

Defining Product Attributes and Identifying the Target Audience



CLIENT & RESEARCH FEATURES

Client:

Indiana County Center for Economic Operations

Research Features:

- Primary Research
- Secondary Research
- Study Design
- Study Management
- Attribute Identification
- Survey Instrument Design
- Instrument Testing
- Response Tabulation
- Analysis
- Report Preparation
- Presentation of Findings

Situation

- Indiana County experienced a decline in local industry that corresponded to general trend of declining manufacturing in western Pennsylvania
- This study was part of an on-going effort to attract new and diversified businesses and industries to Indiana County, Pennsylvania

Approach

The first step in the research project involved identifying and defining the attributes that Indiana County offered businesses. The attributes included items such as transportation infrastructure, work force education, cost of living, and quality of life factors. The second phase of the research involved surveying a representative sample of businesses from a wide variety of industries and asking the decision maker at each business to rate how critical the location attributes were to their business. The results were tabulated, and the industries with desired location attributes most closely matching those possessed by the county became the target market for a variety of economic development promotions and programs sponsored by Indiana County.

Benefits

- The county was able to focus limited budget resources on the target industries with the greatest likelihood of success
- The research results supported the development of focused promotional and messaging elements