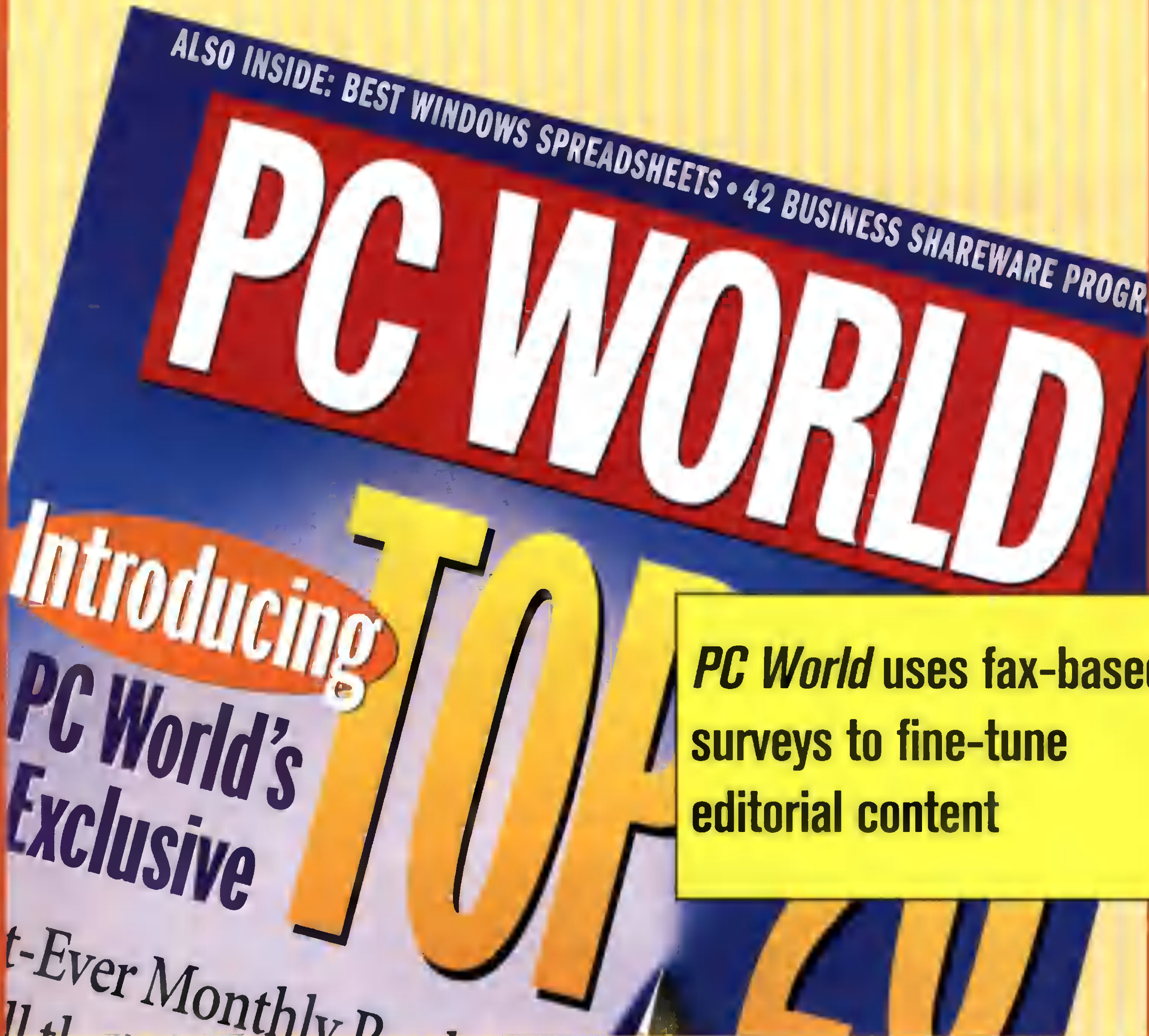
Quirk's

MARKETING RESEARCH Review



***PC World* uses fax-based surveys to fine-tune editorial content**

1994 Data Processing/Software/
Statistical Analysis Directory

February 1994

Denver's Exceptional Focus Group and Central Location Facility

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MARKETING RESEARCH
Review

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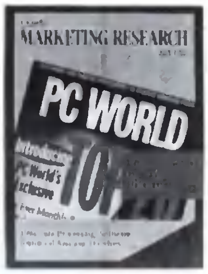
Cover
PC World magazine found fax-based reader surveys to be a valuable supplement to its efforts to fine tune editorial direction.



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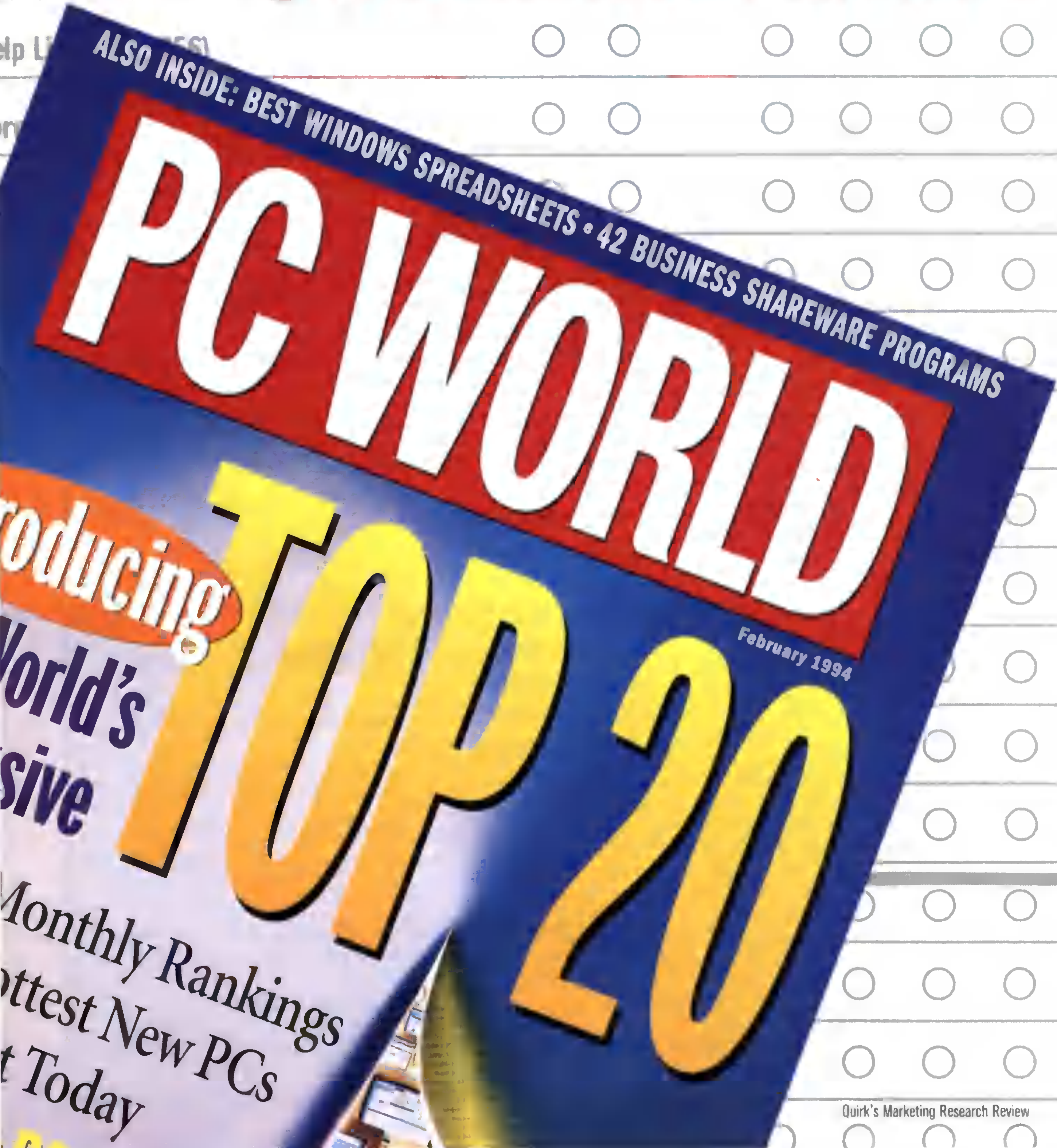
Fax-based surveys give *PC* and quick turnaround at a



World magazine flexibility low cost

The fax has become an indispensable part of doing business, primarily because it has two attributes that are much-prized in the money-making world: speed and low cost. Since these attributes are also sought after by marketing researchers, it's no surprise that fax machines are being used more frequently to do surveys.

Quick turnaround and low cost are what drew the research staff at *PC World* magazine to fax technology almost two years ago. Since then, the publication's readers have faxed back thousands of questionnaires to the magazine's San Francisco offices.

PC World is a monthly with a circulation of 910,000. Its target audience is business managers who are responsible for buying computers and related products for their companies.

Along with focus groups and phone and mail surveys, which the magazine uses to determine editorial direction, the *PC World* research staff uses a software program called Teleform, made by Cardiff Software, Solana Beach, Calif., to design a variety of fax-based surveys that are inserted into the magazine each month.

Teleform does automated forms processing, reading the data on the forms (whether it's hand-printed characters [OCR], typed or machine printed characters and shaded or checked circles [OMR]) and entering it into your data analysis package of choice.

The survey form includes a mark in each of its corners which helps correct — prior to processing — any elongation or skew caused by the fax. In addition, a machine-readable code gives the survey form a unique identity to simplify sorting when receiving completed questionnaires for more than one fax-based survey.

Editorial research

PC World has been using Teleform for two years now, says Thomas Gewecke, research manager, *PC World* magazine. Initially the program caught the staff's attention as a way to do editorial research cheaply and quickly.

Regular reader surveys help the magazine answer important questions such as whether editorial should focus on hardware versus software, tech tips or consumer information, etc.

The magazine already had a long-standing monthly telephone tracking survey, in which subscribers were called to find out which articles they read and how valuable they were, and to measure the success of editorial experiments. While the data from the telephone survey is valuable, it's costly to obtain, Gewecke says. "Even a fairly simple phone survey can become a $10,000 or $20,000 enterprise, which is a big part of our editorial research budget."

In addition, lengthy processing times mean that the data isn't always available soon enough for the magazine to act on it. By the time the results come back, it can be several weeks after the issue being researched was mailed to subscribers. This is troubling for any publication, which typically has a long lead-time between when stories are planned and written and the time they appear in the magazine. But it's especially so, Gewecke says, for a magazine covering the computer industry, where technology changes so rapidly. "If problems are uncovered in the telephone research, a delay of three or six weeks in generating results means you miss two to three issues before you can correct a problem and change editorial direction."

18-month experiment

After discovering Teleform, the research staff began an 18-month experiment that involved putting surveys in the magazine and having readers fax them back. The in-magazine form used the same questions as those in the telephone survey and offered a prize of computer equipment to encourage responses. The survey also asked readers to supply demographic information.

Response volume averaged between 5,000 to 7,000 faxes per month. The magazine began receiving 500 to 1,000 responses within just a few days after issues were mailed.

For about a year and a half the magazine fax surveys were done in tandem with the telephone survey, Gewecke says, to allow comparison of the results. "Over

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A study of physicians' reactions to health care reform

by Dr. Murray Simon and Pat Gick

Editor's note: Murray Simon is president of D/R/S HealthCare Consultants, Charlotte, N.C. Pat Gick is assistant vice president at Axiom Research, Glen Rock, Pa.

As you read this article, the American public is anxiously awaiting the fate of President Clinton's health care plan.

Few, if any would argue the need for reform. Health care now accounts for approximately 16% of the expenditure of state and local tax revenues. There are 37 million people in the United States who have no health care coverage. Untold numbers of employees are locked into jobs they would leave if it weren't for the accompanying insurance coverage they have to protect and maintain.

For small businesses, insurance has become just about unaffordable. Despite the protest over costs during the past few years, the projected expenditure of $800 billion dollars on health care in 1993 represents an increase of more than 37% from 1990 (before inflation).

The fact, is that if we have a health care system in this country, it is terminally ill and in need of heroic efforts and sacrifices to save it.

There are resuscitation efforts taking place on a local and a regional basis. Powerful buyers' groups (also known as health maintenance organizations [HMOs], corporate health coalitions, state government, the federal Medicare program, etc.) are negotiating with medical groups and hospitals to provide quality care at lower cost. "Outcome" programs are being developed and put into place to determine the effectiveness of various procedures and therapies, with the goal of more standardized and predictable treatment.

Similar programs are being used to evaluate the performance of hospitals, HMOs and large group practices so buying coalitions can monitor the quality and effectiveness of the treatment they are paying for. Hospitals are merging, in part to eliminate redundancy and inefficiency in a geographic area. Does a smaller city really need more than one CAT scan machine? Is it efficient to have two or more separate physical therapy units in one town? Isn't it more cost-effective to maintain one boiler room than two?

If you keep up with all the media reports, you've seen a lot of finger-pointing. Hospitals are accused of "delusions of grandeur"; pharmaceutical companies are depicted as bloated, impersonal corporate entities feeding greedily off the public's prescription needs; insurance companies continue to raise premiums while building bigger and grander buildings; lawyers are castigated for adding to health care costs by pursuing malpractice litigation, as visions of huge settlement fees dance in their heads.

What about the doctors?

And then, of course, there are the doctors.

The public tends to think of physicians, for the most part, as bright, well-educated, thoroughly trained individuals who are essentially insensitive to the psychological and emotional needs of the patient. They're accused of making their patients feel like faceless, nameless ciphers in their "take-a-number-and-we'll-call-you-when-it's-your-turn" practices.

Is it any wonder that what the public fears most about health care reform is not being able to choose their doctors? The specter of managed care represents, for many patients, greater anonymity in the patient/doctor relationship — which is not what they want! The physician, on the other hand, wants the public to better appreciate the pressures doctors work under and the long hours they spend caring for their patients.

Much has been written about how changes in the health care system will affect the patient, but little more than abstract conjecture has been devoted to how such changes would affect the health care provider.

Assess physicians' attitudes

To shed some light on how change and anticipation of change are influencing physicians' thinking, D/R/S HealthCare Consultants of Charlotte, N.C., and The Axxiom Research Network of Glen Rock, Pa., jointly developed an independent research study to assess physicians' current attitudes about their profession and the factors that are dramatically affecting them. It is hoped that these results will add new dimensions to the framework necessary to begin the rebuilding process.

The results were developed from 275 telephone interviews with physicians throughout the United States. The doctors interviewed represent a broad mix of specialties, ages and geographic diversity.

• *What one change would you make in the way medicine is currently practiced?*

While there were a variety of responses, in essence they boiled down to "eliminate the middleman." They saw the government (represented by Medicare and Medicaid) and the insurance companies as agents of interference between the doctors and their patients. They repeatedly referred to mountains of paperwork that cut into time for treating patients. It was their aggregate opinion that eliminating much of the paperwork — and the people who process it — would contribute significantly to reducing health care costs.

They also indicted the government and insurance companies for controls and regulations on physicians' diagnostic and treatment decisions. Despite the cry for cost cutting, these doctors felt that current medical coverage is not broad enough and limits their ability to provide appropriate and thorough care. Several said that the Medicare system of predetermined fees for specific procedures acts as a disincentive to the development of higher skill levels among physicians, and encourages mediocrity.

Many respondents said that managed care and competitive fee schedules represent the future of medicine. Some were for it, many were not. Not surprisingly, there was a strong correlation between years in practice and resistance to managed care. What they object to most are politicians and businesspeople administering these programs. While they did not think physicians should take on this administrative role, nonetheless they believe that doctors are not adequately involved in the decision making process.

Get the lawyers off our backs

It should come as no suprise that there was a widespread hostility toward the legal profession. (As we analyzed the survey results and read their suggestions on "what to do with lawyers," we had to wonder: What happens when a lawyer needs medical care?) Many doctors said that lawyers are responsible for a significant portion of the high cost of health care, by forcing doctors to practice defensive medicine and giving patients the idea that if a treatment outcome is not successful, a lawsuit is the next logical step.

This has had an obvious impact on their collective psyche. Many expressed the belief that a managed care system could be workable if it included strict regulation of medical malpractice litigation. The implication was clear: "Get the lawyers off our backs and we'll make managed care work."

Several respondents commented on medicine's loss of prestige. There were numerous statements about "not being appreciated, not being understood." A few claimed that medicine has its "bad apples," who are giving the profession a bad image. There were vague references to "getting rid of the greedy ones," so the profession could once again regain its former high standing.

• *If you had it to do over again, would you go into medicine?*

Despite all the strongly worded complaints, 82% of the respondents said they would choose the same profession again. The most frequent reasons were

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Don't let technology take control of focus groups

by Thomas Greenbaum

Editor's note: Thomas Greenbaum is president of Groups Plus, a research firm located in Wilton, Conn.

Focus groups continue to be one of the most popular and fastest-growing market research techniques, as organizations of all types have positive experiences with the methodology. Further, with the pressure to keep research costs as low as possible and generate results in a more timely fashion, many marketers are moving away from quantitative research in order to implement some form of qualitative research to address their questions.

As the use of qualitative research and particularly focus groups grows, there is increasing pressure on the professionals within the qualitative research community to differentiate their services from each other. Most industry experts estimate that there are at least 1,000 people nationwide earning at least half their income doing focus groups or one-on-one in-depth interviews. This represents a lot of different people trying to find that important selling point that will make their service stand out in the crowd.

Enter technology. The advances in computer hardware and software, the introduction of cellular telephone and related personal communication devices, and the innovations in video transmission all have affected the way marketing people operate in the 1990s. These same technologies have also begun to influence the qualitative research industry.

For example, clients can now watch a focus group in Chicago on a "real-time" basis from the comfort of their office in Atlanta, and even communicate with the moderator while the session is in progress. Or you can listen in on a telephone hook-up with eight different executives all over the world, all of whom are led through a discussion by a moderator trained in teleconferencing.

It is also possible to conduct a focus group via video satellite with half the group sitting in new York and the other half in London — as the client observes from her office in Houston. Finally, you can watch a focus group that uses small hand-held "reaction devices" to record the participants' inputs on a computer, so the information they generate can be collected by the moderator for inclusion in the final report.

While there is nothing inherently wrong with any of the new technologies that are entering the focus group industry, there clearly is a danger that marketers will become so enamored of the technology that they forget about the fundamental elements that make the focus group methodology work so well. Therefore, before you agree to any new technology in your focus group research, review some of the basic building blocks of the focus group technique to ensure that you are not compromising any of them with the new approaches.

The value of interaction

First, focus groups are a valuable technique because of the interaction of the participants, who have been recruited based on common interests, demographics or purchase behaviors. The most common setting for this interaction is a group of people sitting together in the same room, where they can react to each other's verbal and non-verbal responses. The extent to which you take away from this setting via such methods as telephone or video satellite groups will affect the quality and quantity of the interaction that occurs between the participants, and therefore reduces the overall quality of the output from the research.

Second, focus groups represent a unique way for clients to observe the research process first-hand, rather than "experiencing" it after the fact via videotapes, audiotapes or the moderator's report. Almost anybody who has observed a focus group from behind a one-way mirror can appreciate the differences in watching this way, compared with viewing the groups on a videotape or via remote television broadcast. While there definitely are some meaningful cost savings that can be obtained by not

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Scale scoring in health care customer surveys

by Scott MacStravic

Editor's note: Scott MacStravic, Ph.D., is vice president, marketing/strategy with Provenant Health Partners, Denver.

Almost all the customer surveys that are conducted in health care use scales. Such scales typically (and arbitrarily) assign numerical values to verbal options. Common examples include:

• Agree/disagree scale:
1 = strongly disagree
2 = disagree
3 = neutral or unsure
4 = agree
5 = strongly agree

• Satisfaction scales
1= very dissatisfied
2 = mostly dissatisfied
3 = somewhat dissatisfied
4 = neither satisfied nor dissatisfied
5 = somewhat satisfied
6 = mostly satisfied
7 = very satisfied

• Quality rating scale
1 = terrible
2 = poor
3 = okay
4 = good
5 = excellent

In summing up such scales, common practice is to calculate mean scores from a frequency distribution of responses, then compared to a "perfect" score. For example, the following frequency distribution would be scored:

Score	x	Frequency	=	Points
1	x	3	=	3 points
2	x	7	=	14 points
3	x	24	=	72 points
4	x	30	=	120 points
5	x	36	=	180 points
	Total	100		389 points

It has a cumulative value of 389 points and a mean of 3.89, given 100 responses. A perfect score would yield (5 x 100 =) 500 points, so the standardized score for this distribution would be 389 divided by 500 = 77.8%. By standardizing, we are able to compare results to scores based on other scales, involving a variety of scale points and verbal options.

A long-recognized problem with verbal scales, even when there is clearly an underlying ordinality to the words, is the arbitrary nature of numerical values assigned to those words. Who is to say that "strongly agree" is the same psychological distance from "agree" as "agree" is from "neutral" or "unsure"? Is "very dissatisfied" as far from "mostly dissatisfied" as the latter is from "neither satisfied nor dissatisfied"?

While the numbers assigned to verbal choices in such scales respect the underlying ordinality of those choices, they may not reflect the "true" distance between them. Yet some kind of numerical value must be assigned to each verbal choice to permit summarizing of responses, comparing one set of frequencies to another, calculating simple and complex correlations or deciding how close a set of responses comes to "perfection."

Another problem with scaling is that different numerical values produce different summary values, therefore different perceptions as to how "good" a given frequency distribution may be. In the five-point example above, a plus-and-minus scoring system might be used instead of one-to-five, with values as follows:

Score		Frequency		
-2	x	3	=	-6 points
-1	x	7	=	-7 points
0	x	24	=	0 points
+1	x	30	=	30 points
+2	x	36	=	72 points
		100		89 points

The same distribution of answers as before would produce a calculated total of 89 points. With a potential "perfect" score of (100 x +2 =) 200, given 100 responses, the standardized score on such a scale would be only 44.5%, vastly different from the 77.8% derived from the one-to-five scaling.

Even a slight modification in the assignment of numbers can have an impact on the normalized score, and therefore on the impression that such a score gives as to whether the results are good, bad or indifferent. If instead of scaling one to five, we used a zero-to-four scale, for example, the same distribution would yield:

Score		Frequency		
0	x	3	=	0 points
1	x	7	=	7 points
2	x	24	=	48 points
3	x	30	=	90 points
4	x	36	=	144 points
		100		289 points

With a "perfect" score of (100 x 4 =) 400, these results would produce a normalized score of 289 divided by 400 = 72.3%, different enough from the 77.8% derived from the one-to-five scale to suggest a result closer to a "C" grade rather than a "B."

If we were contriving to ensure good results on a normalized score, we could easily "game the system" by assigning a different set of numbers to the results:

Score		Frequency		
96	x	3	=	288 points
97	x	7	=	679 points
98	x	24	=	2,352 points
99	x	30	=	2,970 points
100	x	36	=	3,600 points
				9,889 points

With a total of 9,889 points against a "perfect" score of 10,000, the normalized score from this distribution would be 98.9%, apparently an excellent result.

Clearly, when different, arbitrary (if commonplace) assignment of numbers to a set of verbal answers can yield results as disparate as 44.5% and 77.8% (even 98.9%, if we're clever) from the same distribution of responses, such numerical scaling warrants some attention. Is there any way to come up with the "right" numbers for a given set of verbal answers?

An alternative to the arbitrary assignment of numerical values is to link the pattern of answers to something of value where each answer has a calculated link to that value. For example, in our community surveys, we have found that preference for our hospitals (intent to go there should need for hospital care arise) is strongly influenced by self-reported familiarity with the institution.

In cross tabulating familiarity levels and preference, we found the following distribution (results slight modified to simplify calculations):

Familiarity scale	% Preferring hospitals
completely familiar	60
mostly familiar	25
somewhat familiar	10
mostly familiar	5
completely familiar	0

Since the preference percentages are all evenly divisible by five, we can translate this pattern into a scale where

completely familiar	=	12
mostly familiar	=	5
somewhat familiar	=	2
mostly unfamiliar	=	1
completely unfamiliar	=	0

In this case, the scale scores reflect the relative value of each nominal response in terms of its link to preference. The normalization of the previously analyzed results on such a scale would be:

Response	Score		Frequency		Points
completely unfamiliar	= 12	x	36	=	432
mostly familiar	= 5	x	30	=	150
somewhat familiar	= 2	x	24	=	48
mostly unfamiliar	= 1	x	7	=	7
completely unfamiliar	= 0	x	3	=	0
	Total				637

With a perfect score of (100 x 12=) 1,200, the normalized results would be 637 divided by 1,200 = 53.1%, or just a little more than halfway toward a "perfect" score. Such a score accurately indicates that only about half the potential value of public preference has been realized, based on the distribution of familiarity responses.

Similarly, in our survey of patient satisfaction we have found that the relationship between satisfaction scale choices and intention to choose the hospital again is roughly as follows:

Response	% Preferring Same Hospital
more than dissatisfied	0
mostly dissatisfied	0
somewhat dissatisfied	10
neutral	25
somewhat satisfied	40
mostly satisfied	50
more than satisfied	80

These results translate into:

	Scale Score
more than dissatisfied	0
mostly dissatisfied	0
somewhat dissatisfied	2
neutral	5
somewhat satisfied	8
mostly satisfied	10
more than satisfied	16

A distribution such as:

Scale	Points	x	Frequency	=	Total points
more than dissatisfied	0	x	2	=	0
mostly dissatisfied	0	x	5	=	0
somewhat dissatisfied	2	x	11	=	22
neutral	5	x	. 20	=	100
somewhat satisfied	8	x	10	=	80
mostly satisfied	10	x	17	=	170
more than satisfied	16	x	35	=	560

Produces a total score of: 932

With 897 points out of a potential 1,500 maximum, the normalized score would be 932 divided by 1,500 = 62.1%. While it might seem at least odd to have two nominal options assigned the same numerical score, it makes sense in light of links with preference. If patients who report themselves to be "mostly dissatisfied" are no more likely to choose the hospital in the future than are patients who report themselves to be "more than dissatisfied," then the hospital should take little pleasure in noting an "upward" shift between these two scale points.

Where scales show a substantially higher value for the top verbal choices than for the lower choices, as was the case with both the above examples, the effect on normalized scores will generally be to dampen them as compared to common, arbitrary scale numbers. A simple one-to-five scale for the familiarity distribution would have yielded a normalized score of 77.8% where the value-derived point scale shows only 53.1%. An arbitrary one-to-seven scale for the patient satisfaction distribution would have produced a normalized score of 522 divided by 700 = 74.6% instead of the 62.1% compiled with the value-based scale scores.

By contrast, if top levels of nominal choices are linked to only marginally different practical values, the value-based scales would produce normalized scores that are higher than those resulting from arbitrary numerical scales. Should a value-based connection between hospital food ratings and preference be something like:

Rating of Food	% Preferring Hospital
terrible	40
poor	50
fair	60
good	65
very good	70
outstanding	75

It would translate into the following scale (with hypothetical frequencies for illustration):

	Score	x	Frequency	=	Points
terrible	8		10		80
poor	10		15		150
fair	12		20		240
good	13		15		195
very good	14		20		280
outstanding	15		20		300
total			100		1,245

A simple frequency such as the above translates into a normalized score of 1,245 divided by 1,500 = 83.0% where the same frequency would produce, on an arbitrary one-to-six scale, a score of only 52.7.

A side benefit of a value-based scaling system is that it will tend to show where the hospital is likely to see the greatest impact from improving survey results. The fact that food scores are linked to such modest differences in preference suggests that not as much can be accomplished by improving such scores as can through improving scores on overall satisfaction or familiarity. The normalized scores reflecting value-based scales are likely to offer a significantly more accurate and meaningful message than scores based on arbitrary numerical values, such as are most commonly used.

Anyone considering use of a value-based scaling approach will have to first decide what value to link verbal responses to. Preference has a strong market value, though within a survey, links to overall satisfaction or perceived quality may function as well. Once the value is selected, the cross tabulated relationship between answers to a question of interest and that value, will provide the basis for determining value-based scale numbers, as in the above examples.

This approach does not pretend to answer the question of how to assign numerical values to verbal responses once and for all. It does, however, offer an improvement over conventionally arbitrary assignment methods. ❑

Researchers talk about customer & employee satisfaction surveys at the American Quality Congress

by Gayle Kaplan

Editor's note: Gayle Kaplan is senior research analyst with National Computer Systems, Minneapolis.

National Computer Systems (NCS) is in the business of helping customers collect useful information about customer and employee satisfaction. Among other products, NCS provides customer satisfaction and employee attitude research services.

NCS knows that many companies are doing customer/employee satisfaction surveys as part of their quality program, an important first step to discover customer and employee opinions and needs. But NCS has found that some companies run into difficulties translating their survey information into action plans which operations or marketing staff can use. NCS decided to sponsor a roundtable discussion at the 1993 American Quality Congress on companies' experience transforming survey information into action plans.

NCS invited a group of conference attendees to participate in the discussion. Members were invited based on whether

- their company conducted customer or employee satisfaction surveys; and
- they were involved in conducting the surveys.

Eight people from companies in different industries and across the country participated in the discussion, as well as two NCS research staff members.

All the participants were part of their firm's quality department. Their titles included quality control coordinator, quality specialist, corporate manager of quality and director of quality. All the companies have conducted employee and/or customer surveys; most have done both. Group participants were in charge of or involved with conducting the surveys at their companies. These facts lead us to believe that quality departments are usually involved with customer and employee surveys and often direct them.

Employee surveys

Participants raised several issues. Some companies are concerned that conducting employee surveys raises employee expectations — "We might need to do something." The companies are unsure they can meet employee expectations, especially in a short time frame; they don't want employees to become more dissatisfied as a result of the survey.

Other group members responded that the basis of a successful employee (or customer) survey is determining how to use the survey data before conducting the survey, so that the company can set employee expectations, not be driven by them. For example, the company may decide that each plant manager will work on the top four issues at his or her respective plant. Some also suggested that the company should decide upfront to conduct structured employee feedback sessions. These sessions let employees know the results of the survey, overall and for their group and ask for the reasons behind the responses. Respondents agreed that feedback sessions were very useful, maybe even the most useful part of an employee survey. Group participants also agreed that employee surveying has to be a process, not an event, in order to maintain management credibility with employees.

Confidential and anonymous

Another issue was employee distrust of management and concern about the anonymity and confidentiality of their input. These concerns may decrease response rate or bias results. In one case, employees knew they could be identified; the results were very positive even though the company had just gone through a very difficult restructuring.

All the roundtable members acknowledged that employee confidentiality and anonymity is an important issue. Beyond that, however, there was a range of responses. Some said that survey results should be broken out only along very broad areas, such as type of job (e.g., management, professional and line worker), number of years at company and division, and the smallest breakout group should be 50. With this broad analysis, the company gets useful information but the results are too general for an individual employee to be identified. Other companies wanted reports on each management group so they could evaluate managers. For employee feedback groups, some employees did not want their managers or human resources staff in the room.

Buy-in necessary

Participants agreed that top management buy-in is a necessity for a successful employee survey program, not only to conduct the survey but to implement actions and resurvey to determine the results of those actions. One suggestion to help attain buy-in was to involve top management in the design of the survey instrument. Explicit executive buy-in also helps to increase response rate by showing that the survey is important to top management. For example, a pre-notification or cover letter to survey respondents should be signed by the division vice president or the company president.

Another issue was how general or specific the questionnaire should be. Problems arose when asking employees' opinion of areas that participants knew they could not change — or areas that management didn't want to ask about. Several participants suggested that the first survey should be more general and cover issues that could be changed in the next couple years. Once actions have been taken as a result of the initial survey, future questionnaires could deal with the tougher questions. On-going surveys should always ask:

• if the company communicated the results of the previous survey;

• if employees have seen changes as a result of the previous survey and;

• if the survey is a useful method for tracking employee opinion.

Communication from management is often a major area of concern. Sometimes it's possible to improve overall employee opinion just by improving communication to employees.

Another issue was whether to survey all employees, i.e., a census, or survey a sample of employees. A census gives all employees the opportunity to participate and allows for detailed data analysis at the department or group level. A sample is less expensive and time-consuming to administer.

Summary

Overall, the discussion suggested that an effective employee survey program should include the following steps:

• Obtain top management buy-in; if possible include top management in the design or review of the survey instrument.

• Make sure survey results are anonymous and confidential, and make sure employees know it.

• Decide how the company will analyze survey data and implement recommendations before the first survey is sent out.

• Consider designing the first questionnaire to determine general areas of concern or more easily changed areas. Ask about thornier issues in future surveys.

• Set up employee feedback sessions to communicate survey results and find out the reasons behind the responses.

• Make changes based on the most important concerns.

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Circle No. 606 on Reader Card

Ads are hot topic for teens. . .

If you're a teenager and you see an ad you like — or don't like — your friends will hear about it. According to a new survey by Teenage Research Unlimited (TRU), Northbrook, Ill., 80% of teenagers talk with their friends about commercials they like or hate. The research firm asked 2,051 demographically selected respondents, ages 12 to 19, about their opinions on a variety of advertising- and marketing-related issues.

For teenagers, advertising isn't just information, it's entertainment as well. More than 60% of respondents agreed with the statement, "Bad advertising can make me think or feel worse about a product or company." Half the adolescents think advertisers should be clear with their message, while 43% want them to be "original, creative or different." According to TRU president Peter Zollo, for most teens, being "creative" often means being funny. Teenage boys are somewhat more interested in humorous advertising than females (63% vs. 56%), while girls value honesty slightly more (63% vs. 58%). Boys are also more open to using sex to sell than are girls, by a margin of two to one: 36% of teenage boys said advertisers should "show sexy girls," while only 18% of girls want advertisers to "show sexy guys."

In 1993, adolescents will have spent a projected $58 billion of their own money (money from jobs, allowances, gifts, etc.) and $31 billion of family money (for things like groceries, family errands, etc.). TRU projects that teens will have a combined income of $86 billion in 1993, down about 2% from the year before (which was down 7% from 1991). 1993 was the second year in a row where the teenage population has grown, to an estimated 27.8 million. For more information call 708-564-3440.

. . .for parents, ads are hot-button topic

Ads are as much a conversation grabber among parents as they are among teens — and opinions vary as widely. The reasons, however, can be a little different. An overwhelming 92% of parents are concerned that commercials are making their kids too materialistic. Almost half (46%) believe that strongly, according to a July 1993 telephone poll of 1,000 parents of children under 18, conducted by New York-based EDK. About half (52%) wish there was less advertising on children's shows because their kids drive them crazy about buying things they see on TV, but most parents say they can cope with this pressure. About half say they have simply told their children to stop asking for things just because they saw them advertised on TV, while almost 60% will explain to their child that an item is just

READER SERVICE CARD 02/94

FREE INFORMATION ON PRODUCTS AND SERVICES IN THIS ISSUE.

Send me more information on the items circled

600	601	602	603	604	605	606	607	608	609	610	611	612	613	614
615	616	617	618	619	620	621	622	623	624	625	626	627	628	629
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645	646	647	648	649	650	651	652	653	654	655	656	657	658	659
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Name ______________________ Title ______________________

Please Print

Company ______________________

Address ______________________

City ______________________ State __________ Zip __________

Tel. No. ______________________

Place
Postage
Here

Quirk's
MARKETING RESEARCH
Review
P.O. Box 23536
Minneapolis, MN 55423

too expensive. One in five will have the child use his or her allowance to buy the item.

But there is evidence that ads directed at kids do work. Almost three-quarters admit they've bought a toy that appeared in a TV ad aimed at children; 36% say TV commercials that influenced their kids have led them to visit amusement parks; and 29% say ads for sneakers aimed at their children, have influenced purchases. A related complaint was false or deceptive advertising: 61% say they have bought a toy because their child saw it on TV, only to have to cope with the child's disappointment when they toy was different than how it seemed on TV.

And what concerns parents most isn't pressure to buy specific products, but ads that contribute to a pervasive, general materialism among children. More than three-quarters of parents think TV advertisers are marketing more aggressively to children than they did just five years ago, and nearly the same proportion say they are frustrated with Saturday-morning cartoons that seem like one long commercial.

Yet while parents are bothered by commercials that promote materialism, a majority supports "public service"-type ads. Ads that promote recycling got a 91% approval rating; 70% of parents support spots that urge children to tell someone if their parents are using drugs, and 58% support ads that tell kids to urge their parents to stop smoking.

Outsourcing a growing trend

Businesses and governments are buying more goods and services from outside sources, rather than producing them internally. According to a Penton Research Services survey, 44% of the purchase decision makers report that their organization is outsourcing more than it did five years ago, and 47% expect to outsource more by the year 2000. The survey found that goods-producing industries outsource the most, although government, which is privatizing a number of operations, and many service firms expect to do more outsourcing in the years ahead.

Large organizations provide the greatest sales opportunities for suppliers, but are getting tougher to sell to. Over the last five years, 60% of the large organizations have increased the amount of outsourcing done, while reducing the number of vendors bought from. Business and government buyers want to establish partnerships with their best suppliers. Outsourcing companies should consequently build a reputation for quality and make customer satisfaction one of their top priorities. Penton Research Services is a division of Cleveland-based Penton Publishing. For more information call Ken Long at 216-696-7000.

Americans love their hoops

Basketball is America's favorite team sport and the third most popular sports activity in the nation, according to a national survey that measures participation in 58 different sports. The survey, conducted early in 1993, found that 40.4 million Americans aged 6 and older played basketball at least once in 1992. Only bowling and freshwater fishing were more popular. Basketball is particularly appealing to younger people, especially 12- to 17-year-olds.

Basketball has grown steadily in popularity since the study was first conducted 1987 by American Sports Data Inc. The number of participants has grown 13.2% over that period. The number of people who play for the first time in a given year has also grown during that period, as has the number of people saying basketball is their favorite sport.

Manufacturers' sales of basketballs and equipment in the U.S. have increased 36% since 1988, from $95 million to $129 million in 1992.

Other highlights of the study:

• Male players outnumber female players by a 70% to 30% margin, but between the ages of 6 and 17, participation is more even: about 60% male and 40% female. Participation among males has grown 14% since 1987, compared to 11% by females.

• The key age segment for the sport are young people aged 12 to 17. Two-thirds of all boys and 47% of all girls that age played at least once. Frequency of play is also higher than other age

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Names of Note

Kapuler Marketing Research Inc., Arlington Heights, Ill., has made the following appointments and promotions: **Wynne Corson** has joined as a vice president in the client services group; **Hung (Matt) Le** has been promoted to MIS director; **Edward Hibsch** has been promoted to data processing manger; **Sharon Swanson** has been promoted to associate group manager; and **Kathy Dalsaso**, **Laura Hopkins**, **Jane Martsinovsky** and **Samantha Phillips** were promoted to associate project directors.

J. Edward Shrawder has been elected a director of *Total Research Corp.*, based in Princeton, N.J. Shrawder is a former president of Elrick and Lavidge and has led his own marketing and marketing research consultancy since 1992. He was a director of CASRO in 1990-91, and is currently a member-speaker of the American Marketing Association.


Shrawder


Chin

Grace Chin has joined *Asian Perspective Inc.* as project manager.

Joe Bailey has been appointed vice president of sales and marketing at *MarketPulse*, Cambridge, Mass. He will oversee all domestic sales and marketing functions of the company.

Neil Blefeld has been promoted to president and **Michael Feldman** to executive vice president at Philadelphia-based *RSVP/Research Services*, formerly known as RSVP/Interviewing Services. Blefeld and Feldman will assume joint responsibility for management of the company. **Gerald Feldman** has assumed the newly created position of chairman and will serve in an advisory capacity.


Blefeld


Feldman

Peter Daboll has been named general manager of Chicago-based *Information Resources Inc.*'s Canadian information services operation. In this newly created position, Daboll will be responsible for developing, marketing and servicing IRI's database services in Canada.

Lorna Opatow, president of New York-based *Opatow Associates*, has been elected to the board of *Caravan Institute*. Caravan Institute is a non-profit organization founded in 1929 to promote education and the arts.


Opatow

Marilyn Mitchell, Ph.D., has joined *Hispanic Market Connections Inc.*, Los Altos, Calif., as vice president.

Jerry Ohlsten has been named director of marketing at *Simmons Market*

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Research Company News

Hispanic Marketing Communication Research, and its Asian division, **Asian Marketing Communication Research**, both of Belmont, Calif., have opened new research facilities in the San Francisco-San Jose area. The state-of-the-art facility includes focus group capabilities and multilingual computer-assisted telephone interviewing on the premises. The firm also has recently opened SuperDatos de Mexico.

Alliance Research has relocated to new $1.8 million, 25,000-square-foot corporate headquarters in the Cincinnati area. Its new address is: 2845 Chancellor Drive, Crestview Hills, Ky. 41017.

Chicago-based **Trans Union Corp.** and the **Association of Mexican Banks**, which represents 18 banks, have signed a letter of intent to form a joint venture to provide electronic credit bureau services in Mexico. As a result of the agreement, Trans Union will build the first continuously updated Mexican credit file. The joint venture expects to offer credit reports to Mexican credit grantors by the fall. The joint venture will be based in Mexico City.

Alliance Research has relocated its Dallas/Fort Worth client service office. Its new address and phone information is: 1511 Millbrook Drive, Arlington, Texas 76012-2120. Phone is 817-265-6899; fax is 817-265-6898.

MapInfo Corp. of Troy, N.Y., in December filed a registration statement with the Securities and Exchange commission for an initial public offering of 1.4 million shares of common stock with an estimated price range of $15 to $17 a share. Of the shares being offered, 1.2 million will be offered by the company and 200,000 will be offered by certain selling stockholders. The offering is being managed by Robertson, Stephens & Co., Alex. Brown & Sons Inc., and First Albany Corp. A prospectus relating to these securities may be obtained from Robertson, Stephens & Co., 555 California St., Suite 2600, San Francisco, Calif. 94104; Alex. Brown & Sons Inc., 135 E. Baltimore St., Baltimore, Md. 21202; or First Albany Corp., 41 State St., Albany, N.Y. 12207.

Advanced Data Research has relocated. Its new address is: 2550 Telegraph Road, Suite 107, Bloomfield Hills, Mich. 48302. Phone is 313-332-1217; fax is 313-332-6869.

Sunset Publishing Corp., Menlo Park, Calif., has been named one of the best sources of marketing information by *American Demographics* magazine. Sunset's research study, "How the West Works, Plays and Buys," was mentioned as a particularly important piece of market research. Sunset Publishing is a part of Time Inc., a wholly owned subsidiary of Time Warner.

Product & Service Update

Claritas announces Compass upgrades

Data available in Alexandria, VA-based Claritas/NPDC Inc.'s Compass CD-ROM desktop marketing system now can be exported directly into several GIS packages, including demographic data, Prizm segmentation data, syndicated data, boundary data, point data, customized reports or applications data and your proprietary customer data. Compass 5.3 also now operates with two new printer drivers, Deskset 550C and PaintJet XL300. Compass links to MapInfo, MapInfo for Windows and Atlas-GIS and data now can be exported directly into several spreadsheet and database programs.

Claritas also has announced a new GIS version of Compass. The system is called Compass+GIS, and provides links with software from two leading GIS firms, MapInfo and Strategic Mapping. It will provide additional links with other GIS firms in the future. The system provides marketers with analytical power and a variety of data including demographics, consumer-behavior data, TIGER files and site data needed for site location, media planning, direct marketing and other target marketing and planning functions.

Firm offers international conference mailing list

Mardev, Des Plaines, IL, a member of the Reed Elsevier group, has announced it is now managing the mailing list of attendees to Cahners Exposition Group's International Procurement Show. Held in Singapore, the show attracted more than 1,000 visitors, ranging from corporate and plant management to engineering and sales personnel. For more information call 800-545-8517.

CHOICES II offers presentation-ready output

Simmons Market Research Bureau Inc. has introduced CHOICES II, available on Windows and Macintosh platforms. The system's new features include quicker media access; simpler hierarchical dictionary; presentation-ready output (including variable font sizing and color); and built-in graphics (including bar, column and pie charting, and 3-D graphics). For more information call Simmons at 212-916-8900 or 312-951-4400.

Executive decisionmaking booklet available

FIND/SVP, New York, has published "10 Steps to Making Better Decisions." The 20-page booklet analyzes the decision-making process, from defining the problem to evaluating the results. It includes "dos" and "don'ts," a reference checklist and a bibliography of related articles and books. For a free copy, call David Berry at 212-645-4500.

Equifax, NRC roll out health care marketing system

San Diego-based Equifax National Decision Systems and National Research Corp. (NRC) of Lincoln, NE, have jointly introduced a new marketing resource that enables health care providers to segment and understand current and prospective patients, determine their potential for program participation and more effectively reach them. The new resource uses NRC's health care survey of more than 130,000 households nationwide. The survey sample is coded with lifestyle segment codes based on the MicroVision Zip+4 segmentation system developed by Equifax. For more information call Donna Stewart at 800-866-6520, ext. 578.

Copernicus offers pharmaceutical service

Copernicus: The Marketing Investment Strategy Group, Westport, Conn., is offering to health care marketers Pharmaceutical Watch, a multisponsored issues-tracking and research service. The service reports on dozens of pharmaceutical companies, and tracks industry issues as covered in a representative sample of print and broadcast, trade and consumer media. The quarterly reports give subscribers feedback needed to assess performance against competitors and industry norms. The industry norms are based on media exposure generated by Pharmaceutical Watch sponsors and industry leaders, including Merck, Pfizer, Ciba Geigy, and Searle. The study's tracking mechanism is sensitive to external market changes as well as evolving internal strategies. Reports provide analysis on a number of measures including: raw data; clip volume; circulation/audience (reach and frequency); market-by-market comparisons (states, regions, PMSAs); media (trade, consumer, dailies); content analysis of industry and client-specific messages; and "impact" "story value" and demographic measures.

Penton offers reports to non-advertisers

Penton Research Services findings on outsourcing and more are available for the first time to companies that do not currently advertise in Cleveland-based Penton Publishing's business publications. A complete set of 45 Penton Research Overview Reports is available. Detailed study results on outsourcing are published in the report "How Business and Government Buy: A Study of the Organizational Purchase Process" are also available. For more information call 800-326-4146.

Simmons expands CompPro study

Simmons Market Research Bureau Inc. has expanded its CompPro I study of purchase influence in the computer professional marketplace. The new version is called CompPro II. The new study offers a redesigned questionnaire to gather more information for advertisers and agencies; a mail out of 13,500, up from 8,000 mailed in 1992; a bigger government sample; and company site size starting at 50 employees, rather than 100. Publication is scheduled for the first quarter of 1994. For more information call Jack Bedell at 212-916-8841.

Group 1 releases AccuMail for Windows

Group 1 Software, Lanham, Md., has released version 3.0 of AccuMail. The release includes a new Windows version and an easier-to-use DOS graphical user interface versions. AccuMail for Windows and DOS are both delivered on one CD-ROM disc with no increase in price. Both versions meet all U.S. Postal Service requirements for coding accuracy and are USPS CASS-certified. The new AccuMail version allows users to create and save an unlimited number of predefined job setting, saving time and eliminating job set-up errors. AccuMail works directly on ASCII delimited, ASCII fixed-field, dBASE IV and VI, Alpha Four, CA Clipper, dBXL, FoxPro, FoxBase, Quick Silver and Group 1's ArcList file formats. AccuMail can process database formats in batch processing or individual address lookup, and can browse the USPS national database for alternatives to ambiguous addresses.

NPDA releases three studies

The National Decorating Products Association, St. Louis, has introduced three new studies. NDPA's Employee Compensation Study is the result of a comprehensive dealer survey on the salary and hourly rates paid to many employee positions of independent decorating products businesses. The report also includes a comparison of fringe benefits. All responses are divided by store size and geographical area for easy comparison. The Paint Consumer Market Research Study is an in-depth report on the type of store usually selected for a paint purchase, brand of paint selected, demographics of paint customers and more. This information is helpful when planning advertising for

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PC World

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time we were able to compare the results of the random sample survey with those from the self-selected survey and come up with some characteristic ways which they tended to vary, which gave us ways to interpret the early returns of the fax survey."

Self-selection

Gewecke fully acknowledges that the fax survey has the inherent problem of self-selection bias but he says the surveys have proven very valuable to the magazine, chiefly as a kind of "early read" on the readership levels of each month's articles.

"The fax survey allowed us to generate large samples which let us get an early feel for which articles were being read. It gave us a very valuable comparative tool both to benchmark the random sample phone surveys and to get some of the same data much sooner for much less money."

In tracking the two surveys Gewecke found that the fax survey accurately reflected the readership levels indicated by the telephone survey for the most- and least-popular articles. Those that fell in the middle range were more difficult to gauge.

"We did a lot of comparisons to see if the non-random sample generated the same article rankings, for example. We found that about 75 percent of the time they generated rankings that were similar.

Once the staff had validated the usefulness of the methodology, it became a valuable and time-saving tool to fine tune *PC World*'s larger editorial direction, Gewecke says. "Having flexibility and agility in terms of changing our editorial direction quickly is very important."

New use

Following the success of the editorial research, the magazine last fall found a new use for the fax-based surveys. As part of what the magazine calls Service and Support Monitor, each issue contains a faxable form that asks readers to detail any experiences they've had with the products and service of a wide range of PC manufacturers. "One of our big research problems for a long time has been how to gather usable service and support experience data for the large number of PC brands we review without spending huge sums," Gewecke says.

The survey form lists over 60 computer makers and asks respondents to answer questions about any computer they've purchased from those manufacturers, to determine how the computer has functioned, if there have been any problems, and if so, what kind of service and support the customer received.

"Service and support has become one of the most critical buying criterion for computer buyers and certainly for our readers, the managers who buy for their workplace and people who buy for home use. It's a way to differentiate between brands in a market where prices have dropped and many models have similar features," Gewecke says.

Assess performance

PC World has tried to obtain this information in the past, for example, by having staffers pose as customers and call service departments with problems to assess the company's performance. Another approach is to survey a random sample of readers by mail. But these methods haven't netted the depth of information the magazine wanted.

"The problem is, after the largest vendors, there are some small companies who are very innovative or inexpensive or who are doing things that make them worth our readers' consideration. If you survey any universe of computer buyers it's very easy to get subsamples of people who own computers made by market share leaders like IBM or Apple. But it's almost impossible and would cost hundreds of thousands of dollars to do a mail survey of PC owners and get usable subsamples of owners of all the smaller brands we review. And there's really no easily available commercial list of computer owners with PC brand data attached."

The fax-back survey is an attempt to gather that data. Readers are sending them back at rate of 10,000 to 20,000 month. "We're going to be able to build a database — again, a non-random, self-selected one — but we'll have 100,000 responses in six to nine months. The result will be a unique database of service and support experiences segmented by brand that doesn't exist anywhere else.

"We hope to use it to provide a historical assessment of our readers' experience with different vendors and also to provide an ongoing tracking vehicle. Because one of our goals is to rank vendors in a positive sense in terms of those who have delivered good service


FAX SURVEY

Win a 240MB Hardcard

Fax in your opinions to enter a drawing for a Quantum 240MB Hardcard EZ.

PLEASE FAX TO 415/267-1779

PC World readers faxed back surveys like the one shown above by the thousands, giving the magazine valuable help in determining its editorial direction.

and support to their customers."

Readers are invited to send in an entry each month to update their experiences. "Assuming the sample size is large enough, we expect to be able to correlate other indications we might have that a company is improving its service or experiencing difficulties by changes in the flow of surveys coming in."

The magazine already invites readers to send letters on their service and repair experiences to its Consumer Watch column. But it's difficult to know if one reader's experience is an isolated case or an example of a larger problem. The fax survey data can help clarify that.

"One of our goals with this survey is to have a much bigger sample of people coming in all the time. So we can say, for example, that on average we get 100 or 200 responses a month about vendor X and 80% of them are always positive. And if suddenly only half of them are positive that would give us another data source to investigate and follow up on. We want to collect data in this area and alert readers where it seems prudent."

Basic drawback

Gewecke stresses that he realizes this fax survey information has a basic drawback: it's the antithesis of a random sample survey. "We don't use any of this data in isolation. The editorial tracking study was always used in parallel with another random sample survey. And it turns out to have unique characteristics that made it quite valuable to have in addition to the random sample surveys. We never discontinued the other sampling methodologies and no one here would consider it valid to rely just on the fax survey for the editorial readership scores.

"In the case of the Service and Support Monitor, we'll never claim that we're getting a fully projectable measurement of readers' experiences. When we present findings from it in the magazine we'll note that there are some baseline thresholds of error. But because the survey isn't biased for or against any particular vendor, we believe that the data is a very valid and certainly unique source of comparative information about the service and support experiences our readers have with different PC vendors. The absolute numbers we get back, such as the percentage of a PC brand's users who have experienced a hardware problem, are interesting but not as valid as those produced by a random sample mail or telephone study. But the relative numbers, comparing one brand to another, are quite valid, particularly as we track changes from month to month.

"It doesn't supplant more traditional classic research that we do but it allows us to do kinds of research that no one else is able to do. It's given us a lot of flexibility in our approach to research in designing new kinds of surveys where before we wouldn't have bothered or it wouldn't have been cost effective. This produces some research tools and instruments that have proven very valuable and would not have been possible to obtain any other way." ❑

Physicians

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that medicine provides a good income and a level of personal satisfaction that's hard to find in any other field.

Respondents were asked what they would be if they were not a physician. Among those who said they would not choose medicine again, 42% said they would be a business person, 10% indicated they would choose a teaching career and, surprisingly, 10% said they would be a musician.

• *What changes would you make in medical school curriculums?*

There were two primary areas of medical education that most doctors thought needed changing:

1. A shift from academic subjects to more clinically oriented, "real-life" teaching.

2. Education in the business aspects of medicine.

Almost without exception, those doctors interviewed said that med school fails to prepare the student for the realities of actual practice, a problem they considered more urgent than ever. As one physician put it, "We tend to come out of school with our heads buried in medicine, we get burned and then we become cynical." One of the most common suggestions was to have medical students do a rotation in private practices and clinics.

• *What changes would you make in internship and residency programs?*

The overwhelming concern among these practitioners was about the long hours that are an integral part of internship and residency programs. Many were concerned about the attendant fatigue and resultant potential for mistakes. On the other hand, some expressed the attitude that "We did it, why shouldn't the next generation of med students?"

Another frequent complaint was too much emphasis on specialization, with a resultant narrowing of the physician's perspective. Some said that more interns must be encouraged to go into primary care medicine as their area of practice.

A number of respondents said that treating patients exclusively within a hospital setting tends to create a strong bias in treatment protocol. Interns and residents have to deal with an ever-changing group of patients with little or no follow-up after the patient is discharged. The respondents felt that most of the patient management issues in medicine are not learned until the doctor is in private practice. As one internist said of his internship/residency, "They taught me how to treat sick people, not how to keep them well."

• *Is medicine a job or a way of life for you? Do you think young physicians coming into medicine consider it a job or a way of life?*

These questions produced an interesting dichotomy. Eighty-one percent of the respondents classified medicine as a way of life for them, yet 59% thought that young physicians consider medicine a job. When asked to comment on whether the latter is bad or good, 82% said it was bad.

And whether they considered it bad or good, the reasons given were often similar: Medicine practiced on a nine-to-five basis leads to a loss of patient empathy; or "nine-to-five" medicine leaves time for a life outside the office and a healthier mental attitude.

Much has been written about fragmenting the medical community into competing specialties, with primary care physicians scrambling for their piece of the pie. This survey indicates that there is also a pronounced generation gap within the profession.

• *What can be done to reduce health care costs?*

For the most part, this question produced the same responses as the first question: reduce the time spent on paperwork, and limit medical litigation. There were two additional suggestions:

1. End-stage patients should not be kept on life support for indefinite periods. There should be a previously agreed-upon time when treatment is discontinued.

2. Patients should not be allowed to abuse the system. There are too many for whom frequent medical visits are a way of life.

Doctors aren't part of the problem

Some noteworthy takeaways from this study:

• There were very few comments from these doctors about cost reduction or containment. The attitude was if you control the paperwork and the lawyers, everything else will take care of itself.

• Controls and regulations were viewed as essentially negative, mainly because they are created by nonproviders.

• Although it is obvious that there will be limits imposed on the amount of treatment and types of treatment performed, these physicians felt a need for broader medical coverage because anything less will limit their ability to provide adequate care.

• Most respondents felt med schools do a poor job of training graduates for the realities of medicine.

• When asked what they would be if they weren't physicians, 62% mentioned non-scientific vocations, with business mentioned most frequently. The American public should be encouraged that, despite all the complaints registered, 82% said they would go into medicine again.

• Practicing physicians see the "recently minted physician" as less altruistic in their reasons for practicing medicine; they believe these young doctors view their profession as a job rather than a way of life. They think the experienced physician, on the other hand, practices medicine as a way of life.

• As specialists in health care marketing research, we find the most interesting factor from this study that physicians essentially do not seem to see themselves as part of the problem. Most doctors believe that if they are allowed to practice the way they see fit, then health care costs will no longer be of concern.

• One of the strongest recommendations for change in the medical school curriculum was to introduce business-related subjects — and the need is obviously even greater than they realize. The road to health care reform is going to be a long and bumpy one. ❑

Survey Monitor

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groups. Male players aged 12 to 17 averaged 63 days of play; females, 47.

• Some 22% of all players (9 million in 1992) are in the youngest age group measured, 6 to 11 years old. This is viewed as a sign of continuing strength for the sport.

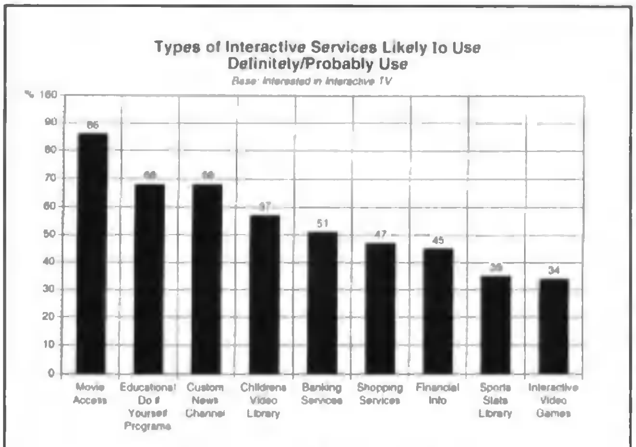
• A great deal of basketball is played outdoors and in "pick-up" situations. Asked where they played most, 23% said at home and 10% said in the schoolyard. Meanwhile 31% said in the school gym, while 4% said a YMCA or non-profit facility. Others cited locations that could be either indoors or outdoors.

• Wholesale sales of adult basketball shoes in the U.S. climbed from $1.31 billion in 1988 to $1.71 billion in 1992, reflecting both increased participation and fashion leadership.

• In 1992, basketball shoes accounted from 29% of all adult athletic footwear sold, compared to 17% for cross-training shoes, the second most popular category.

Movies, news services will pick up hitchhikers on info superhighway

About 60% of people in a recent Chilton Poll expressed interest in "interactive television," part of the much-touted "information superhighway." Of this interested group, 86% said they definitely or probably would use a service that would give them access to movies to watch later, at their leisure. About two-thirds of those polled also were likely to use educational or "do-it-yourself" program, like home repair shows. The same percentage thought they would be likely to use a custom news channel to pick the topic they want to watch. Between 50% and 60% thought they would take advantage of a video library of children's programs and movies, or interactive banking services.



Source: Chilton's Express Omnibus

Other transactional activities, like push-button shopping, or a financial information service, interested just under half of those polled. About a third were interested in a sports statistics library, or interactive video games, where a person could compete against people nationwide.

There were gender-based preferences for some services. About twice as many men (47%) as women (24%) were interested in the sports statistics, while 77% of men would access educational programs, compared with 60% of women; and men were more interested in interactive banking by about a 5-to-4 margin. Women, on the other hand were more interested in shopping services, by about a 10% spread. For more information, call Barbara Nuessle at 215-964-4694.

Age brings nutrition habit changes

Older Americans may be less certain of what they believe about nutrition and that may affect their dietary practices, according to Lydia Medeiros, who conducted a telephone survey of 1,560 Wyoming residents while an assistant professor at the University of Wyoming. (Medeiros is now assistant professor of human nutrition at Ohio State University.) The findings were published in the July/August issue of the *Journal of Nutrition Education.*

Respondents were asked how much they agreed with seven statements about nutrition. They were also asked about their dietary and food-shopping practices, including how often they snacked and whether they read nutrition information on food labels.

Age differences appeared in four of the seven nutrition statement. Respondents under 60 tended to agree more strongly with the statement, "Eating less fat will reduce the risk of heart attack," and were more likely to disagree with the statement "Too much sugar causes skin problems."

When differences appeared, people over 60 tended to respond in the middle of the scale, rather than at either extreme. Medeiros believes this could indicate that they felt less strongly about their beliefs. This makes sense, Medeiros says, citing an emphasis on nutrition in educational curriculums that is relatively recent. Without that base, older people may feel uncertain about the enormous number of nutrition messages from the media an dother source.

Those over 60 tended to eat less red meat, less fried food, less salt, and fewer dairy products. The reasons were not clear. However, Medeiros says nutrition information geared to this group might help overcome some possible misinformation. For example, it might be worthwhile to emphasize to older people that milk is not just for children, and that its calcium and vitamin D are important for older people as well. Older people also may not want to drink milk because of lactose intolerance, but a nutritionist can help them find other ways to get enough calcium and vitamin D in their diets.

The survey also indicated that older respondents were much more likely to eat breakfast and less likely to snack. Other age-related behaviors the study uncovered include:

• Eighteen- to 30-year-olds were most likely to skip breakfast and most likely to snack. They were also less likely than older groups to read nutrition labels or newspaper food ads.

• Respondents 18 to 45 were more likely to budget for their food purchases.

• Respondents 31 to 45 were most likely to plan daily menus and shop with a list.

• All age groups thought that their knowledge of nutrition was good.

For more information call Lydia Medeiros at 614-292-2699.

Toothbrushes have most teeth in oral hygiene market

The oral hygiene market is growing at an annual rate of 4%, and Packaged Facts Inc., predicts it has finished 1993 at $3.2 billion in retail dollars.

These are among the findings in the New York-based firm's Oral Hygiene Market report. The firm predicts that the market will maintain its current growth pace and will hit almost $4 billion by 1998. Dental floss and toothbrushes segments are projected to be the two biggest gainers for 1994-98. In another long-term trend, the FDA is expected to approve plaque-fighter Triclosan in 1997, which could significantly affect the market.

In 1993, toothbrushes and dental floss were the big winners, with sales up by 15% and 7%, respectively. Next are denture products and dentifrices, each up 3%. Breath fresheners and mouthwashes brought up the rear: the former's sales remained flat, while the latter dropped by 1%. Packaged Facts believes the breath freshener market will fluctuate wildly in the next three years.

The projected growth of dental floss and toothbrushes suggests that consumers are listening to their dentists, who have been giving them a clear message to floss and brush. Toothbrushes marketers responded to the increasing popularity of floss and its plaque-fighting properties by creating new types of brushes specifically designed to clean between teeth where plaque builds up.

On the other hand, the FDA's ruling that product makers could only claim cosmetic reduction of plaque, has left consumers with a bad taste in their mouths. Worse still, a 1991 National Cancer Institute study suggested that high alcohol (more than 25%) mouthwashes increase the risk of mouth cancer. While the bottom has not dropped out of this market, it clearly has been hurt by these developments. For more information call 212-627-3228.

Wireless market is booming

Forty million people use cellular, paging and voice, and "data fleet dispatch" services. A study conducted by Response Analysis, Princeton, N.J., and Coopers & Lybrand suggests that wireless providers have the potential to transform the telecommunications industry.

The study was designed to broadly gauge users' appetite for and views of wireless services and features. It defined the wireless concept to respondents as follows: "The telephone could be carried with you at all times, and you would be able to make and receive calls from anywhere — on the street, in your car, and while you are in your home or office but away from your wired phone."

Moderate to strong interest in the various market segments broke down as follows: communications to anyone, anytime, anywhere, 90%; emergency communications, 84%; backup for landline, 62%; access to information and other services, 56%; mobile fax and data, 49%; and consolidating multiple phone lines (home/office, etc.), 39%.

The study also found that:

• Interest in wireless is strong, even though the majority of respondents appear to be relatively satisfied that current service meets their communications needs.

• Interest seems to be driven by desire for greater convenience and security.

• Though consumers want the comfort and security of knowing they can place a call on demand, some resist the idea of being reachable at all times.

• Current cellular users (those more likely to use cellular for business reasons) are most interested and most willing to pay for the service.

• Respondents interested in wireless for primarily personal use were the most price sensitive.

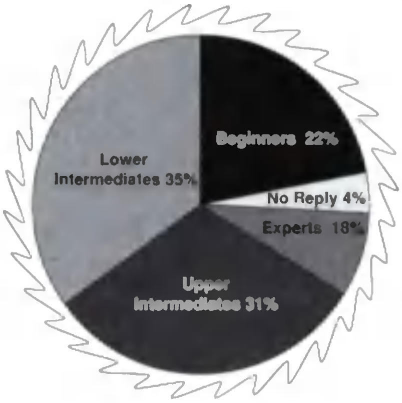
For more information call Dawn Rosso or Jim Fouss at 609-921-3333.

Woodworking is a thriving market

Nearly 17 million Americans practice woodworking as a hobby, accounting for a $10 billion annual market, according to "Woodworking in America," a 1993 study conducted for *American Woodworker* magazine by National Family Opinion Research Inc. According to the study, the typical America woodworker has an average household income of more than $43,000. More than three-quarters are men; he is, on average, 44 years old, married, and generally highly educated. (Roughly two-thirds of all amateur woodworkers have completed at least some college). Once again, the aging boomers are making themselves felt in the marketplace.

Overall, the average American woodworkers spend more than $450 a year on all woodworking products, equipment and supplies. The average amount spent

Percentage of U.S. woodworkers by skill level



increases dramatically, however, as people become more skilled and involved in woodworking. The average expert spends more than $1,000 a year.

Most woodworkers are at an intermediate skill level. About one in four consider themselves beginners, and 8% consider themselves advanced or expert.

The products that take the largest portion of woodworkers dollars are raw materials. Last year, woodworkers spent 38% of their total woodworking budget, or $4 billion, on woods and veneers. As they become more skilled, woodworkers spend more on these materials. Beginners spend only a quarter of their hobby budget on these products, while experts spend 41%.

Woodworkers also spend a substantial amount on power tools: more than $2.5 billion, or 25% of all money woodworkers spend on their craft. Of that total, the largest portion is spend on portable power tools .

Virtually all (96%) of woodworkers own some type of portable power tool, and more than three-quarters (77%) own some type of cordless power tool. The value of all portable and cordless power tools owned by the average woodworkers is $886. For the most advanced, the value nearly doubles, to $1,700.

American Woodworker publisher David Sloan says TV programs like "This Old House" and "Home Improvement" underscore the "national obsession" with craftsmanship and woodworking. The magazine has also seen circulation jump in the past six years.

The study consisted of an initial phase of 150,000 interviews with households nationwide, and a second phase of intensive interviews with 4,000 selected woodworkers. For more information call Jessica Wall at 215-967-7795.

Technology in focus groups

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having clients travel to observe focus groups from behind the mirror, one has to ask if the experience is really the same, and if the individuals will learn as much from the group session by watching it from their office.

Third, focus groups enable the client organization and the researcher to communicate while the session is in progress, making the research to a dynamic, rather than static, process. While it is technologically feasible to communicate with a moderator from a remote site, there is no effective substitute for the face-to-face interaction between client and moderator that can occur in the back room of a focus group facility before, during and after the groups have been conducted.

Fourth, it is vital that focus group users remember that we are dealing with a qualitative rather than a quantitative methodology. With that in mind, the vast array of hand-held computer devices aimed at "collecting data" during a focus group should be evaluated very carefully, since the concept of generating numbers is not consistent with the overall objective of qualitative research.

In summary, while it is important that the qualitative research industry continue to seek ways to improve the overall effectiveness of focus groups, we must be careful not to compromise the benefits of the methodology for the "sex appeal" of the various new technologies. Good research still comes from solid strategic thinking, incisive planning and flawless execution, and you should make sure you are not giving up any of these in favor of new approaches that use emerging technologies. ❑

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paint and coatings products. The Wallcovering Consumer Market Research Study is available on a subscription basis. It outlines who is buying wallcoverings, how they prefer to buy them, and how dealers can use demographics and media preference to best reach them. For more information call David Weiss or Don Boettcher at 800-737-0107.

BiblioData has custom version of Fulltext book

BiblioData, Needham Heights, Mass., is offering its directory, Fulltext Sources Online, as a custom-produced book. The custom version selects only those vendors that a library or individual has access to, and lists all the Fulltext periodicals that make up those databases. The features of the original book remain the same: Dates of coverage, subject and geographic indexes and front matter all included, but customized to the databases chosen. The custom version is organized alphabetically, by title of publication. It is now possible to ask BiblioData to generate a custom book at any point during the year, which will reflect the most current information on Fulltext titles. Call 617-444-1154 for more information.

Market-Seer released

Market Dynamatics Inc., New York, has introduced Market-Seer, a family of proprietary decision support tools based on dynamic optimization methodologies. Applications include advertising accountability, market segmentation and targeting, market forecasting, marketing mix optimization and brand loyalty measurement. The tools can keep up with real-time changes in key market characteristics. They can be ported on PC or Mac platforms and are customized for the users' particular needs and environment. For more information call Dr. Matt Hasan at 212-319-1096.

MarketPulse introduces workstation software

MarketPulse has introduced its MarketPulse software, a fast, sophisticated database marketing system, in a workstation environment. The new product offers an affordable option for companies that want to downsize their database marketing platform or add to their mainframe computing power. The database is stored and accessed locally on the PS/2. It is designed to handle millions of customer records and associated transactions and promotional history, and can quickly perform complex queries, profiles and analysis. The MarketPulse standalone desktop system supports up to 24 gigabytes of storage on SCSI external disk drives. The five-gigabyte tape drive included with a standalone system provides full data refresh or transaction update and mailing list export capabilities. The system is also available in LAN-based client/server and distributed co-processing configurations, which support up to 16 simultaneous users and added database storage capacity. For more information call 617-661-9790.

Fairchild publishes 1994 directories

Fairchild Books, New York, has published 1994 editions of two directories. "Fairchild's Retail Stores Financial Directory" contains 300 detailed financial profiles of the largest publicly owned domestic and international corporations in the retail industry, from appliance store chains to variety stores. "Fairchild's Textiles and Apparel Financial Directory" contains 180 detailed financial profiles of the largest publicly owned domestic and international companies in the textile and apparel industry. It also contains 15 pages of industry analysis.

Each company listing in these directories provides: name, address, phone and fax number; type of service and/or description of products; subsidiaries and divisions; affiliates; transfer agents; stock exchange and ticker symbol; number of stores (past five years); corporate officers; cross-referenced index; sales and earnings (past five years); cash and stock dividends and stock account (current and previous year); assets (current and previous year); liabilities (current and previous year); working capital and shareholders' equity; post-annual report data on dividends, splits and acquisitions/mergers; breakdown of revenue by line of business; and all key ratios. Both books feature detailed charts divided into industry segments, including sales and percent change; pre-tax income; shareholder's equity; net income-to-sales ratio; and net income-to-equity. For more information call 800-247-6622.

DIRECTORY OF QUALITATIVE RESEARCH/ FOCUS GROUP MODERATORS

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

Access Research, Inc.
8 Griffin Road North
Windsor, CT 06095
Ph. 203-688-8821
Contact: Gerald M. O'Connor

Analysis Research Limited
4655 Ruffner St., Ste. 180
San Diego, CA 92111
Ph. 619-268-4800
Contact: Arline M. Lowenthal
All Qual. Needs: Eng. & Span. Recruit/Moderate/Analysis.

The Answer Group
4665 Cornell Rd., Ste. 150
Cincinnati, OH 45241
Ph. 513-489-9000
Contact: Lynn Grome
Consumer, Health Care, Prof., Focus Groups, One-On-Ones.

Asian Marketing Communication Research/Division of HMCR
1535 Winding Way
Belmont, CA 94002
Ph. 415-595-5028
Contact: Dr. Sandra M.J. Wong
Qual./Quant. Rsch. in Cantonese, Mandarin, Japanese, Korean, Tagalog, etc. U.S. & Intl.

Auto Pacific Group, Inc.
12812 Panorama View
Santa Ana, CA 92705-1340
Ph. 714-838-4234
Contact: George Peterson
Auto Marketing & Product Experts. 700+ Groups Moderate & Recruit.

George I. Balch
635 S. Kenilworth Ave.
Oak Park, IL 60304
Ph. 708-383-5570
Contact: George Balch
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Brand Consulting Group
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Southfield, MI 48075
Ph. 313-559-2100
Contact: Milton Brand
Consumer, Advertising Strategy, New Product Strategy Research.

Calo Research Services
10250 Alliance Road
Cincinnati, OH 45242
Ph. 513/984-9708
Contact: Nick Calo
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Cambridge Research, Inc.
5831 Cedar Lake Rd.
St. Louis Park, MN 55416
Ph. 612-525-2011
Contact: Dale Longfellow
High Tech, Executives, Bus.-To-Bus., Ag., Specifying Engineers.

Chamberlain Research Consultants
4801 Forest Run Rd., #101
Madison, WI 53704
Ph. 608-258-3666
Contact: Sharon Chamberlain
Full-Service Marketing Research/Business & Consumer Studies.

The Clowes Partnership
P.O. Box 791
South Norwalk, CT 06856
Ph. 203/855-8751
Contact: Rusty Clowes
New Product/Advertising/All Ages/Focus & Mini Groups.

Communications Workshop, Inc.
168 N. Michigan Ave.
Chicago, IL 60601
Ph. 312-263-7551
Contact: Lisa J. Hougsted
Consumer, Executive, Technical & Children Grps.

Consumer Opinion Services
12825-1st Ave. South
Seattle, WA 98168
Ph. 206-241-6050
Contact: Jerry Carter
Consumer, Business Groups and One-On-Ones.

Corporate Research Center, Inc.
236 Hwy. 68 S.
Greensboro, NC 27409
Ph. 919-812-3500
Contact: John Deuterman
Dual Moderating; M + F Moderators; Video N/C; Kids.

Creative & Response Svces., Inc.
500 N. Michigan Ave., 12th Fl.
Chicago, IL 60611
Ph. 312-828-9200
Contact: Sanford Adams
Thirty Years of Leadership in Qualitative Research.

Cunninghis Associates
6400 Flotilla Dr., #56
Holmes Beach, FL 34217
Ph. 813-778-7050
Contact: Burt Cunninghis
37 Years Exp., Moderator & Moderator Training.

The Davon Group
10 W. Broad St.
Columbus, OH 43215
Ph. 614-222-2548
Contact: Barry J. Mastrine
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DMSC Research
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Ph. 415-969-5475
Contact: Donna Schaffer
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Dolobowsky Qual. Svcs., Inc.
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Contact: Reva Dolobowsky
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Doyle Research Associates, Inc.
919 N. Michigan/Ste. 3208
Chicago, IL 60611
Ph. 312-944-4848
Contact: Kathleen M. Doyle
Specialty: Children/Teenagers Concept & Product Evaluations.

D/R/S HealthCare Consultants
3127 Eastway Dr., Ste. 105
Charlotte, NC 28205
Ph. 704-532-5856
Contact: Dr. Murray Simon
Specialists in Research with Providers & Patients.

Ebony Marketing Research, Inc.
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Baychester Bronx, NY 10475
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Contact: Ebony Kirkland
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Erlich Transcultural Consultants
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Woodland Hills, CA 91364
Ph. 818-226-1333
Contact: Dr. Andrew Erlich
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New York, NY 10011-2002
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Contact: Ann Middleman
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First Market Research Corp.
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Ph. 800-FIRST-TX (347-7889)
Contact: James R. Heiman
High Tech, Publishing, Bus.-To-Bus., Colleges.

First Market Research Corp.
121 Beach St.
Boston, MA 02111
Ph. 617-482-9080
Contact: Linda M. Lynch
New Product Development, Health Care, Advertising, Retail.

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Grieco Research Group, Inc.
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Los Angeles, CA 90042
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Marketing and Advertising Focus Groups.

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Pharm/Med; Custom Global Quan./Qual. Res. & Facility.

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Contact: Dana Blackwell
Qual. & Quan: Specialty Kids/Teens. Prod./Pkg./Advtg.

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Syracuse, NY 13214
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Advg. & Mktg. Focus Groups and One-on-Ones. Consumer/ Business.

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Contact: Kevin Macken
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Canton, OH 44718
Ph. 216-492-8880
Contact: Alice Rodgers
Creative/Cost Effective: New Product/Consumer, Etc.

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Boulder, CO 80302
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Contact: Pamela Rogers
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Contact: Larry Smith
Consumers, Business, Women's Issues.

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Contact: Julie Horner
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Jane L. Stegner & Ascts.
2215 Penn Ave. So.
Minneapolis, MN 55405
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Contact: Jane Stegner
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Strategic Directions Group, Inc.
119 N. 4th St., Ste. 311
Minneapolis, MN 55401
Ph. 612-341-4244
Contact: Doran J. Levy, Ph.D.
Nationally published authority on mature market.

Strategic Research
4600 Devonshire Common
Fremont, CA 94536
Ph. 415-797-5561
Contact: Sylvia Wessel
400 Groups, Hi-Tech/Medical/ Financial/Transportation Svces.

Sweeney International, Ltd.
221 Main St.
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Contact: Timm Sweeney
Qualitative Research. Member: QRCA/AMA/Advt. Club.

Thorne Creative Rsch. Svces.
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Bronxville, NY 10708
Ph. 914-337-1364
Contact: Gina Thorne
Ideation, teens, New Product
Ad Concepts, Package Goods.

Three Cedars Research
533 N. 86th Street
Omaha, NE 68114
Ph. 402-393-0959
Contact: Sara Hemenway
Executive Appointed Facility. Qualitative and Quantitative Research.

The Travis Company, Inc.
509 Cathedral Parkway, Ste. 8E
New York, NY 10025
Ph. 212-222-0882
Contact: Jerry Travis
Qualitative Research and Consultation.

Dan Wiese Marketing Research
2108 Greenwood Dr., S.E.
Cedar Rapids, IA 52403
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Yarnell Inc.
147 Columbia Tpke., #302
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Doyle Research Associates
Erlich Transcultural Consultants
First Market Research (L. Lynch)
D.S. Fraley & Associates
Maritz Marketing Research (MI)
PACE, Inc.
Research Data Analysis
Rockwood Research Corporation
Spier Research Group
Sweeney International, Ltd.
Thorne Creative Research
Dan Wiese Marketing Research

AFRICAN-AMERICAN/ BLACK
Ebony Marketing Research, Inc.
I²

AGRICULTURE
Cambridge Research, Inc.
Maritz Marketing Research (MO)
Market Navigation, Inc.
Rockwood Research Corporation
Dan Wiese Marketing Research

ALCOHOLIC BEV.
Access Research, Inc.
George I. Balch
Creative & Response Rsch. Svcs.

APPAREL/FOOTWEAR
Brand Consulting Group
Corporate Research Center, Inc.

ASIAN
Asian Marketing
Communication Research
Erlich Transcultural Consultants

AUTOMOTIVE
Auto Pacific Group, Inc.
Creative & Response Rsch. Svcs.
Erlich Transcultural Consultants
Maritz Marketing Research (MI)
Maritz Marketing Research (MO)
Matrixx Marketing-Research Div.
PACE, Inc.
Research Data Analysis

BIO-TECH
Calo Research Services
Intersearch Corporation
Irvine Consulting, Inc.
Market Navigation, Inc.
MedProbe Medical Mktg. Rsch.
Medical Marketing Research, Inc.

BUS.-TO-BUS.
Access Research, Inc.
Calo Research Services
Cambridge Research, Inc.
Chamberlain Research Cnsltnts.
Consumer Opinion Services
Creative & Response Rsch. Svcs.
The Davon Group
Diener & Associates, Inc.
First Market Research (J. Heiman)
First Market Research (J. Reynolds)
Intersearch Corporation
Maritz Marketing Research (MO)
Rockwood Research Corporation
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.
Yamell Inc.

CONSUMERS
Chamborlain 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. Svces., Inc.
D/R/S HealthCare Consultants
Erlich 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.
Erlich 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 Cnsltnts.

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

SMALL BUSINESS/ ENTREPRENEURS
Yarnell Inc.

SOFT DRINKS, BEER, WINE
Access Research, Inc.
Creative & Response Rsch. Svcs.
Grieco 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 Cnsltnts.
Nordhaus Research, Inc.

WEALTHY
In-depth Probing & Practical Reports

YOUTH
Doyle Research Associates
D.S. Fraley & Associates

Employee satisfaction
continued from p. 17

• Communicate plans and actions taken to employees.

• Resurvey employees every 18 to 24 moths to determine if survey results have been communicated and if employees have noticed any changes.

Customer surveys

In general, participants felt that companies are usually more interested in doing customer satisfaction surveys than employee surveys because customers bring in money and are seen as more likely to leave than are employees. In short, companies are more interested in keeping customer than in keeping employees.

Some customers are not interested in doing continuous surveys unless they know what the companies are doing with the data. They want the company to "do something significant with it" — they want to know that someone is interested in the survey results. Some business-to-business companies have found their customers require survey feedback; they share their survey results with customers. Other companies find it hard to determine how to communicate survey information or general action plans to their customers.

Companies differed widely in how and how much they have used results from customer surveys. The extremes ranged from throwing the data away to restructuring the company based on one key question. One company ignored any negative input. Some companies have started planning how to use the data but have not yet implemented action plans.

Of the possible actions a company can take, one action is to call every customer who gives a negative response to a key question or questions to find out the reasons behind the negative rating. The company then gathers additional detailed information and can also fix whatever problem led to the poor rating. Another action is to send a letter of apology and/or compensate the customer for the bad experience. One participant recounted his experience as a Marriott customer. He received a personal letter from the president and a free night's stay, which changed his attitude from totally negative to semi-positive.

Participants agreed that it is "not an easy process" to find out what customers think and the reasons behind their opinions. Several participants suggested conducting focus groups or personal interviews to uncover the causes for the survey results. Company staff need to "get into the trenches" to find out what customers really want and determine how to solve their problems. One suggestion was to train internal people on problem-solving methods to help them meet customer needs.

Some companies evaluate employees or compensate them based on the results of the customer satisfaction surveys. Incentives can include recognition or monetary rewards. However, problems may result if too much emphasis is placed on one or two key questions. Staff may ask customers to rate them highly on those questions or may focus all their service efforts on getting a high rating on just those questions.

Other companies do not use incentives but do require their managers to develop and implement action plans based on survey results within a certain time frame. In one case, businesses were expected to take customer survey input and incorporate it into their strategic plan.

A few participants had conducted suppliers surveys with very positive results. They obtained high response rates (more than 90%) and useful information. In one case, the information was "earth-shattering." The speaker said that most employees at his company thought the company paid its suppliers very slowly and that this slow payment caused problems with suppliers. However, in their supplier survey, no one indicated that slow payment was a problem at all.

Almost no participants compared or correlated the results of customer surveys to employee surveys. One company informally compared findings through its audit procedure, while another used the same underlying constructs but did not tie the two surveys together. ❑

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DATA PROCESSING / SOFTWARE / STATISTICAL ANALYSIS DIRECTORY

The Accutab Company
125 Marsellus
Garfield, NJ 07026
Ph. 201-546-7100
Fax 201-546-9687
Contact: Jon Brunetti
Section I, II

Acquadata Entry Services Inc.
3040 E. Tremont Avenue
Bronx, NY 10461
Ph. 718-824-8887
Fax 718-824-8856
Contact: Susan Acquafredda
Section I

Adapt, Inc.
6133 Blue Circle Dr., Ste.100
Minnetonka, MN 55343
Ph. 612-939-0538
Fax 612-939-0539
Contact: Karen Koch
Section I,II

Advanced Concepts
4129 N. Port Washington Ave.
Milwaukee, WI 53212
Ph. 414-963-0999
Contact: Jeff Wohlfahrt
Section III

Advanced Data Research
2550 Telegraph Rd., #107
Bloomfield Hills, MI 48302
Ph. 810-332-1217
Fax 810-332-6869
Contact: Kevin Cook
Section III

Alphastat Research Corporation
89 Bay State Rd.
Belmont, MA 02178
Ph. 617-484-2659
Fax 617-484-1430
Contact: Minna Levine
Section I, II

Analytical Computer Service, Inc.
640 N. LaSalle Dr.
Chicago, IL 60610
Ph. 312-751-2915
Fax: 312-337-2551
Contact: Jerome Madansky
Branch offices:
8687 E. Via de Ventura
Scottsdale, AZ 85258
Ph. 602-483-2700
Contact: Jack Pollack

85 River Street
Waltham, MA 02154
Ph. 617-899-1120
Contact: Carmen Montes

414 Central Ave.
Westfield, NJ 07090
Ph. 908-232-2723
Fax 908-654-9364
Contact: Amy J. Yoffie
Section I, II, III, IV
(See advertisement on page 41)

Analytic Consultants Inc.
4 West Trail
Stamford, CT 06903
Ph. 203-329-1355
Contact: Eric Friedman
Section II, IV

Apian Software
P.O. Box 1224
Menlo Park, CA 94026
Ph. 800-237-4565 Ext. 297
Fax 415-694-2904
Contact: Bill Ray
Section III
(See advertisement on page 57)

Ardisson & Associates, Inc.
2399 Hwy. 29 South, #4
Lawrenceville, GA 30244
Ph. 404-339-1091
Fax 404-339-1092
Contact: Tom Ardisson
Section I, II

Atlantic Marketing Research Co., Inc.
109 State St., 4th Flr.
Boston, MA 02109
Ph. 617-720-0174
Fax 617-589-3731
Contact: Peter F. Hooper
Section I, II

AutoData Systems
10365 W. 70th St.
Eden Prairie, MN 55344
Ph. 612-941-8180 or 800-662-2192
Fax 612-941-7312
Contact: Kenneth L. Sourbeck
Section III
(See advertisement on page 40)

Bruce Bell & Ascts.
425 Main St., Ste. 10
Canyon City, CO 81212
Ph. 800-359-7738
Fax 719-275-1664
Contact: Jim Parnau
Section I, III

Bernett Research Services, Inc.
230 Western Ave.
Boston, MA 02134
Ph. 617-254-1314
Fax 617-254-1857
Contact: Matthew Hayes
Section I, II, III

Lisette Berry Associates
100 Bank St., #3A
New York, NY 10014
Ph. 212-691-7592
Fax 212-691-7543
Contact: Lisette Berry
Section II

Michael Blatt & Co., Inc.
606 Sespe Ave., #203
Fillmore, CA 93015
Ph. 805-524-6845
Fax 805-524-1531
Contact: Michael Blatt
Section I, II

BMDP Statistical Software, Inc.
1440 Sepulveda Blvd., #316
Los Angeles, CA 90025
Ph. 310-479-7799
Section II, III, IV

Bolding Tab Service, Inc.
22 Sachem Street
Norwalk, CT 06850
Ph. 203-847-1108
Fax 203-849-9300
Contact: Lee Bolding
Section I

Bradenton Data, Inc.
1303 10th St. E.
Palmetto, FL 34221
Ph. 800-729-5694
Fax 813-729-2739
Contact: Scott Stewart
Section I

Bretton-Clark
89 Headquarters Plz., 14th Fl.
Morristown, NJ 07960
Ph. 201-993-3135
Fax 201-993-1757
Contact: Steve Herman
Section III

Brunetti & Associates
210 Rock Rd., Ste. 217
Glen Rock, NJ 07452
Ph. 201-652-6448
Fax 201-652-6318
Contact: Wally Brunetti
Section I, III

Business Forecast Systems, Inc.
68 Leonard Street
Belmont, MA 02178
Ph. 617-484-5050
Fax 617-484-9219
Contact: Kathleen Hemming
Section III

Buzz Saw Computing
P.O. Box 7423
Nashua, NH 03060-7423
Ph. 603-888-7210
Contact: Carl Rehbein
Section II, III
(See advertisement on page 47)

CACI Marketing Systems
1100 N. Glebe Rd.
Arlington, VA 22201
Ph. 800-292-CACI(2224)
Fax 703-243-6272
Contact: Michael Johnson
Branch office:
3333 N. Torrey Pines Ct.
La Jolla, CA 92037
Ph. 800-394-3690
Fax 619-450-0463
Contact: Paula Ciminelli
Section I, II, III

Caliper Corporation
1172 Beacon Street
Newton, MA 02161
Ph. 617-527-4700
Contact: Howard Slavin
Section III, IV

Cardiff Software
531 Stevens Ave., Bldg. B
Solana Beach, CA 92075
Ph. 619-259-6430
Fax 619-259-6450
Contact: Robin Paparella
Section I, II

Cascio Custom Tabs, Inc.
32-34 Main Street
Norwalk, CT 06851
Ph. 203-854-6587
Fax 203-866-5257
Contact: John Cascio
Section I, II, III, IV

Ceresco Marketing, Inc.
8101 Agnew Road
Ceresco, NE 68017
Ph. 800-642-4638
Fax 402-785-2073
Contact: Robert Lookabaugh
Section III

Claritas, Inc.
201 N. Union St., Ste. 200
Alexandria, VA 22314
Ph. 800-284-4868
Fax 703-683-8309
Branch offices:

5757 Wilshire Blvd., Ste. 201
Los Angeles, CA 90036
Ph. 213-954-3210
Fax 213-954-3225
Contact: Sol Ortasse

332 S. Michigan Ave.
Chicago, IL 60604
Ph. 312-986-2650
Contact: Eric Garrett

11 W. 42nd St.
New York, NY 10036
Ph. 212-789-3580
Fax 212-789-3644
Contact: Frank Pinizzotto

Noble Plaza, Ste. 212
Jenkintown, PA 19046
Ph. 215-572-1600
Contact: Betsy Brown

14679 Midway Rd.
Dallas, TX 75244
Ph. 214-980-0198
Contact: Debbie Diot

Section II, III, IV

Computer Associates, Int'l.
1 Computer Associates Plz.
Islandia, NY 11788-2000
Ph. 516-342-5224
Section IV

Computers for Marketing Corporation
547 Howard Street
San Francisco, CA 94105
Ph. 415-777-0470
Fax 415-777-3128
Contact: Leif Gjestland
Branch offices:

126 Fifth Ave., Ste. 1501
New York, NY 10011
Ph. 212-627-7730
Fax 212-633-2451
Contact: Joyce Rachelson

Kettering Tower, Ste. 1820
Dayton, OH 45423
Ph. 513-228-2652
Contact: Bill Springer

1800 Grant St., Ste. 370
Denver, CO 80203
Ph. 303-860-1811
Fax 303-860-0501
Contact: Kay Leaf

European Rep. & Support Office
STATIRO
4, rue Louis Lejeune
Montrouge 92120 France
(1) 40 84 84 85
Fax (1) 40 84 89 03
Contact: Jean Sousselier

Section I, II, III, IV
(See advertisement on page 5)

Comstat Research Corporation
17 John Alexander Dr.
Cortlandt Manor, NY 10566-6303
Ph. 914-739-1671
Fax 914-739-1671
Contact: Karen Vitacolonna
Section I, II, III, IV
(See advertisement on page 42)

Consulting Hrdwre. & Processing, Inc.
1393 Old Trenton Road
Trenton, NJ 08690
Ph. 609-586-8577
Contact: Bob Reid
Section I, III, IV

Consumer Pulse, Inc.
725 South Adams
Birmingham, MI 48009
Ph. 800-336-0159 or 810-540-5330
Fax 810-645-5685
Contact: Richard Miller
Section I, II

Consumer Research Associates/Superooms
111 Pine St., 17th Flr.
San Francisco, CA 94111
Ph. 415-392-6000
Fax 415-392-7141
Contact: Rich Anderson
Section I, II

Doris J. Cooper & Ascts., Ltd.
1 Bridge Street
Irvington, NY 10533
Ph. 914-591-4731
Fax 914-591-4659
Contact: Doris J. Cooper
Section I
(See advertisement on page 43)

Coremat, Inc.
337 Market St.
Saddlebrook, NJ 07657
Ph. 201-368-7898
Contact: Dan Wojdyla
Section I

Corporate Research
106 Fairidge Ct.
Jamestown, NC 27282
Ph. 910-810-3500
Fax 910-812-8888
Contact: John Deuterman
Section I

CRC Information Systems, Inc.
435 Hudson Street
New York, NY 10014
Ph. 212-620-5678
Fax 212-633-9250
Contact: Scott Waller
Branch office:
70 E. Lake St.
Chicago, IL 60601
Ph. 312-443-1120
Fax 312-443-1349
Contact: Anthony Pacenti
Section I, II, III, IV

Creative Research Systems
140 Vista View, Ste. 100
Petaluma, CA 94952-4728
Ph. 707-765-1001
Fax 707-76-1068
Contact: Lisa M. Bacon
Section I, III

Cybernetic Solutions Co.
3479 W. 7480 So.
Salt Lake City, UT 84084
Ph. 801-568-1190
Contact: Kent Francis
Section III

Datacap, Inc.
580 White Plains Rd.
Tarrytown, NY 10591
Ph. 914-332-7515
Fax 914-332-7516
Contact: Stephen Miller
Section III

Data Lab Corp.
7333 North Oak Park Ave.
Niles, IL 60714
Ph. 708-647-6678
Contact: Maurice Girardi
Section I, II Scanning

Datalogics
P.O. Box 287
Solebury, PA 18963
Ph. 215-794-7486
Fax 215-794-3177
Contact: John Jeter
Section I, II

DATAN, Inc.
301 N. Harrison, Ste. 482
Princeton, NJ 08540
Ph. 609-921-6098
Fax 609-921-6731
Contact: Michael Stentz
Section I, II, III

Datanetics
114 N. Beatty St.
Pittsburgh, PA 15206-3002
Ph. 412-363-3282
Contact: Jerry Lisovich
Section I, II, III

Data Probe/Datatab
80 Fifth Ave., 6th Flr.
New York, NY 10011
Ph. 212-255-3355
Section I, III

Data Recognition Corporation
5900 Baker Road
Minnetonka, MN 55345
Ph. 612-935-5900
Fax 612-935-1435
Contact: Wayne M. Serie
Section I, II

DataSource
3939 Priority Way S. Dr.
P.O. Box 80432
Indianapolis, IN 46280-0432
Ph. 800-800-8370
Fax 317-843-8638
Contact: Teresa Young
Section I, II, III
(See advertisement on page 29)

DataStar, Inc.
384 Main St.
Waltham, MA 02154
Ph. 617-647-7900
Fax 617-647-7739
Contact: Ellie Smerlas
Section I, II

Data Tabulating Service, Inc.
3323 Chamblee-Dunwoody Rd.
Chamblee, GA 30341
Ph. 404-455-0114
Fax 404-458-8926
Contact: Bill Tyner
Section I, II

Data Vision Research, Inc.
29 Emmons, Bldg. G1
Princeton, NJ 08540
Ph. 609-987-0565
Contact: Ron Vangi
Section I, II

Delphus, Inc.
103 Washington St., Ste. 348
Morristown, NJ 07960
Ph. 201-267-9269
Fax 201-285-1228
Contact: Hans Levenbach
Section II, III

Detail Technologies, Inc.
29 Emmons Dr.
Princeton, NJ 08540
Ph. 609-452-8228
Fax 609-987-9120

Devcom Mid-America Inc.
2603 W. 22nd St., Ste. 23
Oak Brook, IL 60521
Ph. 708-574-3600
Fax 708-572-0508
Contact: Ronald Diener
Section IV

DigiSoft Computers
245 E. 92nd Street
New York, NY 10128
Ph. 212-289-0991
Contact: Peggy Maclean
Section III

Equifax Nat'l. Decision Systems
5375 Mira Sorrento Pl., #400
San Diego, CA 92121
Ph. 619-622-0800
Section III, IV

Expert Choice, Inc.
4922 Ellsworth Ave.
Pittsburgh, PA 15213
Ph. 412-682-3844
Contact: Rozann Whitaker
Section III

Fassino Associates
1 Veterans Square
Media, PA 19063
Ph. 215-516-4210
Fax 215-566-4252
Contact: Michael Fassino
Section II,

Ferox Microsystems, Inc.
901 N. Washington Street, #204
Alexandria, VA 22314
Ph. 703-684-1660
Section III

FMR Associates, Inc.
6045 E. Grant Rd.
Tucson, AZ 85712
Ph. 602-886-5548
Fax 602-886-0245
Contact: Jess De Vaney
Section I, II

GENESYS Sampling Systems
565 Virginia Dr.
Ft. Washington, PA 19034
Ph. 215-653-7100
Fax 215-653-7114
Contact: Amy Starer
Section III
(See advertisement on page 45)

Geographic Data Technology, Inc.
13 Dartmouth College Highway
Lyme, NH 03768
Ph. 603-795-2183
Contact: Molly Hutchins
Section III

Geographic Decision Support Systems
Ste. 8, 674 Kingston Rd.
Toronto, ON, Canada M4E 1R4
Ph. 416-693-9054
Fax 416-693-7893
Contact: Dr. David Brusegard
Section II, III

Hancock Information Group
2180 West S.R. 434, Ste. 3170
Longwood, FL 32779
Ph. 407-682-1556
Fax 407-682-0025
Contact: Tina Storey
Section I, II

Ibex Technologies, Inc.
550 Main St., Ste. G
Placerville, CA 95667
Ph. 916-621-4342
Fax 916-621-2004
Contact: Margaret Hansen
Branch office:
5360 S. Service Rd.
Burlington, ON Canada L7L 5L1
Ph. 416-632-6621
Fax 416-632-4922
Contact: Robin Hopper
Section III

The Idea Works, Inc.
607 Jackson St.
Columbia, MO 65203
Ph. 314-875-5827
Fax 314-875-5812
Contact: Edward Mirielli
Section II, III

I M A, Inc.
6527 Main Street
Trumbull, CT 06611
Ph. 203-261-4777
Section IV

Imagisys, Inc.
60 Rome St.
Farmingdale, NY 11735
Ph. 516-420-4770
Contact: Herb Rubinsky
Section I, II, III

Immediate Quality Data
5775 S. Bay Rd.
Cicero, NY 13039
Ph. 315-458-9320
Contact: John McCarthy
Section I, II

IMSI
1938 Fourth Street
San Rafael, CA 94901
Ph. 415-454-7101
Fax 415-454-8901
Contact: Bob Mayer
Section III

IRI Software
200 Fifth Ave.
Waltham, MA 02154
Ph. 617-890-1100
Section III, IV

Intera Tydac Technologies Inc.
2 Gurdwara Rd., Ste. 210
Nepean, ON, Canada K2E 1A2
Ph. 613-226-5525
Fax 613-226-3819
Contact: Patti Murphy
Section III, IV

International Data Corp.
1884 Lackland Hill Pkwy., #3
Maryland Heights, MO 63046
Ph. 314-432-7866
Fax 314-432-5960
Contact: Gayle Myers
Section I

IRA
701 N. Plano Rd.
Richardson, TX 75081
Ph. 214-690-4493
Contact: Andy Keedy
Section I

R. Isaacs Computing Ascts., Inc.
734 Walt Whitman Road
Melville, NY 11747-2216
Ph. 516-427-1444
Fax 516-427-1455
Contact: Richard Isaacs
Section I, II, III, IV

JRP Marketing Research Services, Inc.
100 Granite Dr., Terrace Level
Media, PA 19063
Ph. 215-565-8840
Fax 215-565-8870
Contact: Paul R. Frattaroli
Section I

KG Tabs
200 Park Ave. S., Ste. 818
New York, NY10003
Ph. 212-674-2323
Contact: Sally Krusch
Section I

Landis Group
1551 Forum Pl.
W. Palm Beach, FL 33401
Ph. 407-684-3636
Fax 407-478-4457
Contact: Robert Posten
Section III

Leadtrack Services
P.O. Box 862215
Marietta, GA 30062
Ph. 404-594-7860
Fax 404-594-1289
Contact: Norman R. Koltys
Section III

Left Brain Concepts
7373 W. Florida Ave., #13E
Lakewood, CO 80232
Ph. 303-989-7568
Contact: Jeff Haugen
Section I, II

Leibowitz Market Research Ascts.
One Parkway Pl., Ste. 110
Charlotte, NC 28217
Ph. 704-357-1961
Fax 704-357-1965
Contact: Teri Leibowitz
Section III

Lincoln Systems Corporation
P.O. Box 391
West Ford, MA 01886
Ph. 508-692-3910
Contact: Mike Harde
Section III

LPC, Pitney Bowes Co.
4343 Commerce Ct., #500
Lisle, IL 60532-3618
Ph. 708-505-0572
Fax 708-505-5948
Section IV

M. Lynch Company
80 Fifth Ave.
New York, NY 10011
Ph. 212-243-9022
Fax 212-989-2234
Contact: Marguerite Lynch
Section I

MacroWorld Research Corp.
4265 Brownsboro Rd., #170
Winston-Salem, NC 27106
Ph. 919-759-0600
Fax 919-759-0636
Contact: Douglas A. Graham
Section III

Daniel Mallett Associates
300 Central Park West
New York, NY 10024
Ph. 212-724-9877
Contact: Daniel Mallett
Section III

Management Science Associates, Inc.
6565 Penn Avenue
Pittsburgh, PA15206-4490
Ph. 412-362-2000
Fax 412-363-5598
Contact: James Stangl
Branch offices:
700 E. Ogden Ave.
Westmont, IL 60559-1283
Ph. 708-887-8644
Fax 708-887-8562
Contact: Shirley Valko

615 Mount Pleasant Rd., Ste. 167
Toronto, ON, Canada M4S-3C5
Ph. 416-489-8134
Fax 416-489-4149
Contact: Michael Andrews

Market Science Associates
1560 Broadway, Ste. 110
New York, NY 10036
Ph. 212-398-9100
Fax 212-398-9121
Contact: Daniel Ray
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Manugistics
2115 E. Jefferson Street
Rockville, MD 20850
Ph. 301-984-5000
Fax 301-984-5094
Contact: Lynn Wishard
Section II, III

MapInfo Corp.
1 Global View
Troy, NY 12180
Ph. 518-285-6000
Fax 518-285-7080
Section III

M/A/R/C, Inc.
P.O. Box 650083
Dallas, TX 75265-0083
Ph. 214-506-3400
Contact: Mike Reddington
Section III, IV

Maritz Marketing Research, Inc.
1297 N. Highway Drive
Fenton, MO 63099
Ph. 314-827-1610
Fax 314-827-3224
Contact: Bill Lewellen, Pres.
Branch offices:

Performance Measurement Group
1297 N. Highway Drive
Fenton, MO 63099
Ph. 314-827-2417
Fax 314-827-4651
Contact: Michael D. Phillips

Performance Measurement Group
1050 Crown Pointe Pkwy., Ste. 490
Atlanta, GA 30338
Ph. 404-551-6450
Fax: 404-551-6470
Contact: Jack Carew

Performance Measurement Group
1415 W. 22nd St., Ste. 800
Oakbrook, IL 60521
Ph. 708-368-3800
Fax 708-368-3801
Contact: Michael Brereton

Performance Measurement Group
100 Park Ave., 34th Flr.
New York, NY 10017
Ph. 212-983-7575
Fax 212-983-7574
Contact: Steve Wolf

Performance Measurement Group
1650 W. 82nd St., Ste. 1400
Bloomington, MN 55431
Ph. 612-885-3885
Fax 612-885-3886
Contact: Lynn M. Newman

Performance Measurement Group
142 Central Ave.
Clark, NJ 07066
Ph. 908-388-4800
Fax 908-388-4999
Contact: Sandy Hoffman

Performance Measurement Group
17100 Pioneer Blvd., Ste. 400
Artesia, CA 90701
Ph. 310-809-0500
Fax 310-809-0422
Contact: Julie Williams

D.H. Macey Division
143 E. Main St.
Lake Zurich, IL 60047
Ph. 708-438-4941
Fax 708-438-5896
Contact: Dan Macey

Agricultural/Industrial Division
1297 N. Highway Drive
Fenton, MO 63099
Ph. 314-827-2305
Fax 314-827-5433
Contact: Roy Cleveland

Automotive Research Group
3035 Moffat Dr.
P.O. Box 352768
Toledo, OH 43615
Ph. 419-841-2831
Fax 419-841-8349
Contact: Ron Lipovsky

Automotive Research Group
1515 W. 190th St., Ste. 300
Gardena, CA 90248
Ph. 310-217-4600
Fax 310-323-2459
Contact: Charles Lupul

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Automotive Research Group
1000 Town Center, Ste. 1100
Southfield, MI 48075
Ph. 313-948-4500
Fax 313-948-4647
Contact: Rob Stephenson
Sections I, II, III
(See advertisement on page 11)

Market ACTION Research Software, Inc.
2222 Westerland, #250
Houston, TX 77063
Ph. 713-789-0652
Contact: Dr. Betsy Goodnow
Section II, III
(See advertisement on page 46)

Marketeam Associates
1807 Park 270 Dr., #300
St. Louis, MO 63146
Contact: David Tugend
Ph. 314-878-7667
Section I, II

Marketing Information Systems
1840 Oak Ave., 4th Flr.
Evanston, IL 60201
Ph. 708-491-3885
Fax 708-491-0682
Contact: Gerald Wolfe
Section III, IV

Marketing Masters
P.O. Box 545
Neenah, WI 54957-0545
Ph. 414-788-1675
Contact: Jodi Smits
Section III
(See advertisement on page 47)

Marketing Metrics, Inc.
305 Route Seventeen
Paramus, NJ 07652
Ph. 201-599-0790
Fax 201-599-0791
Contact: Joseph Wyks
Section III

Marketing Probe
1233 N. Mayfair Rd., Ste. 100
Wauwatosa, WI 53226
Ph. 414-778-3737
Contact: T.R. Rao
Section I, II, III

Marketing Systems Group
(See **GENESYS Sampling Systems**)

MarketPlace Research, Inc.
7800 Cooper Rd., #202
Cincinnati, OH 45242
Ph. 513-891-8891
Fax 513-891-8897
Contact: Greg Widmeyer
Section II

Market Power, Inc.
101 Providence Mine Rd., #104
Nevada City, CA 95959
Ph. 916-265-5000
Section III

Market Probe International, Inc.
19 West 44th St., #1004
New York, NY 10036
Ph. 212-869-6262
Fax 212-869-6593
Contact: Alan Appelbaum
Section I, II, III, IV
Branch office:
The Atlantis Group, Inc.
420 N. 5th St., Ste. 740
Minneapolis, MN 55401
Ph. 612-333-3744 or 800-377-0866
Fax 612-333-3815
Contact: John Bosma
Section I, II

Matrix, Inc./The Uncle Group
3490 US Route 1
Princeton, NJ 08540
Ph. 609-452-0099
Contact: Jacob Katz
Section I, II, III

Mercator Corporation
The Carriage House, 28 Green St.
Newbury, MA 01951
Ph. 508-463-4093
Fax 508-462-9198
Contact: Karen Murphy
Section I, II, III
(See advertisement on page 48)

Microtab, Inc.
380 Market Place
Roswell, GA 30075
Ph. 404-552-7856
Fax 404-552-7719
Contact: Larry Hills
Section I, II, III
(See advertisement on page 49)

Mid-America Research, Inc.
999 N. Elmhurst Rd.
Mt. Prospect, IL 60056
Ph. 708-392-0800
Fax 708-870-6236
Contact: Betty Jorgensen
Section I, II, III

MPSI Systems, Inc.
8282 S. Memorial Dr.
Tulsa, OK 74133
Ph. 918-250-9611
Contact: Joseph Perrault
Section IV

Gary Mullet Associates, Inc.
Ste. 4, 2399 Highway 29 S.
Lawrenceville, GA 30244
Ph. 404-339-0392
Contact: Gary Mullet
Section II

Namestormers
4347 W. Northwest Hwy., Ste. 1040
Dallas, TX 75220-3864
Ph. 214-350-6214
Fax 214-350-7617
Contact: Michael Carr
Section III

NCSS
329 N. 1000 E.
Kaysville, UT 84037
Ph. 801-546-0445
Fax 801-546-3907
Contact: Jerry Hintze
Section III

Nestor, Inc.
One Richmond Sq.
Providence, RI 02906
Ph. 401-331-9640
Fax 401-331-7319
Contact: David Wright
Section III

Optimum Solutions Corp.
265 Sunrise Hwy.
Rockville Centre, NY 11570
Ph. 516-763-6510
Fax 516-763-6769
Contact: Ira Sadowsky
Section I

PC-MDS
660 A Tnrb.
Provo, UT 84602
Ph. 801-378-5569
Fax 801-378-5984
Contact: Scott Smith
Section III

Perfect Data
2015 W. Cactus Rd., Ste. 215
Phoenix, AZ 85029-2792
Ph. 602-861-2303
Fax 602-870-0221
Contact: Mark Yannone
Section I

Pericles Software
210 1/2 Louisiana Avenue
Perrysburg, OH 43551
Ph. 419-872-0966 or 419-872-0441 (Tech.)
Fax 419-872-0966
Contact: Michael J. Logan
Section I, III

Pine Company
1607 16th Street
Santa Monica, CA 90404
Ph. 310-453-0633
Fax 310-453-3969
Contact: Ben Pine
Section I, II
(See advertisement on page 33)

Pizzano & Company, Inc.
301 Edgewater Place
Wakefield, MA 01880
Ph. 617-245-9545
Fax 617-245-9540
Contact: Christal Changelian
Section II, III

Principia Products
1506 McDaniel Dr.
West Chester, PA 19380
Ph. 215-429-1359 or 800-858-0860
Fax 215-430-3316
Contact: Victor Berutti
Section III

Processing Consultants In Mktg.
410 Broad Ave., #101
Palisades Park, NJ 07650
Ph. 201-944-5585
Section I

PAI-Productive Access, Inc.
19851 Yorba Linda Blvd., Ste. 203
Yorba Linda, CA 92686
Ph. 800-693-3111
Fax 714-693-8747
Contact: Douglas Carver
Section III
(See advertisement on page 58)

Productivity Consulting Services
1749 Fairmont Street
New Kensington, PA 15068
Ph. 412-339-4776
Contact. Dara Kubiak
Section III

Pros & Cons, Inc.
6931 Arlington Rd., Ste. 308
Bethesda, MD 20814
Ph. 301-951-8441
Fax 301-951-3362
Contact: Peter Van Brunt
Section III

P-STAT, Inc.
230 Hopewell-Lambertville Rd.
Hopewell, NJ 08525-2809
Ph. 609-466-9200
Fax 609-466-1688
Contact: Sebbie Buhler
Section I, II, III, IV

Pulse Analytics, Inc.
152 Jeffers Court
Ridgewood, NJ 07450
Ph. 201-447-1395
Fax 201-447-2104
Contact: Stanley I. Cohen
Section II, III

Pulse Train Technology
6232 N. Pulaski Rd.
Chicago, IL 60646
Ph. 312-794-8900
Fax 312-794-0732
Contact: Henry Copeland
Branch office:
1225 U.S. Hwy. 1
Juno Beach, FL 33408
Section III

Quality Coding, Inc.
130 Jane St.
New York, NY 10014
Ph. 212-243-0004
Fax 212-627-4363
Contact: MacGregor Suzuki
Section I, III

Quality Information Center
1374 Richmond Rd.
Staten Island, NY 10304
Ph. 718-987-0893
Fax 718-667-8005
Contact: Dennis P. Burke
Section I, III

Quantime
67 Maygrove Road
London, UK NW6 2EG
Ph. 441-625-7222
Fax 441-625-5297
Branch offices:
11 E. 26th St., 16th Flr.
New York, NY 10010
Ph. 212-447-5300
Fax 212-447-9097
Contact: Joseph Marinelli

4010 Executive Park Dr.,# 236
Cincinnati, OH 45241
Ph. 513-563-8800
Contact: Sharon Jordan
Section I, II, III, IV
(See advertisement on page 3)

Quantum Consulting, Inc.
2030 Addison St., Ste. 410
Berkeley, CA 94704
Ph. 510-540-7200
Fax 510-540-7268
Contact: Robert Uhlaner
Section I, II, III

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Ouestar
2905 W. Service Road
Eagan, MN 55121-2199
Ph. 612-688-0089
Fax 612-688-0546
Contact: Rick Swindlehurst
Section I, II

Raosoft, Inc.
6645 N.E. Windermere Rd.
Seattle, WA 98115
Ph. 206-525-4025
Fax 206-525-4947
Contact: Catherine McDole Rao
Section I, II, III
(See advertisement on page 50)

ReData, Inc.
6931 Arlington Rd., #308
Bethesda, MD 20814
Ph. 301-951-4484
Fax 301-951-3362
Contact: Peter Van Brunt
Section I, II, III

Renaissance Rsch. & Consulting
127 East 59th Street
New York, NY 10022
Ph. 212-319-1833
Fax 212-319-1833
Contact: Paul M. Gurwitz

Branch office:
120 Sundale Road
Accord, NY 12404
Ph. 914-626-3115
Fax 914-626-8247
Section II, III

Research Data Analysis
450 Enterprise Ct.
Bloomfield Hills, MI 48302
Ph. 313-332-5000
Fax 313-332-4168
Contact: Frank Forkin
Section I, II

Research Results, Inc.
967 South St.
Fitchburg, MA 01420
Ph. 508-345-5510
Fax 508-345-5335
Contact: John Zarrella
Branch office:
IDE/Research Results
596 Washington St.
Whitman, MA 02382
Ph. 617-447-3282
Fax 617-447-5641
Contact: David Campbell
Section I

The Sachs Group, Inc.
1800 Sherman Avenue
Evanston, IL 60201
Ph. 708-475-7526
Fax 708-475-7830
Contact: Laurie Potter
Section II, III

Sales Technologies
175 Canal St., 1st Flr.
Manchester, NH 03101
Ph. 603-623-5877
Contact: Ken Day
Section III

The Salinon Corp.
7424 Greenville Ave., Ste. 115
Dallas, TX 75231
Ph. 214-692-9091
Fax 214-692-9095
Contact: Dan Stone
Section III

Sammamish Data Systems, Inc.
2889 152nd Ave. N.E., #A
Redmond, WA 98052
Ph. 206-867-1485
Fax 206-861-0184
Contact: Richard Schweitzar
Section III

SAS Institute Inc.
SAS Campus Drive
Cary, NC 27513
Ph. 919-677-8000
Fax 919-677-8123
Contact: Darleen McCullen
Branch offices:
11920 Wilson Park Ave.
Austin, TX 78726
Ph. 512-258-5171

180 N. Stetson Ave., 52nd Flr.
Chicago, IL 60601
Ph. 312-819-6800

6400 S. Fiddler's Green Cir., 19th Flr.
Englewood, CO 80111
Ph. 303-290-9112

3333 Michelson Dr., Ste. 250
Irvine, CA 92715
Ph. 714-852-8550

520 Madison Ave, 34th Flr.
New York, NY 10022
Ph. 212-308-1925

7500 College Blvd., Ste. 1075
Overland Park, KS 66210
Ph. 913-491-1166

Two Union Square
610 Union St., Ste. 4525
Seattle, WA 98101
Ph. 206-521-3880

950 E. Paces Ferry Rd. N.E., Ste. 3390
Atlanta, GA 30326
Ph. 404-814-2560
Section III, IV

Sawtooth Software
1007 Church St., Ste. 402
Evanston, IL 60201
Ph. 708-866-0870
Fax 708-866-0876
Contact: Brett Jarvis
Section III
(See advertisement on page 59)

Saxe Research
5248 Pizzo Ranch Rd.
La Canada, CA 91011
Ph. 818-952-2446
Fax 818-952-8117
Contact: Robert Saxe
Section II, III

Scantron Corp.
1361 Valencia Ave.
Tustin, CA 92680-6463
Ph. 714-259-8887
Fax 714-259-8483
Contact: Dan Huntington
Section I

Scientific Computing Associates
913 W. Van Buren St., #3H
Chicago, IL 60607
Ph. 312-455-0222
Fax 312-455-1652
Contact: William Lattyak
Section II, III, IV

The Scientific Mgmt. Sys.
124 University Ave., #300
Palo Alto, CA 94301
Ph. 415-583-8840
Contact: Tom Cosgrove
Section III

SDR, Inc.
2251 Perimeter Park Drive
Atlanta, GA 30341
Ph. 404-451-5100
Fax 404-451-5096
Contact: David Feldman
Branch offices:
500 North Dearborn St., #1200
Chicago, IL 60610
Ph. 312-661-0825
Contact: Jim Miller
Section I, II, IV

Senecio Software, Inc.
720 Wallace Ave.
Bowling Green, OH 43402
Ph. 419-352-4371
Fax 419-352-4281
Contact: Jerry Wicks
Section III

Allan D. Shocker
Carlson School of Management,
Univ. of Minn.
271 19th Ave. S., #1235
Minneapolis, MN 55455
Ph. 612-626-7258
Fax 612-626-8328
Contact: Allan D. Shocker
Section IV

Slater Hall Information Products
1301 Pennsylvania Ave. NW, Ste. 507
Washington D.C. 20004
Ph. 202-682-1350
Contact: George Hall
Section II, III

Smart Software Inc.
4 Hill Road
Belmont, MA 02178
Ph. 617-489-2743
Fax 617-489-2748
Contact: Ellen Fletcher
Section III

Software For Research
599 E. 7th St., #1A
Brooklyn, NY 11218
Ph. 718-941-5723
Contact: Barry Cohen
Section III

Software Solution Specialist
251 N. Cambridge
Orange, CA 92666
Ph. 714-633-2651
Contact: David Lowerre
Section I, II

Spring Systems
P.O. Box 10073
Chicago, IL 60610
Ph. 312-275-5273
Contact: John Pavasars
Section II, III

SPSS, Inc.
444 N. Michigan Avenue
Chicago, IL 60611
Ph. 312-329-3500
Fax 312-329-3668
Contact: Sales Dept.
Branch office:
SPSS Federal Systems
12030 Sunrise Valley Drive
Reston, VA 22091
Ph. 703-391-6020
Fax 703-391-6002
Section I, II, III, IV

STARS
235 Great Neck Rd.
Great Neck, NY 11021
Ph. 516-829-1800
Fax 516-829-1823
Contact: Paul Capozzi
Branch office:
12720 Hillcrest Rd.
Dallas, TX 75230
Ph. 214-490-1818
Contact: Allen Falk
Section I, III

Statistical Innovations Inc.
375 Concord Ave.
Belmont, MA 02178
Ph. 617-489-4490
Contact: Frank Derrick
Section II, III, IV

StatPac, Inc.
4532 France Ave. S.
Minneapolis, MN 55410
Ph. 612-925-0159
Fax 612-925-0851
Contact: David Walonick
Section III
(See advertisement on page 51)

StatSoft, Inc.
2325 E. 15th St.
Tulsa, OK 74063
Ph. 918-583-4149
Fax 918-583-4376
Contact: KerryAnn Wiens
Section II, III

William Steinberg Consultants, Inc.
P.O. Box 1754
Champlain, NY 12919
Ph. 514-483-6954
Fax 514-483-6660
Contact: William Steinberg
Section III

Stolzberg Research, Inc.
3 Seabrook Court
Stony Brook, NY 11790
Ph. 516-751-4277
Fax 516-689-6671
Contact: Mark E. Stolzberg
Section III

Strategic Decisions Grp.
2440 Sand Hill Road
Menlo Park, CA 94025
Ph. 415-854-9000
Contact: Laura Hunter
Section III

Strategic Mapping
3135 Kifer Road
Sanata Clara, CA 95051
Ph. 408-970-9600
Fax 408-970-9999
Contact: Craig Silverman
Section III

STS, Inc.
1218 Massachusetts Avenue
Cambridge, MA 02138
Ph. 617-547-6475
Contact: Arthur Spar
Section I, II

Sulcer Services for Mktg. Rsch.
291 8th St., Ste. 2W
Jersey City, NJ 07302-1946
Ph. 201-420-5090
Contact: Tom Sulcer
Section I, II, III

SumQuest Survey Software
908 Niagara Falls Blvd.
North Tonawanda, NY 14120
Ph. 416-482-6668
Fax 416-482-4480
Contact: Ross Macnaughton
Section III

Survey Analysis
13428 Miles Standish Port
Palm Beach Gardens, FL 33420
Ph. 407-7754-1460 or 800-541-2735
Fax 407-775-1474
Contact: Michael Eiselman
Section I, II

Survey Network Data Processing
242 Hendrickson Ave.
Lynbrook, NY 11563
Ph. 516-599-6064
Fax 516-599-2791
Contact: Philip Bennis
Section I, II

Survey Tabulation Services, Inc.
1218 Massachusetts Ave.
Cambridge, MA 02138
Ph. 617-547-6475
Fax 617-547-5176
Contact: Arthur Spar
Section I, II

Systat, Inc.
1800 Sherman Avenue
Evanston, IL 60201-3793
Ph. 708-864-5670
Fax 708-492-3567
Contact: Leah Dorsey
Section I, II, III

Tabulyzer
Irwin P. Sharpe & Ascts.
50 Greenwood Avenue
West Orange, NJ 07052
Ph. 201-731-7800
Contact: Jill Herman
Section III

T/C/A
461 Park Avenue South
New York, NY 10016
Ph. 212-679-3111
Fax 212-679-3174
Contact: Roy Hardiman
Section I, III, IV

Terra Rsch. & Computing
8 Florence Place
Troy, NY 12180
Ph. 518-235-8391
Contact: Scott Danielsen
Branch office:
615 E. 11 Mile Rd., #34
Royal Oak, MI 48067
Ph. 313-398-6236
Contact: N.J. Stoyanoff
Section I, II, III

Tetrad Computer Applications Ltd.
3873 Airport Way, Box 9754
Bellingham, WA 98227-9754
Ph. 800-663-1334
Fax 206-734-4005
Contact: Wilson Baker
Section III

Training Technologies, Inc.
P.O. Box 621065
Cincinnati, OH 45262-1065
Ph. 800-546-1043
Fax 513-769-5950
Contact: Ken Reed
Section I, II, III

Touch Base Computing
106 Woodcrest Drive
Rome, GA 30161-4702
Ph. 706-234-4260
Fax 706-323-1330
Contact: Tom Boylan
Section III

Viking Software, Inc.
4808 E. 67th St., Ste. 100
Tulsa, OK 74136
Ph. 918-491-6144 or 800-324-0595
Fax 918-494-2701
Contact: John Haley
Section III

Vision Database Systems
351 Hiatt Drive
Palm Beach Gardens, FL 33418
Ph. 407-694-2211
Contact: Emil Bonaduce
Section III

Jan Werner Data Processing
60 East 8th Street
New York, NY 10003
Ph. 212-260-0012
Fax 212-979-8616
Contact: Jan Werner
Section I, III

Western Wats Center
288 West Center St.
Provo, UT 84601
Ph. 801-373-7735
Fax 801-375-0672
Contact: Todd Jones
Section I

SECTION I Data Processing Tabulation

ANALYTICAL COMPUTER SERVICE, INC. - Specialists in marketing research data processing. Services include: code set-up, coding, data entry, cross tabulations, multivariate production, consultation, and analysis, statistical modeling. Also lease IBM mainframe and VAX VMS cross tab and data cleaning software and PC based interviewing and cross tab software.

COMPUTERS FOR MARKETING CORP. - Leading developer of computer software for marketing research applications including computer interviewing and tabulation software running on minicomputers, PC Novell Network, MS/DOS PC's, and UNIX 486's. Our clients rely on our unequalled phone system, exceptional support staff, product R&D, custom programming and service bureau services.

DATASOURCE - Has provided superior data collection and processing services since 1939. Complete in-house data processing and management capabilities offer sample handling, database management, coding and verbatim processing, data tabulation, statistical testing, and advanced reporting services. Experience with various software programs allows DataSource to deliver data in most any format. DataSource is a value added reseller of Quanvert, a database management program.

DORIS J. COOPER & ASCTS. - Full service data processing including field check-in, edit code, proprietary computer assisted, verbatim coding, data entry, tabulation, statistics, graphics. Serving market research professionals since 1973.

MARITZ MARKETING RESEARCH - Full service marketing research firm. Internal data processing and data entry staff. Custom data tabulation, CATI interviewing.

MERCATOR CORP. - Mercator Corporation supports SNAP Professional™ with a service

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Quirk's
MARKETING RESEARCH
Review

P.O. Box 23536
Minneapolis, MN 55423

bureau which offers coding, key punching, analysis, table and graph production.

MICROTAB, INC. - Based in Atlanta, Microtab offers full service data processing. Full service is provided, from data entry to presentation quality tables. Data entry and coding services available. We can read data generated by Ci2, CfMC, Qscar, Query, etc. We can test already compiled data (tables) for statistical significance, keying areas where differences are found and annotating the results on the table. We can also provide overhead transparencies, slides or paper in black and white or in color.

PINE COMPANY - Established 1967, Pine Company is the West's largest full-service provider of data processing for market research. Expert staff works 24 hours a day 7 days a week. Services include verbatim coding, CRT data entry/editing, optical scanning (100 times faster than manual keypunch), interactive tabulation (proprietary software), presentation quality graphics, multivariate analysis. Specializes in custom solutions to clients' specific needs.

QUANTIME - has a full service data processing bureau offering coding, data entry, scanning, data editing, cleaning, full tabulation with complete sample balancing and various statistical applications including significance testing on finished mangement tables. Date files generated to feed into statistical, graphics and spreadsheet programs without reentering specifications. Provides database for Quanvert, our menu driven user friendly PC based data analysis program for Windows or DOS.

CODING

The Accutab Co.
Analytical Computer Service, Inc.
Ardisson & Associates, Inc.
Atlantic Marketing Research Co., Inc.
Bernett Research Services, Inc.
Michael Blatt & Co.
Bradenton Data, Inc.
CACI Marketing Systems
Cascio Custom Tabs, Inc.
Computers for Marketing Corp.
Consumer Pulse, Inc.
Comstat Research Corp.
Doris J. Cooper & Ascts.
Corporate Research
CRC Information Systems
DATAN, Inc.
Datanetics
DataSource
DataStar, Inc.
Data Probe/Datatab
Data Recognition Corporation
Data Tabulating Service
FMR Associates
Hancock Information Group
Imagisys, Inc.
Immediate Quality Data
International Data Corp.
R. Isaacs Computing Ascts.
JRP Marketing Research Services, Inc.
M. Lynch Company
Management Science Ascts.
Maritz Marketing Research
Market Science Associates
Market Probe International
Mercator Corporation
Mid-America Research, Inc.
Optimum Solutions Corp
Pine Company
Quality Coding, Inc.
Quality Information Center
Questar
Raosoft, Inc.
ReData, Inc.
Research Data Analysis
Research Results
SDR, Inc.
Software Solution Specialist
STARS
Survey Tabulation Services, Inc.
Sulcer Research Ascts.
Survey Analysis
Survey Network Data Proc.
Training Technologies, Inc.
Western Wats Center

DATA ENTRY

The Accutab Co.
Acquadata Entry Services
Adapt, Inc.
Analytical Computer Service, Inc.
Ardisson & Associates, Inc.
Atlantic Marketing Research Co., Inc.
AutoData Systems
Bernett Research Services, Inc.
Michael Blatt & Co.
Bradenton Data, Inc.
Bruce Bell and Ascts.
Brunetti & Associates
Cardiff Software, Inc.
Cascio Custom Tabs, Inc.
Coffman Systems, Inc.
Computers for Marketing Corp.
Comstat Research Corp.
Consulting Hrdwre. & Processing
Consumer Pulse, Inc.
Consumer Research Ascts.
Doris J. Cooper & Ascts.
Coremat, Inc.
Corporate Research
CRC Information Systems
Creative Research Systems
Data Lab Corp.
Datalogics
Datanetics
DATAN, Inc.
Data Probe/Datatab
Data Recognition Corporation
DataSource
DataStar, Inc.
Data Tabulating Service
Data Vision Research
FMR Associates
Fisher Ascts./Uniscore, Inc.
Hancock Information Group
Imagisys, Inc.
Immediate Quality Data
International Data Corp.
IRA
R. Isaacs Computing Ascts.
JRP Marketing Research Services, Inc.
KG Tabs
Left Brain Concepts
Management Science Ascts.
Maritz Marketing Research
Marketeam Associates
Market Probe International
Matrix, Inc./The Uncle Group
Mercator Corporation
Microtab, Inc.
Mid-America Research, Inc.
Optimum Solutions Corp.
Perfect Data
Pine Company
Processing Consultants In Mktg.
P-STAT, Inc.
Quality Coding, Inc.
Quality Information Center
Quantime
Questar
Raosoft, Inc.
ReData, Inc.
Research Data Analysis
Research Results
SDR, Inc.
SPSS, Inc.
STARS
Survey Tabulation Services, Inc.
Sulcer Services
Survey Analysis
Survey Network Data Proc.
Touch Base Computing
Training Technologies, Inc.
Vital Statistics
Western Wats Center

DATA TABULATION

The Accutab Co.
Alphastat Research Corporation
Analytical Computer Service, Inc.
Ardisson & Associates, Inc.
Atlantic Marketing Research Co.
Bruce Bell & Ascts., Inc.
Bernett Research Services
Michael Blatt & Co.
Bolding Tab Service, Inc.
Bradenton Data, Inc.
Brunetti & Associates
Cascio Custom Tabs, Inc.
Coffman Systems, Inc.
Computers for Marketing Corp.
Comstat Research Corp.
Consulting Hardware & Processing
Consumer Pulse, Inc.
Consumer Research Ascts.
Doris J. Cooper & Ascts.
Coremat, Inc.
Corporate Research
CRC Information Systems
Creative Research Systems
Data Lab Corp.
Datalogics
DATAN, Inc.
Datanetics
Data Probe/Datatab
Data Recognition Corporation
DataSource
DataStar, Inc.
Data Tabulating Service
Data Vision Research
FMR Associates
Fisher Ascts./Uniscore, Inc.
Hancock Information Group
Imagisys, Inc.
IRA
R. Isaacs Computing Ascts.
JRP Marketing Research Services

KG Tabs
Left Brain Concepts
Management Science Ascts.
M/A/R/C, Inc
Maritz Marketing Research
Marketeam Associates
Marketing Probe, Inc.
Market Probe International
Matrix, Inc./The Uncle Group
Mercator Corporation
Microtab, Inc.
Mid-America Research, Inc.
NCSS
Pericles Software
Pine Company
Processing Consultants In Marketing
P-STAT, Inc.
Quantime
Quantum Consulting
Questar
Raosoft, Inc.
ReData, Inc.
Research Data Analysis
Research Results
SDR, Inc.
SPSS, Inc.
Survey Tabulation Services, Inc.
STARS
Sulcer Research Ascts.
Survey Analysis
Survey Network Data Proc.
Systat, Inc.
T/C/A
Terra Rsch. & Computing
Touch Base Computing
Training Technologies, Inc.
Jan Werner Data Processing
Western Wats Center

SCANNING SERVICES

Bernett Research Services, Inc.
Bradenton Data, Inc.
Cardiff Software, Inc.
Cascio Custom Tabs, Inc.
CRC Information Systems
Data Lab Corp.
Data Recognition Corporation
Market Probe International
Optimum Solutions Corp.
Pine Company
Questar
Scantron
Training Technologies, Inc.

SECTION II
Statistical Analysis

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

BUZZ SAW COMPUTING - Buzz Saw Computing has developed an easy to use statistical survey analysis software package, Survey Stats. Survey Stats is Windows based and can greatly simplify the analysis process, by simple point and click responses can be selected, refined by banner and cross tab, and analyzed for display or graphing. Survey Stats is designed to operate on a number of Windows based platforms. Average, standard deviation, table correlation, weighted mean, frequency distribution, multiple regression, variance analysis, chi-square, and T-test analysis is available. Entire survey data (including survey questions posed to respondents) can be exported as a paradox database for later analysis or read by other software packages. To best suit your needs Survey Stats is offered in three operating versions.

COMSTAT RESEARCH CORPORATION - Comprehensive statistical analysis of survey data and customized report generation. We specialize in the analysis of textual responses to open-ended questions using proprietary software. Custom programming services are also available.

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

MICROTAB, INC. - MT/stat is used by Microtab to perform, on any ASCII table, Chi-Square contingency table analysis, one or two-tailed tests for independent proportions, and one or two-tailed tests for independent means. The results are annotated automatically on your tables. Dr. Gary Mullet is a consultant to Microtab, Inc.

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

STATISTICAL ANALYSIS SERVICES

The Accutab Co.
Alphastat Research Corporation
Analytical Computer Service, Inc.
Analytic Consultants Intl.
Ardisson & Associates, Inc.
Atlantic Marketing Research Co., Inc.
Bernett Research Services
Lisette Berry Associates
Michael Blatt & Co.
BMDP Statistical Software, Inc.
Buzz Saw Computing
CACI Marketing Systems
Cascio Custom Tabs, Inc.
Claritas, Inc.
Comstat Research Corp.
Consumer Pulse, Inc.
Consumer Research Ascts.
CRC Information Systems
Data Lab Corp.
Datalogics
DATAN, Inc.
Datanetics
Data Recognition Corporation
DataSource
DataStar, Inc.
Data Tabulating Service
Data Vision Research
Delphus, Inc.
Fassino Associates
FMR Associates
Geographic Decision Support Systems
Hancock Information Group
The Idea Works, Inc.
IMA, Inc.
Immediate Quality Data
Imagisys, Inc.
R. Isaacs Computing Ascts.
Left Brain Concepts
Management Science Ascts.
Manugistics
Maritz Marketing Research
Market ACTION Rsch. Software
Marketeam Associates
Marketing Probe, Inc.
MarketPlace Research
Market Probe International
Matrix, Inc./The Uncle Group
Mercator Corporation
Microtab, Inc.
Mid-America Research, Inc.
Gary Mullet Ascts., Inc.
NCSS
Pine Company
Pizzano & Co.
P-STAT Inc.
Pulse Analytics
Quantime
Quantum Consulting
Questar
Raosoft, Inc.
ReData, Inc.
Renaissance Rsch. & Consulting
Research Data Analysis
The Sachs Group, Inc.
SAS Institute, Inc.
Saxe Research
Scientific Computing Associates
SDR, Inc.
Spring Systems
SPSS, Inc.
Stamford Tabulating Svce.
Statistical Innovations
StatSoft, Inc.
Survey Tabulation Services, Inc.
Sulcer Research Ascts.
Survey Analysis
Survey Network Data Proc.
Systat, Inc..
Terra Rsch. & Computing
Touch Base Computing
Training Technologies, Inc.

SECTION III
SOFTWARE PROGRAMS FOR USE WITH PC'S

ANALYTICAL COMPUTER SERVICE INC.
ACS-QUERY: Computer-aided interviewing software system, runs on networked PC's with full sampling, quota control and call management capabilities. It allows you to create questionnaire, conduct interviews, list and sort open-ended responses, run marginal counts and one-by-one cross-tabs, as well as sampling, disposition and interviewing productivity reports.

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

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

ACS-QUERY and Ci2 for automatic table building.

KNOCKOUT: PC - based data entry software featuring 10-key (keypad) or keyboard entry, ability to enter numeric and alphanumeric data, data editing, verification of all of parts of the data file, screen or printed display of data and data format, ability to add, delete, and retrieve respondents, and marginal counts. Data may be output as ASCII file or column binary file. Also includes a Supervisory Management module designed to identify which columns were verified and where changes were made. This feature is especially useful for confirming that entry operators are performing 100% verification, when requested, rather than strip verifying the data.

2CROSS: Utility that enables the experienced user to create A-CROSS tables in a text editor, without going through the menus.

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

JUGGLER: Data manipulation software for ASCII or column binary data that will: (1) Merge, match and sort data, (2) Randomize records in data file, and (3) Sort data by picking every nth number. The match/merge/sort routine will allow you to with up to 50 files at one time. It will match on respondents ID and sort respondents who do not have data in all the cards, have duplicate cards, or have an extra card. JUGGLER will put respondents who do not match into separate file and/or put blanks in records that have missing data. You then can manually fix the respondents who are put into a separate file and re-merge them.

APIAN SOFTWARE, INC. - SURVEY PRO is fast, easy, professional integrated survey software. Automated layout creates desktop publishing quality questionnaires fast, with 20 built-in scales or design your own. Data entry screens automatically built from the questionnaire; no database programming needed. Reports tabulate and cross-tabulate checkboxes, ratings and written answers into tables and graphs.

AUTOOATA SYSTEMS - Offers a desktop forms processing solution for Windows 3.1. AutoData Pro™II collects handprinted, check mark, bar code, and OCR information on forms, and quickly translates this information into a text file compatible with most computer databases. Process 2,500 to 10,000 forms per day. Software costs: $1,495. A Windows 3.1 DLL is available for developers.

COMPUTERS FOR MARKETING CORP. - C-SURVENT - Designed specifically for computer telephone interviewing. C-SURVENT can handle large and complex questionnaires 7,000 questions and computer management of quotas and phone sample.

C-SURVENT (stand-alone) - A computer interviewing system designed for face to face interviewing on free standing PC's. A quota control and phone sample management module is available.

EZWRITER - A easy to use, menu driven word-processor-like PC based system that is a dramatically easier way to prepare a questionnaire for computer interviewing.

C-MENTOR - A flexible sophisticated tabulation system designed specifically for market and opinion research.

COMSTAT RESEARCH CORPORATION - Fully computerized statistical analysis of open-ended responses using proprietary algorithms. The program groups text responses into clusters, selects an appropriate label for the cluster, and calculates summary statistics. Special needs of the user can be accomodated through customization. The program may be customized to work with several languages simultaneously.

OATASOURCE - DATASOURCE has provided superior data collection and processing services since 1939. DataSource is a value added reseller of Quanvert, a database software package that allows the user to create cross-tabulations, run statistics, and perform other functions. Quanvert is menu driven, runs on a PC, and available for windows. DataSource service support includes installation, initial software training, and on-going technical support via an 800#.

GENESYS SAMPLING SYSTEMS - Complete Random Digit Dialing (RDD) Sampling System for license on IBM compatible and Apple MacIntosh PC's. Geographic capabilities down to the Zip code level (e.g., State, County, ADI, DMA, MSA and Area Code / Exchange). Targeted samples for over 20 demographic variables, including associated incidence and coverage estimates. Interfaces to all major CATI systems, business number purging and custom print programs also available.

GENESYS - ID: Hardware/Software/Database system for identifying and purging non-household numbers from RDD samples. Available for license on IBM compatible PC's.

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

MARKETING MASTERS - SURVEY SAID™ For WINDQWS: A complete software suite for designing, administering, and analyzing surveys. Surveys can be administered on paper, or electronically on PC's or kiosks. Respondents can directly enter their answers via an electronic presentation of the questions. Both verbatim and non-verbatim questions can be analyzed. Survey Said is networked software, allowing over 1,000 simultaneous users or it can be installed on a standalone PC.

SURVEY LIBRARIAN - A Windows program in the Survey Said suite, that manages questions in a library format. Specific questions are selected from the library for questionnaire creation. Survey Librarian facilitates rapid questionnaire creaton and provides consistency among questionnaires. Questions are defined and entered in the exact format presented by the Survey Respondent program. Optional paper form questionnaires are generated in any supported font type and point size.

SURVEY MANAGER - A Windows program in the Survey Said suite, that maintains and provides analysis reports on survey data. Survey Manager provides frequency, banner and cross table analysis for appropriate question types. Open ended question analysis provides frequency count and percent for keywords and key phrases. Analyses can be graphed, previewed on screen or printed in any font type and point size supported.

SURVEY RESPONDENT - A Windows program in the Survey Said suite, for electronically answering questionnaires. Survey Respondent presents questions on the computer as originally defined to the Survey Librarian. Survey Respondent supports skip patterns and automatic question advance. Optional demographic and respondent identification fields can be defined as categories for data subset analysis. Survey interviewers or the respondent can enter their answers.

MERCATOR CORPORATION - SNAP Professional™ is a survey design and analysis software formulated to analyze the results of any type of market survey. Facilities include questionnaire design and printing and data entry methods for all survey types, including self-completion and telephone. The analysis includes crosstabulation, bar charts, 3-D graphics and descriptive statistics. SNAP Professional is available in DOS and Windows versions.

MICROTAB, INC. - MICROTAB's cross tabulation software is available in three different editions, each designed with a specific range of needs in mind. You can perform all the necessary functions on your data in order to examine and analyze the data in a cross tabulated manner. Used by service bureaus, research suppliers, banks, newspapers, etc. Fast, flexible and comprehensive. Free demo disk. Free telephone support and enhancements.

MICROTAB's MT/stat statistical analysis table software lets you perform, on any ASCII table, Chi-Square contingency table analysis, one or two-tailed tests for independent means and one or two-tailed tests for independent proportions. The results are annotated automatically on your tables. You can then print your tables with this information included. The software comes with a full screen text editor that allows you to create vertical blocks for moving, copying, or deleting banner points.

PAI-PRODUCTIVE ACCESS, INC. - The mTab Research Software system is a powerful system for the analysis of survey research data on a personal computer. mTab is fast, powerful, and extremely simple to use. Large studies, like tracking projects, which formerly required mainframe power are now readily accessible on your PC without programming. mTab is ideally suited for planning and marketing professionals who need immediate access to survey research data.

QUANTIME - QUANTUM PC: Editing and correction facilities for Binary/ASCII data. Weighting types: sample balancing, pre/post, projections. Handles hierarchical (trailer/panel) data. Table output: multiple level ranking; row, column, total and cumulative percentages; rank numbers, indices; row/table manipulation; T/Z tests, P&G required stats. Supports Postscript and standard laser printers. Interfaces with Quanquest, Quanvert and Quancept. Available on Multi-User 80386, and 640K MS-DOS PCs.

QUANVERT/QUANVERT FOR WINDOWS: Interactive data analysis for researchers. Tabulates with any question (variable) in the database by any other. Filter tables on any answer or combination of answers from existing questions. Weighted or unweighted output. Creates new variables by combining/splitting parts of existing questions. Handles multiple projects simultaneously. Interfaces with Quantum. Available on Multi-User 80386, and 640K MS-DOS PCs and in Windows.

QUANQUEST: Interactive questionnaire design system. Uses color windows and menus. Stores questions, groups of questions and entire questionnaires for use with new questionnaires. User enters text of questions and responses. Handles skip patterns and grid questions. Automatically assigns column and punches, generates printed questionnaire, CATI script, editing and tabulation specs. Interfaces with Quantum. Available on Multi-User 80386, and 640K MS-DOS PCs.

QUANCEPT PC: CRT Interviewing System. Handles very large and complex questionnaires. Significant features are telephone number management, quota control, computer assisted coding, interviewer monitoring, and interactive topline tabs. Generates printed questionnaire and tabulation specs from script. Predictive-dialer interface available. Interfaces with Quanquest and Quantum. Available on Multi-User 80386 (up to 32 users) Can be used as CAPI system on 640K MS-DOS PCs.

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

RAOSOFT, INC. - SURVEY is a Windows-like, easy to use statistical database that provides flexible form design, forms-based entry(with mouse), 1-stroke statistical and graphical analysis, query, reports and mailmerge. Press a "T" to see a table, for example. Intuitive sample size selection, hypothesis testing, and random sample generation. Unlimited number of questions (fieldnames) and cases (records).

SURVEYFIRST provides the full Survey program up to 1000 records. It supports unlimited questions (fieldnames)-only the number of records is limited. All the other features of Survey are included and the add-on modules are completely compatible.

SURVEY-ENTRY is the data entry module for remote sites or network nodes. It provides form creation, data entry, data editing, Query for information retrieval, a data summary, phone dial-out and a Hot-key program interrupt. Data is appended to the parent Survey for analysis. There is no limit to number of cases or fieldnames.

UFILL™ similar to Survey-Entry but limited to data entry and data editing only. Ufill™ is designed for low-cost data entry, such as in telemarketing or political volunteer activity. Phone dial-out. Networkable and ideal for laptops. There is no limit to number of cases or number of fields.

USURVEY® is a run-time program designed for mail-out surveys or broadcast surveys on networks where users fill in the data. The screen shows a replica of the form. Confidentiality is assured. Multiple surveys may be put on a disk. There is no limit to number of cases or number of fields.

EZREPORT is a user friendly report writer for Survey databases or any dBase.DBF file. Programming experience is not required to generate reports because Raosoft's Intuitive Command Structure (ICS) is self teaching. EZReport provides more advanced report writing capacity than Raosoft Survey's internal report writer. There is no limit to cases or fields.

SURVEY-TOOLS is a collection of utilities for database or file management. The user may delete duplicates, match and replace fields (for updating files), append data from Survey data entry modules, and copy database files. It will generate household lists for mailings. Often used in telemarketing and in political campaigns to keep track of voter registration and volunteer activity.

SAWTOOTH SOFTWARE, INC. - Ci3 SYSTEM FOR ADVANCED COMPUTER INTERVIEWING: Lets you create and administer questionnaires using a PC. Ci3 gives the questionnaire author complete flexibility in presentation format and questions sequencing. Writer controls question type, skip patterns, randomizations, and screen colors. Features include: "rosters"; list handling to permit "grids", and questionnaire-writing efficiencies that save time and effort. Data can be analyzed by most tab and statistics packages.

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

CHOICE-BASED CONJOINT (CBC) SYSTEM: is used to design products/services, assess demand, and estimate price sensitivity. Choice-based conjoint (a variation on "discrete choice modelling") uses choice tasks, which are more realistic than rating or ranking tasks, and can include a "none" option. CBC also allows for the analysis of interactions between attributes - which can be of particular importance in pricing studies. CBC includes all the software needed for conducting a choice-based study.

CONJOINT VALUE ANALYSIS (CVA) SYSTEM: like ACA, is used to design products/services or answer strategic marketing questions. However, CVA lets you study price in greater detail. Rather than one price attribute, CVA allows prices to be associated with each product feature. And, unlike ACA, which requires a computerized interview, CVA can be used with either a computerized or paper-and-pencil interview.

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

Ci3 CATI SYSTEM: is a computer-aided interviewing system using PC's connected through a local area network. The system offers automatic call management, auto-dialing, quota control, disposition monitoring, interviewer productivity reporting, and more. Optional proactive dialing and Waksberg sampling modules increase dialing efficiency.

Interviewing handled by widely-used Ci3 System for Computer Interviewing. Handles up to 60 interviewing stations.

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

STATPAC, INC. - STATPAC GOLD IV is designed exclusively for survey analysis and marketing research. Features survey design, sample selection, data entry and management, CRT and telephone interviewing, basic analyses and presentation quality graphics. Includes frequencies, tabs and banners, open-ended response coding, multiple response, descriptives, breakdowns, correlations and t-tests. Advanced analyses available (regression, factor, cluster, conjoint, perceptual mapping, etc.) Complete tutorial.

ANALYSIS OF VARIANCE

BMDP Statistical Software, Inc.
Buzz Saw Computing
Computers for Marketing Corp.
Comstat Research Corporation
Concurrent Technologies Corp.
CRC Information Systems
Creative Research Systems
Lincoln Systems Corporation
Manugistics
Marketing Masters
Microtab, Inc.
NCSS
P-STAT, Inc.
Pizzano & Co.
Productivity Consulting Services
Quantime
Raosoft, Inc.
SAS Institute
Scientific Computing Associates
Senecio Software, Inc.
Software For Research
Spring Systems
SPSS, Inc.
Statistical Innovations
StatPac, Inc.
Systat, Inc.
Tabulyzer
Vision Database

BRAND SHARE ANALYSIS

DATAN, Inc.
Equifax Natl. Decision Systems
Geographic Data Tech.
IRI Software
Landis Group
Marketing Probe, Inc.
Pulse Analytics
Spring Systems
StatPac, Inc.
T/C/A
Terra Rsch. & Computing

CANONICAL ANALYSIS

BMDP Statistical Software, Inc.
Manugistics
NCSS
P-STAT, Inc.
Spring Systems
SPSS, Inc.
StatPac, Inc.
Systat, Inc.

CENSUS REPORTING PROGRAMS

Equifax Natl. Decision Systems
Geographic Data Tech.
Sammamish Data Systems
SPSS, Inc.
Strategic Mapping

CLUSTER ANALYSIS

BMDP Statistical Software, Inc.
Bretton-Clark
Claritas, Inc.
Comstat Research Corporation
CRC Information Systems
Equifax Natl. Decision Systems
Geographic Data Tech.
Landis Group
Manugistics, Inc.
MapInfo Corp.
NCSS
Productivity Consulting Services
Pulse Analytics
P-STAT, Inc.
SAS Institute, Inc.
Sawtooth Software
Spring Systems
SPSS, Inc.
StatPac, Inc.
Systat, Inc.
Terra Rsch. & Computing

COMPREHENSIVE STATISTICAL PACKAGES

BMDP Statistical Software, Inc.
Concurrent Technologies Corp.
CRC Information Systems
Cybernetic Solutions Co.
The Idea Works, Inc.
Lincoln Systems Corporation
Manugistics, Inc.
Marketing Masters
Marketing Probe, Inc.
NCSS
P-STAT, Inc.
Raosoft, Inc.
SAS Institute
Scientific Computing Associates
Senecio Software, Inc.
Spring Systems
SPSS, Inc.
StatPac, Inc
Systat, Inc.
Training Technologies, Inc.
Vision Database

COMPUTER CODING

CACI Marketing Systems
Comstat Research Corporation
CRC Information Systems
Creative Research Systems
Cybernetic Solutions Co.
Datacap, Inc.
Downie-Pine Company
Raosoft, Inc.
StatPac, Inc.
Training Technologies, Inc.

COMPUTER GRAPHICS

CRC Information Systems
Equifax Natl. Decision Systems
Ferox
IMSI
The Idea Works, Inc.
IRI Software
Management Science Ascts.
MapInfo Corp.
Market Probe International, Inc.
Marketing Masters
NCSS
Pulse Train Technology
P-STAT, Inc.
Raosoft, Inc.
Sammamish Data Systems
SAS Institute, Inc.
Senecio Software, Inc.
Software Solution Specialist
Spring Systems
StatPac, Inc.
William Steinberg Consulting, Inc.
Systat, Inc.
Vision Database

COMPUTERIZED INTERVIEWING

Advanced Concepts
Advanced Data Research
Analytical Computer Service, Inc.
Ceresco Marketing, Inc.
Computers for Marketing Corp.
Comstat Research Corporation
CRC Information Systems
Cybernetic Solutions Corp.
Digisoft Computers, Inc.
M/A/R/C, Inc.
Marketing Masters
Markeing Metrics, Inc.
Mercator Corporation
Pulse Train Technology
Quantime
Raosoft, Inc.
Sawtooth Software
The Scientific Mgmt. Sys.
Senecio Software, Inc.
Software Solution Specialist
StatPac, Inc.
William Steinberg Consulting, Inc.
Terra Rsch. & Computing
Touch Base Computing
Training Technologies, Inc.

CONJOINT/TRADE OFF ANALYSIS

BMDP Statistical Software, Inc.
Bretton-Clark
CRC Information Systems
IRI Software
Sawtooth Software
SPSS, Inc.
StatPac, Inc.

CORRESPONDENCE ANALYSIS

BMDP Statistical Software, Inc.
Bretton-Clark
CRC Information Systems
Market ACTION Inc.
NCSS
Spring Systems
SPSS, Inc.
StatPac, Inc.

CROSSTABULATION/DISPLAY
Acquadata Entry Services
Apian Software
Bruce Bell and Ascts.
Brunetti & Associates
Concurrent Marketing Sys.
Consulting, Hrdwre. & Processing
CRC Information Systems
Creative Research Systems
Cybernetic Solutions Co.
DATAN, Inc.
Datanetics
Data Probe/Datatab
IRI Software
Lincoln Systems Corporation
Manugistics, Inc.
M/A/R/C, Inc.
Marketing Master
Marketing Probe, Inc.
Matrix, Inc./The Uncle Group
Mercator Corporation
Microtab, Inc.
NCSS
Pericles Software
PAI-Productive Access, Inc.
Productivity Consulting Services
Pulse Train Technology
P-STAT, Inc.
Quantime
Raosoft, Inc.
Scientific Computing Associates
Senecio Software, Inc.
Sigma Research
Spring Systems
SPSS, Inc.
Statistical Innovations
StatPac, Inc.
Stolzberg Research
Systat, Inc.
Tabulyzer
T/C/A
Touch Base Computing
Vision Database
Jan Werner Data Processing

CRT DATA ENTRY
Analytical Computer Service, Inc.
Ceresco Marketing, Inc.
Computers for Marketing Corp.
Concurrent Marketing Systems
Creative Research Systems
Cybernetic Research Co.
Datacap, Inc.
Datanetics
Data Probe/Datatab
Imagisys, Inc.
Lincoln Systems Corporation
Manugistics, Inc.
M/A/R/C, Inc.
Marketing Master
Matrix, Inc./The Uncle Group
Microtab, Inc.
Pericles Software
Pulse Train Technology
P-STAT, Inc.
Raosoft, Inc.
Sawtooth Software
Sigma Research
SPSS, Inc.
StatPac, Inc.
Tabulyzer
Training Technologies, Inc.

CRT TELEPHONE INTERVIEWING
Advanced Concepts
Analytical Computer Service, Inc.
Computers for Marketing Corp.
Comstat Research Corporation
CRC Information Systems
Creative Research Systems
Cybernetic Solutions Co.
Datanetics
DigiSoft Computers, Inc.
M/A/R/C, Inc.
Marketing Master
Pericles Software
Pulse Train Technology
P-STAT, Inc.
Raosoft, Inc.
Sawtooth Software
Senecio Software, Inc.
Sigma Research
Software Solution Specialist
StatPac, Inc.
Training Technologies, Inc.

DATABASE MANAGEMENT PROGRAMS
Brunetti & Associates
CRC Information Systems
Creative Research Systems
Cybernetic Solutions Co.
Datacap, Inc.
Datanetics
Data Probe/Datatab
DataSource
IRI Software
Leadtrack
Leibewitz Market Research Ascts.
MapInfo, Inc.
Market Power, Inc.
Market Probe International
Marketing Information Sys.
Matrix, Inc./The Uncle Group
Pizzano & Co.
P-STAT, Inc.
Raosoft, Inc.
Sales & Marketing Systems
Software For Research
Software Solution Specialist
Spring Systems
StatPac, Inc.
William Steinberg Consulting, Inc.

DATA EDITING
Bruce Bell & Ascts.
BMDP Statistical Software, Inc.
Brunetti & Associates
Computers for Marketing Corp.
Concurrent Marketing Systems
Consulting, Hrdwre & Processing
CRC Information Systems
Creative Research Systems
Cybernetics Solutions Co.
Datacap, Inc.
DATAN, Inc.
Datanetics
Lincoln Systems Corporation
Manugistics, Inc.
Marketing Probe, Inc.
Marketing Probe International
Matrix, Inc./The Uncle Group
Microtab, Inc.
Pericles Software
Pros & Cons, Inc.
Pulse Train Technology
P-STAT, Inc.
Quantime
Raosoft, Inc.
Scientific Computing Associates
Spring Systems
SPSS, Inc.
StatPac, Inc.
Tabulyzer
T/C/A
Training Technologies, Inc.
Vision Database
Jan Werner Data Processing

DATA ENTRY
Adapt, Inc.
Advanced Data Research, Inc.
Analytical Computer Service, Inc.
Apian Software
Bruce Bell and Ascts.
Brunetti & Associates
Caediff Software, Inc.
Ceresco Marketing, Inc.
Concurrent Marketing Sys.
CRC Information Systems
Creative Research Systems
Cybernetic Solutions Co.
Datacap, Inc.
DATAN, Inc.
Datanetics
Detail Techologies, Inc.
Ibex Technologies, Inc.
Imagisys, Inc.
Lincoln Systems Corporation
Manugistics, Inc
M/A/R/C, Inc.
Marketing Probe, Inc.
Market Probe International
Matrix, Inc./The Uncle Group
Microtab, Inc.
Nestor, Inc.
Pericles Software
Principia Products
Productivity Consulting Services
Pros & Cons, Inc.
Pulse Train Technology
P-STAT, Inc.
Quantime
Raosoft, Inc.
Sawtooth Software
Spring Systems
SPSS, Inc.
StatPac, Inc.
William Steinberg Consulting, Inc.
Systat, Inc.
Tabulyzer
Training Technologies, Inc.
Viking Software
Vision Database

DECISION SUPPORT SOFTWARE
Expert Choice

DEMOGRAPHIC ANALYSIS
Advanced Concepts
CACI Mktg. Svces.
Claritas, Inc.
Comstat Research Corporation
CRC Information Systems
Cybernetics Solutions Co.
Equifax Natl. Decision Systems
Geographic Data Tech.
IRI Software
MapInfo Corp.

Marketing Probe Inc.
Market Share Modeling
Marketing Master
Microtab, Inc.
Pizzano & Co.
Productivity Consulting Services
P-STAT, Inc.
Raosoft, Inc.
Sammamish Data Systems
Senecio Software, Inc.
Slater Hall Information Products
SPSS, Inc.
StatPac, Inc.
Strategic Mapping, Inc.
Systat, Inc.
Tetrad Computer Applications Ltd.
Touch Base Computing
Training Technologies, Inc.

DISCRIMINANT ANALYSIS
BMDP Statistical Software, Inc.
CRC Information Systems
Manugistics, Inc.
NCSS
P-STAT, Inc.
Sawtooth Software
Spring Systems
SPSS, Inc.
StatPac, Inc.
Systat, Inc.

DISCRIMINANT FUNCTION ANOVA
StatPac, Inc.

EXPERIMENTAL DESIGN THEORY
BMDP Statistical Software, Inc.
Bretton-Clark
Manugistics, Inc.
NCSS
Scientific Computing Associates
Software For Research
SPSS, Inc.

FACTOR ANALYSIS/PRINCIPAL COMPONENTS
BMDP Statistical Software, Inc.
CRC Information Systems
Manugistics, Inc.
Matrix, Inc./The Uncle Group
NCSS
P-STAT, Inc.
SDR, Inc.
Spring Systems
SPSS, Inc.
StatPac, Inc.
Systat, Inc.

FOCUS GROUP MANAGEMENT
Datanetics
Decision Support Inc.
Training Technologies, Inc.

GENERATION/BALANCED SAMPLING DESIGN
The Idea Works, Inc.
Manugistics, Inc.
P-STAT, Inc.
Training Technologies, Inc.

GEOGRAPHIC INFORMATION SERVICES
Claritas, Inc.
Equifax Natl. Decision Systems
Geographic Data Technology
Interra Tydac Technologies
MapInfo Corp.
Sammamish Data Sys.
Strategic Mapping

GRAPHIC DISPLAY
BMDP Statistical Software, Inc.
Buzz Saw Computing
Equifax Natl. Decision Systems
The Idea Works, Inc.
MacroWorld Research
Manugistics, Inc.
Marketing Master
NCSS
P-STAT, Inc.
Raosoft, Inc.
SAS Institute Inc.
Senecio Software, Inc.
Spring Systems
StatPac, Inc.
StatSoft, Inc.
William Steinberg Consulting, Inc.
Systat, Inc.
Training Technologies, Inc.
Vision Database

INDEXING
Datacap, Inc.
Equifax Natl. Decision Systems
Training Technologies, Inc.
Jan Werner Data Processing

INTERACTION/CLASSIFICATION ANALYSIS
Manugistics, Inc.
Raosoft, Inc.
SPSS, Inc.
Statistical Innovations
StatPac, Inc.
StatSoft, Inc.
Touch Base Computing

INTERACTIVE TABULATION
Computers for Marketing Corp.
Cybernetic Solutions Co.
IRI Software
Manugistics, Inc.
Market Probe International, Inc.
Marketing Master
Matrix, Inc./The Uncle Group
Microtab, Inc.
Pericles Software
Pulse Train Technology
P-STAT, Inc.
Quantime
Raosoft, Inc.
Spring Systems
Statistical Innovations
StatPac, Inc.
StatSoft, Inc.
Touch Base Computing
Tabulyzer
Training Technologies, Inc.

KEY TO DISK
Creative Research Systems
Cybernetic Solutions Co.
Datacap, Inc.
Data Probe/Datatab
Matrix, Inc./The Uncle Group
Microtab, Inc.
Pros & Con, Inc.
Pulse Train Technology
StatPac, Inc.
Touch Base Computing

LOGIT/LINEAR ANALYSIS
BMDP Statistical Software, Inc.
Concurrent Technologies Corp.
Manugistics, Inc.
NCSS
Spring Systems
SPSS, Inc.
StatSoft, Inc.
Systat, Inc.

MARKET MATCHING
Equifax Natl. Decision Systems
MapInfo Corp.
Management Science Associates
Marketing Information Systems, Inc.
SAS Institute

MARKET SEGMENTATION
Advanced Concepts
Bretton-Clark
CACI Mktg. Svces.
Claritas, Inc.
Comstat Research Corporation
CRC Information Systems
Decision Support Inc.
Equifax Natl. Decision Systems
Geographic Data Tech.
Landis Group
Management Science Ascts.
MapInfo, Inc.
M/A/R/C Inc.
Marketing Information Systems, Inc.
Marketing Probe, Inc.
Sales & Marketing Systems
Sammamish Data Systems
Sawtooth Software
SPSS, Inc.
Statistical Innovations
Terra Rsch. & Computing
Touch Base Computing

MEDIA ANALYSIS
Bruce Bell & Ascts.
Claritas, Inc.
Decision Support, Inc.
Equifax Natl. Decision Systems
Geographic Data Tech.
Leadtrack
MapInfo, Inc.
Market Power, Inc.
Productivity Consulting Services
Pulse Train Technology
Strategic Mapping

MULTIDIMENSIONAL SCALING
BMDP Statistical Software, Inc.
Bretton-Clark
Landis Group
NCSS
Spring Systems
SPSS, Inc.
StatSoft, Inc.
Systat, Inc.
Terra Rsch. & Computing

MULTINOMINAL LOGIT ANALYSIS
BMDP Statistical Software, Inc.
Caliper Corporation
Systat, Inc.

MULTI-PAIRED COMPARISON
Pulse Analytics

MULTIVARIATE METHODS
BMDP Statistical Software, Inc.
Claritas, Inc.
Concurrent Technologies Corp.
CRC Information Systems
DATAN, Inc.
Landis Group
Manugistics, Inc.
NCSS
P-STAT, Inc.
Pulse Analytics
SAS Institute
Smart Software
Spring Systems
SPSS, Inc.
StatPac, Inc.
StatSoft, Inc.
Systat, Inc.
Vision Database

NAME GENERATION
Namestormers

NON-PARAMETRIC STATISTICS
BMDP Statistical Software, Inc.
Lincoln Systems Corporation
Manugistics, Inc.
NCSS
Scientific Computing Associates
Senico Software, Inc.
Spring Systems
SPSS, Inc.
StatPac, Inc.
StatSoft, Inc.
Systat, Inc.
T/C/A

ON-LINE DATA TABULATION
Computers for Marketing Corp.
CRC Information Systems
Cybernetic Solutions Corp.
Datanetics
Data Probe/Datatab
M/A/R/C Inc.
Marketing Master
Matrix, Inc./The Uncle Group
Pericles Software
Pulse Train Technology
P-STAT, Inc.
Quantime
Raosoft, Inc.
StatPac, Inc.
Stolzberg Research
Training Technologies, Inc.

ON-LINE TELEPHONE INTERVIEWING
Advanced Concepts
Concurrent Marketing Sys.
CRC Information Systems
Creative Research Systems
Cybernetic Solutions Corp.
Datanetics
Digisoft Computers, Inc.
M/A/R/C Inc.
Market Power, Inc.
Marketing Master
Mercator Corporation
Pericles Software
P-STAT, Inc.
Raosoft, Inc.
Quantime
Sawtooth Software
Senecio Software, Inc.
StatPac, Inc.
Training Technologies, Inc.

PATTERN ANALYSIS
Concurrent Technologies Co.
NCSS
P-STAT, Inc.

PERCEPTUAL MAPPING
Bretton-Clark
CRC Information Systems
Landis Group
Market Probe International
NCSS
Sawtooth Software
Spring Systems
SPSS, Inc.
StatPac, Inc.
Terra Rsch. & Computing

PRICE ELASTICITY MEASUREMENT
Bretton-Clark
Concurrent Technologies Corp.
Delphus, Inc.
Sawtooth Software
Spring Systems
Vision Database

PROGRAMMING LANGUAGE
Advanced Data Research
Datacap, Inc.
The Idea Works, Inc.
Manugistics, Inc.
P-STAT, Inc.
Raosoft, Inc.
The Scientific Mgmt. Sys.
Systat, Inc.

QUADRANT ANALYSIS
CRC Information Systems
Pulse Analytics
T/C/A

QUESTIONNAIRE ANALYSIS
Mercator Corporation
Productivity Consulting Services

QUESTIONNAIRE DESIGN LANGUAGE
Advanced Data Research
Apian Software
CRC Information Systems
Computers for Marketing Corp.
Cybernetics Solutions Corp.
DATAN, Inc.
Digisoft Computers, Inc.
The Idea Works, Inc.
Marketing Master
Mercator Corporation
Productivity Consulting Services
Pulse Train Technology
Quantime
Raosoft, Inc.
Senecio Software, Inc.
Software For Research
Software Solution Specialist
William Steinberg Consulting
Touch Base Computing
Training Technologies, Inc.

RANKING
Brunetti & Associates
Computers for Marketing Corp.
Cybernetic Solutions Co.
DATAN, Inc.
Data Probe/Datatab
Manugistics, Inc.
M/A/R/C Inc.
Market Probe International, Inc.
Microtab, Inc.
NCSS
P-STAT, Inc.
Raosoft, Inc.
Scientific Computing Associates
Spring Systems
SPSS, Inc.
StatPac, Inc.
Systat, Inc.
Tabulyzer
T/C/A
Training Technologies, Inc.

REGRESSION/CORRELATION ANALYSIS
BMDP Statistical Software, Inc.
Business Forecast Systems
Buzz Saw Computing
Claritas, Inc.
Concurrent Technologies Co.
Cybernetic Solutions Co.
Datalogics
DATAN, Inc.
Delphus, Inc.
IRI Software
Lincoln Systems Corporation
MacroWorld Research
Manugistics, Inc.
NCSS
P-STAT, Inc.
Raosoft, Inc.
SAS Institute
Scientific Computing Associates
Senecio Software, Inc.
Spring Systems
SPSS, Inc.
StatPac, Inc.
StatSoft, Inc.
STSC
Systat, Inc.
TMS Systems
Touch Base Computing

SALES ANALYSIS
Advanced Concepts
Computers for Marketing Corp.
Concurrent Technologies Co.
Equifax Natl. Decision Systems
Ferox
Geographic Data Tech.
Leadtrack
Management Science Associates
MapInfo. Corp.
Marketing Information Sys.
Marketing Probe, Inc.
Market Power, Inc.
Mercator Corporation
Pizzano & Co.

Productivity Consulting Services
P-STAT, Inc.
Raosoft, Inc.
Sales Technologies
Scientific Computing Associates
Smart Software
Spring Systems
StatPac, Inc.
StatSoft, Inc.
Touch Base Computing
Training Technologies, Inc.
Vision Database

SALES DATABASE
Advanced Concepts
Computer Strategies, Inc.
Cybernetic Solutions Co.
Datanetics
Digisoft Computers, Inc.
IRI Software
Leadtrack
Management Science Ascts.
Marketing Information Sys.
Market Power, Inc.
Raosoft, Inc.
Software Solution Specialist
StatSoft, Inc.

SALES EFFECTIVENESS MEASUREMENT
Advanced Concepts
Equifax Natl. Decision Systems
Leadtrack
Marketing Information Sys.
Marketing Probe, Inc.
Market Power, Inc.
StatPac, Inc
Training Technologies, Inc.

SALES FORECASTING
Advanced Concepts
Business Forecast System
Concurrent Technologies Co.
Delphus, Inc.
Equifax Natl. Decision Systems
Ferox
Geographic Data Tech.
Leadtrack
Lincoln Systems Corporation
MacroWorld Research
Manugistics, Inc.
Marketing Information Sys.
Market Power, Inc.
Pizzano & Co.
P-STAT, Inc.
Scientific Computing Associates
Smart Software
Spring Systems
StatPac, Inc.
StatSoft, Inc.
Systat, Inc.
Terra Rsch. & Computing
Vision Database

SAMPLE SIZE DETERMINATION
BMDP Statistical Software, Inc.
Cybernetic Solutions Co.
The Idea Works, Inc.
NCSS
Manugistics, Inc.
Maritz Marketing Research
Pulse Analytics
Raosoft, Inc.
Software For Research
StatPac, Inc.
StatSoft, Inc.
Training Technologies, Inc.

SAMPLE WEIGHTING
BMDP Statistical Software, Inc.
Brunetti & Associates
Buzz Saw Computing
Computers for Marketing Corp.
CRC Information Systems
Daniel Mallett Associates
Manugistics, Inc.
Market Probe International
Marketing Master
Matrix, Inc./The Uncle Group
Microtab, Inc.
Productivity Consulting Services
P-STAT, Inc.
Pulse Analytics
Quantime
Raosoft, Inc.
SPSS, Inc.
StatPac, Inc.
Spring Systems
Tabulyzer
T/C/A
Touch Base Computing
Training Technologies, Inc.
Jan Werner Data Processing

SAMPLING SYSTEMS
Daniel Mallett Associates
GENESYS Sampling Systems
PAI-Productive Access, Inc.
Productivity Consulting Services
Raosoft, Inc.
Training Technologies, Inc.

SIMULATION/MODELING
BMDP Statistical Software, Inc.
Concurrent Technologies Co.
Delphus, Inc.
Ferox
Management Science Ascts.
Pizzano & Co.
Sawtooth Software
The Scientific Press
Spring Systems
Strategic Decisions Group
Terra Rsch. & Computing

SITE EVALUATION
Geographic Data Tech.
Raosoft, Inc.
Strategic Mapping

SLATE COMPUTER SURVEY GENERATION
Advanced Data Research

SURVEY ANALYSIS
Creative Research Systems

T TEST
BMDP Statistical Software, Inc.
Brunetti & Associates
Buzz Saw Computing
Computers for Marketing Corp.
Concurrent Technologies Co.
CRC Infomation Sys.
Cybernetic Solutions Co.
DATAN, Inc.
Data Probe/Datatab
Detail Technologies, Inc.
Lincoln Systems Corporation
Manugistics, Inc.
M/A/R/C Inc.
Maritz Marketing Research
Marketing Master
Market Probe International
Matrix, Inc.
Microtab, Inc.
NCSS
Pericles Software
Pulse Train Technology
P-STAT, Inc.
Quantime
Raosoft, Inc.
Scientific Computing Associates
Senecio Software, Inc.
Software For Research
Spring Systems
SPSS, Inc.
StatPac, Inc.
StatSoft, Inc.
Sulcer Research Ascts.
Systat, Inc.
Tabulyzer
T/C/A
Vision Database

TABLE EDITING
Business Rsch. & Surveys
Computers for Marketing Corp.
Concurrent Marketing Systems
Data Probe/Datatab
Manugistics, Inc.
Matrix, Inc./The Uncle Group
Microtab, Inc.
Quantime
Raosoft, Inc.
The Sachs Group
Spring Systems
SPSS, Inc.
StatPac, Inc.
T/C/A
Training Technologies, Inc.
Vision Base

TABULATION SYSTEM
Analytical Computer Service, Inc.
Apian Software
Bruce Bell and Ascts.
Brunetti & Associates
Computers for Marketing Corp.
Concurrent Marketing Systems
Consulting Hrdwre. & Processing
Creative Research Systems
Cybernetic Solutions Co.
DATAN, Inc.
Datanetics
Data Probe/Datatab
M/A/R/C Inc.
Marketing Master
Marketing Software, Inc.
Matrix, Inc./The Uncle Group
Microtab, Inc.
Pericles Software
Principia Products
Productivity Consulting Services
P-STAT, Inc.
Quantime
Raosoft, Inc.
Senecio Software, Inc.
SPSS, Inc.

StatPac, Inc.
StatSoft, Inc.
William Steinberg Consulting
Stolzberg Research
Systat, Inc.
Tabulyzer
T/C/A
Touch Base Computing
Training Technologies, Inc.
Jan Werner Data Processing

TELEPHONE INTERVIEWING/ SAMPLING
Advanced Concepts
Analytical Computer Service, Inc.
Computers for Marketing Corp.
Comstat Research Corporation
Cybernetic Solutions Co.
M/A/R/C Inc.
Marketing Information Systems
Mercator Corporation
P-STAT, Inc.
Quantime
Raosoft, Inc.
Sawtooth Software
The Scientific Mgmt. Sys.
Senecio Software, Inc.
Training Technologies, Inc.

TEXT ANALYSIS
Comstat Research Corporation

THURSTONE SCALING
NCSS
SDR, Inc.
Systat, Inc.

TIME-SERIES ANALYSIS
BMDP Statistical Software, Inc.
Business Forecast Systems, Inc.
Concurrent Technologies Corp.
Creative Research Systems
Delphus, Inc.
Lincoln Systems Corporation
MacroWorld Research
Manugistics, Inc.
NCSS
Pizzano & Co.
P-STAT, Inc.
Scientific Computing Associates
Smart Software
Spring Systems
SPSS, Inc.
StatPac, Inc.
StatSoft, Inc.
Systat, Inc.
Training Technologies, Inc.
Vision Database

TRANSLATION
Pizzano & Co.
Raosoft, Inc.

UPC SCANNERS
DATAN, Inc.
IRI Software
Raosoft, Inc.

VERBATIM CODING
Business Rsch. & Surveys
Computers for Marketing Corp.
Comstat Research Corporation
CRC Information Systems
Creative Research Systems
Cybernetic Solutions Co.
DATAN, Inc.
Datanetics
M/A/R/C Inc.
Marketing Master
Marketing Metrics, Inc.
Market Probe International
Raosoft, Inc.
StatPac, Inc.
Terra Rsch. & Computing
Training Technologies, Inc.

VOLUMETRIC ANALYSIS
Management Science Ascts.
Microtab, Inc.
Quantime
Statistical Innovations
T/C/A

SECTION IV SOFTWARE PROGRAMS FOR USE WITH MAINFRAMES

COMSTAT RESEARCH CORPORATION - Fully computerized statistical analysis of open-ended responses using proprietary algorithms. The program groups text responses into clusters, selects an appropriate label for the cluster, and calculates summary statistics. Special needs of the user can be accomodated through customization. The program may be customized to work with several languages simultaneously.

GENESYS SAMPLING SYSTEMS - Complete Random Digit Dialing (RDD) Sampling Systems for license on HP-3000 and DEC VAX computers. Geographic capabilities down to the Zip Code level (e.g., State, County, ADI, DMA, MSA and Area Code/Exchange). Targeted samples for over 20 demographic variables, including associated incidence and coverage estimates. Interface to all major CATI systems, business number purging and custom print programs also available.

QUANTIME - QUANTUM: Editing and correction facilities for Binary/ASCII data. Weighting types: sample balancing, pre/post, projections. Handles hierarchical (trailer/panel) data. Table output: multiple level ranking; row, column, total and cumulative percentages; rank numbers, indices; row/table manipulation; T/Z tests, P&G required stats. Supports Postscript and standard laser printers. Interfaces with QUANQUEST, QUANVERT and QUANCEPT. Available on Multi-User 80386, IBM CMS/MVS, DEC VMS, UNIX machines.

QUANVERT: Interactive data analysis for researchers. Tabulates any question (variable) in the database by any other. Filter tables on any answer or combination of answers from existing questions. Weighted or unweighted output. Creates new variables by combining/splitting parts of existing questions. Handles multiple projects simultaneously. Interfaces with QUANTUM. Available on Multi-User 80386, IBM CMS/MVS, DEC VMS, UNIX machines.

QUANCEPT: CRT Interviewing System. Handles very large and complex questionnaires. Significant features are telephone number management, quota control, computer assisted coding, interviewer monitoring, and interactive topline tabs. Generates printed questionnaire and tabulation specs from script. Autodialer interface available. Interfaces with QUANQUEST and QUANTUM. Available on Multi-User 80386 (up to 32 users),DEC VAX, and other UNIX machines.

ANALYSIS OF VARIANCE
BMDP Statistical Software, Inc.
Computer Associates
Computers for Marketing Corp.
Comstat Research Corporation
Concurrent Technologies Corp.
CRC Information Systems
IMA, Inc.
IRI Software
Market Probe International, Inc.
P-STAT, Inc.
Quantime
SAS Institute
SDR, Inc.
SPSS, Inc.
Systat, Inc.

BRAND SHARE ANALYSIS
Computer Associates
DATAN, Inc.
IMA, Inc.
Management Science Ascts.
T/C/A

CANONICAL ANALYSIS
BMDP Statistical Software, Inc.
Computer Associates
P-STAT, Inc.
SDR, Inc.
SPSS, Inc.
Systat, Inc.

CENSUS REPORTING PROGRAMS
LPC, Pitney Bowes Co.
SPSS, Inc.

CLUSTER ANALYSIS
BMDP Statistical Software, Inc.
Claritas, Inc.
Computer Associates
Comstat Research Corporation
CRC Information Systems
IMA, Inc.
IRI Software
LPC, Pitney Bowes Co.
Management Science Ascts.
Pulse Train Technology
P-STAT, Inc.
SAS Institute Inc.
SDR, Inc.
SPSS, Inc.
Systat, Inc.

COMPREHENSIVE STATISTICAL PACKAGE
BMDP Statistical Software, Inc.
Computer Associates
Concurrent Technologies Corp.

IRI Software
P-STAT, Inc.
SAS Institute
SDR, Inc.
SPSS, Inc.
Systat, Inc.

COMPUTER CODING
Computers for Marketing Corp.
Comstat Research Corporation
Market Probe International, Inc.
Pine Company
Pulse Train Technology

COMPUTER GRAPHICS
Computer Associates
IRI Software
Market Probe International, Inc.
P-STAT, Inc.
SDR, Inc.
SPSS, Inc.
Systat, Inc.

COMPUTERIZED INTERVIEWING
Computers for Marketing Corp.
Comstat Research Corporation
CRC Information Systems
DATAN, Inc.
IMA, Inc.
Quantime
Pulse Train Technology

CONJOINT/TRADE-OFF ANALYSIS
Computer Associates
IRI Software
Pulse Train Technology
SDR, Inc.
SPSS, Inc.

CORRESPONDENCE ANALYSIS
BMDP Statistical Software, Inc.
Computer Associates
CRC Information Systems
Pulse Train Technology
SAS Institute
SDR, Inc.
SPSS, Inc.

CROSSTABULATION/DISPLAY
Analytical Computer Service, Inc
BMDP Statistical Software, Inc.
Computer Associates
Computers for Marketing Corp.
Consulting Hrdwre. & Processing
CRC Information Systems
DATAN, Inc.
IMA, Inc.
IRI Software
Market Probe International, Inc.
Matrix, Inc./The Uncle Group
Pulse Train Technology
P-STAT, Inc.
Quantime
Sigma Research
SDR, Inc.
SPSS, Inc.
Statistical Innovations
Systat, Inc.
T/C/A

CRT DATA ENTRY
Computers for Marketing Corp.
CRC Information Systems
DATAN, Inc.
IMA, Inc.
M/A/R/C Inc.
Marketing Info. Systems
Pulse Train Technology
P-STAT, Inc.
Quantime
SDR, Inc.
SPSS, Inc.
Systat, Inc.

CRT TELEPHONE INTERVIEWING
Computers for Marketing Corp.
Comstat Research Corporation
CRC Information Systems
DATAN, Inc.
IMA, Inc.
M/A/R/C Inc.
Quantime
Pulse Train Technology

DATABASE MANAGEMENT PROGRAM
Computers for Marketing Corp.
Computer Associates
CRC Information Systems
DATAN, Inc.
Devcom Mid-America
IMA, Inc.
IRI Software
LPC, Pitney Bowes Co..
Marketing Info. Systems
Market Probe International, Inc.
Matrix, Inc./The Uncle Group
P-STAT, Inc.
SDR, Inc.
Systat, Inc.

DATA EDITING
Analytical Computer Service, Inc.
BMDP Statistical Software, Inc.
Computers for Marketing Corp.
Consulting Hrdwre. & Processing
CRC Information Systems
DATAN, Inc.
M/A/R/C Inc.
Market Probe International, Inc.
Matrix, Inc.
Pulse Train Technology
P-STAT, Inc.
Quantime
SDR, Inc.
SPSS, Inc.
Systat, Inc.
T/C/A

DATA ENTRY
Computers for Marketing Corp.
CRC Information Systems
DATAN, Inc.
Devcom Mid-America
Market Probe International
Pulse Train Technology
P-STAT, Inc.
Quantime
SDR, Inc.
SPSS, Inc.
Systat, Inc.

DEMOGRAPHIC ANALYSIS
Claritas, Inc.
Computer Associates
Computers for Marketing Corp.
IRI Software
LPC, Pitney Bowes Co..
P-STAT, Inc.
SDR, Inc.
SPSS, Inc.

DISCRIMINANT ANALYSIS
BMDP Statistical Software, Inc.
Computer Associates
IRI Software
P-STAT, Inc.
SDR, Inc.
SPSS, Inc.
Systat, Inc.

EXPERIMENTAL DESIGN THEORY
SDR, Inc.
Systat, Inc.

FACTOR ANALYSIS/PRINCIPAL COMPONENT
BMDP Statistical Software, Inc.
CRC Information Systems
Information Resources, Inc.
Pulse Train Technology
P-STAT, Inc.
SDR, Inc.
SPSS, Inc.
Systat, Inc.

GENERATION/BALANCED SAMPLING DESIGN
DATAN, Inc.
P-STAT, Inc.
SDR, Inc.
Systat, Inc.
T/C/A

GEOGRAPHIC INFORMATION SERVICE
Claritas, Inc.
DATAN, Inc.
Interra Tydac Technologies
MPSI Systems, Inc.

GRAPHIC DISPLAY
BMDP Statistical Software, Inc.
Computer Associates
Market Science Associates
P-STAT, Inc.
SAS Institute
SPSS, Inc.
Systat, Inc.

INDEXING
DATAN, Inc.

INTERACTION/CLASSIFICATION ANALYSIS
SDR, Inc.
Statistical Innovations

INTERACTIVE TABULATION
Computers for Marketing Corp.
DATAN, Inc.
Market Probe International, Inc.
Matrix, Inc./The Uncle Group
Pulse Train Technology
P-STAT, Inc.
Quantime
Statistical Innovations
Systat, Inc.

KEY TO DISK
Computers for Marketing Corp.
DATAN, Inc.
Market Probe International, Inc.

LOGIT/LOG-LINEAR ANALYSIS
BMDP Statistical Software, Inc.
Concurrent Technologies Corp.
SDR, Inc.
SPSS, Inc.
Systat, Inc.

MARKET MATCHING
DATAN, Inc.
Management Science Ascts.
Marketing Information Systems
SAS Institute, Inc.

MARKET SEGMENTATION
Claritas, Inc.
Comstat Research Corporation
CRC Information Systems
DATAN, Inc.
IMA, Inc.
LPC, Pitney Bowes Co.
Management Science Ascts.
M/A/R/C Inc.
Marketing Info. Systems
SDR, Inc.
SPSS, Inc.
Statistical Innovations

MEDIA ANALYSIS
Claritas, Inc.
DATAN, Inc.
IMA, Inc.
Pulse Train Technology

MULTIDIMENSIONAL SCALING
Computer Associates
IRI Software
SDR, Inc.
SPSS, Inc.
Systat, Inc.
T/C/A

MULTINOMINAL LOGIT ANALYSIS
BMDP Statistical Software, Inc.
Caliper Corporation
SDR, Inc.
Systat, Inc.

MULTIVARIATE METHODS
BMDP Statistical Software, Inc.
Claritas, Inc.
Computers for Marketing Corp.
Concurrent Technologies Corp.
CRC Information Systems
P-STAT, Inc.
SAS Institute
SDR, Inc.
SPSS, Inc.
Systat, Inc.

NON-PARAMETRIC STATISTICS
BMDP Statistical Software, Inc.
Computer Associates
DATAN, Inc.
SAS Institute
SDR, Inc.
SPSS, Inc.
Systat, Inc.
T/C/A

ON-LINE DATA TABULATION
Computers for Marketing Corp.
CRC Information Systems
DATAN, Inc.
M/A/R/C Inc.
Matrix, Inc./The Uncle Group
Pulse Train Technology
P-STAT, Inc.
Quantime
SDR, Inc.

ON-LINE TELEPHONE INTERVIEWING
Computers for Marketing Corp.
CRC Information Systems
DATAN, Inc.
IMA, Inc.
M/A/R/C Inc.
Marketing Info. Systems
Pulse Train Technology
P-STAT, Inc.
Quantime

PATTERN ANALYSIS
Computer Associates
Concurrent Technologies Corp.
P-STAT, Inc.

PERCEPTUAL MAPPING
CRC Information Systems
SDR, Inc.
SPSS, Inc.

PRICE ELASTICITY MEASUREMENT
Concurrent Technologies Corp.
DATAN, Inc.
SDR, Inc.

PROGRAMMING LANGUAGE
DATAN, Inc.
Devcom Mid-America
Pulse Train Technology
P-STAT, Inc.
SPSS, Inc.

QUADRANT ANALYSIS
Computer Associates
CRC Information Systems
DATAN, Inc.
IRI Software
SDR, Inc.
T/C/A

QUESTIONNAIRE DESIGN LANGUAGE
CRC Information Systems
DATAN, Inc.
M/A/R/C Inc.
Marketing Information Systems
Pine Company
Pulse Train Technology

RANKING
Computer Associates
Computers for Marketing Corp.
DATAN, Inc.
M/A/R/C Inc.
Market Probe International, Inc.
Pulse Train Technology
P-STAT, Inc.
Quantime
SPSS, Inc.
Systat, Inc.
T/C/A

REGRESSION/CORRELATION ANALYSIS
BMDP Statistical Software, Inc.
Claritas, Inc.
Computer Associates
Concurrent Technologies Corp.
IMA, Inc.
R. Isaacs Computing Ascts.
Market Probe International, Inc.
Market Science Associates
P-STAT, Inc.
SAS Institute
SDR, Inc.
SPSS, Inc.
Systat, Inc.

SALES ANALYSIS
Analytic Consultants Intl.
Claritas, Inc.
Computer Associates
Computers for Marketing Corp.
Concurrent Technologies Corp.
DATAN, Inc.
Devcom Mid-America
IMA, Inc.
IRI Software
Market Science Associates
Marketing Info. Systems

SALES DATABASE
Analytic Consultants Intl.
Computer Associates
CRC Information Systems
DATAN, Inc.
Devcom Mid-America
IMA, Inc.
IRI Software
Marketing Info. Systems

SALES EFFECTIVENESS MEASUREMENT
Analytic Consultants Intl.
DATAN, Inc.
IMA, Inc.
IRI Software
Marketing Info. Systems

SALES FORECASTING
Analytic Consultants Intl.
Concurrent Technologies Corp.
Devcom Mid-America
Market Science Associates
Marketing Info. Systems
P-STAT, Inc.
SDR, Inc.
Systat, Inc.

SAMPLE SIZE DETERMINATION
CRC Information Systems
DATAN, Inc.
SDR, Inc.
Systat, Inc.

SAMPLE WEIGHTING
BMDP Statistical Software, Inc.
Computers for Marketing Corp.
CRC Information Systems
DATAN, Inc.
M/A/R/C Inc.
Market Probe International, Inc.
Matrix, Inc.
Pulse Train Technology

P-STAT, Inc.
Quantime
SDR, Inc.
Systat, Inc.
T/C/A

SAMPLING SYSTEMS
Pulse Train Technology
GENESYS Sampling Systems

SIMULATION/MODELING
BMDP Statistical Software, Inc.
Concurrent Technologies Corp.
Management Science Ascts.
SDR, Inc.
Systat, Inc.

SITE EVALUATION
LPC, Pitney Bowes Co.

T TESTS
BMDP Statistical Software, Inc.
Computer Associates
Computers for Marketing Corp.
CRC Information Systems
DATAN, Inc.
IRI Software
M/A/R/C Inc.
Market Probe International, Inc.
Matrix, Inc./The Uncle Group
Pulse Train Technology
P-STAT, Inc.
Quantime
SDR, Inc.
SPSS, Inc.
Systat, Inc.
T/C/A

TABLE EDITING
CRC Information Systems
Datan Inc.
Matrix, Inc.
Pulse Train Technology
Quantime
SDR, Inc.
SPSS, Inc.

TABULATION SYSTEMS
Analytical Computer Service, Inc.
Computers for Marketing Corp.
Consulting Hrdwre. & Processing
CRC Information Systems
DATAN, Inc.
IRI Software
M/A/R/C Inc.
Market Probe International, Inc.
Matrix, Inc./The Uncle Group
Pulse Train Technology
P-STAT, Inc.
Quantime
SDR, Inc.
SPSS, Inc.
Systat, Inc.
T/C/A
The Uncle Group

TELEPHONE INTERVIEWING/ SAMPLING
Computers for Marketing Corp.
Comstat Research Corporation
CRC Information Systems
IMA, Inc.
M/A/R/C Inc.
Pulse Train Technology
P-STAT, Inc.
Quantime

TEXT ANALYSIS
Comstat Research Corporation

THURSTONE SCALING
DATAN, Inc.
SDR, Inc.

TIME-SERIES ANALYSIS
BMDP Statistical Software, Inc.
Computer Associates
Concurrent Technologies Corp.
DATAN, Inc.
IRI Software
P-STAT, Inc.
SDR, Inc.
SPSS, Inc.
Systat, Inc.

UPC SCANNERS
DATAN, Inc.

VERBATIM CODING
DATAN, Inc.
M/A/R/C Inc.

VOLUMETRIC ANALYSIS
Computers for Marketing Corp.
DATAN, Inc.
Quantime
SDR, Inc.
T/C/A

Names of Note
continued from p. 22

Research Bureau, New York/Chicago. Cindy Steinbach, vice president, customer/microcomputer services has added the title of product manager for the firm's Choices II package. **Hugh Curley** has joined the company as senior account manager, **Julie Michaelson** has joined the Chicago office as junior account manager, and **Karen Fusco** has been promoted to senior account manager, Midwest region.

Edwin Batson has joined Interviewing *Service of America*, Van Nuys, Calif., as director of analytical services.

Paul Seever has been named to write *Market: Basket*, a new publication that follows global trends in purchasing. Seever is principal in *Global Business Opportunities*, Pound Ridge, N.Y. The publication is a joint venture of Global Business Opportunities and W-Two Publications Ltd., Ithaca, N.Y.

Carl Ackerman has been named corporate controller at *Scelba, Scelba, DeTitta & Wolfson*, Montville, N.J. He will be responsible for the internal financial functions of the firm, and will help provide financial expertise to client programs, budgeting, feasibility studies and return on investment analysis.

Clarice Irwin has been named chief executive officer of *Irwin Research Services Inc.*, Jacksonville, Fla. Irwin is a founder of the firm. **Scott Irwin** has assumed the presidency of the firm and announced the following appointments: **Kathryn Blackburn**, vice president/director of qualitative research; **Denise Henry**, vice president/director of telephone operations; and **Teresa Ray**, vice president/director of mall research.

John Leggett has joined *Parkwood Research Associates*, Allentown, Pa., as project director. In his new position, Leggett will guide the execution of the firm's research projects, including survey design, implementation and evaluation.

Thomas Neri has joined *Custom Research Inc.'s* east coast office in Ridgewood, N.J. He will serve as vice president and will handle a full line of research service for CRI clients.

Maureen Brannan Gillespie has been promoted to research manager in the TEC Group at *Chilton Research Services*, based in Radnor, Pa. In her new position, Gillespie will be responsible for the design, scheduling, implementation and administration of telecommunications research projects. She will also provide sales support to TEC research consultants and leadership to the study direction team. **William Augustyn** has been promoted to research consultant at Chilton Research Services. In this position, he is responsible for the sales, design and execution of consumer and business service studies and customer satisfaction research projects as well as the presentation of research results and recommendations.

Craig Miller and **Steven Buchholz** have joined Advanced Data Research Inc., Bloomfield Hills, Mich. Miller has been named sales and marketing manager; Buchholz has been named consulting service manager.

Trade Talk

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ployee relations, Philip Morris Companies, Inc., says the company didn't want to do a typical attitude survey. "We had a lot of anecdotal beliefs about how employees were feeling but no data. We wanted to do something quickly and at low cost using our own human resources people. We developed a brief worksheet that had both open-ended questions and more quantitative questions where the respondent would score us on 16 different subjects on a 1-6 scale."

"The employees cut across all kinds of jobs, age groups, and demographics," Temlock says. "We used TAP to see what the major themes were that they were thinking about. We also used it to study those ideas by demographic differences. It was a very useful program because it took qualitative data and it made it quantitative but with an enormous amount of flexibility. All of us have been in the situation where we've asked coders to look through qualitative data and code it. Once they've done it you don't want to let people look through the data a second or third time. But this program lets you start from scratch each time. I think it's a remarkably powerful tool that will enable the richness of qualitative data to be used in quantitative ways."

The whole project, undertaken last spring, took two months from start to finish. This was the first time that Philip Morris had used focus groups for research with employees, Temlock says. "As an employee, if your company gives you a questionnaire and you usually just sit in a room and take it. You don't end up discussing it until after the results are in and sometimes not even then. But Philip Morris was willing to let people really have a conversation with each other on the subject of the social contract or what it called the Philip Morris partnership."

The employees were asked, If there was one element of the work partnership that you could change, what would that be? The predominant response across all operating companies related to employee-manager communications. "We weren't expecting that," Kauto says. "We expected to hear, 'Make our jobs more secure.' "

Philip Morris learned that employees tend to view their direct manager as "The Company" and that, in the absence of lifetime job security — which they realize is no longer a reality — they want to be able to communicate with their direct supervisors.

Blew 'em away

The real value of the TAP program came out when human resources personnel from the various Philip Morris operating companies got together to look at the research results, Kauto says. "When we delivered the reports in front of representatives of all the companies that had been working on this project, Jim was there with his laptop and he was able to do special iterations on the data and print them out on the spot, which blew everybody away.

"When we've done full scale attitude surveys in this company it's usually taken several months from beginning to end. And to then create another variation on a report adds more time. So we were all very impressed with the speed and capability of the program. For example, during the meeting one person wanted to know what women with more than 10 years service to the company said in response to a certain question. In 10 minutes she had the report in her hand. Essentially, everyone left the meeting armed with the information that they felt was most useful for them.

"Everybody has identified the broken employee contract as an issue but no one has figured out how to rewrite it, so we were without any kind of assistance in terms of other companies' experience. But our research gave us the kind of information we needed to take action." ❑

Listing Additions

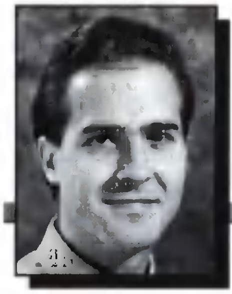
Please note the correction to the following listing from the 1994 Directory of Focus Group Facilities (corrected text shown in bold):

DataSource
8004 Castleway Dr.
Indianapolis, IN 46250
Ph. 317-577-0500
Fax 317-576-5438
Contact: Barb Miller
1,3,4,6,7B
Rm. 1) 17x21 Obs. Rm. Seats 12
Rm. 2) 12x14 Obs. Rm. Seats 10

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

Kirk Research Services, Inc.
4525 Roosevelt Blvd
Jacksonville, FL 32210
Ph. 904-387-0883
Fax 904-387-0268
Contact: Rebecca Kirk
1,3,6,7C, 8,9
Rm. 1) 30x19 Obs. Rm. Seats 8
Rm. 2) 30x19 Obs. Rm. Seats 6

Classified Ads



Trade Talk

by Joseph Rydholm
Editor

Dealing with those pesky open-ended responses

Once again, we have necessity to thank for spurring invention. After years of frustration dealing with open-ended questions, researcher Jim Falk vowed to figure out a way to simplify the task of coding and working with written responses. The result is something he calls the Text Analysis Program, or TAP.

TAP uses proprietary artificial intelligence algorithms to group written responses into text clusters for easier analysis. In effect, the program does the coding and sorting of written responses for you.

As Falk, executive director of Comstat Research Corp., Cortlandt Manor, N.Y., states it in the program's literature: "TAP 'understands' the meaning of words and groups written statements contextually. It labels each text cluster with the most representative statement and it provides summary statistics to show how many individual statements formed the cluster along with an index of internal consistency."

A typist enters the answers into the computer, inserting delimiters to separate the responses to each question and adding demographic information to each response so users can analyze how groups of respondents answered the various questions.

"If we have a four item questionnaire, for example," Falk says, "you would have the respondent's statements for each item and following that would be the demographic codes associated with that individual. And when I go to extract the data for analysis, if you give it specific demographic criteria, it will only extract that data which pertains to that demographic combination."

The program works best with short answers to specific questions. If the person rambles, Falk instructs the typist to shorten the answers.

TAP is currently available as a service from Comstat but Falk is preparing to offer it under license as a program for the UNIX operating system. Plans for a DOS version are also in the works once Falk is able to get around the multitasking limitations of DOS.

Put to the test

The program was put to the test last year as part of a research project conducted by the human resources department of Philip Morris Companies. The research focused on determining how workers in the various Philip Morris operating companies view what's referred to as the "broken social contract" between employer and employee.

Steve Temlock is an organizational psychologist (his firm Organization Consultants Inc., is based in Westport, Conn.) who worked on the Philip Morris project. He explains the idea of the social contract: "Twenty five years ago, employees were expected to be loyal and hard-working and in return they got job security. Well, today that contract is broken in many companies because management can't promise job security. But management still needs loyal and dedicated workers and so the question is, how do you renegotiate the social contract in an honest manner with your employees?"

Big companies can have difficulty in answering this question, Temlock says, because management often assumes that all employees want the same thing. "[A big company] tends to make the assumptions that its executives make relative to the social contract. So if you have 50 year-old executives, their mental frame of reference in terms of how employees should be treated is very much driven by the kind of social contract they're accustomed to. Our research has shown that younger people are less concerned about the availability of lifetime job security than people who were around when that was still a possibility."

Anonymity guaranteed

A sample of 1,100 employees of the many companies under the Philip Morris umbrella — including Miller Brewing, Kraft, General Foods, and Philip Morris Tobacco — was recruited worldwide. All respondents were guaranteed anonymity. After volunteering to participate, they answered a brief survey that included both quantitative items and open-ended questions about their perceptions as Philip Morris employees. They then participated in a focus group to discuss issues related to the social contract.

Randy Kauto, vice president, em-

continued on p. 69