



# NEWS

FROM **WATERLOO LUTHERAN UNIVERSITY**

WATERLOO UNIVERSITY COLLEGE - WATERLOO LUTHERAN SEMINARY

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018-1966  
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Jan. 28, 1966

For Immediate Release

## RESIDENTS CAN TAKE A PART IN

## IMPROVING CONSUMER PRODUCTS

Residents of Kitchener and Waterloo will have an opportunity to help themselves as consumers by answering market-research surveys in the weeks ahead.

The surveys will be conducted by students in the fourth year marketing course in the department of business administration, Waterloo Lutheran University.

Through mailed questionnaires and door-to-door surveys, the students will be seeking reactions on a wide variety of subjects.

Ken Graham, Burlington, will be seeking to find the impact of new stainless steel blades on shaving habits; Kenneth Freiburger, Elmira, will be tabulating preferences between butter and margarine.

A Kitchener student in the course, Grant Erwin, is looking into consumer reactions and buyer habits with relation to nylon stockings.

In addition to helping the students complete a university project, there are benefits to consumers, since the facts uncovered may well be utilized by companies involved with the product areas surveyed.

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Dr. Herman Overgaard, head of the university's department of economics and business administration, had this comment:

"This research is important, since businesses must discover consumer wants and needs so that they can improve present products and develop new ones. The survey will benefit the consumer, the manufacturers and our students."

Dr. Overgaard added that similar surveys are taken each year. "In this way, the university and the community work hand-in-hand to improve consumer products that mean so much to our way of life."

The samples are made on a random sample basis, with between 50 and 500 consumers polled by each student. In all, 16 such samples will be undertaken.