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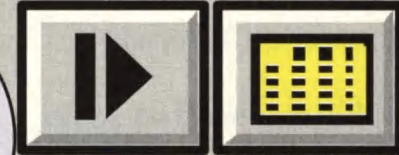
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Volume X, Number 2

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Employee research helped American Express Financial Advisors improve training. Photo courtesy of American Express Financial Advisors.

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Survey Monitor

Kids turning off the TV, turning on the PC

To the delight of many parents, television viewing declines dramatically when children have a PC available to use at home, according to findings from The American Learning Household Survey, a new study from FIND/SVP and Grunwald Associates. The study concludes that a major trend is in the making that could see TV use decline even more dramatically in the future. The trend is driven by increasingly affordable and innovative PC technology and software content, spurred by a widespread belief among parents that they must supplement what is being taught at school.

The nine-month study was sponsored by over 20 U.S. learning, computer industry and media companies. Research began with 12 focus groups with parents and children in early 1995, followed by a survey of 1,200 family households using an in-depth 35-minute questionnaire. Topics covered in the study include television viewing, on-line and Internet use, home PC hardware and software applications, household spending on learning resources, and parental interest in using a range of emerging interactive learning content and equip-

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Florida remains most popular place to move

A nationwide poll asking Americans which state they would most like to move to shows Florida to be the top choice, according to Decision Analyst, Inc., an Arlington, Texas, marketing research firm. In a survey of more than 10,000 Americans, Florida was picked by 9.1 percent of the respondents. Those favoring Florida tended to live in the Northeast, were 35 to 54 years old, and earned more than \$40,000 per year. In terms of education, the survey showed most of those selecting Florida had a high school education or less.

Ranked second in the survey was Colorado, selected by 7.6 percent of respondents. Those favoring Colorado were more likely to be from the Midwest and be between the ages of 35 and 44. They most likely earned \$40,000 or more and had at least some college education.

In a similar survey conducted by Decision Analyst, Inc. last year, Florida was followed in order by Arizona, Hawaii, Colorado and North Carolina as the five states where Americans would most like to move. This year the top five shifted slightly, with Florida and Colorado followed by Arizona (7.3 percent), North Carolina (6.2 percent) and Hawaii (4.9 percent).

Moving up appreciably this year to sixth place was California, ranked 11th in last year's survey. Rounding out this year's top 10 were Oregon, Tennessee, Washington and Montana, respectively. The slightly different top 10 showed that Texas fell from the seventh spot last year to 11th this year, and South Carolina dropped from the 10th spot last year to 13th this year.

Some of this year's least favored states were Mississippi, Kansas, Nebraska, Rhode Island and North Dakota. "It isn't too difficult to understand why Florida and Colorado were favored, given the combination of recreational and economic opportunities those states offer," says Jerry W. Thomas, president of Decision Analyst, Inc. "There are some anomalies, however, such as Texas and South Carolina slipping out of the top 10. Texas is one of the fastest growing states, and South Carolina has an economy that is quite strong.

"Apparently what is happening is that a higher-quality lifestyle — less congestion, cleaner air, more recreational opportunities, etc. — is proving more and more attractive to the average American. Yet, it's still job opportunities that dictate where we must live. This survey indicates preferences, but not always population migration patterns."

In its survey, Decision Analyst asked the question: "If you had an opportunity to move to another state, which one state would you most like to move to?" The sample was balanced according to population. The statistical error was less than one percentage point, plus or minus. For more information call 817-640-6166.

The Ten Most Popular States To Move To

Base - Total Respondents	10,250
Florida	9.1%
Colorado	7.6
Arizona	7.3
North Carolina	6.2
Hawaii	4.9
California	3.6
Oregon	3.4
Tennessee	3.3
Washington	3.2
Montana	3.1

The Ten Least Popular States

North Dakota	0.2%
Rhode Island	0.2
Nebraska	0.3
Kansas	0.3
Mississippi	0.3
Delaware	0.3
Iowa	0.4
South Dakota	0.4
Louisiana	0.4
West Virginia	0.4

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Product & Service Update

LEXIS-NEXIS upgrades Mac interface, adds market research reports

LEXIS-NEXIS has updated its research software for Macintosh to version 2.9. Fully compatible with Mac System 7.0 and higher, the software is now available via disk or can be downloaded from the LEXIS-NEXIS Communication Center on the World Wide Web at <http://www.lexis-nexis.com/>. Improvements in the software include: a text input area that expands automatically while you type in a search request; a scrollable research session history window that allows you to repeat a complex search without rekeying it; improved, automatic document formatting that allows customization for user needs; dual column printing with Postscript printers; Internet access to LEXIS-

NEXIS services; point and click LINK hypertext links to related documents.

In other LEXIS-NEXIS news, the service now features reports from more than a dozen market research firms, including Datamonitor, FIND/SVP and Nielsen. Customers can purchase report information on-line by subsection, eliminating the cost of buying an entire report. Users will also have the ability to preview more of a market research report than traditionally offered. Users may browse the entire table of contents and study the methodology of most reports, as well as view actual tables, minus the data, before purchasing. The initial providers include: A.C. Nielsen, BCC Reports, Business Trend Analysts, Collector Trends Analysts, Datamonitor, Euromonitor Market Journals and Reports, FIND/SVP, Freedomia Group, The Information Catalog, Leading Edge, MarketLine International,

Packaged Facts and Specialists in Business Information (SBI). More providers will be added in the coming year. For more information contact your local LEXIS-NEXIS representative or call 800-227-4908.

Software eases recruiting for research firms

Marketing Decision Support Systems, Inc., Indianapolis, Ind., has introduced Research Tracker, a software program developed to improve productivity for field services. Research Tracker allows research firms to keep detailed information on respondents to aid recruiting efforts, analyze frequency distribution, track alerts for jobs and client information, do invoicing and perform a variety of

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INSURANCE RESEARCH EVENTS

The Society of Insurance Research will hold its 26th annual conference November 13-15 at the Tradewinds Hotel & Resort in St. Petersburg Beach, Fla. Exhibits will be included. The organization's 17th annual Planning & Economic Conference will be held May 8-10 at the Crystal City Marriott in Arlington, Va. An Internet workshop is tentatively scheduled for March 1 in New York City. For more information call 404-671-9480.

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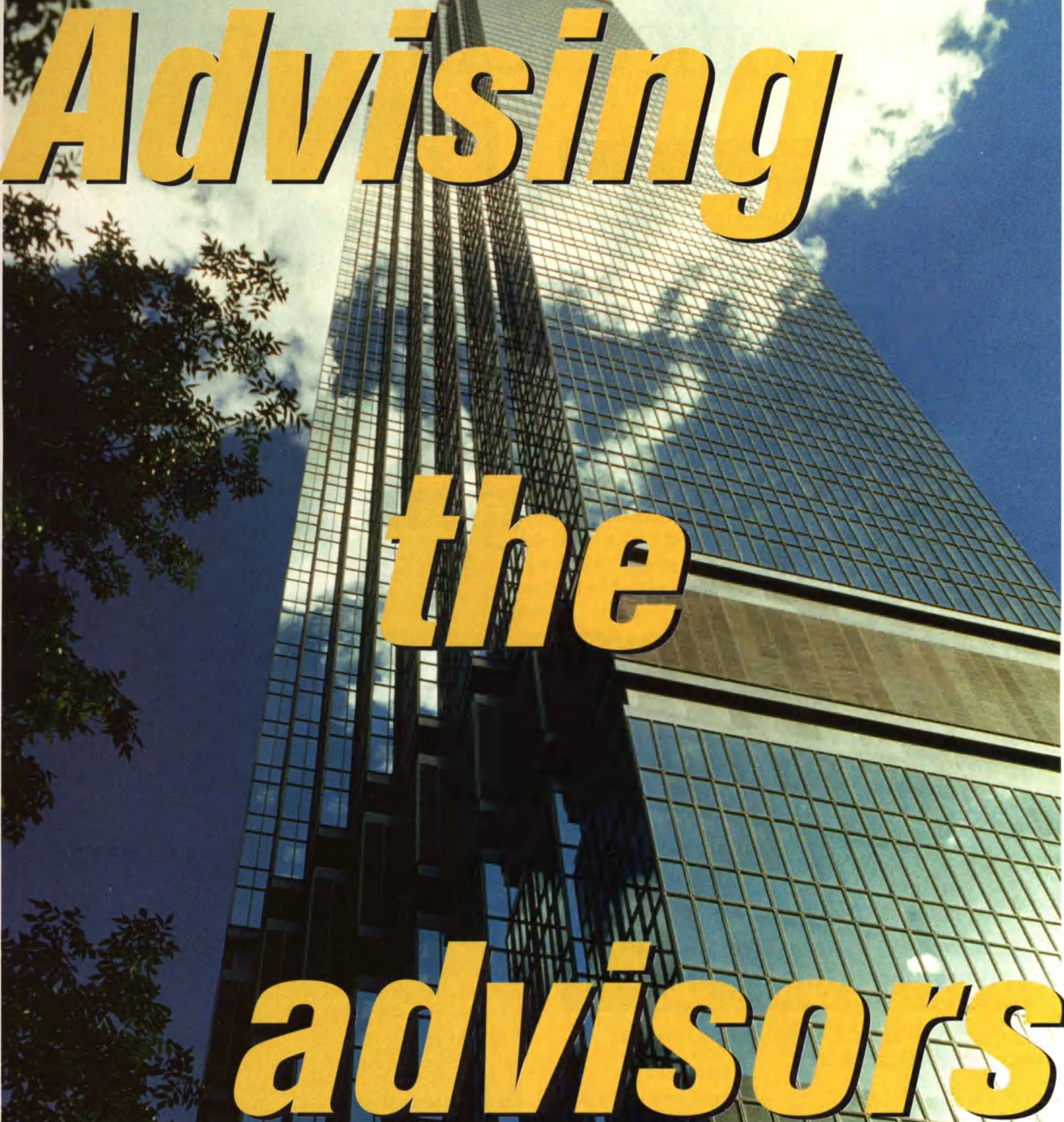
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Advising the advisors

American Express Financial Advisors, headquartered in downtown Minneapolis' IDS Building (above), provides financial products and services to almost two million clients nationwide.

Employee research

Redesigned questionnaire improves response rates, helps American Express Financial Advisors assess effectiveness of client acquisition techniques

By D. L. Hudella

American Express Financial Advisors (AXP Advisors) provides a wide range of financial products and services to almost two million clients nationwide. The Minneapolis-based firm has spent the past year improving the way it measures how those clients are acquired, seeking to identify the most effective techniques and pass them on to advisors in the field. One way it does that is by sending questionnaires to its advisors to find out which techniques they used to acquire new clients.

The client acquisition technique (CAT) form is sent to 7,800 financial advisors. Each form contains a list of the clients the advisor acquired during the past quarter. It asks the advisor to indicate which technique they used to acquire the client, which corporate office program was used, if any, and whether the client is a small business owner or not.

The initial CAT study earned disappointing response rates. The form closely resembled other reports received by advisors from the corporate office. It was distributed to advisors through their manager (in many cases, a manager's assistant) and the form design simply failed to highlight the importance of the report. In addition, when the forms were returned to the corporate office, the task of entering the data fell to various people. Advisors' confusion in completing the report forms and inconsistent interpretation of the data by key entry professionals often rendered invalid up to 40 to 50 percent of the data for a single area office.

Faced with disappointing response rates and a lack of dedicated resources to support the initial study, AXP Advisors turned to Data Recognition Corporation (DRC), a Minnetonka, Minn., firm specializing in information management and survey processing services. "DRC recommended a creative solution that provided a professional, user-friendly report form design and a highly accurate method to capture the data," says Margaret Beier, analyst with AXP Advisors.

To make the CAT report form easier for advisors to complete, the AXP Advisors Market Information and Controller's department introduced a machine-readable image/OCR (optical character recognition) document for its client acquisition study in 1995. "Based on the need described by AXP Advisors, we felt our integrated data collection approach could provide the needed solution and we are certainly pleased with the outcome," says Wayne Serie, DRC vice president.

Boost response rates

Research has long supported the idea that a form's appearance can significantly affect whether it will be read by a respondent and completed correctly. Larger print, balanced white space, use of color and a simple approach can help respondents more easily complete a form, ultimately boosting response rates. However, making a respondent's job easier doesn't always result in a good-looking form.

Fortunately, recent advances in data capture software and technology now provide researchers with aesthetically pleasing, computer-readable documents that can also read multiple formats, including handwritten marks and characters and machine written characters such as letters, numbers and bar codes.

The new questionnaire developed by AXP Advisors and DRC is a four-page report form containing a customized cover letter outlining the benefits of the program for advisors. The new report form provides a flexible list of acquisition techniques and corporate sponsored programs with corresponding descriptions that can be revised as programs and techniques change. These descriptions are used to complete the final page that provides a list of clients acquired by the advisor in the previous quarter.

Advisors are asked to indicate the acquisition technique and corporate sponsored program used to acquire the specified client. The entire report form is variable — including the response positions — which provides the

continued on p. 35

Case history

A bit of Tomorrow



rowland today

Qualitative research

Research with tourists and travel agents measures viability of high-speed train in Orlando

By William M. Bailey

Editor's note: William M. Bailey, Ph.D., president of WMB & Associates, Orlando, Fla., is a statistical consultant and market analyst.

As the home of Walt Disney World, Orlando, Fla., has no trouble attracting tourists. But if all goes as planned, vacationers may have yet another reason to visit the central Florida recreation mecca. A proposed mode of transportation known as a maglev is in the planning stages by the Federal Department of Transportation (FDOT), in conjunction with local governments and private industry.

Maglev is an elevated magnetic levitation train that can travel at speeds over 250 m.p.h. There are several demonstration projects planned across the U. S., including one in Orlando. Approval and completion of the Orlando project would produce the first commercially operated train of this type in the world. Maglev Transit, Inc. (MTI), Orlando, received the certificate for Florida's demonstration project using German maglev technology.

The proposed maglev would run between the Orlando International Airport and International Drive, a central point for tourists gathering outside Walt Disney World. From International Drive, tourists are within three to 15 minutes

driving time from hotels along International Drive, at Walt Disney World, Lake Buena Vista, and along U.S. 192 in Kissimmee, Fla.

By rental car or taxi, it typically takes 30 to 45 minutes to cover the 13.5 miles from the airport to International Drive. Via maglev, the trip would be cut to six-and-a-half to seven minutes.

Maglev Transit, Inc. engaged the author to design a study that would measure consumer and travel agent opinion toward the proposed mode of high speed transportation. Armed with this information, ridership estimates could be determined based on various fare scenarios and an optimum fare provided to the financial plan being developed for the FDOT, the Florida Department of Transportation and MTI's investor group. In addition to MTI, the research steering committee included representatives from FDOT, Transrapid (the German maglev train design and engineering team), C-Itoh USA (a Japanese consortium), and Amtrak.

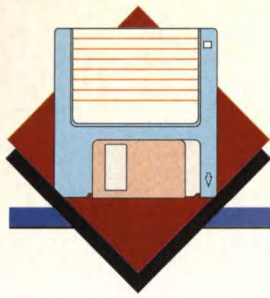
This article is the consolidation of a two-part study that integrates qualitative and quantitative research techniques. The first section of the article presents the design and results of the qualitative phase; the latter section highlights the results of the quantitative phase.

Measure appeal

The study sought to understand consumer reaction to the

Maglev Transit immediately used the focus group information to begin design and development of its marketing plan. The findings were also used extensively in preparing for meetings with other parties that had a vested interest in the rail system: The City of Orlando, the Orlando International Airport, the International Drive Business Association, and several local communities and neighborhood associations.

continued on p. 30



If you hate statistics. . .

By Vince T. Migliore

Editor's note: Vince Migliore is owner/manager of Accu-Stat, a San Jose, Calif., research firm specializing in statistical analysis. The Statistical Package for the Social Sciences (SPSS) is used for all tests and breakdowns in this article. SPSS is a registered trademark of SPSS Inc., Chicago, Ill.

Most people run away, or make a gagging gesture, when they hear the word "statistics." If you work in the field of market research, however, there are some basic principles of statistical analysis that you must be familiar with to do your job effectively. This article uses a simple example to explain the most important concepts of survey interpretation. No math or special jargon is used. If you hate statistics, but need to know the fundamentals of survey research analysis, then read on.

Once a survey is completed, writing the findings can be fairly easy if you're looking at the total population. "57 percent said 'yes' to question one." Or, for a rating question: "On a scale of 1 to 10, with 10 being the highest, Product A was given an average rating of 8.7." Occasionally, the person or company paying for the research will be satisfied with such a superficial report, but more likely they will demand deeper analysis.

Statistical analysis is required when you want to examine survey results in more detail. The two most commonly applied tests provide information about subgroup responses for a particular question. For instance, in question one above, 57 percent said "yes" to question one, but that response was 60 percent for women and 54 percent for men. Likewise, the rating scale question yielded 8.7 for the total sample, but 8.4 for women, and 9.0 for men. The question that comes up immediately is whether or not such differences are real, or simply part of the normal variation found among respon-

dents. The client needs to know if women really perceive his product differently. The tests we are about to describe will answer that question. More importantly, the statistical analysis will help paint a picture for you that will provide a comprehensive understanding of what's going on with the survey responses. This insight is exactly what you need to write a meaningful report.

The coach

The following story illustrates critical abstractions that are required for the understanding of statistical tests. These tests are for determining the significance of differences between subgroups of a population, for both category questions, and ratings questions.

Sam Smith was the coach and organizer for the extracurricular activities of a high school in Kentucky. The school had just three teams — the jockey club, the glee club and the basketball team. In order to help him order the correct sizes for team shirts and jerseys, Sam got into the habit of recording the heights of the team members, by marking on a board in the gymnasium. Every year he changed the board (Fig. 1, left). The black marks record the glee club heights, gray for the basketball team, and striped for the jockey club. Later, he standardized the tick marks by plotting them onto graph paper with equal squares to mark each student's height. The number of students in each 1-inch category is shown by the graphs on the right side of Fig. 1.

Each team has 25 members, and obviously, the basketball team has the highest average height. The jockey club has a much lower average height and the glee club heights are spread all over the board. Fig. 1 shows a typical grouping, or distribution, for a single school year. Sam collected data for 25 years. Naturally, the distributions

for each club were different for each year, but as you

might guess, the average height for the jockey club was always lower than the glee club and the basketball team was always higher.

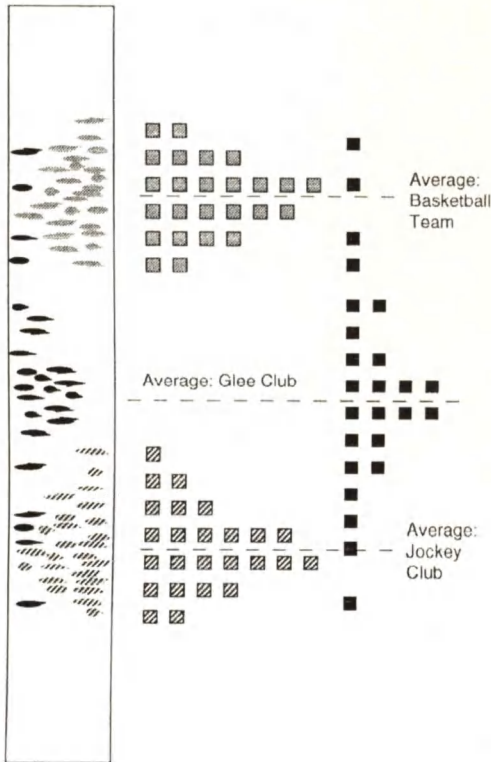


Figure 1. Height tick marks on the gymnasium wall (left), and standardized into 1-inch categories for each team for a typical year.

Key concepts

Take a minute now for a hard look at Fig. 1. Understanding these next concepts is crucial for a grasp of survey data analysis. The board on the left, with the height marks on it, has been translated into boxes plotted at each inch on a yardstick. Rotate the graph 1/4 turn counterclockwise, and look at the distribution. There are three important points.

1. You can distinguish which club is which by the average height (marked by a dashed line). If you saw this graph without any labels, you should be able to identify each team by its average height, assuming, for example, the jockey club needs short, lightweight riders.

2. The central group, the glee club, has a wide range of heights, but the other two teams have a distribution of members that are clustered close to the team average. This has the effect of creating a distinct shape for their graphic representations. The shortest basketball player may be only three inches shorter than the average height for the team, but the shortest glee club member may be eight inches shorter than the average. Again, if there were no labels on the graph, you should be able to distinguish the glee club from the basketball team just from the spread, or range of heights.

3. Finally — and this is what forces many students to switch to liberal arts so they can avoid statistics — let's jump to a more abstract level. With the graph still rotated 1/4 turn,

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imagine a line forming a smooth envelope for the three distributions. The graph you're looking at is for just one year. If we combined the graphs for the basketball teams, for instance, for all 25 years we'd have a clean curve representing a more universal description of heights of people on the basketball team.

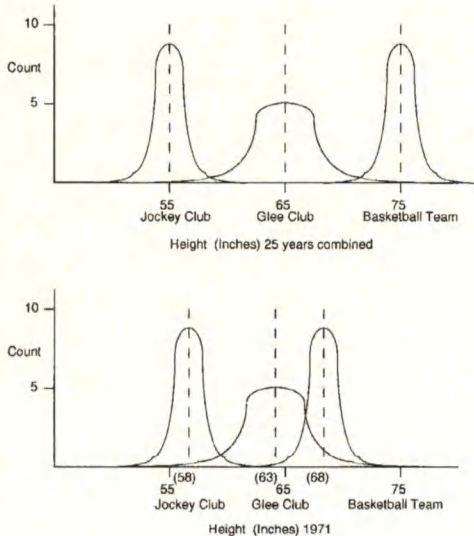


Figure 2. Height distributions for three teams: Jockey Club, Glee Club, and Basketball Team, for 25 years combined, and 1971.

attention to the top part of Fig. 2. This diagram represents the abstract, or smoothed, distributions for the three teams over the 25-year period. Notice, by the way, that the axis shows increasing height, so the jockey club curve is on the left, as opposed to the right (bottom) of Fig. 1.

To review the key concepts, now applied to the top of Fig. 2:

- You can distinguish the three teams just from the mean height: 55 inches for the jockey club, 65 inches for the glee club, and 75 inches for the basketball team.
- You can distinguish the glee club from the basketball team just by the shape of the curve — the basketball team has most of its members crammed in close the 75-inch average height.
- The shape of the curve for any one year might be a little bumpy, but as we combine measures for several years for each team, the distribution takes on a smooth, bell-shaped curve.

The eyeball test

Congratulations! You've just learned the most difficult part of statistical theory! This type of analysis constitutes at least 80 percent of all the testing done on market research surveys. What follows is just the fine-tuning and technical procedures for carrying out the actual testing. Of course, there are many advanced statistical tests, and we're covering the basics of only two of them.

The phrase "statistical analysis" sounds authoritative. Remember, however, the science of statistics is just a tool to help you in the evaluation of your survey findings. If you can reach an understanding of your research results without a lot of mathematics, then you're actually ahead of the game. This occurs quite often, and we call it the "eyeball test" — which, of course, you'll never find in a textbook. If we took the average height of the basketball team, for example, and plotted it on a graph covering 25 years, and the numbers rose steadily from 68 inches in 1971 to 75 inches in 1995, then that's an eyeball test. Put the fact that the average height increased seven inches in 25 years into your report and you really don't need any further elaboration.

There's an eyeball test in the top of Fig. 2 also. The question is, are these three groups different statistically from each other? The answer is yes, intuitively, but why? Let's look at just the jockey club (avg. = 55 inches) versus the glee club (avg. = 65 inches). There are three clues: 1) the averages are different, 2) the shapes of the curves are different, and 3) there is very little overlap between them. The statistical tests that you might perform on this data are simply mathematical techniques for verifying these same conditions.

If you have a survey with a rating question, the rating scale is similar to the height-in-inches scale that we have in Fig. 2. Going back to a previous example with a 1 to 10 rating scale, the women respondents gave an average rating of 8.4 to a product, while the men rated it at 9.0. The question is whether this difference is real or just due to chance? Here's how you tell. Create a plot of the male ratings and the female ratings — do this by asking your programmer (or statistical vendor) for a histogram of the rating question by male vs. female. If the two plots show very little overlap and have different shapes then the two subgroups (male and female) are different.

Once you've gleaned these three essentials, turn your

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Experienced researchers don't use plots and histograms that often, but instead rely on a statistical shorthand that conveys the same information. The shape, or spread, of the distribution is denoted by its "standard deviation," and the average by the "mean." In Fig. 2, the standard deviation for the jockey club is about two-and-a-half inches; for the glee club it's about five inches. By convention, two standard deviations includes 95 percent of the area under a curve. For the jockey club curve (mean = 55) you can see that at least 95 percent of the group does not overlap with the middle curve. Key point: if two distributions have a separation in their means of two standard deviations or more — that is, 95 percent of their areas do not overlap — then you can say the two are "significantly different" statistically.

(I know I promised not to use technical terms, but . . . I lied. Besides, we're almost home free, and if you're going to walk the walk, you may as well talk the talk! From here on out, all technical matters will be in italics, in case you want to skip them.)

Statistical testing

In many research studies there is substantial overlap between two subgroups that are being tested, so the eyeball test doesn't work very well. In the bottom portion of Fig. 2, for 1971, many of the basketball players were drafted into the Vietnam war. The mean height is close to that of the glee club, and there is substantial overlap between the two curves. It's still possible to prove, with confidence, that the groups are different, but we have to resort to a more formal statistical test. The test for establishing a difference between two means is called the Student's t-test, and for the shape of the curve, is the F-test. In most statistical software packages the two tests are combined into one operation (Fig. 3).

t-tests for independent samples of TEAM TEAM HEIGHTS

3A - SIGNIFICANT T-TEST (Probability < .050)

GROUP 1 - TEAM EQ 2: GLEE CLUB
GROUP 2 - TEAM EQ 3: BASKETBALL

Variable	Number Of Cases	Mean	Standard Deviation	Standard Error
HGT75 HEIGHT 1975				
GROUP 1	25	64.0800	4.062	1.612
GROUP 2	25	74.9600	5.726	1.145

		Pooled Variance Estimate		Separate Variance Estimate	
F Value	2-tail Prob.	t Value	Degrees of Freedom	t Value	Degrees of Freedom
1.98	.100	-5.50	48	-5.50	43.30

3B - SIGNIFICANT F-TEST (Probability < .050)

Variable	Number Of Cases	Mean	Standard Deviation	Standard Error
HGT71 HEIGHT 1971				
GROUP 1	25	64.6400	8.134	1.627
GROUP 2	25	75.0400	2.653	.531

		Pooled Variance Estimate		Separate Variance Estimate	
F Value	2-tail Prob.	t Value	Degrees of Freedom	t Value	Degrees of Freedom
9.40	.000	-6.08	48	-6.08	29.05

Figure 3. Glee Club vs. Basketball team F-test and t-test.

If the means are fairly close, but the shapes (standard

deviations) are markedly different, then the F-test will show significance (Fig. 3A, the F value is .050 or less). If the means are different, and there is only a small amount of overlap in the distributions, then the t-test will show significance (Fig. 3B, the t value is .050 or less). The .050 or less standard represents the 95 percent confidence level. Some studies, such as in medical research, require a higher confidence level, such as 99 percent, in which case the significance threshold is .010 or less.

Use the t-test for any rating question that is broken down into two distinct subgroups, such as male/female, or branch 1 vs. branch 2. In a typical survey there are many scale and rating questions, such as evaluations for products A, B, C, D and E, as well as demographic measures, like age, income, height, and weight.

Sometimes you'll need to test two category questions for significance. For instance, you may want to test the difference for a "yes/no" question where 60 percent of the women said "yes" versus 54 percent of the men. Since there is no mean or standard deviation, we have to use a different test that is based on expected probabilities. This is the Chi-square test, Fig. 4. The Chi-square test can handle any number of categories, but for best results there should be at least five cases per cell. For example, if you're testing a "yes/no" question by ethnic group, the smallest ethnic category should have five cases that said "yes" or "no." *If the smallest ethnic category is Hispanic with 10 percent of the population, and the "yes/no" question is split 50/50, then 5 percent (50 percent of 10*

continued on p. 28

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War stories:

True life tales in marketing research

By Art Shulman

Editor's note: "War stories" is a regular feature in which Art Shulman, president of Shulman Research, Van Nuys, Calif., presents humorous stories of life in the research trenches. Readers are invited to call (818-782-4252) or fax (818-782-3014) Shulman with stories of their own.

A few issues ago I wrote about how I thought I was born to be in market research. Well, consultant Roxan Dinwoodie of Via Nova Consulting believes she too was destined for the research trade. She remembers when she was a pre-teen playing "pretend" with her younger sister and a motley collection of dolls and stuffed animals, each with some sort of idiosyncrasy, a few verging on the bizarre. Dinwoodie pretended she was one of them and began to ask her sister questions like, "Is this Mrs. David Smith? Well, I'm a representative of Phillips Milk of Magnesia and I'm taking a survey. What kind of laxative do you prefer above all others? Doesn't your doctor recommend any specific laxative? Well, I recommend Phillips Milk of Magnesia. It now comes in gum

form, as it's just as thorough and gentle as the liquid."

Dinwoodie now cringes at the mistakes she made back then, mistakes that today, as a scrupulous researcher, she would never make. Still, what kind of kid would choose to play, of all the possibilities, the game of "Interviewer?" Only someone truly born to be in market research!

Ben Pine, president of The Pine Company, remembers way back, to a time before shopping malls, when he was a strapping lad of 20 and starting his market research career as an interviewer. His task was to approach male and female beer drinkers and ask if they were interested in tasting beer at a nearby hotel. Pine nostalgically recalls the disappointment on the faces of some women after they reached the hotel and found that his story about taste-testing beer was on the level and not a come-on.

We research types have to be resourceful. Terry Maize, research manager at Marketing Directions, recently was conducting in-home in-depth interviews. When Maize arrived at 5 p.m. the respondent had just come home and was hectically trying to prepare dinner while dealing with three young children clamoring for her attention. She held one child on her hip, conversed with

another and quelled another's exuberance at indoor soccer. In this bedlam, the woman announced it was her first attempt at white sauce and she was failing miserably.

Meanwhile, Maize had set up her tape recorder, pulled out the communications material she was there to test and was futilely competing for the respondent's attention. Suddenly, Maize had an idea to make the best of a chaotic situation. She took over the white sauce preparation and the respondent sat down with the materials and her children and gave rich (speaking of white sauce), considered answers during the interview.

W.G. Eaton of Creative Research Systems cites a focus group on frozen hamburgers he once moderated for an ad agency he worked for. Early in the session one participant announced she was a vegetarian who detested all forms of meat and their cannibalistic consumers. Through the session she persisted with her viewpoint. Eaton cringed at what he thought his client's reaction was behind the one-way mirror for recruiting the woman and not asking her to leave. To his relief and surprise, the client greeted him later with, "What a great idea to put a vegetarian in a group of meat eaters to get a different perspective!" □

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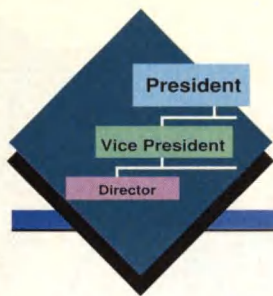
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Names of Note

Michael Mayernik has joined the *Security Benefit Group of Companies*, a Topeka, Kan., life insurance provider, as market research director.

Dianne Flock will serve as branch manager of *Quality Controlled Services'* new Farmington Hills, Mich., telephone survey center.

M/A/R/C Research, Dallas, has promoted **Maureen Keeting** to project manager and **Mark Johnson** to account executive. The Chicago office of M/A/R/C Research has added **Dan Stults** as vice president and **Cathy Noji** as senior analyst

Richard W. Tobin, president of *Strategy Research Corp.*, Miami, was inducted into the *Hispanic Business* maga-

zine *Se Habla Español* Hall of Fame for his "outstanding contributions to the Hispanic market."

Microtab, Inc., Atlanta, has promoted **Lisa Lesser** to director of client services.

Linda Goulder has joined *Behavioral Analysis Inc.* (BAI), Tarrytown, N.Y., as assistant vice president at BAI International. **Sandra Klutz** has joined BAI as senior research associate in the qualitative research department. **Glenda Auerbach** has been named vice president in the company's product development division.

Edmund Kelley has joined *C.J. Olson Market Research*, Minneapolis, as research analyst. The firm also promoted

Debbi Scheppard to data collection associate manager.

The Society of Insurance Research has established a home page on the World Wide Web. The home page contains jump links to membership information, officers, upcoming events, publications, the S.I.R. Research Award and the Associate in Research and Planning professional designation. The site address is: <http://connectyou.com/ins/sir.htm>. The non-profit organization has also elected new officers and directors, including: president—**Patricia Saporito**; president-elect—**Wendell Larson**; secretary—**Peter Delucchi**; treasurer—**Russell Bingham**.

Debbie Harsha has joined CB&A Market Research, Winston-Salem, N.C.,



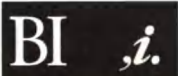
Harsha

Bryant

as local field manager. The firm has also promoted **Scott Bryant** to local field manager.


Naomi Brody has joined Langer Associates, New York, as research director.

Market Directions, Inc., Kansas City, Mo., has added **Anthony Blum** to its staff as vice president.

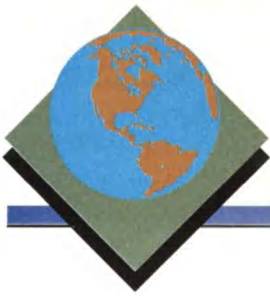


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Research Company News

Rizzo Research International, Inc. has opened a focus group facility in New York City's Flatiron district. The facility includes large and small observation rooms and state-of-the-art audio/video including equipment for simultaneous translation of multilingual focus groups. For more information call Roberto Rizzo at 212-727-7161.

TMP Milestone has changed its name to Milestone. The company's address is now P.O. Box 120, Sherborn, Mass., 01770. The new phone number is 508-650-0007.

BRX/Global, a Rochester, N.Y., research firm, has announced that Tokyu Agency, a Japanese ad agency, has been appointed the exclusive licensee for BRX/Global's Brand Equity Systems. The system enables an advertiser to monitor the value of a brand name and to predict the effect of various marketing activities on that value.

Youth Marketing Solutions has moved to a new location in the Cincinnati area. The new address is 7599 Legendary Lane, West Chester, Ohio, 45069. For more information call Tom Neiheisel at 513-779-6884.

The Video Conferencing Alliance Network (VCAN), an organization of videoconferencing centers, has added nine new members. VCAN now has centers in Atlanta, Boston, Charlotte, Chicago, Cincinnati, Detroit, Houston, Indianapolis, Kansas City, Los Angeles, Minneapolis, New York, Philadelphia, St. Louis, San Diego, San Francisco, Seattle, Stamford, Tampa and Washington D.C. For more information call 800-288-8226.

In December, **Market Facts**, Arlington Heights, Ill., signed the largest research contract in its 50-year history. The customer satisfaction research contract, worth about \$4.7 million over 15 months, is part of an ongoing program designed to help the U.S. Postal Service improve the quality of service provided to its residential customers.

At an international conference on readership research held in Berlin in October 1995, **Simmons Market Research Bureau, Inc.**, New York, was presented with an award for the Best Technical

Paper submitted. The winning paper, "Benchmarking Readership Levels in The New Study of Media and Markets to The Survey of American Readership," was written by Marty Frankel, Joe Agresti and Dan Mallet. The paper describes the process used to assure conformity in
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Let's put survey errors in perspective

By Lee Slurzberg

Editor's note: Lee Slurzberg is president of Lee Slurzberg Research, Inc., Englewood, N.J.

After several decades in the profession of marketing research, I've come to some conclusions about the state of the art of sampling. As a profession, our ability to draw samples is far ahead of what we could do 40 or even 30 years ago. For example, back then, we drew random digit dialing (RDD) samples using tables of random numbers and a systematic sample of central offices (NNXs — the first three digits). It took a couple of coders two days to write out the telephone numbers on listing sheets for a national sample of 1,000 interviews. Today sampling companies can do that overnight. But then, we completed interviews with 50 to 60 percent of the sample of live telephone numbers drawn.

The problem in the '90s is the limitations of completing a reliable sample using telephone interviews of the general population and, therefore, the effect these limitations have on sam-

pling error (the difference between the parameter estimate from the sample and the actual population parameter).

"The validity of most marketing research projects ultimately rests upon the degree to which sample-based statistics are truly representative of actual population parameters. If the sampling is biased or inadequate, it is unlikely that the research will provide marketing management with a solid basis for decision."

—from the foreword to "The Use of Sampling in Marketing Research" (American Marketing Association, 1975).

The example below reflects the typical result of conducting a national telephone study.

If 93 percent of all U.S. households have a telephone, and 70 percent of those are listed telephones, then 65 percent of all U.S. households theoretically could be reached by using a listed telephone sample. But if 56

percent of U.S. listed households have an answering machine and screen their calls, then 44 percent do not have a machine to screen out interviewers. Some persons with an answering machine will not screen all calls, or will return a call to an interviewing service.

Then only 29 percent ($.44 \times .65$) of all U.S. listed households are available for a live contact.

If 5 percent of those contacted refuse or another 5 percent are deaf or don't speak English and the interviewer doesn't have bilingual questionnaires and bilingual ability in the appropriate language, then only 26 percent ($.90 \times .29$) of households can be reached by an "ordinary" telephone interview.

That 26 percent does not allow for the percentage of no-answers or busy signal after two, three or x callbacks.

Ergo, if I survey a sample of 1,200, drawn from only 26 percent of the telephone listed households in the U.S., how can I say that the sampling error is only ± 5 percent (or whatever) and suggest that I am explaining the error in a

survey supposedly representing a sample of all U.S. households?

Is the "non-sampling" error (or non-response error) greater than the "sampling error?"

I'm not even addressing the issue that many telephone studies are not of the national variety. Perhaps answering machines are more popular in Los Angeles and New York than in Tupelo, Miss. Are unlisted households (targets of RDD samples) more likely to have an answering machine or an answering service?

One additional point: if we choose to use random digit dialing to pick up unlisted or not-yet-listed numbers, the 26 percent may go up to 28 percent.

Where does this leave us with respect to conducting these national studies?

It certainly doesn't mean we should stop doing them. Of course, in most cases, we are better off conducting the study than guessing or intuiting the findings.

It does mean that we should be concerned about the publishing or reporting to non-research management the statistical reliability of direct projections. Perhaps when we publish sample survey findings, we should clarify sampling error and report completion rates. We should also indicate that there are other sources of error: respondent's inability to recall, wording of questions, interviewer error and non-response error. These survey error sources also affect the reliability of the data, but our profession doesn't have standardized measurements for them as we do for sampling error.

It does mean that our industry (AMA, AAPOR, ARF, MRA) should strive to find ways to increase completion rates.

It does mean we should demand of clients the calendar time necessary to make callbacks on different days and day parts. Callbacks on live numbers (busy signals, not at home) are usually less expensive than virgin telephone numbers.

I hope this article helps put our work in perspective. □

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Survey Monitor

continued from p. 6

ment. The error margin of the statistical data is ± 2.8 percent at the 95 percent confidence level.

Parents in nearly two-thirds of family PC households report that their children watch less TV as a direct result of using the PC, rising to nearly three-quarters of households that own a multimedia PC equipped with a CD-ROM drive.

"The survey shows that new forms of information-intensive learning are moving rapidly into the home," says Thomas E. Miller, vice president of the Emerging Technologies Research Group at FIND/SVP, New York. "The really good news is that kids, themselves, are choosing to watch less TV once they get their hands on a PC," he adds. The study found that over 80 percent of parents interviewed who planned to purchase a home PC stated that their children's education was a primary reason for purchasing.

One very surprising finding of the new study is that young girls actually spend more time using home PCs than young boys. However, their use of PCs eventu-

ally declines. "Sometime between the fourth and seventh grade, girls' use of home PCs begins to trail off, just like their much discussed tendency to become less involved in math studies," says Peter Grunwald, president of Grunwald Associates and the lead educational consultant on the study. "This finding is especially important because it belies the stereotype that girls don't like PCs as much as boys, and it also links the issue to the larger question of why girls' interests appear to shift so dramatically as they mature."

The study also found that mothers are now as likely as fathers to use PCs at home in family households, and they are very much involved in making home PC purchase decisions. Women in 33 percent of family PC households now say they use the PC for activities that include running home businesses, keeping track of household budgets, personal learning activities, on-line searching and volunteer activities. By comparison, adult males were found to use PCs at home in only 32 percent of family PC households, primarily for work-related activities.

Children aren't just dropping TV to play games on home PCs, although games

are the single home PC application used most often by children. Parents estimate that under 40 percent of children's total PC time is used for games. Most time is spent writing homework papers and exploring information, including 14 percent of family PC households where children now use on-line services.

"One of the most interesting findings is that children also like to collaborate on PCs at home," says Grunwald. The data show that brothers and sisters do activities together on home PCs in 45 percent of family PC households. Meanwhile, parents in nearly a third of all family households indicated that household members use PCs at other peoples' homes. These findings contradict the widely held view that PCs and on-line services tend to isolate people by creating a new reason to stay at home and not mix with others. In fact, the study finds that children who go on-line are actually more likely to be involved in sports, outside activities, volunteer activities and private lessons like music or dance. For more information call FIND/SVP at 212-645-4500. The company also maintains a Web site at <http://etrg.findsvp.com>.

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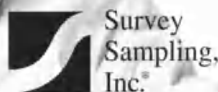
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Consumers fret over safety at ATMs

The public is increasingly aware, concerned and demanding of action to reduce the perceived risks of using automatic teller machines, according to findings of IssueTrack/USA, an ongoing study by Audits & Surveys Worldwide (ASW), New York. After interviewing 1,200 randomly selected adults, 18 years of age or older, ASW noted that safety concerns have grown as shorter days force many customers to bank past daylight hours.

"Crime at or near ATM sites may not be on the rise, but public fear of ATM related theft is increasing significantly," says Barry M. Feinberg, senior vice president and director of ASW's Public Affairs Division. "Twenty-four hour ATMs are a boon to busy customers and significantly reduce transaction costs to banks and S&Ls, but the public is increasingly concerned about the possibility of unwanted transfers of money that do not appear on anybody's books. Nearly one-quarter of those surveyed urgently want action taken to reduce the safety risks of using ATMs. Not surprisingly, the de-

mand for increased security is more pronounced among women than men and among those in metropolitan areas than those living in rural communities.”

The public is increasingly aware of the safety risks associated with using automatic teller machines...

% Aware	
Apr-95	33%
May-95	37%
Jun-95	36%
Jul-95	40%
Aug-95	38%
Sep-95	39%
Oct-95	43%

... and has become significantly more concerned with the issue of ATM safety as daylight hours get shorter.

% Concerned	
Apr-95	12%
May-95	13%
Jun-95	19%
Jul-95	21%
Aug-95	16%
Sep-95	20%
Oct-95	21%

Nearly one-quarter of those surveyed urgently want action taken to reduce the safety risks associated with using ATMs.

% Urgently Wanting Action	
Apr-95	14%
May-95	15%
Jun-95	20%
Jul-95	22%
Aug-95	21%
Sep-95	24%
Oct-95	23%

More for information call Barry Feinberg at 212-627-9700.

Survey looks at research and education habits of execs

Strategic Directions Group, Inc., a Minneapolis marketing consulting firm, recently completed its second study of U.S. marketing executives. This study of 390 marketing executives representing 381 of the largest U.S. companies and 24 industries was completed late in 1994. Two thousand eight-page questionnaires were mailed to achieve a re-

sponse rate of 20 percent.

Among the issues the segmentation study addressed were marketers' sources of information, goal setting and risk orientation. The study also focused on marketing executives' openness to new ideas and methods in marketing.

The study categorized respondents into one of five segments that Strategic Directions Group developed in 1990. In the first study, respondents sorted a set of 77 statements on attitudes and motivations. The segments were determined from this process. The five attitudinally-

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based segments are the Sophisticates, Direct Answers, Mass Marketers, Constrained, and Networkers.

The Sophisticates very strongly believe that pursuing niches or sub-groups is central to their marketing strategy. They believe that target marketing is the most efficient way to reach profitability. The Sophisticates work in companies that are "looking for change and innovation."

Dedicated to keeping up on new developments and applications in marketing, the Sophisticates do so through reading industry publications. The Sophisticates are also committed to sending their managers to seminars and training programs, thus investing in their company's future.

The Sophisticates rely more on external rather than internal data. They believe the research they've seen and agree that it gets used enough to be worth the money spent. However, the Sophisticates, along with the Constrained, appear frustrated by the lack of insight into their customers obtained from their current research.

Those in the Direct Answers segment believe most marketing consultants tell them what they already know. The Direct Answers consider most of the market research they see as neither believable nor actionable.

The research the Direct Answers tend to buy is straightforward. For marketers in the Direct Answers segment, a marketing niche is based on a two-dimensional view of the customer. This viewpoint "concentrates on a couple of key characteristics of buyers rather than on a sophisticated profile."

For the Direct Answers, attending as many professional development seminars as they can is not an important priority, nor do they try to send their managers to seminars or other training programs.

Of the five segments, the Mass Marketers least agree that marketing to niches can be profitable. Targeting niches is not central to this segment's marketing strategy.

The Mass Marketers work at companies where decisions are based on "solid research data." As a computer-literate manager, the Mass Marketer feels capable of using "the most sophisticated information technology."

The Mass Marketer is satisfied with being on time and on budget; it is "the most important consideration" for his or her market research suppliers.

Of the five segments, only the Constrained agree that they don't have "time

to do research." The Constrained report that their department waits until the last minute to get needed information. In addition, although they would like to do more research they are prevented by their budgets.

Rather than gather external data, the Constrained's department relies primarily on an analysis of internal information and secondary research.

Of the five segments, only the Constrained and the Mass Marketers believe that focus groups produce "useful insights into the behavior and needs of our customers and buyers."

Those in the Constrained segment believe their companies don't have the information needed to compete successfully in the 1990s. The Constrained exec does not see the company he or she works for as one open to change and innovation. A marketer in this segment is far less willing than those in the other segments to point out new directions to management.

Networkers like working elbow-to-elbow with the consultants they employ. More than the other segments, Networkers think it's important "to develop long-term relationships with the marketing consultants" they use. The Networker is open to using new consultants to help solve marketing problems. In selecting a consultant, a reference from a respected colleague is very important.

The Networker is committed to sending managers to seminars. In addition, this segment is the only one which attends "as many professional development seminars" as it can. Willing to propose new directions to management, the Networker believes that using "new systems and techniques in looking at marketing problems" is one way to continue to grow on the job. For more information call Carol Morgan at 612-341-4244.

Most credit card holders optimistic about finances

Directions For Decisions Inc., a Jersey City, N.J., market research company, has released some findings from its study of credit card owners. The telephone study of 931 adults, 18 years of age and older, was conducted to provide a benchmark on consumers' economic point-of-view and to obtain insights into attitudes toward credit card usage. Consumers were asked for perceptions about their job security, personal financial situation, dis-

posable income, ownership and usage of national credit cards, attitudes toward credit card debt and the current business climate.

Job confidence — A majority feel strongly that their job is secure. A third are only fairly confident in the future of their employment and 8 percent feel in jeopardy of being unemployed.

Personal financial situation — Younger consumers perceive their personal financial situations have improved over the past year. Those 50+ were most likely to feel their personal financial situations remain unchanged.

A correlation between age and posi-

Personal Financial Situation					
	Age				
	Total	18-29	30-39	40-49	50+
	%	%	%	%	%
Optimistic-Getting Better	40	57	43	36	28
Status Quo-Staying the Same	43	33	40	46	51
Pessimistic-Getting Worse	17	10	18	18	21

tive change in personal financial situation is evident. Younger consumers (18 to 29 years old), who are new to the job market, have experienced the greatest positive change. The percentage goes down as age goes up. Older age groups see their financial situation for the most part as status quo.

The next six months — An equal number of consumers feel their income will be unchanged (49 percent) as say they expect their income to increase (45 percent). As few as 5 percent feel their personal income will decrease.

Most likely to be optimistic about increased incomes are the 18- to 29-year-olds. Those expressing the greatest stagnation in income are the 50+ group.

Most credit card owners feel they have the same (41 percent) or less money (33 percent) to spend. Twenty-six percent say they have more.

Eighteen- to 29-year-olds exhibit the greatest perceived increase in disposable income. Forty-one percent say they foresee more money in their pockets.

The survey identified two groups of credit card users, the Transactors and the Revolvers. Nearly four in ten (37 percent) credit card owners state they always pay the total balance (on aver-

age, \$399) due on their cards each month. These are the Transactors. For the most part Transactors are older and in higher income groups. They are in control and smart about their credit card usage. They are using credit cards less often or at the same frequency as a year ago. They are more likely to have credit cards with no annual fee as well as take advantage of credit cards that offer rebates.

Credit card companies find their most profitable customers to be the Revolvers, those who carry balances on their credit cards and pay interest on these balances. Sixty-three percent of card owners have revolving debt on average balances of \$2,092 per month. Driving this average up are those Revolvers (38 percent) who carry high average balances — \$4,558 per month. The majority of Revolvers (62 percent) carry more modest average balances of \$613 per month.

Revolvers perceive themselves as prudent in their use of

credit cards. For example, they usually pay more than the minimum due but less than the total balance. They profess to using their credit cards less or at the same frequency as a year ago. They say they have fewer credit cards than they had a year ago. They claim they pay in cash whenever they can. And, they claim they use credit cards for unexpected purchases, special purchases not budgeted purchases.

However, this group exhibits high revolving debt in contrast to their perceived use. One-quarter (24 percent) say they worry about how they will pay off their credit card debt. Unlike the Transactors, Revolvers express a lack of control in their credit card spending. Thirty-two percent of them agreed with the statement "I don't like using credit cards; I feel like I'll lose control over my spending," while only 19 percent of Transactors felt the same way. Twenty-two percent of Revolvers are afraid they would overspend if they had a higher limit on their cards; 10 percent of Transactors share the same fear. For more information call Sue Stark at 201-413-9000.

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Data Use

continued from p. 17

percent) would have to be in the "yes" category for an effective Chi-square test. If five cases equals 5 percent, then your sample size must be 100 cases. If you have smaller numbers you may want to collapse categories to reach the required size per cell.

Q5 SHIRT SIZE by Q6 GENDER Page 1 of 1

Q5	Count Row Pct Col Pct	Q6A		Row Total
		MALE	FEMALE	
LARGE	1	60 46.9 69.0	68 53.1 53.1	128 59.5
	2	22 29.3 25.3	53 70.7 41.4	75 34.9
	3	5 41.7 5.7	7 59.3 5.5	12 5.6
Column Total		87 40.5	128 59.5	215 100.0

Chi-Square	Value	DF	Significance
Pearson	6.04800	2	.04861
Likelihood Ratio	6.17420	2	.04563
Mantel-Haenszel	3.46756	1	.06258
Minimum Expected Frequency	4.856		
Cells with Expected Frequency < 5	1 OF	6 (16.7%)	

Figure 4. A significant Chi-square (Pearson) test for category questions, shirt size by gender. (P < .050)

The Chi-square test is read the same way as the t-test. If the

probability value is .050 or less, then the test shows a significant difference between the subgroups. Chi-square statistics are printed as an option to cross-tabulation tables.

Real-world analysis

Some surveys can be tabulated using a computer spreadsheet program, but these are difficult to manipulate for crosstabulations and statistical tests. The best bet is to use a dedicated statistical package that has options for automatically creating frequency counts, crosstabs with Chi-square tests, mean breakdowns, correlations, and t-tests. These are the basic necessities. Statistical programs often include features that make analysis a lot easier, such as temporary Select-Ifs, new variable computations, and pre-formatted output reports.

A thorough statistical analysis will include first the frequency counts for all questions, then means and standard deviations for the scale and rating questions. This is followed by the mean breakdowns for each subgroup (Fig. 5) and finally t-tests between subgroups for the rating questions, and Chi-square tests for category question crosstabs.

By studying the gross findings, as well as the variables with significant statistical tests, you'll be able to discover and write about patterns that are important to the client. A word of caution: statistics are based on probabilities. If you're working at the 95 percent confidence level, this means that for every 100 tests, as many as five may have false readings. With ample practice you'll be able to spot the cases where the statistical test does not show significance but you know in

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your heart that there is meaning in a particular table.

Q.26 IMPRESSION

What is your overall impression of XXX Company (10=Best; 1=Worst)

Summaries of By levels of Variable	Q26 SEX Value	IMPRESSION GENDER GROUP Label	Mean	Std Dev	Cases
For Entire Population					
			7.1875	1.2811	300
SEX	1	MALE	7.3875	1.1111	147
SEX	2	FEMALE	7.0104	1.5444	153

AGE	1	UNDER 30 YEARS	5.1935	1.3018	75
AGE	1	31 TO 39 YEARS	6.1935	1.5250	81
AGE	2	40-49 YEARS	7.0333	1.5400	80
AGE	2	50 YEARS AND OVER	7.8250	1.2444	64

ETHNIC	1	CAUCASIAN	7.2455	1.2933	211
ETHNIC	2	HISPANIC	7.2525	1.3030	58
ETHNIC	3	ALL OTHER	7.1900	1.1375	31

INCOME	1	UNDER \$25,000 YR	5.5455	1.2933	111
INCOME	2	\$25 - \$50,000 YR	7.0000	1.3000	92
INCOME	3	OVER \$50,000 YR	8.4545	1.3375	97

Figure 5. Typical mean breakdowns for a rating question.

Many programmers and vendors provide "banners," which are multiple crosstabs on one page. For example, a one-page banner would have the totals for a "yes/no" question in the leftmost column, showing the number of cases and percentage. To the right of that appears the count and percentage for each demographic subgroup — such as male/female, high/medium/low income, ethnic group, etc. Here is another case where experience pays off. If the "yes/no" percentage is 50/50 for the total, and going across the banner categories all you see is 50

percent, 48 percent, 49 percent, 52 percent, etc., then you know the Chi-square tests will not be significant. On the other hand, if you see 60 percent/40 percent for the male/female crosstab, and 61 percent/51 percent/39 percent across the high/medium/low income groups, then you can see that these subgroups vary considerably from the total. You can be fairly certain the tests will show that the differences are real—not due to chance. To make short work of banners, use a yellow highlighter to mark all the "deviant" banner subgroups, then go back and note the patterns.

Have no fear

There is no need to fear the idea of statistical analysis. For a comprehensive report using statistical testing, the two most important procedures, besides the total frequency counts, are the t-test and the Chi-square test. The t-test is used to compare the mean for a rating or scale question between two subgroups, such as male versus female. This requires a working knowledge of the mean and standard deviation for a subgroup distribution. A graphic display, such as a histogram plot, aids in this understanding. For a two-category question, such as a "yes/no" response by "male/female," use a cross-tabulation with the Chi-square test.

To proceed from survey findings to an authoritative report, you must review and understand both the total findings and the data for each subgroup. The subgroup patterns and statistical tests add another dimension to the analysis of market research surveys. The tests described here are used most often in market research. They are, however, only two out of a vast array of statistical tools that are useful in data analysis. □

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Maglev continued from p. 13

maglev concept, its appeal as an alternate mode of ground transportation, its allure as an attraction, and the level of fare sensitivity of potential riders. From travel agents, the study sought attitudes toward incorporating maglev as a transportation portion of tour packages.

The study objectives of the qualitative phase included:

- Measuring the level of expectations of the system, including wait-time between trains and the viability of having an "attraction center" promoting the maglev at the airport.
- Insight into the sensitivity of automatic baggage transfer from the inbound airline to the hotel and its impact on maglev ridership decisions.
- An indication of fare boundaries for the trade-off analysis in the quantitative phase and discussion of question design.
- From travel agents, input regarding maglev's "salability" and how it might be incorporated into travel packages.
- Appropriate strategies for product introduction.

PHASE ONE

Qualitative research traditionally precedes more detailed analytical methods for a variety of reasons. Some researchers use a focus group setting for brainstorming; many use its relaxed environment to obtain consumer opinion on particular products and services. Today, researchers are beginning to integrate quantitative methods into the qualitative arena, testing future survey designs and ultimately helping to formulate studies that provide more informed decision making.

Focus groups for the maglev project involved both automobile and air travelers who frequented central Florida for vacation purposes. There also were

sessions with travel agents who book a lot of trips to the area.

Participant selection criteria included travel to the Orlando area with quotas involving travel patterns, family type (with and without children), household income and gender. Sessions were held with three types of consumers: those who travel to Orlando by plane, those who travel by car, and "snow birds," those who live elsewhere but maintain a home in Florida, spending four to six months of the year there.

All eight focus group sessions (Fig.

**Figure 1
Focus Group Sites**

Audience	Location
Consumer Sessions	Atlanta Garden City, New York Toronto Chicago Columbus, Ohio
Travel Agent Sessions	Orlando Garden City, New York Chicago

1) integrated surveys to supplement the basic qualitative effort. After viewing a short concept video, participants responded to an initial reaction survey. Another survey, with subsequent discussion, at the end of each session obtained more in-depth data on usability and several trade-off question designs, one of which would be used in phase two of the project.

The sessions were organized as follows:

- A pre-session survey collected information related to travel planning, the booking of reservations and the importance of various attributes in deciding on the mode of transportation used to go from the airport to the hotel.
- A nine-minute video of interior and exterior footage of the German maglev prototype developed for demonstration purposes by Transrapid.
- Each participant completed a "concept reaction" survey to obtain top of mind impressions, attitudes and pricing opinions.

This phase also involved several

one-on-one interviews with significant travel wholesalers who bundle and resell travel packages to travel agencies. These interviews were conducted similarly to the focus groups.

Positive reaction

There was strong positive reaction from consumers and those in the travel industry to the development of a high speed train system such as maglev. The written "concept reaction" survey reinforced opinions respondents expressed verbally during the groups. In open discussion in all sessions, respondents used words like neat, great, fun, exciting, good-looking, comfortable, futuristic, safe, and cool to describe their impressions. The train's technology, speed, energy efficiency and environmental friendliness were attributes that had important appeal to the participants, though "high speed" unnerved some.

Maglev was viewed more as another mode of transportation than as an attraction. As an attraction, the ride's short duration could limit the number of repeat trips.

Participants naturally based their ideas of an acceptable fare on their experiences with other modes of inter-city transportation. Even so, certain incentives could elevate the actual fare charged.

Ease of personal and baggage transfer were found to be critical to the success of a system of this type. Transfer from airline arrival gates and/or airport baggage areas to the train's terminal must be convenient and speedy to offset plans to take an alternate mode of transportation — taxi, shuttle bus or rental car. Baggage transfer must be seamless.

Respondents said that the maglev's airport terminal should be comfortable, similar to an airline's. Having a small information and/or technology display would be appropriate. First-time users would be interested in the anticipation of the upcoming trip. It also would entice walk-on traffic.

An on-board video of the technology was the least important attribute according to the reaction survey.

However, during the discussion, positive comments were made about this feature, e.g., an educational exhibit while riding.

Maglev Transit immediately used the focus group information to begin design and development of its marketing plan. The findings were also used extensively in preparing for meetings with other parties that had a vested interest in the rail system: The City of Orlando, the Orlando International Airport, the International Drive Business Association, and several local communities and neighborhood associations.

PHASE TWO

Phase two of the study used a paired trade-off approach to learn consumer opinion toward several competing modes of transportation and evaluate the price sensitivity between each. Specifically, this phase helped evaluate the trade-offs consumers would make between the maglev and an alternative mode of transportation.

Conjoint analysis is widely recognized as a way to query respondents for opinion toward a product, service or a bundling of both. In a conjoint exercise, consumers make the same type of choices they make when shopping. They weigh product features and attributes, making trade-offs on their way to picking the product that best meets their needs and wants. This information facilitates optimum product and pricing design and more informed decision making.

The primary purpose of the trade-off phase was to obtain a direct comparison between alternate modes of transportation, including maglev, from the airport. This phase also was

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designed to better understand some of the opinions derived from the focus groups.

- Specifically, the objectives included:
- Comparison of competing modes of

with travelers at the Orlando International Airport. The questionnaire used a series of questions based on a paired trade-off between two transportation options (see Fig. 2). The layout was

hours).

At an appropriate time during the interview, the respondent was shown a characteristics grid (Fig. 3) displaying information about each transportation mode. As can be seen, an attempt was made to provide the respondent with an unbiased set of features for each mode.

The study's result is based on 400 completed interviews, 100 per pair combination set. Quotas were set for both inbound and outbound respondent type, and the final dataset was weighted to overcome disparities. The data were also adjusted for the seasonal variation between vacation and business traffic.

Beyond basic descriptive statistics, the study used the Student's t test to identify significant differences about the Likert scale centroid. The conjoint methodology identified a favorable fare structure and its elasticity. Factorial analysis was used to discern if clustering existed among variables such as: reason for being in Orlando, method of transportation to/from the hotel, attitude toward automatic baggage transfer, likelihood of taking an advanced technology transport, attitude toward the maglev train as an attraction, and select demographics. Regression analysis also was helpful in understanding the relationship among variables.

The airport intercept research developed the ridership preference/likelihood grid (Fig. 4). The grid resulted from a series of crosstabulations using the set of trade-off questions and an "educated" ridership opinion question asked at the end of the survey.

Based on the data illustrated in the grid, 12 percent of respondents indicated that they had a strong preference for maglev compared to the alternative mode presented at a \$21 fare, and they were very likely to take the maglev train, regardless of fare. Moreover, 20 percent had a strong preference at a \$12 fare and were very likely to use the train. Well over half (59 percent) had a neutral to strong preference for maglev, and were at least somewhat likely to use it from the airport to International Drive.

The study's data then was used as input for two models that provided ridership estimates. The first, a trend & cycle

Figure 2
Paired Comparison

Preference scale:										
Strongly Prefer Mode A	1	2	3	4	Neutral	6	7	8	9	Strongly Prefer Mode B

transportation from the airport based on travel time, drop-off convenience and cost.

- Obtaining consumer opinion of the sensitivity of automatic baggage transfer from the inbound airline to the hotel and its impact on ridership decisions.
- Measuring the train's appeal as a tourist attraction.
- Obtaining data on consumer travel patterns.
- Obtaining basic demographic, geographic and psychographic information on the respondent.

This phase used conjoint methodology and involved personal interviews

based on a factorial design having four factors of three to four levels each. Fare is an example of a factor that has up to four levels.

Several Likert scale questions were positioned between introductory travel related questions and respondent demographics. The scale ranged from 1, which denoted strong preference toward transport mode A, to 9, which indicated a strong preference for mode B. Each respondent was shown three transportation pairs. Four combinations of trade-off pairs were then randomly distributed across the airport and rotated by day parts (morning, midday and evening

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OBJECTIVE:

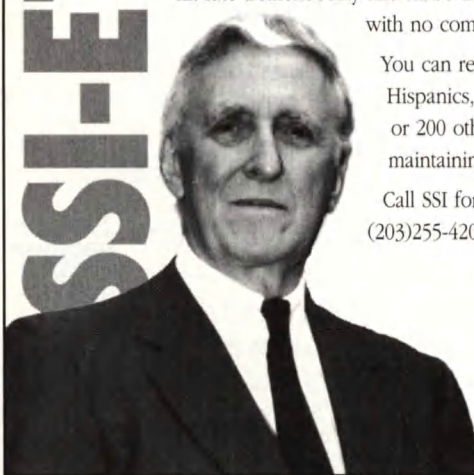
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model, was based on analysis of linear and cyclical times series at various lag times. This model used historic airport statistics to project inbound traffic (domestic and international) through the

seamless transfer of baggage from the airport to the visitor's hotel.

Information from this research formed an integral part of ridership projections, financial structuring and strategic trans-

The change resulted in a speed reduction from the approximate 250 m.p.h. used in the intercept study to 125 m.p.h. Even so, actual travel time from the airport to International Drive increased

**Figure 3
Transportation Characteristics Grid by Mode**

Aspect	Taxi	Rental Car	Shuttle Bus	Maglev
Travel time to hotel	30-45 minutes	30-45 minutes	30-45 minutes	10-20 minutes
Departure frequency	On demand	30-45 minutes for check-in time and car retrieval	Every 20 minutes	Every 18 minutes
Comments	<ul style="list-style-type: none"> • Single transfer to hotel • Will need another mode of transport to attractions • Personally handle baggage transfers • "Leave the driving to us" concept 	<ul style="list-style-type: none"> • Single transfer to hotel • No need for another mode of transport while in area • Personally handle baggage transfers • Personally control drive and activity time to hotel/attractions • Unfamiliarity with road system • Possible need for tolls • Provide own gas • Possible CDW expense of \$12/day 	<ul style="list-style-type: none"> • Single transfer to hotel • Will need another mode of transport to attractions • Personally handle baggage transfers • Possible multiple hotel stops • "Leave the driving to us" concept 	<ul style="list-style-type: none"> • Two transfers to hotel • 250 MPH ride • 7 minutes to I-Drive • Will need another mode of transport to attractions • Baggage automatically transferred to maglev • "Leave the driving to us" concept

year 2000. The second model was for actual ridership. The ridership model combined elements of the preference/likelihood grid and the trend & cycle projections to estimate market size then ridership at various fare levels for several points in time.

Strong advantage

The study's results coincided very closely to the qualitative research. Both were conclusive: The maglev concept

portation planning.

Postscript: During 1994 (about six months after completion of this research phase) Maglev Transit changed technology from that based on Germany's Transrapid to Japan's HSST system.

no more than three minutes. However, the technology change did affect certification and the maglev train's project implementation. At the time the article was written, the review and approval process was still underway. □

**Figure 4
Preference/Likelihood Grid**

Combination	Fare		
	\$21	\$16	\$12
Strong & Very Likely	12%	17%	20%
Moderate & Very Likely	9%	8%	9%
Neutral & Very Likely	1%	3%	1%

has merit and usability. Based on this research, a maglev train has strong competitive advantage against its main competition, the rental car. When taking into account the upper fare limit (from the fare elasticity findings), its position remains especially strong if there is

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continued from p. 8

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Saporito establishes home page

Saporito & Associates, a New York research and consulting firm specializing in the insurance industry, has established a home page on the World Wide Web. In addition to information about its

products and services, the home page has a list of new insurance research resources that the company selects from to include in its new database, INSCite. The site also includes a resource submission form that subscribers or publishers can use to forward recommendations for additions to the INSCite database. The address is: <http://www.brainlink.com/~saporito>.

New release of Customer Insight's AnalytiX

Customer Insight Co., Orlando, Fla., has released AnalytiX 2.2, an enhanced version of its AnalytiX System for database marketing. The Windows-based software helps companies analyze marketing data by generating detailed, custom-designed reports compiled from transaction-level customer information. New features include faster write-back, distributed/remote processing capabilities, an incremental database module, an OnSite database build module, neural net modeling interface, and a three-level compression module. For more information call 303-397-7772.

SDR puts a dollar amount on brand equity

SDR, Inc., Atlanta, has released BrandValuator, a new tool for estimating the value of a brand name or trademark. The model is designed to benefit corporate financial officers and corporate planners. In 1992 SDR developed a conceptual framework for measuring brand value and brand equity from the buyers' viewpoint. The goal was to develop a tool for brand managers to better understand brand value and brand equity and their various components. Using survey research techniques coupled with new information processing theory, the model was tested and refined in 1993 and 1994. From this effort, SDR researchers felt that similar techniques could be used to estimate the actual dollars and cents a brand name or trademark was worth to buyers and potential buyers of a product or service, at the unit level. Given accurate unit sales estimates, the model could then estimate the value of a brand or trademark in the total market or in major subsegments. SDR's model is based on

the assumption that only purchasers in a specific product or service category can determine the value of brand names in the category. The SDR BrandValuator is based on measuring such buyers' choices in an experimental setting, using widely accepted marketing research methods. The buyer's evaluation of overall product/service value is then parceled into values due to price, product/service features, and the intrinsic features of the brand name—the brand's equity. The buyer's evaluation of the brand name equity is then restated in dollars and cents. For more information call William Neal at 770-451-5100.

Software gathers survey data through networks

GroupSystems Survey by Ventana Corp., Tucson, Ariz., is a software program that allows for rapid surveying of large numbers of people. The software is designed to: gather information through a network of PCs regardless of time or location; accumulate responses instantaneously; tabulate hundreds of surveys in minutes; distribute survey results rapidly. Participants respond online in four ways: using networked training rooms, over office networks, using stand-alone diskettes or via kiosks. For more information call 800-368-6338.

New toll-free survey program

Decision Analyst, Arlington, Texas, has launched a customer survey program that allows businesses to receive fast feedback via a 24-hour toll-free number. Called 800 Customer Opinion, the service provides businesses a way to receive continuous feedback relating to products, services, employees, dealers, retail stores, etc. Decision Analyst assigns businesses an 800-number for specific projects, then assists in questionnaire design. The company also recommends ways clients can encourage their customers to respond to the service. When customers call they hear a voice-activated, automated questionnaire. They answer questions by pressing numbers on the phone keypad and/or voicing their opinions after a prompt. For more information call Jerry Thomas at 817-640-6166.

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flexibility to change any aspect of the form throughout the year. Finally, to increase awareness and to eliminate any delays caused by inter-office distribution, DRC sends the report form directly to advisors via U.S. mail.

Advisors have indicated to management that past attempts to collect this information were outdated, inconsistent and very confusing. "Our previous report forms included information that the corporate office needed in our database, but was confusing to the advisor," says Beier. "DRC used our database to streamline the form and to provide only the information that the advisor needed to complete the form."

A new distribution method, the addition of the description list, the elimination of unnecessary information and a user-friendly form resulted in a 30 percent jump in response rates in some area offices. With the program changes, AXP Advisors finally met and passed their response rate goal of 70 percent, closing last quarter at 77 percent.

Quarterly reports

The client acquisition technique measurement team issues quarterly data reports on the study findings to field leaders and internal program leaders. "We report quarterly the results of the study so that the leadership in the field and corporate office is able to provide advisors adequate training and support," says Beier. If needed, AXP Advisors can also call DRC to receive mid-quarter updates to see how things are going.

DRC returns the results to AXP Advisors as raw data matched back to the firm's database. The report forms are scanned by DRC staff using image/OCR scanning software. The software interprets the advisor's pre-printed identification number and the technique code hand printed by the advisor and converts the characters to an ASCII format. The scanned advisor data is matched to the corresponding advisor number in the AXP Advisors database and merged.

The new image scanning software solution has helped AXP Advisors rectify the data entry and invalid data problems. "Our internal staff have analyzed the data provided by the image scanner and found it to be 98 percent accurate," says Beier.

"Until now we have felt that we did not have a reliable process for collecting and analyzing client acquisition information. It had been a challenge to find the right combination of solutions for each step in the process. We were crawling with the program. DRC's solutions have allowed us to get up and run with the program," says Beier. "The changes in our client acquisition techniques study allow the research department to focus on the immediate objective — to provide high quality data quarterly to its internal partners to be used for future resource planning." □

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Minnesota

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¹²

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Yarnell Inc.

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Focused Solutions

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Washington

Consumer Opinion Services

SPECIALTY CROSS INDEX OF MODERATORS

Refer to Preceding Pages For Address, Phone Number and Contact Name

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Sweeney International, Ltd.
Yarnell Inc.

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James Spanier Associates

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Mgmt. Cnsltg.

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Erlich Transcultural Consultants
First Market Research (J. Reynolds)
Irvine Consulting, Inc.
Nancy Low & Associates, Inc.
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Erlich Transcultural Consultants
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Hispanic Marketing
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Market Development, Inc.
Phoenix Consultants
Strategy Research Corporation
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Matrixx Marketing-Research Div.
MedProbe, Inc.
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Nordhaus Research, Inc.
Rhoda Schild Focus Group Rec./
Mktg.
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Mgmt. Cnsltg.

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Marketing Advantage Research

NATURAL HEALTH CARE/REMEDIES

Focused Solutions

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Gerald Schoenfeld, Inc.

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Greenleaf Associates, Inc.
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The Customer Center, Inc.
Marketing Advantage Research

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D/R/S HealthCare Consultants
Focus On Hudson
Irvine Consulting, Inc.
Market Navigation, Inc.
MCC Qualitative Consulting
MedProbe, Inc.
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POLITICAL RESEARCH

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PUBLIC POLICY RSCH.

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CJI Research Corporation

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Fader & Associates
Marketing Advantage Research

Paul Schneller - Qualitative
Sunbelt Research Associates, Inc.

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Spier Research Group

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Brittain Associates
Leichliter Associates
Strategy Research Corporation
Yarnell Inc.

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Creative & Response Rsch. Svcs.
Grieco Research Group, Inc.
POV
Strategy Research Corporation

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Marketing Advantage Research

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Doyle Research Associates
Fader & Associates
KidFacts Research
Matrixx Marketing-Research Div.
MCC Qualitative Consulting

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Daniel Associates
Delta³ Research
Elrick and Lavidge
First Market Research (J. Heiman)
Horowitz Associates Inc.
Marketing Advantage Research
MCC Qualitative Consulting
POV
Rockwood Research
Pamela Rogers Research
Gerald Schoenfeld, Inc.
Strategy Research Corporation

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Consumer/Industrial Research (C/IR)
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Medical Marketing Research, Inc.
MedProbe, Inc.

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Research Data Services, Inc.

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KidFacts Research

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Sweeney International, Ltd.

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Nordhaus Research, Inc.
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VIDEO

TELECONFERENCING

The Answer Group

WEALTHY

Brittain Associates
The Deutsch Consultancy
Strategy Research Corporation

YOUTH

Fader & Associates
Outsmart Marketing
POV

Research Company News

continued from p. 21

print audience levels between the two sample databases used in Simmons' re-designed methodology.

The David K. Hardin Memorial Endowment in Market Research has been created at Elmhurst College through a \$1 million gift from the David K. Hardin Generativity Trust. The Trust was established by Dr. David K. Hardin, the late chairman and CEO of Market Facts, Inc., to carry out some of his deeply held goals: the preservation of the Earth and biodiversity; the creation of jobs in developing countries; and to honor his business interests in market research. The endowment will create The David K. Hardin Institute for Market Research at Elmhurst, which will be a catalyst for developing courses that contribute to the curriculum of the College's Center for Business and Economics, and special programs for a variety of audiences in the area of market research. Each year, at least one Elmhurst student will be appointed "The David K. Hardin Fel-

low" and undertake an internship with Market Facts will receive a merit scholarship.

Quality Controlled Services, St. Louis, has opened a new telephone survey center in Farmington Hills, Mich., a suburb of Detroit. The center features 50 CRT telephone interviewing stations equipped with predictive dialing. It also features digitized voice recording for verbatim responses. The center has a focus group suite equipped with FocusVision for live transmission of focus groups. Dianne Flock will serve as branch manager of the new facility.

IriS (International Research InstituteS), Brussels, has added two new members to its network of international research firms: Brian Sweeney & Associates in South Melbourne, Australia, and Environics in Toronto, Canada.

Spatial Insights, Inc., a Vienna, Va. geographic information services company, has donated a desktop mapping system and services to Food & Friends, a Washington, D.C., non-profit organiza-

tion that provides three meals a day, at no cost, to people with HIV/AIDS. The company donated consulting services, MapInfo software, and a color printer for Food & Friends staff to use in mapping and managing client meal deliveries. Business Location Research, Tucson, Ariz., also donated their proprietary StreetNetwork 5.0 product covering the Washington area. Food & Friends volunteers use maps prepared with MapInfo and StreetNetwork to complete their daily deliveries to clients.

Database America (DBA), Montvale, N.J., has signed a joint-marketing agreement with Decisionmark Corp. under which Decisionmark will act as a reseller of DBA's All Business File and U.S. Consumer Information Database. The information will be formatted for use with Decisionmark's desktop software package Proximity.

Carlson Marketing Consultants, serving the restaurant and hospitality industry, has moved to 23267 Cherry Hill, Mission Viejo, Calif., 92692. Phone 714-768-3624.

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Directory of data processing &



statistical analysis providers

Editor's note: The QMRR data processing directory has been reorganized to make it more user-friendly (we hope!). Instead of a single directory of firms providing data processing/statistical analysis services and software, you'll find two separate directories. If you're looking for a firm to handle your data processing tasks or offer consultation on statistical analysis, consult the listings on the following pages. If you're looking for a software package to do the number crunching yourself, consult the directory on page 58. As always, if you have suggestions on how to make these directories better, please let us know.

Service Codes

CD	Coding
DE	Data Entry
DT	Data Tabulation
SC	Scanning Services
SA	Statistical Analysis

AccuStat
65 Washington St.
Santa Clara, CA 95050
Ph. 408-356-1255
Fax 408-249-3780
E-mail: glyph@well.com
Vimce T. Migliore, Owner
Services: CD, DE, DT, SA

The Accutab Company
125 Marsellus Pl.
Garfield, NJ 07026
Ph. 201-546-7100
Fax 201-546-7100
Jon Brunetti, Principal
Services: CD, DE, DT

AcquaData Entry Services Inc.
3040 E. Tremont Ave.
Bronx, NY 10461
Ph. 718-824-8887
Fax 718-824-8856
Susan Acquafredda, President
Services: DE

Adapt, Inc.
12400 Whitewater Dr., Ste. 165
Minnetonka, MN 55343
Ph. 612-939-0538
Fax 612-939-0361
Dave Koch, General Manager
Services: CD, DE, SC

Advanced Data Research, Inc.
329 Enterprise Ct.
Bloomfield Hills, MI 48302-0305
Ph. 810-332-1217
Fax 810-332-6869
E-mail: ADR4@IX.Netcom.com
Internet: http://ADR.com/
Kevin Cook, V.P. Tech. Mktg.
Services: CD, DE, DT, SC

Advantage Research, Inc.
16875 W. Wisconsin Ave.
Brookfield, WI 53005
Ph. 414-827-7000
Fax 414-827-7010
Scott Segrin, Vice President
Services: CD, DE, DT, SA

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E-mail: 72672.1327@compuserve.com
James H. Sotzing, President
Services: SA

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Analytical
COMPUTER SERVICE, INC.

Analytical Computer Service, Inc.
640 N. LaSalle Dr.
Chicago, IL 60610
Ph. 312-751-2915
Fax: 312-337-2551
Jerry Madansky, President
Services: CD, DE, DT, SA
Branch office:
8687 E. Via de Ventura
Scottsdale, AZ 85258
Ph. 602-483-2700
Fax 602-483-9388
Jack Pollack, Vice President

Data processing service bureau for 25 years providing coding, data entry, data cleaning, cross tabulations and multivariate analysis. Developer and marketer of ACS-QUERY, PC-based CATI and CAPI system, WINCROSS, a production-oriented Windows-based PC cross tab package, KNOCK-OUT, for data entry, and JUGGLER, to match/merge/sort ASCII and column binary data files, randomize files and pick every nth number. (See advertisement on p. 61)

Ardisson and Associates
2399 Lawrenceville Hwy., Ste. 4
Lawrenceville, GA 30244
Ph. 770-339-1091
Fax 770-339-1092
Tom Ardisson, President
Services: CD, DE, DT, SA

Atlantic Marketing Research Co., Inc.
109 State St., 4th fl.
Boston, MA 02109
Ph. 617-720-0174
Fax 617-589-3731
Peter F. Hooper
Services: CD, DE, DT, SA

AutoData Systems
6111 Blue Circle Dr.
Minnetonka, MN 55343-9108
Ph. 612-938-4710
Fax 612-938-4693
Ken Sourbeck, Sales Manager
Services: DE, SC

Bruce Bell & Associates, Inc.
P.O. Box 400
Canyon City, CO 81212
Ph. 800-359-7738
Fax 719-275-1664
Jim Parnau, President
Services: DE, DT



Bennett Research
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Andrew Hayes, V.P. Marketing
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are best viewed as an ongoing process. Bernett adds QDB's (qualitative databases) to its reports. Post-project, when our clients construct new hypotheses, they can easily refresh their memory through instant access to specific participant comments. Digitize and embed important audio clips into the report.

(See advertisement on p. 31)

BG

The Blackstone Group

The Blackstone Group, Inc.

360 N. Michigan Ave.
Chicago, IL 60601
Ph. 312-419-0400
Fax 312-419-8419
Ashref Hashim, President
Service: CD, DE, DT, SC, SA

The Blackstone Group offers the full range of research services in-house, including the following types of multivariate analyses: discriminant, cluster, factor, segmentation, regression, conjoint, CHAID, and perceptual mapping. We are also equipped with a high volume scanner.

(See advertisement on p. 16)

Michael Blatt & Co., Inc.
606 Sespe Ave., #203
Fillmore, CA 93015
Ph. 805-524-6845
Fax 805-524-1531
Michael Blatt, President
Services: CD, DE, DT, SA

BMDP Statistical Software, Inc.
12121 Wilshire Blvd., Ste. 300
Los Angeles, CA 90025
Ph. 800-238-2637 or 310-207-8800
Fax 310-207-8844
E-mail: sales@bmdp.bmdp.com
Internet: http://www.bmdp.com
Leon S. DiIpare, Sales Manager
Services: SA

Bolding Tab Service, Inc.
22 Sachem St.
Norwalk, CT 06850
Ph. 203-847-1108
Fax 203-849-9300
Lee Bolding, President
Services: DT

BAI

BOSMA & ASSOCIATES
INTERNATIONAL

Bosma & Associates International

1111 Third Ave., Ste. 2500
Seattle, WA 98101
Ph. 800-377-2945
Fax 800-377-0866
E-mail: Bosma@axionet.com
John Bosma, President
Services: CD, DE, DT, SC, SA
Branch office:

555 W. Hastings St., Ste. 700
Vancouver, BC V6B 4N5
Canada
Ph. 800-377-2944
Fax 800-377-0866
Steve McKay, Dir. Bus. Dev.

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implementation of fully-integrated customer satisfaction tracking programs and organizational quality measurement systems. Our clients encompass small/mid-sized business, Fortune 500 companies and government agencies. BAI utilizes a full range of sophisticated research/sampling designs, data collection methods, measurement instruments and analysis tools, including unique proprietary segmentation models.

(See advertisement on p. 44)

Brunetti & Associates
201 Rock Rd., Ste. 217
Glen Rock, NJ 07452
Ph. 201-652-6448
Fax 201-652-6318
Wally Brunetti, President
Services: CD, DE, DT, SA

Business Forecast Systems, Inc.
68 Leonard St.
Belmont, MA 02178
Ph. 617-484-5050
Fax 617-484-9219
Robert Goodrich, President
Services: SA

Business Research Services, Inc.
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Cleveland, OH 44122
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Fax 216-292-3048
Ron Mayher, General Manager
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Buzz Saw Computing
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Ph. 603-888-7210
Services: SA

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Arlington, VA 22201
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Fax 703-243-6272
John Stokes
Services: CD, SA

Cascio Research Services
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Norwalk, CT 06851
Ph. 203-854-6587
Fax 203-866-5257
John Cascio, President
Services: CD, DE, DT, SC, SA

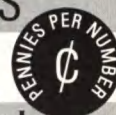
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Our products are a good value	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Cincinnati, Ohio 45212
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fax (513) 841-0666

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SC	Scanning Services
SA	Statistical Analysis

Multivariate Software, Inc.
4924 Balboa Blvd., #368
Encino, CA 91316
Ph. 818-906-0740
Fax 818-906-8205
E-mail: eqs@netcom.com
Brian Lorber, Sales Manager
Services: SA



NCS
4401 W. 76th St.
Edina, MN 55435
Ph. 800-347-7226
Fax 612-893-8102
Services: DE, SC, SA

NCS provides OMR, OCR, and ICR recognition scanners and utility software, multiple survey software packages, consulting and outsource services for internal/external surveys and creation of customer databases. Services include full research,

survey design, questionnaire design and printing, variable intelligent printing, distribution/mailing of collateral and survey instruments, receiving, scanning, statistical analysis and reporting.
(See advertisement on p. 52)

NCSS
329 N. 1000 E.
Kaysville, UT 84037
Ph. 801-546-0445
Fax 801-546-3907
Internet: <http://www.icw.com/ncss>
Jerry Hintze
Services: DT, SA

Nichols Research, Inc.
333 W. El Camino Real, Ste. 180
Sunnyvale, CA 94087
Ph. 408-772-8200
Fax 408-773-8564
E-mail: nichols@interserv.com
Richard Robinson, MIS Manager
Services: CD, DE, DT

Optimum Solutions Corp.
265 Sunrise Hwy.
Rockville Centre, NY 11570
Ph. 516-247-5300
Fax 516-763-6769
Ira Sadowsky
Services: CD, DE, SC

Outsource America
1303 10th St. E.
Palmetto, FL 34221
Ph. 813-729-5694
Fax 813-729-2739
Scott Stewart, V.P. Bus. Dev.
Services: CD, DE, DT, SC, SA

PINE COMPANY

Data Processing for Marketing Research

Pine Company
1607 16th St.
Santa Monica, CA 90404
Ph. 800-969-PINE
Fax 310-453-3969
E-mail: PineData@aol.com
Ben Pine, Founder/CEO
Dan Dickson, President/COO
Debbie Harbot, Vice President
Ed Sugar, Dir. Mktg. Rsch. Slis./Mktg.
Shannon McNeely, Dir. Slis. & Mktg.
Services: CD, DE, DT, SC, SA

Established 1967, Pine Company is the West's largest full-service provider of data processing for market research—the first to offer scanning with Intelligent Character Recognition (ICR). In addition to recognizing handprint, ICR has the speed and accuracy of Optical Mark Reading and frees questionnaire design from special printing requirements. Pine Company also provides coding, data entry, tabulation, and presentation graphics.
(See advertisement on p. 53)

Point-of-View™ Survey System, Inc.
1380 Lawrence, Ste. 820
Denver, CO 80204
Ph. 303-534-3044
Fax 303-623-5426
E-mail: POVSS@aol.com
Kevin Kearney, President
Services: DT

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Pro Tab
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Dallas, TX 75243
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Fax 214-824-5670
Vicki Bernstein, Owner
Services: CD, DE, SA



Productive Access, Inc.
19851 Yorba Linda Blvd., Ste. 203
Yorba Linda, CA 92686
Ph. 800-693-3111
Fax 714-693-8747
E-mail: bhontz@paiwhq.com
Brad Hontz, President
Services: CD, DT
Branch office:
148 N. Williamsbury
Bloomfield Hills, MI 48301
Ph. 810-646-7046
Fax 810-646-5459
John Sevec, Director

PAI's mTAB™ service offers a complete data processing and software solution for the analysis of survey research data. With PAI's mTAB service, you can analyze your survey data in many unique ways, including analysis across time and across other similar studies. Therefore, mTAB is particularly well suited for the analysis of large, ongoing studies such as customer satisfaction or consumer tracking.

(See advertisement on p. 69)

Pulse Analytics, Inc.
152 Jeffer Court
Ridgewood, NJ 07450
Ph. 201-447-1395
Fax 201-447-2104
Stanley I. Cohen, President
Services: SA



Pulse Train Technology
618 U.S. Hwy. One
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Ph. 407-842-4000
Fax 407-842-7280
E-mail: PTTSystems@aol.com
Henry Copeland, President
Services: CD, DE, DT, SC

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(See advertisement on p. 5)

QQQ Software, Inc.
302 N. Irving St.
Arlington, VA 22201
Ph. 703-528-1288
Fax 703-528-1289
E-mail: QQQSOF@aol.com
Pike C. Reynolds IV, V.P. Mktg.
Services: DT, SA

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data processing
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SC	Scanning Services
SA	Statistical Analysis

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Ph. 212-243-0004
MacGregor Suzuki, President
Services: CD, DE

Quality Information Center
1374 Richmond Rd.
Staten Island, NY 10304
Ph. 718-987-0893
Fax 718-667-8005
William De Santis, Vice President
Services: CD, DE



Quantime Corporation

67 Maygrove Rd.
London, England NW6 2EG
Ph. 44-171-625-7222
Fax 44-171-624-5297
Norman Grunbaum, Director
Services: CD, DE, DT, SA
Branch offices:

11 E. 26th St., 16 fl.
New York, NY 10010
Ph. 212-447-5300
Fax 212-447-9097
Joseph Marinelli, President

100 Merchant St., Ste. 125
Cincinnati, OH 45246
Ph. 513-771-7111
Fax 513-771-2121
Rudy Bublitz, Account Mgr.

One Sansome St., Ste. 2100
San Francisco, CA 94104
Ph. 415-951-4742
Fax 415-951-1077
John Taggart, V.P.

Quantime Amsterdam
Prinsengracht 747
1017 Amsterdam the Netherlands
Ph. 31-20-420-2631
Fax 31-20-420-1163
Rob Cival, Account Mgr.

Quantime operates a full service data processing bureau offering coding, data entry, data editing, cleaning, full tabulation with complete sample balancing and various statistical applications including significance testing on finished management tables. Data files are generated to feed into statistical, graphics and spreadsheet programs without re-entering specifications. Quantime provides databases readable in Quanvert, our easy to use data analysis program for Windows or PC based or MS-DOS.

(See advertisement on p. 3)

Quantum Consulting, Inc.
2030 Addison St., Ste. 410
Berkeley, CA 94704
Ph. 510-540-7200
Fax 510-540-7268
Robert Uhlner, Vice President
Services: DT, SA



Questar Service Quality Research

2905 W. Service Rd.
Eagan, MN 55121
Ph. 612-688-1938
Fax 612-688-0546
Julie Fontaine, Supv. Mktg. Support
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(See advertisement on the Back Cover)

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Bethesda, MD 20814
Ph. 301-951-4484
Fax 301-951-3362
E-mail: REDATA@MCIMAIL.COM
Peter Van Brunt, President
Services: CD, DE, DT, SC, SA

Renaissance Rsch. & Consulting
127 East 59th St.
New York, NY 10022
Ph. 212-319-1833
Fax 212-319-1833
Dr. Paul M. Gurwitz, Managing Dir.
Services: SA

Research Data Analysis, Inc.
450 Enterprise Ct.
Bloomfield Hills, MI 48302
Ph. 810-332-5000
Fax 810-332-4168
Frank Forkin, Vice President
Services: CD, DE, DT, SA

Research Results, Inc.
371 Wanoosnoc Rd.
Fitchburg, MA 01420
Ph. 508-345-5510
Fax 508-345-5335
E-mail: info@rresults.com
John Zarrella, President
Services: CD, DE, DT
Branch office:

Independent Data Entry
596 Washington St.
Whitman, MA 02382
Ph. 617-447-3282
Fax 617-447-3276
E-mail: ide@rresults.com
David Campbell

Right Information Systems, Inc.
28 Green St.
Newbury, MA 01951
Ph. 508-463-9415
Fax 508-462-9198
E-mail: 103117.2041@compuserve.com
Susan Yeames, Marketing Manager
Services: SA

The Sachs Group, Inc.
1800 Sherman Ave.
Evanston, IL 60201
Ph. 708-475-7526
Fax 708-475-7830
Services: SA

SDR, Inc.
2251 Perimeter Park Dr.
Atlanta, GA 30341
Ph. 404-451-5100
Fax 404-451-5096
Rick Hunter, Manager
Services: CD, DE, DT, SC, SA

Solution Desk Support Software
1486 St. Paul Ave.
Gurnee, IL 60031
Ph. 708-662-6288
Fax 708-336-7288
E-mail: 72630.2370@compuserve.com
Darlene DeRouchéy, Product Mgr.
Services: CD

Dwight Spencer & Associates, Inc.
1290 Grandview Ave.
Columbus, OH 43212
Ph. 614-488-3123
Fax 614-421-1154
Betty Spencer, Vice President
Services: CD, DE, DT, SA

Spring Systems
P.O. Box 10073
Chicago, IL 60610
Ph. 312-275-5273
E-mail: PAVI53@aol.com
Internet: <http://www.geopages.com/SunsetStrip/1311/>
John Pavasars, President
Services: SA



SPSS, Inc.
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Chicago, IL 60611-3962
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Fax 800-841-0064
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Ph. 011-65-221-2577

SPSS Australasia Pty. Ltd.
New South Wales, Australia
Ph. 011-61-2-954-5660

SPSS Benelux BV
Gorinchem, The Netherlands
Ph. 011-31-1830-36711

SPSS France SARL
Boulogne, France
Ph. 011-33-1-4699-9670

SPSS GmbH Software
Munich, Germany
Ph. 011-49-89-4890740

SPSS Hispanoportuguesa S.L.
Madrid, Spain
Ph. 011-34-1547-3703

SPSS India Private Ltd.
New Delhi, India
Ph. 011-91-11-600121 x. 1029

SPSS Italia
Bologna, Italy
Ph. 011-44-51-234574

SPSS Japan Inc.
Tokyo, Japan
Ph. 011-81-3-5474-0341

SPSS Scandinavia AB
Stockholm, Sweden
Ph. 011-46-8-102-610

SPSS UK Ltd.
Chertsey Surry, United Kingdom
Ph. 011-44-1932-566262

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(See advertisement on p. 75)

Statistical Innovations Inc.
375 Concord Ave.
Belmont, MA 02178
Ph. 617-489-4490
Frank Derrick, Business Mgr.
Services: SA

StatPac, Inc.
4532 France Ave. S.
Minneapolis, MN 55410
Ph. 612-925-0159
Fax 612-925-0851
E-mail: StatPac@aol.com
David Walonick, Ph.D., President
Services: DE, DT, SA

STATpros
2340 N. Shirley
Tacoma, WA 98406
Ph. 206-752-2640
Steve Galbraith, Owner
Services: SA

StatSoft, Inc.
2325 E. 13th St.
Tulsa, OK 74104
Ph. 918-583-4149
Fax 918-583-4376
KerryAnn Wiens, Gen. Mgr.
Services: SA

Stolzberg Research, Inc.
3 Seabrook Ct.
Strong Brook, NY 11790-3305
Ph. 516-751-4277 or 800-568-4634
Fax 516-689-6671
Mark Stolzberg, Ph.D., President
Services: DE, DT, SA

Suburban Associates
579 Franklin Tpke.
Ridgewood, NJ 07450
Ph. 201-447-5100
Fax 201-447-9536
E-mail: Weask@aol.com
Bill Bartlett, President
Services: CD, DE, DT

Sulcer Research Associates
291 8th St., Ste. 2W
Jersey City, NJ 07302-1946
Ph. 201-420-5090
Fax 201-420-5090
E-mail: 72212.2107@compuserve.com
Tom Sulcer, President
Services: CD, DE, DT, SA

Survey Analysis, Inc.
13428 Miles Standish Port
Palm Beach Gardens, FL 33410
Ph. 800-541-2735
Fax 407-775-1474
E-mail: ZAQQ@msn.com
Michael Eiselman, President
Services: DE, DT, SA

Survey Network Data Processing, Inc.
10601 N.W. 47th Ct.
Coral Springs, FL 33076-2127
Ph. 954-341-4929
Fax 954-341-4811
E-mail: survnet@bcfreenet.seflin.lib.fl.us
Philip D. Bennis, President
Services: DT
Branch office:
771 Spring Lake Dr.
Middle Island, NY 11953
Ph. 516-345-3313
Fax 516-345-3293
William Crescenzo, Exec. V.P.

Survey Service, Inc.
1911 Sheridan Dr.
Buffalo, NY 14223
Ph. 716-876-6450
Fax 716-876-0430
James R. Bachwitz, Vice President
Services: CD, DE, DT, SA

Survey Tabulation Services, Inc.
1218 Massachusetts Ave.
Cambridge, MA 02138
Ph. 617-547-6475
Fax 617-547-5176
E-mail: STS1218@aol.com
Arthur Spar, President
Services: CD, DE, DT, SC, SA

T/C/A
461 Park Ave. S.
New York, NY 10016
Ph. 212-679-3111
Fax 212-679-3174
Services: DT

Technometrica, Inc.
85 Kinderkamack Rd.
Emerson, NJ 07630
Ph. 800-328-TECH (8324) or 201-986-1288
Fax 201-986-0119
E-mail: info@technometrica.com
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(See advertisement on p. 57)

TelSTAR (USA), Inc.
235 Great Neck Rd.
Great Neck, NY 11021
Ph. 516-829-1800
Fax 516-829-1823
Paul Capozzi, President
Services: CD, DE, DT, SC

V & L Research and Cnsltg., Inc.
4294 Memorial Dr., Ste. D
Decatur, GA 30032
Ph. 404-298-0139
Fax 404-298-0026
Delphyne Lomax, Principal
Services: CD, DE, DT, SA

Vital Statistics
Lethbridge Plaza - P.O. Box 789
Mahwah, NJ 07430
Ph. 201-512-0033
Fax 201-512-0044
Emil Stern
Services: CD, DE, DT

Walker Information
3939 Priority Way S. Dr.
P.O. Box 40972
Indianapolis, IN 46240-0972
Ph. 317-843-3939
Fax 317-843-8897
Connie Burking, Sr. Bus. Dev. Assoc.
Services: DE, DT, SA

Jan Werner Data Processing
34 Williams St.
Pittsfield, MA 01201
Ph. 413-442-0416
Fax 413-499-5047
E-mail: 71106.1426@compuserve.com
Jan Werner, Principal
Services: DT

Western Wats Center
288 West Center St.
Provo, UT 84601
Ph. 801-373-7735
Fax 801-375-0672
Dan Williams, Data Processing Mgr.
Services: CD, DE, DT

WMB & Associates
2182 Bent Oak Dr., Ste. 100
Apopka, FL 32712-3925
Ph. 407-889-5632
Fax 407-889-5632
E-mail: Will_Bailey@msn.com
William M. Bailey, Ph.D., Principal
Services: DT, SA

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Advantage Research, Inc.
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Bernett Research
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Brunetti & Associates
Business Research Services, Inc.
CACI Marketing Systems
Cascio Research Services
Computers for Marketing Corporation
Comstat Research Corporation
Consumer Pulse, Inc.
Doris J. Cooper Ascts., Ltd.
CRC Data Systems
Creative Research Systems
Data Probe, Inc./Datatab, Inc.
Data Recognition Corporation
Data Tabulating Service
Datacase, Inc.
Datalogics
DATAN, Inc.
DATAnetics
DataStar, Inc.
Directions In Research
First Market Research Corp.
FMR Associates
Hancock Information Group
HBRS, Inc.
Pat Henry Market Research, Inc.
Imagisys, Inc.
InfoTek Research Group, Inc.
Innovative Marketing Inc.
Interface Technologies
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R. Isaacs Computing Ascts.
JRP Marketing Research Services, Inc.
Lein/Spiegelhoff, Inc.
M. Lynch Company
Management Science Ascts.
Maritz Marketing Research, Inc.
Market Development Associates, Inc.
Market Probe, Inc.
Market Probe International
Marketing & Research Resources
Marketing Research Technologies
MarketVision Research, Inc.
Matrix, Inc.
MATRIX Marketing Research
McCarthy Associates
Meta Information Services
Microtab, Incorporated
Mid-America Research, Inc.
Nichols Research, Inc.
Optimum Solutions Corp
Outsource America
Pine Company
Pro Tab
PAI-Productive Access, Inc.
Pulse Train Technology
Quality Coding, Inc.
Quality Information Center
Quantime Corporation

Questar Service Quality Research
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Research Data Analysis, Inc.
Research Results, Inc.
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Solution Desk
Dwight Spencer & Associates
Suburban Associates
Sulcer Research Associates
Survey Service, Inc.
Survey Tabulation Services, Inc.
Technometrica, Inc.
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Vital Statistics
Western Wats Center

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The Blackstone Group, Inc.
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Bernett Research
Bosma & Associates International
Brunetti & Associates
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Ceresco Marketing, Inc.
Computers for Marketing Corporation
Comstat Research Corporation
Consumer Pulse, Inc.
Consumer Research Ascts.
Doris J. Cooper Ascts., Ltd.
CRC Data Systems
Creative Research Systems
Data Lab Corp.
Data Probe, Inc./Datatab, Inc.
Data Recognition Corporation
Data Tabulating Service
Data Vision Research
Datacase, Inc.
Datalogics
DATAnetics
DATAN, Inc.
DataStar, Inc.
Directions In Research
First Market Research Corp.
FMR Associates
Hancock Information Group
HBRS, Inc.
Pat Henry Market Research, Inc.
Imagisys, Inc.
InfoTek Research Group, Inc.
Innovative Marketing Inc.
Interface Technologies
International Data Corp.
Interviewing Service of America
R. Isaacs Computing Ascts.
J&D Data Services
JRP Marketing Research Services, Inc.
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Management Science Ascts.
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Market Development Associates, Inc.
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Market Probe International
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MATRIX Marketing Research
McCarthy Associates
Meta Information Services
Microtab, Incorporated
Mid-America Research, Inc.
NCS
Nichols Research, Inc.
Optimum Solutions Corp.
Outsource America
Pine Company
Pro Tab
Pulse Train Technology
Quality Coding, Inc.
Quality Information Center
Quantime Corporation
Questar Service Quality Research
ReData, Inc.
Research Data Analysis, Inc.
Research Results, Inc.
SDR, Inc.
Dwight Spencer & Associates
SPSS, Inc.
StatPac, Inc.
Stolzberg Research, Inc.
Suburban Associates
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Survey Analysis
Survey Service, Inc.
Survey Tabulation Services, Inc.
Technometrica, Inc.
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V & L Rsch. and Cnsltg., Inc.
Vital Statistics
Walker Information
Western Wats Center

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The Accutab Co.
Advanced Data Research, Inc.
Advantage Research, Inc.
Analytical Computer Service, Inc.
Ardisson & Associates, Inc.
Atlantic Marketing Research Co.
Bruce Bell & Associates
Bernett Research
The Blackstone Group, Inc.
Michael Blatt & Co.
Bolding Tab Service, Inc.
Bosma & Associates International
Brunetti & Associates
Business Research Services, Inc.
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<input type="checkbox"/> Focus Group Facility	<input type="checkbox"/> Telephone Facility	<input type="checkbox"/> Statistical/Analysis Services
<input type="checkbox"/> Focus Group Moderator	<input type="checkbox"/> Data Processing/Software	<input type="checkbox"/> Syndicated/Omnibus Research

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 Datalogics
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 DataStar, Inc.
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Directions In Research
First Market Research Corp.
 FMR Associates
 Hancock Information Group
 HBRS, Inc.
 Pat Henry Market Research, Inc.
 Imagisys, Inc.
 InfoTek Research Group, Inc.
 Innovative Marketing Inc.
Interface Technologies
 Interviewing Service of America
 R. Isaacs Computing Ascts.
 J&D Data Services
 JRP Marketing Research Services
 Ketron Research
 KG Tabs
 Lein/Spiegelhoff, Inc.
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Quantime Corporation
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Questar Service Quality Research
 ReData, Inc.
 Research Data Analysis, Inc.
 Research Results, Inc.
 SDR, Inc.
 Dwight Spencer & Associates
SPSS, Inc.
StatPac, Inc.
 Stolzberg Research, Inc.
 Suburban Associates
 Sulcer Research Associates
 Survey Analysis
 Survey Network Data Processing
 Survey Service, Inc.
 Survey Tabulation Services, Inc.
 T/C/A
Technometrica, Inc.
 TELSTAR (USA), INC.
 V & L Rsch. and Cnsltg., Inc.

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 Walker Information
 Jan Werner Data Processing
 Western Wats Center
 WMB & Associates

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 Advanced Data Research, Inc.
 AutoData Systems
The Blackstone Group, Inc.
Bosma & Associates International
 Cascio Research Services
 Consumer Pulse, Inc.
 CRC Data Systems
 Data Lab Corp.
Data Recognition Corporation
 Datalogics
Directions In Research
 Pat Henry Market Research, Inc.
 Innovative Marketing Inc.
Interface Technologies
 J&D Data Services
 Market Development Associates, Inc.
 Market Probe International
NCS
 Optimum Solutions Corp.
 Outsource America
Pine Company
Pulse Train Technology
Quantime Corporation
Questar Service Quality Research
 ReData, Inc.
 SDR, Inc.
 Survey Tabulation Services, Inc.
Technometrica, Inc.
 TelSTAR (USA), Inc.

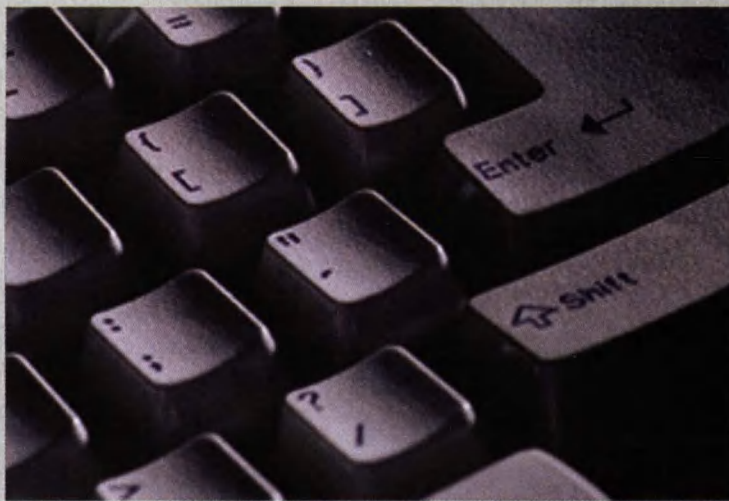
STATISTICAL ANALYSIS SERVICES

AccuStat
 Advantage Research, Inc.
Affordable Samples, Inc.
Analytical Computer Service, Inc.
 Ardisson & Associates, Inc.
 Atlantic Marketing Research Co., Inc.
Bernett Research
The Blackstone Group, Inc.
 Michael Blatt & Co.
 BMDP Statistical Software, Inc.
Bosma & Associates International
 Brunetti & Associates
 Business Forecast Systems, Inc.
 Business Research Services, Inc.
 Buzz Saw Computing
 CACI Marketing Systems
 Cascio Research Services
 Ceresco Marketing, Inc.
 Claritas, Inc.
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 Consumer Pulse, Inc.
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 Creative Research Systems
 Data Lab Corp.
Data Recognition Corporation
 Data Tabulating Service
 Data Vision Research

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 DATAnetics
 DataStar, Inc.
 Delphus, Inc.
 Digisoft Computers, Inc.
Directions In Research
 Elrick and Lavidge
 EnVision Knowledge Products
First Market Research Corp.
 FMR Associates
 Hancock Information Group
 HBRS, Inc.
 Pat Henry Market Research, Inc.
 Imagisys, Inc.
 InfoTek Research Group, Inc.
 Innovative Marketing Inc.
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 Integrated Database Technologies
 R. Isaacs Computing Ascts.
 I.S.I.S.
 J&D Data Services
 JRP Marketing Research Services, Inc.
 Ketron Research
 Leflein Associates
 Lein/Spiegelhoff, Inc.
 Lincoln Systems Corporation
 Management Science Ascts.
Maritz Marketing Research, Inc.
 MarketACTION
 Market Development Associates, Inc.
 Market Probe, Inc.
 Market Probe International
 Marketeam Associates
 Marketing & Research Resources
 Marketing Models
 Marketing Research Technologies
 MarketPlace Research, Inc.
 MarketVision Research, Inc.
MATRIX Marketing Research
 McCarthy Associates
 Meta Information Services
Microtab, Incorporated
 Mid-America Research, Inc.
 Gary Mullet Associates, Inc.
 Multivariate Software, Inc.
NCS
 NCSS
 Outsource America
Pine Company
 Pro Tab
 Pulse Analytics
 QQQ Software, Inc.
Quantime Corporation
 Quantum Consulting
Questar Service Quality Research
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 Renaissance Rsch. & Consulting
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 Right Information Systems, Inc.
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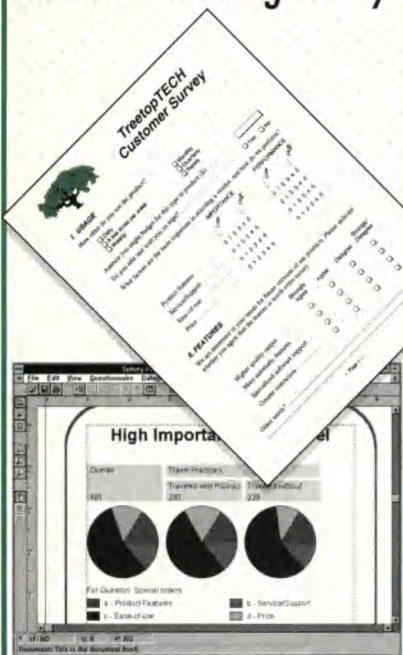


marketing research software

Editor's note: The QMRR data processing directory has been reorganized to make it more user-friendly (we hope!). Instead of a single directory of firms providing data processing/statistical analysis services and software, you'll find two separate directories. If you're looking for a firm to handle your data processing or offer consultation on statistical analysis, consult the directory on page 43. If you're looking for a software package to do the number crunching yourself, consult the listings on the following pages. In addition to basic contact information, each software provider entry includes a list of the software packages the firm provides. The second half of this section lists various statistical analysis tasks and the companies offering software to perform them. Codes indicate if the software is for use on a PC, mainframe or both. As always, if you have suggestions on how to make these directories better, please let us know.

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Fax 810-332-6869
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Internet: http://ADR.com/
Kevin Cook, V.P. Tech. Mktg.
Software:
ABASE
Sidepad
Viewer

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Americom Research, Inc.
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Wartrace, TN 37183
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Fax 615-389-6096
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(See advertisement on p. 7)



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Chicago, IL 60610
Ph. 312-751-2915
Fax: 312-337-2551
Jerry Madansky, President
Branch office:
8687 E. Via de Ventura
Scottsdale, AZ 85258
Ph. 602-483-2700
Fax 602-483-9388
Jack Pollack, Vice President

Software:
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ACS-QUERY Solo
ACS-REQUEST
WINCROSS
KNOCKOUT
JUGGLER

Market research software developer for 25 years. ACS-QUERY, PC based CATI and CAPI system features easy questionnaire setup, sample management, quota control, labeled marginals, one-by-one cross tabs, sorted open-ends and interviewers productivity and disposition reports. WINCROSS, PC cross tab package, offers mainframe features in a Windows-based application. ACS-REQUEST, Window-based software that gathers and displays information, letting users create and conduct interviews via touch-screen or mouse, with graphics, movements and sound.

(See advertisement on p. 61)

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Menlo Park, CA 94026
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Fax 415-694-2904
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(See advertisement on p. 60)

Applied Decision Analysis, Inc.
2710 Sand Hill Rd.
Menlo Park, CA 94025
Ph. 415-854-7101
Fax 415-854-6233
E-mail: ricks@adainc.com
Rick G. Schwartz, Principal
Software:
Market Analysis Systems
DPL Decision Analysis Software

AutoData Systems
6111 Blue Circle Dr.
Minnetonka, MN 55343-9108
Ph. 612-938-4710
Fax 612-938-4693
Ken Sourbeck, Sales Manager
Software:
AutoData PRO™II

Bruce Bell & Associates, Inc.
P.O. Box 400
Canyon City, CO 81212
Ph. 800-359-7738
Fax 719-275-1664
Jim Parnau, President
Software:
Abtab
Survview



Bernett Research
1505 Commonwealth Ave.
Boston, MA 02135
Ph. 617-254-1314, ext. 333
Fax 617-254-1857
Andrew Hayes, V.P. Marketing
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12121 Wilshire Blvd., Ste. 300
Los Angeles, CA 90025
Ph. 800-238-2637 or 310-207-8800
Fax 310-207-8844

E-mail: sales@bmdp.bmdp.com
Internet: http://www.bmdp.com
Leon S. DiPare, Sales Manager

Software:

BMDP Classic Statistical Software
BMDP New System
SOLO Statistical Software
SOLO Power Analysis
BMDP/DIAMOND



Bosma & Associates International

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Ph. 800-377-2945
Fax 800-377-0866
E-mail: Bosma@axionet.com
John Bosma, President
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Canada
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(See advertisement on p. 44)

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Morristown, NJ 07960
Ph. 201-993-3135
Fax 201-993-1757
Steve Herman

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Software for Conjoint Analysis

Business Research & Surveys
50 Greenwood Ave.
West Orange, NJ 07052
Ph. 201-731-7800
Jill Herman, Sales Manager
Software:
TABULYZER III

Buzz Saw Computing
P.O. Box 7423
Nashua, NH 03062
Ph. 603-888-7210

1172 Beacon St.
Newton, MA 02161
Ph. 617-527-4700
Fax 617-527-5113
E-mail: Sales@caliper.com
Jack MacDougall, Marketing Director
Software:
MAPTITUDE

Ceresco Marketing, Inc.
8101 Agnew Rd.
Ceresco, NE 68017
Ph. 800-642-4638
Fax 402-785-2073
Robert E. Lookabaugh, Chairman
Software:
Niche 1 Insight™

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Ph. 703-812-2700
Fax 703-812-2701
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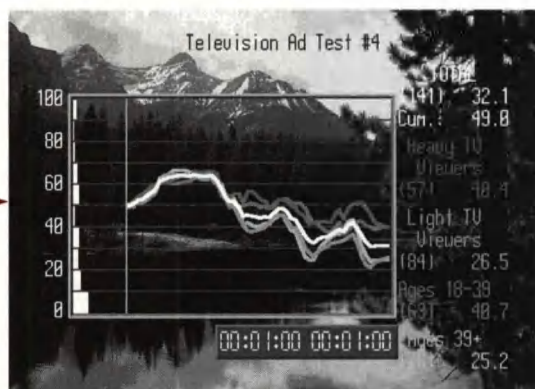
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New York, NY 10017
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(See advertisement on p. 62)



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San Francisco, CA 94105
Ph. 415-777-0470
Fax 415-777-3128

Leif Gjestland, President

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Western Region/Service Bureau
547 Howard St.
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Ph. 415-777-0470
Richard Rands, Manager

Eastern Region
915 Broadway, Ste. 609
New York, NY 10010
Ph. 212-777-5120
Fax 212-777-5217
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 Jean Sousselier

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C-MENTOR
EZWriter
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(See advertisement on p. 63)

Comstat Research Corporation
 17 John Alexander Dr.
 Cortlandt Manor, NY 10566-6303
 Ph. 914-739-6800
 Fax 914-739-1671

Karen Vitacolonna, Associate Director
Software:
Text Analysis Program-TAP

CRC Data Systems
 435 Hudson St.
 New York, NY 10014
 Ph. 212-620-5678
 Fax 212-924-9111
 Branch office:
 70 E. Lake St.
 Chicago, IL 60601
 Ph. 312-443-1120
 Fax 312-443-1349

Software:
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TABulous™
ADTABulous™
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Creative Research Systems
 140 Vista View, Ste. 100
 Petaluma, CA 94952-4728
 Ph. 707-765-1001
 Fax 707-765-1068
 E-mail: 72073.1207@compuserve.com
 Lisa Bacon or Bill Eaton
Software:
The Survey System

Data Probe, Inc./Datatab, Inc.
 80 Fifth Ave.
 New York, NY 10011
 Ph. 212-255-3355
 Fax 212-255-9699
 Jim Sheridan, Exec. V.P.
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Survey REport GENerator
Data Entry
QUICKPOST

Datalogics
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 Solebury, PA 18963
 Ph. 215-794-7486
 Fax 215-794-3177
 E-mail: JJeter@datalab.com
 or http://datalab.com
 John Jeter, President
Software:
Futrex EZ-Map

DATAN, Inc.
 301 N. Harrison, Ste. 482
 Princeton, NJ 08540
 Ph. 609-921-6098
 Fax 609-921-6731
 Michael Stentz, Ph.D., President
Software:
MERLIN Tabulation/Analysis System
MERLINPlus (MPS)

DATANetics
 7548 Roslyn St.
 Pittsburgh, PA 15218-2529
 Ph. 412-351-3282
 Jerry Lisovich, Director
 Branch office:
 434 Clinton Ave.
 Moundsville, WV 26041-2003
 Ph. 403-845-7319
 Michael Lisovich, Dir. Sys. Ops.

Software:
dataTRAC

DataStar, Inc.
 400 Main St., Ste. 2
 Waltham, MA 02154
 Ph. 617-647-7900
 Fax 617-647-7739
 E-mail: datastar@world.std.com
 Internet: http://www.std.com/datastar/
 Ellie Smerlas, President
Software:
Starware/STAT™

Delphus, Inc.
 103 Washington St., Ste. 348
 Morristown, NJ 07960
 Ph. 201-267-9269
 Fax 201-285-1228
 Dr. Hans Levenbach, President
Software:
Peer Planner® for Windows

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

Digisoft Computers, Inc.
 1290 Ave. of the Americas, 5th fl.
 New York, NY 10104
 Ph. 212-581-2190
 Peggy MacLean, Dir. Sales & Mktg.
Software:
Telescript

EnVision Knowledge Products
 1 Veterans Square
 Media, PA 19063
 Ph. 610-566-4210
 Fax 610-566-4252
 Mike Fassino, Principal
Software:
SmartReport

Equipax Business Geo-Metrics
 5355 Mira Sorrento Pl., #650
 San Diego, CA 92121
 Ph. 800-699-8990
 Fax 619-452-9079
 Tom Bowers, V.P. Sales
Software:
ProphetPoint



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 Ft. Washington, PA 19034
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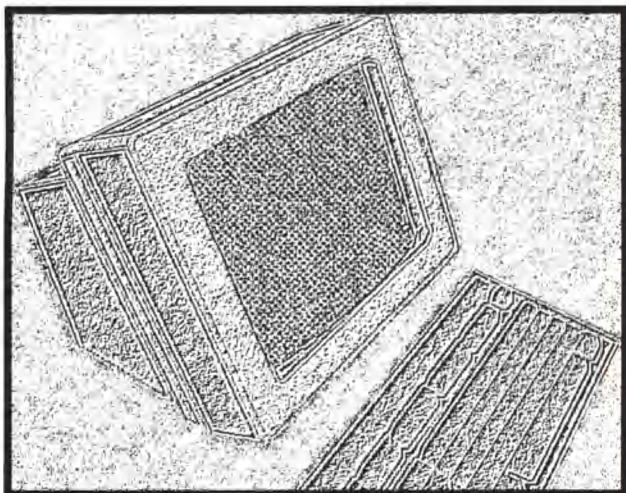
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(See advertisement on p. 65)

Geodemographics, Ltd.
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 Fax 607-729-5909
 Mike Nichols, Dir. of Mktg.

Geographic Data Technology, Inc.
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Software:
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(See advertisement on p. 29)

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Farmingdale, NY 11735

Ph. 516-420-4770

Herb Rubinsky, President

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One Corporate Dr., Ste. 414

Shelton, CT 06484

Ph. 203-925-6800 or 800-776-0462

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Kathleen Corry, Mktg. Comm. Coord.

Branch offices:

Lake Shore Towers

18101 VonKarman, Ste. 1100

Irvine, CA 92715, CA 92715

Ph. 714-622-6200

Fax 714-622-6249

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Philadelphia, PA 19127

Ph. 215-487-4420

Fax 215-487-3110

Tony Clemente, Director Mktg.

Software:

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Intelligent Marketing Systems, Inc.

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Fax 610-648-9118

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Fax 412-363-8878

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Rockville, MD 20852

Ph. 301-984-5000

Fax 301-984-5094

Jhana Shimizu, Marketing Manager

Software:

STATGRAPHICS

STATGRAPHICS Plus

STATGRAPHICS Plus for Windows

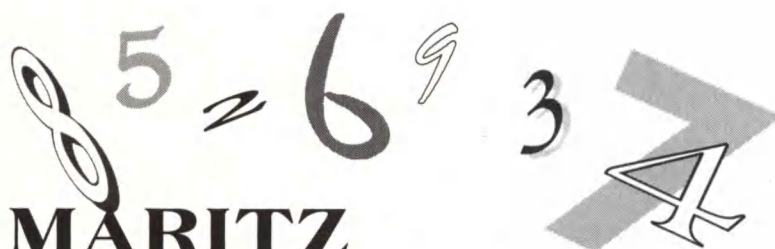
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Branch offices:

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Ph. 314-827-2417
Fax 314-827-4651
Michael D. Phillips, Exec. V.P.
Gail G. Gilbert, V.P., Div. Mgr.

Performance Measurement Group
1415 W. 22nd St., Ste. 800
Oakbrook, IL 60521
Ph. 708-368-3800
Fax 708-368-3801
George Wilkerson, V.P., Div. Mgr.

Performance Measurement Group
100 Park Ave., 34th fl.
New York, NY 10017
Ph. 212-983-7575
Fax 212-983-7574
Steve Wolf, Sr. Acct. Mgr.

Performance Measurement Group
Southpoint Tower
1650 W. 82nd St., Ste. 1400
Bloomington, MN 55431
Ph. 612-885-3885
Fax 612-885-3886
Lynn Newman, V.P., Div. Mgr.
Greg Blevins, Sr. Acct. Mgr.

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142 Central Ave.
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Fax 908-388-4999
Sandy Hoffman, Sr. Acct. Mgr.

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Julie Williams, V.P., Div. Mgr.
Susan Snell, Sr. Acct. Mgr.

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(See advertisements on pp. 19, 66)

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Fax 212-725-7529
Alan Appelbaum, President

Branch office:

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Seattle, WA 98101
Ph. 212-725-7676
Fax 212-725-7529

Software:
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Marketing Masters
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Fax 414-788-1675
Jodi Smits, Sales Manager

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(See advertisement on p. 67)

MICROTAB

Microtab, Incorporated
 380 Market Pl., Ste. 100
 Roswell, GA 30075-3943
 Ph. 770-552-7856
 Fax 770-552-7719
 E-mail: microtab@aol.com
 or 76043.3235@compuserve.com
 Larry Hills
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 MT/stat Software

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 (See advertisements on pp. 50, 68)

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 Fax 818-906-8205
 E-mail: eqs@netcom.com
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 E-mail: 70401.2710@compuserve.com
 Michael Carr, Director
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 Survey Tracker: This Windows-based survey management software provides planning, scheduling, budgeting, survey design, audience design, sampling, administration, data collection, statistical analysis, reporting and tracking. Produces up to 13 statistical reports. Reports include frequency, profile, theme, cross-tabulation, difference scores, and inter-item correlation in multigraphic formats. Survey models are available with pretested questions by industry, quality modules, e.g. Baldrige, ISO 9000 and QS9000 as well as type of survey.
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 (See advertisement on p. 52)

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 Kaysville, UT 84037
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Fax 801-378-5984
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Scott Smith
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PC-MDS 5.1

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Peter Van Brunt, President
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Fax 609-466-1688
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Branch offices:

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Fax 212-447-9097
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Rudy Bublitz, Account Mgr.

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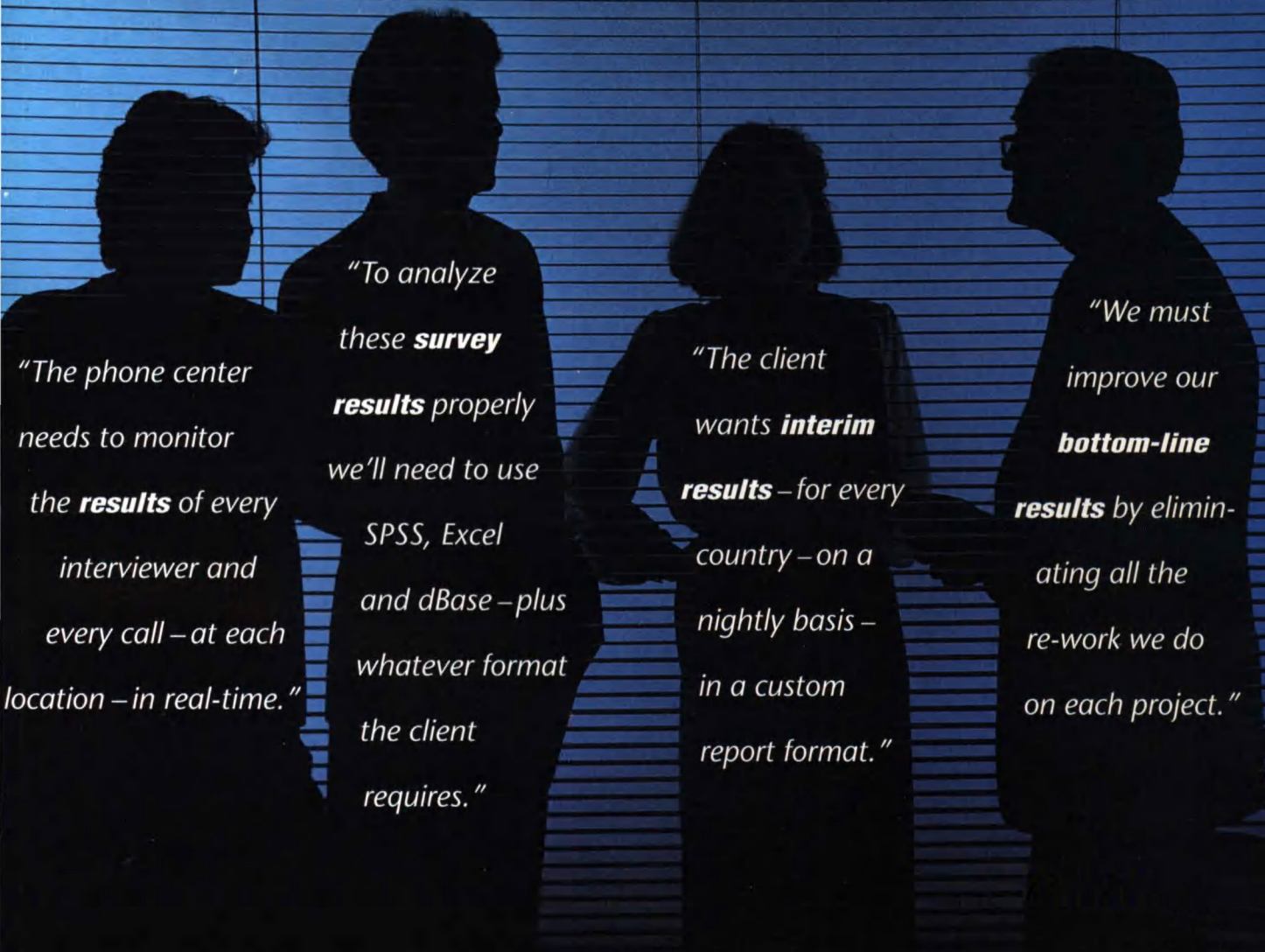
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(See advertisement on p. 71)

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Ph. 603-623-5877

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Richard Schweitzer, President
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Bryan Orme, Customer Support Cnslt.

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(See advertisement on p. 72)



Sawtooth Technologies

1007 Church St., Ste. 402
Evanston, IL 60201
Ph. 708-866-0870
Fax 708-866-0876
Brett Jarvis, Marketing Manager

Software:

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KnowledgeSEEKER

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(See advertisement on p. 73)

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Chicago, IL 60647
Ph. 312-486-9191
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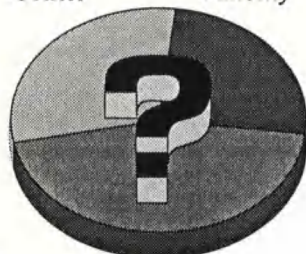
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Fax 609-452-7792
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Ph. 617-489-4490
Frank Derrick, Business Mgr.

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Minneapolis, MN 55410
Ph. 612-925-0159
Fax 612-925-0851
E-mail: StatPac@aol.com
David Walonick, Ph.D., President
Software:
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E-mail: Weask@aol.com
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Cincinnati, OH 45208
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Fax 513-871-4269
E-mail: 76550.1174@compuserve.com
Andrew Jeavons, President
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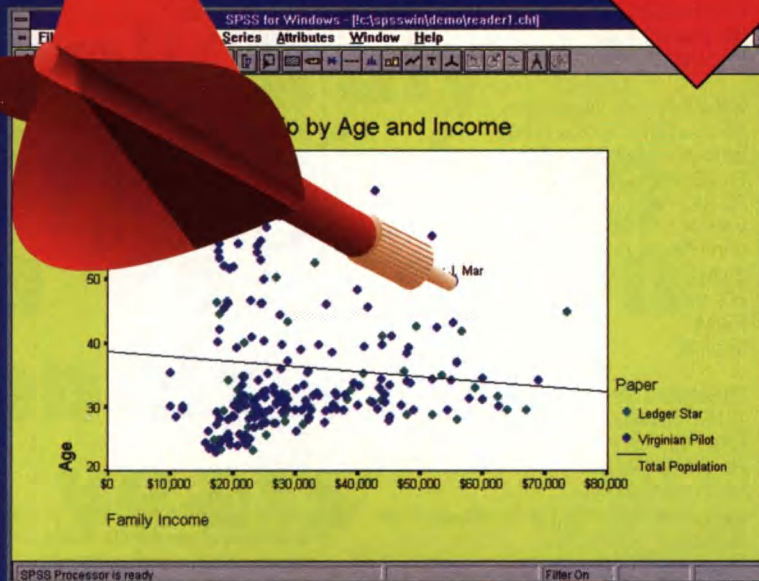
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Fax 613-226-3819

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(See advertisement on p. 76)

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John Haley, President

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Pittsfield, MA 01201
Ph. 413-442-0416
Fax 413-499-5047
E-mail: 71106.1426@compuserve.com
Jan Werner, Principal

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Surveycraft minimum requirements: Novell 2.11, DOS 5.01, Windows 3.11 running on 386 processors. The integrated product range includes: scyEntry (CADE), scyPhone (CATI), scyField (CAPI), scySample (SMS), scyTab (Windows Tables).

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Systems Limited

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Tel: +61 3 9432 8555
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Columbia Information Systems
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 HBRS, Inc. (B)
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 Statistical Graphics Corporation
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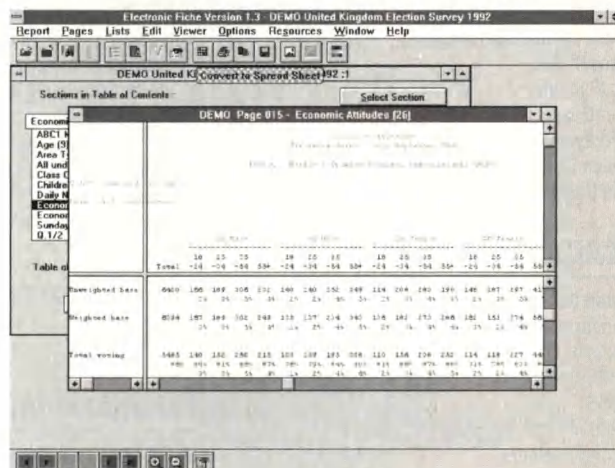
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 Right Information Systems, Inc.
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Bosma & Associates International (B)
Business Research & Surveys
Computers for Marketing Corporation
Comstat Research Corporation
CRC Data Systems (B)
Creative Research Systems
DATAN, Inc.
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HBRS, Inc. (B)
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January	Ethnic Research*  Mystery Shopping* <ul style="list-style-type: none"> • Directory of ethnic research providers. Directory of mystery shopping. • Editorial emphasis on ethnic research and on mystery shopping.
February	Data Processing/Software* <ul style="list-style-type: none"> • Annual directory of firms providing data processing services and software products for the marketing research industry. • Research case histories and technique discussions.
March	Advertising Research <ul style="list-style-type: none"> • Articles and case histories about advertising research. • Spring Researcher Card Deck (mailed separately).
April	Business-to-Business Research <ul style="list-style-type: none"> • Articles and case histories about business-to-business research.
May	Telephone Interviewing* <ul style="list-style-type: none"> • Annual directory of telephone interviewing facilities. • Research case histories and technique discussions.
June/July	Syndicated & Omnibus Studies*/Health Care Research <ul style="list-style-type: none"> • Annual directory of firms that conduct syndicated and/or omnibus research. • Articles on health care research.
Aug./Sept.	Researcher Sourcebook* <ul style="list-style-type: none"> • Annual nationwide directory listing over 3000 providers of research products and services. No editorial content.
October	Customer Satisfaction* <ul style="list-style-type: none"> • Annual directory of firms specializing in customer satisfaction and service quality research. • Articles and case histories about customer satisfaction research.
November	Mall Research*/ Packaging Research <ul style="list-style-type: none"> • Annual directory of permanent mall research facilities. • Articles and case histories about packaging research. • Fall Researcher Card Deck (mailed separately).
December	Qualitative Research/ Focus Groups* <ul style="list-style-type: none"> • Annual directory of focus group facilities. • Articles and case histories on focus group research.

* includes directory

Listing Additions

Please add the following firm to the 1996 Directory of Focus Group Facilities:

Market Trends Pacific, Inc.
1136 Union Mall, Ste. 310
Honolulu, HI 96813
Ph. 808-532-0733
Fax 808-532-0744
Wanda L. Kakugawa, President

Please note the change to the following listing from the 1996 Directory of Focus Group Facilities:

On p. 95, the area code for the phone and fax numbers in the listing for O'Hare in Focus should be 847.

Please add the following firms to the 1996 Directory of Mystery Shopping Firms:

Cross Financial Group
2418 Ammon Ave., Ste. 100
Lincoln, NE 68507
Ph. 800-566-3491
Fax 402-441-3136
E-mail: crossfin@aol.com
Steve Bors, Senior V.P.
Nat'l. - Full Service
SVC

Innovative Marketing Inc.
40 Eglinton Ave. E., Ste. 203
Toronto, ON M4P 3A2
Ph. 416-440-0310
Fax 416-440-1768
Email: CompuServe 75060,1350
Sharon Dolphay, Field Services Mgr.
Nat'l. - Full Service
RT, R/FF, B/I, SVC

Michelson & Associates, Inc.
1900 The Exchange, Ste. 360
Atlanta, GA 30339
Ph. 770-955-5400
Fax 770-955-5040
Email: Focus@onramp.net
Mark Michelson, President
Nat'l. - Full Service
RT, R/FF, SVC

Corrections

Please note the following corrections to the December 1995 issue of QMRR (corrected text shown in bold):

The display ad for Focus First America on p. 78 contains an incorrect fax number. The number should read 203-968-0421.

The display ad for O'Hare in Focus on p. 97 contains incorrect area codes for the phone and fax numbers. The numbers should read (phone) **847**-299-6636, (fax) **847**-824-3259.

The display ad for The Gilmore Research Group on p. 128 should have contained the FocusVision Network logo.

Sales Offices

Headquarters: Evan Tweed, *Quirk's Marketing Research Review*, 8030 Cedar Ave. So., Ste. 229, Bloomington, Minn., 55425. Phone 612-854-5101. Fax 612-854-8191.

West Coast: Lane Weiss, Lane Weiss & Associates, 10 Black Log Rd., Kentfield, Calif., 94904. Phone 415-461-1404. Fax 415-461-9555.

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Trade Talk

continued from p. 90

One reason for the shortage of workers with two to seven years under their belt is that on-the-job training has been harder to come by in the past few years, Lee says. Companies have cut back training programs because they've been stung by employees who have worked their way up the ladder and then quit just at the time the company expected to reap the benefits of training and educating them. "The payback isn't always there for the companies that train, so the companies got smart and stopped training. It costs too much to keep people but it also costs an awful lot to train them.

"When I started out in marketing research, you got out of school with an MBA or B.A. and there actually was a path that you could follow. You started out in marketing research and after a year or two you went to product management. You rotated between groups in a company, working on two or three products before you ended up in a place that you stayed for a while. You learned how to introduce a new product, how to do a promotion, how to get legal approval, what claims you could and couldn't make in advertising. Companies just aren't doing that these days. I don't know if they're expecting the schools to teach it — to some extent they do but you never learn it as well as when you learn it in the school of hard knocks."

If people aren't getting training at work, it's their responsibility to seek it out, Lee says. There are many avenues available, whether it's college programs, conferences offered by professional associations or courses from firms like Burke, Inc. or The Burke Institute.

On the other hand, it's possible to have too much experience. Lee says there is an excess of people with 10 to 20 years of experience and companies don't want to hire them because they think they're over-qualified. "Companies don't seem to understand that for a week or two or a month those people don't mind doing a junior-level job. Just because someone is willing to do telephone interviewing doesn't mean they're not good. A lot of times if you get in there and do it you have a better understanding than if you hire someone else to do it and then analyze the results. It's like my old theory that if you're in research you make a much better researcher if you've been an interviewer. You understand what it takes to do the job."

Burned by outsourcing

The nationwide move to outsourcing hasn't resulted in a frenzied hiring of short-term workers in the marketing research field. A lot of companies have tried outsourcing, Lee says, and many have stopped. "The idea of outsourcing was great, but I don't think the human resources departments or whoever is in charge of training really taught managers within companies how to work with freelancers. It's like making an employee a manager without training

them. That was a problem and some people feel like they've gotten burned.

What makes a good freelancer? "You can't be type of person who has to burrow into the company, who has to belong and get into everybody's business. If they can't get out of that mindset we can't use them. They have to be flexible, keep their nose clean," Lee says.

The most critical attribute is expertise. "When we ask for a résumé we ask for as much detail and as much variety as possible. Clients are looking for those hooks. You either have to know an industry or you have to specialize — in research, strategic planning, media planning, production or communication strategy, whatever. If you say, 'I can go in there and roll up my sleeves and get anything done,' I don't have a place for you. There are too many of those people out there. They don't want a generalist. Generalists don't make it.

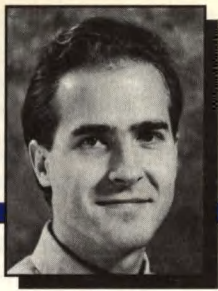
"The employees need to understand that when you get to a certain age, 40-plus, you have to be willing to create your own little pyramid. The baby boom generation has come of age and there always were too many of us. The corporate structure is triangular and the higher you get on that triangle the fewer positions there are for you, so you have to create your own little triangle. If you're looking for a place where you can belong and with stability, that just doesn't happen these days."

It also helps to have specializations within research, more than just quantitative vs. qualitative. "Clients are not averse to paying an expert but they expect you to be an expert. They don't expect you to learn at their expense. Our clients want a hero, they want you to get in there and rescue them and if you haven't got a skill that can rescue them, they don't want you. They don't need you to duplicate what they do."

Be realistic

Finally, Lee says, researchers should be realistic about their abilities. "I talk to people who have a couple years of research background and want to get into marketing. They say, 'Who's going to give me a break?' Probably nobody. Not these days. Twenty years ago, maybe, but not now. The only way you're going to get that experience is to go to a really small company where they let you do anything you want. But most of them don't want that. They want the glamour along with it. But you have to realize that things have changed."

Lee says she sees fewer prospective employees who are willing to do what is perceived as the grunt work of research. "Nobody wants to code. Nobody wants to tab anymore. Everybody wants to be a product manager. Some people just don't have the skills to do that. They're better at the detailed kinds of things but it's not glamorous to do that. There's a class distinction that if you can manage a project that you're better than a person who can write tab specs or code — which is just as important. There's nothing wrong with the coders and the copy writers and the production people. There's a need for that kind of specialization." □



Trade Talk

By Joseph Rydholm/QMRR editor

Job hunter market thyself

Looking for a job in the research industry? Susan Lee has some good ideas for you. As president of The Marketing Link, a Chicago placement firm, dispensing employment advice is what she does for a living.

Though the firm — which she runs with Managing Director Suzanne Walchli — specializes in placing marketing and marketing research professionals on a short-term basis, I think her insights on job hunting also apply to those going after something more long-term, whether it's a full-time research position or starting a consulting business.

The firm places workers in all manner of research-related assignments, filling in for employees on extended leave or when a company needs extra help to finish a project. It's rare for someone to get a permanent position; the jobs last an average of four weeks to two months but can range anywhere from a day to a year.

Most of the employers The Marketing Link serves are in the Chicago area. While 65 to 70 percent of the assignments are research related, the company also places people in general marketing work.

Lee's best piece of advice? Know how to market yourself. "The thing that gets me about marketing people is that they talk about doing a marketing plan when they're on the job but they never do it for themselves. I tell them to practice what they preach," says Lee, who has worked on the client and provider sides of research, including a stint as director of marketing research at Citicorp Diners Club, before founding The Marketing Link in 1990.

"Go back and take a look at the four Ps of marketing that you were taught in school and apply them to yourself. I understand it's hard to be objective when you're talking

about yourself but you have to step back and analyze what your skill sets are, why anyone would want to hire you, who your competition is. It's not that different from what you do as a marketing person. You have to put together a one-year, five-year and 10-year plan, just like you go around preaching to companies to do. And then measure and see what happened."

Misconceptions

Lee says she often encounters misconceptions about the job market from both prospective employees and the companies that are looking to hire them. "Companies seem to think that it's a buyer's market, that they can demand anything they want to because in theory there are so many people unemployed," she says.

At the same time, some employees think they can walk into a swell job just because they have an MBA. "Companies are not paying \$60,000 to \$80,000 a year for an MBA with no experience," Lee says. "That went away in the '80s but people don't seem to understand that. Companies did that for a while and then they realized that they weren't getting anything out of it. The return-on-investment just wasn't there."

On-the-job training

Currently, people with two to seven years' experience are in high demand, Lee says. Trouble is, those folks are in short supply. "The people with that level of experience tend to realize that there's a mismatch in the supply and demand and they tend to be unreasonable in what they demand in terms of compensation."

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