

SECTION I. INTRODUCTION TO THE FOND DU LAC STUDY**CHAPTER 1. OBJECTIVES****The Fond du Lac Study Is Part of a Series**

In 1950, Ben Gaffin & Associates made its first study for the American Medical Association on Attitudes and Practices of U. S. Physicians Toward the Journal of the American Medical Association. This study revealed to the JAMA editors both the reading habits, and the favorable and unfavorable attitudes toward the Journal held by the various types of physician audiences constituting the overall JAMA circulation.

The 1953 Survey of Advertisers

In the fall of 1952, Mr. Thomas Gardiner and Mr. Robert Lyon of the AMA Business Office invited us to apply survey research methods to uncovering ways in which the sale of advertising space in JAMA and other AMA publications could be increased. We outlined for them a two-step study: A Study of Advertising and the American Physician, Part I -- The Advertisers' Viewpoint, and Part II -- The Physicians' Viewpoint. The utilization of the study findings netted the AMA a return of 3600% in increased pharmaceutical advertising for each dollar spent on the research.

The survey of pharmaceutical advertisers played a part in bringing about a number of policy changes: the institution of an index of advertisers, the exclusion of cigarette advertising, and the eventual dropping of the 56-year old Council Seal of Acceptance Program.

The 1953 Survey of Physicians

The survey of advertisers also served as a pilot study in orienting the general survey of physicians on the channels of product information, which comprised the second part of the study. This Physician Survey furnished the information released by the AMA Business Office to the pharmaceutical industry in a series of 20 mailing pieces, the last of which was sent out the end of 1955.

This survey was designed to give information on: the U. S. physician market; how physicians learn about new products; comparable information on detailing, house organs, other direct mail and the medical journal as advertising media; attitudes of physicians toward Council Acceptance; JAMA as an advertising medium; the Pfizer Spectrum insert; physician ratings of the nine AMA special journals; and attitudes of physicians toward some JAMA editorial and advertising policies. Designed as it was, it was necessarily more broad than deep.

Deciding on Another Study

Throughout 1954, discussions were held on the advisability of designing another study to serve as the basis for a second series of mailing-pieces by the AMA to the pharmaceutical industry. The most promising topic for intensive and thorough exploration was the pay-off question of "How Physicians Learn About New Products".

This question is a vital one, since the pharmaceutical industry annually spends around \$130,000,000 a year with almost no factual knowledge on which to base the allocation of this huge expenditure.