Contents

	*	Page
	Foreword	vii
	Preface	ix
1	THE OPERATIONAL AREA	1
1.1	Marketing Decisions and Marketing Research	1
1.2	Marketing Research as a Function of Management	5
2	THE SURVEY BACKGROUND	11
2.1	Defining the Problem	11
2.2	Organization of Research	15
2.3	Planning the Procedure	20
2.4	What Sponsors Can Do to Help!	26
	References	27
3	Sampling	28
3.1	Sampling in Theory	28
3.2	Sampling Theory in Practice	44
3.3	Preliminary Sample Planning	48
3.4	Determination of Sample Accuracy	56
3.5	The Random Sampling Plan in Action	60
3.6	Sampling in Stages	68
3.7	Sampling by Proportion	71
3.8	Sequential Sampling	73
3.9	Summary of Sampling	82
	References	85
4	QUESTIONS AND QUESTIONNAIRES	88
4.1	Question Types	88
4.2	Questionnaire Evaluation	99
4.3	Skips and Filters	103
4.4	Classification Data	106
4.5	Basic Rules for Question Formulation	107
	Deferences	110

xii	Contents	
		Page
5	PILOT TESTING	111
5.1	Pilot Testing	111
5.2	Basic Rules for Pilot Testing	117
6	FIELDWORK TECHNIQUES	119
6.1	The Interview	119
6.2	Notes on Interviewing Technique	129
6.3	Comparisons of Interview Methods	132
6.4	Instructions	134
	References	138
7	Analysis Procedures	140
7.1	Processing the Data	140
7.2	Biases, Errors, and Mistakes	150
7.3	Interpretation and Presentation	153
	References	176
8	SPECIALIZED APPLICATIONS	179
8.1	Introduction	179
8.2	Retail Audit Research	180
8.3	The AGB Home Audit	190
8.4	Poster Audience Research	197
8.5	Television Audience Measurement	203
8.6	Election Forecasting	213
	References	221
	Appendixes	
A	Random Sampling Numbers	227
B	The Research 'Anti-Vocabulary'	229
C	Standards in Marketing Research	233
D E	Analysis of Market Research Society Membership	238
	Tables of Probabilities	240
	Subject Index	243
	Index to References	250