

LRC-VI-27
MARKETING OF NORTH DAKOTA LIGNITE

CONTRACTOR: The Lignite Electric Coalition

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PARTICIPANTS

<u>Sponsor</u>	<u>Cost Shares</u>
The Lignite Electric Coalition	\$15,000
ND Industrial Commission	<u>14,297.15</u>
Total	\$29,297.15

Project Schedule – 5 Months	Project Deliverables
Contract Date – 1/7/91	Status Report ✓
Start Date – 1/9/91	Final Report – 3/91 ✓
Completion Date – 3/91	

OBJECTIVE /STATEMENT OF WORK

The objective of this program was to develop a lignite-marketing program for North Dakota. The long-term goal of the program was to develop a 5-10 year marketing plan that would increase the uses of lignite. This grant provided funds for the first phase of the long-term marketing plan. This phase one project involved marketing research activities. Specific goals were to develop a comprehensive database on the lignite-derived electricity customer. This database could then be used to design marketing activities that would promote lignite and lignite-derived electricity to the customer. The approach was to hire a research-marketing firm, use questionnaires to focus group test marketing, and develop a recommendation for a specific marketing direction.

STATUS

The researchers collected information from 700 respondents. The most influential factor among consumers was that using lignite coal to generate electricity could reduce our nation's dependency on foreign oil. In addition, it was found that less than one quarter of the consumers has knowledge about lignite coal. The results of this study are summarized in "LIGNITE/ELECTRIC COALITION", findings of the 1991 Residential Survey prepared by NRECA Market Research, and "Lignite Coal Council Residential Survey Results". The long-term 5-10 year marketing program goal was not pursued by the Lignite Research Council.