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Promotion pre-testing keeps Polident competitive



Data processing/software issue

March, 1989

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Contents

- 6 Promotion pre-testing keeps Polident competitive
- 8 Polaroid uses software package to enter new market
- 12 Research company puts software to the test
- 14 Testing product names
- 21 CASRO data collection guidelines

Departments

- 16 Trade News
- 25 Names of Note
- 28 Start ups, Changes, Mergers & Acquisitions
- 29 Product and Service Update
- 34 Qualitative Research/Focus Group Moderator Directory
- 39 1989 Data Processing/Software Directory
- 61 Index of Advertisers
- 61 Corrections
- 62 Trade Talk

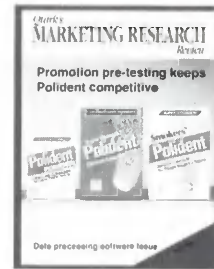
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Cover

Block Drug Company has found success with pre-testing promotions for its Polident denture cleanser line.

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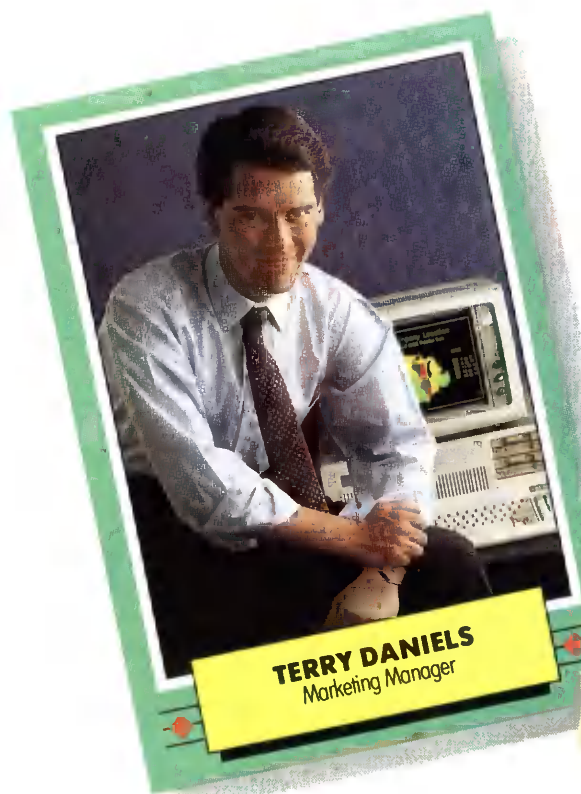
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Promotion pre-testing keeps

by Joseph Rydholm
managing editor

As anyone who has ever shopped knows, consumer brand preference can change in the blink of an eye. You might be a regular user of Brand X, but if Brand Y's box promises a better deal ("20% more free!" or "50 cents off right now!") even the most loyal consumer would probably rather switch than fight.

One way for manufacturers to prevent such desertion (or cause it with buyers of the competition), is pre-testing of promotions. Pre-testing allows a company to determine which in-store campaigns will win the hearts and minds of consumers before they do battle on the store shelves. One company that has had success with pre-testing is the Block Drug Co., maker of the Polident line of denture cleansers. With the research help of Oxtoby-Smith Inc., Block has used the process to maximize the impact of Polident campaigns.

"The Polident business is a very competitive business, almost a commodity in nature," says Charles Schrank, Polident product manager. "One of the ways that we try to differentiate ourselves from the competition is promotion. We sell a great deal of our product in consumer identified deal packs (that offer rebates, sweepstakes, and other premiums). During the course of the year we'll run eight to ten different deals, programs or offers, and they get to be fairly expensive, so we're always looking to evaluate these programs before we implement them."

Because these promotions typically aren't supported by major media advertising (their primary purpose, Schrank says, is to "create a point of difference versus the competition"), the offer itself and the package graphics are what sell the product, so they must reach out and grab the potential customer.

Block uses a two-phase procedure to pre-test its promotions. In one-on-one

"During the course of the year we'll run eight to ten different deals, programs or offers, and they get to be fairly expensive, so we're always looking to evaluate these programs before we implement them."

Charles Schrank

small interviews, small samples of consumers are shown several examples of promotional concepts and are asked to choose which they like best. Those promotions that seem worth testing further are then made into mock-ups for a mail survey that asks consumers to evaluate the promotions on purchase interest and overall appeal.

While this method provides valuable information on the potential of a promo-

tion, recent refinements in the process have yielded an even more effective method that Block began using last year, now offered by Oxtoby-Smith Inc. as a standardized concept called Pro-Sort.

Ranking vs. rating

A key component of Pro-Sort is the use of ranking instead of rating. Rating asks the respondents to assign a score to each of the items concerned, using, for example, a number from one to ten. This gives an indication of how consumers feel, but relying solely on ratings can present problems, says David Smith, vice president, marketing for Oxtoby-Smith Inc.

"There are some consumers who, when asked to rate a product on a one-to-ten scale, will never score anything higher than a two, and there are those who will never score anything lower than an eight. They either love everything or they hate everything. In any case, you end up with distorted findings that don't accurately predict consumer behavior in the marketplace."

Though ranking avoids this-asking the respondent to rank their choices in a definite order, thus giving an explicit idea of preference-it doesn't indicate the difference between those choices. "A consumer's first and second choices can be a mile apart or virtually indistinguishable," Smith says. "Rank orders in themselves don't tell you that." This critical informa-

Polident competitive



tion is what the Pro-Sort methodology provides.

Computer program

Using a computer program designed by Dr. Richard Maisel, a professor of statistics at New York University, the Pro-Sort methodology translates each promotion's rank order score into a quantitative scale value, then indexes it against a control promotion, which is assigned a value of 100. The use of a previously successful promotion as a control-what

Smith calls a "gold standard"—permits clients to see not only how well each of the test promotions scored relative to each other, but more importantly, relative to a promotion that has already proven itself in the marketplace.

This kind of information, says Smith, allows a company to implement the promotions that have the best chance of capturing consumer attention.

"You have a marketing environment increasingly filled with promotional clutter," Smith says. "As consumers are

overwhelmed by the proliferation of promotional offers, it is becoming more difficult to elicit positive consumer response. This test permits marketers and sales promotion executives to determine before engaging in a campaign which one of their alternative promotions is likely to be most successful."

Bonus pack

For its control promotion, Schrank says,

continued on p. 30

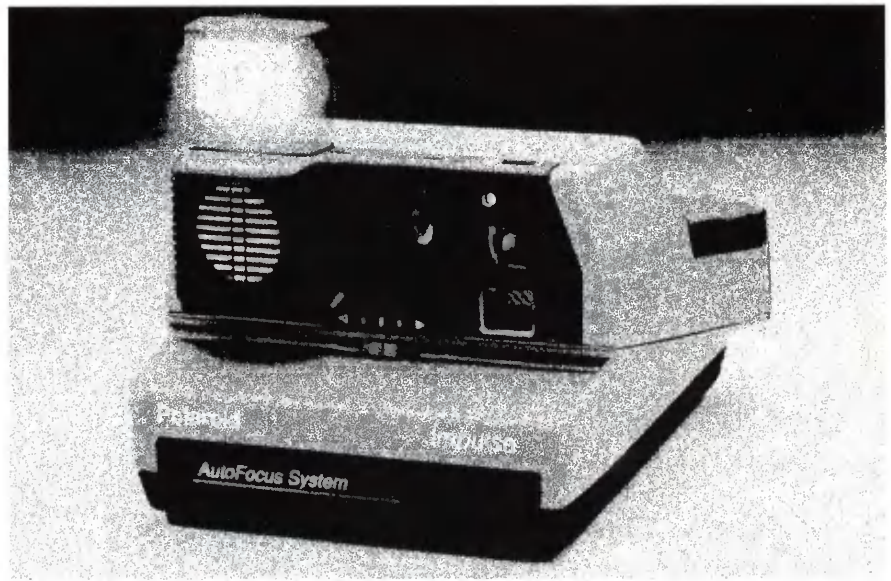
Polaroid uses software package to enter new market

When Polaroid Corp. prepared for its first-ever entry into the 35mm consumer film market, senior management had numerous questions. Fortunately, its 19-person market research division had many of the answers—with help from a cross-tabulation software product called A-Cross, from Strawberry Software, Inc., Watertown, Mass.

“This launch was a very hot topic inside Polaroid, and management wanted as much data as possible in order to market effectively,” says Linda Tamkin, Polaroid market research division analyst. “With A-Cross we were able to supply new cross-tab data in a matter of hours, instead of waiting days or weeks for a service to supply it.”

The market research division, headed by Jim Landrigan, supports the corporation’s industrial and consumer product activity. The group conducts product research and market-specific research, including new product development, existing product evaluation, and identifying new markets for existing products. The division tracks consumer trends year-to-year on attitudes, product needs, brand awareness, and advertising impact.

“Our basic mission,” says Landrigan, “is to integrate all of the market-related information generated by the company into a central database as well as to integrate past research with current projects. This allows us to create a more pro-active position within the company and to provide more action-oriented information to Polaroid’s worldwide marketing effort. Our intention is to increase the department’s involvement in all of the com-



pany’s target marketing areas, on a worldwide basis—amateur, industrial, advertis-

“This launch was a very hot topic inside Polaroid, and management wanted as much data as possible in order to market effectively.”

Linda Tamkin

ing—so as to provide timely, value-added information.”

Survey conducted

To prepare for Polaroid’s major mar-


ket expansion effort with its color 35mm film, due for official launch this spring, the market research division conducted a survey sampling of hundreds of consumers across the U.S. This survey was considered especially critical as Polaroid is primarily identified with instant film technology and has no products in the highly competitive U.S. 35mm market.

The survey used random shopping mall interviews in major market areas, during which respondents were led through a questionnaire containing approximately 40 questions. The questions focused on the areas of product concept, packaging, consumer interest, film usage habits and consumption, and competitive brand assessment.

Working with an outside service supplier, Polaroid’s market research divi-

continued on p. 10

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Polaroid

continued from p. 8

sion prepared the survey questionnaire, conducted the interviews, and processed the survey results. The survey data was organized into some 200 tables which, at Polaroid's request, the supplier entered on two floppy disks. The reason for this admittedly non-routine request, says Tamkin, was so the data could be downloaded and manipulated on A-Cross.

Multi-tasking

Released in 1987, the software pack-

age is a multi-tasking statistics program in spreadsheet form for use by market researchers, sales analysts and other professionals who deal with large quantities of raw research data.

"I first heard about A-Cross from a co-worker who was using the product, and called to ask them to come in for a demonstration," says Tamkin. "I had a training session on the product and agreed to try it on a test basis."

Previously, Polaroid had relied on suppliers to provide cross-tabulations of raw research data, a process that typically required one to two weeks. There was a

natural tendency, Tamkin says, for the research division's staff to wait and combine several jobs into one, so that the department could get the most out of each individual request.

"With A-Cross, of course, this is not a factor. We can do the work immediately," says Tamkin.

Management meetings

These factors came into play as the market research division presented the survey data at management meetings concerning the color 35mm product rollout. Typically, these sessions included product managers, program managers, marketing staff and research division personnel.

"Discussion and analysis of the data

"We wanted to work on data in the most timely manner possible, so that we could respond to our internal division questions and present the most complete data set possible at the senior management meetings."

Linda Tamkin

we received from the supplier frequently identified further areas for analysis," Tamkin recalls. "Naturally, we wanted to work on data in the most timely manner possible, so that we could respond to our internal division questions and present the most complete data set possible at the senior management meetings. And even then we might come up with additional issues for scrutiny.

"The answers to most of our questions required additional cuts of the research data. These tended to be highly-focused cuts, and A-Cross could handle them quickly and efficiently, and was a more economical resource than going back to the supplier. It enabled us to do this quickly and efficiently, and to enhance our presentations to senior management.

"There is no question but that the program was a major asset in helping us to make our research as complete and precise as it possibly could be," Tamkin concludes. "It was an effective tool—easy to use, accessible, and cost-efficient."

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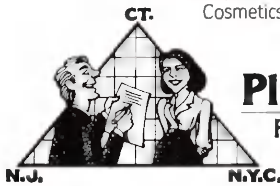
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Research company puts software to the test

When Marketing Research Institute (MRI) of Jackson, Miss. is hired to complete a complex, multi-faceted study, they confidently put their software to the test. Dr. Verne Kennedy, MRI's president and senior analyst, illustrates this with a story.

"A few years back, the Louisiana Commissioner of Agriculture asked us to develop a marketing plan to turn crawfish, a popular Louisiana delicacy, into a nationally accepted seafood. We had to develop a complicated questionnaire that

required not only categorical data, but numeric responses and answers to open-ended questions as well."

MRI has been inputting research data since personal computers were first introduced in the late '70s. "We wrote our own software back then because there wasn't a package on the market that could handle research," Kennedy says. While most analysts would write their own questionnaires and collect the data, the analysis of the data was always done at "tab houses."

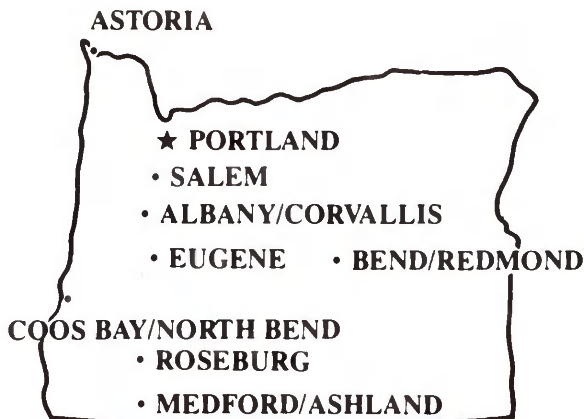
"Writing our own software certainly enhanced our research gathering ability," says Kennedy. "The only drawback was, we had to alter the program each time we began a new project. That was a costly and time-consuming effort."

Computers upgraded

Then, in 1982, MRI upgraded their computers to increase their proficiency. "With the upgrade came an emerging need for an interfacing software package, so I examined the two or three products

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available on the market at the time," Kennedy says.

He went with a package called StatPac, written by Walonick Associates, Minneapolis, Minn. For MRI, Kennedy says, StatPac "was clearly the best package in terms of versatile analytical capabilities. Plus the program was extremely easy to operate, requiring far less training time.

"We had to develop a complicated questionnaire that required not only categorical data, but numeric responses and answers to open-ended questions as well."

Verne Kennedy

"Looking back, our own programs could not have handled the magnitude of the crawfish project," he says. "We have a systems analyst on staff, and we know we can't write a better program."

Crawfish study



To complete the crawfish study, MRI selected a sample based on urban zip codes nationwide with a high "yuppie" profile. Because their office maintains a database with 126 demographic variables for every ZIP code in the country, they were able to target this survey to 1,200 seafood consumers nationwide.

"StatPac was instrumental in selecting our target market," Kennedy says. "In addition to interviewing 1200 individuals, we loaded into the program the 126 different demographic variables describing the neighborhood in which they lived."

Once the market was defined, Kennedy keyed the package with 50 categorical questions such as, "Which of the following types of restaurants do you frequent?" to determine the market's likes and dislikes. The second set of questions (such as "How many times do you eat lunch/dinner in a restaurant?" and "What do you spend on a meal?") required numeric responses.

Finally, they entered "free format" or

continued on p. 26

 	TASTE TESTS	AUDITS	COOE & TAB	

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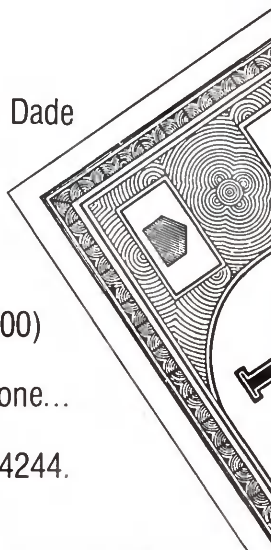
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Testing product names

Editor's note: *The following article, written by Ira N. Bachrach, president of NameLab Inc., is an excerpt from a chapter in his proposed "how to" book titled Making Names, which is due for publication in 1990.*

by Ira N. Bachrach

When product names are assessed by the usual techniques (attribute panels and focus group discussions), results are often taken with a grain of salt by sophisticated new product marketers. As one such manager put it: "It looks like this study would have rated Lite 'n Natural over Jell-O and Strong 'n Gentle over Bufferin when those

products were named, and that makes me suspicious."

At NameLab, because our only business is making names, we haven't run name tests in-house since 1985. But in the course of numerous name development projects, we have watched various clients conduct nearly 100 name evaluation studies. As a portion of our fee

depends upon our client's decision to register and use a name we have proposed, it is inappropriate for us to criticize the design or the results of a study involving our candidate names.

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continued on p. 24

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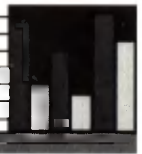
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Consumers dissatisfied with service

An Opinion Research Corp. study shows that while most Americans are generally happy with the service they receive from businesses, at least one-third of them believe businesses are performing unsatisfactorily in four crucial areas: providing prompt attention with little waiting time, providing solutions to problems that come up with the product or services sold, providing clear, detailed information, providing personalized attention to meet special needs.

Consumers were also asked to evaluate changes over the past five years in the levels of service provided by eight spe-

cific businesses: supermarkets, airlines, stores selling major appliances, telephone companies, auto insurance companies, stores selling furniture, auto dealers, and clothing stores.

In the case of auto insurance, 38% believe they are receiving worse service now than they were five years ago. By contrast, 14% believe that auto insurance service has improved over the same period. On the service of other automobile related businesses, the public is nearly divided. 20% say service is improving, 24% say its getting worse.

More consumers felt there was an improvement rather than a decline in service levels for four types of retailers: supermarkets, clothing, furniture, and appliance stores. 40% believe supermar-

ket service has gotten better over the past five years. Consumers were split over the performance of the telephone and airline industries, citing improvement and deterioration in about equal amounts.

People want better service, but for six of the eight businesses measured, only about one consumer in four say they would pay higher prices to receive it. A somewhat higher percentage (32%) say they are willing to pay for better service in clothing stores. Only one consumer in five would pay more to get better service from an auto insurer.

Three groups of consumers are particularly likely to say they are willing to pay more for an enhanced quality of service: men, black consumers, and consumers aged 18-24.

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Kitchen becomes gathering place

According to a study conducted by R.H. Bruskin Associates for GE Space-maker, part of the Audio and Communications Division of Thomson Consumer Electronics, the kitchen has become much more than a place where food is prepared and consumed. It's now a gathering place, where Americans spend on average 2.1 hours of their day. More than 25% of all Americans spend three to four hours daily in the kitchen.

The survey results show that 44% of Americans pay bills or do paper work in the kitchen, 47% entertain family, guests and friends there, and 42% listen to music. Women still spend the most time in the kitchen, averaging 2.6 hours per day, or about 65% more time than men.

The kitchen is clearly the social and information center, with many households having home office equipment set

continued on p.18



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Trade News

continued from p. 16

up there. 48% of America's kitchens have radios in them, 23% have televisions, and 13% have cassette tape players.

Those aged 65 or over make the most use of kitchen entertainment products. 80% of them spend between one and four hours in the kitchen each day, and 60% have a radio, while 32% have a TV.

Nine out of 10 suffer jet lag, survey shows

A recent survey indicates that nine out of 10 people who fly across multiple time zones suffer jet lag, yet many take no preventive action to reduce it. Dr. Michael Irwin, medical director of the United Nations, says most travelers would probably recommend taking a "semi-rest for the first day or two when you arrive." He notes that "the three or four ways of coping with jet lag are not known." Irwin recently presented the findings of a survey of 784 long-distance jet travelers. The survey investigated how many suffered from jet-lag symptoms and what, if anything, they did about it. Ninety-four percent suffered from fatigue, sleeplessness, impaired concentration, slowed reflexes, irritability or other symptoms associated with jet lag if they flew across three time zones or more. Forty-five percent of the jet travelers reported severe problems with inability to sleep and daytime sleepiness or fatigue being the most disturbing. Nevertheless, only 45% said they used any strategy to try to head off jet-lag symptoms, the survey said. Others did report having helpful strategies to combat jet lag, such as avoiding alcohol on the flight, resting a few days on arrival, adjusting sleeping patterns before leaving and using a short-term sleeping medication the first night or two in the new place. Alcohol consumption should be avoided on planes, says Irwin. "The reason is that the combination of dry air inside the plane - less than 5% humidity - with the alcohol make you very dehydrated, and it's harder to adjust to a different time zone." At least 100 biochemical and hormonal rhythms in

the body, which govern daily cycles such as sleep, all suffer with dehydration, says Irwin. The survey found that jet-lag symptoms are greatest flying from west to east, as indicated by the finding that 23% of East Coast travelers to Europe reported severe jet lag, while just 14% had severe problems on the reverse trip. Additionally the survey said 39% of those traveling east from the Orient to California were extremely bothered, compared with 24% traveling west from California to the Orient.

The best remedy for resetting the biological clock when flying across three or four time zones is exercising outdoors, says Irwin. Optimally, the exercise would be in morning daylight or after an eastward flight, to encourage the body to adjust to a later day. When taking medications for jet-lag, do so only under a doctor's prescription, says Irwin. The Upjohn Co. of Kalamazoo, Mich., commissioned the study, which was conducted by an independent polling organization, R.L. Associates of Princeton, N.J., with the assistance of United Airlines and British Airways. The travelers had made at least two round-trips of 5,000 miles, once going eastward and once going westward, in the 24 months before the survey was conducted.

Hail, Mikhail

A national OmniTel study conducted by R.H. Bruskin Associates just a few days after Mikhail Gorbachev's visit to the U.S. found that Americans were quite taken with the man, his proposals, and his intentions. When asked about their personal feelings about the Soviet leader, 75% of all adults interviewed expressed a favorable reaction (with one of every four "very favorable"). When asked about specifics related to his visit, a similar reaction occurred. 80% felt his visit was worthwhile, 79% said it was "an important step towards world peace," 69% felt that his visit "indicated he was sincere." However, when asked if they felt the visit was likely to lead to a cutback in our defense spending, 43% said no, 40% said yes, and 17% were unsure.



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2. What is your typical number of respondents per survey?

- | | |
|-------------------------------------|-------------------------------------|
| <input type="radio"/> Less than 200 | <input type="radio"/> 2,001-5,000 |
| <input type="radio"/> 201-500 | <input type="radio"/> 5,001-10,000 |
| <input type="radio"/> 501-1,000 | <input type="radio"/> 10,001-20,000 |
| <input type="radio"/> 1,001-2,000 | <input type="radio"/> Over 20,000 |

3. How many surveys do you conduct per month?

- | | |
|----------------------------|-------------------------------|
| <input type="radio"/> 1-2 | <input type="radio"/> 11-25 |
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| <input type="radio"/> 6-10 | <input type="radio"/> Over 50 |

4. How do you enter your data?

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CASRO data collection guidelines

The Council of American Survey Research Organizations (CASRO), established in 1975, is the national trade association for commercial survey research firms in the United States.

CASRO's mission is to provide the environment and leadership that will promote the profitable growth of the survey

The logo for CASRO, consisting of the letters 'CASRO' in a bold, outlined, sans-serif font, centered between two thick horizontal black bars.

research industry in an ethical and professional manner.

As a condition of membership, CASRO members subscribe to the Code of Standards for Survey Research. This code describes the research company's responsibilities to respondents, to clients, to outside contractors and interviewers, and in reporting to clients and the public.

These data collection guidelines were produced, as a membership service, by

the CASRO Survey Research Quality Committee, and approved by the CASRO Board of Directors in the Fall of 1988.

Overview

Quality is an essential element of a marketing research project, and includes every area from project design through reporting of results. A quality research project is one that:

- is objectively designed to address the needed areas of information
- is conducted among the appropriate target audience
- uses appropriate data collection technique(s)
- is accurately and objectively edited, coded, and data processed
- is objectively reported to the client.

The following guidelines are designed to ensure that the data collected in research projects are of the highest quality. CASRO members are committed to following these guidelines in their internal

data collection activities and to requiring that they be followed by data collection subcontractors.

Interviewer training

Training should be conducted under the direction of supervisory personnel and cover the following:

1. The research process: how a study is developed, implemented, and reported.
2. The importance of the interviewers to this process in their attitude, honesty, objectivity, organizational skills, and professionalism.
3. Confidentiality of the respondent and client.
4. Familiarity with market research terminology.
5. The importance of following the exact wording and recording verbatim responses.
6. The purpose and use of probing and clarifying techniques.

continued on p. 22

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CASRO

continued from p. 21

7. The reason for and use of classification and respondent information questions.

8. A review of samples of instructions and questionnaires.

9. The importance of the respondent's positive feelings about survey research.

No person is to work as an interviewer unless that person has been trained in the general interviewing techniques as outlined above.

Project briefing

A personal briefing session should be held on every study. Every interviewer who works on a project should attend such a briefing, or be required to view a tape of the original briefing.

Prior to the briefing the supervisor should read the supervisor's instructions and review the project materials. The supervisor is in charge of the study and all interviewers who will be working on the project should be instructed on the following:

1. Type of study
2. Sampling procedures

3. Handling of materials/products/exhibits

4. Interview length

5. Termination points and qualifiers for eligible respondents

6. Reading of interviewer instructions

7. Reading of questionnaire

8. Review of skip patterns and rotations

9. Review of probing and clarifying techniques as they apply to questionnaire

10. Interviewer check of each finished questionnaire before the editing process (paper questionnaires)

11. Explanation of validation policy according to client's instructions

12. Where applicable, each interviewer should complete a practice interview to be returned with the project materials.

Interviewing

The data collection agency should maintain a sufficient and adequately trained interviewing staff. Clients should not be misinformed about the number, quality, or training of a firm's interviewers.

A properly trained interviewer is one who has been instructed in general interviewing techniques, and who has been briefed on the particular project.

Interviewers who work on a project are to be employees of the data collection agency or an affiliate, or employees of an independent contractor. Appropriate federal, state, and local taxes, as well as FICA and unemployment taxes are to be withheld and paid on behalf of all interviewers. Interviewers are to be mature enough to handle the project to which they are assigned. A regularly scheduled interviewer should be at least age 17.

Each interviewer is to follow these techniques for good interviewing:

1. Provide his or her full name, if asked by the respondent, as well as a phone number for the research firm.

2. Read each question exactly as written. Any problems should be reported to the supervisor as soon as possible.

3. Read the questions in the order indicated on the questionnaire following the proper skip sequences.

4. Clarify any question by the respondent in a neutral way.

5. Do not mislead respondents as to the length of the interview.

6. Do not reveal the identity of the ultimate client unless otherwise instructed to do so.

7. Keep a tally on each terminated

continued on p. 27

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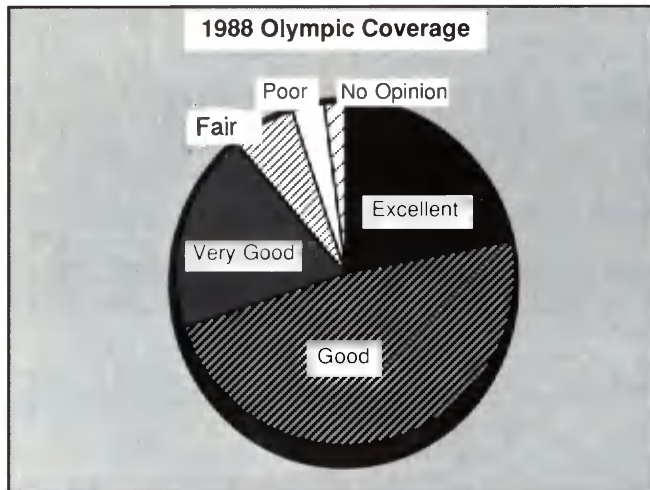
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Viewers rate Olympic coverage

Contrary to reports of low ratings and viewer dissatisfaction with the television coverage of the 1988 Summer Olympics in Seoul, a survey by R.H. Bruskin Associates found viewers were generally happy with what they saw. 66% of those interviewed felt the Games were as exciting, or even more exciting, than



previous Summer Olympics; 80% felt the NBC-TV announcers were about the same, or better, than those on past Summer Olympic telecasts; and 75% rated the overall TV coverage the same or better than in previous years. In summing up, 22% of all adults said the 1988 TV coverage was excellent, 48% felt it was good, 19% fair, 6% poor, and 3% very poor (2% had no opinion).

The survey also gathered some information on who watches the Olympics. 75% of all U.S. adults had seen at least some of the TV coverage. Viewing levels were greatest among men (80%), the 25-49 year age group (83%), and the \$40,000 plus income group (86%).

Threat of terrorism haunts travelers

By a margin of two to one, Americans are more concerned about the dangers of terrorism than other safety risks when considering travel abroad, according to a recent survey on attitudes and preferences regarding travel and tourism conducted by Opinion Research Corp. Two thirds of those who cite safety as a key consideration in their vacation plans are specifically concerned with terrorism. Only about half as many mention either crime, disease, health care, or transportation safety as being of particular concern.

Surprisingly, people expressing a strong interest in visiting the often violence-torn Middle East are as likely as the general public to place a high priority on safety, but are much less likely to point to terrorism as the safety concern most important to them. They tend to place greater emphasis on local diseases and the quality of health care than does the general public.

Other key findings of the study include: one American in five (19%) says he or she is likely to travel abroad in the next year.

continued on p.38

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Product names

continued from p. 14

to suggest a test design or comment on a muddy result. But over the years, we have observed what seems to be the root of the name testing problem and an innovative test method which seems to avoid it.

Name function tests aren't really about names. The marketers couldn't care less whether their new shampoo is called Sweet 'n Sassy or Salamander Sweat. All they care about is the effect of the name on the consumer's expectations of the product.

The difficulty with most name tests is that any consumer whose IQ exceeds their waist size realizes that the interviewer or moderator is asking about names. As names are words rather than shampoos, the consumer tells the interviewer or moderator whatever that particular word means or suggests, including (in one focus group tape we saw) that "It reminds me of my grandmother cursing in Polish," and (in another tape) that "It has too many n's. Wouldn't it be better to use a lot of different letters?"

The problem is rarely so humorous or obvious, but it affects most name studies, although this is somewhat reduced by

monadic structure. (In a monadic test, the consumer sees only one name.) After an investment of time and money in name testing, the marketers are presented with reports that focus on the relative characteristics of words rather than how a candidate name as an attribute of a product would affect expectations of that product (and presumably purchase intent).

A small number of packaged goods companies employ a technique called adjectival analysis to compare consumers' expectations of a product with one name versus expectations of the same product with another name. Here's how it works.

In mall intercepts (or whatever acquisition technique makes sense for the product being researched), appropriate consumers are shown what appears to be a full-page magazine advertisement for the product.

Each consumer is shown only one ad (the test is monadic), although separate ads are prepared for each of the names being tested. The ads are realistic but simple: a clear photo of the package, a simple headline like "A New Shampoo," and the product name in large, uncomplicated type at the bottom. Only the prod-

uct name on the package and at the bottom of the layout changes from one ad to the next. After seeing the ad, the consumer is asked the least directive question possible. (The question we like best is "What do you think?") His or her answers are tape recorded.

Typing off the tapes yields a stack of verbatim responses to the product with the name Sweet 'n Sassy and a second stack of responses to the product with the name Salamander Sweat. Obviously you can evaluate as many names in such a study as your budget and patience permit.

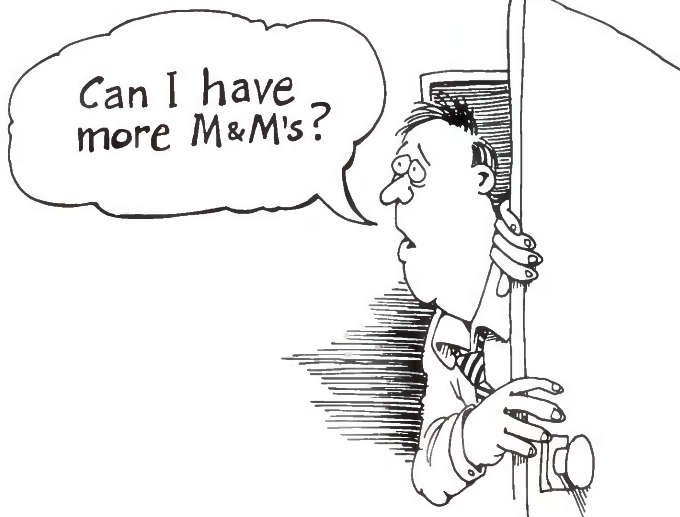
An analyst goes through each stack of responses, crossing out all words that are not adjectives, leaving one list of adjectives used in response to the product when named Sweet 'n Sassy and a second list of adjectives used in response to the product when named Salamander Sweat.

On examining the two lists of adjectives, the analyst will observe that the majority are the same in both lists, reflecting reactions to common elements (like package design) in the ads and to the generic idea of shampoo. Deleting those adjectives largely common to both lists leaves clusters of adjectives on each list that elucidate the differences in consumers' expectations of the same product with another name. And that is usually what the marketers want to know.

In the English language, qualities of objects or experiences are largely communicated in adjectives, such as hot, rich, exciting, or gentle. By stripping away other semantic elements of language (verbs, nouns, and so forth), you reveal what you really want to know: Which candidate name creates product expectations that most closely match the marketers' goals, without the obfuscating fog of respondents' varying abilities to express ideas in complex semantic constructions and analysts' varying abilities to comprehend those constructions?

Most importantly, adjectival analysis deals with consumers' expectations of products rather than their ideas about the words we propose as candidate names. It's simple to put together, reasonable in cost, and produces a report which is understandable and defensible.

We at NameLab are linguists, not market researchers. While we did invent the linguistic structure of adjectival analysis, much of the practical organization of the method described here stems from trial-and-error refinement of our idea by researchers at a few packaged goods companies over the years. MRR



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NAMES OF NOTE

Rebecca Wilson Armstrong has joined DeNicola Research, Inc., Greenwich, CT as vice president. Previously she was a senior project director with Market Simulations, Inc. and Yankelovich Clancy Shulman.



Armstrong



King

John R. King has been promoted to president of Nordhaus Research, Inc., Southfield, MI. **Robert L. Van Dam**, founder and former president of Nordhaus Research, has assumed the position of Chairman.

Kara J. Marx and **Carolyn J. Ruble** have joined Concepts in Marketing Research (CIMR), St. Paul, MN as qualitative research consultants. Previously Marx was assistant to the direct marketing manager for Piper, Jaffray & Hopwood's advertising department. Ruble was field coordinator and qualitative resource person with Custom Research, Inc.

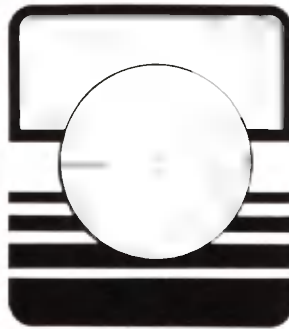
Project Research, Inc., Minneapolis, MN has hired **Phil Postal** as data processing project director. Previously he was with Custom Research, Inc. **Renee Kostner** was also hired as senior project director. Previously she was with Readex, Inc.

Wendy Higgins Hayes has been promoted to group research supervisor at Geer, DuBois Advertising, New York, NY.

With the acquisition of new interviewing facilities, Quality Controlled Services makes the following personnel announcements: **Linda Goodall** is mall supervisor at the River Valley Mall, Lancaster, OH; **Ginny Hersch** is branch manager at the Springfield Mall, Springfield, VA; and **Pat Weaver** is mall supervisor at the new mall interviewing operation in San Bernardino.

Paul J. Donato has joined Simmons Market Research Bureau, Inc. as vice president of technical operations for the media studies division. Previously he was an independent statistical and marketing consultant.

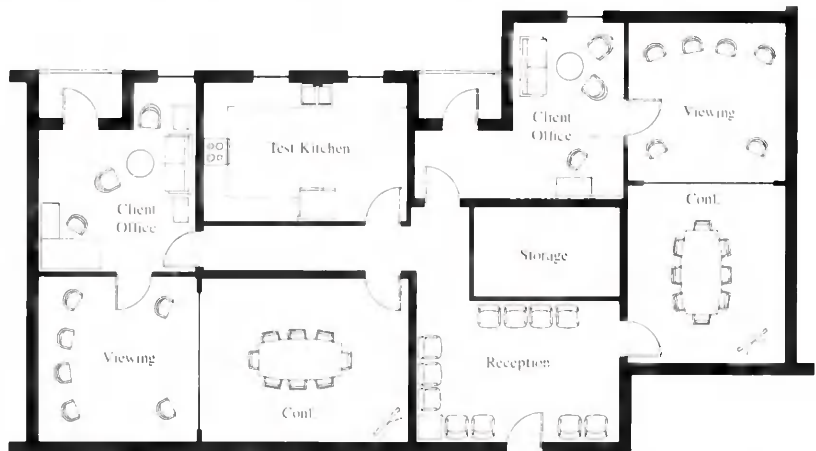
Fleischman Field Research Inc., San Francisco, names **Linda Lemon** vice president and manager of its new Walnut Creek, CA office. In addition, **Lisa Cbiappetta**, **Lisa Leftault**, and **Linda Leeb** have been named project managers, San Francisco.



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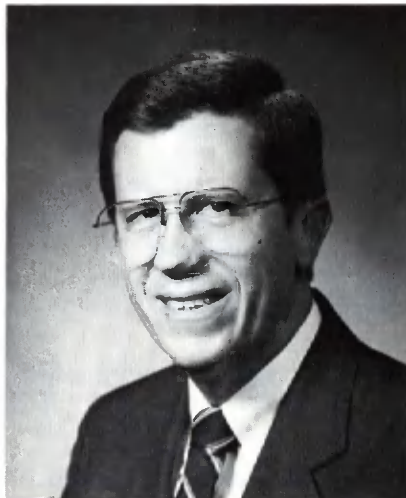
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StatPac

continued from p. 13

open-ended questions into the program and then interfaced with a word processor for answers to questions like "If you saw crawfish on a menu, what is the first thing that would come to your mind?" The answers were then transported back into StatPac to complete the statistical analysis.

"The results of that survey were used by our company to write a marketing plan for the Louisiana crawfish industry," says



Verne Kennedy

Kennedy. "It was a sophisticated study that required a sophisticated program."

MRI now operates three StatPac programs to handle an average of three market surveys each week. "We have additional programs, but it is considered a staple in our office. Everyone must know how to use it. In just two to three days, we can train a new employee to operate at least the basic package. We simply could not be doing the business we're doing without a program like this in place."

Kennedy played an important role in refining the StatPac program. "We expressed some specific needs we wanted to see incorporated in the package. And they were real receptive to our suggestions. I like that kind of responsiveness, because we both end up with a better product."

Advanced program

The result of their open communication was an advanced program called

StatPac Gold, to which Kennedy added a feature to suit his company's needs. "I simply added a supplemental package that produces high-impact, three-dimensional graphics, because when my clients pay for a market survey, they expect very sharp reports."

Marketing Research Institute has come a long way from writing its own programs in the late '70s. The crawfish study is just one of many large-scale projects the company has undertaken. They have completed research in all 50 states and one foreign country.

"Today we can accomplish so much more in much less time," Kennedy says. "And when crawfish becomes a household word, you'll know it all started right here in Mississippi." MRR

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CASRO

continued from p. 22

interview and the reason for each termination.

8. Remain neutral in interviewing. Do not indicate agreement or disagreement with the respondent.

9. Speak slowly and distinctly so that words will be understood.

10. Record all replies verbatim, not paraphrased.

11. Avoid unnecessary conversations with the respondent.

12. Probe and clarify for additional comments on all open end questions, unless otherwise instructed. Probe and clarify in a neutral way.

13. Write neatly and legibly.

14. Check all work for thoroughness before turning in to the supervisor.

15. When terminating a respondent, do so in a neutral way such as, "Thank you" or "Our quota has already been filled in this area, but thank you anyway."

16. Keep all studies, materials, and findings confidential.

17. Do not falsify any interviews or answers to any question.

18. Thank the respondent for participating in the study.

Supervision

All research projects should be properly supervised. It is the responsibility of the data collection agency to:

1. Properly supervise interviewers.

2. See that an agreed upon proportion of interviewers' telephone calls are monitored.

3. Be available to report daily to the project director the status of the project, unless otherwise instructed.

4. Keep all studies, materials, and findings confidential.

5. Notify concerned parties if the anticipated schedule is not likely to be met.

6. Attend all interviewer briefings.

7. Keep current and accurate records of the interviewing progress.

8. Make sure interviewers have all materials in time for beginning interviewing.

9. Edit each questionnaire.

10. Provide consistent and positive feedback to interviewers.

11. Do not falsify any work.

Client billing

1. Invoices should be submitted in a timely manner.

2. Invoices should show the job name as used by the client, the client's job

number (if available), the location of the work, the basis for all charges, and (if applicable), the number of completed interviews.

3. Invoices should correctly reflect the time and charges incurred on the project, consistent with the agreement for the project.

Flexibility

Any of the standards contained herein may be changed or modified for a particular project if all three of these conditions are met:

1. the change does not go counter to what would generally be considered by a knowledgeable, experienced independent research firm as "good research practice;"

2. the client is informed of the changes, and;

3. all interested parties agree to the change. MRR

Please direct questions about the guidelines or about CASRO in general to: Diane K. Bowers, Executive Director, CASRO, 516-928-6954.

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Quality Controlled Services has just completed the acquisition of interviewing facilities at the River Valley Mall in Lancaster, OH, and the Springfield Mall in Springfield, VA. Additionally, the company opened a new mall interview-

ing operation in San Bernardino, CA.

As of March 15, 1989, Fleischman Field Research opens its Walnut Creek,

CA office at 1655 No. Main St., Walnut Creek, CA 94704. Telephone the San Francisco office at 415-398-4140 for more information.



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Custom Research Inc., has affiliated with NOP Market Research, London, to market two of CRI's new product research services, CRITERION and CRITIQUE in the United Kingdom.

Schofield & Associates, Inc. has announced the opening of a new marketing research company to serve San Antonio and South Texas. The company's offices are located at 1017 North Main, Suite 333, San Antonio, TX 78212.

Little Rock, AR-based Area Market-

Sygnis

ing/Research Associates have adopted a new name and moved into new facilities. Now known as Sygnis, the company is located at Two Financial Centre, Suite 401, 10825 Financial Pkwy., Little Rock, AR 72211. Telephone 800-345-7984, or 501-661-7000.

McCollum/Spielman International, Great Neck, NY, and Teenage Research Unlimited (TRU), Northbrook, IL, announce the association of the two companies.

Data entry scanning program for PC

DigiData Entry Systems announces a new data entry scanning approach for market researchers. Using a hand-held scanner, the DigiData "Magic Wand" Data Entry System reads information from printed questionnaires, converts it to typical data entry information and prints the information to a computer disk. The system uses a hand scanner and specially developed software to transfer information from the printed page to the computer.

"Using our system, market researchers will be able to scan a typical questionnaire page in under 10 seconds," says John Chidester, DigiData managing partner.

The system requires some special layout of questionnaire forms, but no special

forms are needed. The layout can be accomplished by typesetter, printer, or desktop publishing system. In addition,

black or blue markers, pens or pencils will suffice.

The scanner can "see" a swath about four inches wide and up to fourteen inches long and picks up checked boxes, translating them into data according to a definition file created by the user for each project. Multi-page questionnaires can be handled by the system with the program automatically recognizing which page is being scanned from marks pre-printed on the questionnaires. In addition, the system can automatically number forms or the user can manually assign form numbers at the start of each form scan.



respondents don't need to use special markers to fill out the questionnaires;

The program requires an IBM XT, AT, PS2, or compatible with 512K RAM and one free slot for the expansion card which drives the scanner. For more information contact: DigiData Entry Systems, 9637 East Gold Dust Ave., Scottsdale, AZ 85258. Telephone 602-391-0552.

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Polident

continued from p. 7

Block usually uses a bonus pack offer that gives the consumer extra product for the regular price. These promotions draw strong support from retailers, who recognize their popularity with consumers.

"Again, being in a commodity type business, where price is critically important," Schrank says, "a promotion which has a lot of immediate value-added impact does well. The consumer clearly perceives it as a great value. They don't have to send away for anything and it's something that everyone can use, versus another offer that may only be of selective interest to a certain group. So it's got universal appeal."

Preliminary phase

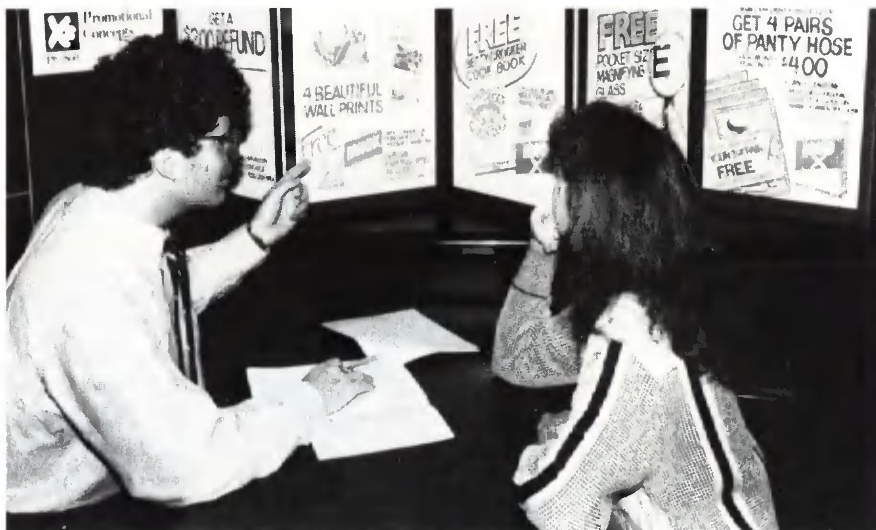
For the preliminary, one-on-one phase, respondents (typically 50-plus year old denture wearers who use one of the major denture cleanser brands) are asked their brand preference up front and then they are shown several (between 15 to 20) ideas on concept boards. In addition to being asked to rank order them, they are asked "If the concept they liked the best appeared on a box of Polident, would they be interested in buying it?"

Because the respondents are asked beforehand about their brand preference, Schrank says, this phase of the research

gives Block "a sense of whether there is any crossover from the competitive brands and you also see how well it does with the Polident users."

For the mail survey, the top promotional ideas are made into mock-up boxes

This master sheet, along with a cover letter and instructions, is mailed to consumers who have indicated in a survey that they use denture cleansers (either Polident or a competitor) or have returned a card that is randomly included in



Administering the Pro-Sort test

that look exactly as they would on store shelves. They are placed on a master sheet, approximately two feet by two feet, which has pictures of eight identical boxes of Polident on it, each bearing a different graphics flag for the promotions ("free denture bath," "save 50 cents," "win a free trip to Hawaii"). Under each of the boxes is a two-line description of the major elements of that deal or promotion.

boxes of Polident which Block uses for research purposes. As an incentive to return the survey promptly, the respondents are given a chance to win cash prizes in a drawing.

Along with providing demographic data, they are asked to name the promotion they find most appealing and tell why, listing primary and secondary reasons, doing the same for the promotion they found least appealing. All items are

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ranked based on uniqueness, order of appeal, and purchase intent.

Analysis

The responses are sent to Oxtoby-Smith for analysis, who then supplies Block with results. "Oxtoby provides us with a rank order of the promotions tested and then the groupings of those promotions (by score) and how one group might differ in purchase behavior versus another," Schrank says.

"The Pro-Sort methodology is a much more discriminating methodology that enables us to look at, for example, the top five or six ideas and see whether there are any meaningful statistical differences between these ideas. And that's something we were never really able to do before," Schrank says.

For example, a promotion may rank number two, but this doesn't mean it ranks just below number one; there could be a great difference between them. Before Pro-Sort, Schrank says, he couldn't be sure if he was getting the cream of the crop or if he was just selecting from a

group of unsatisfactory concepts.

"(Pro-Sort) really did start to differentiate whether these were good ideas or bad ideas, relative to the control, and it

"It's one thing to say 'This was number one, and this was number ten,' but it's a lot more effective for us to know that number one was an acceptable situation and that (those promotions) from number two on were clearly unacceptable."

Charles Schrank

provides a more powerful analysis than what we've been able to get in past studies. It not only measures appeal and uniqueness but it more effectively coordinates two scores against purchase in-

tent. Between those three values it provides more linear scaling; it measures the distance between the ranks. It's one thing to say 'This was number one, and this was number ten,' but it's a lot more effective for us to know that number one was an acceptable situation and that (those promotions) from number two on were clearly unacceptable."

An example of this came from the recent research, which showed only one of the ideas to be satisfactory. There was a great deal of difference in approval between the promotion at the top of the list and those below it.

"This research indicated that number one was the only promotion that met the criteria of being equivalent to the control; the other items fell far below it. While they may have been numbers two, three, and four, they were really unsatisfactory."

Refining the process

Armed with information on which pro-

continued on p. 38

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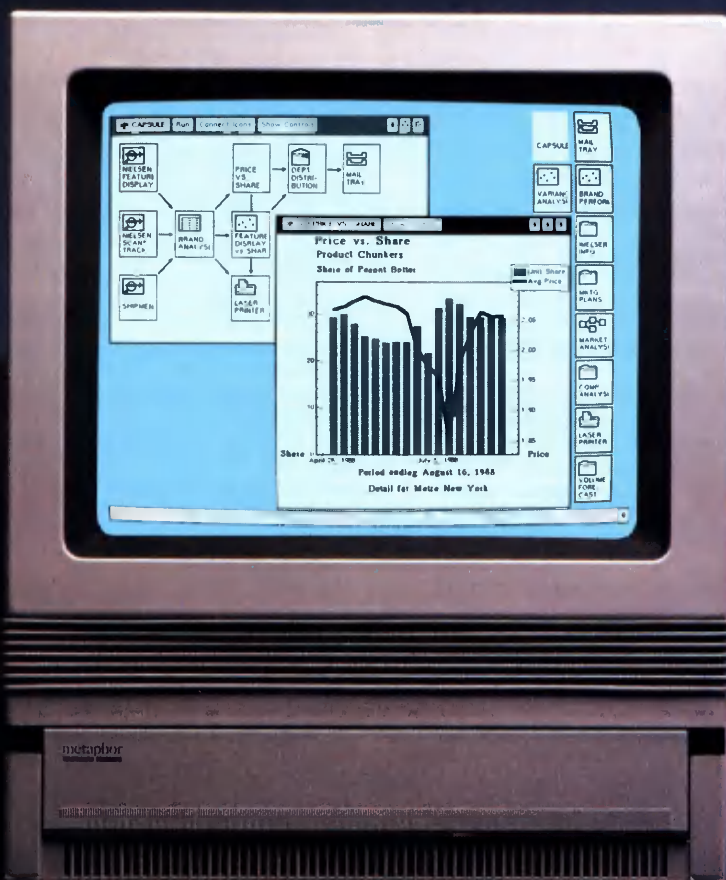
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Listed below are names of companies specializing in focus groups. Included are contact personnel, addresses and phone numbers. Companies are listed alphabetically and are also classified by state and specialty for your convenience. Contact publisher for rates: Quirk's Marketing Research Review, P. O. Box 23536, Minneapolis, MN 55423. 612/861-8051.

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Consumer, Advertising Strategy,
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30 Yrs Exp; Cons. & Ind; Commod-
ious Facilities/Attn To Security*

Thorne Creative Research Services
10 Columbia Place
Mt. Vernon, NY 10552
914/699-7199
*Contact: Gina Thorne
Ideation, Teens, New Product, Ad
Concepts, Package Goods*

**TrendFacts Research, Division
of The Creative Group, Inc.**
31800 Northwestern Hwy.
Farmington Hills, MI 48018
313/855-7810
*Contact: Dr. Jim Leiman
Hi-Tech, Industrial, Financial
Health Care, Consumer, Retail*

Total Research Corporation
5 Independence Way
Princeton, NJ 08540
609/921-8100
*Contact: Hugh J. Devine, Jr.
10 Moderators; 2 State of Art
Facilities In Princeton/Tampa*

Trotta Associates
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Marina del Rey, CA 90291
213/306-6866
*Contact: Diane Trotta
Focus Group Facs & Moderator
w/20 Yrs Exp. Bus-To-Bus & Cons*

Wade West, Inc.
5430 Van Nuys Blvd. #102
Van Nuys, CA 91401
213/872-1717
*Contact: Louise Kroot-Haukka
Consumer/Pkg Gds/Advertising
Heavy Exp In Fast Food*

The Winters Group, Inc.
14 Franklin St.
Rochester, NY 14604
716/546-7480
*Contact: Susan Morrison-Vega
Info That Works. Svces Incl
Pri/Sec Rsch, Cnsltg, TeleMktg*

Wolf/Altshul/Callahan, Inc.
171 Madison Ave.
New York, NY 10016
212/725-8840
*Contact: Ed Wolf
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Business Qualitative Needs*

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Brookfield Commons B-22
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Brookfield, CT 06804
203/797-0666
*Contact: Karen Forcade
Consultants In Mktg To Children
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Far West Research, inc.
Gross Marketing Research

Hispanic Marketing
Taylor Research
Trotta Associates
Wade West, Inc.

Connecticut
DeNicola Research, Inc.
Youth Research/CSI

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Market Views Research, Inc.

Hawaii
SMS Research & Marketing Svce

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Doyle Research Associates
Fedder Research
D.S. Fraley & Associates
D.S. Howard Assoc., Inc.
Moosbrugger Marketing Rsch.
Research Arts, Inc.

Kansas

Market Research Institute

Maine

Strategic Marketing Services

Maryland

Strategic Marketing Resources

Massachusetts

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Dolobowsky Qual. Svcs., Inc.

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First Market Rsch(L. Lynch)
First Market Rsch(J. Reynolds)

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Kennedy Research Inc.
Mercadotecnia Consulting
PlayLab Research
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Rockwood Research Corp.

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Marketeam Associates

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Services, Inc.
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Martin Research Inc.

Ohio

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The Answer Group
Burke Marketing Research, Inc.
Focused Research

Pennsylvania

Arbor, Inc.
Consumer/Industrial Rsch Svce
Creative Marketing Solutions
The Data Group
Datatactics, Inc.
InfoDirect, Inc.
Intersearch Corporation
Research Incorporated

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Alpha Research Associates, Inc.

South Dakota

American Public Opinion Survey
& Market Research Corp

Virginia

Martin Research Inc.
Southeastern Inst. of Rsch.

Washington

Consumer Opinion Services

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Doyle Research Associates
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First Market Rsch(J. Reynolds)
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Market Views Research, Inc.
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Moosbrugger Marketing Rsch.
Rockwood Research Corp.

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PlayLab Research

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Moosbrugger Marketing Rsch.
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Rockwood Research Corp.
Southeastern Institute of
Research, Inc.
Strategic Marketing Services
TrendFacts Research
Total Research Corporation
Trotta Associates

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PlayLab Research
Research Incorporated
Youth Research/CSI

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PlayLab Research
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Langer Associates, Inc.
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Research, Inc.
Taylor Research
Thorne Creative Research Svcs
Trotta Associates

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Research Incorporated
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PlayLab Research
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Youth Research/CSi

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Marketeam Associates
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Moosbrugger Marketing Rsch.
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Research, Inc.
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TrendFacts Research
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Bilingual Unlimited Research
Findings International Corp.
Hispanic Marketing
Communication Research
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YOUTH

Doyle Research Associates
D.S. Fraley & Associates
PlayLab Research
Research Incorporated
Strategic Research Corp.

Polident

continued from p. 31

motions work and which don't, Schrank says, Block can use time and money more efficiently, by refining the process of creating and implementing promotions. "As time goes on we're going to definitely use this not only to evaluate ideas after they've been developed but as a key criterion in the development of new ideas."

For example, in the coming year Schrank says, Block plans to share the research data with its promotion houses,

letting them know which ideas work and which don't. "We'll go to them and say 'You can distill out of this which programs continue to come up toward the top, and based on that, those are the types of programs that we'd like you to come back to us with, and here are the ones that have typically tested (poorly), so don't bring those back,'" he says.

In addition to assessing which promotions have the best chance of working, it also lets the company justify expenditures. The programs typically cost between \$75,000 and \$500,000, and if an

inexpensive promotion scored as well as an expensive one, Schrank can go with the less expensive choice and save money. Also, if an expensive campaign tests well, he can justify the expenditure to management, knowing that the test results indicate the program will get a good response and is worth the money.

"I can select what we hope are meaningful ideas that are less expensive to execute than our best promotion and be reasonably assured that their impact in the marketplace will be as good as that control promotion." MRR

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Travelers

continued from p. 22

Australia ranks with Canada, the Caribbean, and Continental Europe as the tourist destinations that Americans overall would most like to visit, but the Caribbean and Continental Europe rank as the top tourist destinations among people who are likely to travel in the next year. Fewer than three Americans in ten attach strong importance to such factors as the availability of shopping, opportunities for family activities, the number of tourists visiting the location or the presence of gambling casinos when selecting a vacation destination.

Americans likely to travel abroad appear to be a hardier, more free-spending group than those unlikely to go overseas. Likely travelers are less concerned with whether English is spoken in a potential destination, with the cost of airfares, or with safety risks.

Both Australia and the Caribbean appear to be destinations with a particularly strong appeal to younger Americans. People between 18 and 35 years of age are much more likely than older Americans to find Australia a particularly interesting place to visit. People with teen-age children are another group that finds the island continent an especially appealing travel destination. Interest in traveling to the Caribbean is determined even more decisively by age. The youngest group of potential travelers, those aged 18-24, is most strongly attracted to vacationing in the Caribbean.

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Contents

Company Listings	•••••	p. 40
Section I, Data Processing	•••••	p. 47
Section II, Statistical Analysis	•••••	p. 48
Section III, Software For Use With PC's	•••••	p. 50
Section IV, Software For Use With Mainframes	••	p. 58

Company Listing

AccuQuest Corp.
11911 Brighton
Stafford, TX 77477
713/879-9240
Section III

The Accutab Company
125 Marsellus
Garfield, NJ 07026
201-546-7100
Section I

Acquadata Entry Services Inc.
3040 E. Tremont Avenue
Bronx, NY 10461
212/824-8887
Section I,III

Adapt, Inc.
6133 Blue Circle Dr., Ste. 100
Chanhassen, MN 55343
612/939-0538
Section I

Analytical Computer Service, Inc.
640 No. LaSalle Dr.
Chicago, IL 60610
312/751-2915

Branch:
• 8687 E. Via de Ventura
Scottsdale, AZ 85258
602/483-2700
• 2001 S. Barrington Ave.
Los Angeles, CA 90025
213/479-3777
• 434 Sanford Ave.
Westfield, NJ 07090
201/232-2723

Section I, III, IV

Analysis and Forecasting, Inc.
18 Brattle Street
Cambridge, MA 02138
617/491-8171
Section II

Analysis Technology, Inc.
P.O. Box 1070
Boulder, CO 80306
303/440-0900
Section III

Analytical Consultants Inc.
4 West Trail
Stamford, CT 06903
203/329-1355
Section II, IV

Ashton-Tate/Master Graphics
1000 Bridgeport Ave
Shelton, CT 06484
203/925-5600
Section III

Baxter Management Services
1 Baxter Pkwy., DF3-3E
Deerfield, IL 60015
800/535-8888
Section III

BMDP Statistical Software, Inc.
1440 Sepulveda Blvd., #316
Los Angeles, CA 90025
213-499-7799
Section II, III, IV

Bolding Tab Service, Inc.
22 Sachem Street
Norwalk, CT 06850
203/847-1108
Section I

Bretton-Clark
516 Fifth Ave., Suite 507
New York, NY 10036
212/575-1568
Section III

Britz Publishing Co.
1814 Capitol Towers Bldg.
Jackson, MS 39201
601/354-8882
Section IV

Business Forecast Systems, Inc.
68 Leonard Street
Belmont, MA 02178
617-484-5050
Section III

Business Research & Surveys
50 Greenwood Avenue
West Orange, NJ 07052
201/731-7800
Section III
(See Advertisement on Page 53)

CACI
3040 Williams Dr., 6th Flr.
Fairfax, VA 22031
703/698-4800
Section III

Caliper Corporation
1172 Beacon Street
Newton, MA 02161
617/527-4700
Section III, IV

Claritas Corp.
201 No. Union St., 2nd Flr.
Alexandria, VA 22314
703-683-8300
Section I, II, III

Coffman Systems, Inc.
13140 Midway Place
Cerritos, CA 90701

213/926-6653
Section IV

Barry Cohen
599 East 7th Street
Brooklyn, NY 11218
718/941-5723
Section III

Computer Associates, Inc.
1 Tech Drive
Andover, MA 01810-2497
508/685-1400
Section IV

Computers For Marketing
Corporation
547 Howard Street
San Francisco, CA 94105
415/777-0470

Branch:
• 126 Fifth Ave., Ste. 1501
New York, NY 10011
212/627-7730
• Kettering Twr., Ste. 1910
Dayton, OH 45423
513/228-2652
• 1800 Grant St., Ste. 370
Denver, CO 80203
303/860-1811

Section I, II, III, IV
(See Advertisement on Page 41)

Computer Strategies, Inc.
P.O. Box 88039
Atlanta, GA 30338
404/668-9021
Section III

Concurrent Mktg. Sys.
205 State Road
Princeton, NJ 08540
202/363-6226
Section III

Consulting, Hardware & Processing,
Inc.
1393 Old Trenton Road
Trenton, NJ 08690
609/586-8577
Section I, III, IV

Consumer & Professional Re-
search, Inc.
3612 W. Lake Street
Wilmette, IL 60091
312/256-7744
Section I, II
(See Advertisement on Page 22)

Consumer Pulse, Inc.
725 South Adams
Birmingham, MI 48011
800/336-0159
Branch:

- White Marsh Mall
8200 Perry Hall Blvd.
Baltimore, MD 21236
- Eastland Mall
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Charlotte, NC 28212
- 4301 Ridge Road
Cleveland, OH 44144
- Citadel Mall
750 Citadel Drive East
Colorado Springs, CO 80909
- Lakeside Mall
5801 W. 44th Avenue
Denver, CO 80212
- Galleria at South Bay
1815 Hawthorne Blvd.
Redondo Beach, CA 90278
- The Grand Avenue Mall
275 West Wisconsin Ave.
Milwaukee, WI 53203
- Plymouth Meeting Mall, #2203
Plymouth Meeting, PA 19462
- 8310 C Old Courthouse Road
Vienna, VA 22180
- Forest Fair Mall
514 Forest Fair Drive
Cincinnati, OH 45240

Section I
(See Advertisement on Page 56)

Coremat, Inc.
1707 81st Street
No. Bergen, NJ 07047
201/861-2934
Section I

CRC Information Systems, Inc.
435 Hudson Street
New York, NY 10014
212/620-5678

Branch:
• 70 E. Lake St.
Chicago, IL 60601
312/443-1120
• 13 Riverside Ave.
Westport, CT 06880
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Section I, II, III, IV

Creative Computer Services
10804 No. Stemmons Freeway
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214/358-4493
Section I

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15 Lone Oak Center-Dept. K
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Maitland, FL 32751
800/233-3578 or 305/660-8878
Section I, II

Data Lab Corp.
7333 North Oak Park Ave.
Niles, IL 60648
312/647-6678
Section I, II

DataLogics
6085 Route 263
Solebury, PA 18963
215/794-7486 or 800/992-0422
Section I, II, III
(See Advertisement on Page 51)

Datamap, Inc.
6436 City West Pkwy.
Eden Prairie, MN 55344
612/941-0900
Section III

Datan, Inc.
79 Tamarack Circle
Skillman, NJ 08558
609/921-6098
Section II

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Section I, II, III

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Data Tabulating Service, Inc.
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Data Tactics, Inc.
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Section I, II

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Princeton, NJ 08540
609/987-0565
Section I, II

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Section III

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704/536-7721
Section III

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609/452-8228
Section III

Devcom Mid-America Inc.
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312/574-3600
Section IV

DigiData Entry System
9637 E. Gold Dust Avenue
Scottsdale, AZ 85258
602/391-0552
Section III, IV
(See Advertisement on Page 50)

DigiSoft Computers
245 E. 92 Street
New York, NY 10128
212/289-0991
Section II

Donnelley Marketing Information Services
70 Seaview Ave/P.O. Box 10250
Stamford, CT 06904
203/353-7474
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312/495-1211
• 2401 E. Katella Avenue
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714/978-1122
Sections III

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Sherman, CT 06784
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Section III, IV

Dynacomp, Inc.
178 Phillips Road
Webster, NY 14580
716/265-4040
Section III

ECF Systems Development
31955 10th Ave.
Laguna Beach, CA 92677
714/499-5135
Section III
(See Advertisement on Page 43)

Enertronics Research, Inc.
1910 Pine Street
St. Louis, MO 63103
314/421-2771
Section III

Gene Essman & Associates
P.O. Box 612334

Littleton, CO 80162
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Section III

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212/679-2500
Section I

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2101 E. Rexford Rd., Ste. 123
Charlotte, NC 28211
704/365-8474
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1701 N. Ft. Meyer/Ste 1205
Arlington, VA 22209
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(See Advertisement on Page 9)

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Section II, III
(See Advertisement on Page 48)

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(See Advertisement on Page 22)

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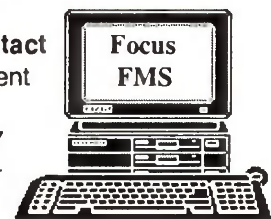
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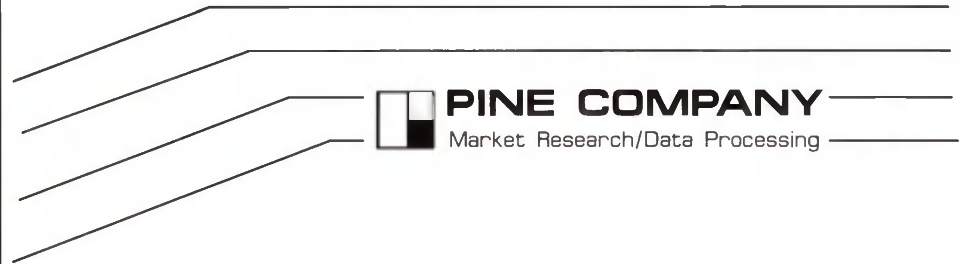
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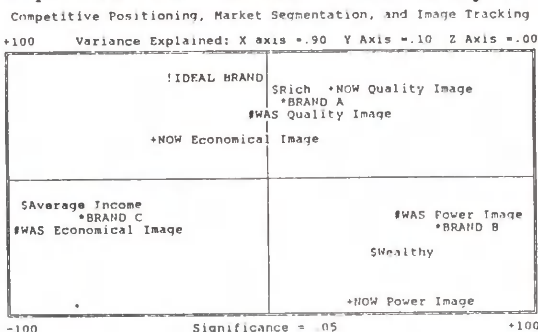
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DATALOGICS-Technical consulting services are offered for the marketing sciences including conjoint analysis, perceptual mapping, price elasticity, and data tabulation. Computer science projects are also accepted for programming, database applications, or system analysis.

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MARKET ACTION RESEARCH SOFTWARE-Developed and publishes sophisticated PC software MapWise for perceptual mapping. Established in 1984, the corporation provides MapWise licensees expert support in research design, validation, and interpretation. The president, Dr. Betsy Goodnow, is a well-known author of articles on research innovations and practical applications.

MARKETEAM ASSOCIATES-Full marketing research analysis capabilities. Several Ph.D.'s on staff experienced with economic forecasting, segmentation studies, scaling, logit analysis, etc.

MARKET PROBE INTERNATIONAL-Have a professional staff(15) of software systems and client support specialists experienced in market research, database management and administration of employee incentive programs.

PINE COMPANY-Have a staff of research professionals with a commitment to service and quality.

QUANTIME-Offers full statistical analysis services. staff size: 75+; Years in business: 10

SOPHISTICATED DATA RESEARCH-Offers assistance in sampling, multivariate analysis services, statistical consulting as well as offering workshops/seminars in statistical analysis procedures.

STRAWBERRY SYSTEMS, INC.-Specializes in statistical analysis of research data. Staff includes programmers, each of whom have several years experience in computer science.

SPSS, Inc.-SPSS TechLink™ provides an SPSS technical consultant on an hourly basis to solve problems involving SPSS software. This service is aimed at those tasks which are too complicated to be handled during a regular technical support call.

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Creative Research Systems
CRC Information Sys.
Crunch Software Corp.
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Datan, Inc.
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Data Tabulation Service
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Matrix, Inc.
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Pulse Analytics
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Significant Statistics
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SECTION III

SOFTWARE PROGRAMS FOR USE WITH PC'S

BUSINESS RESEARCH & SURVEYS-TAB-ULYZER professional software for survey analysis and camera-ready reports is easy to use; simple menus; tables on screen or printer. For IBM/PC and compatibles. Features include: easy data entry; verification; crosstabs and marginals; open-ended

and multiple response questions; multiple banners; statistics; weighting; filtered analysis; labeling; editing; frequency counts and percentages(row, column, respondents, responses, nets); use with most spreadsheet and word processing programs.

COMPUTERS FOR MARKETING CORPORATION-PC SURVENT: Modular PC-based system for conducting computer-assisted interviewing, whether stand-alone (malls) or networked(telephone centers). Various modules enable users to write and administer questionnaires using complex logic conditions, lengthy response lists, etc. Network mode enables supervisor monitoring, on-line quota control, and other telephone interviewing requirements. **NANOPUNCH:**Key-To-Disk data entry system for IBM-PC's and

compatibles. Designed to simulate the familiar IBM keypunch (including keyboard layout, use of "drum cards", etc.)for rapid, columnar-style data entry needs. Accepts single or multi-punched, alpha, numeric, or alphanumeric data, fields, ranges, etc. **EZWRITER:** An easy way for non-experts to compose a questionnaire for computer interviewing-complete with skips, logic, numeric ranges, acceptable punches. Help screens are provided. Questions may be changed, deleted or added with no effort. **MENUMENTOR:** A menu-driven table creation program to run on PC's, designed for project directors, it allows one to select from menus and answer questions to prompt you through a table building session.

CREATIVE RESEARCH SYSTEMS-THE SURVEY SYSTEM: A complete program for all phases of survey research. One easy-to-create set of instructions can be used to print a questionnaire form, conduct a telephone or computer-directed interview and produce finished tables, bars charts, statistics and text reports. The program has evolved through a six-year dialog with clients. **THE SURVEY SAMPLER:** Creates random-digit telephone samples. The program is simple to learn and use. It can exclude individually specified numbers or blocks of numbers from a sample. It produces call lists in two easily customized forms and can also put lists of numbers into a disk file for use by other software.

DATALOGICS-RxCON ConJoint Program: Novice users can conduct sophisticated studies. Built-in plan generator, graphics, help key; large user community. **RxTAB Crosstab System:** Unlimited banner and cases. Easy to use and handles all data types including "open-ends." Stat module with 33 programs included. **Data entry through tabulation. RxMap Perceptual Mapping:** Vector or MDSCAL procedures. CRT data entry; graphics output to screen or laser printer. Output to matrix printer as well.

DIGIDATA ENTRY SYSTEM-A unique method for transferring information from printed questionnaires to computer readable disk file. The system use a Digitizing tablet. By placing a form on the tablet and going over the form with a mouse-like puck, information is 'read' into the computer. Very little training is needed to enter information, effectively reducing and speeding up data entry costs. Datafiles are readable by all major data analysis programs.

ECF SYSTEMS DEVELOPMENT-FOCUS FMS manages focus facility scheduling, respondents, recruiting and clients. It tracks job schedules and recruiting atatus. It prints group sign-in sheets, confirmation letters and demographic questionnaires. The software maintains information on an unlimited number of respondents. They can be selected on 60 demographic criteria and past group participation. 40 demographics are custom definable by users.

MARITZ MARKETING RESEARCH-EXPLORER: A computer-based decision support system which allows researchers to run cross tabulations, produce graphs and charts as well as conduct statistical tests. No prior computer experience needed.

Now Enter Survey Data By Pointing At The Answers

Let's face it, getting the information off the printed page and into a computer readable format is about the least interesting part of your market research work.

Now there's a way to move through stacks of printed questionnaires quickly and easily. It's the DigiData Entry System. The process is simplicity itself. Lay a questionnaire on the special desktop digitizing tablet, move the new cordless puck over the surface of your questionnaire and where ever you see an answer, you simply press a button. Skip over unanswered questions, no keystrokes needed. DigiData automatically stores your data in the order you choose. Multiple page questionnaires and sizes up to 11x17" are no problem.

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MARKET ACTION RESEARCH SOFTWARE- MapWise summarizes correlations among categories in any type of research tables with multiple correspondence analysis. This multivariate/non-parametric type of multidimensional scaling graphically displays relationships by the proximity of categories on a perceptual map and with a correlation matrix. Applications demonstrated in the manual include brand image tracking, market segmentation and analysis of patterns in sales, demographic, and media data.

MARKET PROBE INTERNATIONAL-CASI (Computer Assisted Self-Interviewing station): A stand-alone interviewing station suitable for self-administered questionnaires. Responses can be accepted either via a keyboard or a lightpen(w/EGA monitor). All data is accessible on an immediate basis. **STAMP:** A PC version of our mainframe tabulation system.

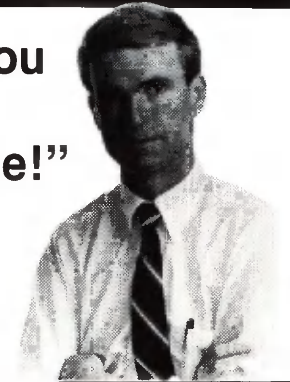
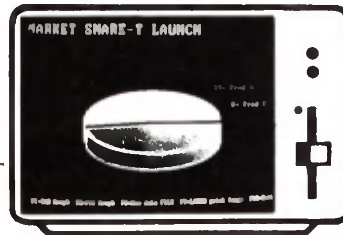
NATIONAL COMPUTER SYSTEM-Survey Network™ is a turnkey for preparing and processing market surveys. Desktop publishing is used for the customer to prepare and print their own scannable questionnaires. Optimal mark reading is used for data entry, along with key entry for open ended questions. Stat Pac Gold™ is integrated into the system for use in key entry, data cleaning, data analysis and reporting. The data file is easily readable by commercial software and the customer's proprietary software.

QUANTIME-Quantum: Editing and correction facilities for Binary/ASCII data. Weighting types: sample balancing, pre/post, projections. Handles hierarchical (trailer/panel) data. Table output: multiple level ranking; row, column, total and cumulative percentages; rank numbers, indices; row/table manipulation; T/Z tests, P&G required stats. Supports Postscript and standard laser printers. Interfaces with Quanquest, Quanvert and Quancept. Available on Multi-User 80386, and 640K MS-DOS PCs. **Quanvert:** Interactive data analysis for researchers. Tabulates any question (variable) in the database by any other. Filter tables on any answer or combination of answers from existing questions. Weighted or unweighted output. Creates new variables by combining / splitting parts of existing questions. Handles multiple projects simultaneously. Interfaces with Quantum. Available on Multi-User 80386, and 640K MS-DOS PCs. **QuanQuest:** Interactive questionnaire design system. Uses color windows and menus. Stores questions, groups of questions and entire questionnaires for use with new questionnaires. User enters text of questions and responses. Handles skip patterns and grid questions. Automatically assigns column and punches, generates printed questionnaire, CATI script, editing and tabulation specs. Interfaces with Quantum and Quancept. Available on 640K MS-DOS PCs. **Quancept:** CRT Interviewing System. Handles very large and complex questionnaires. Significant features are telephone number management, quota control, computer assisted coding, interviewer monitoring, and interactive topline tabs. Generates printed questionnaire and tabulation specs from script. Autodialer interface available. Interfaces with Quanquest and Quantum. Available on Multi-User 80386 (up to 32 users) Can be used as CAPI system on 640K MS-DOS PCs.

SAWTOOTH SOFTWARE, INC.-Ci2 SYSTEM: Creates and administers questionnaires using IBM PC's and compatibles. Writer controls questions type, skip patterns, randomization, acceptable responses and screen colors. Results analyzed using any crosstab or statistical software. Links to conjoint or perceptual mapping. **ADAPTIVE CONJOINT ANALYSIS SYSTEM:** Used to design products and services or answer strategic marketing questions. Includes all software needed to set up computer administered questionnaire, obtain respondent trade-offs and simulate the impact of new or redesigned products. Runs on IBM PC's or compatibles. **ADAPTIVE PERCEPTUAL MAPPING SYSTEM:** Used to understand how products or services compare to their competitors on image-related issues. System

offers capability to simulate market response to changes in product image. Includes computer administered questionnaire, discriminant analyzer, map plotting and simulator. Runs on IBM PC's or compatibles. **Ci2 CATI SYSTEM:** Computer-aided interviewing system using IBM PC's and compatibles connected by local area network. Offers automatic call management, auto-dialing, quota control, disposition monitoring and interviewer productivity reporting. Generate sample manually, household +1, randomly, or transfer from Survey Sampling disks. For 6-60 interviewing stations. Controls 24 studies simultaneously. **CONVERGENT CLUSTER ANALYSIS SYSTEM:** PC-based software for grouping survey respondents with similar characteristics into identifiable "clusters" for strategic target marketing. Market seg-

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SIGMA RESEARCH CO.-WALK-THRU™: CRT data entry and on-line telephone interviewing. **EASYTAB™:** A premier crosstabulation program for MS-DOS machines. **IDEACODER™:** A verbatim coder which allows for shades of meaning.

SOPHISTICATED DATA RESEARCH-GEMS: The Group Experience Management Sys-

tems is an interactive on-line program for focus group and private panel management. Essentially the system allows the user to select potential respondents from a database based on any number of simple or complex attributes. IBM-PC/XT™ or clones using DOS 2.0 or higher with a hard disk.

SPSS, INC.-SPSS/PC+: The complete data entry, analysis, graphics, and reporting package for IBM PC/XT™, PC/AT™ and compatibles. Modules exist for basic and advanced statistical analysis, tabulation, forecasting and time series analysis, graphics, and mapping.

STRAWBERRY SOFTWARE, INC.-A-CROSS: Easiest and most powerful PC crosstab program for survey and research data. Handles up to 16.8 million respondents with up to 9,999 variables/case. Produces professional quality tables as large as 30 columns by 104 stubs. Reads any ASCII column binary or dBase file as input. Outputs to all printers (including lasers), creates ASCII, and Lotus WKS files. Direct interface with most popular CRT/CATI systems to automatically build tables in A-CROSS. Full statistics including t-tests, Chi-squares. **CROSLINK:** The Ci2 to A-Cross link that creates and labels tables in A-Cross directly from Ci2 questionnaire files. **QLINK:** The QUERY to A-Cross bridge to automatically create ACROSS tables from QUERY CATI system files. **2CROSS:** The experienced user interface to allow external table creation to be used in A-Cross. Tables can be created in text editors, on mainframes, even imported from other crosstab programs to utilize the advantages of A-Cross or A-Cross Runtime. **A-CROSS RUNTIME:** Full A-Cross software customized for each job. Clients can access and run additional analyses on their data on their own PC.

WALONICK ASSOCIATES: STATPAC GOLD: An enhanced statistical analysis package for marketing research professionals. Features a full selection of basic and advanced statistics, tables, windows and presentation graphics. StatPac Gold was designed specifically for survey and questionnaire analysis so it has many automatic features not found in other general purpose statistics packages. Over 9,000 users.

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Oxicron Systems
Penton Software
P-Stat, Inc.
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Spring Systems
SPSS, Inc.
STSC
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Vision Base
Walonick Associates

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Geographic Data Tech.
Information Resources, Inc.
Marketing Software, Inc.
Microtab, Inc.
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The Sachs Group
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"The primary benefit of the Ci2 System is the ability to design virtually any type of question desired. . . The Ci2 System is well suited for serious questionnaire development."

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"Ci2 is a package to get excited about. The program is so smooth it is difficult to find a criticism." — Jim Patterson, *Capital PC Monitor*

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— Michael McKinzie, *Imprints*

APM for Adaptive Perceptual Mapping

"... the APM System greatly decreases the time required for the planning, execution, and analysis of a perceptual mapping study. . . Sawtooth Software [has] created a remarkable system."

— Joel Huber, *Journal of Marketing Research*

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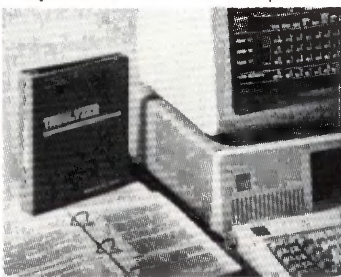
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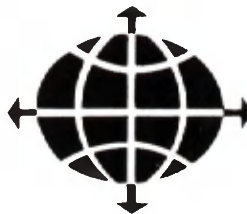
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Index of Advertisers

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Analysis Research Ltd.	16
Centrac, Inc.	30
Computers For Marketing Corp.	41
Consumer & Professional Research, Inc.	22
Consumer Opinion Services	18
Consumer Pulse	56
Creative Research	57
Csi	27
Datalogics	51
Digidata	50
ECF Systems Development	43
Ecker & Associates	24
First Market Research	21
Focus Plus	10
Focus Suites of Philadelphia	64
Gargan & Associates	12
Maritz Marketing Research	9
Market Action Software	48
Market Probe International	58
Marketing Research Services	14
Marketeam Associates	22
Market Trends Inc.	29
Metaphor	32, 33
NameLab Inc.	62
National Computer Systems	19, 20
Northwest Surveys, Inc.	23
Philadelphia Focus	17
Pine Company	47
Project Research Inc.	2
Quantime	49
Quick Test Opinion Centers	3
Rife Market Research, Inc.	13
Rockwood Research Corp.	31
SAMI/Burke	63
Sawtooth Software, Inc.	52
Irwin Sharpe & Associates	53
Sigma Research Corp.	39
Sophisticated Data Research	38
SPSS, Inc.	5
Strawberry Software, Inc.	55
Taylor Research	25
TMR Inc.	28
Trade-Off Marketing Services	15
Walonick Associates	53
The WATS Room	29
The Wirthlin Group	11

Corrections

The following listings were inadvertently omitted from the December, 1988, Focus Group Research Facilities Directory:

KPC Research	Shiloh Research Associates, Inc.
908 South Tryon Street	4215 No. Main Street, Ste. 208
Charlotte, NC 28202	Dayton, OH 45405
704/379-6342	513/275-5308
1,3,6,7B	1,3,4,6,7B

The following listing was inadvertently omitted from the May, 1988, Telephone Interviewing Directory:

Innovative Query, Inc.
8687 East Via DeVentura, #216
Scottsdale, AZ 85258
602/483-7505
18-16-16-0

Trade Talk

continued from p. 62

owners, reporters, librarians, clergymen and typical residents, to gain insight into their lives. He takes this information and, using the clusters as a guide, incorporates consumer and economic trends with historical, political, and pop cultural information to paint a vibrant picture of the U.S. and its people.

In the context of broader categories and issues such as spending habits, employment, relationships and family structure, leisure time, and politics, he shows us towns like Coon Rapids, Minn., a Blue-Chip Blues neighborhood where the good life is a family car, a deck in the backyard and nice dinner out once in awhile; and Dalton, Georgia, a Norma Rae-Ville cluster where life isn't quite so comfortable for many of the townspeople, who spend their lives trying to make a living in minimum wage jobs.

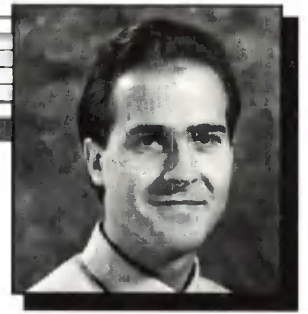
In addition to numerous charts and cluster maps on everything from voting habits to mayonnaise preference, Weiss provides quick-reference-style capsule views of each of the 40 clusters, giving information on demographics, politics, and tables of preferences in lifestyle, food, magazine/newspaper, automobile, and television show choices. The section "Changing Clusters" looks at how each new batch of census data has altered the PRIZM system by adding new clusters and eliminating those that are no longer relevant. Weiss also offers some predictions on what changes the upcoming 1990 Census will bring.

A particularly useful chapter for marketers and those involved with research is "The Myth of the Average American," in which Weiss looks at the "unshakable dominance of the Average American in marketing research," questioning just how average life is in Middle America, and whether the region's values should be so easily assumed to mirror those of the rest of the country.

Also, for those who are bombarded daily with statistics on the American Public, *The Clustering of America* provides a valuable look into the lives of the people whose tastes and decisions are represented by those numbers. It's the use of this kind of information, according to recent *Advertising Age* article (Feb. 13, p. 3)-which blames some recent marketing blunders on a lack of insight into consumer tastes-that could be the difference between the success and failure of a marketing campaign.

And, without conjuring up strains of "The Star Spangled Banner" here, it's just plain interesting to find out how other U.S. citizens feel about life in the United States. One of the most enjoyable things about the book is finding out how you're different-and similar-to the people in your cluster.

Because although we Americans like to flaunt our individuality, as Weiss points out, "For all our local idiosyncrasies, *The Clustering of America* shows that neighborhoods separated geographically can be virtually identical in lifestyle. California and New Jersey may be thousands of miles apart, but the cluster system illustrates that Palo Alto and Princeton have much in common. Both classified as Money & Brains communities, they share a populace of white-collar professionals and technocratic executives, swank homes valued at more than \$200,000, and high subscription rates to *Architectural Digest* and *Town & Country*. Perrier fizzes in their fridges. Invitations to Republican fundraisers arrive in the mail. On a cluster map, people who live 3,000 miles apart yet share the same neighborhood type have more in common with each other than with those people who live only three miles away." MRR



By Joseph Rydholm
managing editor

Book provides valuable insight into U.S. lifestyles

It's been said that you are what you eat. Well, the folks at Claritas Corp. have added a few adages of their own to that thought. Such as, you are what you read, what you watch, what you drive, and, most importantly, where you live.

In his book *The Clustering of America* (Harper & Row), author Michael Weiss looks at the United States through the lens of PRIZM, the target marketing system developed by Claritas that uses U.S. Census Bureau data and a variety of consumer surveys and opinion polls to create 40 distinct lifestyle depictions of America's 250,000 neighborhoods.

As a precursor to PRIZM, Claritas founder Jonathan Robbin

introduced the Claritas Cluster System in 1974, which gave each of the 40 segments a descriptive name to indicate the lifestyle of its inhabitants (e.g. Shotguns & Pickups, Norma Rae-Ville, Furs & Station Wagons). In addition, each cluster received a ZQ (or ZIP Quality) rating, which is described as a "socioeconomic ranking based on income, home value, education and occupation—a kind of pecking order of affluence." For example, Blue Blood Estates is at the top with a ZQ of 1, and Public Assistance is at the bottom with a ZQ of 40. This was followed up in 1978 by PRIZM (Potential Rating Index by ZIP Markets), which uses media, product, and opinion surveys to further define the clusters.



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The book is an entertaining, thorough, and engrossing trek across the country that shows how much can be learned about a community by determining which magazines they subscribe to, catalogs they order from, and beverages they drink. We are a nation of consumers, after all, and whether we like it or not, much of how we define ourselves comes from the things we buy.

Weiss makes it clear that you're doing more than just ordering a sweater when you call the toll-free number in your Land's End catalog, or send off a check for that subscription to *Field & Stream*. You're making a lifestyle statement.

Though Weiss discusses the theory behind the cluster system and some of the many uses it has been put to, his primary interest is sociological. Between December 1985 and February 1987, he crisscrossed the country, traveling to 75 communities, racking up 50,000 miles of airplane and automobile travel in the process. In each town he talked to community leaders, store

continued on p. 61

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1. **Super** — best 2 day seminar I've ever had! Totally targeted — very well done. Best (seminar manual) I've seen in terms of walking away with a great memory jogger.
Manager, ICI Pharmaceuticals
2. **Outstanding!** Will recommend for the entire professional staff at Ford. Extremely helpful for doing my job. Excellent, well laid out (manual).
Project Manager, Ford
3. **Fabulous** seminar. Covered a wide range of difficult information in only three days. I felt a very personalized learning experience — all due to the (speakers) vibrant, one-on-one communication style.
President, Marketing Consulting Company
4. **Excellent** — Covered more information in more detail and certainly more immediately useful methodology than the two semesters of business research methodology that I had just completed in an MBA program. Exciting, energetic, knowledgeable and effective presentation.
Opportunity Analyst, Dow Chemical
5. **Fantastic!** Even though I have an M.S. in stats, I have never had such a clear picture of how to apply stat techniques before. Wonderful examples to explain the theories, ideas, philosophies—superb (speaker)! Helped to motivate me to expand my use of different techniques and explore more possibilities.
Market Research Analyst, Consumer Power Company
6. **Great** seminar. Concentrated — practical — directed. Engaging (speaker) — it is exciting to have direct contact to such talent.
Market Officer, Marine Midland Bank
7. **Excellent** — exactly what I was looking for. No doubt that (the speaker) knows material inside and out, easily accessible, applied situation in real life to what we were learning.
Project Manager, Procter & Gamble
8. **I can't say enough.** I am much more prepared to understand the analysis needs and interpret the results effectively. Thank you. Nothing was a waste of time.
Assistant Manager, AT&T
9. **Outstanding** seminar. I learned a great deal and this seminar tied together a great deal of information that I had been exposed to but never trained in. Outstanding (speaker) used a lot of analogies that helped with the understanding of a lot of concepts. This course made marketing research more interesting to me.
Market Planner, Corning Glass Works
10. **Covered exactly the kinds of issues** we face in advertising research, and more important, the material was made very understandable because of the context in which each tool was described. The speaker can't be beat.
V.P., Group Research Director, Leo Burnett Advertising

The Burke Institute

Schedule of seminars January–June 1989

- | | |
|--|--|
| <ol style="list-style-type: none"> 1. Practical Marketing Research
Boston Jan. 9-11
San Francisco Feb. 6-8
New York Feb. 27-Mar. 1
Chicago Mar. 29-31
Philadelphia Apr. 17-19
Cincinnati May 8-10
Atlanta May 22-24
Toronto June 19-21 2. Introduction to Marketing Research
Cincinnati Mar. 22-23
Orlando June 19-20 3. Marketing Research for Decision Makers
Hawaii Jan. 17-18
Cincinnati May 2-3 4. Questionnaire Construction Workshop
New York Jan. 17-18
Cincinnati Feb. 27-28
Chicago April 4-5
Boston May 2-3 5. Questionnaire Design: Applications and Enhancements
Cincinnati Jan. 19-20
Chicago April 6-7 7. Focus Groups: An Introduction
Cincinnati Jan. 11-12
New York Mar. 21-22
Boston May 4-5
Orlando June 21-22 8. Focus Groups: An Applications Workshop
Cincinnati Jan. 17-18
Cincinnati April 11-12 9. Focus Group Moderator Training
Cincinnati Jan. 31-Feb. 3
Cincinnati Mar. 13-16
Cincinnati April 25-28
Cincinnati June 13-16 10. Qualitative Marketing Research With Children
Cincinnati Jan. 13
Orlando June 23 11. Writing Actionable Marketing Research Reports
Boston Jan. 12-13
New York Mar. 2-3
Cincinnati May 11-12
Toronto June 22-23 12. Effectively Presenting Research Results to Decision Makers
Cincinnati Mar. 8-10
Cincinnati June 7-9 | <ol style="list-style-type: none"> 13. Applications of Marketing Research
San Francisco Feb. 9-10
Philadelphia April 20-21
Atlanta May 25-26 14. Product Research
Cincinnati Feb. 21-22
Chicago May 16-17 15. New Product Forecasting
Cincinnati Feb. 23-24 16. Advertising Research
Cincinnati Feb. 9-10
New York May 18-19 17. Positioning and Segmentation Research
Cincinnati Feb. 7-8
New York May 16-17 18. Customer Satisfaction Research
Cincinnati Mar. 6-7
Chicago May 18-19 19. Tabulation & Interpretation of Marketing Research Data
Cincinnati Jan. 23-24
New York June 5-6 20. Tools and Techniques of Data Analysis
Cincinnati Jan. 25-27
New York Feb. 20-22
Chicago April 17-19
New York June 7-9 21. Practical Multivariate Analysis
Cincinnati Feb. 13-15
New York April 24-26
Cincinnati June 26-28 22. Using Multivariate Analysis: A PC-Based Applications Workshop
Cincinnati June 29-30 23. Experimental Designs for Marketing Research
Cincinnati May 4-5 24. Managing Marketing Research
Hawaii Jan. 19-20
Chicago April 12-13
Cincinnati June 20-21 25. Marketing Strategy & Tactics
Cincinnati May 25-26 26. Industrial Marketing Research
Cincinnati Mar. 29-31
Cincinnati May 22-24 29. Marketing Research for Healthcare Organizations
Cincinnati May 16-18 30. International Marketing Research
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