

Quirk's

February 1997

# MARKETING RESEARCH

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*Review*

# 100<sup>th</sup> issue



1997 Data Processing Issue

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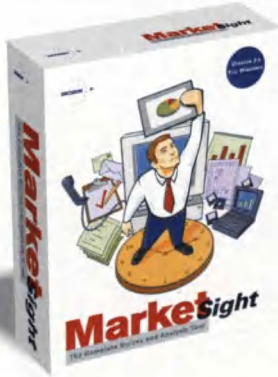
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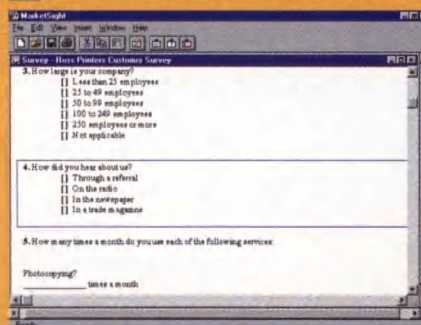
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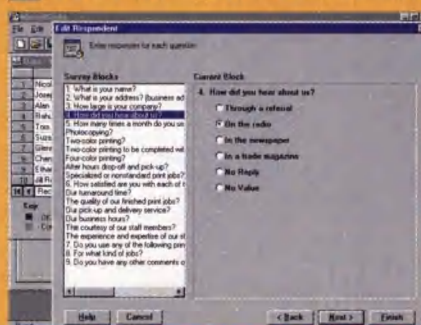


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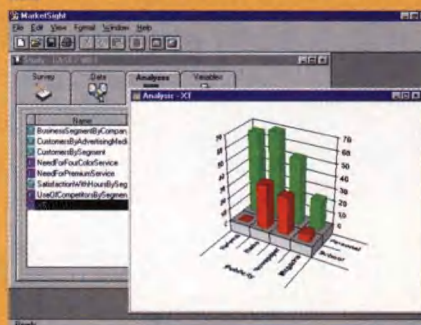
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# C O N T E N T S



Volume XI, Number 2

February 1997

This month, QMRR celebrates its 100th issue! QMRR: proudly serving the marketing research industry for more than 10 years.

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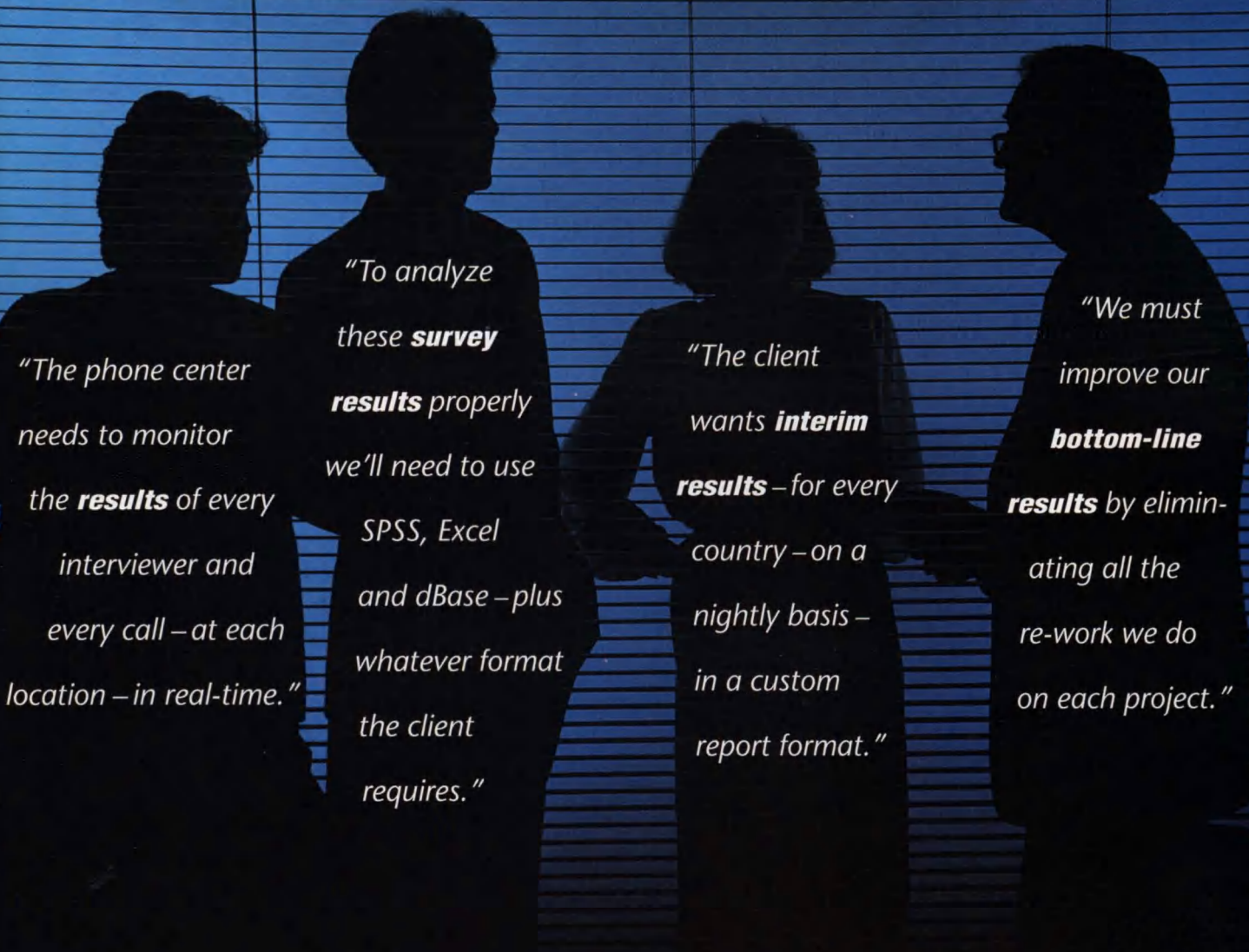
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## Will you be my valentine?

Men are just as likely as women to plan ahead for Valentine's Day, according to a national study by the research division of the St.

Louis-based Aragon Consulting Group, a management consulting and market-research firm.

"We found that the variable which affects this planning process the most is income. Individuals of both sexes are more likely to plan to do something special for their loved one as their income increases," says Gary Miller, president of Aragon Consulting Group.

About a third (34.1 percent) of the participants in the study, which was conducted prior to Valentine's Day 1996, planned weeks in advance how they would mark Valentine's Day. Of those earning \$25,000 to \$50,000, 37.9 percent already were planning weeks ahead for Valentine's Day, as were 43.9 percent of those earning \$50,000 to \$75,000 and 50 percent of those earning \$75,000 or more.

By contrast, 70.5 percent of those earning less than \$25,000 annually had not started planning for cupid's visit. Nearly 42 percent of those with a college degree said they were planning to do something for their loved one, while nearly 68 percent of those with a high school education had not given it any thought.

Nearly 58 percent of those surveyed who had started planning for Valentine's Day were men, while only 42 percent were women. Those planning to buy a gift said that they would spend \$50 or more on their spouse or

significant other with an average expenditure of \$65 anticipated.

The greeting card industry benefits most from those who take Valentine's Day to heart. More than 70 percent of those who plan to celebrate the day of

love said they would buy a greeting card.

The study also showed women are more likely to buy a Valentine's Day

continued on p. 26

## Study finds Spanish ads more effective

Can English language advertising reach U.S. Hispanics? This is a question frequently asked by advertisers and marketers who would like to reach the Hispanic market. Many advertisers would rather consolidate their advertising in the English language instead of having to advertise in Spanish to Hispanics.

The data presented here, however, substantiates that Spanish language advertising is much more effective than English language advertising in reaching Spanish-speaking Hispanics.

It is understood that U.S. Hispanics have different levels of proficiency in the English language. Still the Bureau of the Census has published data indicating that about 75 percent of U.S. Hispanics speak Spanish at home. In addition it has been documented that only about 40 percent feel they are fully conversant in English.

With these considerations in mind, Hispanic & Asian Marketing Communication Research, Inc., Belmont, Calif., conducted a random telephone survey with 312 Hispanic female heads of household who indicated speaking Spanish at home most of the time. The study was conducted in the San Francisco/San Jose Bay Area during November and December of 1996. The following are key findings of the study:

- Almost half (46 percent) of these Spanish-speaking female heads of household indicated they have been influenced by a Spanish language television ad in purchasing a product in the past month.
- Less than a fourth (23 percent) indicated that an English language ad influenced them to purchase a product advertised on English television in the past month.
- Thirty-nine percent (39 percent) indicated they would believe the Spanish television version of an ad more than its identical English language counterpart on English television. Only 3 percent indicated they would believe the English version more.

These trends highlight the importance of Spanish language advertising in reaching the Spanish-speaking consumer. Spanish language ads are not only more effective in communicating the main message intended by the advertiser, but they are more credible as well. For more information call 415-595-5028.



# VISUAL

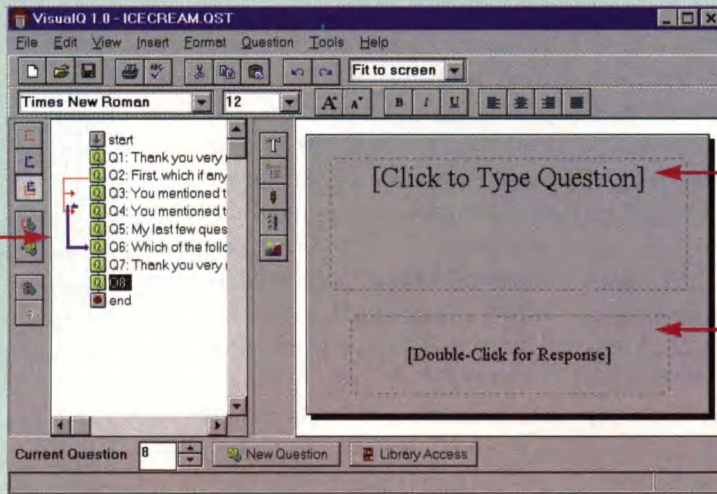


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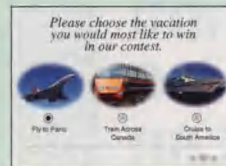


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# Product & Service Update

## New retail product testing service

Audits International, Highland Park, Ill., and Tragon Corp., Redwood City, Calif., have jointly developed AdvantEdge, a retail product testing service that is designed to expose a product's (and its competition's) strengths and weaknesses in a point-of-sale environment. The process begins when field reps from Audits International visit stores in cities across the country where the product is sold. The reps purchase products (the client's and the competition's) from four major su-

permarket chains in each city. The minimum purchase requirement per product includes multiple packages from the display with three different production codes per store. The field reps then evaluate the products for display appearance, package condition and age as well as flavor, texture, aroma and overall. Those packages deemed "typical" (what consumers expect the products to be) are then delivered to Tragon Corp. for preference testing. At Tragon, the products are tested by a panel of sensory experts to determine if there are differ-

continued on p. 31



## BENCHMARKING FOR INSURANCE INDUSTRY

On March 6-7, the Society of Insurance Research will present a workshop on how to make benchmarking work in an insurance organization. The workshop will be conducted by John Ward, chairman of the Ward Financial Group, a Cincinnati-based investment banking and management consulting company specializing in insurance related benchmarking functions. The site will be the Holiday Inn Crowne Plaza Airport Hotel in Los Angeles. For more information call Diana Lee at 847-297-7800.

## UPCOMING RESEARCH INDUSTRY CONFERENCES:

- April 7-9: Advertising Research Foundation (ARF) Conference & Expo, New York City. For more information call 212-751-5656.
- May 14-16: Marketing Research Association (MRA) Annual Conference, San Francisco. For more information call 860-257-4008.
- May 15-18: American Association for Public Opinion Research (AAPOR) Conference, Norfolk, Va. For more information call 313-764-1555.
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# Staying in touch



*Cotton Inc. uses tracking study to monitor consumer attitudes toward clothing, fashion*



By Amy Campman



## Tracking research

*Editor's note: Amy Campman is project coordinator with Bellomy Research, Inc., Winston-Salem, N.C.*

**INT:** *Do you think a good-looking man looks most sexy in denim jeans and a casual shirt, a jacket and a tie, or slacks and a nice sweater?*

**RESP:** *Well, I think men can look pretty good in jeans. Remember that soda ad with all the women running to the window to look outside at the guy wearing jeans . . .*

Although it may seem like idle chatter among friends, the preceding conversation is the heart of the Lifestyle Monitor™, an ongoing research project that's the result of the alliance of Cotton Incorporated, the research and promotion vehicle of U.S. cotton growers and importers, and Bellomy Research, Inc., Winston-Salem, N.C.

The survey instrument utilizes a carefully constructed series of over 100 closed-ended questions designed to tap into the lifestyles of American consumers. The goal of the Lifestyle Monitor is to understand fashion, apparel and home furnishing trends by monitoring changes in consumer behavior, values and attitudes over time and to develop hypotheses about the direction the trends might take in the future.

In the planning stages of the project, Bellomy researchers recommended to Cotton Incorporated a continuous tracking methodology in which interviews would be conducted every day using CATI technology. Data can be downloaded at any time to determine the effect of a specific event, but is routinely analyzed quarterly. Additionally, a random digit sample is used to provide as accurate a national representation as possible. Age, sex and regional quotas were established to be sure the sample represented the shopping population.

Bellomy Research established benchmark findings through 3,600 interviews conducted during the fourth quarter of 1994. Each month since then, Bellomy interviewers have talked to 350 people between the ages of 16 and 70 years of age. As of December 1996, a total of 11,894 interviews had been completed.

Cotton Incorporated publishes the research results in a

quarterly publication called the *Lifestyle Monitor*, which is distributed to mills, manufacturers, retailers, the media and other sources to provide insights into day-to-day consumer life. Data is also reported in the *Textile Consumer*, a Cotton Incorporated report for executives in the textile industry.

***"Most projects are a balancing act in which the researcher tries to gather the most information in the least amount of time so as to maximize cooperation. With the Lifestyle Monitor interviews, the respondents rarely ever realize how long they have been on the phone because they have fun."***

The following statement of purpose appears inside each quarterly issue of the *Lifestyle Monitor* magazine: "In our effort to provide meaningful services to decision-makers who impact the market for cotton, we've discovered that there is generally greater interest in information on where we are going than on where we have been."

### **Barometers provide insight**

The study utilizes a form of measurement other than traditional percentages and respondent counts. What makes the Lifestyle Monitor of such interest to researchers are its barometers.

Based on the data collected in response to given sets of questions placed throughout the interview, eight index scores

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***User  
interface  
testing  
becomes  
accessible  
and cost-  
effective***

By Cheo Massion

*Editor's note: Cheo Massion is qualitative research manager at Socratic Technologies, a San Francisco research firm specializing in interactive and computer-based techniques.*

**W**ith the rapid increase in software program releases and daily additions to the World Wide Web, software developers and publishers are becoming increasingly aware of customers' reactions to and acceptance of their products. In order to understand how customers will respond to new software versions, many companies are undertaking user interface (UI) research and usability testing.

This testing allows a company's developers and marketing staff to view real-time customer reaction to their prototype software. Once the testing is completed and analyzed, the development team can alter critical areas of the software program making it more user-friendly before the product is shipped, and thereby greatly enhancing the product's overall acceptance and success.

Traditionally UI testing has been done in formal UI labs where multiple unit audio and video equipment is permanently installed. These types of laboratories require large capital investments and usually employ human factors engineers. If you're wondering how much it costs to use such a laboratory, be prepared to pay up to \$20,000 per day. For most research budgets, this kind of investment is well out of reach. The good news is that user interface testing has changed considerably over the last few years with the PC revolution and accessibility to portable UI equipment. Now not only can the development team go where the customers are, but overall research costs are significantly less; for about \$4,500 per day clients receive a full day of UI testing.

So what would one find as part of a portable test lab? The portable UI equipment setup includes a personal IBM or Macintosh computer, a professional quality video camera connected to a video-out splitter, a viewing monitor and recording VCR. This system creates two images: the first image is of the software interface (full screen image), and the second image is a "head-shot" of the respondent. By using the video-out splitter a single video image is ultimately created which shows both the live action on the PC screen and then superimposes in a smaller floating window the head-shot of the respondent. The effect of this technique allows clients to see and hear both the screen activity and the emotional state of the respondent as they interact with the software program. Output from the

system is fed to a viewing monitor for observers following the live action and also to a VCR for permanent video recording. With this setup virtually any focus group facility or spare office can be turned into a UI Lab overnight for interface testing.

#### **Very useful**

Companies who have used this technology find the live action testing very useful in understanding what portions of the program work well for the customer and which areas need more refinement by the development team. Even if only six to eight in-depth interviews are conducted usually one or two key areas of confusion are identified which baffle most respondents. Incorporating

*UI testing allows a company's developers and marketing staff to view real-time customer reaction to their prototype software. Once the testing is completed and analyzed, the development team can alter critical areas of the software program making it more user-friendly before the product is shipped, and thereby greatly enhancing the product's overall acceptance and success.*

this feedback into final programming code has been invaluable to the ultimate success of their products according to software manufacturers, Web site developers, game producers and multimedia publishers.

A basic UI test interview is direct and employs standard in-depth personal interviewing techniques. Normally, respondents are pre-recruited with the help of a fielding agency and are offered a cash incentive (\$35-\$45). The respondent is brought into a viewing room with a one-way mirror for client observation. The moderator introduces the discussion topic and puts the respondent at ease. After general impressions about the application are verbally explored, the respondent is shown the software, usually

continued on p. 54



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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.*

I recently conducted focus groups with girls ages 6 to 8 about a new toy called Showtime Stables. One of our objectives was to determine the extent to which the product's commercial was noticeable in a clutter reel of commercials. When we told the hostess, who was unaware of our test product, that we were ready to begin, she went to the lobby where the kids were waiting and announced, "OK ladies, it's showtime."

Dan Philip, president of Weitzman & Philip, recalls conducting a focus group years ago with boys and girls ages 7 to 9 concerning a new logo for Burger King. Philip told the kids, "I want to go around the table so each of you can pick out the sign you like most."

With that, each of the kids got up from their chairs, walked around the table one time and then sat down, ready to express their preferences.

In a focus group on chewing tobacco, when Saul Cohen of Saul Cohen & Associates asked "Who uses chewing tobacco?" the participants all agreed it was "rednecks." Cohen's next question, naturally, was, "What's a redneck?"

After a short while, the one black man in the group blurted out, "Well, I'm a redneck."

"No, you're black," piped in another respondent.

"Yeah, I'm a black redneck," came the confident reply.

Market researchers may not have the wholesome image we often think we do, especially in other countries. Cohen tells about doing focus groups in England, where a man who was very protective of his wife wouldn't let her participate in the group until he met "the American" who could assure him that she wouldn't have to strip in front of the mirror while others

watched from behind the glass.

Perhaps the gentleman had read previous "War Stories" columns . . .

How many of you out there have experienced something similar to what happened to Ron Sellers of Ellison Research? He got a call from a potential client who ran a manufacturing business and was convinced she needed in-depth research to build market share.

She spoke knowledgeably about focus groups, depth interviews, pre/post testing, etc. After taking calls from countless neophytes, finally Sellers had someone who understood research!

They talked for an hour about numerous strategies, finally deciding that their starting point could be a series of focus groups among different market segments, followed by quantitative work. Before they went any further, Sellers felt he needed to make sure they were on the same page in terms of budgets. "Oh, I've got almost \$500 set aside for research," she gushed.

Peter Rich, director of research at Lois/EGL, cites a product placement study, conducted early in his career, where he and his field crew inserted the test product into mailboxes, unaware that it's illegal for non-postal employees to place anything inside a mailbox, even if postage is affixed.

Soon, Rich reports, he was surrounded by tough-talking police, who weren't exactly familiar with the concept of market research.

Fortunately he was able to talk his way out of that one.

In future issues, we'll report on more quirky, loopy and strange happenings in the world of market research. If you'd like your story to be told — anything related to research is usable, from spilling soup on your client's new suit to cute answers respondents provide on questionnaires — please call me at 818-782-4252 or, better yet, write it up and fax it to me at 818-782-3014 or E-mail me at artshulman@aol.com. □



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# Changing minds

## *Using research to measure the effectiveness of public relations programs*

By Walter K. Lindenmann

*Editor's note: Walter K. Lindenmann is senior vice president and director of research, Ketchum Public Relations Worldwide, New York. This article is adapted from a presentation made in Frankfurt, Germany on May 10, 1996 at a special public relations evaluation workshop initiated by Ketchum Public Relations, GmbH, Munich.*

During the past four to five years there has been a considerable amount of downsizing in business establishments, both large and small, in all four corners of the globe. This often has resulted in cuts in the amount of funds available for advertising, marketing and public relations programs and activities.

To justify new expenditures in any of these areas, communications professionals have found it increasingly necessary to justify their existence. Top corporate executives no longer simply approve advertising and/or public relations programs or activities because they look or sound creative, or are something that have always been done — rather, they are first asking questions such as these:

“Will this advertising and/or public relations effort actually move the needle in the right direction? Will the new communications activities change what

people know, what they think and feel, and how they are inclined to act? What impact — if any — will the advertising and public relations programs have in changing consumer and opinion-leader awareness, retention, attitude and behavior levels?”

As the research director of one of the world's largest public relations counseling firms — Ketchum Public Relations Worldwide — I am well aware of a growing interest in my field in the need to measure public relations effectiveness from a bottom-line perspective. Within our own agency, the number of PR measurement and evaluation projects that we have designed and carried out for our clients during the past four to five years has more than tripled.

Not only that, during the past two years, we have experienced a surge of interest in PR measurement that crosses international boundaries. More and more of our clients are asking us to measure the effectiveness of their PR programs and activities in several countries.

### **Practitioners uneasy**

Despite the growing interest in evaluation, often I find that public relations practitioners are uneasy about incorporating measurement and evaluation into their activities. Many of them contend

they do not know where to begin. At Ketchum, we've tried to simplify the process by developing what we call a public relations “effectiveness yardstick” — a straightforward set of guidelines or standards that the professional PR practitioner can follow to measure PR effectiveness.

It involves a two-step process: first, setting public relations objectives and then determining at what levels you wish to measure public relations effectiveness.

### *Step 1: Setting objectives*

To begin, the public relations practitioner must ask himself or herself: What are the goals or objectives of the public relations program? What is the PR program or activity seeking to accomplish? To assess the impact of public relations, we need to determine who within our organization are the appropriate persons to speak on behalf of the organization. We need to pinpoint our messages, our target audiences and our channels of communication, and then use each of these as gauges to determine our effectiveness in achieving our goals.

### *Step 2: Determining levels of PR measurement*

After we have set our objectives we

continued on p. 40

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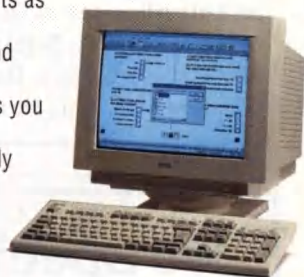
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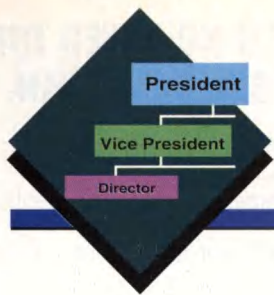
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# Names of Note

*Southern California Interviewing Service*, Encino, Calif., has appointed **Denise DuChene-McGowan** as president.

**Donald Passaglia** has been named vice president of *Roper Starch Worldwide's* Newport Beach, Calif., office.

**Robert Holland, Jr.** has been elected to the board of directors of *ACNielsen Corp.*, Stamford, Conn.

*The Society of Insurance Research* has elected new officers and directors for 1997: **Wendell Larson**, president; **Russell Bingham**, president-elect; **Peter Delucchi**, vice president-annual conference; **Edward Belton**, vice president-P&E conference; **Diana Lee**, vice president-education; **Jerry Lopes**, vice

president-research; **Robert Norris**, vice president-membership; **Edward Seipp**, treasurer; **Lynn Kelly**, secretary. Directors include **Wayne Holdredge**, **Larry Reynolds**, **Mike Murray**, **Brad Wilson**, **Don Wulf**, **Ken Simon** and **Philip Stichter**.

**Arthur Christiani** has joined *Yankelovich Partners, Inc.*, Norwalk, Conn., as a partner.

**Kelly Tiggard** has joined *Aragon Consulting Group* in St. Louis as a project coordinator.

*Wirthlin Worldwide*, McLean, Va., has named **Jim Granger** chief executive officer and president and **Joel White** chief operating officer and chief financial officer.

**Eleanor Garro** has joined the *Marketing Research Association*, Rocky Hill, Conn., as training and education coordinator. In addition, **Valerie Starr** has been named marketing communications coordinator.

**Andrew Sawieljewski** has joined *Northeast Data Collection*, Danbury, Conn., as technical associate.

**Steven Markenson** has joined *Widener-Burrows & Associates*, Annapolis, Md., as senior vice president. The firm has also added **Pauline Bassler** as field director, **Allison Shriner** as research analyst and **Kristen Chisari** as assistant field director/personnel specialist. In addition, **Susan Landis** has been promoted to vice president, administrative services, **Dinah Ostenso** has been promoted to senior project manager, and **S. Renee Simon** has been promoted to project manager.

*Friedman Marketing*, Mamaroneck, N.Y., has named **Arlene Haskins** manager of its Castleton Square Mall in Indianapolis, Ind. Also named manager are: **Laura Motycka** (Chicago), **Laurie Wickett** (Minneapolis), **Jason Rodgers** (Richmond, Va.), and **Denise Raupp** (Raleigh Springs, Tenn.). The company named **Shirley Caldwell** of its New Orleans location as Manager of the Year.

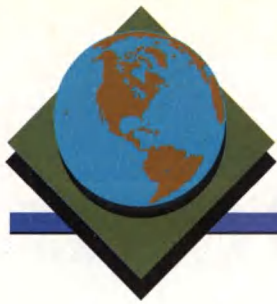
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# Research Industry News

**Southern California Interviewing Service (SCIS)**, Encino, Calif., plans to expand its Los Angeles facility, which will feature a 25-station phone room and a focus "super room." The "super room" will be used for focus groups, mock juries, simulated shopping studies and other qualitative projects. The viewing room will accommodate 40 clients and feature an adjoining lounge. Denise DuChene-McGowan, recently appointed SCIS president, will oversee the expansion.

**New England Marketing Research** has opened at 200 Connecticut Ave., 4th floor, Norwalk, Conn., 06880. Phone 203-855-5500. Fax 203-855-5501.

**Roller Marketing Research**, Urbanna, Va., now has a Web site at <http://www.rollerresearch.com>.

**Northeast Data Collection (NDC)**, Danbury, Conn., has installed two computer systems with internal modems, giving NDC the capability to directly input client questionnaires via the modem and transmit the results of the research. Judith Mammolite, administrative manager, will coordinate the new systems.

**Market Development Associates**, Memphis, Tenn., has moved to a new facility in Memphis. The new 2,700 sq. ft. facility has a large phone room with 30 CATI WATS stations on-line to 40 additional stations. The new focus group suite has a client lounge, tiered seating with large viewing ca-

capacity and a 21' by 15' focus group room. For more information call Resa McVay at 901-682-1011.

**Pulse Train Technology and PTT Systems Inc.** have moved to 631 U.S. Hwy. One., Suite 406, North Palm Beach, Fla., 33408. Phone and fax numbers remain the same.

**Marketing Viewpoints Inc.** has moved to 2340 Lake Lucy Rd., Chanhassen, Minn., 55317. Phone 612-470-8620. Fax 612-470-8628.

*QMRR welcomes press releases containing news of research company expansion, relocation, new accounts, awards, etc., as well as other information of interest to the industry. Send them to Joe Rydholm, Quirk's Marketing Research Review, P.O. Box 23536, Minneapolis, MN 55423. Our fax number is 612-854-8191.*

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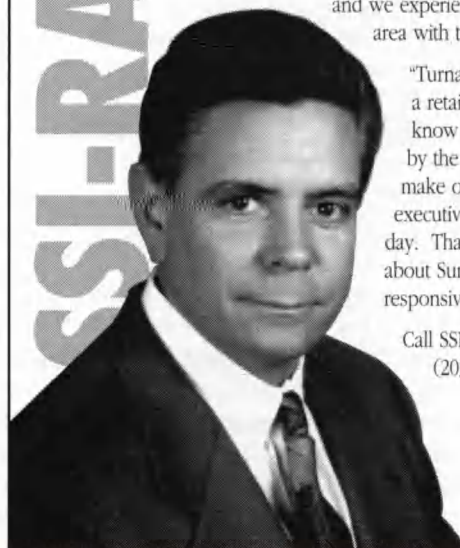
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# One of the crowd

*Interactive response systems ease research on controversial subjects*

By Michele Holleran

*Editor's note: Michele Holleran is president of Holleran Consulting, York, Pa.*

**F**aced with focus groups on controversial and complex subjects? In many cases, an interactive response system can be an especially useful way to allow respondents to express themselves freely. Each participant is given a hand-held keypad with 10 large numbers on it. The facilitator explains that this technology is easy to use and allows every person in the room to anonymously register his/her opinion about the subject to be discussed. To prove the point, the facilitator even invites participants to switch keypads with one another if they have any lingering doubts about confidentiality.

Next, a series of "posture statements" are projected onto an overhead screen at the front of the room. Participants are asked to register their opinions by pushing the keypad button that most closely correlates to their level of agreement with the statement. For instance, a group of employees at a company might be asked to respond to this statement: "I feel management has made a genuine effort to hear the employee's point of

view in the past." Employees can push any button numbered 1 through 7 (1 = strongly disagree, 7 = strongly agree) to indicate their level of agreement with this statement. If appropriate, the facilitator can immediately show the results by projecting the opinion poll onto the screen, stimulating immediate discussion.

### **More comfort**

The benefits of this interactive system are numerous. Not only do participants feel more comfort in expressing their true opinions, but the ice breaker effect is tremendous. Once participants see how everyone else in the room voted, they feel more comfortable discussing their view.

Two added benefits are provided to the facilitator and the client: (1) the majority, not the vociferous few, are heard from, eliminating some of the natural bias that can exist in a focus group session; and (2) the conversation stays on track because the question being discussed is on display for everyone to see.

The system isn't appropriate to use in every focus group, but its application is ideal for specific types of sessions. Additionally, the system enhances focus group sessions where product and

ad concepts are being tested by offering the facilitator a paired comparison analysis feature, whereby one concept is contrasted against another until the vote sequence is complete. This type of preference testing is popular among manufacturing clients who produce home fashions such as fabric, china, flatware and window treatments.

Business-to-business marketing efforts are enhanced by use of the response system in focus groups as well. Assessment of customer satisfaction can be carried out by having participants identify factors of importance, rating each factor on a scale of 1-10 (1 = least important, 10 = most important) and then cycling back through to vote on perceived performance on each factor. The result is a quadrant map instantaneously projected in front of the group with the factors plotted on two axes.

With the map up front, participants are asked to interpret it and bring out additional points of view regarding their satisfaction levels. With companies that have a smaller number of customers who participate at trade shows, the results become statistically valid after enough sessions are held because the data are continuously and automatically



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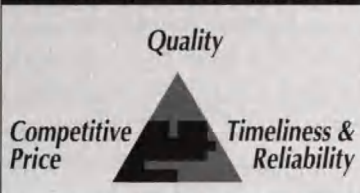


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accumulated. Sub-group analysis can also be carried out. This approach is also useful to hospitals that wish to assess patient satisfaction levels after discharge.

### More time to explore the "whys"

In a more traditional focus group setting, getting a group warmed up and expressing their opinions takes a chunk of time which could be better spent understanding the "whys." With interactive keypad technology, facilitators are able to quickly and accurately get each individual's "cards on the table" so that more time is spent discussing the reasons behind the opinions.

As an experiment, our firm conducted two groups with the same target consumers: recently engaged women. In one group, we used the interactive keypad technology; in the other, we did not. We asked the first group of women to tell us whether anyone in their lives would influence their decision on a china pattern. One woman immediately stated, "No one tells me what I like. I'm a woman of the '90s." The others, feeling put off by the statement, were reluctant to admit that their mothers and store bridal consultants would, in fact, greatly influence their decision. This fact emerged about 45 minutes into the session, and then we sought to understand why this was the case. With the second group, it was discovered within three minutes that most of the participants sought advice from mothers and bridal consultants. Consequently, the "whys" were addressed much sooner in the second session.

### Not appropriate

Some researchers don't feel that audience response technology is appropriate in a focus group setting. They argue that it's too much like a poll or a statistical study in its approach, and that results may be misinterpreted as being projectable. However, they miss the point. The system is not attempting to quantify anything in the final analysis, but is simply focusing the conversation in a way that the most skilled of all facilitators is unable to match.

As consumers become more fragmented in their views and organizations dig deeper into controversial subject matter, interactive audience systems will become more popular as an enhancement to focus group research. Take the ex-

ample of what is happening in the health care market. As states abandon Medicaid coverage, more at-risk populations are expected to seek care at hospitals, and the hospitals will be uncompensated for the care in many instances. It is, therefore, in their best interest to learn from these at-risk populations what their health risks are so that wellness intervention programs can be developed. Yet this population is untrusting of institutions and is not inclined to be candid in focus groups, afraid that their answers will incriminate them in some way. However, if the interactive technology is used by a trust-inspiring facilitator, participants realize they

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*In a more traditional focus group setting, getting a group warmed up and expressing their opinions takes a chunk of time which could be better spent understanding the "whys." With interactive keypad technology, facilitators are able to quickly and accurately get each individual's "cards on the table" so that more time is spent discussing the reasons behind the opinions.*

---

are free to reveal the truth without consequence.

This technique has revealed why people with multiple sex partners don't use condoms or get tested for HIV; why people with diabetes smoke, drink, and overeat when they know better; and why pregnant women put their unborn children at risk by using substances, such as crack and cocaine.

### More from each group

As research dollars tighten up again in the future, it will be incumbent upon researchers to get more out of each focus group session held. Writing off a session or two due to untalkative or shy participants won't be acceptable. Audience interactive systems can help make very session count. □



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#### EXHIBIT HALL HOURS

Tuesday, April 8 ..... 12:00 - 6:00 PM  
Wednesday, April 9 ..... 12:00 - 5:00 PM

## Survey Monitor

continued from p. 6

card than any other action for the holiday, and nearly four times more likely to do that than plan a "special dinner at home" or go out for entertainment. Men, on the other hand, were nearly as likely to plan a dinner out as they were to buy a card.

In addition, survey results revealed that nearly 57 percent of America's couples planned to go out for dinner and more than 50 percent planned to give gifts. Nearly 12 percent of the respondents had "something else" in mind other than a card, gift, night out or a home-cooked meal for their spouse or significant other, but that "something else" was not defined. (*Which is probably just as well.*-Ed.)

More than 40 percent of those buying gifts planned to purchase flowers, and 73 percent of those purchases would be made by men. More than 30 percent of those who select gifts will be trying to satisfy a loved one's sweet tooth. A national random sample was

drawn to complete this study. The margin of error was  $\pm 5$  percent. For more information call 314-726-3403.

## U.S. workers rank among world's most committed

Despite conventional wisdom that some people live to work, and others



work to live, a new study found that workers in Canada, Finland, Spain and the U.S. have the highest levels of commitment to their

employers, while workers in the Asian countries (excluding Japan), Germany and the U.K. are least committed.

The study was released by Indianapolis, Ind.-based Walker Information and the CSM Worldwide Network, which asked more than 7,500 workers from large companies in 13 countries a series of 97 questions.

Each country completed a minimum of 400 interviews. Survey data were collected by using methodology most appropriate for each local market. Sample sizes then were weighted relative to the total population to ensure representation based on census data.

The study questions tapped a variety of dimensions of workplace culture to determine employees' commitment to their companies. Questions focused on the employees' perceptions about their companies' focus on customers, quality and employees, and whether the employees believe better job opportunities exist elsewhere.

**Employee Commitment by Country**  
(1-5 scale with 5 the highest)

Country	Ranking
Canada	4.19
Finland	4.15
Spain	4.14
USA	4.06
South Africa	3.92
Netherlands	3.84
Japan	3.84
Italy	3.82
India	3.77
Australia	3.76
Asian Composite	3.70
Germany	3.53
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In addition to revealing that employee commitment differs by country, the study found that what drives commitment changes from country to country. For example, a focus on continuous improvement might drive commitment in one country, whereas an employee focus might be the key driver in another. For companies' improvement efforts to be effective, they should allow for different sets of key drivers in different countries.

Finally, the study showed that people in different countries use response (i.e., agreement) scales differently. Cultural differences affect the way employees answer survey questions, which makes understanding survey scores across markets more complicated. The study determined cultural tendencies to agree, then scores were adjusted accordingly. For more information, please call 317-272-8536.

## 1996 saw record number of new products

Packaged goods companies shifted their new product marketing efforts into high gear in 1996 by introducing a record number of new product introductions, according to Naples, N.Y.-based Marketing Intelligence Service, Ltd., a new product reporting and product retrieval firm. Marketers introduced a total of 24,496 new food, beverage, health & beauty aids, household, and pet products in 1996, breaking the previous record set in 1994. For the third year in a row, new product launches topped the 20,000 mark. By industry, 11,072 new foods were introduced in 1996 (up 2.4 percent from 1995), 3,524 beverages (up 36.5 percent), 8,204 health & beauty aids (up



40 percent), 785 household products (down 5.3 percent), 467 miscellaneous products (up 15 percent) and 444 pet products were introduced (up 41 percent).

### New Product Introductions: 1989-1996

1989 .....	13,382
1990 .....	15,879
1991 .....	15,401
1992 .....	15,886
1993 .....	17,363
1994 .....	21,986
1995 .....	20,808
1996 .....	24,496

While new products were abundant in 1996, truly innovative new products offering significant new or added benefits were a decided minority. According to Marketing Intelligence's Innovation Ratings, 7.2 percent of 1996's new products featured innovations in any one of the following five areas: formulation, positioning, packaging, technology, or creating a new market. That's an increase from 1995's 6.7 percent rate, but is still far below the peak innovation rate of

18.6 percent in 1986.

While packaged goods marketers introduced new products at a record pace in 1996, the unfortunate fact is that most new products fail, primarily because they don't offer the consumer anything that is really new or different. Rest assured that the following 10 products do offer outstanding new benefits. These top innovations were chosen by Marketing Intelligence Service from the more than 24,000 new entries reported in 1996 in the firm's *Product Alert* publication. All were introduced nationally, regionally or into test markets in 1996.

• Pillsbury OneStep Ready to Bake Pan Cookie proves that there's no such thing as a chocolate chip cookie that's too big. Stealing a page from the pan pizza makers, this refrigerated cookie dough is packaged in its own circular shaped aluminum foil pan. Bake it in the oven for 10 to 14 minutes, slice the cookies in wedges or pieces to share or eat the whole thing yourself! Forget about mixing,

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spooning or cleanup; since the cookies bake in their own pan, there's no mess. OneStep is new from Minneapolis, Minn.-based Pillsbury Company.

- With 25 percent of all U.S. households consisting of just one person, up from 7.7 percent just 50 years ago, products that offer the ability to prepare smaller portions should strike a chord with consumers. If so, that's good news for Jell-O Stir 'n Snack Instant Pudding Mix from Kraft Foods, Inc. Packed in a resealable canister complete with a measuring scoop, Stir 'n Snack lets you make as much or as little pudding as you want, when you want. It's quick too — Stir 'n Snack is ready-to-eat in just five minutes.

- Are your mornings so rushed you don't have time to butter your toast before you fly out the door? Now there's a solution with Colonial Toaster Magic Bread from St. Louis, Mo.-based Earthgrains Co. Each slice of this loaf bread is packed with honey and butter or cinnamon and butter nuggets so you don't have to lift a finger or spread a knife.

- Today's increased time demands mean that breakfast (if it's not skipped) may be eaten behind the wheel of a car and lunch consumed at a cluttered desk. Dallas-based State Fair Foods has created the perfect meal for "stuffed schedules" with its State Fair Incredi-Bagel Stuffed Bagels. The no-mess way to eat on the run, the center of each of these bagels is filled with breakfast or lunch foods for a convenient meal. Varieties include pizza, ham & cheese, sausage, egg & cheese, and bacon, egg & cheese.

- Kick the can (canned soup, that is) with Stockpot Classic Soups Soup Concentrate from Redmond, Wash.-based Stockpot Soups. Packed in resealable pouches, these soups are sold in the refrigerated dairy case where they're the fresh alternative to canned and dry soups. Each 10 oz. pouch makes four bowls of hearty homestyle soup with ingredients like fresh-cut vegetables, real dairy products and premium meats & seafoods.

- Hot chocolate lovers who can't get enough chocolate would be wise to give Hershey's Goodnight Kisses Hot Co-

coa Mix and Hershey's Goodnight Hugs Hot Cocoa Mix a try. Milk chocolate flavored Goodnight Kisses and white chocolate flavored Goodnight Hugs both offer the added plus of tiny Hershey's Kisses milk chocolates in each envelope. When combined with hot water in a cup or mug, the Kisses melt to provide additional richness for a delicious treat. The product is new from Hershey, Pa.-based Hershey Foods Corporation.

- Of all household cleaning chores, window washing ranks right up there with cleaning the toilet or scrubbing the bathtub on the list of least favorite tasks. If racing to catch drips isn't your idea of a good time, then try new Windex NoDrip Glass Cleaner. NoDrip eliminates the race to catch drips because it stays where you spray it, sticking to glass surfaces without running. It's from Racine, Wis.-based S.C. Johnson & Son, Inc.

- The Instead 12 Hour Feminine Protection Cup is hailed as the first real advance in feminine protection in over 60 years. This "cup" is worn internally

to collect rather than absorb menstrual fluid so it can be worn twice as long as a tampon on heavy flow days and up to 12 hours on light flow days. And since Instead conforms to the shape of a woman's body, it fits comfortably even while sitting, swimming or exercising. It's new from Ultrafem, Inc. of Missoula, Mont.

- An upset stomach won't be enough

stomach discomfort and makes kids feel better fast. It even contains calcium, an important nutrient for kids.

- If you like Tupperware brand containers but wish they were less expensive and maybe even disposable, you're in luck. New GladWare Tight Sealing Containers are the equivalent of disposable Tupperware — resealable plastic containers you can afford to lose.

**New Product Counts by Industry (1992-1996) as reported in Product Alert**

	<u>Foods</u>	<u>Beverages</u>	<u>Health &amp; Beauty Aids</u>	<u>Household</u>	<u>Misc.</u>	<u>Pet Products</u>
1992	8,159	1,611	4,625	786	254	451
1993	8,077	2,243	5,327	790	462	464
1994	10,854	2,597	7,161	704	293	377
1995	10,816	2,581	5,861	829	406	315
1996	11,072	3,524	8,204	785	467	444

Note: The "miscellaneous" classification includes tobacco, car care and food-, beverage-, health & beauty aids- and household-related products.

to keep junior from missing school with new Fort Washington, Pa.-based Johnson & Johnson Merck Consumer Pharmaceuticals Co.'s Children's Mylanta, the first upset stomach remedy made just for children. Aimed at kids between the ages of 2 and 11, the bubble gum flavored product relieves

Top-shelf dishwasher safe, GladWare can be used over and over again and comes in two sizes: soup & salad size and entree size. It's new from Danbury, Conn.-based First Brands Corp.

New product innovation wasn't limited to the U.S., as demonstrated by these five top international innovations

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chosen from the innovations featured in Marketing Intelligence Service's *International Product Alert*.

Thomy Rot Weiss (red white) Ketchup & Mayonnaise is the perfect picnic companion since it's the only tube that offers portions of both ketchup and mayonnaise. New in Germany from Thomy GmbH, the product has a red and white swirl design when squeezed out of the tube.

Cocktail mix in an instant — literally — is the concept behind Kruger Cocktail mit Alkohol, which is offered in Germany by Kruger GmbH & Co. KG. Offered in three varieties, irish coffee, lumamba, and piña colada, the powdered mix actually contains the alcohol and only requires the addition of hot water or cold milk.

Tampon buyers who want two different absorbencies are stuck buying two different packages in the U.S. That's not the case in Australia, where Cotton Choices Tampons come in 16-count and 32-count packs of regular/super and light/regular tampons. They're new from Cottons Australia.

Infants suffering from congestion due to a cold had few choices, until now. Debuting in the U.K. is Johnson's Baby Breatheasy Bath, the first decongestant bath product that's mild enough for infants starting at six months of age. Breatheasy contains a blend of rosemary, eucalyptus and menthol. Johnson & Johnson is the manufacturer.

U.S. consumers will have to wait for FDA approval of the new Persona Home Ovulation Kit from Unilever's U.K.-based Unipath Ltd. Touted as the biggest thing to happen to contraception since the 1960s, Persona measures a woman's hormone levels via urine tests, indicating days of the month when pregnancy is most likely to occur. The disposable urine-test stick is read by a monitor which gives a green light on safe days and a red light on at-risk days. What's more, the monitor also acts as a database, storing data that's used to determine a woman's specific fertility pattern. For more information call 716-374-6326.

## Product & Service Update

continued from p. 8

ences from city to city. After that, a consumer panel determines product preference. For more information call Larry Kaufman at 847-433-0900.

## Service uses POS data to define trade areas

Spatial Insights, Inc., Vienna, Va., has developed a proprietary mapping technology that uses customer-based point-of-sale data to define trade areas by modeling the true geographic distribution of customer density or revenue. The company uses the technology in a new service, CustomTrend, which is designed for retailers that want to define trade areas or identify trade area overlap. By defining the geographic extent and characteristics of their trade areas, the service helps retailers define the demographics of their customers, quantify trade area cannibalization and delineate market opportunities. To define demographic profiles or develop site suitability models, demographics and other geographically referenced data can be subset and summarized according to the actual trade area or strength of revenue concentration. For more information call 703-827-7031.

## TelAc debuts omnibus study of Asian market

TelAc, Inc., an Arlington, Va., provider of multi-lingual telemarketing services, has launched its first omnibus research study in the Asian market, surveying awareness and usage habits via telephone calls conducted in the native language of Chinese (Mandarin and Cantonese), Korean and Vietnamese households. The survey measures usage of services such as telecommunications, banking and financial services, insurance and health care and usage of computers and other products. The survey also measures media usage and key demographics. Preliminary results can be

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viewed at the company's Web site at <http://www.telac.com>. For more information call Glenn Braverman at 800-522-3447.

## Infomark users can now access crime data

The CAPCrime database from CAP Index, Inc., King of Prussia, Pa., is now available from Equifax National Decision Systems, San Diego. The database lets marketers assess vulnerability to crimes against persons and property anywhere in the U.S. Through a sophisticated evaluation system, the CAPRisk model, used to create the database, scores an area for probability of crime occurrences. This data can be incorporated into any business location decision, but is especially valuable in selecting sites that

require 24-hour safe access, such as those for automatic teller machines, convenience stores and distribution facilities. The database provides scores indexed to the national average for any geographical area down to the census tract level for the following types of crime: homicide, rape, robbery, aggravated assault, burglary, larceny and motor vehicle theft. In addition, aggregated scores are available for four crime categories: crimes against persons, crimes against property, total crime and the CAP Index (a weighted average of homicide, rape and robbery). CAPCrime data is available for 1990, the current year, and a five-year projection. It can be provided in a number of formats, including reports, maps, and dBASE files for use with Infomark, Equifax National Decision Systems' desktop decision support system. For more information call

800-866-6510 or visit the Equifax NDS Web site at <http://www.ends.com>.

## Customer Insight updates AnalytiX

Customer Insight Company, Englewood, Colo., has released AnalytiX 2.3, a database marketing system that enables users to analyze client data on their own desktop. The new version's enriched capabilities include added report flexibility, advanced modeling techniques and improved direct mail tools. With the new Analytical Report Template, non-technical users can select from multiple report options to build customized reports, giving them more power to create sophisticated reports without understanding the underlying programming technology. Version 2.3 also eliminates the data preparation process often associated with completing advanced data models. A new statistical modeling interface lets users manipulate, analyze and export data to SPSS to complete statistical analysis. In addition, AnalytiX delivers enhanced direct mail tools to make it easier to group and track household activity over a specified time series. Group Sets allow users to create a static sample of the database to which they can compare purchase behavior over time. Release 2.3 also contains a Decoy Manager that automatically seeds mailing lists to ensure rental integrity. Users can view multiple tables simultaneously, create table queries simply and automatically assign segmentation codes. They can also recall and query against multiple tables. In addition, release 2.3 has taken advantage of its Windows-based structure by enabling the toolbar functionality for query management. Users can enter and edit field descriptions, filter fields from view and take advantage of toolbar menus to cut, copy, paste, save and print query expressions. The autosequencing function in 2.3 is designed to make database segmentation faster and easier. This segmentation scoring capability assigns mail keys and segment codes to facilitate mass customization of special offers. For more information call 303-790-7002.

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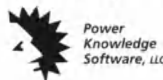


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## Data Use

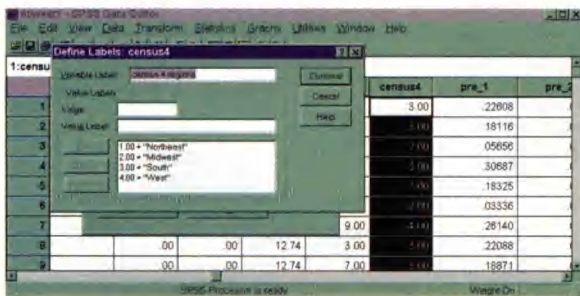
continued from p. 14

### The basics about SPSS

If you already use SPSS or know it fairly well, you probably can skip, jump or leap directly to the next section. This introduction is here because it recently became highly apparent that your reviewer should not assume everybody knows SPSS and what it does. More specifically, a major computer-oriented publication ran a review of this product which (not to denigrate a competitive reviewer more than is absolutely needed) spent much of its time "comparing" SPSS and Microsoft Excel. These programs most definitely are not intended to do the same things, although they overlap in some small areas. Excel in fact picked up a few of its many features from SPSS, and recently SPSS seems to have returned the favor. Trying to compare the performance and capabilities of these two programs, though, seems something like comparing a super-tanker and a moving van because they both carry things. Comparisons soon become just as informative as noting that the super-tanker does not fit neatly into most driveways, and that the moving van does not do well crossing most large bodies of water.

In brief, consider using SPSS if you need to find the relationships between items of data, and particularly what sets of values (numbers) have in common, and how sets of values predict (or explain) other sets of values. Providing you have some ideas about what you need to do, even the most powerful spreadsheet will not approach a program like SPSS in these areas. With SPSS, you can find complex inter-relationships in data that will elude the simpler forms of analysis available in spreadsheets.

SPSS also holds more information about the data than any spreadsheet can. For instance, SPSS can hold long labels for the values of a variable in addition to holding a long label for the variable itself. (This means SPSS can retain a label of "excellent" for a numeric response of 5, a label of "good" for a response of 4, and so on. It can have different long labels for the values of different variables. You can then use the long labels in reports and analyses of many types.) Figure 1 shows how SPSS both holds the data in a spreadsheet-like form, and allows you to examine, apply or change labels for data values



in a "dialogue box" (or small window).

Excel has its own set of distinctive strengths also. It makes sensational-looking tables and forms, which also can do sophisticated calculations with the numbers you enter. Perhaps most impressively, Excel has a built-in programming language that allows its spreadsheets to become programs, complete with menus, controls, and so on. SPSS 7.5 has

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moved closer to Excel in this area with the inclusion of a new "scripting" feature. This new feature allows you to build customized routines in SPSS that automate analyses and displays. (We will discuss this more later.) Overall, though, SPSS still does not match Excel in ability to make truly customized displays — up to and including interactive ones.

Often I find Excel useful to format results or to create small programs based on analyses conducted in SPSS. The basic analytical power comes from SPSS. The final integration into findings that will get applied still largely relies on Excel — and other programs. Perhaps this is oversimplifying, but this seems to capture the basic difference between the two programs.

### SPSS: What comes in the package

SPSS has taken a modular approach to its package for a number of years. Those of you who use SPSS now will be familiar with its organization into a base package (required for all operations) and a number of add-on modules that have special analytical capabilities. Several of these modules themselves contain bundles of programs.

SPSS has steadily added procedures and options over the years, but the basic organization of the program into sets has remained fairly constant. Version 7.5 continues the trend that SPSS has followed in recent releases, adding more analytical power to the base, and more cutting-edge procedures to the add-on modules. Here's a run-down of what you will find in the base and the two largest modules:

Base Package	Professional Statistics	Advanced Statistics
File management and case selection	Probit analysis	General linear models (GLM)
Data manipulation; transformations	(Binary) logistic regression	Variance components analysis
Data weighting and aggregating	Weight estimation	Loglinear analysis
Frequencies and descriptives	Two stage least squares regression	MANOVA
Data exploration	Multidimensional scaling	Cox regression
Cross-tabulation	General non-linear regression	Actuarial life tables
T-tests and ANOVA	Reliability-analysis	Survival analysis
Correlation		
Linear regression		
Curve fitting		
Non-parametric tests		
Charting		
Hierarchical clustering		
K-means clustering		
Discriminant analysis		
Factor analysis		

Other options include these:

Categories	Trends	CHAID
Conjoint analysis	Forecasting and time series	CHAID analysis
Correspondence analysis	Multiple curve-fitting models	
Other optimal scaling procedures	Smoothing models	

Tables	Exact Tests	Neural Connection
Complex and formatted tables, including stub and banner formats	Tests for very small samples or samples with very uneven distributions	Neural network analysis

If you are involved in the analysis of databases or market research data, then you will find the Base program and Categories — and perhaps Professional statistics — the "must have" modules. If you do not have another favorite classification tree analysis program, you will find CHAID a highly competent performer, if not quite as full-featured as some competitors. Trends is a highly powerful time series analysis program with many advanced features. Lastly, if you run into more complex analyses, you should find Advanced Statistics highly useful. Overall, SPSS covers nearly everything you will need, leaving just a few items for the wish list for later releases. (See "The SPSS wish list and competitive options" below for a full description.)

### How SPSS works

You must have either Windows 95 or Windows NT for SPSS 7.5 to run. If you still have Windows 3.0 or 3.1 (or 3.11 or 3.01, etc.), you will need to stay with SPSS version 6.0 or 6.1. (Incidentally, if you need an excuse to upgrade to Windows 95, this will give you as good as any. You will find many advantages to the new operating system, as we discussed in our review in the May 1996 QMRR.) The older SPSS version (6.1) has most of the analytical features of version 7.5, but it does not have the new and improved product architecture, or the same ability to customize output and automate involved analytical procedures.

One of the first facts you will notice about version 7.5 is that it exists as a series of windows, each of which will appear separately identified on the Windows 95 task manager bar. The program does not have a solid "back wall" as do applications such as Excel or Word for Windows. The free floating

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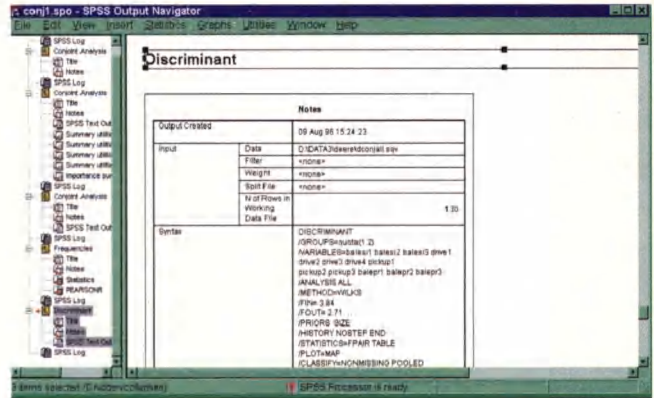
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windows may seem slightly disconcerting at first (you can click your way into another program in the background at times), but then should quickly become familiar. The windows include the familiar data editor (showing the file which you are using in spreadsheet-like form), the syntax editor, and the new output navigator.

The output navigator presents the single most striking improvement in SPSS over the older versions 6.0 and 6.1. It replaces the old text output and "chart carousel" windows that SPSS once used, and very nicely organizes all the types of output SPSS produces. Small "books" go into an organized tree-like display window to the left of the display screen, with each book containing all the output from a procedure. You can label these books yourself, or use the default labels that SPSS provides. Scrolling to a given book in this left window brings you quickly to the exact portion of the analysis that you need. You can move sections of the analysis around by dragging the books to different spots in the tree display. You can edit the output on the spot or save it to revise later. You also can copy and paste all or any part of the output into Windows-based word processing and presentation packages.

As you run longer analyses, the tremendous value of this output navigator becomes more obvious. Everything you have done stays readily at hand, so that you can quickly review and compare results. You can instantly eliminate sections that you decide are superfluous. Charts remain connected to the analyses that generated them. In short, everything becomes more organized and efficient. Figure 2 shows a portion of an output navigator window, with the tree

diagram to the left and the output corresponding to the selected item in the tree on the right.



Among the types of output SPSS generates, the "pivot table" was introduced in version 7.0, and made still more flexible in this new release. Many types of output now go into these tables, which are quite handsome and professional in appearance. Pivot tables may be familiar to users of Excel, Quattro Pro — and the late, lamented Lotus Improv, which introduced the idea. In a pivot table, you can swap rows and columns with a click of a button. Even more impressive, if you have a table with "nesting" (headings within headings), you can change rows, columns and nestings within each. You may not need to do such fancy maneuvering often, but now you can. You get the tables to pivot simply by pulling around icons that appear in pivot trays at the margins of the table.

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Everything gets rearranged instantly. Figure 3 shows two pivoted views of the same data. For simplicity, this table shows only counts. Any extra in-cell statistics you choose also get pivoted instantly.

GENDER Gender M, F, U \* CENSUS4 census 4 regions \* ANYGE18 any kids 18 & up Crosstabulation

Count		CENSUS4 census 4 regions					Total
ANYGE18 any kids 18 & up		00	1.00 Northeast	2.00 Midwest	3.00 South	4.00 West	
0.00 N	GENDER Gender M, F, U						
	F	64	476	25	13	1134	1238
	M	847	835	1804	2034	1229	8851
	U	7567	7554	20244	29159	15948	80572
	Total	9316	8665	23865	35044	19330	96221
1.00 Y	GENDER Gender M, F, U						
	F	25					64
	M	53	14	88	98	19	272
	U	27	2	71	151	92	344
	Total	229	318	879	1185	611	3223
Total		335	334	1038	1435	761	3903

GENDER Gender M, F, U \* CENSUS4 census 4 regions \* ANYGE18 any kids 18 & up Crosstabulation

Count		GENDER Gender M, F, U					Total	
ANYGE18 any kids 18 & up		F	M	U				
CENSUS4 census 4 regions	00	0.00 N	64	847	839	7567	9316	
		1.00 Y	25	53	27	229	335	
	1.00 Northeast	0.00 N		476	635	7554	8665	
		1.00 Y		14	2	318	334	
	2.00 Midwest	0.00 N	25	1804	2034	22865	23865	
		1.00 Y		88	71	879	1038	
	3.00 South	0.00 N	13	2918	3054	29159	35044	
		1.00 Y		98	151	1185	1435	
	4.00 West	0.00 N	1134	1018	1228	15948	19330	
		1.00 Y	38	19	82	811	761	
	Total		0.00 N	1238	8851	7562	80572	96221
			1.00 Y	64	272	344	3223	3903

Figure 3: The data are the same, but they look quite different after pivoting the table. Incidentally, this is one huge and awful database, with its quality problems shown by the high number of "unknown" and otherwise unclassified respondents.

You can change the basic "look" of these tables, as you can in programs like Excel, choosing a scheme with special shading, cell borders and colors. The results look at least as good as the tabular output that appears in professional journals.

Pivot tables, bringing a new level of output to much of the program, exact only a small price in return. They sometimes show slight "hesitation" when you select them for viewing, even on a reasonably fast PC. (Our test machines included a 586-133 desktop computer with 32 MB of RAM and a 586-75 notebook with 16 MB of RAM. The program ran with little discernible speed difference on either for most operations.) This behavior of the output navigator may seem a little disconcerting if you are used to scrolling instantly through several miles of text-based output — as you could in earlier versions of SPSS. However, only the chart editing function seems to need some speed enhancements. It runs perceptibly slower than the graphing module in Microsoft Powerpoint, for instance, which is already slower than anything your reviewer likes to use regularly. The convenience of having all your output readily at hand more than makes up for any small performance lags, though — at least on a 586-class machine.

Also, since output navigator files contain all sorts of handsome graphical objects, they tend to require more disk space than did the corresponding text-based output. You can, without too much effort, generate a navigator file holding charts, tables and text output the size of an average University of Chicago doctoral dissertation. The navigator saves the entire session and the tree structure organizing it in a special ".spo" file, which can run up to several megabytes. You

definitely will want to eliminate any unwanted analyses before saving the navigator document.

As mentioned earlier, SPSS has continued to add new features and procedures, as it has done with every recent new release. In fact, you can see in many details of SPSS (both how it looks and acts) evidence of considerable careful thought and many years of refinement. New procedures in this version include, most notably, tests in the analysis of variance module that will handle distributions with widely different patterns of dispersion (or variance). Among the features, you can get several fine bonuses in the CD-ROM version of the program. SPSS has put this medium's great storage capacity to good use by including files with basic demographic information from Claritas and Wessex, some of which extends down to the census tract level. This allows you to append this data to files you are analyzing where you have a person's ZIP code (or census tract), greatly boosting your ability to profile respondents or database members demographically. The CD-ROM also has the syntax guide online, making it easier to specify details of the analysis as you want them.

Version 7.5 also makes strides toward helping users less familiar with statistics, with a new statistics on-line "statistics coach." Using the coach involves answering a series of questions about your data and the type of chart or table you would like, and then following the directions it gives toward the dialogue boxes of specific procedures. The coach seemed to handle straightforward requests well — but the PC still cannot substitute for knowing the methods available and thinking through what you really need. Also, even if a novice, you will need to know what type of data you are analyzing (nominal, continuous, etc.), and a few statistical terms. SPSS also had added a related but simpler "ODBC Wizard" which can prompt you step-by-step through accessing a database and joining multiple database tables.

### What remains the same

SPSS retains its basic operating structure, in which you can build up a complex chain of analyses by selecting items from menus or by filling in "dialogue boxes" on screen. The program then generates a series of commands from your choices. You still can choose to run commands once they have been completed by pushing an "OK" button, or can choose to paste these commands into a "syntax window." Pasting the commands into the window has its advantages. First, and most obviously, you can see exactly what your menu choices make the program do, in the program's own terms. Also, you can compare the commands you chose versus all possible options by pushing the handy "syntax checker" button (which appears on the bar at the top of the syntax window). Finally, you can save and recycle the commands you have generated in a text-based ".sps" file. You can keep reusing the pasted commands in any analysis at hand, or call up ".sps" files to use in another analysis.

SPSS allows you to open many command and output files simultaneously in a session. You can cut and paste between any of them. You still are restricted to one data file per session, though. (Unlike Excel, SPSS will not allow you to have many data windows — or spreadsheets — open for

viewing and manipulating at the same time.) SPSS does give you remarkable power in merging many files into one unified database, though. You have precise control over how SPSS adds variables or cases — even according to incredibly complex rules. Given this capability, using one data file per analysis seems a minor limitation. Even if you do not do much data analysis, you should find the file management abilities of the base program — to put together data files, to select specific cases according to exact criteria, to exclude data, to sort data, to transform data, and to create new variables from others — remarkably useful.

### “Real Stats-Real Easy”

SPSS has used this as a slogan for several years. While I agree that the statistics are real, I don't know if I can agree that second “real” is real, really. (Sorry, but I couldn't resist.) The statistics are easy in the sense that your PC can, in seconds, rip through mountains of data analysis that the combined math faculties of every American college and university could not solve in decades. The speed of analysis can be amazing. Watching SPSS sprint through, say, a discriminant analysis with 200 variables and 30,000 cases is not likely to replace cable TV as entertainment, but you will be impressed with how quickly it gets done. (All right, perhaps you won't, but it still impressed your reviewer.)

In any event, you now can do more analyses and test more options and alternatives than ever before. The question then becomes whether you *should* do the analysis at all, not whether you *can* do the analysis.

With your forbearance, let's try another analogy, hoping that this does not stretch things too far. In a way, having SPSS to analyze your data is something like finding that — instead of buying a hand saw — you can now have an entire millwork factory delivered to your basement. Now, when you go downstairs, you can knock out an oak dining room table with fancy scrollwork and turned legs in about 16 minutes. If you get really ambitious, and you have an afternoon or two to spare, you can make up a pre-fabricated addition for your house. You find only one catch to this marvelous set-up: you have to know how to use the machinery — or at least some of it.

If you run the machinery the wrong way, you can create a pile of sawdust in an instant — or perhaps even burn down a substantial portion of your neighborhood. Assuming you know how to avoid a disaster, you then have to know what to make, and how to make it. You can use your basement mill to produce things that seem fine, but which do not stand up to use, like three-legged chairs, couches without any internal supports, and so on.

At the end of this long analogy, we come back to the powerful analytical capabilities you find in SPSS. With this program, you can generate immense quantities of “output” in nearly no time. But you must have the requisite knowledge and do the needed thinking for this material to perform adequately. No statistics program can advise you against mistakes or misconceptions in basic approach. You may get some guidance on the correct comparison method to use with certain forms of data, but the program will not tell you

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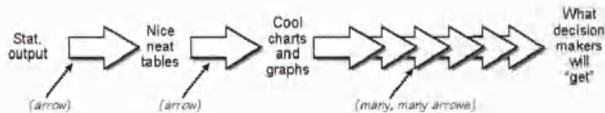
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whether you should draw a given comparison or do something else entirely. With a program as sophisticated and analytically capable as SPSS, you may almost start to think that your PC can think — which (unfortunately or not) is most definitely an illusion. You will still need to know what the computer should be doing, and instruct it accordingly. And (unfortunately), doing this is not always “real easy.”

### The presentation dilemma

By now, you should have few questions about the ability SPSS has to analyze most forms of data, and to solve many analytical problems. Also, SPSS can do nearly anything you will ever need — in data display and presentation — to get an article into any academic journal. Where SPSS leaves you a few steps from the finished product, though, is in creating the types of presentations that most decision-makers (managers, executives, etc.) need to see. This final distillation of data into so-called “actionable” form remains largely up to you. Figure 4 shows this familiar problem in schematic form, with the precise scientific name for each stage in preparing information.



SPSS will bring you at most times to “nice neat tables,” and at others all the way to “cool charts and graphs.” But the last long transition remains squarely outside the program’s design. In a way, this seems all we could ever expect. The makers of SPSS are serious scientists and statisticians. They could never understand how frequently we need to present our findings to — and get some action from — people with the attention span of children. (This is getting worse, if anything, with corporate downsizing. Now you encounter more and more people acting like stressed-out and overworked children.)

These comments may more properly belong in the “SPSS wish list,” but it seems that the program could go still further in making its output flexible, and in allowing you to extract only those few items your audience will need to see. SPSS has in this release eliminated much of the typewriter-like ASCII-text format that it once produced. For instance, the output from discriminant analysis or factor analysis used to appear as a large block of text which you had to keep in a “fixed font” (like Courier). Now, you get a series of handsomely formatted “objects,” but objects that remain fairly fixed in content, if not appearance. You may need to devise complex strategies to get a simple measure that the output does not provide.

Suppose, for example, you decide you want “overall weighted importances” for the variables in a discriminant analysis which has produced several functions (or dimensions). Each variable has a coefficient in each function and the functions each have relative strengths, in terms of how much variance they explain. To get some overall measure, you have to excise the correct section of the output, make sure it has the correct format, paste it into a spreadsheet, multiply the coefficients within each function by the strength or size of the function, and sum. Who’s ready to take a quiz about what I just said? I thought so.

Anyway, this is the kind of thing (misguided or not) that you

may need to do. The idea is fairly simple (which is why the client asked you to do it, anyhow), but the doing is not. Running up numbers like this can become time consuming and tedious when you have many analyses to complete. Perhaps the new scripting procedures in SPSS 7.5 can automate some tasks like these, but for now the commands available seem mostly to affect formatting of output, rather than producing any new values from the output, even simple ones.

### The SPSS wish list and competitive options

As the section above suggested, SPSS still seems to need some progress in letting the user isolate and format just the few key fragments of information coming from a long analysis. The new output navigator and scripting language make several long steps toward this goal, but more control over results produced could only help. Again, seeking major changes in this area seems more like demanding a shift in how the program is conceptualized than claiming it has any actual deficiencies. Indeed, when we look at its operations, SPSS has omitted little that you are likely to need in the analysis of surveys and databases.

Perhaps the largest omission is that SPSS cannot perform multinomial logit analysis (and such related logit analyses), which you need for discrete choice modeling (DCM) as it is usually done. The lack of true capability to analyze DCM problems prevents SPSS from handling an entire branch of analysis that has proven remarkably useful for product and service optimization and pricing research.

Finally, the CHAID program could use some updating. It has all the basics for classification tree analysis, and using it certainly is far better than not having any program with these capabilities. It has been surpassed by competitive offerings in recent years, though. In particular, KnowledgeSeeker from Angoss continues to advance its remarkable range of capabilities and features. (We plan to review the KnowledgeSeeker version 4.2 in an upcoming issue.)

SPSS has a growing list of competitors in the Windows environment. However, SPSS remains a top choice for analyzing surveys, databases and other data from which you must make decisions. It strikes an excellent balance between power, features and usability, making it the leading contender to become the analytical software that you use most often.

SPSS is not the reigning heavyweight champion of data analysis, though. This distinction belongs to SAS, as it likely has for some years now. SAS remains a staggering program, in terms of number of procedures and options within procedures. In general, if somebody somewhere is doing some obscure form of statistical analysis, the odds are that you too can do it with SAS. However, SAS does exact more of a price for the power it provides. Some of this price is purely monetary: SAS does not sell its program, but only licenses it — meaning that you must pay an annual fee to continue using it. Licensing fees vary based on the number of users, but they tend to be more expensive than the cost of purchasing and maintaining a program like SPSS. Also, with SAS, you probably will want to keep one or several of the many manuals close at hand while doing an analysis. While the manuals are extremely clear and provide many helpful examples of exactly how to do different procedures, it seems that you need to refer to them fairly often to do what you

want. Although SAS has graduated to Windows, it still has much more of the feel of a basic DOS program. You can still use the basic command line structures and SAS manuals from six to 10 years ago. Also, you may find the tremendous arrays of options daunting in themselves. You reviewer is willing to wager that nobody knows exactly how all the different choices you have in SAS really differ, even in theory — and certainly not in practice.

Two programs formerly competing with SPSS have become companion products, also distributed by SPSS, with each intended for slightly different groups of users. Systat has become the SPSS product for engineering and technical users, and BMDP has become the product for biomedical research. Each has a few special features that their intended audiences find helpful. Since becoming part of the SPSS product line-up, though, each of these programs has taken on a somewhat SPSS-like appearance and has gained in useful SPSS-like capabilities and amenities. I know a few market researchers who prefer Systat to SPSS, but similarities between these programs now seem to outweigh points of difference.

#### SPSS pricing

SPSS is priced on modular basis. The base package lists for \$695. SPSS offers special pricing on the base with added modules. For instance, you can buy a "Base +2 bundle" for \$1,295. Other additional modules usually cost \$395 to \$495 each. SPSS offers a number of standard discounts (for educational and government users, for instance), and site licenses are available. Special discounts on extra modules are sometimes available; you can call SPSS at the numbers below for more information.

#### Conclusions

Given the market prices for data analyses, SPSS is in fact a terrific bargain. The incredible usefulness of this program in solving real-world problems, and in making real-world decisions, is beyond dispute. Unless you have highly specialized needs, the SPSS base and two or three additional modules are very likely to provide all the analytical power you need. The program provides the best balance achieved by any software so far between analytical power and ease of use. You may need to fuss with the output somewhat to reduce it to a form that most audiences can understand and use, but that is the only qualification to a very strong recommendation. Provided you have moved to Windows 95 or the Windows NT operating system, you will find a great deal to like in SPSS version 7.5. And if you have not yet upgraded your operating system, this program could provide precisely the reason you needed. □

As quoted by David Lubar in *It's Not a Bug, It's a Feature*, Reading, Mass.: Addison Wesley Publishing Company, 1995.

**You can reach SPSS at:**

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## Changing minds

continued from p. 18

have to decide what we want to measure: Is it how good a PR job we did? Is it finding out if anyone heard us or paid attention to our PR efforts? Or, is it determining if anyone is about to think or act differently because of our PR efforts?

I label these three different measures of PR effectiveness:

Level 1, the basic level for measuring PR outputs;

Level 2, the intermediate level for measuring PR outgrowths; and,

Level 3, the advanced level for measuring PR outcomes.

Like marks on a yardstick or a ruler each level identifies a higher plateau for the measurement of public relations success or failure.

At our firm, we like to use a yardstick to graphically show the three different levels, each one higher and more advanced than the one before it. The lowest step on the ladder—or the first marker on my imaginary yardstick—is Level 1, which measures what we, or our organization, actually did. For example, if our

organization happened to be a hospital, health clinic or pharmaceutical company, did we prepare an attractive-looking brochure for our patients or prospective customers? Was the press conference that we held to publicize or promote a new product or service well attended? Did the media pick up and use our press releases or announcements? Did our messages get transmitted to the specific audience groups we were trying to reach?

Level 1 measures PR outputs; it examines how well PR people present themselves, how they handle given activities or events. At this level, the PR practitioner measures the amount of exposure his or her organization received in the media, the total number of placements, the total number of audience impressions, and/or the likelihood of having reached specific target audience groups.

### Easy to carry out

This type of measurement is relatively easy to carry out; that's why I call it a basic measure. To measure outputs, PR practitioners often use content analysis techniques to track or measure publicity placements or conduct simple public opin-

ion polls to find out if targeted groups have been exposed to certain messages.

An example: A well-known technology company headquartered in New York City with offices throughout the U.S. and Europe and which markets its hardware products and selected software services on both sides of the Atlantic held two press conferences to announce six major new products.

The press conferences were held on the same day—one in New York City, the other in Paris—and generated considerable media coverage in the U.S. and Europe. Within a matter of a few days, 491 print and broadcast news and feature stories appeared in the press—373 in U.S. media and another 118 in the European media.

We were retained to determine how favorable toward the company and its new products the press coverage ended up being. More specifically, our client sought answers to these questions:

- How did the media in the U.S. and Europe handle this major announcement of the company pertaining to its new products and services?

- Was press treatment favorable, neutral or unfavorable toward the company and toward key themes and messages important to the company?

- Which spokespersons were quoted most frequently, in what context and to what extent?

- How did the media treat the company in comparison to its principal competitors?

- How did the media's handling of the announcement correlate to consumer inquiries and/or purchase behavior patterns pertaining to the company's products and services?

Content analysis of the 491 news and feature stories was the methodology used to measure PR outputs in this case. We examined the press coverage by first coding and categorizing each story on the basis of 37 different analytical variables, classifying the stories by such categories as type of media in which they appeared, by company, competitor and topic mentions, by position or stance taken by the media, by persons and/or organizations quoted by the media, and so on.

Then we entered this information in our computer, processed and analyzed the data, and prepared a detailed report for our client giving the findings and their

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implications. The entire effort was carried out relatively quickly and inexpensively. It took six weeks from start to finish.

Output measures can be summarized this way:

Level 3: Advanced (Outcomes)

Level 2: Intermediate (Outgrowths)

Level 1: Basic (Outputs)

*Measuring . . .*

*Targeted Audiences*

*Impressions*

*Media Placements*

Keep in mind that measuring outputs is only the most basic level of PR measurement. The only thing you're doing at this level is measuring whether or not your messages, or your organization's messages, were actually disseminated and picked up by the media.

### Don't stop at Level 1

Whatever you do, don't stop at Level 1. Move up the yardstick or the ladder to higher levels. Level 2 is somewhat more sophisticated. At this level, PR practitioners measure whether target audience groups actually received the messages directed at them, whether they

paid attention to those messages, whether they understood and retained them.

Level 2 contains PR outgrowth measures. To measure outgrowths, PR practitioners usually rely on a mix of qualitative and quantitative data collection techniques, using focus groups, depth interviews with opinion-leaders and extensive polling of key target audience groups either by telephone, face-to-face, or — at least in the U.S., and I realize that cultures can change from country to country — by conducting surveys using the mails.

An example: One of our clients — a well-known beverage company — sells its products around the world. During the past two years it has been actively distributing background and promotional materials about its products and services to reporters and editors in the general and trade press in four countries in Europe — France, Germany, Great Britain and Spain; in four Latin American countries — Argentina, Brazil, Costa Rica, Mexico — and Puerto Rico; and in six Asian and Pacific Rim countries — China, Hong Kong, Japan, Korea,

the Philippines and Taiwan.

The company wished to determine how familiar its products and brands were among key media it was targeting in those 15 countries, in comparison to its major competitors. It also was interested in measuring — both qualitatively and quantitatively — how much attention those in the media were paying to the company's publicity efforts, whether reporters and editors were aware of the range of the client's products and services, and whether those in the media were retaining key messages that the company was disseminating through its publicity materials.

For this client, we suggested a series of one-on-one depth interviews with key representatives of the media in each of the countries being targeted. We are convinced that by focusing on issues of importance to the client and by conducting interviews with selected reporters and editors that we have obtained first-hand information from those in the media regarding how much they know, how much they understand, and how much information they have retained relating to our client and its products

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and services.

Here's a second example of a research project that we have fielded that sought to measure outgrowths — that is, how much people know, understand and retain. A technology client in the U.S. several years ago developed a new diagnostic imaging machine that brought the latest technology to hospitals and clinics that do not have specialists in residence. The technology allowed patients to go to their local hospital for an on-the-spot live ultrasound exam that was transmitted by telephone lines to a specialist in another city.

The company held a first-time-ever series of remote, live demonstrations of an actual exam taking place in Memphis, Tenn. The exam was shown live at two major trade shows: the annual conference of the American Heart Association in Dallas, and the annual conference of the Radiological Society of North America in Chicago.

The company wanted immediate feedback on the new machine from the cardiologists and radiologists attending the two trade shows. It wanted to assess physician familiarity, comprehension and retention levels of the benefits offered by its new machine. To obtain the data needed, we suggested a series of on-site, face-to-face, intercept interviews with those physicians who attended the two conferences. The company arranged for special demonstrations of its new machine during the first two days of each convention. During the third day we sent a team of interviewers onto the convention floor to conduct intercept interviews.

A total of 100 cardiovascular physicians and surgeons were interviewed at the Dallas trade show and another 239 radiologists and hospital administrators were interviewed in Chicago.

In both cases, interviews were completed in one day, data were tabulated and analyzed overnight, and the company not only obtained useful background information concerning physician familiarity, comprehension and retention levels pertaining to its new machine, but it also was able to prepare and distribute special press releases summarizing the research findings and their broader implications, displaying how technology could be used to improve patient diagnostic services.

Outgrowth measures can be summarized this way:

Level 3: Advanced (Outcomes)

Level 2: Intermediate (Outgrowths)

Measuring . . .

Retention

Comprehension

Awareness

Receptivity

Level 1: Basic (Outputs)

Measuring . . .

Targeted Audiences

Impressions

Media Placements

### Most advanced

Level 3 is the most advanced PR measurement level of all. When one reaches this higher end of the effectiveness yardstick, what is being measured is outcomes — such things as opinion, attitude, and behavior change.

To measure outcomes, the PR practitioner needs to rely on such techniques as before-and-after polls (pre- and post-tests); on the development and use of

#### OUTCOMES

Level 3 — How did we do in getting them to change their behavior, attitudes or opinions?

#### OUTGROWTHS

Level 2 — How did we do in getting them to remember, understand and pay attention?

#### OUTPUTS

Level 1 — How did we do in having messages actually appear and getting messages out in the first place?

experimental and quasi-experimental research designs; on the use of unobtrusive data collection methods such as observation, participation and role-playing; on the use of advanced data analysis techniques (such as perceptual mapping, psychographic analysis, factor and cluster analysis, and conjoint analysis); or on the conducting of comprehensive, multi-faceted communications audits.

Let me give you an example of the type of research project that begins to measure not only message receptivity, awareness levels, comprehension and retention but also starts to get at opinion, attitude and behavior change.

One of our U.S. clients is the Dole Food Company. Several years ago, in collaboration with the Society for Nutrition Education, Dole developed a special CD-ROM program designed to educate children between the ages of 9 and 10 and their teachers about the importance of proper nutrition and the role that eating five servings of fruits and vegetables a day can play in achieving proper nutrition. Students at the third-grade level in 178 classes in 65 different schools in five different states were selected by Dole to participate in a pilot test of the CD-ROM educational program.

Dole wanted to measure the knowledge, attitude and behavior levels of a selected group of third-grade teachers and their students regarding fruits and vegetables and proper nutrition, both before and after these audiences were exposed to the CD-ROM program prior to a national rollout.

Our research design consisted of distribution of self-administered questionnaires to approximately 1,000 students and 40 teachers to measure awareness, attitude and behavior levels before the CD-ROM introduction, followed by the distribution of a virtually identical self-administered questionnaire to the same approximately 1,000 students and 40 teachers to measure awareness, attitude and behavior levels four months after the program introduction.

Completed, matched pre- and post-questionnaires were filled out and returned by students in 44 of the 178 classes. In those 44 classes, a total of 1,038 students and 37 teachers participated in the before-and-after study.

The data found the 5 A Day Adventures CD-ROM program to be extremely successful. More importantly, the proportion of students giving correct answers increased from the before to the after phase on 17 of the 18 questions that were asked.

The proportion of students expressing an interest in talking to other family members about the importance of eating five servings of fruits and vegetables a day increased from 45.1 percent before they had been exposed to the program to 67.0 percent after exposure.

More than eight out of every 10 teachers felt their students had found the program easy to use and a similar proportion of teachers were convinced that 5 A Day

Adventures had encouraged their students to eat more fruits and vegetables. Eight in 10 of the teachers also felt the program had encouraged them, themselves, to eat more fruits and vegetables.

Based on the research findings, Dole modified the CD-ROM program and then launched a national rollout. One year after the completion of this pilot research project, 13,000 schools throughout the U.S. were participating in the program and 50,000 CD-ROM disks had been distributed to schools and teachers across the country.

### Fascinating problem

Here is a second example of a study that we designed and carried out to measure change at the outcome level. Several years ago, another food company came to us with a fascinating problem. They wanted to determine which is more effective in promoting a new product: public relations alone, advertising alone, or public relations and advertising together.

For this client we used a variation of what is known as the "classic research design" methodology. First, we identified four comparable communities in four different sections of the country. Then, we conducted telephone interviews in all four communities — 250 interviews per community — to determine familiarity, attitude and behavior levels relating to the company, its products and services.

The company's new product was then introduced in the first community using only public relations techniques. The new product was introduced at the exact same time in the second community using only advertising techniques. It was introduced at the same time in the

third community using a mix of public relations and advertising techniques. In the fourth community it received no public relations or advertising support.

After the introductions, identical follow-up telephone interviews were conducted in all four locations. Once again, 250 consumers were interviewed in each community. We probed to determine familiarity, attitude and behavior levels relating to the company, its products and its services. We then compared data from the pre- and post-interviews in all four communities to determine which of the different communications approaches was most effective.

When I tell people about this before-and-after quasi-experimental design they always ask me who won. Which communications approach turned out to be most effective? Keep in mind, results can change depending on the product, depending on the community, depending on the types of PR and advertising techniques utilized.

In this particular instance, however, communications turned out to be most effective in the community in which the new product was introduced using public relations techniques only. It was next most effective in the community in which the new product was introduced using a mix of PR and advertising techniques. In third place was the community in which advertising only was used.

And, thank goodness, especially for those of us who are professional communicators, in last place was the community in which the new product was introduced without any public relations or advertising support at all.

Outcome measures can be summa-

rized this way:

*Level 3: Advanced (Outcomes)*

*Measuring . . .*

*Behavior Change*

*Attitude Change*

*Opinion Change*

*Level 2: Intermediate (Outgrowths)*

*Measuring . . .*

*Retention*

*Comprehension*

*Awareness*

*Receptivity*

*Level 1: Basic (Outputs)*

*Measuring . . .*

*Targeted Audiences*

*Impressions*

*Media Placements*

### No single method

These are just some of the ways to measure success in public relations. But to put things into perspective, there are two final pieces of advice for those of you who plan to plunge more deeply into measuring public relations effectiveness.

First, it is important to recognize that there is no one simplistic method for measuring PR effectiveness. Depending upon which level of measurement is required, an array of different tools and techniques are needed to properly assess PR impact.

And, finally, it is extremely important before you attempt to evaluate anything you do that you first set specific goals and objectives against which the activities of your programs can eventually be measured. That's called formulative evaluation.

The time to think about evaluation is *before* a public relations program has been launched, not after it is under way. □

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## Cotton

continued from p. 11

are computed. The barometers, as they are called, are designed to provide insight into areas of behavior that have an impact on the markets for apparel, home furnishings and fiber selection. Through analysis of movement in the barometer scores over time, industry leaders can better hypothesize about where consumers' attitudes and behaviors may be going in the future.

Each barometer summarizes responses to a cluster of questions relating to a single subject. The eight measures include: denim fondness, tendency for casual dressing, concern for appearance, shopping affinity, fashion consciousness, fiber awareness, fiber preference and external influences.

Barometers are calculated by determining a positive variable and a negative variable for each index. For example, for the shopping barometer, a positive shopping variable and a negative shopping habits variable are determined. These figures are derived by summing the responses to questions in the specific set, in this case, those dealing with shopping. This number is then multiplied by a set value calculated using the possible affirmative and negative answers to

### Among the findings reported in the Autumn 1996 issue of the *Lifestyle Monitor*

#### How we feel about our jeans

- Almost everybody (97 percent) owns at least one denim item. The typical consumer owns nearly 15 different pieces of denim clothing.
- More than two in three (67 percent) agree that jeans are their first pick for casual wear.
- More than two in three (68 percent) prefer to wear denim jeans over any other type of casual slacks.
- Almost nine in 10 (87 percent) think neat jeans should be allowed on casual day.

#### How things have changed in the past year

- From the second quarter of 1995 to the second quarter of 1996, the percentage of those who are willing to sacrifice comfort for fashion decreased from 38 percent to 36 percent.
- We are less concerned about price and more concerned about fabric content than we were a year ago. In the second quarter of 1995, 74 percent said that the price is important information when it comes to purchasing garments and 46 percent said fabric content. Over the course of the year, the price segment fell 3 percent to 71 percent and the fabric content contingent increased by 2 percent to 48 percent.
- The portion of \$500 we would spend on clothing decreased by \$18 since second quarter 1995. Back then we would have spent \$246 of the money on clothes, today we would only spend \$228 of it on clothing.
- When dressing under time constraints, 62 percent would rather be on time and look okay and 37 percent would rather be 10 minutes late and look great. These findings represent a 5 percent shift in favor of spending the extra minutes to look better since this time last year. In the second quarter of 1995, 67 percent would sacrifice fashion for timeliness and only 32 percent would choose to be late but look great.

each set. This process yields a number ranging from 0 to 100. This number is not a percentage however, but a composite tabulation of multiple responses to a specific barometer's question cluster. Therefore, a barom-

eter of 50 is neutral, and as preference increases and decreases so does the barometer reading.

Using a method very similar to the barometer calculation, each quarter certain groups of respondents are classified as "fashion innovators" and "opinion leaders." It is thought that trends among the general population first can be seen as trends among these leaders. The researchers involved deemed it vital to identify them and keep tabs on both their attitudes toward fabrics and their buying behavior.

Fashion innovators and opinion leaders are not of any single personality type. Rather, each type of personality has its own leaders. Generally, they are of a higher socio-economic status and are more educated than their followers. They tend to be more innovative and have greater social participation.

#### Aggressive marketing

Cotton Incorporated was officially formed in 1970, although its work began almost half a decade earlier. J.

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Nicholas Hahn, Cotton Incorporated's president and CEO, explained the purpose of the company during an interview in the July 19, 1994 issue of *Women's Wear Daily*. "Seeing a need for an entity to promote and market their products, a handful of cotton growers petitioned Congress to set up a funding mechanism. That action ultimately led to the passage of the Research and Promotion Act of 1966, and helped create the Cotton Producers Institute, the forerunner of Cotton Incorporated."

Today, aggressive marketing programs play a crucial role in cotton's success at retail. Supporting these marketing programs with marketing research is important to Cotton Incorporated. "The Lifestyle Monitor is a blend of art and science," says John Sessions, president of Bellomy Research. "We use a series of introspective questions which respondents enjoy answering to obtain data which is statistically analyzed to produce measures which characterize our nation's attitudes toward fashion, apparel and fibers on an ongoing basis."

So far, the Lifestyle Monitor project has been an overwhelming success, providing interesting, actionable data. Most projects are a balancing act in which the researcher tries to gather the most information in the least amount of time so as to maximize cooperation. With the Lifestyle Monitor interviews, the respondents rarely ever realize how long they have been on the phone because they have fun.

They forget to watch the clock when they are being asked questions like:

- Do you like this season's fashions more or less than in previous years?
- Do you feel it is appropriate to have "casual Fridays" or a casual day in a business office environment?
- In the coming 12 months, do you plan to purchase more or less apparel than in the past 12 months?
- Do you agree or disagree with the statement "Jeans are in my past, not my future."?
- If you get teased about a particular outfit or article of clothing, do you stop wearing it?

"The Lifestyle Monitor has a surprisingly high completion rate, espe-

cially for its length," says Carol Hefner, vice president client services, Bellomy Research. "People want to stay on the phone for the whole 20 minutes or more. We all like talking about ourselves and, in a way, answering these questions seems like you're doing just that."

#### Win-win

The enthusiasm of Lifestyle Monitor participants is proof that when it's done right, research can be a win-win

situation for researcher and respondent. When the process is interesting and fun, consumers enjoy participating and may be more willing to take a few minutes out of their busy schedules the next time they are called upon to provide their opinions. As the industry struggles to keep response rates up and fend off the damaging effects of telemarketer sugging, projects like the Lifestyle Monitor are important to the future success of research. □

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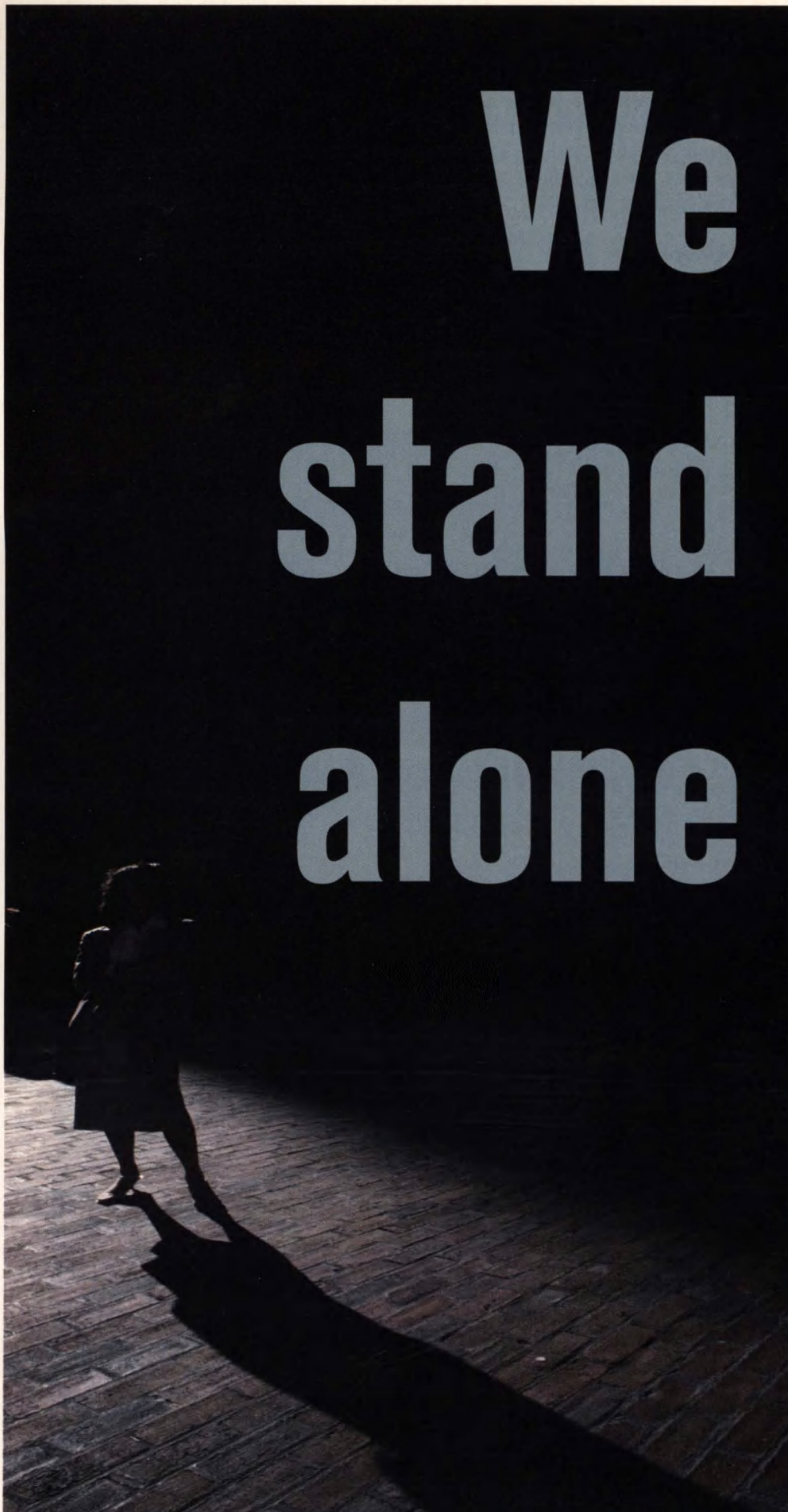
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## Interface testing

continued from p. 13

through a brief demonstration.

In the next step, the respondent is given one or more tasks or activities to complete on their own, unaided by the moderator yet with encouragement to identify what areas of the program work well or are easy to use. Equally important, the respondent should indicate what areas do not work well and explain why these areas are problematic from their perspective. The moderator's role here is to capture the respondent's internal dialogue while working with the program. As with most qualitative studies, it is critical that the moderator remain neutral about the respondent's commentary and avoid answering the usual series of questions about how the software works versus their expectations of it.

### Test concepts and content

Specific areas of UI testing include concept and content testing, where the overall concept of the software or Web site is evaluated by the respondent. Here questions explore what functional areas of the program the

respondent would use first and why, which areas may be appealing or unappealing and why, and possible areas that they would avoid. The latter is especially interesting to developers because the feedback may lead to a simple alteration in the program design or copy which greatly improves the initial impression a customer has about the program.

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*In a recent UI project, a travel club was designing its Web site for its customer base and also with the intention of signing on new members. To make the site visually appealing and to create an exciting site experience, the developers were experimenting with some avant-garde art images for the icon buttons and hot links. The test results showed that for two or three of these images the respondents could only guess at what the image intended to convey.*

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A project for a financial services company revealed in early prototype UI testing that respondents were confused about the process they were supposed to go through while using the application. Apparently the more knowledgeable the respondent was about this financial activity the less problematic. However, the company developing the software wanted to reach both beginners and sophisticated users. Because of the UI test results the software developers created a simple new introduction screen which informed the user of the steps they were about to complete with brief explanation. This new addition to the program met with favorable response in subsequent testing.

Another specific area of UI testing is functionality testing where a respondent is asked to complete an assigned task. From this testing developers can determine if the program's flow matches the respondent's natu-

ral strategy in approaching a task for the application. And should the respondent make an error, valuable information can be collected by observing their recovery process, use of the Help function, and general emotional reaction to the error involved. Functionality testing can result in simple adjustments to the program, such as adding confirmation dialogue boxes, which greatly improve the program's functionality and increase users' acceptance.

Lastly, navigation testing can help determine the customer's ability to move from area to area within the program. This testing can determine if a respondent navigates easily or with difficulty, understands where they are within the program at all times, and corrects mistakes easily. For example, in a recent UI project, a travel club was designing its Web site for its customer base and also with the intention of signing on new members. To make the site visually appealing and to create an exciting site experience, the developers were experimenting with some avant-garde art images for the icon buttons and hot links. The test results showed that for two or three of these images the respondents could only guess at what the image intended to convey. With this information, new art images were constructed which illustrated the topic or function so that users could easily understand them.

The UI interview normally concludes with asking the respondent's overall reaction to the program. At this time the moderator can summarize points already made and ask for further clarification. Also general questions about probability of purchase, degree of usefulness and comparison with other software products can be explored. It's usually a good idea to ask the respondent for a bottom line message to the development team; this simple question allows the respondent to impact the design and development of software that they will potentially be using. There is no more convincing feedback for the development team than to hear it in the customer's own words. □

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Intelligent Analytical Services  
11610 Regent St.  
Los Angeles, CA 90066  
Ph. 310-390-6380  
Fax 310-390-4720  
E-mail: demomet@directnet.com  
Charles J. Schwartz, Principal  
Services: SA

International Data Corp.  
1884 Lackland Hill Pkwy., Ste. 3  
St. Louis, MO 63146  
Ph. 314-432-7866  
Fax 314-432-5960  
Gayle Myers, President  
Services: CD, DE, DT, SC, SA

Interviewing Service of America, Inc.  
16005 Sherman Way, Ste. 209  
Van Nuys, CA 91406  
Ph. 818-989-1044  
Fax 818-782-1309  
Services: CD, DE, DT

R. Isaacs Computing Associates, Inc.  
20 Gilbert Ave., Ste. 202  
Smithtown, NY 11787-5312  
Ph. 516-979-1444  
E-mail: 73443.531@compuserve.com  
Richard Isaacs, President  
Services: CD, DE, DT, SA

J & D Data Services  
3400 Silverstone Dr., #123  
Plano, TX 75023  
Ph. 972-596-6474  
Fax 972-964-6767  
Joe Deegan  
Services: CD, DE, DT, SC, SA

JRP Marketing Research Services  
100 Granite Dr., terrace level  
Media, PA 19063  
Ph. 610-565-8840  
Fax 610-565-8870  
Paul Frattaroli, President  
Services: CD, DE, DT, SA

Ketron Research  
Div. of Bionetics Corp.  
103 Arrandale Blvd.  
Exton, PA 19341  
Ph. 610-280-9060 or 800-982-7645  
Fax 610-280-9079  
<http://www.ketron.com>  
Ronald B. Levine, Director  
Services: DT, SA

KG Tabs, Inc.  
200 Park Ave. S.  
New York, NY 10003  
Ph. 212-674-2323  
Sally Krusch, Partner  
Services: DE, DT

Leflein Associates, Inc.  
One Bridge Plaza  
Ft. Lee, NJ 07024  
Ph. 201-363-1661  
Fax 201-363-1663  
E-mail: LEFLEIN@aol.com  
Barbara Leflein, President  
Services: SA

Lein/Spiegelhoff, Inc.  
720 Thomas Ln.  
Brookfield, WI 53005  
Ph. 414-797-4320  
Fax 414-797-4325  
E-mail: LS@execpc.com  
Arlene Spiegelhoff, President  
Services: CD, DE, DT, SC, SA

Management Science Associates, Inc.  
6565 Penn Ave.  
Pittsburgh, PA 15206-4490  
Ph. 800-MSA-INFO  
Fax 412-363-5598  
E-mail: info@msa.com  
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Ron Lipovsky, President  
Services: CD, DE, DT, SA  
Branch offices:

Agricultural/Industrial Division  
1297 N. Highway Dr.  
Fenton, MO 63099  
Ph. 314-827-2305  
Fax 314-827-5433  
<http://www.maritz.com/mmri>  
Gloria Sloan-Reel, V.P., Div. Manager

Agricultural/Industrial Division  
1297 N. Highway Dr.  
Fenton, MO 63099  
Ph. 314-827-1552  
Fax 314-827-8676  
<http://www.maritz.com/mmri>  
Tim Brown, Account Manager

Automotive Research Group  
1515 W. 190th St., Ste. 300  
Gardena, CA 90248  
Ph. 310-217-4600  
Fax 310-323-2459  
<http://www.maritz.com/mmri>  
Terry Kaufman, Account Manager

Automotive Research Group  
1000 Town Center, Ste. 1100  
Southfield, MI 48075  
Ph. 810-948-4650  
Fax 810-948-4647  
<http://www.maritz.com/mmri>  
Michael Brereton, V.P., Div. Manager  
Pam Donoghue, Sr. Account Manager  
Dave Pagnucco, Sr. Account Manager

Automotive Research Group  
3035 Moffat Dr.  
P.O. Box 352768  
Toledo, OH 43615  
Ph. 419-841-2831  
Fax 419-841-8349  
<http://www.maritz.com/mmri>  
Tim Rogers, Group Vice President

Performance Measurement Group  
17100 Pioneer Blvd., Ste. 400  
Artesia, CA 90701  
Ph. 310-809-0500  
Fax 310-809-0422  
<http://www.maritz.com/mmri>  
Julie Williams, V.P., Div. Manager  
Susan Snell, Sr. Account Manager

Performance Measurement Group  
1415 W. 22nd St., Ste. 800  
Oak Brook, IL 60521  
Ph. 708-368-3800  
Fax 708-368-3801  
<http://www.maritz.com/mmri>  
Alex Vayslep, V.P., Div. Manager

Performance Measurement Group  
Southpoint Tower  
1650 W. 82nd St., Ste. 1400  
Bloomington, MN 55431  
Ph. 612-885-3885  
Fax 612-885-3886  
<http://www.maritz.com/mmri>  
Lynn Newman, V.P., Div. Manager  
Greg Blevins, Sr. Account Manager

Performance Measurement Group  
1297 N. Highway Dr.  
Fenton, MO 63099  
Ph. 314-827-2417  
Fax 314-827-4561  
<http://www.maritz.com/mmri>  
Michael D. Phillips, Exec. Vice President  
Gail G. Gilbert, V.P., Division Manager

Performance Measurement Group  
485 A Rte. 1 S., Ste. 350  
Iselin, NJ 08830  
Ph. 908-726-0300  
Fax 908-726-1854  
<http://www.maritz.com/mmri>  
Scott Ludwigsen, Division Manager

Performance Measurement Group  
100 Park Ave., 34th fl.  
New York, NY 10017  
Ph. 212-983-7575  
Fax 212-983-7574  
<http://www.maritz.com/mmri>  
Steve Wolf, Sr. Account Manager

Full-service marketing research firm. Internal data processing and data entry staff. Custom data tabulation, CATI interviewing. Statistical analysis experience with most multivariate methods (ANOVA regression, factor conjoint, cluster, etc.) plus proprietary.

(See advertisements on pp. 28, 63)

Market ACTION/MapWise  
13 Woodlake Sq., #384  
Houston, TX 77063  
Ph. 800-998-0830  
E-mail: [DocBetsy@aol.com](mailto:DocBetsy@aol.com)  
Dr. Betsy Goodnow, President  
Services: SA

Market Development Associates, Inc.  
5050 Poplar Ave., Ste. 821  
Memphis, TN 38157  
Ph. 901-682-1011  
Fax 901-684-5352  
E-mail: [MKTDEVLPA@aol.com](mailto:MKTDEVLPA@aol.com)  
<http://www.mdaresearch.com>  
John Choate, President  
Services: CD, DE, DT, SC, SA

Market Probe International, Inc.  
114 E. 32nd St., Ste. 1603  
New York, NY 10016-5506  
Ph. 212-725-7676  
E-mail: [mkprbint@haven.ios.com](mailto:mkprbint@haven.ios.com)  
<http://haven.ios.com/~mkprbint>  
Alan Appelbaum, President  
Services: CD, DE, DT, SC, SA

Market Probe, Inc.  
2655 N. Mayfair Rd.  
Milwaukee, WI 53226-1310  
Ph. 414-778-6000  
Fax 414-778-3730  
E-mail: [mprobe@execpc.com](mailto:mprobe@execpc.com)  
<http://www.marketprobe.com>  
Derek Allen, Director of Research  
Services: CD, DE, DT, SC, SA

Marketeam Associates  
1807 Park 270 Dr., Ste. 300  
St. Louis, MO 63146  
Ph. 314-878-7667  
Fax 314-878-6743  
Services: DE, DT, SA

Marketing & Research Resource, Inc.  
5705 Industry Ln., 2nd fl.  
Frederick, MD 21704  
Ph. 301-694-2800  
Fax 301-694-5171  
Lisa Hammer, V.P. Research  
Services: CD, DE, DT, SA

Marketing Masters  
926 Willard Dr., Ste. 223  
Green Bay, WI 54304  
Ph. 414-490-8770  
Fax 414-490-8771  
E-mail: <http://www.surveysaid.com>  
Michael Smits, Sales & Mktg. Mgr.  
Services: DE, DT

Marketing Models  
132 Lincoln St., 3rd fl.  
Boston, MA 02111  
Ph. 617-423-1780  
Fax 617-423-1995  
Meryl Kahn, Dir. Sales & Mktg.  
Services: SA

MarketVision Research, Inc.  
Corporate Headquarters  
MarketVision Building  
4500 Cooper Rd.  
Cincinnati, OH 45242  
Ph. 513-791-3100  
Fax 513-794-3500  
Services: CD, DT, SA



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Review



## Service Codes

CD ..... CODING  
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 DT ..... DATA TABULATION  
 SC ..... SCANNING SERVICES  
 SA ..... STATISTICAL ANALYSIS

Matrix, Inc.  
 3490 U.S. Rte. 1  
 Princeton, NJ 08540  
 Ph. 609-452-0099  
 Fax 609-452-8644  
 E-mail: matrix@aosi.com  
 Jacob Katz, President  
 Services: CD, DE, DT



### MATRIX Marketing-Research Division

MATRIX Center  
 4600 Montgomery Rd., Ste. 400  
 Cincinnati, OH 45212  
 Ph. 513-841-1199  
 Fax 513-841-9966/0666  
 http://www.matrix.com  
 Brian Goret, Account Exec.  
 Services: CD, DE, DT, SA

MATRIX Marketing Research has a full-service (in-house) data processing unit consistently providing complete coding, data entry, editing, clean-

ing, tabulation, statistical testing and advanced reporting capabilities. Offering flexible, customized solutions for your specific needs since 1976. (See advertisement p. 63)

Matthews Research  
 17320 Ashworth Ave. N.  
 Shoreline, WA 98133  
 Ph. 206-546-3471  
 Fax 206-542-6402  
 E-mail: bmatthews@microsharp.net  
 Barbara J. Matthews, President  
 Services: SA

McCarthy Associates  
 6075 E. Molloy Rd.  
 Syracuse, NY 13290  
 Ph. 315-431-0660  
 Fax 315-431-0672  
 John McCarthy, President  
 Services: CD, DE, DT, SA

Meta Information Services  
 9806 Old Winery Pl., Ste. 4  
 Sacramento, CA 95827  
 Ph. 916-368-9474  
 Fax 916-368-0705  
 E-mail: metainfo@ix.netcom.com  
 Services: CD, DE, DT, SA

Michelson & Associates, Inc.  
 1900 The Exchange, Ste. 360  
 Atlanta, GA 30339  
 Ph. 770-955-5400  
 Fax 770-955-5040  
 E-mail: focus@onramp.net  
 http://www.michelson.com/research  
 Mark L. Michelson, President/CEO  
 Services: CD, DE, DT, SA

# MICROTAB®

Microtab, Inc.  
 380 Market Pl., Ste. 100  
 Roswell, GA 30075  
 Ph. 770-552-7856  
 Fax 770-552-7719  
 E-mail: microtab@aol.com  
 http://www.microtab.com  
 Lisa Lesser  
 Services: CD, DE, DT, SC, SA

Using the same software that it sells, Microtab has uniquely combined value, a commitment to the highest level of customer service, and a commitment to the highest level of quality, to establish its service bureau as a force in the industry.

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(See advertisements on pp. 62, 81)

Mid-America Research/Facts In Focus  
 Administrative Offices  
 999 N. Elmhurst Rd., Ste. 17  
 Mt. Prospect, IL 60056  
 Ph. 847-392-0800  
 Fax 847-870-6236  
 Marshall Ottenfeld, President  
 Services: CD, DE, DT, SA

Gary Mullet Associates, Inc.  
 466 Connemara Crossing  
 Lawrenceville, GA 30244  
 Ph. 770-931-1060  
 Fax 770-931-3654  
 Gary M. Mullet, President  
 Services: SA

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Example of Microtab Table  
 Study #111

Age Approximation

	Female			Age			
	18-24	25-34	35-44	45-54	55-64	65-74	75+
1998	51.2	25.1	11.9	6.1	5.4	3.2	2.1
1997	48.9	23.5	10.8	5.9	5.2	3.1	2.0
95-96	46.5	21.8	10.1	5.6	4.9	2.9	1.9
92-94	44.2	20.1	9.4	5.3	4.6	2.7	1.8
90-91	41.9	18.4	8.7	5.0	4.3	2.5	1.7
88-89	39.6	16.7	8.0	4.7	4.0	2.3	1.6
86-87	37.3	15.0	7.3	4.4	3.7	2.1	1.5
84-85	35.0	13.3	6.6	4.1	3.4	1.9	1.4
82-83	32.7	11.6	5.9	3.8	3.1	1.7	1.3
80-81	30.4	9.9	5.2	3.5	2.8	1.5	1.2

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NCS  
4401 W. 76th St.  
Minneapolis, MN 55435  
Ph. 800-347-7226  
Fax 612-893-8102  
E-mail: dcs@ncs.com  
http://www.ncs.com  
Services: DE, SC, SA

Nichols Research, Inc.  
333 W. El Camino Real, Ste. 180  
Sunnyvale, CA 94087  
Ph. 408-773-8200  
Fax 408-733-8564  
E-mail: nichols@interserv.com  
http://www.nichols-research.com  
Richard Robinson, Data Processing Mgr.  
Services: CD, DE, DT

OPINIONation  
4301 Ridge Rd.  
Cleveland, OH 44144  
Ph. 216-351-4644  
Fax 216-351-7876  
E-mail: OPINION@ix.netcom.com  
Ron Kornokovich, President  
Services: CD, DE, DT

Optimum Solutions Corp.  
265 Sunrise Hwy.  
Rockville Centre, NY 11570  
Ph. 516-247-5300  
Fax 516-763-6769  
E-mail: osc@netusa.net  
Ira Sadowsky, Vice President  
Services: CD, DE, DT, SC



**PAI-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, Director  
Services: DT, SA  
Branch office:  
148 N. Williamsbury  
Bloomfield Hills, MI 48301  
Ph. 810-646-7046  
Fax 810-646-5459  
John Sevec, Director

PAI's mTAB™ service is a turnkey solution for the analysis of survey research data. Our mTAB service includes both the software and data processing required to make your survey data immediately accessible and actionable. In addition to preparing data for analysis with mTAB's system software, PAI offers custom data tabulation services and electronic reporting tools that facilitate the distribution of your survey results and analysis. (See advertisement on p. 81)

Pattern Discovery, Inc.  
1313 S. King St., Ste. 714  
Honolulu, HI 96814  
Ph. 808-591-1300  
Fax 808-591-0970  
E-mail: 73700.1212@compuserve.com  
Services: SA

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*Data Processing for Marketing Research*

**Pine Company**  
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Fax 310-453-3969  
E-mail: PineData@aol.com

http://www.pinedata.com  
Ben Pine, COB  
Debbie Harbort, COO  
Ed Sugar, Director, Market Rsch. Sales & Marketing  
Shannon McNeely, Director, Sales & Marketing  
Services: CD, DE, DT, SC, SA

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Fax (513) 841-0666

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Division of PAI-Productive Access, Inc.

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DT .....	DATA TABULATION
SC .....	SCANNING SERVICES
SA .....	STATISTICAL ANALYSIS

Point-of-View™ Survey Systems  
 1380 Lawrence St. Ste. 820  
 Denver, CO 80204  
 Ph. 800-829-7839  
 Fax 303-623-5426  
 E-mail: POUSS@aol.com  
 Kevin Kearney, President  
 Services: SC, SA

Pro Tab  
 8692-B Skillman St., Ste. 218  
 Dallas, TX 75243  
 Ph. 214-367-8310  
 Fax 214-367-8311  
 Vicki Bernstein, Owner  
 Services: CD, DE, DT, SA

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



Tube Train Technology

**Pulse Train Technology**  
 618 US Hwy. 1, Ste. 405  
 N. Palm Beach, FL 33408  
 Ph. 561-842-4000  
 Fax 561-842-7280  
 E-mail: PTTSystems@aol.com  
<http://www.ws.pipex.com/ptt>  
 Henry A. Copeland, President  
 Services: CD, DE, DT, SC  
 Branch office:  
 6232 N. Pulaski Rd., Ste. 401  
 Chicago, IL 60646  
 Ph. 773-794-8900  
 Fax 773-794-0732  
 E-mail: PTTSystems@aol.com  
<http://www.ws.pipex.com/ptt>

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*(See advertisement on p. 19)*

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

Quality Coding, Inc.  
 130 Jane St.  
 New York, NY 10014  
 Ph. 212-243-0004  
 E-mail: Autocode@coding.com  
 MacGregor Suzuki, President  
 Services: CD

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



**Quantime Corporation**  
 11 E. 26th St., 16th fl.  
 New York, NY 10010  
 Ph. 212-447-5300  
 Fax 212-447-9097  
 E-mail: salesteam@quantime.com  
<http://www.quantime.com>  
 Joseph Marinelli, President  
 Services: CD, DE, DT  
 Branch offices:  
**Quantime Ltd.**  
 67 Maygrove Rd.  
 London, England NW6 2EG  
 United Kingdom  
 Ph. 44-171-625-7222  
 Fax 44-171-624-5297  
 Norman Grunbaum, Sales Director

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## Quantime Corporation

100 Merchant St., Ste. 125  
Cincinnati, OH 45246  
Ph. 513-771-7111  
Fax 513-771-2121  
Rudy Bublitz, V.P. Sales & Acct. Mgmt.

## Quantime Corporation

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

## Quantime Amsterdam

Raadhuisstraat 15  
1016DB Amsterdam  
The Netherlands  
Ph. 31-20-420-2631  
Fax 31-20-420-1163  
Norman Grunbaum, Sales Director

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. 83)*

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

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### Questar

2905 W. Service Rd.  
Eagan, MN 55121  
Ph. 612-688-0089  
Fax 612-688-0546  
Julie Fontaine, Supervisor, Marketing Support  
Services: CD, DE, DT, SC, SA

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Bloomfield Hills, MI 48302  
Ph. 810-332-5000  
Fax 810-332-4168  
E-mail: Webmaster@rdagroup.com  
Frank Forkin, Sr. Vice President  
Services: CD, DE, DT, SA

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CD .....	CODING
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DT .....	DATA TABULATION
SC .....	SCANNING SERVICES
SA .....	STATISTICAL ANALYSIS

ReData, Inc.  
6931 Arlington Rd., Ste. 308  
Bethesda, MD 20814  
Ph. 301-951-4484  
Fax 301-951-3362  
Peter Van Brunt, President  
Services: CD, DE, DT, SC, SA

Renaissance Research & Consulting  
127 E. 59th St.  
New York, NY 10022  
Ph. 212-319-1833  
Fax 212-319-1833  
Services: SA

**RESEARCH CONNECTIONS**

**Research Connections, Inc.**  
414 Central Ave.  
Westfield, NJ 07090  
Ph. 908-232-2723  
Fax 908-654-9364  
E-mail: rconnect@aol.com  
<http://www.researchconnections.com>  
Amy J. Yoffie, President  
Services: CD, DT, SA

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*(See advertisement on p. 64)*

Research Results, Inc.  
371 Wanoosnoc Rd.  
Fitchburg, MA 01420  
Ph. 508-345-5510  
John Zarrella, President  
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My boss wants me to do a regression analysis. Does anyone know how to do that?  
--Dave P. *October 21, 1996*

Dave: I can E-mail you the names of a few good books on the subject.

--Tim R. *October 27, 1996*



I conducted a mail survey and got a 30 percent response rate. Is that a good return?  
--Sandy A. *November 1, 1996*

Sandy: That seems pretty good. Without an incentive, we usually expect to get 20 or 25 percent.

--Dave P. *November 5, 1996*



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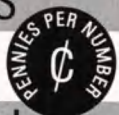
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Lynn Weber, Principal  
*Software:*  
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Ph. 770-339-1091  
Fax 770-339-1092  
E-mail: ardisson@ilinks.net  
http://www.ilinks.net/~ardisson/  
Tom Ardisson, President

AutoData Systems  
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Minnetonka, MN 55343  
Ph. 612-938-4710  
Fax 612-938-4693  
Larry Werth, Sales Manager  
*Software:*  
AutoData Pro™ II  
AutoData Survey

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Canon City, CO 81212  
Ph. 800-359-7738  
Fax 719-275-1664  
*Software:*  
Abtab for Windows





**Bernett Research Services, Inc.**  
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 Boston, MA 02134  
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 Fax 617-746-2609  
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Fax 703-812-2701  
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Kathy Dugan, Sr. Director  
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Darin Goble, Sales Manager  
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(See advertisement on p. 74)



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Leif Gjestland, President

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Fax 707-765-1068  
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Lisa Bacon, V.P. Sales

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Jim Sheridan, Vice President

**Software:**  
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**Software:**  
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John Jeter, President  
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Richard Su, President  
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Jerry Lisovich, Director  
**Software:**  
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(See advertisement on p. 3)

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 Amy Starar, Vice President  
 Software:  
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(See advertisement on p. 77)

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(See advertisement on p. 79)



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David L. Saad, President  
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Kansas City, MO 64151  
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(See advertisements on pp. 17, 28)

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Alan Appelbaum, President  
*Software:*  
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Michael Smits, Sales & Mktg. Mgr.  
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 (See advertisement on p. 80)

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 (See advertisements on pp. 62, 81)

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 Fax 818-906-8205  
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Q1 How often, on average, do you visit this restaurant?

Daily.....  
 Twice a week.....  
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How often, on average, do you visit this restaurant?

Daily 2.2%  
 Twice a week 12.2%  
 Weekly 38.6%  
 Monthly 47.0%

**Grid Table**

	Very Good	Good	OK	Poor	Very Poor
Base	171	192	141	72	36
Speed of service	52	96	40	12	4
Cleanliness	79	60	33	24	8
Choice of food	40	36	68	36	24

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*(See advertisement on p. 81)*

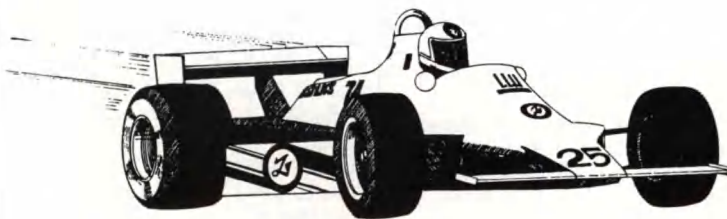
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(See advertisement on p. 32)

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(See advertisement on p. 82)

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**Quantime Amsterdam**

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*(See advertisement on p. 83)*

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*(See advertisement on p. 84)*

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*(See advertisement on p. 5)*

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*(See advertisement on p. 26)*



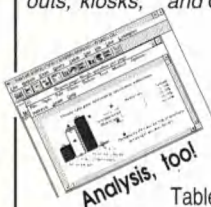
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*(See advertisement on p. 85)*

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(See advertisement on p. 7)

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SPSS is a multi-national software products company that provides statistical product and service solutions. Since 1968, SPSS has produced products for use in marketing research, along with survey research, sales and marketing analysis, quality improvement, scientific research, data reporting education, reporting and education. SPSS software delivers data management, statistical analysis, reporting and presentation capabilities on more than 80 different computer platforms. SPSS 7.5 for Windows is our latest release for Windows 95 and Windows NT 3.51 and NT 4.0. For more information telephone the nearest SPSS office or visit our Web site at <http://www.spss.com>. (See advertisement p. 87)

Statistical Graphics Corporation  
512 Executive Dr.  
Princeton, NJ 08540  
Ph. 609-924-9374  
Fax 609-924-9354  
E-mail: sales@sgcorp.com  
<http://www.sgcorp.com>  
Juanita Meadows, Office Manager

*Software:*

Statgraphics Plus



**StatPac, Inc.**

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Minneapolis, MN 55410  
Ph. 612-925-0159  
Fax 612-925-0851  
E-mail: statpac@aol.com  
David Walonick, President

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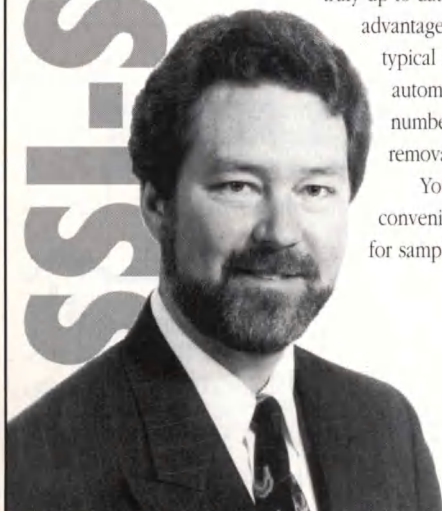
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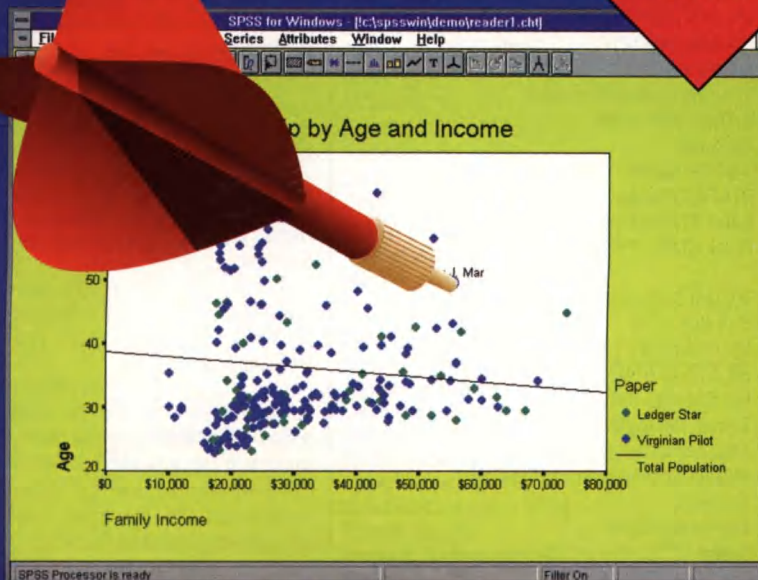


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Used by 44 of the top 50 marketing research firms. The powerful SPSS line of statistical and presentation software and its wide range of services are capable of handling many facets of your marketing research.

### 2 Marketing segmentation

Using demographic and segmentation analysis to better understand your customers is one of the best assets a marketer can have. SPSS helps you go beyond recency, frequency and monetary criteria to reduce large demographic data into smaller, more meaningful and profitable market segments.

### 3 Total survey solution

With its large family of products, SPSS is your answer for handling survey data. SPSS can help collect data, perform a wide range of statistical analyses on the data and finish the process with presentation-quality output.

### 4 Product research

Packed with the analytical functions you need, SPSS helps measure consumer preferences, define products and positioning, set prices and beat your competition.

### 5 Ideal reporting and tables tools

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If you wish to increase your statistical capabilities or add presentation tools such as mapping, SPSS offers you the opportunity to customize your system with specialized add-on modules.

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*(See advertisements on pp. 21, 31, 86)*

## Surveycraft

Systems Incorporated

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Fax 513-871-4269  
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http://www.surveycraft.com  
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*(See advertisement on p. 9)*

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Fax 508-475-2136  
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http://www.tactician.com  
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Tactician Snap-On-Solutions  
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Fax 510-655-9670  
E-mail: mkelly@techtel.com  
Michael F. Kelly, President/CEO  
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Fax 360-734-4005  
E-mail: email@tetrad.com  
http://www.tetrad.com  
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E-mail: tprompt@ix.netcom.com  
http://www.teleprompt.com  
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*Software:*  
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Fax 212-679-3174  
E-mail: tcainc@worldnet.att.net  
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QMARG  
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E-mail: info@tydac.com  
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Fax 609-452-8644  
Thomas Reeder, Vice President  
*Software:*  
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Fax 413-499-5047  
E-mail: jwerner@vgernet.net  
Jan Werner, Principal  
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## Cross-index by software capability

### Codes

PC = for use on personal computer  
MF = for use on mainframe  
Both = for use on both PC and mainframe

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Spring Systems (PC)  
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**StatPac, Inc. (PC)**  
StatSoft, Inc. (PC)

### Audience response system

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Creative Research Systems (PC)  
Brand share analysis  
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Tactician Corporation (Both)

### Canonical analysis

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### CAPI

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INFONETICS Corporation (PC)  
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PenQuest Ltd. (PC)  
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**RONIN Corporation - Software Products Group (PC)**  
**Sawtooth Software, Inc. (PC)**

**Sawtooth Technologies (PC)**  
Senecio Software, Inc. (PC)  
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**Socratic Software, Inc. (PC)**  
**StatPac, Inc. (PC)**  
Surveycraft Systems, Ltd. (PC)

### CATI

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Creative Research Systems (PC)  
Datan, Inc. (PC)  
**Decision Architects (PC)**  
Digisoft Computers, Inc. (PC)  
**I/H/R Research Group - CatiHelp - CatiHelp (Both)**  
INFONETICS Corporation (PC)  
**Mercator Corporation (PC)**  
**Pulse Train Technology (Both)**  
**Quantime Corporation (Both)**  
**Raosoft, Inc. (PC)**  
**RONIN Corporation - Software Products Group (PC)**  
**Sawtooth Software, Inc. (PC)**  
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Senecio Software, Inc. (PC)  
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**Socratic Software, Inc. (PC)**  
**StatPac, Inc. (PC)**  
Surveycraft Systems, Ltd. (PC)

### Census reporting programs

Integrated Database Technologies, Inc. (PC)  
Sammamish Data Systems (PC)  
Spectra/Market Metrics, Inc. (Both)

### Cluster analysis

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**Computers for Marketing Corp. (CfMC) (PC)**  
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DataMost Corporation (PC)  
EnVision Knowledge Products (PC)  
NCSS (PC)  
Right Information Systems, Inc. (PC)  
**Sawtooth Software, Inc. (PC)**  
Scantron Service Bureau (PC)  
Spectra/Market Metrics, Inc. (Both)  
Spring Systems (PC)  
**SPSS, Inc. (Both)**  
Statistical Graphics Corporation (PC)  
**StatPac, Inc. (PC)**  
StatSoft, Inc. (PC)

### Comprehensive statistical package

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DataMost Corporation (PC)  
**Decision Architects (PC)**  
NCS (PC)  
NCSS (PC)  
Scantron Service Bureau (PC)  
Smart Software, Inc. (PC)  
Spring Systems (PC)  
**SPSS, Inc. (Both)**  
Statistical Graphics Corporation (PC)  
**StatPac, Inc. (PC)**  
StatSoft, Inc. (PC)

### Computer coding

**Analytical Computer Service, Inc. (PC)**  
Datan, Inc. (PC)  
**Decision Architects (PC)**  
INFONETICS Corporation (PC)  
Quality Coding, Inc. (PC)  
**Quantime Corporation (Both)**  
**Raosoft, Inc. (PC)**  
**Sawtooth Technologies (PC)**  
**StatPac, Inc. (PC)**

### Computer directed/predictive dialing

**Marketing Systems Group (Both)**

### Computer graphics

Buzzsaw Computing (PC)  
**Decision Architects (PC)**  
INFONETICS Corporation (PC)  
NCSS (PC)  
**Raosoft, Inc. (PC)**  
Right Information Systems, Inc. (PC)  
SciTech International, Inc. (Both)  
Spring Systems (PC)  
Statistical Graphics Corporation (PC)  
**StatPac, Inc. (PC)**  
StatSoft, Inc. (PC)

### Conjoint/trade-off analysis

Bretton-Clark (PC)  
EnVision Knowledge Products (PC)  
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**Sawtooth Software, Inc. (PC)**  
**Sawtooth Technologies (PC)**  
SciTech International, Inc. (Both)  
**SPSS, Inc. (Both)**  
**StatPac, Inc. (PC)**

### Correspondence analysis

**Computers for Marketing Corp. (CfMC) (PC)**  
DataMost Corporation (PC)  
EnVision Knowledge Products (PC)  
Market ACTION/MapWise (PC)  
NCSS (PC)  
**Raosoft, Inc. (PC)**  
SciTech International, Inc. (Both)  
**SPSS, Inc. (Both)**  
**StatPac, Inc. (PC)**  
StatSoft, Inc. (PC)

### Crosstabulation/display

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Apian Software (PC)

Ardisson & Associates, Inc. (PC)  
Bruce Bell & Associates, Inc. (PC)  
Buzzsaw Computing (PC)  
**Columbia Information Systems (PC)**  
**Computers for Marketing Corp. (CfMC) (PC)**  
Creative Research Systems (PC)  
Data Probe, Inc. (PC)  
Datan, Inc. (PC)  
**Decision Architects (PC)**  
EnVision Knowledge Products (PC)  
INFONETICS Corporation (PC)  
Integrated Database Technologies, Inc. (PC)  
Irwin P. Sharpe & Associates (PC)  
Marketing Masters (PC)  
**Mercator Corporation (PC)**  
**Microtab, Inc. (PC)**  
NCSS (PC)  
**PAI-Productive Access, Inc. (PC)**  
Point-of-View™ Survey Systems (PC)  
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QQQ Software, Inc. (PC)  
**Quantime Corporation (Both)**  
**Raosoft, Inc. (PC)**  
**Sawtooth Technologies (PC)**  
SciTech International, Inc. (Both)  
Senecio Software, Inc. (PC)  
**Socratic Software, Inc. (PC)**  
Spring Systems (PC)  
**SPSS, Inc. (Both)**  
Statistical Graphics Corporation (PC)  
**StatPac, Inc. (PC)**  
StatSoft, Inc. (PC)  
William Steinberg Consultants, Inc. (PC)  
Suburban Associates (PC)  
**Surveycraft Systems, Ltd. (PC)**  
Trehwella, Cohen & Arbuckle, Inc. (T/C/A) (PC)  
The Uncle Group, Inc. (PC)  
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## Data editing

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Apian Software (PC)  
Bruce Bell & Associates, Inc. (PC)  
**Computers for Marketing Corp. (CfMC) (Both)**  
Creative Research Systems (PC)  
DataMost Corporation (PC)  
Datan, Inc. (PC)  
**Decision Architects (PC)**  
Marketing Masters (PC)  
**Microtab, Inc. (PC)**  
Multivariate Software, Inc. (Both)  
NCSS (PC)  
Point-of-View™ Survey Systems (PC)  
**Principia Products, Inc. (PC)**  
**Quantime Corporation (Both)**  
**Raosoft, Inc. (PC)**  
**Sawtooth Technologies (PC)**  
Scantron Service Bureau (PC)  
SciTech International, Inc. (Both)  
Spring Systems (PC)  
**SPSS, Inc. (Both)**  
Statistical Graphics Corporation (PC)  
**StatPac, Inc. (PC)**  
StatSoft, Inc. (PC)  
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**Surveycraft Systems, Ltd. (PC)**  
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## Data entry

**Analytical Computer Service, Inc. (PC)**  
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DataMost Corporation (PC)  
Datan, Inc. (PC)  
**Decision Architects (PC)**  
Detail Technologies, Inc. (PC)  
INFONETICS Corporation (PC)  
Information Management Assoc., Inc. (IMA) (MF)  
Integrated Database Technologies, Inc. (PC)  
Irwin P. Sharpe & Associates (PC)  
Marketing Masters (PC)  
**Mercator Corporation (PC)**  
**Microtab, Inc. (PC)**  
Multivariate Software, Inc. (Both)  
NCSS (PC)  
NCSS (PC)  
Optimum Solutions Corp. (PC)  
PenQuest Ltd. (PC)  
**Power Knowledge Software, LLC (PC)**  
**Principia Products, Inc. (PC)**  
**Pulse Train Technology (Both)**  
**Quantime Corporation (Both)**  
**Raosoft, Inc. (PC)**  
ReadSoft, Inc. (PC)  
**Sawtooth Software, Inc. (PC)**  
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Scantron Service Bureau (PC)  
SciTech International, Inc. (Both)  
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Statistical Graphics Corporation (PC)  
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StatSoft, Inc. (PC)  
William Steinberg Consultants, Inc. (PC)  
Suburban Associates (PC)  
**Surveycraft Systems, Ltd. (PC)**  
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## Database management programs

Apian Software (PC)  
Datanetics (PC)  
**Decision Architects (PC)**  
Detail Technologies, Inc. (PC)  
Digisoft Computers, Inc. (PC)  
INFONETICS Corporation (PC)  
Information Management Assoc., Inc. (IMA) (MF)  
Integrated Database Technologies, Inc. (PC)  
**Marketing Systems Group (Both)**  
**Raosoft, Inc. (PC)**  
**RONIN Corporation - Software Products Group (PC)**  
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**SPSS, Inc. (Both)**  
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Tactician Corporation (Both)

## Decision support software

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**I/H/R Research Group - CatiHelp (Both)**  
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Multivariate Software, Inc. (Both)  
NCSS (PC)  
**Raosoft, Inc. (PC)**  
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Integrated Database Technologies, Inc. (PC)  
Marketing Masters (PC)  
NCS (PC)  
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Sammamish Data Systems (PC)  
Scantron Service Bureau (PC)  
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Tetrad Computer Applications, Ltd. (PC)

## Discriminant analysis

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Spring Systems (PC)  
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## Discriminant function ANOVA

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## Disk by mail interviewing

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**Computers for Marketing Corp. (CfMC) (PC)**  
Creative Research Systems (PC)  
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**Sawtooth Technologies (PC)**  
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**Socratic Software, Inc. (PC)**  
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## Electronic group measurement

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## Field management

**I/H/R Research Group - CatiHelp (Both)**  
Right Information Systems, Inc. (PC)  
SciTech International, Inc. (Both)

## Focus group analysis & capture

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## Focus group management

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## Forms processing

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**Principia Products, Inc. (PC)**  
**Raosoft, Inc. (PC)**  
ReadSoft, Inc. (PC)  
SciTech International, Inc. (Both)

## Generation/balanced sampling design

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## Geographic information services

Able Software Co. (PC)  
Caliper Corporation (PC)  
EnVision Knowledge Products (PC)  
Ketrion Research (PC)  
Pitney Bowes Software Systems (MF)  
Sammamish Data Systems (PC)  
**SPSS, Inc. (PC)**  
Tactician Corporation (Both)  
Tetrad Computer Applications, Ltd. (PC)

## Hand print recognition

ReadSoft, Inc. (PC)  
**SPSS, Inc. (PC)**

## Indexing

**PAI-Productive Access, Inc. (PC)**  
Scantron Service Bureau (PC)

## Idea generation

Information Innovation

## Interaction/classification analysis

**Analytical Computer Service, Inc. (PC)**  
EnVision Knowledge Products (PC)  
Right Information Systems, Inc. (PC)  
**StatPac, Inc. (PC)**

## Interactive tabulation

**Analytical Computer Service, Inc. (PC)**  
Apian Software (PC)  
Ardisson & Associates, Inc. (PC)  
Datan, Inc. (PC)  
EnVision Knowledge Products (PC)  
Information Management Assoc., Inc. (IMA) (MF)  
**PAI-Productive Access, Inc. (PC)**  
PenQuest Ltd. (PC)  
**Power Knowledge Software, LLC (PC)**  
**Pulse Train Technology (Both)**  
**Quantime Corporation (Both)**  
**Raosoft, Inc. (PC)**  
Spring Systems (PC)  
**StatPac, Inc. (PC)**  
**Surveycraft Systems, Ltd. (PC)**  
The Uncle Group, Inc. (PC)

## Internet interviewing

Americom Research, Inc. (PC)  
**Computers for Marketing Corp. (CfMC) (PC)**  
**Decision Architects (PC)**  
EnVision Knowledge Products (PC)  
Information Management Assoc., Inc. (IMA) (MF)  
Marketing Masters (PC)  
PenQuest Ltd. (PC)  
**Power Knowledge Software, LLC (PC)**  
**Quantime Corporation (Both)**  
**Raosoft, Inc. (PC)**  
**RONIN Corporation - Software Products Group (PC)**  
Senecio Software, Inc. (PC)  
**Socratic Software, Inc. (PC)**

## Key-to-disk

Datan, Inc. (PC)  
**Microtab, Inc. (PC)**  
Raosoft, Inc. (PC)  
**StatPac, Inc. (PC)**  
Suburban Associates (PC)  
**Surveycraft Systems, Ltd. (PC)**  
The Uncle Group, Inc. (PC)

## Logit/linear analysis

DataMost Corporation (PC)  
EnVision Knowledge Products (PC)  
Multivariate Software, Inc. (Both)  
NCSS (PC)  
SciTech International, Inc. (Both)  
Spring Systems (PC)  
**SPSS, Inc. (Both)**  
Statistical Graphics Corporation (PC)  
StatSoft, Inc. (PC)

## Market matching

Datan, Inc. (PC)

## Market segmentation

Datan, Inc. (PC)  
**Decision Architects (PC)**  
EnVision Knowledge Products (PC)  
Information Management Assoc., Inc. (IMA) (MF)  
Integrated Database Technologies, Inc. (PC)  
Right Information Systems, Inc. (PC)  
Sammamish Data Systems (PC)  
**Sawtooth Software, Inc. (PC)**  
SciTech International, Inc. (Both)  
Spring Systems (PC)  
**SPSS, Inc. (Both)**  
Tactician Corporation (Both)

## Marketing effectiveness measurement

Techtel Corporation (PC)

## Media analysis

Bruce Bell & Associates, Inc. (PC)  
**Computers for Marketing Corp. (CfMC) (Both)**  
Datan, Inc. (PC)  
**StatPac, Inc. (PC)**  
Tactician Corporation (Both)

## Multi-dimensional scaling

Apian Software (PC)  
**Computers for Marketing Corp. (CfMC) (Both)**  
EnVision Knowledge Products (PC)  
NCSS (PC)  
Scantron Service Bureau (PC)  
Spring Systems (PC)  
**SPSS, Inc. (Both)**  
StatSoft, Inc. (PC)

## Multi-paired comparison

**Sawtooth Technologies (PC)**  
**SPSS, Inc. (Both)**  
StatPac, Inc. (PC)

## Multinomial logit analysis

EnVision Knowledge Products (PC)  
**Sawtooth Software, Inc. (PC)**  
**SPSS, Inc. (Both)**  
StatSoft, Inc. (PC)

## Multivariate methods

Buzzsaw Computing (PC)  
EnVision Knowledge Products (PC)  
Multivariate Software, Inc. (Both)  
Right Information Systems, Inc. (PC)  
Smart Software, Inc. (PC)  
Spring Systems (PC)  
**SPSS, Inc. (Both)**  
Statistical Graphics Corporation (PC)  
**StatPac, Inc. (PC)**  
StatSoft, Inc. (PC)

## Name generation

The Namestormers (PC)

## Non-parametric statistics

Datan, Inc. (PC)  
NCSS (PC)  
**Raosoft, Inc. (PC)**  
Spring Systems (PC)  
**SPSS, Inc. (Both)**  
Statistical Graphics Corporation (PC)  
**StatPac, Inc. (PC)**  
StatSoft, Inc. (PC)

## OCR/ICR

Creative Research Systems (PC)  
**Decision Architects (PC)**  
ReadSoft, Inc. (PC)  
SciTech International, Inc. (Both)

## OMR

**Principia Products, Inc. (PC)**

## Pattern analysis

EnVision Knowledge Products (PC)  
NCSS (PC)  
**Raosoft, Inc. (PC)**  
Right Information Systems, Inc. (PC)  
StatSoft, Inc. (PC)

## Perceptual mapping

Bretton-Clark (PC)  
Caliper Corporation (PC)  
EnVision Knowledge Products (PC)  
NCSS (PC)  
**Sawtooth Software, Inc. (PC)**  
Spring Systems (PC)  
**SPSS, Inc. (PC)**  
StatPac, Inc. (PC)

## Price elasticity measurement

EnVision Knowledge Products (PC)  
Right Information Systems, Inc. (PC)  
Spring Systems (PC)

## Programming language

Datan, Inc. (PC)  
**Decision Architects (PC)**  
**Pulse Train Technology (Both)**  
**Quantime Corporation (Both)**

## Quadrant analysis

Apian Software (PC)  
Datan, Inc. (PC)  
EnVision Knowledge Products (PC)  
Spectra/Market Metrics, Inc. (Both)

## Questionnaire design/language

Apian Software (PC)  
**Computers for Marketing Corp. (CfMC) (Both)**  
Datan, Inc. (PC)  
**Decision Architects (PC)**  
INFONETICS Corporation (PC)  
Information Management Assoc., Inc. (IMA) (MF)  
**Mercator Corporation (PC)**  
PenQuest Ltd. (PC)

Point-of-View™ Survey Systems (PC)  
**Quantime Corporation (Both)**  
**Raosoft, Inc. (PC)**  
**RONIN Corporation - Software Products Group (PC)**  
**Sawtooth Technologies (PC)**  
SciTech International, Inc. (Both)  
Senecio Software, Inc. (PC)  
**Socratic Software, Inc. (PC)**  
William Steinberg Consultants, Inc. (PC)

## Ranking

Americom Research, Inc. (PC)  
**Analytical Computer Service, Inc. (PC)**  
DataMost Corporation (PC)  
INFONETICS Corporation (PC)  
Integrated Database Technologies, Inc. (PC)  
Marketing Masters (PC)  
**Microtab, Inc. (PC)**  
Multivariate Software, Inc. (Both)  
NCS (PC)  
NCSS (PC)  
**PAI-Productive Access, Inc. (PC)**  
**Quantime Corporation (Both)**  
**Raosoft, Inc. (PC)**  
Scantron Service Bureau (PC)  
**SPSS, Inc. (Both)**  
**StatPac, Inc. (PC)**  
StatSoft, Inc. (PC)  
Trehwella, Cohen & Arbuckle, Inc. (T/C/A) (PC)

## Regression/correlation analysis

Buzzsaw Computing (PC)  
**Computers for Marketing Corp. (CfMC) (PC)**  
Creative Research Systems (PC)  
DataMost Corporation (PC)  
**Decision Architects (PC)**  
EnVision Knowledge Products (PC)  
Marketing Masters (PC)  
Multivariate Software, Inc. (Both)  
NCS (PC)  
NCSS (PC)  
**Power Knowledge Software, LLC (PC)**  
**Raosoft, Inc. (PC)**  
Right Information Systems, Inc. (PC)  
SciTech International, Inc. (Both)  
Senecio Software, Inc. (PC)  
Smart Software, Inc. (PC)  
Spring Systems (PC)  
**SPSS, Inc. (Both)**  
Statistical Graphics Corporation (PC)  
**StatPac, Inc. (PC)**  
StatSoft, Inc. (PC)  
Tactician Corporation (Both)

## Sales analysis

Datan, Inc. (PC)  
**Decision Architects (PC)**  
EnVision Knowledge Products (PC)  
Information Management Assoc., Inc. (IMA) (MF)  
Integrated Database Technologies, Inc. (PC)  
Ketron Research (PC)  
QQQ Software, Inc. (PC)  
**Raosoft, Inc. (PC)**  
Right Information Systems, Inc. (PC)  
SciTech International, Inc. (Both)  
Smart Software, Inc. (PC)  
**SPSS, Inc. (Both)**  
**StatPac, Inc. (PC)**  
Tactician Corporation (Both)

## Sales database

Datan, Inc. (PC)  
Datametrix (PC)  
Information Management Assoc., Inc. (IMA) (MF)  
Integrated Database Technologies, Inc. (PC)  
Ketron Research (PC)  
**Pulse Train Technology (Both)**  
**Raosoft, Inc. (PC)**  
SciTech International, Inc. (Both)

## Sales effectiveness measurement

Datan, Inc. (PC)  
**Decision Architects (PC)**  
Information Management Assoc., Inc. (IMA) (MF)  
Integrated Database Technologies, Inc. (PC)  
**Raosoft, Inc. (PC)**  
Right Information Systems, Inc. (PC)  
Tactician Corporation (Both)

## Sales forecasting

Delphus, Inc. (PC)  
Information Management Assoc., Inc. (IMA) (MF)  
Integrated Database Technologies, Inc. (PC)  
Ketron Research (PC)  
Market Probe International, Inc. (PC)  
NCSS (PC)  
Right Information Systems, Inc. (PC)  
Smart Software, Inc. (PC)  
Spring Systems (PC)  
**SPSS, Inc. (Both)**  
Statistical Graphics Corporation (PC)

## Sample size determination

Data Tabulating Service, Inc. (PC)  
Detail Technologies, Inc. (PC)  
**Maritz Marketing Research, Inc. (PC)**  
NCS (PC)  
NCSS (PC)  
**Raosoft, Inc. (PC)**  
Spring Systems (PC)  
Statistical Graphics Corporation (PC)  
**StatPac, Inc. (PC)**

## Sample weighting

Apian Software (PC)  
Datan, Inc. (PC)  
**Decision Architects (PC)**  
Marketing Masters (PC)  
**Microtab, Inc. (PC)**  
NCS (PC)  
**Quantime Corporation (Both)**  
**Raosoft, Inc. (PC)**  
**SPSS, Inc. (Both)**  
**StatPac, Inc. (PC)**  
**Surveycraft Systems, Ltd. (PC)**  
Trehwella, Cohen & Arbuckle, Inc. (T/C/A) (PC)  
Jan Werner Data Processing (PC)

## Sampling systems

**Affordable Samples, Inc. (PC)**  
**GENESYS Sampling Systems (Both)**  
Multivariate Software, Inc. (Both)  
NCS (PC)  
StatSoft, Inc. (PC)  
**Survey Sampling, Inc. (PC)**  
**Surveycraft Systems, Ltd. (PC)**

## Scanning systems

Able Software Co. (PC)  
 NCS (PC)  
**Principia Products, Inc. (PC)**  
**Pulse Train Technology (Both)**  
 ReadSoft, Inc. (PC)  
 Scantron Service Bureau (PC)  
**SPSS, Inc. (PC)**

## Simulation modeling

EnVision Knowledge Products (PC)  
 Market Probe International, Inc. (PC)  
 Multivariate Software, Inc. (Both)  
 Right Information Systems, Inc. (PC)  
 SciTech International, Inc. (Both)  
 Spring Systems (PC)  
 Techtel Corporation (PC)

## Site evaluation

Integrated Database Technologies, Inc. (PC)  
 Right Information Systems, Inc. (PC)  
 Sammamish Data Systems (PC)  
 Spectra/Market Metrics, Inc. (Both)  
 Tactician Corporation (Both)

## Survey analysis

Apian Software (PC)  
 Bruce Bell & Associates, Inc. (PC)  
**Computers for Marketing Corp. (CfMC) (Both)**  
 Creative Research Systems (PC)  
 DataMost Corporation (PC)  
 Datan, Inc. (PC)  
**Decision Architects (PC)**  
 INFONETICS Corporation (PC)  
 Information Management Assoc., Inc. (IMA) (MF)  
**Mercator Corporation (PC)**  
 Multivariate Software, Inc. (Both)  
 NCS (PC)  
 Optimum Solutions Corp. (PC)  
**PAI-Productive Access, Inc. (PC)**  
 Point-of-View™ Survey Systems (PC)  
**Principia Products, Inc. (PC)**  
 QQQ Software, Inc. (PC)  
**Quantime Corporation (Both)**  
**Raosoft, Inc. (PC)**  
 Right Information Systems, Inc. (PC)  
**Sawtooth Technologies (PC)**  
 Scantron Service Bureau (PC)  
 SciTech International, Inc. (Both)  
 Senecio Software, Inc. (PC)  
**Socratic Software, Inc. (PC)**  
 Spring Systems (PC)  
**StatPac, Inc. (PC)**  
 StatSoft, Inc. (PC)  
 William Steinberg Consultants, Inc. (PC)  
**Surveycraft Systems, Ltd. (PC)**  
 Techtel Corporation (PC)

## T-Tests

**Analytical Computer Service, Inc. (PC)**  
 Bruce Bell & Associates, Inc. (PC)  
 Buzzsaw Computing (PC)  
**Computers for Marketing Corp. (CfMC) (Both)**  
 Creative Research Systems (PC)  
 DataMost Corporation (PC)  
 Datan, Inc. (PC)  
**Decision Architects (PC)**  
 Detail Technologies, Inc. (PC)  
 EnVision Knowledge Products (PC)

**Maritz Marketing Research, Inc. (PC)**  
 Marketing Masters (PC)  
**Microtab, Inc. (PC)**  
 Multivariate Software, Inc. (Both)  
 NCSS (PC)  
**PAI-Productive Access, Inc. (PC)**  
 PenQuest Ltd. (PC)  
**Power Knowledge Software, LLC (PC)**  
**Quantime Corporation (Both)**  
**Raosoft, Inc. (PC)**  
 Right Information Systems, Inc. (PC)  
 SciTech International, Inc. (Both)  
 Senecio Software, Inc. (PC)  
 Spring Systems (PC)  
**SPSS, Inc. (Both)**  
 Statistical Graphics Corporation (PC)  
**StatPac, Inc. (PC)**  
 StatSoft, Inc. (PC)  
**Surveycraft Systems, Ltd. (PC)**

## Table editing

**Analytical Computer Service, Inc. (PC)**  
 Data Probe, Inc. (PC)  
 DataMost Corporation (PC)  
 Datan, Inc. (PC)  
**Decision Architects (PC)**  
**Microtab, Inc. (PC)**  
 Multivariate Software, Inc. (Both)  
**Power Knowledge Software, LLC (PC)**  
**Quantime Corporation (Both)**  
**Raosoft, Inc. (PC)**  
 SciTech International, Inc. (Both)  
 Spring Systems (PC)  
**StatPac, Inc. (PC)**  
 William Steinberg Consultants, Inc. (PC)  
 Suburban Associates (PC)  
**Surveycraft Systems, Ltd. (PC)**

## Tabulation system

**Analytical Computer Service, Inc. (PC)**  
 Apian Software (PC)  
 Bruce Bell & Associates, Inc. (PC)  
 Creative Research Systems (PC)  
 Data Probe, Inc. (Both)  
 DataMost Corporation (PC)  
 Datan, Inc. (PC)  
**Decision Architects (PC)**  
 INFONETICS Corporation (PC)  
**Microtab, Inc. (PC)**  
 NCSS (PC)  
 PenQuest Ltd. (PC)  
 Point-of-View™ Survey Systems (PC)  
**Power Knowledge Software, LLC (PC)**  
**Principia Products, Inc. (PC)**  
**Pulse Train Technology (Both)**  
 QQQ Software, Inc. (PC)  
**Quantime Corporation (Both)**  
**Raosoft, Inc. (PC)**  
 Scantron Service Bureau (PC)  
 SciTech International, Inc. (Both)  
 Senecio Software, Inc. (PC)  
**Socratic Software, Inc. (PC)**  
**StatPac, Inc. (PC)**  
 William Steinberg Consultants, Inc. (PC)  
 Suburban Associates (PC)  
**Surveycraft Systems, Ltd. (PC)**  
 Trehwella, Cohen & Arbuckle, Inc. (T/C/A) (PC)  
 The Uncle Group, Inc. (PC)  
 Jan Werner Data Processing (PC)

## Telephone interviewing/sampling

Creative Research Systems (PC)

Datan, Inc. (PC)  
**Decision Architects (PC)**  
 Digisoft Computers, Inc. (PC)  
**I/H/R Research Group - CatiHelp (Both)**  
 Information Management Assoc., Inc. (IMA) (MF)  
 Marketing Masters (PC)  
**Quantime Corporation (Both)**  
**Raosoft, Inc. (PC)**  
**RONIN Corporation - Software Products Group (PC)**  
**Sawtooth Technologies (PC)**  
 SciTech International, Inc. (Both)  
 Senecio Software, Inc. (PC)  
**StatPac, Inc. (PC)**  
**Surveycraft Systems, Ltd. (PC)**

## Text analysis

Apian Software (PC)  
 Creative Research Systems (PC)  
**Decision Architects (PC)**  
**Raosoft, Inc. (PC)**  
**StatPac, Inc. (PC)**

## Thurstone scaling

EnVision Knowledge Products (PC)  
 NCSS (PC)  
**SPSS, Inc. (Both)**

## Time series analysis

DataMost Corporation (PC)  
 Delphus, Inc. (PC)  
 EnVision Knowledge Products (PC)  
 Integrated Database Technologies, Inc. (PC)  
 NCS (PC)  
 NCSS (PC)  
**PAI-Productive Access, Inc. (PC)**  
 Right Information Systems, Inc. (PC)  
 SciTech International, Inc. (Both)  
 Smart Software, Inc. (PC)  
 Spring Systems (PC)  
**SPSS, Inc. (Both)**  
 Statistical Graphics Corporation (PC)  
 StatSoft, Inc. (PC)  
 Techtel Corporation (PC)

## Touch-Tone interviewing (TATI)

**Quantime Corporation (Both)**

## Translation

**Quantime Corporation (Both)**  
 SciTech International, Inc. (Both)

## Verbatim coding

Apian Software (PC)  
**Computers for Marketing Corp. (CfMC) (Both)**  
 Creative Research Systems (PC)  
 Datan, Inc. (PC)  
**Decision Architects (PC)**  
 INFONETICS Corporation (PC)  
 NCS (PC)  
 Optimum Solutions Corp. (PC)  
 PenQuest Ltd. (PC)  
**Quantime Corporation (Both)**  
**Raosoft, Inc. (PC)**  
**Sawtooth Technologies (PC)**  
 Service Measurement Group, Inc. (PC)  
**StatPac, Inc. (PC)**  
**Surveycraft Systems, Ltd. (PC)**

## Volumetric analysis

Datan, Inc. (PC)

## Cross-index of research software by title

### A

ABASE, Advanced Data Research, Inc.  
Abtab for Windows, Bruce Bell & Associates, Inc.  
**ACA System, Sawtooth Software, Inc.**  
**ACS-Query, Analytical Computer Service, Inc.**  
ADTABulous™, CRC Data Systems  
Advanced Statistics Program, P-STAT, Inc.  
Advantage®, Spectra/Market Metrics, Inc.  
ARGUS Perceptual Mapper, Spring Systems  
**Arthur, Analytical Computer Service, Inc.**  
ASK?em, INFONETICS Corporation  
AUTOCAS II, Delphus, Inc.  
AUTOCODE™, Quality Coding, Inc.  
AutoData Pro™ II, AutoData Systems  
AutoData Survey, AutoData Systems

### B

**Bellview, Pulse Train Technology**  
**Bellview Scan, Pulse Train Technology**  
Bridger, Bretton-Clark

### C

C•Gen, William Steinberg Consultants, Inc.  
**C-MENTOR, Computers for Marketing Corp. (CfMC)**  
**C-SURVENT, Computers for Marketing Corp. (CfMC)**  
CATI-Net, Americom Research, Inc.  
**CatiHelp, I/H/R Research Group - CatiHelp**  
**CBC System, Sawtooth Software, Inc.**  
**CCA System, Sawtooth Software, Inc.**  
Census Data Systems, Sammamish Data Systems  
**Ci3 System, Sawtooth Software, Inc.**  
**Ci3 System for CATI, Sawtooth Technologies**  
**Ci3 System for Computer Interviewing, Sawtooth Technologies**  
Claritab, Claritas, Inc.  
Compass for Dos/Windows, Claritas, Inc.  
Conjoint Analyzer, Bretton-Clark  
Conjoint Designer, Bretton-Clark  
Conjoint Linmap, Bretton-Clark  
Conjoint Segmenter, Bretton-Clark  
**COSI, Computers for Marketing Corp. (CfMC)**  
Coupon Optimizer, Spectra/Market Metrics, Inc.  
Customer Support Help Desk, SolutionDesk  
**CVA System, Sawtooth Software, Inc.**

### D

Data Entry Program, P-STAT, Inc.  
DataStation Architect, Integrated Database Technologies, Inc.  
DataStation Quest, Integrated Database Technologies, Inc.  
DataStation Transact, Integrated Database Technologies, Inc.  
Datatrac, Datanetics  
DataTriX, DataMost Corporation  
DPL Decision Analysis Software, Applied Decision Analysis, Inc.

### E

The EDGE TeleBusiness®, Information Management Assoc., Inc. (IMA)  
Enlighten™, Spectra/Market Metrics, Inc.  
Enlighten™ for Retailers, Spectra/Market Metrics, Inc.  
EnterView for CAPI, PenQuest Ltd.  
EnterView for Web, PenQuest Ltd.  
Epsilon™, Data Tabulating Service, Inc.  
EQS Structural Equation Modeling Software, Multivariate Software, Inc.  
Eyes & Hands, ReadSoft, Inc.  
EZ-Map, Datalogics

### F

FAQSS, Optimum Solutions Corp.  
FASTAB, Datan, Inc.  
Feedback Manager, Service Measurement Group, Inc.

Final Focus, Pitney Bowes Software Systems  
Flo - Stat 2, Senecio Software, Inc.  
FocusReports, Burnett Research Services, Inc.  
4THOUGHT, Right Information Systems, Inc.  
4TUNE, Right Information Systems, Inc.  
Futrex, Datalogics

### G

**GENESYS Sampling Systems, GENESYS Sampling Systems**  
**GENESYS-ID, GENESYS Sampling Systems**  
**GENESYS-Plus, GENESYS Sampling Systems**  
Geo Sight for Windows, Sammamish Data Systems  
GEOLINE-II, Ketron Research  
GeoStan™, Qualitative Marketing Software, Inc.  
GISPLUS, Caliper Corporation  
**Gold Crosstab Software, Microtab, Inc.**

### H

Headliner, The Namestormers  
Hyper Q., Americom Research, Inc.

### I

I-Net, Americom Research, Inc.  
Idea Factory & Concept Generator, Information Innovation  
InfoMaker™, Equifax National Decision Systems  
Informix Interface Program, P-STAT, Inc.  
Interviewdisk™, Marketing Metrics, Inc.  
INTERVIEWER, INFO ZERO UN

### J-K-L

**Juggler, Analytical Computer Service, Inc.**  
**Knockout, Analytical Computer Service, Inc.**

### M

MaCATI 2 - CAPI, Senecio Software, Inc.  
MaCATI 2 - CATI, Senecio Software, Inc.  
MaCATI 2 - DMS, Senecio Software, Inc.  
MaCATI 2 - e-Poll, Senecio Software, Inc.  
MapInfo, Tetrad Computer Applications, Ltd.  
MAPTITUDE, Caliper Corporation  
MapWise, Market ACTION/MapWise  
**Maritz Stats™, Maritz Marketing Research, Inc.**  
Market Analysis Systems, Applied Decision Analysis, Inc.  
MarkeTab, Claritas, Inc.  
**MarketSight 2.0, Decision Architects**  
MCA#, Bretton-Clark  
MERLIN Tabulation System, Datan, Inc.  
MERLINPlus, Datan, Inc.  
MERLINT, Datan, Inc.  
MicroVision™, Equifax National Decision Systems  
MKTSIM, Spring Systems  
MPA, Detail Technologies, Inc.  
**MT/Stat, Microtab, Inc.**  
**mTAB Research Analysis System, PAI-Productive Access, Inc.**

### N-O

NamePro, The Namestormers  
Namer, The Namestormers  
NCS Survey, NCS  
NCS ViewPoint, NCS  
NCS Works, NCS  
NCSS, NCSS  
Network TV Optimizer, Spectra/Market Metrics, Inc.  
Neuro Map, EnVision Knowledge Products  
Neuro Seg, EnVision Knowledge Products  
Niche 1 Insight™, Ceresco Marketing, Inc.  
Numerica, DataMost Corporation  
ONCEOVER, Detail Technologies, Inc.

### P

P-STAT® Base Program, P-STAT, Inc.  
Panel Net, Americom Research, Inc.  
Par Survey GST, Scantron Service Bureau

PASS, NCSS  
Pcensus, Tetrad Computer Applications, Ltd.  
PCPUNCH, Pros & Cons, Inc.  
PEER Planner for Windows, Delphus, Inc.  
**Perception Analyzer, Columbia Information Systems**  
**Plastic Crosstab Software, Microtab, Inc.**  
**Platinum Crosstab Software, Microtab, Inc.**  
POST™, CRC Data Systems  
**PowerTab™, Power Knowledge Software, LLC**  
**PRO•T•S (PROactive Telephony System), Marketing Systems Group**  
**Professional Crosstab Software, Microtab, Inc.**  
ProphetPoint™, Equifax National Decision Systems  
Psearch, Tetrad Computer Applications, Ltd.  
**Pulsar, Pulse Train Technology**  
Pulse Survey II, Scantron Service Bureau  
Pulse/MPC™, Pulse Analytics, Inc.  
Pulse/QSEG™, Pulse Analytics, Inc.  
Pulse/QUAD™, Pulse Analytics, Inc.  
Pulse/RSAMP™, Pulse Analytics, Inc.  
Pulse/TURF™, Pulse Analytics, Inc.

## Q

**Q-Leap, Analytical Computer Service, Inc.**  
QBAL, Jan Werner Data Processing  
QBAL, Trehwella, Cohen & Arbuckle, Inc. (T/C/A)  
QEDIT, Trehwella, Cohen & Arbuckle, Inc. (T/C/A)  
QEDIT, Jan Werner Data Processing  
QGEN, Trehwella, Cohen & Arbuckle, Inc. (T/C/A)  
QGEN, Jan Werner Data Processing  
QMARG, Jan Werner Data Processing  
QMARG, Trehwella, Cohen & Arbuckle, Inc. (T/C/A)  
QTAB, Trehwella, Cohen & Arbuckle, Inc. (T/C/A)  
QTAB-II, Jan Werner Data Processing  
Q TILE, Trehwella, Cohen & Arbuckle, Inc. (T/C/A)  
**The QTS, Quantime Corporation**  
**Quancept CAPI, Quantime Corporation**  
**Quancept CATI, Quantime Corporation**  
**Quancept for Windows, Quantime Corporation**  
**Quancept Web, Quantime Corporation**  
**Quanquest: Questionnaire Design, Quantime Corporation**  
**Quantum: Editing and Tabulation, Quantime Corporation**  
**Quanvert: Desktop Tabulation, Quantime Corporation**  
Quick Post, Data Probe, Inc.  
Quick STATISTICA/Mac, StatSoft, Inc.  
Quick STATISTICA/W, StatSoft, Inc.  
QUICK-POLL - Survey System, Touch Base Computing  
QWRITERII, Point-of-View™ Survey Systems

## R

R2V for Windows & NT, Able Software Co.  
**Raosoftware EZReport, Raosoftware, Inc.**  
**Raosoftware SURVEY, V.2.7, Raosoftware, Inc.**  
**Raosoftware SURVEYWin, V.3.2, Raosoftware, Inc.**  
**Remark Office OMR, Principia Products, Inc.**  
**Results for Research®, RONIN Corporation - Software Products Group**  
**Results for the Net™, RONIN Corporation - Software Products Group**  
REVISSA, Market Probe International, Inc.

## S

SALES FORECASTER, Ketron Research  
Sales Territory Generator, EnVision Knowledge Products  
SAVI, Information Innovation  
SCANTEST, Market Probe International, Inc.  
**scyCode, Surveycraft Systems, Ltd.**  
**scyField, Surveycraft Systems, Ltd.**  
**scySample, Surveycraft Systems, Ltd.**  
**scyTab, Surveycraft Systems, Ltd.**  
**Sensus Q&A, Sawtooth Technologies**  
**Sesus TradeOff, Sawtooth Technologies**  
Sidepad, Advanced Data Research, Inc.  
**Silver, Microtab, Inc.**  
Simgrat, Bretton-Clark  
Site America, Tactician Corporation

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CR, LR, OR, TK, VE, 1-1, 1-1OR

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Ph. 813-282-0866

Fax 813-282-3553

E-mail: Herrontpa@aol.com

Elaine Herron-Cravens, President

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CR, OR, 1-1, 1-1OR, TK, TKO, VE, VC

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3) 15x20 Obs. Rm. Seats 10

4) 22x24 Obs. Rm. Seats 15



## From the Publisher

continued from p. 98

How time flies. This is our 100th issue. It is hard to believe more than 10 years have passed and what has occurred during this time.

The technical part of the publication has changed enormously. The prepress work formerly took more than two weeks and now is accomplished in three or four days. Printing began on a small sheet-fed press and we now use a web. The first computer we bought to handle circulation data had a 20MB hard drive, which we thought was more than enough for any future needs. The unit we now use has a 2.5 gigabyte hard drive and 32MB of RAM.

But although scores of mechanical changes have taken place the goals have not changed. Often during these 100 issues we have reviewed the original guidelines and goals to insure we are not deviating from them. Based on the response from our readers and advertisers I believe we have generally been successful.

In the first issue I stated our goal as follows: "to serve you with practical and timely information concerning the marketing research industry." I also asked readers to

write or call us with comments, pro and con. We have heard from you, followed your advice, and trust you will continue to contact us with your comments.

What does the future hold? The major change we see in marketing research is in its globalization. As more companies market their products and services beyond their borders good market information becomes critical. Companies will expect, even demand, uniformly high levels of data collection throughout the world. As we expand our circulation to reach those outside the United States we plan to be there to assist them.

Reaching this milestone could not have been possible without the support of you, our readers. We humbly thank you. One of the reasons I stayed in research for my entire working career is because I found the vast majority of people working in this field to be very nice. That has been a constant for the 40 years I have been in this industry.

Finally, thanks to those who are responsible for getting the magazine out. Joe, Jim, Evan, Steve, Dan and Marlene are the ones who should get the credit, as they have taken on the day-to-day responsibility of producing each issue. They are the unsung heroes.

Here's looking forward to the next 100 issues! □

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# From the Publisher

By Tom Quirk/QMRR Publisher

## One hundred issues and counting

In the summer of 1986 the concept for *Quirk's Marketing Research Review*, a new business magazine for the marketing research industry, was introduced to potential readers and advertising prospects. A mock issue was printed which included a sampling of articles, a peek at the graphics to be used, and some guidelines the proposed publication would adhere to, including:

- having a qualified, viable reader audience that is actually involved in marketing research;
- presenting material that is valuable, understandable and interesting (using knowledge of the field, good contacts within the industry, and a clean, straightforward writing style);
- keeping readers informed of new technologies and meth-

odologies being used in the industry;

- avoiding too much talk about what is going on in academia or including peripheral news except as it relates to marketing research.

My belief that such a magazine was needed grew out of my experiences in the 1960s as the research director for the Miller Publishing Co. in Minneapolis. It was my responsibility to conduct the research and make presentations to clients. Many of the individuals at the client level had limited experience in and knowledge of research and most did not expect continued involvement in this field. I believed a business publication stressing the practical side of marketing research would be a valuable tool but I did not know if marketers in other industries also had limited experience with market research techniques. It was only when doing in-depth research for the publication that I realized this is the norm in many industries.

In 1986 we knew that for *Quirk's Marketing Research Review* to be a success we would need the support and cooperation of many people. First would be those who assisted with the initial issues, including Emmet Hoffman, Robert Truhlar, Keith Hunt, Dave Hahn, Jim Quirk and Beth Hoffman. We also needed advertising support from the providers of marketing research products and services. Finally, it was critical to have the support of the reader audience (in the form of requests to receive the publication) in order to allow us to meet the criteria for obtaining second-class mailing privileges shortly after our initial issues were mailed.

Some didn't believe the marketing research community would or could support this effort. It wasn't so much that they were negative but rather skeptical. One individual, who had considered a similar venture, believed the risks were too great. However, most were supportive and urged us to pursue the venture.

Well, all of the elements did come together and we were able to get the first issue out. And then the second, and the third, and the fourth, fifth, sixth and so on.

### Farcus

by David Waisglass  
Gordon Coulthart



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"Greetings. We seek new markets."

continued on p. 97

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