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Market Research in the Netherlands
Special Issue 22nd ESOMAR-Congress,
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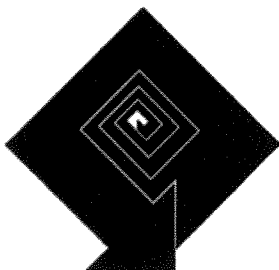
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Editorial

Marktonderzoek Kwartaalschrift (Market Research Quarterly), is a publication of 'De Nederlandse Vereniging van Marktonderzoekers'. This periodical exists for about two years now and is, regarding both its authors and its readers, aiming at people employed in Market Research. This special issue is published on the occasion of the 22nd E.S.O.M.A.R. conference; to be held from 31st August to 4th September 1969 in the Netherlands; for this very reason we address ourselves – for the first time – to an international public.

By means of this special issue we hope amongst other things to give the people from abroad information on some specific facets of Dutch Market Research.

'± 35 years of Market Research in the Netherlands';

written by Mr. J. Stapel.

'Quantitative readership research in Holland: to-day';

written by Mr. J. Bosman.

'Qualitative Media-Research in the Netherlands';

written by Mr. J. P. van Schravendijk.

The activities of a, we think, typically Dutch phenomenon: the committee of advertising-research, Mr. A. C. H. Kuypers covers this subject.

Also, we considered it to be of great practical importance to give foreigners insight in the variety of statistical sources, available for market research purposes. The Dutch pride themselves on this point, stimulated by compliments from visitors from abroad. Whether this is right or not, you will be able to judge yourselves from three articles:

Mr. T. Walter gives a general survey of data available for Market Research purposes in the Netherlands.

Next, Mr. J. B. D. Derksen gives an elaboration as far as it regards the official statistical data and analyses, which are published by the Netherlands Central Bureau of Statistics (C.B.S.).

Mr. J. H. C. Lisman, Central Planning Bureau (C.P.B.), sketches the use of models and forecasts for the Dutch economy.

This special issue ends with a contribution from Mr. J. van Rees who ventures to take a look into the future of Market Research. In doing so, he obviously steps beyond our national frontiers. The last contribution may be an indication for you that this special issue did not result from a spirit of national self-complacency.

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About 35 Years of market research in the Netherlands

Jan Stapel

In 1948 the first European market research-conference took place in Amsterdam. Amongst the 29 participants who then and there founded ESOMAR were several Dutchmen. Obviously some market research was going on in this country twenty-one years ago.

Of course it had been going on for centuries as an integral part of commercial and banking activities in highly developed countries like Holland without the label 'market research' being attached (just as the art of 'marketing' has been cultivated by successful sales directors long before the word was coined). It is probably true of many activities that they are not recognized as separate things with own identities before someone gives them a name (and vice versa). Market research perhaps became a relatively clearly defined entity with the advent of the sample survey, which tends to be a more visible and dramatic activity than the analysis of available statistics or sales data. Interviewing samples of consumers started almost exactly 35 years ago in this country and curiously enough by various different organisations at almost the same time.

Dr. E. B. W. Schuitema (of Philips Lamp) published a remarkable book about 'Modern Advertising' in 1936 reporting amongst other things a full fledged sample survey taken earlier. Unilever's Rotterdam office around 1934 set up an interviewer force to gather data on soaps and margarine that were processed in London until, in 1938, Unilever's house agency: the 'Instituut voor Huishoudelijk Onderzoek' was founded.

Dutch advertisers, who (in 1919) had set up the 'Bond van Adverteerders' organized several readership surveys in the thirties and so did at least one Dutch daily newspaper.

The (Govt) Central Bureau of Statistics, – then as now an excellent source of reliable and useful data –, conducted its first panel survey of household expenditures amongst a sample of some 500 to 600 families in the same period.

Strong stimuli came from yeoman's work in business cycle statistics by young scientists who made quite a name for themselves later on (e.g. Professors Tin-

bergen, De Wolff and others) whilst January 1937 saw the publications of the first 'Handbook of Market Analytical Data' in which both the central Govt. Bureau of Statistics and the Dutch Efficiency Institute had been active.

Such things as 'Gallup Polls' or 'Nielsen Audits' hadn't penetrated beyond England when the war started. The 'Netherlands Foundation of Statistics' had just been founded in 1940. Others were making plans and getting some experience by conducting consumer surveys during the German occupation. (Several surveys were conducted in 1943 and the first half of 1944).

Almost immediately after what in Holland we call the 'liberation' (May 1945) feverish activity broke out... mainly in opinion research.

NIPO (founded a few months after war's end) published its first opinion research findings almost simultaneously with the first poll by the Nederlandse Stichting voor Statistiek. Both organizations soon found useful backing from press publications. They also learnt, in May 1946, that pre-election surveys in a country in which population statistics have gone slightly awry is a risky business.

Even though the predictive quality of these election studies had been less than perfect the wide publicity put sample surveys 'on the map'. From there on interest in the commercial use of these techniques started to grow. That year (1946) also saw the first Dutch doctor's thesis on market research: by Dr. Jan van Rees who later was to become an ESOMAR-President.

The 1948-conference in Amsterdam at which ESOMAR was founded was mentioned earlier. This roughly coincided with the beginning of an accelerated development in Dutch market research. At that time the number of Dutchmen full time employed in market research was less than a hundred. (Against perhaps only a dozen in the last pre-war-years).

In 1949 the first advertising recall and recognition studies got underway. The early fifties brought Nielsen to the Netherlands, saw the start of weekly omnibus-surveys, Attwood came along with its consumer-panel and the stage was set for a period of growth that so far does show no signs of ending.

It has been estimated that total market research expenditure in Holland was below Dfl. 5 million in 1953, at least Dfl. 20 million in 1963 and probably about three times as much again in the current year.

1963 is a landmark-year because then the 'Nederlandse Vereniging van Markt-onderzoekers', the Dutch Market Researchers Society, made its public bow and started quickly growing to its present membership of about 300. Several Dutch companies' market research budgets passed the one million guilder-market in between 1963 and today. During these last five or six years the computer became fully integrated in Dutch market research. Although several institutes hang on to a few counter-sorters or an old IBM-101 that is alongside intensive use of outside computer facilities or, as is the case with at least three Dutch agencies, own on-premise computers.

Looking back upon these developments it is useful to recall that Holland is one of the bigger small countries of Western Europe with a GNP (1969) of some Dfl. 90.000 million, \pm 13 million inhabitants in some 31½ million dwellings. It houses the headquarters of Philips Lamp, AKU (about to merge with KZO) and C & A and halves of the twin headquarters of these two interesting British/Dutch combines: Royal Dutch and Unilever.

It has the biggest port in the world (Rotterdam) with an unusually dense concentration of oil refineries and adjacent petrochemical plants. It is a big importer (some Dfl. 35.000 million this year) as well as exporter (probably some Dfl. 30.000 million).

And, to return to market research, according the latest (published) count 10% of all ESOMAR-members are Dutchmen, who come, with 115 members, after United Kingdom, Germany and Italy, but ahead of France.

Background data such as these do explain something about the environment in which market research as we know it here today developed and is likely to keep on growing.

Holland is quite open to influences from abroad and many Dutch businessmen are quite willing to try something new at least once. It is hospitable to foreign investments (it has after all some of its own abroad) and in our particular field both Nielsen and Attwood were generally made to feel welcome.

It is almost a dogma of the Dutch that such foreign entries stimulate the locals and there are cases in point in this very area. Intomart of Hilversum, Holland has set up a consumer panel besides introducing a completely new device for electronic registration of television-receiver-behaviour.

NIPO started store audits of its own in fields not often covered elsewhere, like carpeting, clothing, appliances.

The first weekly omnibus survey-system was begun in Holland (as early as 1952) and one of the various weekly services now available in this country interviews a random sample of 1.200 housewives every Monday so as to register the previous week's purchases with minimum error.

Another one continually checks consumer purchases of textiles and a weekly omnibus is also used to continually register the size and composition of the clientèle of the major food chains and those of organisations like SPAR, VEGÉ and VIVO which, incidentally, all originated in the Netherlands.

Since the early fifties sizeable and knowledgeable demand for market research has developed. This demand has been both stimulated and on the whole adequately filled by a wide variety of ad hoc and syndicated services offered by the fairly numerous research agencies in this country.

The emphasis, perhaps more than in some other countries, has been on solving practical problems in a practical way. Relatively little theorizing, few grandiose 'models' have emanated from the Dutch market research community. This is

sometimes felt to be a lack. It is perhaps natural in a country in which a standard expression is: 'Wat koop ik ervoor?' (What does it buy me?)

Attempting to write a short summary of developments in one country on the eve of another international conference helps one realise how even in one field of identical problems and identical methods across frontiers national peculiarities tend to crop up and add local colour to the market research scene in various countries. That adds to the fun of having ESOMAR back in Amsterdam after 21 years, making this the first city to have its second conference.

The Central Planning Bureau and Market Research

Dr. J. H. C. Lisman

1. Introduction

The Central Planning Bureau has primarily an advisory task in the preparation of short-term and medium-term policies of the Netherlands government. Moreover it works closely together with official institutes like the Social-Economic Council. Nevertheless, the results of this work may be of interest to private enterprises.

Market research needs a number of data on the economy, for a country as a whole as well as for sectors of industry and geographical regions. The work of the Central Planning Bureau shows various aspects as the diagnosis of past trends, and forecasts of – possible – developments, which are perhaps relevant to market research. Information on these points is often given in the regular publications of the Bureau.

2. The Central Planning Bureau

The Central Planning Bureau was founded provisionally in September 1945 and legalized with the unanimous approval of Parliament by the Act of April 21, 1947, governing the preparation of a Central Economic Plan (CEP). In Article II of the Act, the term 'plan' is defined as a 'balanced system of estimates and directives with regard to the Netherlands economy'. The CEP's duty is 'to pursue all such activities as relate to the preparation of a Central Economic Plan which at regular times shall be laid down by the government'. The Bureau is responsible for the forecasts of economic conditions and the analysis of the expected effects of economic policy. The government itself remains, of course, responsible for policy making as such. The annual plan is published in the beginning of the year. In the month September, however, the Bureau presents already a rough Macroeconomic Outlook for the year to come.

During the fifties the emphasis was on short-term economic planning, but gradually growth and growth-promoting policies began to dominate the scene.

In 1963 it was decided to institutionalize medium-term planning, as shown by the speech from the Throne in September of that year: 'For the sake of economic development a study will be made of medium-term prospects for the entire economy and for some individual sectors in close consultation with industry'.

A number of advisory working groups have been set up to help the Bureau studying conditions and developments in the various branches of industry. As yet the following sectors are represented in working groups: Chemicals and chemical products, Textiles, Foods, Metal working, Paper, Transport, Construction. Similar groups are to be set up for other major sectors.

The first Medium-term Plan spans the period 1965-1970 and was published in 1966. Now the second forecast, covering the period 1968-1973 is in preparation to be published at the end of this year.

Apart from annual and medium-term forecasting the Bureau is engaged in various other advisory activities. Relevant here are its studies on behalf of the Social-Economic Council and the construction of various kinds of econometric models, necessary for its forecasting and other advisory activities.

Part of this work of the Bureau is published in the Plans. Besides these the results of special investigations may be found in the Monograph Series and the Reprint Series.

3. The emphasis of the CPB from a market research point of view

It is clear that the Central Planning Bureau is not an agency serving directly private market research. Nevertheless, the Bureau's forecasts of short-term and medium-term developments and the results of various studies carry elements of information that may prove useful for private research.

From an entrepreneurial point of view all kinds of data concerning income, consumption, exports, prices, and all sorts of structural coefficients as price and income elasticities may be of interest to the market research division of the private firm. This holds in particular where the macro-economic data are detailed as to various sectors of industry. In the annual and medium-term forecasts the macro figures are in first instance divided into four main groups, viz. agriculture, manufacturing, construction and services. Moreover a far more detailed division into branches of industry is given, which for medium-term planning refers to 23 sectors.

These sectors are ¹:

1. Agriculture
2. Coal Mining
3. Other Mining and Quarrying
4. Food Manufacturing (products of animal origin)
5. „ „ (other products)

6. Drink and Tobacco
7. Textiles
8. Clothing and Footwear
9. Paper and Paper Products
10. Manufacture of Chemicals and Chemical Products
11. Oil refining
12. Basic Metals
13. Metal Products and Machinery
14. Electrical Goods
15. Transport Equipment
16. Other Manufacturing ²
17. Public Utilities
18. Construction
19. Distributive Trade
20. Exploitation of Dwellings
21. Sea and Air Transport
22. Other Transport
23. Other Services ³

As already mentioned there are growing institutional contacts between entrepreneurs – organized or private – and the Bureau. The result is an exchange of information, profitable for both parties.

Most of the Bureau's publications are generally available from the 'Staatsdrukkerij', others on request from the Bureau itself.

In a short paper like this it is not possible to present an adequate survey of items, figures, tables and considerations that may be of use in market research. In order to give the reader some impression, we add two tables. The first one is taken from the Central Economic Plan 1969, the second one from 'The Netherlands Economy in 1970'.

1. Specification derived from 'National Accounts 1964', Central Bureau of Statistics, p. 101. See also: 'Indexes to the International Standard Industrial Classification of All Economic Activities (I.S.I.C.)', United Nations Statistical Papers, Series M, No. 4, p. 13.
2. Consisting of: Manufacture of Wood and Furniture, Printing, Manufacture of Leather and Leather and Rubber Products, Manufacture of Earthenware and Glass Products and Building Materials, other Metal-using Industries and Diamond Industry
3. Consisting of: Banking, Insurance, Medical and Health Services, Professions, Recreational Services, Catering, etc. and Other Personal Services.

Table 1. Increase of exports of goods and services (volume)

	1968	1969
	Percentage changes	
Agriculture	9	3.5
Industry	14	11
of which manufacturing	13.5	10.5
Construction	5	4.5
Services	7	6.5
Total	12	9

Table 2. Structural changes in the pattern of private consumption in each sector at 1965 consumer prices for the period 1955-1970 (a)

Sector	1955	1960		
	In absolute terms	Share in total	Index 1960	In absolute terms
	f million	%	1955 = 100	f million
Agriculture	1.63	6.9	109	1.78
Coal Mining	0.48	2.0	85	0.41
Other Mining and Quarrying	0.02	0.1	100	0.02
Food Manufacturing products of				
animal origin	3.08	13.0	118	3.64
other products	3.11	13.2	116	3.61
Drink and Tobacco	1.48	6.3	125	1.85
Textiles	1.31	5.5	114	1.49
Clothing and Footwear	1.94	8.2	139	2.70
Paper and Paper Products	0.06	0.3	117	0.07
Chemicals and Chemical Products	0.44	1.9	184	0.81
Oil-refining	0.15	0.6	227	0.34
Basic Metals, Metal Products and Machinery	1.05	4.4	153	1.60
Electrical Goods,				
Transport Equipment	0.41	1.7	137	0.56
Other Manufacturing	1.17	5.0	132	1.54
Public Utilities	0.53	2.2	123	0.65
Construction	0.23	1.0	117	0.27
Exploitation of Dwellings	1.76	7.4	116	2.04
Sea and Air Transport	0.05	0.2	120	0.06
Other Transport	0.64	2.7	106	0.68
Other Services	4.48	18.9	110	4.93
Import of Services (b)	0.25	1.1	200	0.49
N.o.s. (c)	-0.61	-2.6	139	-0.84
Totals	23.66	100	121	28.70

a. Imports distributed over competing sectors. b. Consumption by Dutch citizens abroad. For 1970 statistical discrepancies have been disregarded.

Imports from the Netherlands

Imports from the Netherlands

1965			1970		
Share in total	Index 1965	In ab- solute terms	Share in total	Index 1970	In ab- solute terms
1960 = %	100	f million	1965 = %	100	f million
6.2	117	2.09	5.3	106	2.21
1.4	76	0.31	0.8	60	0.19
0.1	125	0.03	0.1	116	0.03
12.7	117	4.25	10.8	114	4.85
12.6	131	4.73	12.0	116	5.48
6.4	141	2.61	6.6	120	3.13
5.2	137	2.04	5.2	123	2.51
9.4	130	3.51	8.9	118	4.13
0.2	129	0.09	0.2	118	0.10
2.8	165	1.34	3.4	160	2.14
1.2	182	0.62	1.6	135	0.84
5.6	183	1.58	4.0	148	2.35
		1.34	3.4	152	2.04
1.9	253	1.47	3.7	136	2.00
5.4	187	2.88	7.3	130	3.74
2.3	155	1.01	2.6	176	1.77
0.9	138	0.37	1.0	109	0.40
7.1	122	2.48	6.3	115	2.84
0.2	150	0.09	0.2	145	0.13
2.4	109	0.74	1.9	107	0.79
17.2	113	5.55	14.1	108	5.98
1.7	224	1.10	2.8	150	1.65
-2.9	105	-0.88	-2.2	148	-1.30
100	137	39.35	100	122	48.00

c. Consumption by foreigners in the Netherlands and statistical discrepancies.

Data-sources in the Netherlands

Drs. Th. Walter

Most market research starts with desk research. But what to put on one's desk, especially when dealing with a foreign country. This article is aimed at indicating a number of places where useful Dutch data are likely to be found.

A general picture of the Dutch is ably provided by Johan Goudsblom in his little book 'Dutch Society' ¹, written in English especially for foreigners.

A next step often is to leaf through a statistical yearbook. Very general information is available in the statistical yearbooks of the United Nations Organization and of the OECD. Local Dutch publications of course do supply much more. Most of them originate with the 'Centraal Bureau voor de Statistiek' (a) (Central Bureau of Statistics) that celebrates its 70th anniversary this year.

Right from the start this always has been a completely independent institute totally free from Government interference. Its legal brief specifies amongst other things that this bureau (CBS for short) gathers information exclusively for producing statistics and also that such statistics may never be such that information about *separate* individuals, organizations or companies can be deduced from them.

The raw data from which CBS-statistics are composed may never be divulged unless the informant agrees to such 'publication' even if it were only a quick look.

CBS defines 'publication' of data as any information in whatever form to anyone outside its own staff. Ministries or tax people cannot get any more information than any private person or organization, here or abroad.

Disraeli's dictum: 'There are three kinds of lies: lies, damned lies and statistics' does not apply to CBS of the Hague, Holland!

The Central Bureau of Statistics publishes a *Pocket Yearbook* ² with some 350 useful tables. It is in Dutch only, but it pays to get some linguistic help to be able to use it because it contains the most up-to-date information.

The Statistical Yearbook of the Netherlands ³ is a bi-annual publication in Dutch and English. It contains some 500 tables in great detail, the latest edition

deals with 1965/66. It also shows a listing of all CBS-publications since 1945 with translation of titles into English.

A small warning note, hardly necessary for knowledgeable readers: such general statistics as these usually don't contain too detailed and exact descriptions of the entries. Sources are always indicated however so that the reader can look there for complete definitions.

For the latest short term data two more CBS-sources are available: *the Monthly Bulletin of CBS* ⁴ and also the short *Statistical Bulletin (CBS)* ⁵ of which about 130 issues a year are published.

Some other sources may occasionally be useful. There is the loose-leaf 'Handboek van Marktanalytische Gegevens' ⁶ (Handbook of analytical market data) of the Productivity Committee of the SER (Sociaal Economische Raad/Socio-Economic Council) (b) with CBS-figures and survey data on several durable and non-durable commodities. Unfortunately it is hardly up to date anymore.

Another loose-leaf book is put out by the organization of Dutch Newspapers (Cebuco) (c). It is called *Marktanalytisch Vademecum van Nederland* ⁷ and contains information on the population, political sympathies and denominations (still most important in Holland!), housing, subscribers to daily newspapers, television ownership, cars, incomes, retailers and catering establishments.

CEBUCO divides all data up according to trading areas and trading centres, 'rounded off' provinces and Nielsen areas (see under 'Regions').

The E.E.C.'s *Basisstatistieken* ⁸ (basic statistics) is a concise yearbook of statistics for the Community and EFTA countries, the United States and Canada. It is published in the four E.E.C. languages, English and Spanish.

Also of interest, though not entirely relevant, is the E.E.C. budget survey (1963/64) in the Six. The Dutch side was carried out by the C.B.S. However, it is advisable for non-Dutch people to see the E.E.C. publication concerning Holland first ⁹, in the German-French edition.

Agricultural data are available in the yearly '*Landbouwcijfers*' ¹⁰ published by the *Landbouw-Economisch Instituut* (d) of The Hague in co-operation with CBS.

Finally, as examples out of a wide variety: *Statistisch Zakboek voor het Noorden des lands* ¹¹ about the three Northern provinces and *Statistisch Stedenboek* ¹² about all communities with over 50,000 inhabitants.

Getting behind the published figures

Every research man knows that even the most comprehensible statistics occasionally are too general or too rough for one's purpose. Quite often more detailed figures can be produced by CBS.

The best way of course is to visit CBS's large office in The Hague and find the

person who deals with one's particular problem. (A visit to CBS's library is a very useful side-trip on such an occasion.)

Using the mail or the telephone is next best, but very specific, very complete descriptions of what one wants to know are of the essence.

Regional breakdowns of CBS-data are often available, in book, photostat or even manuscript-form.

CBS' *'Review of regional statistical data'*¹³ (though from 1956) still is a very handy reference-book for tracking down what may be readily available.

Regions

The Netherlands as a whole are subdivided in 11 provinces (two of them, North and South *Holland* explain another name this country goes by) and these into 'gemeenten' (municipalities) of which there are over 900¹⁴. Information to the Central Bureau of Statistics goes by municipality which consequently is the smallest available statistical unit. (With one exception: the census-figures are broken down into districts within municipalities). For many purposes the provinces are too big, the municipalities too small units. CBS has therefore set up an economic/geographic regional framework of 129 districts that are homogeneous in terms of economic structure.

These 129 districts¹⁵ have been built up (in 1960) from municipalities and any district is in one province only. (This differs from the old (1947) framework of 78 similar districts, so one should be careful about checking which one is being used.)

Another useful CBS-grid is built up from 121 agricultural areas, based on six different types of soil¹⁶.

In some statistics other regional definitions are used such as traffic and tourist areas.

Urbanisation

A different one again is the division of municipalities, — irrespective of region —, in degree of urbanisation¹⁷. It is, rightly, called a typology that basically starts from a three-way breakdown in rural area — urbanised rural — towns, although the breakdown actually goes farther than that.

Such things as the composition of the gainfully employed, number of inhabitants of largest centre, etc. decide in which slot on the urbanisation-scale a town or village is put. The censuses of 1947, 1956 and 1960 show, in this typology, the increasing urbanisation in this country.

It often supplies a very useful framework for market research, especially for drawing samples.

The CBS has published a *Bibliography of regional studies in the social sciences*¹⁸, covering the period after 1945. Regular supplements keep it up to date. It is especially useful for location studies, because it lists every relatively important publication since the Liberation on localities and municipalities and large regional units.

From CEBUCO (the bureau of the daily newspaper press, previously mentioned) comes a practical regional framework (frequently used since it was set up almost 20 years ago) of 49 trading areas and 73 trading centres. These do not all fit into the provincial borders ('rounded off provinces' are mentioned)¹⁹. The basis of these trading areas with their trading centres is found in the patterns and frequencies of transport and communications (e.g. telephone calls) and to some degree the distribution of regional newspapers.

The Economic Information Service

This official organization (f) too is quite important to many a market researcher. It deals with foreign markets serving Dutch exports and with supplying information to foreign markets, especially to potential buyers, importers of Dutch products and services.

It supplies both quantitative and qualitative information and has a unique library with practically every book, report, brochure one can think of in the field of economics and commercial efforts but also annual reports of many companies and other organizations, over 2,500 different address books and about an equal number of trade and technical magazines from all over the world. All this (and more) material is catalogued by UDC, alphabetically and also country-by-country.

Direct personal contact of course is the most rewarding approach but one also can get in touch via the commercial attachés of Dutch Embassies, Dutch Consulates or Chambers of Commerce.

The Economic Information Service is a place where as a rule one looks for oneself. The 'Centrale Kamer van Handelsbevordering' (Central Chamber for Trade Promotion) (g) is a place where one can go for counsel and advice. Although primarily set up for stimulating Dutch exports the Centrale Kamer also will accept jobs from abroad.

Other sources

Many other sources of economic or commercial information are available. The

most important are listed in a reference book of NIVE (Netherlands Management Association) (h), The Hague: *Voorlichtingsinstituten in het Nederlandse Bedrijfsleven* (Information Centres in the Dutch Business Community).²⁰

Official bodies are listed in the 'Staatsalmanak voor het Koninkrijk der Nederlanden' (Official Directory of the Kingdom of The Netherlands)²¹ and also in Pyttersen's *Nederlandse Almanak*²².

Data about the municipalities are available in 'Adresboek voor de Overheidsadministratie' (Addressbook for Government Administration)²³.

Excellent documentation is available at the Sociaal-Economische Raad in The Hague, the council that is at the head of the integrated structure of public bodies dealing with Dutch industry: the '*produkschappen*' (marketing boards who vertically deal with a single group of products) or the '*bedrijfsschappen*' (industry boards who, horizontally, deal with a given commercial activity such as e.g. retail trade).

Many of these interesting data are available. The Sociaal-Economische Raad can help indicate where to expect what documentation.

37 Chambers of Commerce cover all of The Netherlands. They keep the registers of all business enterprises (in their districts) from which available information can be supplied.

EIM (i), the 'Economisch Instituut voor het Midden- en Kleinbedrijf' (Economic Institute for the Retail Trade) publishes studies in such fields as retailing, hotel and restaurant business etc. with the emphasis on economic and social aspects of small independent enterprises.

Each of the eleven provinces has its own 'ETI' (Econ. Technol. Institute) (j) which are true centres of local provincial data on the economy, population, industrial and agricultural developments.

They are extremely useful contacts because of the local know-how.

They are much used for location studies and can often be called upon for advice on industrial management.

Private organisations

In an article of this nature it is impossible to mention all the private organisations which are important for the market research man. One can obtain an excellent idea of 'what's going' in the Dutch business community from the NIVE (Netherlands Management Association), with which the NIMA (Netherlands Institute of Marketing) (k) is associated. They also have a first-class library.

Employers' associations can also supply valuable information. The *Overzicht van Vrije Ondernemingsorganisaties in Nederland*²⁴ (Review of Voluntary Employers' Organisations), published by the SER, gives the names and addresses,

industry by industry, of all the employers' organisations in Holland.

Two interesting reports have recently been issued, viz.

National Dailies Survey 1966 ²⁵ (on reading of dailies and notice taken of advertisements therein), published by the CEBUCO with summaries in English and German;

TON '67 (Dutch Magazine Readership Survey '67) ²⁶ with more than 800 pages of tables, analysing readership and viewing habits, ownership patterns and consumer habits.

Continuous samples and panels

Various bureaux carry out all kinds of surveys in this field, and one can have a subscription to their reports. There are panels of housewives, private individuals, retailers, but they do have their own advantages and disadvantages. These surveys are very useful if a firm wishes to follow trends in its own and competitors' turn-over closely, for instance from the effects of advertising campaigns.

'Omnibus' surveys (and similar enquiries with different names) supply fairly limited information fast; the questions are repeated at set intervals, thus revealing any changes.

The CKH and the NIMA will supply addresses of market research agencies which offer these and other services.

Conclusion

The aim of this article has been to outline the way to research data on the Dutch market, and to point out that information is abundant in Holland. Fortunately, language barriers for foreigners to Holland are not too great. Many Dutchmen understand and can make themselves understood in foreign languages, especially English and German. But the barriers are greater in the written language and on the phone than when talking to someone face-to-face. All the more reason for those wishing to explore the markets in Holland to get an idea of market research here on the spot first. Subsequent phone calls and letters will then be much simpler!

Addresses

- a. Centraal Bureau voor de Statistiek [Netherlands Central Bureau of Statistics], Oostduinlaan 2, Phone (070) 184270. Cables: Statistiek, The Hague.
- b. Sociaal-Economische Raad [Social-Economic Council], Bezuidenhoutseweg 60, The Hague.
- c. Centraal Bureau voor Courantenpubliciteit van de Nederlandse Dagbladders [Central Bureau for Newspaper Publicity of the Dutch Daily Press], Vondelstraat 69, Amsterdam. Phone (020) 125225 and 125423.
- d. Landbouw-Economisch Instituut [Agricultural Economic Institute].
- e. Bureau voor de Statistiek der Europese Gemeenschappen [Statistics Office for the Common Market], Kirchberg, Luxemburg. Phone 47941.
- f. Economische Voorlichtingsdienst [Economic Information Service], Bezuidenhoutseweg 151, The Hague. Phone (070) 814111. Cables: Econ. inf. Telex: 31099 commerce gv.
- g. Centrale Kamer van Handelsbevordering [Netherlands Council for Trade Promotion], Prinses Beatrixlaan 7, P.O. Box 2085, The Hague. Phone (070) 814551. Cables: Trade promotion. Telex: Tradeprom Hague 32306.
- h. Nederlands Instituut voor Efficiency [Netherlands Institute for Efficiency], Parkstraat 18, The Hague. Phone (070) 614991. Cables: Effined. Retail Trade], Neuhuyskade 94, The Hague. Phone (070) 245350.
- i. Economisch-Technologisch Instituut [Economic-Technological Institute], in nearly all the important Dutch towns.
- j. Economisch Instituut voor het Midden- en Kleinbedrijf [Economic Institute for the the important Dutch towns].
- k. Nederlands Instituut voor Marketing [Netherlands Institute of Marketing], Parkstraat 18, The Hague. Phone (070) 614991. Cables: Effined.

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11. *Statistisch Zakboek voor het Noorden des Lands* [Statistical Pocketbook for the North]. Bolsward, A. J. Osinga N.V., 1968.
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13. *Inventarisatie van regionaal-statistische gegevens, met supplement* [Review of regional-statistical data, with supplement]. Den Haag, Staatsuitgeverij, 1956.
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The Netherlands Central Bureau of Statistics: a source of information for market research

Dr. J. B. D. Derksen

Introduction

In market research various methods and techniques are used. Consumer surveys offer a flexible and powerful means of obtaining information on the opinions and reactions of consumers with respect to the quality specifications, size, packing, clothing, flavour, colour, etc. of products.

Market surveys are not necessarily restricted to consumers' goods. Industrial markets, export markets, the capital market, the labour market, may also come within the purview of the market research specialists. It is probably safe to say, however, that the analysis of markets of consumers' goods is still the most important field of application.

It is generally agreed that field surveys may usefully be combined with information derived from governmental statistics. Official statistics provide information on the size and growth of the total market, on income distributions, the number and composition of the population, numbers of retail outlets by branches of trade, etc. The problems with respect to a particular product may be studied against this broader background. Thus, desk research on the basis of official statistics must often precede the design of market surveys, and, by itself, it may lead to valuable conclusions. Detailed questions, however, such as those relating to the make and quality specifications of a particular product, or the effects of advertising campaigns, can never be answered by official statistics.

The Central Bureau of Statistics

In the Netherlands, nearly all economic, social, and cultural statistics are compiled and published by the Central Bureau of Statistics. Although this agency is administratively placed under the Ministry of Economic Affairs, it collects and publishes statistics required by all government departments.

It may be of interest to note that the Royal Decree of 1899, which established the Central Bureau of Statistics, has stipulated its threefold objectives: to compile and publish statistics required by government, the business community, research institutes and scholars. Cooperation with the business community implies that its representatives are frequently consulted when new surveys are planned and questionnaires prepared on industrial production and sales, on capital expenditure and other financial matters, on employment, wages and salaries, prices, etc. When publishing statistics on production and consumption, on exports and imports, the census of manufacturing, on building activity and housing, on transport, on population, the distribution of personal income etc. the suggestions of the business community, including experts on market research, are considered, and if possible, taken into account. Thus, for a long time there has been a fruitful cooperation between the compilers of official statistics and the users of the publications.

According to the law, the confidential nature of individual returns must be strictly observed. No information on individual persons or firms may be released in any form whatsoever.

The objectivity and technical nature of the Bureau's work are protected through the Central Commission of Statistics, an official body, whose members represent various categories of users of statistics. The Commission, which examines and approves the Bureau's work programme, has exercised a decisive influence on the development of an integrated system of official statistics. In this connection it is worth pointing out that the organisation of official statistics in the Netherlands has been characterized by a high degree of centralization. From the viewpoint of the users, this development has considerable advantages. It has resulted in the adoption of uniform classifications of commodities, of branches of economic activity, and transactions, in related fields of statistics. This is essential if users, as is often the case, wish to combine data derived from different sources. Besides the Bureau, with many specialists on its staff, has become an important source of information for anyone studying a particular market and attempting to assemble all relevant information. Roughly, about hundred thousand times a year statistical information of some type or other is given to the public. The Bureau is also prepared to advise on statistical and mathematical techniques that may be useful in handling particular problems, such as regression analysis, construction of index numbers, adjustment for seasonal movements, the use of sampling methods, tests of significance, the formulation of econometric 'models'. In the case of special problems, which are not within its domain, the Bureau refers visitors to experts in university institutes or other agencies.

Publications and other materials

At regular intervals the Bureau issues a number of publications which are used

also by specialists in market research. Annually, the Bureau publishes statistics of production for about 45 different branches of manufacturing industry. The questionnaires on which these statistics are based are prepared in consultation with the industry concerned, and changes therein or other amendments proposed are discussed with them. To overcome the difficulty that unavoidably these annual publications appear after a time lag, detailed monthly statistics, including index numbers of industrial production, are published very rapidly. In the annual industrial statistics of the Netherlands, much importance is attached to the publication of quantity data (number of units produced, production expressed in tons, etc.) in addition to data expressed in amounts of money. Monthly statistics of production are nearly always expressed in weights or in number of units. To meet the demand for current information, the Bureau issues monthly statistical publications on manufacturing industry, on the building and construction industry, on financial statistics, on internal trade and consumption, on transport, on population and vital statistics, etc.

Speed of publication is an essential condition for statistics to be really useful. To meet the demand for quick information and to avoid delays, the Bureau issues twice or three times a week a two-page 'Statistical Bulletin' in which important figures including index numbers, are released to the public the day after they have been compiled or calculated.

The Netherlands is a typical example of an 'open' economy. Foreign trade, and other commercial and financial relations with the outside world, play an important role: exports of goods and services equal about 50 per cent of the gross national product. It follows that private enterprise is extremely interested in all data pertaining to exports and imports. The monthly statistics of foreign trade are published by the Central Bureau of Statistics in great detail. Furthermore, if the basic materials permit, special compilations are prepared upon request. Frequent consultations take place with private business about the introduction of new products into the statistics and the subdivision of existing items. Foreign trade is subject to very dynamic developments and structural changes, which must be followed closely if statistics on exports and imports are to be really useful.

The monthly statistics provide information on exports and imports of several thousands of products. Since most firms are specialized in the production or trade of some commodities or groups of products only, the Bureau enables these firms to subscribe to regular monthly information on those items which are of interest to them.

Household budget surveys are a very valuable source of information to experts in market research. Unfortunately, they are expensive to carry out. The results of the large household budget survey of 1963-64 and 1964-65 have been published in nine volumes. This survey forms part of a programme carried out by the six

member countries of the European Community using methods and a system of questionnaires recommended by the Statistical Office of the European Community in consultation with national statistical offices.

The Bureau has carried out a sample survey of holiday spending in 1965-66, which shows not only which groups of the population take annual leave, but also what type of vacations they take and where they go. The survey which has provided information useful to the official agencies in charge of regional planning and the development of recreation areas, has also been helpful to firms specialized in producing or selling equipment and other articles purchased by people going on a holiday in Holland or abroad. The sample surveys on the use of passenger automobiles (1960, 1963, 1965 and 1967) have been studied by firms in the automobile industry and the oil industry.

The annual publication on the 'National accounts' of the Netherlands contains much information useful to market analysts, such as the national income and expenditure accounts, estimates of total personal income and of disposable income, and of consumers expenditure on goods and services. The latter table covers about 150 series.

The national accounts are derived from detailed input-output tables which are an essential part of it. They contain a wealth of information useful for the study of industrial markets.

The Central Bureau of Statistics is almost unique in that it compiles and publishes monthly indices of expenditure on consumers' goods and services, both at current and at constant prices, and subdivided by three broad groups: expenditure on food, tobacco and beverages; on durable consumers goods; and on other goods and services. The indices are derived from about 150 monthly series of retail sales (based on sample surveys) and other similar information, such as consumption of electricity and gas, numbers of passengers carried by the railways and local transport authorities, number of tickets sold by theatres and cinemas according to sales tax statistics, etc.

International comparability

The use and analysis of statistics of different countries is possible only if the basic concepts and definitions are comparable. For this reason the United Nations, through its Statistical Commission and the Statistical Office of U.N. have made serious efforts to develop international standards in statistics of foreign trade (the Standard International Trade Classification), industrial statistics (the International Standard Industrial Classification of all Economic Activities), in national accounting (the System of National Accounts) and in several other fields as well. The Specialized Agencies of U.N. and other international organisations,

especially the Statistical Office of the European Community, each in their own subject matter, have also contributed to the development of international standards. Moreover, the international organisations collect and publish regularly statistics of large numbers of countries obtained by means of uniform questionnaires addressed to national statistical offices.

The Statistical Yearbooks and bulletins issued by U.N., F.A.O., I.L.O. and other international organisations are well-known. Experience in the Netherlands has revealed, however, that the international statistical yearbooks and other publications require a rather thorough knowledge of the underlying standards and methods of data collection, which not all readers possess. Consequently, the users of the international publications often need some help and advice.

Regional statistics

Many firms may wish to analyse their sales by geographical regions of the country. In some parts of the country sales may be higher, on a comparable basis, than elsewhere, while trends may also deviate. To appraise these different developments, the firm's sales figures must be related to regional statistics on population, on production and consumption, on the distribution of personal income by income groups, etc. For this reason market research needs statistics by geographic subdivisions of the country.

The Central Bureau of Statistics has published many statistics based on a uniform classification of the country into 129 economic-geographical regions.

The geographical breakdowns are required for purposes of regional planning, and they are also useful for market research on a regional basis. Some firms may wish to use their own division of the country into regions. This is clearly the case, for instance, in the field of transport. Any firm wishing to build up regional statistics according to its own preferred geographical subclassification can do so from the statistics per municipality and for other small geographical areas made available by the Bureau. These materials are too voluminous to be published. They are available in the files of the Bureau. Anyone can order from the Bureau photostatic copies of the sheets he needs.

Analysis of data

The Central Bureau of Statistics does not only compile and publish statistics, it also carries out a certain amount of analysis using the data it collects. One reason is that the individual returns are confidential. Therefore, only the Bureau is in a position to undertake analysis based on these individual returns.

A few examples will be mentioned to indicate the kind of analysis carried out which has been useful to market research specialists.

Using basic materials from the household budget surveys, the Bureau has computed income elasticities for several items of consumer's expenditure. Combined with time series analysis, estimates of price elasticities have also been obtained, separately for domestically produced and for imported consumer's goods. To complete the analysis, structural changes in the pattern of households' consumption expenditure must also be ascertained.

An econometric analysis of the results of a survey of personal saving among a random sample of 3,500 wage and salary earners and retired people has considerably deepened the understanding of the factors determining personal saving and the high dispersion of the saving ratios observed among households.

In 1964 a survey of housing and housing needs was carried out among a sample of 15,500 households and persons living alone. An econometric analysis of the results has revealed importance of family size, socio-economic position, income, the age distribution of the children, anticipation and lag effects, and others factors, upon the demand for housing. Because of the prevailing housing shortage in the Netherlands the analysis of the subgroup of households stating that they were seeking accommodation more suitable to their needs, has been especially useful. The results show for which types of dwellings and at which levels of rent the relative shortage of housing is most urgent.

Sampling methods

Nearly all sample surveys conducted by the Bureau are designed in accordance with the theory of statistical sampling, which is based on the calculus of probability. In the course of years the Bureau has acquired a considerable experience in this field. The registers serving as the 'frames' from which samples are drawn, must be carefully checked whether the information is complete and up-to-date. The actual drawing of the samples is done under supervision of the sampling experts, who should accompany the various stages of the work, including the processing of the data collected, the preparation of tables, and the 'blowing up' of the results to obtain the 'population estimates' (totals or averages). Margins of error of the results should be assessed using mathematical formulae to calculate sampling errors.

Non-response may be a serious source of 'bias' in the results. Therefore, every effort should be made to keep this source of systematic errors under control. Experience has shown how through the avoidance of faults in the questionnaires, and in instructions to interviewers, the non-response rate can be reduced. Needless to say, the selection and training of the proper type of interviewers are very essential.

Cases of non-response should be considered as a separate sub-population (or stratum), and every effort should be made to obtain separate estimates for this group. This may be done through the design of a subsample among the cases of non-response recorded in the main sample.

Stratification helps to reduce the sampling errors of the results. It can be applied only if the 'frame' contains the subclassification of the population into strata, for example by socio-economic groups, or by geographical areas. The number of strata should not be too large as otherwise the gain in precision soon becomes negligible. In some cases, systematic sampling with a random start may have the same effects as stratification.

Two-stage sampling (or multi-stage sampling) reduces costs, but it tends to increase the sampling errors of the survey results. It is usually combined with stratification. For two-stage sampling to be effective as a cost-saving device the number of strata should be kept small.

On the basis of the sample surveys which it has conducted and the experience obtained, the Bureau has occasionally been able to advise market research specialists as well as university institutes about methods of designing samples, and the solutions that may be adopted to avoid or overcome practical difficulties.

Qualitative Media Research in the Netherlands

Drs. J. P. van Schravendijk

As far as realised investigations are concerned, Dutch media research is still governed entirely by the actual information on the composition of the readership and the contact possibilities. In comparison to abroad, it was only fairly recently that people here changed over from the old concept 'subscriber' (with the accompanying measurement of contact frequency, which was mainly used as a standard measurement for 'tied readership') to the more sophisticated term 'reader' with the accompanying measurement of his contact frequency.

Qualitative media research has – apart from a few interesting exceptions – not found very much application in this field, particularly that type of qualitative media research which seeks to establish a relationship between media qualities and advertising effect.

In the Netherlands, qualitative media research for editorial purposes is probably undertaken the most systematically under the auspices of radio and T V, for which such things as programme popularity figures are asked for. As far as I am aware, however, advertising is excluded from this!

In general we can say that the structure from which Dutch media research originates is a somewhat antiquated one; nor is it a structure which offers qualitative media research good opportunities for development. A general media research, in which people interested in all mass-media take part, has not yet been realised in this country. Co-operation has not yet reached this stage even within the printed media. What has been achieved is that media-groups (daily papers, women's magazines and radio and T V journals), each of which cover a specific media-type, have been carrying out joint research.

This means that the most fundamental media research (that into coverage and contact opportunities) is still an instrument of competition in the Netherlands; not of competition between individual media, it is true, but nevertheless between groups of media-types.

This diversity means that in the Netherlands there is no overall body for managing or directing media research, which would be capable of developing a

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**The cost system:
Information to measure at a price to measure.**

You may buy information from the entire sample or from parts of it. You may do this, moreover, on a basis of exclusivity (no sale of the same questions to other Principals) or without exclusivity (after six months!) You may ask any amount of questions. For more than 10 questions a special quotation will be made.

A contract of 20 questions or more may be concluded per calendar-year. The number of questions contracted for may be divided, as desired, over the five research programmes. Cross-tabulations are charged separately.

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programme of experimental and fundamental research – whilst keeping an eye on long-term trends. To begin with, the media are too much taken up with the arrival of media-computer-models and with providing them with the general customary variables to find time to worry about the material which will probably be asked for pretty soon – that involving the so-called 'qualitative' variables.

It is true that there are a few organisations in the Netherlands which would like to play a co-ordinating or stimulating role in the field of media research, but the co-ordination between such bodies is by no means cut-and-dried.

All in all, some of the necessary preconditions for real progress in the field of (qualitative) media research are simply non-existent in the Netherlands, namely:

- a. harmonisation and consultative mechanism as regards into the necessary basic information about coverage and chance of success;
- b. a 'moving spirit' from outside the competitive sphere, who can methodically help to get the development of qualitative media research off the launching-pad.

Point (b) is based on the notion that qualitative media research is, in view of the fact that it can only work with comparative results, much more of a communal matter than is quantitative research. People have to have agreed upon which measuring instruments and comparative criteria should be used, as otherwise everybody would develop his own, and consequently qualitative media research would end in obscurity after the space of a few years.

It is not surprising, therefore, that this situation in the Netherlands has only given rise to the following three surveys on qualitative media research in relation to advertising:

- a sweeping attempt at qualitative media research by a regional daily paper, in collaboration with the University of Nijmegen;
- several investigations into specific aspects of qualitative media research;
- one book about qualitative media research.

Since the writer of this article was also one of the co-authors of this book, it is perhaps refreshing and only fair to deal with this first of all.

This book, commissioned by the Advertising Research Council, 'Commissie Reclame Research' (one of the above-mentioned bodies engaged in the field of advertising and media research), defines the purpose of qualitative media research as follows: 'to investigate to what extent the relationship between reader and medium is influenced by a specific advertising message (with a specific chance of success) and to investigate the nature of this influence'. The authors review various methods of qualitative media research applied at home and abroad (in the printed media!), and end up with a plan for an investigation into the influence of media qualities on 'duplicate' readers of media-groups (e.g. dailies and weeklies) in the case of identical advertisements. The authors take the medium as their variable factor and attempt to keep the other factors, viz. the reader and the message,

constant. This plan is typical of those which require a joint approach; consultation between media-groups and advertisers.

Should this basic investigation indeed reveal concrete correlations to the advertising effect, then the research could be further concentrated upon the individual media.

Dr. Marsman of the University of Nijmegen advocates a different approach, namely that first of all scales should be drawn up in order to assess the extent of the receptivity of readers of one medium to the authority of that medium and in order to correlate this to that medium's advertising effect. Only then would he move on towards making comparisons between media and media-groups. This approach is typical of those built upon one individual medium which is well in advance of all the rest. Basically, at least in this writer's opinion, Dr. Marsman is measuring differences between individuals and not, in the first instance, differences between media; it would seem difficult to extract from this those differences which are due to the media themselves.

As far as realised research is concerned, the Limburg Daily (Limburgs Dagblad) together with the University of Nijmegen (Dr. Marsman) made the most successful contribution to qualitative media research in the Netherlands. This regional daily paper was well ahead of its larger colleagues with its investigation into 'The authority of the Limburg Daily as a medium of publicity in the South Limburg market.'

In this investigation an assessment was made of the appreciation of various facets of this newspaper; its image was ascertained in a number of statements and word-polarities; a few questions were asked about the allegiance to the medium. Questions were also asked about the frequency with which advertisements were read and people's opinions on the number of advertisements. All these variables were measured question-wise and were correlated with one another.

Yet there was, for instance, no observation of reading behaviour, nor a reconstruction, nor a question as to advertisement-recall. What is in fact being measured is an investigation of this type in the extent to which the advertisement section contributes to the paper's image and the extent to which the reading of advertisements forms part of the accepted reading pattern. Among other things, the investigation revealed that this latter aspect is more the case with women than with men.

Qualitative media research, which is not intended merely for editorial use and which does not want to get bogged down in generalities, requires techniques, firstly to analyse the relationship between reader and medium and, secondly, to ascertain the advertising effect. The foundation-work is present for both of these. In the field of advertising measurements there are methods, developed on the basis of our own material, for measuring recall, recognition, impression gained whilst seeing advertisements, activating effect, etc. As far as the measuring of advertisement-recognition is concerned, it was a collective media survey carried

out by the daily papers which opened up new paths in this field in the Netherlands and which ascertained the chance of success within the medium for each advertisement.

Yet specific questions set in qualitative media research (e.g. questions on loyalty, appreciation of headings etc.) also crop up in quantitative surveys, but usually not in the form of a clearly coherent whole. Two surveys are worth mentioning here; these were devoted practically entirely to one specific aspect of qualitative media research, namely describing the recipients in more subtle terms than merely their age, prosperity and possessions. In these investigations the recipient was assessed psychologically. Makrotest compiled a 'Portrait of the reader of 'Het Beste' (Reader's Digest) ... and his portrait of 'Het Beste' '. A few years ago, the Netherlands Foundation for Statistics (Nederlandse Stichting voor Statistiek) and the Institute for Psychological Marketing and Motivation Research (Instituut voor Psychologisch Markt- en Motieven Onderzoek) described 'The Unknown Reader, a psychological approach to the reader of women's magazines'.

With the increase in the standardisation of quantitative media data, it is only human to assume that individual media, which want to catch the eye, will start up their own qualitative research. The Limburgs Dagblad and Het Beste are examples of this. More than any other form of media research, however, qualitative research has a need for comparisons between one medium and the other; between one medium and the entire group; between one media-group and the other. These comparisons in turn necessitate a joint approach. And in cases where this collective approach has not yet been achieved even in quantitative research and where it is frequently too expensive for an individual medium to expand its research in such a way that it creates its own framework for comparison, it is to be hoped that these examples will soon find their imitators.

In conclusion we can state that here in the Netherlands we have at our disposal an inventory of the instruments for qualitative media research, that some of these instruments have been tested out in practice, and that a start has been made on the type of investigation, in which the various aspects of the relationship between the recipient and the medium are placed in their interrelated context. In my opinion, however, the overall situation within Dutch media research offers little prospect for the systematic development of qualitative media research.

Dutch works on qualitative media research; listed in chronological order:

De Onbekende Lezeres; een psychologische benadering van de damesbladlezers.
N.V. Uitgeversmaatschappij De Spaarnestad, Haarlem – De Geïllustreerde Pers
N.V., Amsterdam 1966.

Geen Dag; het lezen van dagbladen en de aandacht van dagbladadvertenties.
Cebuco, Amsterdam 1967.

Portret van de Lezer van Het Beste... en zijn Portret van Het Beste.

Uitg. Mij. The Reader's Digest N.V., Amsterdam 1967.

De Autoriteit van het Limburgs Dagblad als publiciteitsmedium in de Zuid-Limburgse Markt. N.V. Mij. tot Exploitatie van het Limburgs Dagblad, Heerlen 1968.

M. C. SCHEERS en J. P. VAN SCHRAVENDIJK, *Kwalitatief Media-Onderzoek.*

Nederlands Instituut voor Efficiency en Universitaire Pers Rotterdam, Rotterdam 1968.

G. W. MARSMAN, 'De kwalitatieve mediaresearch', *Ariadne*, congreskrant no. 2; maart 1969.

P. L. C. NELISSEN, 'De relatie tot een dagblad en het lezen van advertenties', *Ariadne*, congreskrant no. 3, maart 1969.

Quantitative readership research in Holland today

J. Bosman

The first readership survey, which appeared in 1931, started a development which was only to gather momentum after 1960.

The credit for the first survey goes to H. J. A. Hermens, who was the director of the Advertisers Association Office. He took a sample of Amsterdam housewives and the outcome was that penetration figures for daily and weekly papers could be published. It was a penetration survey of a regional population and the surprising thing is that this method, apt as it is, particularly for assessing the penetration of regional papers, was not used again until 1965 for a readership survey of three local dailies (in Brabant, Eindhoven and Helmond). The N.V. v/h Nederlandse Stichting voor Statistiek (Dutch Statistics Institute) in The Hague carried out the survey in the areas in which these three papers are published, supplying the relevant penetration figures. This example is quoted to illustrate the increased interest in Holland for penetration figures and the decreasing interest simply for subscriber surveys. A reader is a reader, and whether he/she is a subscriber or not is immaterial in the first instance. The quality and quantity of reading may vary according to the way in which a paper is obtained, but these variations must be measured and not ignored by dealing exclusively with subscribers.

In recent years the idea of 'penetration' has preoccupied Dutch research practitioners greatly; especially efforts have been made to sort out the different items comprised in this complex notion.

Frequency of penetration was distinguished as a dimension of reading, and paralleled, sometimes united with intensity of reading. Quantitative readership research is, after all, aimed at ensuring that the advertiser knows as accurately as possible what chance his message has of being seen in the medium. If this message is inserted, he wants to know how many people (preferably how many prospects) are likely to be confronted with it once, and how many several times. In order to estimate these chances, the concept of 'penetration' must be differentiated by measuring reading intensity.

The two factors were first analysed and co-ordinated in the Dutch Magazine

Readership Survey 1967 (Dutch name "Tijdschriftenlezerskring Onderzoek Nederland 1967", or TON '67 for short). This survey was commissioned by the six biggest weekly and monthly magazine publishers in Holland and executed by Attwood Statistics (Nederland) N.V. and the Dutch Statistics Institute. The sampling system, the many interviews and thus the differentiated results, but particularly the amplification of the concept of penetration have made this an advanced survey, method-wise. The credit for this work has especially J. D. Noordhoff, director of the Dutch Institute for Market Research Ltd., who initiated this project, and supervised the research-design, the execution and the publication. Also must be mentioned C. C. J. de Koning, director of Attwood Statistics (Nederland) N.V. who made a sample-design, which provided out of a sample of houses a representative sample of households and of persons, with avoidance of the necessity of heavy weighings. In TON '67 penetration was differentiated according to three forms.

Firstly, *total penetration* was measured; i.e. total readership of a paper. The respondent was asked, 'Could you tell me which of the papers listed on this card you read or look at either at home or elsewhere?' The use of the presents tense clearly focused the question on current behaviour; worthwhile results were thus obtained.

Penetration per average issue, i.e. the number of persons who have seen or looked at a paper in the period between two publications, was measured with the question, 'Have you read or looked at... (title) in the past four weeks (for monthlies), week (for weeklies), yesterday (for dailies)?' However, should the answer be in the affirmative, it is not certain which issue has been read or seen. It might be the current number of a weekly, or of three or four weeks beforehand. Nevertheless, this question does supply the penetration per average issue if we start from two premises.

1. Make-up of the entire reader-group in the period of one issue of X does not differ proportionally from that of another issue of X.
2. The size of the reader-group of one issue of X does not differ from previous or subsequent issues of that paper.

The results are as follows:

Let us assume that the total reader-group of one issue of the given paper is made up in time thus

1st week after publication	60%	of total readers
2nd " " "	20%	" " "
3rd " " "	10%	" " "
4th " " "	5%	" " "
5th " " "	5%	" " "
6th " " "	0%	" " "

The question 'Have you read or looked at X in the past week?' will then be answered in the affirmative by

60%	of the total readers of the issue published that week	
20%	" " " " " " " " " "	the previous week
10%	" " " " " " " " " "	2 weeks previously
5%	" " " " " " " " " "	3 " "
5%	" " " " " " " " " "	4 " "
0%	" " " " " " " " " "	5 " "

The total in both cases gives the 100% readers we sought for penetration per average issue.

Premise 1 would seem to be very acceptable. There is no reason to suppose that an average issue of a paper will have a proportionally different readership make-up from another average issue.

Premise 2 appears to be less acceptable, and it is not correct either, taken over a full year. There is a reading peak in the autumn and a smaller peak in spring. Clearly the time at which the enquiry was held is important for interpretation of the results. However, premise 2 is acceptable in view of the short period in which an enquiry is held. Differences then will be so slight that no evident influence need be feared.

It should also be borne in mind with this method of measuring penetration per average issue that 'parallel readership' may occur, i.e. several issues may be read during one particular issue-period. And similarly 'replicated readership', with one issue being read several times over several issue-periods.

These two factors work opposite in the penetration per average issue measurement; little influence need be feared from them. All in all these simple questions would seem to supply a fairly accurate answer to the extremely important matter of penetration per average issue.

The third form of penetration distinguished in TON '67 is *the cumulative penetration of 12 issues* (monthly and weekly papers) or 6 issues (daily papers). This comprises the people who have read or looked at one or more of the last 12 (6) issues. The question was: 'Could you say how many of the last 12 (6) issues you have read or looked at?'

Results of extensive test surveys in Holland, Germany and England with reading frequency measures decided the Dutch research people on TON '67 to use a 12-point scale to measure reading frequency of weeklies and monthlies, and a 6-point scale for dailies. The respondents found these scales easy to use and other divisions proved to result in polarisation of the findings.

Cumulative penetration of 1, 2, 3 and up to 12 issues could be worked out; TON has published the findings separately. So the system of 'point-scales' plus fairly simple questions enable differences in reading-frequency and cumulation to be worked out.

TON '67 divides reading into four categories of frequency; i.e. readers of 12, 11 or 10 out of 12 issues; readers of 9, 8 or 7 out of 12; readers of 6, 5 or 4 out of 12 and lastly 3, 2 or 1 out of 12. These figures are given for 5 age groups, 4 social grades and many other demographic criteria for the categories women, men and housewives. Much household information is also recorded.

The way in which reading intensity was measured is also interesting. A verbal scale with 5 categories was used, from 'reads it (almost) completely' to 'hardly reads it'. Moreover, frequency and intensity of reading were crossed, in that with very frequent readers (12, 11 or 10 issues out of 12) reading intensity was given separately. This intensity of reading can also be measured in another, perhaps better way. The TON '67 researchers are following with interest current experiments in this field, especially in England.

TON '67 also includes a comparison of television advertising viewing and the reading (intensive) of magazines. This is not an attempt to compare the effect of television advertising with that of magazines, for this would be an extremely difficult job. It merely establishes how many people have not seen any television advertising and have read magazines (intensively), and vice versa. Duplications which enable the same advertising to be seen time and again, were analysed extensively.

Besides this information, which is new to Holland, more or less standard data were published, such as reading days, readership profiles of various papers according to demographic and socio-economic factors and (extensive) product ownership and product use. We make no secret of the fact that we were closely connected with the survey. However, any article on the present position quantitative readership research in Holland would take TON '67 as a standard, as we have.

The limitations of TON '67 are that it could only include figures for papers with a circulation of at least 100,000, in view of the size of sample. The report also contains information on groups of newspapers and a separate publication gives facts on the ten big national dailies. The regional dailies could not be included. Information on these, and the large national media, is collected by the NIPO (Netherlands Public Opinion Poll) in Amsterdam. Every two years they publish the results of a readership survey covering a full year. The sample is built up in a year to total about thirty thousand interviews, which are representative of the Dutch population. Demographic and socio-economic characteristics of the coverage of many media are included in these reports, which data are often unavailable through other channels. Also included are extensive duplication tables and information on ownership of various consumer durables in the groups reached by the different media. The NIPO media reports define penetration differently from TON. NIPO distinguishes between population penetration and medium penetration.

In the last NIPO report only medium penetration was included; this is what

other surveys call 'Composition of the readership', whereby total readership is taken to be 100% and then sub-divided into various factors. Population penetration applies to the part of the population or a specific group which reads that medium, which is defined as 'penetration' in other surveys.

Although I do not wish to debate here which terminology is the most suitable, more uniformity in the concepts and definitions used for all readership surveys in Holland would be advisable. Confusion in terminology could be avoided and comparison of findings facilitated if agreement were reached in this respect. A booklet of terminology and definitions is soon to be published. It has been compiled by several prominent Dutch research practitioners and media experts and contains many French, German, English and/or American equivalents of the Dutch terms.

This booklet may contribute towards national uniformity, but efforts at a European level would also be most beneficial. When TON '67 was being drawn up a comprehensive technical committee advised on problems concerning method and content of the questionnaire.

Besides Dutch experts, there were leading people in media research from Germany and England on the committee. The connections made then might well be furthered, and organised in order to develop media research in Europe more efficiently.

Research in Holland at the level which I have been outlining for you may contribute towards development in other countries, whilst experience and development there may help us, here, to raise the standard of our research.

The B.V.A. Committee/NIVE study group 'Advertising Research'

Drs. A. C. H. Kuypers

Among the many associations, groups and committees which reflect the Dutch urge to integrate their inherent individualism in a social activity, there is the Advertising Research Committee. The annals of this committee do not allow, at least in a nutshell, of an accurate 'recording of history', because it has largely enjoyed academic freedom and in its works always did what reflected credit upon homo ludens. We shall endeavour to give a description of this committee's wayward history.

The associations 'Bond Van Adverteerders' (Advertising Association) and Nederlands Instituut Voor Efficiency (Dutch Institute For Efficiency) realised in 1962 the necessity for founding a studygroup. The B.V.A. is a trade organization whose objective is to protect, in the widest sense, the interests of members in the advertising field. The B.V.A. has been engaged in setting up standards and has taken various initiatives in media research.

The NIVE objective consists in propagating the efficiency idea, it is engaged in collecting and distributing information on efficiency and in particular in making contacts which could be useful in furthering this aim. 'The B.V.A. Committee/NIVE study group 'Advertising Research' as it is called in full, has been set up in the world of both these organizations.

The first aim of the Advertising Research Committee was to try to ensure the efficient use of money spent in advertising, this to be realised by introducing and promoting research methods with a view to deepening insight into the effectiveness of advertising. In so doing, the committee did not merely intend to inventorise but also to make surveys and carry out experiments so as to lead the way in the search for new methods.

The committee has lost no time in tackling its task energetically. A start was made with an inventory of knowledge in the field of advertising research. This resulted in the publication of the booklet 'Advertising Research'. The term advertising was dealt with, followed by the operation, aim and place of advertis-

ing. Testing and the test techniques used to determine the working of advertising were then considered.

The media problem was not considered in this publication but was later the central theme in the issue 'Qualitative Media Research', in which some idea was given of the proper use of, and research into, mass communications on the basis of existing research material and original points of view. The latest booklet issued is entitled 'Television Advertising Research'. This deals more specifically with matters such as advertising and television, specific test problems including to a fair extent that of audience penetration. It also contains a concise summary of the most important existing research techniques supplemented by practical examples. By constitution the committee is limited to companies which are members of the B.V.A. and the NIVE; its aim was, however, to cover the entire advertising field in its studies by placing its publications at the service of the advertising world.

In 1967 the S.R.M.O. (Foundation for advertising media research), created on the initiative of a number of editors and advertising agencies, announced that they considered the fusion of forces for media research to be necessary.

They published the following among other things: 'Activities in the field of media research have proved (according to the S.R.M.O.) the existing need for research work. But what is unfortunately lacking is sufficient co-ordination and a basis on which continuity can be ensured. Media research without continuity is greatly reduced in value because, among other things, it is not possible to ascertain trends. If proper continuous media research is to be undertaken, it is essential that *all* parties concerned interest themselves in this matter'. It was also clear to members of the Advertising Research Committee that their objectives required some reflection.

It was found that the long-term target would be an Advertising Research Institute embracing all the experts, wherever employed.

The argument for this fundamental change was based on rapid development and further differentiation and specialisation. The change was also advisable due to the fact that various tasks were too time-consuming and called for too intensive a dedication. At the same time it was considered important to combine the expert knowledge available in other organizations.

An advertising research institute should be able to give scientific information to those requesting it.

Thus the new departure should 'take off' at the culminating point of the four lines of development followed by the bodies indicated below:

1. the publishers
2. the advertisers
3. the advertising agencies
4. the 1962 study group

The new institute to be founded should show some agreement with the A.R.F. (Advertising Research Foundation), initiated by the American Association of Advertising Agencies being comparable with the V.E.A. (The Dutch Association of Advertising Agencies), and the Association of National Advertisers corresponding to the B.U.A. The A.R.F. functions by means of committees whose members give their services gratuitously.

Their work is coordinated by the A.R.F. agency's full-time staff. Members of the Institute for Advertising Research should be chosen for their personal expert knowledge and not because of the 'interests' they represent.

The members/participants should recruited from N.V.M.O. (Netherlands Association of Market Researchers), N.O.T.U. (Netherlands Organization of Publishers magazines), N.D.G. (Netherlands Daily Press), B.V.A., N.I.V.E., the Association of Market Research Agencies, the large companies and the academic world.

The Institute will concern itself both with media research and copy research; they intend to realise this by inventorising theories and problems, by formulating research projects which they can farm out, it being their intention to give both passive and active information over the whole field. In October 1968 the new line began to make itself clear, the aim being to bring the Dutch potential of expert knowledge to bear on the work. If interest were evinced from the widest possible circle this could lead to a neutralisation resulting in fruitful cooperation. A Centre for Fundamental Advertising Development Research could be the long-term objective. As long as this were not possible the aim would be at least to place the office set-up within another organization.

In any case, the aim must be a federative set-up, if independence is to be maintained. The procedure should be: concentration of the committee, then of the secretariat and the documentation department; and finally the establishment of a federative association. In January 1969 the draft of a new declaration of intent was issued. This implies:

- Promotion of an efficient use of advertising as a marketing instrument by deepening the insight into the working of advertising both in the social and individual human aspects.
- Their activities take the form of preparing and stimulating surveys of a fundamental type as well as testing and evaluation of existing methods and techniques.
- Distributing information and making the work of others in this field accessible to a wider circle.

The group should be so composed as to ensure the best possible realisation of the tasks, in close cooperation with other bodies active in the field of advertising and media research or mass communication. A greater effort than before will be required in order to make international contacts.

On the future of market and marketing research

Dr. J. van Rees

*Alice: 'Would you tell me, please which way I ought to go from here?'
'That depends a good deal on where you want to go', said the cat.*

This short contribution on the future of market research will be made from the point of view of a manufacturing industry. This implies, in our mind, not only an indication of certain trends but also a direction that should be taken. The basic assumption being that the future is not merely an extrapolation of the past according to a certain formula. It is also written by goals that can be turned into self-fulfilling prophecies.

Secondly it should be clear that, while using the term 'market research' it is done in a much wider sense than survey research.

It cannot be denied that research by means of sample surveys have made a tremendous contribution to our knowledge of markets and that the facts obtained in this way have prepared the way for the modern approaches to marketing. In this process of growth many methods from several fields of knowledge have been adapted for market research purposes and – perhaps most important of all – many data are coming available in a continuous and more or less standardized way. This, it would seem, opens up the possibility for the construction of a continuous company information system. That is: a really integrated system permitting the fluctuations in the market and company sales to be immediately translated into desirable stock sizes and production volume. Very much remains to be done before we can forecast with sufficient confidence short term fluctuation in consumer demand, their effect on the successive levels of trade and finally on the level of stocks and production of a manufacturer. Yet it would be a desirable development, in which market research (or marketing research) works together with operations researchers, systems analysis and computer specialists. This type of marriage may be somewhat uneasy at the beginning but the partners must remain in a dialogue in order to control the physical product flow in an increasingly more efficient way.

This would seem to be the first important trend.

Although it is not very apparent from what is published and done by market research organisations, forecasting should be considered as the main justification for this research in industry, particularly when industry is future-oriented and planning-minded. Aspects of planning concern the short and the long period. The longer the period under review the more a plan gets the character of an orientation and a set of feasible alternatives.

However, it may lead to conclusions of doubtful value when it is tried to estimate the market of one particular product only. Not only that there is increasing scope for product variety, it can also be observed that new products do not necessarily replace old products but that they each assume their own place in the market, and exist side by side in functional competition (market segmentation). In view of this it is increasingly necessary to study consumption and investment patterns for product categories.

The only way to do this is by building forecasting models of economic and social developments. Though it may be argued that market research should use the results of such forecasts as made by specialized organisations, we think that this would not be sufficient for establishing proper relationship between total spending and investment, and markets for particular product categories. Certainly in the 'tertiary (services) society', the demand for capital goods will increasingly be direct instead of derived from the demand for other goods. In the future manufacturers will increasingly translate the marketing concept into the supply of complete systems, composed of hardware and software, rather than in the supply of just a product. Any manufacturer supplying a broad range of products and services will therefore have to be concerned about his markets in relation to broad economic and social developments. More formal and quantitative expressions of such relationships are being developed through fundamental research in industry and elsewhere. At this level there will be little distinction between 'consumer' and 'industrial' market research. This is the second trend as we see it.

The third important trend lies in efforts to express in a quantitative way the relation between economic and social growth and technical developments. Many people call this technological forecasting, but whether the work is done under this label or another one, the important thing is that it is done in any case. So far, market research has little to offer when required to give an answer to the question whether a certain technical research project should be continued or not with an eye to future marketing opportunities. With the present tools this answer cannot be given and so attention must be given to methods that promise to bring some system in this matter. We think of, for instance, morphological methods, the relevance tree and other approaches. Much development work has to be done here, also in respect of interviewing methods to obtain views on relationships between events and on long-term developments.

In the fourth place we see a trend in relation to handling the marketing mix and the marketing plan.

It must be admitted that our knowledge of product testing, advertising research and distribution has greatly increased. The fourth element of the marketing mix, however, is an appallingly underdeveloped area. The apology usually heard for not doing more research into prices and pricing is that a price is the summary of so many things that it is hard to know what is actually measured. Moreover, it may well be that prices are a marketing instrument in a minority of cases, while also prices are kept in the accounting sphere. Even so, the subject can no longer be avoided if and when well-reasoned marketing plans are to be made. A good plan should offer alternative courses of actions, and among the alternatives prices should occupy a prominent place. This implies that we have learnt what a price means and what happens when it is changed.

In addition it can be expected that the application of increasingly better marketing plans will result in increasingly better research planning.

The four main tendencies mentioned may leave the impression that surveying is considered to become of lesser importance. The contrary is true but what must be seen too, is that survey data find their proper place in appropriate models. In this way we need not share Leo Bogart's fear that the computer's 'capacity to produce complex statistical tables is out of proportion to the research profession's capacity to generate data out of original field work' ¹.

We should be happy that the computer is available, though it may confront us with a lack of data when it is tried to use it for working on models. These data need not necessarily originate from field surveys, however. But, the profession will continue to have a large part in collecting data and seeing to it that others do so when it cannot do so itself.

Conclusion

The tendencies indicated for marketing research in business are:

1. marketing research as part of a business information system, coupled to a smooth goods flow system.
 2. its role in the development of long-term growth models, serving the translation of macro-economic and social tendencies into micro-economic measures.
 3. its contribution to forecasts concerning the technology transfer and its influence on society.
 4. its contribution to the marketing plan and the application of O.R. methods to it.
- The overriding tendency is integration in system and procedures. For the time being

1. Introduction to *Current Controversies in Marketing Research*, New York, 1969.

one need not follow Robert Ferber who advanced in a recent speech that market research in business will disappear into a complete business information system. The reason being that a field of applied knowledge borrowing from several disciplines is bound to be absorbed by the next field that is even more encompassing. This is already happening, in a way, in marketing research, where we are no longer satisfied to establish certain facts, but want to find rules for conduct to reach certain goals.

Outside of the manufacturing and service industries – i.e. in the research organisations – it can be expected that the division of labour will continue and that in addition to the pure survey organisations the mixed organisations (consultancy and research) will get an increasing share of the market, although their names may not figure on lists of members of the research profession.

We have stated in a few words where we want to go. Whether that will be the way many others think they ought to go, we do not know. If it is, then it will be the future of market research.

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J. van Rees Doctor's thesis (1946), Rotterdam. 'Introduction to Market Research'. (First book of this kind in the Netherlands).

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