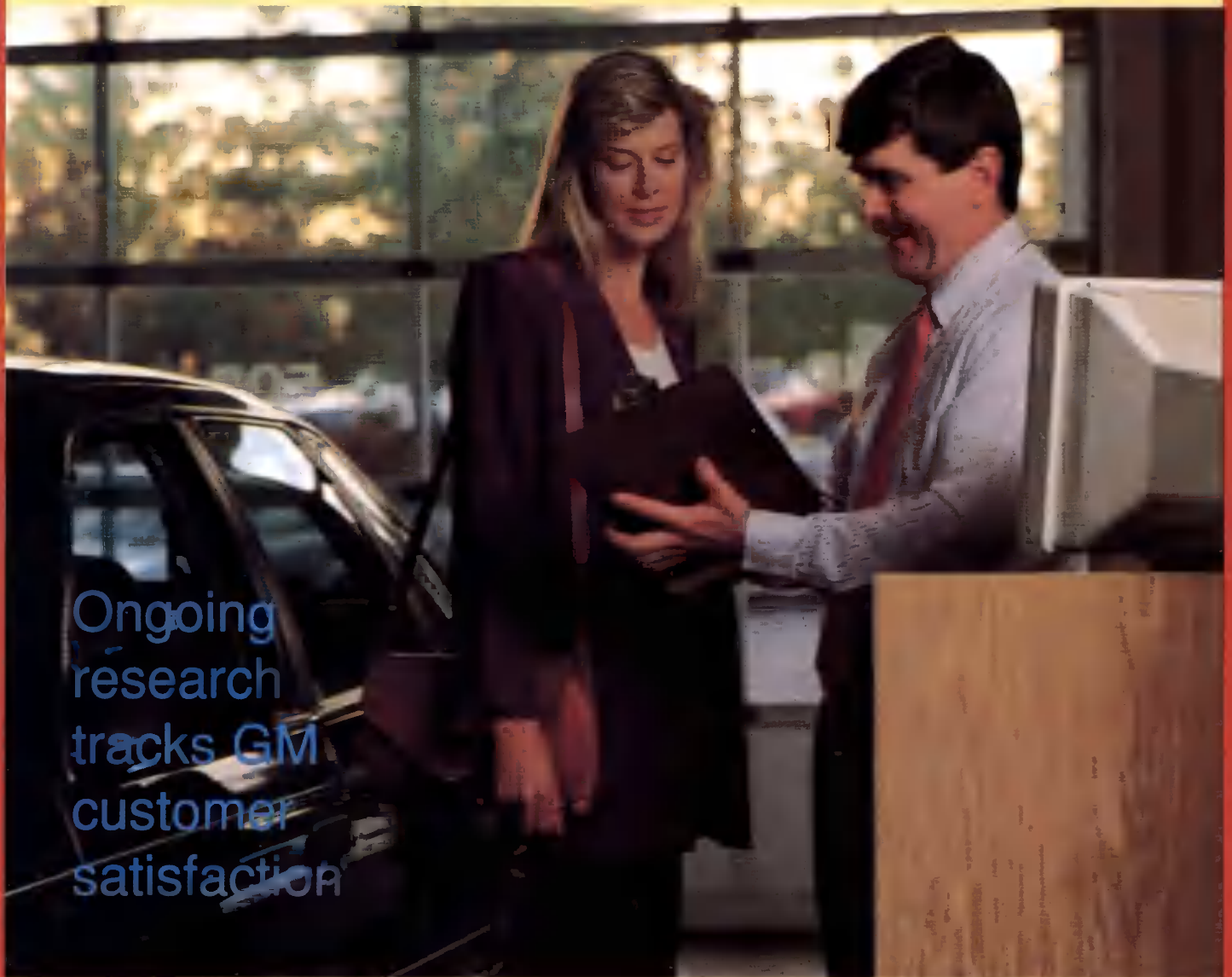


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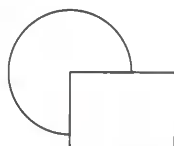
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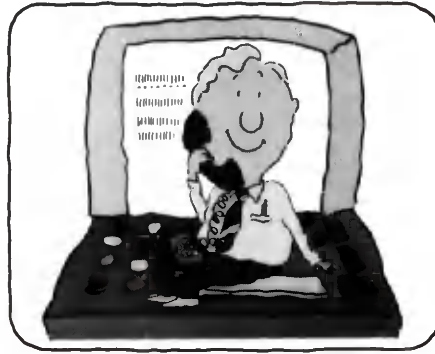
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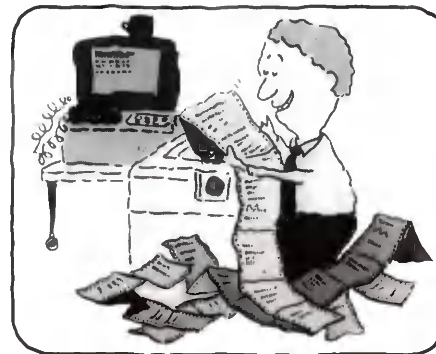
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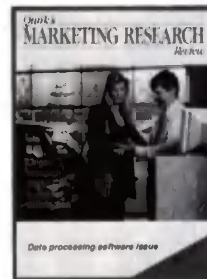
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## Cover

General Motors' CSi program helps dealers track customer opinions. Photo courtesy of GM.



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Managing Editor  
**Joseph Rydholm**

Editorial Advisor  
**Emmet J. Hoffman**

Marketing Associate  
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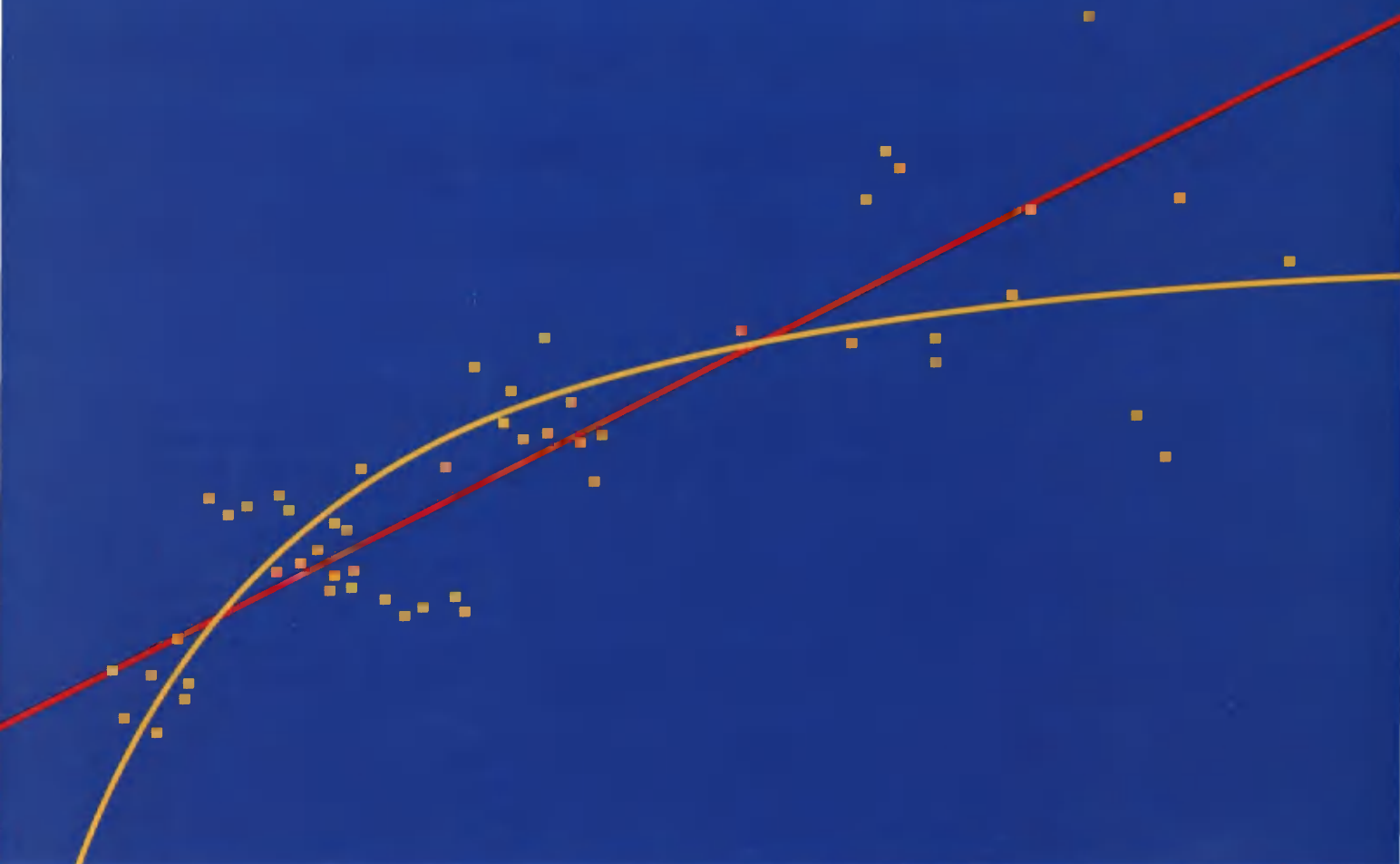
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# On the right track

## *CSi program helps GM dealers monitor customer*

**A**lmost anyone who regularly sends out surveys would rejoice if they received 1.5 million responses annually. But for General Motors, a number like that is nothing new. Since 1979, the automaker has logged a consistent 50-55% response rate to the nearly three million surveys it mails each year to measure customer satisfaction with GM dealers.

Buyers of new GM cars and trucks receive the survey six months after the purchase of their vehicle. Designed to look like a personalized mail piece, each division's questionnaire package contains a cover letter signed by the divisional general manager and is mailed from a post office near the division's home office.

Though primarily intended to measure customer satisfaction with the services of the dealer who sold the car or truck, the survey begins with questions on satisfaction with the vehicle. These questions are followed by sections on: the performance of the sales staff during and after the purchase; the delivery condition of the vehicle; how well the selling dealer handled any warranty service; overall satisfaction with the selling dealer; and an open-ended question asking customers to suggest ways to improve customer satisfaction at the dealership.

### **Customer Satisfaction Index**

The results from the dealer survey—which is one of many GM conducts with its customers—are tabulated and reported monthly to each dealer as part of GM's Customer Satisfaction Index (CSi) program. The dealers receive a CSi report summarizing their performance in several service areas during the previous three- and twelve-month periods.

"The information is arranged into index ratings that are used to compare the dealer's performance on the overall measures and in specific areas to logical comparisons of other dealer and zone averages, so the dealer has a relative measure to compare his performance to," says John Corbets, manager of GM's Customer Satisfaction Studies.

### **Not report cards**

One of GM's goals has been to show the dealers—some of whom view the CSi summaries as "report cards"—that the CSi program is not intended as a watchdog system but rather as an information and management tool that can help them improve their business by emphasizing customer satisfaction. (To further communicate this idea, GM last year changed to the lower-case "i" in CSi, Corbets says, to emphasize that customer satisfaction—and not the grading of dealer performance—is the most important part of the

program.)

"The effort has not been to be punitive with the dealers because of their performance, it's been to reinforce their actions. Reaction to this type of program is logically going to be mixed. While the dealers who do well like the program, some of those who do the poorest try to find ways to discredit it. But our use of the information over time has shown the dealers our commitment to the program. They have seen the effort that we've gone through to make it a legitimate and accurate reflection of their performance. More and more dealers have bought into the process and used the program in a positive way, which is how it's intended to be used.

"We do use it in a number of incentive activities where we have motivation and incentive contests that may be based on sales performance or service performance or a combination of the two. CSi is often used as one of the measures of the dealer's performance."

### **Educating dealers**

Corbets says that a great deal of effort has been put into educating the dealers about the program's goals and making sure they understand its purpose and the benefits of customer satisfaction. This includes video presentations made to the dealers on customer satisfaction and CSi,



## *satisfaction*

how it functions, and how it relates to the dealer's business.

"The best program in the world, the best information in the world, isn't effective unless it's properly utilized. One of our biggest focuses with the dealer organization and the divisions is to encourage them to use the information to try to respond to special needs.

"We have worked with the divisions to develop training programs and feedback to the dealer on the use of the information. We encourage management at all levels of the company and especially within the divisions to refer to customer satisfaction and CSi performance as a priority in GM."

Each of the General Motors divisions handles the dealership improvement activities a little differently, Corbets says. For example, some have customer satisfaction managers who will work with dealers specifically to improve their performance in customer satisfaction. In others, the sales and service representatives are empowered for dealership improvement in customer satisfaction areas. But the dealer must also be willing to participate in the process.

"In general, the dealer needs to take the information we provide and research it another step further to identify the causes of dissatisfaction. For example, when we ask (in the survey) about the attitude of



the service personnel, it may be that the dealer's lower ratings are attributable to one individual. So while we can identify the source of some dissatisfaction, the actual cause probably needs to be further researched."

Dealers seeking more in-depth information can contact GM for additional data and diagnostic information not found in the regular monthly reports. "If they see some things in their numbers that concern them, or that they want to know more about, they can call us to get more information. The effort has been made to get away from (the CSi program) being strictly a report card to providing them with information they can use to help improve their customer satisfaction. And of course that applies all the way up through to the divisions and the corporation as well," Corbets says.

All CSi reports and information are provided by Maritz Marketing Research,

which has conducted the CSi program under GM's direction since its inception. Jim Stone, manager of Maritz' GM Customer Satisfaction Center, says that Maritz has programmed the reporting system for maximum flexibility.

"With so many users of the data throughout the GM organization we need to be able to respond quickly and efficiently to almost any imaginable request for CSi-related information. We work closely with GM staff to provide the divisions, plants, and dealers with the information they need to continually improve customer satisfaction."

### **Ongoing analysis**

The information gathered through the CSi program has facilitated an ongoing analysis of the importance of customer satisfaction and its impact on various

continued on p. 22

# Six questions to ask your supplier about multivariate analysis

by Paul M. Gurwitz

*Editor's note: Paul Gurwitz is managing director of Renaissance Research & Consulting, New York.*

In terms of analysis, market research has come a long way in a short time. Many of the statistical tools and techniques in common use today had not even been invented twenty years ago, and even as recently as five years ago, much of the new research technology was scorned by a large number of practitioners as an impractical frill, rather than an integral part of most studies.

However, the progress made in the area of research analysis has been a mixed blessing. In some cases, we have gone in a few years from one extreme: "Statistical analysis is a lot of hokum; I can analyze a study just as well using only cross-tabs!" to the other: "Statistical analysis is so easy, anybody can do it—you just shove the data disk into the computer and press a button!"

In the long run, the latter attitude is more dangerous than the former. While those who disdain any advanced analytic techniques will often produce a limited analysis which may not make the full use of the data they have, at least they know what they have. Those who use multivariate techniques without being aware of the assumptions behind them may make fundamental misinterpretations of the results.

This problem is aggravated by the growing practice among some suppliers to "throw in" multivariate analysis as a free bonus for conducting a study, sort of like the drinking glasses that gas stations

used to give away with a fill-up. The availability of menu-driven statistical programs for use in micro-computers makes this sort of thing possible, but no amount of twisting and turning can make it good research.

The following is a list of questions that you, as the client, should ask the next time your research supplier generously offers to "run you a few multiple regressions for free." Satisfactory answers to these questions should set your mind at ease regarding the value of the free bonus you're getting. And, less than satisfactory an-

*The approach that the supplier plans to use will have a great bearing on how valuable the results will be. Make sure that you agree with it.*

swers should start you worrying about the value of the free bonus you're getting.

*Question 1: Are the data being cleaned properly for this analysis?*

Practically no data set ever comes from the tab house ready for multivariate analysis. Even if the data have been cleaned in the data collection process, there are still extra steps to perform before it is ready to use, for example, in factor analysis.

One of the most common problems in this area involves numeric coding. Often the way a variable is coded by a tab house

is perfectly alright for cross-tabs, but will cause trouble for a multivariate analysis. For example, coding a five-point likelihood scale with "1" as the highest point and "5" as the lowest is a common practice. Yet a technique like multiple regression assumes that a "5" is higher than a "1". If the variable is not recoded (or everyone who reads the results is not thoroughly familiar with the coding scheme), you might get what appear to be very strange results.

*Question 2: How are missing data handled?*

One of the most important differences between cross-tabular and multivariate analysis is in the handling of missing data—"don't know," "no answer," etc. With cross-tabs, the problem is relatively simple—different types of missing data are given their own categories, and tabulated as separate stubs.

However, this cannot be done in multivariate analysis, because techniques such as regression and discriminant need a valid value for every variable in the analysis. Instead, there are a number of useful strategies for dealing with missing data—for instance, substituting the variable mean, ascribing a value based on valid values of other variables, using the existence of a missing value as a "check" variable to determine whether missing data might bias the analysis.

There are also other "strategies" for dealing with missing values that are, unfortunately, in common use. These approaches are most often the "default" choice of statistical packages—that is,



the method chosen by the program if the operator simply "presses the button." The usage of either will most likely do violence to your analysis.

The first of these is called listwise deletion: if a respondent has a missing value in any variable in the analysis, that respondent is simply dropped. There is an evident problem with this approach: since many multivariate analyses involve large numbers of variables, the probability of a respondent having missing information in at least one variable, and therefore being dropped, is quite high. This is the source of one of the most common problems in statistical analysis: analyses performed on a small (and usually biased) fragment of the sample, because the rest of the sample has been excluded for missing values on as few as one variable.

The second most common approach is called pairwise deletion. While the problems caused by this approach are not as obvious as those caused by listwise deletion, they can severely distort the interpretation of the results. This method relies on the fact that most multivariate analyses are based on a correlation matrix. When pairwise deletion is used, the program calculates each correlation in the matrix based on all respondents who

have valid responses to the two variables being correlated. As a result, the analysis uses different sets of respondents when examining different variables. This can lead to extremely biased results, particularly when, as is often the case, missing data are not randomly distributed through the sample.

*Generally, these choices, known as defaults, were made by those who wrote the program to provide an analysis that is suited to the "average" problem. This is something like buying a "one-size-fits-all" dress—it may generally cover the area, but it won't be "you."*

*Question 3: What program is the supplier using? Will it do what you think it will?*

For example, when suppliers tell you,

"I'll run you a cluster analysis," they really aren't telling you very much. There are four or five major statistical packages that perform cluster analysis, and countless smaller and stand-alone programs, as well. Each of them does something different when you use it to do "cluster analysis"—and some of them do things that you probably wouldn't like, if you knew about them.

A clustering routine in one popular statistical package works by passing through the data, sorting respondents into homogeneous clusters, based on their variable means—once. The problem with this approach is that, when respondents are moved from cluster to cluster, the cluster means change, and the sort has to be repeated. In fact, the usefulness of most cluster solutions continues to improve significantly over ten or more passes through the data, so that a program that looks at the data once, and quits, is not likely to give you a solution you can really use. The approach that the supplier plans to use will have a great bearing on how valuable the results will be. Make sure that you agree with it.

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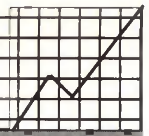
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## Mapping the future

by Betsy Goodnow

*Betsy Goodnow is president of Market ACTION Research Software, Clarendon Hills, Illinois.*

One peek into the future is worth more than a lifetime of hindsight, especially for corporations. Corporate executives need to predict the impact of various marketing strategies on their brand's competitive position. Scenario analysis of their brand's competitive position would help corporate executives evaluate alternative marketing strategies.

Many sophisticated consumer goods corporations now use correspondence analysis for competitive positioning because of its simplicity. In contrast to other types of perceptual mapping, correspondence analysis summarizes nominal data, rather than metric data. For example, respondents can simply check all images which apply to brands they know, instead of rating each brand on each image.

Correspondence analysis summarizes a crosstabulation of their aggregated responses by positioning brands and images on the perceptual map to best describe their relationships. A correspondence map describes the images of competitive brands by their proximity on the perceptual map. For example, if correspondence analysis positions the client's brand twice as close to a stylish image than a competitor and all other measures are equal, the client's brand is perceived as twice as stylish as the competitor.

Milton Peterson, director of marketing research of Philips Consumer Electronics, USA, uses correspondence analysis to evaluate alternative marketing plans. His approach to perceptual mapping shows executives at Philips Consumer Electronics how a change in a brand's image would effect its competitive

position. This type of scenario analysis helps Philips select its marketing strategy and set its advertising objectives.

The base-line measure would be the respondent's current perceptions of the images of competitive brands. The alternative scenarios are possible changes in the image of the Philips brand image as shown in Table I. For example, correspondence

**Table I Hypothetical Brand Images**

	Style	Speed	Quality
Current Image:			
Philips	40	40	20
Brand A	50	20	30
Brand B	10	50	40
Strategy I:			
Philips	35	35	30
Brand A	50	20	30
Brand B	10	50	40
Strategy II:			
Philips	30	30	40
Brand A	50	20	30
Brand B	10	50	40
Ideal Brand	40	20	40

analysis can test how a 10 and 20 percent increase in its quality

continued on p. 24



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# New measuring sticks for media and other marketing-mix variables

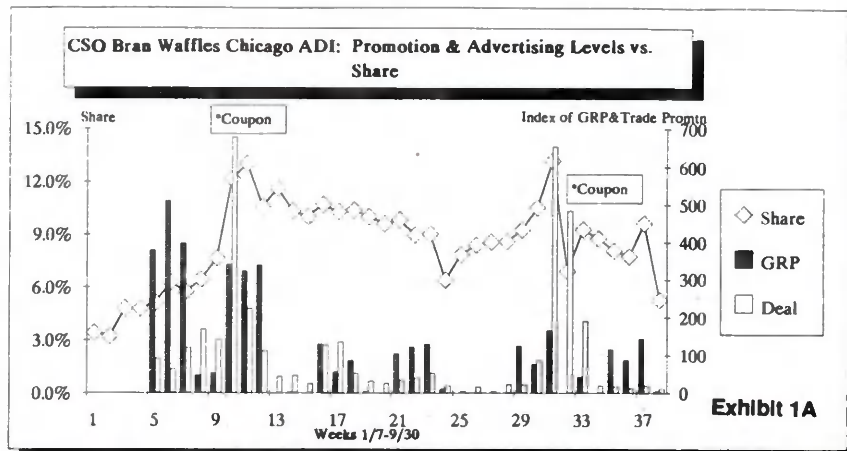
by Michael J. Wolfe

*Editor's note: Michael Wolfe is an independent marketing consultant. The work represented in this article was done while he was director of product management and analysis at Arbitron/SAMI.*

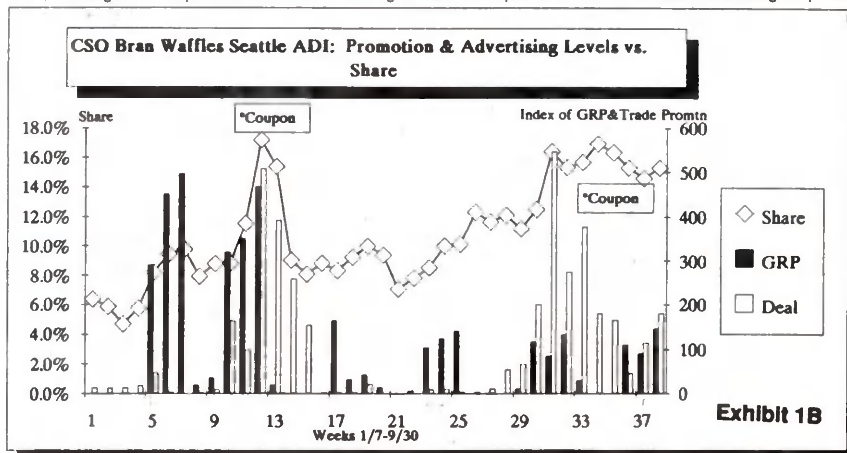
While marketing researchers have long sought ways of quantifying the sales effects of advertising and other marketing stimuli, only recently have such ventures made their way out of the abstract discourses of academia to the more pragmatic world of corporate marketing. The purpose of this article is to review how the arrival of single-source marketing information over the past decade has led to some practical ways of modeling and understanding the impact of advertising and promotion on product sales.

To start with, I will illustrate, from a real-world example, some ways that marketers might want to view such information in order to understand how and why their brands perform differently in different geographic markets. I will also discuss the implications this might have on marketing strategies and how they're carried out.

Next, I will briefly review some of the more recent and in-depth research of other researchers to illustrate varying approaches to the issue of modeling the sales impact of marketing-mix variables using single-source databases. Finally, I



Similar patterns and levels of media advertising, trade and consumer promotion do not always yield the same results. The high CDI market, Seattle, was more responsive to all components of the marketing mix than was the low CDI market, Chicago. Single-source data now permits a much more accurate means of tracking and measuring the impact of marketing activities at the local level, including the development of models for measuring the effective response of different markets to advertising and promotion.



Common Sense Oat Bran Waffle information from Arbitron's SAMI Scanner data and BAR Media Measurements.

will conclude by discussing the future of marketing-mix modeling efforts and the impact that these efforts are likely to have on more traditional marketing and advertising research.

While there is probably no universally agreed upon definition of single-source marketing information (SSMI), there are some unique attributes of these databases that have enabled marketing researchers to develop more robust and promising models relating the impact of marketing-mix variables—such as advertising, price, trade and consumer promotion—on product sales and market share:

1. By definition, SSMI reports product sales and all relevant “marketing stimuli” related to advertising, price, trade and consumer promotion.

2. All measures derive from a single and uniform origin and are also reported on the same time and geographic dimensions.

3. Many of the measures derive from “electronic” means (e.g., scanning), en-

abling them to be more detailed, and often more precise than measuring systems requiring human intervention and accounting.

Exhibits 1A and 1B graphically illustrate how SSMI could be viewed across different geographic markets. Here, we see 39 weeks of sales (share), trade promotion, consumer promotion and advertising data (GRPs) plotted simultaneously for a brand of frozen waffles. To illustrate levels of advertising and trade promotion, the GRP and scanner-derived data on trade promotion sales to consumers were “normalized” or transformed into indexed values and plotted on the same axis. The weekly data on market-share was then plotted on a separate axis, while data on consumer promotion (coupons) were simply overlaid as discrete events. All of these were integrated on a single chart to illustrate the patterns and interrelationships of “causal” marketing stimuli on product share.

For reference, the data plotted show events occurring very soon after the brand was introduced into each market. For the most part, media weights and the pulsing

manner of their delivery were found to be very similar. To the extent that these markets responded differently, however, we can begin to see a very interesting case study unfolding.

The main point of this illustration is that, despite the nearly homogeneous patterns of marketing stimuli, the sales response from each market differed considerably. In the highly developed market, Seattle, we find share gaining momentum, especially after week 21, and reaching higher sustained levels than the lesser developed market (i.e. category per-household sales are lower) of Chicago.

Overall, a brand manager would be very interested in tracking his/her brand’s performance in this fashion. Seeing that share is not building in Chicago, alterations in the frequency, mix and/or weight of advertising and promotion can be ordered up. Specifically, such information is likely to lead a marketer to shift the emphasis from developing and executing strategies at the national level to a more localized focus.

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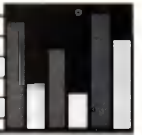
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## More women buying cellular phones

Results of a new study by Natick, Massachusetts-based Venture Development Corporation indicate that women now account for 24 percent of all cellular telephone purchases, with some dealers

claiming at least one-third of their cellular phone sales going to women. In 1987, this same figure was under 12 percent. VDC expects the number of women buying cellular phones to continue to rise as the industry starts paying attention to this audience.

Keeping in mind that there are many reasons why women buy cellular phones,

the primary cause is personal safety on the road (to be able to call for help if the car breaks down, or if danger seems imminent). A number of male executives who own car phones also purchase a second model for their wives or daughters for the same reason.



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## Suow big deal for skiers

The lack of snow, the high cost of lift tickets, and the state of the economy have apparently resulted in limited growth for the ski industry over the past few years. In spite of all of the problems, almost one out of five adults plans to go skiing during the next 12 months and that would mean a tremendous 90-91 season for the ski slopes.

A recent study conducted by Bruskin Associates reveals that 34% of all adults have ever gone skiing, 8% went skiing during the past 12 months, and 19% plan to do so during the next 12 months. Similar questions asked by Bruskin during 1986 revealed that 32% had ever gone skiing, 12% had done so during the last 12 months, and 21% planned to go.

The sport continues to have greatest appeal among men, people 18 to 24 years of age, those with household incomes of \$40,000 or more and people living in the West.

## Executives identify employee attributes

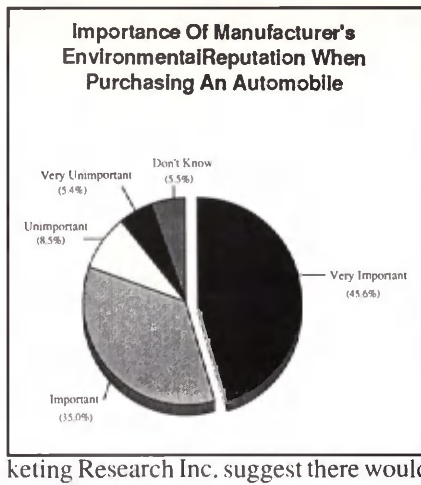
Good manners and getting along with others mean more to your career than dressing well and looking good, according to a national survey of executives and professionals conducted by Communication Briefings, a monthly communication management newsletter.

When asked for the top three traits preferred in employees, 84 percent of the respondents cited interpersonal communication skills, such as good manners and the ability to get along well with other. Some 79 percent said the ability to write well is important. Sixty-eight percent noted that they look for good speaking abilities.

The survey found that two common success measures lagged. Only 40 percent of those surveyed placed educational background and work experience in the top-three category. Personal appearance placed last, with only 18 percent of those surveyed saying it was important.

## Environmental coucerus affect car buyiug

Results from a recent national telephone survey conducted by Maritz Mar-



be widespread consumer interest in vehicles that have reduced tailpipe emissions or which run on cleaner-burning fuels. The poll was conducted before Congress passed the clean-air bill and shows an overwhelming majority of Americans are worried about the effect of automobiles on the environment. Eighty-eight percent of men and 90% of women describe themselves as concerned or very concerned about the issue.

The poll also suggests a manufacturer's reputation on environmental issues affects

continued on p. 25

# 1,078,842

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# NAMES OF NOTE



**Dorothy Deasy** has joined the Chicago office of *Total Research Corporation* as senior project director. Prior to joining Total, she was project director for Starmark, Inc., a business-to-business marketing communications firm.



Deasy

Wierdak

Steven D. Wierdak has been named

account manager for *Maritz Marketing Research Inc.* He will be based at the firm's Chicago office.

*CASRO*, the national trade association for commercial survey research, has elected board officers for 1991. **David A. Ross**, president of Ross-Cooper Ascts. Inc. was unanimously elected chairman of *CASRO*'s board of directors. **Harry E. Heller**, president of the Heller Research Group, was elected chairman-elect for 1991 and will serve as chairman for one year, beginning January 1, 1992. **Jerry Rosenkranz**, president of Data Development Corp., was elected secretary, and **Anthony P. Teska**, chief financial officer of the NPD Group, will serve as treasurer.

**Leslie Ann Seahright** has joined *Woelfel Research, Inc.* as a research associate.

**Thomas Mandel** has been appointed director of Leading Edge for the Values and Lifestyles (VALS) program at *SRI International*. Leading Edge provides clients with insights into consumer behavior and identifies strategies for businesses based on new trends, new ideas, and changing markets.

St. Paul-based *Rockwood Research* has promoted **Janel Mamer** to vice president.



Fulgoni

Mamer

**Giau M. Fulgoni**, vice chairman and CEO of Chicago-based *Information Resources, Inc.* (IRI) has received an Illinois High Tech Entrepreneur Award. The award honors individuals who have made significant contributions to the high technology community in Illinois.

**Mary Beth Schmelz** has joined *Sigma Validation*, Fort Lee, NJ, as marketing manager.

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**TMR Inc.** has moved to new, expanded facilities at 1974 Sproul Rd., Broomall, PA 19008. Telephone numbers remain unchanged..

St. Paul-based **Concepts in Marketing Research (CIMR)** will no longer provide qualitative research services and focus group facilities for the marketing research community. CIMR will concentrate solely on supporting the corporate marketing research efforts of its parent company, Minnesota Mutual Life Insurance. In a related development, former CIMR account executive Carolyn Ruble has established her own Twin Cities-based qualitative research firm—**Carolyn Ruhle & Associates**, 5316 James Ave. So., Minneapolis, MN 55419. Phone 612-922-1408. Fax 612-922-1430..

**Xtreme, Inc.** has moved to 60 E 8th St., Ste. 34-D, New York, NY 10003. Phone 212-473-4674. Fax 212-473-4750..

**National Planning Data Corporation (NPDC)** has formed an agreement with Trinet, Inc. which enables NPDC to provide business data in the form of summarized and customized reports, based on the Trinet raw database of SIC (standard industrial classification) codes. (see this month's Product and Service Update section for more information)

**Woelfel Research**, an offshoot of Market Dynamics, Inc., has opened offices at 2222 Gallows Rd., Vienna, VA 22027 (Phone 703-560-8400), and at 131 South Main Ave., Albany, NY 12208 (Phone 518-438-2200.)

**National Analysts (NA)**, the marketing research division of international management and technology consultants Booz Allen & Hamilton, and Japan's Marketing Intelligence Corporation (MIC) have formed a strategic alliance to enhance one another's ability to assist companies in pursuing global business strategies. The primary focus of the relationship would be marketing research and marketing consultation services. Specifically, NA is offering its clients in the U.S. access to several syndicated databases, along with custom survey and

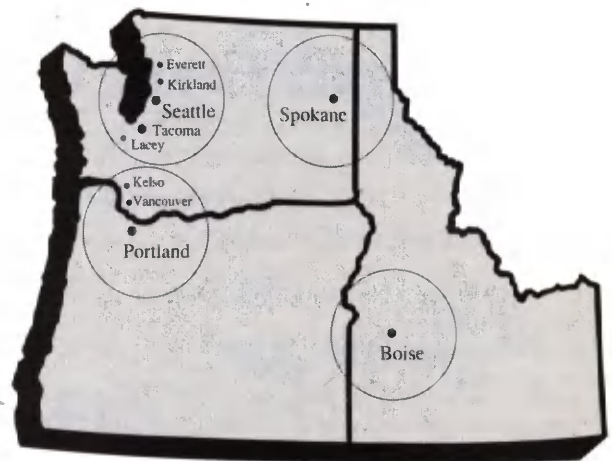
qualitative research capabilities provided by MIC in Japan. MIC is providing its clients in Japan custom marketing research and analysis, along with access to proprietary modeling techniques developed by NA.

**Focus Vision Network, Inc.** has moved to 6 Hutton Center Drive, 11th Floor, Santa Ana, CA 92707. Phone 714-434-5650

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## New county forecasts from Woods & Poole

Woods & Poole Economics has just released its detailed county economic and demographic forecasts in a new format called Desktop Data Files. Each file, on a single 5 1/4" or 3 1/2" disk, contains data for the U.S., as well as all states, all counties, and all metropolitan areas for

all years from 1969 to 2010 for any one of more than 160 variables. Desktop Data Files can be imported into most desktop marketing systems and other regional databases to give users access to Woods & Poole's long-range regional forecasts in conjunction with their own data.

The 160 variables include population by race, sex, and age in five-year cohorts, Hispanic population, personal income by source, employment and earnings by in-

dustry, retail sales by kind of business and households by number, size, and in-

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come. Woods & Poole will aggregate data to create special variables, e.g. total population age 20-34.

Desktop Data Files are in ASCII format and can be imported into any database or spreadsheet software. State and county names and FIPS codes are included in the comma-delimited files so that the forecasts can be easily combined with other regional data.

For further information contact Woods & Poole Economics, Inc., 1794 Columbia Rd. NW, Washington, DC 20009. Phone 202-332-7111.

## Free report on Americans 65 and over

The U.S. Administration on Aging (AoA) and the American Association of Retired Persons (AARP) have released a demographic report, "A Profile of Older Americans," that examines geographic distribution, marital status, education, living arrangements, racial and ethnic composition, employment, income, housing, and health and health care issues for persons 65 years of age or older. For a free copy, send a postcard to: Profile of

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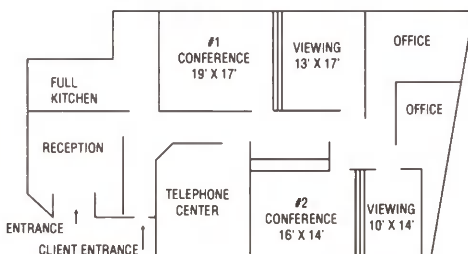
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## Book profiles U.S. women

Oryx Press has published the Statistical Handbook on American Women, a compilation of and guide to demographic, economic, social, and health statistics on

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women in the United States. More than 400 tables and charts are included. Brief, one-sentence highlights of key trends and data conclusions precede the tables and charts. The volume's editor, Cynthia M. Taeuber, is chief of the Age and Sex Statistics Branch of the Population Division of the Bureau of the Census. For

more information contact the Oryx Press, 4041 N. Central Ave., Phoenix, AZ 85012-3397. Phone 800-279-ORYX or fax 800-279-4663.

## Warehouse club panel established

National Retail Tracking Index (NRTI), a division of the market research firm the Ehrhart-Babic Group, has established a national syndicated distribution panel of warehouse clubs. The move was implemented due primarily to the mounting importance of these membership clubs, and increased client demand for a sample representation of these high volume, no frills, warehouse-like outlets. According to Ehrhart-Babic sources, membership clubs have a total sales volume from a universe of 400+ stores approaching \$20 billion.

## NPDC/Trinet provide business data

An agreement between National Plan-

ning Data Corporation (NPDC) and Trinet, Inc. enables NPDC to provide business data in the form of summarized and customized reports, based on the Trinet raw database of SIC (Standard Industrial Classification) codes. The NPDC "Trinet Business Data Reports" will allow business decision makers to increase accuracy in analysis and forecasting. NPDC has developed an assortment of summary reports from a specially selected, partial list of 326 SIC codes. Standard geographies for which these data are available include: state, county, census tract/minor civil division, 5-digit ZIP codes and yellow pages directories. The business data available in summary reports are categorized by number of establishments, estimated total number of employees, estimated total sales, and number of establishments with fewer than 20, 20 to 49, and 50 or more employees. For more information, call 800-876-NPDC or write NPDC, Sales & Marketing Dept., re: Trinet Info., P.O. Box 610, Ithaca, NY 14851-0610.

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## General Motors

continued from p. 7

customer groups, the GM divisions, and dealers, for example.

Corbets says that GM and Maritz have responded to dealer fears about possible non-response bias with extensive analysis. "One of the dealers' biggest concerns was that the people who respond are only those who are dissatisfied. And even though we've had a consistent response rate over the years, there has been concern that we're not hearing from a true representation of the total population. So we have done extensive studies to verify that we're not impacted by nonresponse bias."

GM has also verified that measuring customer satisfaction at six months is an accurate predictor of long-term satisfaction and that there is a strong link between satisfaction and repurchase behavior. "We have the numbers to support what you logically and intuitively believe: that the more satisfied a customer is with the product and the dealer, the more likely he is to repurchase from the selling dealer, the division, and General Motors," Corbets says.

The survey was originally sent to buyers 12 months after they purchased their new vehicle. In 1982, that time period was shortened to 6 months. "Changing it to a shorter horizon meant that if the dealer made a change in his operation he could see the impact of it much sooner. We researched extensively before the change was made so we knew what its impact would be," says Maritz' Jim Stone.

### Main purpose

Stone says that two things have made the General Motors dealer study successful. First, GM does not allow anything to interfere with the main purpose of the survey: to measure satisfaction with the dealer body. Second, the CSi program is constantly being researched to make sure it meets information needs.

"When you're talking about a database of a million and a half respondents a year, a lot of people will want to use it for a variety of purposes. We try to be responsive to these needs and provide the information whenever possible, but anything that would interfere with the primary goal is disallowed. It is a very focused program, which means that tinkering with it or adding questions because it would be nice to know something disrupts the

tracking nature of the study.

"The program has changed over time, but very slowly. If, for example, someone in one of the divisions suggests an improvement or change, even if it looks like a perfectly obvious thing to do, we don't do it until we know what its impact will be. Pilot testing goes on almost year-round, so if we add a question, we know what its impact will be on the overall ratings," Stone says.

### Paid off

GM's customer satisfaction research efforts have paid off in many ways. For example, the Cadillac division recently received a Malcolm Baldrige National Quality Award. And over the past ten years, even as consumers have become harder and harder to please, GM has seen a considerable increase in customer satisfaction with its products and its dealer service, Corbets says.

"We use the CSi information extensively throughout the corporation. The customer satisfaction scores have gone up on both the GM product side and the dealer side because the company has responded to the needs of our customers and reacted to customer satisfaction and CSi." □

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## Six Questionous

continued from p. 9

*Question 4: What decisions will be made about how your analysis will be done? Would you agree with them?*

In contrast to a cross-tab, which has a fairly standard procedure, most multivariate analyses involve a series of choices of method. For instance, there are at least five different ways to perform a factor analysis, and seven methods for rotating the results afterward.

Every statistical package will make these decisions itself if the operator does not explicitly tell it otherwise. Generally, these choices, known as defaults, were made by those who wrote the program to provide an analysis that is suited to the "average" problem. This is something like buying a "one-size-fits-all" dress—it may generally cover the area, but it won't be "you." In order for an analysis to fit your particular problem, care has to be taken in designing it—and that takes time.

*Question 5: What will the final product look like? Will you understand it? Be able to use it?*

The raw output of many statistical

packages is designed for statisticians, not market researchers. It often consists of poorly-annotated lists of numbers, unlabeled graphs, and assorted hieroglyphics. All of which is fine, if you're accustomed to this style of presentation, and can read and interpret it.

If not (and this is usually the case), be sure that your supplier also "throws in" either a detailed discussion of the findings, written in English, or will agree to be available to interpret the output for you. Otherwise, you may end up with a two-inch thick sheaf of computer paper that your client will find quite unimpressive.

*Question 6: Is your supplier willing to repeat the analysis, as necessary?*

One of the real advantages of multivariate analysis is that its speed allows the researcher to "ask questions of the data." This usually involves repeated runs, modifying each successive analysis to answer the questions posed by the previous one. This interactive approach permits much more intensive and creative use of your data set than was ever possible before.

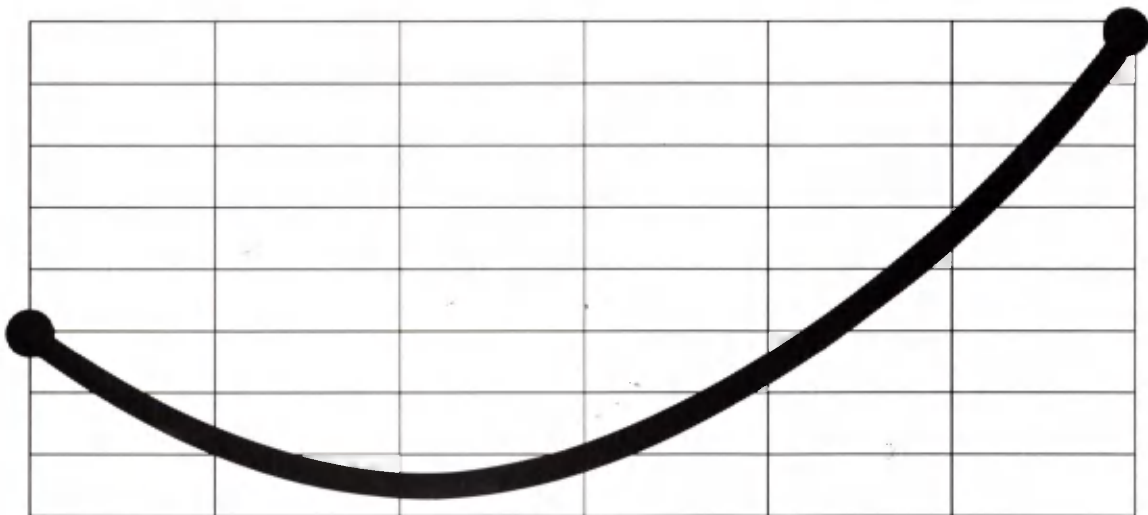
However, many suppliers, in offering to "run a regression," mean exactly that—

one regression. This could conceivably be all you need in a certain situation, but more likely it will simply whet your appetite for further analysis. In that case, will your vendor still be willing to offer "free bonuses?" Make sure that your supplier is willing to be a partner in a dialogue with the data, not simply a space-age tab house.

In nine cases out of ten, the answers you get to these questions will confirm the old adage, "You get what you pay for." Statistical analysis is a real advance in marketing research, but only when all concerned take the time and trouble to make sure that it is used to best advantage. Analyses performed as a "free bonus" usually reflect the small investment of time and care taken to do them—and produce results that are at best meaningless, and at worst misleading.

By contrast, multivariate analyses conducted systematically, by people who know the issues and take the time to consider the options, will often yield new insights into your problem. Because of the training required and the time involved, this approach is unlikely to be available for free—but it will more than pay off in results. □

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## Data Use

continued from p. 10

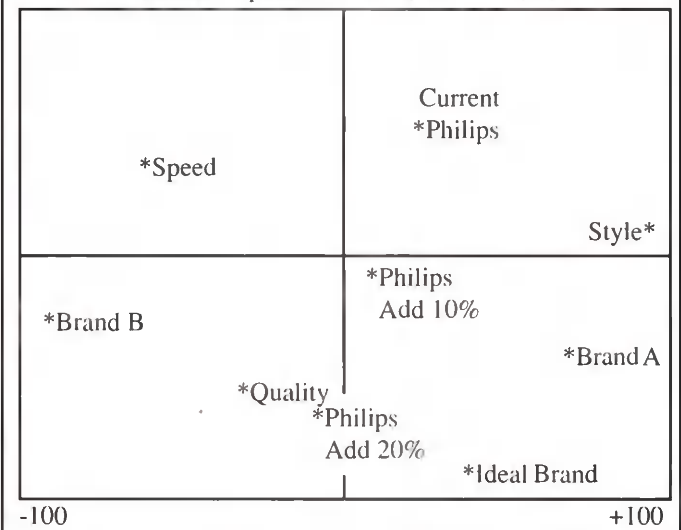
image would effect its competitive position and its relationship to the ideal brand. If the solution indicates that a 10 percent increase were sufficient to differentiate the Philip brand from competitors and to become the most ideal brand, the advertising objective could be a 10 percent, rather than a 20 percent, increase in the quality image of the Philips brand.

Correspondence analysis of the hypothetical scenarios in Table I shows that a 10 percent increase in the quality image of the Philips brand is not a sufficient to differentiate it from competitors and to become the most ideal brand. The correspondence map in Figure I reveals that in this scenario, Brand

Figure 1

### Scenario Analysis of Competitive Positioning

+100 Variance Explained: X Axis =.87 Y Axis =.13



A would be most ideal since it is closest to the Ideal Brand. Furthermore, the Philips brand would have no distinct comparative advantage since it is located in the center of the map.

In contrast, a 20 percent increase would achieve the marketing strategy. In this alternative scenario, the Philips brand is closest to the Ideal Brand and is distinguished from competitors by its quality image. Sensitivity analysis would determine exactly how much of an increase in the quality image of the Philips brand is required to achieve a satisfactory competitive position. For example, an 18 percent increase may be sufficient to achieve the marketing strategy while minimizing the advertising budget.

Additional factors could be considered in scenario analysis for competitive positioning. For example, superimposing the characteristics of the buyers would describe the target market of the Philips brand both before and after the change in its competitive positioning. This information would help Philips redirect its advertising message to its new target market. Furthermore, superimposing the features of the competitive brands on the solution would indicate which features are associated

with a quality image. Then Philips would know how to improve the brand's quality and which features to emphasize in its advertising.

Scenario analysis of competitive positioning could be applied to any type of product, service, or idea. Although this approach requires a base-line study of the current positioning of competitive brands, no additional research costs are required to test out the effect of alternative advertising objectives on the brand's competitive position. However, another base-line study is required if the identity of competitors or salient images changes.

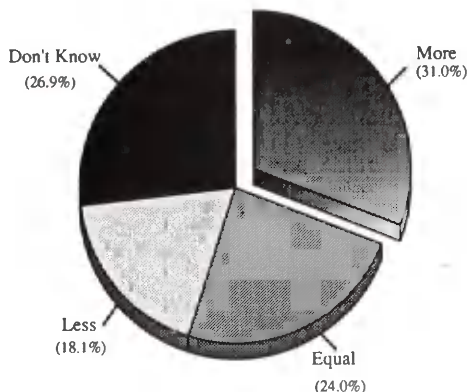
This approach allows corporate executives evaluate the impact of various advertising objectives on a brand's competitive positioning, to test out possible competitive reactions to changes in brand images, to scientifically set the advertising objective, and to logically justify an advertising budget. Thus, scenario analysis of competitive positioning lowers the risk of strategic decisions. According to Randy Emond, senior vice president for Market Planning of F.C.B./Leber Katz, "Correspondence analysis gives us a vision of the possibilities. It transforms numbers into a snapshot of the marketplace."

## Survey Monitor

continued from p. 15

the car-buying decision. When deciding which auto to buy, 46% say reputation is very important, while 35% say it's important. Only 14% don't take environmental reputation into consideration. Women, more so than men, rank the issue as very important.

### Are Domestic Auto Manufacturers More or Less Environmentally Conscious Than Japanese Competitors?



The poll reports some good news about the image of American auto manufacturers. Nearly one-third of people perceive them to be more environmentally conscious than the Japanese or the Europeans. Only 18% of people think the Japanese auto manufacturers are more environmentally conscious. Even fewer, 13%, think European car makers are more in tune with the environment. A large segment of the population, however, is undecided.

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## Marketing-Mix Variables

continued from p. 13

To the market researcher with a bent for modeling, more in-depth analysis can separately reveal a brand's sensitivity to promotion and advertising on a market-by-market basis. To illustrate, on Exhibit 2 a statistical technique was used to eliminate the effects of promotion from the brand's share. That process yielded a measure called "base share." The plot of base share and advertising GRPs in Exhibit 2 illustrates several points:

1. Short-term advertising effects on sales can be observed, as illustrated by the sine wave-like pattern in "base share" similar to the pulsating pattern of the advertising.

2. Sales effects of advertising are usually not immediate; although the actual length of the "lag" effect on sales might not be uniform, as seen here.

3. The "local market" is the relevant dimension for evaluating advertising and other marketing-mix variables.<sup>1</sup>

### SSMI and marketing-mix models: some recent developments

Noted efforts and advances have recently been made by a number of researchers who have used single-source data to come up with their own varieties of marketing-mix models. Like other areas of advertising research, approaches to the area of marketing-mix models differ. To some, there are differences in the type of SSMI used—some use consumer panel data, while others employ store level scanner information. Still, others differ according to the level of aggregation where the data is analyzed. Here, some look at disaggregate store level information, while others look at market level data. While this is not intended to be an exhaustive or technical treatment of all recent efforts to use SSMI to develop marketing-mix models, I will briefly discuss some recent and interesting advances and applications.

One approach is represented through the efforts of Edward Dittus and his consulting company, Marketing Media As-

essment of Westport, Connecticut. Dittus begins his analysis by collecting integrated and weekly scanner sales, promotion, and local media advertising data at the market level. This model basically uses a simultaneous equation solution to ferret out the effect of advertising and promotion.

Dittus has used his modeling approach with a number of major packaged goods firms and directs his efforts specifically at helping them improve the productivity of their marketing and media plans. Dittus' model uses single-source data to quantify the sales effects of various media decisions. It is designed to specifically help companies determine the best strategies for answering critical marketing-mix questions.

Some of these include:

1) the relative sales contributions of advertising, promotion and pricing, and

how increases or decreases would affect brand volume,

2) the timing constraints of advertising, including carryover effects and the optimal length of advertising hiatus periods and

3) the best advertising mix and daypart strategies.<sup>2</sup>

Another recent advance in marketing-mix models has been developed by Dennis Bender of the A.C. Nielsen Company.<sup>3</sup> Bender's approach uses "scanner sales" data at the individual store level. Rather than filtering out promotion at the market level, Bender focuses on store level data and employs a simultaneous equation solution known as "vector transfer function regression." Overall, Bender's approach focuses on a fairly large array of marketing-mix indepen-

## CSO Oat Bran Waffles: Base Share and Media Impact, Seattle

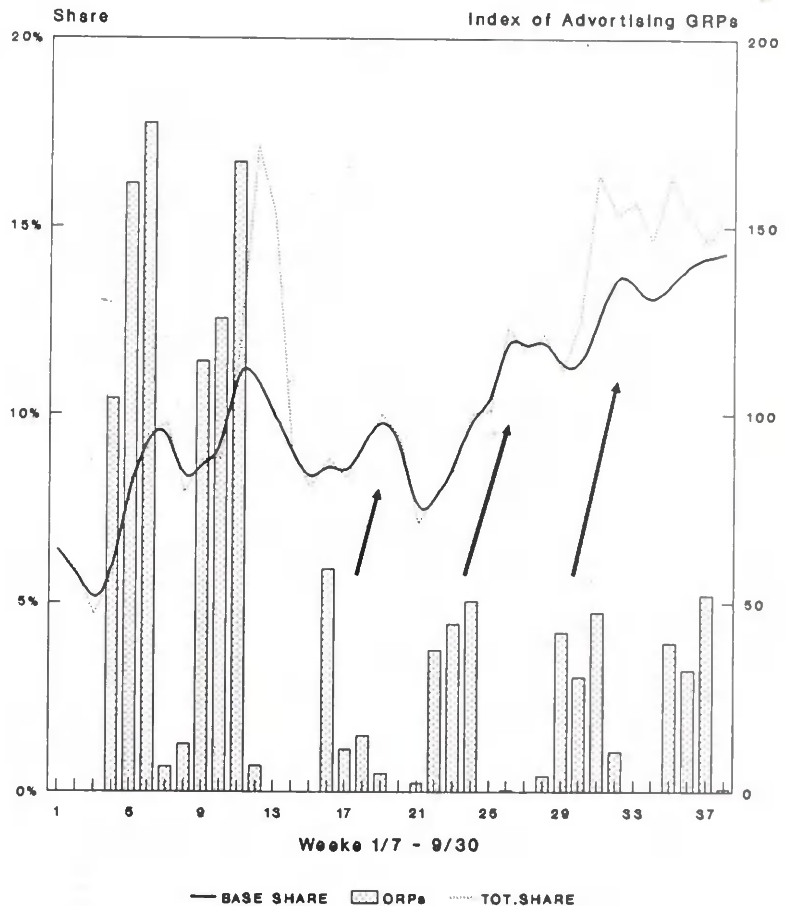


Exhibit 2

Quirk's \_\_\_\_\_  
**MARKETING RESEARCH**  
\_\_\_\_\_ Review

**1991 EDITORIAL CALENDAR**

<b><u>Issue</u></b>	<b><u>Editorial Emphasis</u></b>
January	Health Care Research
February	Data Processing/Software
March	Advertising Research
April	Business-to-Business
<i>Spring Researcher Card Deck</i>	
May	Telephone Interviewing
June/July	Syndicated/Omnibus Research Studies
<b>August/September</b>	<b>SourceBook of Research Suppliers/Products</b>
October	Packaging Research
<i>Fall Researcher Card Deck</i>	
November	Mall Research / Customer Satisfaction
December	Qualitative Research/ Focus Groups

dent variables, ranging from trade and consumer promotion to pricing and media weight, frequency, mix and quality variables. By using store-based disaggregate data, Bender contends that his model avoids biases sometimes encountered in accurately measuring the separate effects of promotion and advertising on sales.

In other words, when different marketing stimuli tend to move together, it is difficult to accurately separate or isolate the effects of each. In addition, "aggregation biases" also occur even at the market level which mask and/or distort advertising response. After developing the model using store level scanner data, Bender also uses household panel data as a supplement in order to focus on how household purchase history for a product and/or category effects responses to these marketing-mix variables.

Finally, another interesting approach is represented by Drs. Fred Zufryden and James Pedrick of USC. They look at household purchase data along with TV metered viewing behavior from these same households using panel data from NPD/Nielsen. Using a multinomial logit model, Zufryden and Pedrick isolate individual household responses to a host of marketing-mix stimuli. Given the direct linkage to metered TV viewing, individual responses to different advertising reach and frequency levels can be evaluated.<sup>4</sup> Overall, Zufryden and Pedrick's approach models "the impact of adver-

tising media plans and other marketing variables on performance measures that relate to brand choice probabilities and market-level consumer purchase dynamics."<sup>5</sup>

#### Single-source data and the future of marketing-mix models

When SSMI came on the scene in the early 80s, attention was first focused on

*Because of more precision and uniformity in the measuring of marketing stimuli and sales simultaneously, effects of the different marketing "levers" can now be isolated and quantified down to the market and household level*

developing models for evaluating some of the more obvious and short-term marketing-mix variables such as trade promotion. Now, thanks to the research of those cited here and others, efforts have expanded to looking at the broadest array of marketing-mix variables such as consumer promotion, media advertising and all of these factors combined.

While recent approaches to marketing-mix models differ, all illustrate how single-source marketing information has enabled researchers to quantify the impact of promotion in advertising in ways not deemed possible or practical ten years ago.

Because of more precision and uniformity in the measuring of marketing stimuli and sales simultaneously, effects of the different marketing "levers" can now be isolated and quantified down to the market and household level. The relative ease with which this information can be brought together, along with the greater computing power now available for using sophisticated modeling techniques, has permitted marketing-mix models to actually be used by the corporate marketing world. The result is that some marketing managers are actually using these models to aid in their planning and decision making.

The practical implications of these efforts are many. Media planners and marketing managers now have the tools for improving the efficiency of their total marketing plans and budgets, enabling them to better target their media and promotion dollars. The old cliché about "not knowing which half of the advertising budget is actually working for you" is being challenged. As manufacturers demand more accountability for how all marketing funds are spent, these models are likely to become more prominent. □

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1. Schroer, James C., "Ad Spending: Growing Market Share," *Harvard Business Review*, Jan./Feb. 1990, pp. 44-48.

2. Dittus, Edward & Kopp, Marty, "Advertising Accountability in the 1990s: Moving from Guesswork and Gut Feelings," *Advertising Research Foundation Media Research Workshop*, May 8, 1990.

3. Bender, J. Dennis, "Measuring the Advertising-Sales Relationship: Meters, Measurement of Advertising Audiences, and New Analytics," *Advertising Research Foundation Behavioral Research and Single-Source Data Workshop*, Jun. 26-27, 1990.

4. Pedrick, James H., & Zufryden, Fred S., "Evaluating the Impact of Advertising Media Plans: A Model of Consumer Purchase Dynamics Using Single-Source Data," *Marketing Science (TIMS/ORSA)*, Winter, 1991 (to be published).

5. *Ibid.*, p. 1.



**1991**

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**Section II Statistical Analysis .....Pg. 43**  
**Section III Software Programs for PC's .....Pg. 44**  
**Section IV Software Programs for Mainframes .....Pg. 50**

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612/939-0538  
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Branch:  
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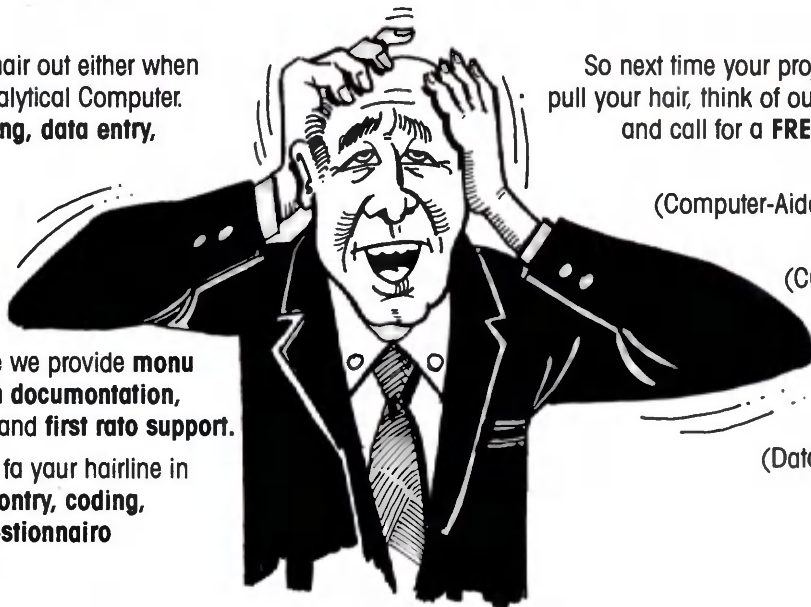
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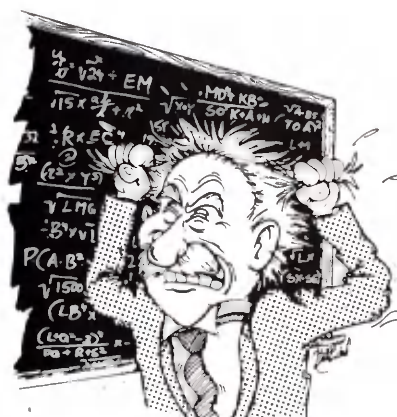
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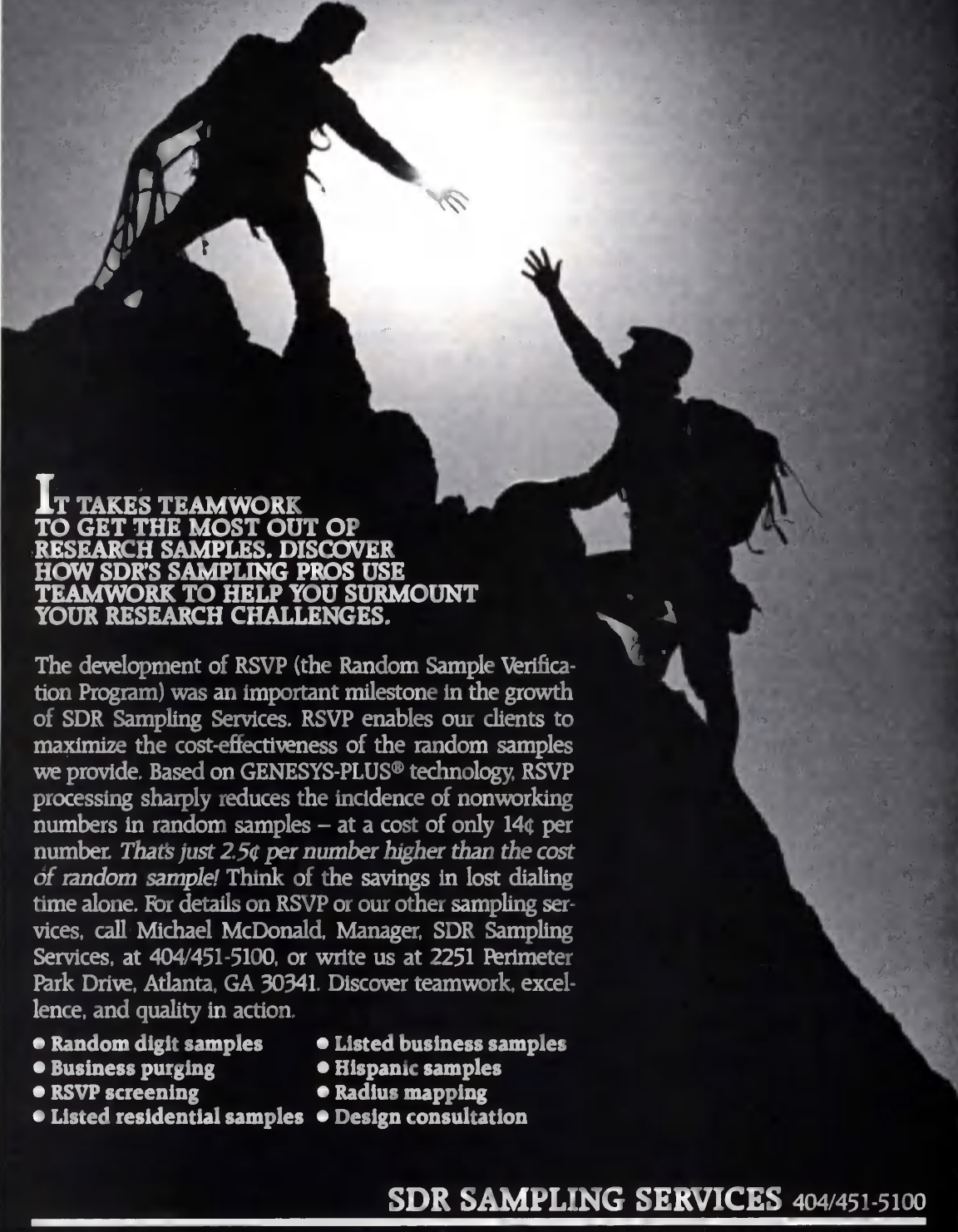
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Survey Network Data Proc.  
TBX, Inc.  
T/C/A  
Teller Tab Service  
Telstar, Inc.  
Total Research Corporation  
Jan Werner Data Processing

## SECTION II

### Statistical Analysis

**ANALYTICAL COMPUTER SERVICE, INC.** - Specializes in statistical analysis of research data including multivariate analysis.

**MARITZ MARKETING RESEARCH**-Statistical analysis experience with most multivariate methods (ANOVA, regression, factor, cluster, conjoint, etc.) plus proprietary.

**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 forecast-

ing, segmentation studies, scaling, logit analysis, etc.

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

**SOPHISTICATED DATA RESEARCH**-Provides a full line of statistical analysis sampling services, database management, and statistical consulting, targeted specifically to the marketing research industry.

## STATISTICAL ANALYSIS SERVICES

The Accutab Co.  
**Analytical Computer Service**  
Analysis and Forecasting, Inc.  
Analytic Consultants Intl.  
Batch Data Processing  
BMDP Statistical Software, Inc.  
Cascio Custom Tabs  
Coffman Systems, Inc.  
Computers For Marketing Corp.  
Consumer Research Assoc.  
CRC Information Sys.  
Data Lab Corp.  
Datalogics  
Daten, Inc.  
Datanetics  
Data Tabulating Service  
DataTactics

Data Vision Research  
Dynacomp, Inc.  
Fassino Associates  
Hodges & Assoc.  
R. Isaacs Computing Assoc.  
Levenbach Associates Inc.  
McCarthy Assoc.  
Management Science Assoc.  
**Maritz Marketing Research**  
**Market Action Rsch Software**  
**Marketeam Associates**  
Marketing Software, Inc.  
Market Probe International  
Matrix, Inc.  
National Planning Data Corp.  
NCSS  
Nordhaus Research  
Pine Company  
Pizzano & Co.  
P-Stat, Inc.

Pulse Analytics  
**Quantime**  
Questar Data Systems, Inc.  
ReData, Inc.  
Renaissance Rsch & Consulting  
Research Data Analysis  
The Sachs Group  
SAS Institute, Inc.  
**Sophisticated Data Research**  
Spencer Research  
Stamford Tabulating Svce.  
Statistical Innovations  
Sterling Information Services  
**STS, Inc.**  
Sulcer Services  
Survey Network Data Proc.  
TBX, Inc.  
Teller Tab Services  
Total Research Corporation  
Tydac Technologies  
Walker: Research & Analysis  
Jan Werner Data Processing

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## SECTION III SOFTWARE PROGRAMS FOR USE WITH PC'S

ANALYTICAL COMPUTER SERVICE, INC.-  
ACS-QUERY: Networked, PC-based com-  
puter-aided system with full sampling, quota

**Mix and Match**  
to get the software  
you need!

# The Survey System

offers:

- Interviewing • Tabulation
- Statistics • Graphics
- Verbatim reports
- Network support



**Creative Research  
Systems**  
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Petaluma, CA 94952  
(707) 765-1001

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control, and call management capabilities. It allows you to create questionnaires, conduct interviews, list and sort open-ended responses, run marginal counts and one-by-one cross tabs, as well as disposition and interviewer productivity reports.

**ACS-QUERY SOLO:** Stand-alone PC version of ACS-QUERY, allows you to create questionnaires, conduct interviews, list and sort open-ended responses, run marginal counts and one-by-one cross tabs, as well as disposition reports. Useful for mail and executive interviewing, also allows phone number entry and saves callbacks for re-attempts.

**A-CROSS:** Easy and powerful PC cross tab program that produces professional quality tables as large as 30 columns by 100 stubs. Provides weighting, nets, sub-nets, and statistics. A-CROSS reads dBASE, ASCII, or column binary files and outputs to all printers (including lasers), and creates ASCII and LOTUS. WKS files. Direct interface with ACS-QUERY and Ci2 for automatic table building.

**KNOCKOUT:** PC-based data entry software featuring 10-Key (keypad) or keyboard entry, ability to enter numeric and alpha-numeric data, data editing, verification of all of parts of the data file, screen or printed display of data and data format, ability to add, delete, and retrieve respondents, and marginal counts. Data may be output as ASCII file or Column Binary file.

**JUGGLER:** Data manipulation software for ASCII or column binary data that will: (1) Merge, match and sort data, (2) Randomize records in data files, and (3) Sort data by picking every nth number. The match/merge/sort routine will allow you to work with up to 50 files at one time. It will match on respondent ID and sort respondents who do not have data in all the cards, have duplicate cards, or have an extra card.

**JUGGLER** will put respondents who do not match into a separate file and/or put blanks in records that have missing data. You then can manually fix the respondents who are put into a separate file and re-merge them. **2CROSS:** Utility that enables the experienced user to create A-CROSS tables in a text editor, without going through the menus.

**A-CROSS RUN-TIME:** A full featured version of A-CROSS customized for each job. A-CROSS users can provide Run-Time disks to clients with their tables and data, for post-processing and "what if" analysis.

**CREATIVE RESEARCH SYSTEMS-THE SURVEY SYSTEM:** The Survey System is 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, graphics and statistics. A multi-user network version is available. Modular pricing lets our clients pay for only those features they need.

**VERBATIM MODULE:** The Verbatim Module lets you record and report the actual text of responses to open-ended questions. Reports can show the responses grouped by demographics and/or code based on the content of the responses.

**INTERVIEWING MODULE:** The Interviewing Module is a full-featured package for both telephone and computer-directed interviewing. It includes automatic skip patterns, logic checking, rotations, etc. The network version of this module also includes real-time quota monitoring, interviewer productivity monitoring and telephone sample management.

**THE SURVEY SAMPLER:** The Survey Sampler creates random-digit telephone samples. This program is very 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.

**MARITZ MARKETING RESEARCH-MARITZ STATS:** PC-based statistical package. Performs ten significance tests on summary data and analyzes frequency distributions. Sample size module calculates sample sizes and precisions for a variety of problems. Select-a-Stat module recommends appropriate statistical test for most situations. FREE for the asking.

**MARKET ACTION RESEARCH SOFTWARE-MapWise** summarizes correlations among categories in any type of research table with multiple correspondence analysis. This multivariate/nonparametric type of multidimensional scaling graphically displays relationships by the proximity of categories on a perceptual map and with a correlation matrix. Applications

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## GET SERIOUS!

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demonstrated in the manual include brand image tracking, market segmentation and analysis of patterns in sales, demographic, and media data.

**MARKETING SYSTEMS GROUP-GENESYS:** Complete Random Digit Dialing (RDD) Sampling System For license on IBM compatible and Apple Macintosh PC's. Geographic capabilities down to the Zip Code level (eg. State, County, ADI, DMA, MSA and Area Code / Exchange). Targeted samples for over 20 demographic variables, including associated incidence and coverage estimates. Custom print programs and interface to all major CATI systems included. Business Purging option available.

**GENESYS-ID:** Hardware/Software/Data-base system for identifying and purging non-household numbers from RDD samples. GENESYS-ID operates without ringing into every household in the sample. Available for license on IBM compatible PC's.

**MICROTAB, INC.- MICROTAB CROSS TABULATION:** Software was designed to enable users to perform all necessary functions on collected data in order to examine and analyze the data in a cross tabulated manner. MICROTAB is available in three different editions, each designed with a specific range of needs in mind. Used by service bureaus, research suppliers, banks, newspapers, etc. Fast, flexible and comprehensive. Priced at 495; 995; and 1995. Free telephone support and enhancements.

**QUANTIME-QUANTUM.PC:** 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 PC:** 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. Predictive-dialer 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.

**QUINPUT:** Streamlined define and punch

data entry system. Features: menu driven real time data checking from user-defined data mask includes full range of mathematic and logic operators. Punch program features automatic code conversion, code and number repeat, column counting and delete functions. Full verification. Quinput requires no technical training. Output in quantum or plain text format. Available in DOS and Xenix.

**SAWTOOTH SOFTWARE, INC.-Ci2 SYSTEM:** Lets you create and administer questionnaires using a PC. Ci2 gives the questionnaire author complete flexibility in presentation format and questions sequencing. Writer controls question type, skip patterns, randomizations, ac-

## Ci2 CATI LEAVES OUR USERS SPEECHLESS!

### Questions we've asked our users:

**Q:** What PC CATI system offers more features than Ci2 CATI?

**A:** " "

*Angela Marzolini - Insight Canada Research*

**Q:** How much have you paid for annual licensing and support?

**A:** " "

*Anthony Roman - Center for Survey Research,  
University of Massachusetts-Boston*

**Q:** When was the last time you followed the wrong skip pattern or got an out-of-range answer?

**A:** " "

*Pam Clayton - American Medical Association*

**Q:** When was the last time your client had to wait for data?

**A:** " "

*Rick Snyder - The Research Spectrum*

**Q:** In upgrading from stand-alone to CATI, how much of your investment in hardware and software did you lose?

**A:** " "

*Elisa Galloway - Galloway Research Service*

**Q:** When was the last time you went over budget because you didn't know the interview length or the study incidence until after the study was over?

**A:** " "

*Lisa Hammer - Applied Management Sciences*

If you're thinking about a PC CATI system, think about Ci2 CATI. It will leave you speechless too.

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**Sawtooth Software**

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ceptable responses and screen colors. The system provides summary information so that surveys can be monitored while in progress. Data can be analyzed by most tab and statistics packages.

**ADAPTIVE CONJOINT ANALYSIS (ACA) SYSTEM:** is used to design products/services or answer strategic marketing questions. ACA lets you simulate the impact on product acceptance of changes in product design or pricing. This is done through the collection, via a computer-interactive interview, of individuals' preferences for product features. ACA includes all software needed to conduct a conjoint study.

**CONJOINT VALUE ANALYSIS (CVA) SYSTEM:** like ACA, is used to design products/services or answer strategic marketing questions. However, CVA lets you study price in

greater detail. Rather than one price attribute, CVA allows prices to be associated with each product feature. And, unlike ACA, which requires a computerized interview, CVA can be used with either a computerized or paper-and-pencil interview.

**ADAPTIVE PERCEPTUAL MAPPING (APM) SYSTEM:** is used to understand how products/services compare to competitors on image-related issues. This information is useful in positioning products and identifying new product opportunities. APM produces "perceptual maps" of your product and its competitors; it also lets you simulate market response to changes in product image. Includes all software needed to conduct a perceptual mapping study.

**Ci2 CATI SYSTEM:** is a computer-aided

interviewing system using PC's connected through a local area network. The system offers automatic call management, auto-dialing, quota control, disposition monitoring, interviewer productivity reporting, and more. Generate sample manually, household +1, randomly, or transfer from Survey Sampling disks. Interviewing handled by widely-used Ci2 System for Computer Interviewing. Handles up to 60 interviewing stations.

**CONVERGENT CLUSTER ANALYSIS (CCA) SYSTEM:** is software for grouping survey respondents with similar characteristics into identifiable "clusters" for strategic target marketing. Market segments based on demographics, product preferences, or other variables can be identified easily and dependably using CCA. CCA can use data from any source, but it is particularly easy to use with data from Sawtooth Software products.

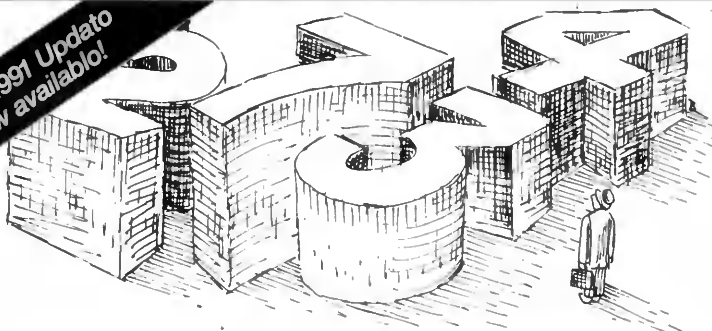
**SOPHISTICATED DATA RESEARCH-SDR** provides a full line of data processing, statistical analysis and sampling services, targeted specifically to the marketing research industry. Services include data entry, cross-tabulations, multivariate analyses, time-sharing, RDD samples, listed samples, database management, statistical consulting and mail survey outgo and return services.

**SPSS, INC.-SPSS/PC+:** is an interactive, menu-driven data management, analysis and presentation package. It features automatic error-checking, extensive on-line help, and the ability to read and write ASCII files. Statistical procedures include crosstabulation tables, descriptive statistics, exploratory data analysis, frequency counts, means and rank analyses. Data management facilities allow for selecting, sorting and weighting cases, merging multiple files, data aggregation and creating new variables.

**STATPAC, INC.-STATPAC GOLD:** Was developed in 1979 as the first microcomputer research package and has continued to evolve since that time. The software is a complete survey and marketing research package with components ranging from sample selection, questionnaire design, on-line interviewing, tabs and statistical analysis, and forecasting. STATPAC GOLD is easy to learn, and will accommodate both large and small surveys. 1991 UPDATE NOW AVAILABLE.

**TABULYZER-(IRWIN P. SHARPE & ASCTS):** TABULYZER is a comprehensive and easy-to-use PC-based crosstab software package for data entry, survey crosstab-analysis, and printing management-ready reports. Features include: easy data entry with DATACHECK, cleaning, verification, labeling, editing, open-ended and multiple response questions, 32,000 questionnaires, 500 questions, 29 banner points, frequency counts, column and row percentages, filters, weighting, ranking, grouping, skips, statistics—a complete survey analysis system. Output to printer, monitor, or to disk.

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## ANALYSIS OF VARIANCE

Ashton-Tate  
Barry Cohen  
CACI  
Concurrent Technologies Corp.  
**Creative Research Systems**  
Crunch Software  
Cybernetic Solutions Co.  
Dynacomp  
Fassino Assoc.  
**Microtab, Inc.**  
NCSS  
P-Stat, Inc.  
Pizzano & Co.  
SAS Institute  
**Sophisticated Data Research**  
Spring Systems  
**SPSS, Inc.**  
**StatPac, Inc.**  
STSC  
Systat, Inc.  
**Tabulyzer**  
Vision Base

## BRAND SHARE ANALYSIS

**Analytical Computer Service**  
Ashton-Tate  
CACI  
Dynacomp, Inc.  
Equifax Mktg Decision Systems  
Geographic Data Tech.  
Information Resources, Inc.  
Landis Group  
Management Science Assoc.  
Marketing Software, Inc.  
SAS Institute  
Spring Systems  
**SPSS, Inc.**  
**StatPac, Inc.**

## CANONICAL ANALYSIS

Dynacomp  
NCSS  
**Market Action Rsch Software**  
NCSS  
SAS Institute, Inc.  
Spring Systems  
**SPSS, Inc.**  
**StatPac, Inc.**  
STSC  
Systat, Inc.

## CENSUS REPORTING PROGRAMS

**Analytical Computer Service**  
CACI  
Claritas Corp.  
Donnelley Marketing Information  
Equifax Mktg Decision Systems  
Geographic Data Tech.  
GeoQuery Corp.  
Sammamish Data Systems  
SAS Institute, Inc.  
Strategio Mapping  
**SPSS, Inc.**  
**StatPac, Inc.**  
Strategic Mapping

## CLUSTER

## ANALYSIS

CACI  
Claritas Corp.  
Dynacomp  
Fassino Assoc.  
Geographic Data Tech.  
Landis Group  
MapInfo Corp.  
**Market Action Rsch Software**  
NCSS  
P-Stat, Inc.  
SAS Institute, Inc.  
**Sawtooth Software**  
**Sophisticated Data Research**  
Spring Systems  
**SPSS, Inc.**  
**StatPac, Inc.**  
STSC  
Systat, Inc.

## COMPREHENSIVE STATISTICAL PACKAGES

Ashton-Tate  
BMDP Statistical Software  
Concurrent Technologies Corp.  
Crunch Software Corp.  
Cybernetic Solutions Co.  
Dynacomp  
Fassino Assoc.  
Marketing Software, Inc.  
P-Stat, Inc.  
SAS Institute  
The Scientific Press  
Spring Systems  
**SPSS, Inc.**  
**StatPac, Inc.**  
STSC  
Systat, Inc.  
Vision Base

## COMPUTER CODING

Computers For Marketing Corp.  
**Creative Research Systems**  
Cybernetic Solutions Co.  
Datanetics  
Downie-Pine Company  
**StatPac, Inc.**

## COMPUTER GRAPHICS

Ashton-Tate  
CACI  
**Creative Research Systems**  
Donnelly Marketing Information  
Downie-Pine Company  
Dynacomp  
Equifax Mktg Decision Systems  
Ferox  
Hawthorne Software, Inc.  
IMSI  
Information Resources, Inc.  
Management Science Assoc.  
MapInfo Corp.  
**Market Action Rsch Software**  
**P-Stat, Inc.**  
The Sachs Group  
SAS Institute, Inc.  
Spring Systems  
**StatPac, Inc.**  
STSC  
Systat, Inc.  
Vision Base

## COMPUTERIZED INTERVIEWING

Advanced Data Research  
**Analytical Computer Service**  
Computers For Marketing Corp.  
CRC Information Sys.  
**Creative Research Systems**  
Cybernetic Solutions Corp.  
Datanetics  
Digisoft Computers, Inc.  
Dynacomp  
M/A/R/C, Inc.  
Market Probe International  
**Quantime**  
Sales & Marketing Systems  
**Sawtooth Software**  
The Scientific Press  
**StatPac, Inc.**

## CONJOINT/TRADE OFF ANALYSIS

Ashton-Tate  
**Bretton-Clark**  
Fassino Assoc.  
Information Resources, Inc.  
SAS Institute, Inc.  
**Sawtooth Software**  
**Sophisticated Data Research**  
**SPSS, Inc.**  
**StatPac, Inc.**

## CORRESPONDENCE ANALYSIS

**Market Action Rsch Software**  
NCSS  
SAS Institute, Inc.  
**Sophisticated Data Research**  
**SPSS, Inc.**  
**StatPac, Inc.**

## CROSSTABULATION/DISPLAY

Acquadata Entry Services  
Analysis Technology, Inc.  
**Analytical Computer Service**  
Ashton-Tate  
Bruce Bell and Assoc.  
CACI  
Computers For Marketing Corp.  
Concurrent Marketing Sys.  
Consulting, Hrdwre & Processing  
CRC Information Sys.  
**Creative Research Systems**  
Crunch Software Systems  
Cybernetic Solutions Co.  
Datanetics  
Downie-Pine Company  
Dynacomp  
Information Resources, Inc.  
M/A/R/C, Inc.  
**Market Action Rsch Software**  
Marketing Software, Inc.  
Matrix, Inc.  
**Microtab, Inc.**  
NCSS  
Plain Jayne Software  
P-Stat, Inc.  
**Quantime**  
SAS Institute  
**Sigma Research**  
**Sophisticated Data Research**  
Spring Systems  
**SPSS, Inc.**  
**StatPac, Inc.**  
Stolzberg Research

STSC  
Systat, Inc.  
**Tabulyzer**  
TBX, Inc.  
T/C/A  
Vision Base  
Jan Werner Data Processing

## CRT DATA ENTRY

Computers For Marketing Corp.  
Concurrent Marketing Sys.  
**Creative Research Systems**  
Crunch Software Corp.  
Cybernetic Research Co.  
Datanetics  
Downie-Pine Company  
M/A/R/C, Inc.  
Marketing Information Sys.  
Matrix, Inc.  
**Microtab, Inc.**  
P-Stat, Inc.  
**Quantime**  
Sigma Research  
**SPSS, Inc.**  
**StatPac, Inc.**  
STSC  
Systat, Inc.  
TBX, Inc.

## CRT TELEPHONE INTERVIEWING

**Analytical Computer Service**  
Computers For Marketing Corp.  
**Creative Research Systems**  
Cybernetic Solutions Co.  
Datanetics  
DigiSoft Computers, Inc.  
M/A/R/C, Inc.  
**Quantime**  
Sales & Marketing Systems  
**Sawtooth Software**  
Sigma Research  
Software Science, Inc.  
**StatPac, Inc.**

## DATABASE MANAGEMENT PROGRAMS

**Analytical Computer Service**  
Computers For Marketing Corp.  
Crunch Software Corp.  
Cybernetic Solutions Co.  
Datamap, Inc.  
Datanetics  
Dynacomp  
Information Resources, Inc.  
Leadtrack  
Leibowitz Market Research Assoc.  
Management Science Assoc.  
MapInfo, Inc.  
Market Power, Inc.  
Marketing Information Sys.  
Matrix, Inc.  
Pizzano & Co.  
P-Stat, Inc.  
Sales & Marketing Sys.  
SAS Institute, Inc.  
Software Science, Inc.  
**StatPac, Inc.**  
T/C/A

## DATA EDITING

Acquadata Entry Services  
Concurrent Marketing Systems  
Consulting, Hrdwre & Processing



## **Creative Research Systems**

Crunch Software Corp.  
Cybernetics Solutions Co.  
Datanetics  
Downie-Pine Company  
Dynacomp  
Marketing Software, Inc.  
Mastersoft, Inc.  
Matrix, Inc.  
**Microtab, Inc.**  
Plain Jayne Software  
P-Stat, Inc.  
**Quantime**  
SAS Institute  
Spring Systems  
**SPSS, Inc.**  
**StatPac, Inc.**  
STSC  
Systat, Inc.  
**Tabulyzer**  
T/C/A  
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Jan Werner Data Processing

## **DATA ENTRY**

Acquadata Entry Services  
Adapt, Inc.  
Advanced Data Research  
**Analytical Computer Service**  
Bruce Bell and Assoc.  
Computers For Marketing Corp.  
Concurrent Marketing Sys.  
**Creative Research Systems**  
Crunch Software Corp.  
Cybernetic Solutions Co.  
Datanetics  
Downie-Pine Company  
Hodges & Assoc.  
M/A/R/C, Inc.  
Marketing Software, Inc.  
Mastersoft, Inc.  
Matrix, Inc.  
**Microtab, Inc.**  
Plain Jayne Software  
Pros & Cons, Inc.  
P-Stat, Inc.  
Pulse Train Technology  
**Quantime**  
SAS Institute  
Spring Systems  
**SPSS, Inc.**  
**StatPac, Inc.**  
STSC  
Systat, Inc.  
**Tabulyzer**  
TBX, Inc.  
Viking Software  
Vision Base

## **DATA MANIPULATION PACKAGE**

**Analytical Computer Service**

## **DEMOGRAPHIC ANALYSIS**

**Analytical Computer Service**  
Ashton-Tate  
CACI  
Claritas Corp.  
**Creative Research Systems**  
Crunch Software Corp.  
Cybernetics Solutions Co.  
Donnelley Marketing Information  
Dynacomp  
Equifax Mktg Decision Systems

Fassino Assoc.  
Geographic Data Tech.  
GeoQuery Corp.  
Information Resources, Inc.  
MapInfo Corp.  
**Market Action Rsch Software**  
Marketing Software, Inc.  
Market Share Modeling  
**Microtab, Inc.**  
Pizzano & Co.  
P-Stat, Inc.  
The Sachs Group  
Sales & Marketing Sys.  
Sammamish Data Systems  
SAS Institute, Inc.  
Slater Hall Information Products  
**SPSS, Inc.**  
**StatPac, Inc.**  
Strategic Mapping, Inc.  
TBX, Inc.  
Tydac Technologies

## **DISCRIMINANT ANALYSIS**

Dynacomp  
Fassino Assoc.  
NCSS  
P-Stat, Inc.  
SAS Institute  
**Sawtooth Software**  
**Sophisticated Data Research**  
Spring Systems  
**SPSS, Inc.**  
Statistical Innovations  
**StatPac, Inc.**  
STSC  
Systat, Inc.

## **EXPERIMENTAL DESIGN THEORY**

**Bretton-Clark**  
Dynacomp  
NCSS  
SAS Institute, Inc.  
**Sophisticated Data Research**  
**SPSS, Inc.**  
STSC

## **FACTOR ANALYSIS/ PRINCIPAL COMPONENTS**

Ashton-Tate  
Crunch Software Corp.  
Dynacomp  
Fassino Assoc.  
Matrix, Inc.  
NCSS  
P-Stat, Inc.  
**Sophisticated Data Research**  
Spring Systems  
**SPSS, Inc.**  
**StatPac, Inc.**  
STSC  
Systat, Inc.

## **FOCUS GROUP MANAGEMENT**

Decision Support Inc.  
ECF Systems Development  
**Sophisticated Data Research**

## **GENERATION/**

## **BALANCED SAMPLING DESIGN**

Dynacomp  
Hodges & Assoc.  
P-Stat, Inc.  
STSC  
T/C/A

## **GEOGRAPHIC INFORMATION SERVICES**

**Analytical Computer Service**  
CACI  
Claritas Corp.  
Datamap, Inc.  
Equifax Mktg Decision Systems  
Geographic Data Technology  
GeoQuery Corp.  
MapInfo Corp.  
National Planning Data Corp.  
The Sachs Group  
Sammamish Data Sys.  
Tydac Technologies

## **GRAPHIC DISPLAY**

Ashton-Tate  
Black River Systems  
CACI  
**Creative Research Systems**  
Downie-Pine Company  
Dynacomp  
Enertronics  
Hawthorne Software Co.  
**Market Action Rsch Software**  
P-Stat, Inc.  
The Sachs Group  
Sammamish Data Sys.  
Spring Systems  
**StatPac, Inc.**  
STSC  
Systat, Inc.  
Vision Base

## **INDEXING**

Equifax Mktg Decision Systems  
Mastersoft, Inc.  
Jan Werner Data Processing

## **INTERACTION/ CLASSIFICATION ANALYSIS**

**Analytical Computer Service**  
Ashton-Tate  
**Market Action Rsch Software**  
**SPSS, Inc.**  
Statistical Innovation  
**StatPac, Inc.**  
STSC

## **INTERACTIVE TABULATION**

**Analytical Computer Service**  
**Creative Research System**  
Crunch Software Corp.  
Cybernetic Solutions Co.  
Downie-Pine Company  
Fassino Assoc.  
Information Resources, Inc.  
Matrix, Inc.  
**Microtab, Inc.**  
P-Stat, Inc.  
**Quantime**

SAS Institute, Inc.  
Spring Systems  
**StatPac, Inc.**  
STSC  
**Tabulyzer**  
TBX, Inc.

## **KEY TO DISK**

Adapt, Inc.  
Computers For Marketing Corp.  
**Creative Research System**  
Crunch Software Co.  
Cybernetic Solutions Co.  
Datanetics  
Downie-Pine Company  
Matrix, Inc.  
**Microtab, Inc.**  
**StatPac, Inc.**

## **LOGIT/LINEAR ANALYSIS**

Concurrent Technologies Corp.  
Dynacomp  
Fassino Assoc.  
SAS Institute, Inc.  
**Sophisticated Data Research**  
Spring Systems  
**SPSS, Inc.**  
Statistical Innovations  
**StatPac, Inc.**  
STSC  
Systat, Inc.

## **MARKET MATCHING**

**Analytical Computer Service**  
CACI  
Equifax Mktg Decision Systems  
MapInfo Corp.  
**Market Action Rsch Software**

## **MARKET SEGMENTATION**

**Analytical Computer Service**  
Ashton-Tate  
CACI  
Claritas Corp.  
Datamap, Inc.  
Decision Support Inc.  
Donnelley Marketing Information  
Equifax Mktg Decision Systems  
Fassino Assoc.  
Geographic Data Tech.  
Landis Group  
Leadtrack  
MapInfo, Inc.  
M/A/R/C Inc.  
**Market Action Rsch Software**  
Marketing Software, Inc.  
The Sachs Group  
Sales & Marketing Systems  
**Sawtooth Software**  
**Sophisticated Data Research**  
**SPSS, Inc.**  
Statistical Innovations  
**StatPac, Inc.**  
TBX, Inc.

## **MEDIA ANALYSIS**

**Analytical Computer Service**  
CACI  
Claritas Corp.  
Cybernetic Solutions Corp.  
Decision Support, Inc.  
Donnelley Marketing Information

Equifax Mktg Decision Systems  
Geographic Data Tech.  
Leadtrack  
MapInfo, Inc.  
**Market Action Rsch Software**  
Market Power, Inc.  
The Sachs Group  
SAS Institute  
**StatPac, Inc.**  
TBX, Inc.

## MULTIDIMENSIONAL SCALING

Dynacomp  
Fassino Assoc.  
Landis Group  
**Market Action Rsch Software**  
NCSS  
**Sophisticated Data Research**  
Spring Systems  
**SPSS, Inc.**  
Systat, Inc.  
T/C/A

## MULTINOMIAL LOGIT ANALYSIS

Caliper Corporation  
Dynacomp, Inc.  
Fassino Assoc.  
NCSS  
SAS Institute  
Statistical Innovations  
**StatPac, Inc.**

## MULTIVARIATE METHODS

Business Forecast Systems  
Concurrent Technologies Corp.  
Dynacomp  
Fassino Assoc.  
Landis Group  
Levenbach Associates Inc.  
**Market Action Rsch Software**  
NCSS  
P-Stat, Inc.  
SAS Institute  
Smart Software  
**Sophisticated Data Research**  
Spring Systems  
**SPSS, Inc.**  
**StatPac, Inc.**  
STSC  
Systat, Inc.  
Vision Base

## NON-PARAMETRIC STATISTICS

**Analytical Computer Service**  
Ashton-Tate  
Business Forecast Systems  
Crunch Software Corp.  
Dynacomp  
Fassino Assoc.  
**Market Action Rsch Software**  
NCSS  
P-Stat, Inc.  
SAS Institute  
**Sophisticated Data Research**  
Spring Systems  
**SPSS, Inc.**  
**StatPac, Inc.**  
STSC  
Systat, Inc.

## ON-LINE DATA TABULATION

CACI  
Computers For Marketing Corp.  
CRC Information Sys.  
**Creative Research Systems**  
Cybernetic Solutions Corp.  
Datanetics  
Downie-Pine Company  
M/A/R/C Inc.  
Matrix, Inc.  
P-Stat, Inc.  
**Quantime**  
SAS Institute  
**StatPac, Inc.**

## ON-LINE TELEPHONE INTERVIEWING

Computers For Marketing Corp.  
Concurrent Marketing Sys.  
**Creative Research Systems**  
Cybernetic Solutions Corp.  
Datanetics  
Datamap, Inc.  
M/A/R/C Inc.  
Marketing Information Sys.  
Market Power, Inc.  
**Quantime**  
Sales & Marketing Systems  
**Sawtooth Software**  
The Scientific Press  
**StatPac, Inc.**  
Stolzberg Research

## PATTERN ANALYSIS

**Analytical Computer Service**  
Ashton-Tate  
Concurrent Technologies Co.  
Dynacomp  
**Market Action Rsch Software**  
Markettools, Inc.  
SAS Institute, Inc.  
Systat, Inc.

## PERCEPTUAL MAPPING

Ashton-Tate  
CACI  
Dynacomp  
Equifax Mktg Decision Systems  
Fassino Assoc.  
Landis Group  
**Market Action Rsch Software**  
SAS Institute  
**Sawtooth Software**  
**Sophisticated Data Research**  
Spring Systems  
**SPSS, Inc.**  
**StatPac, Inc.**

## PREDICTIVE DIALING

Telesystems Source

## PRICE ELASTICITY MEASUREMENT

**Analytical Computer Service**  
Ashton-Tate  
**Bretton-Clark**  
Concurrent Technologies Corp.

Fassino Assoc.  
Levenbach Associates Inc.  
Management Science Assoc.  
Markettools, Inc.  
SAS Institute  
**Sawtooth Software**  
**Sophisticated Data Research**  
Spring Systems  
Vision Base

## PROGRAMMING LANGUAGE

Advanced Data Research  
Crunch Software Corp.  
Fassino Assoc.  
P-Stat, Inc.  
SAS Institute  
Software Scienc, Inc.  
**StatPac, Inc.**  
STSC

## QUADRANT ANALYSIS

Ashton-Tate  
Fassino Assoc.  
Pulse Analytics  
SAS Institute  
Spring Systems  
T/C/A

## QUESTIONNAIRE DESIGN

**LANGUAGE**  
Advanced Data Research  
Computers For Marketing Corp.  
Cybernetics Solutions Corp.  
Downie-Pine Company  
Dynacomp  
Hodges & Assoc.  
Plain Jayne Software  
**Quantime**  
**StatPac, Inc.**  
TBX, Inc.

## RANKING

**Analytical Computer Service**  
CACI  
Computers For Marketing Corp.  
**Creative Research Systems**  
Crunch Software Corp.  
Cybernetic Solutions Co.  
Downie-Pine Company  
Dynacomp  
M/A/R/C Inc.  
Markettools, Inc.  
**Microtab, Inc.**  
P-Stat, Inc.  
Pulse Train Technology  
**Quantime**  
Spring Systems  
**SPSS, Inc.**  
**StatPac, Inc.**  
STSC  
Systat, Inc.  
**Tabulyzer**  
TBX, Inc.  
T/C/A

## REGRESSION/ CORRELATION ANALYSIS

Ashton-Tate  
Black River Systems

Business Forecast Systems  
CACI  
Concurrent Technologies Co.  
**Creative Research Systems**  
Crunch Software Corp.  
Datalogics  
Dynacomp  
Fassino Assoc.  
Information Resources, Inc.  
Levenbach Associates Inc.  
**Market Action Rsch Software**  
Markettools, Inc.  
NCSS  
P-Stat, Inc.  
SAS Institute  
**Sophisticated Data Research**  
Spring Systems  
**SPSS, Inc.**  
**StatPac, Inc.**  
STSC  
Systat, Inc.  
TBX, Inc.  
TMS Systems

## SALES ANALYSIS

**Analytical Computer Service**  
Ashton-Tate  
CACI  
Claritas Corp.  
Concurrent Technologies Co.  
Crunch Software Corp.  
Datamap, Inc.  
Datanetics  
Equifax Mktg Decision Systems  
Ferox  
Geographic Data Tech.  
GeoQuery Corp.  
Hawthorne Software Co.  
Leadtrack  
MapInfo. Corp.  
**Market Action Rsch Software**  
Marketing Information Sys.  
Marketing Software, Inc.  
Market Power, Inc.  
Markettools, Inc.  
Pizzano & Co.  
P-Stat, Inc.  
The Sachs Group  
Sales & Marketing System  
SAS Institute  
Smart Software  
Snap Software, Inc.  
SPAR/Burgoyne  
**StatPac, Inc.**  
Vision Base

## SALES DATABASE

Ashton-Tate  
CACI  
Computer Strategies, Inc.  
Datanetics  
Dynacomp  
Information Resources, Inc.  
Leadtrack  
Marketing Information Sys.  
Market Power, Inc.  
Sales & Marketing System  
SAS Institute  
**StatPac, Inc.**  
XYCAD Group

## SALES EFFECTIVENESS MEASUREMENT

**Analytical Computer Service**  
Ashton-Tate  
CACI



Datanetics  
Equifax Mktg Decision Systems  
Leadtrack  
Marketing Information Sys.  
Marketing Software, Inc.  
Market Power, Inc.  
Sales & Marketing System  
**StatPac, Inc.**

## SALES

### FORECASTING

Black River Systems  
Business Forecast System  
CACI  
Claritas Corp.  
Concurrent Technologies Co.  
Datanetics  
Dynacomp  
Equifax Mktg Decision Systems  
Fassino Assoc.  
Ferox  
Geographic Data Tech.  
Leadtrack  
Levenbach Assoc.  
Marketools, Inc.  
Marketing Information Sys.  
Market Share Modeling  
Market Power, Inc.  
NCSS  
Pizzano & Co.  
P-Stat, Inc.  
The Sachs Group  
Sales & Marketing System  
SAS Institute  
Smart Software  
**Sophisticated Data Research**  
Spar/Burgoyne  
Spring Systems  
**StatPac, Inc.**  
STSC  
Systat, Inc.  
Vision Base  
XYCAD Group

### SAMPLE SIZE

### DETERMINATION

Barry Cohen  
**Creative Research Systems**  
Dynacomp  
Fassino Assoc.  
Hodges & Assoc.  
NCSS  
**Maritz Marketing Research**  
**Sophisticated Data Research**  
**StatPac, Inc.**  
STSC  
Systat, Inc.  
TBX, Inc.

### SAMPLE

### WEIGHTING

**Analytical Computer Service**  
Ashton-Tate  
Computers For Marketing Corp.  
**Creative Research Systems**  
Cybernetic Solutions Co.  
Downie-Pine Company  
Matrix, Inc.

**Microtab, Inc.**  
P-Stat, Inc.  
**Quantime**  
SAS Institute  
**SPSS, Inc.**  
**StatPac, Inc.**  
STSC  
**Tabulyzer**  
T/C/A  
Jan Werner Data Processing

### SIMULATION/ MODELING

**Bretton-Clark**  
Business Forecast Systems  
Concurrent Technologies Co.  
Dynacomp  
Fassino Assoc.  
Ferox  
Levenbach Associates Inc.  
Management Science Assoc.  
**Market Action Rsch Software**  
Pizzano & Co.  
The Sachs Group  
SAS Institute  
**Sawtooth Software**  
SDG Decision Systems  
Spring Systems  
**StatPac, Inc.**

### SITE EVALUATION

**Analytical Computer Service**  
CACI  
Claritas Corp.  
Datamap, Inc.  
Donnelley Marketing Information  
Equifax Mktg Decision Systems  
Geographic Data Tech.  
**StatPac, Inc.**

### SLATE COMPUTER SURVEY

### GENERATION

Advanced Data Research

### T TEST

**Analytical Computer Service**  
Barry Cohen  
Computer For Marketing Corp.  
Concurrent Technologies Co.  
CRC Information Sys.  
**Creative Research Systems**  
Crunch Software Corp.  
Cybernetic Solutions Co.  
Downie-Pine Company  
Dynacomp  
Fassino Assoc.  
M/A/R/C Inc.  
**Maritz Marketing Research**  
Marketing Software, Inc.  
Matrix, Inc.  
**Microtab, Inc.**  
NCSS  
P-Stat, Inc.  
**Quantime**  
SAS Institute  
**Sophisticated Data Research**  
Spring Systems

**SPSS, Inc.**  
**StatPac, Inc.**  
STSC  
Sulcer Services  
Systat, Inc.  
Vision Base  
Jan Werner Data Processing

### TABLE EDITING

**Analytical Computer Service**  
Computers For Marketing Corp.  
Concurrent Marketing Systems  
**Creative Research Systems**  
Downie-Pine Company  
Matrix, Inc.  
**Microtab, Inc.**  
P-Stat, Inc.  
**Quantime**  
The Sachs Group  
Spring Systems  
**SPSS, Inc.**  
**StatPac, Inc.**  
STSC  
T/C/A  
Vision Base

### TABULATION SYSTEM

**Analytical Computer Service**  
Bruce Bell and Assoc.  
Computers For Marketing Corp.  
Concurrent Marketing Systems  
Consulting Hrdwre & Processing  
CRC Information Sys.  
**Creative Research Systems**  
Crunch Software Corp.  
Cybernetic Solutions Co.  
Datanetics  
Downie-Pine Company  
Management Science Assoc.  
M/A/R/C Inc.  
Marketing Software, Inc.  
Market Probe, Intl.  
Matrix, Inc.  
**Microtab, Inc.**  
P-Stat, Inc.  
Pulse Train Technology  
**Quantime**  
SAS Institute  
Sigma Research  
Spring Systems  
**SPSS, Inc.**  
Stolzberg Research  
**StatPac, Inc.**  
**Tabulyzer**  
TBX, Inc.  
T/C/A  
Jan Werner Data Processing

### TELEPHONE INTERVIEWING/ SAMPLING

**Analytical Computer Service**  
Computers For Marketing Corp.  
**Creative Research Systems**  
Cybernetic Solutions Co.  
Datanetics  
Digisoft Computers, Inc.  
Hodges & Assoc.

M/A/R/C Inc.  
**Marketing System Group**  
Pulse Train Technology  
**Quantime**  
**Sawtooth Software**  
Sales & Marketing Systems  
The Scientific Press  
**StatPac, Inc.**  
TBX, Inc.

### THURSTONE

### SCALING

Fassino Assoc.  
NCSS  
**Sophisticated Data Research**  
Systat, Inc.

### TIME-SERIES

### ANALYSIS

Black River Systems  
Concurrent Technologies Corp.  
Dynacomp  
Fassino Assoc.  
Levenbach Associates Inc.  
Marketools, Inc.  
Pizzano & Co.  
P-Stat, Inc.  
SAS Institute  
Smart Software  
**Sophisticated Data Research**  
Spring Systems  
**SPSS, Inc.**  
**StatPac, Inc.**  
STSC  
Systat, Inc.  
Vision Base

### TRANSLATION

**Analytical Computer Service**  
Detail Technologies  
Pizzano & Co.

### UPC SCANNERS

Information Resources, Inc.  
**StatPac, Inc.**

### VERBATIM

### CODING

Computers For Marketing Corp.  
**Creative Research Systems**  
Cybernetic Solutions Co.  
Downie-Pine Company  
M/A/R/C Inc.  
Marketing Metrics, Inc.  
Sigma Research  
**StatPac, Inc.**

### VOLUMETRIC

### ANALYSIS

**Analytical Computer Service**  
Datamap, Inc.  
Management Science Assoc.  
**Microtab, Inc.**  
**Quantime**  
SAS Institute  
T/C/A

## SECTION IV-SOFTWARE PROGRAMS FOR USE WITH MAINFRAMES

ANALYTICAL COMPUTER SERVICE, INC.-  
RESQUE is a flexible and efficient computer  
system designed for processing survey data.  
Provides final tables and full range of statistical

computations.

MARKETING SYSTEMS GROUP-GENESYS:  
Complete Random Digit Dialing (RDD) Sam-  
pling Systems for license on HP-3000 and  
DEC VAX computers. Geographic capabili-  
ties down to the Zip Code level (eg. State,  
County, ADI, DMA, MSA and Area Code/Ex-  
change). Targeted samples for over 20 demo-  
graphic variables, including associated inci-

dence and coverage estimates. Custom print  
programs and interface to all major CATI sys-  
tems included. Business Purging option avail-  
able.

QUANTIME- QUANTUM: Editing and correc-  
tion 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, IBM CMS/MVS, DEC VMS, UNIX machines.

**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, IBM CMS/MVS, DEC VMS, UNIX ma-

chines.

**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), DEC VAX, and other UNIX machines.

**SOPHISTICATED DATA RESEARCH, INC.-**SDR provides a full line of data processing, statistical analysis and sampling services, targeted specifically to the marketing research

industry. Services include data entry, cross-tabulations, multivariate analyses, perceptual mapping, market segmentation, time-sharing, RDD samples, listed samples, database management, statistical consulting and mail survey outgo and return services.

**SPSS, INC.-**SPSS: is a sophisticated package for statistical data analysis and data/file management. It features a menu interface and 50 statistical procedures. Data management facilities allow transformations, and the handling of long string variables and complex file structures. SPSS also features an on-line statistical glossary, a matrix language, direct interfaces to leading databases, a full-featured report writer.

## ANALYSIS OF VARIANCE

Coffman Systems, Inc.  
Computer Associates  
Concurrent Technologies Corp.  
CRC Information Sys.  
Information Resources, Inc.  
P-Stat, Inc.  
**Quantime**  
SAS Institute  
**SPSS, Inc.**

## BRAND SHARE ANALYSIS

Coffman Systems, Inc.  
Computer Associates  
Management Science Assoc.  
T/C/A

## CANONICAL ANALYSIS

Computer Associates  
SAS Institute  
**SPSS, Inc.**  
Systat, Inc.

## CENSUS REPORTING PROGRAMS

SAS Institute  
**SPSS, Inc.**

## CLUSTER ANALYSIS

Coffman Systems  
Computer Associates  
CRC Information Sys.  
Information Resources, Inc.  
Management Science Assoc.  
P-Stat, Inc.  
**SPSS, Inc.**

## COMPREHENSIVE STATISTICAL PACKAGE

BMDP Statistical Software  
Computer Associate  
Concurrent Technologies Corp.  
Information Resources, Inc.  
P-Stat, Inc.  
SAS Institute  
**SPSS, Inc.**  
Systat, Inc.

## COMPUTER CODING

Computers For Marketing Corp.  
Downie-Pine Company

## COMPUTER GRAPHICS

Computer Associates  
Downie-Pine Company  
Information Resources, Inc.  
P-Stat, Inc.  
SAS Institute  
**SPSS, Inc.**

## COMPUTERIZED INTERVIEWING

Coffman Systems, Inc.  
Computers For Marketing Corp.  
CRC Information Sys.  
**Quantime**

## CONJOINT/TRADE-OFF ANALYSIS

Computer Associates  
CRC Information Sys.  
Information Resources, Inc.  
SAS Institute  
**SPSS, Inc.**

## CORRESPONDENCE ANALYSIS

Computer Associates  
SAS Institute  
**Sophisticated Data Research**  
**SPSS, Inc.**

## CROSSTABULATION/DISPLAY

**Analytical Computer Service**  
Britz Publishing Co.  
Coffman Systems  
Computer Associates  
Computers For Marketing Corp.  
Consulting Hrdwre & Processing  
Downie-Pine Company  
Information Resources, Inc.  
Market Probe International  
Matrix, Inc.  
Perreault & Assoc.  
P-Stat, Inc.  
**Quantime**  
SAS Institute  
Sigma Research  
**Sophisticated Data Research**  
**SPSS, Inc.**  
Systat, Inc.  
T/C/A

## CRT DATA ENTRY

Coffman Systems, Inc.  
Computers For Marketing Corp.

Downie-Pine Company  
M/A/R/C Inc.  
Marketing Info. Systems  
**Quantime**  
**SPSS, Inc.**

## CRT TELEPHONE INTERVIEWING

Coffman Systems  
Computers For Marketing Corp.  
CRC Information Sys.  
M/A/R/C Inc.  
**Quantime**  
Software Science, Inc.

## DATABASE MANAGEMENT PROGRAM

Coffman Systems, Inc.  
Computers For Marketing Corp.  
Computer Associates  
Devcom Mid-America  
Information Resources, Inc.  
Management Science Assoc.  
Marketing Info. Systems  
Market Probe International  
Matrix, Inc.  
P-Stat, Inc.

## DATA EDITING

**Analytical Computer Service**  
Consulting Hrdwre & Processing  
CRC Information Sys.  
Downie-Pine Company  
Hodges & Assoc.  
M/A/R/C Inc.  
Matrix, Inc.  
P-Stat, Inc.  
**Quantime**  
SAS Institute  
**SPSS, Inc.**

## DATA ENTRY

Coffman Systems, Inc.  
Computers For Marketing Corp.  
Devcom Mid-America  
Downie-Pine Company  
Market Probe International  
P-Stat, Inc.  
**Quantime**  
SAS Institute  
**SPSS, Inc.**

## DEMOGRAPHIC ANALYSIS

Computer Associates  
Information Resources, Inc.  
LPC, Inc.  
SAS Institute  
**SPSS, Inc.**

## DISCRIMINANT ANALYSIS

Computer Associates  
CRC Information Sys.  
Information Resources, Inc.  
P-Stat, Inc.  
SAS Institute  
**SPSS, Inc.**

## EXPERIMENTAL DESIGN THEORY

SAS Institute

## FACTOR ANALYSIS/ PRINCIPAL COMPONENT

CRC Information Sys.  
Information Resources, Inc.  
**SPSS, Inc.**

## GENERATION/ BALANCED SAMPLING DESIGN

T/C/A

## GEOGRAPHIC INFORMATION SERVICE

LPC, Inc.  
MPSI Systems, Inc.

## GRAPHIC DISPLAY

Computer Associates  
Downie-Pine Company  
SAS Institute  
**SPSS, Inc.**  
Statistical Innovations

## INTERACTION/ CLASSIFICATION ANALYSIS

Perreault & Assoc.

## INTERACTIVE TABULATION

Downie-Pine Company  
Matrix, Inc.  
P-Stat, Inc.  
**Quantime**  
SAS Institute

## KEY TO DISK

Computers For Marketing Corp.  
Market Probe International

## LOGIT/LOG-LINEAR ANALYSIS

Concurrent Technologies Corp.  
SAS Institute  
SPSS, Inc.

## MARKET MATCHING

LPC, Inc.  
Management Science Assoc.

## MARKET SEGMENTATION

Coffman Systems, Inc.  
CRC Information Sys.  
LPC, Inc.  
Management Science Assoc.  
M/A/R/C Inc.  
Marketing Info. Systems  
Perreault & Assoc.  
**Sophisticated Data Research**  
**SPSS, Inc.**  
Statistical Innovation

## MEDIA ANALYSIS

Coffman Systems, Inc.  
Management Science Assoc.  
SAS Institute

## MULTIDIMENSIONAL SCALING

Computer Associates  
Information Resources, Inc.  
**SPSS, Inc.**  
T/C/A

## MULTINOMINAL LOGIT ANALYSIS

Caliper Corporation

## MULTIVARIATE METHODS

Concurrent Technologies Corp.  
P-Stat, Inc.  
SAS Institute  
**Sophisticated Data Research**  
**SPSS, Inc.**

## NON-PARAMETRIC STATISTICS

Computer Associates  
P-Stat, Inc.  
SAS Institute  
SPSS, Inc.

## ON-LINE DATA TABULATION

Computers For Marketing Corp.  
CRC Information Sys.  
Downie-Pine Company  
M/A/R/C Inc.  
Matrix, Inc.  
**Quantime**  
P-Stat, Inc.  
SAS Institute

## ON-LINE TELEPHONE

## INTERVIEWING

Coffman Systems  
Computers For Marketing Corp.  
M/A/R/C Inc.  
Marketing Info. Systems  
**Quantime**

## PATTERN ANALYSIS

Computer Associates  
Concurrent Technologies Corp.  
CRC Information Sys.  
SAS Institute

## PERCEPTUAL MAPPING

CRC Information Sys.  
Management Science Assoc.  
SAS Institute  
**Sophisticated Data Research**  
**SPSS, Inc.**

## PRICE ELASTICITY MEASUREMENT

Concurrent Technologies Corp.  
SAS Institute  
**Sophisticated Data Research**

## PROGRAMMING LANGUAGE

Devcom Mid-America  
P-Stat, Inc.  
SAS Institute  
SPSS, Inc.

## QUADRANT ANALYSIS

Computer Associates  
Information Resources, Inc.  
SAS Institute  
T/C/A

## QUESTIONNAIRE DESIGN LANGUAGE

Computers For Marketing Corp.  
CRC Information Sys.  
Downie-Pine Company  
M/A/R/C Inc.

## RANKING

Coffman Systems, Inc.  
Computer Associates  
Computers For Marketing Corp.  
Downie-Pine Company  
Management Science Assoc.  
M/A/R/C Inc.  
P-Stat, Inc.  
**Quantime**  
**SPSS, Inc.**  
T/C/A

## REGRESSION/CORRELATION ANALYSIS

Coffman Systems  
Computer Associates  
Concurrent Technologies Corp.  
CRC Information Sys.  
R. Isaacs Computing Assoc.  
Market Probe International  
P-Stat, Inc.  
SAS Institute  
**Sophisticated Data Research**  
**SPSS, Inc.**

## SALES ANALYSIS

Analytic Consultants Intl.  
Coffman Systems  
Computer Associates  
Computers For Marketing Corp.  
Concurrent Technologies Corp.  
Devcom Mid-America  
GMD Incorporated  
Information Resources, Inc.  
Marketing Info. Systems  
P-Stat, Inc.  
SAS Institute

## SALES DATABASE

Analytic Consultants Intl.  
Coffman Systems  
Computer Associates  
Devcom Mid-America  
Information Resources, Inc.  
Marketing Info. Systems  
SAS Institute

## SALES EFFECTIVENESS MEASUREMENT

Analytic Consultants Intl.  
Coffman Systems  
GMD Incorporated  
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Concurrent Technologies Corp.  
Devcom Mid-America  
Marketing Info. Systems  
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SAS Institute  
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Spar/Burgoyne

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**Sophisticated Data Research**

## SAMPLE WEIGHTING

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CRC Information Sys.  
Downie-Pine Company  
M/A/R/C Inc.  
Matrix, Inc.  
P-Stat, Inc.  
**Quantime**  
SAS Institute

## SIMULATION/MODELING

Concurrent Technologies Corp.  
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SAS Institute

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## Listing Additions

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*Please note the new phone number for the firm below, which was listed on p. 44 of the 1991 SourceBook Supplement:*

Marketing Matrix  
2566 Overland, Ste. 716  
Los Angeles, CA 90064  
Ph. 213-842-8310  
Marcia Selz, Pres.



## Trade Talk

continued from p. 54

### Experience influences choices

The study found that home office workers have a wide range of occupations: about one-quarter are in consulting; 20% are in sales; 10-15% are in accounting; 5-10% do secretarial work. An additional 20-25% work in blue collar occupations.

This past experience influences the product choices they make. Since most have had experience with many of the advanced office automation products, Kuzmin says, they know what they like and what product features will best suit their needs.

"A person from an advertising background might feel that he or she needs a better quality copier than some of the personal copiers that are available right now. Someone who's in investment counseling might feel that he needs better quality output from a fax than some of the curled up pieces of paper that you get from the cheap machines."

Though home office workers tend to be sophisticated consumers of technology, they aren't early adapters, Kuzmin says. Because their livelihood is on the line, they can't easily afford to take a chance on a new product without a proven track record—no matter how many advantages it offers. If it doesn't work, they don't work either.

### Home office shopper

"The home office worker is becoming the home office shopper," Kuzmin says. Past VDC surveys showed that product demonstrations and the advice of sales staff were heavy influences on home equipment purchasers. But now, more buyers rely on past experience, articles and reviews in trade publications, and manufacturers' product literature for guidance, enabling them to make their final purchase decision without ever leaving their home.

Once they decide what they want, they look for the outlet offering them the cheapest price. More and more, those outlets are mail order, mass merchandisers, warehouse clubs and electronic superstores, the study shows.

This better-informed shopper may lead to erosion of brand loyalty, Kuzmin says, because as buyers shop features and specs they may pass over better known, higher-priced brands for lesser-known brands that offer the same capabilities at a lower price.

But while home office workers are price sensitive, they don't necessarily want cheap products, because reliability is very important. "This buyer is going to consider the low cost options because he is now the purchase decisionmaker. When you work in a traditional office setting, you're not a part of those decisions. But in your home office, you know exactly what your expenses are, so you're very careful."

### Like to change

Although the VDC study doesn't examine the reasons behind the increase of home office workers, Kuzmin feels that employers are realizing that allowing people to work in their homes can increase productivity and lower overhead. Also, he says, Americans just like to change, whether it's their lifestyles or their jobs, and working at home is an aspect of that. But even working at home isn't forever, he says.

"It's interesting, because even though the people that we interview for the most part claim they plan on being in a home office for the rest of their working life, we find that after a ten year period, there's a noticeable group that drop out and go back to the traditional office setting." □

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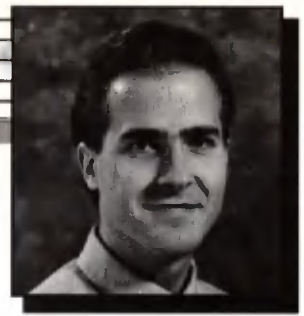
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by Joseph Rydholm  
managing editor



## Home is where the work is

One night a few months back, I was sitting at home staring into the glowing screen of the household Mac, when the phone rang. It was a friend of mine, who works at a marketing communications firm, wanting to find out if I knew anything about computers.

"A little," I said, lifting my finger off the mouse—er, mouse—button. "Why?"

"I'm thinking about getting a computer of my own," she said.

"Hmm, bad idea," I said. "You already go in to the office on weekends anyway, right? Why kill yourself? Trust me, you'll just end up bringing work home with you," I said, tapping out the end of a sentence.

"What's that noise?" she asked.

"That? Oh, nothing. I just brought a little work home with me..."

Now that personal computers, fax machines, modems, and copiers have made their way from the corporate office to the home office, working at home is more and more common. According to estimates by Venture Development Corporation (VDC), a Natick, Massachusetts-based management consulting firm serving the electronics industry, there are about 23 million "home office workers" in the U.S.

The level of home office work varies; some people—like me, for example, or my friend (who went ahead and bought a PC)—just use the equipment to catch up on work from their full-time jobs; others telecommute, working at home and using their

telephone, fax machine, or modem to communicate with the "main office."

Keith Kuzmin, project director for VDC's Home Office Planning Service, a multi-client study of the home office equipment market, says that VDC's definition of a home office worker differs from other industry sources. "We define the market as those people who have part- or full-time home office income, or people who telecommute. Because we eliminate the large group of people who do catch-up work at home, our estimates of the market tend to be smaller than those of other analysts. In 1990, we estimate that the market was around 23 million people, but I've seen numbers as high as 45 million."

As part of the Home Office Planning Service, VDC surveyed self-employed people on their office equipment buying habits, to find out, for example, how they get their product information, where they buy, and why. Some sample findings:

- The respondents cited three items that every home office should have—the personal computer, desktop calculator, and telephone answering machine.
- Quality, ease of use, and reliability are the three most important product features.
- A PC was cited as the first product someone starting a home office should buy.
- Copiers are becoming a very popular home office product.

continued on p. 53

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*Director of Market Research, Faultless Starch/Bon Ami*

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*Product Researcher, Midmark Corporation*

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*Business Research Analyst, Dow Chemical*

6. 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.

*Marketing Research Analyst, Consumer Power Company*

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