

*Quirk's*

# MARKETING RESEARCH


*Review*



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- articles on researching minority groups
- the '93-'94 SourceBook Supplement

January 1994



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# Quirk's MARKETING RESEARCH Review

Vol. VIII, No. 1

January 1994

## Features

- 5 1993 QMRR story index
- 6 Community-based methods for multicultural research
- 8 Understanding inherent differences in Asian-American marketing research
- 10 Cultural adaptation of research procedures and instruments in Hispanic and other cultures
- 16 Dynamic travel trends in new markets: Asians and Latinos

## Departments

- 12 Data Use: Measuring sponsor longevity using survival analysis
- 18 Survey Monitor
- 22 Names of Note
- 23 Research Company News
- 24 Product & Service Update
- 34 Qualitative Research/Focus Group Moderator Directory
- 41 1994 Ethnic Research Directory
- 47 1993-94 Researcher SourceBook Supplement
- 53 Listing Additions/Sales Offices
- 54 From the Publisher

### Cover

The first annual QMRR ethnic research issue features articles on ethnic research and a directory of firms that specialize in researching ethnic markets.



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Quirk's Marketing Research Review (ISSN 08937451) is issued 10 times per year — January, February, March, April, May, June/July, August/September, October, November, December — by Quirk Enterprises, Inc., 6607 18th Ave. So., Minneapolis, MN 55423. Mailing address: P.O. Box 23536, Minneapolis, MN 55423. Tel.: 612-861-8051; Fax: 612-861-1836. Second class postage paid at Minneapolis, MN and additional mailing offices.

Subscription Information: U.S. annual rate (ten issues) \$40; two years (20 issues) \$76; three years (30 issues) \$112. U.S. single copy price \$10. Change of address notices should be sent promptly; provide old mailing label as well as new address; include ZIP code or postal code. Allow 4 to 6 weeks for change. **POSTMASTER:** Please send change of address to Quirk's Marketing Research Review, P.O. Box 23536, Minneapolis, MN 55423.

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# 1993 QMRR STORY INDEX

## CASE HISTORIES

### January

(p. 6) "A complete examination — Focus groups give a Dallas hospital insight into men's attitudes toward health care"

(p. 8) "Help us help you — Through a mail survey, California PERS evaluates enrollee satisfaction with 25 health plans"

### February

(p. 6) "Keep the kids interested — A computer-assisted interviewing system lets the Youthwear Division of Levi Strauss & Co. hold the attention of young respondents"

(p. 8) "Automating market segmentation — Canadian firm uses classification tree software to identify bond owners"

### March

(p. 6) "Here's looking at you, kid — Keep America Beautiful uses one-on-ones to test replacement for long-running TV spot"

(p. 8) "Dialing for dollars — PBS station tests direct mail pieces with dial response measurement system"

### April

(p. 6) "On the wings of an eagle — Research with business customers drives Georgia Pacific Corp.'s massive reorganization effort"

(p. 8) "Making contacts — Contact lens manufacturer Wesley-Jessen focuses on customer opinion with ongoing research"

### May

(p. 6) "Scanning the seas — Scannable questionnaires give Princess Cruises accuracy and quick turnaround"

### June/July

(p. 6) "Restoring power — Focus groups guide creation of automated customer assistance system for Detroit Edison"

### October

(p. 6) "For GE Medical Systems each customer is a market of one"

(p. 8) "Spur of the moment — Taco Bell gets fresh responses for its satisfaction research with 'moment of truth' surveys"

### November

(p. 6) "Let patients define quality — A Colorado HMO ties patient satisfaction to physician incentives"

## TECHNIQUE DISCUSSIONS

### January

(p. 14) "Diskette-based surveys for qualitative research"

(p. 16) "Report finds high satisfaction with point-of-service health plans"

(p. 33) "Study predicts growth in home medical diagnostic market"

### February

(p. 16) "A response to Grisaffe"

(p. 18) "Data processing made easy"

(p. 26) "A new approach for analyzing customer satisfaction studies"

### March

(p. 16) "Qualitative ad research — Walk like a researcher, think like a creative person"

(p. 18) "Studies find more proof that magazine advertising works"

### April

(p. 14) "Customer surveys yield unanticipated benefits"

(p. 18) "Researchers can learn from ethnography"

(p. 34) "Understanding the mature consumer"

### May

(p. 8) "Statistics software meets Windows — A review of SPSS, Systat and a new non-Windows alternatives"

(p. 14) "Automating the coding process with neural networks"

### June/July

(p. 8) "Omnibus study examines life in Russia"

(p. 14) "Observations of a research curmudgeon"

### October

(p. 10) "Do's and Don'ts of customer satisfaction"

(p. 26) "Segmentation study aims to help marketers understand diverse seniors market"

### November

(p. 8) "Europeans discover T-Scope for packaging research"

(p. 16) "Outsourcing for better quality, lower costs"

(p. 26) "The secrets of good product testing"

### December

(p. 6) "Moderators know best — Designing a focus group facility,

(p. 8) "Notes on the changing use of qualitative research"

(p. 10) "Researching the leveraged influencer in telephone focus groups"

(p. 12) "Faster is better when writing qualitative reports"

(p. 14) "Serendipity happens — The element of surprise in qualitative research"

(p. 16) "Story analysis in qualitative research"

(p. 18) "Moderating — When gender matters"

(p. 21) "Individual vs. group interviews — Is there a 'group difference'?"

(p. 24) "The importance of context in conducting Asian research"

(p. 28) "Observational research in a focus group setting"

(p. 30) "Making storyboards work in focus groups"

(p. 33) "Focus group listening and hearing"

(p. 34) "From moderators to consultants"

## DATA USE

### January

(p. 12) "Back to basics: remember to rotate"

### February

(p. 10) "Appropriate use of regression in customer satisfaction analyses: a response to William McLaughlan"

### March

(p. 10) "Multivariate and perceptual mapping with discriminant analysis"

### April

(p. 10) "Quadrant analysis"

### May

(p. 10) "Data analysis improves service of Arizona Department of Weights & Measures"

### June/July

(p. 10) "TURF analysis"

### October

(p. 12) "Selection of a stratified random sample"

### November

(p. 10) "Charting and graphing software comes of age"

## TRADE TALK

### January

(p. 54) "Bringing a little private enterprise to Medicaid" (How new laws have brought Medicaid into the market for research firms)

### February

(p. 66) "Writing for the doers" (A review of "State of The Art Marketing Research")

### March

(p. 62) "The ads were super if the game wasn't" (A report on viewership and ad recall during the Super Bowl)

### April

(p. 54) "Message to business: know thy customer" (A report on a business-customer relationship study)

### May

(p. 94) "Two more possibilities for your research library" (Reviews of "Practical Marketing Research" and "Analyzing Your Competition")

### June/July

(p. 46) "Syndicated study looks at healthy eating habits"

### October

(p. 70) "How about some light fall reading on focus groups, spending habits and on-line databases?" (Reviews of "The Handbook for Focus Group Research," "The Official Guide to Household Spending" and "The Art of Being Well Informed")

### November

(p. 78) "Do you trust your research suppliers?" (A look at the relationship between research users and suppliers)

### December

(p. 138) "Should clients sit in on focus groups?" (Discussion of a controversial qualitative practice)



# Community-based for multicultural

by Hy Mariampolski, Sharon Wolf, Debra Griffith, P. Rafael Hernandez and Kathryn Kuo

*Editor's note: The authors are principals and associates of QualiData Research Inc., Brooklyn, New York.*

**C**onventional qualitative research methods often do not work effectively with ethnic research studies. Researchers face such problems as targeted consumers who may be suspicious of participating in market research, invisibility of subjects to outsiders, and participants' lack of access to the research infrastructure.

Community-based methods – going into the field directly and recruiting and interviewing respondents in their own neighborhoods – is a valuable alternative approach for conducting research with different ethnic groups, especially in urban areas. Standard qualitative methods work with relatively assimilated ethnics but less so with newcomers, elders and children.

These methods are of particular importance to companies and organizations whose customers and marketing strategies are neighborhood-based, such as banks and other financial service providers, utilities, health care providers, not-for-profits, retail chains and government agencies.

Community-based methods for ethnic research are not for the inexperienced or the timid. Researchers must be ready to adapt and find solutions to last-minute contingencies without the assis-

tance of hosts or facility managers. In planning the project, you must be able and willing to navigate your way around in unfamiliar subcultures.

### Limitations of traditional research methods

Targeted respondents may be hard to find, first of all, because they may not be full participants in mainstream middle-class American social life. They are not likely to be listed in the directories, mailing lists and databases where average consumers can be located.

Furthermore, many ethnics are uncomfortable and suspicious of outsiders asking questions over the phone. Recent immigrants, for example, may be unfamiliar with American cultural norms or their command of English may be shaky. In some contexts, persons may be inhibited from answering screening questions because they view them as a threat to their safety or livelihood, particularly if they happen to be undocumented immigrants or conventionally employed.

Recently, while screening Asian-American teenagers, several prefaced their agreement to respond by asking whether or not their answers would somehow get back to the government. They were apprehensive about inadvertently involving their families in the bureaucracy of the U.S. government – a situation that immigrants typically pre-

fer to avoid.

Many potential respondents from ethnic neighborhoods may also lack access to the research infrastructure which is typically located in downtowns, upscale shopping malls and office parks. We implemented a community-based study for an HMO that serves low-income and elderly ethnics, for example, because potential participants refused to travel to a research facility located outside of their neighborhoods. There was no problem with the show rate when the groups were scheduled at local community centers and, in one case, at a neighborhood delicatessen.

The barriers to access are as likely to be cultural or social class-based as geographic. For example, it may not be customary for women to travel outside of the neighborhood alone in the evening. Similarly, ethnic families may be reluctant to allow elders, teenagers, and children to leave their neighborhoods. For this reason, to interview Hispanic pre-teens for a Manhattan performing arts center, we set up groups in the basement community room of a *barrio* music school rather than at a Manhattan research facility.

Holding groups at neighborhood day-care centers, community centers and churches was the solution for a government agency responsible for planning an immunization database for New York City's children. "We needed to pick

# methods research

places for the interviews that were neutral in the community,” says Dr. Gerry Hendrickson, Project Director for the All Kids Count program; a QualiData client.

When researching ethnic group members, the respondents’ – rather than the researchers’ – convenience counts. If marketing decisions are made only on the basis of respondents who are willing to come to a focus group facility, those findings may offer a biased picture of the ethnic community at large.

Furthermore, community-based methods are essential when neighborhood characteristics are under exploration – for example, in situations of rapid ethnic change. In a recent project conducted for a major bank, understanding the banking attitudes and preferences of recent Caribbean and South American immigrants were among the study’s objectives. A community-based strategy was essential in organizing focus groups among a broad spectrum of respondents in these categories.

## Benefits of community-based studies

Some of the principal benefits associated with community-based methods:

- Interviewing subjects in their communities provides richer data and a deeper understanding of cultural issues relevant to research findings.
- Recruiting virgin respondents. The

majority of respondents in QualiData’s recent ethnic marketing studies have been first-time focus group participants. Often, facilities’ databases of ethnics are overused; additionally, recruitment databases tend to list individuals more assimilated into mainstream culture than people you can recruit by going into ethnic neighborhoods.

- Interviewing local consumers. Banks, clothing retailers and hospitals, for instance, often need to listen to customers at the neighborhood level – the people who frequent local branches and stores. Children, the elderly, teens and many small-business owners rarely leave their neighborhoods and often are not interested in traveling to a research facility.

- Community-based studies give you a more representative cross section of ethnic communities. Ethnic markets are multi-dimensional – there is great diversity within any single community. This approach gives you a better way to understand the range of cultural similarities and differences.

## Keys to planning a successful community-based study

*Extra lead time.* Allow extra lead time for the recruitment process. Since you are often starting from scratch – from building contacts within a community to locating a site to conduct interviews – you may need three to four

weeks per community to set up an ethnic study. Clients need to be advised at the outset that the recruitment of ethnics does not proceed as quickly as conventional recruitment.

*Understand community organization.* The structure and leadership of ethnic subcommunities are highly variable.

*Engage the support of community leaders.* The support of community liaisons is critical to any neighborhood study. As part of their roles, community leaders such as ministers and social service agency directors have a good deal of experience building bridges between their communities and the larger society. However, they are often besieged with requests and maintain hectic schedules. Do not be put off by unreturned phone calls; keep trying until you make contact.

*Communicate the objectives of a research project in the most concise way possible.* Use a letter of introduction to get your foot in the door but avoid sending detailed project outlines to community leaders. The most efficient approach is to arrange face-to-face meetings with community leaders and discuss the goals and objectives of a project in simple, concise terms. Also be clear

continued on p. 26



# Understanding inherent differences in

by Michael Halberstam

*Editor's note: Michael Halberstam is president of Interviewing Service of America, Van Nuys, Calif.*

**D**emographic sources, including the 1990 census, show there are now at least 7.3 million Asian-Americans living in the United States, a 110% increase over 1980. It's not a homogeneous group, either: The figure breaks into 30 cultural subgroups. Members of each group have their own opinions on contemporary issues, are making their own decisions on where their dollars will be spent, and are speaking their own language. These same census figures also show that these new Americans send more children through college, hold down more white-collar jobs, and possess more disposable income than any other ethnic group.

But in 1985, when we began exploring this emerging market, we found that the first rule of surveying Asian-Americans was understanding each culture and how it differed from working with Hispanics or any one of the 50 cultural groups we survey on a regular basis.

It was then that we devised the Asian Surname Database, a segmentation tool that we now use in the 55,000 to 60,000 surveys we complete each year, to differentiate each of the ethnic communities based on surname. (We also provide the database to other companies.) Before the availability of this database,

ethnic sampling was done with Asians as a single bloc. No one differentiated between groups. Since Japanese are different from Koreans, and Koreans differ from Vietnamese, and so forth, researching these markets was usually done in English. This precluded about 80% of native-language Asian Americans, a staggering percentage to leave out of any supposedly projectable sample.

### Eager participants

It was practices like these that led many companies down the wrong path in getting a foothold in the Asian-American market. But today we are able to effectively survey in 11 Asian languages and dialects including Cambodian, Cantonese, Hindi, Japanese, Korean, Laotian, Malay, Mandarin, Tagalog, Thai and Vietnamese.

One of the most astounding things we first learned in this business was these communities' interest in participating in surveys. As many of you who work in the marketing research business know, it is increasingly difficult to find willing respondents, but the Asian communities are different. With a refusal rate at approximately 40% of the industry norm, their desire to participate is driven by wanting to become a larger part of the American mainstream without losing their cultural identity.

This is why we use bilingual Asian

employees, many of whom were born outside the United States, to survey respondents in their native language. These employees have a keen awareness for cultural, conceptual and idiomatic considerations and nuances when collecting data, translating questionnaires and moderating focus groups.

Companies who spend the time and effort respecting Asians and their culture, and communicate with them in their native language, find they are rewarded with enduring brand loyalty.

The use of native language is also important because many of the groups we have tracked are still primarily native-language speakers. This is most prevalent in the Vietnamese, Cambodian, Korean, Chinese, Laotian and Thai communities where at least 70% of the group members rely on their native language.

The value of native-language interviewing can be seen with open-ended questions where respondents tend to provide longer-than-normal answers that must be recorded in the native language to get the full flavor of the response.

Children in these communities between 2 and 15 years old who were born here or have been in the United States for at least five to seven years speak English as well as their native language. However, they often cannot write or read the native language.



# Asian-American marketing research

## Cultural sensitivity a must

Household composition also presents an interesting challenge. While mainstream American households typically consist of a single family, Asian-American households are usually a compilation of a number of extended family members and close friends. It is not at all uncommon for such a household to include grandparents, nephews, nieces, or even close friends who share equally in the management and financial obligations of the home. This is why market research within these communities always includes a household composition question. Two areas we do treat very sensitively with these communities are education and income.

Another important consideration in surveying Asians revolves around using numerical rating scales versus verbal rating scales. Using words like "excellent," "very good," "good," etc., doesn't work in these communities because there is no conceptual way to translate or make respondents understand the difference that mainstream Americans make between "very good" and "excellent" or "not very good" and "poor."

But simply following the rules outlined here is not enough. Any native-language research or subsequent advertising or communications to these communities must also be "culturally correct." Let me cite an example. It concerns a video ad campaign targeted at

older, high-income traditional Japanese men whose companies might buy a condo in the United States for business purposes.

The actor chosen was a Japanese-American whose family had been in the United States for generations. He spoke no Japanese and had little contact with his native culture.

During the filming, our intercultural consultant was brought in to supervise

First, the producers learned that slippers are not worn at home. Second, in one scene the actor was exposing the bottom of his feet, which is considered an insult in the Japanese culture. Third, the way the actor wore the robe was reminiscent of the way a robe is used in Japanese burial rites.

This story is just one example of how lack of respect for these communities, and not conducting proper research or

**As many of you who work in the marketing research business know, it is increasingly difficult to find willing respondents, but the Asian communities are different. With a refusal rate of approximately 40% of the industry norm, their desire to participate is driven by wanting to become a larger part of the American mainstream without losing their cultural identity.**

the script content and setting to avoid offending the target audience. Marketing research, both qualitative and quantitative, had been conducted two months before the shoot. One of the first things the consultant noted was that the Japanese actor was wearing slippers and a robe. After the consultant learned the setting was intended to represent a traditional Japanese male, he suggested three key changes.

using an intercultural consultant before embarking on an Asian-American marketing effort can have a disastrous effect on the ultimate goal.

I always think of three words when I'm dealing with an Asian-American person or project: face, honor and respect. If you never forget these three words, you'll considerably reduce the risk of making a critical error that could prove embarrassing and costly. □



# Cultural adaptation of research procedures and instruments in Hispanic and other cultures

By Felipe Korzenny and Betty Ann Korzenny

*Editor's note: Felipe Korzenny, Ph.D., is president of Hispanic Marketing Communication Research, and its Asian division Asian Marketing Communication Research, Belmont, Calif. Betty Ann Korzenny, Ph.D., is executive vice president of the firm.*

**W**hat do you do when you need to have your questionnaire translated into Spanish (or another language)? Would you ask an analyst who took Spanish (or the required language) in college to translate it? Would you ask a native speaker in your office to do the job? Or would you call a friend from the country where that language is spoken to help you with this minor task? While all three options might seem feasible in theory, you could very likely find yourself with many difficulties.

There are many perils lurking in the shadows of cultural diversity for the unaware researcher. Just think about the possibility of someone in a research house using a computer program to translate an instrument for his or her

latest study. The results could be disastrous, not because a computer program should not be used at all, but because thinking, judging and cultural knowledge are as important as a big vocabulary in the target language. Research procedures and instruments are full of intentions that need to be deciphered properly; this cannot be done out of context, no matter who — or what — does the translating.

### The fallacy of cultural interpretation

The unaware researcher is likely to miss the nuances of cultural interpretation and conclude that adapting research to another language is a relatively trivial exercise. Translation is more complicated than it may seem, however. It is easy to assume that anyone with university-level knowledge of the target language (let's take Spanish in this case) should be able to produce an acceptable Spanish version of an original questionnaire in English. This is what we call the elusive fallacy of cultural interpretation.

This fallacy consists of thinking that any intelligent and educated speaker of two languages can interpret one language into the other. The reader may notice that we have stopped speaking about translation and are now speaking about interpretation.

Interpretation is the task of attaching meaning. Translation, on the other hand, deals with transforming one set of symbols into another. This is an important difference because interpretation is less concerned with the code (or words) and more concerned with meaning.

### Cultural interpreter vs. translator

Adapting messages, questions and instructions from one language into another is an ambiguous task. Finding the right word may be what one needs in some instances. On other occasions, finding cultural equivalence may be the key.

When conducting research, the interpreter must be versed in both the original and target languages. She or he must also be cognizant of cultural nuances in both cultures. And to top it all off, the

interpreter must be knowledgeable about research methods, conventions and customs.

An interpreter culturally adapts text so that it can be understood in the target language in the same way it was understood in the original language. The interpreter must redo the text from scratch. There is no feasible compromise.

When you combine idiomatic expressions in consumer language that are available in one culture, but not in the other, you get a very complicated set of circumstances. An innocent "translator" faces a formidable task when trying to translate such words and phrases. When he or she is done with the translation, the outcome may make no sense to the speaker of the target language.

### Making sense of interviewer instructions

When a naive translator takes on a questionnaire, she or he will likely have a series of problems understanding the intended meaning. One particularly sensitive area of confusion in translation is instructions to the interviewer. The lingo used in the industry for research instructions can be perplexing when words alone are the focus of attention.

These instructions, if literally translated, can make very little sense. How will a naive translator phrase something like "If yes on A2b go to B3c. If no on A2b and yes on B1, terminate. If yes on A2b and no on B1, skip to C30po"? In our experience, these and simpler types of instructions tend to be awkwardly and incorrectly translated.

Just imagine the interviewer's confusion as he or she tries to make sense of already complicated instructions that have been expressed badly in another language. If there is not an outside check and verification, the data obtained could be simply trash.

### The importance of conceptual understanding

Another essential area of research expertise for interpreting a research instrument or protocol has to do with sensitivity to subtle meanings offered as responses to a question. Take the case of asking about television viewing patterns. The optional response of "prime

continued on p. 27

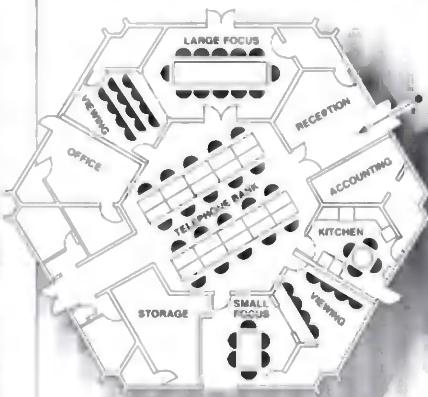


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## Measuring sponsor longevity using survival analysis

by Thayer Allison

*Editor's note: Thayer Allison is research manager with Compassion International, Colorado Springs, Colo.*

Many enterprises depend on long-term relationships with clients. Banks, insurance companies and many non-profit organizations provide a service or benefit that is realized over a long period of time. In return their clients or donors send in regular payments — usually called premiums — to the organization.

For such organizations there are two parts to the growth equation: acquisition of new clients and retention of existing clients. Much attention is given to the acquisition of new clients, but retention studies are few.<sup>1</sup> This article presents a method of measuring and analyzing retention of sponsors in a child sponsorship organization.

Compassion International is a Christian non-profit organization that provides a wide range of benefits for about 180,000 children in 22 countries around the world. Compassion has been linking sponsors from the U.S. with needy children around the world since 1952.

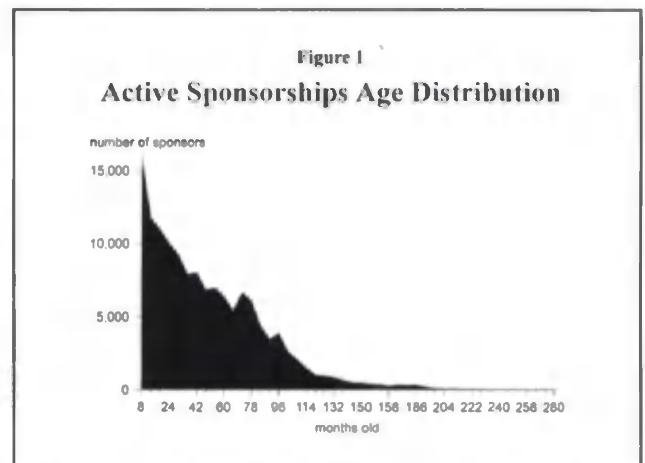
Potential sponsors are made aware of Compassion's ministry through word of mouth, magazine ads, radio, TV, and other means. When a person agrees to become a sponsor they are linked to a specific needy child. The sponsor receives letters from the child as well as periodic updates from the project about the child's progress. The sponsor sends \$24 each month to Compassion to provide for these benefits for the child.

### How long does the typical sponsorship last?

The question of interest for this article is: How long does

the average sponsorship last? It seems like a simple question but once one delves a little deeper it is not so simple.

The most popular statistic used to describe the "typical" case when the distribution is highly skewed is the median, the middle value. The distribution of Compassion's sponsorship tenures is extremely skewed. (See Figure 1). There are many



sponsors who are in the early months of their tenure. But there are some sponsorships that have lasted 12, 15 or even 20 years! These few cases with such extreme longevity pull the arithmetical mean up considerably.

A case can be made for using mean longevity since the mean is more accurate than the median in calculating expected income. But to get an accurate estimate of the mean you must look at cohorts of sponsors who began long ago. The further back in time you go, the more accurate the estimate of the mean. But the further back you go, the less

confidence one can have that the estimate is accurate for sponsors entering today.

Besides the issue of which statistic to use there are a variety of ways to group the data in measuring the longevity of a sponsorship. Each grouping has its own problems.

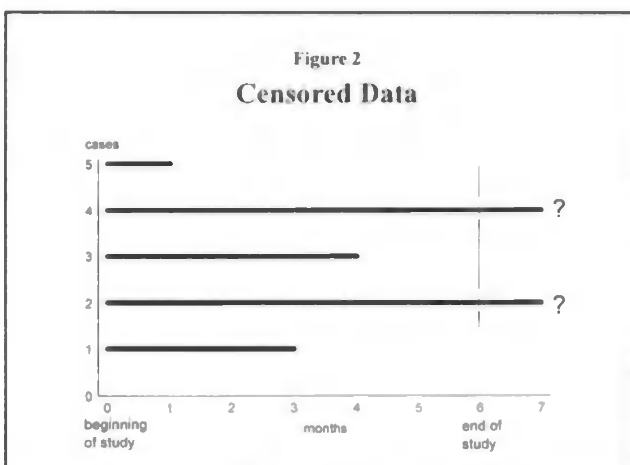
Median longevity of active sponsors — this is perhaps the most common measure. It is helpful but overestimates the true length of the typical sponsorship because it doesn't include the ages of all the sponsorships that have already been canceled. It underestimates the true length because all the current sponsorships haven't ended yet. They will continue for an unknown number of months. For Compassion, this median is almost 39 months.

Median longevity of canceled sponsors means all these sponsors have canceled so we know the length of time they stayed with the program. But this underestimates the typical length because it ignores all the sponsors who are still paying. For Compassion, this median is about 14 months.

Median longevity of active and inactive sponsors is probably more accurate than the other two but still has the problem of ignoring the expected future longevity of the active sponsors who haven't ended their sponsorship yet. Compassion's median longevity for active and inactive sponsors is 27 months.

### Borrowing from medical research methods

The problem of estimating longevity or survival with data that has a large proportion of cases still surviving at the end of the study is one that medical researchers have faced for a long time. To determine if a medical procedure is effective they run a test on a sample of patients to see which treatment makes people live longer. But usually the test ends before all the patients have died. So the researcher doesn't know the longevity or survival time of all the patients, he only knows, for example, that 10 of his 15 patients died at various months into the treatment and that the other five were still alive when the study ended. This is called censored data. Figure 2 shows an example of censored data. Data in which the cases' starting



point is at varying times is called progressively censored.

Compassion's sponsorship database consists of progressively censored data. We know when each sponsorship started. If the sponsorship has been canceled we know their

ending date too. But for a huge number of sponsorships, we only know how long they have lasted so far. How can we use all of the data to get an accurate measure of longevity?

Biostatisticians have developed survival analysis to deal with this kind of data. In statistical terminology, survival analysis is efficient because it uses all the data, not just a portion of it. Survival analysis identifies three helpful functions<sup>2</sup>:

Survival function — sometimes called the cumulative survival rate. It is an estimate of the number of cases surviving for a particular length of time. From this function it is easy to find the median life of a sample. For our purposes, I use the term "longevity function" when applied to sponsorships instead of survival function.

Probability density function — sometimes called the unconditional risk. It is an estimate of the probability of a case terminating in a certain interval. For our purposes, I use the term "expected drop-off function" or simply "drop-off function" when applied to sponsorships.

Hazard function — sometimes called the conditional risk. It is an estimate of the probability of a case terminating in a certain interval given that the case has already survived up to the start of that interval.

### Using survival analysis methods on our sponsorship data

The information services department of our organization provided a dataset with records for cohorts of sponsorships.

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Each record included the starting month and year, the paid through month and year, the type of sponsorship, the source of the sponsorship (TV program, magazine ad, volunteer, etc.), the status of the sponsorship (active or inactive), and the number of sponsorships in that cohort.

Table 1 - the data					
begin date	paid-through date	sponsorship type	sponsorship source	status	count
May 89	Apr 91	I	A	i	12
May 89	Aug 93	I	A	a	14
May 89	Aug 93	II	B	a	5
Jun 89	Jan 92	I	B	i	11
.	.	.	.	.	.
.	.	.	.	.	.

In this analysis we considered the start date to be the month when the sponsor was linked to the child. The ending date was the paid-through date. Using these two dates, the cohort's longevity in months was calculated.

This period of longevity, the status variable, and other categorical variables were used in the survival analysis module in SPSS. SPSS produces a life table that includes all the above survival analysis functions plus the standard errors for each. SAS also produces life tables: Under the "lifestest" procedure choose the method = life option.

### Potential pitfalls

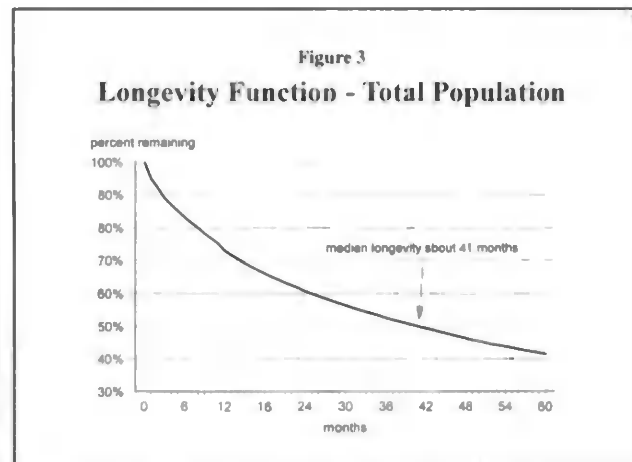
There are several things to be careful about in preparing data for survival analysis. The data must be complete. A time period must be selected for which information on all the cases that started during that period is available.

At one point we discovered we had information on many cases that started before 1988. These cases showed significantly greater longevity than cases beginning after January 1988. This was because the sponsorships that had begun and ended before 1988 were not in our data. They had been "left behind" when a new computer tracking system was implemented. Hence, we had to limit our study to cases beginning after 1988.

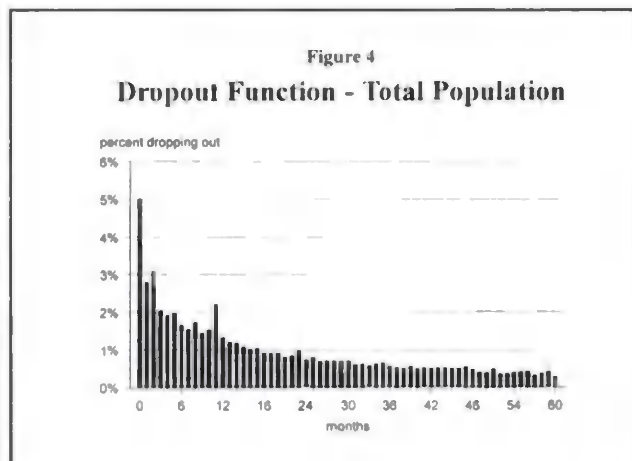
A second potential pitfall is the designation of which sponsors are active and which are inactive to the software. You must tell the survival analysis module which value in your status variable indicates that the case has experienced the terminal event — cancellation in our case. It could be a zero or a one or any number. In SPSS you must recode nominal variables to numeric ones. The recoding begins with 1, not 0, and proceeds alphabetically. Be sure you get it right. In SAS's lifestest procedure, you must indicate which cases are censored rather than which cases have terminated.


### Interpreting the results

Figure 3 plots the longevity (survival) function for all




sponsorships since 1988. Notice that the percent remaining crosses the 50% gridline at about 41 months. This means that






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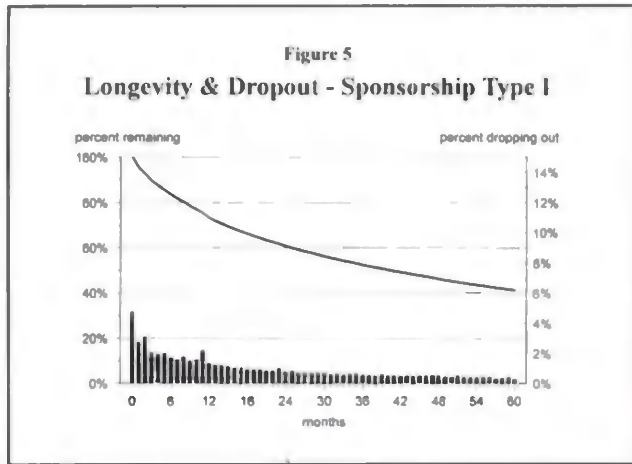
**Robin G. Niecko**  
Formerly with Glaxo  
and Upjohn

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half of the sponsorships last longer than 41 months and half have dropped out prior to 41 months.

Figure 4 plots the dropout function for all sponsorships since 1988. The bars indicate the expected dropout rate for each month. The higher the bar, the higher the probability of a sponsorship ending in that month. The greatest likelihood of dropping out is in the first month, followed by the third month, the second month and the twelfth month. There seem to be small increases in dropout likelihood on the anniversary dates of sponsorships.

Figure 5 combines the two functions in one graph and presents information about one of several types of sponsor-

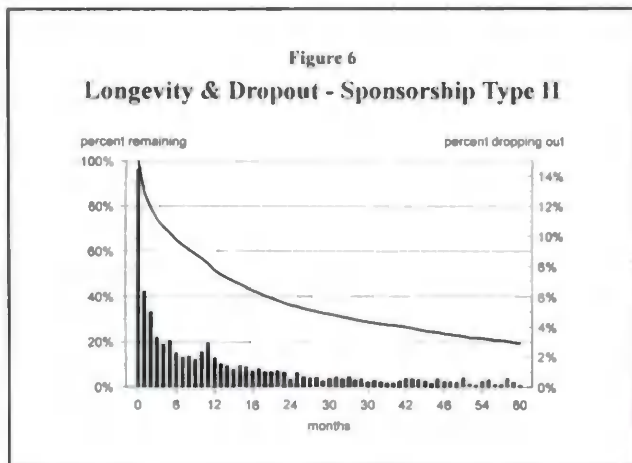


ships available from Compassion. The line represents the longevity function and is measured on the left axis "proportion remaining." The dropout function is represented by the bars and is measured against the right axis "dropout probability."

These two functions are obviously related. In the months where there is a tall bar indicating a high probability of dropping out, the longevity line drops more. In months where the bar is short, the longevity line doesn't drop as much.

At the end of the first month ("1" on the x-axis), about 4% have already dropped out. By the end of 24th month about 60% have dropped out. Half have dropped out by 41 months.

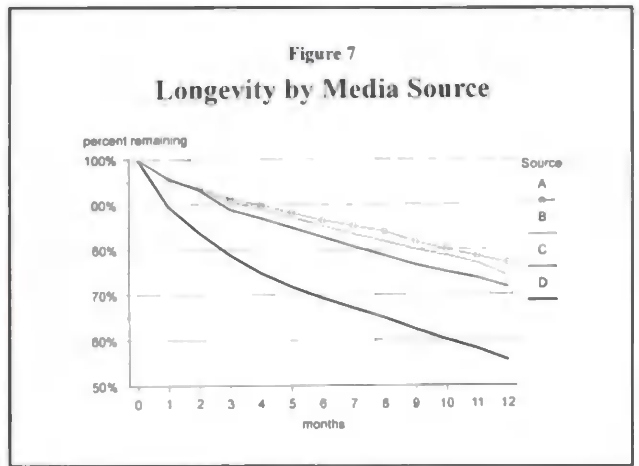
Figure 6 graphs the same functions for another type of



sponsorship. It is clear from the two figures that longevity is considerably better for the first type of sponsorship. The

expected dropout rate is almost 15% in just the first month for sponsorship type II whereas it is only about 4% for the first month of sponsorship type I. Half the sponsorships of type II have dropped out by the 13th month whereas it takes almost 41 months before half have dropped out from within type I.

Figure 7 compares the longevity of sponsorships that have been acquired through different media sources. Media source



A is clearly the best in terms of longevity. Source D is clearly the worst, with 40% of the sponsors being canceled by the

continued on p. 40

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# Dynamic travel trends in new markets: Asians and Latinos

by Andrew Erlich

*Editor's note: Andrew Erlich, Ph.D., is president of Erlich Transcultural Consultants, a research firm based in Woodland Hills, Calif.*

**T**he most important action in the renowned Russian playwright Anton Chekhov's plays occurs at dusk or dawn — the transition between light and dark, the place where night and day meet.

We are living in an exciting in-between time of profound demographic and cultural change. Every aspect of our society, from our schools to our workforce, will be affected. In all the markets available, there are few that will be as dramatically affected by transcultural marketing as travel and tourism.

Asians and Latinos typically have deep off-shore roots. Their sense of family and community consists of more than a small geographic area, as a look at a typical domestic and international long-distance bill attests. Our studies and experience have shown us that Latinos and Asians have friends and family throughout the United States and the entire world whom they treasure and want to visit. Their social and business networks are equally far-reaching.

For example, one recent travel study we conducted showed that among a

particular Asian group living in Los Angeles:

- 80% had flown in the past five years;
- 70% had flown to Asia in the past five years;
- 90% planned to fly somewhere in the near future; and
- 61% have done both, i.e., flown at least once in the past five years, and plan to fly again in the very near future.

### Native-language marketing is key

When you market to these populations, in-language (i.e., in their native-language) marketing and cultural understanding are the keys to success. Currently, more than 80% of Latinos in the country speak Spanish at home. The proportions are similar for Chinese, Koreans and Vietnamese. Language is a key to marketing even with Japanese and Filipinos, groups that have much higher proportions of English speakers. The profound growth for these populations predicted by the 1990 census will come mostly from immigration. Because of this, these groups will continue to be steeped in their own languages and cultures.

As these populations grow, we will also see continuing manifestations of ethnic pride as expressions of individual identity.

An example of this phenomenon is *banda* music, which is all the rage with Latino young people in Los Angeles. You can hear it on Spanish-language radio station KLAX. This programming helped to make this the No. 1-rated radio station in the L.A. market in the last four consecutive rating periods — that is, the No. 1 station even when all English-language stations are included. (Howard Stern, eat your heart out!) Latino adolescents and adults love to listen to this combination of *Norteño*, country-western music and *corridos*, and dance La Quebradita wearing their *banda* outfits — tight jeans, cowboy hats and boots, handkerchiefs sticking out of one back pocket and a leather key chain with the name of the Mexican city or state they are from sticking out of the other. (*Norteño* music refers to music associated with northern Mexico; *corridos* are ballads that were sung during the Mexican Revolution. They are narratives that may related to specific cities or places.)

Other manifestations of this ethnic pride are the frequently seen bumper sticker saying Yo ♥ (“I love”) followed by the name of some city or town in Latin America. This ethnic pride is also common in the Chinese community, where young ABCs (American-Born Chinese) are sent by their families or go



back to Hong Kong or Taiwan to learn Chinese and be exposed to Chinese culture.

This growing ethnic pride will result in increased international travel. Latinos and Asians will want to visit their own or their ancestors' homelands in Latin America, Spain and Asia. Many of these travelers have traditionally identified with, traveled exclusively on and, to a great extent, been taken for granted by, their own national airlines. They will look elsewhere for a carrier and will switch if they are provided with in-language, culturally sensitive services at competitive prices. Thus an important strategic marketing question will be why and when the traditionally loyal Latino and Asian passenger changes carrier.

Another key marketing issue will be what, exactly, do Asian and Latino travelers expect in terms of service, and how do culture and other preconceptions affect these expectations?

#### Business travelers important, too

The number of Latino and Asian business travelers has been growing and will continue to grow in importance for travel industry revenue. An excellent example of that is what the Chinese refer to as "astronauts," or *tai kong ren*, in Mandarin. These are Chinese men, typically with businesses in Hong Kong and Taiwan, and wives and children in the United States or Canada. Besides the fact that these men spend so much time in the air that they are like astronauts, the sound of the Mandarin word is very similar to the word meaning "without wife." The Chinese love to make such funny associations of the sounds and meanings of words.

Despite whatever changes come in 1997 with the new status of Hong Kong, that city will remain exceedingly important for businesspeople. Deng Xiao Ping's successor will play an important role, but, as can be seen from the level of investment in Guang Dong province in the Special Economic Zones and throughout mainland China, Hong Kong and Taiwan, these will continue to be key areas for businesspeople. As one Hong Kong businessman recently said, "In Peking, they are adept at making laws, and we in Hong Kong are adept at interpreting them."

After the events in Tienanmen Square,

continued on p. 30

## Los Angeles



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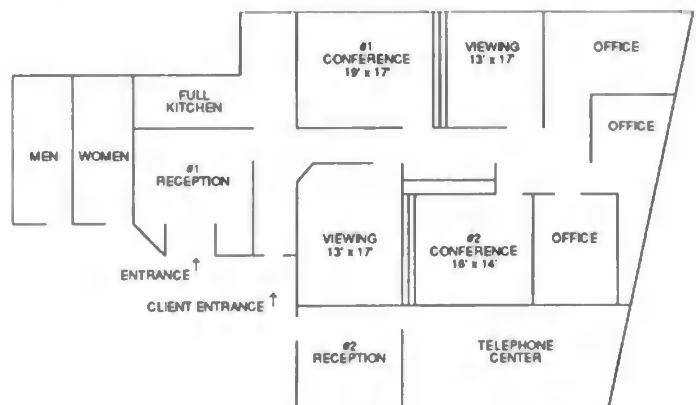
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# Survey Monitor

## America's catching its Zs

Most Americans — almost 70% — say they get enough sleep. The average American sleeps between six and eight hours on weeknights, according to a Bruskin/Goldring 1,000-respondent telephone survey. Only 3% said they sleep too much. But about a third more women than men say they could use more time inspecting the inside of their eyelids. Young adults agreed. Weekends were their saving grace. Almost half said they slept at least eight hours then.

On the other hand, if given an extra two hours of free time a week, sleep didn't even make the top five preferred activities. Socializing with friends and family topped the list, followed by reading, relaxing, working, exercising, sleeping, watching TV and writing. Significantly more women (at least 10%) than men chose reading, while the reverse

was true for working. (In other categories, the disparity was about 5% or less.) Younger respondents (18 to 24 years old) were more interested in socializing or sleeping, while 50-plus respondents were more likely to spend their time reading, relaxing, working and watching TV. Respondents could pick more than one choice. For more information call 908-572-7300 (New Jersey office) or 312-440-5252 (Chicago office).

## Hispanic teens dig Da Bulls

Hispanic teens like Da Bulls — or at any rate, they like merchandise with the logo of the NBA champion Chicago Bulls. A recent poll by Market Development Inc. of San Diego sampled the opinions of 500 self-identified 12- to 17-year-old Hispanics in five U.S. cities. Nearly half (46%) said they had purchased officially licensed athletic

apparel in the last 30 days, with 19% choosing Chicago Bulls items. Los Angeles Raiders clothing accounted for 10% of purchases, followed by the University of Miami Hurricanes (9%), the Los Angeles Dodgers and the New York Knicks (both at 7%).

MDI general manager Roger Sennott said there was a clear link between the popularity of Bulls merchandise and the team's star player Michael Jordan. Even New York teens expressed a slight (2%) preference for Bulls merchandise over their home team. (Elsewhere, however, apparel choices tended toward the hometown or regional team favorites.) The effect of Jordan's retirement remains to be seen.

Professional team merchandise was the clear favorite over college teams (58% vs. 21%). Pro basketball was the top choice, followed by baseball and football. Preferred college team merchandise was (in order): University of Miami Hurricanes, Georgetown Hoyas, Notre Dame Fighting Irish, the UCLA Bruins and the Florida State Seminoles.

Officially licensed items were more popular among boys than girls, by about a 6 to 5 margin, but enjoyed about the same level of popularity between U.S. and foreign-born teens (49% to 44%). However, 63% of foreign-born Hispanic teens bought an item with a pro team logo, compared with 54% of their U.S.-born counterparts. Nearly twice as many U.S.-born respondents bought college team merchandise, however. For more information call Tony Lovitt at 619-232-5628.

## Married girls are a diamond's best friend

The U.S. retail diamond jewelry market posted gains in 1992, thanks in large part to the "married-women's segment."

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The New York-based American Diamond Industry Inc. newsletter reports that the American retail diamond jewelry market is the world's strongest, despite the lingering recession. Last year U.S. retailers sold more than 17.4 million pieces of jewelry at an average price per piece of almost \$700.

Last year married women accounted for more than 70% of the retail market value for women's diamond jewelry. This is an 8% rise by value and a 5% increase in number of pieces sold in 1991. The 1992 sales are valued at about \$4.6 billion, about twice the sales to unmarried women, which totaled \$2.1 billion.

The greatest sources of retail sales growth in married women's jewelry were for birthdays (up 28% in value) and anniversaries (up 12%). Overall Christmas sales were up by 6%. The diamond engagement ring market held steady at about 70% of all engagements. However, sales of women's diamond wedding rings grew by 11% and the average price rose nearly 14%, to \$874. Men's diamond wedding rings also saw growth, up 10% for a total value of \$349 million.

This strong showing in the face of a sluggish economy confirms the theory that diamonds satisfy a consumer "want," not a "need." Data indicates a year-to-year rise of 1.2% by volume, more than 4% by value and 3.6% in average price. Even in the depth of the recession, retail diamond sales remained strong, suggesting the strength of the public's love affair with diamonds appears to have little relationship to tough — or flush — economic times. For more information call 212-575-0525.

## Americans for better — or maybe worse

Americans are sending a mixed message about the state of John and Jane Q. Public. A recent survey by Barna Research Group Ltd., Glendale, Calif., found that though we see progress on some fronts in the past decade, in other ways we feel we're moving backwards.

On the bright side, more than half think we're more politically aware, more compassionate and more literate than we were 10 years ago. The most positive assessments are coming from Catho-

lics, evangelicals and Christians who are active in church life.

Somewhat paradoxically, unregistered voters were more likely to think political awareness had grown. Senior citizens and registered Democrats, on the other hand, saw a decline in political awareness.

Almost half the respondents feel compassion for the needy is on the rise as well. Widows, non-churchgoers and college grads were least likely to say this, however. Literacy is also perceived to be up, with the optimistic Catholics seeing improvement, while suburb-dwellers tend to think it's worsening.

Tolerance for differences is evenly split: Catholics and Midwesterners think it's increasing; the well-off (incomes of at least \$50,000) think it's dropping.

These were the bright spots. Elsewhere, Americans felt moral values, job productivity, financial responsibility, spiritual commitment, honesty and integrity were decaying, while selfishness was climbing. Twice as many Americans (22%) thought moral values were weakening than thought they were improving (10%). However, two-thirds thought they had remained about the same. Evangelical and born-again Christians were most likely to see moral values strengthening.

The same basic feeling held true for spiritual commitment, with churchgoers more optimistic, non-churchgoers gloomier. George Barna, president of the polling group, suggested that perhaps active churchgoers took a rosier view because they were more insulated from society at large.

Perceptions of job productivity did not jibe with statistics. Federal measurements show worker productivity up, but in general people think it's waning.

The poll revealed certain demographic patterns: The better-off (earning at least \$50,000 annually), college grads and men are more likely to see progress; conversely, those earning less than \$25,000 a year, those with only a high school diploma, and women are more fatalistic. Overall, however, the outlook is more gloomy than not.

Evaluations of honesty and selfishness were particularly dim, with a four-to-one margin seeing a drop in the former

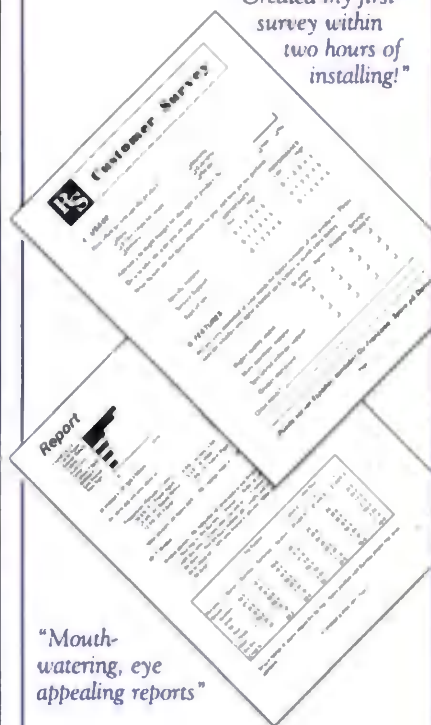
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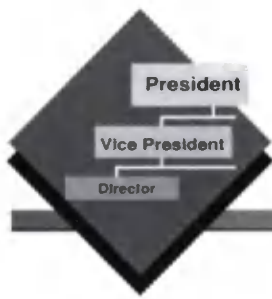
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# Names of Note

**Michael Echols** has joined *Omega Group*, Haverford, Pa., as executive vice president, consulting services. **Nancy Kauror Cave** has joined as vice president, client services. Both Echols and Cave will be involved in the consulting and research activities at the firm.

*Palace Brands Co.*, Farmington, Conn., has appointed **Michael Ginley** marketing manager for Finlandia Vodka.



Ginley



Slaughter



Lau



Bendel

**Edwin Slaughter** has been named director of *Parkwood Research Associates*, Allentown, Pa., an independent subsidiary of Lieberman-Appalucci. In his new post, Slaughter will be responsible for the design, implementation and evaluation of research studies, and will provide analysis and marketing recommendations.

**Louis Turner** has joined Minneapolis-based *Custom Research Inc.*, as account manager. He will be handling new products research business.

**Jerry Ohlsten** has been appointed director of marketing at *Simmons Market Research Bureau*, New York. He

will be responsible for all marketing and public relations for Simmons.

**Stephanie Bendel** has joined Seattle-based *Marketing Advertising Communications Specialists* as qualitative research manager. She is responsible for the day-to-day supervision and management of qualitative research projects, including booking and recruiting and the supervision of the facility coordina-

tor and recruiting supervisor. **Kris Lau** has been promoted to communications manager. In her new post, she is in charge of all marketing and public relations efforts for the firm.

**George Garrick** has been named president and CEO of *IRI North America*, a business unit of Chicago-based Information Resources Inc.'s various information services. Garrick has been president and CEO of Nielsen Marketing Research North America, a unit of the Dun & Bradstreet Corp.

**Howard Bendet** has been appointed director of market research at *Western Union Financial Services Inc.*, Upper

Saddle River, N.J.

**Ryan Wahlstrom**, a marketing research consultant and anthropologist with Omaha-based *Three Cedars, Inc.* has been named co-winner of the 1993 Praxis Award, a national competition recognizing excellence in anthropology. Wahlstrom is being recognized for his outstanding contribution to a three-year project that combined anthropology and marketing. The project helped increase the incomes of Native American craftmakers in the Southwest by generating sales and developing new markets for their craft items. Wahlstrom conducted the marketing analysis for the project, and made recommendations.

**Joseph Erchul** has been named data processing supervisor at *Rockwood Re-*

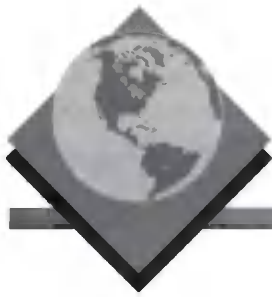


Erchul

*search Corp.*, St. Paul, Minn. His responsibilities include supervising Rockwood's staff of research spec writers and data entry personnel.

**David Freed** has been appointed senior vice president, division manager,

continued on p. 52



# Research Company News

**Strategic Mapping Inc. (SMI)**, Santa Clara, Calif., has completed its acquisition of **Donnelley Marketing Information Services (DMIS)**, a unit of A.C. Nielsen Co., from the Dun & Bradstreet Corp. (D&B). Terms of the transaction were not disclosed. However, D&B will retain an investment in Strategic Mapping. D&B will also continue to be one of SMI's data suppliers. The combined company (SMI/DMIS) will operate under the Strategic Mapping Inc. name. The organization will combine expertise in software, data, custom applications and services, and offer a single source for desktop mapping and information tools. The acquisition means that SMI now has approximately 250 employees and estimated first-year (calendar 1994) combined revenues near \$40 million.

Chicago-based **Information Resources Inc.** has entered into a letter of intent to acquire Market Trends Inc., a provider of syndicated market tracking services based in San Juan, Puerto Rico. Terms of the proposed transaction were not disclosed. For more information call Gian Fulgoni, James Andress or Thomas Walker, 312-726-1221.

The **M/A/R/C Group**, Irving, Texas, has signed a letter of intent with GfK Holding AG, based in Nuremberg, Germany, to form a strategic partnership to commercialize and develop the Assessor/MACRO family of sales forecasting models. The partnership will include sharing certain technologies and products and will allow the firms to jointly pursue assignments for multina-

tional clients. The two companies expect to sign a formal agreement soon, under which GfK will purchase the rights to market and develop the Assessor modeling system in Europe. The Assessor model allows the user to generate an assessment of volumetric potential and predict sales levels across a range of marketing variables.

Philadelphia-based **RSVP/Interviewing Services** has changed its name to **RSVP/Research Services**. The change reflects the broader range of services the firm offers. In conjunction with its WATS interviewing functions, services include questionnaire assistance, sample design, coding, data processing and expanded computer-assisted interviewing capabilities.

**Quantime Corp.**'s New York offices have moved to: 11 E. 26th St., 16th floor, New York, N.Y. 10010. Phone is 212-447-5300; fax is 212-447-9097.

Constance Petersen has founded **Capstone Research**, based in Lyndhurst, N.J. The firm provides custom marketing research and proprietary services on an international, national, regional and local scale. Services include custom and syndicated sales tracking studies, distribution audits, controlled store testing, mystery shopper programs, customer satisfaction surveys and product purchasing. Petersen, a partner in ACP Research, said that Capstone will continue to offer "TRENDS," a national in-store observation service that has been part of ACP's operations, and D.A.R.T., which

delivers data in 24 hours using telecommunications technology. The firm is at: 623 Ridge Road, Lyndhurst, N.J. 07071. Phone is 201-939-0600.

**FrontLine Research** has opened for business. The firm is at: 647 Panchita Way, Los Altos, Calif. 94022. Phone is 415-941-1770; fax is 415-941-1777. Ed Klar is the firm's president.

**Hispanic Marketing Communication Research and Consumer Research Associates/Superrooms**, two San Francisco Bay area firms, have established a jointly owned firm, **SuperDatos de Mexico**. The new company has headquarters in Mexico City and provides a range of quantitative and qualitative research services throughout Mexico, including central location intercept interviewing, telephone interviewing, data tabulation and analysis, focus group recruiting, focus group facilities, and focus group moderation and analysis. The firm is at: San Miguel 31, #3, Delegación Coyoacán, Mexico D.F., Mexico CP 04030. U.S. phone is 800-800-5055; U.S. fax is 415-392-7141. For more information call Rich Anderson at 800-800-5055 or Felipe Korzenny at 415-595-5028.

**Marketing Advertising Communications Specialists**, formerly of Seattle, has changed its name and moved to a larger facility in Bellevue, Wash. The company now is called **Northwest Research Group Inc.** For more information, call Kris Lau at (206) 545-8144.



# Product & Service Update

## Teleform software price rises

Cardiff Software Inc., Solana Beach, Calif., has announced a price increase for its Teleform for Windows software. On Nov. 15, the price increased from \$995 to \$1,495. The price change will affect only the single-user version. For more information call 619-259-6444 or 800-659-8755.

## Research 100 issues Senior Travel study

The special markets division of Research 100, Princeton, N.J., is offering the Senior Travel Study, a syndicated study of the travel needs and preferences of the over-50 population. The study cov-

ers all travel industry categories: airlines, car rental, railroad and bus transportation, hotels and motels, cruise lines, credit cards and travelers checks, travel agencies, photography and trip insurance. The category-specific information focuses on category and brand awareness, usage and need gaps in services. There is also a general information section that covers travel experiences of seniors as well as leisure activities, media habits, and demographic and psychographic data. For more information call Candace Corlett at 718-657-5100.

## Paria Group acquires new CATI system

Paria Group, Orem, Utah, has acquired a new computer-assisted telephone inter-

viewing (CATI) system. The new system provides capabilities for: nested randomization, which minimizes and eliminates potential bias by arranging option orders to appear differently for each survey; on-line/open-ended coding, skip pattern changes, code insertions and question deactivation, which can all be done while the survey is in progress; skip patterns that can be based on any logical expression for several questions of imported variables; calculating computations of several questions, storing the value into a new question, and skip based on the results; automatic data cleaning, based on skip patterns; and up to 800 quota cells, which are available to close complex quotas on completion. For more information call 800-346-0255.

## Raosoft offers Survey upgrade

Seattle-based Raosoft Inc. has released a DOS-based Raosoft Survey Version 2.5 upgrade. Raosoft is a personal database information system for non-technical personnel.

The new version offers more options for form design; additional capacity in analysis and reports, including a calculation feature to extend spreadsheet capacity, sample selections for small populations, and merged comment text fields for keyword counts; expanded use of pull-down menus; and additional on-line help. The new form options are especially useful for: government agencies and corporations with regional or field data collection; kiosk-type unattended data entry; engineering and scientific data gathering; health care systems for monitoring

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diverse activities; and auditing and tracking projects or service usage. The program runs on single or multiple floppy or hard disk drives and needs 512K memory, DOS 2.0 or higher. Both are networkable and can run under the Windows environment. For more information call 206-525-4025.

## Equifax, Vista offer environmental info hotline

Equifax National Decision Systems and Vista Environmental Information Inc., both of San Diego, are jointly offering toll-free hotline access to Vista's hazardous-risk information database. The environmental database is composed of public domain information collected and maintained from more than 700 specialized federal and state sources, geo-coded using proprietary technology. The database meets all American Society for Testing and Materials guidelines for site assessment and transaction screening.

The database is designed for professionals in real estate development, purchasing or lending. It's particularly use-

ful for property owners, who are legally responsible for any environmental site hazard that may surface on their property (even it existed long before they bought the property). The toll-free number allows customers to quickly order and receive the information they need to perform an environmental hazard due diligence for any geographic site or area in the United States. The geographic area can be defined in terms of a corridor, polygon or site radii.

Information packages include the facility risk profile and the national radius profile. The facility risk profile is a site-specific report that provides a "report card" documenting environmental risks (for example, records of existing or potential contamination, the presence of hazardous materials or environmental permits, or records of environmental non-compliance). The national radius profile is a radius risk report that provides a sample of the defined locations and area, and a list and summary of the hazardous and solid-waste systems, underground storage tanks and other facilities that might affect environmental risk. For more information call Julie Pulliam at 404-888-5028.

## Simmons launches Hispanic study

Simmons Market Research Bureau Inc. has launched its Study of Hispanic Media & Markets. The study uses a sample of more than 10,000 Hispanics and represents telephone and non-telephone households. Information will be available on media habits, a broad range of demographic characteristics, and buying patterns for hundred of products and services. Hispanics are projected to be the largest ethnic segment in the United States by the year 2000, and currently comprise a market worth \$189 billion. Field work will start in the first quarter of 1994; data will be available later in the year. For more information, call 212-916-8900 (New York) or 312-951-4400 (Chicago).

## BMDP begins shipping DIAMOND

Los Angeles-based BMDP Statistical Software Inc. has signed a licensing agreement with IBM to market and support a highly interactive graphical visualization

continued on p. 52

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## Community-based

continued from p. 7

about what they can do to help you. Once community leaders understand the objectives of your study, they are typically willing to provide a core set of contact names. Their endorsement of your study also helps gain the cooperation of community members; being able to say, for example, that "Reverend Adams suggested I contact you. . ." opens doors during recruitment.

**A word of caution:** If community leaders are to be study participants, they should be interviewed separately from rank-and-file because the presence of a community leader in a group can sway and/or inhibit participants from expressing their own opinions.

**Snowball sampling:** Creating a chain of personal referrals is essential in recruiting community members.

**Ethnic match of recruiters and subjects can help but is no panacea.** An ethnic match between researcher and subjects can make the process more

efficient because it can facilitate subjects' trust and comfort levels. However, simplistic matching on the basis of race or language often complicates matters since intra-group differences may outweigh similarities. For example, an assimilated American-Jewish person does not necessarily have the ad-

*A word of caution: If community leaders are to be study participants, they should be interviewed separately from rank-and-file because the presence of a community leader in a group can sway and/or inhibit participants from expressing their own opinions.*

vantage of ethnic similarity in interviewing Hasidic Jews or recent Russian-Jewish immigrants. Building trust and rapport are still necessary to gain the cooperation of potential recruits.

**Choose an accessible meeting space.** Your location should be neutral in terms of the topic under study and where respondents will feel most comfortable—a community center, school or church meeting room. During a recent multi-ethnic study for a bank, we could not use the well-equipped conference rooms at our client's neighborhood bank branches because they were not neutral territory.

**Site interviews with the convenience of the respondent, not the researchers, in mind.** The room itself should be large enough to comfortably seat respondents and observers. Additionally, providing child care is often necessary in conducting community-based studies.

**Be prepared for contingencies.** There will be no two-way mirrors or hidden microphones. This means that you must arrange for note taking or bring your own audio taping equipment and that client observers must sit within view of respondents. Be sure to introduce observers in a way that makes respondents feel comfortable.

**Confirm, confirm and reconfirm.** Carefully explain the purpose of the study to participants and emphasize the importance of their participation. Friendly and frequent reminder calls guarantee a high show rate.

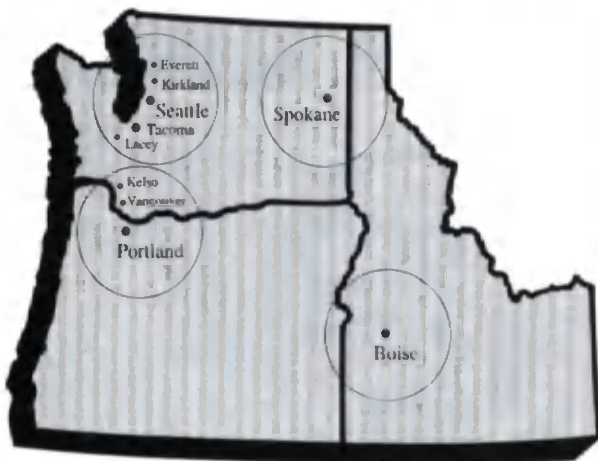
**Leave extra time for data analysis.** A report that is based on comparisons and contrasts between different ethnic groups cannot be written in haste. For each of the study's research objectives, extra attention and time are required in the data analysis phase to uncover subtle cultural cues and attitudinal similarities and differences by ethnicity.

Community-based methods are an essential tool for clients investigating immigrants, low-income and other hard-to-reach groups. They require careful supervision by sociologically and anthropologically-trained researchers experienced in community studies. Given the changing demographics of the United States, research managers studying America during the '90s and beyond cannot neglect this approach. The primary benefit is to discover a world otherwise unreachable. □

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## Cultural adaptation

continued from p. 11

time" television has no equivalent in the daily parlance of Spanish speakers. The best one could do in that case would be to list, by hours, the actual time segments during which people might watch TV.

Country music sounds easy to translate, right? Well, for Mexicans, for example, "country music" may be *ranchera* or simply "Mexican or Latin music." These latter types of music have absolutely nothing to do with the "country" music most commonly referred to in English, the kind Kenny Rogers sings.

So what would be an appropriate translation? Your best bet is to simply leave the term untranslated. If the respondent listens to U.S. "country music," she or he will be familiar with the U.S. English term. If you want to learn whether the respondent also listens to *ranchera*, simply use this well-understood music category in Spanish.

If, as we have found in some cases, country music is translated into Spanish as *ranchera* the client may waste large

amounts of money. She or he may buy time for country music stations. That money, however, should have been placed in Mexican *ranchera* stations.

An instrument may not contain relevant categories. If the interpreter doesn't know about the research intention and/or the target culture, she or he may allow the client to only ask about categories that are irrelevant to the culture.

The respondents may not be given a chance to identify what they actually watch or listen to. Imagine asking Spanish-dominant Mexicans exclusively about country music, rock, classical, easy listening and Top 40.

That would not allow them to indicate they listen to *boleros*, *ranchera*, *romántica*, *salsa*, *banda* and many other Mexican music genres on the radio. With this omission, it would appear that this public listens to the radio very little, which would be erroneous.

An informed instrument interpreter would probably keep in mind that response options need to be exhaustive and mutually exclusive. A naive translator is likely to assume that what she or

he was given to translate is final. That assumption tends to be generally dangerous. Rarely is everything included when moving from one language and culture to another.

### Back interpretation — do it right

"Back interpretation" can be very useful in instrument adaptation. The method is not difficult but requires attention to detail. First, you need two interpreters, one whose native language is English, and one whose native language is Spanish.

The native Spanish speaker first translates into Spanish, then the native English speaker translates back into English. An informed researcher compares the two English versions; if they are comparable in intended meaning you are likely to be on safe ground. If the versions diverge, the two interpreters and the researcher need to discuss any discrepancies and adjust them.

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is to verify the interpretation by submitting it to a panel of bicultural and bilingual judges. This can be done in a focus group setting in which bilingual members of the target audience are asked to

interpretation tends to focus on the explicit symbols of language expression. In conducting research across cultures, particularly in the Hispanic market, other cultural issues emerge that affect the

*There are members of Hispanic cultures who are not used to ranking or rating conceptual statements. The notion that abstract ideas can be quantitatively compared may be not be a universally shared notion. In addition, quantitative skills are not universally shared. There are occasions in which respondents are embarrassed by a client who insists on obtaining rank-order comparisons among concepts.*

debate and compromise.

These individuals are presented with the English and proposed Spanish versions and then asked to verify the proposed Spanish version. The discussions produced in this manner are lively and also insightful.

If the interpreter sits in the back room, she or he is usually surprised to hear the comments and discussions. The interpretation thus produced is likely to contain the intended meaning for the intended audience.

#### **Cultural adaptation is more than linguistic interpretation**

Culture is composed of a variety of elements, some implicit (subjective) and some explicit (objective). Language

design and operation of research.

#### **Cultural adaptation beyond questionnaires**

Here we will touch upon a series of other research design issues that require cultural interpretation and understanding. Going beyond language stresses the importance of considering cultural adaptation in broader terms.

#### **Qualitative research assumptions**

In qualitative research sessions, whether focus groups, in-depth interviews or other formats, researchers make cultural assumptions. These assumptions are taken for granted. For example, it's assumed that consumers can easily participate in imagery exercises.

#### **What type of person would a candy bar be?**

The idea that candy bars can have personalities seems to be taken for granted among U.S. qualitative researchers. One commonly hears "Let's imagine these candy bars are people... What type of person would each of these candy bars be?"

Even more interesting, "What type of animal would each candy bar be?" For respondents coming from other cultures, these exercises can prove difficult, if not nonsensical.

Cultural adaptation of these types of research procedures calls for understanding the expectations of members of the culture.

General market respondents in the U.S. are quite familiar with TV game shows and with other types of playful ways in which one can explore meaning. Among members of certain cultures, particularly Hispanic, a group setting tends to be taken seriously. Group settings are taken so seriously by some Hispanic respondents that they stand up when they speak.

For these respondents, a group setting is one where one has to be careful not to lose face. Common comments these writers have heard include: "But candy bars are not people," or "How can a candy bar be an animal?" Respondents may be baffled at how to respond and may tend to view the group process with less seriousness.

#### **What score would you give each of these concepts?**

Other common research procedures that may require cultural adaptation when moving from one culture to another are rating or ranking exercises. While qualitative research should not generally be used for the collection of quantitative data, it is common practice to do so occasionally. For example, respondents are given the opportunity to rate concepts so they make a private commitment before discussing the concept.

There are members of Hispanic cultures who are not used to ranking or rating conceptual statements. The notion that abstract ideas can be quantitatively compared may be not be a universally shared notion. In addition, quantitative skills are not universally shared.

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There are occasions in which respondents are embarrassed by a client who insists on obtaining rank-order comparisons among concepts.

### What does it take to get results?

To alleviate these problems, the researcher, acting as a cultural interpreter, adapts these exercises to the requirements of the cultures involved. In the case of the imagery exercise, one would ask for relevant conceptualizations, e.g., "What type of person would eat that candy bar?"

A more powerful imagery question would be "What images come to your mind when you try this candy bar?" This more direct approach tends to be productive. It asks for experiential reactions, something the person can relate to.

In the case of the rating or ranking exercise, respondents should probably be asked to read with the moderator each concept at a time. In groups where literacy levels tend to be lower than in the U.S. general market, those who can't read still have the option of following along. Then respondents are asked to

think of the concept that convinced them the most about the product. The outcome is discussed.

Then respondents are asked to think about the concept that would follow the one just discussed, and so on. This approach makes the task less burdensome because the complexity of the judgment is confined to one item at a time.

### Conclusion

Cultural relevance depends on the ability of the researcher to adapt instruments and procedures to the cultural groups she or he works with. Adaptation requires skills beyond those normally held by a representative of the culture.

A cultural interpreter for research combines research skills, bicultural sensitivity and experience in cultural interpretation. Successful intercultural research goes beyond culture in searching for universality. At the same time, the intercultural researcher must be willing and able to look through the multipaned window of culture to make sense out of uncertainty. □

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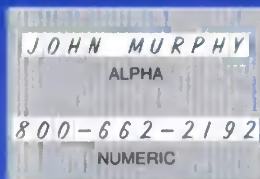
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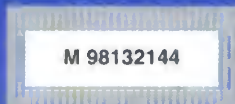
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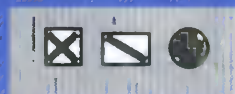


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## Travel trends

continued from p. 17

some 45,000 to 50,000 Chinese students were granted special status in the United States under the Chinese Students Protection Act, and will be granted permanent residence at the end of 1993. As a result, overseas travel will be greatly facilitated and will dramatically increase, especially between the United States and China.

Many of these students have not been back to China for 10 years and many are

now involved in businesses that require international travel. One of these students is now an Asian supervisor in my office.

Another indication of the present and future growth of international business travel is the recently passed North American Free Trade Agreement, which will undoubtedly boost travel between the United States and Mexico. I often work in Mexico and over the past several years I've seen dramatic changes not only in Mexican business and the development of infrastructure but also in the attitudes of many U.S. companies that had previously been skeptical of involvement there. For proof, simply track the movement of many U.S. businesses to the Southwest. In the future, you will see more and more businesses moving to the border corridor (e.g., Southwestern Bell's move to San Antonio, Texas).

We are also seeing Asian population growth in the Southwest. We recently conducted a study in Houston of Latinos, Mandarin Chinese and Koreans. This population shift can be explained to some extent by depressed real estate values, but it also relates to Asians going where there is the promise of present and future commerce.

Asian businesspeople do travel and will continue to travel to Latin America. As an aside, you may be familiar with Mexican President Salinas' modernization of Mexico, or "Salinastroika." Does it come as a surprise to you that he is a student of Japanese culture, fluent in Japanese and that he sends his children to a Japanese school? Salinas, an architect of world trade, seems to realize the importance of transcultural awareness.

### Growing market means new products

The profound growth to the Latino and Asian markets will also require the development of new travel products.

For example, this month Fiesta Marina Co., a division of the profitable Carnival Cruise Corp., will launch the Fiesta Marina, the world's first ship catering exclusively to Spanish speakers on a year-round basis. According to a recent article in the *Los Angeles Times*, Carnival President Robert Dickenson said the firm's Latin business had increased threefold in the past five years. "It's ready, we think, to explode."

Dickenson said. Five percent of the 1 million guests Carnival now carries annually are Spanish speakers from the United States, Latin America and Spain. Carnival believes these Latino passengers are more affluent than their typical passenger.

Besides going after the general market in Latin America and Spain, in a unique move the cruise ship company is going directly after the U.S. Latino market. The Fiesta Marina will feature a Spanish-speaking crew and Spanish-language entertainment. Besides North American food, guests will be able to dine on cuisine from Mexico, Cuba, South America and Spain. Spanish-language brochures will be available to market this endeavor.

### Asians ♥ Las Vegas

Las Vegas is a favorite destination for Asians, and the lure of that city can shed light on the need for culturally sensitive marketing. Caesar's Palace has already developed a theme-park-like shopping area and is considering other "themed" attractions; The Mirage has opened a permanent home for le Cirque du Soleil, a unique, non-verbal international circus that draws huge numbers of Asians — who face no language barriers for this entertainment.

Las Vegas promoters also know that the Japanese love theme parks like Disneyland and that many of them love golf. With the opening of MGM's theme park, Treasure Island, and several more golf facilities in the works, we should see a new boom in Japanese visits to that gambling oasis. Japanese tourism will also grow as Japan recovers from its recent recession and the yen gains value against the dollar.

Chinese from Taiwan and Hong Kong are drawn to Las Vegas because they love to gamble. It doesn't matter if they are poor or rich, the motivation for the majority of those who visit Las Vegas to gamble is the same — when they go to Las Vegas to gamble, they go with the mindset of winning a fortune. Now you can begin to understand the intensity in the casino air as you pass those rows and rows of Pai Gow tables. Las Vegas is also extremely popular with Koreans.

We are in an exciting time of transition, which is likely to last for some time. This transition is a golden opportunity for market researchers to explore new avenues, both at home and abroad. □

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## Survey Monitor

continued from p. 21

and rise in the latter. Again, regular churchgoers tend to be one of the few groups that sees progress.

Data were drawn from the Barna group's telephone OmniPoll conducted in July and August of 687 randomly selected adults. For more information call George Barna at 818-241-9300.

## Edit readers are ad readers

A startlingly simple observation: If consumers aren't reading a magazine, they're not going to read the ads in it. More specifically (and less simplistically): consumers who read few articles are less likely to peruse the ads. A recent report by Cleveland-based Penton Research Services has found that a business person who reads at least three-quarters of a magazine's editorial (articles and departments) looks at an average of three times more ads than someone who reads less than a quarter of the editorial. The report is based on a series of surveys conducted for Penton by

Research USA, a marketing and media research firm. The mail surveys polled 1,500 randomly selected subscribers of five Penton Publishing magazines. Penton Publishing is Penton Research's parent company. Results of 500 completed questionnaires were tabulated and analyzed by level of readership. The study results are outlined in a Penton Research Overview report. For more information call 800-326-4146.

## Sporting good imports, exports grow

Both imports and exports of U.S.-made sporting goods continue to grow, but U.S. manufacturers can take heart: The exports growth rate continues to outstrip that of imports. The Sporting Goods Manufacturers Association, North Palm Beach, Fla., has analyzed data from the U.S. Commerce Department and found that sporting goods exports rose 9.4% for the first half of 1993 compared with only 3.3% growth for the same period last year. The total value of exported athletic footwear and selected sports equipment was \$749.4 million, compared with \$685 million

for the same period in 1992. This growth is particularly impressive considering the ongoing recession in major overseas markets like Japan and Germany, as well as stronger U.S. dollar.

The largest 1993 year-to-date increases were for basketballs, up 266%; other inflatable balls, up 70%; bowling balls, up almost 50%; and golf clubs, up 30%. Golf bags, leather athletic footwear, and tennis balls declined in export value, however. The statistics looked at archery, tennis, bowling, billiards, fishing tackle, water skis, roller skates, team sports, playground, snow ski equipment, and gym and exercise equipment. Because certain segments are excluded, the actual export amount is understated; shipments from overseas factories of U.S. companies also are not included. SGMA also cautions that data is not necessarily an indicator of consumer demand in a particular country, since some nations (especially Mexico, Hong Kong, Singapore and the United Kingdom) serve as regional distribution centers.

Although sporting goods imports continue to climb to record heights, the growth rate has diminished recently.

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Total U.S. customs value of imported athletic footwear, sports apparel and selected sport equipment for the first half of 1993 was 7.6% more than the same period last year, but was less than the 15.6% rise from the first half of 1992 compared with the same period in 1991. The growth slowdown is attributed to a reduction in sports equipment imports, which are growing at only 5.1%, compared with a 32.4% growth rate for the first half of 1992.

Imports for the first half of 1991 were very weak for most product categories, especially golf, gym and exercise equipment, and fishing tackle, so the return to more "normal" levels of 1992 resulted in large percentage gains, according to Sebastian DiCasoli, SGMA's director of marketing services. Snow ski equipment, golf equipment, inflated balls, baseball and softball equipment and archery equipment have all seen large year-to-date increases. Tennis racquets and leather golf gloves fell. Sports equipment export leaders are Taiwan, China and South Korea. South Korea, China, Indonesia and Taiwan are the main exporters of athletic footwear. SGMA based its statistics on import volume on U.S. Commerce Department data, but warns they shouldn't be used as the sole basis for developing an estimate of total sporting goods imports because product coverage is limited. For more information call Mike May at 407-840-1165 or Sebastian DiCasoli at 407-840-1120.

## Hispanics favor NAFTA

U.S. Hispanics are nearly three-to-one in favor of a North American free trade agreement among the United States, Mexico and Canada. According to a recent poll 61% overall of those polled said they would favor a free trade agreement; 23% said they would oppose it, and 16% had no opinion. San Diego-based Market Development Inc. interviewed 311 self-identified Hispanics in Los Angeles, New York, Miami, Houston and San Antonio, Texas on the evening of Sept. 15, 1993. Houston respondents showed the strongest support (83% in favor). Miami residents the least, although over half (53%) were for the agreement. Support was equally strong among U.S.-born Hispanics and

those born outside the United States. For more information call Tony Lovitt at 619-232-5628.

## Women pastors OK with the flock

More than three-quarters of the American public think it's just fine for women to be pastors or head ministers of churches, according to the Barna Research Group, Glendale, Calif. This opinion cut across all socioeconomic, denominational and demographic lines, except for evangelical Christians. Even there, however, nearly half (45%) favor women pastors (54% don't). Roman Catholics, whose church doctrine explicitly prohibits women from the priesthood, overwhelmingly (76%) agreed that women ministers were perfectly acceptable. The strongest supporters of women clergy were mainstream Protestants (86%), people who don't attend church regularly (85%), registered "independent" voters (84%), college grads and Generation X-ers (81% each).

## Boomers to benefit from health reform

Baby Boomers are likely to benefit from the Clinton administration's health care reform, according to The Boomer Report, published by New York-based FIND/SVP. The youngest boomers are 29, the oldest in their late 40s, an age range when health problems start to become a fact of life. They are therefore often reluctant to change jobs or start their own businesses for fear of losing their health insurance. The Clinton plan's promise of cradle-to-grave coverage (regardless of pre-existing conditions, or self-employment), would allay such fears. As children of aging parents and parents of younger kids, Boomers would also benefit from proposed provisions such as in-home care for elderly parents and increased preventive care benefits for children. Even though younger, healthy single adults are likely to pay a bit more for insurance premiums, as they age they will need the coverage the plan provides later on. For more information call 212-645-4500.

## "Single" women are diverse bunch

Although unmarried women are, technically, "single," in this day and age, it's possible to be unmarried and still have a permanent partner. A recent study has found distinct spending patterns between this group and "solo" singles. "Coupled" singles spend more money on themselves, and more time on their appearance, according to a nationwide survey of 500 American women, conducted by New York-based researcher Ethel Klein, publisher of EDK Forecast newsletter. According to the survey, coupled singles spend more money on clothes, are more likely to wear makeup on a daily basis, are more concerned about their weight, and are generally more relaxed about their spending than single women without partners. They also say they're happy: nearly 70% of coupled singles think they have happier and more satisfying lives than their mothers'.

From a marketing perspective, single women with partners are willing and able to spend money on looking good and staying thin. Specifically:

- Almost 40% said they exercise to lose weight, compared with less than 30% of all women. About a third would buy exercise clothes to spur themselves to work out, compared with only 18% of solo singles.

- More than a third spent more than \$75 on their last dress, compared to only a quarter of solo singles.

- Almost two-thirds (63%) of coupled singles wear makeup everyday, although 57% of solo singles also did.

- About 60% said if they won \$500 in the lottery, they'd spend, not save, the money. About 40% of solo singles said they would spend it. For more information call Lisa Lederer or Nancy Thompson at 202-371-1999.

## Biz, government buying more — from fewer

Business and government are growing, but they're buying from fewer suppliers. Organizations bought more than \$7.7 trillion in goods and services in 1992, according to Cleveland-based

Penton Research Services' third annual analysis of business and government purchases. Businesses accounted for the lion's share of the spending, at almost \$7.2 trillion, up 3.7% from the year before. Downsizing has caused firms to contract out for many goods and services they used to produce internally, according to Penton Research Services director Ken Long.

Business and especially government spending has risen more than 50% in the past 10 years. However, both groups have reduced the number of suppliers by 1.6% over the same period. Another survey found that 90% of purchasing executives at Fortune 1,000 companies plan to use fewer suppliers in the year 2000. Long says business and government are seeking to establish long-term partnerships. Suppliers' best bet is to concentrate on quality and customer service to lure these big customers. The findings are outlined in a series of Penton Research Overview Reports. Penton Research is a division of Penton Publishing. For more information call 800-326-4146.

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James Spanier Associates  
Spier Research Group  
Sweeney International, Ltd.  
Yarnell Inc.

## CANDIES

D.S. Fraley & Associates

## CHILDREN

Creative & Response Rsch. Svcs.  
Doyle Research Associates  
D.S. Fraley & Associates  
KidFacts Research  
Matrixx Marketing-Research Div.

## COMMUNICATIONS RESEARCH

Access Research, Inc.  
Diener & Associates, Inc.  
D.S. Fraley & Associates  
Maritz Marketing Research (MI)

## COMPUTERS/MIS

Calo Research Services  
Creative & Response Rsch. Svcs.  
DMSC Research  
Find/SVP  
First Market Research (J. Heiman)  
Market Navigation, Inc.  
The Marketing Partnership  
Randolph & Daniel  
James Spanier Associates  
Strategic Research, Inc.  
Sweeney International, Ltd.  
Yarnell Inc.

## CONSUMERS

Chamberlain Research Cnsltnts.  
Consumer Opinion Services  
Creative & Response Rsch. Svcs.  
Diener & Associates, Inc.  
Doyle Research Associates  
D.S. Fraley & Associates  
Intersearch Corporation  
Maritz Marketing Research (MI)  
Maritz Marketing Research (MO)  
The Marketing Partnership  
Rodgers Marketing Research  
Thorne Creative Research  
Dan Wiese Marketing Research

## CUSTOMER SATISFACTION

Strategic Research, Inc.

## DIRECT MARKETING

Maritz Marketing Research (MI)  
Spier Research Group

## EDUCATION

In-depth Probing & Practical Reports

## ENTERTAINMENT

D.S. Fraley & Associates  
Sweeney International, Ltd.

## ENVIRONMENTAL

Diener & Associates, Inc.

## EXECUTIVES

Creative & Response Rsch. Svcs.  
Dolobowsky Qual. Svcs., Inc.  
First Market Research (J. Heiman)  
First Market Research (J. Reynolds)  
Intersearch Corporation  
PACE, Inc.  
James Spanier Associates  
Sweeney International, Ltd.

## FINANCIAL SVCS.

Access Research, Inc.  
Cambridge Research, Inc.  
Creative & Response Rsch. Svcs.  
The Davon Group  
Dolobowsky Qual. Svcs., Inc.  
Intersearch Corporation  
Maritz Marketing Research (MO)  
Matrixx Marketing-Research Div.  
Nordhaus Research, Inc.  
The Research Center  
Rockwood Research Corporation  
James Spanier Associates  
Sweeney Int'l. Ltd.

## FOOD PRODUCTS

Creative & Response Rsch. Svcs.  
Doyle Research Associates  
D.S. Fraley & Associates

KidFacts Research  
Leichliter Associates  
Rockwood Research Corporation  
James Spanier Associates  
Thorne Creative Research

## HEALTH & BEAUTY PRODUCTS

The Answer Group  
D.S. Fraley & Associates  
Maritz Marketing Research (MO)  
Thorne Creative Research

## HEALTH CARE

Access Research, Inc.  
George I. Balch  
Diener & Associates, Inc.  
Dolobowsky Qual. Svcs., Inc.  
D/R/S HealthCare Consultants  
Erich Transcultural Consultants  
Find/SVP  
First Market Research (L. Lynch)  
First Market Research (J. Reynolds)  
Intersearch Corporation  
Irvine Consulting, Inc.  
Maritz Marketing Research (MO)  
Market Navigation, Inc.  
Matrixx Marketing-Research Div.  
MedProbe Medical Mktg. Rsch.  
Medical Marketing Research, Inc.  
Nordhaus Research, Inc.  
James Spanier Associates

## HISPANIC

Analysis Research Ltd.  
Ebony Marketing Research, Inc.  
Erich Transcultural Consultants  
Hispanic Marketing  
Communication Research

## IDEA GENERATION

Analysis Research Ltd.  
George I. Balch  
Brand Consulting Group  
Creative & Response Rsch. Svcs.  
Dolobowsky Qual. Svcs., Inc.  
D.S. Fraley & Associates  
Leichliter Associates  
The Marketing Partnership  
Matrixx Marketing-Research Div.  
Sweeney International, Ltd.  
Thorne Creative Research

## INDUSTRIAL

First Market Research (J. Heiman)  
Intersearch Corporation  
Maritz Marketing Research (MO)  
Market Navigation, Inc.  
Strategic Research, Inc.  
Sweeney International, Ltd.  
Dan Wiese Marketing Research

## MANAGEMENT

In-depth Probing & Practical Reports

## MEDICAL PROFESSION

Diener & Associates, Inc.  
D/R/S HealthCare Consultants  
Intersearch Corporation  
Nancy Low & Associates, Inc.  
Matrixx Marketing-Research Div.  
MedProbe Medical Mktg. Rsch.  
Medical Marketing Research, Inc.  
Nordhaus Research, Inc.

## MODERATOR TRAINING

Cunninghis Associates

## NEW PRODUCT DEVELOPMENT

Brand Consulting Group  
The Clowes Partnership  
Creative & Response Rsch. Svcs.  
Dolobowsky Qual. Svcs., Inc.  
D.S. Fraley & Associates  
First Market Research (J. Heiman)  
First Market Research (L. Lynch)  
Intersearch Corporation  
KidFacts Research  
Leichliter Associates  
Maritz Marketing Research (MI)  
The Marketing Partnership  
James Spanier Associates

## PACKAGED GOODS

The Answer Group  
Creative & Response Rsch. Svcs.  
Doyle Research Associates  
D.S. Fraley & Associates  
Maritz Marketing Research (MO)  
Thorne Creative Research

## PARENTS

Doyle Research Associates

## PET PRODUCTS

Calo Research Services  
Cambridge Research, Inc.  
Rockwood Research Corporation  
Thorne Creative Research

## PHARMACEUTICALS

The Answer Group  
Creative & Response Rsch. Svcs.  
D/R/S HealthCare Consultants  
In-depth Probing & Practical Reports  
Intersearch Corporation  
Irvine Consulting, Inc.  
Market Navigation, Inc.  
MedProbe Medical Mktg. Rsch.  
Medical Marketing Research, Inc.

## POLITICAL RESEARCH

Chamberlain Research Cnsltns.

## PRODUCT DESIGN

In-depth Probing & Practical Reports

## PUBLIC POLICY RESEARCH

George I. Balch  
The Davon Group  
Leichliter Associates

## PUBLISHING

First Market Research (J. Heiman)  
D.S. Fraley & Associates  
Thorne Creative Research  
Dan Wiese Marketing Research

## RETAIL

Brand Consulting Group  
First Market Research (L. Lynch)

## SENIORS

Diener & Associates, Inc.

Erich Transcultural Consultants  
In-depth Probing & Practical Reports  
Strategic Directions Group, Inc.

## SMALL BUSINESS/ ENTREPRENEURS

Yamell Inc.

## SOFT DRINKS, BEER, WINE

Access Research, Inc.  
Creative & Response Rsch. Svcs.  
Grioco Research Group, Inc.  
Thorne Creative Research

## TEACHERS

D.S. Fraley & Associates

## TEENAGERS

Creative & Response Rsch. Svcs.  
Doyle Research Associates  
D.S. Fraley & Associates  
KidFacts Research  
Matrixx Marketing-Research Div.  
Thorne Creative Research

## TELECOMMUNICATIONS

Cunninghis Associates  
DMSC Research  
Find/SVP  
First Market Research (J. Heiman)  
Horowitz Associates Inc.  
Intersearch Corporation  
Maritz Marketing Research (MO)

## TELECONFERENCING

Cambridge Research, Inc.  
Rockwood Research Corporation

## TELEPHONE FOCUS GROUPS

Creative & Response Rsch. Svcs.  
Intersearch Corporation  
Market Navigation, Inc.  
Medical Marketing Research, Inc.

## TOYS/GAMES

KidFacts Research

## TRANSPORTATION SERVICES

Sweeney International, Ltd.

## TRAVEL

James Spanier Associates  
Spier Research Group  
Sweeney International, Ltd.

## UTILITIES

Chamberlain Research Cnsltns.  
Nordhaus Research, Inc.

## WEALTHY

In-depth Probing & Practical Reports

## YOUTH

Doyle Research Associates  
D.S. Fraley & Associates

## Data Use

continued from p. 15

tenth month of the sponsorship.

Longevity varies considerably according to media source. This has big implications when the organization is trying to improve its retention rate. If a large portion of the marketing budget is given to media source D, you can expect the retention rate to be drop.

Of course there are other considerations besides longevity to

sors, they may not produce enough sponsors to maintain the growth that is expected.

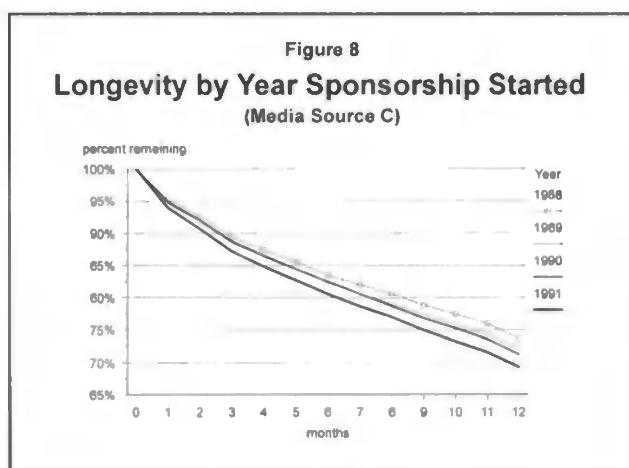
Besides looking at various groups of sponsors by source or by type of sponsorship, we can look at sponsorship longevity by year of joining. Figure 8 compares longevity for sponsors according to when they joined. Only sponsorships from media source C are considered in this graph. Longevity functions are shown for sponsorship that began in 1988, 1989, 1990 and 1991. The proportion remaining at the end of the twelfth month shows that there has been a decline in retention in each of the four years shown. About 74% of the sponsorship from the 1988 cohort were still active at the end of the twelfth month while only about 69% of those from 1991 were. Evidently longevity of sponsors from this media source is beginning to slip. Other media sources were analyzed similarly. Some were holding steady while others were slipping.

## Conclusion

Survival analysis can be very useful in analyzing the retention of clients or sponsors over a period of time. It is easy to tell from a graph of longevity functions which group is lasting longer and how much longer. It is also easy to tell which months are critical months when the rate of dropping out is high. Steps can be taken to stem the loss of sponsors or clients and improve retention. □

1 One of the few is "The Benefits of Customer Retention Research" by Paul C. Lubin in Quirk's Marketing Research Review from October, 1992.

2 A definitive book on survival analysis is "Statistical Methods for Survival Data Analysis" by Elisa T. Lee, 1980, Belmont, California: Lifetime Learning Publications. Survival analysis is a fairly broad topic which encompasses parametric and nonparametric assumptions about the data. Statistical tests for comparing survival functions, cumulative probability functions and hazard functions for different groups are available if you need to work with samples. The current analysis was performed on the total population of sponsorships which precludes the need for concern with sampling error and all the statistical testing that implies.



consider when appropriating funds among competing media avenues. The cost of acquisition for some media can become prohibitive. Some media sources can be exhausted rather quickly and even if those sources do produce long-lived spon-

Quirk's

# MARKETING RESEARCH

Review

## 1994

# Ethnic Research Directory

*Editor's note: Due to the growing popularity of ethnic marketing research, QMRR is happy to introduce this directory of firms providing ethnic research services. The directory was compiled by sending listing forms to companies that had advertised a specialization in some aspect of ethnic research. As an added feature, we have placed an asterisk to firms that indicated they are owned by a member of an ethnic minority, in response to reader requests for lists of such firms. We hope you find this directory useful. Please let us know how we can improve next year's edition.*

**Aim Research**  
10456 Brian Mooney  
El Paso, TX 79935  
Ph. (915) 591-4777  
Fax (915) 595-6305  
Linda Adams, Owner/director  
2 - Hispanic

\***Kathryn Alexander Enterprises, Inc.**  
215 W. 95th St., Ste. 14L  
New York, NY 10025  
Ph. (212) 222-0216  
Fax (212) 222-0528  
Beverle Perry, Research Associate  
1 - African-American, Hispanic

**Analysis Research**  
4655 Ruffner St., #180  
San Diego, CA 92111  
Ph. (619) 268-4800  
Fax (619) 268-4892  
James F. Smith, President  
1, 2 - Hispanic  
(See advertisement on p. 24)

**\*Asian Marketing Communication Research**

1535 Winding Way  
Belmont, CA 94002  
Ph. (415) 595-5028  
Fax (415) 595-5407  
Sandra M.J. Wong, Ph.D., Director  
1 - Asian

Full-service qualitative and quantitative research in most Asian languages. Copy testing, motivational discovery, product design and evaluation, and cultural analysis for the positioning of products and services among Asians in the U.S. and abroad. Focus groups, in-depth interviews, surveys and tracking studies. Psycho-socio-cultural Asian research® is our unique approach. Our own facilities in the multicultural San Francisco Bay area available.

\***Asian Perspective, Inc.**  
386 Broadway, 5th fl.  
New York, NY 10013  
Ph. (212) 431-9366  
Fax (212) 431-1282  
Grace Chin, Project Manager  
1 - Asian

**Behavior Research Center**  
1117 N. Third St.  
Phoenix, AZ 85002-3178  
Ph. (602) 258-4554  
Fax (602) 252-2729  
Earl de Berge, Research Director  
1, 2 - Hispanic

**Belden & Russonello Research & Communications**  
1250 I St. N.W., Ste. 460  
Washington, DC 20005  
Ph. (202) 789-2400  
Fax (202) 789-0022  
Nancy Belden, Partner  
1 - Hispanic

\***Bilingual Unlimited Research**  
P.O. Box 600923  
San Diego, CA 92160  
Ph. (619) 984-2111  
Carlos Ordaz, President  
1 - Asian, Hispanic

Codes 1-4 show the types of research the firm provides

1. Full service
2. Data collection
3. Data processing/software
4. Other (specified)

Next are the general ethnic groups the firm specializes in researching.

\*In response to reader requests for lists of research firms owned by minorities, we have used an asterisk to indicate firms in the directory that are owned by a member of an ethnic minority.

\*Callé and Co.  
132 Round Hill Rd.  
Greenwich, CT 06831-3745  
Ph. (203) 661-4889  
Fax (203) 661-4989  
H. Martin Callé Jr., Chairman  
1, 2, 3

\*Covington-Burgess Market Research Service  
666 11th St. N.W., Ste. 730  
Washington, DC 20001  
Ph. (202) 626-4640  
Fax (202) 628-3840  
Elizabeth Burgess, President  
1 - African-American, Hispanic

\*Data Collection Research Co.  
1683 N. Claiborne Ave.  
New Orleans, LA 70116  
Ph. (504) 947-7075  
Fax (504) 943-0407  
Linda DeCuir, Field Supervisor  
2, 3 - African-American, Asian, Hispanic

DataSource  
3939 Priority Way S. Drive  
P.O. Box 80432  
Indianapolis, IN 46280-0432  
Ph. (800) 800-8370  
Fax (317) 843-8638  
Teresa Young, Director-Business Development  
2, 3 - Hispanic

Directions In Research, Inc.  
5353 Mission Center Rd., Ste. 310  
San Diego, CA 92108  
Ph. (800) 676-5883  
Fax (619) 299-5888  
Pat Funes, Account Executive  
1 - Hispanic

Eastern Research Services  
130 South State Rd.  
Springfield, PA 19064  
Ph. (215) 543-0575  
Fax (215) 543-2577  
Kean Spencer, President  
2 - Hispanic

\*Ebony Marketing Research, Inc.  
2100 Bartow Avenue  
New York, NY 10469  
Ph. (718) 217-0842  
Fax (718) 320-3996  
Bruce Garfield, Vice President  
1,4 (qualitative) - African-American, Hispanic

**Erlich Transcultural Consultants**  
21241 Ventura Blvd., #193  
Woodland Hills, CA 91364  
Ph. (818) 226-1333  
Fax (818) 226-1338  
Andrew Erlich, President  
1 - Asian, Hispanic

ETC is a full-service Latino and Asian qualitative and quantitative research firm. Focus groups, in-depth individual interviews and quantitative studies are conducted and supervised by bilingual, bicultural marketing professionals. Over 20 years marketing research experience for major companies in the U.S., Latin America, Canada and Asia. We also conduct cultural competence training seminars.  
(See advertisement on p. 42)

\*Ethnic Marketing Research  
5714 Lankershim Blvd.  
N. Hollywood, CA 91601  
Ph. (818) 762-8081  
Fax (818) 762-5144  
Karen Espanol, President  
2 - African-American, Asian, Hispanic

**Field Dynamics, Marketing Research**  
17547 Ventura Blvd., Ste. 308  
Encino, CA 91316  
Ph. (818) 783-2502  
Fax (818) 905-3216  
Tony Blass, President  
2 - African-American, Asian, Hispanic

Field Dynamics is Los Angeles' leading provider of ethnic field services. From our on-site telephone facility we recruit all ethnic backgrounds in Spanish, Cantonese, Mandarin and many other languages and dialects. Our focus facility is equipped with translating equipment and interpreters are available. Find out why the largest ethnic research firms choose Field Dynamics in Los Angeles. Call (818) 783-2502 for a list of references.  
(See advertisement on p. 17)

Findings Int'l. Corp.  
9100 Coral Way, Ste. 6  
Miami, FL 33165  
Ph. (305) 225-6517  
Fax (305) 225-6522  
Orlando Esquivel, President  
1, 2 - Hispanic

Freeman, Sullivan & Co.  
131 Steuart St., Ste. 500  
San Francisco, CA 94105  
Ph. (415) 777-0707  
Fax (415) 777-2420  
Patrice Souders, Business Development Mgr.  
1, 2 - African-American, Asian, Hispanic

**GENESYS Sampling Systems**  
Scott Plaza II, Ste. 630  
Philadelphia, PA 19113  
Ph. (215) 521-6747  
Fax (215) 521-6672  
Amy Starer, Vice President  
4 (sampling)- all ethnic groups

GENESYS has the sampling experience and the technical expertise to help you target any low-incidence target group. Our ethnic sam-

**etc**

Erlich  
Transcultural  
Consultants

**Latino & Asian  
Qualitative & Quantitative  
Research**

- Focus Group Moderating and Reporting Services
- Simultaneous Translation
- In-depth Individual Interviews
- Quantitative Studies
- Computer Tabulations
- Instrument Translation into Familiar, Readily Understandable Language
- Careful and Insightful Analysis and Interpretation
- Highly Experienced Research Staff

**Transcultural Consultants**

Contact: Andrew Erlich, Ph.D.

Phone (818) 226-1333

FAX: (818) 226-1338



pling capabilities include geo-targeted RDD, listed surname, dual frame and many other sampling options. We will outline all your alternatives so you can decide which option will provide the optimal balance of representational accuracy and data collection cost. (See advertisement on p. 46)

**\*Hispanic Market Connections, Inc.**

5150 El Camino Real, Ste. D-11  
Los Altos, CA 94022  
Ph. (415) 565-3859  
Fax (415) 565-3874  
M. Isabel Valdes, President  
1 - Hispanic

Full service customized Hispanic marketing research with bicultural professionals. Focus groups, surveys, mall intercepts. Speciality: National Hispanic Database®, brands and media annual tracker, acculturation, language and media mix segmentation, Hispanic Health Trends®, multivariate analysis, advertising copy test.

(See advertisement on p. 43)

**\*Hispanic Marketing Communication Research**

1535 Winding Way  
Belmont, CA 94002  
Ph. (415) 595-5028  
Fax (415) 595-5407  
Felipe Korzenny, Ph.D., President  
1 - Hispanic

Spanish language marketing research in the U.S. and Latin America. Full-service qualitative and quantitative. Copy testing, motivation discovery, product design and evaluation, and cultural analysis for the positioning of products and services among Hispanics. Focus groups, in-depth interviews, surveys and tracking studies. Psycho-socio-cultural Hispanic research® is our unique approach. Our own facilities in San Francisco-San Jose Bay area available.

(See advertisement on p. 45)

**Horowitz Associates Inc., Market Research & Consulting**

1971 Palmer Ave.  
Larchmont, NY 10538  
Ph. (914) 834-5999  
Fax (914) 834-5998  
Howard Horowitz, President  
1 - African-American, Asian, Hispanic

**Interviewing Service of America**

16005 Sherman Way  
Van Nuys, CA 91406-4024  
Ph. (818) 989-1044  
Fax (618) 782-1309  
Michael Halberstam, President  
1, 2, 3 - Asian

Interviewing Service of America, Inc., the largest computer-assisted telephone interviewing marketing research data collection firm on the West Coast, is headquartered in Van Nuys, CA. Now with an office on the East Coast, the firm continues its 11-year history of multi-lingual service to clients in a wide range of industries including health care, transportation, entertainment, high technology, media and telecommunications. (See advertisement on p. 44)

\*JAG Corporation  
617 Fourth Ave. S.E.  
Minneapolis, MN 55414

Ph. (612) 331-1586  
Fax (612) 628-0342  
Noel Jagolino, Manager, Marketing & Sales  
3

\*Juarez & Associates, Inc.  
12139 National Blvd.  
Los Angeles, CA 90064  
Ph. (310) 478-0826  
Fax (310) 479-1863  
Nicandro F. Juárez, President  
1 - Hispanic

\*Mari Hispanic Field Services  
2030 E. Fourth St., Ste. 205  
Santa Ana, CA 92705  
Ph. (714) 667-8282  
Fax (714) 667-8290  
Mari Ram  
2 - Hispanic

**Maritz Marketing Research, D.H. Macey Div.**  
143 E. Main St.  
Lake Zurich, IL 60047  
Ph. (708) 438-4941  
Fax (708) 438-5896  
Dan Macey, Vice President  
1, 2, 3 - African-American, Hispanic

Hispanic and non-Hispanic syndicated measurement of product sales and share, pricing/promotion, consumer buying behavior, among all consumer packaged goods outlets in top Hispanic markets. See market shares among Hispanics, Hispanic retail buying behavior, track sales, promotion analysis, Hispanic loyalty.

(See advertisement on p. 3)

## Hispanics tend to preserve their cultural values, traditions, and identity.

The ability to understand Hispanic cultural values and forecast their influence on a purchasing decision is vital to successful Hispanic marketing programs.

In fact, an understanding of Hispanic lifestyle and values, as well as an appreciation of the subtleties of their cultural contextualizations, can mean the difference between marketing success and failure.

Hispanic Market Connections, Inc. is a bilingual, bicultural full service market research firm that provides insightful and timely market intelligence about the Hispanic community's perceptions, attitudes and purchasing patterns.

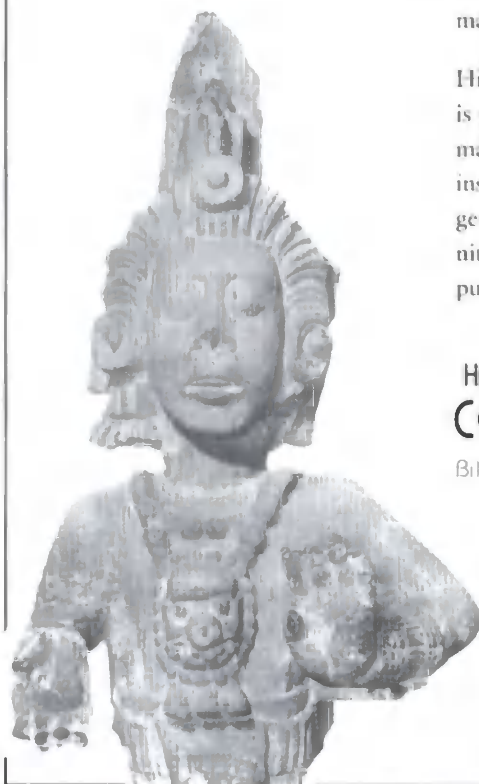
### Hispanic MARKET CONNECTIONS, INC.

Bilingual/Bicultural Market Research

415/965-3859

5150 El Camino Real  
Suite D-11  
Los Altos, California 94022  
Fax: 415/965-3874

Woman/minority owned.



Codes 1-4 show the types of research the firm provides

1. Full service
2. Data collection
3. Data processing/software
4. Other (specified)

Next are the general ethnic groups the firm specializes in researching.

\*In response to reader requests for lists of research firms owned by minorities, we have used an asterisk to indicate firms in the directory that are owned by a member of an ethnic minority.

\*Market Development, Inc.  
1643 Sixth Ave.

San Diego, CA 92101  
Ph. (619) 232-5628

Fax (619) 232-0373

Roger S. Sennott, Vice President/General  
Manager

1 - Hispanic

\*Market Intelligence

9100 W. Bloomington Fwy.  
Bloomington, MN 55431

Ph. (612) 888-8750

Fax (612) 933-6825

Ahmed T. Abdelaal, President

1 - African-American, Middle-Eastern

\*Market Segment Research, Inc.

1320 S. Dixie Hwy., #120

Coral Gables, FL 33146

Ph. (305) 669-3900

Fax (305) 669-3901

Gary L. Berman, President

1, 2 - African-American, Asian, Hispanic

MBC

60 Sutton Pl. S.

New York, NY 10022

Ph. (212) 888-1960

Fax (212) 888-1960

Mary Baroutakis, President

1 - Asian, Hispanic, Middle-Eastern

\*McLaughlin Research Interviewing Svce., Inc.

1118 Galloway St. N.E.

Washington, DC 20011

Ph. (202) 526-0177

Fax (202) 526-8747

Alma McLaughlin, Owner

2 - African-American, Hispanic

\*Monterrey Research Group

3069 N. Bartlett Ave.

Milwaukee, WI 53211

Ph. (414) 961-7733

Fax (414) 961-7734

Dr. Angelina Villarreal, President

1 - Hispanic

\*MT&T Market Research

Rt. 1, Box 278

La Feria, TX 78559

Ph. (210) 797-4211

Fax (210) 797-4244

Ruben Cuellar, President

2 - Hispanic

\*Multilingual Marketing Research

P.O. Box 29023

San Diego, CA 92129

Ph. (619) 583-6243

Fax (619) 632-5628

Pablo Bernal, Ph.D., President

1 - Asian, Hispanic

\*OmniTrak Group, Inc.

17702 Cowen St., Ste. 104

Irvine, CA 92714

Ph. (714) 756-8305

Fax (714) 756-8306

Chris Stewart, Managing Director

1, 2 - African American, Asian, Hispanic

OMR (Olchak Market Research)

7255-A Hanover Parkway

Greenbelt, MD 20770

Ph. (301) 441-4660

Fax (301) 474-4307

Jill Siegel, President

2 - African-American

Paria Research Group

390 W. 800 N., Ste. 104

Orem, UT 84057

Ph. (800) 346-0255

Fax (801) 226-4819

Stephen Zimmerman, President

1

Our location gives us access to several practicing linguists, many of whom have been trained in the world's foremost language-training facility. There are more than 50 different languages to choose from. Our practicing linguists are readily available, prepared to conduct your surveys in the language you need. We'll conduct your surveys using our state-of-the-art CATI software.

(See advertisement on p. 18)

Phase III Market Research

1150 N. First St., Ste. 211

San Jose, CA 95112

Ph. (408) 947-8661

Fax (408) 293-9909

Nancy Pitta, President

2 - Asian, Hispanic

QFact Marketing Research, Inc.

9908 Carver Rd.

Cincinnati, OH 45242

Ph. (513) 891-2271

Fax (513) 791-7356

Kathleen Thorman, Dir., Sales/Marketing

2 - African-American

QualiData Research, Inc.

170 Garfield Pl.

Brooklyn, NY 11215-2106

Ph. (718) 499-4690

Fax (718) 499-0576

Sharon Wolf, Principal

1 - African-American, Asian, Hispanic, Middle-

Eastern

\*Rainbow Research

101 N. LaBrea Ave., #101

Inglewood, CA 90301

Ph. (310) 672-0045

Fax (310) 672-0248

Freda Spaulding, President

1 - African-American, Asian, Hispanic



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*DATA PROCESSING*

*FOCUS GROUP RECRUITING*

With over seven years experience and 75,000 Asian-American surveys completed. Interviewing Service of America is the best solution for surveying this population group.

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Vietnamese*

*Cambodian  
Laotian  
Thai  
Asian-Indian/Hindi  
Malay*

*Tagalog/Ilocano/Cebuano*

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*Michael Halberstam  
or  
Polly Smith  
at  
818-989-1044*



RIVA Market Research  
4800 Montgomery Ln., Ste. 1000  
Bethesda, MD 20814  
Ph. (301) 652-3632  
Fax (301) 907-0209  
Naomi R. Henderson, CEO  
4 (moderating/moderator training)

Lee Slurzberg Research, Inc.  
158 Linwood Plaza, 3rd fl.  
Fort Lee, NJ 07024  
Ph. (201) 461-6100  
Lee Slurzberg, President  
1 - African-Americans, Hispanic

\*Carol Smith & Associates  
3706 TreeCrest Pkwy.  
Decatur, GA 30035  
Ph. (404) 593-9174  
Fax (404) 593-9368  
Carol G. Smith, President  
1 - African-American

Spanish Business Services  
220 E. Fourth St., Ste. 208  
Santa Ana, CA 92701  
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# ETHNIC SAMPLING

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- Cambodian
- Chinese
- Filipino
- Hispanic
- Indian
- Iranian
- Japanese
- Korean
- Thai
- Vietnamese
- Etc...

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- 1 Full service
- 2 Data collection
- 3 Data processing/software
- 4 Other (specified)

Next are the general ethnic groups the firm specializes in researching.

\*In response to reader requests for lists of research firms owned by minorities, we have used an asterisk to indicate firms in the directory that are owned by a member of an ethnic minority.

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1

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Fax (214) 931-5305  
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Patrick W. Lopez, President  
1 - Hispanic

# 1993-94 Research SourceBook Supplement

## Alphabetic Section

Accumark Services, Inc. (WV) p. 50  
The Advisory Group, Inc. (AB) p. 51  
AHF Marketing Research, Inc. (NY) p. 49  
Albany Field Research Center (NY) p. 49  
Ask Southern California, Inc. (CA) p. 47  
ASPEN RESEARCH, inc. (FL) p. 48  
**The Burke Institute (KY) p. 50**  
**The BASES Group (CT) p. 48**  
**The BASES Group (NJ) p. 49**  
**The BASES Group (KY) p. 50**  
Business Comm. Conslts., Inc. (MT) p. 49  
Business Information Center (NY) p. 49  
California Retail Survey (CA) p. 47  
Capstone Research, Inc. (NJ) p. 49  
Certified Marketing Services, Inc. (NY) p. 49  
Coast To Coast Telephone Center (CT) p. 48  
Echo Ultrasound (PA) p. 50  
Fitch, Inc. (OH) p. 50  
Fitch, Inc. (Br.) (MA) p. 48

Focus Plus, Inc. (NY) p. 49  
Focus Probe, Inc. (NY) p. 49  
Focus Research (NY) p. 50  
G.M.K. Market Focus (DC) p. 48  
Gongos and Associates, Inc. (MI) p. 48  
Greenleaf Associates, Inc. (MA) p. 48  
Gulf States Research Ctr. (Br.) (LA) p. 48  
M.L. Harrison & Co. (OH) p. 50  
M.L. Harrison & Co. (Br.) (OH) p. 50  
Haug International (CA) p. 47  
Horizon Field Service (IL) p. 48  
Horowitz Associates, Inc. (NY) p. 50  
InfoTek Research Group, Inc. (OR) p. 50  
INRA Europe (BEL) p. 51  
The Insight Group Inc. (AZ) p. 47  
JAG Corporation (MN) p. 48  
Kearney & Associates, Inc. (CO) p. 47  
Kearney & Associates, Inc. (Br.) (DC) p. 48  
Lee & Associates (NY) p. 50  
Linden Research Services, Inc. (LA) p. 48  
Linden Research Services (Br.) (TX) p. 50

Linden Research, Inc. (Br.) (LA) p. 48  
Los Angeles Field Research Ctr. (CA) p. 47  
M & M Research (PA) p. 50  
Market Potential, Inc. (CT) p. 48  
Marketteam Associates (MO) p. 48  
Penton Research Services (OH) p. 50  
Quality Strategies (TX) p. 50  
Quantime Corporation (NY) p. 50  
Rapid Research (ME) p. 48  
Rapid Transcript (PA) p. 50  
**RSVP Research Services (PA) p. 50**  
Sachs Communications Grp., Inc. (NY) p. 50  
Saporito & Associates (NY) p. 50  
The Sensory Sciences Group (NJ) p. 49  
Silver Qualitative Research (MO) p. 49  
Southern Research Group (MS) p. 48  
**TAI-Chicago, Inc. (IL) p. 48**  
**Technical Analysis, Inc. (NJ) p. 49**  
Westfield Marketing, Inc. (NJ) p. 49  
Win-Loss (CA) p. 47  
Woods & Poole Economics, Inc. (DC) p. 48

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Brett Welch, Project Manager

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(See advertisement on the back cover)

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Fax (504) 925-9990

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Karen Paul, Senior Consultant

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## Specialty Cross-Index

### BUSINESS-TO-BUSINESS RESEARCH

Marketeam Associates (MO) p. 48

### CONCEPT DEVELOPMENT

Greenleaf Associates, Inc. (MA) p. 48

### CONSUMER RESEARCH

Greenleaf Associates, Inc. (MA) p. 48

### CUSTOMER SATISFACTION STUDIES

Marketeam Associates (MO) p. 48

### FOCUS GROUP-MODERATOR TRAINING

BBI Marketing Services, Inc. (KY) p. 50

### FOCUS GROUP-RECRUITING

Lee & Associates (NY) p. 50

Rapid Research (ME) p. 48

### FOCUS GROUP-

### TRANSCRIPTIONS

Rapid Transcript (PA) p. 50

### INTERVIEWING SERVICES- DATA COLLECTION FIELD SERVICES

Marketeam Associates (MO) p. 48

### INTERVIEWING SERVICES- MEDICAL

Marketeam Associates (MO) p. 48

### INTERVIEWING SERVICES- TELEPHONE

Lee & Associates (NY) p. 50

RSVP/Research Services (PA) p. 50

### INTERVIEWING SERVICES- TELEPHONE/CRT

RSVP/Research Services (PA) p. 50

### INTERVIEWING SERVICES- TELEPHONE/WATS

RSVP/Research Services (PA) p. 50

### LEGAL RESEARCH

Marketeam Associates (MO) p. 48

### MAIL SURVEYS

Greenleaf Associates, Inc. (MA) p. 48

### MALL INTERCEPTS

Marketeam Associates (MO) p. 48

### MARKETING RESEARCH-FULL SERVICE

Greenleaf Associates, Inc. (MA) p. 48

Marketeam Associates (MO) p. 48

Saporito & Associates (NY) p. 50

### NEW PRODUCT RESEARCH

Greenleaf Associates, Inc. (MA) p. 48

### PRIMARY RESEARCH

Saporito & Associates (NY) p. 50

### QUANTITATIVE RESEARCH

Greenleaf Associates, Inc. (MA) p. 48

### SECONDARY RESEARCH

Bus. Info. Ctr. at Coll. of Ins. (NY) p. 50

### TECHNICAL EVALUATIONS

Marketeam Associates (MO) p. 48

### TRANSCRIPTION SERVICES

Rapid Transcript (PA) p. 50

### AGRICULTURE/AGRIBUSINESS

Marketeam Associates (MO) p. 48

### BUSINESS-TO-BUSINESS

Marketeam Associates (MO) p. 48

RSVP/Research Services (PA) p. 50

### CHILDREN

Greenleaf Associates, Inc. (MA) p. 48

### COMPUTERS

Lee & Associates (NY) p. 50

### CONSUMERS

Greenleaf Associates, Inc. (MA) p. 48

Marketeam Associates (MO) p. 48

### DIRECT MARKETING/DIRECT RESPONSE

Greenleaf Associates, Inc. (MA) p. 48

### EDUCATION

Greenleaf Associates, Inc. (MA) p. 48

### ENERGY

Marketeam Associates (MO) p. 48

### FINANCIAL/INVESTMENT/ BANKS

Marketeam Associates (MO) p. 48

RSVP/Research Services (PA) p. 50

### HEALTH CARE

RSVP/Research Services (PA) p. 50

### HOSPITALS/NURSING HOMES

Marketeam Associates (MO) p. 48

### INSURANCE

Bus. Info. Ctr. at Coll. of Ins. (NY) p. 49

Saporito & Associates (NY) p. 50

### LEGAL

Marketeam Associates (MO) p. 48

### MEDICAL

Marketeam Associates (MO) p. 48

RSVP/Research Services (PA) p. 50

### MEDICAL/SURGICAL PROD.

Marketeam Associates (MO) p. 48

### PHARMACEUTICAL PRODUCTS

Marketeam Associates (MO) p. 48

### PHYSICIANS

Marketeam Associates (MO) p. 48

RSVP/Research Services (PA) p. 50

### SOCIAL SERVICES

Marketeam Associates (MO) p. 48

### TECHNOLOGY

Lee & Associates (NY) p. 50

## Personnel Index

Abraham, Terri, Southern Research Group p. 48

Amidei, Sue, Ask Southern California, Inc. p. 47

Anastas, Mike, Focus Probe, Inc. p. 49

Biletz, Joy, Rapid Transcript p. 50

Birrell, Susan, G.M.K. Market Focus p. 48

Blas, Marshall, AHF Marketing Research, Inc. p. 49

Blefeld, Neil, RSVP/Research Services p. 50

Brautegam, Mary, Westfield Marketing, Inc. p. 49

Des Isles, Doris, Rapid Research p. 48

DiVito, Mark, TAI-Chicago, Inc. p. 48

Donohue, Marry Ellen, M & M Research p. 50

Faust, William, Fitch, Inc. p. 50

Feldman, Michael, RSVP/Research Services p. 50

Fontaine, Tom, Market Potential, Inc. p. 48

Fye, Bill, InfoTek Research Group, Inc. p. 50

Gildersleeve, Sherry, Certified Marketing Svces. p. 49

Gongos, John, Gongos and Associates, Inc. p. 48

Guion, Ellen, Coast To Coast Telephone Center p. 48

Harrison, Margaret, M.L. Harrison & Co. p. 50

Haug, Arne, Haug International p. 47

Herbert, Christopher, The Insight Group, Inc. p. 47

Herman, Pat, Technical Analysis, Inc. p. 49

Holdrish, Martin, Woods & Poole Economics, Inc. p. 48

Horowitz, Howard, Horowitz Associates, Inc. p. 50

Isis Schwartz, Margery, ASPEN RESEARCH, inc. p. 48

Jagolino, Noel, JAG Corporation p. 48

Karr, Barbara, Echo Ultrasound p. 50

Keamey, Kevin, Kearney & Associates, Inc. p. 47

Kerstner, Jennifer, Ask Southern California, Inc. p. 47

Levitt, Beryl, AHF Marketing Research, Inc. p. 49

Linden, Myrna, Linden Research, Inc. p. 48

Linden, Rhonda, Linden Research Services p. 50

Lobrano, Elizabeth, Focus Plus, Inc. p. 49

Long, Kenneth, Penton Research Services p. 50

Maginnis, Corinne, Quality Strategies p. 50

Marinelli, Joseph, Quantime Corporation p. 50

Monsky, Bill, AHF Marketing Research, Inc. p. 49

Montes, Diane, Albany Field Research Center p. 49

Olson, Marty, Linden Research Services, Inc. p. 48

Paul, Karen, The Advisory Group, Inc. p. 51

Petersen, Constance, Capstone Research, Inc. p. 49

Raffagnone, Lisa, BBI Marketing Services, Inc. p. 50

Ralston, Jim, Focus Plus, Inc. p. 49

Rhindress, Mindy, AHF Marketing Research, Inc. p. 49

Saporito, Patricia, Bus. Info. Ctr. at Coll. of Ins. p. 49

Saporito, Patricia, Saporito & Associates p. 50

Sheppard, Judy, Accumark Services, Inc. p. 50

Silver, Robert, Silver Qualitative Research p. 49

Stevens, Elizabeth, L.A. Field Research Center p. 47

Swanson, Barbara, Focus Research p. 50

Thies, Victoria, Marketeam Associates p. 48

Tooley, Chuck, Business Comm. Cnsltnts. p. 49

Torrey, Kathleen, Sachs Communications Group p. 50

Trook, Marcia, Greenleaf Associates, Inc. p. 48

Tugend, David, Marketeam Associates p. 48

Vaughn, James, California Retail Survey p. 47

Venkatesh, B. (Sid), BBI Marketing Services, Inc. p. 50

Weiss, Tibor, AHF Marketing Research, Inc. p. 49

Welch, Brett, Win\*Loss p. 47

Wiel, Stephen, The Sensory Sciences Group p. 49

Wilson, Steven, The BASES Group. p. 50

Wolff, Saltz, Lee, Lee & Associates p. 50

## Product & Service Update

continued from p. 25

tool for exploring relationships in multi-variate data. The tool was developed by the exploratory visualization group at the IBM research center in Yorktown Heights, N.Y. BMDP will market the package as BMDP/DIAMOND. It began shipping OS/2 and UNIX versions this fall. The package transforms data and statistics into graphics. It provides many simultaneous data presentations, including a concise global view, various two-, three- and four-dimensional plots and sorted tables of univariate and bivariate statistics. It also includes three-dimensional scatterplots, parallel coordinate plots and parametric snake plots. All data and graphics windows are dynamically linked. All operations are based on simple mouse and keystroke functions. The package includes the utility ICE, a multidimensional visualization tool. For more information call William Sanders at 800-238-2637.

## Gale offers Hispanic sourcebook

Gale Research Inc., Detroit, has published the "Hispanic Market Handbook," written by M. Isabel Valdés, of Hispanic Market Connections, Los Altos, Calif., and demographer Dr. Marta Seoane. The book is a reference covering historical background, social networks, demographics, key market indicators, regionalization, Hispanic profiles, spending habits, stereotypes, language, advertising, case studies and quantitative/qualitative research, and more. For more information, call 800-877-GALE.

## Mercator releases Snap Professional

Mercator Corp., Newbury, Mass., has released Snap Professional, a PC-based questionnaire design and analysis software for DOS or Windows. Snap Professional provides a comprehensive framework for any type of questionnaire research project. It calculates multi-level filters, weights, scores, index values and table-based statistics, with a batch facility to produce multiple tables. Snap Professional provides a range of export facilities to word processing, spreadsheet

and presentation graphics software for analysis and the original survey data. It can also be used to analyze data from other systems. Product information and a free, fully interactive Snap Professional evaluation diskette are available; call Jessica Rathke at 508-463-4093.

## Rockwood to offer feed dealers study

Rockwood Research, St. Paul, Minn., will offer an omnibus study of feed dealers, starting in February. The omnibus study will contact a representative sample of 200 U.S. feed dealers, each with more than \$250,000 gross feed sales. Names will be randomly selected from Farm Journal magazine's database. The study will measure awareness, brand satisfaction and sales representation satisfaction, among other issues. Deadline for participating in the study is Jan. 31, 1994. For more information call 612-631-1977.

## SPSS offers Windows developer's kit

Chicago-based SPSS Inc. has introduced the SPSS for Windows Developer's Kit, a toolkit for integrating SPSS graphing, reporting and statistics to any new or existing Windows-based application. With the new kit, software developers can quickly integrate and customize SPSS 6.0 for Windows in specialized applications. The kit includes: The SPSS object linking and embedding 2.0 automation, which integrates SPSS for Windows with other applications; user interface modification kit for customization; third-party application programming interface, which allows other applications to be launched from within SPSS for Windows; SPSS developer's kit handbook; and application examples. For more information call 800-543-9262.

## Market Facts introduces customer satisfaction service

Market Facts Inc., Arlington Heights, Ill., has introduced ComPete customer satisfaction service. The new service interviews clients' customers plus users of the competition, and explores the depth of customer commitment, not just satisfaction alone. For more information call

Judith Kobler at 212-460-8585.

## Q/Media introduces Windows presentation upgrade

Q/Media Software Corp., Vancouver, B.C., Canada, has introduced Q/Media for Windows version 1.2, an enhancement to its entry-level multimedia presentation tool. The program can be used as a stand-alone tool or in conjunction with popular presentation graphics packages from which users can import existing slide shows. The program's "clip list" multimedia file front-end allows users to "drag and drop" graphics, animation, sound and video onto the screen. Users can reposition, resize and synchronize objects without scripting, programming or file conversions. Enhancements include: a "viewer" application for royalty-free distribution of finished presentations; multiline text fields; alignment, sizing and layout tools plus expanded moving and dragging functions; a preview feature for examining files before bringing objects into the editing screen; and multiple additions to the "clip list."

## Names of Note

continued from p. 22

and **Marie Low** has been named vice president, business development, for *R.L. Polk & Co.'s Polk Direct Group*, Taylor, Mich. Freed is responsible for the group's database services, list services and software services businesses. Low is responsible for new business development, focusing on production services, fundraising, political and home-improvement vertical markets. She also will be creating marketing strategy for new clients and prospects, developing new marketing initiatives for existing clients, coaching new sales associates and investigating new markets.

**Randall Richardson** has been appointed executive vice president of sales/marketing at *Customer Insight Co. Inc.*, Englewood, Colo. Richardson is a founder of the firm, and the original designer of the Customer Insight System. His primary responsibilities in his new position are leading the sales/marketing department.

# Listing Additions

Please add the following firm to the 1993 Directory of Mall Research Facilities:

Kirk Research Services, Inc.  
Roosevelt Mall  
4525 Roosevelt Blvd.  
Jacksonville, MS 32210  
Ph. 904-387-0833  
Fax 904-387-0268  
Contact: Rebecca Kirk  
H-24% M-40% L-45%  
Stat.-5 1,3,4

Please add the following firms to the 1994 Directory of Focus Group Facilities:

Accurate Data Marketing, Inc.  
4267 Commercial Way  
Glenview, IL 60025  
Ph. 708-390-7777  
Fax 708-390-7849  
Contact: Karen Burger  
1,3,4,6,7B,8  
Rm. 1) 14x17 Obs. Rm. Seats 12

HMA - New Orleans  
300 Poydras St., #1710  
New Orleans, LA 70310  
Ph. 504-524-1311  
Fax 504-522-0147  
Contact: Mary Ann Bange  
1,3,4,6,7B

Rm. 1) 19x13 Obs. Rm. Seats 8  
Rm. 2) 15x18 Obs. Rm. Seats 8  
(See advertisement on p. 53)

Opinions of Sacramento  
2025 Hurley Way, Ste. 105  
Sacramento, CA 95625  
Ph. 916-443-7090  
Fax 916-443-7293  
Contact: Hugh Miller  
1,3,6,7B  
Rm 1) 16x20 Obs. Rm. Seats 12

Phoenix Systems Inc.  
525 W. 22nd St.  
Sioux Falls, SD 57105  
Ph. 605-339-3221  
Fax 605-339-0408  
Contact: G. Richard Ambrosius  
1,3,6,7B  
Rm. 1) 12x22 Obs. Rm. Seats 8

Research Strategies, Inc.  
605 Bel Air Blvd.  
Mobile, AL 36606  
Ph. 205-471-1858  
Fax 205-476-6567  
Contact: Eugene Talbott  
1,3,6,7B,8  
Rm. 1) 24x27 Obs. Rm. Seats 8

Strategic Marketing & Research, Inc.  
9200 Keystone Crossing, Ste. 406  
Indianapolis, IN 46240  
Contact: Lynell Newell  
Ph. 800-424-6270  
Fax 317-574-7700  
1,3,6,7B

Sunstat Market Research  
10715 Charter Dr., Ste. 260  
Columbia, MD 21044  
Ph. 410-995-0958  
Fax 301-596-3946  
Contact: Lynda Reynolds  
1,3,6,7B

Please note the change to the following listing from the 1994 Directory of Focus Group Facilities (corrected text shown in bold):

Metro Research Services, Inc.  
9990 Lee Hwy., Ste. 110  
Fairfax, VA 22030  
Ph. 703-385-1108  
Fax 703-335-8620  
Contact: Nancy Jacobs  
1,3,4,6,7B,8,9  
Rm. 1) 15x20 Obs. Rm. Seats 18

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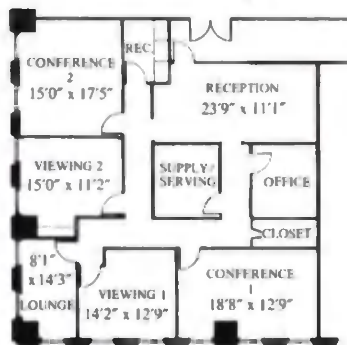
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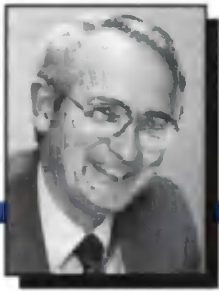
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# From the Publisher

by Tom Quirk  
Publisher

**E**ver wonder about the background of people who operate and manage research companies? Are they individuals who have experienced the same problems you face, trying to allocate finite amounts of time and money while developing information to further your organization's marketing and sales objectives? Or are they more likely to be individuals who have never faced the predicament of getting advertising, marketing, sales and production to agree on strategies and tactics necessary for a successful product introduction?

My perception is that most of the people who operate research organizations have had experience at the corporate level. But perception does always equal reality. I decided to test my theory when we were contacted recently by a newly formed organization, Brand Institute, Inc.

Fortunately, the two principals, James Dettore and Robin Niecko, were most

cooperative. At my request they sent copies of their biographies, credentials, and references and agreed to a follow-up interview. I found the process very enlightening.

Dettore, Brand Institute's president and C.E.O., was executive vice president at Interbrand Corp. (1985-1992), acquiring brand identity experience as a strategist on approximately 400 branding assignments of products, services and corporations. Prior to this, Dettore held brand management positions at PepsiCo., Inc. and J. Walter Thompson Company.

His branding experience has included a wide variety of industries such as telecommunications, pharmaceuticals, automotive, beverages, high-tech, financial services, industrial and packaged goods. His work has involved branding strategy, brand name development, trademark screening, linguistic screening, market research, and graphic/packaging design for these and other firms.

Niecko, Brand Institute's vice presi-

dent and general manager, brings more than seven years of brand management and marketing research work to the firm. Her experience includes industrial and pharmaceutical marketing. She worked in the truck component industry at Eaton Corporation's North American headquarters and at Upjohn and Glaxo. At Glaxo she was the first individual appointed to a product management position who did not have previous sales experience.

Niecko and Dettore worked together at Glaxo on the naming of Zantac, the world's largest-selling prescription pharmaceutical. Niecko was responsible for strategic development of product line extensions, new technology, and drug delivery systems for both ethical and over-the-counter formulations of Zantac.

While at Glaxo, Niecko hired Dettore to work with her on a number of naming assignments. They soon realized that the methods they developed would work effectively with most other brands. Using qualitative and quantitative marketing research techniques, they believed they could assist managers in building brand equity by using processes that had worked for them. They knew that a product or brand doesn't exist in a vacuum — and brand building must take this into consideration.

Brand Institute was formed in 1993 and appears to have hit the ground running. The experience of its two principals at the corporate and research company levels is comforting to managers who are given the responsibility for introducing new products or extending brand lines.

I have always been impressed with the quality of those who provide research services. They work under enormous pressures to meet the needs of their clients. Product quality and service are of great concern to them. Most research firms have taken the spirit of the Malcolm Baldrige award to heart, using it as a model for a successful research organization. Early indications are that Brand Institute is one of those firms. □

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- The best seminar in marketing I've ever taken. Very timely. The content is absolutely excellent. Speaker - excellent, engaging. It's nice to have someone who can help us to understand... Finally, a marketing seminar which is both in-depth and practical.  
*Director of Market Research, Faultless Starch/Bon Ami*
- Fantastic - I finally understand the stuff that good college professors could not explain if their lives depended on it. Great manual. Speaker is really great - I have learned more from him in 2 days than I did in 2 years in grad school!  
*Market Administrator, GTE Directorate*
- If the wealth of information, knowledge and understanding I walked away with could be converted to money, I would be a millionaire from hereafter. I was never more impressed with an instructor and a seminar as I was with this. Workbook like none I have ever been exposed to - somewhat similar to the Encyclopaedia Britannica. Speaker dynamic, exciting, brilliant, showed tremendous interest in the subject as well as each participant.  
*Project Coordinator, General Foods*
- Super - best 2 day seminar I've ever had. Totally targeted. Best workbook I've seen in terms of walking away with a great memory jogger. Super speaker.  
*Manager, ICI Pharmaceuticals*
- I have listed more than 30 ideas for immediate implementation at my company. Outstanding speaker - expert, enthusiastic, as good a listener as he is a teacher.  
*Manager, Consumer Research, Heinz*
- Fantastic and on-track! The manual will be a great addition to our reference library! Priceless! So well laid out, Speaker excellent, interesting - on-track.  
*Product Researcher, Midmark Corporation*
- The best (seminar) I've attended. Outstanding association of statistics to marketing research problems. Linked statistical background of MBA to study concerns I face everyday. (The speaker) explains statistics and methods better in 2 days than most professors have done in a semester of undergrad and grad work.  
*Business Research Analyst, Dow Chemical*
- 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*
- 'Intensive' is an understatement! But, I sure feel I got my money's worth. I got everything I came for, and more. Incredibly helpful and useful information. Terrific workbook. Unique instructor... someone who can 'do' and 'teach'. Wonderfully enthusiastic.  
*Principal, Creative Focus*
- Incredible - better than I expected. 'Biggest Bang for the Buck' of any seminar I've ever attended. Fantastic.  
*Marketing Research Analyst, Dupuy*

## The Burke Institute

### Partial Schedule of Burke<sup>SM</sup> Seminars Through June 1994

<b>101. Practical Marketing Research</b>	<b>501. Applications Marketing Research</b>
Boston ..... July 12-14	Cincinnati ..... Aug. 5-6
Cincinnati ..... Aug. 2-4	New York ..... Oct. 28-29
San Francisco ..... Sept. 13-15	Cincinnati ..... Mar. 3-4
Toronto ..... Oct. 6-8	Chicago ..... May 19-20
New York ..... Oct. 25-27	Atlanta ..... June 30-July 1
Cincinnati ..... Nov. 15-17	<b>502. Generating and Evaluating New Products and Services</b>
Chicago ..... Dec. 6-8	Chicago ..... Aug. 31-Sept. 1
New York ..... Jan. 3-5	Cincinnati ..... Dec. 20-21
Boca Raton ..... Jan. 31-Feb. 2	Cincinnati ..... Jan. 24-25
Cincinnati ..... Feb. 28-Mar. 2	Cincinnati ..... June 2-3
Boston ..... Mar. 28-30	<b>503. New Product Forecasting</b>
Toronto ..... Apr. 18-20	New York ..... Sept. 30-Oct. 1
Chicago ..... May 16-18	<b>504. Advertising Research</b>
Cincinnati ..... June 6-8	Cincinnati ..... July 22-23
Atlanta ..... June 27-29	Cincinnati ..... Oct. 7-8
<b>104. Questionnaire Construction Workshop</b>	Cincinnati ..... Feb. 17-18
Cincinnati ..... Aug. 9-11	New York ..... Apr. 28-29
San Francisco ..... Sept. 20-22	<b>505. Positioning and Segmentation Research</b>
New York ..... Nov. 1-3	Cincinnati ..... July 20-21
Cincinnati ..... Dec. 13-15	Cincinnati ..... Oct. 5-6
New York ..... Jan. 24-26	Cincinnati ..... Feb. 15-16
Cincinnati ..... Mar. 7-9	New York ..... Apr. 26-27
Boston ..... Apr. 4-6	<b>506. Customer Satisfaction Research</b>
Cincinnati ..... May 2-4	Forto ..... Oct. 4-5
Toronto ..... June 20-22	Chicago ..... Dec. 9-10
<b>105. Questionnaire Design: Applications and Enhancements</b>	Boca Raton ..... Feb. 3-4
Cincinnati ..... Aug. 12-13	New York ..... May 26-27
San Francisco ..... Sept. 23-24	<b>601. How to Summarize, Interpret and Explain Marketing Research Data</b>
New York ..... Nov. 4-5	Boston ..... July 15-16
Cincinnati ..... Dec. 16-17	Cincinnati ..... Nov. 18-19
New York ..... Jan. 27-28	New York ..... Jan. 6-7
Cincinnati ..... Mar. 10-11	Boston ..... Mar. 31-Apr. 1
Boston ..... Apr. 7-8	Cincinnati ..... June 9-10
Cincinnati ..... May 5-6	<b>602. Tools and Techniques of Data Analysis</b>
Toronto ..... June 23-24	New York ..... July 6-9
<b>201. Focus Groups: An Introduction</b>	Cincinnati ..... Aug. 17-20
San Francisco ..... Sept. 16-17	Toronto ..... Oct. 12-15
New York ..... Nov. 8-9	Cincinnati ..... Nov. 30-Dec. 3
Boston ..... Feb. 24-25	Boston ..... Jan. 18-21
Toronto ..... Apr. 21-22	Cincinnati ..... Mar. 15-18
<b>202. Focus Groups: An Applications Workshop</b>	Cincinnati ..... May 10-13
New York ..... Nov. 10-11	<b>603. Practical Multivariate Analysis</b>
<b>203. Focus Group Moderator Training</b>	New York ..... July 28-30
Cincinnati ..... July 20-23	San Francisco ..... Sept. 8-10
Cincinnati ..... Aug. 31-Sept. 3	Cincinnati ..... Nov. 22-24
Cincinnati ..... Oct. 19-22	New York ..... Jan. 10-12
Cincinnati ..... Nov. 30-Dec. 3	Boston ..... Feb. 21-23
Cincinnati ..... Jan. 18-21	Cincinnati ..... Apr. 11-13
Cincinnati ..... Mar. 15-18	<b>701. International Marketing Research</b>
Cincinnati ..... May 10-13	Chicago ..... Sept. 2-3
Cincinnati ..... June 14-17	Cincinnati ..... Apr. 14-15
<b>301. Writing and Presenting Actionable Marketing Research Reports</b>	<b>702. Business to Business Marketing Research</b>
Cincinnati ..... Aug. 23-25	Cincinnati ..... Oct. 19-21
Cincinnati ..... Nov. 8-10	Cincinnati ..... Jan. 26-28
Boston ..... Feb. 7-9	Cincinnati ..... May 23-25
Cincinnati ..... Mar. 21-23	<b>704. Pharmaceutical Marketing Research</b>
New York ..... May 23-25	New York ..... Sept. 27-29
<b>401. Managing Marketing Research</b>	<b>Four-Week Certificate Program</b>
Cincinnati ..... Aug. 26-27	Cincinnati ..... Aug. 2-27
Cincinnati ..... Nov. 11-12	Cincinnati ..... Feb. 28-Mar. 25
Boston ..... Feb. 10-11	<b>2 Week Segments</b>
Cincinnati ..... March 24-25	Atlanta ..... June 21-July 2
	San Francisco ..... Sept. 13-24
	New York ..... Oct. 25-Nov. 5

Please call Lisa Raffignone at 800-543-8635 (ext. 6135) for schedule information for the following Burke<sup>SM</sup> seminars which are also currently offered by the Institute:

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- Effective In-person Presentation of Marketing Information
- Pricing Strategy and Research
- Using Multivariate Analysis: A P.C. Based Workshop
- Experimental Designs for Marketing Research
- Industry Specific Seminars
  - Healthcare
  - Pharmaceutical
  - Telecommunications
  - Financial Institutions
  - Public Utilities
  - Automotive/Transportation
- Planning Marketing Strategies and Tactics Using Actionable Research
- Effectively Selling Marketing Research Services
- Negotiating Marketing Research Contracts
- Strategic Market Simulation

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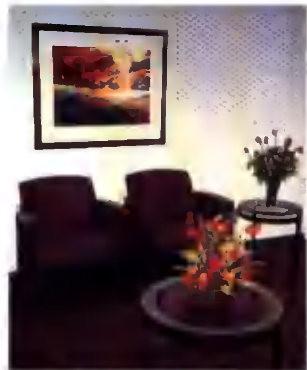
# Designed to be Your Research and Business Center Away from Home!

**TAI-Chicago** was designed after asking moderators/clients what they most wanted in a distinctive focus facility.

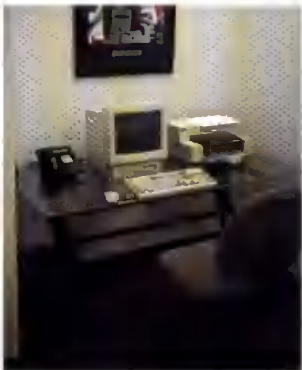
Their overwhelming answer, in general, was to request a research center offering a

flexible office environment, at least as good and convenient as the one they left back at their headquarters. We think we have come very close to providing it.

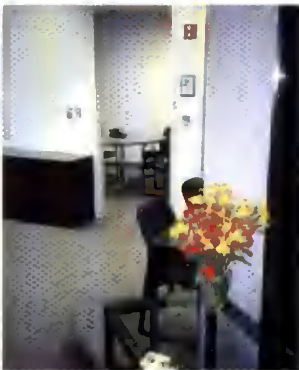
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