

ZX Weekly Highlights

1/11/85
Afternoon

I. Survey Evaluation - Andrew is currently checking out the revised data entry program for Time Interview Study. He will first use SED personnel as participants to work out bugs in the system. Then that same using the NM QDA panel will be done.

II. Consumer Probes

- Meeting with Carol Bernstein, the moderator, was held in New York City on 1/7/85. The technology was revealed to her to promote a better understanding of purpose of the groups. The discussion guide was presented and discussed thoroughly.

- Products were mailed out on 1/7 using overnight mail service.

III. Short term ZX/XG test

A ZX/XG NFO test is being planned for 3/85 as part of the overall plan to explore the technology. Prototypes will be based on the best ZX/XG products to date. They will be tested using the new testing procedure developed from Consumer Probes. Perfect products will also be fielded. Eight NFO sets (451) were requested. The XG action standard has been changed to superlativity among:

18-24 yr. old male, Marlboro KS smokers.

Time has been spent this week in analyzing previous ZX NFO results, talking with International, and requesting configurations from J. B. Smith.

IV. Mating

- Time spent in examining P & L conditions in the press.
- Worked on changing smoker groups for the recommendations within standard.

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