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LIFESTYLE ANALYSIS AS A BASIS FOR
MARKET SEGMENTATION

by

Elayn K. Bernay

A dissertation submitted to
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in partial fulfillment of the
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CHAPTER I

A MODEL OF CONSUMER SPENDING BEHAVIOR

Background

While demographic and socio-economic variables account for many of the differences in consumer buying patterns, they leave a great deal unexplained. Marketers and marketing researchers have devoted considerable time and effort over the past two and one-half decades searching for new measures to explain why a consumer buys one product, or one brand, rather than another.

In setting marketing strategy, whether it be for an existing product or a new product, the marketer must determine and define both his primary and secondary prospects. He must know how to communicate with them, and assess the most efficient and effective media through which to reach them.

For many products, demographic and socio-economic variables may sufficiently differentiate prospects from non-prospects. But as the general education level of the population increases, as consumers acquire more disposable income, more leisure time in which to spend it, and more alternatives on which to spend, it becomes increasingly more important that marketers be provided with greater insight into the needs, tastes, and styles of living that exist side-by-side within socio-economic segments. As the consumer is faced with more choices, the purchase decision becomes more

complex and demographic descriptions became progressively less adequate to the task of describing or locating target groups.

More meaningful descriptors are needed which can be gathered in large scale surveys and which can be used to summarize sets of attitudes, patterns of behavioral tendencies. These descriptors must be indicative of the disposition to buy, not just the financial ability to buy.

In the search for new measures many marketing researchers have turned to a factor theory approach in studying markets. The results of a number of interesting studies have been reported under the rubrics of psychographics, lifestyle analysis, benefit segmentation and attitude segmentation. In concept and methodology these are similar to the approach developed in the 1930s and 1940s by the factor theorists of personality such as Thurstone, Cattell and Eysenck who used factor analysis in an attempt to reduce a wide array of behavioral and attitudinal measures to a few identifiable factors which would account for most of the variation in the surface variables.¹

The term psychographics was first used in a marketing content in Grey Matter in 1965.² It referred to segmenting

¹Calvin S. Hall and Gardner Lindzey, Theories of Personality, (2nd. ed.; New York: John Wiley and Sons, Inc., 1970, pp. 380-383.

²Grey Advertising Agency, "Herd Hysteria: A Mounting Marketing Hazard," Grey Matter, Vol. XXXVI, (New York: Grey Advertising Agency, 1965).

markets on the basis of psychological differences among customers. Since then the term has been both used and abused in marketing research circles. More recently the term "lifestyle" has come into currency, often as a synonym of psychographics, sometimes in an effort to broaden the basic concept.

In 1970, lifestyle was defined by Bernay as an individual's particular manner of living as reflected by his expenditures of time and money in his practical pursuits and active pleasures. It is the expression of all the factors which influence him: psychological, sociological, economic, cultural and physical.³

Probably the most valuable lifestyle analyses for marketers were the social class studies designed by Lloyd Warner and Pierre Martineau for the Chicago Tribune almost two decades ago.⁴ The virtue of social class as a descriptor is that this one measure encompasses a host of activities, characteristics, attitudes and behavior which are highly correlated with it. Social class subsumes the behavioral traits associated with the variables from which it is

³Elayn K. Bernay, "Life-Style Analysis as a Basis for Media Selection," Attitude Research Reaches New Heights, eds. Charles W. King and Douglas J. Tigert, (Chicago: American Marketing Association, 1971), p. 190.

⁴Pierre Martineau, "Social Classes and Spending Behavior," Journal of Marketing, Vol. 23 (October 1958), pp. 121-130; also see W. Lloyd Warner, Marchia Meeker and Kenneth Eels, Social Class in America: A Manual of Procedure for the Measurement of Social Status (Chicago: Science Research Associates, Inc., 1949); W. Lloyd Warner and Paul Lunt, The Social Life of a Modern Community, (New Haven: Yale University Press, 1950).

structured. In addition, by using these variables in combination, it provides more information about the individual than the total provided by the variables examined separately.

The statement that a male is 30 years old and a member of a household with an income of \$15,000 does not tell us very much about his potential buying behavior. Add that he is in the upper-middle class, or in the upper-lower class, and there is a great deal more implied about his tastes, his lifestyle, his expectations, and how to communicate with him.

Not since these studies has there been the contribution of a measurable descriptor applicable to different products and to different markets. The problem now is to isolate other such measures which are indicative of broader patterns of behavior and which will provide the marketer with the additional insight into consumer decision-making to improve predictions of product usage and/or propensity to use.

To be useful in market planning, these descriptors must maintain some of the attributes of the demographic and other standard measures we are now using. Most important, of course, is that they must work. The data must be recordable with ease and precision so that it can be gathered in large-scale surveys. The meaning must be clear and not require complex or subjective interpretation.

Data Currently Available to Marketers

During the past decade an enormous amount of data on consumer purchases became available to the marketer.

Marketing companies continued to increase their investment in marketing research both internally (by adding to or enlarging the research department or research function within the corporation), and externally (by utilizing the research services of their advertising agencies or by purchasing the services of independent marketing research consultants).

But the flood gates really opened with the entry of new syndicated marketing and media research continuing studies.⁵ These studies, most of them published annually, both here in the United States and in Europe, describe consumer purchasers within dozens of product categories in minute detail. Heavy users, light users and non-users can be cross-tabulated by brand, by use of other products, by all the known demographic measurements, and even by such variables as financial optimism, intelligence and self-image versus ideal-image.

These services provide these data on the audiences of all the major consumer magazines, metropolitan newspapers, network television, radio and even billboards and transit cards.

⁵e.g. In the U.S.: W.R. Simmons & Associates Standard Magazine Report, and Selective Markets and the Media Reaching Them; Daniel Starch and Staff Consumer Markets and Magazine Report; Brand Rating Index; Alfred Politz Media Studies.

In England: National Readership Survey, Television Audience Measurement, Ltd., and the Attwood Consumer Panel.

In France: the SEMA and CESP Surveys.

In Germany: The Institut fur Demoskopie Surveys.

In toto, these studies have produced what Andrew Ehrenberg has colorfully described as an "undeviating catadupe of undigested statistics."

While all of this information is extremely important to the marketer in defining his target, studying his competitive advantages and vulnerability and planning his media strategy, it is still not sufficient. Buying habits present a picture of frustrating complexity. Despite the vast amount of information now available, the marketer still does not know why a consumer prefers one product or one brand over another, or selects an expensive vacation rather than new furniture. Describing buying patterns by demography alone can mask attitudinal, psychological and sociological differences which for many products may be as important, or more important a buying determinant.

Development of an Hypothesis

Background

After a number of years of tracking and comparing the audiences of a representative assortment of consumer magazines, it became apparent to this researcher that there were variations in purchasing patterns among these audiences that could not be wholly attributed to demographic differences.

One group in particular manifested a pattern different from all others. Readers of those magazines usually referred to in the advertising industry as "class" or

"selective" magazines appeared to form a unique group. They were, for instance, the early adopters of Volkswagen and other imported cars. A study in 1958 showed that they were purchasing these cars at twenty times the national rate in that early stage of this product's life cycle.⁶

They traveled more than others of similar income levels, particularly by air and ocean liner and to foreign countries.⁷ Another evident difference was that as a group they were more involved in community and civic activities than other people with similar demographic backgrounds.⁸

These differences became even more apparent as more data became available from the large-scale syndicated marketing and media studies which started in 1963.⁹ This led to further investigation. The Simmons study, based on a national probability sample of 15,000 adults in the United States, also made new comparisons and analyses possible by providing computer tapes of their original input.

Using the input data from the 1966 Simmons Selective Markets and Media Report, an experiment was designed wherein

⁶Harper-Atlantic Sales, Inc., Car Ownership Among Readers of Harper's Magazine and The Atlantic, (1958).

⁷Harper-Atlantic Sales, Inc., The People Next Door, (1963).

⁸The Roper Organization, Inc., unpublished study for Standard Oil Company (New Jersey), (1956); Harper-Atlantic Sales, Inc., Political and Civic Activities of Subscribers to Harper's and The Atlantic, (1960); Harper-Atlantic Sales, Inc., Who Cares About What?, (1967).

⁹W.R. Simmons & Associates, Selective Markets and the Media Reaching Them, (annually 1963 to date); Brand Rating Index, (annually 1963 through 1971).

the readers of two selective magazines were divided into seventy-two cells based on sex, age, household income and occupation. For each cell a probability sample was then drawn from among the non-readers of these two magazines.¹⁰

Because of the profile of the readers, both samples had income and education higher than the national average. Certain behavior, examples of which are listed below, was shown to be a function of demography:

Own home
Own corporate stock
Took one or more auto trips in past year
Served vodka, Canadian, or blended whiskey
in past week
Voted in an election
Belong to one organization.

But, in a number of other areas significant differences did occur. For example:

	<u>Selective Magazine Readers</u>	<u>Matched Sample</u>
Purchased hard cover books in past five years	39.5%	17.1%
Took a foreign trip in past five years	31.9	22.4
Own a current passport	23.5	12.7
Served imported wine	10.3	5.2
Addressed a public meeting	37.6	21.6
Written something that has been published	18.5	7.5

¹⁰Harper-Atlantic Sales, Inc., Does Profile Matching Work?, (1965).

It was also found that the selective magazine readers had a lower incidence of watching any television, and that the readers who did watch averaged less time in front of the set than the matched sample.

The matched group, however, owned more automatic washing machines, air conditioners, power lawn mowers and movie cameras.

The selective magazine readers appeared to be more experience-oriented than object-oriented. They were more apt to travel -- to travel more often and to more places. This held for both foreign and domestic travel, and for every mode of transportation: air, auto, bus and train. They also bought more books, and were more likely to own high fidelity equipment.

These were clearly differences of taste which caused people to spend their time and money in different ways.

The greatest contrast between the two groups was in the sphere of civic and public activities. Cross-tabulations showed that the higher the number of civic activities involved, the greater the differences between the two groups. And further tabulations demonstrated that non-viewing of television correlated more highly with civic activity than with either education or income.

Fitting a Personality Model to Behavioral Lifestyles

The value of lifestyle analysis as a marketing research tool is that it is able to unify the many characteristics

held in common by members of a specific segment of the market. In traditional research, the marketer is presented with isolated descriptions -- individual characteristics which may pertain in varying degree to each of the many different segments of the total market, and which may inadequately describe any one segment.

The techniques used in lifestyle analyses assemble the individual descriptions into a more meaningful whole, into a more complete and interpretable picture of the consumers within each of the different segments of the market. It presents the pattern of behavior, the style of living, the gestalt.

From the earlier studies of selective magazine readers, a cohesive behavioral lifestyle began to emerge. Readers of selective magazines appeared to have a greater propensity for dealing with ideas and experiences than did non-readers with similar demographic profiles. The non-readers were, however, more likely to purchase material goods, especially those products which enhanced the home.

Readers of selective magazines were more active than non-readers in political and civic activities. They were also more likely to be heavy consumers of print but less likely to watch television.

This seemed to indicate that reading a selective magazine was perhaps in and of itself a reflection of a particular kind of lifestyle, or a particular type of personality.

Analysis of these data led to two tasks. The first was to find a theory of personality structure which would explain these behavioral patterns, thereby aiding marketers to communicate with this segment of the market and to predict other behavioral and attitudinal differences. The second was to find a measurable descriptor, a "new demographic," which, like social class, would be indicative as well of other patterns of behavior.

An important dimension that has been missing from most other lifestyle studies is an encompassing theory of personality structure which explains the lifestyle patterns or sum of activities that have been observed. This could be used to predict other behavior and dispositions or attitudes of the same or similar groups in the population.

One theory of personality structure that provides a useful basis for interpreting and organizing the complexities of overt behavior, and that seemed particularly applicable to the observed behavior of the selective magazine readers, is Rorschach "experience type" theory. This theory presents an integrated picture of the total personality based on how the individual experiences his environment.¹¹ It distinguishes personality types on the basis of whether motivational components are predominantly the result of

¹¹Herman Rorschach, Psychodiagnostics, trans. by Paul Lemkau and Bernard Kronenberg, 7th ed., (Berne, Switzerland: Verlag Hans Huber, 1969).

internal processes or external conditions.

"Experience type" unifies a large number of personality characteristics, including artistic talent, modes of expressing intellectual abilities, approach to inter-personal relationships, vocational potential and types of social and cultural interests.

Rorschach's theories were developed during the decade from 1910 to 1920. Working within the framework of the then new concepts of Freudian-Jungian psychoanalysis, Rorschach was attempting to devise a way of measuring imagination as a psychological function for psychiatric classification. He developed the inkblot test to measure and classify perceptual responses of the individual, believing that the responses indicated how the individual experienced life. Throughout, Rorschach was interested in the "how" of experience, not the "what."¹²

Fundamental to the interpretation of the Rorschach inkblot test is the concept that there is a dichotomy among personality structures. While it is generally assumed that all individuals have a potential for both modes of adaptation, a clear dominance of one type is considered a core property of the personality. This dichotomy reflected the observation that personality structure consists of two sets

¹² Maria A. Rickers-Ovsiankina, "Preface," and "Synopsis of Psychological Premises Underlying the Rorschach," in Rorschach Psychology, ed. by Maria A. Rickers-Ovsiankina, (New York: John Wiley & Sons, Inc., 1960), pp. vii-xi and pp. 3-5.

of motivational components:

- 1) the tendency to behave in accordance with internal processes, called introversion, and
- 2) the tendency to behave in accordance with external conditions, called extratension or extraversion.¹³

In the administration of the Rorschach Form Interpretation Test (Inkblot Test), introversive subjects have more "movement" responses -- they see more human movement in the unstructured forms. The responses of the extratensive subjects are more often determined by the "color" that appears on the forms.

The concepts of introversion and extraversion are, of course, far more associated with Carl Gustave Jung than with Hermann Rorschach. Although each published his major work on the subject in 1921, Jung had published at least one earlier article.¹⁴ Eysenck points out that the concepts had been posited earlier in the Viennese psychoanalytic community by Gross and others.¹⁵ It is known that Jung was familiar with Gross's theories; it is more than likely that Rorschach had also been exposed to them.

¹³In Psychodiagnostics (7th ed.; Berne, Switzerland: Verlag Hans Huber, 1969), Rorschach uses the term "extratension" rather than "extraversion." In this paper, the two terms shall be used interchangeably and considered to be synonymous.

¹⁴Rorschach, Psychodiagnostics; Carl Gustave Jung, Psychologische Typen, (Zurich: Rascher & Cie, 1921).

¹⁵Hans J. Eysenck, The Structure of Human Personality, (London: Methuen & Co., Ltd., 1953).

Jung's typology was based on whether the libido, the individual's instinctual energies, were turned inward toward the self, or outward toward the world. For Rorschach, the dichotomy was based on how the individual experiences his environment: whether motivational components were determined by internal processes or by external conditions.

Rorschach believed that other than a very few "extreme types" all individuals had both introversive and extraversive capacities. The inkblot test is quantified on the basis of the M:sum C ratio -- that is, the ratio of movement to color responses is believed to indicate a dominance of one type or the other. Jung stressed the principle of complementarity whereby one attitude was overtly present, and the polar attitude unconsciously present.

Jung also believed that introversion and extraversion represent extremes of a general personality orientation which interact with two other general dimensions: a rational dimension which includes the functions of thinking and feeling, and an irrational or emotional dimension which includes the functions of sensation and intuition. Therefore, Jung actually posited eight different psychological types rather than two.

For marketing purposes the differences between Rorschach and Jung are not relevant. The Jungian concepts are helpful in comprehending the "experience types" at the level of the typology sufficient to the study of consumer behavior. The general behavior patterns that each ascribed

to the two personality types are not contradictory. Thus, the personality model presented in Chapter III is drawn from and integrates the behavioral patterns and attitudes described by both Rorschach and Jung.

The Behavioral Model

Rorschach summarized the two personality types as follows: ¹⁶

Kinaesthesias Predominant: (<u>Introversive</u>)	Color Predominant: (<u>Extratsensive</u>)
More individualized intelligence	Stereotyped intelligence
Greater creative ability	More reproductive ability
More "inner" life	More "outward" life
Stable affective reactions	Labile affective reactions
Less adaptable to reality	More adaptable to reality
More intensive than extensive rapport	More extensive than intensive rapport
Measured, stable motility	Restless, labile motility
Awkwardness, clumsiness	Skill and adroitness

He emphasized that the two types were not to be considered as absolutes, but rather along a continuum with one type predominating.

There is no evidence to support or reject any theory that one group is more or less intelligent than the other, or that persons of higher intelligence tend to belong to one or the other group. What is supported is that each group has a different kind of intelligence or cognition.

The introversive puts a high value on cognitive pursuits and fluidity of ideas. He is highly conceptual and

¹⁶Rorschach, Psychodiagnostics, p. 79.

feels pleasure in interpreting. He is able to deal well with abstractions, can tolerate ambiguity, and has less preference for the familiar. He seeks release through fantasy, books and music, and creative thinking solutions.

The extratensive's thinking is more stereotyped and conventional. He tends to have a narrower range of interests and his associations are with his immediate environment.

The extratensive is the more practical of the two personality types. He conforms to the mores of society and lives by its ready made ideas whether he perceives them clearly or not. He accepts the outside world and all its objects. He values possessions and wealth, seeks social approval and has a strong tendency to show himself off. He is not reflective. His reality is what is "out there." He conforms to it, has a need to join in and get with it. He tends to be free from inhibitions, carefree and enjoys noise and bustle of every kind.

The introversive is more concerned with ideas than with objects. He is capable of a greater diversity of interests and likes unusual experiences. He has a large capacity for an "inner" life. His internal experiences may be more important to him than the values of the outside world.

Whereas the extratensive does not like to face unpleasantness and tends to block in this area, the introversive is able to face it and has a pride of conduct which forbids the easy way out. He has a sense of moral

commitment and is more democratic than the extratensive. He is emotionally stable, has a better time perspective and sets up long range goals.

The introversive distrusts the outside world and will not accept it unless he understands it. Everything is judged in terms of his own critical standards. He wants his own way, and Jung noted that even as a child he will not submit to an alien rule.¹⁷ He adapts poorly to outer-reality, attempting instead to change the environment into what he believes it should be.

The introversive is spiritually minded; the extraversive materially minded. The extraversive is a conformist; the introversive tends to be more of an individualist.

The two types do not understand each other and are often very critical of each other.

Statement of Hypotheses

Within this framework, three hypotheses have been developed:

- a) that reading a selective, idea-oriented magazine is in itself indicative of a lifestyle, and as such is a reflection of that individual's personality type. Readers of such magazines are more likely to be introversive than are non-readers.
-

¹⁷Jung, Psychological Types, pp. 516-517.

b) that the extent to which an individual is involved in civic and community activities, and especially those altruistic or "do-good" activities which attempt to monitor and/or change society is a reflection of that individual's personality type. It is therefore hypothesized that an "Index of Involvement" constructed from a number of different such activities can be used to classify people, and that those scoring high on the "Index of Involvement" are more likely to be introversive than those with zero or low indices.

c) that heavy viewers of television are more likely to be extraversive.

Further, based on the premise that patterns of expenditure of discretionary time and money differ according to personality type, it is hypothesized that certain activities ranging from sports to politics, from reading books to buying stocks, from owning a shotgun to owning wall-to-wall carpeting -- are more likely to be part of either an introversive or an extraversive lifestyle.

Finally, it is hypothesized that the introversive/extraversive personality model is a viable basis for segmenting markets and for describing marketing targets.

Methods Used to Test Hypotheses

The problem was to select a sample that contained a sufficient number of both introversive and extraversive experience types. The sample also had to contain readers of selective magazines and individuals who were actively involved in community and civic affairs.

Introversive experience types, readers of selective magazines and politically involved people each represent a small portion of the total population. For this reason the sample was designed to assure the inclusion of these segments. To accomplish this, a sample was first drawn from the subscriber lists of three selective, idea-oriented magazines: Harper's, The Atlantic and The Reporter. (Previous research had shown that readers of these magazines were more politically involved, and it was hypothesized that they were also more likely to be introversive.) To obtain a matched group with similar demographic characteristics, but hypothesized to represent different lifestyles, the next-door neighbors of the subscribers in the sample were selected through reverse telephone directories published by R.L. Polk & Company.

The total sample consisted of 1,000 subscribers and 1,000 next-door neighbors. To obtain a representation of the four geographic areas in the country and from population centers of various sizes (within the restrictions of a limited budget), the survey was conducted by mail.

The questionnaire was designed to meet the following data requirements:

- 1) leisure time data to differentiate introversive and extraversive lifestyles;
- 2) civic and community activities data to construct an "Index of Involvement;"

- 3) media data, including television viewing time, to compare exposure by lifestyle patterns;
- 4) marketing data representative of those products and services competing for share of discretionary expenditures;
- 5) demographic data.

Because of the large variety of data needed, and the obvious limitations on length of a mailed questionnaire, some of the questions were relatively superficial. There was, however, sufficient representation of different marketing and leisure time areas to suggest patterns of expenditure. The political activities did cover a broad range.

It is believed that the questionnaire satisfied the main purpose of the study, which was to establish that different lifestyle groups represented markets for different types of products and services.

Three different approaches were used to analyze the data. The first analysis, presented in Chapter IV, compared subscribers and neighbors. Its purpose was to test the hypothesis that readers of selective magazines are more likely to be introversive, or to follow introversive lifestyle patterns, than are non-readers.

The second analysis, presented in Chapter V, was designed to test the two hypotheses:

- a) that individuals scoring high on an Index of Involvement constructed from civic and community activities, are more likely to follow introversive patterns than are those with zero or low indices;

b) that heavy television viewing is part of an extraversive lifestyle pattern.

To test these hypotheses, two series of A.I.D. analyses were computed, in which television viewing and an Index of Involvement were used respectively as the dependent variables. In these analyses the subscribers and neighbors were combined and treated as one sample.

The A.I.D. technique provided considerably more information than would have been furnished by ordinary cross-tabulations. For one, it helped establish a quantitative value for "high" and "low" television viewing and civic activity. It also assessed the relative importance of the other variables in terms of differentiating between lifestyle groups.

Finally, in Chapter VI, the results of a Q-mode factor analysis are presented, including cross-tabulations of the Q-groups with many of the other variables. For this analysis both samples were again combined and treated as one. The analysis tested the viability of the total approach, and measured the interrelationship among the variables. It determined whether a typology did exist, and the extent to which the various types differed in their marketing choices.

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CHAPTER II

THE SEARCH FOR NEW BASES FOR DESCRIBING
AND SEGMENTING MARKETSBackground

Concomitant with the rapid growth of discretionary income since World War II has been a sharpening of competition among marketers.

In constant (1971) dollars, median family income in the United States more than tripled during the post-war period, rising from \$3,030 in 1947 to \$10,290 in 1971.¹ The percentage of families with income of \$15,000 or more (1971 dollars) rose from 1.2 percent in 1951 to 24.8 percent in 1971, and it is estimated that by 1980 the median family income will be over \$15,000.²

Due to this increase in affluence and the increase in available goods made possible by technological advances, the consumer is able to exert more power and his influence is felt as he specifies his preference in the market place. Although there has been some decline in the last five years, thousands of new products are still being introduced annually, and the rate of failure continues to be estimated at from sixty to eighty percent.

¹U.S. Department of Commerce, Bureau of the Census, Current Population Reports: Consumer Income, Series P-60, No. 85, December, 1972, p.2.

²George Hay Brown, Director, Bureau of the Census, speech before the American Marketing Association Social Indicators Conference, Washington, D.C., February 17, 1972; U.S. Department of Commerce, Bureau of the Census, Current Population Reports, p.29.

During this same period, advertising expenditures have risen from \$5.7 billion in 1950 to \$22 billion in 1972.³ It has been variously estimated that each adult in the United States is exposed to: a) a range of 117 to 285 advertising messages per day for males and 161 to 484 for females;⁴ b) 285 for males and 305 for females;⁵ c) an average of 1,518.⁶ Whatever the true figure, the typical American adult is exposed to more advertising messages per day than he can remember.

A combination of strong consumer influence and a trend toward oligopolistic competition among producers has forced greater product differentiation, which in turn has resulted in more fractionated markets.

In an undifferentiated market, and with an enormous advertising budget, a marketer may perhaps succeed with a strategy of reaching as many people as possible holus-bolus.

³McCann-Erickson, Inc., compiled for Printer's Ink, (1950-1965); compiled for Advertising Age, (1970-1973).

⁴Steuart Henderson Britt, Stephen C. Adams and Allan S. Miller, "How Many Advertising Exposures Per Day?" Journal of Advertising Research, Vol. XII, No. 6 (1972), pp. 3-9.

⁵Robert Wachsler, Re-estimating Advertising Exposure, (New York: Batten, Barton, Durstine & Osborn Advertising Agency, 1970).

⁶Edwin Ebel, speech at West Coast Meeting of the Association of National Advertisers, San Bernardino, California, May 8, 1957.

But, as it becomes more difficult to be heard above the marketing noise (especially at the top half of the socio-economic pyramid, towards which much marketing effort is directed), his strategy needs to be more precise, and he must have more insight into the complexities of the consumer's buying decisions.

Technological advances after World War II expanded the alternatives open to the consumer. As he is faced with more options, his buying decision is determined by the interactions of a complex set of individual, cultural and marketing variables. Unidimensional measures of consumer behavior are no longer adequate to describe or predict purchasing. It has become imperative for marketers to view the consumer as a multidimensional being subject to many outside stimuli from a complex system.

Technological advances have also provided the marketing researcher with more alternatives. New developments in computer methodology, and the decreased cost of computer usage, have allowed researchers to manipulate large quantities of data and to employ sophisticated quantitative techniques in the analysis and evaluation of these data. Use of the computer has also enabled the researcher to integrate a large number of variables and to evaluate the interaction amongst them. The adaptation and development of multivariate statistical techniques permits the marketing researcher to take a multidimensional approach to both consumer behavior and to market segmentation.

The concept of lifestyle has evolved from this multi-dimensional approach to analyzing consumer behavior.

William Lazer defined lifestyle in 1963 as follows:

Life style is a systems concept. It refers to the distinctive or characteristic mode of living, in its aggregative and broadest sense, of a whole society or segment thereof. It is concerned with those unique ingredients or qualities which describe the style of life of some culture or group, and distinguish it from others. It embodies the patterns that develop and emerge from the dynamics of living in a society.

Life style, therefore, is the result of such forces as culture, values, resources, symbols, license, and sanction. From one perspective, the aggregate of consumer purchases, and the manner in which they are consumed, reflect a society's life style.

Life style is a major behavioral concept for understanding, explaining, and predicting consumer and business behavior. It is a more generalized concept than existing concepts of consumer behavior that have been advanced in marketing. Such topics as mobility, leisure, social class, life cycle, status, conformity, mass, and the family as a consuming unit, are all part of the life-style fabric. As a result, life-style studies could foster the unification of findings and theories related to consumer behavior. In fact, life style is a point of interdisciplinary convergence among marketing and such subject matter areas as sociology, social and cultural anthropology, psychology, demography, and social psychology.⁷

This Chapter presents a brief overview showing the evolution of those concepts which have lead to, and form the foundations of, the current approaches to lifestyle analysis as a basis of market segmentation. Numerous articles and

⁷William Lazer, "Life Style Concepts and Marketing," in S.A. Greyser, ed., Toward Scientific Marketing, Proceedings of the American Marketing Association, Winter Conference, Boston (1963), pp. 130-139.

studies are cited as examples of this evolution. An extensive Bibliography is appended to this Chapter.

Development of Segmentation as a Marketing Strategy

Needs give birth to new approaches, solutions, techniques and technology. An economy of abundance, and recognition that the demand side of the market is not homogeneous, gave rise to the concept of market segmentation.

Wendell Smith is generally credited with having published, in 1956, the first article on market segmentation as a marketing strategy.⁸ The germinal ideas, however, can be found in the economic theories of product differentiation in monopolistic competition and price differences by geographic regions.

Smith states that whereas product differentiation "is concerned with the bending of demand to the will of supply," segmentation "is based upon developments on the demand side of the market and represents a more precise adjustment of product and marketing effort to consumer or user requirements." He believed that a marketing strategy needed to contain elements of both product differentiation and market segmentation.⁹

"Developments on the demand side of the market" and the resultant need to "adjust product and marketing effort to consumer or user requirements are also the underlying bases

⁸Wendell R. Smith, "Product Differentiation and Market Segmentation as Alternative Marketing Strategies," Journal of Marketing, Vol. XXI (July 1956), pp. 1-9.

⁹Ibid.

for the "new marketing concept."¹⁰

Although an occasional voice is heard in opposition to segmentation, the general consensus is that a firm can achieve greater efficiency, and thereby increase its profits, by concentrating its marketing efforts on homogeneous sectors within the heterogeneous market.¹¹ There is no consensus at all, however, concerning the criteria to be used in measuring or describing homogeneity.

Demography as a Basis for Describing and Segmenting Markets

While Wendell Smith may have formalized the concept in 1956, marketers have long been applying some semblance of segmentation in their marketing efforts. Prior to World War II, markets were described, analyzed and fragmented on the basis of census and other demographic statistics.

Demography, enriched by life cycle classifications, continues to be the fundamental and most frequently used measure. Demography is an important starting place to determine an individual's ability to purchase a product or

¹⁰J.B. McKittrick, "What is the Marketing Management Concept?" in Frank Bass, ed., The Frontiers of Marketing Thought and Science, (Chicago: American Marketing Association, 1957), pp. 71-81; Theodore Levitt, "Marketing Myopia," Harvard Business Review, XXXVIII, No. 3 (1960), p. 55.

¹¹For arguments in opposition to segmentation, see: William H. Reynolds, "More Sense About Market Segmentation," Harvard Business Review, XLIII, No. 5 (1965), pp. 107-114; Rosser Reeves, Reality in Advertising, (New York: Alfred A. Knopf, Inc., 1961).

service; and life cycle may be an indication of his need for a particular product or service. The weakness is that these are rarely measures of the individual's disposition to buy.

Demographic data also have the virtue of being easy to measure and easy to interpret. Age is an exact number, sex usually either male or female, and occupation, education, geographic location, etc. are all relatively easy to categorize. Extensive demographic data are available to marketers today, both from their own increased investment in primary research and from the syndicated research services.

Based on the supposition that markets expand at the fringes and that future purchasers will have essentially the same profile as past purchasers, marketers use these data to devise marketing and advertising strategies.

Demography, however, provides enabling data, not causal data. As education and affluence become more widespread, demographic characteristics alone can be very poor predictors of product usage. Thus we find that of all the adult males who took a trip to Europe in the past five years 48 percent came from households with income of \$15,000 or more. However, of all adult males living in households with income of \$15,000 or more, only 9.8 percent took a trip to Europe in the past five years. Similarly, of all households who spent more than \$500 on living room furniture "last year," 60 percent had incomes of \$10,000 or more, but of all households with income of \$10,000 or more, only 7 percent spent

more than \$500 on living room furniture last year.¹²

The problem was well stated by Leo Burnett:

We have research which describes the consumer in embarrassing detail -- where she lives, what she wears, how many children she has borne, how much her husband earns and how much education she has had. She stands before us seemingly stripped of her every secret, clothed only in the mantle of our statistics; but in a majority of cases we still do not know what gives her the urge to buy or to prefer one product over another.¹³

Obviously, there is a need to supplement demographic descriptions with more relevant dimensions if the marketer is to predict product usage or propensity to use. This is especially true for those luxury goods and services that are high on the discretionary scale.

An excellent review of the research concerning the relationship between demographic variables and the disposition to buy can be found in Market Segmentation by Frank, Massy and Wind.¹⁴

The Road Beyond Demography

Daniel Yankelovich, in a much cited article published in the Harvard Business Review in 1964, urged marketers to

¹²W.R. Simmons Associates, 1972 Selective Markets and the Media Reaching Them, Vols. XXIX and XXXVI.

¹³Leo Burnett, "Marketing Snags and Fallacies," Journal of Marketing, Vol. XXX, No. 3 (1966), p. 4.

¹⁴Ronald E. Frank, William F. Massy and Yoram Wind, Market Segmentation, (Englewood Cliffs, New Jersey, Prentice-Hall, Inc., 1972), pp. 29-42.

"discard demography" as a segmentation strategy in favor of more useful criteria.¹⁵ He advised marketers to seek knowledge of the requirements and susceptibilities of the segments which produced the largest number of customers for the company's brand. His suggestions for more effective bases for segmentation strategies included buyer attitudes, motivations, values, usage patterns, aesthetic preferences, degrees of susceptibility and perceived product benefits.

Actually, marketers anticipated some of Yankelovich's suggestions by almost twenty years. Ever since World War II they have been in search of more precise criteria to be used in marketing strategy, more relevant descriptors of markets and buying behavior, and better predictors of product usage. The consumer and his decision-making process has been dissected and re-dissected. Many different variables have been tested and many new techniques developed, each of which has acquired its share of proponents as well as critics. Some have had relatively short lives after an initial spurt of interest. Others have become a permanent part of the marketer's tool kit. Almost all, however, formed stepping stones upon which new approaches were developed, each carrying the marketer a little further along the road to understanding the complexities of the consumer decision process.

¹⁵Daniel Yankelovich, "New Criteria for Market Segmentation," Harvard Business Review, Vol. XLII, No. 2 (1964), pp. 83-90.

It is not the purpose of this paper to present a complete review of the many contributions that have been made in this area; the task has already been well performed by others.¹⁶ What follows is a brief discussion of some of the important concepts that have been examined.

Brand-Loyalty

The phenomenon of brand-loyalty was first identified in 1942.¹⁷ Ten years later, George Brown, using panel data from the Chicago Tribune, published the first systematic analysis of purchase sequence behavior.¹⁸ It has been the subject of continuous investigation and controversy since then.

Although a great deal has been learned, prediction and identification of the brand-loyal consumer across product lines continues to be elusive. And the lack of agreement as to a definition of brand loyalty has added to the confusion.

¹⁶Frank, Massy and Wind, Market Segmentation; James F. Engel, Henry F. Fiorillo, Murray A. Cayley, eds., Market Segmentation: Concepts and Applications, (New York: Holt, Rinehart and Winston, Inc., 1972); Jagdish N. Sheth, "A Review of Buyer Behavior," Management Science, Vol. XIII, No. 12, (1967), pp. B718-B756.

¹⁷Lester Guest, "Genesis of Brand Awareness," Journal of Applied Psychology, Vol. XXVI, (December 1942), pp. 800-808; Lester Guest, "A Study of Brand Loyalty," Journal of Applied Psychology, Vol. XXVIII, (January 1944), pp. 16-27.

¹⁸George Brown, "Brand Loyalty - Fact or Fiction?" Advertising Age, Vol. XXIII: June 19, 1952, pp. 53-55; June 30, 1952, pp. 45-47; July 14, 1952, pp. 54-56; July 28, 1952, pp. 46-48; August 11, 1952, pp. 56-58; September 1, 1952, pp. 80-82; October 6, 1952, pp. 82-86; December 1, 1952, pp. 76-79; Vol. XXIV: January 26, 1953, pp. 75-76.

Brown defined brand-loyalty along a continuum from "undivided loyalty" -- those who purchased the same brand six out of six times -- to "no loyalty" -- those who bought a different brand each of six times. A few years later, Ross Cunningham also used the Chicago Tribune panel data for his analysis of the purchases of seven products. He defined brand-loyalty in terms of the proportion to total purchases represented by the brand most often purchased.¹⁹

The 1960s marked an enormous growth of computer applications in marketing, and many marketing concepts that were first developed in the 1950s were translated into quantitative models. Great amounts of time, money and effort were devoted to the development of new models and the adaptation of old ones to new uses. In the area of brand-and-store loyalty researchers concentrated on building computer-oriented stochastic models to simulate and predict brand sequence purchase behavior. As the initial glamor wore off, few of these models continued in use, and others have been simplified.

¹⁹Ross Cunningham, "Brand Loyalty - What, Where, How Much," Harvard Business Review, Vol. XXXIV, No. 1, (1956), pp. 116-128; idem., "Measurement of Brand Loyalty," American Marketing Association Proceedings, (1956), pp. 39-45; idem., "Brand Loyalty and Store Loyalty Interrelationships," American Marketing Association Proceedings, (1959), pp. 201-214; idem., "Consumer Loyalty to Store and Brand," Harvard Business Review, Vol. XXXIX, (November-December 1961), pp. 127-137.

In 1958, Alfred Kuehn adapted a generalized form of the Bush-Mosteller linear stochastic learning model to the analysis of consumer brand switching behavior.²⁰ Kuehn defined brand-loyalty on the basis of repeat purchase probabilities. His model assumes that, other things being equal, the probability that a consumer will purchase a particular brand is a function of what she has learned from past experiences with that brand, and that every past purchase decision influences the next, with the more recent ones having greater effect.²¹

Benjamin Lipstein, working within this same definition, adapted a first-order Markov chain process to brand switching behavior.²² He also adapted the model to evaluate results from test markets.²³ He has, as well, applied this technique to a model in which he relates attitude to brand switching behavior.²⁴

²⁰Alfred A. Kuehn, "An Analysis of the Dynamics of Consumer Behavior and Its Implications for Marketing Management," unpublished Ph.D. dissertation, Graduate School of Industrial Administration, Carnegie Institute of Technology, May 1958.

²¹Alfred A. Kuehn, "Consumer Brand Choice as a Learning Process," Journal of Advertising Research, Vol. II, (December 1962), pp. 10-17; idem., "Demonstration of a Relationship Between Psychological Factors and Brand Choice," Journal of Business, Vol. XXXVI, (April 1963), pp. 237-242.

²²Benjamin Lipstein, "The Dynamics of Brand Loyalty and Brand Switching," Advertising Research Foundation Conference Proceedings, New York, (November 1959), pp. 101-108.

²³Benjamin Lipstein, "Tests for Test Marketing," Harvard Business Review, Vol. XXXIX, (March-April 1961), pp. 74-77.

²⁴Benjamin Lipstein, "A Mathematical Model of Consumer Behavior," Journal of Marketing Research, Vol. II, (August 1965), pp. 259-265.

Although it seemed promising at first, the Markov chain approach has been criticised as not accurately portraying the real world process. The major weakness is that the transition probability of a consumer remaining loyal to a brand, or switching to another, is completely independent of all previous purchase decisions except the brand choice of the very last decision. The stationary transition probability can also cause the model to "blow-up" when the future transition matrix is inconsistent with the transition matrix used to reflect past behavior.²⁵

In spite of the fact that none of the research on brand-loyalty has succeeded in establishing identifiable characteristics of the brand-loyal consumer which could be used across product lines, it has had appeal to marketers and researchers and has been used as a basis for market segmentation.

In a media simulation model built by Young & Rubicam Advertising Agency, the criteria for evaluating strategy were built upon reaching the "in-drifters" and "out-drifters." For each product, a strategy was devised to reach users of competitive brands who had the highest probability of "drifting in" to the brand advertised by Young & Rubicam if

²⁵ Ronald A. Howard, "Dynamic Inference," Research in the Control of Complex Systems, Technical Report No. 10, Operations Research Center, Massachusetts Institute of Technology, (December 1964); Ronald E. Frank, "Brand Choice as a Probability Process," Journal of Business, Vol. XXXV, (January 1962), pp. 43-56.

effectively reached with the advertising message. Conversely, a separate advertising strategy was designed to reach that portion of their own brand users with a high probability of "drifting out" unless reinforced. (Young & Rubicam discontinued the use of this model in 1969, with the closing of their Operations Research Department.)²⁶

The usefulness of brand-loyalty as a basis for market segmentation has run into obstacles for several reasons. In the first place, as Ronald Frank pointed out, brand-loyal buyers have not been identifiable by socio-economic or personality characteristics, do not have distinct consumption levels, and do not differ in their sensitivity to certain types of promotion.²⁷ Secondly, most studies have found that consumers are not loyal to one brand, but may be loyal to a group of two, three, four or five brands of a particular product.

Frank, Massy and Wind suggest that what is needed is a multidimensional classification system in which households are grouped on a basis of buying similar "bundles" of brands.²⁸ They also argue in favor of extending the multidimensional classification system to include other aspects of purchasing behavior such as consumption by product type and relative usage of a given product category.

²⁶Kenneth A. Longman and Douglas Franc, Operations Research Department, Young & Rubicam, Inc., personal interviews 1967 to 1969, passim.

²⁷Ronald E. Frank, "Brand Loyalty as a Basis for Market Segmentation," Journal of Advertising Research, Vol. VII, (June 1967), pp. 27-33.

²⁸Frank, Massy and Wind, Market Segmentation, pp. 68-73 and 121-122.

Heavy-Half Theories

Heavy usage as a segmentation strategy was first proposed in 1948.²⁹ It was more than a decade later, however, that it began to achieve wide-spread acceptance.³⁰ Dik Warren Twedt, in 1964, showed that for a large variety of goods the heavy half consistently accounts for far more than its proportionate share of total consumption. Using Chicago Tribune Consumer Panel Data, he arrayed purchasing households in order of volume and cut at the median. Even with the product with the least concentration, toilet paper, he was able to show that the heavy half of the users purchased three times as much as the light half. In the bourbon whiskey market, 20 percent of the customers accounted for 66 percent of the total market; in the beer market, 20 percent of the customers accounted for 62 percent of the market. He showed similar relationships in fifteen other markets.³¹

²⁹ Elizabeth Alexander, "A Sound Market for a Coffee Brand Depends on Solid Core of Buyers," Tea & Coffee Trade Journal, Vol. XCV, No. 2, (1948), pp. 10 and 46-47.

³⁰ Dik Warren Twedt, "How Important to Marketing Strategy is the 'Heavy User'?" Journal of Marketing, Vol. XXVIII, No. 1, (1964), pp. 71-72; Norton Garfinkle, "A Marketing Approach to Media Selection," Journal of Advertising Research, Vol. III, No. 4, (1963), pp. 7-15; Dik Warren Twedt, "Some Practical Applications of 'Heavy-Half' Theory," Proceedings of the 10th Annual Conference of the Advertising Research Foundation, New York, (October 1964); Norton Garfinkle, "Media and The Heavy Half", Proceedings of the 14th Annual Conference of the Advertising Research Foundation, New York, (1968).

³¹ Dik Warren Twedt, "The Concept of Market Segmentation," in Handbook of Modern Marketing ed. by Victor P. Buell and Carl Hevel. (New York: McGraw Hill Book Company, 1970), pp. 2/3-2/15; Dik Warren Twedt, "Some Practical Applications of 'Heavy-Half' Theory," in Market Segmentation: Concepts and Applications, ed. by James F. Engel, Henry F. Fiorillo, and Murray A. Cayley, (New York: Holt, Rinehart & Winston, Inc. 1972), pp. 265-271.

This theory was provided with great impetus, shortly thereafter when Brand Rating Index, a syndicated media and marketing research service began to provide usage data for the leading brands within a wide variety of products along with demographic and media data. This enabled marketers to select a media schedule which would most efficiently cover that segment of the market which accounted for their largest sales volume.

Although Brand Rating Index was discontinued in 1970, similar data are currently provided to marketers by W.R. Simmons Associates Selective Markets and the Media Reaching Them and a new entry in 1973, Target Group Index.

Volume segmentation continues to have many proponents. Its primary virtue is that it is easy for management to understand and apply, and does not require subjective interpretation as do the psychological, attitudinal and other qualitative measures. It has the added advantage that media selection can be directly related to it.

The prime criticism of volume segmentation is that while it may help to locate the consumer, it does not answer why he is a heavy user, or how he differs from light or non-users.³²

³²Russell I. Haley, "Benefit Segmentation: A Decision-Oriented Research Tool," Journal of Marketing, Vol. XXXII, (July 1968), pp. 30-35.

Psychological Factors

Motivation Research. - Marketing research circles, like all others, are subject to fashions or fads. Such fads are not necessarily counter-productive or superficial phenomena; in fact, it is difficult to create a fad in a professional field unless there is a need for it, and unless it is judged to be desirable by those involved with it.

Motivation research was the fad of the 1950s. At present it is more fashionable, perhaps, to criticise motivation research for its lack of scientific procedures, than it is to advocate it, but the idea left a legacy and many of its techniques are still being used, at least in part. Motivation research represents the first attempt by marketers to go beneath the surface of the consumer purchase decision.

Although Ernest Dichter is generally credited with being the father of motivation research, he was more of a surrogate father standing in for Sigmund Freud. Dichter arrived in the United States in 1938 and shortly thereafter began to apply psychological techniques to dissecting the consumer's purchase decisions and his reactions to advertising.³³ As these techniques took hold in the 1950s, many of the large advertising agencies began to hire psychologists for their research departments, a trend which has maintained. During the fifties a rich body of literature was produced that

³³Ernest Dichter, "Psychological View of Advertising," Journal of Marketing, (July 1949), pp. 59-62; idem., The Strategy of Desire, (Garden City, New York: Doubleday & Company, Inc., 1960).

applied Freudian and neo-Freudian psychoanalytic theories to consumer buying.³⁴ Ever since then marketing researchers have borrowed heavily from psychology in an attempt to find effective ways of communicating with the consumer, predicting his behavior, and perhaps even engineering that behavior. The notion that this gives marketers an unfair advantage over consumers was popularized by Vance Packard in The Hidden Persuaders.³⁵

The qualitative nature of motivation research presented a problem for practical application in marketing, and the need for quantifiable data led investigators in two directions. On the one hand, a great deal of work was expended on attempts to adapt attitude-measuring scales for marketing purposes and to devise disguised questions which would provide information about underlying motives and psychological factors. The second direction consisted of an attempt to utilize a variety of personality inventories and other personality measures in buying behavior studies.

³⁴Ernest Dichter, op. cit.; Sidney J. Levy, "Symbols for Sale," Harvard Business Review, Vol. XXXVII, (July-August 1959), pp. 117-124; Burleigh B. Gardner and Sidney J. Levy, "The Product and the Brand," Harvard Business Review, Vol. XXXIII, (March-April 1955), pp. 33-39; Pierre Martineau, Motivation in Advertising, (New York: McGraw-Hill Company, 1957); J.W. Newman, Motivation Research and Marketing Management, (Cambridge: Harvard University Graduate School of Business, Division of Research, 1957).

³⁵Vance Packard, The Hidden Persuaders, (New York: David McKay Company, Inc., 1957).

Personality and Trait Theories. - In 1956 and 1957, Arthur Koponen, Research Director of J. Walter Thompson, administered the Edwards Personal Preference Scale to the entire J. Walter Thompson consumer panel of almost 5,000 households. This personality scale was designed to measure fifteen needs or themes which had been developed by Henry Murray.³⁶ Koponen administered the test, a paper-and-pencil objective instrument, to both the husband and the wife in each of the households in the panel. Data were also collected from each household in the form of monthly diaries recording purchases in over a dozen categories from consumer durables to groceries.

In a two-way cross-classification, Koponen did find personality differences between demographic sub-groups. He also found significant differences between product users and non-users. However, using multiple regression with purchasing as the dependent variable and nineteen independent variables (the fifteen EPPS traits and four demographic characteristics -- age, income, education and city size), he was less successful in accounting for the variation between buyers and non-buyers. The most he was able to explain was thirteen percent of the variance in one product category, and six percent in another. And even at that, in the first case about half of the variance was attributable to the demographic variables; in the second case, four percent was

³⁶A.L. Edwards, Manual for the Edwards Personal Preference Schedule, (New York: The Psychological Corporation, 1959); H.A. Murray (and collaborators), Exploration in Personality, (New York: Oxford, 1938).

attributable to demography and only two percent to personality. In both cases the largest proportion of purchasing differences was left unexplained.³⁷

Although he only succeeded in explaining a small portion of the variance, Koponen did find significant personality differences between smokers and non-smokers, and between filter and non-filter smokers. He also found that these differences were more pronounced for heavy smokers.

These same data were reanalyzed by Brody and Cunningham using more powerful techniques, but the results were similar.³⁸

The same data were then the basis for two further studies. In the first, the Advertising Research Foundation analyzed the purchase of toilet paper. Again, the combination of personality and demographic variables only accounted for five to ten percent of the variance.³⁹

Using the same data, Frank, Massy and Lodahl, in a very sophisticated study, analyzed the purchases of coffee, tea and beer. The results were the same as the toilet paper

³⁷ Arthur Koponen, "Personality Characteristics of Purchasers," Journal of Advertising Research, Vol. I, (September 1960), pp. 6-12; idem. The Influence of Demographic Factors on Responses to the Edwards Personal Preference Schedule, unpublished Ph.D. dissertation, Columbia University, 1957.

³⁸ Robert P. Brody and Scott M. Cunningham, "Personality Variables and the Consumer Decision Process," Journal of Marketing Research, Vol. V, (February 1968), pp. 50-57.

³⁹ Are There Consumer Types?, (New York: Advertising Research Foundation, 1964).

study.⁴⁰ At best they were able to explain only seven percent of the variation in total household purchasing of a product by the net effect of demographic, socio-economic and personality characteristics.

Franklin B. Evans also used the Edwards Personal Preference Schedule in an attempt to find personality differences between Ford and Chevrolet owners. He too found that he was only able to account for about ten percent of the variance.⁴¹ This study gave rise to at least a dozen criticisms, counter-criticisms and re-analyses, including a replication of the study by Evans himself.⁴²

Since 1959 there have been many other attempts to adapt personality scales to explain purchase behavior. None have succeeded in explaining much of the variation in product purchases. Many, however, have turned up interesting relationships.

⁴⁰ William F. Massy, Ronald E. Frank and Thomas M. Lodahl, Purchasing Behavior & Personal Attributes, (Philadelphia: University of Pennsylvania Press, 1968).

⁴¹ Franklin B. Evans, "Psychological and Objective Factors in the Prediction of Brand Choice," Journal of Business, Vol. XXXII, (October 1959), pp. 340-369.

⁴² Franklin B. Evans, "Ford Versus Chevrolet: Park Forest Revisited," Journal of Business, Vol. XLI, (October 1968), pp. 445-459

Kassarjian, in an excellent review of personality research in marketing, suggests that marketing researchers may have expected more from these personality scales than they were meant to accomplish.⁴³ These instruments were designed to measure phenomena quite unrelated to consumer behavior. The variables and criteria used may be quite different from those relevant to the purchasing decision.

Even though only small percentages of the variances in buying can be explained, significant differences in personality do appear regularly. As Gary Steiner points out, perhaps we should be satisfied with the results that have been found. He states, "A great many of the most important discoveries in pure science have dealt with very small differences. The differences were known and respected and, therefore, they were of great value to understanding the subject matter."⁴⁴

Most of the personality scales were either developed by the factor theorists of personality, or evolved from their work and their methodology, which relied essentially on factor analysis. Their goal was either to group a set of traits that were highly correlated in order to categorize

⁴³Harold H. Kassarjian, "Personality and Consumer Behavior: A Review," Journal of Marketing Research, Vol. VIII, (November 1971), pp. 409-418.

⁴⁴Gary Steiner, "Consumer Behavior: Where Do We Stand? A Psychologist's Appraisal," in On Knowing the Consumer, ed. by Joseph W. Newman, (New York: John Wiley & Sons, Inc., 1966), p. 206.

personality types that share related traits, or to group a set of traits which were indicative of a dimension of personality.

In concluding his review of "Personality and Consumer Behavior," Kassarian recommends that marketing researchers use the approach of the factor theorists to develop their own instruments to measure personality variables relevant to the purchase decision.

One interesting example of a trait-type approach applied to marketing came in a study by Harold Kassarian.⁴⁵ While not actually a study of personality, Kassarian's investigation belongs to the general realm of personality research. His categorization was based on the "social character" theories of Riesman who proposed that people generally could be grouped into three major types of social character: tradition-directed people, who are oriented by the traditional ways of their forefathers; inner-directed people, who turn to inner values and standards for guidance in their behavior; and other-directed individuals, who depend on the people around them for direction.⁴⁶ (For the

⁴⁵Harold H. Kassarian, "Social Character and Differential Preference for Mass Communication," Journal of Marketing Research, Vol. II, (May 1965), pp. 146-153.

⁴⁶David Riesman, Nathan Glazer and Reuel Denney, The Lonely Crowd, 3rd ed., A Yale Paperbound (New Haven: Yale University Press, 1969), pp. 11-24.

study, Kassarian ignored the tradition-directed classification, which Riesman had stated was seldom encountered in the United States today.)

To begin the study, two hundred college students were tested with an I-O Social Preference Scale developed by Waltraud Marggraff Kassarian to measure inner-other-direction.⁴⁷ The students were then shown twenty-seven pairs of advertisements, each consisting of an inner-directed appeal and an other-directed appeal. They were asked to rate the ads as follows:

a) the ad that would be most effective for you, yourself -- the one that would tend to influence you the most.

b) the ad you feel would be most effective for a majority of other people -- the one that would tend to influence other-people-in-general the most.

Kassarian found that other-directed persons tended to prefer the other-directed advertisements, while the inner-directed showed a preference for the inner-directed ones. Both groups, however, believed that the majority of "other" people would be most influenced by the other-directed communications. Kassarian also asked the students about their media preferences and exposure, but found no significant differences between the two groups. He concluded that the Riesman model of social character might be a meaningful variable in advertising strategy.

⁴⁷Waltraud Marggraff Kassarian, "A Study of Riesman's Theory of Social Character," Sociometry, Vol. XXV, (September 1962), pp. 213-230.

There has been much criticism of the use of psychological techniques such as motivation research and personality measurements in marketing. Critics charge that the techniques are neither practical nor relevant, and have not succeeded in explaining differences in purchasing. But the fact that so much work continues to be published in this area indicates that many investigators still believe that the buying of goods and services does express one's personality.

Psychographics. - The following paragraph appeared in Grey Matter in 1965:

To most marketers "market segmentation" means cutting markets into slices -- demographically, geographically, according to economic status, race, national origin, education, sex and other established criteria. But the idea of relating marketing strategy to psychological differences among customers has been slow to germinate. We call it "Psychographic Market Segmentation."
 ... The profit potential in psychographic segmentation of markets is greater than is generally realized and those advertisers who see these opportunities clearly, and exploit them skillfully, are scoring and will score triumphs, while those who continue to dissipate competitive energy only on established notions of market segmentation may find themselves on a "me too" merry-go-round.⁴⁸

⁴⁸Grey Advertising Agency, "Herd Hysteria: A Mounting Marketing Hazard," Grey Matter, Vol. XXXVI, (New York: Grey Advertising Agency, 1965).

This is the first published use of the term "psychographic" in reference to the evaluation of buyer behavior. A short time later, in 1967-68, the concept gained such popularity that by 1969 it was already labeled a fad.⁴⁹ It soon became an umbrella under which any research with the slightest psychological or behavioral nuance was classified.

On June 15, 1967, Emanuel Demby presented a paper at an American Marketing Association luncheon in New York in which he reported the findings of a pilot study he had conducted for Time Magazine.⁵⁰ The study and the speech might have made less of an impact had it not been for an unusual publicity effort seven months later.

In his pilot study, Demby interviewed 393 people living in upper and middle income households in Cleveland. He used a 37-item "checklist" of products, services and activities. This list included a number of new products, such as Awake (orange drink), Wink (grapefruit soft drink) and Bitter Lemon. It also included nine small and large electric appliances. Demby then created a sub-sample of 211 households out of the total sample of 393. The sub-sample

⁴⁹ Kenneth A. Longman, "Marketing Science: The Psychographic Fad," Management Science, Vol. XV, No. 6, (1969), pp. B331-B333.

⁵⁰ Emanuel H. Demby, "Going Beyond the Demographics to Find the Creative Consumer," paper presented to the Market Research Section, American Marketing Association, New York City, June 15, 1967.

included only those whose income was \$10,000 a year or more, where the male head was college educated and was in a managerial or professional occupation. He then divided the sub-sample into quintiles based on their number of "yes" answers on the 37-item checklist.

From this data, Demby hypothesized that there were "creative" and "passive" consumers and that this represented a viable basis for psychological market segmentation.

The problem is that Demby has never stated the criteria for membership in either group, other than inferring that the creatives had more "yes" answers on the checklist. Also, the lifestyle patterns that Demby attributed to each group were largely hypothetical. For instance, he justified calling one group "creative" because they purchased three and one-half times as many electric blenders as the "passives" and only one and one-half times more electric can openers; he considered the blender a more creative product than the can opener. From the fact that they had a higher incidence of owning electric hot trays, Demby concluded that the "creatives" did more entertaining at home. There was no difference between the two groups in ownership of air conditioners, which suggested to Demby that "You do not have to be creative to want to be cool...." He stated that the "passives" entertained less, favored the status quo, and wanted to be like the "creatives" but couldn't -- all of these statements being subjective interpretations

of data that might be explained otherwise.

Time, which had commissioned the study, has not published a report on it.

As a result of Demby's speech, Holiday Magazine commissioned him to do a similar study based on a national probability sample of 2,500 households with income of \$10,000 or more. The launching of the study was accompanied by press releases and paid advertising announcing Holiday's "entry into the wonderful world of psychographics." The first release was printed in the advertising column of the New York Times on January 4, 1968. It contained all the inferences about lifestyle patterns that had been made on the basis of the pilot study for Time. Thus was launched one of the biggest fads in marketing research's history.

The term "psychographics" quickly became part of the marketing lexicon. Defined only as psychological market segmentation, the concept was sufficiently broad that each user could apply or imply his own definition. More often than not, it implied an approach involving some subjective interpretation of quantitative data. Demby and John Connors, the publisher of Holiday, helped to spread the idea by giving dozens of speeches and presentations about it.⁵¹ However,

⁵¹John S. Connors, "Turn on the Psychographics, Please" speech before the Media Research Group, American Marketing Association, New York City, February 20, 1968; John S. Connors and Emanuel Demby, "The Creative Consumer" speech before the Media Research Directors Association, New York City, May, 1968; Emanuel Demby and Louis Cohen, "The Creative Consumer: A Report on Psychographics," paper delivered to the Market Research Section, American Marketing Association, New York City, November 7, 1968.

neither the findings or the methodology of the Holiday study were ever published. This did not hinder the "creative" and "passive" consumer concept from catching on, as it continues to be the subject of articles and papers presented at professional meetings.⁵² It is also the subject of a book by Demby scheduled for publication in 1973.

In spite of the foregoing criticism, the psychographic approach has a great appeal for marketers. Demby's theories and interpretations, while they suffer from a lack of supporting data, are extremely interesting and may prove, after more study, to be valuable observations. As with motivation research, which was also the object of much criticism, psychographics' virtue is that it lends itself to speculation about the advertising and marketing approaches that would be successful with a particular segment.⁵³

Attitudes. - The path of attitude research in marketing has been similar to that of personality research. Both grew out of motivation research, and both have proved

⁵²Emanuel Demby, "Psychographics and Media," speech before the Media Research Group, American Marketing Association, New York City, March 17, 1970; Emanuel Demby, "The Real Psychographics," paper delivered before the 55th International Marketing Congress, American Marketing Association, New York City, April 5, 1972.

⁵³Ruth Ziff, "Psychographics for Market Segmentation," Journal of Advertising Research, Vol. XI, No. 2, (1971), pp. 3-9.

difficult to define. Katona defines attitude as a "generalized viewpoint with an affective connotation."⁵⁴ In their excellent work on market segmentation, Frank, Massy and Wind note that researchers have emphasized three components of attitude: the cognitive, affective and conative.⁵⁵ The first of these components refers to how a person perceives and evaluates objects; the second concerns the emotional aspects of attitude -- liking or disliking the object; and the third is behavioral, referring to the person's readiness to take action. The generally accepted definition of attitude is that "it is the predisposition of the individual to evaluate some symbol or object or aspect of his world in a favorable or unfavorable manner."⁵⁶

An important point emphasized by Katona is that attitudes tend to be habitual. He states that those attitudes which are acquired early in life become so deeply ingrained that they may be viewed as personality traits. But even those attitudes which are acquired from membership and/or

⁵⁴George Katona, The Powerful Consumer, (New York: McGraw-Hill Book Company, Inc., 1960), p. 56.

⁵⁵Frank, Massy, and Wind., op. cit.

⁵⁶Daniel Katz, "The Functional Approach to the Study of Attitudes," The Public Opinion Quarterly, Vol. XXIV, (Summer 1960), pp. 169-170. This definition was originally postulated by Gordon W. Allport, "Attitudes," in A Handbook of Social Psychology, ed. by C. Murchison, (Worcester, Mass.: Clark University Press, 1955).

aspirational groups tend to become habitual as they are reinforced by action or reiteration.⁵⁷

Much of the early research on the effect of attitudes on purchasing behavior dealt with favorable or unfavorable attitudes towards specific products or brands, perceptions of brands, and intentions to buy.

In 1944 George Brown and Hadury Gideon published the results of a study of the attitudes of industrial workers towards coffee, soft drinks, white milk and chocolate milk.⁵⁸ They found that the expressed preferences reflected the actual behavior when the respondent was forced to make a choice of a substitute for his regularly used beverage. After this study came many more that attempted to find a correlation between positive attitude and brand or product purchase. There was enough conflicting evidence to gather both ardent proponents and opponents.⁵⁹ Some of the arguments in opposition were that attitude and preference measurements

⁵⁷Katona, op. cit., p. 57.

⁵⁸George H. Brown and Hadury Gideon, "Beverage Preference of Industrial Workers -- A Study in Consumer Preference Ratings," Journal of Business, Vol. I, (April 1944), pp. 111-117.

⁵⁹A.W. Wicker, "Attitudes vs. Actions: The Relationship of Verbal and Overt Behavioral Responses to Attitude Objects," Journal of Social Issues, Vol. XXV, (Autumn 1969), pp. 41-78; W.S. McGuire, "The Nature of Attitudes and Attitude Change," in The Handbook of Social Psychology, 2nd ed., ed. by G. Lindzey and E. Aronson (Reading, Mass: Adison-Wesley, 1968), pp. 136-314.

fail because they omit important intervening variables such as price and accessibility.⁶⁰

The motivational researchers also measured attitudes in an effort to uncover the motives behind the consumer's purchase or non-purchase of one product or another. These measurements were of no practical use in terms of predicting future purchases, but they did add to our understanding of the consumer and of the interaction between attitudes and buying behavior.

The University of Michigan Survey Research Center, under George Katona's direction, has been accumulating evidence since 1951 on the role of economic attitudes and expectation in purchasing.⁶¹ A large body of literature based on these surveys has been published, documenting the

⁶⁰ Seymour Banks, "Why People Buy Particular Brands," in Motivation and Market Behavior, ed. by Robert Ferber and H.G. Wales, (Homewood, Illinois: Richard D. Irwin, Inc., 1958), pp. 277-293.

⁶¹ Survey Research Center, Periodic Surveys and Survey of Consumer Finances, (Institute for Social Research, University of Michigan, Ann Arbor, Michigan, 1951 to date): George Katona, "Expectations and Decisions in Economic Behavior," in The Policy Sciences ed. by D. Lerner and H. Lasswell, (Stanford California: Stanford University Press, 1951), pp. 219-232; George Katona, "Rational Behavior and Economic Behavior," Psychological Review, Vol. LX, (1953), pp. 307-318; George Katona, The Powerful Consumer, (New York: McGraw-Hill Book Company, 1960); George Katona, Burkhard Strumpel and Ernest Zahn, Aspirations and Affluence, (New York: McGraw-Hill Book Company, 1971); George Katona, "Consumer Behavior: Theory and Findings on Expectations and Aspirations," American Economic Review, Vol. LVIII, (May 1968).

influence of financial "optimism" or "pessimism" on consumer spending and leisure time activities. Katona and those working with him emphasized that the consumer's attitudes could not be unidimensionally evaluated, but had to be assessed in conjunction with his environment, his reference groups, and his psychological and economic characteristics.⁶²

Today, many of the leading practitioners of marketing research are proponents of attitudinal segmentation. During the period from 1968 through 1971, when the term psychographics was at the height of its popularity, many of these studies were referred to as psychographic rather than attitudinal. Shirley Young, Director of Research at Grey Advertising, defined psychographic analysis in 1970 as "research which makes use of consumers' attitudes in analyzing sub-groups in the market."⁶³ Currently, Grey Advertising claims that they do no psychographic or lifestyle segmentation, but are firmly committed to attitudinal segmentation.⁶⁴

⁶²Eva Mueller, "Effects of Consumer Attitudes on Purchases," American Economic Review, Volume XLVII, (December 1957), pp. 946-965; Eva Mueller, "A Look at the American Consumer," in On Knowing the Consumer, ed. by Joseph W. Newman, (New York: John Wiley & Sons, Inc., 1966).

⁶³Shirley Young, "Psychographics Research and Marketing Relevancy," in Attitude Research Reaches New Heights, ed. by Charles W. King and Douglas J. Tigert, Marketing Research Techniques, Bibliography Series 14, Proceedings of the American Marketing Association Attitude Research Conference, Mexico City, (1970), p. 220.

⁶⁴Personal interview with Edward Lambek, Associate Director of Research, Grey Advertising Agency, March 20, 1973.

An important by-product of attitude research has been the adaptation and development of techniques and measuring instruments. As with the personality scales, much of the logic of the attitude measurement scales can be traced to Thurstone and other psychometricians of the 1920s and the two decades following.⁶⁵ Adaptations of Osgood's Semantic Differential have been, perhaps, the most popular scales used in the study of consumer attitudes.⁶⁶

Unlike the earlier unidimensional attitudinal studies, researchers now group segments on the basis of sets of attitudes.

Product benefit segmentation is a special outgrowth of attitude segmentation. Russell Haley has suggested that "the benefits which people are seeking in consuming a given product are the basic reasons for the existence of true market segments."⁶⁷

⁶⁵L.L. Thurstone, "Law of Comparative Judgment," Psychological Review, Vol. XXXIV, (1927), pp. 273-286; L.L. Thurstone and E.J. Chave, The Measurement of Attitude, (Chicago: University of Chicago Press, 1929); Rensis Likert, "A Technique for the Measurement of Attitudes," Archives of Psychology, No. 140, (1932); L. Guttman, The Prediction of Personal Adjustment, (New York: Social Science Research Council, 1941); J.P. Guilford, Fundamental Statistics in Psychology and Education, (New York: McGraw-Hill Book Company, 1950).

⁶⁶C.E. Osgood, G.J. Suci, and P.H. Tannenbaum, The Measurement of Meaning, (Chicago: University of Illinois Press, 1957).

⁶⁷Russell I. Haley, "Benefit Segmentation: A Decision-oriented Research Tool," Journal of Marketing, Vol. XXXII, (July 1968), pp. 30-35.

Haley divided the toothpaste market into four segments as follows:

The sensory segment. Seek flavor and product appearance. Market composed primarily of children who are hedonistic and have a high self-involvement. They are users of spearmint flavored toothpaste and the brands preferred are Colgate and Stripe.

The sociables. Seek brightness of teeth. Market composed primarily of teens and young people and smokers. They are active and have a high degree of sociability. The brands preferred are Macleans, Plus White and Ultra Brite.

The worriers. Seek decay prevention. Market composed of large families who are conservative, have high hypochondriasis, and are heavy toothpaste users. Crest is their preferred brand.

The independent segment. This segment buys on the basis of price. The market is composed primarily of men who are value-oriented and have high autonomy. They are heavy users and buy whatever brands are on sale.

This multidimensional approach to segmentation is possible only with the use of computers to handle the large volume of data and the multivariate statistical techniques required to compute the clusters.

An important advantage of this segmentation strategy is that it is directly translatable into product positioning strategies. During the last few years, product positioning has become, depending on one's viewpoint, either the latest fad or one of the most important concerns in marketing.

Haley described benefit segmentation as "a tool for improving your communications with the group or groups of consumers selected as the market target by selecting themes

which improve your chance of capturing the attention of your prospects and of involving them in your advertising."⁶⁸

Lifestyle Analysis

The concept of lifestyle as a determinant of human behavior originated with sociologists.⁶⁹ They use it to describe characteristic patterns of living of both an entire culture or society, and of segments within a society.

In marketing research, the lifestyle approach to segmentation has integrated the knowledge gained from the large body of studies that attempted to go beyond demography to seek more understanding of the consumer. Lifestyle study was made possible by advances in computer technology and growing sophistication in the use of statistical techniques. Unfortunately, no theoretical bases have been developed to ascertain the dimensions of lifestyle or the appropriate determinant variables.

William Wells and Douglas Tigert have developed a set of 300 "activity, interest and opinion" statements (AIOs) which have been used in a number of lifestyle studies with very interesting results.

⁶⁸Russell I. Haley, "Beyond Benefit Segmentation," Journal of Advertising Research, Vol. XI, No. 4, (1971), pp. 3-8.

⁶⁹K.B. Mayer, Class and Society, (New York: Random House, 1955).

Leo Burnett and the Ford Foundation sponsored in part a study undertaken by Wells and Tigert at the University of Chicago in 1969. The study was also underwritten by four magazines: Playboy, National Geographic, Time and Better Homes and Gardens. The study employed a self-administered questionnaire which was mailed to 1,200 married males and 1,000 female heads of households who were part of the national panel of Market Facts, Inc. The questionnaire contained:

- 1) 300 AIO statements scored on a 6-point scale;
- 2) 150 questions on product usage;
- 3) readership questions on 53 national magazines, coded on a 6-point scale based on frequency of readership;
- 4) questions on automobile ownership.

In welcome contrast to many lifestyle studies of the past five or six years, whose findings and methodology were not published for proprietary reasons, Wells, Tigert and several of the underwriters published

much of the data analysis from this study.⁷⁰ Tigert also published a good deal of the methodology used to analyze the data as well as the list of 300 AIO statements.⁷¹

The study is thus an excellent tool for learning about lifestyle analysis. For this reason Tigert and Wells have been the major contributors to the understanding and acceptance of lifestyle analysis in marketing.

⁷⁰Douglas J. Tigert, "A Psychographic Profile of Magazine Audiences: An Investigation of a Media's Climate," paper presented at the American Marketing Association Consumer Workshop, College of Administrative Science, Ohio State University, Columbus, Ohio, August 22, 1969; Douglas J. Tigert, "Psychographics: A Test-Retest Reliability Analysis," Marketing Involvement in Society and the Economy, Proceedings of the American Marketing Association, (August 1969), pp. 310-315; William D. Wells, "Segmentation by Attitude Types," Marketing and the New Science of Planning, Proceedings of the American Marketing Association, (August 1968) pp. 124-126; William D. Wells and Douglas J. Tigert, "Activities, Interests and Opinions," Journal of Advertising Research, Vol XI, No. 4, (1971), pp. 27-34; Joseph S. Ruben, "Psychographics of the Travel Market or I Like Science Fiction," paper presented at the Travel Research Association Annual Conference, Snowmass, Colorado, August 16, 1971; Playboy Market Research, "Added Insights on your Life Insurance Company" mimeographed report, Playboy Enterprises, Chicago, Illinois (1970); Peter W. Michaels, "Life Style and Magazine Exposure," paper presented at the 55th International Marketing Congress, New York, April 5, 1972.

⁷¹Douglas J. Tigert, "A Psychographic Profile of Magazine Audiences: An Investigation of a Media's Climate," paper presented at the American Marketing Association Consumer Workshop, College of Administrative Science, Ohio State University, Columbus, Ohio, August 22, 1969.

The data from this study were analyzed in many different ways, using correlations, cross-tabulations and factor analysis. Profiles of product users were contrasted with those of non-users, and a great many variables were analyzed in the light of as many others. As an example of the kind of information that was extracted from the data, note the following profile of male beer drinkers.

The life-style findings suggest that the male heavy user of beer is a total hedonist; he exerts effort only when it results in his personal pleasure, or when it in some way furthers his fantasy-view of himself as the hard-drinking, swinging he-man. Being extremely self-indulgent (heavy eating, heavy smoking), he gives no indication that he is concerned with the everyday responsibilities of job, wife or family. In fact, he prefers to live dangerously, playing poker, betting at the races, taking chances, etc.

While he is far from avant-garde, he does reject religious and "old-fashioned" values. He doesn't think movies should be censored and he doesn't think there is too much emphasis on sex today. Indeed, he seems to think that, "you only go around once in life, so you have to grab with all the gusto you can."

The heavy beer drinker sees himself in a masculine role but it is masculinity in the sense of "one of the boys" rather than as a lady-killer. Although he is a girl watcher and unfolds the monthly Playmate, masculinity to him is sports cars, bowling, poker and horse races. With the exception of bowling, his interest in sports seems to be limited to the role of the observer rather than the participant.

Finally, drinking is a very important part of his masculine role: he sees himself as a real beer drinker and real beer drinkers as real men.

Lewis Alpert and Ronald Gatty, in an important new conceptual breakthrough to life style research, used hard core behavioral data to analyze usage of eighty categories of products, brands and services.⁷² Working with input data from the 1965 Brand Rating Index, they factor analyzed male respondents and inferred behavioral lifestyles from the purchasing patterns. These were then cross-tabulated with heavy and light users of different brands for purposes of product positioning. The significance of this approach was the utilization of existing data on product usage -- in this case, syndicated research data, to arrive at similarity clusters from which behavioral lifestyles could be inferred.

In a comparison of heavy beer drinkers, they describe Brand Y drinkers as "Outdoorsmen, and thus more inclined to be Hard Drinkers." The Brand W drinker was found to be a "Cosmopolitan Traveler, The Dress-Conscious Man, The Well-Groomed Man, The Cocktail Drinker and the Car-Conscious Man." They also deduced that the Brand W drinker sought more oral satisfaction because he was associated with the "Candy Consumer and the Cigar and Pipe Smoker."

⁷²Lewis Alpert and Ronald Gatty, "Product Positioning by Behavioral Life-styles," Journal of Marketing, Vol. XXXIII, No. 2 (1969), pp. 65-69.

By using hard core purchase data, Alpert and Gatty arrived at behavioral lifestyle groups that are useful to marketers. The pattern of a consumer's actions, including ownership of specific goods, can reflect his values more clearly than ambiguous personality terms. We get a far better measure of the consumer's values by examining what he does rather than relying on what he says. Another virtue of this study is that Alpert and Gatty documented their methodology, thus making it possible to evaluate their findings and replicate the study.

Summary and Conclusions

Although an extensive amount of research has been published on the subject of consumer behavior, there are obviously an enormous number of questions that remain unanswered.

The advent of the computer, its increased economy of use, and a growing sophistication in quantitative methods has opened up new possibilities for classifying consumers and for the systematic study of their similarities and differences. This chapter has traced the evolution of such study.

At first, consumers were evaluated on a unidimensional basis. Today, new theoretical constructs allow us to study him as a multidimensional, complex entity. The independent variables for segmentation studies have also changed from unidimensional to multidimensional.

Numerical taxonomic procedures are used to identify natural groupings in large masses of data. On the basis of a number of measures, clusters are grouped so that there will be as much likeness within clusters, and as much difference between them as possible. Taxonomic procedures also enable the researcher to reduce a large number of measures into a more parsimonious set of summary measures, thus helping to sharpen the interpretation of what the original items really measure.⁷³

These procedures have helped to reveal interacting attributes of the consumer, and in doing so have increased our understanding of him. But no matter how sophisticated the statistical procedure is, its value to marketers depends on the effectiveness of the independent and dependent variables that have been used. Analysis may show whether or not these variables are good descriptors of behavior, but it cannot demonstrate that they are the best. In his selection of variables, the researcher is still forced to rely on his past experiences, hunches and intuition.

What is especially needed at present is further work in the development of measures which add to our understanding of the consumer. Such measures should be generalizable, should contribute to the evolution of more useful bases for segmenting markets, and should enable us to relate consumption to media usage.

⁷³Frank, Massy and Wind. op. cit., p. 151.

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CHAPTER III

THE INTROVERSIVE/EXTRATENSIVE EXPERIENCE TYPE MODEL

Preface

The attending to the voice of Christ within you is what they (the Mystics) term introversion.

... Works
John Wesley, 1788

Self-searching with an introverted eye.

... Conversation
William Cowper, 1781

The less we look abroad the more our ideas are introverted, and our habitual impressions grow together into a kind of concrete substance.

... Table Talk: or Original
Essays on Men and Manners
William Hazlitt, 1822

So that his mysticus is emphatically the enclosed, self-withdrawn introverted man.

... Hours with the Mystics
Robert A. Vaughan, 1856.

Hamlet, who so perfectly typifies the introversion and complexity of modern thought as compared with ancient.

... My Study Windows
James Russell Lowell, 1870

A cultivated, introvertive, reflective era.

... Human Liberation
Colloquia Crucis
Dora Greenwell, 1875.

The introverted type is characterized by the fact that his libido is turned toward his own personality to a certain extent ... An extravert can hardly conceive the necessity which compels the introvert to conquer the world by means of a system.

... Collected Papers on
Analytical Psychology
Carl Gustav Jung
English translation, 1916

Introduction

Although we tend to regard market segmentation as a concept that was born in the last decade, the fact is that for more than 2,400 years men have attempted to segment the population according to character types for purposes of predicting the future. The first known typology was based on astrology, which was brought to Greece in the fourth century B.C. by the ancient Babylonians. The Greeks were the first to trace an individual's horoscope from the position of planets and stars at the time of birth.¹ Borrowing from these astrological theories, Empedocles, in 450 B.C., postulated that man reflected the four cosmic elements: fire, earth, air and water.² Hippocrates (460 B.C. to 390 B.C.), physician of Cos, Greece, regarded as the father of modern medicine, translated these cosmic elements into psychological elements and segmented the population according to the relative quantities of red blood, black bile, yellow bile or phlegm that flowed through the body of the individual. This humoral theory of behavior is regarded as the oldest known typology for classifying all individuals into a limited number of categories.³

¹A Bouche Leclercq, L'astrologie grecque, (Paris, 1899); Morris Jastrow, Religion of the Babylonians and Assyrians, (Philadelphia: University of Pennsylvania Press, 1907).

²Robert M. Goldenson, The Encyclopedia of Human Behavior, (Garden City: Doubleday & Co., Inc., 1970), Vol. I, p. 566.

³Gustav Eckstein, The Body Has a Head, (New York: Harper & Row, Inc., 1969), pp. 13-15.

Dr. Claudius Galen (130 A.D.), surgeon to the gladiators, physiologist and clinician, was probably the first to establish a relationship between the functioning of the body and the functioning of the mind. Expanding on the teachings of Hippocrates, he described four human temperaments, which he associated with the body's admixture of the four humors.

He described a sanguine or hopeful character type whose responses are generally fast and mild, and this he attributed to a preponderance of blood in the system; a preponderance of black bile he believed produced the melancholic or sad temperament whose responses are slow and intense; yellow bile resulted in the choleric or irritable temperament whose reactions are fast and intense; and a preponderance of phlegm in the system produced the phlegmatic or apathetic temperament with slow and mild reactions.⁴

⁴Ibid., pp. 19-21; Sir John Batty Tuke, "Hippocrates," Encyclopaedia Britannica, 11th ed., Vol. XIII, pp. 517-519; "Galen," Ibid., Vol. XI, pp. 398-399; Goldenson, Encyclopedia of Human Behavior, Vol. I, pp. 489-491, 548-550; C.G. Jung, Psychological Types, rev. by R.F.C. Hull, trans. by H.G. Baynes, Bollingen Series XX, (Princeton: Princeton University Press, 1971), p. 510.

While we have long discarded the medieval physiological theory of the combination of humors, the concept of "temperament" continues to be used in modern times, as do also the names of the four temperaments.⁵

Since Hippocrates and Galen, many other observers of human behavior have attempted to classify people according to personality types, although the word "personality" itself did not come into our vocabulary until 1795⁶ and the concept of psychology was not to develop until man began to view man individually rather than collectively. "Psychology" was not defined as the study of the mind until 1684.⁷

Models of man are as evolutionary as the behavior they attempt to describe. Each theorist builds on the work of his predecessors. With new insights dependent on pre-existing knowledge, it is not unusual for two or more investigators to arrive at similar hypotheses or conclusions at about the same time. Such was the case during the three decades from 1890 to 1921, when three men, each examining behavior from a different angle, published remarkably similar

⁵Oxford English Dictionary, Compact Edition, Vol. II, (1971).

⁶Ibid.

⁷S. Blancard, Physical Dictionary, 1684, (Trans. 1693).

descriptions of a pair of dichotomous lifestyles.⁸

The first in time, but the least in importance, was Furneaux Jordan, an English doctor. Jordan based his character typology on his observations of outward behavior, without ever delving beneath the surface.

Carl Gustav Jung, twenty years later, worked from the inside out. He was concerned with the libido, the internal psychic energy or life force, and he categorized individuals on the basis of whether this psychic energy was directed inwards towards the self, or outwards towards the object.

Hermann Rorschach's primary concern was perception. To Rorschach, the manner in which a person perceived the world was a measure of how that person experienced life.

Combining the theories of these three investigators gives the effect of a hologram: each exposure portrays a different level or angle of the same phenomenon, and the result is a picture with greater depth and dimensionality.

There follows a brief overview of the life, work and ideas of the three men.

⁸Mention should also be made of the work of Otto Gross, Austrian psychiatrist. Gross, in 1902, published his concepts of psychological types based on activity of the brain cells. The character types he described agree to a considerable extent with those of Jordan, Jung and Rorschach.

Furneaux Jordan

In 1890, an English doctor named Furneaux Jordan (who would probably be unknown to us had he not been cited by Jung) published a thesis in which he described two characterological types.⁹ This was twelve years before Jung received his M.D., twenty-one years before Rorschach began experimenting with inkblots, and almost a quarter of a century before Jung first applied the terms "extraversion" and "introversion" to normal personalities.¹⁰

Jordan defines his two main characterological types as follows:

There are two generic fundamental biases in character ... two conspicuous types of character ... one in which the tendency to action is extreme and the tendency to reflection slight, and another in which the proneness to reflection greatly predominates and the impulse for action is feebler.¹¹

To the predominantly active character type, Jordan attributed a less impassioned nature, and to the reflective character type, more impassioned feelings. The behavior and personality that Jordan ascribes to his "more active, less impassioned" type also fits Jung's extravert and Rorschach's extratensive experience type. And Jordan's

⁹Furneaux Jordan, Character as Seen in Body and Parentage, 3rd ed., (London, 1896).

¹⁰C.G. Jung, "Zur Frage der Psychologischen Typen", trans. by C.E. Long as "A Contribution to the Study of Psychological Types," in Collected Papers on Analytical Psychology, (London and New York, 1916).

¹¹Jordan, Character as Seen in Body and Parentage, p.5.

"reflective, less active, more impassioned" type has much in common with Jung's introvert and Rorschach's introversive experience type.

While Jung credits Jordan with being the first to give relatively appropriate character sketches of the introverted and extraverted emotional types, he criticizes Jordan for portraying only what is visible and surface, without understanding the underlying motivations. He also faults Jordan for presenting a too meager and inadequate portrayal of the introverted personality, and attributes this to the fact that, in his opinion, Jordan himself was an introvert and was thus unable to observe and assess himself as an objective outsider.¹²

Carl Gustav Jung

Carl Gustav Jung was born in Switzerland in 1875. After receiving his M.D. in 1902, he studied under Eugen Bleuler and afterwards became his assistant. (Bleuler was the man who first applied the label "schizophrenia" to the mental disorder then referred to as dementia praecox.)¹³ In 1907 Jung met Freud, and in 1908 Bleuler, Jung, Freud and a number of other psychiatrists held the first scientific

¹²C.G. Jung, Psychological Types, rev. by R.F.C. Hull, trans. by H.G. Baynes, Bollingen Series XX, (Princeton: Princeton University Press, 1971), pp. 147-165.

¹³Goldenson, Human Behavior, p. 165.

conclave on psychoanalysis. Two years later the group founded the International Psychoanalytic Association of which Jung became president in 1911.

Jung is generally credited with having been the first to use the term "introversion."¹⁴ As this concept was originally developed by Jung, it was an outgrowth of Freud's libido concept. The term then meant "introversio libidinis." It defined the situation in which a part of the love which previously belonged to a real love object, and rationally should still belong to it, was introverted, and turned inward, into the subject, and there caused an increase in fantasy. In widening Freud's libido concept so that it comprised all manifestations of the will, Jung changed the concept of introversion as well. In 1912, Jung broke with Freud and left the Psychoanalytic Association. It was at this juncture that Jung's own point of view began to take definite shape.

In the Freudian sense, "libido" is the basic sexual force or energy behind all instinctual (id) drives, and all pleasure-seeking activity.¹⁵ For Jung, however, the

¹⁴C.G. Jung, "Uber die Konflikte der Kindlichen Seele," Kahrbuch fur Psychoanalytische unde Psychopathologische Forsschungen, Vol. II, (1911), p. 38.

¹⁵Sigmund Freud, A General Introduction to Psychoanalysis, trans. by Joan Riviere, 1st rev. ed., (New York: Washington Square Press, Inc., 1952), pp. 419-425.

libido represented all psychic energy, or the life force of the individual. Thus, the term introversion, the inward-turning of the libido, Jung broadened to apply to any movement of interest away from the object to the subject. For the introversive person, the object is of secondary importance and the subject himself is the prime motivating factor.¹⁶ In extraversion, as Jung defines the term, there is an outward turning of the libido. Here the object is all important. The subject is dependent on the object, abandons himself to it, and is assimilated by it.¹⁷

When Jung first used the term introversion in 1911, it was applied to neurotics and psychotics. After breaking with Freud, he modified the basic definitions of both extraversion and introversion to adapt them to describe normal personality types. His definitive book on the subject, Psychological Types, was published in 1921, but he had been building his theories throughout the preceding decade. He first proposed the use of extraversion and introversion to classify normal personalities in September 1913, during a lecture at the Psychoanalytical Congress in Munich.¹⁸

¹⁶Jung, Psychological Types, pp. 4-5, 452-456.

¹⁷Ibid., pp. 4-5 and 427.

¹⁸Jung, "Zur Frage der Psychologischen Typen," trans. by C.E. Long as "A Contribution to the Study of Psychological Types," in Collected Papers on Analytical Psychology, (London and New York, 1916).

In 1913 Jung described the normal introversive individual as one who concentrates almost exclusively on his intellectual life and on his inner world of thought. He is the thinking individual whose fate is determined by his inner self. He exalts the intellect, is idealistic, optimistic and dogmatic. He is governed by his own principles, his own systems, and aspires to dominate and transcend experience by abstract reasoning, logical deductions and purely rational concepts. Since he devaluates the external world, he cares little for facts or empirical phenomena, and forcibly fits this data into his own ideal construction, thus reducing everything to an a priori premise.

Jung described the extravert as focusing his interest on the outer world of people and things. He is empirical: experience is his master, facts are his guide and they color all his thinking. For him, it is essential to "go by the facts" and he makes no attempt to assert his inner world against the pressure of these external facts. Thought for him is merely a reaction of external experience; the senses are more important to him than reflection. As such, he is a feeling individual, with a strong urge to empathize and be at one with his neighbor. He shapes himself to the outside world even if it means partaking of all its instability. Principles are of less value to him than facts, so he rarely attains the unity of a settled system. His fate is determined by the object of his interest to such an

extent that it may even alienate him from himself. He tends to be materialistic, fatalistic and a skeptic.¹⁹

Jung viewed introversion and extraversion as complementary mechanisms which operated within the same individual on different psychological levels. Thus if the individual's conscious behavior is dominated by his introverted attitude, his unconscious is dominated by his extraverted attitude and vice versa. Two different types of character develop as a result of the predilection or habitual dominance of one over the other. While Jung believed that this dominance of introversion or extraversion was essentially an inborn disposition, he granted that environmental factors might also be influential.²⁰

Hermann Rorschach

Hermann Rorschach was also born in Switzerland, just about a decade after Jung. He too was an M.D. and a practicing psychiatrist, and was considerably influenced by Eugen Bleuler. He is best known for the Rorschach Test: a projective technique in which responses to inkblots are interpreted as being a reflection of the subject's reactions to experimental stimuli. Rorschach's interpretations of the test are the result of experimental studies with patients from 1911 until the publication of his classic book on the

¹⁹ Ibid.

²⁰ Jung, Psychological Types, pp. 285-286.

subject, Psychodiagnostics in 1921, the same year that Jung's famous Psychological Types was published.

The underlying concept of the Rorschach Inkblot Test is that the pattern of responses given by the subject is a reflection of how he looks at his environment and what he sees there.²¹ It is presumably an indication of where the subject looks for his meanings and what meanings he finds. It is a test of both perception and conception.²²

The test itself consists of a series of ten inkblots, all symmetrical, but so irregular in form that innumerable interpretations are possible. The blots are calculated to arouse emotional responses both as a result of their shape and from the use of color such as blood reds, ominous blacks and luminous grays. The forms are suggestive of nursery animals, overbearing monsters and sex organs.²³ Since these are essentially "non-forms," they are not identical to any previously perceived engrams. Rorschach found that patients of different personality types had different ways of responding to the blots.

Presented with a brand new stimulus, an individual perceives it by recalling from memory a complex of sensations produced by former experiences which he uniquely associates

²¹Samuel J. Beck, Rorschach's Test. Vol I: Basic Processes, (New York: Crane and Stratton, 1950).

²²Hermann Rorschach, Psychodiagnostics, trans. by Paul Lemkau and Bernard Kronenberg, 7th ed., (Berne, Switzerland: Verlag Hans Huber, 1969), p. 56.

²³Lee J. Cronbach, Essentials of Psychological Testing, 2nd ed., (New York: Harper & Brothers, 1960) pp. 562-565.

with this new stimulus. Perception is thus a threefold process: sensation, memory and association.²⁴

The theoretical basis of the Rorschach Test is that the subject perceives and responds to these ambiguous stimuli in a manner reflective of the way he experiences stimuli in the real world. It is essentially a test of perception and apperception -- of how the individual perceives, experiences and reacts to his environment, his associative patterns, and of how he analogizes and connects sensations and experiences.

The scoring of the test is based primarily on the pattern of the responses and only secondarily on the content of those responses. By statistically analyzing the responses to this inkblot test, Rorschach found that there was a tendency for subjects to present either a preponderance of interpretations determined by the visualization of movement (M types), or a preponderance of responses in which the color alone, or the color and the overall form, determined the answer (C types). He also found that those who interpreted movement also tended to interpret more of the small details and subdivisions of the inkblots.

Rorschach contended that kinaesthetic and color influences in perception represented the most essential components of the individual's apparatus for experiencing.

²⁴Hermann Rorschach, Psychodiagnostics, p. 17, based on a definition by Eugen Bleuler.

He found that the interests of those individuals who were most influenced by kinaesthetic factors in the test (M types) tended to gravitate more toward their intrapsychic living than toward the world outside themselves.²⁵ This group had a greater capacity for an "inner life" and less for adaptability. The individual whose responses were primarily determined by the color (C types) tended to be more labile, more eager to adjust to the world about him, more capable of an "outward" life.²⁶

While the individual's psychogram is based on the evaluation of the entire test or protocol, the classification into "experience types" is based on the ratio of movement (M) to color (C) responses. Borrowing the term from Jung, Rorschach called the M types introversives, and the C types extratensives. (He emphasizes, however, that his concept of introversion "has almost nothing except the name in common with Jung's.")²⁷

²⁵Ibid., pp. 63-65.

²⁶Ibid., pp. 35-37.

²⁷Ibid., p. 82.

Based on his investigations, Rorschach summarized the personality types in the following table:²⁸

<u>Kinaesthesias Predominant:</u>	<u>Color Predominant:</u>
More individualized intelligence	Stereotyped intelligence
Greater creative ability	More reproductive ability
More "inner" life	More "outward" life
Stable affective reactions	Labile affective reactions
Less adaptable to reality	More adaptable to reality
More intensive than extensive rapport	More extensive than intensive rapport
Measured, stable motility	Restless, labile motility
Awkwardness, clumsiness	Skill and adroitness.

Rorschach concluded that the normal individual is not an absolute of either type, but rather is a mixture with a predominance of one or the other. He also states that while these two groups may appear as contrasting types, they are not the antithesis of each other, but rather are a variation in their psychological development and forms of behavior. Thus the presence of a well-developed function in one group does not necessarily preclude the development of the same function in the other group.²⁹

Rorschach also found some few very talented normal subjects who produced an equally high number of M and C responses. These "ambi-equal experience types" had a very highly developed capacity for both a rich inner life and a full outer life. There were also some few, rigid and highly

²⁸Ibid., p. 78.

²⁹Ibid., pp. 78-79.

disciplined "pedants" who reacted only to the form of the blots and showed no appreciation of either movement or color. He described these "coarted experience types" as being so "tight" that they had little capacity to experience life.

Also, while the M type does place a higher value on cognitive pursuits, Rorschach warns that one must not conclude that this is necessarily evidence of a higher intelligence. The two types merely approach problems differently. While in some instances the behavior may appear the same, the motivation is different and is the reflection of a different way of looking at the environment and of finding different meanings therein.

Rorschach's "experience type" theory unifies a large number of personality characteristics, including artistic talent, vocational potential, modes of expressing intellectual ability, approaches to interpersonal relationships, and types of social and cultural interests.³⁰

³⁰Jerome L. Singer, "The Experience Type: Some Behavioral Correlates and Theoretical Implications," in Rorschach Psychology, ed. by Maria A. Rickers-Ovsiankina (New York: John Wiley & Sons, Inc., 1960), pp. 223-229.

Psychographs of the Introversive and Extratensive
Experience Types

The conceptual foundation for this dissertation is that an individual's behavioral lifestyle, as evidenced by patterns of expenditure of discretionary time and money, is a reflection of that individual's personality, and that by analyzing aggregate, or group patterns it is possible to find an overlapping theory of personality structure that explains the observed lifestyles.

For the study at hand, the behavior observed was that of readers of idea-oriented magazines. The personality theory which seems to best describe the observed behavior is Rorschach's "experience type" theory, which categorizes people according to whether their perception of the world is motivated by primarily internal processes or external conditions.

Very similar to Rorschach's analysis via perception is Jung's analysis via the underlying psyche. While the attributed causes are different, the behavioral patterns described by each are remarkably similar. The work of both evolved from that of Jordan and Gross.³¹ By integrating the behavioral descriptions provided by Rorschach, Jung and Jordan, a multidimensional picture emerges of two main

³¹H.J. Eysenck, The Structure of Human Personality, (London: Methuen & Co., Ltd., 1953), pp. 19-21.

characterological types, including the nuances of personality, the underlying motivations, the overt behavior, the different lifestyles, and the ways in which each type perceives and adapts to his environment.

For the marketer, this can provide the insight and understanding of the motivations underlying many consumer choices which is needed to predict product use and propensity to use. By including media preferences in the behavioral lifestyle analyses, guidance is also provided for locating and communicating with target segments.

Intelligence, Perception and Cognition

There is no evidence that one type is actually more intelligent or has a greater intellectual potential than the other, but there is a difference in kind. Because the introversive prefers to function in the intellectual sphere, delights in playing with ideas and has a greater readiness to perceive, many observers tend to ascribe more intelligence to the introversive.³²

The two types experience life differently, function differently, adapt differently and maintain different approaches to problem solving. Their thinking is oriented in different directions. But each type is found on every level of society and each can be successful in his own particular style.

³² Frank Barron, "Threshold for the Perception of Human Movements in Inkblots," Journal of Consulting Psychology, Vol. XIX, (1955), p. 36

Most normal people possess both introversive and extratensive characteristics and it is only the relative predominance of one or the other that determines the type.³³ On the Rorschach Test, the absolute number of M responses is a measure of the strength of the subject's introversive characteristics and the absolute number of C responses, a measure of the strength of his extratensive features. The proportional relationship of the sum of the M to C responses indicates the experience type.³⁴

Society, for stability and progress, needs the intellectual contributions of both types. Ideally as well, for optimal human functioning each individual would be balanced, and well-developed in both his introversive and extraversive traits. However, only in a very small but very talented portion of the population are both capacities fully and symmetrically developed. Fortunately, however, in most normal types, there is sufficient discipline and control exercised so that there is generally some compensation for what would otherwise be a "onesidedness" of the type.³⁵

The Rorschach Test is not really a test of intelligence, but a test of perception and apperception. There is

³³Jung, p. 4.

³⁴Rorschach, pp. 86-88.

³⁵Jung, pp. 10, 199; Rorschach, pp. 79-87, 116.

however, a correlation between the number of M responses and the "productivity of the intelligence," which is the number of associations made and the capacity to form new associative patterns.³⁶ From this it may then be inferred that while there is no correlation between experience type and intelligence quotient, that intellectual capacity is in some way related to an absolute measure of introversive characteristics, but not to the balance between introversiveness and extraversiveness.³⁷

A key factor which differentiates the experience types is their attitude toward the object; this results in different relationships to the outside world. The basic psychological functions of the extraversive, including his thinking, is oriented by the object and by objective data. "His judgment always presupposes a criterion supplied by external conditions."³⁸ The extraversive believes in the superiority of the object and represses subjective factors.³⁹ Conversely, the introversive is oriented by subjective factors. His attitude toward the object is abstractive. He sets a higher value on his subjective processes than on the object. The

³⁶Rorschach, p. 26.

³⁷Rorschach, pp. 63-65.

³⁸Jung, pp. 330-342.

³⁹Jung, pp. 374-375.

introversive experience type prefers to function in the intellectual sphere. He devaluates external reality by exalting the intellect. He delights in playing with ideas and elaborating his thoughts for their own sake. He is self-willed and "barricades himself from influences from the outside world."⁴⁰ He is more introspective; his interests gravitate more toward his intra-psychic living than toward the world outside.⁴¹

Because the introversive places such a high value on cognitive pursuits and intellectual activity, Jung in his early analysis, classified the introversive as the "thinking type."⁴² Later, he concluded that there were "thinking types" among both introverted and extraverted personalities. He categorized as "thinking types" those individuals whose constant endeavor is to make all actions and activities dependent on intellectual conclusions and intellectually considered motives.⁴³

The conclusions reached by both Rorschach and Jung were that there existed two different types of intelligence, with the introversive having the more individualized and creative

⁴⁰Jung, pp. 373 and 550-551.

⁴¹Jung, pp. 284 and 505; Rorschach, pp. 63-64.

⁴²Jung, pp. 6-7.

⁴³Jung, p. 346.

intelligence and the extravertive having a more stereotyped intelligence with a greater reproductive ability and more traditional interests and associations.⁴⁴ The introvertive enjoys abstractions and is better able to tolerate ambiguity. The extravertive is concrete in his thinking and prefers dealing with objective facts and with objective reality.⁴⁵

The introvertive has a mobile and more lively intellect with a great diversity of active interests. While he has extensive interests, his relationship with an idea is intensive. He thinks out problems to the limit which may result in convolution and over complexity. In pursuit of an idea, he becomes stubborn and headstrong. He is independent in his thinking: neither public opinion nor popular enthusiasm convince him of anything. He must judge for himself. But, once sold on an idea, he is loyal to it, and can be rigid and unbending in his conviction.⁴⁶ He will collect facts and objective data, but never for their own sake; he would rather use them as evidence for a new theory, or to shape or illuminate a new concept.⁴⁷ Introvertives have the potential to develop into great theoreticians; extraverts

⁴⁴Jung, pp. 286, 342; Rorschach, pp. 76-78.

⁴⁵Rorschach, pp. 88-90.

⁴⁶Jung, pp. 385-387 and 550-551.

⁴⁷Jung, pp. 380-381.

into great pragmatists.⁴⁸

The introversive is creative in his thinking and is highly imaginative with a great rapidity and freedom of association.⁴⁹ Because the object is of so little importance to him, he runs the risk of being impractical or getting lost in his inner world of fantasy.⁵⁰ On the positive side of this, as Jung states: "What great thing ever came into existence that was not first fantasy?"⁵¹ Creativity is dependent on unusual ideas and associations, and this is the forte of the introversive.

Extraversive thinking need not be any less fruitful or less creative. It is however, a different kind of creativity and remains under the orienting influence of the object and of objective data. Its conclusions always express the objective importance of the experience. The creativity of the extravert is in the synthesis and construction of existing data. He is a fact accumulator and is capable of reuniting these facts in new and different ways. In this way it can produce new facts and new conceptions resulting from the union of disparate empirical data.⁵²

⁴⁸Rorschach, p. 63.

⁴⁹Rorschach, pp. 62-65.

⁵⁰Rorschach, pp. 73 and 102; Jung, pp. 382-387.

⁵¹Jung, p. 59.

⁵²Jung, pp. 345-351; Rorschach, p. 76.

The extratensive is practical and pragmatic. He is oriented by factual values, by the recognized truths of the day. He adopts and adapts to the accepted reality of his milieu, and has no need to transcend these bounds.⁵³ While all of his ideas are borrowed from the outside and represent collective concepts, only those truths that fit into his formula are valid. On this he is inflexible, rigid and dogmatic.⁵⁴

The extraversive is rarely an originator of new ideas, but he often has a keen sense for what is new, and can be a propagator of innovation. While he is quick to adapt something new, he is just as quick to forget and abandon it.⁵⁵ It is his readiness for action and reaction which often leads to a superficiality of both emotions and intellect. He is more suggestible, more open to suggestion than the introversive. But he is not open to new concepts if they in any way contradict those he already holds.

He has no need to go beyond what is visibly apparent. He may think a great deal and very cleverly, but his thinking is never sui generis. Jung refers to extraversive thinking

⁵³Jung, p. 313.

⁵⁴Jung, pp. 343-357.

⁵⁵Rorschach, pp. 100-101; Jerome L. Singer, "The Experience Type: Some Behavioral Correlates and Theoretical Implications," in Rorschach Psychology, ed. by Maria A. Rickers-Ovsiankina, (New York: John Wiley & Sons, Inc., 1960), pp. 232-237 and 250.

as "programmatic."⁵⁶ He speaks with facts: His thinking is planned and organized around empirical data and he likes to have everything classified and named. His thinking is tautological: it starts with the object and goes back to the object.⁵⁷

The extratensive is also capable of getting lost in his own accumulation of facts, or of using this accumulation to camouflage a poverty of thinking.⁵⁸ He may be better at recognizing facts than he is at interpreting them.⁵⁹

The imitative intellect of the extraversive manifests itself in a fine reproductive ability and skill. This combined with his willingness and need to adapt to, and to please others, and his openness to suggestion, may explain why he learns more rapidly than the introversive. Although he learns more rapidly, the results are more superficial. The introversive is slower to learn, but the results are more lasting.⁶⁰

The introversive has a greater readiness to perceive and is better at conceptualizing. He is able to assimilate visual percepts more rapidly, and to more rapidly form

⁵⁶Jung, p. 25.

⁵⁷Jung, pp. 343-346 and 383.

⁵⁸Jung, p. 346.

⁵⁹Jung, p. 421.

⁶⁰Jung, p. 368; Rorschach, p. 76; Zygmont A. Piotrowski, Perceptanalysis, (New York: The MacMillan Company, 1957).

associations. He is not, however, open to suggestion. Rorschach attributed this lower degree of suggestibility to the introversive's greater capacity for conscious reasoning. When suggestive influences are at all effective, however, they are lasting.

The extraversive is empiristic in his attitude and thinking: the introversive is abstracting. Abstraction, which Jung refers to as "the real intellectual process," demands sustained contemplation of multiple ideas and concepts. There is a correlation between abstraction and ideational productivity.⁶¹ The introversive tends to have a broad range of interests; the extraversive a narrow range. The introversive likes theoretical problems, but may think these out beyond the limit and in his scrupulousness in working out an idea, his presentation can become so complex, cluttered and convoluted, that others cannot follow, often leading to misunderstanding.

For each, the motivation and thinking of the other is enigmatic.⁶² To the extraversive, what a man is within himself is of no significance; only the external determinants matter. To the introversive, the external determinants are unimportant. Because of the differences in their orientation,

⁶¹Rorschach, pp. 88-93; Jung, pp. 155 and 333-378; Singer, "The Experience Type," pp. 238-239.

⁶²Rorschach, p. 100; Jung, pp. 62, 311, 345, 360, 377.

they select different things to perceive, but even when they see the same thing, they respond differently.⁶³ The extraversive sees from the viewpoint of the objective occurrence without going beyond; the introversive sees everything from the angle of the concept. The objective occurrence for the introversive serves, at most, only as a stimulus which is then projected into his idea. It is the subjective experience, the subjective perception, which is of concern to him.⁶⁴ The extraversive reaches the idea only through the accumulation and comparison of empirical material. The extraversive criticizes introversive thinking for being arbitrary, and as Jung states, "The introvert certainly lays himself open to these suspicions, for his positive, highly generalizing manner of expression, which appears to rule out every other opinion from the start, lends countenance to all the extravert's prejudices."⁶⁵ The introversive, in his turn, finds the thinking of the extraversive limited, dull and banal.⁶⁶

⁶³ Samuel J. Beck, Introduction to the Rorschach Method: A Manual of Personality Study, Monograph No. 1 of the American Orthopsychiatric Association (Menasha, Wisconsin: George Banta Publishing Co., 1937), pp. xi-xiii and 220.

⁶⁴ Jung, pp. 310-311, 344-345 and 394.

⁶⁵ Jung, p. 377.

⁶⁶ Jung, p. 345.

It is possible for there to be rapport between the two types, but the basis for it is that each credits the other, or projects onto the other, his own feelings, values or attitudes. Genuine empathy and understanding occur only when two people are of the same type. Rorschach carries this to the extent that he believes that genuine empathy must presume not only that the two are of the same general experience type, but that they must have the same pattern of M and C responses. The fact is that true rapport -- the complete feeling of agreement in spite of acknowledged differences -- does not exist, and the rapport based on mutual projection rather than reality may later become a source of many misunderstandings.⁶⁷

While there may be some small amount of fluctuation in experience type due to mood, these are temporary and are generally short in duration. However, there are changes in the experience type during the course of the life span. In general, there is an increase in introversive tendencies at about the age of thirty, and then from about forty on, a general loss of capacity for introversion which continues to diminish with increasing age. Rorschach states however that, "The extent to which capacity for introversion is retained in old age probably depends upon the degree to which it was present in youth."⁶⁸

⁶⁷Jung, pp. 372-377; Rorschach, pp. 99-100.

⁶⁸Rorschach, p. 96.

Physical Activity and Motility

Jordan, Jung and Rorschach all present a picture of the extratensive as a physically active, energetic individual with a labile motility, in contrast to the introversive who is seen as being outwardly calm, reflective and controlled.

For Jordan, the primary criterion in his dichotomy of personality types was physical activity. "There are two conspicuous types of character . . .," he wrote, "one in which the tendency to action is extreme and the tendency to reflection slight, and another to which the proneness to reflection greatly predominates and the impulse for action is feebler."⁶⁹ Jung took issue with this only to the extent that Jordan made activity the primary determinant, rather than a secondary one. Jung did concede that activity was a characteristic of the extraversive personality, saying that "The whole nature of the extravert appears more mobile, more full of life and activity than that of the introvert."⁷⁰ For Rorschach, too, physical activity was a main differentiating trait. In addition to emphasizing that the extraversive "prefers action to contemplation," he found them restless, found that they had a need for physical activity, a need to be busy, and like Jordan concluded that this need is often filled by submersion into household chores.⁷¹

⁶⁹Jung, Character, p. 5.

⁷⁰Jung, p. 148.

⁷¹Rorschach, pp. 71-81.

Rorschach found that factors in the individual which are essentially "inner" are expressed primarily by M responses on the test, but are in some way opposed to physical activity and the actual execution of motion. While he states that he does not know why this is so, he hypothesizes that this opposition may be compared with what happens when one tries to remember a dream, which is also essentially an "inner" phenomenon. Generally, the only way the dream can be recalled is if we lie perfectly still on awakening. Physical movement sets the dream aside.⁷²

He noted that the introversive, to whom the inner life is so important, outwardly tends to be more phlegmatic, taciturn and serene, and has a more measured and stable type of motility.

Motility, as Rorschach indicates, is a characteristic that is subject to conscious direction, and the capacity for this direction may be acquired.⁷³ Jung also pointed out that either type could be active or inactive without changing his type.⁷⁴ Although physical activity per se is not a primary determinant of personality type, Rorschach's statistical analyses did show that the more M responses, the less physical activity of the subject, and the more physical activity, the less M responses.⁷⁵ While physical activity may not be used

⁷²Rorschach, p. 72.

⁷³Rorschach, p. 78.

⁷⁴Jung, p. 148.

⁷⁵Rorschach, p. 79.

as a criterion for differentiating the two types, generally each type develops a different degree and a different pattern of activity.

Both Jung and Rorschach discuss the "readiness for action and reaction" of the extravertive. This is coupled with a rapidity of autonomic arousal.⁷⁶ The result is the physical restlessness which Rorschach found was always characteristic of the extravertive, and what he refers to as "motor excitement." He found a high correlation between motor activity as a characteristic trait, emotional excitement and C responses.⁷⁷ This restless motility, when controlled, can lead to physical skill and adroitness.

The extravertive is much less aware of his emotions than is the introvertive and he tends to react to every passing emotion without thinking things out. He moves about rapidly, is industrious and works hard at physical chores. He shows an interest in sports, especially those that are considered "masculine" and expresses open hostility on occasion as well as affection. While he is generally high spirited, cheerful, lively and "on the go," he also tends to be excitable and have a quick temper, and may be physically aggressive and assaultive, especially in times of stress.

⁷⁶Rorschach, p. 31; Jung, pp. 250, 275 and 366; Singer, "Experience Type," p. 252.

⁷⁷Rorschach, pp. 25 and 98.

He may also have a tendency to swear.⁷⁸ Rorschach states that statistically he found that the "normal" subjects who gave the most primary color responses were "hot headed, hyper-aggressive and irresponsible."⁷⁹

Unlike the extravertive who prefers action to contemplation, the introvertive thinks out before acting out. He is outwardly controlled, precise, calm, serene, retiring. He achieves stability by suppressing spontaneous acting out and excels in his ability to delay. When his slow, stable motility is undisciplined, it results in an awkward carelessness and clumsiness; when disciplined, it leads to precision.⁸⁰ Rorschach notes too, that the introvertive possesses an excellent sense of rhythm and may be a very good dancer.⁸¹

Social Activity and Rapport

Jordan describes the extraverted woman as "idea-less," emotionless, restless and spotless." She is constantly busy: in addition to expending a great deal of her energy in household cleanliness, she also likes being surrounded by

⁷⁸Rorschach, pp. 76-78; Jung, pp. 278-279; Singer, "Experience Type," pp. 232 and 252; Beck, Rorschach Method, p. 37.

⁷⁹Rorschach, p. 33.

⁸⁰Singer, "Experience Type," pp. 232-238; Rorschach, pp. 76-101.

⁸¹Rorschach, pp. 107-109.

people, and is kindly, generous and hospitable. She delights above all to entertain her friends and be entertained by them.⁸²

The extravertive, with his need to live in the world outside of himself, and the need to orient himself to that world, has both the desire and generally the ability to adapt to it, to set up rapport with large numbers of people in it, and to make himself attractive to that world. For the extrovertive, the highest importance is to establish an intense feeling of rapport with his environment.⁸³

In contrast, the introvertive tends to repress every impulse towards adaptation to the outer world. He adapts only with effort.⁸⁴

Jung contrasts the two as follows:

The two types are so different and present such a striking contrast that their existence becomes quite obvious even to the layman once it has been pointed out. Everyone knows those reserved, inscrutable, rather shy people who form the strongest possible contrast to the open, sociable, jovial, or at least friendly and accessible characters who are on good terms with everybody, or quarrel with everybody, but always relate to them in some way and in turn are affected by them.⁸⁵

⁸²Jordan, P. 9.

⁸³Jung, p. 358; Rorschach, pp. 31-34 and 77.

⁸⁴Rorschach, pp. 76-77.

⁸⁵Jung, p. 330.

The ability to adapt easily, whether to people or things, requires a certain emotional instability or lability, and is in itself a form of instability which is necessary and basic to achieve emotional rapport and to make an emotional approach to the environment. These same qualities also lead to establishing superficial associations which lack coherence and depth of meaning. The extravert is able to drop a friend as easily as he is able to make one.⁸⁶ He can be, as Rorschach puts it, the "opportunist" who is everybody's friend and is a "hail fellow, well met" but is forgotten as soon as he is gone. Jung describes him as a "jolly fellow" who can be amusing, who likes to entertain, and to set a good table.⁸⁷ He is the individual for whom and to whom, it is easy to show affection. Because of his desire and his ability to achieve emotional rapport with others, he can be extremely empathetic and sympathetic to other people's pain and joy.⁸⁸

The extravert is skillful, light hearted, flighty and gay. As Jordan describes him, "he is unhappy in repose, and rests nowhere long. After a busy day he must have a pungent evening." And, "In company he is usually alert,

⁸⁶Jung, pp. 275 and 367-368; Rorschach, pp. 33-34, 76-78 and 99-100.

⁸⁷Jung, p. 364.

⁸⁸Jung, pp. 147-165; Rorschach, pp. 99-100.

to the point, witty, and apt at retort. He resolutely, confidently, and constantly shows himself.⁸⁹

Jung attributed to many extravertives, the practice of an art, especially music, not because they are specially qualified or talented, but because of a desire to make their contributions to social life.⁹⁰ Rorschach was kinder, and attributed his finding that many were musicians and excelled in the performing arts, to their greater reproductive skill.⁹¹ Eysenck calls them "show-offs."⁹²

Whereas the extravertive tends to be socially thoughtful, to have an active concern for the general welfare of those who surround him, and tries to make himself interesting and attractive to others, the introvertive has these qualities only in fantasy.⁹³ The introvertive is capable of empathy, but mostly with people who have the same set of introvertive tendencies that he has.

⁸⁹Jordan, pp. 26-31.

⁹⁰Jung, p. 160.

⁹¹Rorschach, pp. 107-115.

⁹²H.J. Eysenck, The Structure of Human Personality, (London: Methuen & Co., Ltd., 1953), p. 21; H.J. Eysenck and S. Rachman, The Causes and Cures of Neurosis, (San Diego, California: Robert R. Knapp, 1965), p. 19.

⁹³Jung, pp. 149-152; Beck, Rorschach Method, p. 266.

The same contrasts that were shown between the two types in their motility, also hold for their affective reactions. The affectivity of the introversive is stable, persevering and sometimes hard to change.⁹⁴

The extraversive has a greater capacity for extensive rapport and less capacity for intensive rapport; the introversive has the greater capacity for intensive rapport and less for extensive rapport. The extraversive is able to be "everybody's friend"; the introversive establishes relationships with few people, but those relationships that he does establish remain strong, intimate attachments. He is very loyal and has a tendency to idealize his friends. He often attributes qualities to them which they may not in reality possess, or at least not to the extent that he gives them credit for. While he is unsympathetic to a wide circle of acquaintances, he is very dependent on a few close, intimate friends. To most outsiders he appears arrogant and unapproachable, but the better one knows him, the more favorable one's judgment, and his small circle of friends value his friendship very highly.⁹⁵ He also has a greater cognitive complexity in his perception of people and in his perception of individual uniqueness. The extraversive is much more likely to accept people at face value.

Whereas the introversive's rapport is essentially on an individual basis, the extraversive promotes the life of

⁹⁴Rorschach, pp. 34-36 and 76-78; Jung, p. 155.

⁹⁵Jung, pp. 383-386; Rorschach, pp. 76-78; Beck, Rorschach Method, pp. 62 and 66.

the community on which his very claim to existence is dependent. He needs a bridge to his neighbors. In contrast, the introversive's ideal is a lonely island where he can seek release through fantasy, books and music. Rather than withdrawn or retiring, he is self sufficient.⁹⁶

Just as the introversive is able to perceive and enjoy what is unique in his friends, he also enjoys unique experiences. He likes the unfamiliar and tends to be unconventional. He develops a great diversity of active interests and likes unusual experiences.⁹⁷

The extraversive adapts to the general life of human society and does whatever is socially appropriate. As Jung puts it, "The moral laws governing his actions coincide with the corresponding claims or demands of society, if this changes, he changes."⁹⁸

Not only is the extraversive highly responsive to his environment, but he is also dependent on it for judgment of himself. This is the underlying motivation for his developing great skill in making himself pleasing and attractive to others.⁹⁹ As Jordan observed, "Society must be pleased if

⁹⁶Jung, pp. 147-165 and 380; Rorschach, pp. 76-81.

⁹⁷Rorschach, p. 78; Beck, p. 265.

⁹⁸Singer, "Experience Type," p. 238; Jung, pp. 158 and 334.

⁹⁹Jung, pp. 160-162, 333-337 and 360.

possible, if it will not be pleased, it must be astonished, if it will neither be pleased nor astonished, it must be pestered and shocked." 100

Political Orientation, Civic Activities and
Assimilation in the Environment

"The world exists not merely in itself, but also as it appears to me."¹⁰¹ The two types experience the world differently, have different attitudes toward it, and develop different ways of adapting to it. They approach problems differently and live different lifestyles.¹⁰²

The extravertive accepts the objective situation as he finds it and "thinks, feels, acts and lives in a way that is directly correlated with the objective conditions and their demands."¹⁰³ He is highly responsive to his environment and lives by its ready made ideas. He is a traditionalist, is conventional and conforms to the generally accepted standards and tastes and values of his society and of his peer groups.

He adapts to his environment as it is, is seduced by it and accepts it without question, whether he perceives it clearly or not. He is not out to change things. If his

¹⁰⁰Jung, Character, p. 26.

¹⁰¹Jung, p. 374.

¹⁰²Jung, pp. 373-374; Frank Barron, "Threshold for the Perception of Human Movement in Inkblots," Journal of Consulting Psychology, Vol. XIX, (1955), pp. 33-38.

¹⁰³Jung, p. 333.

environment is temporarily or locally in an abnormal state, then he adjusts to that abnormality even if it is in conflict with the universally valid laws of life. If new values or new lifestyles are legitimized, such as has marked this past decade of accelerated change, then he takes on those new values. His reality is what is "out there." If there is dissonance between his inner mental thoughts or sensations and his outside world, then he suppresses or sloughs off his own inner thoughts or feelings as he distrusts his inner world and deems it inferior to the prevailing value system of the outside environment. His inner life succumbs to the outside world because that is where he expects the important and decisive determination to come from.¹⁰⁴

Whereas for the extravertive the object determines the subject, the introvertive seeks to hold his ground against the object. The object to the introvertive is only the embodiment of an idea -- an outward token of a subjective content. He is an ideational man, with a preference for the abstract over the concrete. By abstraction, by singling out only that which he deems relevant, he devaluates the object and breaks any hold that the object, or the outside world has on him.

¹⁰⁴Jung, pp. 333-342; Rorschach, p. 72-87.

He perceives reality clearly, but he does not adapt to the reality that is imposed by the outside world. The decisive determinants for him are subjective. It is only through discipline that he adapts to the outside world and fulfills the ordinary day-to-day requirements of society.¹⁰⁵ His orientation, thinking, feelings, attitudes are determined primarily by subjective factors.

In Western society, the word "subjective," applied to thinking, has taken on pejorative connotations. Perhaps the main reason for this is that in the Christian tradition, we have developed and perpetuated an essentially extravertive society by consistently encouraging faith over reason.

However, as Jung points out, perception and cognition can never be purely objective, but must also be subjectively conditioned. Knowledge exists only when there is a subject -- it exists only when someone is able to state, "I know." Objective facts, objective descriptions, objective knowledge are dependent on the subject for its existence, interpretation and perpetuation. The fact that the introvertive experiences the outside world subjectively, interprets that world in terms of his own inner instincts, his own inner psyche, does not make that interpretation any the less valid. It is subject to the same variation of individual differences, inconsistencies and abilities as are objective interpretations!¹⁰⁶

¹⁰⁵Jung, pp. 10 and 199; Rorschach, pp. 79-87 and 116.

¹⁰⁶Jung, pp. 375-375.

Rorschach noted that kinaesthetic responses depend in some way upon a freedom of association which prevents stereotyped associative patterns. The active mind of the introversive enables him to inhibit habitual associations and rapidly substitute new ones. Thus he is very quick to assimilate new ideas.¹⁰⁷ The resistance to stereotypy also produces the kind of person who often finds himself in a minority position, whether it be in terms of his view of the world, his politics, opinions, or even taste in art. The introversive is often part of a movement, culturally or politically, that is non-conformist, somewhat "ahead of the time," -- movements that sometimes appear to be rebellious.¹⁰⁸

The introversive does not hesitate to rely on intuitive or instinctual reasoning. At best, this active creative mind, coupled with a sensitive intuitiveness is the combination that has produced our prophets and "futurists," those great minds with vision whose thinking has provided us with a deeper understanding of what is going on in the world. At worst, this combination has also supplied society with its mystical dreamers and crackpots.¹⁰⁹

¹⁰⁷Singer, "Experience Type," pp. 232-234.

¹⁰⁸Jung, pp. 292-293.

¹⁰⁹Jung, pp. 400-402; Rorschach, p. 81.

Where he finds himself in an unpopular, minority position, and he often does, and finds others undervaluating his principles, he sees them as oppressors against whom he must defend himself. This leads to what outwardly appears to be an excessive egoism as he takes on the psychology of the underdog. He becomes the fighter, the crusader.¹¹⁰

Today, Ralph Nader in many ways is an exemplar of introversive behavior, attitudes, lifestyle and political involvement.

To the introversive, the idea is primary, and people and things secondary. His aggression is in the realm of ideas. Involved with an idea, he can be very stubborn, headstrong and unamenable to influence. He has no need to impress or influence others, but he does have a need to impose his vision on the world. Because he takes for granted that his ideas will be accepted on their own account, his presentation is such that he may succeed only in alienating himself from the world. When this happens, he becomes confused as to why he has been misunderstood.¹¹¹

He has a pride and a code of conduct which forbids the easy way out of difficulties. He sets high ideals for himself and for others, whom he totally expects will accept his ideas in toto. While he is unable to empathize readily with individuals, or to establish extensive rapport, he is

¹¹⁰Jung, p. 393.

¹¹¹Jung, pp. 155, 333-364; Rorschach, pp. 88-93; Singer, "Experience Type," p. 240; Piotrowski, "Movement Score," pp. 143-144.

motivated generally by humanitarian instincts and ideals.

This does not imply that the extravertive can not be an idealist, although it is true that generally he does not have ideals tied to ideas.¹¹² Both types may participate in those humanistic pursuits where there is a strong concern for the public interest and welfare. The motivation of each, however, is different. The extravertive is a pragmatist; his preference is for objective data. He accumulates facts and talks with facts. His cues come from the outside world and not from his inner self. When the extravertive is an idealist, those ideas are borrowed from the outside world. Even though the ideals may be subjectively sanctioned, they are based on ideas which have been transmitted by tradition and education. The extravertive tends to be imitative in his thinking, but is usually not aware that he is imitating. "Est, ergo est," is how Jung describes extravertive thinking. This does not mean that extravertive thinking is inferior to, or less fruitful than introvertive thinking, merely that it is different and serves different ends.¹¹³

For the extravertive, pure ideals or humanitarianism do not suffice; he must find an objective rationalization related to something he has already experienced, or to

¹¹²Jung, p. 364.

¹¹³Jung, pp. 342-345, 382, 428-433; Jordan, p. 9.

tradition, or to some other thing that is materialistic and practical. He may take part in public work because he is invited to do so because of some special fitness and there will be the reward of recognition and public acclaim or acknowledgement. He may get involved in some public work or humane activity because it is "the thing to do," the thing that one "should" or "must" do, the legitimated current mode, the momentary interest of the day. The extravertive needs the recognition, attention and approbation of others. He would rather be the known chairman of a committee of three than the unknown leader of dozens.¹¹⁴ The introvertive has a deep commitment which penetrates into the past and into the future.¹¹⁵ In spite of the tendency of the introvertive to withdraw from crowds, he is the one who is more democratic, the one who is more concerned with human problems and human interaction. He maintains an inner affection and respect for others. The universe does not seem beautiful to him, but disquieting and dangerous. He is, however, more capable than the extravertive in putting up with an unsatisfactory world: first, because of his ability to withdraw and secondly, because of his need to dominate that world, and not be dominated by it. He imposes

¹¹⁴Rorschach, p. 100; Jung, p. 336; David Shapiro, "A Perceptual Understanding of Color Response," in Rorschach Psychology, ed. by Maria A. Rickers-Ovsiankina, (New York: John Wiley & Sons, Inc., 1960), p. 171.

¹¹⁵Jung, p. 395.

his visions on the world, insists that the world take on his value system, and in pursuing a cause, as in pursuing an idea, is stubborn and tenacious.¹¹⁶

The introversive, while apparently indifferent to what others think of him, has a horror of publicity. Although he will not shrink from developing an idea, he is beset with anxiety when he has to make it an objective reality. This goes against his grain. Jung describes him as follows:

"When he does put his ideas into the world, he never introduces them like a mother solicitous for her children, but simply dumps them there and gets extremely annoyed if they fail to thrive on their own account. If in his eyes his product appears correct and true, then it must be so in practice, and others have got to bow to its truth."¹¹⁷

Because he is introspective, the introversive has a much greater awareness of himself and is more apt to be dissatisfied with himself than is the extravertive. He is, however, better able to face unpleasantness in the outside world, to consciously face up to problems and to difficulties, and is more willing to give open expression to his own unpleasant feelings. The extravertive, with his lack of

¹¹⁶Jung, pp. 296, 384, 505; Singer, "Experience Type," p. 241.

¹¹⁷Jung, p. 384.

self-awareness tends to have much greater self-satisfaction and to be much more pleased with himself. The introversive attempts to solve problems by ideational means, which may be the reason why he is willing to introspect.¹¹⁸ The extraversive will either repress the problem or attempt a solution by resorting to some direct physical activity.

Whereas the introversive tries to defend himself against being absorbed by the outside world, the extraversive wishes to propagate himself in every way. He therefore may become involved because there is some movement that he personally wishes to promote, or tide he wishes to stem.¹¹⁹

Jung cautions:

If the formula is broad enough, the extravert may play a very useful role in social life as a reformer or public prosecutor or purifier of conscience, or as the propagator of important innovations. But the more rigid the formula, the more he develops into a martinet, a quibbler, and a prig, who would like to force himself and others into one mold.¹²⁰

With his narrow range of interests, he can be very rigid and inflexible in thought and action, and allow personal bias, spite, or dogmatism to enter into his judgment of issues. He can be extremely opinionated and caught in one track. Everything that corresponds with what he believes is right, everything that contradicts it, is wrong. Just

¹¹⁸Singer, "Experience Type," p. 240.

¹¹⁹Jung, p. 332; Jordan, p. 35.

¹²⁰Jung, p. 347.

as he subordinates himself to his "formula" so must everyone else in his circle, and whoever resists is wrong and immoral. Completely seduced and adjusted to the ideas and values of his outer world, he develops the self-assurance of the self-righteous. His egoism can verge on the edge of brutality. He is the "boss man," his the deciding voice, not just for himself, but for his entire entourage, and he will tolerate no exceptions.¹²¹

The extraversive is the traditionalist; the introversive, more often than not, the non-conformist. Society needs both: the former to provide stability, the latter to provide change. The extraversive's reciprocal relationship to the object has resulted in the kind of practical strategies that have permitted the progress of civilization.

Cultural Orientation

Culture: The training, development and refinement of mind, tastes, and manners; the condition of being thus trained and refined; the intellectual side of civilization.¹²²

Rorschach states that "introversives are cultured, extratensives are civilized."¹²³ Jung, using as a vehicle concepts published in 1902 by Otto Gross, also concludes

¹²¹Jung, pp. 160, 333-347, 436-439; Rorschach, p. 100; Jordan, pp. 26-31; Singer, p. 238.

¹²²Oxford English Dictionary, Compact Edition I, (1971).

¹²³Rorschach, p. 110.

that culture is a product of introversion and civilization the result of extraversion. Gross equates the "civilizing genius" with "practical achievement" and the "cultural genius;" with "abstract invention."¹²⁴

Culture may be individual or collective, but inherent in the concept of "civilized" is the collective adaptation to a set of objective values and to the average occurrences of a society. On a collective level, culture and civilization may become intertwined and the distinction confused, especially during a period, or in a society where introversion and individuality are suppressed. And again from Rorschach: "Culture always grows out of introversion; civilization is an extratensive adaptation and usage, but is not, in itself, culture." He cautions, however, that "To possess only introversive features in the experience type is to be completely introverted and this is not culture either, but represents, at best, a sort of private cultism."¹²⁵

Jung discusses and contrasts individual versus collective culture. In the former there is the freedom of the individual to develop and to give reign to his imagination with no requirements to conform. This he labels as the

¹²⁴Jung, pp. 273-285.

¹²⁵Rorschach, p. 113.

introverted cultural ideal, in which the chief value lies with the subject and his relation to the idea. This was the Athenian ideal which provided for an elitist few individuals the opportunity to develop to their highest human powers, resulting in cultural contributions which many believe have never been surpassed, or equaled.¹²⁶

In a state of collective culture, which Jung agrees many regard merely as civilization, the cultural ideal is extraverted and the chief value lies with the object and man's relation to it. He felt that modern Western society, with its Christian ethic of brotherhood and Christian love, had done much to develop collective culture, but in so doing had stifled individual culture by depreciating individual values. It did succeed in spreading culture, albeit an objective, materialistic and extraversive culture, to a larger proportion of the population. However, he points out that this has been at the cost of individual development. This has been compounded in our industrialized society by the economic need for individuals to vest in collective occupations, leaving even less leisure for the development of individual culture.¹²⁷

¹²⁶Jung, p. 71; Robert M. Hutchins, Discussant, "The Search for Political Meaning," The Center Magazine, Vol. V, No. 2, (1972), p. 9.

¹²⁷Jung, pp. 71-75; 119-120, 373.

Jung's analysis of "collective culture" very closely resembles David Riesman's views of the trend in American social character.¹²⁸ Writing three decades after Jung, Riesman also saw a movement away from individual values. He describes an "other-directed" social character type emerging from the new upper-middle classes, especially in the larger metropolitan areas.

What is common to all the other-directed people is that their contemporaries are the source of direction for the individual -- either those known to him or those with whom he is indirectly acquainted, through friends and through the mass media. The goals toward which the other-directed person strives shift with that guidance: it is only the process of striving itself and the process of paying close attention to the signals from others that remain unaltered throughout life.

This mode of keeping in touch with others permits a close behavioral conformity, not through drill in behavioral itself, as in the tradition-directed character, but rather through an exceptional sensitivity to the actions and wishes of others.¹²⁹

Riesman, like Jung, attributed the growing tendency toward "other-directedness" to capitalism, industrialism and urbanization.

For Jung, introversion and extraversion were conscious attitudes toward social and physical reality, and in that sense they are similar to Riesman's concepts of inner- and

¹²⁸David Riesman, Nathan Glazer and Reuel Denney, The Lonely Crowd, (New Haven: Yale University Press, abridged edition, 1969).

¹²⁹Ibid., p. 15.

other-directedness. But, although one often hears inner- and other-directedness associated with introversion and extraversion, they are similar in name only. Other-directedness is a form of extraversion; but inner-directedness is not related to introversion.

Riesman defines the inner-directed man as follows:

The source of direction for the individual is "inner" in the sense that it is implanted early in life by the elders and directed toward generalized but nonetheless inescapably destined goals.¹³⁰

The internalized standards of the inner-directed man are not subjective in the sense it is with the introversive. The inner-directed social character type's ideas, values, goals have been implanted by others and are often in conflict with his psyche.¹³¹ In this sense he is no different from the extraversive who negates his inner feelings to accord with tradition. The behavioral characteristics which Riesman attributes to the inner-directed social character type are unrelated to those attributed to the introversive personality type.

It is interesting to note that fifty years ago both Rorschach and Jung believed that a new trend toward introversion was asserting itself, especially in academic circles. They viewed this trend as a backlash against the

¹³⁰Ibid., p. 21.

¹³¹Ibid., p. 124.

contemporary materialistic, extratensive epoch and the too rapid tempo of Western life, which Jung called the "American tempo." Jung noted that there were individuals attempting to swim against the social current by seeking new individualized psychic and spiritual fulfillment. Both Jung and Rorschach viewed this new trend as having an affinity with Gnosticism; both singled out the popularity in their day of Rudolph Steiner's anthroposophy, a philosophy which maintains that by virtue of a prescribed method of self-discipline, cognitive experience and knowledge of the nature of man and of the spiritual world can be achieved; and both Jung and Rorschach saw in this new search for self-fulfillment and self development the growth in the West of introversive Eastern philosophy and thought, mysticism, occultism and most especially astrology.¹³²

Rorschach, in his usual succinct style, summarizes it:

There is at present an unmistakable trend toward introversion again. Old Gnostic paths of introversion are being trod again and people are so tired of extratension that systems like anthroposophy are receiving support in academic circles. As is always the case in such a movement, the danger is that many will not only reject extratension but also disciplined reasoning. Materialism thus becomes mysticism and cultism.¹³³

¹³²C.G. Jung, "The Spiritual Problem of Modern Man," Modern Man in Search of a Soul, trans. by W.S. Dell and Cary F. Baynes, (New York: Harcourt, Brace & World, Inc., 1933), pp. 196-220.

¹³³Rorschach, p. 113.

Jung's views were presented at a lecture delivered in 1928; the statement from Rorschach was published in 1920. With very little editing, both might have been describing the 1960s and 1970s. Once again there is a renaissance of introversive sub-cultures composed of individuals searching for the "truth," searching for the "inner man," whose loss is attributed to the rise of materialism and too rapid "American tempo." Today, as then, the trend is particularly noticeable in academic circles. Today, as then, for some this means self-actualization through a more individualized culture -- in some cases elitist, in others just "doing your own thing." Today, as then the quest has led to a revival of spiritual and religious movements, to mysticism, occultism and cultism, to a renewed interest in Eastern philosophy, religion and culture, and again, as in the day of Rorschach and Jung, to astrology.

In 1920, Jung wrote, "The continual harping on progress has by now become rather suspect."¹³⁴ Today, the Western world is again questioning the need for continuous progress and economic growth.

¹³⁴Jung, *Psychological Types*, p. 284.

Aesthetics

Art and beauty are sensed very differently by different individuals. "Two people see the same object, but they never see it in such a way that the images they receive are absolutely identical."¹³⁵ Jung maintains that a full aesthetic appreciation requires the processes of empathy and abstraction, but since these processes are generally antithetical, the ability for one person to do both is very rare. While the capacities for both are present in every individual, in most cases they are unequally differentiated and the tendency is for one or the other to dominate.

In empathy, a person feels himself in the object, totally assimilates and gives himself up trustingly to the object, imbuing it with his life and emotion. In abstraction the flow is reversed. Whereas in empathy there is a movement of the libido, or psychic energy, from the subject into the object, in abstraction there is a withdrawing of libido from the object. For the individual with the abstract adaptation, the object has its own life and autonomy from the start, in the face of which he is conscious of his own impotence. In order to hold his own against the influence of the object, in order to withdraw from it, the abstracting individual depersonalizes it and neutralizes it by stripping it of all its non-essentials. It is an

¹³⁵Jung, p. 374.

intellectual process in which the relevant elements are disassociated from the irrelevant components.

Empathy is an extraversive process; abstraction introversive. Since antiquity the general attitude toward art has been empathetic. Empathy becomes objectified self-enjoyment. In order for the empathizing subject to feel his own life in the object, that object or art form must be life-like, must be true to nature, must be organic. The empathetic attitude cannot be applied to abstract art forms.

In both forms of aesthetic experience, there can be a complete loss of the self in the object. In the case of the extraversive adaptation, the individual clings tenaciously to the object of his transference. He becomes alienated from himself and absorbed by the object. The abstracting type can become just as lost. He seeks repose from his fearful vision of the world and can become so submerged in his enjoyment of the abstract beauty and his own abstract truth as to set it above the reality of life. His "ivory tower" thus becomes a defense against the threats of the outside world.¹³⁶

While in the Western world the general tendency is toward extraversion, in the Orient the tendency is toward introversion. This is reflected in the religion, the art

¹³⁶Jung, pp. 289-299, 409-411, 505.

forms and, of course, in the lifestyles and attitudes of the people. Both their religion and their art forms display an abstracting attitude toward the world. Western man animates his art with his empathy. For the Oriental, the object is imbued with life from the start and has ascendance over him. He copes with this and finds his repose only by withdrawing into a world of abstraction.

Much of Oriental teaching and philosophy is centered around delivering the individual from his empirical self so that he may discover his innermost self. The Oriental has a "fearful and sorrowful vision of the outside world." He seeks serenity and repose, to be freed from the tensions of everyday life in religious meditation and in a spiritual superiority. The Oriental attitude toward religion is also abstractive; the Christian attitude is concrete. The Christian principle of adoration demands an object and leads to a fullness of works. The Oriental religion exalts knowledge; the Christian religion exalts love.¹³⁷ Western religion is more structured and dogmatic. There is no tolerance for anything other than monotheism, and surely no other God, but the white God created in our own image.¹³⁸

¹³⁷Jung, pp. 120, 193-195.

¹³⁸Jung, pp. 149-150.

Not all "culture consumption" is the result of aestheticism -- the capacity to love beauty. As Jung writes:

I may feel moved to say that something is "beautiful" or "good" not because I find it "beautiful" or "good" from my own subjective feeling about it, but because it is fitting and politic to call it so, since a contrary judgment would upset the general feeling situation.

A judgment of this kind is not by any means a pretence or a lie, it is simply an act of adjustment.¹³⁹

This is, of course, an extraversive accommodation. For these same motives and in accord with tradition, education and fashion, people flock to concerts, the theater, art galleries and museums. Not only is this done because "it is the thing to do," but it also provides a feeling of harmonious sociability.

It has also become fashionable to collect art. It is interesting to often hear this justified on the basis of its being "a good economic investment." The collection of art, even the decision of the painting to be selected, may be fulfilling the extraversive's need for practicality as well as his aesthetic needs. This does not mean that this is a form of hypocrisy, nor does it preclude the presence or development of good taste. It will fulfill aesthetic expectations, but the appeal is to the senses or to reason

¹³⁹Jung, p. 355.

rather than "speaking to the heart." It is a question of materialism versus spiritualism.

On music, Rorschach disqualifies himself as not being able to differentiate between "creative" and "reproductive" music. He does consider music that is colorful and melodic to be extratensive. He also states that music with strong rhythmical tunes, which induces rhythmical movements, cuts off kinaesthetic perceptions and draws people into extra-tension. He cites parade music as an example.¹⁴⁰ This no doubt is why band music is used at political rallies and "patriotic" or "nationalistic" occasions when the aim is to establish unity, conformity and the importance of the collective over the individual.

Reading

The antithetical attitudes of abstraction and empathy were also attributed by Jung and Jordan to the selection of reading matter. Of his "less impassioned woman," Jordan had written, "The books she reads must deal with life and action." His comments on the reading habits of his "more impassioned woman,": "When she reads, she tries to grasp the inmost thought and deepest feelings of the book: she reads and rereads the book, marks it freely, and turns down its corners."¹⁴¹

¹⁴⁰ Rorschach, pp. 99 and 113.

¹⁴¹ Jordan, pp. 9 and 17.

The reading preferences observed by Jordan are very much in keeping with the total picture that has been drawn of the two types. The extraversive's preference for reading matter dealing with "life and action" parallels his aesthetic appreciation of the type of "beauty" that is organic and resembles life. Only with this type of subject matter can the extraversive fill his need to empathize. He has a feeling of trust and confidence in the outside world and has the urge to empathize not only with people in that outside world, but also with things. He introjects himself into the object as though he alone could give that object life and soul. Jung describes it as a form of projection in which "a subjective content becomes alienated from the subject and is embodied in the object."¹⁴² Jung writes, "Empathy can create similarities and seemingly common qualities which have no real existence in themselves."¹⁴³ By thus identifying with the object, or the situation, the extraversive gets outside of himself. In this way the empathetic type takes an unconscious delight in himself through the object.¹⁴⁴

¹⁴²Jung, p. 457.

¹⁴³Jung, p. 292.

¹⁴⁴Jung, pp. 291-296, 333-337, 420-421, 452; Rorschach, pp. 72-100.

The introversive seeks release from the outside world through books and ideational activity. He finds his pleasure in grasping, interpreting and playing with ideas. Abstraction is "singling out the rational logical qualities of a given content from its intellectually irrelevant components."¹⁴⁵ This serves several functions for the introversive. The process of disassociation or breaking up of the content, devaluates the object, breaking its hold on the subject and permitting him to absorb and assimilate the object or the idea into himself. In this way, he is able to withdraw from the control and influence of the object. It is his technique for controlling the outside world, and preventing being controlled by it.¹⁴⁶

Jung sums up the contrasting aesthetic attitudes of the two types as follows:

In introversion it dwells on the perception of ideas, it develops intuition, the inner vision; in extraversion it dwells on sensation and develops the senses, instinct, affectivity. Thinking and feeling are mere derivatives of inner perception and outer sensation.¹⁴⁷

There are also other dimensions, other needs, which influence the selection of reading matter of these two types, and determine their propensity to read.

¹⁴⁵Jung, p. 410.

¹⁴⁶Jung, pp. 154, 291-295, 394-411; Rorschach, pp. 76-104; Singer, pp. 238-240.

¹⁴⁷Jung, p. 145.

The extraversive is practical, pragmatic and a fact accumulator. He develops great skill in accumulating, classifying and relating facts.

In contrast to the extraversive's preference for "reality" and sentimentality, the introversive loves fantasy. As well as his own creativeness in story-telling, he is also more receptive to the creative production of others.¹⁴⁸ He enjoys the unique, the unconventional and the unfamiliar.¹⁴⁹

The introversive, with his more stable affectivity and his ability to delay action, tends to have excellent powers of concentration. The extraversive is always ready for action and is generally more easily distracted.¹⁵⁰

Vocational Aptitude, Talent and Occupation

Rorschach, as well as many of his adherents, have recommended the Rorschach Test as a valuable tool in vocational guidance for matching the potential talents of the individual with the talents required by the specific occupation. Rorschach presented at least two schema matching experience type with occupations and suggested that these could be considerably extended to take into consideration

¹⁴⁸Rorschach, pp. 88-119 and 182.

¹⁴⁹Rorschach, p. 78; Beck, Rorschach Method, p. 265.

¹⁵⁰Rorschach, p. 69-71.

more of the delicate nuances in the talents and balance of talents that ran the gamut from the extremes of introversion through coartation and ambiequality to the extremes of extraversion. A great deal of work has been done in this area in the half century since Rorschach died.¹⁵¹

Rorschach believed that talents exist as potentialities of the experience types which are optimal for them, and that variations in talents are the same as variations in experience type.¹⁵²

The exigencies and accidents of life, however, are such that an individual does not always develop his potential talent, nor enter the occupation for which he is best suited. Because of economic demands, societal demands, family demands, or accidents, many endowed individuals may find their aptitudes too late in life to develop them, or do not find them at all.¹⁵³ Jung places the blame for this on our society which gives priority to the collective claim over the individual's need.¹⁵⁴

¹⁵¹Rorschach, pp. 107, 115, 121; J.S. Beck, et al., "The Normal Personality as Projected in the Rorschach Test," Journal of Psychology, Vol. XXX, (1950), pp. 241-298; Goldie Ruth Kaback, Vocational Personalities; An Application of the Rorschach Group Method, Teachers College, Columbia University, Contributors to Education, No. 924, (New York: Bureau of Publications, Teachers College, Columbia University, 1946); B. Klopfer, et al., Developments in the Rorschach Technique: Technique and Theory, Vol. 1, (Yonkers: World Book Co., 1954); A Roe, "A Psychological Study of Eminent Psychologists and Anthropologists and a Comparison with Biological and Physical Scientists," American Psychological Association, Vol. LXVIII, No. 352, (1953).

¹⁵²Rorschach, pp. 110-111.

¹⁵³Rorschach, pp. 110-114; Jung, pp. 71-74.

¹⁵⁴Jung, p. 75.

Jung and Rorschach both agree that the cost to the individual caught in the discrepancy between his experience type and the necessities of life, is a loss of satisfaction, a loss of joie de vivre. Rorschach suggests that this "victim" must find an outlet in his leisure pursuits, or else he may "break down."¹⁵⁵ Fortunately, for a growing proportion of people in our society, there are sufficient alternatives, so that even though we may not achieve our potential by fully developing our latent talents, occupational choices and goals are very often determined by what Rorschach calls our "anlage" or disposition, which is in itself affected by our experience type.¹⁵⁶

Although gaps certainly still exist, there has been expansion of opportunity, especially within the upper socio-economic classes, and as has been noted in a recent Russell Sage Foundation Report, "We have entered an area of rapidly expanding choice on the part of the individual about matters that are vital to him but which are of prime collective importance as well."¹⁵⁷

¹⁵⁵Jung, p. 75; Rorschach, p. 114.

¹⁵⁶Rorschach, p. 113.

¹⁵⁷Angus Campbell and Philip E. Converse, "Social Change and Human Change," in The Human Meaning of Social Change, ed. by Angus Campbell and Philip E. Converse, (New York: Russell Sage Foundation, 1972), p. 7.

Studies attempting to measure job satisfaction based on the proportion of persons in an occupation who said they would choose similar work if they were to begin their careers again, range from a high of 93 percent for "urban university professors," to a low of 16 percent for "unskilled auto workers."¹⁵⁸

Although the extravertive is the more practical and the more industrious of the two, the introvertive, with his more stable emotions and his ability to postpone gratification, has more planfulness. He has a better time perspective and sets up long range goals.¹⁵⁹

The creativity of the introvertive is the result of his broad range of interests and associations. The energy of associative activity, which Rorschach states is "inherent in the disposition" of the introvertive, also leads to a highly personalized productivity.¹⁶⁰ He does things for himself. His primary identification is with himself as a person, and his activities are an expression of who he is.¹⁶¹ He is a humanitarian not to receive the approbation of others, but because this is what he believes and this is how he achieves his self-respect. In spite of their tendency to

¹⁵⁸Harold Wilensky, "Varieties of Work Experience," in Henry Borow, Man in a World of Work, (Boston: Houghton Mifflin Company, 1964).

¹⁵⁹Rorschach, p. 61

¹⁶⁰Rorschach, pp. 65, 81, 102, 111.

¹⁶¹Alexander Lowen, Depression and The Body: The Biological Basis of Faith and Reality, (New York: Coward-McCann-Geoghegan, 1972), pp. 79-84.

withdraw into themselves, introversives have a deep sense of commitment to humanity. They are therefore often attracted to those occupations which are concerned with human problems and human interaction, such as psychologists, psychiatrists and social workers. These occupations generally also stress the needs of the individual over the collective.

Teaching also often attracts introversives. Jung contends, however, that they do not make good teachers. For one, they are unable to sufficiently empathize with the thinking and mentality of their students. For another, they do not understand why their own abstract ideas, to which they are so dedicated, are not totally accepted by everyone else.¹⁶² However, in their own way they are educators and promoters of culture. Their lifestyles and their independent actions are followed by others.

The extravertive owes his normality to his ability to fit into existing conditions and to totally adapt to society. As Jung states, "His requirements are limited to the objectively possible, for instance to the career that holds out good prospects at this particular moment; he does what is needed of him, or what is expected of him and refrains from all innovations that are not entirely self-evident."¹⁶³

¹⁶² Jung, pp. 386 and 404.

¹⁶³ Jung, p. 335.

Extraversives are attracted to those occupations that deal with concrete facts and with non-human phenomena such as engineers, financiers, physicists, anatomists and other areas of scientific investigation.¹⁶⁴

The career in which the extraversive can best exploit his particular combination of talents is, of course, business. The practical thinking of the business man is obviously outer-directed. It is determined by external objects and leads back to external data; it is heavily influenced by tradition, experience and education.¹⁶⁵

In an analysis of the "extraverted intuitive type" Jung writes:

The intuitive's morality is governed neither by thinking nor by feeling; he has his own characteristic morality, which consists in a loyalty to his vision and involuntary submission to its authority. Consideration for the welfare of others is weak. Their psychic well-being counts as little with him as does his own. He has equally little regard for their convictions and way of life, and on this account he is often put down as an immoral and unscrupulous adventurer. Since his intuition is concerned with externals and with ferreting out their possibilities, he readily turns to professions in which he can exploit these capacities to the full. Many business tycoons, entrepreneurs, speculators, stockbrokers, politicians, etc., belong to this type.¹⁶⁶

¹⁶⁴A. Roe, "A Psychological Study of Eminent Psychologists and Anthropologists and a Comparison with Biological and Physical Scientists," American Psychological Association, Vol. LXVII, No. 352, (1953); Zigmunt A. Piotrowski, "The Movement Score," pp. 142-143; Jerome L. Singer, "Experience Type," p. 252.

¹⁶⁵Jung, pp. 335-336, 342, 349-350 and 369; Rorschach, p. 118.

¹⁶⁶Jung, pp. 368-369.

Rorschach, in a similar vein, states that those men "whose only interest is business" have suppressed their capacity for introversion.¹⁶⁷

Jung points out another danger of the "too" extraverted attitude. Here the subject can get so caught up in the object and in objective claims on him that he becomes oblivious to his own needs. He cites as the typical example, the businessman facing "the demands of a continually expanding business, because orders are piling up and profitable opportunities have to be exploited." This man becomes so involved with the demands of his business that there is room for nothing else either physically or mentally.¹⁶⁸

Both Jung and Rorschach discuss the characteristics of scientists and scientific investigators. It is perhaps in this area that these works are most "dated," or in their own terminology, "one-sided." This is probably attributable to the vast changes and expansion in the scientific and technical areas over the past few decades. With more scientists alive today than existed in all of the preceding eras of recorded history, there is, no doubt, also a greater variety and better representation of both experience types.

¹⁶⁷Rorschach, p. 118.

¹⁶⁸Jung, pp. 335-336.

Jung classifies the thinking of the scientific investigator with the technician and with the business man.¹⁶⁹ However, his opinion of the scientists of his day is expressed in a scathing criticism of them for their reverence of empirical data:

Because the contemporary scientific attitude is exclusively concretistic and empirical, it has no appreciation of the value of ideas, for facts rank higher than knowledge of the primordial forms in which the human mind conceives them. This swing towards concretism is a comparatively recent development, a relict of the Enlightenment. The results are indeed astonishing, but they have led to an accumulation of empirical material whose very immensity is productive of more confusion than clarity ... The predominance of empiricism not only means the suppression of active thinking, it also imperils the building of theories in any branch of science. The dearth of general viewpoints, however, caters to the construction of mythical theories, just as much as does the absence of empirical criteria.¹⁷⁰

Scientists do not fare very much better with Rorschach. In the middle of Rorschach's schema of experience types, is the "coartated type." These are the extremely rigid and unimaginative individuals who present neither kinaesthetic nor color determined responses on the Rorschach Test. These subjects are probably best described by the current popular euphemism, "up tight." They are the pedantic individuals

¹⁶⁹Jung, p. 342.

¹⁷⁰Jung, pp. 307, 315.

who actively and consciously control and suppress both their introversive and extraversive tendencies. Their lives are governed by a logic and self-discipline, which can be beyond the range of what could be considered "healthy common sense." Their entire life style is controlled, disciplined and arranged according to form. It is coartativity that Rorschach claims "is necessary if there is to be talent in the field of systematic scientific endeavor."¹⁷¹ He does, however, add that "coartative features may also be observed in ambiequal types."¹⁷² Men of genius who have developed to full measure all their capacities, also develop the self-discipline of coartation. While introversive and extraversive characteristics are inherent, disciplined thinking is an acquired faculty.¹⁷³

In all fields, from art to science, the individuals with the greatest combination of talents tend to be ambiequal, combining approximately the same proportion of introversive and extraversive characteristics.¹⁷⁴ The balance and combination of traits provides both a high degree of creativity and of practicality.

¹⁷¹Rorschach, pp. 37, 80, 83-84, 88, 92, 110.

¹⁷²Rorschach, p. 84.

¹⁷³Rorschach, pp. 79 and 87.

¹⁷⁴Rorschach, pp. 90, 108 and 112; Jung, pp. vii and 296.

Rorschach reports on a study of artists. "He found that as the individual tendencies moved from the ambiequal "center" toward extraversion, "art" tended to become "skill." These artists were outstanding craftsmen. In this group were commercial artists, decorators and impressionists who dealt with extrapersonal motives. All were essentially imitative, following the traditional and generally accepted styles and techniques of the day. On the other side of the schema, were the introversive artists who dealt with symbolism, who were more likely to be abstractionists, or what he called "futurists," and the expressionists who dealt with intrapersonal motives. He also found that the introversive artists tended to use less color, often resorting to black and white only, or to monochrome.¹⁷⁵ Rorschach found that all artists gave many kinaesthetic responses. An indication that, regardless of the experience type, there were also strong introversive tendencies.

In addition to the number and relative proportion of movement to color responses, another criterion used to evaluate the Rorschach Test protocol is the number and proportion of "original" responses as opposed to the more common or stereotyped responses. What Rorschach found was that the stronger the introversiveness, the more original responses. There was a definite correlation between the number of

¹⁷⁵Rorschach, pp. 107-115.

movement responses and the number of original responses and the variability of the responses.¹⁷⁶

The larger the number of original answers (within a limited optimum), the greater the wealth of associations and the greater the complexity of the associations. It is an indication of the ability to go beyond the obvious, to see beyond merely the objective stimulus. Jung attributes this to the ability, which he states is a characteristic attribute of all creative people and great artists, to interpose a subjective view between the perception of the object and the individual's responsive action and reaction.¹⁷⁷

Just as Rorschach contrasted the creative ability of the introversive artist with the reproductive ability of the extraversive artist, Jung applied a similar dichotomy to poets. He found that the extraversive poet confines himself to "copying reality," whereas the attitude of the introversive poet is abstracting and reflective. The extraversive poet is conditioned by the object, identifies and empathizes with the object. His poetry is a reflection of his own experience and does not go beyond that object.¹⁷⁸

¹⁷⁶Rorschach, pp. 88-89.

¹⁷⁷Jung, Psychological Types, pp. 373, 394-395, 401; Jung, "Psychology and Literature," Modern Man in Search of a Soul, pp. 152-172; Korchin, "Form Perception," p. 123; Rorschach, Psychodiagnostics, pp. 62-65.

¹⁷⁸Jung, Psychological Types, pp. 130-132, 506.

Where the extraversive poet gives supremacy to the object, the introversive poet gives supremacy to the idea. He reflects on the object, abstracts himself from the object. He is separate from that object, and takes the reader beyond it with him. The danger, as with all introversives, is that he may go so far beyond the objective reality that he will vanish in the fantasy world arising from the depths of his unconscious.¹⁷⁹

Rorschach attributes the very creation of poetry to an "active" introversive function. He describes literature that is "adaptable to everyone" as extratensive.¹⁸⁰

Rorschach also contrasts the skill of the two types in handling language. He attributes to the extraversive a technical skill and talent potential for handling language, but adds:

The extraverts may have extraordinary ability to handle language and ability in repartee though there is little "sense" or "feeling" for language. In the introversive, however, poor ability to speak may be combined with a deep "sense" for language. Those who actually contribute to languages, and the really great speakers must comprise both faculties. Such persons must fall in the ambiequal type.¹⁸¹

¹⁷⁹Jung, "Psychology and Literature," pp. 152-172; Jung, Psychological Types, pp. 68, 97-98, 131-135, 506.

¹⁸⁰Rorschach, pp. 82, 114.

¹⁸¹Rorschach, pp. 107-109.

In contrast to artists and poets, both Jung and Rorschach found that many musicians were extravertive. Jung tied the fact that a "surprising number" of extravertives practiced music to their desire to make a contribution to social life. Rorschach thought that technical skill and skill in the performing arts was generally more a function of reproduction than of creation.¹⁸²

In virtually all occupations, individuals of both types are found. As in other areas of life, the introvertive and extravertive approach, perform and handle the same job differently. Talents and creativity also change over the course of life.¹⁸³ The more enduring changes that occur with age are also reflected in differences in performance at various age levels. Thus, as a generality, the height of creativity is reached at about the age of thirty when introvertive tendencies reach their height. From about the age of forty, the age at which introversion begins to decline and extravertive traits increase, there tends to be less creativity and more practicality. Talents at this stage of life become more technical, more reproductive, with a tendency for the individual to imitate either his own earlier work, or to be more skillful in reproducing and carrying out

¹⁸²Rorschach, pp. 108-109; Jung, p. 160; Singer, "Experience Type," p. 237.

¹⁸³Jung, p. 343.

the ideas and work of others than in creating new productions.¹⁸⁴

There is also some amount of fluctuation in experience type due to changing moods, but the effects of these changes are generally of short duration.

A Contrast in Experience Types: Einstein and von Neumann

The headline over an article in the New York Times about the mathematician, John von Neumann, read: "Genius Who Was an Extravert."¹⁸⁵ Three months earlier the New York Times had carried a series of articles about an "introvert," Albert Einstein, a colleague of von Neumann's at the Institute for Advanced Study in Princeton, New Jersey.¹⁸⁶ Nowhere in that article did the word "introvert" appear. For most people, in our predominantly extraversive American culture, the word "extravert" is acceptable, but the label "introvert" carries with it pejorative overtones.

Apparently von Neumann was indeed extraversive. The description in the article is very much in line with the Jung-Rorschach model of the extraversive type. He is

¹⁸⁴Rorschach, pp. 95-96, 106, 110-111, 118 and 182.

¹⁸⁵Boyce Rensberger, "Genius Who Was an Extravert," New York Times, June 27, 1972, sec. 2, p. 43.

¹⁸⁶Walter Sullivan, "The Einstein Papers," New York Times, series of three articles, March 27, 28 and 29, 1972.

described as being "warm and outgoing," "dazzling," "full of life," "always the center of attention at parties," and "constantly full of energy." He is contrasted with Einstein who is described as a "recluse." These may be but superficial observations and as such insufficient evidence on which to conclude how the individual experiences life. Both Rorschach and Jung note the effect of discipline and learned behavior that individuals use in their day-to-day adaptation to the environment.

Von Neumann's predominantly extravertive thinking and attitude and Einstein's introvertive characteristics are very much in evidence.

Von Neumann is quoted as having predicted that "the computer would keep scientists honest because it required that a scientific problem be formulated in terms meaningful to a computer -- terms that would therefore be logical." This is very much an example of the extravertive attitude which insists that one deal with factual or concrete data and avoid generalities. Anything that cannot be documented and classified must be discarded.

In contrast, Albert Einstein, expressed his attitude in a letter written to a young soldier: "Truth in physical matters can, of course, never be founded on mathematical and logical considerations alone ... You are asking further whether it is possible to give a perceptual interpretation

(imagination) (sic) of a finite space. This can be easily done ..."¹⁸⁷ Einstein infers that we must go beyond the objective data for our answers. Elsewhere, he describes the use of probabilities as "an incomplete description of the truth."¹⁸⁸

Jung, in a chapter entitled, "The Type Problem in Modern Philosophy" describes contrasting attitudes which help explain the differences between the approaches of these two great scientists:

Science therefore, can concede to reason, fantasy, etc. no right to independent existence as long as it maintains that the only things that really exist are elementary facts perceived by the senses. But when, as with the introvert, thinking is oriented by active apperception, reason, fantasy, and the rest acquire the value of basic functions, of faculties or activities operating from within, because for him the accent of value lies on the concept and not on the elementary processes covered and comprised by the concept. This type of thinking is synthetic from the start. It organizes the stuff of experience along the lines of the concept and uses it as a "filling" for ideas. Here the concept is the agent by virtue of its own inner potency, which seizes and shapes the experienced material. The extravert supposes that the source of this power is merely arbitrary choice, or else a premature generalizing of experiences which in themselves are limited ... For the active thinking type draws the energy for his thought processes neither from arbitrary choice nor

¹⁸⁷From a letter dated February 12, 1945, to a United States Army private who had asked how the universe could be of finite dimension, New York Times, March 29, 1972, p. 20.

¹⁸⁸Letter written in 1927 to Ernst Cassirer at the University of Goteberg in Sweden, New York Times, March 28, 1972, p. 33.

from experience, but from the idea, from the innate functional form which his introverted attitude has activated. He is not conscious of this source, since by reason of its a priori lack of content he can recognize the idea only after he has given shape to it, that is, from the form his thinking imposes on the data of experience. For the extravert, however, the object and the elementary process are important and indispensable because he unconsciously projects the idea into the object, and can reach the idea only through the accumulation and comparison of the empirical material. The two types are opposed in a remarkable way: the one shapes the material out of his own unconscious idea and thus comes to experience: the other lets himself be guided by the material which contains his unconscious projection and thus comes to the idea. There is something intrinsically irritating about this conflict of attitude, and, at bottom, it is the cause of the most heated and futile scientific discussions.¹⁸⁹

The manuscripts, letters and papers of Albert Einstein present the prototypical introversive experience type. In scientific circles he fought a long, lonely battle for his theories which the leading scientists of the day found unacceptable, mustering against him an accumulation of the then "known" facts. He could not, at that time, prove he was right, but he stubbornly held on to his concepts. At one point he said he would "rather be a shoemaker than rely on statistical averages." Einstein always began with the concept and then searched for the empirical data to bolster, -- or as Jung quoted above states, -- to be used as a

¹⁸⁹Jung, pp. 310-311.

"filling" for his theories. In pursuit of his ideas, he was indeed obstinate, headstrong and quite unamenable to influence.

His quantum theory and theory of relativity were conceptual revolutions. He repeatedly expressed the opinion that major advances in science owed much to intuition and to the scientist's being sympathetically in touch with experience. He relied on his intuition; he relied on his insight. Because of this attitude and his gift for abstraction, he was able to break free from the methods of thought that prevented others from recognizing the limitations of those concepts that he was concerned with, of space, time, light, mass and energy, and which are rooted in the limited capabilities of direct human experience.

Jung defines intuition as "the function of unconscious perception" and states that this is the function most repressed by the extravertive.¹⁹⁰ The extravertive considers himself "reality oriented" and since the majority of Western society is extravertive, this type of reasoning is generally regarded as the more rational. While intuition is an unconscious mediator of perception and is not rational in the sense that it is not objectively derived, nevertheless, inasmuch as our unconscious coexists with us and is constantly undergoing transformations as a result of our current

¹⁹⁰ Jung, pp. 363, 453-454.

experiences, intuitive perception can supply certain data which may be of utmost importance to the understanding of the world providing that the intuitions afterwards are broken down into their component elements and their origin brought into harmony with the laws of reason. It is this final step that differentiates the genius from the crackpot.

In an unpublished essay entitled, "The Fundamental Idea of General Relativity in its Original Form," Einstein described as "unbearable" theories of the day that did not agree with his convictions; in the same essay, recounting how his own theory gelled, he writes, "there came to me the happiest thought of my life."¹⁹¹ Throughout his writing, we find very strong emotions tied to ideas. Typically introversive, on the one hand he passionately held on to and fought for his theories against all outside opposition, and at other times so lacked self-confidence that he even questioned whether his theory of relativity was accurate.

Rorschach found that introversives were predominantly kinaesthetic in "perceptive type" and in the type of imagery they experienced, while extravertives were predominantly auditory and motor-lingual in perception and imagery.¹⁹²

¹⁹¹ circa 1919.

¹⁹² Rorschach, pp 104-109; Roland Kuhn, "Some Problems Concerning the Psychological Implications of Rorschach's Form Interpretation Test," in Rorschach Psychology, ed. by Maria A. Rickers-Ovsiankina, (New York: John Wiley & Sons, Inc., 1960), p. 336.

In Einstein's collected papers, he is described as having, from infancy, thought in abstract concepts rather than in words. In discussing the genesis of his ideas, Einstein is quoted as saying that his thoughts did not come in any verbal formulation. "I rarely think in words at all. A thought comes and I may try to express it in words afterward." Elsewhere he puts it: "The words or the language as they are written or spoken, do not seem to play any role in my mechanism of thought." He said he formulated his ideas in "physical entities." ... "The above mentioned elements are, in my case, of visual and some of muscular type. Conventional words or other signs have to be sought for laboriously only in a secondary stage when the mentioned associative play is sufficiently established and can be reproduced at will."

In discussing one of his "thought experiments," Einstein said that he imagined himself riding through space, so to speak, astride a light wave and looking back at the wave next to him. In this kinaesthetic imagery, he did not see what he should have seen according to the accepted formulations of the time. This thought experiment eventually developed into his theory of relativity.

Rorschach attributes to the extraversive an ability to handle language and an ability to handle repartee, but states they lack the "sense" or "feeling" for language which is an introversive characteristic. Also attributed to

the introversive is an ease of language development.¹⁹³ Jung too, in comparing introversive and extraversive poets, attributes to the extraversive the ability "to express the most superficial levels of the unconscious in a suitable form" easily grasped by the masses. But to the introversive, he attributes the talent of always being able to fathom and express the depths of the collective unconscious, and to "voice aloud what others only dream," that they "voice rather more clearly and resoundingly the unconscious knowledge that all men know."¹⁹⁴

Einstein, though he had been unable or unwilling to speak until the age of three, though his thoughts and imagery were non-verbal and had to be, according to him, translated with effort into words, was not in any way handicapped in the use of words or in expressing himself verbally. He carried on a voluminous correspondence on a wide range of subjects: scientific, personal and political. He published 274 scientific papers and 333 papers of general content, and left behind an enormous collection of unpublished articles, lecture notes and notebooks. He had a proclivity for composing limericks and loved little verses. In his guest book at his country home in Germany, he drew a German traffic

¹⁹³Rorschach, pp. 108-109; Singer, p. 250.

¹⁹⁴Jung, pp. 190-191.

sign forbidding inscriptions in prose. Yet at one point in Germany, he failed to get into the university because he could not master a second language.

Rorschach also attributed to the introversive experience type a "rhythmic sense" of language, but to the extraversive the talent of being a linguist.¹⁹⁵

Typical too of the introversive, Einstein's papers indicate a wide range of interests from science to poetry, philosophy, psychology, music, politics and more. He was a man of many parts and each part is reflected in his papers. He was an amateur but serious violinist. He was an impassioned humanitarian and an internationalist with a long involvement with politics, peace efforts and world events. He had expressed vehement dissent against World War I and got into difficulty in Germany in 1915 because he saw in patriotism what he considered aggression. As an internationalist even then, he was politically out-of-step. In 1944, in the midst of World War II, he proposed a mobilization of the world's physicists with political influence, including two Russians, to prevent a post-war weapons race. After the war he devoted much of his time and effort to achieve a ban on nuclear weapons. He was horrified that the fruits of his theoretical work might be used for the mass destruction of human life.

¹⁹⁵Rorschach, p. 108.

He contributed to the founding of Israel, but turned down their nomination of him for president. He found the cult of the individual embarrassing, and had no need to promote himself in the public eye and disliked publicity or notoriety of any kind. Even at the end, he requested that he be cremated without any ceremony.

He never adapted to his environment. Even in his early years in school, where teaching was by rote and by words, he could not work within the regimented system, and his teacher said "nothing good could ever come of him." He did not flourish until he got into a more liberal teaching environment. He had difficulty in learning, but when his uncle began to challenge him with mathematical puzzles, he began to blossom. He set about proving the Pythagorean Theorem by a method of his own which was quite different from the orthodox proof. When he taught in Switzerland, he stood out like a sore thumb with his disheveled hair and clothes in the midst of their peaceful, clean and well-ordered society. Politically he was always out of step and was alternately accused of being a radical, a rebel and a naive idealist.

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CHAPTER IV
THE PEOPLE NEXT DOOR

Purpose of the Study

The purpose of this investigation was to test the ability of the introversive/extraversive personality model, presented in Chapter III to explain and predict patterns of consumer expenditures of discretionary time and money.

The theory forwarded in this dissertation is that the patterns of social and political behavior, of media preferences, and of consumption of marketing goods and services are an indication of the way an individual perceives and habitually adapts to his environment. It is believed that an understanding of the personality characteristics underlying these behavioral lifestyles can aid the marketer in segmenting his market, and in identifying and communicating with his customers and potential customers.

Within this framework, three hypotheses were developed:

a) that reading a selective, idea-oriented magazine is in itself indicative of a lifestyle, and as such is a reflection of the individual's personality type. Readers of such magazines are more likely to follow introversive lifestyle patterns than are non-readers;

b) that the extent to which an individual is involved in civic and community activities, and especially those altruistic or "do-good" activities which attempt to monitor and/or change society is a reflection of that individual's personality type. It is therefore hypothesized that an "Index of Involvement" constructed from a number of different such activities can be used to classify people, and that those scoring high on the "Index of

Involvement" are more likely to follow introversive lifestyle patterns than those with zero or low indices;

c) that heavy viewers of television are more likely to follow extraversive lifestyle patterns.

Questionnaire Design

Because of the large variety of data needed, and the limitations on length imposed by a mail survey, a structured questionnaire was designed composed mostly of short, dichotomous questions. The questionnaire, presented as Exhibit IV-2, gathered the following data:

- a) demography
- b) civic and community activities and involvement
- c) aesthetic and cultural interests
- d) leisure time activities
- e) marketing data
- f) media patterns

It was not the purpose of this study to obtain detailed or projectible data in any area. An attempt was made, however, to obtain sufficient data to establish patterns of behavior.

The purpose of the study was disguised. It went into the field a few months before the 1968 Presidential election, and respondents were advised that it was a "nationwide study of political and social activity." The opening questions, designed to capture the respondents' interest, dealt with their preferences among the current Presidential nominees. It was hypothesized that extraversive respondents would prefer those candidates who favored the status quo, while

introversives would prefer those who advocated humanistic goals such as peace in Vietnam and social welfare reforms. No hypotheses were made, however, about political affiliation or how the respondents voted, although it was thought that introversives would be more likely to be independents.

In order to establish an "Index of Involvement," questions on political and community activities were scattered throughout the questionnaire. Two questions about writing for publication were included in this group because exploratory research had indicated that writing for publication and speechmaking were closely allied. Membership and activity in organizations was also considered to be a part of involvement.

In addition to the hypotheses about involvement, selective magazine reading and television viewing, a priori judgments based on the model were made about most of the other items on the questionnaire.

The following activities were hypothesized to be more likely a part of the introversive lifestyle pattern:

- Listen to music on FM radio
- Attend a concert
- Spend more than \$10 on phonograph records
- Advise about records, books, hi-fi equipment
- Buy tape for a tape recorder
- Buy an original painting or sculpture

- Write a book, submit an article for publication
- Own a typewriter

- Play tennis, go sailing, own snow skis

- Have a cocktail before dinner
- Drink or serve wine with dinner
- Buy a California wine that cost more than \$1.50
- Advise about a good restaurant

Move to a different home
 Travel by airplane
 Rent a car
 Take a trip to another Continent
 Take a winter or "off-season: vacation
 Own a vacation home
 Own a valid passport

Subscribe to Harper's, The Atlantic, The Reporter
 Read New Yorker, Saturday Review, Esquire, Holiday,
National Geographic

Read a professional journal
 Take a course of instruction

Buy mutual funds
 Buy and/or sell stock
 Advise about investing in a stock
 Advise about a job or career

In addition to questions about the amount of time spent watching television, respondents were asked about having viewed eight specific television "Specials." Of these, four were of a higher intellectual caliber than the usual American television fare. The purpose of this question was to determine if introverts would be more attracted to television if the programming orientation was changed.

With the exception of these four shows (The Lonely Dorymen, The Hungry American, Rehearsal for D-Day, How Life Begins), television viewing and ownership of color TV sets was hypothesized to be part of the extravertive behavioral pattern, as were the following activities:

Own wall-to-wall carpeting
 Advise about redecorating a house
 Paint your own house or apartment
 Complete a "do-it-yourself" project around
 the house
 Do a repair job around the house
 Own power tools
 Make a dress or knit a sweater

Read Popular Mechanics

Go to a "home demonstration" party (e.g. Tupperware, Stanley Home Products, etc.)

Own electric hair dryer

Spend more than \$500 on jewelry

Advise about buying a new car

Advise about repairing a car

Attend religious services

Read Reader's Digest

Go to a ball game

Play golf

Own a bowling ball

Own shotgun or rifle

Go fishing, own an outboard motor.

There were a number of items included on the questionnaire about which no prior judgments could be made. In some cases this was because there just was not enough known about the needs filled by the activity. In others, it was believed that while both groups might participate in the activity, the needs that would be filled would be different. Unfortunately, in most of these cases, there was not sufficient opportunity within the limitations of this questionnaire, to go beneath the surface.

A question was asked about newspaper readership. It was believed that for the extravertives, newspapers filled at least two needs: they served as a bridge to the community, and filled the extravertive need to gather concrete facts. As such, it was theorized that possibly extravertives would read more newspapers than the introvertives. For the introvertive, newspapers would serve the same function as

other reading: the stimulation of ideas. From previous research, it was known that Life had an across-the-board appeal.¹ It was supposed that Look would have a slightly down-scale, but similar profile, as would newspapers collectively.

Mandated time was another area of exploration. Both Jung and Rorschach had discussed the danger of the extravertive businessman becoming so caught up in the demands of his business that there is room for nothing else.² For the extravertive this has been interpreted as being absorbed by the object. The introvertive can be equally absorbed by an idea. In terms of mandated time, the net result may be the same.

Sending flowers, jogging, owning a water pick and doing a crossword puzzle were included as much to maintain the respondent's enjoyment of the questionnaire as to gain information. No prior theories were made concerning these items.

Camping was considered to be bimodal. It permits the introvertive to withdraw to his lonely island, and provides an outlet for the physical energy of the extravertive.

¹Harper-Atlantic Sales, Inc., Media Habits of Important People, September 1959.

²Rorschach, Psychodiagnostics, p. 118; Jung, Psychological Types, pp. 335-336.

Playing the piano also was hypothesized to satisfy both: for the introversive it can be an aesthetic experience, for the extraversive, an opportunity to show off and to please others.

Dining out was another area believed to appeal to the two groups for different reasons. This could satisfy the extraversive's social needs -- the need to be with people and in the midst of noise and hubbub. The introversive, it is believed, would more likely seek the experience of gourmet food.

Finally, it was not known whether giving advice on where to spend a vacation was a reflection of extraversive experience-sharing, or of the introversive's greater interest in the subject, or his need to fantasize. A part of the introversive's attraction to magazines such as Holiday and National Geographic was attributed to the fantasy world of the armchair traveler.

Sample Design

To test the hypotheses, it was necessary to develop a sampling plan which would include individuals with similar demographic characteristics but with different lifestyle patterns. The universe from which the sample was to be selected would also have to be above average in income since the main concern of the investigation was the allocation of discretionary time and money. It was necessary for the sample to include individuals who were involved in

community and civic activities --- a segment of the population known to be smaller in number than the uninvolved segment.

The sampling plan therefore started with the selection of a universe whose population was known to be consumers of print media, and among whom could be found a large number of individuals involved in civic, political and cultural activities, as determined by previous research.

The universe selected consisted of the subscribers to three selective magazines: Harper's, The Atlantic and The Reporter. In order to make a comparison between this group and individuals who could be expected to share some of the same surface characteristics such as age, income, family composition and the like, an experimental design was devised wherein a second sample was drawn of rigorously defined next-door neighbors.

Sample Selection

First Stage: Selection of Test Cities

A list was obtained from R.L. Polk & Company, the principal publishers of street directories in the United States, of all the City Directories published by them in the previous six months. A card deck was made from this list. Each card represented a city of more than 50,000 population. These cards were sorted into three city-size groups:

50,000 - 99,000
 100,000 - 249,999
 250,000 and over.

Each of these three groups was then further subdivided into four geographical areas:

North	- New England and Middle Atlantic
Mid-West	- East and West South Central
South	- South Atlantic, East and West South Central
West	- Mountain and Pacific

Within each of the resulting twelve cells, the cards were serialized, starting with No. 1 in each cell. Using a table of random numbers, one city in each cell was selected.

Second Stage: Selection of Magazine Subscriber Respondents

The names of all subscribers to Harper's Magazine, The Atlantic and The Reporter in these twelve cities were printed on IBM cards.

The total circulation of each magazine was stratified on the basis of the three city size groups and four geographical areas. On this basis, a systematic random sample was drawn from each of the thirty-six sets of subscriber cards. In each set, the systematic random sample drawn amounted to 150 percent of the required figure. The additional 50 percent was drawn to cover those cases where a) the subscriber, though apparently within the postal definition of the city, was outside the area covered by the R.L. Polk Directory; and b) cases where the subscriber address was clearly something other than a private residence, e.g. a business or institution.

The total number of such cases was 302 for condition

a), and 165 for condition b).

On this basis, one thousand magazine subscribers were drawn into the sample.

The structure and distribution of the sample is presented on Exhibit IV-1.

Third Stage: Selection of Next-Door Neighbors

For each subscriber name, the next succeeding name in the R.L. Polk Directory was chosen as the appropriate neighbor. In the following cases the immediately preceding name was used instead:

- 1) Where the subscriber's name was the last name listed in an apartment house or on a street, so that the next subsequent name might not be a neighbor.
- 2) Where the neighbor household originally chosen did not contain a person of the same sex as the subscriber.

Method of Collecting the Data

To obtain a maximum amount of data within the limitations of the budget, the study was conducted by mail.

A transmittal letter was sent with each questionnaire describing the study as "a survey to gather information on the political and social activities of American families." The mailing was sent on July 1, 1968, a period during which the campaign for the U.S. Presidency was the major item in the news. The transmittal letter placed great emphasis on the importance of responding so that an accurate and composite picture of all U.S. households would be obtained (Exhibit IV-3).

To increase response, a \$1.00 incentive was included with each questionnaire. Two weeks after the first mailing a postcard reminder was sent to each respondent (Exhibit IV-3).

Each questionnaire bore an identification number printed in invisible ink and legible only under an ultraviolet ray lamp. This number was used to identify the sample from which each respondent had been drawn. In all other ways, the identification of respondents has been held confidential and anonymity maintained.

This effort netted a return of 1,225 completed questionnaires by July 29, 1968, four weeks after the original mailing. A total of sixty-six questionnaires had been returned by the Post Office as "undeliverable." The net mailing thus consisted of 985 magazine subscribers and 949 next-door neighbors. Returned questionnaires were received from 697 subscribers, a completion rate of 69.7 percent, and 538 neighbors, a completion rate of 56.7 percent.

The final sample, on which the analyses were based, was not matched subscriber-to-neighbor, but treated as two independent random samples taken from two different populations. Most of the data collected were based on Yes-No dichotomies. However, since both segments of the sample were large, it was assumed that the data would approach a normal distribution and that the more powerful parametric tests could be used to test the differences between the two groups. In making these tests, the finite population

correction factor was not applied as each sample represented but a very small percentage of the total population from which it was drawn.

The difference of 13 percent in response rate is statistically significant. The transmittal letter had stated that the purpose of the survey was to "gather information on the political and social activities of American families." Research on the response to mail surveys has shown that the subject matter of the survey may itself introduce bias inasmuch as the stronger the individual's interest in the subject matter, the more likely he is to respond.³

Thus, it may be inferred that respondents in both samples were more likely than non-respondents to be interested in "political and social activities" -- the stated subject matter of the survey. Since the response rate among the magazine subscribers was significantly higher than among the next-door neighbors, this may be attributed to an even stronger interest on the part of the magazine subscribers.

³William S. Blair, "How Subject Matter Can Bias a Mail Survey," Media/scope, Vol. VIII, No. 2, (1964), pp. 70-72.

Analysis of the Data

Demography

Although there was a significant difference in the response rate between the two groups, the geographic distribution was similar (Table IV-1). A chi square analysis showed that there was better than 77 percent probability that differences could be attributed to random variation. For some reason, the response rate from West Palm Beach, Florida, was twice as high for Subscribers as for Neighbors.

The distribution between male and female respondents was almost identical in the two groups (Table IV-2). This was to be expected as the R.L. Polk Directories permitted matching on the basis of sex as well as address.

Three quarters of each group were between the ages of 25 and 64. Within this age range there was no significant difference in the distribution (Table IV-3). There was however, a significantly higher proportion of Subscribers under 25 and of Neighbors over 65. As a result there was also a statistically significant difference in the median age of the two groups -- 42.2 versus 47.5.

There was also a significant difference between the two groups in the percentage of married and of single respondents, but not in the category of widowed, separated, or divorced (Table IV-4). This difference, however, does not necessarily indicate that the composition of the households in the two groups are dissimilar, but may be

attributable to subscriptions being in the name of unmarried adults living with parents. The method of selecting the sample did not allow for identification of non-heads of households. Inasmuch as the largest portion of each group was married, and since most of the questions dealt with household possessions or household activities, no allowance has been made for this difference.

Tables IV-5 through IV-8 present the occupation breakdowns of the heads of households. There are significant differences throughout. Neighbors had a higher proportion in business and industry; Subscribers a higher proportion in the professions. They both had the same share of managers and department heads, but Neighbors had a higher proportion of top executives -- company officers, owners, partners. This is as predicted: the combination of practicality and industriousness of the extravertive is particularly suitable for business. And, as predicted, Neighbors were more than twice as likely as Subscribers to be salesmen.

Of the Subscribers who were in industry, more than one-fourth were in professional occupations. This was almost twice the rate of the Neighbors (Table IV-7). Of the professionals among the two groups who were not in industry, there were no significant differences except for jobs in education. Here, Subscribers had an almost two-to-one lead (Table IV-6). Jung stated that introverts made poor

teachers, but did not say they were not attracted to teaching.⁴ In fact, because they are attracted to humanistic pursuits, one could justify this high percentage.

Because the introversive personality type is intensely interested in psychosocial relations, Rorschach had suggested that they tend to be in occupations such as psychologists, social workers and teachers. He also suggested that since they are highly creative and subjective, they also become writers, editors and copywriters. These categories accounted for 17.1 percent of the Subscribers as compared with 5.9 percent of the Neighbors. This accounts for the full difference between the two groups in all professional occupations.

While the Rorschach Test has been used in vocational guidance, the individual does not always have the choice to enter the occupation for which he is best suited.⁵ Jung noted that in virtually all occupations individuals of both types are found.⁶

⁴Jung, Psychological Types, p. 327.

⁵Goldie Ruth Kaback, Vocational Personalities: An Application of the Rorschach Group Method, Teachers College, Columbia University, Contributors To Education, No. 924, (New York: Bureau of Publications, Teachers College, Columbia University, 1946).

⁶Jung, Psychological Types, p. 343.

Table IV-6 shows the types of industries and professions in which heads of household are employed. Two categories account for most of the difference between the two groups:

	<u>Subscribers</u>	<u>Neighbors</u>
Wholesale, retail	6.8%	10.6%
Communications, transportation, public utility, construction	3.1	6.4

If these two categories were eliminated, the portions of Subscribers and Neighbors in business and industry would be almost identical, and the types of industries would also be the same.

From the occupation data it cannot be inferred that there is a difference in achievement of either group, but only that the Subscribers may be more likely to pursue careers which require more education or technical training.

This is borne out by Table IV-9 which shows education of household head. Subscribers have a significantly higher portion of household heads with college education. Here, too, as with the age distribution, the difference is in the skew of the curve. The largest portion of respondents from each group accumulate at the same educational level. For each group, just over fifty percent fall into a category of having some college, but less than a postgraduate degree. The large differences are in the tails of the curve: Subscribers are more than twice as likely to have postgraduate degrees (34.7 percent to 14.9 percent), and

Neighbors more than twice as likely not to have attended college at all (34.8 percent to 14.3 percent).

This is the main demographic difference between the two groups. Just as the combined talents of the extravertives are particularly suitable for business, so the combined talents of the introvertives -- their exaltation of the intellect, their love of ideation, their ability to deal with abstractions and ambiguity, -- are motivations for education, not just for job preparation, but for the sake of education itself.

This might also be inferred from the fact that there is not much difference in income between the two groups. Income data are presented on Table IV-10. Here again, the major difference between the two groups is in the skew of the curve, with the Neighbors having a significantly larger proportion at the bottom of the curve. Unlike the previous comparisons, however, the top of the pyramid is almost identical, with just over 14 percent of each group showing household incomes of \$25,000 and over. The Subscribers, however, show a significantly higher proportion in the \$20,000 to \$24,999 category or the combined \$15,000 to \$24,999 range. This accounts for most of the difference between the two groups. Thus, although there is more in common than is different between the two groups, because of the skew of the curve, there is a significant difference in the Median Income, with Subscribers showing a higher median (\$12,866 to \$11,230).

Mandated Time

In addition to the traditional demographic data, information was gathered about the mandated time of household head -- that time spent at his principal job, on other activities related to that job, or on other income-producing activities.

Although it had been anticipated that there might be significant differences between the Subscriber and Neighbor groups, no meaningful differences were found. Gainfully employed Subscriber household heads averaged 48.5 hours per week in mandated time and Neighbors 48.8 hours per week. This is considerably above the U.S. average of 37.8 hours per week for non-agricultural workers, but in line with the U.S. average for executive and professional personnel. This may be evidence of the similarity in occupational status of the two groups.

The data are presented in Tables IV-11 and IV-12. Elsewhere in the questionnaire, respondents were asked if during the past month they had taken work home, with these results:

	<u>Subscribers</u>	<u>Neighbors</u>	<u>z</u>
Took work home	52.7%	38.1%	5.09

The summary table (Table IV-12) also shows that Subscribers spent somewhat more time at "other" job related activities and Neighbors more time on "principal" job activities. While the total mandated hours were the same, the fact that one takes work home more than the other may

indicate different attitudes toward work. Future research might also inquire into entertainment as part of a job related activity.

In summary the experiment was designed to provide two samples with "similar" demographic characteristics but with different life style patterns. Although the demographic characteristics of these two groups are not identical, there is sufficient communality to indicate that the two populations sampled are indeed from similar economic strata and that differences in purchasing behavior cannot be attributed to demographic differences.

Who is Asked for Advice

An exploratory question was asked about whether friends or relatives sought respondent's advice on specific subjects (Table IV-13). It was hoped that the findings would show that those who are asked for advice are regarded as leaders by friends. Jung had stated that while introverts were poor teachers because of their tendency to just "dump" their ideas on the world, that others did follow the example of their independent lifestyles.⁷

While cross-analysis of these data indicates this area may merit further research, the only inference that may be deduced from this study is that "yes" answers to

⁷Jung, Psychological Types, pp. 327-330.

this question probably reflected an interest in the subject matter on the part of the respondent. It may also be that, given a strong interest in a subject, the individual considers his own opinion "expert" and perceives that people are asking for his advice.

While no conclusions can be drawn about the value to marketers of this measure, the pattern of interest demonstrated by each group is similar to the behavioral lifestyle patterns found in the rest of the survey. Subscribers were more apt to have been asked for advice about whom to vote for, about books, records and hi-fi, about a good restaurant and a job or career. The Neighbors, who had been hypothesized as being more home-oriented and more materialistic, were asked for advice about redecorating a house and repairing a car.

No differences were found in advice about bringing up children, buying a new car, investing in a stock or where to spend a vacation.

Marketing and Leisure Time Activities

Tables IV-14 through IV-19 present the findings on marketing and leisure time activities in the same order and format as the questions appeared in the questionnaire. In order to obfuscate the purpose of the survey and to maintain the respondent's interest while gathering a broad assortment of data, each question covered a variety of activities, and the questions were ordered on the basis of

"last week," "last month," "last year," etc. To facilitate analysis, the marketing and leisure time data are summarized on Tables IV-20 through IV-22. Table IV-20 shows those activities in which Subscribers were more likely to participate; Table IV-21 presents those activities in which Neighbors were more likely to participate; and Table IV-22 those activities for which no statistically significant differences were found.

The Culture Consumers. - There were ten measures of culture-related activities:

- Spent more than \$10 on phonograph records last month
- Gave advice on what records to buy
- Gave advice on buying hi-fi equipment
- Bought tape for a tape recorder
- Attended a concert
- Plays the piano
- Listen to music on FM radio
- Bought an original painting or sculpture
- Member of a cultural organization
- Officer or committee member in a cultural organization

Both Jung and Rorschach had agreed that culture was a product of introversion and civilization a product of extraversion. With the exception of "playing the piano," it had been hypothesized that Subscribers would more likely be consumers of culture than Neighbors, and there were significant differences in favor of Subscribers on every one of these cultural measures. Proportionately the highest differences occurred on: membership and activity

in a cultural organization, bought an original painting or sculpture, attended a concert, and gave advice on buying hi-fi equipment.

No prior hypothesis was set up about playing the piano. Both Jung and Rorschach had considered this an extraversive activity: Rorschach believed it was a reproductive skill, Jung that it satisfied the extraversive's need to be socially attractive. Social customs have changed in the fifty intervening years. Non-professional piano playing is much more likely to be performed today for one's own satisfaction than as a social grace. As such, today it may be more of an introversive leisure time pursuit than in Jung and Rorschach's day.

Participation in Sports. - Physical activity is of course, one of the main characteristics of the extraversive experience type. Rorschach also noted that the extraversive generally showed an interest in sports and especially those that are considered "masculine." While the introversive was described as being considerably less physically oriented, there is no reason to assume, especially with his diverse interests, that he would totally disdain all physical activity. Rorschach had attributed to the introversive a good sense of "rhythm."

Respondents were presented with questions about ten participation sports and one spectator sport. Some of these had been hypothesized to have greater appeal to the

introversive, others as appealing to the extraversive. Camping was believed to appeal to both, and no a priori judgment was made about jogging.

<u>Extraversive Sports</u>	<u>Intraversive Sports</u>
Golf	Tennis
Bowling	Skiing
Fishing	Sailing
Own outboard motor	
Own shotgun or rifle	

Respondents were also asked whether they had attended a ball game in the past year.

In addition to fulfilling his need for physical activity, it was believed that golf and bowling would fill the extraversive's need for social rapport and provide him with a safe outlet for his aggression. Both of these sports had significantly higher participation by Neighbors than by Subscribers. It was believed that the introversive would resist fishing, hunting and owning guns for humanitarian reasons. Neighbors were significantly higher on owning an outboard motor (associated with noise and fishing) and on fishing. Although Neighbors were also higher for owning a shotgun or rifle (30.5 percent to 26.2 percent), the difference was not statistically significant at the five percent level.

Three sports were hypothesized to have greater appeal to the introversive personality. Skiing and sailing were judged to provide him with the opportunity to withdraw from social interaction; tennis and skiing were judged to

appeal to his sense of rhythm. The differences on all three were in the predicted direction, but the difference on sailing was not statistically significant (10.3 percent for Subscribers, 7.8 percent for Neighbors).

Going to a ball game was hypothesized to be social and to be "masculine" and therefore to have greater appeal to the extravert. The actual findings showed no difference between the two groups.

As had been predicted, there was no significant difference between the two groups in owning camping equipment, although it is believed that it serves a different purpose for each group. Finally, no prior hypothesis was made about jogging -- a relatively new popular sport. Subscribers were more than one and a half times as likely to jog as Neighbors. This too, in its way, is a rhythmic, but "loner" sport.

Travel, Vacations and Mobility. - It was hypothesized that with the introvert's enjoyment of new and unique experiences, he would be more likely to travel than the extravert. And, with his need for a lonely island, his need to withdraw, it was supposed that he would also be more likely to own a vacation home. No hypothesis was made about having given advice on where to spend a vacation. The questionnaire contained the following measures of travel, vacation and mobility:

Move to a different home
 Travel by airplane
 Rent a car
 Take a trip to another Continent
 Take a winter or "off-season" vacation
 Own a vacation home
 Own a valid passport
 Advise about where to spend a vacation

On five of the above eight measures, there were significant differences in favor of Subscribers. On the following three measures, although in the predicted direction, the differences were not statistically significant:

Own a vacation home
 Took a winter or "off-season" vacation
 Advise about where to spend a vacation

Here again, the findings may be blurred because of the superficiality of the measuring instrument. "Off-season" vacations may include both trips to undiscovered beaches and to very social resorts. A vacation home may fill the need for "family togetherness" for the extravertive as well as provide an escape from society for the introvertive.

Dining and Drinking. - It had been hypothesized that there were two aspects to dining and drinking: a "social" aspect, and an "experience" aspect. As such, two types of questions were asked. The following were considered more home-oriented and more likely to fill the extravertive's social needs:

Entertained guests at home last week
 Had an outdoor barbecue
 Baked a cake

The following were believed to come closer to covering the "experience" aspects of dining:

- Have a cocktail before dinner
- Drink or serve wine with dinner
- Buy a California wine that cost more than \$1.50
- Advise about a good restaurant

No hypothesis was made about having had dinner at a restaurant, assuming that each segment may have dined out to fill different needs.

On each of these measures, the results were as hypothesized.

Home Furnishing and Improvements. - It was hypothesized that the extravertive would be more concerned with the material aspects of the home -- both in terms of the accumulation of objects, and in maintaining the "beloved" objects. It was hypothesized that "do-it-yourself" projects would also satisfy his need to keep busy. Eight home-oriented questions were asked;

- Own wall-to-wall carpeting
- Own color TV
- Advise on redecorating a home
- Paint own house or apartment
- Complete a "do-it-yourself" project around the house
- Do a repair job around the house
- Own power tools
- Went to a "home demonstration" party

On all eight measures Neighbors had a higher incidence than Subscribers. On two of the measures, the differences were not statistically significant: complete a "do-it-yourself" project and own power tools. It is

interesting that on what had been considered similar activities -- paint own house, and do a repair job around the house -- the differences between the two groups were significant. Perhaps each group worked on different types of "do it yourself" projects.

Investments. - It was hypothesized that the introverted, with a better time perspective, more planfulness and the ability to set long-range goals, would be more likely to have invested in mutual funds, and to have bought and/or sold stock. The hypothesis was verified by the findings. However, there was no significant difference between the two groups on having been asked for advice on investing in a stock.

Automobiles. - From previous research, it was known that there was very little difference in ownership of domestic cars between the two groups. In general, Subscribers are more likely to own imported cars and Neighbors somewhat more likely to own high-priced American cars. It was, however, hypothesized that Neighbors would be more interested in discussing cars. The findings show that Neighbors were more likely to have given advice on repairing a car, but there was no significant difference between the two groups about being asked for advice about buying a new car.

Reading, Writing and Learning. - One of the main characteristics of the introversive is the exaltation of the intellect. The few questions that were asked in this area, all showed significant differences in favor of Subscribers. They were more likely to have taken a course of instruction, to have given advice on books, to own a typewriter, to have written for publication and to read a professional journal.

Religion. - Although there were no significant differences between the two groups in belonging to, or being an officer in, a religious or church affiliated organization, there was a significant difference in having attended services in the past month, with Neighbors significantly higher than Subscribers. This fits in with the general pattern: Subscribers taking an active interest in those activities where they can "monitor" society's institutions -- Neighbors adhering to the paths of tradition.

Other Marketing and Leisure Time Interests. - It had been hypothesized that extravertives would be more likely to spend more than \$500 on jewelry, to own an electric hair dryer and to make a dress or knit a sweater. Neighbors were higher on each of these items, but the differences were not statistically significant at the five percent level.

No hypotheses were made, and no significant differences were found for owning a water pick, doing a crossword puzzle or sending flowers.

Summary of Marketing and Leisure Time Activities. -

The Summary Tables IV-20 through IV-22 show that Subscribers are more mobile and are an important marketing target for air travel, foreign travel, and car rental; for music, books and paintings; for wines and probably other alcoholic beverages. They were also more apt to play tennis and ski. Although both groups were on the same economic level, Subscribers had greater activity with Mutual Funds and stocks.

The Neighbors were a better marketing target for those goods and services that centered about the home. They were more interested in home furnishings, in home improvements and did more entertaining at home. Their sports were golf, bowling and fishing, and they were more likely to attend religious services.

It would seem that these two groups, living next-door to each other and sharing similar demographic characteristics, spend their time and money in different ways.

Media Habits

It had been hypothesized that Subscribers would be heavier consumers of other selective magazines and that Neighbors would be more likely to view television.

Magazine Reading. - Respondents were asked about readership of nine consumer magazines, other than the three idea-oriented publications whose subscriber lists were used in drawing the sample (Table IV-23).

Both groups had a higher incidence of magazine reading than the national population norms. Magazine readership has been shown to correlate with income and the sample design selected respondents with incomes higher than the national average.

Table IV-24 compares the readership figures from this study with readership among all U.S. adults and among all U.S. adults in households with income of \$10,000 and over and \$15,000 and over.

Three "mass" magazines were listed: Life, Look and the Reader's Digest. As had been hypothesized there were no significant differences between Subscribers and Neighbors in reading Life and/or Look. Reader's Digest, however, is edited for the "traditional" American, and it was hypothesized that it would be more heavily read by extravertives. Neighbors were fifty percent more likely to read Reader's Digest than were Subscribers.

It must be assumed that all of the magazine readership data were overstated because of the wording of the questionnaire itself. It is known that it is difficult to obtain accurate readership figures unless respondents are put through rigorous tests of verification. It is believed that the data gathered in this study are reliable in terms of reflecting preference, although not projectible as average-issue readership. Some indication of the overstatement may be assessed from the comparison with national

norms presented on Table IV-24.

Also included in the list of magazines was Popular Mechanics. It had been supposed that Neighbors, who were more interested in home repairing and automobile repairing might therefore show a higher readership of this publication. No significant difference was found.

For the five selective magazines listed, Subscribers, as had been hypothesized, were considerably above the national norms in readership and two-to-three times as likely as the Neighbors to have read a selective magazine.

Elsewhere in the questionnaire respondents were asked about readership of professional journals. This figure was very high for both groups, considerably higher than the percentage of professional occupations in either sample. Readership was fifty percent higher among Subscribers than among Neighbors.

Television Viewing. - The television viewing patterns of the two groups were, as had been hypothesized, totally different. These data are presented on Tables IV-25 through IV-33. Not only were the Neighbors more likely to have watched television "yesterday" or "last week," but among all respondents in both groups who did view television, Neighbors spent considerably more time in front of their sets.(Table IV-25). The same patterns held for prime time viewing and for late night viewing (Table IV-26).

Research by both the magazine and the television industries show that television viewing decreases as income and education increase.⁸ The television viewing data were therefore cross-tabulated by income (Table IV-27), education (Table IV-28) and occupation (Table IV-29). In line with the findings of other researchers, these cross-tabulations show that for both groups, the higher the socio-economic status, the lighter the television viewing. Although the differences were smaller, the contrast between Subscribers and Neighbors maintained. Within each demographic segment, Neighbors viewed more television than Subscribers.

To further ascertain viewing patterns, respondents were also asked about having viewed eight different television "Specials" which had been broadcast within the few months prior to the survey. Four of these were hypothesized to essentially appeal to extravertives, and four were judged as possibly having more appeal to the introvertive than the usual television fare.

The Oscar Awards was judged to provide the extravertive with the opportunity to empathize with the winners, thus creating similarities and common qualities which would permit

⁸The Roper Organization, Inc., An Extended View of Public Attitudes Toward Television and Other Mass Media, 1959-1971, (New York: Television Information Office, 1972); Magazine Advertising Bureau, Weight of Evidence on Changing Levels of Communications Effectiveness, (New York: Magazine Publishers Association, 1971).

him to take an "unconscious delight in himself."⁹ The Robe was selected for its "traditional" theme. Two spectator sports events were also selected as being particularly appealing to extravertives. All four of these "Specials" had significantly higher viewing by Neighbors (Table IV-30).

Two of the four shows selected as having introversive appeal, did have higher viewing from Subscribers than from Neighbors, although the differences were not significant at the five percent level: The Hungry American with 27.5 percent Subscribers viewing compared with 22.9 percent of Neighbors, and The Lonely Dorymen with 11.1 percent versus 8.2 percent. The other two shows, How Life Begins and Rehearsal for D-Day had almost identical portions of Subscribers and Neighbors.

Viewing of these special programs was also cross-tabulated by income, education and occupation (Tables IV-31 to IV-33). The effect of demographic characteristics was less for these special programs than it was for overall television viewing.

Newspaper Reading. - Almost everyone in both samples read at least one newspaper "yesterday" and one newspaper "last Sunday." Some differences between the two groups emerge with readership of more than one newspaper "last Sunday" and three or more "yesterday" (Table IV-34). Subscribers appear to be more print-oriented than their next-

⁹Jung, pp. 291-296, 333-337, 420-421, 452 and 457; Rorschach, pp. 72-100.

door Neighbors.

It is perhaps a shortcoming of the study that no effort was made to find out "What newspapers are read?". Most small city American newspapers concentrate on, and give more coverage to local news. This information is, of course, important to the extratensive individual who needs to conform to his immediate environment and who needs a bridge to his community. Local news may, however, also be important to the introversive "monitor" of society. A question which may warrant future research is the extent to which the introversive individual is more likely to go abroad for his information -- to read some of the larger metropolitan newspapers as well as those published locally.

Political and Community Involvement

Organization Membership and Responsibility. - It had been hypothesized that the introversive segment of the population would be more active in those organizations which attempt to "monitor" and/or change society. The underlying assumption was the belief that organization membership and activity could provide the vehicle for controlling, rather than being controlled, by society.

Respondents were presented with a list of eleven types of organizations, as well as a blank area to fill in types belonged to which were not listed. They were asked to indicate those they were members of, and those in which they held office. The results are presented on Tables IV-35 and IV-36.

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As had been hypothesized, Subscribers were more likely than Neighbors to belong to one or more organizations and more likely to be a committee member or officer in one or more organizations.

Of the eleven types of organizations listed, four produced statistically significant differences (all in favor of Subscribers):

Professional or scientific group
 Partisan political organization
 Non-partisan political organization
 Cultural (museum, symphony orchestra, etc.)

Although the occupation measure was that of "household head," and organization membership was based on "members of the household," it is interesting to note that a considerably higher percentage of both Subscribers and Neighbors claimed membership in a "professional or scientific" organization than were in professional occupations:

	<u>Subscribers</u>	<u>Neighbors</u>
Household head employed in professional occupation	40.3%	22.7%
Household member belongs to a professional or scientific group	57.1	32.2

It may be assumed that the type of organization an individual joins is a reflection of his interest. Those organizations in which Neighbors held a proportionately higher number of memberships are all associated with being

proponents of a status quo.¹⁰

Business or trade organization
 Rotary, Kiwanis or Lions Club
 Fraternal lodge
 Veterans or military group

Preferred Candidates, Party Affiliation and Voting.

- The extraversive's preference for the status quo was also reflected in his choice for the Presidency. Respondents were asked for their first and second choices from among the Presidential nominees (Table IV-37). Subscribers showed higher preferences for McCarthy and Rockefeller, -- both of whom represented change in the American environment, and, at least in the case of McCarthy ran on a platform which included many reforms which could be interpreted as "humanistic." Neighbors were more strongly in favor of Richard Nixon who represented a continuance and return to the more traditional values of America. Despite their preferences, however, Subscribers were more accurate in predicting the actual Presidential nominees (Table IV-38).

In voting behavior and political party affiliation, there was no significant difference between the two groups on those who voted for or considered themselves Democrats. Neighbors were more inclined than Subscribers to be Republicans and Subscribers were more likely to have split their ticket and to regard themselves as Independents (Tables IV-39 and IV-40).

¹⁰Although none of these differences were significant at the five percent level, they were of sufficient magnitude to warrant consideration.

Political Activity and Involvement

Scattered throughout the questionnaire were sixteen questions about political involvement. The findings are presented on Tables IV-41 through IV-44. As had been hypothesized, Subscribers were considerably more active and politically involved than Neighbors.

On thirteen of the sixteen questions, the difference in favor of Subscribers is statistically significant and the magnitude relatively large. Only two questions did not produce a statistically significant difference between the two groups:

Visited State Capitol on a political matter
or official business
Ran for public office

With a considerably greater degree of political participation on the part of Subscribers, it is interesting to note that they also had a higher proportion not voting. This applied to the elections for specific office (Table IV-39) and also to voting in "any" election (Table IV-40). (Although Subscribers were slightly younger than Neighbors, this was not enough to account for this difference.)

Summary and Conclusions

An hypothesis was developed that readers of selective, idea-oriented magazines are more likely to follow introverted lifestyle patterns than are non-readers, and that these contrasting lifestyle patterns can be predicted and explained by Rorschach experience-type theory.

To test the hypothesis, a sample was drawn from the subscription lists of three selective magazines. On the assumption that people tend to live in neighborhoods that contain a high proportion of people like themselves, a matching sample was drawn of the subscribers' next-door neighbors.

Based on the behavioral model presented in Chapter III, a questionnaire was developed to gather data about aesthetic and cultural interests, political and civic involvement, leisure time activities, media preferences and marketing data. Identical questionnaires were mailed to Subscribers and their next-door Neighbors.

As had been anticipated, the two groups although living next door to each other and sharing similar demographic characteristics spend their time and money in very different ways. These contrasting behavioral lifestyle patterns reflect different motivations, different attitudes, different tastes. Subscribers sought experiences to feed the spiritual needs of the "inner" man; Neighbors were more concerned with the home and with material goods about the home.

Subscribers "exalted the intellect" and cultural pursuits; Neighbors were more sociable. Subscribers were more interested in music, were more likely to attend a concert, play the piano, buy records and tape, discuss hi-fi. Neighbors were more apt to entertain friends at home.

The printed word was important to Subscribers. They read other consumer magazines, professional journals, more newspapers, discussed books and were more likely to have written books or articles for publication. Neighbors were heavy television viewers.

Subscribers tend to be idealists with strong humanistic values. They favored political candidates who represented welfare reform and peace. Neighbors favor tradition and the status quo and this too is reflected in their political preferences, their membership groups, media choices and attendance at religious services. Neighbors accept the world as it is; Subscribers are busily involved trying to change it to fit their own ideals.

Although Neighbors may be considered the more practical of the two, Subscribers were more likely to invest in Mutual Funds and stocks -- a reflection of the introversive's greater planfulness.

Subscribers were more mobile and more experience-oriented. They were more likely to travel by air, take a trip to another continent, have a valid passport, rent a car and move to a different home. They were more likely to discuss restaurants and to have cocktails before dinner and wine with dinner.

What has been described are two important segments of the market with different value systems, each seeking different product benefits. Both segments are important to the marketer. The extraversive because he represents a

major portion of the total U.S. population; the introvertive because his independent actions are followed by others.

The purpose of the study was not to observe these different behavioral patterns; to a great extent these patterns could have been drawn from the masses of data generated by the syndicated media and marketing research services. The study had several goals. For one, it attempted to demonstrate the limitation of demographic variables in predicting marketing behavior. Second, it tested the ability of the behavioral model presented in Chapter III to predict and explain differences in marketing behavior, differences in tastes, attitudes and lifestyles. Finally, there was an attempt to develop new measures which would be more discriminating than demography in predicting product use.

Chapter II summarized the search for new bases for describing and segmenting markets. It concluded with:

What is especially needed at present is further work in the development of measures which add to our understanding of the consumer. Such measures should be generalizable, should contribute to the evolution of more useful bases for segmenting markets, and should enable us to relate consumption to media usage.

This set the framework and ground rules for the study of the People Next Door.

APPENDIX

EXHIBIT IV-1

SAMPLE DESIGN

Harper's 3/7 =	429
Atlantic 3/7 =	429
Reporter 1/7 =	142
TOTAL	1,000

CITY SIZE = 50,000 - 100,000 100,000 - 249,000 250,000 and Over TOTAL

CITY SIZE =	50,000 - 100,000	100,000 - 249,000	250,000 and Over	TOTAL
North 31%	Clifton, New Jersey Harper's 21 Atlantic 21 Reporter 7 Total 49	Niagara Falls, New York Harper's 24 Atlantic 24 Reporter 8 Total 56	Boston, Massachusetts Harper's 88 Atlantic 88 Reporter 29 Total 205	<u>310</u> 133 133 44
	Midwest 25%	Lima, Ohio Harper's 17 Atlantic 17 Reporter 6 Total 40	Peoria, Illinois Harper's 19 Atlantic 19 Reporter 6 Total 44	St. Paul, Minnesota Harper's 71 Atlantic 71 Reporter 24 Total 166
South 21%	West Palm Beach, Fla Harper's 15 Atlantic 14 Reporter 5 Total 34	Greensboro, N. Carolina Harper's 16 Atlantic 17 Reporter 5 Total 38	Tulsa, Oklahoma Harper's 59 Atlantic 59 Reporter 20 Total 138	<u>210</u> 90 90 30
	West 23%	Reno, Nevada Harper's 16 Atlantic 16 Reporter 5 Total 37	Albuquerque, New Mexico Harper's 18 Atlantic 18 Reporter 6 Total 42	San Francisco, Cal. Harper's 65 Atlantic 65 Reporter 21 Total 151
TOTAL	16% = 160 Harper's 69 Atlantic 68 Reporter 23	18% = 180 Harper's 77 Atlantic 78 Reporter 25	66% = 660 Harper's 283 Atlantic 283 Reporter 94	1,000 429 429 142

NATIONWIDE STUDY OF POLITICAL AND SOCIAL ACTIVITY

1. Among the people currently being mentioned as Presidential nominees, who would be your first and second choice for the Presidency?

First choice _____ Second choice _____

Who do you think will be the 1968 Presidential nominee of each party?

Republican _____ Democratic _____

2. Do you plan to participate, as a volunteer or in any other way, in any political campaign this year? Yes No Maybe
3. Do you regard yourself as a:
 Democrat? Republican? Independent? Other _____
 (Please specify)

4. In the last election for each of the following offices, how did you cast your vote?

	<u>Democratic</u>	<u>Republican</u>	<u>Other</u>	<u>Did not vote</u>
President	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
U. S. Senator or Representative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
State Governor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
State Legislature	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mayor or City Manager	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. Have you (or your spouse) ever met any U.S. Congressmen, Senators, or State Legislators?
 Yes No

If "Yes," how well do you know them?

Know one or more: Well Slightly Only met once

6. During the PAST THREE YEARS, have you or members of your household engaged in any of the following activities? (Please check all that apply.)

- Visited your State Capitol on a political matter or official business ..
- Visited Washington, D. C., on a political matter or official business
- Run for a public office
- Taken an active part in a political campaign
- Written a book for publication
- Written to an elected official about some matter of public business...

7. How many newspapers did you read: a) yesterday? _____ (number) None
 b) last Sunday? _____ (number) None

8. About how much time did you spend watching TV: a) yesterday? _____ (hours) None
 b) last week? _____ (hours) None

VIEWING, LISTENING AND OTHER ACTIVITIES

1. During the PAST WEEK, how many evenings did you watch TV between 9 P.M. and 10 P.M. ?
 None 1 evening 2 or 3 evenings 4 or 5 evenings 6 or 7 evenings

2. During the PAST WEEK, did you (or your spouse) do any of the following? (Please check all that apply.)

Listen to music on FM radio <input type="checkbox"/>	Entertain guests at home <input type="checkbox"/>
Read Life Magazine <input type="checkbox"/>	Do a repair job around the house <input type="checkbox"/>
Do a crossword puzzle <input type="checkbox"/>	Read Look Magazine <input type="checkbox"/>
Have a cocktail before dinner <input type="checkbox"/>	Drink or serve wine with dinner <input type="checkbox"/>
Read the New Yorker <input type="checkbox"/>	Read the Saturday Review <input type="checkbox"/>

3. During the PAST MONTH, did you (or your spouse) do any of the following? (Please check all that apply.)

Attend a concert <input type="checkbox"/>	Attend religious services <input type="checkbox"/>	Spend more than \$10 on phonograph records ... <input type="checkbox"/>
Play tennis <input type="checkbox"/>	Have an outdoor barbecue <input type="checkbox"/>	Have dinner at a restaurant <input type="checkbox"/>
Jog <input type="checkbox"/>	Bake a cake <input type="checkbox"/>	Read Popular Mechanics .. <input type="checkbox"/>
Read Esquire .. <input type="checkbox"/>	Read the Reader's Digest <input type="checkbox"/>	
Send flowers ... <input type="checkbox"/>	Go sailing <input type="checkbox"/>	Watch the late movie on TV <input type="checkbox"/>
Play golf <input type="checkbox"/>	Play the piano <input type="checkbox"/>	Buy a California wine that cost more than \$1.50 <input type="checkbox"/>
Go fishing <input type="checkbox"/>	Take work home <input type="checkbox"/>	Read National Geographic <input type="checkbox"/>
Read Holiday ... <input type="checkbox"/>	Read a professional journal <input type="checkbox"/>	

4. During the PAST SIX MONTHS, has a friend, relative or acquaintance asked for your advice about any of the following? (Please check all that apply.)

Whom to vote for .. <input type="checkbox"/>	A good restaurant <input type="checkbox"/>	Where to spend a vacation <input type="checkbox"/>
Buying a new car .. <input type="checkbox"/>	A job or career <input type="checkbox"/>	Buying hi-fi equipment .. <input type="checkbox"/>
What books to read <input type="checkbox"/>	Repairing a car <input type="checkbox"/>	Investing in a stock <input type="checkbox"/>
What records to buy <input type="checkbox"/>	How to bring up children <input type="checkbox"/>	Redecorating a house ... <input type="checkbox"/>

5. During the PAST TWELVE MONTHS, did you (or your spouse) do any of the following? (Please check all that apply.)

Buy tape for a tape recorder <input type="checkbox"/>
Go to a ball game <input type="checkbox"/>
Complete a "do-it-yourself" project around the house <input type="checkbox"/>
Make a dress or knit a sweater <input type="checkbox"/>
Join in a protest march or demonstration <input type="checkbox"/>
Give a speech or address a public meeting <input type="checkbox"/>
Write to the editor of a newspaper or magazine <input type="checkbox"/>

6. Please check which, if any, of the following TV programs you recall viewing THIS YEAR.

U. S. Open Golf Championship <input type="checkbox"/>	The Hungry American <input type="checkbox"/>
The Robe <input type="checkbox"/>	Rehearsal for D-Day <input type="checkbox"/>
The Lonely Dorymen <input type="checkbox"/>	How Life Begins <input type="checkbox"/>
The Oscar Awards <input type="checkbox"/>	Coaches All American Football Game <input type="checkbox"/>

7. During the PAST THREE YEARS, did you (or your spouse) do any of the following? (Check all that apply.)

- Move to a different home
- Spend more than \$500 on jewelry
- Take any course of instruction ..
- Paint your own house or apartment ..
- Buy an original painting or sculpture
- Submit an article for publication

8. Are you familiar with the Kerner Report? Yes No

If "Yes," since its publication have you personally undertaken any activity related to its contents (that you were not doing before)? Yes No

HOUSEHOLD ACTIVITIES AND MEMBERSHIPS

1. During the PAST YEAR, did you or other members of your household do any of the following? (Please check all that apply.)

- Travel by airplane
- Take a trip to another Continent
- Rent a car
- Contribute money to a political party or campaign fund
- Take a winter or "off-season" vacation
- Buy Mutual Funds
- Buy and/or sell stock
- Go to a "home demonstration" party (e.g., Tupperware, Stanley Home Products, etc.)

2. Do you or any members of your household now belong to any of the following types of clubs or organizations? Is anyone in your household active as a committee member, officer or director?

	<u>Belong to</u>	<u>Committee member, officer, director</u>
Professional or scientific group	<input type="checkbox"/>	<input type="checkbox"/>
Rotary, Kiwanis or Lions club	<input type="checkbox"/>	<input type="checkbox"/>
Business or trade organization	<input type="checkbox"/>	<input type="checkbox"/>
Fraternal lodge	<input type="checkbox"/>	<input type="checkbox"/>
P. T. A.	<input type="checkbox"/>	<input type="checkbox"/>
Partisan political organization	<input type="checkbox"/>	<input type="checkbox"/>
Non-partisan political organization	<input type="checkbox"/>	<input type="checkbox"/>
Religious or church affiliated group	<input type="checkbox"/>	<input type="checkbox"/>
Veterans' or military group	<input type="checkbox"/>	<input type="checkbox"/>
Country or golf club	<input type="checkbox"/>	<input type="checkbox"/>
Cultural (museum, symphony orchestra, etc.)	<input type="checkbox"/>	<input type="checkbox"/>
Other (Please specify) _____	<input type="checkbox"/>	<input type="checkbox"/>

3. In the PAST THREE YEARS, have you or other members of your household taken an active role in any civil or social issues such as re-zoning, urban renewal or redevelopment, air or water pollution control, school problems, peace movement, etc. ?

<u>Issues</u>	<u>How participated</u>
_____	_____
_____	_____

(Please turn)

YOU AND YOUR HOUSEHOLD—Confidential information for statistical analysis only.

1. Are you male or female? Male Female

Are you: Married? Single? Widowed, separated, divorced?

What is your age? Under 18 25 - 34 50 - 64...
18 - 24 35 - 49 65 or over

2. Do you have a currently valid passport? Yes No

3. Please check any of the following items which you or members of your household own:

- Power tools
- Typewriter
- Color TV ..
- Water pick
- Wall-to-wall carpeting
- Shotgun or rifle
- Vacation home
- Electric hair dryer ..
- Camping equipment
- Snow skis
- Bowling ball
- Outboard motor ...

4. What was the highest educational level reached by the head of your household?

- Grade school
- High school
- Attended college
- Graduated from college
- Postgraduate study
- Postgraduate degree ...

5. In what type of business or profession is the head of your household engaged? (e.g., toy manufacturer, obstetrician, writer, etc.)

What is the title, position or rank of the head of your household? (Please be specific—as vice president, professor, salesman, etc.)

6. How much time did the head of your household spend last week working at the following:

- His/her principal job (hours)
- Other activities related to that job _____ (hours)
- Other income producing activities _____ (hours)
- Not gainfully employed
- On vacation last week

7. What was the total income of your household in 1967 before taxes? (Please include income from all members of the family living at home and from all sources.)

- Under \$5,000
- \$ 5,000 to \$ 7,999
- \$ 8,000 to \$ 9,999
- \$10,000 to \$14,999
- \$15,000 to \$19,999
- \$20,000 to \$24,999
- \$25,000 to \$49,999
- \$50,000 and over ..

Thank you very much for your cooperation.

ERDOS and MORGAN, Inc.

RESEARCH SERVICE

114 FIFTH AVENUE • NEW YORK 10011

July 1, 1968

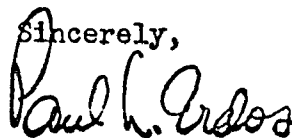
We are doing a survey to gather information on the political and social activities of American families.

It will take but a few moments of your time to answer the simple questions on the enclosed form and you might find it a pleasant experience.

Your answers are essential for the accuracy of our research; they will be kept confidential and used only in combination with others to get a composite picture of U.S. households. We enclose a stamped reply envelope.

Thank you for your valuable assistance.

Sincerely,



Dr. Paul L. Erdos

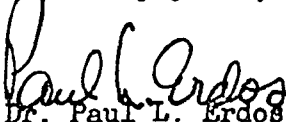
P. S. The enclosed crisp dollar bill is just a token of our appreciation.

Recently we mailed you a questionnaire asking for your participation in an important survey.

If you have already returned the questionnaire, please consider this card a "Thank you" for your valuable help.

If you have not had a chance to do so as yet, may we ask you to return the completed form now? Your participation is vital to the success of our study.

Sincerely yours,



Dr. Paul L. Erdos

ERDOS and MORGAN, Inc. 114 5th Avenue New York, N.Y. 10011

TABLE IV-1

GEOGRAPHIC DISTRIBUTION OF NET MAILING
AND NET RETURNS

	<u>SUBSCRIBERS</u>			<u>NEIGHBORS</u>		
	<u>Net</u>			<u>Net</u>		
	<u>Mailing*</u>	<u>Returns</u>	<u>%</u>	<u>Mailing*</u>	<u>Returns</u>	<u>%</u>
	<u>#</u>	<u>#</u>	<u>%</u>	<u>#</u>	<u>#</u>	<u>%</u>
Clifton, New Jersey	49	28	57.1%	49	31	63.3%
Lima, Ohio	40	29	72.5	38	18	47.4
West Palm Beach, Fla.	34	28	82.4	32	13	40.6
Reno, Nevada	37	31	83.8	36	23	63.9
Niagara Falls, N.Y.	56	35	62.5	56	31	55.4
Peoria, Illinois	44	32	72.7	44	29	65.9
Greensboro, N.C.	38	26	68.4	36	19	52.8
Albuquerque, N.M.	41	34	82.9	41	28	68.3
Boston, Mass.	200	127	63.5	182	87	47.8
St. Paul, Minn.	163	123	75.5	162	103	63.6
Tulsa, Oklahoma	136	101	74.3	131	74	56.5
San Francisco, Cal.	147	93	63.3	142	82	57.7
Totals	985	687	69.7%	949	538	56.7%

* Does not include mail returned
by the post office as "undeliverable".

TABLE IV-2

SEX

	<u>Subscribers</u>	<u>Neighbors</u>	<u>z</u>
Male	57.1%	59.5%	.84
Female	<u>42.9</u>	<u>40.5</u>	.84
	<u>100.0%</u>	<u>100.0%</u>	
Base: All respondents	687	538	

TABLE IV-3

AGE

	<u>Subscribers</u>	<u>Neighbors</u>	<u>z</u>
Under 25	13.6%	5.6%	4.50*
25 - 34	75.2% { 21.4 31.3 22.5	75.9% { 19.4 30.0 26.5	.86
35 - 49			.49
50 - 64			1.62
65 and over	<u>11.2</u>	<u>18.5</u>	3.61*
	<u>100.0%</u>	<u>100.0%</u>	
Median age	42.2 years	47.5 years	*
Base: Respondents answering	686	536	

* Difference significant at 5% level, two-sided test.

TABLE IV-4
MARITAL STATUS

	<u>Subscribers</u>	<u>Neighbors</u>	<u>z</u>
Married	60.2%	75.2%	5.50*
Single	28.9	12.0	7.00*
Widowed, separated, divorced	<u>10.9</u>	<u>12.8</u>	1.02
	<u>100.0%</u>	<u>100.0%</u>	
Base: Respondents answering	678	532	

* Difference significant at 5% level, two-sided test.

TABLE IV-5
OCCUPATION OF HOUSEHOLD HEAD

	<u>Subscribers</u>	<u>Neighbors</u>	<u>z</u>
<u>Occupation Summary</u>			
Executives, owners, partners	11.8%	15.9%	2.07*
Managers, department heads	14.0	14.0	--
Professional and technical	40.3	22.7	6.48*
Salesmen	2.8	6.6	3.17*
Clerical	4.1	4.3	.17
Skilled, semi-skilled, unskilled	5.7	11.1	3.42*
Government, Armed Forces	6.3	5.9	.29
Not gainfully employed	15.0	19.1	1.89
Title not given	--	.4	
	<u>100.0%</u>	<u>100.0%</u>	
 Total Professional and Managerial	 66.1%	 52.6%	 *
 Base: Respondents answering	 680	 529	

*Difference significant at 5% level, two-sided test.

TABLE IV-6

OCCUPATION OF HOUSEHOLD HEAD

In what type of business or industry is the head of your household engaged?

<u>Business and Industry</u>	<u>Subscribers</u>	<u>Neighbors</u>	<u>z</u>
Manufacturing	16.9%	17.2%	.14
Wholesale, retail	6.8	10.6	2.36*
Banking, brokerage, insurance, real estate, finance	4.5	6.4	1.45
Communications, transportation, public utility, construction	3.1	6.4	2.81*
Professional services (engineering, accounting, etc.)	4.9	3.0	1.66
Business and other services (advertising, hotel, garage, etc.)	4.3	4.5	.17
Hospitals and institutions	4.7	2.7	1.80
Farming	--	.2	} ——— 1.28
In business -- type not specified	<u>8.8</u>	<u>10.8</u>	
Total in Business and Industry	54.0%	61.8%	2.72*
<u>Professions</u>			
Doctors, dentists	3.4%	2.5%	.91
Lawyers	4.4	2.5	1.77
Education	13.7	5.3	4.83*
Clergy	1.0	1.1	.17
Other professions	<u>2.2</u>	<u>1.8</u>	.49
Total in Professions	24.7%	13.2%	5.06*
<u>Miscellaneous</u>			
Government, Armed Forces	6.3%	5.9%	.29
Retired, Housewife, Student, etc.	<u>15.0%</u>	<u>19.1%</u>	1.89
	<u>100.0%</u>	<u>100.0%</u>	
Base: Respondents answering	680	529	

* Difference significant at 5% level, two-sided test.

TABLE IV-7
OCCUPATION OF HOUSEHOLD HEAD

Positions of those in Business and Industry:

	<u>Subscribers</u>	<u>Neighbors</u>	<u>z</u>
Owner, president, company officer	21.8%	25.7%	1.21
Manager, department head, supervisor	25.9	22.6	.70
Professional and technical			
Engineer	7.6	4.6	1.64
Attorney	.6	.6	--
Chemist	1.9	.6	.35
Accountant	1.9	1.8	.10
Writer, reporter	2.5	.9	1.63
Other professional and technical	<u>14.4</u>	<u>6.8</u>	3.22*
Total Professional and Technical	28.9%	15.3%	4.28*
Salesman	5.2	10.7	2.70*
Clerical	7.6	7.0	.30
Skilled, semi-skilled, unskilled	10.6	18.1	2.83*
Title not given	<u>--</u>	<u>.6</u>	
	<u>100.0%</u>	<u>100.0%</u>	

Base: Household heads in
Business and
Industry

367

327

* Difference significant at 5% level, two-sided test.

TABLE IV-8
OCCUPATION OF HOUSEHOLD HEAD

Professional and Technical in Business and Industry:

	<u>Subscribers</u>	<u>Neighbors</u>
"Other Professional and Technical"		
Geologists, physicists, meteorologists, biologists, etc.	2.5%	.6%
Analysts, statisticians	1.4	1.9
Nurses	1.1	1.2
Social workers	1.1	.6
Editors, assistant editors	1.6	--
Lab technicians, technicians	1.4	--
Architects, draftsmen	1.1	.3
Psychologists	.8	--
Airline pilots	.3	.6
Librarians	.5	--
Computer programmers	.5	--
Consultants	.5	--
Other	<u>1.6</u>	<u>1.6</u>
Total Other Professional or Technical	14.4%	6.8%

Base: Household heads in
Business and
Industry 367 327

TABLE IV-9

EDUCATION

What was the highest educational level reached by the head of your household?

	<u>Subscribers</u>	<u>Neighbors</u>	<u>z</u>
Grade school	1.3%	6.7%	4.97*
High school	13.0	28.1	6.60*
Attended college	15.8	22.4	2.94*
Graduated from college	51.0% { 18.7	50.3% { 17.7	.45
Postgraduate study	{ 16.5	{ 10.2	2.17*
Postgraduate degree	<u>34.7</u>	<u>14.9</u>	7.83*
	<u>100.0%</u>	<u>100.0%</u>	

Total who:

Attended college	85.7%	65.2%	*
Graduated from college	69.9	42.8	*
Did postgraduate work	51.2	25.1	*

Base: Respondents
answering

685

537

* Difference significant at 5% level, two-sided test.

TABLE IV-10
HOUSEHOLD INCOME

What was the total income of your household in 1967 before taxes?

	<u>Subscribers</u>	<u>Neighbors</u>	<u>z</u>
Under \$ 5,000	7.5%	14.2%	3.75*
\$ 5,000 - \$ 7,999	15.1	14.8	.14
\$ 8,000 - \$ 9,999	13.3	14.9	.79
\$10,000 - \$14,999	24.6	24.8	.08
\$15,000 - \$19,999	15.1	11.5	1.80
\$20,000 - \$24,999	9.3	5.4	2.51*
\$25,000 - \$49,999	9.9	10.3	.23
\$50,000 and over	<u>5.2</u>	<u>4.1</u>	.93
	<u>100.0%</u>	<u>100.0%</u>	
Median Income	\$12,866	\$11,230	*
Base: Respondents answering	668	515	

* Difference significant at 5% level, two-sided test.

TABLE IV-11

MANDATED TIME

How much time did the head of your household spend LAST WEEK working at the following:

	<u>Subscribers</u>	<u>Neighbors</u>
His/her principal job:		
Less than 20 hours	2.0%	1.9%
20 - 29 hours	3.1	2.9
30 - 39 hours	11.7	12.1
40 - 49 hours	55.3	53.9
50 - 59 hours	16.6	14.7
60 - 69 hours	8.5	10.5
70 hours or more	<u>2.8</u>	<u>4.0</u>
	<u>100.0%</u>	<u>100.0%</u>

Other activities related to that job:

None	60.9%	67.0%
1 - 4 hours	10.5	8.6
5 - 9 hours	10.7	10.7
10 - 14 hours	13.0	11.0
15 - 19 hours	2.1	.8
20 hours or more	<u>2.8</u>	<u>1.9</u>
	<u>100.0%</u>	<u>100.0%</u>

Other income-producing activities:

None	84.2%	86.6%
1 - 4 hours	7.1	5.1
5 - 9 hours	2.5	2.2
10 - 14 hours	2.6	2.7
15 - 19 hours	1.8	.5
20 hours or more	<u>1.8</u>	<u>2.9</u>
	<u>100.0%</u>	<u>100.0%</u>

Base: Gainfully employed household heads who worked last week and specified number of hours worked

494

373

TABLE IV-12
SUMMARY OF MANDATED TIME

	<u>Subscribers</u>	<u>Neighbors</u>
Total hours household head worked LAST WEEK at principal job, other activities related to that job, and other income-producing activities:		
1 - 19 hours	1.4%	1.1%
20 - 29 hours	2.6	1.9
30 - 39 hours	7.7	8.3
40 - 49 hours	44.1	44.5
50 - 59 hours	23.9	21.4
60 - 69 hours	12.8	14.5
70 hours or more	<u>7.5</u>	<u>8.3</u>
	<u>100.0%</u>	<u>100.0%</u>
Average number of hours household head worked at:		
Principal job	43.8 hours	44.9 hours
Other job related activities	3.3	2.6
Other income-producing activities	<u>1.4</u>	<u>1.3</u>
Average number of hours worked last week	48.5 hours	48.8 hours
Base: Gainfully employed household heads who worked last week and specified number of hours worked	494	373
<u>Household head gainfully employed:</u>		
Worked last week	73.8%	72.4%
On vacation last week	<u>11.2</u>	<u>8.5</u>
Total household heads gainfully employed	85.0%	80.9%
<u>Household head not gainfully employed:</u>		
Some work last week	1.0%	.9%
No work last week	<u>14.0</u>	<u>18.2</u>
Total household heads <u>not</u> gainfully employed	15.0%	19.1%
Base: Respondents answering	680	529

TABLE IV-13

WHEN ADVICE IS SOUGHT - WHO IS ASKED?

During the PAST SIX MONTHS, has a friend, relative or acquaintance asked for your advice about any of the following? (Please check all that apply.)

	<u>Subscribers</u>	<u>Neighbors</u>	<u>z</u>
Whom to vote for	47.2%	41.4%	2.03*
A job or career	50.7	41.4	3.24*
What books to read	57.1	33.3	8.29*
What records to buy	19.9	13.0	3.20*
Buying hi-fi equipment	14.4	6.9	4.15*
A good restaurant	66.8	60.6	2.24*
Repairing a car	16.7	23.2	2.63*
Redecorating a house	27.1	33.3	2.36*
Buying a new car	34.9	31.4	1.29*
How to bring up children	24.5	24.5	--
Where to spend a vacation	44.1	43.5	.21
Investing in a stock	32.8	30.5	.86
None of the above, no answer	8.6	12.5	2.24*
Base: All respondents	687	538	

* Difference significant at 5% level, one-sided test.

TABLE IV-14
ACTIVITIES IN PAST WEEK

During the PAST WEEK, did you (or your spouse) do any of the following? (Please check all that apply.)

	<u>Subscribers</u>	<u>Neighbors</u>	<u>z</u>
Listen to music on FM radio	71.5%	65.1%	2.40*
Read Life	41.9	40.0	.67
Do a crossword puzzle	24.7	27.0	.91
Have a cocktail before dinner	57.5	50.4	2.48*
Read The New Yorker	24.9	13.6	4.91*
Entertain guests at home	59.5	67.5	2.88*
Do a repair job around the house	60.0	67.5	2.70*
Read Look	27.9	29.0	.42
Drink or serve wine with dinner	42.4	30.5	4.28*
Read Saturday Review	34.8	9.3	10.43*
None of the above, no answer	1.9	3.5	1.74*
Base: All respondents	687	538	

* Difference significant at 5% level, one-sided test.

TABLE IV-15

ACTIVITIES IN PAST MONTH

During the PAST MONTH, did you (or your spouse) do any of the following? (Please check all that apply.)

	<u>Subscribers</u>	<u>Neighbors</u>	<u>z</u>
Attend a concert	28.4%	14.5%	5.80*
Play tennis	14.7	9.1	2.97*
Jog	19.9	12.8	3.30*
Read Esquire	16.0	9.1	3.56*
Send flowers	32.8	29.4	1.27*
Play golf	14.8	21.7	3.13*
Go fishing	15.3	25.8	4.57*
Read Holiday	17.0	7.4	4.98*
Attend religious services	52.4	61.5	3.19*
Have an outdoor barbecue	42.1	49.1	2.44*
Bake a cake	38.6	48.0	3.30*
Read Reader's Digest	38.4	57.4	6.61*
Go sailing	10.3	7.8	1.50*
Play the piano	23.0	13.9	4.03*
Take work home	52.7	38.1	5.09*
Read a professional journal	72.6	48.1	8.76*
Spend more than \$10 on phonograph records	15.7	9.9	2.98*
Have dinner at a restaurant	85.7	82.9	1.34*
Read Popular Mechanics	8.0	8.7	.44
Watch the late movie on TV	38.7	43.5	1.70*
Buy a California wine that cost more than \$1.50	32.5	24.3	3.14*
Read National Geographic	40.0	27.9	4.41*
None of the above, no answer	.6	1.3	1.29*
Base: All respondents	687	538	

* Difference significant at 5% level, one-sided test.

TABLE IV-16

ACTIVITIES IN PAST TWELVE MONTHS

During the PAST TWELVE MONTHS, did you (or your spouse) do any of the following? (Please check all that apply.)

	<u>Subscribers</u>	<u>Neighbors</u>	<u>z</u>
Buy tape for a tape recorder	22.1%	16.5%	2.45*
Go to a ball game	40.2	39.8	.14
Complete a "do-it-yourself" project around the house	49.1	52.0	1.01*
Make a dress or knit a sweater	39.6	41.4	.64
Join in a protest march or demonstration	11.2	4.3	4.38*
Give a speech or address a public meeting	35.4	22.9	4.74*
Write to the editor of a magazine or newspaper	21.8	14.9	3.07*
None of the above, no answer	13.7	16.4	1.32*
Base: All respondents	687	538	

* Difference significant at 5% level, one-sided test.

TABLE IV-17

OTHER ACTIVITIES IN PAST YEAR

During the PAST YEAR, did you or other members of your household do any of the following? (Please check all that apply.)

	<u>Subscribers</u>	<u>Neighbors</u>	<u>z</u>
Travel by airplane	76.4%	65.1%	4.35*
Take a trip to another continent	17.9	13.4	2.14*
Rent a car	34.9	28.1	2.53*
Contribute money to a political party or campaign fund	38.9	29.2	3.54*
Take a winter or "off-season" vacation	41.0	38.7	.82
Buy mutual funds	19.7	14.5	2.38*
Buy and/or sell stock	43.1	37.4	2.02*
Go a "home demonstration" party (e.g. Tupperware, Stanley Home Products, etc.)	15.1	21.7	2.98*
None of the above, no answer	8.2	12.8	2.64*
Base: All respondents	687	538	

* Difference significant at 5% level, one-sided test.

TABLE IV-18
ACTIVITIES IN PAST THREE YEARS

During the PAST THREE YEARS, did you (or your spouse) do any of the following? (Please check all that apply.)

	<u>Subscribers</u>	<u>Neighbors</u>	<u>z</u>
Move to a different home	43.8%	37.5%	2.22*
Spend more than \$500 on jewelry	10.3	11.2	.51
Take any course of instruction	66.5	47.8	6.59*
Paint your own house or apartment	40.3	49.4	3.18*
Buy an original painting or sculpture	33.5	17.5	6.30*
Submit an article for publication	22.1	9.9	5.68*
None of the above, no answer	11.2	15.2	2.07*
Base: All respondents	687	538	

* Difference significant at 5% level, one-sided test.

TABLE IV-19

POSSESSIONS

Please check any of the following items which you or members of your household own:

	<u>Subscribers</u>	<u>Neighbors</u>	<u>z</u>
Power tools	45.6%	50.0%	1.53*
Typewriter	85.0	69.5	6.52*
Color TV	24.5	31.4	2.68*
Water pick	12.8	9.9	1.58*
Wall-to-wall carpeting	50.2	59.5	3.24*
Shotgun or rifle	26.2	30.5	1.66*
Vacation home	10.8	10.0	.45
Electric hair dryer	62.6	66.5	1.41*
Camping equipment	32.6	29.7	1.09*
Snow skis	17.6	13.4	2.00*
Bowling ball	15.6	23.6	3.54*
Outboard motor	12.7	17.3	2.26*
None of the above, no answer	3.1	4.1	.95

Do you have a currently valid passport?

Yes	27.1%	18.6%	3.49*
No, no answer	<u>72.9</u>	<u>81.4</u>	
	<u>100.0%</u>	<u>100.0%</u>	

Base: All respondents 687 538

* Difference significant at 5% level, one-sided test.

TABLE IV-20

MARKETING AND LEISURE TIME ACTIVITIES OF SUBSCRIBERS

	<u>Subscribers</u>	<u>Neighbors</u>	<u>z</u>
Traveled by airplane	76.4%	65.1%	4.35
Took a trip to another continent	17.9	13.4	2.14
Has a valid passport	27.1	18.6	3.49
Rented a car	34.9	28.1	2.53
Move to a different home in past three years	43.8	37.5	2.22
Have a cocktail before dinner	57.5	50.4	2.48
Drink or serve wine with dinner	42.4	30.5	4.28
Bought a California wine that cost more than \$1.50	32.5	24.3	3.14
Advice on a good restaurant	66.8	60.6	2.24
Had dinner at a restaurant in past month	85.7	82.9	1.34
Spent more than \$10 on phono- graph records last month	15.7	9.9	2.98
Gave advice on what records to buy	19.9	13.0	3.20
Gave advice on buying hi-fi equipment	14.4	6.9	4.15
Bought tape for a tape recorder	22.1	16.5	2.45
Attended a concert	28.4	14.5	5.80
Plays the piano	23.0	13.9	4.03
Listen to music on FM radio	71.5	65.1	2.40
Bought an original painting or sculpture	33.5	17.5	6.30
Advice on what books to read	57.1	33.3	8.29
Took a course of instruction	66.5	47.8	6.59
Owens a typewriter	85.0	69.5	6.52
Took work home from office	52.7	38.1	5.09
Bought mutual funds	19.7	14.5	2.38
Bought and/or sold stock	43.1	37.4	2.02
# Advice on investing in a stock	32.8	30.5	.86 #
Play tennis	14.7	9.1	2.97
Jog	19.9	12.8	3.30
Own snow skis	17.6	13.4	2.00

Difference not significant at 5% level.
Presented only for completion of pattern.

TABLE IV-21

MARKETING AND LEISURE TIME ACTIVITIES OF NEIGHBORS

	<u>Subscribers</u>	<u>Neighbors</u>	<u>z</u>
Own wall-to-wall carpeting	50.2%	59.5%	3.24
Own color TV	24.5	31.4	2.68
Advice on redecorating a home	27.1	33.3	2.36
Went to a "home demonstration" party	15.1	21.7	2.98
Painted own house or apartment	40.3	49.4	3.18
Did a repair job around the house in past week	60.0	67.5	2.70
Completed a "do-it-yourself" project around the house	49.1	52.0	1.01
Own power tools	45.6	50.0	1.53
Baked a cake	38.6	48.0	3.30
Had an outdoor barbecue	42.1	49.1	2.44
Entertained guests at home last week	59.5	67.5	2.88
Advice on repairing a car	16.7	23.2	2.63
Play golf	14.8	21.7	3.13
Own a bowling ball	15.6	23.6	3.54
Own an outboard motor	12.7	17.3	2.26
Go fishing	15.3	25.8	4.57
Attend religious services	52.4	61.5	3.19

Difference not significant at 5% level.
Presented only for completion of pattern.

TABLE IV-22

MARKETING AND LEISURE TIME ACTIVITIES
NO SIGNIFICANT DIFFERENCE IN
PARTICIPATION BY SUBSCRIBERS
AND NEIGHBORS

	<u>Subscribers</u>	<u>Neighbors</u>	<u>z</u>
Own a water pick	12.8%	9.9%	1.58
Own electric hair dryer	62.6	66.5	1.41
Spent more than \$500 on jewelry	10.3	11.2	.51
Sent flowers	32.8	29.4	1.27
Advice on buying a new car	34.9	31.4	1.29
Advice on investing in a stock	32.8	30.5	.86
Dinner at a restaurant last month	85.7	82.9	1.34
Completed a "do-it-yourself" project around the house	49.1	52.0	1.01
Made a dress or knit a sweater	39.6	41.4	.64
Own power tools	45.6	50.0	1.53
Own a shotgun or rifle	26.2	30.5	1.66
Own camping equipment	32.6	29.7	1.09
Went to a ball game	40.2	39.8	.14
Went sailing last month	10.3	7.8	1.50
Did a crossword puzzle last week	24.7	27.0	.91
Advice on how to bring up children	24.5	24.5	--
Own a vacation home	10.8	10.0	.45
Took a winter or "off-season" vacation	41.0	38.7	.82
Advice on where to spend a vacation	44.1	43.5	.21

TABLE IV-23
MAGAZINE READING

During the PAST WEEK, did you (or your spouse)
do any of the following?

	<u>Subscribers</u>	<u>Neighbors</u>	<u>z</u>
Read Life	41.9%	40.0%	--
Read New Yorker	24.9	13.6	*
Read Look	27.9	29.0	--
Read Saturday Review	34.8	9.3	*
Read Life or Look	50.9	51.1	--
Read New Yorker or Saturday Review	48.2	19.1	*

During the PAST MONTH, did you (or your spouse)
do any of the following?

Read Esquire	16.0%	9.1%	*
Read Holiday	17.0	7.4	*
Read Reader's Digest	38.4	57.4	*
Read Popular Mechanics	8.0	8.7	--
Read National Geographic	40.0	27.9	*
Read Esquire, Holiday or National Geographic	54.0	35.9	*
Read Reader's Digest or Popular Mechanics	41.6	60.0	*
Read any professional journal	72.6	48.1	*
Base: All respondents	687	538	

* Difference significant at 5% level

TABLE IV-24
MAGAZINE READING

<u>Weeklies</u>	<u>Subscribers</u>	<u>Neighbors</u>	<u>All U.S. Adults</u>		
			<u>All U.S.</u>	<u>Income</u>	
				<u>\$10M+</u>	<u>\$15M+</u>
Life	41.9%	40.0%	26.7%	36.6%	41.6%
Look	27.9	29.0	24.9	31.9	33.4
New Yorker	24.9	13.6	2.3	4.7	7.6
Saturday Review	34.8	9.3	1.4	2.5	3.5
<u>Monthlies</u>					
Esquire	16.0%	9.1%	4.8%	7.1%	9.0%
Holiday	17.0	7.4	3.0	5.0	6.9
National Geographic	40.0	27.9	10.8	18.4	21.7
Popular Mechanics	8.0	8.7	4.7	6.4	6.5
Reader's Digest	38.4	57.4	32.8	38.8	36.9

Source of national readership data:
W.R. Simmons Associates Research,
1969 Media and Marketing Report.

TABLE IV-25
TELEVISION VIEWING

About how much time did you spend watching TV:

<u>Yesterday?</u>	<u>Subscribers</u>	<u>Neighbors</u>	<u>z</u>
None	37.3%	24.9%	4.62*
Less than one hour	7.0	5.8	.85
One hour	<u>22.8</u>	<u>16.7</u>	2.64*
Total one hour or less	67.1%	47.4%	6.94*
Two hours	17.2	22.7	2.41*
Three hours	9.2	12.1	1.65*
Four hours	2.6	6.5	3.33*
Five hours	1.2	3.9	3.08*
Six hours or more	1.3	3.9	2.92*
No answer	<u>1.4</u>	<u>3.5</u>	*
	<u>100.0%</u>	<u>100.0%</u>	
<u>Last week?</u>			
None	13.1%	6.1%	4.05*
Less than 2 hours	5.8	4.1	1.35*
2 - 3 hours	38.7% { 18.6	29.9% { 14.5	1.90*
4 - 5 hours	{ <u>14.3</u>	{ <u>11.3</u>	1.55*
Total 5 hours or less	51.8%	36.0%	*
6 - 9 hours	16.3	18.8	1.50*
10 - 14 hours	14.5	17.7	1.52*
15 - 19 hours	4.5	6.5	1.54*
20 - 24 hours	4.7	7.1	1.80*
25 - 29 hours	1.2	3.3	2.53*
30 - 39 hours	1.6	3.3	1.94*
40 hours or more	1.3	2.8	1.88*
No answer	<u>4.1</u>	<u>4.5</u>	
	<u>100.0%</u>	<u>100.0%</u>	
5 hours or less	51.8%	36.0%	*
6 - 19 hours	35.3	43.0	2.90*
20 hours or more	8.8	16.5	*

Base: All respondents 687 538

* Difference significant at 5% level, one-sided test.

TABLE IV-26
TELEVISION VIEWING

Prime time

During the PAST WEEK, how many evenings did you watch TV between 9 p.m. and 10 p.m.?

	<u>Subscribers</u>	<u>Neighbors</u>	<u>z</u>
None	31.4%	21.9%	3.71*
One evening	<u>23.0</u>	<u>16.6</u>	2.77*
One evening or less	54.4%	38.5%	5.53*
2 or 3 evenings	27.1	29.7	1.00*
4 or 5 evenings	12.2	18.6	3.11*
6 or 7 evenings	4.7	11.5	4.44*
No answer	<u>1.6</u>	<u>1.7</u>	.14
	<u>100.0%</u>	<u>100.0%</u>	
6 evenings or more	4.7%	11.5%	4.44*
4 evenings or more	16.9	30.1	5.48*
2 evenings or more	44.0	59.8	5.49*
1 evening or more	67.0	76.4	3.60*

Late at night

During the PAST MONTH, did you (or your spouse):

Watch the late movie on TV	38.7%	43.5%	1.70*
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Base: All respondents 687 538

* Difference significant at 5% level, one-sided test.

TABLE IV-27A

TELEVISION VIEWING
CROSS-TABULATED BY HOUSEHOLD INCOME

About how much time did you spend watching TV:

	<u>Household Income \$15,000 and Over</u>	
	<u>Subscribers</u>	<u>Neighbors</u>
<u>Yesterday?</u>		
None	39.0%	39.1%
Less than one hour	7.9	3.7
One hour	<u>27.6</u>	<u>16.8</u>
Total one hour or less	74.5%	59.6%
Two hours	15.2	21.7
Three hours	4.2	9.9
Four hours	2.7	2.5
Five hours	1.1	1.9
Six hours or more	.8	1.9
No answer	<u>1.5</u>	<u>2.5</u>
	<u>100.0%</u>	<u>100.0%</u>
Average number of hours watched TV yesterday	1.0 hours	1.2 hours
<u>Last week?</u>		
None	12.9%	7.5%
Less than 2 hours	7.2	9.3
2 - 3 hours	23.1	21.1
4 - 5 hours	<u>15.1</u>	<u>11.8</u>
Total 5 hours or less	58.3%	49.7%
6 - 9 hours	14.8	17.4
10 - 14 hours	11.4	18.0
15 - 19 hours	4.9	4.4
20 - 24 hours	3.4	3.7
25 - 29 hours	1.5	1.2
30 - 39 hours	1.1	.7
40 hours or more	.4	1.2
No answer	<u>4.2</u>	<u>3.7</u>
	<u>100.0%</u>	<u>100.0%</u>
Average number of hours watched TV last week	6.0 hours	6.8 hours
Base:	264	161

TABLE IV-27B

TELEVISION VIEWING
CROSS-TABULATED BY HOUSEHOLD INCOME

About how much time did you spend watching TV:

	<u>Household Income \$25,000 and Over</u>	
	<u>Subscribers</u>	<u>Neighbors</u>
<u>Yesterday?</u>		
None	38.6%	39.2%
Less than one hour	10.9	4.1
One hour	<u>27.7</u>	<u>18.9</u>
Total one hour or less	77.2%	62.2%
Two hours	14.8	20.3
Three hours	5.0	9.4
Four hours	2.0	---
Five hours	---	1.3
Six hours or more	---	2.7
No answer	<u>1.0</u>	<u>4.1</u>
	<u>100.0%</u>	<u>100.0%</u>
Average number of hours watched TV yesterday	.9 hours	1.1 hours
<u>Last week?</u>		
None	10.9%	4.1%
Less than 2 hours	10.9	17.6
2 - 3 hours	23.8	24.3
4 - 5 hours	<u>15.8</u>	<u>9.4</u>
Total 5 hours or less	61.4%	55.4%
6 - 9 hours	18.8	16.2
10 - 14 hours	8.9	12.2
15 - 19 hours	3.0	6.7
20 - 24 hours	3.0	4.1
25 - 29 hours	1.0	---
30 - 39 hours	---	---
40 hours or more	---	1.3
No answer	<u>3.9</u>	<u>4.1</u>
	<u>100.0%</u>	<u>100.0%</u>
Average number of hours watched TV last week	5.1 hours	6.1 hours
Base:	101	74

TABLE IV-28

TELEVISION VIEWING
CROSS-TABULATED BY EDUCATION
OF HOUSEHOLD HEAD

About how much time did you spend watching TV:

	<u>Household Head Graduated College Subscribers</u>	<u>Neighbors</u>
<u>Yesterday?</u>		
None	38.6%	34.3%
Less than one hour	8.1	7.0
One hour	<u>24.4</u>	<u>16.1</u>
Total one hour or less	71.1%	57.4%
Two hours	16.3	25.6
Three hours	7.1	8.3
Four hours	2.1	3.0
Five hours	1.1	2.2
Six hours or more	.8	2.2
No answer	<u>1.5</u>	<u>1.3</u>
	<u>100.0%</u>	<u>100.0%</u>
Average number of hours watched TV yesterday	1.0 hours	1.4 hours
<u>Last week?</u>		
None	14.0%	8.3%
Less than 2 hours	6.7	6.1
2 - 3 hours	18.6	18.3
4 - 5 hours	<u>16.1</u>	<u>13.5</u>
Total 5 hours or less	55.4%	46.2%
6 - 9 hours	15.9	17.8
10 - 14 hours	13.8	18.7
15 - 19 hours	4.6	4.4
20 - 24 hours	3.1	5.2
25 - 29 hours	1.2	1.7
30 - 39 hours	1.2	1.7
40 hours or more	.8	1.7
No answer	<u>4.0</u>	<u>2.6</u>
	<u>100.0%</u>	<u>100.0%</u>
Average number of hours watched TV last week	6.4 hours	8.2 hours
Base:	479	230

TABLE IV-29

TELEVISION VIEWING
CROSS-TABULATED BY OCCUPATION
OF HOUSEHOLD HEAD

About how much time did you spend watching TV:

	<u>Household Head in Professional Occupation</u>	
	<u>Subscribers</u>	<u>Neighbors</u>
<u>Yesterday?</u>		
None	39.4%	25.0%
Less than one hour	10.6	8.3
One hour	<u>24.1</u>	<u>16.6</u>
Total one hour or less	74.1%	49.9%
Two hours	14.2	26.7
Three hours	6.9	12.5
Four hours	2.6	3.3
Five hours	1.4	4.2
Six hours or more	.4	1.7
No answer	.4	1.7
	<u>100.0%</u>	<u>100.0%</u>
Average number of hours watched TV yesterday	1.0 hours	1.6 hours
<u>Last week?</u>		
None	15.0%	7.5%
Less than 2 hours	7.3	6.7
2 - 3 hours	20.1	11.7
4 - 5 hours	<u>15.0</u>	<u>14.1</u>
Total 5 hours or less	57.4%	40.0%
6 - 9 hours	17.1	17.5
10 - 14 hours	11.7	20.0
15 - 19 hours	5.1	7.5
20 - 24 hours	2.5	4.2
25 - 29 hours	1.1	2.5
30 - 39 hours	1.1	3.3
40 hours or more	.4	.8
No answer	3.6	4.2
	<u>100.0%</u>	<u>100.0%</u>
Average number of hours watched TV last week	5.9 hours	8.6 hours
Base:	274	120

TABLE IV-30
SPECIAL PROGRAMS

Please check which, if any, of the following TV programs you recall viewing THIS YEAR.

	<u>Subscribers</u>	<u>Neighbors</u>	<u>z</u>
The Oscar Awards	40.2%	59.3%	6.64*
U.S. Open Golf Championship	32.0	46.5	5.18*
Coaches All-American Football Game	17.6	28.1	4.39*
The Robe	15.6	26.8	4.82*
How Life Begins	30.0	31.0	.38
The Hungry American	27.5	22.9	1.83*
Rehearsal for D-Day	10.2	10.8	.34
The Lonely Dorymen	11.1	8.2	1.69*
<u>Either:</u>			
U.S. Open Golf Championship or Coaches All-American Football Game	37.8%	54.1%	*
<u>Either:</u>			
U.S. Open Golf Championship, Coaches All-American Football Game or The Robe	44.5	65.1	*
<u>Either:</u>			
U.S. Open Golf Championship, Coaches All-American Football Game, The Robe or Oscar Awards	60.0	79.0	7.10*
<u>Either:</u>			
How Life Begins, The Hungry American, Rehearsal for D-Day or The Lonely Dorymen	47.9	49.4	.52
<u>Any</u> of the above	73.8	84.6	4.57*
<u>None</u> of the above	26.2	15.4	4.57*
Base: All respondents	687	538	

* Difference significant at 5% level, one-sided test.

TABLE IV-31A

SPECIAL PROGRAMS
CROSS-TABULATED BY HOUSEHOLD INCOME

Please check which, if any, of the following TV programs you recall viewing THIS YEAR.

	<u>Household Income \$15,000 and Over</u>	
	<u>Subscribers</u>	<u>Neighbors</u>
The Oscar Awards	36.0%	52.2%
U.S. Open Golf Championship	38.3	47.8
Coaches All-American Football Game	20.8	29.2
The Robe	14.4	21.7
How Life Begins	30.3	26.1
The Hungry American	29.9	18.6
Rehearsal for D-Day	11.7	7.5
The Lonely Dorymen	12.5	8.7

Either:

U.S. Open Golf Championship, Coaches All-American Football Game, The Robe or Oscar Awards	58.3%	75.8%
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Either:

How Life Begins, The Hungry American, Rehearsal for D-Day or The Lonely Dorymen	51.1	44.1
<u>Any</u> of the above	73.9	80.1
<u>None</u> of the above	26.1	19.9

Base:	264	161
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TABLE IV-31B

SPECIAL PROGRAMS
CROSS-TABULATED BY HOUSEHOLD INCOME

Please check which, if any, of the following TV programs you recall viewing THIS YEAR.

	<u>Household Income \$25,000 and Over</u>	
	<u>Subscribers</u>	<u>Neighbors</u>
The Oscar Awards	34.7%	45.9%
U.S. Open Golf Championship	39.6	56.8
Coaches All-American Football Game	22.8	29.7
The Robe	10.9	14.9
How Life Begins	25.7	25.7
The Hungry American	20.8	13.5
Rehearsal for D-Day	13.9	8.1
The Lonely Dorymen	9.9	8.1

Either:

U.S. Open Golf Championship, Coaches All-American Football Game, The Robe or Oscar Awards	59.4%	74.3%
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Either:

How Life Begins, The Hungry American, Rehearsal for D-Day or The Lonely Dorymen	42.6	40.5
<u>Any</u> of the above	70.3	79.7
<u>None</u> of the above	29.7	20.3

Base:	101	74
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TABLE IV-32

SPECIAL PROGRAMS
CROSS-TABULATED BY EDUCATION
OF HOUSEHOLD HEAD

Please check which, if any, of the following TV programs you recall viewing THIS YEAR.

	<u>Household Head Graduated College</u> <u>Subscribers</u>	<u>Neighbors</u>
The Oscar Awards	36.5%	51.7%
U.S. Open Golf Championship	28.8	46.1
Coaches All-American Football Game	16.9	29.1
The Robe	13.4	22.2
How Life Begins	30.1	31.7
The Hungry American	29.6	18.7
Rehearsal for D-Day	10.2	10.0
The Lonely Dorymen	11.9	10.4

Either:

U.S. Open Golf Championship, Coaches All-American Foot- ball Game, The Robe or Oscar Awards	55.1%	76.1%
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Either:

How Life Begins, The Hungry American, Rehearsal for D- Day or The Lonely Dorymen	47.8	48.7
<u>Any</u> of the above	71.2	82.2
<u>None</u> of the above	28.8	17.8

Base:	479	230
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TABLE IV-33

SPECIAL PROGRAMS
CROSS-TABULATED BY OCCUPATION
OF HOUSEHOLD HEAD

Please check which, if any, of the following TV programs you recall viewing THIS YEAR.

	<u>Household Head in Professional Occupation</u>	
	<u>Subscribers</u>	<u>Neighbors</u>
The Oscar Awards	35.0%	52.5%
U.S. Open Golf Championship	27.7	40.8
Coaches All-American Football Game	15.3	25.0
The Robe	15.0	21.7
How Life Begins	32.1	27.5
The Hungry American	29.2	27.5
Rehearsal for D-Day	8.4	15.8
The Lonely Dorymen	12.8	8.3

Either:

U.S. Open Golf Championship, Coaches All-American Football Game, The Robe or Oscar Awards	51.8%	74.2%
----------------------------------------------------------------------------------------------------	-------	-------

Either:

How Life Begins, The Hungry American, Rehearsal for D-Day or The Lonely Dorymen	48.9	52.5
<u>Any</u> of the above	70.9	80.8
<u>None</u> of the above	29.6	19.2

Base:	274	120
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TABLE IV-34
NEWSPAPER READING

How many newspapers did you read:

	<u>Subscribers</u>	<u>Neighbors</u>	<u>z</u>
<u>Yesterday?</u>			
One	42.2%	46.5%	1.50
Two	39.8	40.9	.39
Three	8.9	5.8	2.04*
Four	2.3	1.3	1.28
Five or more	1.6	1.1	.74
None	4.5	2.6	1.76
No answer	<u>.7</u>	<u>1.8</u>	1.73
	<u>100.0%</u>	<u>100.0%</u>	
One or more	94.8%	95.6%	.64
Two or more	52.6	49.1	1.22
Three or more	12.8	8.2	2.58*
Four or more	3.9	2.4	1.46
Five or more	1.6	1.1	.74
<u>Last Sunday?</u>			
One	55.6%	65.1%	3.36*
Two	30.7	23.4	2.84*
Three	6.1	3.3	2.26*
Four or more	1.0	1.5	.79
None	5.7	3.9	1.45
No answer	<u>.9</u>	<u>2.8</u>	
	<u>100.0%</u>	<u>100.0%</u>	
One or more	93.4%	93.3%	--
Two or more	37.8	28.2	3.53*
Three or more	7.1	4.8	1.66
Four or more	1.0	1.5	.79

Base: All respondents 687 538

* Difference significant at 5% level, two-sided test.

TABLE IV-35

MEMBERSHIP IN ORGANIZATIONS

Do you or any members of your household now belong to any of the following types of clubs or organizations?

	<u>Subscribers</u>	<u>Neighbors</u>	<u>z</u>
Professional or scientific group	57.1%	32.2%	8.67*
Rotary, Kiwanis or Lions club	4.1	5.8	1.38*
Business or trade organization	20.8	25.1	1.78*
Fraternal lodge	15.3	19.1	1.76*
P.T.A.	22.6	22.3	.15
Partisan political organization	18.6	10.6	3.88*
Non-partisan political organization	13.0	4.6	5.02*
Religious or church affiliated group	47.0	49.4	.83
Veterans' or military group	8.6	10.2	.96
Country or golf club	13.1	14.5	.71
Cultural (museum, symphony orchestra, etc.)	34.4	18.6	6.15*
Other clubs or organizations	19.2	13.9	2.46*
Belong to one or more organizations	90.4%	82.9%	3.88*

Base: All respondents 687 538

* Difference significant at 5% level, one-sided test.

TABLE IV-36

POSITIONS OF IMPORTANCE IN ORGANIZATIONS

Do you or any members of your household now belong to any of the following types of clubs or organizations? Is any-one in your household active as a committee member, officer or director?

	<u>Subscribers</u>	<u>Neighbors</u>	<u>z</u>
Professional or scientific group	18.0%	8.0%	5.06*
Rotary, Kiwanis or Lions club	1.6	1.9	.40
Business or trade organization	4.9	6.1	.92
Fraternal lodge	2.9	2.0	.99
P.T.A.	3.3	3.2	.10
Partisan political organization	4.4	2.4	1.89*
Non-partisan political organization	3.1	.7	2.95*
Religious or church affiliated group	14.7	11.9	1.43*
Veterans' or military group	.1	.7	1.63*
Country or golf club	1.0	.9	.18
Cultural (museum, symphony orchestra, etc.)	7.0	2.0	4.06*
Other clubs or organizations	7.7	6.5	.81
Committee member, officer or director in one or more organizations	39.6%	29.4%	3.71*
Base: All respondents	687	538	

* Difference significant at 5% level, one-sided test.

TABLE IV-37
POLITICAL FORECASTS AND ATTITUDES

Presidential preferences

Among the people currently being mentioned as Presidential nominees, who would be your first and second choice for the Presidency?

	<u>Subscribers</u>	<u>Neighbors</u>
<u>First choice:</u>		
Humphrey	16.3%	16.9%
McCarthy	33.4	19.3
Nixon	16.0	27.9
Reagan	2.6	4.1
Rockefeller	25.6	19.3
Wallace	1.0	4.3
All others	2.2	1.7
Don't know, no answer	<u>2.9</u>	<u>6.5</u>
	<u>100.0%</u>	<u>100.0%</u>
<u>Second choice:</u>		
Humphrey	16.3%	15.6%
McCarthy	14.4	15.2
Nixon	12.4	14.3
Reagan	4.1	6.9
Rockefeller	35.1	24.5
Wallace	2.6	3.4
All others	4.3	1.9
Don't know, no answer	<u>12.8</u>	<u>18.2</u>
	<u>100.0%</u>	<u>100.0%</u>
Base: All respondents	687	538

TABLE IV-39

VOTING RECORD -- PARTY AFFILIATION

In the LAST election, for each of the following offices
how did you cast your vote?

	<u>Subscribers</u>	<u>Neighbors</u>	<u>z</u>
<u>President</u>			
Democratic	56.0%	50.2%	2.02*
Republican	26.4	35.9	3.21*
Other	.4	.2	.61
Did not vote	15.3	11.3	2.03*
No answer	1.9	2.4	.60
	<u>100.0%</u>	<u>100.0%</u>	
<u>U.S. Senator or Representative</u>			
Democratic	42.4%	39.8%	.92
Republican	39.3	45.9	2.32*
Other, or split ticket	1.0	.8	
Did not vote	14.4	10.0	
No answer	2.9	3.5	
	<u>100.0%</u>	<u>100.0%</u>	
<u>State Governor</u>			
Democratic	31.6%	34.4%	1.04
Republican	49.2	50.2	.35
Other	.9	.5	
Did not vote	15.4	11.0	
No answer	2.9	3.9	
	<u>100.0%</u>	<u>100.0%</u>	
<u>State Legislature</u>			
Democratic	34.1%	35.3%	
Republican	37.3	42.6	
Other, split ticket, non-partisan	5.9	3.2	
Did not vote	16.6	11.5	
No answer	6.1	7.4	
	<u>100.0%</u>	<u>100.0%</u>	
<u>Mayor or City Manager</u>			
Democratic	36.5%	38.5%	
Republican	24.9	31.0	
Other, non-partisan	12.1	5.6	
Did not vote	19.8	16.4	
No answer	6.7	8.5	
	<u>100.0%</u>	<u>100.0%</u>	
Base: All respondents	687	538	

* Difference significant at 5% level, two-sided test.

TABLE IV-40

SUMMARY OF VOTING RECORD AND POLITICAL ACTIVITIES

Summary:

How voted for President, U.S. Senator or Representative,
State Governor, State Legislature, Mayor or City Manager.

	<u>Subscribers</u>	<u>Neighbors</u>	<u>z</u>
Straight Democratic ticket	20.4%	23.0%	1.10
Straight Republican ticket	14.0	19.7	2.67*
Other only	.1	--	
Split ticket, voted for more than one party	53.4	46.7	2.33*
Did not vote in any of these elections	10.5	8.6	1.12
No answer	<u>1.6</u>	<u>2.0</u>	.52
	<u>100.0%</u>	<u>100.0%</u>	
Do you regard yourself as a:			
Democrat	34.5%	34.0%	.18
Republican	29.7	35.3	2.08*
Independent	34.5	28.6	2.20*
Other	.4	--	
No answer	<u>.9</u>	<u>2.1</u>	1.78
	<u>100.0%</u>	<u>100.0%</u>	
Base: All respondents	687	538	

* Difference significant at 5% level, two-sided test.

TABLE IV-41

POLITICAL PARTICIPATION

Do you plan to participate, as a volunteer or in any other way, in any political campaign this year?

	<u>Subscribers</u>	<u>Neighbors</u>	<u>z</u>
Yes	21.0%	11.9%	4.21*
Maybe	<u>22.7</u>	<u>17.3</u>	2.33*
Total <u>may</u> participate	43.7%	29.2%	*
No	54.1	69.1	5.34*
No answer	<u>2.2</u>	<u>1.7</u>	.63
	<u>100.0%</u>	<u>100.0%</u>	

Know lawmakers:

Have you (or your spouse) ever met any U.S. Congressmen, Senators or State Legislators?

Yes	73.9%	65.4%	3.22*
No	25.2	33.5	3.18*
No answer	<u>.9</u>	<u>1.1</u>	.35
	<u>100.0%</u>	<u>100.0%</u>	

If "yes," how well do you know them?

Well	18.5%	15.1%	1.57*
Slightly	30.3	29.6	.27
Only met once	25.0	20.4	1.90*
How well not specified	.1	.3	--

Base: All respondents 687 538

* Difference significant at 5% level, one-sided test.

TABLE IV-42

POLITICAL ACTIVITIES IN PAST THREE YEARS

During the PAST THREE YEARS, have you or members of your household engaged in any of the following activities?
(Please check all that apply.)

	<u>Subscribers</u>	<u>Neighbors</u>	<u>z</u>
Visited your State Capitol on a political matter or official business	22.4%	19.0%	1.45*
Visited Washington, D.C. on a political matter or official business	11.6	8.0	2.08*
Run for public office	2.3	2.4	.11
Taken an active part in a political campaign	25.9	18.0	3.29*
Written to an elected official about some matter of public business	46.9	35.3	4.09*
Written a book for publication	4.7	2.4	2.13*
Did <u>one or more</u> of the above	63.0%	49.4%	4.77*
Did <u>none</u> of the above, no answer	37.0	50.6	*

During the PAST THREE YEARS, did you (or your spouse):

Submit an article for publication	22.1%	9.9%	*
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During the PAST SIX MONTHS, has a friend, relative or acquaintance asked for your advice about:

Whom to vote for	47.2%	41.4%	2.03*
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Base: All respondents	687	538	
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* Difference significant at 5% level, one-sided test.

TABLE IV-43

POLITICAL INVOLVEMENT

During the PAST TWELVE MONTHS, did you (or your spouse) do any of the following?

	<u>Subscribers</u>	<u>Neighbors</u>	<u>z</u>
Give a speech or address a public meeting	35.4%	22.9%	4.74*
Write to the editor of a newspaper or magazine	21.8	14.9	3.07*
Join in a protest march or demonstration	11.2	4.3	4.38*

During the PAST YEAR, did you or other members of your household:

Contribute money to a political party or campaign fund	38.9%	29.2%	3.54*
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Do you or any members of your household now belong to any of the following types of clubs or organizations?

Partisan political organization	18.6%	10.6%	3.88*
Non-partisan political organization	13.0	4.6	5.02*

Is anyone in your household active as a committee member, officer or director?

In a partisan political organization	4.4%	2.4%	1.89*
In a non-partisan political organization	3.1	.7	2.95*

Are you familiar with the Kerner Report?

Yes	53.4%	31.4%	7.70*
No, no answer	46.6	68.6	
	<u>100.0%</u>	<u>100.0%</u>	

If "yes," since its publication have you personally undertaken any activity related to its contents (that you were not doing before)?

Yes	15.4%	4.1%	6.42*
No, no answer	38.0	27.3	3.86*

Base: All respondents 687 538

* Difference significant at 5% level, one-sided test.

TABLE IV-44

ACTIVITY ON SPECIFIC ISSUES

In the PAST THREE YEARS, have you or other members of your household taken an active role in any civil or social issues such as re-zoning, urban renewal or redevelopment, air or water pollution control, school problems, peace movement, etc.?

<u>The issues:</u>	<u>Subscribers</u>	<u>Neighbors</u>	<u>z</u>
School problems, education, children	12.2%	5.4%	4.09*
Civil rights, open/fair housing, race problems, poverty	9.0	3.0	4.26*
Peace movement, Viet Nam, war, draft	9.0	2.8	4.44*
Urban renewal or redevelopment	7.7	5.0	1.90*
Re-zoning	5.1	4.5	.49
Air or water pollution control	3.1	1.7	4.49*
Conservation, reforestation, wilderness preservation	2.0	1.1	1.24*
Health, medical	.9	.6	.61
Water fluoridation or anti-fluoridation	.7	.2	1.24*
Gun control laws	.6	1.3	1.29*
Other issues	6.0	3.2	2.29*
Active in <u>one or more</u> issues	34.9%	19.0%	6.16*
<u>Not</u> active in <u>any</u> issue, no answer	65.1	81.0	
Base: All respondents	687	538	

* Difference significant at 5% level, one-sided test.

CHAPTER V
EXPLORATORY ANALYSES OF DEPENDENCE

Introduction

The basic study was designed to compare a population believed to be predominantly introversive with a population that was similar demographically but which more closely reflected the purchasing patterns and behavioral lifestyles of the rest of the population within similar demographic categories. The key discriminating factor was readership of an idea-oriented magazine. The analysis of these findings was presented in Chapter IV.

This tested the first of three hypotheses which evolved from the behavioral model, based on Rorschach experience-type theory, and developed in Chapter III.

It was hypothesized that an individual's media preferences were a reflection of his values, attitudes, expectations and the way he perceives and experiences his environment. As such, media choices are part of a lifestyle and predictive of other patterns of expenditure of discretionary time and money.

In Chapter IV it was shown that the segment of the market reached by certain types of selective magazines tend towards introversion and are a prime target for those goods and services which satisfy their needs for inner experiences.

The purpose of the analyses presented in this Chapter was to test the second two hypotheses:

a) that heavy viewers of television are more likely to follow extraversive lifestyle patterns.

b) that the extent to which an individual is involved in civic and community activities, and especially those altruistic or "do-good" activities which attempt to monitor and/or change society is a reflection of that individual's personality type. It is therefore hypothesized that an "Index of Involvement" constructed from a number of different such activities can be used to classify people, and that those scoring high on the "Index of Involvement" are more likely to follow introversive lifestyle patterns than those with zero or low indices.

Manipulating the Data to Search for New Information

During the past decade a number of new computer programs have become available to the researcher for data analysis, reduction and summarization procedures. Most of the programs which have become particularly popular with marketing researchers have been based on multivariate analytical and clustering techniques.

The improved economy of computer time coupled with the growing library of such programs have made possible the manipulation of large quantities of data often uncovering relationships that otherwise might not have been recognized.

With this type of exploration as the objective, a number of the available multivariate analytic computer programs were evaluated to assess their usefulness for further analyzing these data.

Most of these techniques, however, require assumptions of additivity, linearity and normal distribution which may not be present in the mostly dichotomous classification data gathered in this study. One of the few new analytic techniques not requiring these assumptions is AID. AID is an acronym for Automatic Interaction Detector, a sequential data analysis procedure developed by John A. Sonquist and James N. Morgan at the Survey Research Center of the University of Michigan.¹

AID Algorithm

The Automatic Interaction Detector program was developed to consider the simultaneous effects of relatively large amounts of classification data without imposing the usual assumptions of linearity, normality and absence of interaction. It is particularly applicable to data analysis under the conditions which prevailed in this study, where:

1. The information gathered is essentially classification data and the effects of the variables are not necessarily linear. Thus, even with a continuous variable such as income, expenditures do not change uniformly with changes in income at either extreme of the income scale.
2. There may be measurement or sampling errors in some of the categories with little evidence as to the size of the errors or the extent to which they are random.

¹John A. Sonquist and James N. Morgan, The Detection of Interaction Effects, Monograph No. 35, (Ann Arbor, Michigan: Survey Research Center, Institute for Social Research, The University of Michigan, 1964).

3. There is sample variability piled on top of measurement error.

4. The intercorrelations between many of the explanatory factors make it difficult to assess their relative importance. Also, since most of the variables are classifications rather than continuous variables it is difficult to measure the extent of the intercorrelation.

5. The various influences may be interactive rather than additive.

6. There are logical priorities among the predicting characteristics and chains of causation, and these prior variables affect others but cannot in turn be affected. Thus, that an individual skis may indicate that he is young, but being young is no indication of whether or not he skis. Race is a typically logical prior variable.²

AID is a sequential analysis of variance technique. Its objective is to explain the variance of the dependent variable Y , where the set of predictors X_i is large. The X_i may be a mixture of nominal and/or ordinal scales, or coded intervals of an equal-interval scale, but Y must be a continuous or equal-interval scale. Its goal is to select the optimal combinations of explanatory variables from among a larger number, to analyze the joint effects of the selected X_i . AID-2, which was used on the data of this study, is capable of handling up to thirty nine explanatory variables.

²James N. Morgan and John A. Sonquist, "Problems in the Analysis of Survey Data, and a Proposal," Journal of the American Statistical Association, No. 58, (June 1963), pp. 415-435.

Using an iterative scheme, the program divides the entire sample, through a series of binary splits, into mutually exclusive sets of subgroups. Each respondent is a member of exactly one subgroup. Regarding one of the variables as a dependent variable, the program employs a nonsymmetrical branching process utilizing analysis of variance techniques to subdivide the sample. The subgroups are selected so that at each step in the procedure their means account for more of the total sum of squares than the means of any other set of subgroups, thus maximizing one's ability to predict values of the dependent variable and reducing the predictive error.

The output at each stage indicates for each class of each independent or predictor variable:

- a.) the number of respondents in that cell
- b.) sum of Y
- c.) mean of Y
- d.) sum of Y square
- e.) between-group sum of squares
- f.) total sum of squares
- g.) standard deviation for each cell

In addition it calculates the t-value of the difference between each pair of means which results from splitting the sample on the basis of that predictor variable which explains the highest portion of the variances of the dependent variable.

Viewing the Data from Another Angle

The AID analyses permitted approaching the data from new directions. It was used to further test the hypotheses and the basic model. For these analyses both samples -- Subscribers and Next-Door Neighbors -- were combined and treated as having been selected from the same population group.

In Chapter IV it was demonstrated that readership of certain types of magazines was a viable basis of segmentation for those marketers who wanted to reach inner-directed people. While this segment in absolute numbers represents a relatively small portion of the United States, it may represent a relatively large portion of certain selective markets.

The AID analyses were used to ascertain if a similar segment could also be identified through other criteria.

It was found that readers of selective magazines were light television viewers. The question may then be asked whether light television viewers also tend to be introversive experience types and, conversely, whether heavy viewers have extraversive tendencies.

It was shown that readers of selective magazines were more active than their neighbors in political, civic and community activities. It had also been hypothesized that those individuals involved in civic and political activities tended to follow introversive lifestyle patterns.

Two series of three AID analyses were run. For the first series, Television Viewing Yesterday was used as the dependent variable and the effect of ninety-three different independent variables was tested.

For the second series of AID analyses, an Index of Involvement was set up as the dependent variable, and a total of eighty-nine different variables was tested. The Index of Involvement, with values from zero to thirty-nine, was constructed by combining all of the questions dealing with political, civic and community activities, plus organizational memberships and commitments, and those variables implying communicating ideas to others, such as giving a speech or writing for publication. A value of one was assigned to each activity.

The variables included in this composite Index are presented on Table V-1. The numbers in parentheses represent the numbering of the elements from 1 to 39.

Television Viewing

According to Rorschach, those factors which are essentially "inner" or self-determined are in some way opposed to physical motility.³ Rorschach, of course, was referring to the motility of the subject himself. But one might also ask whether the viewing of motion -- i.e. the watching of

³Rorschach, Psychodiagnostics, p. 72.

television -- is not also opposed, in some way, to the same inner or self-determined factors. Does viewing motion drive off fantasy in the same way that actual motion drives off the memory of dreams?

In extending the theory of the model to television, it was believed that to the extravertive who holds the values of the outside world above his own inner feelings, television as a mirror image of that outside world becomes an important source of reference. The bulk of commercial television programming is designed to appeal to the extravertive, rather than the introvertive personality type: it generally presents a "true-to-life" picture, albeit an idealized life, with which the viewer can empathize; it is given to sentimentality; it provides an opportunity to live in and through others; it encourages empathy, but by closure provides no opportunity for free association, imagination or fantasy. Television is noisy: the better to drown out all self-communications.⁴ It provides facts via news reportage and documentaries, but rarely stimulates intellectual activity.

Three sets of AID analyses were computed using hours of Television Viewing Yesterday as the dependent variable. On the first run, a series of independent variables were tested which mostly covered leisure time activities. The

⁴Jung, Psychological Types, pp. 549-550.

independent variables tested in the second run were predominantly from marketing areas. The third run covered political activity, readership of other print media and demographic variables. These are shown on Tables V-2, V-3 and V-4.

The first output of the AID program is a cross tabulation of the dependent variable (Y) by each of the independent variables (X_i). For each X_i the mean and standard deviation of Y_i is calculated. The program also calculates the percentage of the total variance of Y accounted for by each X_i .

Although none of the ninety-three variables tested accounted for much over four percent of the total variance of the dependent variable, the resultant pattern of the data generated was of such consistency as to warrant reporting. The failure to account for larger portions of the variance may be a factor of the highly skewed distribution of the dependent variable. Almost one third of the respondents watched no television yesterday; and although there were responses indicating viewing of up to twenty hours, more than half had viewed less than two hours. The overall average for all respondents was 1.46 hours. The distribution of hours of Television Viewing Yesterday is presented on Table V-5.

Tree Diagrams

The tree diagrams resulting from the three AID analyses using Television Viewing Yesterday as the dependent variable are presented as Charts V-1, V-2 and V-3.

The AID algorithm sequentially divides the sample into subsets so that at each step in the analysis the predicting characteristic which is the basis of the binary split explains more of the variance than any one other variable in the analysis. This predicting characteristic may be logically prior to other factors in the chain of causation, or it may be highly correlated with the other characteristics in the analysis. Thus college education may be the reason for, and therefore logically prior to earning a high income or reading a professional journal. It may be the causal factor or it may just be highly correlated with traveling to Europe or serving wine with dinner.

The difference in the approach to data analysis between AID and most multivariate techniques is that with AID the analyst is able to detect the effect of any interaction, if it exists, between the independent variables. This interaction is graphically portrayed in the tree diagrams. These diagrams also demonstrate the amount of information that may be lost or covered up when conclusions are reached based on averages only.

Within each box of the trees the number of respondents in that group is shown in the left hand corner and the percentage of the total sample that the group represents is shown in the right hand corner. Those splits which resulted in a division which included significantly less than ten percent of the total sample are generally not shown. However the name of the independent variable on which this split would have occurred is printed underneath the appropriate box.

For each split, the calculated t-value is shown on the charts. It must be noted, however, that these t-values would, in general, not be valid tests of statistical significance due to the non-independence of the samples and the highly skewed distribution of the dependent variable. The t-values are presented only for guidance in assessing the relative significance of the differences of the pairs resulting from each division.

Of the independent variables tested, with very few exceptions, those attributes which in Chapter IV were described as characterizing the introversive personality type produced lower than average television viewing and those characteristics attributed to the extraversive personality type produced higher television viewing. While the differences were sometimes small, the pattern was consistent. These data are shown on Tables V-11, V-12 and V-13. The following compares the hypothesized positions

of the independent variables with respect to the overall average and the actual positions of the findings:

	<u>Below Mean</u>		<u>Average</u>		<u>Above Mean</u>	
	<u>H_o</u>	<u>Findings</u>	<u>H_o</u>	<u>Findings</u>	<u>H_o</u>	<u>Findings</u>
Table V-11 Introversive Characteristics	56	58	2	0		
Table V-12 Extraversive Characteristics	0	7	0	1	22	14
Table V-13 Exploratory Variables	--	9			--	7

It is interesting to note the symmetry, or lack, thereof, of the trees. In each of the analyses the total sample divided into about nine segments, each representing different lifestyles. In the two runs in which Subscriber/Neighbor were independent variables, the Neighbors divided into twice as many segments as the Subscribers. This would seem to indicate that on the lifestyle measures used in these analyses, the Subscriber group was considerably more homogeneous than their Next-Door Neighbors. The analysis which divided the sample on the basis of having graduated college produced a more symmetrical tree, with four segments of college graduates and five of non-graduates.

Relationship of Demographic Characteristics
to Television Viewing

The relationship between demographic characteristics and television viewing has been demonstrated by many other studies.⁵ As age increases, television viewing also increases: as education and income increase, television viewing decreases. This pattern also maintained in this study (Table V-7).

In the AID analysis with Television Viewing Yesterday as the dependent variable and demographic characteristics as independent variables, education was the best discriminator between heavy and light television viewing (Tables V-6, V-7, Chart V-3). On this run, the first binary split subdivided the sample on the basis of having graduated college (or higher education). The average "yesterday" viewing hours for this group was 1.22; those who did not graduate college viewed an average of 1.80 hours. It is interesting to note that those who attended college (but did not graduate) were classified with the less educated group.

The interaction effect of education on the other demographic variables is shown on Table V-7. Although the general pattern of higher viewing as age increases and income decreases continues, in every demographic subcell

⁵W.R. Simmons and Associates Research, Inc., Comprehensive Television Audience Report, 1964 through 1972. The Roper Organization, Inc. (unpublished studies for the Television Information Office, 1959 through 1972).

of college graduates viewing was less than the overall sample average (Table V-7).

Table V-6 presented the data on the two predictor variables which determined the first binary split on the three analyses. Obviously what predictors will determine the splits is a function of the independent variables which are included in the analysis.

On Table V-9 the independent variables which explained the highest proportion of the variance of the dependent variable are arranged in rank order. Graduated college and income \$15,000 and over were the only two demographic variables of merit on this list.

Income of \$15,000 and over was seventh in magnitude in accounting for the variance in Television Viewing Yesterday. It must thus be inferred that while income is an important predictor of television viewing (or non-viewing), it is not as discriminating as those variables which produced a higher total sum of squares, -- i.e., being involved in one or more political activities, belonging to a professional or scientific organization, reading a professional journal or drinking and serving wine with dinner. Income was not as discriminating in determining heavy and light viewing as was education or subscribing to one of the three selective magazines.

In each of the many splits of the sample, respondents with income of \$15,000 and over watched less television

than those with income of less than \$15,000. However, depending on the prior variable, income varied in its effectiveness as a differentiator of television viewing time. Thus, among respondents who had NOT graduated college there was a significant difference in viewing time between those respondents with income over or under \$15,000. However, for those respondents who had graduated college the differentiating income was \$20,000 or more; for those respondents who had graduated college and drink or serve wine with dinner, only the segment whose income was between \$8,000 and \$9,999 significantly exceeded the others in viewing time. This would seem to indicate that, at least among college graduates, lifestyle, rather than income, is the determining factor.

Viewing time also differed by city of residence (Table V-8). While some of these differences may be due to sampling error, there is sufficient inherent logic to the pattern to warrant noting.

Respondents living in Boston averaged less television viewing than either all Subscribers or all college graduates, the two predictor variables which were most discriminating. This may be attributable to Boston being a "college" town, with almost 200 colleges, universities and professional schools within the center city and its environs. Of the twelve cities in the sample Boston had the highest percentage of college graduates (74 percent). However, Boston's

non-college graduates were also lower than average in their viewing. Reno, Nevada respondents, too, were light television viewers -- both college graduates and non-graduates.

The sharpest contrast between college graduates and non-graduates was among San Francisco respondents, with Clifton, New Jersey a close second. Lima, Ohio had the highest television viewing, regardless of education (Table V-8).

Lifestyle Variables as Predictors of
Heavy and Light Television Viewing

As had been noted, the variable which best discriminated between heavy and light television viewing was being a Subscriber to one of the three selective magazines. It was at least as predictive of light viewing (or non-viewing) as having graduated college. It was a better measure of viewing and non-viewing than any of the other demographic variables including income, age or occupation. Also the fact that in both analyses wherein Subscriber/Neighbor was used as an independent variable the first split occurred on this measure adds credence to the hypothesis that these two groups represent different behavioral lifestyles. With each successive split, even the heavy segment of viewers among Subscribers averaged less viewing time than most segments of Neighbors, verifying that in some way reading selective magazines is contraindicative to watching television.

Index of Involvement ranked third on the list of predictors of heavy and light viewing. A zero Index, which was achieved by nearly one-fourth of the entire sample, was perhaps the best predictor of very heavy viewing. This group averaged 1.93 hours, which was higher than Neighbors (1.78 hours) or non-college graduates (1.80 hours). Those who were involved in one or more community activities averaged 1.32 hours, and those with three or more activities averaged 1.18 hours. As hypothesized, the Index of Involvement measure may be a better descriptor of consumer behavior than many of the standard demographic measures.

The next two in rank on the list of predictors are "belong to a professional or scientific organization" (4th) and "read a professional journal in past month" (5th). While these measures are obviously related to being in a professional occupation, they are better discriminators of television viewing than the occupational category itself. The three measures are compared on Table V-10. Reading a professional journal was also a primary differentiating variable between heavy and light viewers within the Neighbor sample (Chart V-1). This may also be a better criterion for target market description than its related demographic measure.

Drinking or serving wine with dinner accounted for 2.4 percent of the variance in television viewing. This was the only marketing variable that ranked high as a predictor (6th). It was also the primary differentiating variable of

television viewing among Subscribers (Chart V-2) and among college graduates (Chart V-3). This too, may merit further testing as a behavioral lifestyle descriptor.

The following variables, each accounting for between 1.6 percent and 1.9 percent of the variance, complete the list of key predictors:

- Took a course of instruction
- Bought an original painting
- Submitted an article for publication
- Officer or committee member in organization

All of the non-demographic variables on the list of predictors had been hypothesized as being indicative of an introversive behavioral lifestyle. Each of these was predictive of very light television viewing.

Characteristics of Light Television Viewers

Table V-11 lists all the variables which had been hypothesized to be part of the introversive behavioral lifestyle (See Chapter IV). In all, there were forty-five different variables in this group, and participation in any one of them resulted in lower than average hours of Television Viewing Yesterday.

Of all the independent variables in the analysis, Subscriber/Neighbor explained the largest portion of the variance in hours of Television Viewing. For Subscribers and Neighbors, the average viewing hours were 1.22 and 1.78 respectively. However, more than one-third of the hypothesized introversive behavioral lifestyle characteristics

resulted in as low, or lower average viewing as being a Subscriber. Table V-18 lists all the independent variables with viewing averages equal to, or less than that of Subscribers. Those scoring very high on the Index of Involvement (9 or more activities) had the lowest television viewing average. Of the twenty-eight variables on this "very low" list, eleven were descriptive of some form of political or community involvement. Only four variables on this list were demographic: household income \$20,000 and over, age 18-25, live in Boston or Reno, and postgraduate degree.

Participation in the three sports that had been hypothesized to have greater appeal to the introversive personality type -- sailing, skiing and tennis -- all ranked on this list of predictors of low television viewing.

Examination of the tree diagrams shows that the lightest viewers belonged to a segment consisting of 7.5 percent of the Neighbors who owned snow skis and had stock transactions in the previous year (Chart V-2, Table V-15). On this same run, there was also a second segment of very light viewers among the Neighbors. This group did not own snow skis, but had had stock transactions, had NOT given advice about buying a new car and did have a cocktail before dinner. This second group comprised 12.5 percent of the Neighbors. The average viewing time for these two segments was .77 and 1.06 hours respectively. Together, they

represented twenty percent of the Neighbors (Chart V-2, Table V-15). The remaining eighty percent of the Neighbor sample in this analysis were divided into six behavioral lifestyle segments with average viewing time ranging from 1.72 hours to 2.91 hours.

Another segment of Neighbors which had very low viewing (.85) was a segment who had read a professional journal and had stated they may participate in a political campaign this year (Chart V-1, Table V-15). On this same AID run, another segment of Neighbors with relatively low viewing (1.29 hours) had read a professional journal, knew a Congressman or Legislator and had taken an air trip in past year. These two segments represented one-third of the Neighbor sample. The remaining respondents were divided into four behavioral lifestyle groups with average viewing hours from 1.70 to 2.26.

In both of these analyses, the highest television viewing by any behavioral lifestyle segment of Subscribers was 1.36 hours, -- still under the overall average (Charts V-1, V-2; Table V-14).

Throughout the analyses, political activity and awareness resulted in lower television viewing.

Warranting special attention are the four variables which formed the largest segment of light viewers.

	<u>Percent of Total Sample</u>	<u>Hours Spent Viewing TV Yesterday</u>
Index of Involvement: three or more activities	43.4%	1.18
Drink or serve wine with dinner	37.5	1.18
Member of a professional or scientific organization	46.6	1.22
Member of one or more committees	36.0	1.22

There were no surprises in any of the three analyses. Those segments with low television viewing, whether Subscriber or Neighbor, college graduate or not, had characteristics hypothesized to be introversive.

Characteristics of Heavy Television Viewers

There was less success in identifying variables predictive of heavy television viewing. Those who did not graduate college had an average viewing time of 1.80 hours, and Neighbors an average of 1.78 hours. Only one other measure shows as high an average: belong to no organizations, which had an average viewing time of 1.80 hours. The ten variables with the highest television viewing averages are shown on Table V-19. Most of the variables are measures of what the individuals did not do. Again, demographic characteristics appear to be less important than lifestyle variables in describing heavy viewers.

Table V-12 presents the television viewing averages for those variables which had been hypothesized to describe extraversive behavioral lifestyle patterns. Of the twenty two variables listed, fourteen showed higher viewing time than the overall average, one the same as the overall average, and seven were lower. Only one variable, own a bowling ball, was among the top ten variables with the highest television viewing time. (Those who owned a bowling ball averaged 1.74 hours of television viewing yesterday.) However, there was also only one variable that had a lower average than the heaviest segment of viewers among Subscribers. On each AID run, there was one heavy viewing segment of Subscribers with average viewing time of 1.36 hours -- still well below the overall average. Those who had spent more than \$500 on jewelry, which had been hypothesized to be an extraversive lifestyle characteristic, had an average viewing time of 1.34 hours.

Summary of Television Viewing Analyses

It had been hypothesized that heavy viewers of television are more likely than light viewers to follow extraversive lifestyle patterns. This hypothesis was neither proved nor disproved by these analyses. What the findings did demonstrate, however, is that individuals who follow introversive behavioral lifestyle patterns tend to be very light viewers of television. From these analyses heavy viewers of television may perhaps be described as "non-doers."

The data for all ninety-three variables are presented on Table V-17.

However, with the possible partial exception of city of residence, each of the independent variables did maintain consistency throughout the analysis. Where the mean of the variable based on the total sample was low (or high), it maintained that same relationship at each binary split, even when the splits contained very small portions of the total sample. An example of this is ownership of power tools. This measure had been hypothesized to be an extravertive characteristic; the hypothesis was not confirmed by the data. Contrary to expectations, ownership of power tools was indicative of lower television viewing. It indicated lower television viewing on the basis of the entire sample -- even after many splits wherein the segments represented just over one percent of the entire sample, this same direction was maintained. The data are presented on Table V-16 showing the averages for all power tool owners in the sample, and for those in the four segments that would have resulted had the tree diagram on Chart V-2 been allowed to divide into smaller segments. This same exercise could be repeated with any of the other variables.

Index of Involvement

The Index of Involvement was constructed from thirty-nine separate variables which measured the communication of ideas and involvement in political, civic and community

activities. The individual elements included in this Index are presented on Table V-1.

Three AID runs were made with Index of Involvement as the dependent variable. The independent variables used in each of these runs are shown on Tables V-20, V-21 and V-22. In all, eighty-nine different independent variables were tested. The mean number of activities of respondents in each one of these cells, along with the percentage of the variance explained by each of these variables are given on Table V-29.

The purpose of these analyses was to test the hypothesis that those individuals who are involved in activities which attempt to mold, monitor and/or change society tend to be introversive experience types, and that this is also reflected in other facets of their lifestyles including the patterns of expenditure of their discretionary time and money. As such, this Index can serve as a basis for describing markets and for determining or improving marketing strategy.

Effect of Demographic Variables

As in the analyses of Television Viewing, some relationship was found between demographic characteristics and the dependent variable. And, as with television viewing, education was an important factor in determining community activity. However, this was only at the highest levels of educational achievement. Having obtained a postgraduate

degree or completed some postgraduate study accounted for 12.9 percent of the variance in the Index of Involvement: having graduated college or better accounted for 10.5 percent of the variance. Those who had a postgraduate degree had an average number of 4.48 activities. On a rank ordering of the independent variables on the Index of Involvement, postgraduate degree ranked ninth with an Index of 4.48 activities; but, postgraduate study (no degree) ranked thirty-eighth with 3.74 activities. Thus, although education accounted for the highest portion of the variance, there were many lifestyle and marketing variables with higher Indices of Involvement.

Of the demographic variables, the next in effectiveness to education, but obviously highly correlated with it, was professional occupation (but not employed in business or industry). This accounted for 9.1 percent of the variance. However, when all professional occupations were combined, including those employed in business and industry, the portion of the variance explained was reduced to 6.0 percent.

Respondents living in households with income of \$20,000 or more averaged almost twice as many activities as those in households with income of under \$15,000: 4.49 activities as compared with 2.31 activities. Respondents with income between \$15,000 and \$19,999 fell almost exactly midway between these groups, with an average of 3.49 activities. Household income of \$20,000 or more accounted for

7.8 percent of the total variance.

Age was a less important factor. Being under the age of fifty accounted for 3.0 percent of the variance, with the most active group being between the ages of thirty-five and forty-nine.

It is interesting to note that the two cities with the lowest television viewing -- Reno and Boston -- had the highest Indices of Involvement -- 3.39 and 3.14 respectively.

All in all, on the analyses in which the demographic variables were tested, education and occupation were the demographic characteristics which were most important in differentiating people. Income was of secondary importance.

Effectiveness of Lifestyle Measures

Of all the independent variables, postgraduate study explained the largest portion of the variance in the dependent variable. However, a very close second, was reading a professional journal. This one measure explained 11.5 percent of the variance in the Index of Involvement. This measure warrants further research as a lifestyle descriptor. Although it is obviously related to both education and occupation, it may be a better marketing descriptor than either of these two demographic measures. It included a larger segment of the total sample: less than 40 percent of the sample had postgraduate study or better, less than one-third of the sample were in professional occupations; 62 percent, however, read a professional journal. Thus, this

measure may have the ability to include in a target segment, individuals who do not qualify on the basis of demography, but whose lifestyle patterns are similar to groups with higher education and occupation.

Reading a professional journal was also the most effective variable in eliminating the "non-doers." That portion of the sample who had not read a professional journal averaged only 1.58 activities -- the lowest average achieved by any segment of size.

Taking work home was another measure that was more effective than any of the occupation measures in explaining the variance of the dependent variable.

A comparison of occupation-related measures versus job categories as predictors of involvement is presented in Table V-23.

A rank ordering of the independent variables with the highest Indices of Involvement is presented in Table V-25. This list parallels very closely Table V-18 which showed the characteristics of the lightest television viewers. Examination of these variables presents both a portrait of the involved person and an indication of his value to the marketer.

The picture portrayed conforms to the model of the introversive personality type. He is a culture consumer: he bought an original painting, attended a concert, plays the piano and bought tape for a tape recorder. He is print oriented: he has been asked for advice about books, he

reads New Yorker, Saturday Review, and two out of three of Esquire, Holiday and National Geographic and read four to five newspapers yesterday. The three sports that had been hypothesized as appealing to the introversive experience type -- tennis, sailing and skiing -- are all on the list. As is jogging, which had been included as an exploratory variable, but which in each of the two previous analyses also ranked high among introversives. He takes work home and has advised others about a job or career. He travels: he has taken an air trip in the past year and has rented a car. Only three demographic variables are listed: professional occupation, income of \$20,000 and over and postgraduate degree.

Mandated time, which was not a differentiating factor in either of the two previous analyses, was a factor in this analysis. Apparently involved people are busy on many levels. In addition to taking work home, three other mandated time variables are on this list: worked 60 hours or more last week, worked 5 to 18 hours at other income-producing activities and worked one or more hours at other job related activities.

The broad spectrum of items on the list attests to the diversity of interests of the introversive personality type.

Interaction of Variables

The tree diagrams generated from the AID analyses using the Index of Involvement as the dependent variable are presented as Charts V-4, V-5 and V-6.

The independent variables maintained a consistency throughout the analysis. A variable which on the first split indicated a relatively high (or low) Index of Involvement, maintained its position relative to the other variables through each successive division of the sample. The only exception was city of residence. This had maintained greater stability in the television viewing analyses, which leads to the conclusion that geography probably plays a stronger role in determining the amount of time spent watching television than it does as a determinant of civic activity.

In each of the analyses, the AID program divided the sample into ten to twelve segments. The Index of Involvement for these segments ranged from a low of 1.23 activities to a high of 7.25 activities. The inactive segments, like the high television viewing segments, were essentially determined by what they did not do. For example, the lowest segment had not given advice about books, had not rented a car and did not have cocktails before dinner (Chart V-5). On the same run, the highest segment had been asked for advice about books, had bought an original painting or sculpture, had bought tape for a tape recorder and had cocktails before dinner (Chart V-5). Another active

segment had rented a car and owned skis.

The segment in the analysis with the highest Index of Involvement had completed postgraduate study, was in a professional occupation and worked fifty-two hours or more last week. These people averaged 7.25 activities (Chart V-5). A similar group, same education, same occupation, didn't work 52 hours, but did have income of \$25,000 and over, and they averaged 6.81 activities. For those respondents who had postgraduate degrees or postgraduate study but were not working in the professions, having bought an original painting or piece of sculpture was more discriminating than any demographic measure including the other occupational categories, income, age or sex.

For those who did not have postgraduate study, there were actually two groups who were higher than average in the number of activities in which they were involved. One group, consisting of 7.3 percent of the sample, had worked forty-three hours or more the previous week, had an income of \$15,000 or more and, -- the important determinant -- had traveled by air. The second group, consisting of 5.1 percent of the sample, were either in occupations in the communications industry or in other business services, or were in the professions and, the discriminating factor, were subscribers to one of the three selective magazines.

Of the respondents who had read a professional journal, the next basis of differentiation was whether or not they had been asked for advice about a job or career. This

particular variable had been put into the study on an exploratory basis. All but one small group that split off from this independent variable were above average in activity. The two groups which had the highest Index of Involvement were the 8.6 percent of the sample who, in addition to reading a professional journal and having been asked for advice about a job or career, had also worked seven or more hours the previous week on job related activities. The second group was differentiated on the basis of having read the Saturday Review, a publication whose audience was judged to be very similar to the Subscribers of the three selective magazines chosen for this study.

It is also interesting to note that among those who did not read a professional journal, the segment which still maintained a high Index of Involvement did read the New Yorker, which also reaches an audience with the same characteristics as the Subscribers to the three selective magazines in the study.

The relationship between interest in reading intellectual fare and involvement in civic activities was also evidenced by the fact that although being a Subscriber to these three magazines was not the basis for any of the binary splits in this second AID analysis, Subscribers in all but one segment had a higher Index of Involvement than the Index based on all respondents in the segment. These data are shown in Table V-24.

Although the concept of the Index of Involvement grew out of research into the behavioral lifestyle patterns of the Subscribers to selective magazines, Subscriber as an independent variable in this study ranked 56th out of 188 independent variables. The fact that these Subscribers, however, were more involved than other people with similar demographic characteristics was demonstrated in Chapter IV. Table V-24 also demonstrates that these Subscribers are more active than other people with similar characteristics. Here they are matched both on several demographic characteristics, and also on other behavior. Table V-24 compares Subscribers with the rest of the sample at each break of the AID analysis on Run #2. Within all but three of the nineteen cells, Subscribers had a higher Index of Involvement than others in the matched cell.

Characteristics of the Uninvolved

Table V-26 lists the twenty-five independent variables with the lowest Indices of Involvement. These Indices run from 1.35 to 2.19. This is probably more descriptive of the majority of the population of the United States. The sample under study was balanced in favor of an upscale segment of the population. This is evidenced by the fact that in the sample population only 23.5 percent of household heads had not attended college; in the United States population-at-large, 75 percent of household heads have not attended college. This measure, not attending college,

had the lowest Index of Involvement.

Three measures, separately, were able to divide the sample into two almost equal segments -- one with a relatively high Index of Involvement and the other with a relatively low Index:

	Index of Involvement			
	Respondents answering:			
	Yes		No	
	<u>Sample</u>	<u>Index</u>	<u>Sample</u>	<u>Index</u>
Took work home in past month	46%	3.89	54%	2.02
Was asked for advice about a job or career	47	3.88	53	2.02
Was asked for advice about what books to read	47	3.83	53	2.06

Respondents with low Indices of Involvement, as was predicted, were also heavy viewers of television. Essentially the profile of the inactive respondents paralleled the profile of the heavy TV viewer.

Comparison of Hypothesized Variables with Findings

Table V-27 lists the variables (and Indices) which had been hypothesized to be introversive; Table V-28 lists the variables which had been hypothesized to be extraversive; Table V-29 lists the measures of Television Viewing and their accrued Indices.

The eighty-nine variables in the analysis resulted in 188 measures (each dichotomous variable had two measures,

other variables had several classes). These were ranked in descending order of Index of Involvement. The rank order number is given for each independent variable on Tables V-28 and V-29. As with the Television Viewing analyses, there was more success in predicting the introversive behavioral lifestyle characteristics than the extraversive characteristics. None of the Indices of the hypothesized introversive characteristics was below the overall sample average Index of 2.88. Only two variables ranked above the midpoint: listen to music on FM radio with an Index of Involvement of 3.00 ranked 110th and moved to a different home with an Index of 2.93 ranked 117th. Of the thirty-one variables (other than television viewing) hypothesized introversive, twenty ranked in the first quartile, nine in the second, and the two, noted above, ranked in the third quartile.

Of the twenty-three variables hypothesized to be characteristic of an extraversive lifestyle, only one-fourth had an Index below the overall average; nine were above the midpoint in rank. The four highest are shown below:

	<u>Variable Rank</u>	<u>Index of Involvement</u>
Spent more than \$500 on jewelry	50	3.61
Advise about redecorating a house	67	3.37
Complete a "do-it-yourself" project	68	3.37
Go to a ball game	75	3.30

Fourteen were below the midpoint in rank.

Summary and Conclusions

Throughout this dissertation an attempt has been made to identify and describe the behavioral lifestyle patterns of two contrasting segments of the market. The first segment was described as tending to behave in accordance with internal processes. It is believed that for this group the inner-experience is often the prime determinant in product choice. These consumers are important to the marketer because of their wide variety of interests and their higher propensity to use certain products and services such as travel, books and records, fine wines and other alcoholic beverages, and long term investments. They are independent in their actions and are also important to the marketer because others tend to follow the example of their lifestyle.

The contrasting segment tends to behave in accordance with external conditions. They look to others for guidance. They are more materialistic, more practical, more home-centered. While they are changeable and do like new things, they are more traditional in their ways and are perpetuators of the status quo.

In Chapter IV, it was shown that the inner-directed segment tended to be print consumers and could best be reached through idea-oriented publications.

In this Chapter, a series of AID analyses were used to approach the data from two other directions. In the first series of analyses, it was shown that the introversive

market segment tended to be light viewers of television. An effort was also made to ascertain whether heavy viewers of television were more likely than light viewers to spend their discretionary time and money on those goods and activities which were hypothesized to appeal to the extratensive experience type. All that was established was that heavy viewers of television were best characterized by their non-participation in the activities on which data were collected. It must, however, be noted that because of the way the sample was selected, the only findings which are projectible is that portion arising out of the Subscriber sample. And, these findings are projectible only to the universe from which the sample was selected.

For the second series of AID analyses, an Index of Involvement was constructed from thirty-nine political, civic, community and organizational activities. The AID analyses were used to explore the viability of this measure to identify the introversive personality segment. While further research is necessary before it can be established that this measure is generalizable to the total population, the findings were encouraging. There was evidence that there is a relationship between a high score on the Index of Involvement and an introversive behavioral lifestyle pattern.

The AID technique was particularly useful for this type of exploratory analysis. It permitted the examination and evaluation of a large number of variables, univariately

and in combination, and provided the ability to assess the relationship of each to the dependent variables. It was particularly useful in this study, where the bulk of the data were dichotomous variables, which further limited the choice of applicable analytical statistical techniques.

APPENDIX

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APPENDIX

1196	100.0%
All Respondents	
$\bar{y}_1 = 1.46$	

t=7.12

677	56.6%
Subscribers	
$\bar{y}_2 = 1.22$	

t=3.60

151	12.6%
Submit Article for Publication	
$\bar{y}_6 = .91$	

Plan to Participate in Political Campaign

526	44.0%
Did NOT Submit Article for Publication	
$\bar{y}_7 = 1.31$	

t=2.96

57	4.8%
Sailing	
$\bar{y}_8 = .85$	

Familiar with Kerner Report

469	39.2%
NO Sailing	
$\bar{y}_9 = 1.36$	

Index of Involvement

48
May 1
in a
C
\bar{y}_{12}

Entert

124
Took an
$\bar{y}_{16} =$

Entertain

CHART V-1

(Hours of)
TELEVISION VIEWING YESTERDAY

(Run #1)

100.0%
ents
46

12

519 43.4%
Neighbors
 $\bar{y}_3 = 1.78$

t=5.16

249 20.8%
Read Professional Journal
 $\bar{y}_4 = 1.43$

270 22.6%
Do NOT Read Professional Journal
 $\bar{y}_5 = 2.11$

t=3.41

t=2.59

48 4.0%
May Participate in a Political Campaign
 $\bar{y}_{12} = .85$

201 16.8%
Definitely Will or Will NOT Participate in Polit. Campaign
 $\bar{y}_{13} = 1.57$

75 6.3%
Two or More Political Activities
 $\bar{y}_{11} = 1.70$

195 16.3%
One or Less Political Activities
 $\bar{y}_{10} = 2.26$

Entertained Guests

Paint Own House or Apartment

Paint Own House or Apartment

t=2.78

158 13.2%
Knows a Lawmaker
 $\bar{y}_{14} = 1.43$

43 3.6%
Does NOT Know a Lawmaker
 $\bar{y}_{15} = 2.07$

Entertained Guests

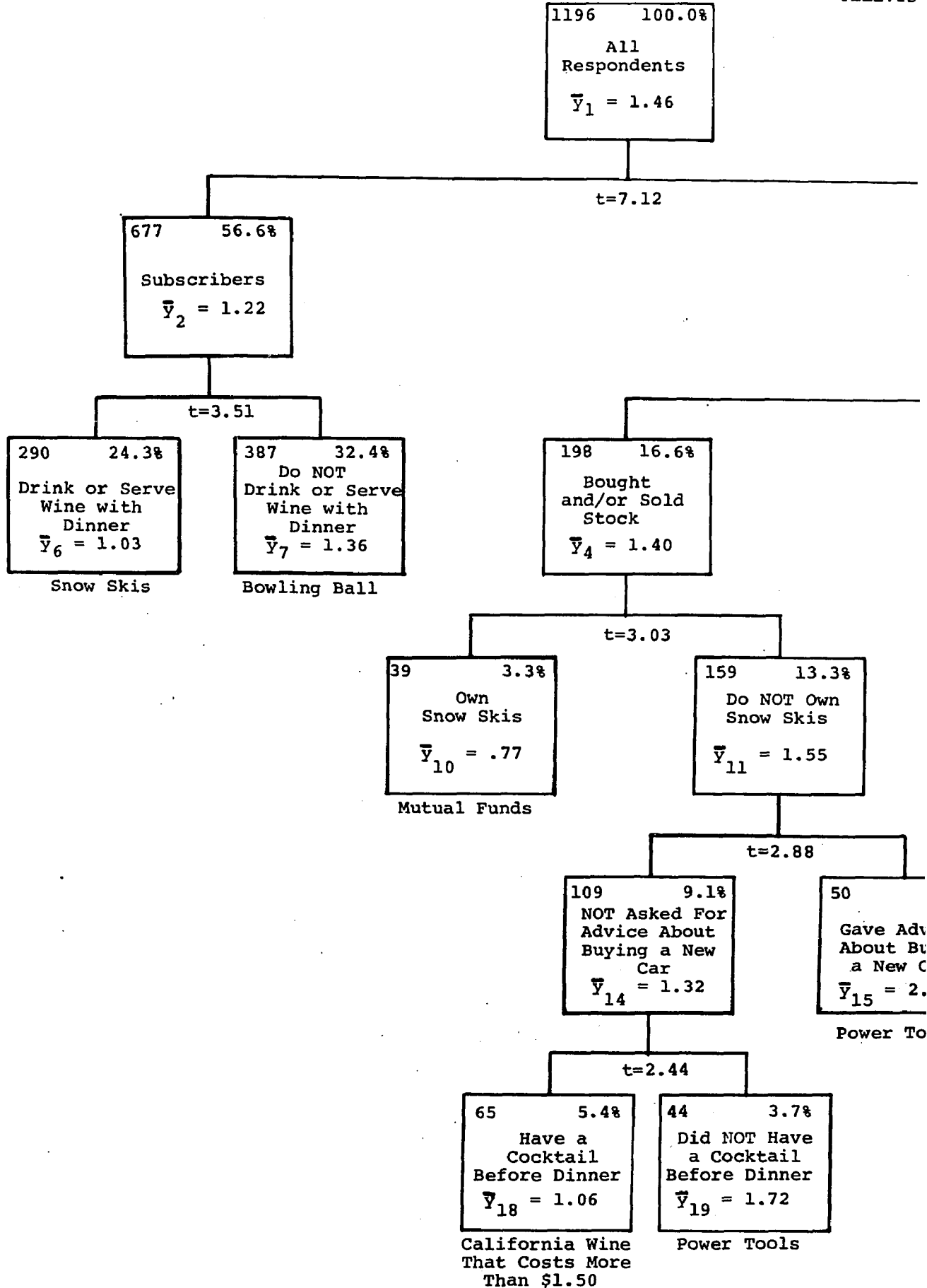
t=2.76

124 10.4%
Took an Air Trip
 $\bar{y}_{16} = 1.29$

34 2.8%
Did NOT Take an Air Trip
 $\bar{y}_{17} = 1.96$

Entertained Guests

Index of Involvement



1196 100.0%
All Respondents
 $\bar{Y}_1 = 1.46$

677 56.6%
Subscribers
 $\bar{Y}_2 = 1.22$

290 24.3%
Drink or Serve Wine with Dinner
 $\bar{Y}_6 = 1.03$
Snow Skis

387 32.4%
Do NOT Drink or Serve Wine with Dinner
 $\bar{Y}_7 = 1.36$
Bowling Ball

198 16.6%
Bought and/or Sold Stock
 $\bar{Y}_4 = 1.40$

39 3.3%
Own Snow Skis
 $\bar{Y}_{10} = .77$
Mutual Funds

159 13.3%
Do NOT Own Snow Skis
 $\bar{Y}_{11} = 1.55$

109 9.1%
NOT Asked For Advice About Buying a New Car
 $\bar{Y}_{14} = 1.32$

50
Gave Advice About Buying a New Car
 $\bar{Y}_{15} = 2.0$
Power Tools

65 5.4%
Have a Cocktail Before Dinner
 $\bar{Y}_{18} = 1.06$
California Wine That Costs More Than \$1.50

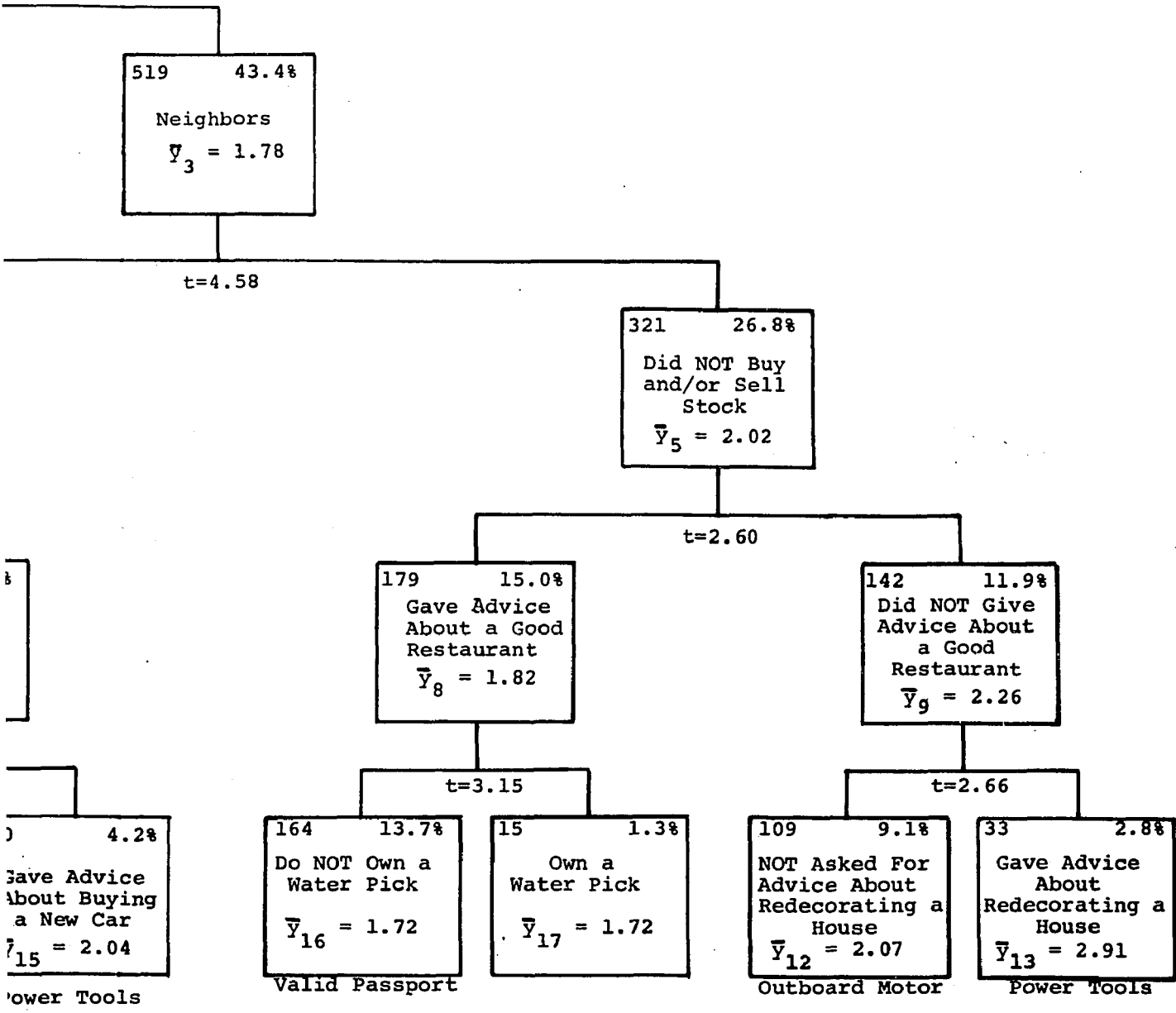
44 3.7%
Did NOT Have a Cocktail Before Dinner
 $\bar{Y}_{19} = 1.72$
Power Tools

CHART V-2

(Hours of)

TELEVISION VIEWING YESTERDAY

(Run #2)



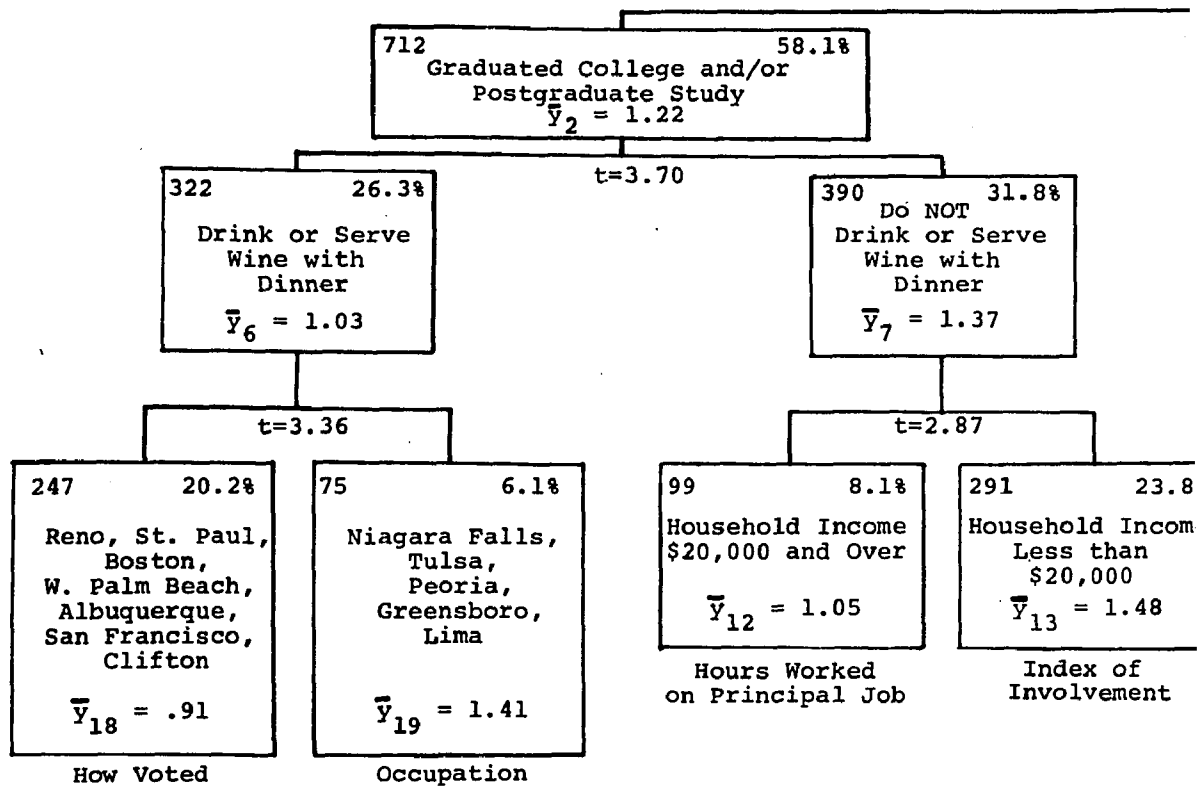


CHART V-3

(Hours of)
TELEVISION VIEWING YESTERDAY

1225 100.0% (Run #3)
All Respondents
 $\bar{y}_1 = 1.46$

t=7.30

513 Did NOT Graduate 41.9%
College (May Have Attended)
 $\bar{y}_3 = 1.80$

t=4.60

365 29.8%
Works 22 Hours
Per Week
or More
 $\bar{y}_5 = 1.60$

148 12.1%
Works Less Than
22 Hours Per
Week
 $\bar{y}_4 = 2.29$
Knows Lawmaker

t=3.79

360 29.4%
Reads Less Than
3 Out of 3
Holiday, Natl.
Geo., Esquire
 $\bar{y}_8 = 1.57$

5 .4%
Reads Holiday,
National Geogra-
phic and Esquire
 $\bar{y}_9 = 4.02$

t=3.58

78 6.4%
Household Income
\$15,000 and Over
 $\bar{y}_{10} = 1.08$

282 23.0%
Household Income
Less Than
\$15,000
 $\bar{y}_{11} = 1.71$

Hours Worked On
Other
Income-Producing
Activities

t=3.68

61 5.0%
Single
 $\bar{y}_{14} = 1.12$

221 18.0%
Married,
Widowed or
Divorced
 $\bar{y}_{15} = 1.87$

City

t=3.73

159 13.0%
Reno, St. Paul,
Boston,
W. Palm Beach,
Peoria, Tulsa,
Greensboro,
Lima
 $\bar{y}_{16} = 1.65$

62 5.1%
Niagara,
Albuquerque,
San Francisco,
Clifton
 $\bar{y}_{17} = 2.44$

Income

Index of
Involvement

23.8%
hold Income
ss than
20,000
 $\bar{y}_3 = 1.48$
ndex of
vovement

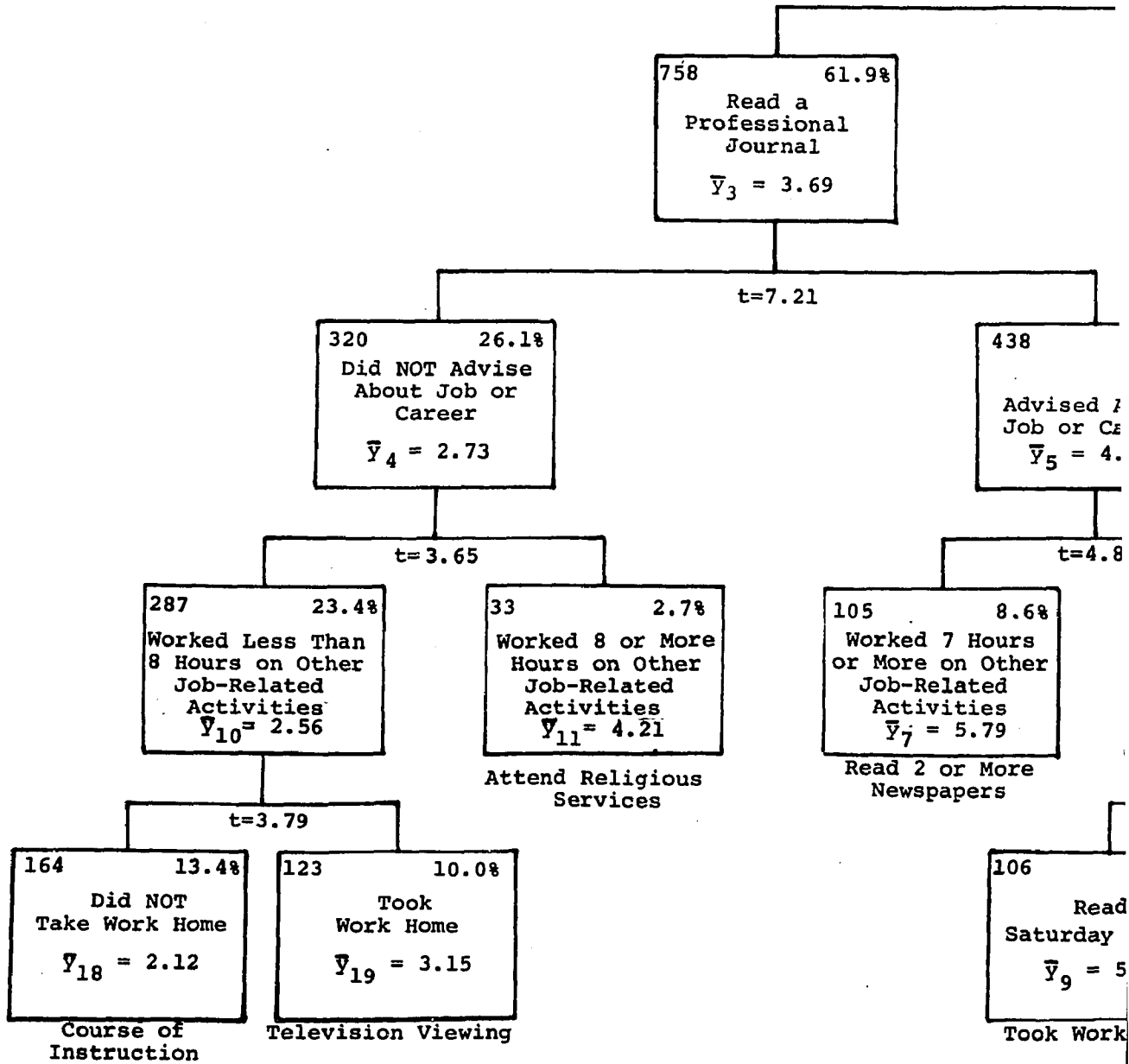
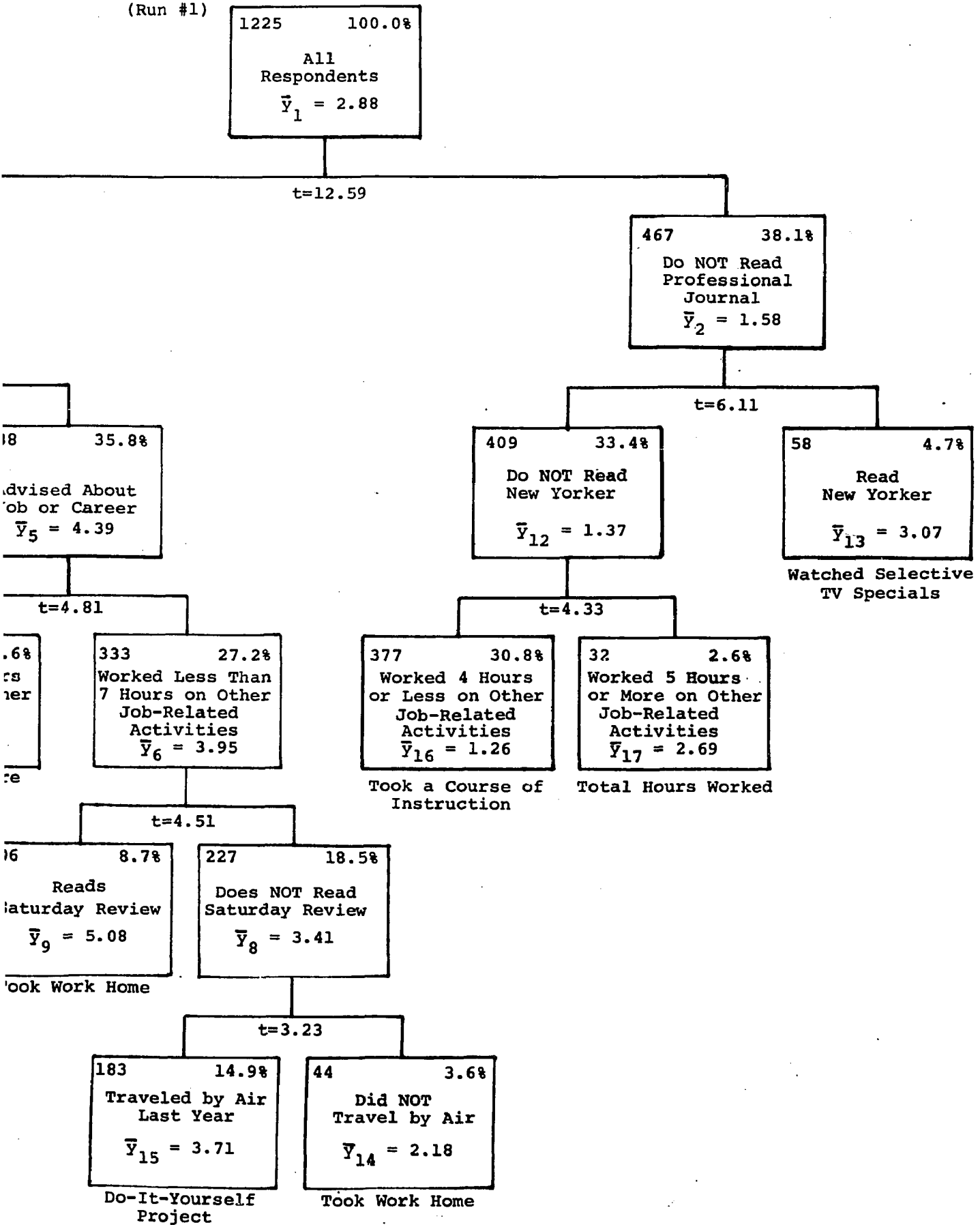


CHART V-4

INDEX OF INVOLVEMENT
(Average Number of Activities)

(Run #1)



12
R

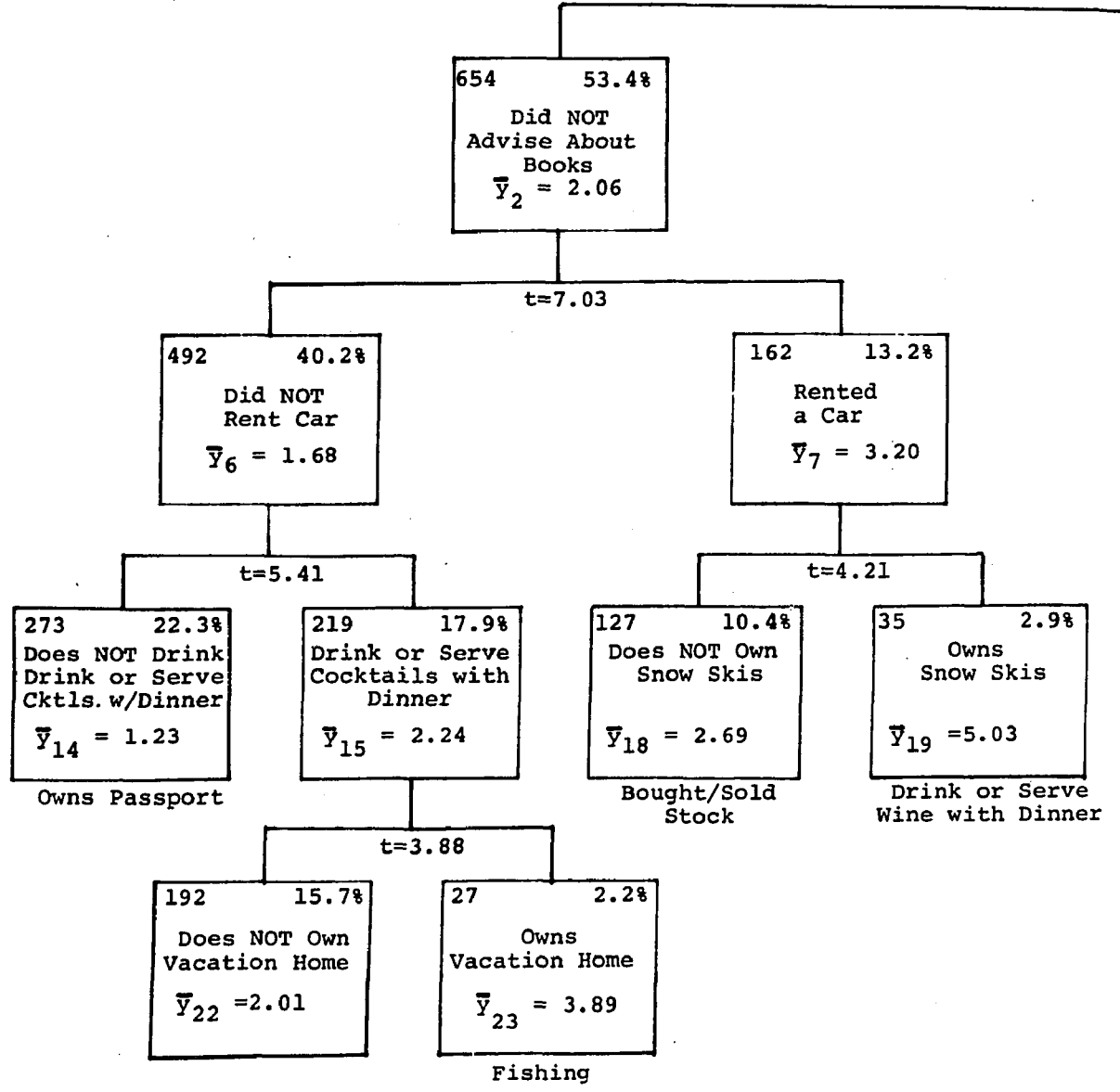


CHART V-5

INDEX OF INVOLVEMENT
(Average Number of Activities)

(Run #2)

1225 100.0%
All Respondents
 $\bar{y}_1 = 2.88$

t=10.72

571 46.6%
Advised What Books to Read
 $\bar{y}_3 = 3.83$

t=6.19

209 17.1%
Bought Orig. Painting or Sculpture
 $\bar{y}_5 = 4.92$

362 29.6%
Did NOT Buy Orig. Painting or Sculpture
 $\bar{y}_4 = 3.20$

t=3.50

t=3.68

148 12.1%
Did NOT Buy Tape for Tape Recorder
 $\bar{y}_{10} = 4.36$

61 5.0%
Bought Tape for Tape Recorder
 $\bar{y}_{11} = 6.30$

290 23.7%
Owns Typewriter
 $\bar{y}_9 = 3.47$

72 5.9%
Does NOT Own Typewriter
 $\bar{y}_8 = 2.11$

Cocktails with Dinner

t=2.72

t=3.18

18 1.5%
Does NOT Own Typewriter
 $\bar{y}_{20} = 2.56$

130 10.6%
Owns Typewriter
 $\bar{y}_{21} = 4.61$

223 18.2%
Did NOT Buy Tape for Tape Recorder
 $\bar{y}_{12} = 3.17$

67 5.5%
Bought Tape for Tape Recorder
 $\bar{y}_{13} = 4.46$

Mutual Funds

Water Pick

t=3.02

54 4.4%
Owns Color TV
 $\bar{y}_{16} = 2.24$

169 13.8%
Does NOT Own Color TV
 $\bar{y}_{17} = 3.47$

Home Demonstration Party

Drink or Serve Wine with Dinner

.9%
s
erve
inner

CHAR

INDEX OF I
(Average Number

(Run

1225
All Respond
$\bar{Y}_1 = 2$

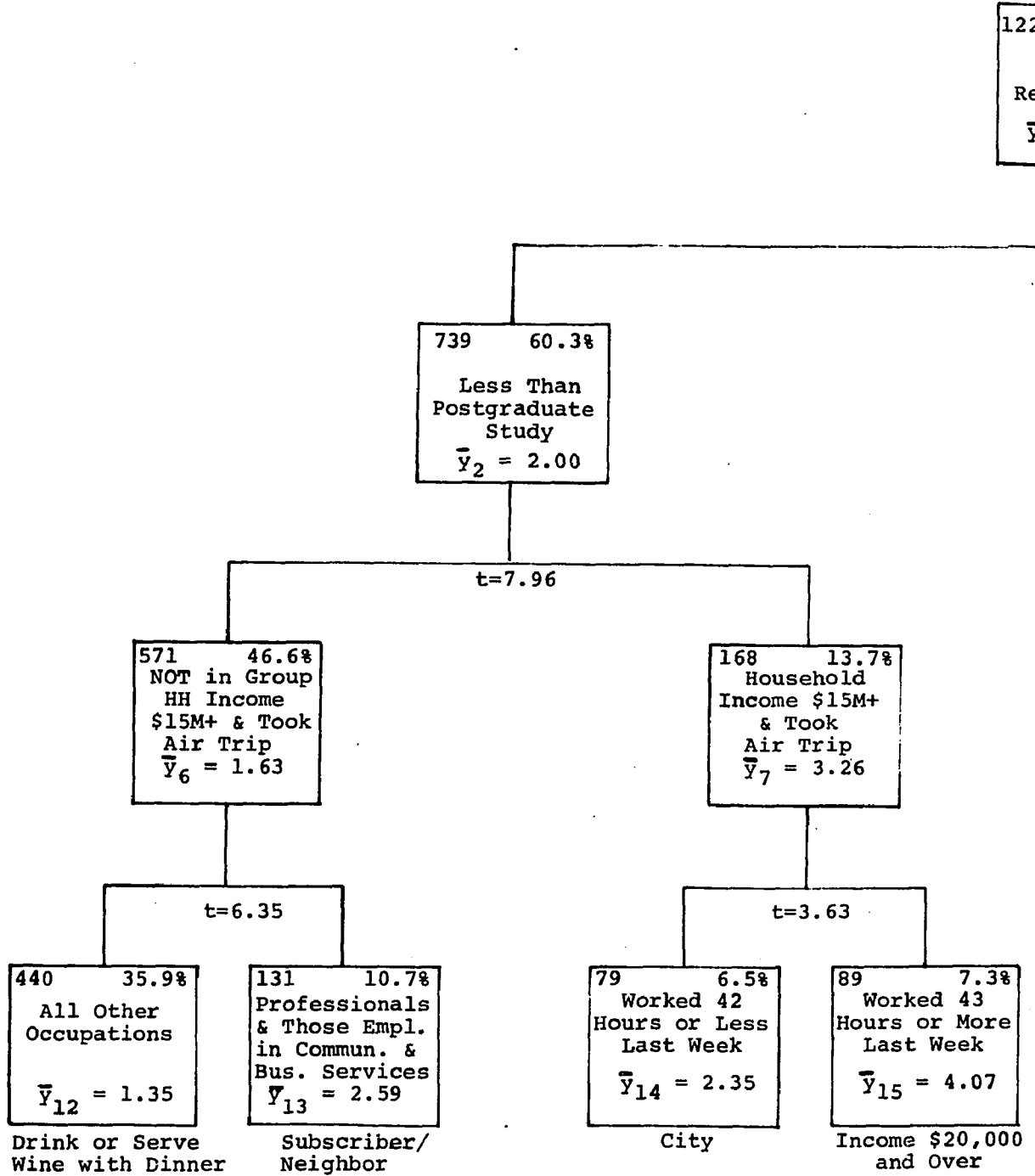


CHART V-6

INDEX OF INVOLVEMENT
Average Number of Activities)

(Run #3)

1225 100.0%
All Respondents
 $\bar{Y}_1 = 2.88$

486 39.7%
Postgraduate Study or Degree
 $\bar{Y}_3 = 4.22$

t=5.81

291 23.8%
All Other Occupations
 $\bar{Y}_4 = 3.53$

195 15.9%
Professionals & Government Employees
 $\bar{Y}_5 = 5.26$

t=4.33

t=4.74

7.3%
Worked 43 or More Hours Last Week
 $\bar{Y}_7 = 4.07$

180 14.7%
Did NOT Buy Orig Painting or Sculpture
 $\bar{Y}_8 = 2.95$

111 9.1%
Bought Orig Painting or Sculpture
 $\bar{Y}_9 = 4.47$

147 12.0%
Worked 54 Hours or Less Last Week
 $\bar{Y}_{10} = 4.61$

48 3.9%
Worked 55 Hours or More Last Week
 $\bar{Y}_{11} = 7.25$

Income \$20,000 and Over

Income \$15,000 and Over & Took Air Trip

City

Income \$25,000 and Over

Income \$8,000 and Over

TABLE V-1

INDEX OF INVOLVEMENT

Variables included:

Do you plan to participate, as a volunteer or in any other way, in any political campaign this year?	(1)
During the past three years, have you or members of your household engaged in any of the following activities?	
Visited your State Capitol on a political matter or official business	(2)
Visited Washington, D.C., on a political matter or official business	(3)
Run for public office	(4)
Taken an active part in a political campaign	(5)
Written a book for publication	(6)
Written to an elected official about some matter of public business	(7)
Submit an article for publication	(8)
During the past twelve months, did you (or your spouse) do any of the following?	
Join in a protest march or demonstration	(9)
Give a speech or address a public meeting	(10)
Write to the editor of a newspaper or magazine	(11)
During the past year, did you or other members of your household do any of the following?	
Contribute money to a political party or campaign fund	(12)
In the past three years, have you or other members of your household taken an active role in any civic or social issues such as re-zoning, urban renewal or redevelopment, air or water pollution control, school problems, peace movement, etc.?	
<u>Issues</u>	<u>How participated</u>
_____	_____ (13)
_____	_____ (14)
_____	_____ (15)

TABLE V-1 -- (Continued)

Variables included:

Do you or any members of your household now belong to any of the following types of clubs or organizations? Is anyone in your household active as a committee member, officer or director?

	<u>Belong to</u>	<u>Committee member, officer, director</u>
Professional or scientific group	(16)	(17)
Rotary, Kiwanis or Lions Club	(18)	(19)
Business or trade organization	(20)	(21)
Fraternal lodge	(22)	(23)
P.T.A.	(24)	(25)
Partisan political organization	(26)	(27)
Non-partisan political organization	(28)	(29)
Religious or church affiliated group	(30)	(31)
Veterans' or military group	(32)	(33)
Country or golf club	(34)	(35)
Cultural (museum, symphony orchestra, etc.)	(36)	(37)
Other (Please specify)	(38)	(39)

TABLE V-2

AID: DEPENDENT VARIABLE -- TELEVISION VIEWING YESTERDAY

Run #1: Leisure Time Activities

<u>Variable Number</u>	<u>Name and Description</u>	<u>Number of Classes</u>
1	Subscriber/Neighbor	2
2	Plans to participate, as a volunteer or in any other way, in any political campaign this year	4
3	Has met any U.S. Congressman, Senators or State Legislators	2
	During the past three years have you, or members of your household:	
4	visited your State Capitol on a political matter or official business	2
5	visited Washington, D.C. on a political matter or official business	2
6	run for public office	2
7	taken an active part in a political campaign	2
8	written a book for publication	2
9	written to an elected official about some matter of public business	2
	During the past week did you (or your spouse):	
10	entertain guests at home	2
11	do a repair job around the house	2
	During the past month did you (or your spouse):	
12	attend a concert	2
13	play tennis	2
14	play golf	2
15	go fishing	2
16	have an outdoor barbecue	2
17	bake a cake	2
18	go sailing	2
19	play the piano	2
20	take work home	2
21	read a professional journal	2

TABLE Y-2 -- (Continued)

<u>Variable Number</u>	<u>Name and Description</u>	<u>Number of Classes</u>
22	During the past six months has a friend, relative or acquaintance asked for your advice about: a job or career	2
23	During the past twelve months did you (or your spouse): go to a ball game	2
24	complete a "do-it-yourself" project around the house	2
25	make a dress or knit a sweater	2
26	During the past three years did you (or your spouse): paint your own house or apartment	2
27	submit an article for publication	2
28	During the past year did you or other members of your household: travel by airplane	2
29	Are you familiar with the Kerner Report?	3
30	Do you or any members of your household now belong to a: professional or scientific group	2
31	partisan political organization	2
32	Is anyone in your household active as a committee member, officer or director in a: political or scientific group	2
33	Index of Involvement (a cumulative variable based on the total number of different civic, political and community activities in which respondent indicated he was involved)	19

TABLE V-3

AID: DEPENDENT VARIABLE -- TELEVISION VIEWING YESTERDAY

Run #2: Marketing Variables

<u>Variable Number</u>	<u>Name and Description</u>	<u>Number of Classes</u>
1	Subscriber/Neighbor	2
	During the past week did you (or your spouse):	
2	have a cocktail before dinner	2
3	drink or serve wine with dinner	2
	During the past month did you (or your spouse):	
4	play tennis	2
5	send flowers	2
6	play the piano	2
7	spend more than \$10 on phonograph records	2
8	have dinner at a restaurant	2
9	buy a California wine that cost more than \$1.50	2
	During the past six months has a friend, relative or acquaintance asked for your advice about:	
10	buying a new car	2
11	what books to read	2
12	what records to buy	2
13	a good restaurant	2
14	repairing a car	2
15	where to spend a vacation	2
16	buying hi-fi equipment	2
17	investing in a stock	2
18	redecorating a house	2
	During the past twelve months did you (or your spouse):	
19	buy tape for a tape recorder	2
	During the past three years did you (or your spouse):	
20	spend more than \$500 on jewelry	2

TABLE V-3 -- (Continued)

<u>Variable Number</u>	<u>Name and Description</u>	<u>Number of Classes</u>
	During the past year did you or other members of your household:	
21	travel by airplane	2
22	take a trip to another Continent	2
23	rent a car	2
24	take a winter or "off-season" vacation	2
25	buy mutual funds	2
26	buy and/or sell stock	2
27	go to a "home demonstration" party (e.g. Tupperware, Stanley Home Products, etc.)	2
28	Do you have a currently valid passport?	2
	Do you or members of your household own:	
29	power tools	2
30	typewriter	2
31	water pick	2
32	wall-to-wall carpeting	2
33	shotgun or rifle	2
34	vacation home	2
35	electric hair dryer	2
36	camping equipment	2
37	snow skis	2
38	bowling ball	2
39	outboard motor	2

TABLE V-4

AID: DEPENDENT VARIABLE -- TELEVISION VIEWING YESTERDAY

Run #3: Other Print Media,
Political Affiliation,
Demographics

<u>Variable Number</u>	<u>Name and Description</u>	<u>Number of Classes</u>
1	Political party affiliation	7
2	Summary of how voted for President, U.S. Senator or Representative, State Governor, State Legislator, Mayor or City Manager	6
3	Number of newspapers read "yesterday"	8
4	How well know U.S. Congressman, Senator or State Legislator	4
	During the past week did you (or your spouse):	
5	read <u>Life Magazine</u>	2
6	read <u>The New Yorker</u>	2
7	read <u>Saturday Review</u>	2
8	drink or serve wine with dinner	2
	During the past month did you (or your spouse):	
9	read the <u>Reader's Digest</u>	2
	During the past three years did you (or your spouse):	
10	move to a different home	2
11	take any course of instruction	2
12	buy an original painting or sculpture	2
	Do you, or any members of your household, now belong to any of the following types of clubs or organizations? Is anyone in your household active as a committee member, officer or director?	
13	cumulative number of memberships	5
14	any membership	2
15	cumulative number of committees	4
16	any committee	

TABLE V-4 -- (Continued)

<u>Variable Number</u>	<u>Name and Description</u>	<u>Number of Classes</u>
	In the past three years have you or other members of your household taken an active role in any civil or social issues such as re-zoning, urban renewal or redevelopment, air or water pollution control, school problems, peace movement, etc.?	
17	cumulative number of issues	4
	Demographic variables:	
18	sex	2
19	marital status	4
20	age	7
21	education	7
22	attended or graduated college	2
23	graduated college or postgraduate study	2
24	occupation of household head	7
25	household head in professional occupation	2
26	job title of household head	5
	How much time did the head of your household spend last week working at:	
27	his/her principal job	27
28	other activities related to that job	14
29	other income-producing activities	13
30	total mandated time	32
31	Household income	9
32	Household income \$15,000 and over	2
33	Household income \$25,000 and over	2
34	City of residence	12
35	Population size of city of residence	3
36	Read Esquire, Holiday and/or National Geographic	4
37	Index of Involvement	10
38	Any political or civic activity	2

TABLE V-5
HOURS OF TELEVISION VIEWING YESTERDAY

	<u>n</u>	<u>Percent</u>
None	390	32.6%
Less than one hour	79	6.6
One hour to less than two hours	247	20.7
Two hours to less than three hours	240	20.1
Three hours to less than four hours	128	10.7
Four hours to less than five hours	53	4.4
Five hours to less than six hours	29	2.4
Six hours to twenty hours	<u>30</u>	<u>2.5</u>
TOTAL	1196	100.0%

Average Number of Hours of
Television Viewing Yesterday 1.46 hours

TABLE V-6
 PREDICTORS OF HIGH AND LOW TELEVISION VIEWING
 Set 1

	<u>n</u>	Hours Spent Viewing TV <u>Yesterday</u>	<u>bss/tss</u>	<u>t</u>
Subscriber	677	1.22	.04075	7.12*
Neighbor	519	1.78		
Graduated College	709	1.22	.03964	7.30*
Did NOT Graduate College	516	1.80		

* Significant at 99.999% level

TABLE Y-7
HOURS SPENT VIEWING TV YESTERDAY

<u>Predictor</u>	<u>All Respondents</u>		<u>Did Not Graduate College</u>		<u>Graduated College</u>	
	<u>n</u>	<u>Average Hours</u>	<u>n</u>	<u>Average Hours</u>	<u>n</u>	<u>Average Hours</u>
<u>Education:</u>						
Postgraduate degree	318	1.15				
Postgraduate study	168	1.30				
Graduated college	223	1.26				
Total Graduated College					709	1.22
Attended college	228	1.61				
Graduated high school	240	1.93				
Grade school or less	45	2.09				
Total Did Not Graduate College			513	1.80		
<u>Household Income:</u>						
Under \$ 5,000	123	1.94	81	2.24	42	1.35
\$ 5,000 - \$ 7,999	177	1.63	92	1.76	85	1.49
\$ 8,000 - \$ 9,999	166	1.54	91	1.83	75	1.20
\$10,000 - \$14,999	292	1.57	119	1.96	173	1.30
\$15,000 - \$19,999	160	1.27	46	1.26	114	1.27
\$20,000 - \$24,999	90	1.10	22	1.40	68	1.00
\$25,000 - \$49,999	119	1.05	18	1.20	101	1.03
\$50,000 and over	56	1.18	17	1.64	39	.98
<u>Age:</u>						
18 - 24	121	1.09	45	1.28	76	.98
25 - 34	251	1.40	86	1.61	165	1.28
35 - 49	376	1.36	141	1.70	235	1.16
50 - 64	296	1.56	151	1.87	146	1.39
65 and over	176	1.87	89	2.33	87	1.39
<u>Marital Status:</u>						
Married	808	1.47	337	1.84	471	1.20
Single	260	1.29	84	1.53	176	1.18
Widowed, divorced	142	1.71	83	1.97	59	1.33
TOTAL						
All Respondents	1,225	1.46	513	1.80	709	1.22

TABLE V-8
TELEVISION VIEWING BY CITY OF RESIDENCE

	Respondents		Did Not Graduate College		Graduated College	
	n	Average Hours	n	Average Hours	n	Average Hours
Clifton	59	1.68	40	1.92	19	1.17
Lima	47	1.77	21	2.01	26	1.57
West Palm Beach	41	1.71	21	2.01	20	1.40
Reno	54	1.22	24	1.25	30	1.20
Niagara	66	1.68	35	1.93	31	1.41
Peoria	61	1.56	31	1.64	30	1.48
Greensboro	45	1.67	14	2.30	31	1.39
Albuquerque	62	1.62	19	1.85	43	1.52
Boston	214	1.11	55	1.33	159	1.03
St. Paul	226	1.33	106	1.66	120	1.04
Tulsa	175	1.51	70	1.76	105	1.34
San Francisco	175	1.65	77	2.28	98	1.15

TABLE V-9
PREDICTORS OF HIGH AND LOW TELEVISION VIEWING

Set 1			
	<u>n</u>	<u>Hours Spent Viewing TV Yesterday</u>	<u>bss/tss</u>
Subscriber	677	1.22	.04075
Neighbor	519	1.78	
Graduated college	709	1.22	.03964
Did NOT graduate college	516	1.80	
Set 2			
Index of Involvement:			
One or more activities	912	1.32	.03535
NO activities	284	1.93	
Belong to a professional or scientific organization	557	1.22	.02650
Do NOT	639	1.67	
Read a professional journal in past month	743	1.29	.02639
Did NOT	453	1.75	
Drink or serve wine with dinner	449	1.18	.02431
Did NOT	747	1.62	
Income \$15,000 and over	425	1.16	.02034
Income LESS than \$15,000	800	1.62	
Occupation: not retired	1101	1.39	.02034
Retired	124	2.06	
Reside in:			
Reno, Boston, St. Paul	494	1.22	.01949
Clifton, Lima, West Palm Beach, Niagara Falls, Peoria, Greens- boro, Albuquerque, Tulsa, San Francisco	731	1.63	
Took a course of instruction in past three years	714	1.30	.01893
Did NOT	511	1.69	
Bought an original painting or sculpture in past three years	324	1.15	.01776
Did NOT	901	1.57	
Submitted an article for publication	201	1.07	.01654
Did NOT	995	1.54	
Member of one or more committees	430	1.22	.01626
Member of NO committees	795	1.59	

TABLE V-10
 TELEVISION VIEWING YESTERDAY BY RESPONDENTS
 IN PROFESSIONAL CATEGORIES

	<u>n</u>	<u>Hours Spent Viewing TV Yesterday</u>	<u>bss/tss</u>
Belong to a professional or scientific organization	557	1.22	.02650
Do NOT	639	1.67	
Read a professional journal in past month	743	1.29	.02639
Did NOT	453	1.75	
Professional occupation	394	1.27	.00896
All others	831	1.55	

TABLE V-11

TELEVISION VIEWING YESTERDAY BY HYPOTHESIZED INTROVERSIVE
BEHAVIORAL LIFESTYLE CHARACTERISTICS

	Deviation from 1.46 Average <u>+ or -</u>	Average Hours TV Viewing Respondents answering:	
		<u>Yes</u>	<u>No, or No answer</u>
Index of Involvement Variables:			
Do you plan to participate, as a volunteer, or in any other way, in any political campaign this year?			
Yes	-	1.19	
Maybe	-	1.29	
No			1.59
No answer			1.62
During the past three years, have you or members of your household engaged in any of the following activities?			
Visited your State Capitol on a political matter or offi- cial business	-	1.25	1.52
Visited Washington, D.C. on a political matter or official business	-	1.31	1.48
Run for public office	-	1.33	1.46
Taken an active part in a political campaign	-	1.22	1.53
Written a book for publication	-	1.24	1.47
Submit an article for publication	-	1.07	1.54
Written to an elected official about some matter of public business	-	1.30	1.58
Are you familiar with the Kerner Report?	-	1.31	1.59
In the past three years, have you or other members of your house- hold taken an active role in any civic or social issues such as re- zoning, urban renewal or rede- velopment, etc.			
No issues			1.55
One or two issues	-	1.26	
Three or more issues	-	1.04	

TABLE V-11 -- (Continued)

	Deviation from 1.46 <u>Average</u> <u>+ or -</u>	Average Hours TV Viewing <u>Respondents answering:</u>	
		<u>Yes</u>	<u>No, or No answer</u>
Index of Involvement Variables:			
Do you or any members of your household now belong to any of the following types of clubs or organizations:			
Professional or scientific organization	-	1.22	1.67
Partisan political organization	-	1.18	1.51
Belong to one or more organizations		(1.41)	1.80
Belong to five or more organizations		1.21	
Is anyone in your household active as a committee member, officer or director?			
	-	1.22	1.59
Member of a committee in professional or scientific organization			
	-	1.08	1.52
Index of Involvement:			
No activities			1.93
1 or more activities		(1.32)	
2 or more activities	-	1.26	
3 or more activities	-	1.18	
4 or more activities	-	1.22	
5 or more activities	-	1.17	
6 or more activities	-	1.13	
7 or more activities	-	1.02	
8 or more activities	-	.94	
Leisure Time and Marketing Variables:			
Attend a concert	-	1.17	1.55
Spend more than \$10 on phonograph records	-	1.33	1.48
Advise about:			
records to buy	-	1.31	1.49
books to read	-	1.29	1.61
hi-fi equipment	-	1.38	1.47
Buy tape for a tape recorder	-	1.30	1.50
Buy an original painting or sculpture	-	1.15	1.57

TABLE V-11 -- (Continued)

	Deviation from 1.46 <u>Average</u> + or -	Average Hours TV Viewing Respondents answering:	
		<u>Yes</u>	<u>No, or No answer</u>
Leisure Time and Marketing Variables:			
Own a typewriter	-	1.40	1.60
Play tennis	-	1.13	1.51
Go sailing	-	.98	1.51
Own snow skis	-	1.10	1.53
Have a cocktail before dinner	-	1.32	1.63
Drink or serve wine with dinner	-	1.18	1.63
Buy a California wine that cost more than \$1.50	-	1.25	1.55
Advise about a good restaurant	-	1.37	1.64
Move to a different home	-	1.37	1.53
Travel by airplane	-	1.35	1.73
Rent a car	-	1.26	1.56
Take a trip to another Continent	-	1.39	1.49
Take a winter or "off-season" vacation	-	1.33	1.55
Own a vacation home	-	1.21	1.49
Own a valid passport	-	1.24	1.53
Read a professional journal	-	1.29	1.75
Take a course of instruction	-	1.30	1.69
Buy mutual funds	-	1.35	1.49
Buy and/or sell stock	-	1.25	1.61
Advise about investing in a stock	-	1.34	1.52
Advise about a job or career	-	1.38	1.54
Media Variables:			
Subscriber/Neighbor	-	1.22	1.78
Read:			
<u>New Yorker</u>	-	1.22	1.52
<u>Saturday Review</u>	-	1.31	1.51
<u>Esquire, Holiday, or</u> <u>National Geographic</u>	-	1.34	1.56
TOTAL <u>below</u> mean		56	
TOTAL <u>above</u> mean		0	

TABLE V-12

TELEVISION VIEWING YESTERDAY BY HYPOTHESIZED EXTRAVERSIVE
BEHAVIORAL LIFESTYLE CHARACTERISTICS

	Deviation from 1.46	Average Hours TV Viewing	
		Average + or -	Respondents answering: Yes No, or No answer
Entertain guests at home	-	1.39	1.59
Have an outdoor barbecue	-	1.43	1.49
Bake a cake	+	1.57	1.38
Own wall-to-wall carpeting	+	1.47	1.45
Advise about redecorating a house	+	1.55	1.42
Paint own house or apartment	+	1.59	1.36
Complete a "do-it-yourself" project around the house	+	1.47	1.45
Do a repair job around the house	+	1.52	1.36
Own power tools	-	1.37	1.55
Go to a "home demonstration" party	+	1.66	1.42
Make a dress or knit a sweater	+	1.47	1.45
Own electric hair dryer	+	1.47	1.45
Spend more than \$500 on jewelry	-	1.34	1.48
Advise about buying a new car	0	1.46	1.46
Advise about repairing a car	+	1.58	1.43
Read <u>Reader's Digest</u>	+	1.61	1.33
Go to a ball game	-	1.44	1.47
Play golf	+	1.48	1.46
Own a bowling ball	+	1.74	1.40
Own shotgun or rifle	+	1.47	1.46
Go fishing	-	1.39	1.48
Own an outboard motor	-	1.42	1.47
TOTAL <u>below</u> mean		7	
TOTAL <u>equal</u> to mean		1	
TOTAL <u>above</u> mean		14	

TABLE V-13

TELEVISION VIEWING YESTERDAY
EXPLORATORY VARIABLES -- NO HYPOTHESES DEVELOPED

	Deviation from 1.46 <u>Average</u> <u>+ or -</u>	Average Hours TV Viewing Respondents answering:	
		<u>Yes</u>	<u>No, or No answer</u>
How many newspapers did you read yesterday?			
One	+	1.49	
Two	+	1.51	
Three or more	-	1.30	
None			1.16
Read <u>Life</u>	+	1.48	1.45
Summary of how voted in last election:			
Straight Democratic ticket	+	1.74	
Straight Republican ticket	+	1.52	
Split ticket	-	1.36	
Did not vote			1.37
Do you regard yourself as a:			
Democrat	+	1.65	
Republican	-	1.43	
Independent	-	1.31	
Own camping equipment	-	1.30	1.54
Advise where to spend a vaca- tion	-	1.42	1.49
Own water pick	+	1.53	1.45
Play the piano	-	1.29	1.50
Have dinner at a restaurant	-	1.42	1.71
Send flowers	-	1.40	1.49
TOTAL <u>below</u> mean	9		
TOTAL <u>above</u> mean	7		

TABLE V-14
 TELEVISION VIEWING OF SUBSCRIBERS
 WITHIN LIFESTYLE SEGMENTS

	<u>n</u>	<u>Hours Spent Viewing TV Yesterday</u>	<u>Percent</u>
<u>Run #1 (Tree: Chart V-1)</u>			
Submitted an article for publication	151	.91	22.3%
Did not submit an article, but did go sailing	57	.85	8.4
All other Subscribers	<u>469</u>	<u>1.36</u>	<u>69.3</u>
All Subscribers	<u>677</u>	<u>1.22</u>	<u>100.0%</u>
<u>Run #2 (Tree: Chart V-2)</u>			
Drink or serve wine with dinner	290	1.03	42.8%
All other Subscribers	<u>387</u>	<u>1.36</u>	<u>57.2</u>
All Subscribers	<u>677</u>	<u>1.22</u>	<u>100.0%</u>

Note: There were 14 subscribers who both went sailing and submitted an article for publication. Since "submitting an article" is apparently a prior variable, they are included with this segment.

TABLE V-15
 TELEVISION VIEWING OF NEIGHBORS
 WITHIN LIFESTYLE SEGMENTS

	<u>n</u>	<u>Hours Spent Viewing TV Yesterday</u>	<u>Percent</u>
<u>Run #1 (Tree: Chart V-1)</u>			
Reads a professional journal and may participate in a political campaign this year	48	.85	9.2%
Reads a professional journal, knows a Congressman, Sena- tor or State Legislator and took an air trip in past year	124	1.29	23.9
Reads a professional journal, knows a Congressman, Sena- tor or State Legislator but did NOT take an air trip in past year	34	1.96	6.6
All others who read a profes- sional journal	43	2.07	8.3
Does NOT read a professional journal but scored two or more on Index of Involvement	75	1.70	14.4
Does NOT read a professional journal and scored one or less on Index of Involvement	<u>195</u>	<u>2.26</u>	<u>37.6</u>
All Neighbors	<u>519</u>	<u>1.78</u>	<u>100.0%</u>

TABLE V-15 -- (Continued)

<u>Run #2 (Tree: Chart V-2)</u>	<u>n</u>	<u>Hours Spent Viewing TV Yesterday</u>	<u>Percent</u>
Bought and/or sold stock and owns snow skis	39	.77	7.5%
Bought and/or sold stock, does NOT own snow skis, has NOT given advice about buying a new car, but does have a cocktail before dinner	65	1.06	12.5
Bought and/or sold stock but NO snow skis, NO advice on car, NO cocktail before dinner	44	1.72	8.5
Bought and/or sold stock and gave advice about buying a new car	50	2.04	9.6
Did NOT have stock transac- tion but did give advice about a restaurant and does NOT own water pick	164	1.72	31.6
Did NOT have stock transac- tion, advised about a res- taurant and owns water pick	15	2.89	2.9
NO stock transaction, NO advice about a restaurant or about redecorating a house	109	2.07	21.0
NO stock transaction, NO advice about a restaurant, but did advise about re- decorating a house	<u>33</u>	<u>2.91</u>	<u>6.4</u>
All Neighbors	<u>519</u>	<u>1.78</u>	<u>100.0%</u>

TABLE V-16
 TELEVISION VIEWING BASED ON
 OWNERSHIP OR NON-OWNERSHIP
 OF POWER TOOLS

	<u>n</u>	<u>Hours Spent Viewing TV Yesterday</u>
Total sample:		
own power tools	573	1.37
do NOT own power tools	623	1.55
Neighbors who bought and/or sold stock, do NOT own snow skis, were NOT asked for advice about buying a new car, did NOT have a cocktail before dinner, and who:		
own power tools	27	1.24
do NOT own power tools	17	2.47
Neighbors who did NOT buy and/or sell stock and did NOT give advice about a good restaurant, but did give advice about redecorating a house, and who:		
own power tools	19	2.36
do NOT own power tools	14	3.65

TABLE V-17

TELEVISION VIEWING YESTERDAY

<u>Independent Variable</u>	<u>n</u>	<u>Average Hours</u>	<u>bss/tss</u>
All respondents	1196	1.46	
Subscriber	677	1.22	.04075
Neighbor	519	1.78	
Other print media:			
How many newspapers did you read yesterday?			
One	540	1.49	
Two	493	1.51	
Three or more	132	1.30	.00380
None	60	1.16	
During the past week, did you (or your spouse) read:			
<u>Life</u>	503	1.48	.00007
<u>New Yorker</u>	244	1.22	.00742
<u>Saturday Review</u>	289	1.31	.00364
Did NOT read:			
<u>Life</u>	722	1.45	
<u>New Yorker</u>	981	1.52	
<u>Saturday Review</u>	936	1.51	
During the past month, did you (or your spouse) read:			
<u>Esquire, Holiday or National Geographic</u>	564	1.34	
Read all three of these magazines	25	1.98	.00576
Read two of these magazines	127	1.19	
Read one of these magazines	412	1.36	
<u>Reader's Digest</u>	573	1.61	.00937
<u>Professional journal</u>	743	1.29	.02639
Did NOT read:			
<u>Esquire, Holiday or National Geographic</u>	661	1.56	
<u>Reader's Digest</u>	652	1.33	
<u>Professional journal</u>	453	1.75	

Although there were a total of 1225 respondents, on two of the three AID analyses using Television Viewing as the dependent variable, 29 respondents were eliminated from the analyses as they had provided no answer for any part of the television viewing questions. On the third AID analysis however, these 29 respondents were treated as having watched no television and were included in the computer analysis.

TABLE Y-17 -- (Continued)

<u>Independent Variable</u>	<u>n</u>	<u>Average Hours</u>	<u>bss/tss</u>
Index of Involvement (number of different civic, political or organizational activities):			
0	284	1.93	
1	215	1.50	
2	178	1.49	
3	132	1.09	.03041
4	100	1.34	
5	79	1.28	
6	70	1.35	
7	31	.95	
8	38	1.22	
9	17	1.19	
10	10	.77	
11	18	.82	
12	8	.96	
13	10	1.12	
14	2	.35	
15	1	2.10	
16	1	0	
17	1	0	
18		0	
Cumulative index:			
No activities	284	1.93	
1 or more activities	912	1.32	.03535
2 or more activities	697	1.26	
3 or more activities	519	1.18	
4 or more activities	387	1.22	
5 or more activities	287	1.17	
6 or more activities	208	1.13	
7 or more activities	140	1.02	
8 or more activities	70	.94	
Political activity:			
Do you plan to participate, as a volunteer, or in any other way, in any political campaign this year?			
Yes	205	1.19	
Maybe	245	1.29	
No	727	1.59	.01443
No answer	19	1.62	

TABLE Y-17 -- (Continued)

<u>Independent Variable</u>	<u>n</u>	<u>Average Hours</u>	<u>bss/tss</u>
Have you (or your spouse) ever met any U.S. Congressman, Senators or State Legislators?			
Yes	842	1.37	.01057
No	354	1.68	
If "yes" how well do you know them?			
Well	208	1.31	
Slightly	367	1.47	
Only met once	282	1.31	
During the past three years, have you or members of your household engaged in any of the following activities?			
Visited your State Capitol on a political matter or official business			
Yes	252	1.25	.00624
No	944	1.52	
Visited Washington, D.C. on a political matter or official business			
Yes	120	1.31	.00129
No	1076	1.48	
Run for public office			
Yes	28	1.33	.00023
No	1168	1.46	
Taken an active part in a political campaign			
Yes	271	1.22	.00899
No	925	1.53	
Written a book for publication			
Yes	43	1.24	.00098
No	1153	1.47	
Submit an article for publication			
Yes	201	1.07	.01654
No	995	1.54	
Written to an elected official about some matter of public business			
Yes	507	1.30	.00798
No	689	1.58	

TABLE Y-17 -- (Continued)

<u>Independent Variable</u>	<u>n</u>	<u>Average Hours</u>	<u>bss/tss</u>
Are you familiar with the Kerner Report?			
Yes	526	1.31	.00947
No, no answer	670	1.59	
In the past three years, have you or other members of your household taken an active role in any civic or social issues such as re-zoning, urban renewal or redevelopment, air or water pollution control, social problems, peace movement, etc.?			
No issues	883	1.55	
One or two issues	296	1.26	.01026
Three or more issues	46	1.04	
Do you or any members of your household now belong to any of the following types of clubs or organizations?			
Professional or scientific organization			
Yes	557	1.22	.02650
No	639	1.67	
Partisan political organization			
Yes	180	1.18	.00722
No	1016	1.51	
Belong to one or more organizations	1067	1.41	.00851
Belong to NO organizations	158	1.80	.00536
Belong to one organization only	248	1.47	
Belong to two to four organizations	638	1.44	
Belong to five or more organizations	181	1.21	
Is anyone in your household active as a committee member, officer or director?			
No committees	795	1.59	.01626
One committee	248	1.25	.00737
Two or more committees	182	1.17	
Member of one or more committees	430	1.22	

TABLE V-17 -- (Continued)

<u>Independent Variable</u>	<u>n</u>	<u>Average Hours</u>	<u>bss/tss</u>
Member of committee in professional or scientific organization	163	1.08	.01186
NOT a member of a committee in a professional or scientific organization	1033	1.52	
Summary of how voted in last election for President, U.S. Senator or Representative, State Governor, State Legislator, Mayor or City Manager:			
Straight Democratic ticket	264	1.74	.01066
Straight Republican ticket	202	1.52	
Other only	1	.00	
Split ticket, voted for more than one party	618	1.36	
Did not vote in any of these elections	118	1.37	
No answer	22	.98	
Do you regard yourself as a:			
Democrat	420	1.65	.00929
Republican	394	1.43	
Independent	391	1.31	
No answer	20	.97	
Sports activities:			
During the past month did you (or your spouse) do any of the following?			
Play tennis	150	1.13	.00804
NO tennis	1046	1.51	
Play golf	213	1.48	.00003
NO golf	983	1.46	
Go fishing	238	1.39	.00059
NO fishing	958	1.48	
Go sailing	111	.98	.01220
NO sailing	1085	1.51	

TABLE Y-17 -- (Continued)

<u>Independent Variable</u>	<u>n</u>	<u>Average Hours</u>	<u>bss/tss</u>
During the past twelve months did you (or your spouse):			
Go to a ball game	480	1.44	.00011
NO ball game	716	1.47	
Please check any of the following items which you or members of your household own:			
Shotgun or rifle	337	1.47	.00002
NO	859	1.46	
Camping equipment	382	1.30	.00675
NO	814	1.54	
Snow skis	190	1.10	.01305
NO	1006	1.53	
Bowling ball	231	1.74	.00967
NO	965	1.40	
Outboard motor	177	1.42	.00016
NO	1019	1.47	
Asked for advice by friends:			
During the past six months, has a friend, relative or acquaintance asked for your advice about any of the following?			
Buying a new car	401	1.46	.00001
NO	795	1.46	
What books to read	559	1.29	.01274
NO	637	1.61	
What records to buy	204	1.31	.00244
NO	992	1.49	
A good restaurant	776	1.37	.00852
NO	420	1.64	
A job or career	563	1.38	.00336
NO	633	1.54	

TABLE Y-17 -- (Continued)

<u>Independent Variable</u>	<u>n</u>	<u>Average Hours</u>	<u>bss/tss</u>
Repairing a car	233	1.58	.00170
NO	963	1.43	
Where to spend a vacation	526	1.42	.00058
NO	670	1.49	
Buying hi-fi equipment	133	1.38	.00045
NO	1063	1.47	
Investing in a stock	378	1.34	.00331
NO	818	1.52	
Redecorating a house	358	1.55	.00193
NO	838	1.42	
Please check any of the following items which you or members of your household own:			
Power tools	573	1.37	.00429
NO	623	1.55	
Typewriter	943	1.40	.00701
NO	253	1.69	
Water pick	139	1.53	.00033
NO	1057	1.45	
Wall-to-wall carpeting	650	1.47	.00003
NO	546	1.45	
Vacation home	124	1.21	.00388
NO	1072	1.49	
Electric hair dryer	778	1.47	.00005
NO	418	1.45	
Do you have a currently valid passport?			
Yes	279	1.24	.00802
No, no answer	917	1.53	

TABLE Y-17 -- (Continued)

<u>Independent Variable</u>	<u>n</u>	<u>Average Hours</u>	<u>bss/tss</u>
All other activities and possessions:			
During the past week, did you (or your spouse) do any of the fol- lowing?			
Have a cocktail before dinner	656	1.32	.01271
NO	540	1.63	
Drink or serve wine with dinner	449	1.18	.02431
NO	747	1.63	
Entertain guests at home	756	1.39	.00485
NO	440	1.59	
Do a repair job around the house	765	1.52	.00297
NO	431	1.36	
During the past month, did you (or your spouse) do any of the fol- lowing?			
Attend a concert	270	1.17	.01324
NO	926	1.55	
Play the piano	229	1.29	.00351
NO	967	1.50	
Spend more than \$10 on phono- graph records	158	1.33	.00139
NO	1038	1.48	
Buy a California wine that cost more than \$1.50	347	1.25	.00931
NO	849	1.55	
Have dinner at a restaurant	1013	1.42	.00583
NO	183	1.71	
Have an outdoor barbecue	548	1.43	.00042
NO	648	1.49	
Bake a cake	512	1.57	.00434
NO	684	1.38	
Send flowers	371	1.40	.00083
NO	825	1.49	

TABLE V-17 -- (Continued)

<u>Independent Variables</u>	<u>n</u>	<u>Average Hours</u>	<u>bss/tss</u>
During the past twelve months, did you (or your spouse) do any of the following?			
Buy tape for a tape recorder	237	1.30	.00326
NO	959	1.50	
Complete a "do-it-yourself" project around the house	611	1.47	.00005
NO	585	1.45	
Make dress or knit a sweater	484	1.47	.00004
NO	712	1.45	
During the past year, did you or other members of your household do any of the following?			
Travel by airplane	858	1.35	.01523
NO	338	1.73	
Take a trip to another continent	190	1.30	.00244
NO	1006	1.49	
Rent a car	385	1.26	.01025
NO	811	1.56	
Take a winter or "off-season" vacation	479	1.33	.00646
NO	717	1.55	
Buy mutual funds	210	1.35	.00147
NO	986	1.49	
Buy and/or sell stock	489	1.25	.01556
NO	707	1.61	
Go to a "home demonstration" party (e.g. Tupperware, Stanley Home Products, etc.)	217	1.66	.00478
NO	979	1.42	
During the past three years, did you (or your spouse) do any of the following?			
Move to a different home	503	1.37	.00291
NO	722	1.53	

TABLE Y-17 -- (Continued)

<u>Independent Variable</u>	<u>n</u>	<u>Average Hours</u>	<u>bss/tss</u>
Spend more than \$500 on jewelry	125	1.34	.00084
NO	1071	1.48	
Take any course of instruction	714	1.30	.01893
NO	511	1.69	
Paint your own house or apartment	535	1.59	.00682
NO	661	1.36	
Buy an original painting or sculpture	324	1.15	.01776
NO	901	1.57	
Demographics:			
Sex:			
Male	712	1.44	.00045
Female	513	1.50	
Age:			
Under 18	2	2.15	
18 - 24	121	1.09	
25 - 34	251	1.40	
35 - 49	376	1.36	.01485
60 - 64	296	1.56	
65 and over	176	1.87	
No answer	3	--	
Marital status:			
Married	808	1.47	
Single	260	1.29	.00404
Widowed, divorced, separated	142	1.71	
No answer	15	1.58	
Education:			
Grade school	45	2.09	
High school	240	1.93	
Attended college	228	1.61	
Graduated from college	223	1.26	.04177
Postgraduate study	168	1.30	
Postgraduate degree	318	1.15	
No answer	3	--	
Total attended college or better	937	1.32	.03453
Total graduated college or better	709	1.22	.03964

TABLE V-17 -- (Continued)

<u>Independent Variable</u>	<u>n</u>	<u>Average Hours</u>	<u>bss/tss</u>
Did not attend college	288	1.96	
Did not graduate college	516	1.80	
Household income:			
No answer	42	1.37	
Under \$ 5,000	123	1.94	
\$ 5,000 - \$ 7,999	177	1.63	
\$ 8,000 - \$ 9,999	166	1.54	
\$10,000 - \$14,999	292	1.57	.02469
\$15,000 - \$19,999	160	1.27	
\$20,000 - \$24,999	90	1.10	
\$25,000 - \$49,999	119	1.05	
\$50,000 and over	56	1.18	
Total \$15,000 and over	425	1.16	.02417
Total under \$15,000	800	1.62	
Total \$25,000 and over	175	1.09	.01145
Total under \$25,000	1050	1.52	
Type of business:			
Manufacturing, Retail, Wholesale, Banking and Brokerage	389	1.40	
Communication, Professional Services in Business	203	1.47	
All other business	154	1.28	
Professions	202	1.23	.02034
Government and Armed Forces	74	1.57	
Retired	124	2.06	
Housewife, Student, Unemployed	79	1.62	
All Professional Occupations (including those in Business and Industry)	394	1.27	.00896
Not in Professional Occupations	831	1.55	
City size (population):			
50,000 - 99,000	201	1.58	
100,000 - 249,000	234	1.63	.00607
250,000 and over	790	1.38	
City:			
Clifton, New Jersey	59	1.68	
Lima, Ohio	47	1.77	
West Palm Beach, Florida	41	1.71	

TABLE V-17 -- (Continued)

<u>Independent Variable</u>	<u>n</u>	<u>Average Hours</u>	<u>bss/tss</u>
Reno, Nevada	54	1.22	
Niagara Falls, New York	66	1.68	
Peoria, Illinois	61	1.56	.01949
Greensboro, North Carolina	45	1.67	
Albuquerque, New Mexico	62	1.62	
Boston, Massachusetts	214	1.11	
St. Paul, Minnesota	226	1.33	
Tulsa, Oklahoma	175	1.51	
San Francisco, California	175	1.65	
Mandated time (last week):			
Hours worked on principal job:			
None	347	1.69	
Less than 20 hours	17	1.56	
20 - 29 hours	26	1.43	
30 - 39 hours	106	1.20	.01131
40 - 49 hours	481	1.38	
50 - 59 hours	137	1.54	
60 - 69 hours	82	1.20	
70 hours or more	29	1.46	
Other activities related to that job:			
None	897	1.50	
1 - 4 hours	87	1.44	
5 - 9 hours	94	1.30	.00192
10 - 14 hours	110	1.31	
15 - 19 hours	13	1.43	
20 hours or more	24	1.53	
Other income-producing activities:			
None	1072	1.50	
1 - 4 hours	55	1.18	.00522
5 - 9 hours	27	0.97	
10 - 14 hours	28	1.33	
15 - 19 hours	14	0.77	
20 hours or more	29	1.48	
Total hours worked:			
None	314	1.75	
1 - 19 hours	30	1.30	
20 - 29 hours	26	1.27	.01524
30 - 39 hours	75	1.28	
40 - 49 hours	394	1.34	
50 - 59 hours	199	1.51	
60 - 69 hours	118	1.23	
70 hours or more	69	1.41	

TABLE V-18
 VARIABLES WITH LOWEST AVERAGE TELEVISION VIEWING

<u>Independent Variables</u>	<u>n</u>	<u>Hours Spent Viewing TV Yesterday</u>
Index of Involvement:		
nine or more activities	70	.94
seven or more activities	140	1.02
six or more activities	208	1.13
five or more activities	287	1.17
four or more activities	387	1.22
three or more activities	519	1.18
two or more activities	697	1.26*
one or more activities	912	1.32*
Sailing last month	111	.98
Active role in three or more civic or social issues	46	1.04
Household income:		
\$50,000 and over	56	1.18
\$25,000 - \$49,999	119	1.05
\$20,000 - \$24,999	90	1.10
\$15,000 - \$19,999	160	1.27*
Submitted an article for publication	201	1.07
Member of one or more committees of professional or scientific organiza- tion	163	1.08
Age: 18 - 25	121	1.09
Own snow skis	190	1.10
Live in Boston	214	1.11
Live in Reno	54	1.22
Played tennis last month	150	1.13
Bought an original painting or sculpture	324	1.15
Education: postgraduate degree	318	1.15
Read no newspapers yesterday	60	1.16

* Presented for completion of information only. Average not lower than average hours spent viewing by subscribers.

TABLE V-18 -- (Continued)

	<u>n</u>	<u>Hours Spent Viewing TV Yesterday</u>
Attended a concert last month	270	1.17
Member of two or more committees	182	1.17
Drink or serve wine with dinner	449	1.18
Hours worked last week by household head at other income-producing activities:		
1 - 4	55	1.18
5 - 9	27	.97
10 - 14	28	1.33*
15 - 19	14	.77
20 hours or more	29	1.48*
Member of a partisan political organization	180	1.18
Read two of the following magazines: <u>Esquire</u> , <u>Holiday</u> , <u>National Geographic</u>	127	1.19
Hours worked last week by household head at his/her principal job:		
30 - 39 hours	106	1.20
40 - 49 hours	481	1.38*
50 - 59 hours	137	1.54*
60 - 69 hours	82	1.20
70 hours or more	29	1.46*
Plans to participate in a political campaign this year	205	1.19
Took an active role in a political campaign in past three years	271	1.22
Member of five or more organizations	181	1.21
Member of one or more committees	430	1.22
Member of a professional or scienti- fic organization	557	1.22
Owns a vacation home	124	1.21
Reads the New Yorker	244	1.22

* Presented for completion of information only. Average not lower than average hours spent viewing by subscribers.

TABLE V-19
 VARIABLES WITH HIGHEST TELEVISION VIEWING AVERAGES

	<u>n</u>	<u>Hours Spent Viewing TV Yesterday</u>
Did NOT graduate college	516	1.80
Belong to NO organizations	158	1.80
Next-door Neighbor	519	1.78
Do NOT read a professional journal	453	1.75
Live in Lima, Ohio	47	1.77
Head of household does NOT work	314	1.75
Owens a bowling ball	231	1.74
Votes straight Democratic ticket in all elections	264	1.74
Did NOT travel by air in past year	338	1.73
Did NOT have dinner at a restaurant in past month	183	1.71

TABLE Y-20

AID: DEPENDENT VARIABLE -- INDEX OF INVOLVEMENT

Run #1

<u>Variable Number</u>	<u>Name and Description</u>	<u>Number of Classes</u>
1	Subscriber/Neighbor	2
	Television viewing:	
2	Hours of television viewing yesterday	8
3	Viewed any one or more of eight TV specials	2
4	Viewed one or more "mass appeal" TV specials	5
5	Viewed one or more "selective" TV specials	5
	During the past week did you (or your spouse):	
6	have a cocktail before dinner	2
7	drink or serve wine with dinner	2
	During the past month did you (or your spouse):	
8	play tennis	2
9	attend religious services	2
10	have an outdoor barbecue	2
11	read <u>Esquire</u> , <u>Holiday</u> and/or <u>National Geographic</u>	4
	During the past twelve months did you (or your spouse):	
12	buy tape for a tape recorder	2
	During the past year did you or other members of your household:	
13	travel by airplane	2
14	take a trip to another continent	2
15	rent a car	2
	Do you or members of your household own:	
16	typewriter	2
17	snow skis	2
	During the past three years did you (or your spouse):	
18	buy an original painting or sculpture	2

TABLE V-20 -- (Continued)

<u>Variable Number</u>	<u>Name and Description</u>	<u>Number of Classes</u>
19	Household income \$15,000 and over and traveled by airplane during past year	2
	Demographic variables:	
20	Sex	2
21	Marital status	4
22	Age	7
23	Education	7
24	Attended or graduated college	2
25	Graduated college or postgraduate study	2
26	Occupation of household head	7
27	Household head in professional occupation	2
28	Job title of household head	5
	How much time did the head of your household spend last week working at:	
29	his/her principal job	34
30	other activities related to that job	2
31	other income-producing activities	2
32	total mandated time	34
33	Household income	9
34	Household income \$15,000 and over	2
35	Household income \$25,000 and over	2
36	City of residence	12
37	Population size of city of residence	3
38	Geographic region	4

TABLE Y-21

AID: DEPENDENT VARIABLE -- INDEX OF INVOLVEMENT

Run #2

<u>Variable Number</u>	<u>Name and Description</u>	<u>Number of Classes</u>
1	Subscriber/Neighbor	2
2	Number of newspapers read yesterday	10
	Television viewing:	
3	hours of television viewing yesterday	21
4	hours of television viewing last week	36
5	number of evenings last week viewed television during prime time	6
6	viewed one or more "mass appeal" TV specials	5
7	viewed one or more "selective" TV specials	5
8	viewed any TV specials	2
9	watched the late movie on TV last month	2
	During the past week did you (or your spouse):	
10	listen to music on FM radio	2
11	read <u>Life</u> Magazine	2
12	read the <u>New Yorker</u>	2
13	read the <u>Saturday Review</u>	2
14	entertain guests at home	2
15	do a repair job around the house	2
	During the past month did you (or your spouse):	
16	attend a concert	2
17	jog	2
18	play golf	2
19	go sailing	2
20	attend religious services	2
21	have an outdoor barbecue	2
22	bake a cake	2
23	take work home	2
24	read a professional journal	2
25	read <u>Esquire</u> , <u>Holiday</u> and/or <u>National Geographic</u>	4

TABLE V-21 -- (Continued)

<u>Variable Number</u>	<u>Name and Description</u>	<u>Number of Classes</u>
	During the past twelve months, did you (or your spouse):	
26	go to a ball game	2
27	complete a "do-it-yourself" project around the house	2
28	make a dress or knit a sweater	2
29	travel by airplane	2
	During the past three years, did you (or your spouse):	
30	move to a different home	2
31	take any course of instruction	2
32	paint your own house or apartment	2
	During the past six months has a friend, relative or acquaintance asked for your advice about:	
33	repairing a car	2
34	a job or career	2
35	where to spend a vacation	2
	How much time did the head of your house- hold spend last week working at the following:	
36	his/her principal job	34
37	other activities related to that job	26
38	other income-producing activities	26
39	total mandated time	34

TABLE Y-22

AID: DEPENDENT VARIABLE -- INDEX OF INVOLVEMENT

Run #3

<u>Variable Number</u>	<u>Name and Description</u>	<u>Number of Classes</u>
	During the past week did you (or your spouse):	
1	have a cocktail before dinner	2
2	drink or serve wine with dinner	2
	During the past month, did you (or your spouse):	
3	play tennis	2
4	send flowers	2
5	play golf	2
6	go fishing	2
7	play the piano	2
8	spend more than \$10 on phonograph records	2
9	have dinner at a restaurant	2
10	buy a California wine that cost more than \$1.50	2
	During the past twelve months, did you (or your spouse):	
11	buy tape for a tape recorder	2
	During the past year did you or other members of your household:	
12	travel by airplane	2
13	take a trip to another continent	2
14	rent a car	2
15	take a winter or "off-season" vacation	2
16	buy mutual funds	2
17	buy and/or sell stock	2
18	go to a "home demonstration" party (e.g. Tupperware, Stanley Home Products, etc.)	2
	During the past three years did you (or your spouse):	
19	spend more than \$500 on jewelry	2
20	buy an original painting or sculpture	2

TABLE Y-22 -- (Continued)

<u>Variable Number</u>	<u>Name and Description</u>	<u>Number of Classes</u>
	During the past six months has a friend, relative or acquaintance asked for your advice about:	
21	buying a new car	2
22	what books to read	2
23	what records to buy	2
24	buying hi-fi equipment	2
25	redecorating a house	2
26	Do you have a currently valid passport	2
	Do you or members of your household own:	
27	power tools	2
28	typewriter	2
29	color TV	2
30	water pick	2
31	wall-to-wall carpeting	2
32	shotgun or rifle	2
33	vacation home	2
34	electric hair dryer	2
35	camping equipment	2
36	snow skis	2
37	bowling ball	2
38	outboard motor	2

TABLE V-23
COMPARISON OF OCCUPATION-RELATED MEASURES
AS PREDICTORS OF ACTIVITY

	<u>n</u>	<u>Index of Involvement</u>	<u>bss/tss</u>
All professionals (including those in business and industry)	394	3.95	.05952
All others	831	2.38	
Professional (not employed in business or industry)	202	4.94	.09115
All others	1023	2.48	
Read a professional journal	758	3.69	.11471
All others	467	1.58	
Took work home in past month	567	3.89	.09467
All others	658	2.02	
During the past six months has been asked by a friend, relative or acquaintance for advice about:			
A job or career	571	3.88	.09407
All others	654	2.02	
Hours worked last week on "other" activities related to principal job:			
Five or more hours	251	4.37	.07507
One or more hours	328	4.18	.06731
None	897		
Total hours worked last week at principal job:			
45 hours or more	517	3.73	.05925
Less than 45 hours	708	2.26	

This table indicates that some of these measures of job-related activities may be more discriminating in describing market targets than the traditional occupational categories. While not conclusive, it does appear to merit further investigation.

TABLE V-24

COMPARISON OF SUBSCRIBERS VERSUS TOTAL SAMPLE AT EACH BINARY SPLIT OF AID RUN #2

<u>Basis of Split</u>	<u>Group Number</u>	<u>% of Total Sample</u>	<u>Index of Involvement</u>	<u>% of Subscribers</u>	<u>Index of Involvement</u>
All Respondents	1	100.0%	2.88	100.0%	3.45
Do not read professional journal	2	38.1	1.58	27.4	2.13
- and do not read <u>New Yorker</u>	12	33.4	1.37	21.7	1.75
-- and worked 4 hours or less on other job related activities	24	30.8	1.26	19.6	1.59
-- but worked 5 hours or more on other job related activities	25	2.6	2.69	2.1	3.29
- but do read <u>New Yorker</u>	13	4.7	3.07	5.7	3.56
Read a professional journal	3	61.9	3.69	72.6	3.94
- but did not advise about job or career	4	26.1	2.73	29.8	3.01
-- and worked less than 8 hours on other job related activities	10	23.4	2.56	25.7	2.79
--- and did not take work home	20	13.4	2.12	14.4	2.42
--- but did take work home	21	10.0	3.15	11.3	3.24
-- but worked 8 hours or more on other job related activities	11	2.7	4.21	4.1	4.43
- and did advise about job or career	5	35.8	4.39	42.8	4.60
-- and worked 7 hours or more on other job related activities	7	8.6	5.79	9.6	6.35

TABLE V-24 -- (Continued)

<u>Basis of Split</u>	<u>Group Number</u>	<u>% of Total Sample</u>	<u>Index of Involvement</u>	<u>% of Subscribers</u>	<u>Index of Involvement</u>
Read a professional journal (continued)					
-- but worked less than 7 hours on other job related activities	6	27.2%	3.95	33.2%	4.09
--- and reads the <u>Saturday Review</u>	9	8.7	5.08	13.5	5.27
--- but does not read the <u>Saturday Review</u>	8	18.5	3.41	19.7	3.27*
---- and did not take air trip	14	3.6	2.18	4.1	2.04*
---- but did take air trip	15	14.9	3.71	15.6	3.60*

* Subscriber Index less than Index of total sample.

TABLE V-25

DETERMINANTS OF HIGH INDICES OF INVOLVEMENT

<u>Rank</u>	<u>Independent Variable</u>	<u>n</u>	<u>Index of Activity</u>
1	Read 4-5 newspapers yesterday	35	6.00
2	Professional occupation (not in business or industry)	202	4.94
3	Household income \$20,000 or more	265	4.49
4	Postgraduate degree	318	4.48
5	Worked 5 to 18 hours at other income-producing activities	69	4.48
6	Played tennis in past month	150	4.31
7	Bought tape for a tape recorder	241	4.27
8	Worked 60 hours or more last week	187	4.26
9	Bought an original painting or sculpture	324	4.24
10	Household income \$15,000 and over and took an air trip in past year	385	4.22
11	Worked one or more hours last week at other job related activities	328	4.18
12	Read <u>New Yorker</u> last week	244	4.14
13	Read <u>Saturday Review</u> last week	289	4.12
14	Read two out of three of the following magazines: <u>Esquire</u> , <u>Holiday</u> or <u>National Geographic</u>	127	4.04
15	Viewed 3 or 4 "selective" TV specials	74	4.04
16	Attended a concert in past month	273	4.02
17	Own snow skis	193	3.98
18	Rented a car in past year	391	3.98
19	All professional occupations (including those in business and industry)	394	3.95
20	Jogged in past month	206	3.91
21	Took work home in past month	567	3.89
22	Was asked for advice about a job or career	571	3.88
23	Played the piano in past month	233	3.88
24	Was asked for advice about what books to read	571	3.83
25	Went sailing last month	113	3.80

TABLE V-26

DETERMINANTS OF LOW INDICES OF INVOLVEMENT

<u>Rank</u>	<u>Independent Variable</u>	<u>n</u>	<u>Index of Activity</u>
1	Did not attend college	288	1.35
2	Do not own a typewriter	267	1.55
3	Do not read a professional journal	467	1.58
4	Watched 5 or more hours of TV yesterday	112	1.58
5	Age 65 and over	176	1.68
6	Did not have dinner at a restaurant last month	190	1.71
7	Worked 39 to 41 hours last week	200	1.74
8	Did not take an air trip last year	350	1.79
9	Income under \$5,000	123	1.80
10	Retired, housewife, unemployed	203	1.82
11	Income under \$8,000	300	1.94
12	Watched TV 5 or more evenings last week	94	1.97
13	Widowed, divorced, separated	142	1.99
14	Watched TV 21 hours or more last week	201	2.02
15	Was not asked for advice about a job or career	654	2.02
16	Did not take work home in past month	658	2.02
17	Live in Niagara Falls, N.Y.	66	2.02
18	Was not asked for advice about what books to read	654	2.06
19	Read no newspapers yesterday	60	2.07
20	Did not take any course of instruction	511	2.09
21	Watched TV 4 evenings last week	184	2.12
22	Worked 30 to 38 hours last week	73	2.15
23	Next-door Neighbor	538	2.17
24	Household income \$8,000 to \$9,999	166	2.18
25	Watched TV 13 to 20 hours last week	141	2.19

TABLE V-27

INDEX OF INVOLVEMENT BY HYPOTHESIZED INTROVERSIVE
BEHAVIORAL LIFESTYLE CHARACTERISTICS

	Variable Rank on Index (1 to 188)	Average Number of Activities Respondents answering:	
		Yes	No, or No answer
Leisure Time and Marketing Variables:			
Listen to music on FM radio	110	3.00	2.64
Attend a concert	23	4.02	2.56
Spend more than \$10 on phono- graph records	47	3.63	2.77
Advise about:			
records to buy	41	3.68	2.72
books to read	31	3.83	2.06
hi-fi equipment	42	3.65	2.79
Buy tape for a tape recorder	14	4.27	2.55
Buy an original painting or sculpture	16	4.24	2.40
Own a typewriter	79	3.26	1.55
Play tennis	12	4.31	2.69
Go sailing	34	3.80	2.79
Own snow skis	24	3.98	2.68
Have a cocktail before dinner	70	3.34	2.34
Drink or serve wine with dinner	40	3.69	2.41
Buy a California wine that cost more than \$1.50	51	3.55	2.62
Move to a different home	117	2.93	2.85
Travel by airplane	74	3.32	1.79
Rent a car	25	3.98	2.37
Take a trip to another Continent	43	3.65	2.74
Take a winter or "off-season" vacation	69	3.35	2.57
Own a vacation home	35	3.78	2.78
Own a valid passport	46	3.63	2.80
Read a professional journal	39	3.69	1.58
Take a course of instruction	57	3.45	2.09
Buy mutual funds	87	3.17	2.83
Buy and/or sell stock	58	3.45	2.50
Advise about a job or career	30	3.88	2.02

TABLE V-27 -- (Continued)

	Variable Rank on Index (1 to 188)	Average Number of Activities Respondents Answering:	
		Yes	No, or No answer
Media Variables (other than Television):			
Subscriber/Neighbor	56	3.45	2.17
Read:			
<u>New Yorker</u>	19	4.14	2.57
<u>Saturday Review</u>	20	4.12	2.50
<u>Esquire, Holiday or</u> <u>National Geographic</u>	21	3.47	2.38
TOTAL <u>above</u> sample mean	31		
TOTAL <u>below</u> sample mean	<u>0</u>		
TOTAL	31		

Summary of Position Relative to Other Variables:

First quintile	13
Second quintile	7
Third quintile	10
Fourth quintile	1
Fifth quintile	<u>0</u>
TOTAL	31

TABLE V-28

INDEX OF INVOLVEMENT BY HYPOTHESIZED EXTRAVERSIVE
BEHAVIORAL LIFESTYLE CHARACTERISTICS

	Variable Rank on Index (1 to 188)	Average Number of Activities Respondents answering:	
		Yes	No, or No answer
Leisure Time and Marketing Variables:			
Entertain guests at home	101	3.03	2.64
Have an outdoor barbecue	86	3.18	2.65
Bake a cake	128	2.82	2.93
Own Color TV	126	2.86	2.89
Own wall-to-wall carpeting	111	2.97	2.79
Advise about redecorating a house	67	3.37	2.68
Paint your own house or apartment	108	3.01	2.79
Complete a "do-it-yourself" project around the house	68	3.37	2.39
Do a repair job around the house	97	3.05	2.61
Own power tools	85	3.18	2.62
Go to a "home demonstration" party	157	2.39	2.99
Make a dress or knit a sweater	107	3.01	2.80
Own an electric hair dryer	115	2.94	2.79
Spend more than \$500 on jewelry	50	3.61	2.80
Advise about buying a new car	100	3.04	2.81
Advise about repairing a car	91	3.12	2.83
Attend religious services	104	3.02	2.70
Go to a ball game	75	3.30	2.61
Play golf	88	3.14	2.83
Own a bowling ball	160	2.34	3.01
Own a shotgun or rifle	125	2.87	2.89
Go fishing	131	2.81	2.90
Own an outboard motor	82	3.23	2.83
TOTAL above sample mean	17		
TOTAL below sample mean	6		
TOTAL	23		

TABLE V-28 -- (Continued)

Summary of Position Relative to Other Variables:

First quintile	0
Second quintile	4
Third quintile	12
Fourth quintile	5
Fifth quintile	<u>2</u>
TOTAL	23

TABLE Y-29

DEPENDENT VARIABLE: INDEX OF INVOLVEMENT

<u>Independent Variable</u>	<u>n</u>	<u>Mean Activities</u>	<u>bss/tss</u>
All respondents	1225	2.88	
Subscriber	687	3.45	
Neighbor	538	2.17	.04426
Other print media:			
How many newspapers did you read yesterday?			
One	540	2.42	
Two	493	3.21	.02633
Three	92	3.32	
Four	23	6.22	
Five	12	5.58	
Six	3	.67	
Eight	2	2.50	
None	60	2.07	
During the past week, did you (or your spouse) read:			
<u>Life</u>	503	3.23	.00914
<u>New Yorker</u>	244	4.14	.04268
<u>Saturday Review</u>	289	4.12	.05179
Did NOT read:			
<u>Life</u>	722	2.64	
<u>New Yorker</u>	981	2.57	
<u>Saturday Review</u>	936	2.50	
During the past month, did you (or your spouse) read:			
<u>Esquire, Holiday or National Geographic</u>	564	3.47	.03244
Read all three of these magazines			
	25	4.32	
Read two of these magazines			
	127	4.04	
Read one of these magazines			
	412	3.25	
Professional journal	758	3.69	.11471
Did NOT read:			
<u>Esquire, Holiday or National Geographic</u>	661	2.38	
Professional journal	467	1.58	

TABLE V-29 -- (Continued)

<u>Independent Variable</u>	<u>n</u>	<u>Mean Activities</u>	<u>bss/tss</u>
Television viewing and ownership and FM:			
About how much time did you spend watching TV yesterday?			
None or less than one hour	419	3.30	
One hour	79	3.76	
Two hours	247	3.04	.02437
Three hours	240	2.60	
Four hours	128	2.36	
Five hours	53	1.60	
Six hours	29	1.83	
Seven hours or more	30	1.30	
About how much time did you spend watching TV last week?			
None or less than one hour	123	3.35	
One to two hours	62	3.53	
Three to four hours	206	3.23	.02707
Five to seven hours	243	3.44	
Eight to twelve hours	249	2.75	
Thirteen to twenty hours	141	2.19	
Twenty-one to thirty hours	96	1.95	
Thirty-one hours or more	105	2.09	
During the past week how many evenings did you watch TV between 9 p.m. and 10 p.m.?			
None	20	3.00	
One evening	334	3.26	
Two evenings	247	3.43	
Three evenings	346	2.78	
Four evenings	184	2.12	
Five or more evenings	94	1.97	
Please check which, if any, of the following TV programs you recall viewing this year.			
"Mass appeal" Specials:			
The Oscar Awards			
The Robe			
U.S. Open Golf Championship			
Coaches All-American Football Game			
"Selective" Specials:			
How Life Begins			
The Hungry American			
Rehearsal for D-Day			
The Lonely Dorymen			

TABLE Y-29 (Continued)

<u>Independent Variable</u>	<u>n</u>	<u>Activities</u>	<u>bss/tss</u>
"Mass appeal" specials:			
Viewed Any	837	2.64	
None	388	3.41	.01388
One	337	2.88	
Two	296	2.33	
Three	157	2.60	
Four	47	3.02	
"Selective" specials:			
Viewed Any	595	3.02	
None	630	2.71	
One	341	2.94	
Two	180	2.91	
Three	64	3.89	
Four	10	5.00	
Watched the late movie on TV			
last month	500	2.88	.0
Did NOT watch	725	2.88	
Household owns a color TV			
Does NOT own a color TV	337	2.86	.00002
Does NOT own a color TV	888	2.89	
Listened to FM last week			
Did NOT listen	841	3.00	
Did NOT listen	384	2.64	.00305
Sports activities:			
During the past month, did you (or your spouse) do any of the following:			
Play tennis	150	4.31	.03096
NO tennis	1075	2.69	
Play golf	219	3.14	.00157
NO golf	1006	2.83	
Go fishing	244	2.81	.00016
NO fishing	981	2.90	
Go sailing	113	3.80	.00927
NO sailing	1112	2.79	
Go jogging	206	3.91	.02344
NO jogging	1019	2.68	

TABLE Y-29 -- (Continued)

<u>Independent Variable</u>	<u>n</u>	<u>Mean Activities</u>	<u>bss/tss</u>
During the past twelve months, did you (or your spouse):			
Go to a ball game	490	3.30	.01286
NO ball game	735	2.61	
Please check any of the following items which you or members of your household own:			
Shotgun or rifle	344	2.87	.00001
NO	881	2.89	
Camping equipment	384	3.61	.02649
NO	841	2.55	
Snow skis	193	3.98	.02482
NO	1032	2.68	
Bowling ball	234	2.34	.00764
NO	991	3.01	
Outboard motor	180	3.23	.00222
NO	1045	2.83	
Asked for advice by friends:			
During the past six months, has a friend, relative or acquaintance asked for your advice about any of the following?			
Buying a new car	409	3.04	.00131
NO	816	2.81	
What books to read	571	3.83	.08594
NO	654	2.06	
What records to buy	207	3.68	.01398
NO	1018	2.72	
A job or career	571	3.88	.09407
NO	654	2.02	
Repairing a car	240	3.12	.00144
NO	985	2.83	

TABLE V-29 -- (Continued)

<u>Independent Variable</u>	<u>n</u>	<u>Activities</u>	<u>bss/tss</u>
Where to spend a vacation	537	3.49	.03096
NO	688	2.42	
Buying hi-fi equipment	136	3.65	.00796
NO	1089	2.79	
Redecorating a house	365	3.37	.01083
NO	860	2.68	

Possessions:

Please check any of the following items which you or members of your household own:

Power tools	582	3.18	.00848
NO	643	2.62	
Typewriter	958	3.26	.05416
NO	267	1.55	
Water pick	141	3.62	.00780
NO	1084	2.79	
Wall-to-wall carpeting	665	2.97	.00088
NO	560	2.79	
Vacation home	128	3.78	.01029
NO	1097	2.78	
Electric hair dryer	788	2.94	.00050
NO	437	2.79	
Do you have a currently valid passport?			
Yes	286	3.63	
No	872	2.80	.02666
No answer	67	.84	

All other activities and possessions:

During the past week, did you (or your spouse) do any of the following?

TABLE Y-29 -- (Continued)

<u>Independent Variable</u>	<u>n</u>	<u>Mean Activities</u>	<u>bss/tss</u>
During the past week, did you (or your spouse) do any of the following?			
Have a cocktail before dinner	666	3.34	.02754
NO	559	2.34	
Drink or serve wine with dinner	455	3.69	.04159
NO	770	2.41	
Entertain guests at home	772	3.03	.00393
NO	453	2.64	
Do a repair job around the house	775	3.05	.00493
NO	450	2.61	
During the past month, did you (or your spouse) do any of the following?			
Attend a concert	273	4.02	.04070
NO	952	2.56	
Play the piano	233	3.88	.02552
NO	992	2.65	
Spend more than \$10 on phono- graph records	161	3.63	.00931
NO	1064	2.77	
Buy a California wine that cost more than \$1.50	354	3.55	.01945
NO	871	2.62	
Have dinner at a restaurant	1035	3.10	.02779
NO	190	1.71	
Have an outdoor barbecue	553	3.18	.00762
NO	672	2.65	
Bake a cake	523	2.82	.00030
NO	702	2.93	
Send flowers	383	3.51	.01946
NO	842	2.60	

TABLE V-29 -- (Continued)

<u>Independent Variable</u>	<u>n</u>	<u>Mean Activities</u>	<u>bss/tss</u>
Take work home	567	3.89	.09467
NO	658	2.02	
Attend religious services	691	3.02	.00277
NO	534	2.70	
During the past twelve months, did you (or your spouse) do any of the following?			
Buy tape for a tape recorder	241	4.27	.05124
NO	984	2.55	
Complete a "do-it-yourself" project around the house	617	3.37	.02599
NO	608	2.39	
Make a dress or knit a sweater	495	3.01	.00113
NO	730	2.80	
During the past year, did you or other members of your household do any of the following?			
Travel by airplane	875	3.32	.05277
NO	350	1.79	
Take a trip to another continent	195	3.65	.01220
NO	1030	2.74	
Rent a car	391	3.98	.06166
NO	834	2.37	
Take a winter or "off-season" vacation	490	3.35	.01604
NO	735	2.57	
Buy mutual funds	213	3.17	.00186
NO	1012	2.83	
Buy and/or sell stock	497	3.45	.02433
NO	728	2.50	
Go to a "home demonstration" party (e.g. Tupperware, Stanley Home Products, etc.)	221	2.39	.00583
NO	1004	2.99	

TABLE Y-29 -- (Continued)

<u>Independent Variable</u>	<u>n</u>	<u>Mean Activities</u>	<u>bss/tss</u>
During the past three years, did you (or your spouse) do any of the following?			
Move to a different home	503	2.93	.00016
NO	722	2.85	
Spend more than \$500 on jewelry	131	3.61	.00692
NO	1094	2.80	
Take any course of instruction	714	3.45	.04963
NO	511	2.09	
Paint your own house or apartment	543	3.01	.00127
NO	682	2.79	
Buy an original painting or sculpture	324	4.24	.07223
NO	901	2.40	
Household income \$15,000 and over and traveled by air in past year	385	4.22	.08978
NO	840	2.27	
Demographics:			
Sex:			
Male	712	3.04	.00390
Female	513	2.66	
Age:			
Under 18	2	1.50	
18 - 24	121	3.07	
25 - 34	251	2.93	
35 - 49	376	3.64	.03000
50 - 64	296	2.55	
65 and over	176	1.68	
No answer	3	1.00	
Marital status:			
Married	808	3.11	
Single	260	2.73	.01375
Widowed, divorced, separated	142	1.99	
No answer	15	1.67	

TABLE Y-29-- (Continued)

<u>Independent Variable</u>	<u>n</u>	<u>Mean Activities</u>	<u>bss/tss</u>
Education:			
Grade school	45	1.22	
High school	240	1.36	
Attended college	228	2.29	
Graduated from college	223	2.61	.12949
Postgraduate study	168	3.74	
Postgraduate degree	318	4.48	
No answer	3	2.67	
Total attended college or better	937	3.36	.07905
Total graduated college or better	709	3.72	.10465
Did not attend college	288	1.35	
Did not graduate college	516	1.74	
Household income:			
No answer	42	1.50	
Under \$ 5,000	123	1.80	
\$ 5,000 - \$ 7,999	177	2.05	
\$ 8,000 - \$ 9,999	166	2.18	
\$10,000 - \$14,999	292	2.77	
\$15,000 - \$19,999	160	3.29	
\$20,000 - \$24,999	90	4.59	.07811
\$25,000 - \$49,999	119	4.46	
\$50,000 and over	56	4.39	
Total \$15,000 and over	425	4.04	.07748
Total under \$15,000	800	2.27	
Total \$25,000 and over	175	4.44	.04424
Total under \$25,000	1050	2.63	
Type of business:			
Manufacturing, Retail, Wholesale, Banking and Brokerage	389	2.55	
Communication, Professional Services in Business	203	2.72	
All other business	154	2.50	
Professions	202	4.94	.09115
Government and Armed Forces	74	3.23	
Retired	124	1.72	
Housewife, Student, Unemployed	79	1.97	

TABLE V-29-- (Continued)

<u>Independent Variable</u>	<u>n</u>	<u>Mean Activities</u>	<u>bss/tss</u>
All Professional Occupations (including those in Business and Industry)	394	3.95	.05952
Not in Professional Occupations	831	2.38	
City size (population):			
50,000 - 99,000	201	2.79	
100,000 - 249,000	234	2.72	
250,000 and over	790	2.96	.00104
Region:			
North	339	2.77	
Midwest	334	3.04	
South	261	2.90	.00101
West	291	2.82	
City:			
Clifton, New Jersey	59	2.27	
Lima, Ohio	47	2.83	
West Palm Beach, Florida	41	2.71	
Reno, Nevada	54	3.39	
Niagara Falls, New York	66	2.02	
Peoria, Illinois	61	3.02	.00883
Greensboro, North Carolina	45	2.96	
Albuquerque, New Mexico	62	3.02	
Boston, Massachusetts	214	3.14	
St. Paul, Minnesota	226	3.09	
Tulsa, Oklahoma	175	2.94	
San Francisco, California	175	2.57	
Mandated time (last week):			
Hours worked on principal job:			
None	347	2.47	
Less than 21 hours	27	3.19	
21 - 29 hours	16	2.63	
30 - 38 hours	106	3.08	
39 - 41 hours	312	2.45	
42 - 44 hours	45	2.82	.02317
45 - 50 hours	208	3.39	
51 - 59 hours	53	2.87	
60 hours or more	111	4.28	
Other activities related to that job:			
None	897	2.41	
1 - 4 hours	87	3.14	
5 - 9 hours	94	3.82	.07507

TABLE Y-29-- (Continued)

<u>Independent Variable</u>	<u>n</u>	<u>Mean Activities</u>	<u>bss/tss</u>
10 - 14 hours	110	5.06	
15 - 19 hours	13	4.38	
20 hours or more	24	5.21	
Total 1 or more hours	328	4.18	.06731
Other income-producing activities:			
None	1072	2.75	
1 - 4 hours	55	3.76	.01399
5 - 9 hours	27	5.11	
10 - 14 hours	28	3.64	
15 - 19 hours	14	4.93	
20 hours or more	29	2.41	
Total 1 or more hours	153	3.83	.01399
Total hours worked last week:			
None	314	2.33	
1 - 21 hours	41	3.75	
21 - 29 hours	15	2.60	
30 - 38 hours	73	2.15	
39 - 41 hours	200	1.74	
42 - 44 hours	65	2.62	.05925
45 - 50 hours	222	3.41	
51 - 59 hours	108	3.55	
60 hours or more	187	4.26	

CHAPTER VI
AN ANALYSIS OF INTERDEPENDENCE

Background

The project on which this dissertation is based grew out of the frustration of relying on demography to describe consumers, to predict product usage and to match media to markets.

The conceptual framework was possible only because of the rich heritage left by the many investigators in marketing who, for the past two and one-half decades have also been searching for more meaningful ways to describe and segment markets. The path was traced in Chapter III. It led from Freud to the motivation research of Ernest Dichter, to the personality trait theorists such as Arthur Koponen, and the attitude research of George Brown, Hadury Gideon and George Katona, from the social class studies of Pierre Martineau to the early behavioral lifestyle research of William S. Blair to the sophisticated multidimensional approaches of William Wells, Russell Haley and Ronald Gatty.¹

¹Ernest Dichter, The Strategy of Desire, (Garden City, New York: Doubleday & Company, Inc., 1960); Arthur Koponen, "Personality Characteristics of Purchasers," Journal of Advertising Research, Vol. 1, (September 1960), pp. 6-12; George H. Brown and Hadury Gideon, "Beverage Preferences of Industrial Workers -- A Study in Consumer Preference Ratings," Journal of Business, Vol. 1, (April 1944), pp. 111-117; George Katona, The Powerful Consumer, (New York: McGraw-Hill Book Company, Inc., 1960); Pierre Martineau, "Social Classes and Spending Behavior," Journal of Marketing, Vol. XXIII, (October 1958), pp. 121-130; Harper-Atlantic Sales, Inc., The People Next Door, (September 1962); William S. Blair, "The

The conceptual framework was also possible only because of the rich heritage left by the many observers of human behavior over the past two and one-half millenia, who were also searching for meaningful ways to describe man and to segment the population by behavioral typologies.

Two goals were set for this project. The first task was to find an encompassing theory of personality structure to explain the observed behavioral patterns of a segment of the population who read ideational consumer magazines. The second task was to develop a meaningful and easily measured descriptor which, like social class, would also be predictive of other patterns of behavior, and other patterns of media exposure. An introversive/extraversive personality model was presented in Chapter III.

Within this framework a series of hypotheses were developed and a study was designed to test these hypotheses. The findings were reported and analyzed in Chapters IV and V. The hypotheses were tested one at a time. Each of these analyses required a prior assumption of a single criterion variable to serve as a basis for differentiating, or segmenting the sample population into two groups and the data were analyzed essentially on a sequential univariate basis.

People Next Door," mimeographed transcript of visual presentation, (October 1962); William D. Wells, "Backward Segmentation," in Insights Into Consumer Behavior, ed. by John Arndt, (Boston: Allyn and Bacon, Inc., 1968), pp. 85-100; Russell Haley, "Benefit Segmentation: A Decision-Oriented Research Tool," Journal of Marketing, Vol. XXXII, (July 1968), pp. 30-35; Lewis Alpert and Ronald Gatty, "Product Positioning by Behavioral Life-styles," Journal of Marketing, Vol. XXXIII, No. 2, (1969), pp. 65-69.

For this final analysis, it was believed that a multivariate approach was needed in order to test the validity of the typology model, to integrate the hypotheses and to unify the total thesis. This required finding an objective, systematic method of identifying and grouping sets of traits and behavior that are highly correlated, and to then classify people on the basis of shared related traits.

Methodology

The technique selected to accomplish this was a principal components factor analysis with varimax rotation of ten factors. Principal components analysis attempts to define the basic dimension, or factor, which the variables are measuring in common, while producing maximum discrimination among individuals.² It provides an objectively determined score for each respondent on each factor. For this analysis, the variables were first grouped by way of an R-type factor analysis and then inverted to segment respondents via a Q-mode analysis. The Q-type factor analysis is sometimes referred to as inverse factor analysis. Its object is to group people rather than variables. Each factor is formed by grouping individuals with similar factor loadings.

The varimax rotation attempts to group the data into factors so as to maximize the variance of the square of the

²William W. Cooley and Paul R. Lohnes, Multivariate Procedures for the Behavioral Sciences, (New York: John Wiley & Sons, Inc., 1962), pp. 151-161.

loadings within each factor. Ideally each final factor will have large correlations with a few of the original variables and essentially zero correlations with the other variables.

The computer program used for this factor analysis was the MUST Factor Analysis System developed by Computer Applications, Inc.³ The MUST program has the capacity to handle up to 115 variables and 2,000 respondents. A direct computation of the Q-analysis would have required a sub-sampling of a maximum of 115 respondents out of the total of 1,225 in the sample, with a subsequent projection onto the total sample of the already defined Q-groups. Generally, this projection is accomplished by way of a discriminant analysis. By arriving at the Q-groups through the prior R-analysis, specification of the Q-groups was based on all respondents in the sample and all the data in the analysis.

Limitations

The underlying basis of factor analysis is generally a correlation matrix which is computed from the accumulation of the sums, sums of squares and the cross products of values for the sample group. The MUST Factor Analysis System uses the usual measure of correlation which is the Pearson product-moment correlation coefficient r . It should be noted however, that the usual interpretation of this statistic is based on the assumption that the measurements, or scores, are represented by an equal-interval scale. It also

³Computer Applications, Inc., MUST Factor Analysis System, rev. ed., 19691

assumes a normal distribution. Neither of these assumptions were met by the data gathered in this survey. Ordinarily, with data of this nature, where a measure is needed of the extent of association or relation between pairs of attributes, the recommended statistic would be the contingency coefficient.⁴

It is important to note however, that neither of the assumptions of the Pearsonian model are necessary for the computation of the correlation coefficient. It is the interpretation of the meaning of the r statistic which depends upon the extent to which the data conform. As the actual data depart from a fit to the model, the limits of the correlation coefficient may contract. Where the two distributions are dichotomous, as are the data in this study, the Pearsonian coefficient (for dichotomous data called the phi coefficient) does not, in general, range between plus and minus one.⁵ The limit for the phi coefficient may be calculated by the following formula:⁶

$$\phi_{\max} = \sqrt{p_s q_1 / p_1 q_s'}$$

where p_s and p_1 are the respective proportions of successes, and $p_s < p_1$, and $p_s + q_s = p_1 + q_1 = 1$.

⁴Sidney Siegel, Nonparametric Statistics for the Behavioral Sciences, (New York: McGraw-Hill Book Company, Inc., 1956), pp. 30 and 195-197.

⁵John B. Carroll, "The Nature of the Data, or How to Choose a Correlation Coefficient," Psychometrika, Vol. XXVI, No. 4, (1961), pp. 347-372.

⁶Ibid., p. 350.

The more similar the two proportions, the closer the limit of the phi coefficient approaches the familiar range between plus and minus one; the greater the assymetry of the two proportions, the greater the contraction in the maximum range.

Of the ninety-five variables used in this analysis, all but eight were dichotomous variables with 0-1 values. Inasmuch as the factor vectors are derived from the multiple correlation matrix of these variables, it must be assumed that some confounding may have occurred as a result of the contracting of the correlation coefficients due to differences in the distributions of pairs of dichotomous variables. While it is necessary to be aware of what may be a potential weakness in the data, it should also be noted that other investigators using unequal dichotomous variables as input in factor analyses have also succeeded without obtaining "nonsense" factors.⁷

Ideally, given the sample design of this study, three separate factor analyses should have been run: one on each of the separate populations in the study -- Subscribers and Neighbors -- and finally an analysis based on the combined sample. Because of financial limitations, the factor analysis was computed only on the combined sample. This was compensated for however, by cross-tabulating Subscribers

⁷H.F. Dingman, "The Relation Between Coefficients of Correlation and Difficulty Factors," British Journal of Statistical Psychology, Vol. XIII, (1958), pp. 13-17.

and Neighbors within each Q-group in terms of total membership as well as by marketing, lifestyle and demographic variables.

In spite of the foregoing "potential" limitations, no spurious "difficulty" factors were generated by the factor analysis. The findings were very much in accordance with the analyses in Chapters IV and V.

Data Input

Ninety-five variables were selected to be factor analyzed. These included all of the marketing variables, summarizations of each of the demographic variables, a representation from each of the media measurements and from each of the political and civic activity measures, a selected number of memberships and responsibilities in organizations, and a sampling of other life style variables which were judged not to be redundant with those variables already in the analysis. These ninety-five variables are listed on Table VI-1 in the Appendix to this chapter.

The basic hypothesis underlying this study was that reading a selective, idea-oriented magazine is in itself indicative of a behavioral lifestyle, and as such is a reflection of the individual's personality type. And that readers of such magazines are more likely to be introversive than are non-readers. A number of variables were also hypothesized to be more typically associated with one or another personality type.

In Chapter IV the Subscriber and Neighbor samples were analyzed separately. In the AID analysis in Chapter V, and in this factor analysis, the two samples were combined. If subscribing to a selective magazine is a reflection of a lifestyle, then this group should remain relatively cohesive even when other bases are used to segment the population.

Also, classifying respondents on the basis of statistical correlation rather than on an a priori criterion provides an opportunity to reveal other viable bases for segmenting this primarily middle-middle and upper-middle class portion of the population. It also tested the applicability of the introversive/extratensive experience type model.

The MUST program which was used for this analysis was capable of handling up to ten factors, which was considered sufficient for this analysis.

Table VI-1, in addition to listing the ninety-five variables used in the factor analysis, also gives the eigenvalues and communalities for each variable. The eigenvalue is calculated from the sum of the squares of the loadings on each factor. The factor loading is the correlation between the observed score on each variable and the factor score.

Each of the variables in this analysis has been standardized, with the variance of each equal to unity. Thus each eigenvalue summarizes a fraction of the total variance of the total ninety-five variables.

The communalities represent the percentage of the total variance which is absorbed, or explained by the common factors. A low communality is generally an indication that the variable has relatively little in common with the other variables included in the analysis, and a relatively high loading indicates much in common with the variables taken as groups as represented by the particular factor.

Each respondent was given a unique assignment to one Q-group. The data were inspected for possible multiple assignments, or partial assignments. However, communalities over respondents were such that there was no substantial justification for designating an indeterminate group beyond the factors extracted.

Sixty-two percent of the variance among respondents was explained by the ten factors. The distribution of this sixty-two percent is shown on Table VI-2. As can be seen from this table, 79.1 percent of the total variance explained was accounted for by just four factors.

With unique assignment of respondents, only six percent of the total sample fell outside of these four Q-groups. Therefore six of the extracted factors were tabulated together as an undefined "other" group, and have been omitted from the lifestyle analysis. Ideally, the data should have been re-analyzed with the varimax rotation restricted to four or five factors. Because of budget limitations, this was not done.

Factor analysis, as an analytic tool, has achieved a popularity in marketing research circles for what are perhaps the same reasons that it is criticized elsewhere.

In marketing, as in other areas, it is used to reduce redundancy by condensing a large quantity of data into a few meaningful units of related characteristics. In the Q-mode analysis this is achieved by classifying respondents into homogeneous groupings. This organization of the data has appeal to marketers and marketing researchers who enjoy the freedom to interpret the factors in terms of lifestyle patterns that are meaningful for the problem at hand. To proponents of factor analysis, this interpretation is considered an "art," to the critics, it is labeled subjectivity.

In the analysis which follows every effort has been made to use the data to document conclusions and to keep subjective interpretations to a minimum.

Lifestyle Analyses

Table VI-3 shows the distribution of respondents over the Q-groups. It also shows the distribution separately for the Subscriber and Neighbor samples. Twenty-four percent of the respondents were assigned to lifestyle groups III, IV and All Other. In each of these categories, the distribution for Subscribers and Neighbors was essentially the same. However, in the two major lifestyle groups, the differences between Subscribers and Neighbors were vast: 61 percent of Subscribers were assigned to Q-factor I --

Movers and Shakers -- compared to 29 percent of Neighbors; 15 percent of Subscribers were assigned to Q-factor II -- Homebodies -- compared to 47 percent of Neighbors.

Table VI-4 shows the composition of each of the lifestyle groups. Q-factor I, Movers and Shakers, contained 73 percent Subscribers and 27 percent Neighbors; Q-factor II, Homebodies, contained 28 percent Subscribers and 72 percent Neighbors.

This confirms the basic hypothesis that reading a selective magazine is itself an indicator of a certain type of lifestyle, and that these people are in some way different from other people with similar demographic backgrounds.

Movers and Shakers

We are the music makers,
 And we are the dreamers of dreams,
 Wandering by lone sea-breakers,
 And sitting by desolate streams;
 World-losers and world-forsakers,
 On whom the pale moon gleams;
 Yet we are the movers and shakers
 Of the world for ever, it seems.

One man with a dream at pleasure,
 Shall go forth and conquer a crown;
 And three with a new song's measure
 Can trample an empire down.

For each age is a dream that is dying,
 Or one that is coming to birth.

...Arthur William Edgar O'Shaughnessy
 (1844-1881)

Written a half century before Rorschach and Jung developed their typology theories, O'Shaughnessy's "Movers and Shakers" captured much of the essence of the introversive

personality. The individualist who, with his need for solitude, his need to dream his dreams, is able to lose the world about him, while at the same time, he "tramples empires down" by imposing his dreams on the very world he appears to have "forsaken."

The extraversive personality type accepts his environment as he finds it. He is in empathy with it and is seduced by it. He is a traditionalist and takes on the accepted values of the day. To the introversive, however, everything must first be judged by his own critical standards. He does not accept the world as he finds it. Because he has a pessimistic view of that world, he tends to cope in one of two ways: either he withdraws into the safe harbor of his own private world of fantasy and self-communings, or he attempts to control his environment by imposing his own views, his own highly ethical and humanistic value system on it.⁸ It is this latter adaptation that describes Movers and Shakers.

Members of Q-factor I -- Movers and Shakers -- were actively involved in political and civic activities; eighty-two percent were involved in three or more such activities. In second place, Q-group II, only 13 percent were thus involved. Cross tabulations of each of the lifestyle groups by the community involvement measures are presented on Table VI-6. Movers and Shakers were almost four times more likely to have actively participated in a political campaign,

⁸Jung, Psychological Types, pp. 542-555.

to have run for public office, or to have visited Washington, D.C. on "official" business than any other group. They were more than five times more likely, than the next highest group, to have taken an active role on a civic issue.

The demographic characteristics of each of the lifestyle groups are presented on Table VI-5. The Movers and Shakers are the youngest of the four groups: the median age is thirty-nine, 76 percent are under the age of fifty. Rorschach had stated that the tendency toward introversion seems to be general at about the age of thirty, and that after forty the introversive features begin to diminish.⁹

As a group, the Movers and Shakers were more affluent than the Homebodies, but they were not as affluent as those in Q-group IV, which has been given the rubric, "The Established." Movers and Shakers were more likely to be in professional occupations. But, Movers and Shakers and Homebodies, the other large Q-group, each had the same proportions of business executives and managers. Group IV -- The Established -- had the highest proportion of executives and managers.

This, too, is in line with the model detailed in Chapter III. The introversive prefers to function in the intellectual sphere. He is also particularly attracted to professions that lie within his value system of humanistic pursuits.

⁹Rorschach, Psychodiagnostics, pp. 95-96.

There is no reason to assume that the introversive is more intelligent than the extratensive. He exalts the intellect, however, in order to devaluate external reality.

Because the introversive places such a high value on intellectual activity, as expected, Movers and Shakers had the highest educational attainment of the four groups. Eighty-two percent had graduated college, and almost all-- 93 percent had some college (Table VI-5).

The critic of this type of lifestyle analysis may well pose the questions, "Which is the prior determinant?": does the process of obtaining a college degree change one's lifestyle, or does one's personality type provide the impetus to pursue a college education? It is the belief of this investigator that as college education becomes more prevalent in our society, which is the current trend, that education will become a less and less meaningful criterion for describing target markets.

Very closely allied to political activity, Table VI-7 shows the organizational memberships of the four lifestyle groups. Similar to the findings in the previous analyses, although only 50 percent of the Movers and Shakers were in professional occupations, 70 percent belonged to a professional or scientific group. This is a higher portion than was found for the introversive segments in Chapters IV and V. In business and trade organizations, the extratensive segment -- Homebodies -- had about the same proportion of memberships, and The Established, a small group consisting of nine percent

of the total sample, had almost twice the proportion as Movers and Shakers. The Established, also, were almost three times as likely as Movers and Shakers to belong to a country or golf club. All very much in line with the picture that has been drawn throughout this dissertation. Extratensives are more practical, are attracted to business, and are also more social.

The Established, however, who did have high membership in many types of organizations, were only one-third as likely as the Movers and Shakers to belong to a partisan political organization, one-eighth as likely to belong to a non-partisan political organization. Another important indicator of the attempt by Movers and Shakers to control their environment is demonstrated by the 55 percent who were committee members or officers in an organization. This was more than twice as high as The Established, which was the next highest group.

Cross-tabulations of Q-groups by media usage and by marketing and leisure time activities are presented on Tables VI-8 through VI-14. Throughout, the profile of the Movers and Shakers parallels the profiles presented in the earlier chapters of Subscribers, of light television viewers and of those scoring high on the Index of Involvement. The profile of the Homebodies parallels that of Neighbors and those scoring low on the Index of Involvement. The contrasts between the two groups in this analysis, however, are more pronounced. In this analysis the basis for

differentiation is multidimensional; the three previous analyses essentially relied on unidimensional criteria for determining group membership.

In Chapter IV a list of activities was presented which were hypothesized to be more likely a part of an introversive lifestyle pattern. Without exception, Movers and Shakers were more likely than Homebodies to have participated in these activities.

Table VI-9 covers sports and outdoor activities for the four lifestyle groups, and Table VI-10 shows these data for Subscribers versus Neighbors and Movers and Shakers versus Homebodies. The relationship between Movers and Shakers and Homebodies is the same as between Subscribers and Neighbors. However, the absolute differences separating each pair are greater between Movers and Shakers and Homebodies than between Subscriber and Neighbor. For those sports which had been hypothesized to be introversive -- tennis, sailing, skiing -- Movers and Shakers show a higher percentage than Subscribers, and Homebodies show a lower percentage than Neighbors. This also applies, but in the other direction, for those activities which had been hypothesized to appeal more to the extraversive. Owning a shotgun or rifle had been hypothesized to be an extraversive characteristic. No statistically significant difference had been found between Subscriber and Neighbor, with ownership figures of 26 percent and 30 percent respectively. In this analysis, the same percentage of Movers and Shakers own guns

as Subscribers, but 44 percent of Homebodies own guns -- an increase of 14 percent over the Neighbor figure.

The Mover and Shaker is a man of culture. He was five times as likely as the Homebody to have attended a concert, or to have bought an original painting or piece of sculpture, and almost twice as likely to have bought tape for a tape recorder. He was almost twice as likely as the Homebody to have been asked for advice about books to read, records to buy or hi-fi equipment.

The Mover and Shaker is experience-oriented and more mobile. He was four times as likely as the Homebody to have taken a trip to another Continent or to own a valid passport. He was more than twice as likely to have rented a car or own a vacation home. He was considerably more likely to have traveled by airplane or to have taken an "off-season" vacation, and even more likely to have moved to a different home.

All of the contrasts in consumption of liquor and wine are sharper between the Movers and Shakers and the Homebodies than had been found in the previous analyses. Comparisons on this measure between Movers and Shakers versus Homebodies, and Subscriber versus Neighbor are shown on Table VI-12. Movers and Shakers are somewhat more likely than Subscribers to have had a cocktail before dinner, wine with dinner, or bought a California wine that cost more than \$1.50; Homebodies are somewhat less likely to have done any of these than Neighbors. Only The Established, however had

a higher incidence of drinking than the Movers and Shakers.

The figures for Movers and Shakers for having bought Mutual Funds and having bought and/or sold stock are similar to what had been found for Subscribers, but the Homebodies are slightly lower on these measures than were the Neighbors (Table VI-12).

Movers and Shakers were six to seven times more likely than any other lifestyle group to have submitted an article for publication.

Both Movers and Shakers and The Established had very low television viewing "yesterday" -- in both cases half the proportion of the Homebodies. However, The Established were twice as likely to have viewed the U.S. Open Golf Championship and Movers and Shakers twice as likely to have viewed The Hungry American. In Chapter IV, it had been pointed out that there was some attempt by the television industry to present some few programs to attract a higher level socio-economic audience. The Established, by far the highest income lifestyle group had extremely low viewership of two out of four "class specials" (17 percent); Movers and Shakers had the highest viewership of these intellectually-oriented programs of any of the four groups -- but it was still low (24 percent): in fact a lower percentage than they had for having viewed one or more hours "yesterday." While television viewing has increased by upper socio-economic groups over the past decade, it is obviously still very low.

Homebodies had higher television viewing than reading; Movers and Shakers had higher reading figures than television viewing. This too, was as hypothesized.

It had been hypothesized that the introversives would be more likely to listen to music on FM radio. Seventy-four percent did: a higher figure than any other lifestyle group, but not statistically significant.

The lifestyle of the Movers and Shakers conformed to the model that had been presented of the introversive personality type. A Subscriber to one of the three selective magazines in the study was twice as likely as his next-door Neighbor to be classified a Mover and Shaker.

Homebodies

The Homebodies were almost twice as likely as Movers and Shakers to own a color television set, three times as likely to have gone to a "home demonstration" party or to read Popular Mechanics. They were 50 percent more likely than Movers and Shakers to have done a repair job around the house, painted their own house or apartment, own power tools, or to have an outdoor barbecue. They were more likely to have been asked for advice about redecorating a house, repairing a car or buying a new car. They were twice as likely to have read Reader's Digest, to have watched television for one or more hours "yesterday" or to have viewed two out of four of the television "mass specials."

The extratensive was described in the model as being more materialistic, more object-oriented than the introversive.

It is perhaps a limitation of this study that more data on "material goods" were not gathered. However, from analyses of the syndicated marketing research services' data, it was known, for example, that non-readers of selective publications were more likely than readers to own both large and small electrical appliances and medium- and high-priced automobiles. Therefore, just a few representative items were included in this survey.

Although generally, Homebodies had lower income than Movers and Shakers, they were considerably more likely to own color television sets and wall-to-wall carpeting.

It had been hypothesized that this segment might also have been more likely to have spent more than \$500 on jewelry. Movers and Shakers were almost twice as likely as Homebodies to have done so. The Established were more than three times as likely as the Movers and Shakers to have spent this large sum on jewelry.

The extratensive was portrayed in the model as being physically active, submerged in household chores, and likely to participate in sports -- especially those which were social, or which provided an outlet for his aggression or which were considered "masculine." Homebodies were more than three times more likely than Movers and Shakers to own a bowling ball. They were almost twice as likely as Movers and Shakers to play golf, go fishing, own a shotgun or rifle, or own an outboard motor.

Both Life and Reader's Digest are considered (in the advertising industry) "mass" magazines. It had been hypothesized that there would be no difference in the readership of Life by the introversive and extratensive segments. However, it had been hypothesized that Reader's Digest would have more appeal to the extratensive because it represented the "traditional" values of America. Forty-five percent of Movers and Shakers compared to 40 percent of Homebodies read Life; twice the proportion of Homebodies (66 percent versus 33 percent) read Reader's Digest. It had also been hypothesized that Popular Mechanics would have more appeal to the extratensive. These findings were not upheld in the previous analyses. However, almost three times the proportion of Homebodies read Popular Mechanics as any other group.

While no hypothesis was set up about newspaper reading, it was conjectured that the extratensive might use newspapers as a bridge to his community, as well as to gather facts. Homebodies had the highest percentage of any lifestyle group for reading two or more newspapers "yesterday."

Only 15 percent of the Subscribers were classified as Homebodies; 47 percent of the Neighbors were classified as Homebodies.

The Older Folk

This group consisted of just nine percent of the entire sample and the same proportion of Subscribers and Neighbors were assigned to the group. They were all over the age of 50, and 75 percent had an income of less than \$10,000.

They are best characterized as having done very little. They were heavy television viewers and two-thirds of them read the Reader's Digest.

Because of their age and lifestyle, in a two-group segmentation, they would be categorized as extratensive.

The Established

The successful businessman clearly dominated this group: 58 percent of The Established were in executive and managerial occupations compared to 27 percent for the entire sample; 74 percent were male, as compared to 58 percent for the entire sample.

However, while more than half of this group were in executive and managerial occupations, there were obviously also other factors as well which differentiated this Q-group from the rest of the sample. Seventy-nine percent of all those in executive and managerial occupations were assigned to Q-groups other than The Established. The distribution of these Executive/Managers over the four Q-groups is as follows:

Lifestyle Classification of Executive/Managerial

Movers and Shakers	48%
Homebodies	29
Older Folk	2
Established	<u>21</u>
TOTAL Executive/Managerial	100%

This was the most affluent of the four lifestyle groups. Eighty-four percent had a household income of \$10,000 or more and 50 percent were in the \$25,000 or over bracket. As would be expected, this high income group scored high on most marketing variables -- both those that had been attributed to the extraversive personality type and those attributed to the introversive personality type.

However, their pattern of expenditure of leisure time and money did differ from the Movers and Shakers. Movers and Shakers were more likely to have played tennis, jogged, gone sailing or owned skis; The Established were more than twice as likely to have played golf.

In spite of the large difference in income, both groups were as likely to have bought an original painting or piece of sculpture or to have traveled by airplane. It is also interesting to note that there is relatively little difference between the two groups in having wine with dinner -- a variable that had been particularly discriminating in the AID analyses. The Movers and Shakers were also more likely to have bought tape for a tape recorder, and to have been asked for advice about books and records.

Also, as would be expected, The Established had by far the highest proportion for having bought and/or sold stock (84 percent) and for having bought Mutual Funds. They traveled, they drank, and they spent money on jewelry.

Eysenck points out the importance to the extraversive of status symbols.¹⁰

Golf, as stated, was the important sport to The Established. Not only did they have the highest proportion playing golf (followed closely by the Homebodies), but in spite of the fact that they were light television viewers, 60 percent had watched the U.S. Open Golf Championship. They also had, by far, the highest percentage belonging to a country or golf club -- more than two and one-half times as high as the Movers and Shakers. They belonged to business and trade organizations at twice the rate of Movers and Shakers, but were less than half as likely to be a member of a committee or officer in an organization.

This Q-group represented nine percent of the total sample, with Subscribers and Neighbors represented in the same proportions. The evidence seems to indicate that in a two-group segmentation, The Established would also be classified as extratensive.

Although small in numbers, this group is obviously of importance to many marketers because of their affluence.

Summary and Conclusions

The task undertaken in this final Chapter has been to integrate the behavioral model and the separate analyses that were presented in Chapters IV and V, and hopefully to place the total thesis into perspective.

¹⁰Eysenck, The Structure of Human Personality, p. 21.

CHAPTER VI

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APPENDIX

TABLE VI-1
THE 95 VARIABLES

<u>Variable Number</u>	<u>Description</u>	<u>Communality 10 Factors</u>	<u>Eigenvalue</u>
1	Subscriber/Neighbor	.268	9.260
2	Plans to participate in a political campaign this year	.404	4.809
3	Has met a U.S. Congressman, Senator or State Legislator	.280	3.868
	<u>In the past three years, has:</u>		
4	Visited his State Capitol on a poli- tical matter or on official business	.341	2.871
5	Visited Washington, D.C. on a poli- tical matter or on offocial business	.292	2.359
6	Run for public office	.249	2.032
7	Taken an active part in a political campaign	.485	1.998
8	Written a book for publication	.154	1.850
9	Written to an elected official about some matter of public business	.326	1.685
10	Read more than one newspaper yesterday	.232	1.590
11	Watched more than one hour of television yesterday	.191	1.559'
	<u>During the past week:</u>		
12	Listened to music on FM radio	.183	1.480
13	Read <u>Life</u> Magazine	.136	1.391
14	Had a cocktail before dinner	.342	1.347
15	Read the <u>New Yorker</u>	.273	1.303
16	Did a repair job around the house	.461	1.249
17	Drank or served wine with dinner	.453	1.231
	<u>During the past month:</u>		
18	Attended a concert	.254	1.205
19	Played tennis	.215	1.173
20	Jogged	.144	1.142
21	Played golf	.449	1.123
22	Went fishing	.274	1.095
23	Had an outdoor barbecue	.325	1.082
24	Read the <u>Reader's Digest</u>	.289	1.059
25	Went sailing	.190	1.052
26	Took work home	.363	1.026
27	Read a professional journal	.471	1.018
28	Spent more than \$10 on phonograph records	.364	1.002

TABLE VI-1 -- (Continued)

<u>Variable Number</u>	<u>Description</u>	<u>Communality 10 Factors</u>	<u>Eigenvalue</u>
	<u>During the past month:</u>		
29	Read <u>Popular Mechanics</u>	.194	.979
30	Bought a California wine that cost more than \$1.50	.344	.946
	<u>During the past six months, has a friend, relative or acquaintance asked for your advice about:</u>		
31	Buying a new car	.284	.938
32	What books to read	.354	.918
33	What records to buy	.458	.908
34	A job or career	.348	.901
35	Repairing a car	.324	.893
36	Buying hi-fi equipment	.320	.877
37	Investing in a stock	.492	.864
38	Redecorating a house	.340	.850
	<u>During the past twelve months:</u>		
39	Bought tape for a tape recorder	.287	.824
40	Completed a "do-it-yourself" project around the house	.464	.814
41	Joined in a protest march or demonstration	.309	.803
42	Gave a speech or addressed a public meeting	.397	.802
43	Written to the editor of a news- paper or magazine	.224	.796
	<u>Has viewed the following TV pro- grams this year:</u>		
44	U.S. Open Golf Championship	.540	.784
45	The Hungry American	.523	.778
46	How Life Begins	.458	.762
	<u>During the past three years:</u>		
47	Moved to a different home	.336	.761
48	Spent more than \$500 on jewelry	.249	.753
49	Took any course of instruction	.373	.730
50	Painted own house or apartment	.378	.725
51	Bought an original painting or sculpture	.310	.697
52	Submitted an article for publication	.347	.688
53	Is familiar with the Kerner Report	.239	.680

TABLE VI-1 -- (Continued)

<u>Variable Number</u>	<u>Description</u>	<u>Communality 10 Factors</u>	<u>Eigenvalue</u>
	<u>During the past year:</u>		
54	Traveled by airplane	.297	.677
55	Took a trip to another Continent	.274	.670
56	Rented a car	.350	.668
57	Took a winter or "off-season" vacation	.213	.661
58	Bought Mutual Funds	.216	.649
59	Bought and/or sold stock	.461	.637
60	Went to a "home demonstration" party	.271	.618
	<u>Belong to the following types of clubs' or organizations:</u>		
61	Professional or scientific group	.562	.614
62	Business or trade organization	.309	.603
63	Fraternal lodge	.115	.594
64	Partisan political organization	.398	.589
65	Religious or church affiliated group	.265	.584
66	Country or golf club	.445	.571
67	Cultural	.355	.564
68	Sex	.184	.554
69	Age	.600	.547
70	Has a currently valid passport	.333	.542
	<u>Household owns the following items:</u>		
71	Power tools	.439	.527
72	Typewriter	.205	.527
73	Color TV	.369	.513
74	Wall-to-wall carpeting	.282	.508
75	Shotgun or rifle	.383	.501
76	Vacation home	.286	.489
77	Camping equipment	.349	.482
78	Snow skis	.274	.471
79	Bowling ball	.271	.465
80	Outboard motor	.449	.453
81	Engaged in an occupation in <u>business</u>	.365	.446
82	Income	.487	.443
83	City size	.186	.428
84	Active in <u>four or more</u> political and civic activities	.775	.423

TABLE VI-1 -- (Continued)

<u>Variable Number</u>	<u>Description</u>	<u>Communality 10 Factors</u>	<u>Eigenvalue</u>
85	Income \$25,000 and over	.468	.415
86	Graduated college	.551	.405
87	In Professional/Technical occupation	.472	.399
88	Viewed more than one or the fol- lowing TV specials: U.S. Open Golf Championship The Robe The Oscar Awards Coaches All-American Football Game	.530	.385
89	Viewed more than one of the fol- lowing selective TV specials: The Lonely Dorymen The Hungry American How Life Begins Rehearsal for D-Day	.720	.380
90	Member of one or more committees	.381	.358
91	Active in one or more civic or social issues (e.g. re-zoning, urban renewal, etc.)	.395	.339
92	Worked 50 hours or more at principal job last week	.164	.316
93	Worked one hour or more at other activities related to that job (last week)	.233	.297
94	Worked one hour or more at other income-producing activities (last week)	.114	.242
95	Read one or more of the following magazines last month: <u>Esquire</u> <u>Holiday</u> <u>National Geographic</u>	.228	.130

TABLE VI-2
PERCENTAGE OF TOTAL VARIATION
EXPLAINED BY Q-GROUPS

<u>Factor</u>	<u>Percentage of Total Variation Explained</u>
I	36.1%
II	20.5
III	10.3
IV	5.2
V	12.2
VI	5.8
VII	2.3
VIII	3.4
IX	2.2
X	<u>2.0</u>
TOTAL	<u>100.0%</u>

TABLE VI-3
DISTRIBUTION OF RESPONDENTS OVER Q-GROUPS

<u>Lifestyle</u>	<u>Description</u>	<u>All Respondents</u>	<u>Subscribers</u>	<u>Neighbors</u>
I	The Movers and Shakers	47%	61%	29%
II	Homebodies	29	15	47
III	The Older Folk	9	9	8
IV	The Established	9	9	10
	All Other Groups	<u>6</u>	<u>6</u>	<u>6</u>
	TOTAL	100%	100%	100%
Base:	All Respondents	1225	687	538

TABLE VI-4
COMPOSITION OF LIFE STYLE GROUPS

<u>Lifestyle</u>	<u>Description</u>	<u>Subscribers</u>	<u>Neighbors</u>	<u>Total</u>	<u>Base</u>
	<u>TOTAL SAMPLE</u>	<u>56%</u>	<u>44%</u>	<u>100%</u>	<u>1225</u>
I	The Movers and Shakers	73	27	100	571
II	Homebodies	28	72	100	351
III	The Older Folk	59	41	100	109
IV	The Established	53	47	100	80
	All Other Groups	58	42	100	114
	Base:	687	538	1225	

TABLE VI-5
DEMOGRAPHIC PROFILES

	<u>Total Sample</u>	<u>Lifestyle</u>			
		<u>I</u>	<u>II</u>	<u>III</u>	<u>IV</u>
Age:					
Under 25	10%	12%	9%	0%	4%
25 to 49	51	64	53	0	31
50 and over	39	24	38	100	65
Household Income:					
\$10,000 to \$24,999	44	52	46	20	34
\$15,000 and over	35	48	15	10	71
\$25,000 and over	14	18	2	5	50
Education:					
Any College	76	93	49	75	84
Graduated College	58	82	23	51	57
Sex:					
Male	58	58	61	46	74
City Size:					
Small	16	13	27	10	15
Medium	19	17	26	19	14
Large	64	70	47	71	71
Employment:					
Professional and Technical	32	50	15	16	11
Executives and Managers	27	27	27	7	58

TABLE VI-6
POLITICAL ACTIVITY AND INVOLVEMENT

	Lifestyle			
	<u>I</u>	<u>II</u>	<u>III</u>	<u>IV</u>
Plan to participate in any political campaign this year	56%	22%	17%	18%
Know any Congressman or Legislator	84	57	59	80
Visited State Capitol	34	13	1	11
Visited Washington, D.C.	18	4	2	4
Ran for public office	4	1	0	0
Active participation in political campaign	39	10	6	6
Written to elected official	63	24	30	26
Active role on any civic issues	51	9	4	6
Index of Involvement (3 or more activities)	82	13	5	12

TABLE VI-7
 ORGANIZATION MEMBERSHIPS

	Lifestyle			
	<u>I</u>	<u>II</u>	<u>III</u>	<u>IV</u>
Professional or scientific group	70%	18%	28%	41%
Business or trade organization	24	22	8	44
Partisan political organization	27	5	6	8
Non-partisan political organization	16	4	4	2
Country or golf club	14	9	9	38
Cultural organization	42	7	14	44
Committee member of any organization	55	20	13	26

TABLE VI-8
MEDIA HABITS

	Lifestyle			
	<u>I</u>	<u>II</u>	<u>III</u>	<u>IV</u>
Reading:				
Two or more newspapers yesterday	47%	55%	46%	29%
<u>Life</u>	45	40	31	44
<u>Reader's Digest</u>	33	66	66	51
<u>Popular Mechanics</u>	6	16	3	5
<u>New Yorker</u>	29	6	10	28
One or more of:				
<u>Esquire, Holiday or National Geographic</u>	56	33	39	58
Two or more of:				
<u>Esquire, Holiday or National Geographic</u>	17	5	7	23
TV Viewing:				
One or more hours yesterday	28	59	47	29
TV Specials:				
U.S. Open Golf Championship	25	59	35	60
The Hungry American	30	24	20	16
How Life Begins	31	33	23	27
Two our of four:				
"Mass" Specials	27	67	35	47
"Class" Specials	24	20	14	17
FM Radio:				
Music on FM radio last week	74	68	44	72

TABLE VI-9
SPORTS AND OUTDOOR ACTIVITIES

	Lifestyle			
	<u>I</u>	<u>II</u>	<u>III</u>	<u>IV</u>
Played tennis	18%	7%	2%	10%
Jogged	22	14	6	15
Played golf	14	26	8	31
Went fishing	16	34	5	17
Had a barbecue	45	63	10	34
Went sailing	13	6	1	11
Own a shotgun or rifle	26	44	9	24
Own camping equipment	37	38	4	22
Own skis	22	9	3	17
Own bowling ball	12	37	12	10
Own an outboard motor	13	24	4	17

TABLE VI-10

COMPARISON

SUBSCRIBERS VERSUS NEIGHBORS
MOVERS AND SHAKERS VERSUS HOMEBODIES

Sports and Outdoor Activities

	<u>Subscribers</u>	<u>Neighbors</u>	<u>Movers & Shakers</u>	<u>Homebodies</u>
Played tennis	15%	9%	18%	7%
Jogged	20	13	22	14
Played golf	15	22	14	26
Went fishing	15	26	16	34
Had a barbecue	42	49	45	63
Went sailing	10	8	13	6
Own shotgun or rifle	26	30	26	44
Own camping equipment	33	30	37	38
Own skis	18	13	22	9
Own bowling ball	16	24	12	37
Own an outboard motor	13	17	13	24
Bases:	687	538	571	351

TABLE VI-11

MARKETING

	Lifestyle			
	<u>I</u>	<u>II</u>	<u>III</u>	<u>IV</u>
Liquor and Wine:				
Cocktail before dinner	65%	43%	28%	78%
Wine with dinner	50	22	6	57
California wine that cost more than \$1.50	38	18	8	47
Travel:				
Travel by airplane	84	56	47	87
Trip to another Continent	20	5	12	37
Rented a car	43	19	5	51
"Off-season" vacation	43	37	19	70
Valid passport	30	7	17	54
Own a vacation home	13	7	4	24
Other Marketing Activities:				
Bought tape for a tape recorder	26	16	5	21
Spent more than \$500 on jewelry	11	6	3	37
Bought Mutual Funds	19	15	10	32
Bought and/or sold stock	45	31	27	84
Went to a "home demonstration" party	12	37	4	4
Bought an original painting or sculpture	39	8	11	40
Own:				
Power tools	47	71	16	38
Typewriter	88	71	63	78
Color TV	20	35	20	58
Wall-to-wall carpeting	50	67	41	76

TABLE VI-12

COMPARISON

SUBSCRIBERS VERSUS NEIGHBORS
MOVERS AND SHAKERS VERSUS HOMEBODIES

Marketing

	<u>Subscribers</u>	<u>Neighbors</u>	<u>Movers & Shakers</u>	<u>Homebodies</u>
Liquor and Wine:				
Cocktail before dinner	58%	50%	65%	43%
Wine with dinner	42	31	50	22
California wine that cost more than \$1.50	32	24	38	18
Travel:				
Travel by airplane	76	65	84	56
Trip to another Continent	18	13	20	5
Rented a car	35	28	43	19
"Off-season" vacation	41	39	43	37
Valid passport	27	19	30	7
Own a vacation home	11	10	13	7
Other Marketing Activities:				
Bought tape for a tape recorder	22	17	26	16
Spent more than \$500 on newelry	10	11	11	6
Bought Mutual Funds	20	15	19	15
Bought and/or sold stock	43	37	45	31
Went to a "home demon- stration party"	15	22	12	37
Bought an original painting or sculpture	34	18	39	8
Own:				
Power tools	46	50	47	71
Typewriter	85	70	88	71
Color TV	25	31	20	35
Wall-to-wall carpeting	50	60	50	67
Bases:	687	538	571	351

TABLE VI-13
HAS BEEN ASKED FOR ADVICE ...

About:	Lifestyle			
	<u>I</u>	<u>II</u>	<u>III</u>	<u>IV</u>
Buying a new car	33%	38%	13%	43%
What books to read	64	30	17	37
Buying hi-fi equipment	14	8	2	14
Investing in a stock	36	26	7	65
Redecorating a house	32	38	8	23
A job or career	60	40	5	47
Repairing a car	17	33	6	14
What records to buy	22	12	2	15

TABLE VI-14
OTHER LIFE STYLE ACTIVITIES

	Lifestyle			
	<u>I</u>	<u>II</u>	<u>III</u>	<u>IV</u>
Moved to a different home	47%	41%	16%	22%
Attended a concert	35	7	10	25
Took work home	62	36	9	40
Did a repair job around the house	62	87	33	48
Read a professional journal last month	81	42	33	68
Took a course of instruction	75	52	17	32
Painted own house or apartment	44	68	15	14
Submitted an article for publication	31	4	5	4

CHAPTER VII

SUMMARY

The introversive/extraversive behavioral model presented in Chapter III was essentially based on Rorschach experience-type theory. This encompassing model of personality structure seemed to best describe and explain the behavioral patterns that had been observed. Many other studies have started with a theory of personality and then attempted to gather data, not necessarily relevant to marketing, but which would permit the typing of consumers on the basis of the model. For this study, the approach was from the other direction. Consumers were first typed on the basis of observed behavioral differences. A personality model was then selected to provide a point of view and an explanatory basis for those differences.

Within this framework a number of marketing products and leisure time activities were hypothesized as appealing to either individuals whose behavioral lifestyle tended toward introversion, or toward extraversion.

For the analyses presented in Chapters IV and V a criterion variable was selected a priori and hypothesized to be a viable basis for differentiating individuals with contrasting behavioral lifestyles. For the final analysis, presented in Chapter VI, the categorization of individuals was based on an objective, systematic statistical analysis. This tested both the previous criteria which had been used

and also the typology of the behavioral model.

The model assumes two main characterological types, wherein the tendency of one is to behave predominantly in accordance with internal processes, and the tendency of the other to behave predominantly in accordance with external conditions.

Although the Q-mode principal components analysis was computed with varimax rotation of ten factors, 76 percent of the total sample was assigned to just two factors. There were no partial assignments. Individuals generally were well enunciated and loaded heavily on one or another factor.

Both Rorschach and Jung held that individuals were rarely absolutes of either type. Jung stated that he had presented the typology merely to serve as "guidelines" in order to "reduce the chaotic profusion" and diversity in human behavior.¹

The basic hypothesis postulated that:

reading a selective, idea-oriented magazine is in itself indicative of a lifestyle, and as such is a reflection of that individual's personality type. Readers of such magazines are more likely to be introversive than are non-readers.

Ideally, the sample selected to compare with Subscribers would have been one selected at random from the population of all people of similar age, income and family composition. Because the cost would have been prohibitive, the next-door Neighbor design was developed, reasoning that Neighbors would be people of roughly similar socio-economic characteristics.

¹Jung, Psychological Types, p. 555.

This procedure may have understated the differences as compared to a perfect comparison with people of similar characteristics. Birds of a feather flock together; and it is quite possible that the Neighbor of a Subscriber is more like that Subscriber than the typical person of that age and income.

While the differences may thus have been understated, significant differences were found between the two groups. The basis for comparison was approximately 120 different variables, of which approximately half had been hypothesized to be characteristic of the introversive personality type, approximately one-third attributed to the extraversive personality type, and no a priori judgment made about the rest. Significant differences were found; each group followed a different behavioral lifestyle.

On the basis of these contrasting lifestyles two additional hypotheses were developed and tested via two series of AID analyses. In these analyses, where the total sample was permitted to divide first on a basis of television viewing time and then on a criterion of an Index of Involvement, similar pairs of behavioral lifestyles emerged.

In the Q-analysis, the same two behavioral lifestyle patterns emerged. Here, where there were no restrictions imposed by the use of a single criterion, the contrasts between the two lifestyles were somewhat sharper, practically all in the hypothesized direction.

The factorial analysis tied together the individual behavioral characteristics into a conceptual scheme, permitting the verification of two consistent lifestyle patterns. The combination of the portrait of integrated behavioral lifestyle patterns which includes media and marketing measures, and the explanatory personality model provides a multidimensional view of the consumer which is generalizable to many marketing areas.

The second task that was undertaken by this study was the development of a measurable descriptor, indicative of broad patterns of behavior, and applicable to many marketing areas, which could serve as a viable basis for segmentation, could be related to media usage, and would be predictive of the consumer's disposition to buy. This was the basis for the second major hypothesis that was posited:

that the extent to which an individual is involved in civic and community activities, and especially those altruistic or "do-good" activities which attempt to monitor and/or change society is a reflection of that individual's personality type. It is therefore hypothesized that an "Index of Involvement" constructed from a number of different such activities can be used to classify people, and that those scoring high on the "Index of Involvement" are more likely to be introverted than those with zero or low indices.

The effectiveness of this measure was tested and proved viable by way of the three AID analyses. These findings were reinforced with the emergence of the Movers and Shakers as a prime factor in the Q-analysis.

In the course of the analyses, several other measures emerged as possible predictors of lifestyle patterns and of other product use. Three of these measures in particular warrant further research: served wine with dinner, read a professional journal and belong to a professional or scientific organization.

The main purpose of this study was to add to our knowledge of consumer behavior. But, a final quotation, from Thomas L. Saaty, perhaps puts this project into proper perspective:²

Bertrand Russell once defined mathematics as "the subject in which we never know what we are talking about or whether what we are saying is true". In this definition he is not questioning the validity of mathematical thinking but its applicability to the real world. I have applied the same type of definition to operations research: "The subject in which we never know the real problem we should be talking about nor whether our solution of it has any relevance to reality." Nevertheless, we do such research because people have problems and, as scientists, we believe that any model is better than none; it is all right to give bad answers to problems if worse answers would otherwise be given.

²Thomas L. Saaty, lecture presented at the American Association for the Advancement of Science, December 27, 1971, Philadelphia, Pennsylvania.