. So many people have relied for so long on just demographics that they can not comprehend the next step. The best example I have found is using the fictitious characters of Roseanne Barr and Murphy Brown. They are both working women 25 - 54 but that's where the similarities stop and VALS is the only way to differentiate between what motivates those two different types of personalities.

A third weakness (n = 13) with psychographic research concerns money. Many believe that when looked at from a cost-benefit perspective, the research is too expensive in relation to the return. Additionally, some of those

surveyed (n = 11) feel that sample sizes used in the individual studies are too small.

Other weaknesses mentioned by the respondents included: too much time involved in order to produce a sales presentation; not television specific enough (i.e., viewing behavior); not market specific enough; can't cross-index with ARB or NSI; too generic; need standardization of terminology; surveys not conducted often enough; and weak methodologies.

CHAPTER V

RESULTS

Conclusions and Discussion

This chapter is divided into three sections. Section I describes conclusions and a discussion based on data presented in the previous chapter. Section II offers recommendations and Section III contains suggestions for further research.

The research questions, survey, and statistical analyses were intended to answer one major question which was posed early in CHAPTER III. This question was

In terms of adoption and application, what is the current state of psychographic research in commercial television?

Conclusions regarding this question will be limited to the four areas explored in this study; adoption, awareness, utility, and application.

It appears that the use of psychographic research among commercial television stations in the continental United States is limited. Approximately 36% of those General Managers surveyed indicated that a form of psychographic research was being used at their stations. In particular, the adoption of this strand of research is most common among

stations: in the top 106 markets; rated first or second in their own markets; affiliated with one of the three oldest networks and; under corporate ownership. It would appear that established stations therefore have at least experimented with psychographics possibly as a result of the influence of VCRs, cable, and commercial independents described in Chapter I. It is quite likely that these are the only kinds of stations that can really afford to adopt psychographics as many respondents indicated that the data they purchase tends to be quite expensive. It may also be that these stations have the most to lose and this is one way to slow the dual trends of spiraling shares and declining station incomes. This study found that the adoption of psychographic research is really related to one significant factor: market rank. Additionally, when examining adoption, the type of ownership of a station approached significant levels but did not meet the .05 alpha level. Regardless of significant effects, it would appear that low rated Fox or commercial independent stations in small markets under sole proprietorship or general/limited partnerships would be much less likely to adopt psychographic audience research than any other station. Due to the fact that Fox and commercial independents must buy significant amounts of programming in order to fill their television schedules, it is quite likely that psychographic research may be considered a low priority luxury item.

An additional aspect of the adoption area concerns external and internal influences. Some of the respondents expressed some concern that psychographic research is not readily accepted by those in the local or national advertising communities. Some General Managers indicated that ad agencies seem to be interested only in buying time in high rated time slots as opposed to looking at the qualitative make-up of the viewers. Within the station, sales people and producers seem unwilling or are reluctant to use the data purchased. This may be related to the saying "it is difficult to teach an old dog new tricks" or quite possibly that the information itself is too cumbersome to work with on a casual basis. In either case, it would be difficult to justify the purchase or the continued purchase of psychographic research from a vendor if these groups are not committed to its use.

General Managers of stations that had adopted reported being significantly more aware of or familiar with psychographic research than those at stations that had not adopted. In fact, there were significant differences in awareness among General Managers in different market ranks and different station ranks. Particularly, awareness levels were significantly lower in the lowest ranked markets. General Managers of stations rated number one or two in their respective markets were significantly more aware of psychographic research than General Managers of stations

ranked fifth or lower in their market. These results could possibly suggest that General Managers of stations in large markets or stations rated high in their respective markets have more to lose by not being aware of new trends. Losses could include such things as audience, national and local advertising, and station leadership. A key question arises at this point: are these individuals more aware or familiar with this style of audience research and as a result their station uses it or could it simply mean that because their station uses it, they are more aware?

In terms of utility, the highest rated aspect of psychographic audience research was its ability to be applied in different departments at the station. However, the particular survey question used to investigate "overall utility" may simply have been too broad. General Managers felt that the research was of above average utility at increasing the station's revenue. This would appear to be consistent with those strengths mentioned by respondents in the open-ended questions. These same individuals believed that the research that their station was using was of below average utility at increasing the station's share of total viewing. There were differences in perceptions of share-increasing utility by market rank; General Managers in markets 54 - 106 rated this aspect of the research significantly higher than those executives in markets

1 - 53. This may be a function of the amount and types of competition present in the top 53 markets; there may be less opportunity for increasing station share significantly due to well-entrenched competition.

Concerning those areas identified in the literature review as application areas, the General Managers surveyed indicated that psychographic research has above average applicability in the area of advertising time sales and station promotions. This is consistent with remarks offered by the respondents concerning strengths of the research. Those surveyed indicated that the research has moderate applicability in the areas of message/copy development, audience segmentation, and below average applicability in program development, program scheduling, and program theme development. The ratings for these latter three areas are not surprising in that few stations devote great resources to producing programming except for, in some cases, local newscasts and public affairs shows. Therefore, there may have been few attempts to apply the research in the three areas. These items may also be rated low because, as mentioned earlier, the General Managers indicated that it was difficult to get station personnel (producers) to make use of the information. This may not be a fault of the personnel as much as it might simply be too difficult to apply the information in everyday situations. There was a significant interaction between affiliation and type of

ownership regarding station promotions. This suggests that type of affiliation and ownership combine and yield different perceptions among General Managers of the applicability of psychographic research to station promotions.

Recommendations

Prior to purchasing psychographic research, General Managers should carefully study their environment (i.e., station personnel, advertising community, competition, viewing audiences) and the research considered (i.e., sample sizes, timeliness, methods of data collection, cognitive aspects of the viewers on which the data is based, cost, ease of application and interpretation).

It would appear at this point in time that psychographic research data is just not suited to every television station in the continental United States for reasons discussed previously. It is quite likely that it is simply too early for this style of audience analysis to become widely adopted among television broadcasters. Until the data is accepted by more of those in related fields, its use will probably remain limited to those who can afford the expense and need an edge over their competition or have to use it use it because their competition does.

Those stations currently using on a limited basis or considering the adoption of psychographic research may

benefit from the following information. Others in the field apparently believe that this form of research has been relatively easy to apply in the areas of advertising time sales and station promotions and that it has been useful at increasing station revenues. Due to the nature of this study, it is not possible to suggest that the increased station income would be greater than the cost of the research purchased.

Suggestions for Further Research

In order to more completely address the issue of the adoption and application of psychographic research, future research will find it necessary to select additional independent variables to explain the dependent variables described in this study. For example, one might include: the particular company from which the station buys its research; cost of the research; methodology; number of times each year the information is collected; amount of local programming produced by the station; revenue earned from local advertising and; revenue earned from national advertising. Others might include market variables such as: potential audience size; number of competitors in the market and; general market demographics. In terms of measuring perceptions of General Managers, independent variables to be used might include: age of the individual; education;

number of years experience; employment background and; title.

Future researchers will find it necessary to devise a method of increasing the total number of respondents. Of particular concern should be those in small markets (i.e., 107 - 159 and 160 - 212), low rated stations, those under sole proprietorship, and network owned and operated stations. The problem of sample size is even more pronounced when one looks only at the number of stations actually using the research.

Additionally, it would be intriguing to look more closely at developing a profile of station managers. In particular, the differences in awareness of or familiarity with the research suggests that there may be a very well defined pattern of management types associated with certain station types.

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APPENDICES

APPENDIX A

The Goldfarb Model

The Goldfarb Model

Hedonistic

Traditionalists

Day-To-Day Watchers:
followers, family oriented,
purchases satisfy family's
desire, low income, seek
security, brand loyal

Puritanical Do-Gooders:
strong moral values, family
is important, want strong
government, law and order,
purchases are for practical
uses, conservative.

Responsible Survivors:
frugal, insecure, price
buyers, direct mail buyers,
seek quality at low price.

Non-Traditionalists

Self-Indulgents: resent
authority and resist
conformity, reject
traditional values,
objective is self
gratification, self
centered, impulse buyers,
lack discipline, seek the
unique, price is not
important.

Bold Achievers: over-
achievers, love to win,
aggressive, self-
confident, seek power and
responsibility, early
adopters, want
recognition for their
success, big spenders,
fashionable.

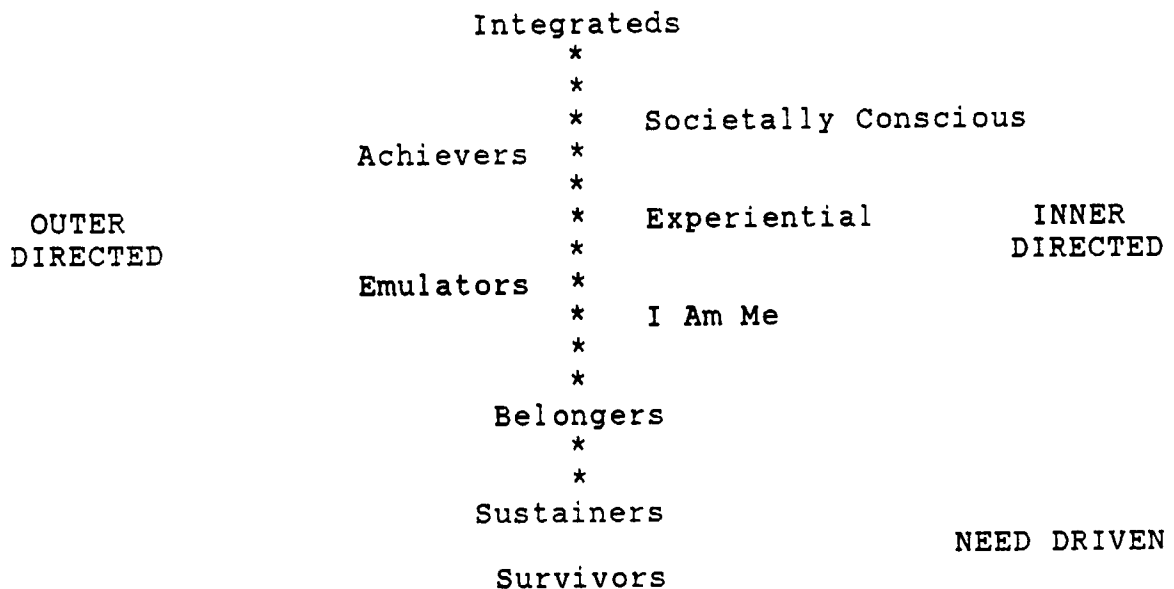
Joiner Activists:
idealists, dreamers, seek
reform, change, reject
status quo, experimental,
liberal, rational
decision makers, research
products before buying.

Conservative

** Source: Ettenberg (1985), pp. 16-18.

APPENDIX B
The VALS Model

The VALS Model



Survivors: older; poor; depressed; far removed from the mainstream.

Sustainers: young; angry; crafty; on the edge of poverty; willing to do anything to get ahead; single female heads of household.

Belongers: traditional; conservative; conventional; nostalgic; sentimental; puritanical; unexperimental.

Emulators: trying to burst into the system and make it big; ambitious; upwardly mobile; status conscious; macho and competitive; distrustful; angry.

Achievers: leaders in business; characterized by efficiency; fame; status; the good life; comfort; materialistic values.

I-am-me's: young; zippy; exhibitionistic; narcissistic; dramatic; impulsive; fiercely individualistic; and inventive.

Experientials: mature variety of I-am-me's; concerned with inner growth and naturalism; seek direct experience and vigorous involvement.

Societally Conscious: attracted to simple living; tend to support such causes as conservation, environmentalism, and consumerism.

Integrateds: mature in a psychological sense; tolerant; assured; self-actualizing.

** Source: Schultz, Martin, and Brown (1984), pp. 70-71.

APPENDIX C
The List of Values (LOV)

The List of Values (LOV)

Descriptions of Psychographic Categories

Self-Respect: "All American" value, all age and income groups selected this value as most important, 23% of those sampled selected this category in 1986.

Security: endorsed by those who lack economic and psychological security. These people report feelings of anxiety, dizziness, and shortness of breath. Enjoy "20/20" and "Love Boat". Selected by 16.5% of Americans in 1986.

Warm Relationships with Others: endorsed by women especially who have lots of friends and who are themselves friendly. Rated highly by Midwesterners and Lutherans. These people have good social support networks and families. Selected by 19.9% of Americans in 1986.

Sense of Accomplishment: these people tend to be successful middle aged men with good jobs and high incomes. Often times are Jewish or Methodists. Dislike television when it interferes with accomplishment. Selected by 15.9% of Americans in 1986.

Self-Fulfillment: "young urban professionals" who are well fulfilled economically, educationally, and emotionally. They like movies more than television. Selected by 6.5% of the respondents.

Being Well Respected: often over fifty years of age, have little occupational prestige yet like their jobs. Characterized by low income, a lack of formal education, depressed, unhappy, pessimistic, and unhealthy. They enjoy watching "Dallas" and "Magnum P.I.." Selected by 5.9% of the respondents.

Sense of Belonging: a social value selected by housewives and clerical workers with a middle income and a high school education. Tend to be Catholics, Presbyterians, or Lutherans. Selected by 5.1% of Americans.

Fun and Enjoyment in Life: primarily young people (males) who appreciate life, often unemployed or work in sales or labor. They dislike family roles, religion, and children. They do enjoy sports and entertainment. Selected by 7.2% of Americans.

Excitement: Very similar to Fun and Enjoyment in Life and is often collapsed into the same category.

** Source: Kahle and Kennedy (1989), p. 7.

APPENDIX D
The Social Style Model

The Social Style Model

CONTROLS

Rational, disciplined, task oriented, formal, independent,
businesslike.

Analyticals		*	Drivers	
		*		
critical	industrious	*	pushy	strong willed
indecisive	persistent	*	severe	independent
stuffy	serious	*	tough	practical
picky	exacting	*	dominating	decisive
moralistic	orderly	*	harsh	efficient
		*		
ASKS *****TELLS				

Amiables		*	Expressives	
		*		
conforming	supportive	*	manipulative	ambitious
unsure	respectful	*	excitable	stimulating
pliable	willing	*	undisciplined	enthusiastic
dependent	dependable	*	reacting	dramatic
awkward	agreeable	*	egotistical	friendly
		*		

EMOTES

Friendly, informal, open, emotional, undisciplined,
relationship-oriented

** Source: Eisenhart (1988), p. 48.

APPENDIX E
The VALS 2 Model

The VALS 2 Model

ABUNDANT RESOURCES

Principle Oriented	Status Oriented	Action Oriented
Actualizers		
Fulfilleds	Achievers	Experiencers
Believers	Strivers	Makers
Strugglers		

MINIMAL RESOURCES

- Fulfilleds: mature; responsible; well educated professionals; open to new ideas; high income; practical; value oriented.
- Believers: modest incomes; conservative; predictable consumers; favor American made products; lives centered on family, church, and community.
- Actualizers: very high income; high self esteem; image is important as an expression of their taste, independence and character; wide range of interests.
- Achievers: successful; work-oriented; politically conservative; respect authority; favor established products that show off their status to peers.
- Strivers: similar to achievers but with fewer resources-economic, social, and psychological; emulate those they wish they were.
- Experiencers: youngest; high energy; seek physical exercise and social activities; avid spenders-clothing, fast food, and music.
- Makers: practical; value self sufficiency; little interest beyond the home; unimpressed by material possessions other than those with practical or functional value.
- Strugglers: lowest incomes; tend to be brand loyal; of little value to advertisers.

** Source: Farnsworth Riche (1989), pp. 40 & 42.

APPENDIX F

**Pre-Test Cover Letter
Pre-Test Survey Form**

Pre-Test Cover Letter

.Name/
.Title/
.Station/
.Address/
.City/, .State/ .Zip/

Dear .Name/:

As a station executive, your opinions are extremely important. Please take just a few moments to provide the leaders of this project with some valuable information.

In a press release dated March 4, 1991 the National Association of Broadcasters indicated that many broadcasters, station rep firms, and ad agencies were in need of more and better qualitative audience research.

Enclosed is a preliminary survey which is part of a research study being conducted through the University of Tennessee at Knoxville and the University of Nebraska at Kearney. Thirty-five executives have been selected to participate in this endeavor. ABC, CBS, Fox, Independent, and NBC stations are represented. Based upon the responses received, a national survey will be sent to over 900 television stations.

This particular study concerns psychographic audience research and seeks to determine the following:

1. the approximate number of television broadcasters currently using psychographic audience research
2. how broadcasters are applying this form of qualitative audience research at their television stations

Psychographic information is defined as data concerning lifestyles, values, attitudes, and beliefs of a target audience. There are a number of organizations which offer this type of audience research. Among these are Simmons Research Incorporated (SRI), Leigh Stowell, and Donnelly Marketing Information Services, to name just a few.

Please fill out and critique the enclosed survey. In most cases, it can be completed in less than ten minutes. Your responses will remain anonymous and a copy of the final report will be sent by July 1, 1992 to those who have requested it.

Your responses to the questions on the enclosed survey will be of great value to those conducting this study even if you are not using psychographic audience research.

Enclosed you will find three important items:

1. a short survey
2. a pre-addressed stamped envelope
3. a pre-addressed stamped response card

THE SURVEY:

In order to ensure the anonymity of your responses, your name does not appear on the survey or the pre-addressed stamped envelope.

To complete the survey, simply mark the appropriate response for each question. Please mark all of your responses directly on the survey form. On the last page of the survey (SECTION VI. SURVEY CRITIQUE), please suggest any areas where you think the survey instrument could be improved (i.e., question wording, answer selection). Of particular interest are other areas to explore under SECTION IV. APPLICATION.

Insert the completed survey into the pre-addressed stamped envelope and drop it in the mailbox. Please insert only the completed survey in the envelope.

THE RESPONSE CARD:

The pre-addressed stamped response card is being used to:

1. Send a copy of the final report free of charge to those who have requested it.
2. Send a second survey to those who were unable, for some reason, to return the first survey and response card.

After completing the survey, please take a moment to mark the appropriate response on the reverse side of the card and drop it in the mail. No attempt will be made to match response cards with surveys.

Please return your survey and response card as soon as possible, as the deadline for sending out the national survey is February 10, 1992.

Your cooperation is greatly appreciated.

Sincerely,

Keith E. Terry, Instructor
Journalism and Mass Communications
University of Nebraska-Kearney

Pre-Test Survey Form
SECTION I. AWARENESS

1. In general, how aware are you of psychographic research? Please indicate your answer by marking one of the following:

☐ High awareness, very familiar with this form of qualitative audience research.
☐ Above average awareness.
☐ Moderate awareness.
☐ Low awareness.
☐ Very low awareness.
☐ Not aware.

SECTION II. ADOPTION

2. At my station:

☐ psychographic audience research is currently being used.
☐ psychographic audience research is not currently being used.

- * If you responded "psychographic audience research is
* not currently being used" in SECTION II, please skip to
* SECTION V. STATION DEMOGRAPHICS.

SECTION III. UTILITY

3. Overall, how useful do you believe psychographic research has been at your station? Please indicate your answer by marking one of the following:

☐ Extremely useful, have applied it extensively in different departments at the station.
☐ Above average utility.
☐ Moderate utility.
☐ Low utility.
☐ Very low utility.

4. How useful do you believe psychographic research has been at increasing your station's revenue? Please indicate your answer by marking one of the following:

☐ Extremely useful, station revenues have increased dramatically.
☐ Above average utility.
☐ Moderate utility.
☐ Low utility.
☐ Very low utility.

5. How useful do you believe psychographic research has been at increasing your station's share of total viewing (Sunday - Saturday 7 am to 1 am)? Please indicate your answer by marking one of the following:

___ Extremely useful, the station's share of total viewing has increased dramatically.
___ Above average utility.
___ Moderate utility.
___ Low utility.
___ Very low utility.

SECTION IV. APPLICATION

In items 6-12, how applicable has psychographic research been in the following areas at your station? Please use the following scale and circle the appropriate corresponding response for each of the areas listed.

5 = Extremely applicable, the research easily lends itself to application in the area listed at my station.

4 = Above average applicability.

3 = Moderate applicability.

2 = Low applicability.

1 = Very low applicability

N/A = Not applied at my station in the area listed.

6. Program development.	N/A	1	2	3	4	5
7. Audience segmentation by daypart or program.	N/A	1	2	3	4	5
8. Program scheduling.	N/A	1	2	3	4	5
9. Program theme development.	N/A	1	2	3	4	5
10. Station promotions.	N/A	1	2	3	4	5
11. Advertising time sales.	N/A	1	2	3	4	5
12. Message/Copy development.	N/A	1	2	3	4	5

13. What do you consider to be the strengths of the psychographic audience research your station is currently using?

14. What do you consider to be the weaknesses of the psychographic audience research your station is currently using?

SECTION V. STATION DEMOGRAPHICS

Please provide us with some general station demographics by marking one response for each of the following:

15. ADI Market Rank:

- ☐ 1-53
- ☐ 54-106
- ☐ 107-159
- ☐ 160-212

16. Affiliation:

- ☐ ABC
- ☐ CBS
- ☐ Fox
- ☐ NBC
- ☐ Commercial Independent

17. Station rank in share of total viewing (Sunday - Saturday 7 am to 1 am).

- ☐ 1st
- ☐ 2nd
- ☐ 3rd
- ☐ 4th
- ☐ 5th

18. Station ownership.

- ☐ Sole Proprietorship.
- ☐ General or Limited Partnership.
- ☐ Corporation (Stand Alone, Group Owned, Diversified Media Enterprise, Communications Conglomerate, Multinational)
- ☐ Network Owned and Operated.

Section VI. SURVEY CRITIQUE

Please offer some suggestions to improve this questionnaire.

Thank you for taking time to assist us.

APPENDIX G

National Cover Letter
National Survey Form

National Cover Letter

.Name/
.Title/
.Station/
.Address/
.City/, .State/ .Zip/

Dear .Name/:

As a station executive, your opinions are extremely important. Please take just a few moments to provide the leaders of this project with some valuable information.

In a press release dated March 4, 1991 the National Association of Broadcasters indicated that many broadcasters, station rep firms, and ad agencies were in need of more and better qualitative audience research.

Enclosed is a survey which is part of a research study being conducted through the University of Tennessee at Knoxville and the University of Nebraska at Kearney. Over 900 executives have been selected to participate in this endeavor. ABC, CBS, Fox, Independent, and NBC stations are represented.

This particular study concerns psychographic audience research and seeks to determine the following:

1. the approximate number of television broadcasters currently using psychographic audience research
2. how broadcasters are applying this form of qualitative audience research at their television stations

Psychographic information is defined as data concerning lifestyles, values, attitudes, and beliefs of a target audience. There are a number of organizations which offer this type of audience research. Among these are Simmons Research Incorporated (SRI), Leigh Stowell, and Donnelly Marketing Information Services, to name just a few.

Please fill out and critique the enclosed survey. In most cases, it can be completed in less than ten minutes. Your responses will remain anonymous and a copy of the final report will be sent by July 1, 1992 to those who have requested it.

Your responses to the questions on the enclosed survey will be of great value to those conducting this study even if you are not using psychographic audience research.

(OVER)

Enclosed you will find three important items:

1. a short survey
2. a pre-addressed stamped envelope
3. a pre-addressed stamped response card

THE SURVEY:

In order to ensure the anonymity of your responses, your name does not appear on the survey or the pre-addressed stamped envelope.

To complete the survey, simply mark the appropriate response for each question. Please mark all of your responses directly on the survey form.

Insert the completed survey into the pre-addressed stamped envelope and drop it in the mailbox. Please insert only the completed survey in the envelope.

THE RESPONSE CARD:

The pre-addressed stamped response card is being used to:

1. Send a copy of the final report free of charge to those who have requested it.
2. Send a second survey to those who were unable, for some reason, to return the first survey and response card.

After completing the survey, please take a moment to mark the appropriate response on the reverse side of the card and drop it in the mail. No attempt will be made to match response cards with surveys.

Please return your survey and response card as soon as possible, as the deadline for preparing the final report is April 10, 1992.

Your cooperation is greatly appreciated.

Sincerely,

Keith E. Terry, Instructor
Journalism and Mass Communications
University of Nebraska-Kearney

National Survey Form

SECTION I. AWARENESS

1. In general, how aware are you of psychographic research? Please indicate your answer by marking one of the following:

☐ High awareness, very familiar with this form of qualitative audience research.
☐ Above average awareness.
☐ Moderate awareness.
☐ Low awareness.
☐ Very low awareness.
☐ Not aware.

SECTION II. ADOPTION

2. At my station:

☐ psychographic audience research is currently being used.
☐ psychographic audience research is not currently being used.

- * If you responded "psychographic audience research is
* not currently being used" in SECTION II, please skip to
* SECTION V. STATION DEMOGRAPHICS.

SECTION III. UTILITY

3. Overall, how useful do you believe psychographic research has been at your station? Please indicate your answer by marking one of the following:

☐ Extremely useful, have applied it extensively in different departments at the station.
☐ Above average utility.
☐ Moderate utility.
☐ Low utility.
☐ Very low utility.

4. How useful do you believe psychographic research has been at increasing your station's revenue? Please indicate your answer by marking one of the following:

☐ Extremely useful, station revenues have increased dramatically.
☐ Above average utility.
☐ Moderate utility.
☐ Low utility.
☐ Very low utility.

5. How useful do you believe psychographic research has been at increasing your station's share of total viewing (Sunday - Saturday 7 am to 1 am)? Please indicate your answer by marking one of the following:

___ Extremely useful, the station's share of total viewing has increased dramatically.
___ Above average utility.
___ Moderate utility.
___ Low utility.
___ Very low utility.

SECTION IV. APPLICATION

In items 6-12, how applicable has psychographic research been in the following areas at your station? Please use the following scale and circle the appropriate corresponding response for each of the areas listed.

5 = Extremely applicable, the research easily lends itself to application in the area listed at my station.

4 = Above average applicability.

3 = Moderate applicability.

2 = Low applicability.

1 = Very low applicability

N/A = Not applied at my station in the area listed.

6. Program development.	N/A	1	2	3	4	5
7. Audience segmentation by daypart or program.	N/A	1	2	3	4	5
8. Program scheduling.	N/A	1	2	3	4	5
9. Program theme development.	N/A	1	2	3	4	5
10. Station promotions.	N/A	1	2	3	4	5
11. Advertising time sales.	N/A	1	2	3	4	5
12. Message/Copy development.	N/A	1	2	3	4	5

13. What do you consider to be the strengths of the psychographic audience research your station is currently using?

14. What do you consider to be the weaknesses of the psychographic audience research your station is currently using?

SECTION V. STATION DEMOGRAPHICS

Please provide us with some general station demographics by marking one response for each of the following:

15. ADI Market Rank:

- ☐ 1-53
- ☐ 54-106
- ☐ 107-159
- ☐ 160-212

16. Affiliation:

- ☐ ABC
- ☐ CBS
- ☐ Fox
- ☐ NBC
- ☐ Commercial Independent

17. Station rank in share of total viewing
(Sunday - Saturday 7 am to 1 am).

- ☐ 1st
- ☐ 2nd
- ☐ 3rd
- ☐ 4th
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18. Station ownership.

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- ☐ Corporation (Stand Alone, Group Owned, Diversified Media Enterprise, Communications Conglomerate, Multinational)
- ☐ Network Owned and Operated.

Thank you for taking time to assist us.

Vita

Keith Eugene Terry was born June 2nd, 1958 in Savannah, Georgia. He attended elementary and junior high schools in California, Missouri, Maine, and Nebraska. He was graduated from Bellevue Senior High School in June of 1976. In January of 1979, he entered Wayne State College in Wayne, Nebraska and graduated with a Bachelor of Science degree in Broadcast Communications in December of 1983.

He worked for a time at KTIV-TV in Sioux City, Iowa and was later hired as an adjunct instructor at Wayne State College. He continued working there until the Spring of 1986. In June of the same year he entered Pittsburg State University and graduated in June of 1987 with a Master's degree in Public Relations. During that year, he worked part time for a public relations firm, the Blakey Group, in Tulsa, Oklahoma.

In August of 1987 he was hired by Kearney State College to teach in the Broadcasting Department. He took a two-year leave of absence beginning in May of 1989 to begin doctoral studies at the University of Tennessee-Knoxville. He returned to the University of Nebraska-Kearney in August of 1991 to resume full-time teaching. He graduated from the University of Tennessee in August of 1992 with a Doctor of Philosophy degree in Communications.